

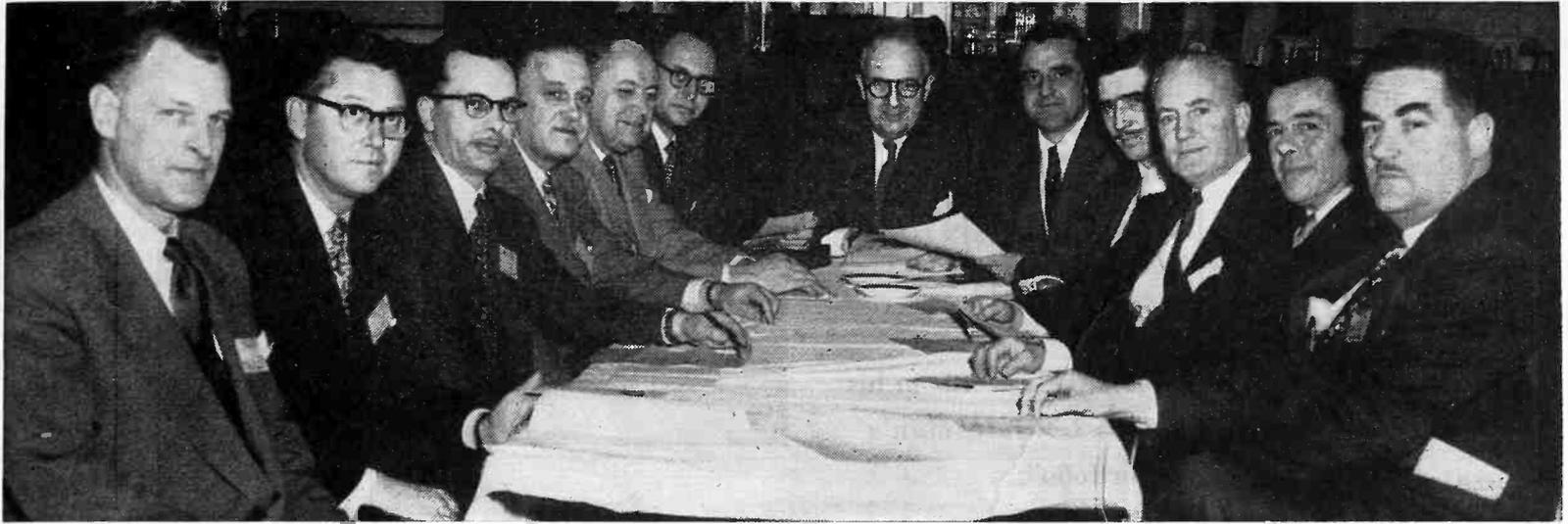
CANADIAN BROADCASTER AND TELESCREEN

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

Vol. 12, No. 6

TORONTO

March 18, 1953



—Photo by Canada Pictures

THE NEWLY-ELECTED FOURTEEN MAN BOARD OF THE C.A.B. was photographed after their election at the close of the 1953 convention. From left to right, they are: Jack Davidson, Northern Broadcasting Company; Hal. B. Crittenden, CKCK, Regina; Jean-Paul Lemire, CKCH, Hull; John Craig, CKX, Brandon; Gerry Gaetz, CJCA, Edmonton; Malcolm Neill (retiring chairman) CFNB, Fredericton; F. H. "Tiny" Elphicke (president) CKWX, Vancouver; William Rea Jnr., CKNW, New Westminster, B.C.; Wallace Slatter, CJOY, Guelph; J. Arthur Dupont, CJAD, Montreal; J. E. "Ted" Campeau, CKLW, Windsor; Baxter Ricard, CHNO, Sudbury. Absent from picture, E. Finlay MacDonald (vice-president); CJCH, Halifax; Henri LePage, CHRC, Quebec City.

THE POWER OF RADIO



EVERYBODY GOT A SHOCK, but the biggest one was sustained by Lethbridge Mayor A. W. Shackelford who, as he announced winners of a Teen Queen contest, grasped both CJOC's broadcast microphone and one for the public address system at the same time. He is shown above considerably under the influence of electrons and "frozen" to the mikes while CJOC announcer Joe McCallum (left) and Alderman Cliff Black try to render assistance. Mayor Shackelford, who narrowly missed injury, was freed when the power was cut off. When the excitement was over engineers explained the mishap as caused by a difference in grounding systems of the two mikes. One was grounded directly, the other through a condenser, making a difference in electrical potential of 50 volts. The wide-awake photographer was Orval Brunelle of the *Lethbridge Herald*.

CAB Approves Constitution Change In Principle

by Dick Lewis

Montreal — After three placid days of routine business and craft talks, the four-day meeting of the Canadian Association of Broadcasters, with a record turn-out of radio men, sponsors, agency people and others, flared up over the redrafting of the constitution on Thursday morning. Joseph Sedgwick, Q.C., who recently resigned as CAB general counsel, touched it off when he questioned many of the clauses in the proposed redraft and also attacked the entire change, in principle.

During the discussions, which became heated but never out of hand, it was pointed out that, as amendments to the constitution required a vote of two thirds of all members, whether present or not, it was beyond the powers of the meeting to finalize on the changes. It was also pointed out that the proposed name change — to Canadian Association of Radio & Television Broadcasters — could only be achieved by application to the Secretary of State, following a two thirds majority vote.

One of the amended clauses was for the increase of representation on the board from eleven to fourteen directors. When it was found that this change could not be immediately put into effect by amendment to the constitution, the same end was achieved by passage of a by-law,

The most hotly disputed question was whether the general manager of the association, to be called the executive vice-president when and as the amendment goes through, was to have the right to hire and fire officers and staff of the association, as suggested in the draft amendments. After considerable discussion, a show of hands was called for, and the vote went in favor of the pro-

posed amendment.

When the whole matter seemed to have reached an impasse, due to the fact that the constitution could not be amended without the required two thirds vote, the chairman, Malcolm Neill, called for another show of hands indicating whether or not the meeting approved of the changes, subject to a mail ballot. This passed by a substantial majority.

One resolution which went down to unanimous defeat after a good deal of discussion, would have pledged broadcasters "to sell or give time for political broadcasts only to political parties, the members of which are known to give allegiance to Her Majesty the Queen." There was a certain amount of discussion on the subject, but it was finally pointed out that broadcasters are desirous of being regarded as "electronic publishers" and that such a step would be entirely contrary to all the canons of freedom of the press.

In the program field, one resolution authorized the board "to explore all methods wherein transcription service and recording companies could be urged to place an even greater emphasis on the recording of BMI compositions. Another called upon the directors "to embark upon any practical methods to encourage and/or to underwrite the recording of Canadian concert music.

The membership also instructed the directors of its association "to further press for equitable recognition of broadcasting in Canada by an independent regulatory body not in any way connected with any broadcasting organization, such a board to be charged with the duty of administering

(Continued on page 16)

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 (37)

- 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
- CFOS Owen Sound
- CHOV Pembroke
- CHEX Peterborough
- CFPA Port Arthur
- CKTB St. Catharines

What Price Radio?

ROBERT DAY
 president of
BULOVA
WATCH
COMPANY
LIMITED



uses these words in his
 1953 "Salesmen's
 Portfolio".

"Last year the greatest
 single promotion in
 jewelry history . . .
 the use of every one of
 Canada's 154 radio
 stations . . . sold out
 the 'Bulova President'
 within 14 days of release
 date . . . This year
 imagine your sales of
 'Bulova Ambassador'
 when we duplicate
 the 1952 campaign."

The
CANADIAN
ASSOCIATION of BROADCASTERS

Representing 116 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

ONTARIO (37) — Continued

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

MANITOBA (6)

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

SASKATCHEWAN (8)

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

ALBERTA (10)

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

BRITISH COLUMBIA (17)

- CHWK Chilliwack
- CJDC Dawson Creek
- CFJC Kamloops
- CKOV Kelowna
- CHUB Nanaimo
- CKLN Nelson
- CKNW New Westminster
- CKOK Penticton
- CKPG Prince George
- 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



Over the Desk

If you want to know the time of day, TV-wise, you ask a twenty-eight-year-old Torontonian named Andrew Nixon (Andy) McLellan, who has emerged lately as consultant to the CAB and its member stations on the general aspects of television, with emphasis on programming and production rather than engineering.

Andy seems to have had his sights set on TV since almost before it happened.

In 1940-1, at about seventeen years of age, he developed a schoolboy infatuation with radio and surprised himself, his family and the radio talent fraternity, when two plays he submitted to CBC Vancouver failed to return with the customary rejection slips. So he took the hundred bucks and started what is probably the most comprehensive library and carefully filed collection of TV data in Canada.

Andy read every word written on the TV subject in the U.S. and the U.K., until TV in both was shut down in 1942.

Next he devoted his attention to winning the war as a full-blown private in Signals (with one temporary elevation to lance corporal, but the hook came off), from Vimy Barracks, in Kingston, Ont.

Twice he sought and obtained leave to go to New York to attend the first and second Television Institutes staged by *Telesvisor Magazine*. There he sat through the sessions alongside such fellow "students" as Charles Holden of ABC top brass, Rudy Bretz of CBS, now a top TV consultant with a couple of books to his credit, and many other TV "greats".

Still in the army in 1945, Andy put in a two weeks' leave of absence undergoing two weeks intensive training as the guest of General Electric at their WRGB, Schenectady. He got this first insight into the machinations of the business from Clarke Jones, now top NBC producer and McCann Erickson's TV producer, Ted Huston.

In 1946, he turned in his uniform and went home.

Since this time he has been engaged on and off *Radio Row*, including a stint as TV editor on the late lamented *Radio Vision*. Whatever he has done, it has always been with the TV end in view.

In 1948, he was the first Canadian to attend *Telesvisor Magazine's* Television Workshop, a four months' course in TV programming in New York.

Next he became full-time lecturer in TV at the now defunct Academy of Radio Arts in Toronto. This culminated with his share in the organization of the first Canadian TV Clinic held at the Royal York Hotel in December, 1950.

Latterly he has been running his own office as a TV consultant at 4 Albert Street, Toronto where, not-

withstanding the fact that clients have been something of a novelty, varying from an enquiry from a British glass works concerning prospects for the marketing of picture tubes in this country to frequent and frantic calls for reliable information from this paper, he has been continuing his pursuit of television with the same relentless determination.

Last fall Andy got his first tangible recognition of his long uphill fight for the infant medium when he was named a Fellow of The Television Society (of Great Britain) for his "services to Canadian Television."

As was announced in this paper and elsewhere early this month, the office of Andrew Nixon McLellan, Toronto television consultant, has now added to his list of clients the name of The Canadian Association of Broadcasters.

Reactions to the statement of how many thousands — or is it millions — of "comic books" are sold to children in the United States caused most broadcasters at the CAB Convention to express grave concern. As radio men from all over discussed steps

that should be taken to remedy the matter along the lines of their industry produced "Teen-age Book Parade", Bill Speers of CKRC, Winnipeg, announced that he was going into the business of publishing "funnies".

While apologies for radio's juvenility are still heard at times, a second generation of broadcasters is quietly coming into the picture. Here, attend-



—photo by Canada Pictures
ing the CAB are CFRB Commercial Manager Waldo Holden and his

junior — John. Waldo insists no son of his will ever go into this business and brought John along just to prove it I guess.

Other broadcasters with second generations taking an active part are Stewart Neill of CFNB, Fredericton, who has retired in son Malcolm's favor; Jack Radford of CFJR, Brockville; A. A. Murphy whose sons-in-law, Vern Dallin and Blair Nelson are piloting the good ship CFQC; Gordon Love of CFCN, Calgary; Keith Rogers whose station CFCY is managed by son-in-law Bob Large; "Doc" Cruickshank of CKNX, Wingham; Horace Stovin and Jack Slatter in the rep field; Harold Carson of All-Canada; Gib Liddle, and the late Clyde Mitchell, both of CKCR, Kitchener and Jim Browne of CKOV, Kilowna.

A positive approach to personnel problems on an industry-wide basis (as well as a rather interesting long-view sales promotion campaign) continues to shape up, with further progress reported at the CAB meeting. This is the proposed pension plan for employees of CAB member stations and such associate members
(Continued on page 4)



ONLY TOP COVERAGE



plus TOP LISTENERSHIP



Brings the BEST FOLLOWING IN THIS MANITOBA MARKET!

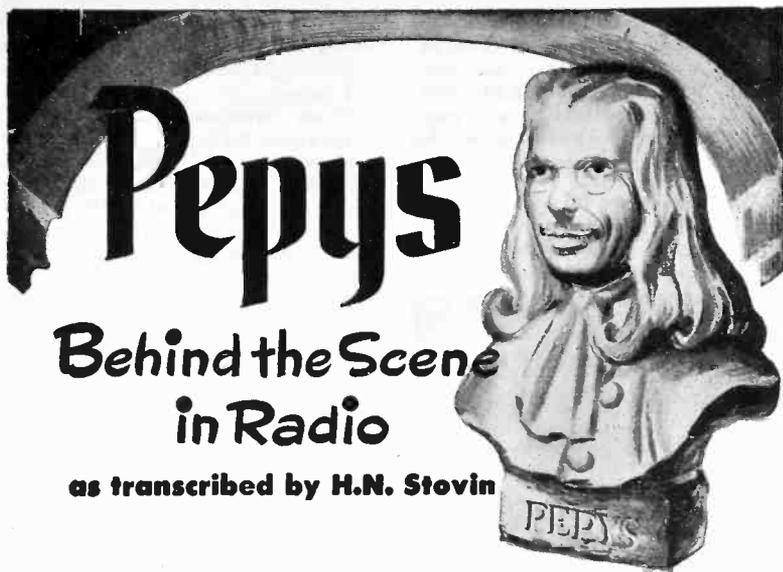
ELLIOTT-HAYNES		12-MONTH AVERAGE		1951-1952	
MANITOBA	WINNIPEG		RURAL MANITOBA		
STATION	DAYTIME AVERAGE	NIGHTIME AVERAGE	DAYTIME AVERAGE	NIGHTIME AVERAGE	
CKRC	33.8	33.9	33.1	38.7	
CBW	17.5	12.9	30.7	23.5	
CJOB	30.8	28.0	15.7	15.5	
CKY	13.6	16.3	16.0	17.7	
OTHERS	4.6	8.9	4.6	4.9	

TOTAL WEEKLY BBM — 1952 DAYTIME 179,150 NIGHTIME 172,910

CKRC WINNIPEG

630 KC 5000 WATTS

representatives: All-Canada Radio Facilities — in U.S.A. — Weed & Co.



"Much news and activity among our good Stovin stations, which I do diligently set down ● ● ● My good friend Fred Pemberton of CKSF Cornwall writes than on Monday through Friday ten-minute program, one week's mail totalled 5,519 letters, no less — and comments, albeit with tongue in cheek, I believe, that if 250 watts can produce 5,519 letters, should not 50,000 watts produce 1,103,800 letters, for which reason CKSF is truly "Canada's Biggest Little Station" ● ● ● Bill Hawkins, CFOS Owen Sound, running a play-writing contest in their coverage area, for half-hour radio dramas to be produced by them next Fall. Also CFOS did show Shell Oil's puppets to no less than 1200 moppets, and all free ● ● ● CJOR Vancouver, did spearhead the drive for European Flood Relief Funds, three days before either City or Province got started. Dorwin Baird, well-known CJOR personality, setting Vancouver by the ears with his editorial exposé that Vancouver has more deaths from gas than from traffic accidents. As a result, rooming-house keepers now under pressure to improve gas safety in Vancouver. As usual, CJOR well in the forefront of any issue wherein they may offer public service ● ● ● And CKOM, Saskatoon, with new evidence that it is indeed a PROVEN station; in that their client, Yager's Furs, who sponsor a one-hour show on Sundays, did run some extra spot announcements to promote their January Sale and thereafter did experience the largest January Sale in their history. As a result they have bought a complete year's advertising on this progressive and PROVEN station".

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
VANCOUVER

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

Member of Radio Station Representatives Association

(Continued from page 3)
as national representatives and others.

The idea started with Murray Wilton of North American Life, who wrote the policy securing pensions for CAB staff back in June, 1948. Since then, Murray has been making a long-term study of industry conditions, which, under Bill Waylett, North American's group insurance head, have also had the personal attention of George Irvine, who attended the AAB Convention and Arn Galbraith who was on deck for the BCAB.

Under the plan as it now stands, station owners have the choice of almost any of the large number of variations of the pension plans now written by the company. These fall into two main categories—one under which employees are assured on retirement, a fixed percentage of their earnings, and the other under which they may buy a variable pension for a fixed percentage of their salaries.

The company is very enthusiastic about the fact that the plan being considered contains a clause permitting transfer from one employer to another within the industry without loss to the holder. While most stations seem to see the advantage of this, there are some managers who think a non-transferable clause would help them hold people in their employment. This of course, is answered by the obvious objection that a man who had to be held by such an artifice or device would scarcely be worth holding.

Our interest in this project is two-fold. In the first place, it seems like a major step towards the improvement of the radio craft and should help attract a higher standard of people to the ranks of its employees. In the second place, there is a definite affinity between private radio and what we might term "private" insurance companies. Both are subjected to the same kind of government competition in the conduct of their businesses, so that a strong community of interest would seem to exist between the broadcasters and the insurance people.

Vancouver "hams" used to talk shop with amateurs in the USSR, but they report that they have not been in contact with the Soviet for more than a year.

They can still hear Russian operators talking among themselves, and figure their own signals must still be audible in the Soviet, just as they used to be. But none of the Russian

hams ever pick up an invitation to chin any more.

There used to be some contact with amateurs in Red China too, but recently West Coast "hams" haven't even heard them talking among themselves. The theory is the Chinese government must have expropriated their gear.

Tom Briggs dubbed him the Mayor of Canada in his CAB Daily Bulletins, and the name isn't bad at all. He's Montreal's colorful mayor Camillien Houde — the one on the left that is



—photo by Canada Pictures

— and he was mugged by official photographer Strathy Smith, during the annual dinner, as he chinned with "Tiny" Elphicke of CKWX, Vancouver, who presided over the dinner as retiring vice-chairman and later took office again as the CAB's president.

After the convention had adjourned, broadcasters, delegates, guests, press and everyone tramped over to the City Hall. Civic officials, in true musical comedy style, had rolled back the carpets in the old Hotel de Ville and set up a bar, a buffet and a band. There His Worship; Mayor Camillien Houde, who, in his own words, has been Mayor of Montreal since 1928, with a slight "intern-mission," danced with all the ladies, and graciously shook hands with his hundreds of guests. Charlie Edwards got this treatment twice and when he pointed this out to His Worship, he was told that he liked to extend two greetings to all the distinguished people to show they were doubly welcome. And when Wilf Woodill told him he had been in his office and sat in his chair, the mayor asked him where he was from. "Sudbury," said Wilf. "That is all right," said the mayor, if you are from out of town. Montrealers I will not permit to sit in my chair. They might like the idea."



LASSO THE TERRIFIC NEWFOUNDLAND MARKET

- ★ Retail store sales up 53% over last year.
- ★ New car sales up 42% over last year.
- ★ The U.S. Army alone will spend one hundred million in Nfld. during 1953.

★ Textile plant — shoe factory — leather plant — light machine plant plus 4 other new plants schedule to open this year with thousands of new jobs —

CJON 5000 WATTS
DAY & NIGHT



CANADIAN BROADCASTER AND TELESREEN

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

Published twice a month by

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

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

Editor: RICHARD G. LEWIS
Business Manager: ARTHUR C. BENSON
Art Editor: GRAY HARKLEY
News Editor: THOMAS C. BRIGGS
Circulation Dept.: TED MacGILLIVRAY
Research Consultant: G. E. RUTTER
Photography: ANTHONY TRIFOLI

Correspondents
Montreal - - - - - Walter Dales
Vancouver - - - - - Bob Francis



Vol. 12, No. 6

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

March 18th, 1953

Accent On Positive

Encouragement for the continued advancement and maturing of the broadcasting industry is to be found in several of the CAB's projects which came out into the light of day during last week's convention in Montreal. Several of these were disclosed by Jim Allard in his annual report to the membership.

What seemed of paramount importance to us was the setting up of an "experimental council of advertising review" in co-operation with the Better Business Bureau.

Allard explained the function of this "council" as being to "provide . . . assistance in assessing the merits of certain types of advertising, and protection to the public against shoddy merchandise or unwarranted claims." He pointed out such action is "better on a voluntary basis by responsible businessmen, than by sweeping government action".

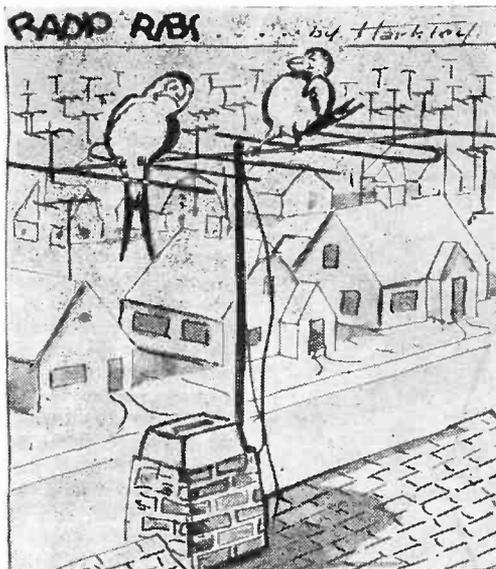
Going into this self-censorship in a spirit of self-improvement, rather than in a frantic effort to offset biased criticism, is a healthy sign. As long as business is continuously scrutinizing itself and its actions, those who live to destroy it will not get very far. Self-examination, sincerely followed by self-discipline, can inspire nothing but respect, even in the most critical places.

. . .

Along the lines of programs with a purpose, the CAB member station's *Teenage Book Parade* has all the earmarks of being a positive effort to perform a useful service to youngsters. "Report from Parliament Hill" functions similarly in the political field. Carl Haverlin's plan, under which broadcasters would underwrite the recording and marketing of albums of serious music, composed and performed by Canadians, is a comparable step in another field. The CAB documentary Salute to Queen Elizabeth was a courageous venture. What price news commentaries and dramas next?

. . .

The unwillingness of the private broadcasters to use their own facilities to tell their stories to the public seems to be a thing of the past. Jim Allard announced that five minute programs, designed especially for this purpose, will be made available to stations very shortly. This, we trust, is only the beginning.



"Well, they had to do something, Florence, when they cut down all our trees".

There were differences of opinion at the 1953 CAB Convention, just as there always have been and always will be — we trust. The fact of the matter is though that the management has shown itself to be capable and strong in definition and pursuit of purpose. In his final words, Jim Allard put it squarely up to his members that differences should be ironed out internally because unity is the one essential. These were his words: "If all of us work together, if all of us concentrate on the solution of our problems and the correction of our difficulties without dissipation of time or energy on petty internal politics and jealousies, then we may soon win our way to a brighter road ahead and to even greater stature and respect in a growing Canadian community."

. . .

Full Steam Ahead

The membership of the CAB is to be congratulated on having finally disposed of the tortuous problem of plotting a pattern for program and audience research. Following along the lines of the resolution suggested by the CAB directors, which closely coincided with what this paper has always advocated, the Bureau of Broadcast Measurement will set up the machinery to examine and recommend for approval those methods of independent researchers which reach a set of minimum standards.

This work will be undertaken by a

man engaged for this purpose and also for work on BBM. He will be called upon to "inform advertisers and agencies of the merits, proper use and limitations of radio research methods."

We feel that the industry is due for commendation on several scores. First, it has finally disposed of this problem. Second, it has shown a disposition to improve the research product by taking steps to teach advertisers and others to use it properly. Furthermore, with very few dissenting, it has shown itself willing to go into this development without knowing just how much it is going to cost.

The next problem will be the selection of the man to do this work. While there may be those who feel he should be something along the lines of a statistical genius, thoroughly versed in differential calculus and higher mathematics in general, we are inclined to the view that while he should be primarily an expert in marketing research, such qualities as practicability and human understanding are equally essential.

Apparently the choice of the incumbent for this important post lies with the board of directors of the Bureau of Broadcast Measurement. On their ability to choose the right man with the least possible delay, rests the possibility that the broadcast medium may be on the verge of its greatest advance since BBM was born.

