

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 12.

TORONTO, ONTARIO

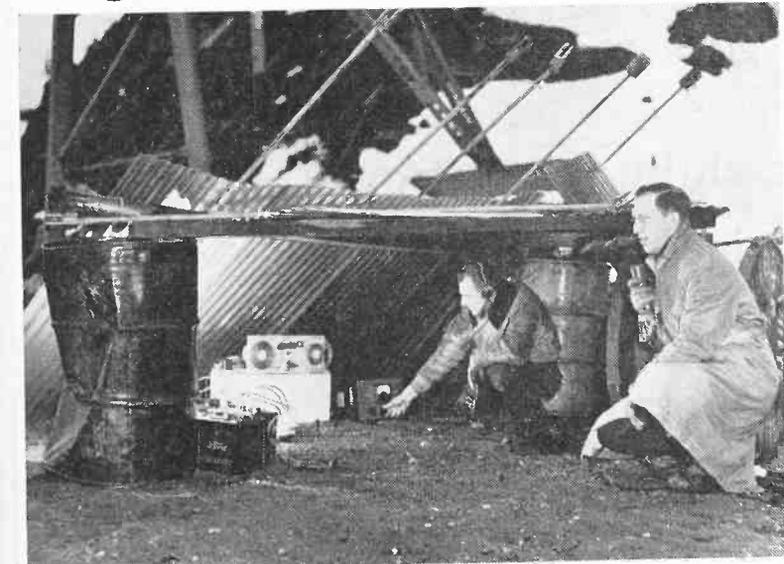
June 18th, 1952

Defence Parley



TWO TOP-RANKING OFFICIALS, Defence Minister Brooke Claxton and Vice-Admiral Sir William Andrews, were on hand recently in Montreal's Ritz-Carlton Hotel for a discussion on national and international defence, staged and broadcast by station CFCF. Seen above during the conference, clockwise, are: news editor Dave Rogers (back to camera); newscaster Dean Kaye; Admiral Andrews, who is second-in-command of NATO naval forces in the North Atlantic; Hon. Brooke Claxton; and CFCF public service director Bill Petty. Wearing earphones in background is engineer Dave Grier.

Longest Power Span



Trail. — The stringing of the world's longest single span of electric power line across Kootenay Lake near here recently proved to be a big job even for the two staffers from CJAT who set out to broadcast the completion of the engineering feat.

In rugged, seldom-travelled country, CJAT's production manager Joe Kubluk and chief engineer John Hepburn spent two days gathering the story of the stringing of the third and final transmission line high above the lake. This span, over two miles long, was the last stage in an 87-mile line which is to carry power from the generating stations of Consolidated Mining & Smelting Company here to its new Kimberley plant.

Established at a vantage point 1,200 feet above the lake and at the base of one steel tower, the two broadcasters taped accounts of the event for CJAT, *CBC News Roundup* and the International Service. But most of the time, they reported, was spent fighting bitter winds carrying sleet, hail and rain, or shielding their equipment from the weather in their open location.

From one 366-foot tower on the lake's east side the three lines fanned out toward them through space to separate towers on the west, Kubluk said, and then on to Kimberley, providing power for the new chemical fertilizer plant there. Kimberley is also the site of the largest lead-zinc mine in the world.

MAY RELAX LIQUOR AD BAN

Toronto. — Nobody seems to want to be quoted on the subject, but it is generally admitted around Toronto that