. . .

Television And The First Wheel

Many thousands of years ago a man watched a log rolling down a hill and then and there an inspiration crawled inside the man's brain and wouldn't go away.

So the man invented the wheel.

Fortunately for us the man hacked and chiseled and chipped until the wheel was finished. He didn't spend all of his time going around talking about it.

He went out, or went in, or went somewhere, and built it.

He didn't stand before the Amalgamated Association of Cave Men Interested in the Development of Wheels and say: "Gentlemen, some day wheeled vehicles will skim along the earth at breathtaking speed".

No sir! He didn't keep talking — he kept chipping.

We've done our share of talking, too. But let's remember that we've got a lot of chipping to do.

Andy McLellan.



People with **POWER** to **BUY** ... listen to **CFAC**

Actually, our listeners aren't all muscle men. They're just people with money in their pocket who really hear the advertiser's message on CFAC, then go out and buy.

Our advertisers rate this as buying **POWER**.

There's power in the number of people you talk to too! ... **ALMOST TRIPLE THE NUMBER OF CALGARIANS LISTEN TO CFAC IN PREFERENCE TO ANY OTHER STATION.**

To quote the Elliott-Haynes Report:

Remember CFAC for radio advertising in the WEST. The station with listeners who **BUY**.

Current Survey shows:

	Program Rating	% of Listeners
CFAC	18.1	54.3
Station #2	6.3	18.4
Station #3	7.4	22.4

Average rating from 9 a.m. to 6 p.m. Monday thru Friday (ELLIOTT-HAYNES Daytime Survey) February 1953



CAB

FREEDOM STRUGGLE IS KEYNOTE AT TWENTY-EIGHTH CONVENTION

By Tom Briggs

The CBC was charged with completely ignoring the average Canadian viewer in its plans for this country's television and attempting to reduce private broadcasters to a position of "second-class" citizens through regulations, by D. Malcolm Neill, chairman of the board of directors of the Canadian Association of Broadcasters. His address opened the Coronation Year convention in Montreal last week.

"The CBC has portrayed television to the Canadian public as some horrible Frankenstein monster," he said, which only the CBC can protect us from. He claimed further that the Corporation has intentionally misled Canadians into believing that TV is so costly that only a government agency like the CBC can properly finance, program and develop the new medium.

Neil predicted that if this unrealistic attitude of the CBC continued, more groups of Canadians would be formed similar to one in Toronto, where 500 dissatisfied viewers have banded together "to demand that the government take the control over private radio and television away from the CBC and vest the powers in a separate Board set up for the purpose." He felt this Board could function like the Board of Transport Commissioners.

In summarizing the CAB's activities for the past year, Chairman Neill reaffirmed the Association's "refusal to agree that private broadcasters are second-class citizens and should therefore be subject to special regulations which do not apply to any other publishing medium." But, he said, it is realized that a major policy change on the part of the CBC in the near future is at best only a "limited possibility." This caused the CAB to compromise in some respects on general policy "with recommendations covering specific regulations (proposed last December by the CBC) which . . . would not only adversely affect broadcasters but the general public." The proposed regulations have been withdrawn for further study by a joint CAB-CBC committee.

Neill contended that the government's "Single Coverage Television Broadcasting Plan," announced recently (see last issue), is completely impractical, unrealistic and

most unsatisfactory to broadcasters and public alike. The only good thing about it is that it appears to allow for the establishment of at least some private stations, he said.

"The natural laws of economics have served Canada well in almost every line of endeavor, including all other media of mass communication," he pointed out. "The present ridiculous plan," he concluded, "shows what chaos results when such laws are tampered with by governments or government agencies having selfish interests."

Backed by "new stature and prestige" and the support of most newspapers, Neill called on the private broadcasters for the "unity and determination (which) at this crucial time will mean freedom for both radio and television broadcasting in the future."

Boom Without Bust

The theory of the boom and bust cycle had a lot of holes kicked in it by the chief economist of Time Inc., Dr. Richard R. Gettell, in his address to the CAB during the first meeting. Quoting figures for the U.S. which showed that, in spite of inflation allowances, an unprecedented boom was going on, he said that Canada had an even greater relative post-war business rise.

The alarming thing about this prosperity, said Gettell, is that the longer it goes on the surer many people are that it can't last. He debunked the popular prophecy that "for the next few months everything will be fine, then watch it drop."

To Gettell the present economic climate is one which harbors a challenge to all business, not a sign of inevitable doom. He argues that businessmen have, up until now, accomplished production and merchandising feats bordering on the miraculous. All it needs now is the courage to continue.

Specifically, ways must be found to improve business generally, he said. Cutting distribution costs and improving the effectiveness of advertising, selling and promotion, he cited as the most obvious possibilities. He pointed out that the theory of "market saturation" has been proven fallacious by merchandisers who know how to make people want more

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET

The Sun Shines More Brightly Too

Although work has been held up by lack of steel Sun Oil Company expects to complete its new 10,000 to 15,000 barrels-per-day refinery at Sarnia in the next few months, representing a total investment of 15 million dollars.

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

CHOK

SARNIA ONT.



— Photo by Canada Pictures

"MAGNIFIQUE! INCROYABLE!" said Michel Normandin, left, Ambassador Extraordinary for the French Market in Canada, as he explained to a group of agency people the wonders of it during the joint CN-CP Telegraphs' cocktail party at the CAB convention last week. From left to right in the above group are: Normandin; Ralph Hart, radio director of Spitzer & Mills Limited, Toronto; Ev Palmer, radio director of McCann-Erickson Inc., Toronto; Mary Moran, MacLaren Advertising Co. Ltd., Montreal; and Bill Harwood, Cockfield, Brown & Co. Ltd., Montreal.

and more new things.

If, instead of launching out aggressively and purposefully to keep up the present economic pace, business succumbs to the recession fear and pulls in its horns, then the feared recession is all the more likely to happen, he warned. Indeed, about only one thing could offset it: government interference and stop gap spending.

To those seeking to create an "ideal" economy full of controls and stability, Gettell warned that "full security is tantamount to stagnation."

Radio's A Bargain

Current prices for selective radio time make Canadian radio the greatest advertising buy of the century, according to Pat Freeman, director of CAB's sales and research. In fact, it is too good, warns Freeman, who pointed out that despite low rates for high value, radio has been offering more discounts than all other major advertising media combined.

These low rates have meant that "only by a tremendous volume increase (during the past two years) was a reasonable profit margin maintained," he revealed.

The cause, he said, is to be found in the early days of radio when audience figures didn't exist and the basic hourly rates were set more by "feel" than practical application of

economics. These original rates, low to begin with, have failed to keep pace with rising results and costs.

Citing the increase in the number of national and local accounts using radio, Freeman said "there is a definite swing towards selective radio." With this promise of prosperity "the keynote of the coming years will be radio's determination to prosper . . . and our becoming an ever more efficient medium of advertising."

Brighter Than You Think

Most people are not morons, as the popular myth declares, according to Mrs. Harriett Moore, director of psychological services of Social Research Inc., Chicago. "The mass audience is neither sophisticated nor simple-minded," she said, but is mostly made up of common-sense, down-to-earth individuals.

In an address full of statistical detail, which will appear in an early issue of C B & T, she pounded out a plea for the common man. "The upper class," she declared, "should be less snobbish about what it wants the lower class to have."

Freer And Better Radio

Regulation has a natural tendency to become unwarranted interference which is a matter of personality, not
(Continued on page 8)

DID YOU KNOW THAT

CKCL has raised over \$17,000.00 for the Canadian March of Dimes in a total of 21 hours' broadcasting during 4 campaigns.

In the current campaign, we raised \$4,000.00 in 6 hours and, during this period, received 1909 telephone pledges, 1,200 in the first two hours. This loyal responsive audience is available for your advertising message.

Telephone today to Omer Renaud & Company, Montreal and Toronto.

CKCL
TRURO, NOVA SCOTIA

"Pays for Itself

and

Makes Money for You

from the

Day It Arrives!"

DOUBLE-BARRELLED Sales Aids put the SESAC Transcribed Library on a paying basis the day you get it. The network-calibre shows are described in colorful brochures which you take right to the prospective sponsor with your own rates and call letters filled in. Then, sample commercial shows on audition discs demonstrate exactly how his show will sound. The sponsor sees . . . hears . . . and he's **SOLD!**

THE SALE of just one 1/4-hour show across-the-board for 13 weeks usually pays for the entire service for more than a year. After the first sale, it's all profit! That's why hundreds of broadcasters so enthusiastically endorse the SESAC Transcribed Library.

THE SERVICE includes over 4,300 varied musical selections, salable scripts, program notes, and a catalog of bridges, moods and themes. Every month, subscribers get sparkling new releases. SESAC is a complete transcription service — the lowest-priced in the field.

Drop us a card for samples, discs and data.

SESAC
Transcribed Library

475 Fifth Avenue

NEW YORK 17, N.Y.

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



— Photo by Canada Pictures
 TWO AMERICANS, A NEW COMER and a veteran talk things over during a lull in activities at the CAB convention last week. They are, left to right: Gordon Love, manager of CFCN, Calgary, who's been in Canadian radio since 1922; Dr. Wallace H. Wulfeck, vice-president of the advertising agency, William Esty Co., New York and a speaker at the convention on business psychology; Norman Glenn, editor of "Sponsor Magazine," New York; and Conrad Lavigne from CFCL, Timmins, celebrating its first anniversary on the air.

(Continued from page 7)
 party, said the whimsical Harold Fellows, president of the National Association of Radio & Television Broadcasters to the convention.
 This tendency, he pointed out, is the human equation which has to be continually resisted because, broadcasting being fair game for legislators in the U.S., "broadcasters believe that evils and abuses which may find root on our profession — and let us not be blind to them — are corrected properly by industry action." One of the best examples, he said, was the American industry's Television Code for voluntary regulation of program content.

"Judgment, program tastes, prefer-

ences and economic decisions," he said, "affecting broadcasting under our system, belong to the people — all of the people — and not to the government." He said there need be no fear about the stewardship of American — and by implication, Canadian — radio.

Fellows had an encouraging note for broadcasters wondering what TV will do to them: "Based upon present indications, it is most logical to assume that television will step up the total investment in advertising, and not substantially reduce the advertising investment in the individual media."

The good radio station that is

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

financially and ethically established, he said, is going to prosper. He concluded: "In a climate of freedom — not such freedom as the law will allow, but such freedom as the law has no right to take away — broadcasting can even multiply its contribution to happy living."

Ulcers Make The Man

It is possible for the individual to do almost anything providing he wants to badly enough, according to Wallace H. Wulfeck, executive head of the New York advertising agency, Wm. Esty Company. It is this psychological truth which he believes business should harness to get the most out of its employees and, at the same time, help the employees to realize their aims.

"The trouble is," he said, "that sometimes big business leads men who have a competitive spirit not to want, but rather to live 'quiet lives of desperation' through a pervading sense of frustration and personal failure."

In fascinating his audience by revealing some of the fundamentals of psychology, Dr. Wulfeck pointed out that all people in modern society have feelings of inferiority and that a sense of inferiority in emotionally mature persons is to be expected, rather than suspected. In fact, the value of a man to a company, he said, can be estimated by the extent of inferiority feeling caused by the gulf between the individuals' desires and achievements.

A man who has reached most of his personal goals, generally feels inferior no longer, but at the same time has lost the personal drive which makes society dynamic, he pointed out. In other words, he said that "the ulcer personality is the best for business"; the non-problem, "what-the-hell" type is hardly the stuff presidents are made of.

To get the most out of these valuable but difficult people, he said that businessmen should have a greater understanding of people and motivations. Most of the time they only think they understand themselves or others.

Better still, go get a psychologist, he urged.

Vigorous News

In making the report of the CAB Press Rights Committee, Chairman

Local Sponsors

THE NUMBER of local sponsors a radio station has, often tells as well as anything else, how the station is regarded by the people most closely in contact with it. In 1948 a list of local sponsors showed that there were forty-four using CFNB regularly.

AT THE PRESENT TIME there are ninety local sponsors regularly on the air. Twenty-three of them were on the 1948 list. This growing use of CFNB by the local advertiser indicates that these people who are right on the spot have faith in the selling job CFNB can do for them.

WHY not see what CFNB can do for you?

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



New Brunswick's
 Most Listened-to
 Station

1923 Our Thirtieth Anniversary 1953

Vern Dallin of CFQC, Saskatoon urged stations to establish complete, vigorous new services in order to command even greater influence and respect in their communities. In doing this, stations would be making it obvious that radio was a vital information medium, he said. The report was unanimously adopted.

The report called on CAB members to apply immediately to their provincial legislatures for press privileges. In case these are denied, he suggested that regional broadcasters' associations should take the matter up with the provincial governments concerned.

The report recommended that stations make even greater efforts to give complete coverage to events of prime importance, particularly on Sundays, even if it means rescheduling or cancelling regular programs. It also called on the CAB board to consider the development of an identification card for radio newsmen, and urged stations to join the National Association of Radio & Television News Directors in the U.S.

The report revealed that attempts to have railway pass privileges enjoyed by newspapers extended to include radio, had been unsuccessful, since the railways are now cutting down on the issue of passes.

Public Service

The details of the public service broadcasting being done on five Canadian stations in various areas were revealed by the stations' managers.

Fred Lynds (CKCW, Moncton) said: "We want Moncton to be a better place because it has CKCW." Secondly, he wants Monctonians to

realize it. The station's staffers, he pointed out, belong to so many organizations and groups within the community that it is almost impossible for anything to happen there without being connected in some way with radio.

The station itself has in the past started: a taxpayers' association which grew into a thriving Board of Trade; a Little Baseball League; instruction sessions to make ministers better broadcasters; the world renowned Moncton Music Festival; a yearly concert by an imported symphony orchestra, underwritten by the station; a movement for the creation of a new hotel; and a Community Chest.

Is it worth it? "Of course!" he declared with conviction, "Our station is known all around the world."

Lyman Potts (CKOC, Hamilton) discussed how his station is helping to lick the worst traffic problem in the country. Besides forming the Hamilton School Safety Club, it airs a daily five-minute broadcast prepared in co-operation with the Police Department and aimed at children just before they leave for school. It has reached the point now where teachers quiz the kids on safety topics mentioned in the broadcast when they get to school, he said.

Most pointed instance of radio's influence in local traffic matters occurred when public opinion was swayed in favor of a school safety patrol plan, where formerly there had been antagonism and fear he said. Other Canadian stations from communities operating similar plans supplied CKOC with material for a one-hour documentary that alone won support for the plan.

Al Hammond (CFCF, Montreal) said that a mammoth blood donor campaign supported by CFCF, had established a North American record by getting over 2,000 pints of blood donated in 36 hours. This was but one of the many public service projects undertaken by the station, he said, which keeps their public service director, Bill Petty, busy all the time.

He cited the station-run course in all phases of radio which is provided for McGill University students. In two 17-week courses over 40 students have been graduated.

Fred Pemberton (CKSF, Cornwall) said stations don't air enough broadcasts in which listeners are told about the businesses, industries and people of their community. He said the program, *CKSF Goes Calling*, has gained for the station local acceptance unobtainable by most other types of programming.

Vern Dallin (CFQC Saskatoon) reiterated some of his earlier remarks as chairman of the Press Rights Committee, in urging stations to pay more attention to news and editorializing. So prominent have the broadcast opinions of CFQC become, he said, "that we now have weekly newspapers editorializing on our editorials."

CFQC, he said, was one of many western radio stations supporting the Associated Commercial Travellers Amateur shows, one of the largest and most unique charitable campaigns on the continent. This station alone, in thirteen years, has aired the talent of over 5,000 performers and raised for anti-tuberculosis work over \$150,000.

(Continued on page 10)

Tell Us Another

From the station's inception in 1945, until April 1947, we tried, unsuccessfully to interest Walkers' Stores in using CFOR. Now they've just signed up again after six years of the five minute three a week quiz — "Who am I?" Some people just don't know when they've had enough.

They started with a three months trial spin, and it looks mighty like a permanency now.

Besides this, they use spots and flashes for current sales campaigns.

Oh well!

We nearly forgot Stovin.

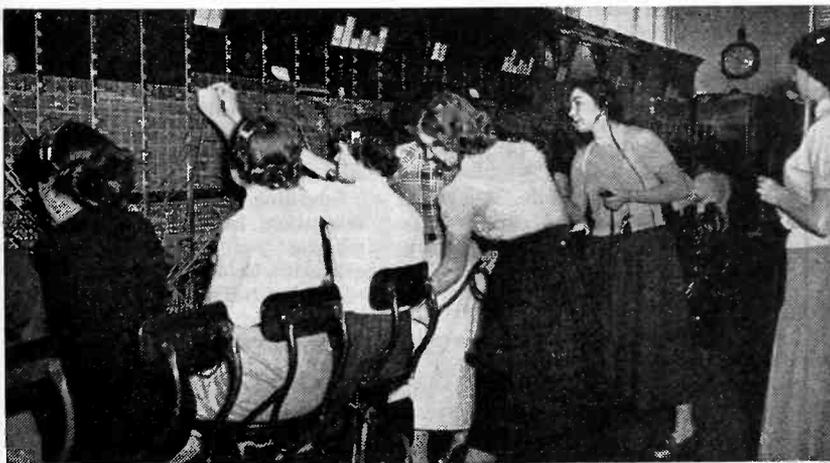
He and his boys have a lot of facts about our 24,000 radio homes. Give them a call and ask them what they could do for you — if there's anything you want done.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

YOU CAN HAVE IT EITHER WAY



— by phone or mail

▲ Scene at switchboard of Cornwall Telephone Exchange on February 16, 1953, date of CKSF's sensational 8th BIRTHDAY PARTY. Actually 29,450 more calls than ever before were handled, and 18 extra operators were hurriedly called in.

One sponsor drew 5519 letters in the week February (23-27) with a \$110 "Mystery-Sound Program." Announcers Hugh Moreland and Carl Fisher did the counting. ▶

CKSF AM and FM CORNWALL

Representatives: Horace N. Stovin & Co. (Canada); Joseph Hershey McGillvra (America)

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

(Continued from page 9)

Nothing Is Too New

Ted Cott got called back for a second bow following the address in which this impressive general manager of NBC's New York outlet, WNBT, demonstrated the secret to successful radio programming. "Do something which will make the ulcers worth while", he said.

In the only known business where air is dressed up and sold in various lengths, he pointed out that the commodity time only has value if it isn't allowed to pass without doing something with it. The difference between a good station and a poor one — between dead programs and vital ones — is entirely in the utilization of common resources, he said, complaining that radio is often too concerned about the means of transmission of ideas to pay any attention to the ideas themselves.

"Make love to your listeners" and make it good, he urged, because listeners only react to those stations and programs which they can see have taken the trouble to think about them. "No station succeeds", he warned, "except to the extent to which it sinks its roots into the community".

In exhorting broadcasters to be new, different and exciting, he claimed that there is almost nothing in radio programming that is impossible, or too new and startling not to be tried, although he warned that people don't respond easily to new ideas. He pointed out that at one time or another he was able to get the brilliant writer Norman Corwin to write sign-on and sign-off announcements — beautiful things — for nothing; and Arthur Treacher to do a disc-jockey routine with Gilbert and Sullivan selections, very reasonably; and Leopold Stokowski to do a special Bach Anniversary show that had all the newspapers talking, again for free.

He played with real people with unusual names, forming combinations like: Morning, Noonan, Night; Barnum and Bailey; Socrates and Plato; and had them do cute station breaks. The result? "We finally had people tuning in just to hear the station breaks," he said.

He warned his audience against letting statistics on programs take the place of intuition, suggesting rather that attention be paid to the part of program rating that is miss-

ing and the sets that are not in use.

BBM

Representatives of three segments of the industry — radio stations, advertisers and agencies — voted unanimously for what is considered the first step towards the creation of a research department within the Bureau of Broadcast Measurement, at the CAB convention last week.

During BBM's regular annual meeting, held during the convention, the tripartite membership voted to amend the constitution so that its board of directors could ask for additional funds as they became necessary, either to cover deficits or expansion.

It was pointed out, however, that this is only a preliminary step since any funds affected will still have to be approved by the membership.

The second step was taken next day when the CAB passed a resolution instructing BBM's board of directors to go ahead with plans for a radio research department and a full-time research director, estimated to cost from \$15,000 to \$25,000. A few dissenting votes were cast.

The resolution, which follows one passed last year calling on BBM to investigate the possibilities of such a department, provides for a continuing study of radio research by a full-time research director attached to the BBM staff.

His duties were stated as including continuing studies to find improvements and refinements in the BBM system of audience measurement; to examine and set up minimum standards for other types of audience and program measurement, and recommend for a proposed BBM seal of approval those systems which can meet the standards; and inform advertisers and agencies of the merits, proper use and limitations of the various types of radio research.

It was pointed out that this research director should come under the general supervision of the board of directors of BBM, but most of the cost of the new department will have to be borne by CAB members. This was roughly estimated as about equal to a 50 per cent increase in station's current payments to BBM.

Speaking after the passage of this resolution, Bill Wellwood of CJOR, who last year was prominent in the campaign to have a research director appointed to BBM, said it was never



FOIBLES # 1

L'IL RED RATING HOOD AND THE 3 BOX TOPS

Once upon a Radio Schedule, L'il Red found a Gimmick (reason for getting Box Tops) and she skipped helter skelter thru the shopping district buying boxes of this and that like mad. Then she hurried home to pile her many purchases into every possible space. Next she proceeded to create new piles by tearing off the box tops and discarding the box and contents . . . since their value was of no contest use. After 1001 nites Little Red was ready to send all her Big Giant Size Box Tops to Box 000 and on each was her name and address (naturally). Then she sat and sat and sat patiently waiting to hear her name as a winner. She often thought her chances were rated too high . . . at other times, too low, but never just right. She would sigh and say to the Big BBM "what large Radio Homes you have" . . . "and what big Penn McLeod's I see you with" . . . "and my, what giant size Elliott-Haynes you have." Finally the mirror on the wall spoke and said, "You Know Not At All". With that, L'il Red Rating Hood jumped up and ran straight home to her l'il Station, forgetting forever all about the 3 Boxtops, cause nobody'd believe her anyway. And she broadcast happily everyday thereafter !!

MORAL: Don't let your Broadcasting turn into a Box Top!



NFLD'S OWN

VOCM

See Our Reps - Stovin and Adam Young

CKCV listeners become buyers

1000 WATTS 1280 K.C.

Representatives
TORONTO-MONTREAL
OMER BRHAUD & Co.
IN U.S.A.
WEED & CO.

CKCV
QUEBEC CITY



— Photo by Canada Pictures

OFF TO THE LAURENTIANS on a sightseeing tour while their husbands are at the convention in Montreal, are a group of delegates' wives. *Left to right, they are: front row — Mrs. M. D. Locke, Montreal; Mrs. W. H. Wulfeck, New York; Mrs. C. E. Spence, Toronto; Mrs. Frank Murray, Belleville; back row — Mrs. Charles Edwards, Toronto; Mrs. Gordon Allen, Toronto; Mrs. Baxter Ricard, Sudbury; Mrs. Margaret Vezina, Montreal; and Mrs. William Stovin, Belleville. They went to the resort town of St. Adele and saw a fashion show especially arranged for the convention.*

intended or proposed that present research companies be eliminated.

He said, however, that faith in radio research had dwindled, and to put it back on a high level "there is no one simple answer". He felt that even if stations were only going to use ratings internally, "to do a job for their program departments they will have to think in terms of \$250,000". He was amazed that the projected cost was so low.

Wellwood also announced that he had been instructed by CJOR president George Chandler to offer a reward of \$1,000 to anyone who could produce conclusive, documented proof of the identity of the person or persons who had commissioned the writing of an anonymous article, *The Case of the Two-Headed Dragon*, which had been circulated throughout the industry last year following the CAB convention. The article was said to be a biting, satirical comment on the proposed ways of dealing with radio research at the time, and provoked mixed feelings throughout the industry.

Wellwood said it had obviously been turned out by a professional writer, but his only interest was in determining the identity of the person who had paid to have it written.

Asked to comment on radio ratings

in general, Gordon Ferris, director of public relations for Household Finance Corporation of Canada, told CAB members that there are such vital things as habits of living and working, about which we know too little, which far overshadow the significance of program ratings when buying radio time. He pointed out that his is a unique type of business which a lot of radio people forget when trying to sell him radio time. He urged broadcasters to think more in terms of the characteristics of the people to be reached than merely in rating figures.

BMI

Bob Burton, general manager of Broadcast Music Inc., revealed that BMI would be setting up an organization in the U.S. for the promotion of Canadian music, during his annual report. He is also president of BMI Canada Ltd., and both musical performing right companies are owned by the broadcasting industries of the respective countries.

At the moment, Burton said, there are about 5,000 works of Canadian origin in the BMI repertoire, and this is growing rapidly. The co-operation of Canadian stations would be sought in putting a Canadian flavor into the promotion plans for Canadian music in the U.S. market,

he said.

Carl Haverlin, BMI president, again tossed out for consideration his plan under which the broadcasting industry would finance the recording of serious Canadian music, using native artists entirely, and promote their sale on a book-of-the-month-club basis or similar plan. The Haverlin plan was first proposed before the Western Association of Broadcasters last August.

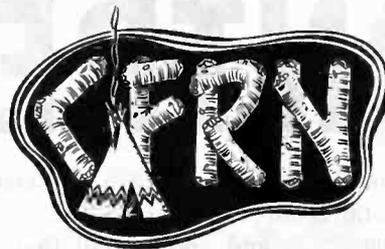
"Canadian composers and musicians are the peers of any in the world", Haverlin said, but they don't get much chance to have their work heard, especially here in their own country. His plan, he feels, will change all that and give composers and performers of concert music in this country new recognition at home, as well as abroad.

(Continued on page 12)

**OVER
657,500
PEOPLE
IN OUR
LISTENING AREA**



In Edmonton it's



RADIO REPRESENTATIVES LTD.

MONTREAL — TORONTO — WINNIPEG — VANCOUVER

to Sell B.C.

**NABOB
FOODS
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

(Continued from page 11)

CAB Report

The Broadcasting industry in Canada is rapidly becoming the most important means of communicating ideas, news and opinion that exists in the world today, T. J. Allard, CAB general manager, told delegates in his annual report. (See also editorial on page 5).

"We are part of the publishing industry," he went on, "and our history is already strikingly parallel to that of the printed forms of publication which contributed more to the development of freedom and democracy as we know it than any other single factor . . . We are taking up the torch where the printed forms of publication have left it: all of them seemingly secure, some of them weary, some forgetful."

Allard pointed out that a major CAB activity during the past year "revolved around the CBC's proposed new rule book." This is one of the few recent instances, he said, "where daily newspapers of Canada were unanimous, and their unanimity consisted of denouncements of the new proposals." He said that the CAB arguments used in meeting the regulations "drew praise of high order from many daily and weekly newspapers, magazines and periodicals, public relations specialists, broadcasters in other countries, and interested citizens."

In the CAB's continuing struggle, highlighted by copyright problems and CBC controls, Allard declared that no single station or group could have got anywhere in the things the national association has been able to accomplish by speaking with one voice. The CAB now has 116 mem-

bers and 39 associates, he said.

Today's mass communication media live by advertising, Allard pointed out, and they are kept free and impartial by it. "Corruption amongst newspapers and broadcasting stations exists only in those areas where they must depend for revenue upon subsidy from governments or pressure groups," he said. "It is important that the value of advertising be quite clear in all minds."

Part of this job is being undertaken by the CAB, he revealed, through the various phases of its information work. Besides regular advertising in trade and business publications, Allard said the story of private radio was being carried to the public by such diverse activities as speeches to service clubs, articles in magazines and letters-to-the-editor in newspapers, and providing information to university and high school students preparing material for thesis and debates on radio. He said that he knew personally of 38 university students who had chosen radio as the subject for their final year thesis.

As a result, interest and favor in radio broadcasting in Canada is running at all time high, Allard felt, and this can be further improved by stations using their own facilities for airing the material of Brand Names Foundation to sell the principle of advertising, and a new series of five-minute talks which is being made available by the CAB in a few days, he announced.

Editorializing

The CAB's editorial committee, headed by Bill Burgoyne of CKTB, St. Catharines, endorsed the principle of broadcast editorials and recommended their use to those broadcasters who feel they are equipped with the skilled personnel to do it. The recommendation was included in the committee's report, presented by Burgoyne and unanimously adopted by the delegates.

The committee, which also included Waldo Holden, CFRB sales manager and Foster Hewitt, president of CKFH, conducted a survey some time ago among stations to get a consensus of opinion on broadcast editorializing. From a return of less than 30 per cent, the committee concluded that most stations recognize the value of an editorial policy, but many question the advisability of launching on editorializing until they are sure they have responsible people to handle it.

The committee report pointed out that all stations have the right to editorialize and believed the right should be more widely practised. It noted that while aired editorials would probably contain the views of the station's management, the responsibility must always rest with the real proprietor or owner.

It is not essential that the station manager's voice deliver the editorial,

the report said, but this would be an advisable course even though such a voice is somewhat less than ideal for announcing. The committee also felt that while sponsorship of such editorials was not impossible, an editorial policy would be much stronger if unsponsored.

The committee stressed it should be part of a station's policy to grant a certain amount of free time to those who seek to air opinions contrary to those expressed in aired editorials. The committee further recommended that stations should consider carefully the implications before supporting in editorial policies the recognized political parties, and it urged instead that stations remain independent in their views.

Award



— Photo by Canada Pictures

WINNER OF THE JOHN J. GILLIN, Jr. Memorial Award for outstanding community service by a Canadian radio station was CKNW, New Westminster this year. Presented annually by the CAB in memory of the goodwill ambassador from the U.S. who regularly attended CAB conventions until his untimely death three

Well Spent Bucks

In the village of Birch Hills, 30 miles south-east of Prince Albert, the local farmers spent \$1,500,000 on Farm Machinery during 1952.

This is only one small segment of the CKBI Market, but it shows that the market is a wealthy one.

ADD CKBI TO YOUR 1953 CAMPAIGNS AND GET RESULTS!

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

in Canada it's
MONTREAL

When you take an area populated with 1,373,600 people . . . and where total retail sales in 1952 were \$1,334,282,000 . . . and you top all that with the fact that there are 98.2% radio homes in that area . . . YOU HAVE A MAMMOTH MARKET that can mean only one place — MONTREAL ISLAND!

in Montreal it's

CFCF

ABC and DOMINION NETWORK AFFILIATE
★ REPS: ALL-CANADA Canada WEED & CO. U.S.A.

Canada's first station . . . Canada's finest station CFCF REACHES OUT AND BEYOND giving you complete blanket coverage of this NUMBER 1 SPOT . . . plus bonus markets of more than a score of rich surrounding counties!

Opening on
AGGRESSIVE S.W. ONTARIO STATION
for
COMMERCIAL WRITER
Particulars to Box A-157
C.B. & T. 163½ Church St., Toronto

Cash Register RESULTS!

THE business man right here at home knows best where he can get more for His Advertising Dollar.

That's the reason that one hundred and eleven local accounts have been with the station continuously from 18 months to four years since CKRD started broadcasting.

The Only Radio Voice for Central Alberta

CKRD
RED DEER
1230 on your dial

years ago, the Gillin Award is in the form of a plaque held for one year by the winner. Seen above receiving a permanent token of the award from "Tiny" Elphicke, chairman of the CAB annual dinner and manager of CKWX, Vancouver (left), is CKNW owner Bill Rea, who is having a hard time explaining the value of a barometer around Vancouver where the weather is supposed to be so perfect.

Another industry award winner was Glen Robitaille, technical director of CFPL, London, who received the Canadian General Electric performance award during the dinner from CGE's Electronic manager, W. D. Scholfield. Robitaille, who was chairman last year of the Central Canada Broadcasters Association's new technical committee, received his award "for organizing and carrying through plans for a two-day technical meeting that gave many operators a chance to inspect new equipment, to hear talks and enter into valuable discussion of equipment and operations — for many it was the first such opportunity, the CAB citation read.

For the third year, new members were formally admitted to the CAB's Quarter-Century Club during the annual dinner. Last week six new members swelled the club's ranks to 43 men who have been associated with broadcasting or its allied fields for more than 25 years. Present to accept their membership certificates were: Spence Caldwell, president of S. W. Caldwell Ltd.; Don Copeland, president of Don H. Copeland Advertising Ltd.; Len Headley, manager of the recording division of RCA Victor in Canada; and Jack Radford, president of CFJR, Brockville. Two other new members — Joseph Butler, president of VOXM, St. John's, Nfld., and Ross McIntyre, chief engineer of CHUB, Nanaimo — were not on hand.

Stations

CJBQ Ad and Sales Award Won by Toronto Club



Toronto. — The Young Men's Advertising & Sales Club of Toronto was awarded the CJBQ trophy for "the outstanding project of the year" during a joint luncheon meeting with its senior counterpart, Advertising & Sales Club of Toronto, here last month. Winning the trophy, instituted by station CJBQ, Belleville and awarded this year for the first time, also marked the YMASC's fifteenth anniversary.

Chosen from among 29 competing projects of Canadian Advertising & Sales Clubs, the Toronto Club's entry was a sound-slide, 16 mm film showing its history and work. The Federation of Advertising & Sales Clubs, Montreal, selected the winner.

In the above photo, Jack Young (right) of MacLean-Hunter Publishing Co. Ltd. and YMASC president, is seen receiving the trophy from Bill Stovin, manager of CJBQ, while centre is John Diefenbaker Q.C., M.P., the luncheon's principal speaker.

In his address, Diefenbaker said that "Canada is the last storehouse of mineral wealth of the free world" and suddenly it has broadened into a thin ribbon along the U.S. border.

"Economic freedom is the only base on which true freedom can be built," he said, adding that "only in profit can there be prosperity."

Key Executives Wanted!!

New station in Edmonton requires...

- GENERAL MANAGER
- SALES MANAGER
- PRODUCTION MANAGER

If you have the qualifications and experience there is a real opportunity awaiting you in Edmonton. All applications will be treated confidentially. Write 505 Canadian Bank of Commerce Building, Edmonton, Alberta, giving full details.

We don't sell Time —

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

CFCO goes over the top again

More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: 76,950 homes

¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes

¼ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

to Sell B.C.

WESTON'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

PROMOTION

EASEL DISPLAYS

4 large easels and 2 small ones are continually used in dealer tie-in promotion.

DEALER LETTERS

To dealers and wholesalers — pointing out the need for their promotion of shows which are sponsored by their products.

SIGNS and SIGN BOARD

Signs promoting CFQC, the show, and the products, are distributed to many sponsors to be displayed in their windows or showrooms. Outside CFQC studios, there is a large sign, overlooking a busy intersection. Different shows from time to time are promoted on this sign, which is lighted at night.

On-The-Air } promotion is
In-The-Press } carried on
 } extensively

COLORFUL BROCHURES

These are sent out to all sponsors, summing up CFQC promotion for their show.



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

Reps

Less Stress on Ratings is Stovin Clinic Theme

Toronto. — Program ratings and how the radio industry can circumvent them, turned out to be the theme of the twelfth annual clinic of stations represented by Horace N. Stovin & Co., held here in the Royal York Hotel on Friday and Saturday prior to the CAB convention. The Clinic's principal speakers all got around to the thorny rating problem sooner or later, and unanimously concluded that radio time must be sold on a basis of results no matter what secondary features are stressed.

Some of the most listenable arguments were put forth by Maurice B. Mitchell, vice-president of Associated Program Service, New York — or just plain "Mitch" in radio circles in both countries — who preferred not to mention ratings much at all.

"Business is not lost because of ratings — low or high," he declared, recalling one time when he was with a Washington, D.C., station, which was notorious for having some of the lowest ratings and highest rates. "We left ratings in the program department and just went out and sold," he said.

"A rating is only a number," he argued, "but we in radio live in the fear that the buyer will always select the highest; we are born with the instinct to want the biggest." His explanation was simple: change the instinct. If necessary, replace it with another fear, the fear that the biggest isn't necessarily the biggest. It's a neat trick if you can do it, this super pitchman admitted.

Just one of the routines in his bag of tricks called for debunking blind faith in large ratings by quoting two programs, one with a high rating and the other somewhat lower. The fear element is introduced by admitting the obvious fact that the high rating is high, but a couple of months ago was a lot higher, which is not too difficult if you look back far enough. Then, Mitch said, point out that the lower rating at one time was lower still, creating the illusion in the prospect's mind of the high rating rapidly ebbing while the low rating flows rapidly up. "Now," he asked, "which is the better buy"?

The fundamental value of ratings is that they offer program directors and management a fair indication of how their programs sit in relation to others. He said he got a little tired of those whose opinion of the rating system varied from "enthusiastic

positive to horrified negative" depending on the ratings they got.

He observed that the value of all goods and services is based on comparison and that theoretically there can be only one "best" in any one field. "But you," he said, eyeing his audience of broadcasters, "are worried about ratings while at least five manufacturers competitively sell cornflakes and cars; and you don't sell cornflakes by numbers."

His plan of ratingless selling was simple. First, he said, "abandon the false illumination you get out of being first and you will free yourselves of a lot of inhibitions." Then come in on a prospect fast with an aggressive idea, be dominant, positive and never mention ratings, but sell the people you can deliver.

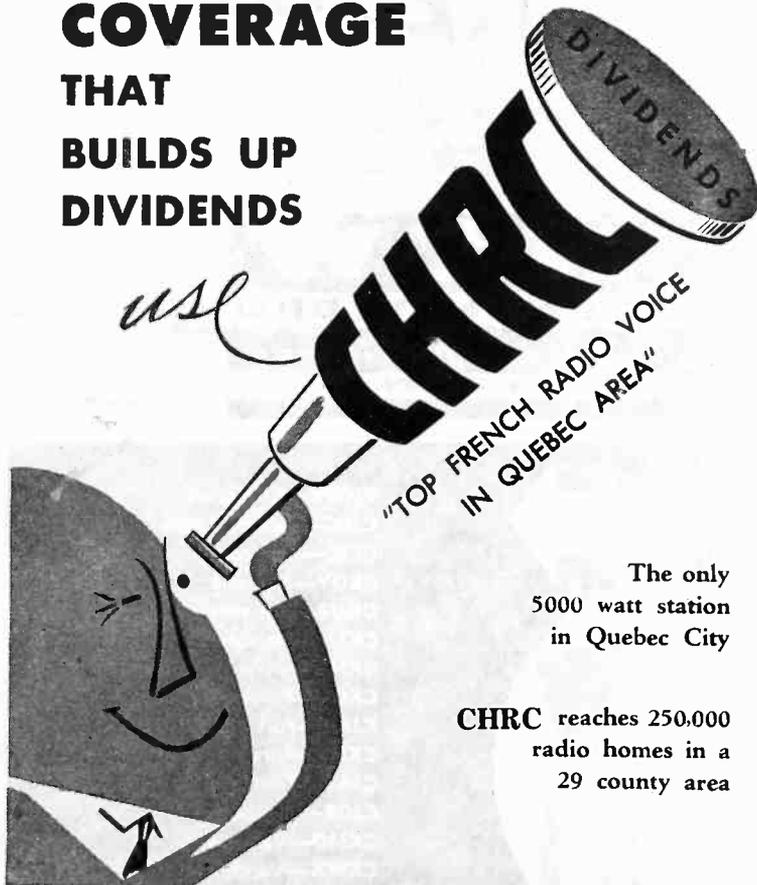
A sure cure for ratingitis, he suggested, is to talk with the local salesmen of national manufacturers and distributors, who don't know anything about ratings, but can tell a sale when they see one.

When Mitch was through there were a lot of wet eyes in audience, but not from remorse. One of the industry's greatest psychologists had just taken his audience on a roller coaster of laughs, but they all knew where they had been.

Bill Wellwood, assistant to president George Chandler of Station 600 (CJOR) Vancouver and the clinic's first speaker, immediately set the stage by stating that broadcasters must "aim at moving the industry to the intermediate objective of thinking of how to measure sales results," if it is to be steered away from the rating yardstick. He believed that if stations would concentrate on promoting radio by resultful performance instead of relying on program popularity ratings, the entire industry would be healthier.

The results achieved by CKY, Winnipeg, when this theory is practised, were recounted in detail by manager Al MacKenzie and, later, sales manager Wilf Collier. By entirely disregarding ratings and selling time on this comparatively new station on the basis of maximum sales results per dollar, MacKenzie said, it had a list of 250 continuing accounts at the end of the year. He said this represented an increase of 18 per cent in number over the previous year, while combined expenditures had climbed 44 per cent.

**FOR SURE FIRE
COVERAGE
THAT
BUILDS UP
DIVIDENDS**



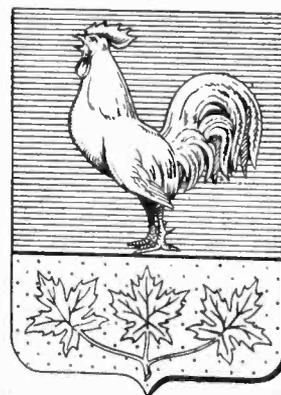
The only
5000 watt station
in Quebec City

CHRC reaches 250,000
radio homes in a
29 county area

REPRESENTATIVES:

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

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

Claiming the advertising industry is confused over radio ratings, he pointed out that if ratings were the sole determining factor in buying time, many stations delivering valuable results wouldn't be in business. He urged stations to capitalize on their small, select audiences by saying "it isn't the salesmen who make the most calls who get the most sales."

Advertisers, MacKenzie declared, should be persuaded that radio, intelligently used, can be made to sort out prospects from suspects, as well as deliver a selling message to those prospects when they are in a receptive mood. In other words, he said, radio should take a lesson from magazines. Some have general circulation, while others, such as home-making publications, serve a particular field with lower circulation but higher results for pertinent products.

He warned that in the current competitive economy, advertising is being looked on to pay off at the cash register, but he felt that CKY is proving that this demand can be met with the stress on quality audiences.

A man who is convinced that a proper method of measuring radio audience will be found is Ted Kober, research director of Vickers & Benson Limited. But he feels radio is going to have to provide the motivating force necessary to find it.

He said that advertising agencies are in as big a quandary about ratings as are radio stations because, with all their faults, they are the handiest program yardstick in existence.

Kober's talk was mainly concerned with marketing problems under the title, "What Does The Marketer Want To Know About Your Market?" He pointed out that regardless of program popularity or medium, the average agency merchandiser is concerned primarily with the size of a market and its potential value. He called on stations to arm agencies with such market data as the number of stores, banks and industries, and particularly full details of the new ones which are established.

From the stations Kober would like to get: Size of entire trading area; comparison of local accounts on station with those using newspaper in terms of number and expenditures; and some information on the extent of the advertising of his client's competitors.

Wilf Collier, CKY sales manager, said that "in the local field program popularity has nothing to do with sales success," in presenting his side

of the CKY story. Using a visual presentation which had been prepared for advertisers and agency viewing, he explained that the personalities around whom the programs on CKY were built, aimed at attracting select listeners at certain periods. They proved by actual sales and mail pull that even early morning programs could be amazingly successful.

Doc Lindsey, radio director of Baker Advertising Ltd., Toronto, told the Stovin Clinic that there are a lot of agency executives who are far from convinced that radio is here to stay, because they have been reared either in newspapers or so close to them that their perspective is warped. For this reason, he said, an agency radio director's job is mostly trying to insure that radio doesn't get merely what's left after the printed media get their share.

He said he thought that newspapers over the years have done an amazing and continuing job of romanticising everything about themselves and most people are deeply aware of it. "But what," he asked, "does radio do to generate romance for itself?" His answer: not much. And to overcome this he thought the Canadian Association of Broadcasters should print a magazine for itself.

He also went on to warn its critics that the Casino type of quiz program is, among other things, an important research tool for radio, because they demonstrate in sales what radio can do. Such programs, he said, coupled with new merchandising techniques, are already changing the buying habits of the nation. He pointed out that 60 per cent of all sales are now made in the super chain stores where there are no sales people. So some form of advertising, he pointed out, has to sell the merchandise.

Reps Regret Quizzes

Toronto.—The Casino-type quiz show is growing rapidly as a major part of radio programming, but not many people understand why, least of all members of the Radio Station Representative's Association who tossed the question around during a regular meeting here last month.

The Reps came to the conclusion that this type of money giveaway show is popular, but poor from a programming point of view. But they were more interested in determining whether the bulk of the money given away on these programs, which are heard in many areas coast to coast, went to major population centres or smaller areas.

A spot survey made by the Reps

showed that most—although certainly not all — of the prize money went to winners in populous areas. The survey also showed that the proportion of the total advertising budget for these shows spent as prize money was higher than most people believed, often averaging close to 40 per cent.

Radio's growing practice of promoting sponsors' products in ways other than broadcasting has pro-

voked various attitudes throughout the industry: most sponsors like it and most stations practice it in some form. Asking themselves if radio hadn't outgrown this additional and costly service, and if stations shouldn't confine promotion to broadcasting, the Reps decided that it was a purely local question for stations to decide on the basis of local conditions.

SHERBROOKE QUEBEC

CHLT **CKTS**

The Voice of the Eastern Townships

Quebec

900 Kc. 1000 Watts **ENGLISH** 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 & CKTS



IN 1953 . . .

Estimated Wheat Acreage will exceed the 16,400,000 acres seeded in 1952. Are YOU selling in the Wheat Belt? Get on the WHEAT BELT STATION now!

CKCK REGINA

Representatives: All-Canada Radio Facilities

to Sell B.C.

ROBIN HOOD USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
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- CFJC—Kamloops
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- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

RESOLUTIONS

(Continued from page 1)

ing whatever degree of regulation that may be necessary in the interests of keeping order in the air lanes." It admonished the board to "continue to secure television licenses for qualified citizen applicants in all Canadian markets", and to "continue to secure recognition of the right of broadcasting, as the electronic form of publication, to operate with equitable tenure, under and within the framework of the law of the land, that is now the case with all other forms of publication."

Another resolution called upon the board to see to it that broadcasters would have an opportunity to "provide necessary and important ser-

vices in time of emergency". This resolution was referred to the meeting by the Western Association of Broadcasters, who are concerned over the possibility of private stations being closed down, in the case of war.

It was agreed by the stations that government business should in future be charged for on the same basis as all other business and that the 260-time rate, which has been given in the past, should be discontinued unless earned.

Stations were asked not to change their rate card numbers unless a changes had been made in rates.

The next annual meeting of the Canadian Association of Broadcasters will take place at the Chateau Frontenac, Quebec City, March 22 to 25, 1954.

People

NOTHING DEAD ABOUT GIVEAWAYS

by Tom Briggs

When somebody hits the jackpot on a giveaway radio show in Canada, it's a better than even bet that Saul Field had something to do with it. Radio has become big business; giveaway shows have become a big part of it. And that makes room for one of the most unique ventures in the industry — the prize broker.

In Canada there is only one — Saul Field. Even Field has difficulty realizing that the quiz show rage has grown to the point where his company, Contests Associates, has been able to leap, in five short years, from a mere side line to a turnover of a quarter million dollars annually. At that he says it is just beginning to grow.

Dealing directly or indirectly with almost every station in Canada, 80 in the United States, and over a hundred manufacturers, Field explains his business simply as one in which he "supplies an address for prizes that are looking for somewhere to go." The payoff comes when he collects a percentage of the article's retail value from the sponsor or station handling the program.

Field left the advertising business for prize brokerage at a time when programs and sponsors looking for free — or almost free — merchandise outnumbered the available prizes. He figures he started in a fairly big way too, since one of the first items he handled was a Ford car ("A very popular prize"), given away on Adams' Chiclets network show, *Take a Chance*. About the biggest

single item since then was a pre-fabricated house; biggest jackpots are usually collections of many items with a total value often close to \$4,000.

Twenty years ago Field was a struggling commercial artist who could point with pride at cartoons he'd had published in the *Montreal Gazette*. The only trouble was there were an awful lot of artists creating an awful lot of cartoons and not enough *Gazettes* to go around. Field was finally forced to decide he liked eating, kept his art as a hobby and went to work as an account executive with a Montreal fashion agency, Cossman, Eveleigh & Dair. (The latter two partners are known best for their front cover creations on *Canadian Business*.)

Later, Field joined Ellis Advertising Company in Montreal, in a similar post. In developing public relations along with media advertising for women's wear accounts, he soon found that manufacturers were willing to give away many of their products in return for a reasonable public mention. And there were also a lot of places glad to get products on such terms. Soon, garment industry manufacturers sought his services just to handle prizes.

Still concerning himself mainly with fashions and women's apparel in Field Advertising Company, which he set up, he was nevertheless getting known as Mr. Prize Broker. It wasn't long before he was approached by Ed Doherty of Adams Brand Sales and Jack Horler of Baker Advertising, who wanted to know if Field was the man to keep *Take A Chance* stocked. He proved it with 2 Fords, 74 Royal typewriters, and a fleet of Whizzer motorcycles heading the prize list. He has been at it ever since.

During this period he ran into the biggest "reasonable facsimile" ever recorded. To guarantee that his name would be drawn, some listener had painstakingly produced a Chiclet package about 2 by 4 feet, and sent it in to the program.

In tackling the selective radio field, he has worked out formats for a number of giveaway shows; even wrapped some of them up into package programs complete with local sponsors, and delivered them in stations' laps who supplied the broadcast

A Weekly BBM of 74,310

gives

CJBR

Rimouski

The Largest French-Language Potential Coverage in Canada after Montreal and Quebec City

5000 WATTS ON 900 KCS.

Supplementary to the French Network

CJBR

RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION

cjcs

SELLS

in

Stratford

to Sell B.C.

BULOVA WATCH USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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



RENDER TO CAESAR

Most of the broadcasters attending this year's CAB Convention owe all they have to their pioneer spirits, their industry, their tireless energy, their sense of duty to their communities and the Rt. Hon. Douglas Abbott.

• • •

CENSORSHIP

I wish I had listened more closely to Mengie Shulman's quips at the Stovin dinner. Then I could be sure not to use any of them.

• • •

TEMPUS NON FUGIT

It isn't that conventions last longer when you attend them on the wagon. It's just that it seems longer.

• • •

INCANDESCENT SIGNAL

"Now we've got just a thousand watts for our transmitter and 50,000 watts for our electric sign, they can see us better than they can hear us."

Jack Tietolman, CKVL.

• • •

JET AGE

Life has now speeded up to the point where we are making money faster than it can be taken away from us.

Harold Fellows, NARTB.

• • •

FRIENDLY BORER

Some Canadian broadcasters talk more like American broadcasters than American broadcasters.

Ibid.

• • •

STILL GOOD GAG

At a 90 minute private meeting at the CAB on how a private station can apply for a TV license, it was unanimously decided that no action should be taken and no word spoken in order that complete secrecy might be maintained.

• • •

CLASS EXTINCTION

"The upper class should be less snobbish about what it wants the lower class to have."

Harriett Moore.

• • •

PUBLIC SERVICE

CAB delegates could obtain Polaroid photo-while-you-wait pictures of themselves from either BMI Canada Ltd. or the Spence Caldwell suite, and so arm themselves with irrefutable evidence that they had really been to CAB.



—photo by Paul Pequegnat

RADIO AND SCREEN STAR GENE AUTRY was one of the first guests to sign the register of the new Kitchener-Waterloo Press & Radio Club, officially opened the last day of January by External Affairs Minister Lester Pearson. Seen in the new club quarters during a broadcast over CKCR, Kitchener, are, left to right: CKCR president, Gilbert Liddle; news and sportcaster, Bill Moyer; Autry and Gail Davis, female star of many of Autry's western productions.

time. One of his formatted shows, *Bride of the Week*, has had a 13-week run on 25 Canadian stations; another is *Favorite Songs Contest*. Blue Ribbon Tea's *Money*, Pepsi-Cola's French network *Les Parades des Amateurs*, Shirriff's *Fun Parade*, CJAD's *News Quiz* and CKFH's *Variety Kitchen*, are just a few of the of the places where Field has merchandise going.

According to Field, manufacturers now welcome the idea of donating prizes; some, once started, even earmark a percentage of production as prizes and chalk it up to public relations. He says he parries the ones who demand a guarantee of a certain amount of public mention per prize by showing them it is in the stations' or sponsors' interest to extol the merits of the gifts in glowing phrases commensurate with their size. Most of them get the point and don't attempt to dictate the "plug."

"A lot of people don't realize that all giveaway shows aren't quiz shows, and all quiz shows aren't just quiz shows," Field believes. Some programs, he explains, consist entirely of giving prizes to people fortunate enough to have their names drawn from mailbags while, at the other end of the scale, some quiz shows are produced that reveal more imagination in their makeup than some dramas.

His pet beef is that too many quiz shows on the air have no entertainment value. He thinks that in every giveaway show there should be an abundance of interest for the people who will never win anything. "It's an art in itself to give away successfully and keep the listener listening," he maintains.

Similarly, Field abhors emcees who poke fun at virtually defenceless contestants. It's bad for business, he reasons. The listening audience is inclined to identify itself and sympathize with the under dog, "the contestant, who is like a duck in a shooting gallery," and listeners don't like it when the object of their sym-

pathy is made to appear foolish. This is an argument which Field can back up with a long list of radio personalities who have become successful mainly because they were able to poke fun at themselves effectively.

As for the giveaway show's future, Field thinks it will be better and brighter mainly because television will force it. The day is coming — and for some it has already arrived — when the giveaway show will no longer be considered a low-budget, sure-fire production.

GREATER OTTAWA

is

42%

FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

Studios — 121 Notre Dame St., Hull, Quebec

Representatives

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

*Over 100,000 French-speaking Canadians.



55%

of

Maritime Retail Sales

are made in

NOVA SCOTIA

Forty per cent of the people of the four seaside provinces live in Nova Scotia. They buy at retail more than half of the total Maritime dollar volume.

Miners, fishermen, steelworkers, farmers — with money to spend, make a market — for your products or services.

You reach people faster, cheaper, and sell them more with radio.

In Halifax... with CJCH

Reps. — Toronto — Paul Mulvihill.
Montreal — Radio Time Sales (Quebec) Ltd.

penn mcLeod research
TORONTO VANCOUVER NEW YORK

CANADIAN TELESCREEN

Vol. 6, No. 6

TV and Screen Supplement

March 18th, 1953

PRIVATE BIDS ON CBC BOARD AGENDA

Ottawa. — At least eight television and three AM radio applications are scheduled to be considered by the board of governors of the Canadian Broadcasting Corporation during a regular public meeting to be held here March 27 in room 268 of the House of Commons. It will be the first time that specific TV applications have ever been reviewed by the board, and the second session during which new AM stations have been considered since the lifting of the "freeze" last month.

Under the name Niagara Television Limited, it is understood that three Hamilton radio stations — CHML, CKOC and CJSH-FM — are making a joint application for a TV license at Hamilton. The proposed station, operating on Channel 13, has an estimated effective radiated power of 80.6 kw video and 48.36 audio with a directional antenna 442 feet above average terrain.

In announcing its plan for preliminary TV coverage of Canada, the Department of Transport recommended that only one TV station be considered for serving an area bounded by Niagara, St. Catharines, Hamilton and Brantford and that a TV station

for Hamilton alone would not be considered since the CBC's Toronto station covers the area. (See *CB & T*, March 4).

In Quebec City, another joint application, including Famous Players Canadian Corporation, and stations CHRC, CJNT and CKCV, is being made for a station there to operate on Channel 4 with an estimated effective radiated power of 923 watts video and 554 watts audio on an antenna 457 feet above average terrain.

In six other centres, TV stations are being applied for by the local radio station. These are: CFPL in London; CKSO, Sudbury; CKLW, Windsor; CHSJ, Saint John; CJCB, Sydney; and CKCR, Kitchener.

The application of London Free Press Printing Company Ltd., operator of CFPL, is for a station on Channel 10, with effective radiated power of 117 kw video and 59.6 kw audio through an antenna 576 feet above average terrain. CKSO is seeking a station for Sudbury to operate on Channel 5 with an effective radiated power of 1.25 kw video and 625 watts audio through an antenna 205 feet above average terrain.

The Windsor application by Western Ontario Broadcasting Co. Ltd. (CKLW), is for a Channel 9 outlet with an e.r.p. of 103 kw video and 61.8 audio with an antenna 619.5 feet above average terrain. The Kitchener application by Central Ontario Television Ltd. (CKCR) proposes a Channel 6 station with an e.r.p. of 55.4 kw video and 33.2 kw audio through an antenna 740 feet above average terrain.

In Saint John, N.B., CHSJ is seeking a license to operate on Channel 4 with an e.r.p. of 27.8 kw video and 13.9 kw audio through an antenna 1,200 feet above average terrain. For Sydney, N.S., the CJCB proposal is for Channel 4 with an e.r.p. of 24 kw video and 12 kw audio through an antenna 299.2 feet above average terrain.

(Although there are 3 VHF Channels for Sydney, among them Channel 4, the Department of Transport's *Primary Plan For TV Coverage of Canada* lists Channel 2 only for this area).

It may be that not all of these applications will get consideration at this meeting. The board noted that since other applications — particularly competitive ones for these areas — may not be complete, some of those scheduled to appear may be deferred till later. In addition, it is believed that a number of applications are in the process of being completed or filed, some even for stations in the large, CBC-controlled areas like Toronto.

Applications for new AM stations in Quebec have been made for

Chicoutimi, St. Joseph d'Alma and Ville St. Georges. The Chicoutimi application is by J. O. Masse for a 250 watter on 1450 kc; Radio Lac St. Jean Lteé. has applied for a 1,000 watter in Chicoutimi on 1270 kc; while Radio Baucé Inc. is seeking a 250 watter on 1400 kc for Ville St. Georges.

Increases in power and changes in AM frequency are being sought by: CKRD, Red Deer, for a switch from 1230 kc and 250 watts to 850 kc with 1,000 watts; and CHRL, Roberval from 1340 kc and 250 watts to 910 kc and 1,000 watts.

An increase in power for CFRA, Ottawa is being sought by owner Frank Ryan from 1,000 to 5,000 watts without frequency change.

A transfer in control of CJNT, Quebec from The Goodwill Broadcasters of Quebec Inc., to Peter Nesbitt Thomson, brother of CKVL's Corey Thomson, is being applied for at this time.

The following share transfers will also be considered by the CBC board: 5 common shares in Atlantic Broadcasters Limited affecting CJFX, Antigonish; 32 common and 17,168 preferred shares in CKSO Radio Limited, Sudbury; 1 common share in Radio Edmonton Ltée. affecting CHFA; 466 common and issuance of 73 common shares in Radio St. Boniface Ltée. affecting CKSB; 22 common shares in CJAD Limited, Montreal; 85 common shares in Evangeline Broadcasting Co. Ltd. affecting CFAB, Windsor and its satellite, CKEN, Kentville, both in N.S.; redemption of 69 common shares in Radio Roberval Inc., affecting CHRL; recapitalization of CJOR Ltd., Vancouver, from 100,000 common to 65,000 common and 85,000 preferred shares and redemption of 82,580 preferred shares.

1/4 Million TV Sets

Toronto — Sales of television receivers slid slightly above the quarter million mark for Canada when the January figure of 25,272 units was added, according to the regular report of the Radio-Television Manufacturers Association released here last week.

January, another in a series of record months, sent the total set sales to 250,083, and it is estimated that to date Canadians have spent a total of \$112,757,136 to watch the new medium (not including sets imported by the purchasers).

Distribution of these sets is as follows: Toronto-Hamilton — 100,741 or 40.2 per cent; Windsor — 53,615 or 21.5 per cent; Montreal — 44,503 or 17.8 per cent; Niagara Peninsula — 34,605 or 13.8 per cent; and other areas — 16,619 or 6.7 per cent.

These figures are for the number of sets shipped from producer to wholesaler and will necessarily be higher than estimates of sets in operation.

Radio Not Hurt—Yet

Toronto. — Television in Canada has only been able to dent the armor of other advertising media in the fight for the public's spare time, according to a digest of statistics gathered over the past three years by Elliott-Haynes Limited, and released here earlier this month in a brochure, "A Study Of Canadian Television Audiences".

The study is said to reveal that in television homes the new medium has meant somewhat less reading and radio listening, even less movies and sleep for the occupants. It has kept more people home more of the time and increased visits from relatives, neighbors and friends who, presumably, don't have a set of their own.

But it is pointed out that so far the overall drop in radio listening is not as high or widespread as many believe. A four-year comparison of sets-in-use figures from the best TV area in the country — Toronto-Hamilton-Niagara—shows that there has been a drop of 1.1 points, or approximately 3 per cent, during evening hours. In 1948, the average sets-in-use index was 35.7; in 1952, 34.6.

The Elliott-Haynes' report suggests that movies have been the hardest hit by television influence. The survey indicates that the largest part of the present television audience has come from the 60 per cent of the homes where people used to be out to movies, visiting friends or at parties — in any case people who didn't listen much to radio anyway.

However, it has been presumed that the negligible impact of TV on radio listening to date has been largely due to the limited circulation of TV sets. It is felt that in the test area, any new audience which TV develops will be detrimental to all other advertising media, although movies will continue to bear the brunt.

Apparently farm folk are going for television in a bigger way than their city brethren, according to the E-H study in three counties in the Windsor area — Kent, Lambton and Essex — it was found that 70 per cent of the farm homes were TV equipped in Windsor proper, set ownership is about 55 per cent. A spot check showed that about 22 per cent of Toronto's homes have television.

The tuning habits of Canadian TV viewers are much the same as those found in the U.S. Intensity of viewing tapers off the longer the set is in the home, the E-H study pointed out, and at the same time the number of viewers per set drops off.

It was also found that television's sets-in-use index is approximately double the comparable figure for evening radio, hitting a peak index of 82.2 during January.

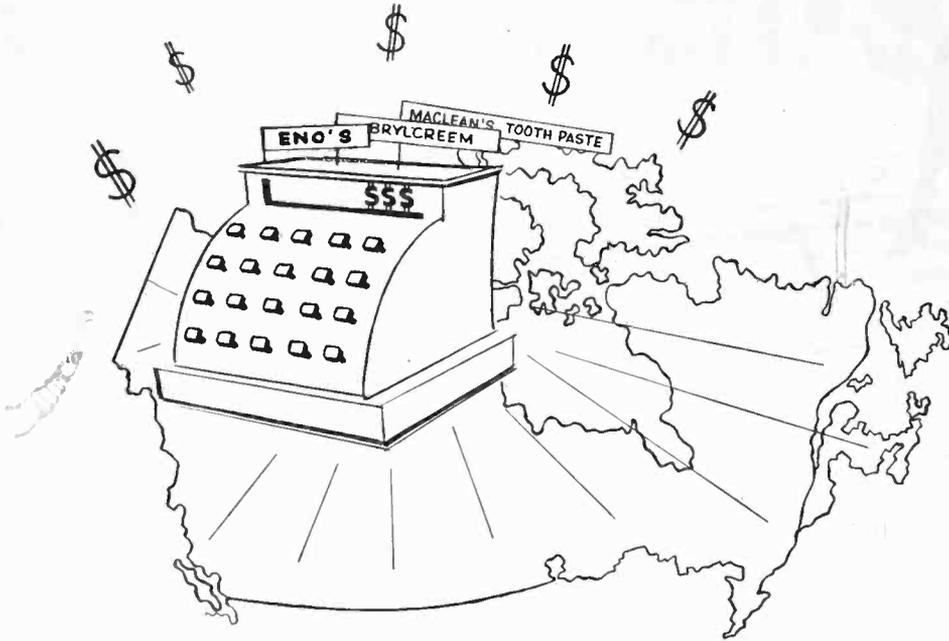


FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- CONLEY, Corinne
- DAVIES, Joy
- DOOHAN, James
- EASTON, Richard
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service
at
Radio Artists Telephone
Exchange

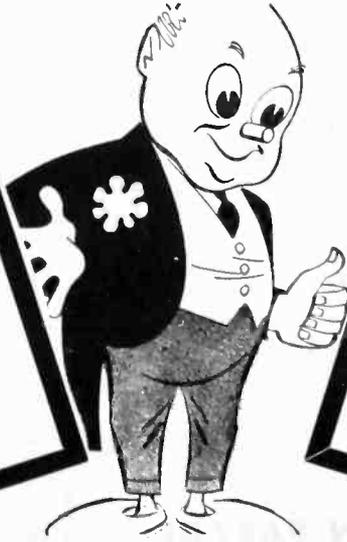
ENO'S "FRUIT SALT" BRYLCREEM & MACLEAN'S PEROXIDE TOOTH PASTE SELL CANADA WITH "I WAS A COMMUNIST FOR THE FBI"



ONE GOOD TERM DESERVES ANOTHER!

Tenth* most popular evening program on Canadian airwaves, this All-Canada hard-hitting suspense-drama starring Dana Andrews, is doing a job for its sponsors. And because results have been so good, Eno's, Brylcreem and Maclean's Tooth Paste have renewed for a second term, through their agency, Atherton and Currier.

Wise advertisers choose programs like "I Was a Communist For the FBI" to schedule at selected times, on selected stations in their most profitable markets to increase sales of their products.



Now available . . . new and proved shows that combine brilliant showmanship with hard-hitting salesmanship. Call your All-Canada man for details on the finest array of packaged programs in All-Canada's history.

*Elliott-Hayne
Rating Report
January

Results . . . are the only justification for advertising. Therefore, it's only sound business to include radio in your advertising plans.

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

CANADIAN BROADCASTER AND TELESCREEN

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

Vol. 12, No. 7

TORONTO

April 1, 1953

KOREA BOUND



—Staff photo

Toronto.—A 13-member entertainment team, headed by radio comics John Wayne and Frank Shuster, left here for Korea last week where it will do a five-week tour of the troops of all nations in Korea and Japan. Other members of the team included: the radio show's regular vocalist, Terry Dale; announcer Herb May; producer Jackie Rea; CBC engineer Don Bacon; a public relations representative from MacLaren Advertising Co. Ltd., Cameron James; a dancer, Zena Cheevers; and a musical quintet of trombonist, Ted Roderman, accordionist Vic Centro, drummer Harry Nicholson, trumpeter Jim Reynolds, and clarinetist Lew Lewis.

The last live performance of the *Wayne & Shuster Show*, sponsored by Christie's Biscuits, for the duration of the tour, was made last Thursday from Vancouver. Next day the team came under the command

of the Canadian Army and headed for Tokyo, where it will perform for all Japan-based troops before heading for Korea.

Details of the tour have been withheld for security reasons, but in spite of an expected heavy performance schedule, the team anticipates having a wonderful time.

The renowned Canadian comedy team—honored in '46 and '47 by this publication with Beaver awards, and since with two Canadian Radio Awards—will also be accompanied by 1,000 pounds of Christie's biscuits, provided, they cracked, that the hungry Herb May can be kept away from them.

Seen in the above picture during a send-off party staged by Herb May at the Toronto Flying Club are, left to right: Wayne and Shuster, Terry Dale, Rea and (rear) Herb May.

Television

SEVEN TV STATIONS OKAYED

Ottawa.—Private television stations may be on the air as early as November. Seven applications for TV station licenses were recommended for approval by the board of governors of the CBC here Monday of this week, following detailed hearings late last week. The applications have yet to receive the sanction of the Department of Transport, as is the case with radio station licenses, but radio station licenses are invariably approved.

All but one of the eight TV applications were okayed by the CBC board, and that one, for Kitchener, was deferred. Approvals went to stations for Hamilton, London, Windsor, Sudbury, Quebec City, Saint John, N.B., and Sydney, N.S.

At the same time the board heard applications for three radio stations, approving the one for Ville St. Georges, P.Q., and deferring decisions on stations for St. Joseph d'Alma and Chicoutimi.

Concerning the Hamilton, Sudbury and London stations, the board said in announcing its approval: "In the opinion of the board the application is satisfactory; and the station would extend national service coverage as well as providing local service. It is technically acceptable. The proposed station would provide an adequate service to the region it is intended to serve."

The board said it recommended for approval the Windsor station "on the understanding that the station would be fully obligated to carry available national program service at times specified. It is technically acceptable. The proposed station

would provide an adequate service to the region it is intended to serve."

The Quebec City application was made by Famous Players Canadian Corporation, which intends to hold 50 per cent of the shares in the proposed stations, while the remaining 50 per cent has been optioned by Quebec stations CHRC and CKCV. On this the board commented: "The board recommends that this application be approved on the condition that options on shares be taken up and local participation in the company so confirmed as stated to the board, before the license is issued. It is technically acceptable."

The board said the two Maritime stations—one to be operated in Saint John by station CHSJ and the other in Sydney by CJCB—would extend the national service in addition to providing local coverage.

In denying the Kitchener application the board said: "The station as proposed with very wide coverage would to a large extent duplicate service from other stations. The board does not believe that for this purpose it would be justified in recommending the transfer of a channel allocated to the Toronto area."

"The board does not believe it would be desirable to have a station serving more immediately the area around Kitchener. At the same time it wishes to point out that cognizance must be taken of channel availabilities."

The board also announced that private stations will be required to carry programs produced by the CBC. They will be paid by the CBC part of the revenue the Corporation receives from commercial programs, while sustaining and other programs will be supplied free of charge.

This is a similar system to the one at present being employed in the CBC's operation of radio networks in which there are mostly private stations accepting from the network both commercial and unsponsored shows, it was pointed out.

The board's decisions may be announced later this week.

Foreign ownership or control of proposed TV stations and the switching of channel six from Toronto to Kitchener became two of the most hotly-debated points of the two-day public hearing. The foreign control aspect was centred around Famous Players Canadian Corporation, which proposed the granting of TV licenses in Kitchener and Quebec City in which it would hold a 50 per cent interest. It was said that FPCC is 65 per cent American owned.

Hamilton

The proposed Hamilton TV station was being applied for by Niagara Television Limited, a joint undertaking of three Hamilton stations—*(Continued in TV Section, page 17)*

WAB ENGINEERS CONFER AT EDMONTON



A RECORD ATTENDANCE was scored at the third annual Western Association of Broadcasters Engineers' Conference held in Edmonton's MacDonald Hotel for two days at the end of February. Delegates seen in the above picture from left to right are: front row seated—Bill Forst, CKOM, Saskatoon; John Hepburn, CJAT, Trail; Howard Urbach, CBC, Winnipeg; Jim Walmsley, CKWX, Vancouver; Dick Bannard, CFRN, Edmonton; Merrel Dahlgren, and Frank Hollingsworth, CJCA, Edmonton; Frank Makepeace, CFRN; Merv Pickford, CHAB, Moose Jaw; Bert Hooper, CKRC, Winnipeg; Art Chandler, CJOR, Vancouver; Earle Connor, CFAC, Calgary; Bill Grant, CBX, Edmonton; second row—Bob Reagh, CJOC, Lethbridge; Verne Wileman, CKNW, New Westminster; Tom van Ness, CKBI, Prince Albert; Carl O'Brien, CFQC, Saskatoon; Humphrey Davies, CKX, Brandon; Alex White and Ernie Strong, CKCK, Regina; Reg Penton, CBC, Montreal; Stan MacDougall, Taylor, Pearson & Carson Ltd., Calgary; Stan Gilbert, CFAC; Jim de Roaldes, CFGP, Grand Prairie; Jack Fry, CJCA; Bob Lamb, CFCN; Wilk Baker, Calgary Exhibition Board; Frank Irwin, CFCN; Alex Grant, Taylor, Pearson & Carson Ltd.; Tony Booker, CKRD, Red Deer; Ian MacDonald, Magnecord of Canada Ltd.; Ross Craig, CKXL; John Craig, CKX; Len Cozine, CKRM, Regina; back row—Bill MacDonald, CKRM; Hal Gissing, Northern Electric Co. Ltd.; Andy Malowanchuk, CKY; Lyn Hoskins, CFQC; Ernie Drouin, CFNS, Saskatoon; Sid Gaffney, CHAT, Medicine Hat; Bob Guy, CHFA, Edmonton; Hugh Pender and Ian Carson, CHAT; Joe Summers, CJVI, Victoria; Charlie Smith, CKWX; George Rose and Bill Pinko, CKUA; Edmonton; Gordon Sadler, CBC; Jack Martin, Canadian Marconi Co. Ltd.; Don Thompson, CJOR; Bob MacDonald, CKNW; Fred Weber, CKOV, Kelowna; Doug Card, CJOC, Lethbridge; Bill Partin, Alberta Provincial Institute of Technology & Art. Elected to the engineering committee of WAB at the conference were: Lyn Hoskins, Andy Malowanchuk, Bob Lamb, Fred Weber and Charlie Smith.

CAB Member Stations

ATLANTIC (14)

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

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (38)

CKBB	Barrie
CJBQ	Belleville
CKPC	Brantford
CFJR	Brockville
CFCO	Chatham
CKSF	Cornwall
CKFI	Fort Frances
CKPR	Fort William
CJOY	Guelph
CKOC	Hamilton
CJSH-FM	Hamilton
CHML	Hamilton
CJRL	Kenora
CKWS	Kingston
CJKL	Kirkland Lake
CKCR	Kitchener
CFPL	London
CJAD	Montreal
CFCH	Montreal
CFCH	North Bay

What Price Radio?



GILBERT TEMPLETON
Managing Director
TEMPLETONS LIMITED
 Proprietary Medicines
 Says:

"For perhaps 20,000 years human beings have taken orders and been persuaded by the human voice. A voice that carries authority, whether the voice of a sergeant-major, the voice of Winston Churchill or of Franklin Roosevelt can get action or win conviction.

On more than 125 Canadian radio stations, we persuade listeners that our products are worth trying. We use many different voices that we hope are both persuasive and authoritative, to tell the GOOD NEWS about my father's medicines to those who may need them.

When we started using radio, via CFRB, nearly twenty years ago, we hoped to find a way of using this medium. Although we still use other media, radio now gets much more than half of our national appropriation."

The
CANADIAN
ASSOCIATION of BROADCASTERS

Representing 116 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

CENTRAL CANADA (38)
(Continued)

CFOR	Orillia
CKLB	Oshawa
CFOS	Owen Sound
CHOV	Pembroke
CHEX	Peterborough
CFPA	Port Arthur
CKTB	St. Catharines
CHLO	St. Thomas
CJIC	Sault Ste. Marie
CJCS	Stratford
CKSO	Sudbury
CKGB	Timmins
CFRB	Toronto
CHUM	Toronto
CKFH	Toronto
CKLW	Windsor
CKNX	Wingham
CKOX	Woodstock

PRAIRIES (23)

CKX	Brandon
CFAC	Calgary
CFCN	Calgary
CKXL	Calgary
CKDM	Dauphin
CFRN	Edmonton
CJCA	Edmonton
CFAR	Flin Flon
CFGP	Grande Prairie
CJOC	Lethbridge
CHAT	Medicine Hat
CHAB	Moose Jaw
CJNB	North Battleford
CKBI	Prince Albert
CKRD	Red Deer
CKCK	Regina
CKRM	Regina
CFQC	Saskatoon
CKOM	Saskatoon
CKRC	Winnipeg
CJOB	Winnipeg
CKY	Winnipeg
CJGX	Yorkton

PACIFIC (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



Over the Desk

Does anyone ever stop to think of the sheer stupidity of most of the idioms most of us use most of our lives? Who could gauge the inanity of statements like these.

"A whole host of daffodils." How many in "a host" — a whole one?

"A barrel of monkeys". That's what things are supposed to be as funny as!

Then there's: "Funny as a crutch". Why be a piker? Why not make it "funny as a dose of cyanide" or "a case of cancer?"

"More thingamajiggs than you could shake a stick at." You tell me.

"Crazy as a bed-bug". I never knew one — intimately that is.

"Hotter 'n' hell" is okay, but how about "colder . . . louder happier . . . later than hell". Why don't they make up their minds?

"Drunk as a skunk". How drunk is that?

"As sick as a dog" presumably refers to a dog which is sick.

"As honest as the day is long". June or January?

"As pretty as a picture". Ever see a picture of me?

Maybe there's reason for most of these things. Maybe someone will write and tell me. As a lead, there's a well known French saying which translates into: "He speaks French like a Spanish cow". (Il parle le francais comme une vache espagnole). Nobody ever heard a Spanish cow speak, much less speak French. But this isn't what was originally intended when the phrase was devised. The original version ended "comme un basque espagnol". A Basque is an "individual of a race of people occupying a district of the Pyrenees contiguous to the Bay of Biscay and lying in both France and Spain". That's what the dictionary says. So "un basque espagnol" would be a Spanish Basque who would not logically be expected to be over proficient in French.

Maybe there's a similar reason for the others. It would be interesting to know.

How often do people use "I" for "me"? This sort of thing: "Will you come to dinner with Molly and I? Look what Uncle Jim brought for Nellie and I". It really isn't so difficult. When in doubt drop the Nellie or Mollie and you have: "Will you come to dinner with I?" or "Look what Uncle Jim brought for I". No one would say that. Or would they?

My friend Albert Shea of CORE—Communications Research—writes:

"It seems to me that the keynote of the recent CAB Convention was 'challenge and response', the Toynbee theory mentioned specifically by Pat Freeman in his talk.

"The emphasis on meeting the challenge of TV with better radio, instead of with moans of defeat, sounded in my ears like an echo of something I had just read.

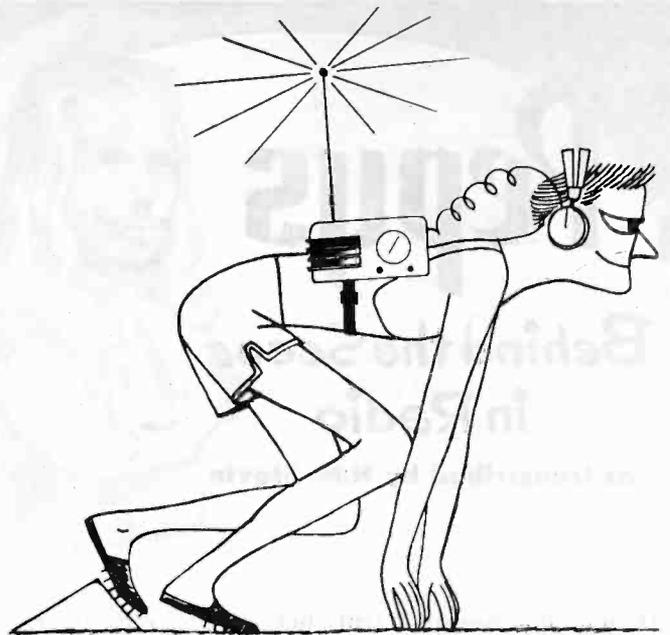
"On the train down to Montreal I was reading one of those excellent little Mentor pocketbooks, the kind that get by without a lurid lady on the cover. This one, 'Man Makes Himself', is a study of man's history from 340,000 years ago to the present time, written by a world renowned archeologist, V. Gordon Childe.

"Thumbing through the index, my eyes stopped at 'Conservatism, see Laziness'. Looking up the reference this is what I found:

'Men cling passionately to old traditions and display intense reluctance to modify customary modes of behavior, as innovators at all times have found to their cost. The dead-weight of conservatism, largely a lazy and cowardly distaste for the strenuous and painful activity of real thinking, has undoubtedly retarded human progress even more in the past than today. Nevertheless, for the human species progress has consisted essentially in the improvement and adjustment of the social tradition, transmitted by precept and example.'

"If it is any consolation to those who are sweating and thinking out their response to the threat of television, we have Professor Childe's word for it that this is progress."

The wedding bells will be ringing on Radio Row April 18th for none other than Radio Reps' secretary-treasurer, Victoria Murphy, who is teaming with Joe Comar, Toronto branch manager of Canada Dry. Vic-
(Continued on page 4)



For really

aggressive

listeners

... who just can't wait to get out and BUY!

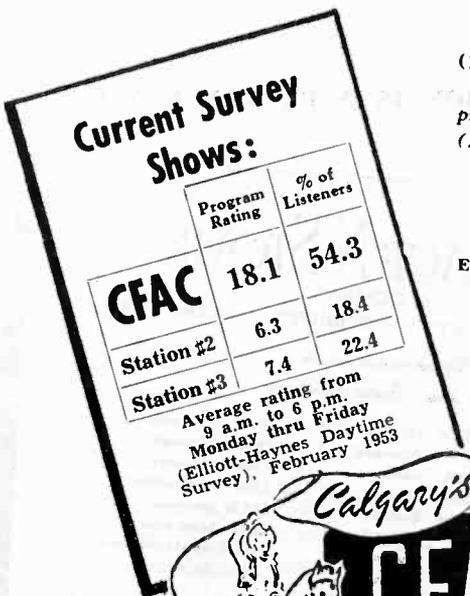
"You'd swear half your listeners had running shoes" says our advertisers.

No sooner does a client's message go on the air than there's an immediate response by customers saying "we heard your ad on CFAC".

Our advertisers attribute this response to two main factors:

- (1) Almost triple the number of Calgarians listen to CFAC in preference to any other station
- (2) these listeners really listen to the programme and the advertiser's message.

Look into these figures of the ELLIOTT-HAYNES Report then dial your All-Canada Man for full information.



Calgary's



CFAC

960 KC

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

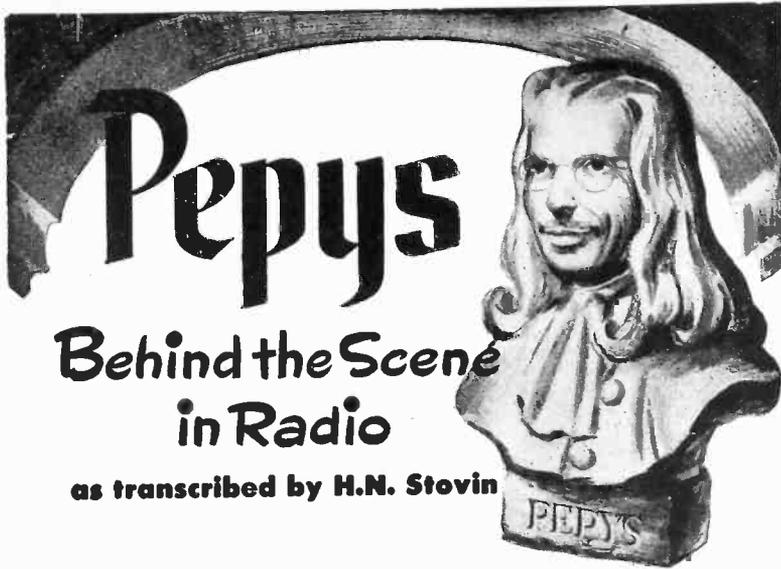
THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

The NIAGARA DISTRICT STATION

CKTB

ST. CATHARINES



“Do note that Spring is truly here and for once the calendar and the much-abused weatherman are in fair agreement. Our own Spring admirably brought in by Walt Staskow of ZBM Bermuda, whose stories of Easter lillies in bud and bloom did indeed make us envious. ZBM, by virtue of its unique position in a flourishing community of 40,000 souls where no poverty exists, can and does build both goodwill and sales for many products sold in these islands; and provides a service not only to its community but to some 100,000 tourists each year ● ● ● Do also record with pleasure the visit of Carl Johnson, owner of CJRL Kenora. His station, situated in an ever increasing market, has a tourist industry which alone is worth over \$5,000,000. CJRL is, moreover, known for the exceptionally high standards of its programs and is thus assured of a large and receptive audience which advertisers would do well to make use of ● ● ● Did, of course, meet and greet many good friends at the Annual Convention of the Canadian Association of Broadcasters in Montreal, From which we returned invigorated and refreshed ● ● ● At the annual Stovin Clinic which preceded the C.A.B. Convention, much useful information was extracted, many exchanges of ideas made, and new policies formulated whereby the whole family of proven Stovin Stations can demonstrate to advertisers the real measure of a station’s effectiveness — to wit SALES.”

“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	KKCW Moncton
CHAB Moose Jaw	CFOS Owen Sound	CHSJ Saint John
CJNB North Battleford	CHOV Pembroke	VOCM Newfoundland
CKOM Saskatoon	CJBO Belleville	ZBM Bermuda

Member of Radio Station Representatives Association

(Continued from page 3)
toria says she will be carrying on with her job after the wedding.

“The Desk” has just given forth with a letter from Pembroke, Bermuda. It came from Bill Williamson of the Bermuda Broadcasting Company. In it, the one-time CFRA announcer who hailed originally from Hamilton, Ont., discloses that he was married a few months ago to “a home town girl I met here”.

Bill says: “Up in Canada you have trouble setting up a network; down here we have a network of two stations belonging to the same company. We have been under fire lately from the populace and the government about our programs, some claiming we should do away with commercials and others saying we should restrict commercials to sponsor identification, both of which are obviously impossible. Together with that, the Sunday schedule was coming in for a few knocks because of the number of religious programs. So the powers decided to set up a new station. We started operating on Sundays only at first, but now the thing has caught on so well that we are on a daily schedule. And so we are in the unique position of competing with ourselves.

“A lot of our complaints were the usual things, lack of cultural content, low intellectual level and not enough educational programs. I think they were delivered by the type of people who tell the Elliott-Haynes surveyors they are listening to the CBC symphony when they are really listening to a soap opera. Anyhow they’re going to be cultured to death for a while and then we’ll see how they like it.

“This deal was started with an eye to broadcasting limited appeal things on the second station, while not upsetting the accepted scheme of things on the original transmission. So when sporting events or major political speeches take place, we put them on station 2. Incidentally, the Colonial Office, in typically inspired fashion allotted us the call letters of ZBM-1 and ZBM-2.

“It is a little early yet to say if the idea is really catching on, but our advertisers are buying time on both stations, so that should be a pretty fair gauge”.

In you’re interested, I now have my new teeth. My pal Chas. Edwards’ comment: “They look swell, but who are you?”

By the time this column emerges in print, your scribe will be over in

England spending a month’s holiday trying to find out what that country is like “now that April’s there”. He will be back before the month ends in plenty of time to see the coronation on CBC-TV, if they decide to import this “foreign” broadcast.

I wonder what it will be like. Socialism has been out of style for quite a while now. But on consulting back issues of this paper I am reminded that socialism dies hard. Oh well! Just so long as it dies!

It would be great to be able to write long and cheery screeds about what a change has occurred now that Churchill’s there. Unfortunately the kind of regimentation they have been going through — first as one of the rigors of war and later as a socialistic hangover to the holocaust — has a way of setting harder than concrete.

It’s no use guessing though. I’m going to have a look for myself and will report accordingly.

And that cleans off The Desk for this issue. Buzz me if you hear anything, won’t you. The number until April 25th — in case you’ve forgotten since last time — is Farnborough (Kent) 169.

We Apologize

Roy Ward Dickson, of Dickson & Edington, owners and producers of Adams’ *Take A Chance*, and the Lux *Fun Parade*, has asked us to correct an impression that would result from the reading of an article in our March 18th issue entitled *Nothing Dead About Giveaways*, and concerning Saul Field, of Contests Associates.

Dickson states that Field is in no way connected with either of the above-mentioned programs or with the procurement of prizes for them. He also states that Field’s activities in connection with prize procurement for *Take A Chance* was for one season only, and that was some years ago. He goes on to say that “Mr. Field was never engaged as a prize broker in connection with the *Fun Parade* either while it was sponsored by Shirriff’s or since it was taken over by Lever Bros. for Lux two years ago. Prize procurement for both shows is handled by the producers.”

If our story gave a wrong impression, we regret it.

1,269 OF THIS PAPER’S
TOTAL CIRCULATION OF
1,828 ARE NATIONAL
ADVERTISERS & AGENCIES

**LASSO THE TERRIFIC
NEWFOUNDLAND MARKET**

- ★ Retail store sales up 53% over last year.
- ★ New car sales up 42% over last year.
- ★ The U.S. Army alone will spend one hundred million in Nfld. during 1953.
- ★ Textile plant — shoe factory — leather plant — light machine plant plus 4 other new plants schedule to open this year with thousands of new jobs —

CJON 5000 WATTS
DAY & NIGHT

CANADIAN BROADCASTER AND TELESCREEN

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

Published twice a month by

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

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

Editor: RICHARD G. LEWIS
Business Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
News Editor: THOMAS C. BRIGGS
Circulation Dept.: TED MacGILLIVRAY
Research Consultant: G. E. RUTTER
Photography: ANTHONY TRIFOLI

Correspondents
Montreal - Walter Dales
Vancouver - Bob Francis



Vol. 12, No. 7

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

April 1, 1953

Strictly Person to Person

It isn't just the teller at the water or hydro office we don't know. Ask any six people the name of the company which carries their life insurance. Then ask the same six the name of the agent they bought it from. Two, or three at the most, will be able to remember the name of the company. All six will unhesitatingly tell you who the agent is.

Carrying on this thought, a head office official of one of the chartered banks congratulated a small business man on the fact that he carried his account with one of the branches of the institution he was connected with. The businessman shook his head. "I don't deal with your bank," he said. "I do my banking with Mr. X," and named the manager.

You might think it doesn't really make much difference whether you deal with a large privately-owned institution or a public corporation when, in the final analysis, you are dealing with the man behind the desk, who is just another individual, with an individual's characteristics both good and bad. In this case what are publicly-owned corporations for? What useful purpose do they serve?

Public corporations, like Trans-Canada Air Lines, Canadian Broadcasting Corporation and the others came into existence to protect the public against the possibility of greedy behavior on the part of large privately-owned corporations. If there are any grounds for this fear, and if there is any danger which would not be warded off by the criminal code, then there is actually only a very slight difference between the threat that the reformers feel is presented by private business and what is very definitely an outgrowth of the public operation. But the difference is there.

Let us say that, to some degree, a potential is present with both — a potential of greed. The difference is that the greed of the private businessman is for wealth, which he knows can be most easily obtained through better service to the public, while the kind of greed which always seems to infect the souls of "public" businessmen, is a greed for more and more power, which is most easily obtainable through usurpation.

Somehow or other something has to be done, first to convince the people that this is a matter worth considering, and not one to shrug off with a derisive "aw politics". Secondly, it has to be conveyed to all ranks of business that the remedy is in its hands, through the most powerful and most proficient force of education there is — advertising.



"That, to this moment, is the news. Now here is our commentator, Ferdinand Talbot Jones, to mess it all up for you."

The private businessman's best defence against the inroads of government-financed competition is the individual. The men and women who manage his activities and meet the public in one way and another are individuals, with individual characteristics, like a sense of humor to make doing business pleasant, a sense of discrimination to tell how each customer should be treated, discernment and instinct, which play a far bigger part in extending satisfactory credit than rule books and credit reports. Managers of "public" concerns have these individual characteristics too, but they are prevented from using them through the nature of their employment by an essentially centralized mechanism.

All these attributes, and more too, are strictly personal ones. They only get a play in a business where employees have a chance to act on their own initiative. However, human its manager or administrator, the very nature of the "crown corporation" or other government activity, precludes anything resembling spontaneous action. There is a book of rules, with a polysyllabic paragraph to answer anything. And that is that.

So it seems that private enterprise is serving its own ends best, as well as doing a better job for the public, by personalizing every phase of its operations to the end that people will feel they are dealing with a neighbor when they buy its wares, rather than, when they patronize the "people's dispensary", that they are doing business with a public utility.

The most successful business is conducted on a strictly person-to-person basis.

Operation Doorstep

March 17, 1953, will go down in history as the day of the big nuclear bomb test in Nevada. It will also be written into the annals of private enterprise as the day when business interests combined with government to keep the American people informed on this development in scientific warfare.

An actuality telecast was put on all U.S. television networks showing the preparations which preceded the blast, the actual blast and a bit of the aftermath. The whole affair was called "Operation Doorstep". Through TV, it acquainted the people of the United States with this important step, it warned them of the necessity for preparedness in matters concerned with civil defence, and it was all tied in with an eloquent appeal for blood banks.

This venture was "sponsored" by the combined networks, and the organization of advertising people known as the Advertising Council.

This "Council" is an organization of advertising people who donate their various skills in the common cause in cases of emergency and public need. Red Cross Blood Banks would logically fall in this category, so "Operation Doorstep" was right up their alley. It is worthy of mention, incidentally, that in Canada the Association of Canadian Advertisers has, from time to time discussed the possibility of organizing a similar "Council".

In contrast to this mammoth undertaking in the public service, of using private broadcasting to inform the American people, the Canadian radio industry is quite alarmed over the government's threat to shut down all private stations should hostilities break out. George Chandler, perennial chairman of the CAB's technical committee, and others have been campaigning for several years to see if a means cannot be found to let broadcasting stations use their facilities for keeping the public under control and also to organize emergency services when and if the blow falls. So far, however, there has been no progress.

The bureaucratic mind of Ottawa does not seem able to discern the right of "business" in this particular instance to lend its facilities or rather to stand ready to do so in the case of emergency. It would rather shut up Canada's radio stations than listen to the carefully thought out plans Chandler and his associates have devised. The situation is frustrating and discouraging and there seems to be no means of moving the requisite officials.

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. . . The Ronson 1st prize award for superior promotion was recently awarded CHNS . . . One more piece of evidence to prove that for the best results in the rich Halifax market you need. . .

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THE CHOICE OF HALIFAX

In Canada contact the All-Canada Man and Weed & Co., in the U.S.A.

Music

A STUDY IN JAZZ

by Lou Tappe, SESAC Inc.

Republished from SESAC MUSIC, Copyright 1953 by SESAC Inc.

She was a sleazy sort of lady — the lady called Jazz — down there at the beginning in New Orleans. She shuffled amid the dank cellars and along the murky docks. Traveling northward to Memphis and St. Louis, her laughter rang with disdain and bravado. Bold and adventurous, with push and flamboyance, she never was a timid gal. She never was an ambitious gal, either, and had no yen for the paens of culture. Like Topsy, she just grew in spite of herself — and the plaudits, acclaim and homage of the intelligentsia all came along in good time.

Like any lady who's going places, Jazz had those who snipped at her skirts with cattish demeanor. Some side-glanced with phrases nasty or pretty in turn, while others deigned to cast a flirtatious eye. A huge segment took her into its arms and twirled her around and around in bacchanalian high-jinks that were nothing less than a real gone love affair.

Many still clearly and vividly remember the first birth pangs, which were not pangs at all but something akin to utterly exciting freedom and lack of inhibition. We recall the first Chicago hullabaloo. The midwestern metropolis, ever a wonderful, wild sort of place, did much for the development of Jazz. New York was a "Johnny-come-lately," and took the nod from the South and West. When

it hit Manhattan, finally, there was a crash that has not ceased to reverberate to this day.

A Respectable Lady

Now Jazz is an utterly respectable lady, styled in high fashion, rouged and bejewelled, but underneath is that same old, basic, rowdy manner of carefree flair that dominated at the beginning and still does. A lady who has bowed at court can look up at royalty without humility, or down on the peasantry with cold arrogance.

To describe Jazz — well, you just don't — you feel it! You like it or you don't, and today most of us do! As the renowned Louis Armstrong, the great trumpeter, says "If you don't know what it is, don't mess with it!"

Forgetting stuffy, pedantic scholarship, some of our greatest composers and musicians long ago enthusiastically gave Jazz whole-hearted endorsement. They have utilized the medium time and again. Among others we might mention America's great Aaron Copland, Paul Bowles, Norman Dello Joio and Kurt Weill, and in France, Darius Milhaud, Francis Poulenc and Erik Satie.

The Rafters Shook

There was the first time when Jazz invaded the sacred concert hall. Stealthily it slipped down the sacrosanct aisles of Carnegie and exploded on the stage while many a dowager dropped her lorgnette and ran for cover. To the consternation of everyone, it took its place right up there on the podium. It had arrived! But all this is elementary and factual, just as was the enormous success that followed in Europe. From the very start, France and Germany were hotbeds for development. Jazz was a shot in the arm to their music. Parisian composers went wild. You might have thought that they invented *le Jazz hot* themselves. Holland and all Scandinavia enlisted in the crusade.

Many Forms

While America shimmied and charlestoned, Jazz, like any sort of art, quickly and readily, amoeba-like, developed from ragtime into diverse forms and formats. Blues, bounce,

boogie-woogie, swing and jive, Dixieland, barrel house, be-bop and the rest . . . all are component parts of Jazz. Each took on specialized coloration. Each had its experts, artists, enthusiasts, sycophants and those who disagreed. All spoke with eminent authority. If all the arguments that have echoed and re-echoed about Jazz over the years were gathered into one conglomeration of debate, it would be the biggest mixture of words since the babel that took place 'neath the tower.

After all, other musical forms met with violent opposition. Even Bach and Wagner, Stravinsky and Brahms went through the same trial by fire. It has been said that it takes people forty years to catch up. Jazz is not much older than that, even now, yet is ripe and luscious with maturity. We might easily say that Jazz occupies an honored place in the world of standard music. But no one knows for, if the men from Mars finally arrive, they may bring something with them that will knock all our ideas of music and art, in general, into something more than an old battered cocked hat. After all, vogues come and go. For example, some of the outstanding and once popular English writings of the 18th century are now as defunct as last year's Thanksgiving turkey.

Composers Followed

Our great bands, large and small, of course, actually did more than anything else to bring on the development of Jazz. There was a demand for such music, so it had to be created and written. The composers followed along. Some of it was contrived . . . some of it improvised. Almost always it is the arrangement that counts, rather than the tune itself.

The SESAC repertory includes a great wealth of such music . . . and the SESAC Library boasts the *Jazz Classics by Richard Maltby and his Orchestra*, the *Stan Freeman Jazz Quartet* and *Will Bradley's Jazz Octet*. These aggregations feature such distinguished men of modern music as Billy Butterfield, Chubby Jackson, Buddy Weed, Terry Snyder and many other top notch talents. This segment of the Library has grown tremendously in the past few months and has received rave notices from coast-to-coast. And in the future, SESAC will continue to offer the best in Jazz to everybody, everywhere.

Heaven forbid that Jazz ever gets ponderous or stuffy. Let Jazz remain spontaneous, full of verve and many moods. And let the lady never cease to be her real self!

THINGS STILL EXPANDING!

1. On April 1st Saskatchewan Farmers will receive a further payment of \$50,000,000.00 on their Barley and Wheat.
2. Mining Activity is terrific!
3. Building permits on houses only, in Prince Albert in 1953 amount to \$3,000,000.00 to date.

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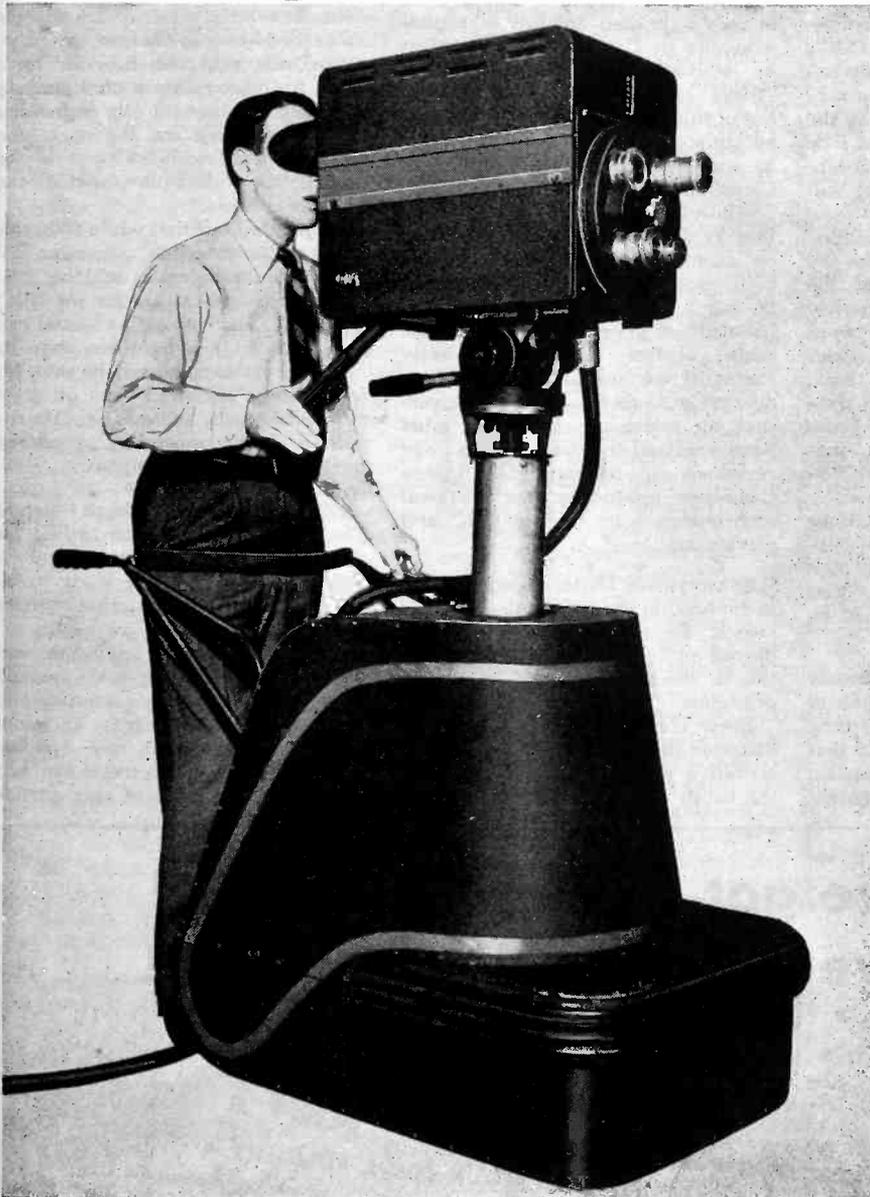
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Government

MPs OKAY RADIO PROBE

Ottawa. — A 26-member parliamentary committee to examine Canadian broadcasting in general and the CBC's activities in particular, was appointed by Parliament here late last month amid a series of charges and countercharges based on the government's broadcasting policies. The motion of appointment was made two months ago by Revenue Minister Dr. J. J. McCann.

The committee began its hearings late last week and appointed W. A. Robinson (Lib., Simcoe East) its chairman and Dr. Pierre Gauthier (Lib., Portneuf, P.Q.) as vice-chairman.

But it was Transport Minister Chevrier who sparked a heated debate that ranged over the better part of three-days and ended in adoption of the committee's appointment. He said that, as the minister responsible for controlling the technical and engineering aspects of broadcasting in this country and the final licensing of radio and television stations—on recommendation from the CBC's board of governors—he was in agreement with the government's broadcasting policies and the aims of the CBC. It is "perfect nonsense", he said, to suggest that private enterprise in Canada, left to itself, will provide Canadian programs.

"If private interests were to monopolize, as I believe they would, the populous and paying parts of the field, in accordance with the policy laid down by the Tories," he went on, "they would import American programs where the profit is high, rather than originate Canadian programs where the cost is high. From that I conclude with logic . . . that the French-language television stations would be 'out the window'."

He said that since private stations would not produce Canadian programs on television due to the high cost, "it is my humble view that private broadcasters should not be allowed the full field."

"I believe," the Transport Minister continued, "that what the people of Canada want more than anything else in the field of television is that the programs should be of Canadian origination and of Canadian content

and should not be canned programs coming in from the United States." But the policy advocated by the Conservatives, under which private stations would provide TV in the densely-populated centres while CBC stations carried TV to the distant areas, would "allow the television operators from the United States to move in and take over the field," Chevrier declared.

He recalled that a Conservative government, under the late Lord Bennett, had originated the CBC, and succeeding Liberal governments had agreed with its view that there must be complete control over broadcasting by Canadians to keep it free from foreign interference and influence. He said Canada's growth and development was based on the coordinated efforts of public and private enterprise, such as in railway, air line and banking systems.

One of the reasons for government policy on TV "is that we feel there is only a limited amount of capital available in Canada for investment in television stations, and since (they) can be established only by use of the public domain, they should be situated so as to provide service to the largest possible number of Canadians."

"However," he said "it may well be that in time the policy will have to be amended; it may well be that plans can be worked out which will be fair to the public for the establishment of private stations in (the large) centres. But in the early stages, if we are to have the production of Canadian material broadcast by television, the CBC must have access to the areas where large revenues can be earned to finance Canadian production for national distribution both by the CBC and private stations."

Conservative leader George Drew, in continuing the debate the day following, declared Chevrier had employed an "utterly shameless distortion of the facts" and an "appeal to prejudice".

Drew claimed that Chevrier had distorted the facts when he said Conservative policy would place TV in the hands of the wealthy for exploi-

tation. Instead, he said, the Conservatives believe that the advantages of competition should be assured in television by placing publicly-owned and private stations under the authority of an independent regulatory body.

Referring to Chevrier's statement that there would be no French-language TV stations if Conservative policy was put into effect, Drew pointed out that even with the Liberals' "monopolistic" handling of TV, there has already been one application for a private French-language TV station, made by La Presse Publishing Company of Montreal, which also operates the French-language radio station, CKAC. Drew also said that Liberal policy has meant that action on this and other private applications has been deferred.

"It is to be hoped," he said, "that the government will not again put forward an appeal to prejudice that can so easily be disposed of by a glance at the government's own record."

As far as advocating giving TV licenses to its "wealthy friends" is concerned—as was charged by Chevrier—Drew said the Liberals have been in office almost continuously since 1921 (except for five depression years) and they are the ones who have "fathered with loving care" the monopolies that have created the wealthy.

He pointed out that while Chevrier spoke of the "terrible" American TV programs Canadians would be subjected to if it were not for the CBC, the CBC was importing American programs and airing them over its facilities. Some of these, he said, far from being horrors, were of great cultural benefit, such as the Metropolitan Opera broadcasts, sponsored by the Texas Oil Company.

CCF Leader M. J. Coldwell followed Chevrier in putting forth a call for the development of TV by public enterprise and used the word "treason" in describing the action of those who advocate private ownership.

"The incentive for television, and indeed for radio," he said, "should be service to Canada as a nation and to its people as citizens. To adopt any other policy, in my opinion, would be an act of treachery and treason on the part of this parlia-

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ment or those who, for the last 86 years, have endeavored to make Canada a free, independent and distinct nation."

He went on: "Propaganda of the Canadian Association of Broadcasters for the private control of television, whether they realize it or not, and those who associate themselves with that propaganda, is in effect, in my opinion, treasonable to this country." He was convinced that the private control of Canadian radio and the alleged influx of American programs, "will destroy the identity and the independence of this Canadian nation."

"Our people have a right to a nation-wide service," he said. "I think, even if it requires large amounts of money to be appropriated by parliament, that every attempt should be made, for example, to establish stations in Regina, Saskatoon, Calgary and Edmonton, or those other parts of Canada which at the moment seem to be left out."

He continued: "I do not for one moment believe, except in the initial stage, that the excise tax on television sets and radios will entirely compensate the Canadian Broadcasting Corporation for the services which they will be called upon to render. So I should like to see all our centres in Canada served so that there will be complete coverage of the whole country, even if this involves further financial aid to the CBC."

Coldwell declared: "This service should be national in the best sense of the word and certainly should not be left to advertisers, to profit-seekers — yes, to hucksters — whose only incentive is that of profit and gain . . . I do not want to see an organization like the Canadian Association of Broadcasters being able to place itself in the position of saying that they are equal to or competitive with the national broadcasting system . . . We see now that the CAB want to go one step forward and place themselves in the position of being able largely to control public thinking by demanding the right to editorialize on the air through the private stations. I do think that is something that should be prevented at all costs."

David Croll, Liberal member for Toronto Spadina, said he agreed largely with Coldwell's views. Croll was the fourth of many speakers in the debate which gave members their first opportunity in months to air their views on broadcasting.

Croll contended that the CBC was

originally established because Canadian stations were serving merely as outlets for American programs. He disagreed "with those who believe that we should pattern our television on that of the United States . . . I rebel against the constant exhortations to buy . . ." He pointed out, though, that he didn't object to the principle of advertising. He recognized that "American television is not all bad. Some of it is good, and some of it is very good; but it is submerged in a flood of bad programs." Croll felt that "if the Americans had to do it all over again they would certainly correct their over-emphasis on advertising."

As he sees it, "there are three possible courses open for the development of television." It can be left entirely to private interests, he said, "but we tried it in radio and it did not work because private stations became outlets for United States chains; and so we created the CBC." The second course is the government's proposal for a "mutual system of public ownership and publicly controlled private enterprise."

"There is not much need for me to deal with the third point," he said, "which is that of public control. But it is worth noting that as an example of public control we have Great Britain, where both radio and television are state enterprises. The cultural level of the BBC, with its three great program divisions, is unquestionably the highest in the world . . . all observers are in agreement that (British television) is artistically and technically far ahead of its closest competitor in the United States."

At one point in Croll's speech, Donald Fleming, Conservative member for Toronto Eglinton, interrupted to point out that the CBC was doing exactly what it has charged the private stations would do if given the chance — that is, develop the heavily-populated areas and ignore the sparse, rural districts.

During an evening session, a Conservative member for Kamloops, E. D. Fulton, took up this point and claimed that the government's television policy is one of monopoly that is depriving the Canadian people of Canadian television. He also charged that Transport Minister Chevrier had shown a "complete disintegration of all regard for truth, accuracy or fairness" in his address earlier.

Fulton reiterated the Conservative stand that an independent regulatory (Continued on page 10)

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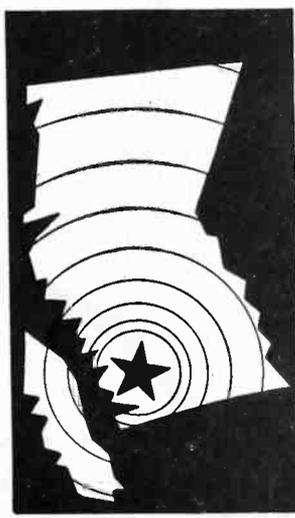
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CHOK
SARNIA ONT.

(Continued from page 9)

body for broadcasting should be established, with jurisdiction over both government and private stations. Chevrier had said that such a body would be against the interests of Canada.

But Fulton contended that as the minister of transport, Chevrier should know how well independent regulatory boards work in the field of railways and airlines, where both public and private companies operate side by side.

He described as "the most complete distortion of all", Chevrier's statement that the Progressive Conservatives wanted to hand over profitable television licenses to their political friends. On the contrary, he said, it was the policy of the present government to make of television a monopoly — a monopoly for the CBC in the rich areas of Canada, and a monopoly for private stations in the less lucrative places. The Conservatives aim was for competitive television, regulated by an independent body.

Fulton claimed that government policy in television would hurt Canadian talent, because it will restrict the number of TV outlets and therefore cut down the opportunities for talent.

He pointed out that in Hamilton, for example, "we are restricted, also as a result of the government monopoly policy, to one private television station. But so greedy and so determined is the government to protect its own operating monopoly that it lays down a restriction with respect to the Hamilton station, that it must install a directional device which will prevent that Hamilton station from being received by television sets in the Toronto area."

H. W. Herridge, CCF for Kootenay West, reiterated that his party fully supports government control of radio and television and endorses its "go slow" policy in TV.

He said that other supporters of present government policy on broadcasting include: the Massey Commission; Canadian Federation of Agriculture; Canadian Congress of Labor; Trades and Labor Congress of Canada; Canadian Federation of University Women; and United Church of Canada.

He contended that the case for private ownership and control of radio is based on the false assumption that radio is an industry, when,

according to Herridge, it is a public service.

The Social Credit party believes that, while the CBC plays an important part in Canadian radio, both it and the private broadcasters should be controlled by an independent regulatory body. This was stated during the lengthy debate by John Blackmore, Social Credit member for Lethbridge.

His party would also like to see a standing select committee of the Commons established to scrutinize radio policy continuously, instead of appointing them from time to time, he said.

He felt that, instead of being "treason", the views of the Canadian Association of Broadcasters were propounded by men who were in touch with the people, unlike the CBC which largely "resides in ivory towers".

Walter Dinsdale, Conservative member for Brandon, took a different tack in stating that television, in his opinion, was vastly overrated. Television, he said, was being counted on for many things, including the development of a new Canadianism. But Canadianism, Dinsdale felt, was not going to be developed through any mass medium of communication. Instead, it would have to come from the small urban and rural areas of the country to truly reflect Canada, because the large cities, if they aren't largely American in outlook, are at best nonentities. Furthermore, no national broadcasting system could create this Canadianism; it could merely help to reflect it.

He said: "We seem to be proceeding along the policy lines that have been followed for the past twenty years in connection with radio broadcasting and it might be that the policies adopted for radio do not fit precisely the new medium of telecasting."

Dinsdale believed that "with government encroaching continually on private affairs it would be wise to avoid even a suggestion of state monopoly by moving toward an independent regulatory body appointed by public authorities, but free from even the slightest suspicion of state monopoly or state manipulation. I would consider a move of that kind rather important in the case of a government which has acquired the reputation of having an authoritarian and autocratic complex."

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An extensive and effective coverage

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Representatives TORONTO-MONTREAL **OMER BÉHAUD & Co.** IN U.S.A. WEED & CO.

CKBL QUEBEC CITY

Programs

Second Generation Listens To 20-Year-Old Show



—Photo by Phil Aggus

PLANNING ANOTHER PROGRAM in the 20-year-old *Eaton Good Deed Club* series are above, left to right: organist Howard Jerome; narrator Margaret Pye; the show's originator, Claude Knapman; and Betty Monroe.

Hamilton.—One Saturday last month, station CKOC here helped one of its advertisers celebrate an anniversary signifying the rather distinguished record of 20 years on the air, at the same time, on the same day, and with the same station. For 20 years now, the familiar words on Saturday mornings have been: "9:45 and Eaton's on the Air", ushering in another broadcast of the *Eaton Good Deed Club* for the T. Eaton Co. Ltd.

The purpose of the Club has been to promote good deeds among Hamilton's younger citizens and to give talented youngsters a chance to perform in front of an audience and develop their abilities. To-day, children of original Club members are taking their places in front of the microphones where their parents once stood, and many of the older members have now found a place in the professional entertainment world.

Eaton's Good Deed Club was origi-

nated by Claude Knapman, who is still as vitally interested and active in it as he was in 1933. The voice which has become familiar to listeners over the years belongs to Wilfred Machin, one of Eaton's department heads, who has emceed the show since its inception.

It started in a "studio" on the fifth floor of the Eaton Hamilton store at a time when there was no office space available for this new organization, and its entire office equipment consisted of a typewriter and a desk. The first program saw a handful of well-wishers on hand to get it underway. To-day the Club records an active "writing in regularly" membership of 15,000 a year and a grand total membership of between 200,000 and 300,000. Similar Good Deed Clubs have sprung up in Winnipeg, Calgary, Edmonton and Vancouver and repeated the success of the Hamilton original.

Programs Sell Citizens On UBC

Vancouver.—University of B.C. Radio and Television Society, founded in 1938 and currently having 50 active members, recently started a new service to stations in the interior of the province.

Quarter hour tapes of feature reports on UBC activities are mailed weekly to six stations: CHUB Nanaimo, CKPG Prince George, CKOV Kelowna, CJIB Vernon, CJDC Dawson Creek and CKOK Penticton.

The stations use them and return the tape.

The service is run with the help of the press office of the UBC extension department, whose objective is to make the university better known in the hinterland and show inhabitants of the interior what the university does for the province.

Another program conducted by the
(Continued on page 14)

ALL THE ANSWERS

Here are all the answers to your quiz program problem. Each month we supply 101 quiz questions, complete with answers. They're written for radio, researched for radio. The price is only \$2.00 per month. Why drive your continuity department mad hunting up questions and answers for use on one station only when we can lay down 101 smart questions for only \$2.00 Order right now from:

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

Why Rimouski?

- • Cultural and shopping centre of Eastern Quebec.
- • Centre of Quebec's richest Pulp and Paper industries.
- • New pulp and power developments on the North Shore of the St. Lawrence look on Rimouski as their home port.
- • Gross income of the area is \$267,000,000.



82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 74,310

CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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

ANOTHER PROVEN STOVIN STATION

**FOR A SOUND INVESTMENT
CHECK THESE FEATURES
AGAINST YOUR REQUIREMENTS**

- *Frequency Range* — 20 to 20,000 Cycles
± .05 DB
10 to 100,000 Cycles
± 3 DB
- *Distortion* — Less than .5%. 20 to 20,000 Cycles for full 50 Watts output.
- *Intermodulation Distortion* — Less than 1%. 20 to 20,000 C.P.S. for instantaneous Peak Power 100 Watts.
- *Noise Level* — 90 DB Below full output.
70 DB when Preamp used.

Then See and Hear the

McINTOSH 50 W2

The World's Most Revolutionary
Custom Amplifier

Canadian Distributors



3569 DUNDAS ST. W. • PHONE RO. 2491 • TORONTO

EXPERIENCED SALESMAN

Wanted for growing western station to take charge of sales department. Full particulars in first letter regarding experience, salary expected and references.

Box A-158

CB & T, 163 1/2 Church St., Toronto

GREATER OTTAWA

is

42%

FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

Studios — 121 Notre Dame St., Hull, Quebec

Representatives

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

*Over 100,000 French-speaking Canadians.

Verbatim

Symphony By Order

Excerpt from an address to the Montreal Rotary Club, by Richard G. Lewis, editor of this paper, March 10th, 1953.

One of the most important things in the democratic system is that there is always another store across the street. That's something to cling to for dear life.

The whole principle of socialism is to do away with this healthy kind of competition, because it is regarded as wasteful. Why not save duplication by having just one brand of tea, one brand of coffee, one make of automobile, one newspaper and one radio station.

I think you Montrealers have reason to know why this is wrong better than anyone else in Canada. You are served by a number of radio stations operating in both languages. When you want to listen to the news and the station to which you are tuned is playing symphony, you just turn the dial. Because private radio stations operate on the competitive system, they are forever trying to make their programs more attractive

to more people, just as a tea blender is always trying to see to it that the flavor of his product is not only maintained but improved.

In Montreal television you have exactly the opposite situation. Only the government station is allowed to function. The result is that if you don't like the television program the CBC has decided to broadcast, you can turn off the set, and go to the movies or sit in the park or take a bath for all they care, because they know that if they don't get you tuning them in, you can't be tuning in elsewhere, because there just isn't anywhere else to tune.

That is what I mean when I say how important it is to see to it that there is always another store across the street. There's nothing wrong with the other way — the monopoly way — except for the people who have to take what is offered or go without. And that, as far as television is concerned, is exactly the position you are in here now.

Radio and television aren't the only government monopolies in Canada. Here are some figures indicative of what happens under the government-owned Trans Canada Air Lines.

I am going to tell you the rate for the New York-Montreal run, where TCA has to compete with private enterprise in the shape of Colonial Air Lines. The distance, according to the TCA time table, is 348 miles, and the one-way fare is \$21.30.

Now let us see what happens when TCA has no competition to buck. The run from Toronto to Montreal is 337 miles, or eleven miles less than the Montreal-New York trip. The one-way fare is \$25, or \$3.70 more than the New York trip.

The situation with television is much the same.

In broadcast advertising, costs are often computed on what is called "set population." That is the number of receiving sets in the area served by the station. We found that the cost per thousand sets in the area served by WSYR-TV, Syracuse, N.Y. is just one-third of the amount per



"Top Dog is leading the field with one-third more listeners in wage-earner districts of Canada's 3rd market".

thousand sets charged advertisers by station CBLT, the CBC's TV outlet in the Toronto area.

What it all boils down to is this.

As long as there's another store across the street, there's another job to go to if you don't like it where you are; there's another man to hire if you're not getting value from the man you have; there's another kind of gasoline to buy; another brand of beer to drink; another make of car to drive; another doctor to call; another newspaper to read; another broadcast to tune; another church to attend.

The CBC operates on the theory that its duty is to supply us with Canadian programs of a serious nature, for the good of our souls and our children's souls. This theory is all right as far as it goes. Our greatest national deficiency is appreciation of art. Any remedy for this is good. I suggest to you though that it isn't so much that you want your kids to see more worth-while radio and television programs. What you really want is for them to want to see them.

I suppose the CBC feels that by giving itself a TV monopoly in Montreal and other large centres, it will be insuring itself an audience for its productions. Whatever you think of the CBC shows, I suggest that this monopoly idea is doomed to failure, because lovers of one type of music — opera or symphony let us say — would weary of a steady diet of one type of program, even their favorite type, if they were subjected to it day in and day out. By the same token, disciples of the CBC, however ardent, want some change even from their favorite fare. Otherwise they'll simply turn to reading or movies as soon as they weary of the radio, or television. You don't win audience by order-in-council. People have to be educated, not compelled.

I am proud to be associated with the form of education called advertising. I believe that the ideal known as "business" can be stripped of the aura of suspicion which surrounds our highly successful and upright "profit system" by proper education achieved through intelligent advertising. It is a good system, especially when you set it up along side state-owned enterprise. It does not need to be whitewashed or misrepresented. It just needs to have the truth told about it — intelligently — to correct the unjust charges that have been and are being aimed at it. And that is where advertising comes in.

Advertising is the show window of business. Through it more than anything else you men of business are kept on your toes, striving eternally to build a better mouse trap and so hold the business you have and earn more. No act of parliament or Crown Corporation can insure high quality like this. Nothing does more to maintain our national standards of living. So make your advertising do the best selling job it can, both for you and for the system under which you function, and be proud of it for its social contributions to national life.

As regards the broadcasting business, with special emphasis on TV, there are three points I want to stress.

In the first place, government operation of broadcasting, just like the publicly-owned air lines, is

(Continued on page 14)

CHUB says . . .

"500% INCREASE in Toronto sales for March, 1953 alone. Most of these accounts never before used our station."

Represented by

STEPHENS & TOWNDROW

35 KING ST. WEST

TORONTO

REPRESENTING

CJAV Port Alberni

CHML Hamilton

CHUB Nanaimo



Take your audience "ON THE SPOT"

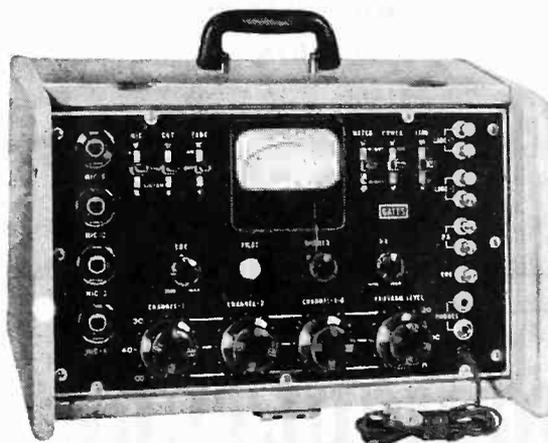


Take your audience out where things happen... increase the flexibility and service that your present station equipment can provide. Make the world around you "Studio X" from which you can do live, human-interest broadcasting of special events, parades, fires and many other "headlines" that have strong public appeal and current interest.

with **GATES**
REMOTE AMPLIFIER
EQUIPMENT



GATES TWO MICROPHONE REMOTE (Model SA-136), is ideally suited for nearly all classes of remote pickup work. The V.U. meter is a standard 3" scale "B" instrument adjusted to peak at + 8 DBM. output to the line. Available without V.U. meter for use when not requiring volume indicating equipment.



GATES PORTABLE REMOTE AMPLIFIER "The Networker" (Model HC-60) is a complete A.C. and battery standby in one self-contained unit, weighing only 33 lbs. and modest in size. "The Networker" is easily serviced and adaptable to many variations in use requirements. Write for descriptive literature.

COMPACT, PORTABLE, ECONOMICAL Gates Equipment embraces many other types of remote amplifier gear. All are outstanding for compact, light weight design and high-quality reproduction performance. Write for catalogue.

CANADIAN MARCONI COMPANY
 Established 1902
 VANCOUVER • TORONTO
 MONTREAL • HALIFAX • ST. JOHN'S

MICROPHONES, floor stands, boom stands, adaptors and other remote and studio equipment all carrying the same guarantee of the finest possible designing and engineering. Let us recommend the type of equipment best suited to your needs and special facilities.

Write to-day for further data and information on the complete GATES line of remote amplifier equipment.

Marconi

the greatest name | in Radio and Television

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

AGRICULTURE

still the primary industry

- ★ 38.2% workers — employed in agriculture.
- ★ \$446,607,303.00 Farm Cash Receipts—1952.
- ★ Sanford Evans — CFRN — 1952 BBM — 10% and over.

CFRN chosen medium of advertising for

- ALBERTA FEDERATION OF AGRICULTURE
10 minutes daily — Monday to Friday
- PROVINCIAL DEPARTMENT OF AGRICULTURE
10 minutes daily — Monday to Friday
- CFRN FARM SERVICE DEPARTMENT
10 minutes daily — Monday to Friday
15 minute forum — Sunday.

IN EDMONTON & NORTHERN ALBERTA IT'S

CFRN

Radio Representatives Ltd.
Montreal — Toronto —
Winnipeg — Vancouver

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

Verbatim

(Continued from page 12)

unnecessarily extravagant.

Secondly, I should like to point out that private enterprise is prepared to supply you with a radio and television service at absolutely no cost, just as it did in radio before the CBC was even thought about, and just as has always been done in the United States.

Thirdly, the money being dissipated on government broadcasting did not grow up out of the ground or was dragged with a net from the sea. However the money is raised, it comes right from your own pockets.

Remember that, will you? The government isn't something apart. It is "we" not "they." The taxes they collect are "our" money, not "theirs." And Canada is "our" country, not the country of a bunch of men who think we put them in power to govern us rather than to serve us.

Programs

(Continued from page 11)

society is a half-hour every Saturday on CKWX here, again describing the work of university departments, the activities of clubs or other developments on the campus.

On the campus only, the society broadcasts over the P.A. system to various recreation halls and the stadium.

Campbell Robinson is president of the society; Ron Robinson, production director; Dave Harding, chief engineer; Bill Sharp, business manager; Ross Crain, program manager.

Airing Council Sessions Said Debate Damper

Vancouver. — City council was scheduled to go on the air for the first time this week, on CJOR, after council approved a plan outlined by Dorwin Baird.

The station did not seek exclusive rights to broadcast city hall debates, Baird said, but simply wanted to establish the principle that they could be put on the air.

One alderman, Sydney Bowman, said he feared broadcasting might curtail thorough debate of important issues. Alderman Halford Wilson held, on the contrary, that a mike would probably have the tendency to make a man talk longer than usual.

"After a few weeks," Baird told council, "you will be completely unconscious of having the mikes in front of you."

People

Perry Guides Burnett Radio

Toronto.—One of the top time-buying advertising agencies in this country, Leo Burnett Co. of Canada Ltd., has appointed Wib Perry manager of its broadcasting department. He will be in charge of the radio activity of this agency's major radio account, The Kellogg Company of Canada Ltd., which is regularly airing four English and three French programs, mostly daily features, as well as series of spot and flash announcements.



Perry, who has been the assistant radio and TV supervisor of Young & Rubicam Ltd., here for the past three years, will now be one of the guiding hands behind such Canadian productions as *Devitt Drops In*, starring Bert Devitt, *Pep Talks* with sportscaster Dave Price; and in French, *Les Amis de Charlotte, Dr. Rene* and a sportscast. There are also the imported recorded shows of *Wild Bill Hickok* and *Red Skelton* being heard regularly for Kellogg products.

It was a few years before the last war that Perry got interested in radio. He started his career with Jack Cooke at CJKL in Kirkland Lake and spent some time with Wilf Woodill at CKSO, Sudbury, before moving south to CFRB here. Business was good enough in the announcing field in the late thirties that Perry went on his own, becoming one of the first free-lance announcers the CBC ever hired, when he held down the CJBC morning show for three years.

Then he really went south—to Ontario, California, where he joined KOCS as chief announcer and later became program director. Another move took him to WCAX, Burlington, Vermont, and still another to the

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



An Independent
Producing
Company

DON WRIGHT
Productions

Let Us Help You

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

Queen City Tulatex Corporation for a two-year stint as its advertising — and eventually sales — manager.

In 1950, Perry felt the best thing to do was consolidate his media and advertiser experience and put it to work where both ends meet — the agency. Back in Canada at Young & Rubicam, he became assistant to radio director Bill Byles, producing Robin Hood Flour's Musical Kitchen, Borden's Memory Lane, Kate Aitken's Good Luck margarine broadcasts and Maurice Bodington's Bod's Scrapbook for Lipton's Tea and Soup.

McArthur Moves Up

Toronto.—Dan McArthur, CBC's chief news editor, has been promoted to a new post of executive assistant to management. This announcement headed a list of new appointments revealed here late last month by CBC general manager, J. A. Ouimet.

Other moves included: Aurele Seguin, former director of CBC's Montreal television, becomes program director for radio for Quebec province; Howard Hilliard former area engineer in Toronto, has been made regional engineer for Ontario; Henri Audet, area engineer in Montreal, has been moved to regional engineer for Quebec; and C. R. Delafield, who has been general supervisor of the CBC's International Service for the past year, has been named assistant director general of I.S.

McArthur has been chief editor of the CBC's news service since its inauguration in 1941 and for two years before the CBC press and information officer in Ontario. He was a reporter for the Toronto Globe after the World War I and later did editorial work with Maclean-Hunter Publishing Co. Ltd. He was born in 1897.

In this new post McArthur will be located in Ottawa. His successor has not been named.

New Key Men At CHLO

St. Thomas.—Three top posts at station CHLO here changed hands last month, as Al Bestall was appointed manager, along with Bob Evans as news editor and Peter Dickens as program director.

Bestall, former manager of CJRW, Summerside, took over the CHLO reins from John Warder. At one time Bestall was commercial manager of CKCW, Moncton, and prior to that was with two western stations and the advertising agency, J. J. Gibbons Ltd.

At the same time Bestall announced that a top U.S. network newsman, Bob Evans, would take over the sta-

tion's news department and commentaries. Evans was managing director of Voice of America, CBS's White House correspondent, and a key man in the World To-day news program team as its Washington member. At one time he was also exclusive full-time correspondent in Washington for NBC's news analyst, Robert Trout.

The station's new program director, Peter Dickens, has been with CHLO since it opened in 1948 and is a graduate of the Greene Academy of Radio Arts. The chief announcer's post he leaves vacant will be filled by another Academy graduate, Bob Staton, who was formerly with CFCO, Chatham, and CKTS, Sherbrooke.

Sales Manager For RRL



ALEX BEDARD has been named sales manager of Radio Representatives Ltd., it was announced during the firm's annual dinner at the CAB convention in Montreal last month. With this firm for over four years, Bedard was formerly chief announcer with CHNO, Sudbury and graduated from the Greene Academy of Radio Arts. Jack Slatter remains president of Radio Reps.

penn mcleod research

TORONTO VANCOUVER NEW YORK

SHERBROOKE QUEBEC

CHLT **CKTS**

The Voice of the Eastern Townships

Quebec

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

Representatives

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

It's No April Fool!

CFQC Fan Mail comes in from

- Flin Flon - Man.
- Glacier National Park - Montana
- Dauphin - Man.
- Lethbridge - Alta.
- Lac laBiche - Alta.
- Yellowknife - N.W.T.
- Calgary - Alta.
- Hines Creek - Alta.
- Chesterfield Inlet - N.W.T.
- Vermilion - Alta.
- Prince George - B.C.
- Medicine Hat - Alta.
- Kimberley - B.C.
- Scobey - Montana
- Edmonton - Alta.
- And many more places.

Contact
Radio Reps
Adam J. Young, Jr.



THE RADIO HUB OF SASKATCHEWAN



600 KC
5000 WATTS

A Few Facts

NEARLY 50 more New Brunswick radio homes listen to CFNB 6-7 times a week than to any other station. The 1952 BBM station report shows that CFNB has the third largest total audience among all Maritime independent stations.

BUSINESS FIRMS in towns as far away as ninety miles from Fredericton advertise regularly on CFNB with excellent results. There are advertisers in the State of Maine who use CFNB regularly. CFNB has an estimated 10,000 listeners in Maine who do not appear in any survey reports.

THESE ARE just a few facts to keep in mind when your plans call for New Brunswick coverage.

New Brunswick's
Most Listened-to
Station

LOOK TO THE EAST!

CFNB

FREDERICTON, NEW BRUNSWICK
5000 WATTS - 550 KCS.

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

You can't cover Simcoe County without CKBB

BARRIE

REPS —
PAUL MULVIHILL
RADIO TIME SALES
ADAM YOUNG

TORONTO
MONTREAL
U S A

B.C. cities with population over 10,000



where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
Radio Reps
U.S.A.
Don Cooke

BUY CKRM!

BECAUSE

CKRM Sells Regina

AND

Regina has a BIG construction programme for 1953

THE BASIS FOR:

Economic Expansion! Industrial Opportunity!

Regina's 1953 building programme is expected to top the \$24 million mark for residential, commercial and institutional building.

Ask about this expanding market NOW!

See or write "RADIO REPRESENTATIVES",
Montreal - Toronto - Winnipeg - Vancouver



Research

"Rough Testing" Saves New Ideas

Chicago. — The low standards of many TV commercials can be blamed on the extreme cautiousness of advertisers which results from the high cost of the medium, according to Horace Schwerin, president of the Schwerin Research Corporation of New York.

In an address here before the Chicago Television Council late last month, Schwerin said "the average commercial writer and producer were victims of an idea-killing system." He explained: "A lot of money was involved in committing a company to an advertising campaign. Therefore everything had to be approved by a large number of people. Everyone was cautious. It was not simply a case of passing the buck, but of passing one million bucks. The tendency was to accept the safest idea, the one closest in nature to those that had been tried before."

Much of television advertising, he said, is "a kind of chromium-plated mediocrity", but a recently developed technique for pre-testing TV commercials can help solve this problem. Properly used, he felt it could be one of the strongest allies of creative people with genuinely new ideas and approaches.

The researcher said that new ideas can now be reliably and inexpensively pre-tested in "rough" versions.

"Because these rough commercials can be made for a few hundred dollars, there is much more willingness and freedom to experiment," Schwerin pointed out. "And since from these roughs we can get an accurate reading of the sales effectiveness of the message, creative people are coming to realize that really sound new ideas stand a fair chance of recognition."

He said that in testing a rough commercial and learning what people have remembered from viewing it, the advertiser can be confident the result will closely match those that would be obtained in testing an expensive finished commercial.

Tests have been run using photographs of storyboard sketches, still photos and single frames showing key sequences, and frames shown in rapid sequence to give some impression of action, Schwerin said. "None of these," he revealed, "gave reliable results when compared with the finished commercials, but the rough commercials did."



Dealing With Diets

PERSONAL PROBLEMS

First I had to give up smoking, which put on the weight. Now I've had to quit eating. What next? Don't answer.

• • •

CALORIE COUNT

If you like it, it's fattening.

• • •

TABLE MANNERS

Pass the whipped cream — up.

• • •

STERN FACT

It's what you eat that counts the calories. Not what someone sees you eat.

• • •

TRIPLE THREAT

The worst part of dieting isn't giving up the goodies, but the double-died sadistic so-an-so who says: "Oh have a small éclair. They aren't fattening".

• • •

WHETHER 'TIS BETTER

No pie, ice cream, butter, cake, pancakes, jam, sugar, liquor, beer, wine, cream, candy, French fries — or death.

• • •

DIETERS' SLOGAN

Lighter than you think.

• • •

DEFENCE MECHANISM

Can't we give up guns instead of butter?

• • •

REVELRY

Make mine a Rye Crisp and water.

• • •

ADVICE TO OBESITY

You'd be better off with a smaller BBM.

• • •

NEW WHEELERISM

Sell the sizzle, not the steak — even with the fat trimmed off.

• • •

VALEDICTORY

Heaven at last for all of us.

cics

SELLS

in

Stratford

•

CANADIAN TELESCREEN

Vol. 12, No. 7

TV and Screen Supplement

April 1, 1953

Seven Bids Okayed

(Continued from page 1)

CHML, CKOC and CJSH-FM, the latter owned by the Hamilton Spectator. Ken Soble, CHML president, who appeared before the board along with CJSH-FM representative St. Clair Balfour, said that he will manage the station if it is approved.

Soble estimated that it will cost more than \$1,000,000 to put their proposed station into profitable operation, a cost based on the expenditure of \$721,000 for physical facilities, including studios in Brantford and St. Catharines, and \$247,000 for talent and program fees during the first year. He said he believed that such a station could reach the break-even point some time during the second year of operation.

Balfour declared that Hamilton is a logical centre for a TV station, designed to serve the Hamilton-Niagara district, and that it would be managed by people "fit and proper" to operate a TV station. Soble said that the new company was willing to co-operate "wholeheartedly" with the national television system of the CBC.

Deferment of the Hamilton appli-

cation was requested by Mrs. F. M. Buchanan, owner of CKPC, Brantford. She pointed out that CKPC wants to make a formal application to the board for a TV station at Brantford that would cover some of the same area.

London

Appearing for the London Free Press Printing Company, owner of station CFPL, London and applicant for a London TV station, Walter Blackburn said the company was prepared to invest in the proposed station \$775,000, or more if needed. It may be necessary to finance it from profits of the radio station and newspaper, he said.

There are now 7,000 receiving sets in the London area, he said, and the London station would need a strong signal and good programming to attract these sets away from American stations, as well as develop the St. Thomas, Stratford and Woodstock areas which would be necessary to support the station.

In reply to board chairman Dunton's request for him to enlarge on the competition factor among the three media the company would control if granted a TV license, Blackburn said the radio station now competes with the newspaper, particularly for advertising and to some extent for attention. Operating the TV station as another separate unit within the company, he said, the competition would still be there, although efforts would be made to keep the TV station from harming in any way the operations of the radio station. The station would probably start operations on a schedule of about four hours a day, and might be ready in November.

The application was opposed by G. C. Nichols, president of CHLO, St. Thomas, who urged the board to defer action on the application until CHLO could apply, probably at the next board meeting in May. CHLO was prepared to spend \$800,000 on a TV station, he said, "but we would like it to serve the St. Thomas and London areas". Nichols also declared that the control of three media in London by the Free Press constituted a monopoly that was not in the public interest.

Blackburn replied that the Free Press doesn't feel it has a monopoly when there is competition coming

from newspaper outside the London area and from CHLO. He said he would not argue against a TV station in St. Thomas.

Kitchener

Application for a Kitchener TV station on channel 6—a frequency originally allocated to Toronto — was made before the board by N. S. Robertson, counsel for Central Ontario Television Limited, a company in which Famous Players Canadian Corporation would hold 50 per cent. The remaining shares have been offered for sale to Carl Pollock, general manager of Dominion Electrohme and owner of station CFCA-FM, Kitchener, which went off the air a year ago, and Gilbert Liddle part owner of CKCR, Kitchener, it was revealed.

Robertson said his company was in a position to finance and operate a TV station; it would not have a monopoly on films, but would use as much live talent as necessary; and it would not oppose the granting of TV licenses in London, Brantford, Hamilton or St. Thomas, since it believed the best TV service would come as the result of competition.

Opposition to this application was voiced by representatives of CKEY and CFRB in Toronto, CKPC, Brantford, CFOR, Orillia, Toronto Mayor Allan Lamport and Corey Thomson, CKVL, Verdun. Speaking for the two Toronto stations, Joseph Sedgwick, Q.C., said they object only because channel 6, on which it is proposed to operate the Kitchener outlet, has been taken from Toronto.

Both Mrs. Buchanan, speaking for CKPC, and Gordon Smith of CFOR, wanted the Kitchener application deferred until the next board meeting so that it could be considered along with their proposals for sta-

tions in Brantford and the Orillia-Barrie area.

Mayor Lamport telegraphed the CBC board to protest the granting of a license for a TV station in Kitchener on channel 6, since it meant depriving Toronto of a valuable channel which had been established there through international agreement.

(The allocation plan of television frequencies, released recently by the Department of Transport, lists Toronto with very-high frequency channels 6, 9 and 11, and ultra-high frequency channels 19 and 25. Kitchener was given only ultra-high frequency channel 45. Channel 9 in Toronto is now being used by CBLT.)

Sedgwick declared that Toronto would be left with only one VHF channel if the Kitchener applicant was granted channel 6. This would mean that only one other station — either privately or publicly owned — could be established in the VHF band in Toronto, he said. Subsequent stations in Toronto would be faced with the problem of getting viewers of ordinary sets to buy converters with which to receive UHF programs, a cost estimated by Sedgwick (Continued on next page)

Tell Us Another

Nobody is surprised at what a small business does. But this is about a large chain of ladies' wear stores called Sally Shops. You'd think an outfit like that would have a head on its shoulders, wouldn't you? You would? Well, listen.

A little over two years ago, they opened a branch in Orillia and another in Midland. A flock of spots and flashes were used on both openings. But they turned down a steady campaign.

It took seven or eight months' hard selling — or wearing down — but we did it — two flashes a day for a year. Last December they renewed for another year. Makes a fellow think.

Why not call Stovin. He'll tell you.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

OPPORTUNITY

for 2 men with an eye to the future

- Experienced announcer
- Aggressive salesman

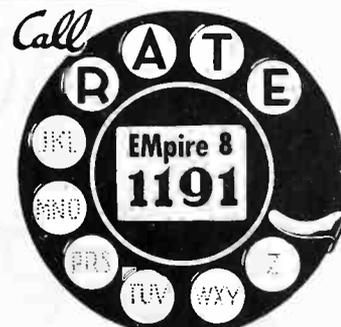
Send disc and details to

CKCW
MONCTON, N.B.

Announcers Wanted

New operation requires new talent with a premium on ideas, ability and experience. Send comprehensive tape or disc plus photograph, to:

CJQC
QUEBEC CITY



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- CONLEY, Corinne
- DAVIES, Joy
- DOOHAN, James
- EASTON, Richard
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service
at
Radio Artists Telephone
Exchange

A GROWING MARKET

Air passenger space on Canadian Pacific Airlines planes between Prince George and Vancouver has been increased 100 percent starting last month, and travel time will be cut by one-quarter. Prince George to Edmonton capacity will be boosted 33 per cent. CPA officials said these developments were part of an expansion plan of which this city is the radiation point.

Reach this growing market over its own station.

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

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

(Continued from page 17)

at about \$2,000,000 based on 130,000 sets now in Toronto.

Sedgwick claimed that stations operating in the UHF band are said to be more expensive to equip and have a smaller relative coverage area than VHF stations.

Quebec

Corey Thomson objected to the applications for Kitchener and Quebec, in which Famous Players is concerned, on the grounds that a foreign-controlled company should be limited to 25 or 30 per cent of the stock in a Canadian TV station. It was revealed in the Quebec application that 50 per cent of it would be held by FPCC, and the other shares by two Quebec radio stations—CHRC and CKCV. It was revealed that FPCC is 65 per cent American controlled.

Sudbury

The application of station CKSO, Sudbury for a TV station there went unopposed. Wilf Woodwill, CKSO manager, said the station would be owned by the Sudbury Star which wanted to pioneer television as it had radio.

Woodwill pointed out that the proposed station would depend heavily on CBC programs at the start and, if operation became too expensive, it might be necessary to transfer the TV station's license to the Star since, being more profitable than the radio station, it could better stand the financial drain.

Windsor

Station CKLW applied for a TV license through its company, Western Ontario Broadcasting. Its president

and general manager, J. E. Campeau, said that he had originally applied for a TV license in 1949 but no action has been taken on it by the board.

Board Chairman A. D. Dunton pointed out that a survey revealed 85 per cent of the station's programs are American. Campeau replied that he hoped to have considerable Canadian programs on TV.

Saint John

Tom Drummie, operator of CHSJ, Saint John and a TV applicant, said that it was planned to operate the proposed TV station for this area about three hours daily.

Another spokesman, Duncan MacTavish, representing Drummie's New Brunswick Broadcasting Company Ltd., said an outlay of about \$470,000 on the Saint John station would be made, they expected.

This application was opposed by D. Malcolm Neill of CFNB, Fredericton, and Bob Bowman of CFBC, Saint John. Neill said that an application now being prepared by CFNB would cover a much larger area than the CHSJ proposal, possibly including Saint John, Fredericton and Moncton and that, therefore, the board should defer a decision. Bowman also urged deferment on the grounds CFBC was preparing an application for hearing at the next board meeting which proposes to cover southern New Brunswick and parts of the Annapolis Valley in Nova Scotia.

Dunton noted that the CHSJ proposal would cover Fredericton but not Moncton, according to an engineering estimate. C. E. Spence, Canadian General Electric broadcast engineer, said that with a power increase the CHSJ television station could probably provide a service in Moncton.

Sydney

Filed by Marvin Nathanson of CJCB, the Sydney application had an estimated capital cost of \$600,000. He said it was most desirable to have TV stations operated by radio broadcasters, since radio profits could be invested in TV to tide it over the lean years. He wanted to go all out in establishing a TV station because he felt that in a few years radio would become merely an appendage of the television industry.

Opposition to this application came from a new company, Cabot Television Co. Ltd., composed partly of some of the shareholders in CJFX, Antigonish. It was represented by Charles O'Connell of Sydney, who said the company was trying to raise \$500,000. If unsuccessful in the next

few weeks, he said, the group would recommend to the board that the license go to CJCB.

How They Stand - TV

The following appeared in the current Elliott-Haynes Telegatings as the top television programs based on coincidental surveys in the Toronto, Hamilton and Niagara areas.

	E-H Telegating
CBLT	
Imperial Oil Hockey	54.1
Westinghouse Studio One	44.1
The CBC Big Revue	28.3
Tales of Adventure	28.1
CGE Bell Singers	27.1
Now's Your Chance	24.6
Victory at Sea	24.3
C.I.L. Oval Theatre	24.2
Schick and Ipana's Jackie Gleason	22.2
Feature Film (Monday 9 p.m.)	21.9
WBEN-TV	
Colgate Comedy Hour	77.4
Goodyear TV Playhouse	77.3
Kraft TV Theatre	77.3
Arthur Godfrey (Pillsbury and Chesterfield)	76.0
Steins' Feature Film	75.5
Gulf Oil's Life of Riley	72.9
Chesterfield's Dragnet	72.4
Ford Theatre	72.4
Gillette Boxing	72.4
Texaco Star Theatre	71.2
CBFT	
Imperial Oil Hockey	76.6
Frigidaire's Foreign Intrigue	72.2
Westinghouse Studio One	72.0
Feature Film (Thurs. 9:30 p.m.)	69.3
Le Nez de Cleopatre	69.0
CGE Bell Singers	68.6
Press Conference	63.7
Ombre Chere	63.4
Pays et Merveilles	61.6
The CBC Big Revue	60.0

CBC Switches TV Site

Vancouver.—CBC has now applied to the municipality of Burnaby, adjacent to Vancouver city limits, for permission to put up a TV and FM transmitter on Burnaby Mountain.

Earlier plans to use North Shore mountain were scrapped when residents of the area protested.

Burnaby Council approved the application in principle, but since a section of the land involved is in a park area, a public hearing has been called.

CBC is anxious to settle on a site, regional director Kenneth Caple said, as the equipment could not be designed until the location was definite.

STATION MANAGER

Experienced in . . .

- Administration
- Sales (National and Local)
- Production
- Announcing
- Engineering

If you need my services,
write Box A-159

C. B. & T., 163½ Church St.
Toronto

WANTED

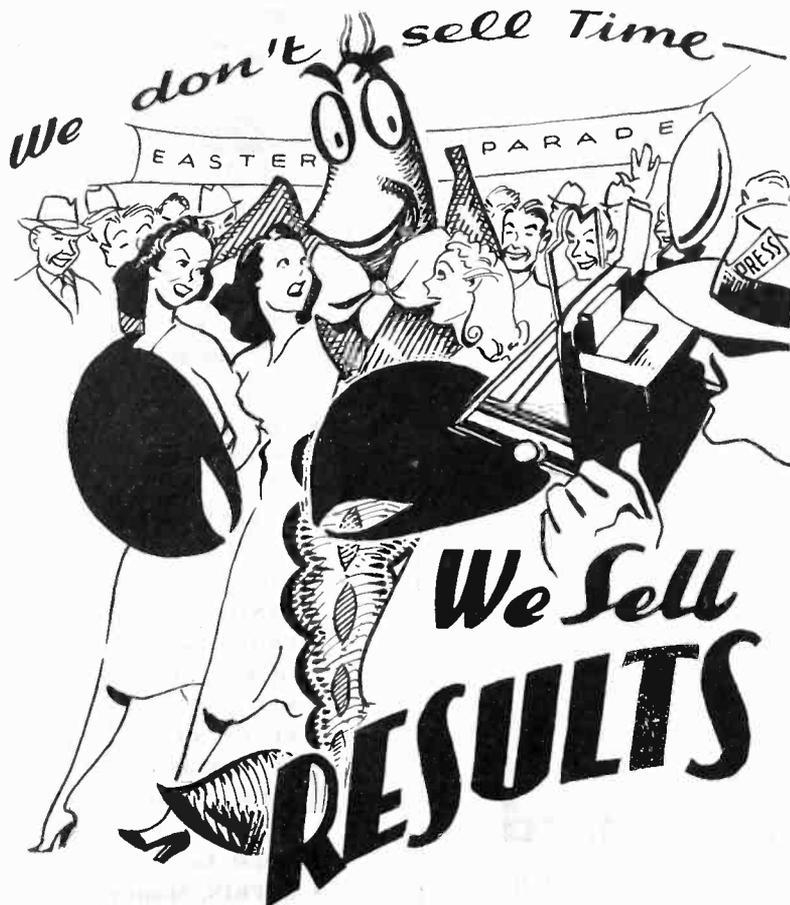
Commercial Mgr. • Program Director

New radio station in Kingston wants two experienced, qualified men to take over key positions. Apply giving background and salary expected in confidence to:

T. D. FRENCH

Billings Bridge

Ottawa



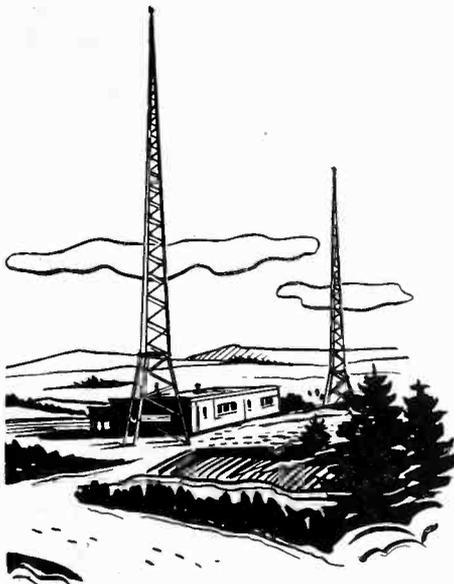
CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

Anticipate Transmitter Trouble by Telemetered Remote Control

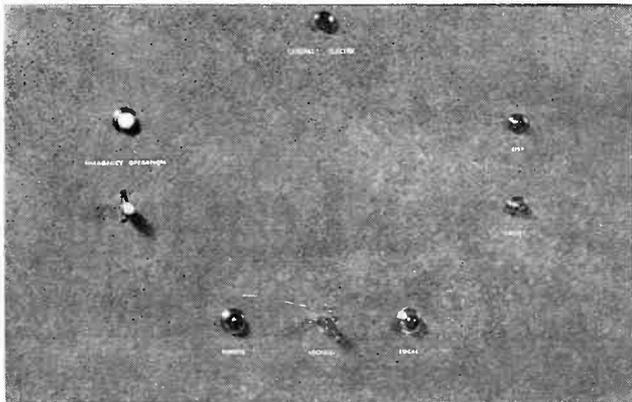


In addition to the economy of remote control transmitter operation, G-E Type BCR-1-B equipment offers the added advantage of trouble prediction by *telemetered* checking. From the studio, you can at any time check necessary circuits for possible break-down.

More than a dozen Canadian broadcast stations have been operating with G-E Remote Control equipment for periods up to three years. These include stations with antenna systems of single, two and three tower arrays.

For further information contact your nearest C-G-E sales office or write to:—*Broadcast and Television Sales, Canadian General Electric Company Limited, 830 Lansdowne Ave., Toronto, Ont.*

GENERAL ELECTRIC BROADCAST REMOTE CONTROL EQUIPMENT TYPE: BCR-1-B

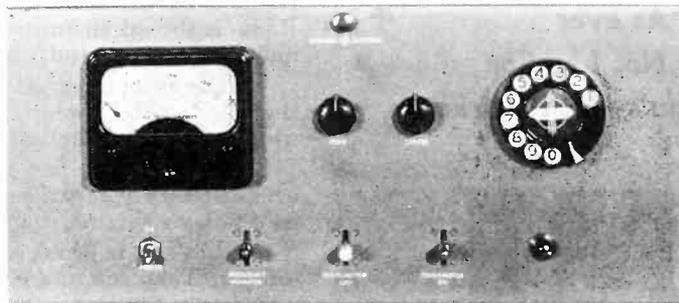


TRANSMITTING RELAY & STEPPING SWITCH UNIT



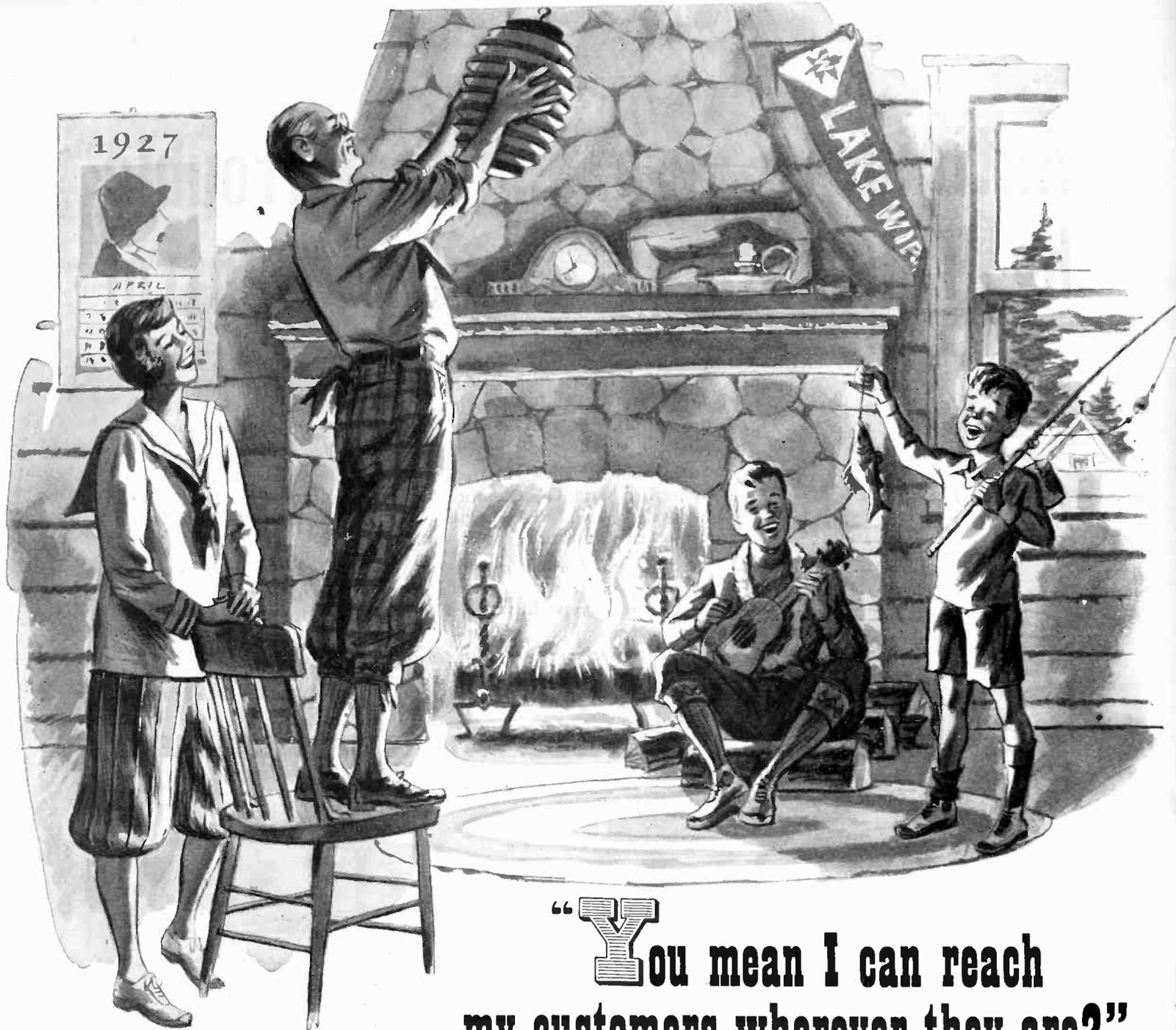
Check These Features: 

- ✓ Operates over two-pairs of telephone lines.
- ✓ Safe failure shut-down on 5-second trouble duration.
- ✓ Transmitter readings telemetered to the control point.
- ✓ Visual or aural alarm system available.
- ✓ Emergency operation at Transmitter site.
- ✓ Instant transmitter shut-down.
- ✓ Approved by Dept. of Transport.



STUDIO DIAL CONTROL UNIT

CANADIAN GENERAL ELECTRIC COMPANY LIMITED



“You mean I can reach my customers wherever they are?”

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

CFRB

50,000 Watts 1010 K.C.

REPRESENTATIVES

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

EVEN the most discerning business men, 25 years ago, failed to comprehend the enormous sales that would result from radio advertising.

Today, radio's energetic, forceful salesmanship is acknowledged by everyone. Radio is the salesman that invades hundreds of thousands of homes all over the land. Radio is the salesman that never takes a holiday. Radio provides vivid, on-the-spot inducement that results in more sales, faster turnover and greater profits.

Take as an illustration, a favourite daily serial program* on CFRB. This particular show has a total potential audience of 618,000 radio homes. Twenty-five years ago, who could have imagined a potential like that!

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What's your problem? Want to move more jams, prams, togs for teens, window screens? Then call in a CFRB representative and let him show you how radio can be your best salesman.

*** MA PERKINS,
OF COURSE!**
(daytime B.B.M.)

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



CANADIAN BROADCASTER

AND TELESCREEN

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

Vol. 12, No. 8

TORONTO

April 15th, 1953



— photos by Peter Gordon

FOR THE SEVENTH SUCCESSIVE YEAR many of Canadian radio's artists and facilities joined with a number of stage performers and entertainers at Maple Leaf Gardens last month to produce a two-hour show to launch the annual Easter Seal campaign of the Ontario Society for Crippled Children. It was the second year that over a hundred radio stations across the country also carried the one-hour radio show in support of other provincial societies. Members of the three entertainment unions — Association of Canadian Radio & Television Artists, American Guild of Variety Artists and American Federation of Musicians — again offered their services for this annual radio event, along with countless members of the radio industry from stations and agencies, and "behind the scene" workers from Maple Leaf Gardens. Use of the building was donated by Gardens president Conn Smythe.

In the top photo above, Adele Evans (left), or "Aunt Susan" as she is known to the younger set through her CHUM broadcasts, enjoys counting with professional model May Burgess some of the money they helped to collect from a capacity audience attending the show. Total collections were over \$5,000. Below, from left to right, internationally-known comedian Victor Borge — now an NBC radio and TV star — discusses his phonetic punctuation machine with 11-year-old Beatrice Carroll, one of the many beneficiaries of

ACA AGENDA HAS TV TOP TOPIC

Toronto. — Advertising and merchandising in all media will be dealt with thoroughly during the three-and-a-half day annual convention of the Association of Canadian Advertisers to be held here in the Royal York Hotel beginning Tuesday, May 5. The 38th annual ACA meeting will include addresses by authorities in various phases of advertising, management, sales and distribution, as well as forums on television, market research, sales promotion displays and general discussion.

Following the official opening by ACA President Hedleigh T. Venning, vice-president in charge of sales for Shirriff's Limited, the meeting will get underway with the Tuesday luncheon at which Mrs. Jean Wade Rindlaub, vice-president of Batten, Barton, Durstine and Osborn, New York, will speak on *This Changing World*, particularly on how the changes affect women and merchandising.

The Tuesday afternoon session,

open only to ACA member delegates and invited agency guests, will feature three addresses on advertising. First, F. W. Mansfield will speak on the subject, *You Pay Money For Your Advertising But You Don't Know What You Get*. He is director of sales research for Sylvania Electric Products Inc., New York.

Wilf Sanders of Canadian Public Opinion Company, which conducts Gallup Poll in Canada, will follow with an address on *Advertising — A Study in Communication*, in which he will reveal the results of a recent survey on public attitudes toward advertising.

The Consumer Looks At Advertising is to be the address of Mrs. W. R. Walton, Jr., president of the Canadian Association of Consumers.

The Wednesday morning session, open only to ACA delegates, will be (Continued on page 3, col. 4)

BMI REPEATING PROGRAM CLINICS

Toronto. — A series of program clinics, to be sponsored by the various regional broadcasters' associations and administered by BMI Canada Ltd., will begin in Calgary at the Palliser Hotel on May 19.

Following the general plan of the first program clinic series staged last year, they will again be run in conjunction with clinics in the United States, where they are jointly supported by NARTB's Broadcast Advertising Bureau and Broadcast Music Incorporated.

Besides the Calgary meet, which is under the auspices of the Western Association of Broadcasters, one-day clinics will also be held in Regina at Hotel Saskatchewan on May 21, in Amherst at the Fort Cumberland Hotel on May 22, in Winnipeg at the Royal Alexandria Hotel on May 23, and in Vancouver at Hotel Vancouver on June 29.

It was announced that there will be a clinic held in Toronto although the date has yet to be set. It may be held late in June or early in the Fall.

The majority of speakers for the Canadian clinics will be from American stations and companies allied with broadcasting who will be taking part in U.S. clinics in regions neighbouring the Canadian centres.

A number of Canadian broadcasters will be taking part in some of the U.S. clinics. Jim Allard, Mengie Shulman, Larry Heywood and Sid Boyling will be featured speakers on three-clinic circuits in the U.S. Ralph Snelgrove, president of CKBB; Barrie, will be a speaker at Boise and Denver, and Maurice Finnerty, president of CKOK, Penticton, is expected to take part in meetings near the west coast.

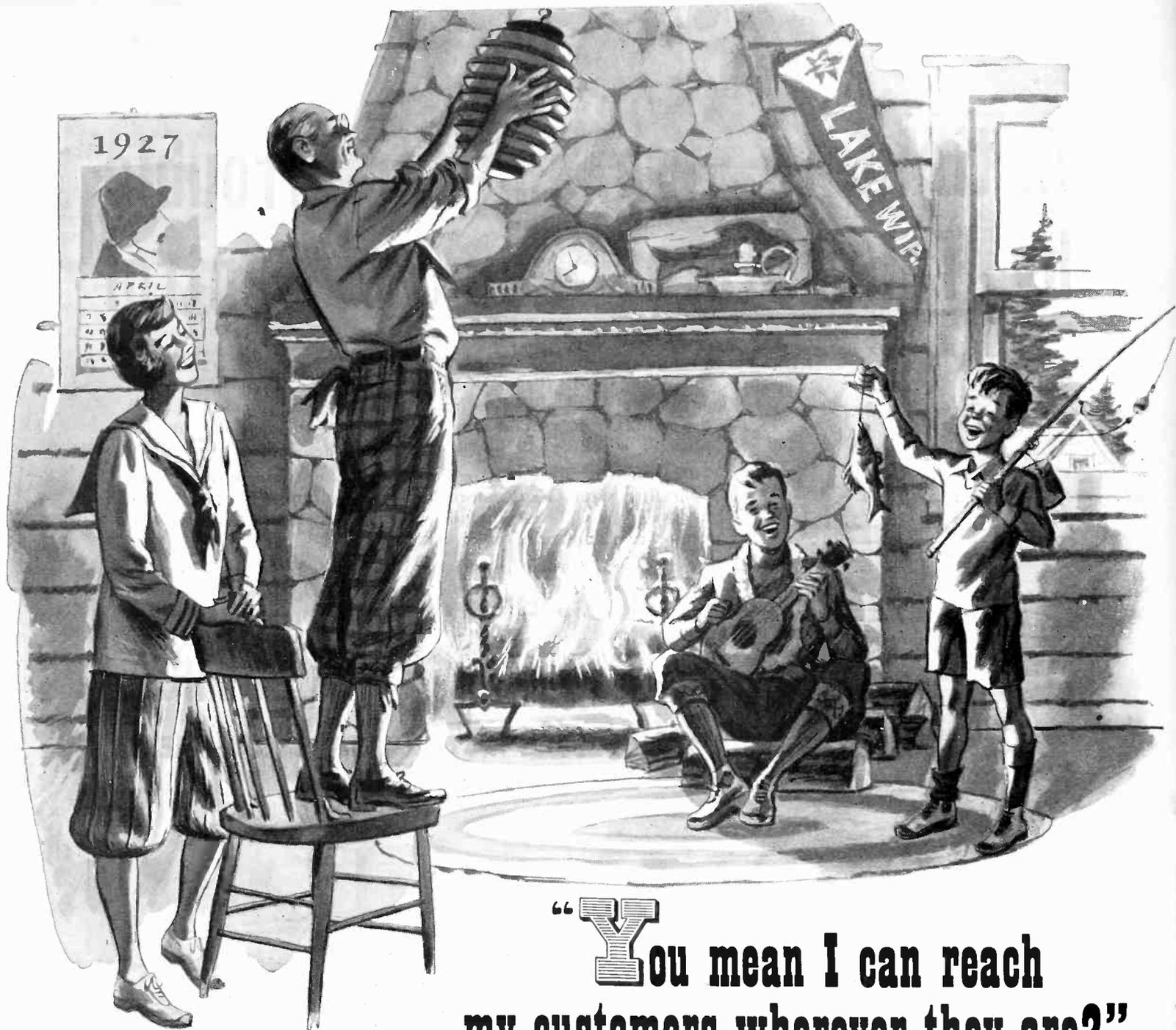
Shulman, manager of VOCM, St. John's, will address three clinics in the New England states on *News Hits Hardest Close To Home*; Heywood, news director of CFAC, Calgary, will cover a mid-Western loop, speaking under the title, *I Have News For You—Local News*; Boyling, manager of CHAB, Moose Jaw, will speak on *Music For Both Rural and City Listeners*, beginning at Minneapolis.

Speakers at Canadian clinics have yet to be announced by BMI.

Managing attendance details for the Canadian clinics in the various regions are: Gordon Love, CFCN, Calgary; Hal Crittenden, CKCK, Regina; John Craig, CKX, Brandon, and Jack Blick, CJOB, Winnipeg, for the Winnipeg meet; Bill Rea, CKNW, New Westminster, for Vancouver; Fred Lynds, KCKW, Moncton, for Amherst; and Cliff Wingrove, CKTB, St. Catharines, for Toronto.

the Easter Seal campaign, and radio announcer Cy Mack, chairman of the Easter Seal radio committee. Produced by Esse W. Ljung and Norman Hollingshead, the broadcast portion of the show included: music by Lucio Agostini and a CBC orchestra, Mart Kenney and his orchestra and the boy's choir from Oakville's Appleby College; Denny Vaughan, the Jack Allyson group, Chico Vallé, Ed McCurdy, Theresa Gray, Don Herron, Jane Mallet, Gord Tapp, Alec Reid, King Ganam, Bobby Gimby, Dorothy Dean, Norma Locke; and Bill Hewitt announcing and Mart Kenney Jr. leading the band to highlight the show's *Accent On Youth* theme.

Said the Alberta Easter Seal Committee: "It is not possible for us to say what radio support has meant to us in the Easter Seal campaign because it has, in our opinion, meant so much more than any other media that there is no basis for comparison. . . . All station managers, writers and announcers have gone all out to give us the backing we needed and it has brought results. . . . We are very appreciative."



“You mean I can reach my customers wherever they are?”

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

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*** MA PERKINS,
OF COURSE!**
(daytime B.B.M.)

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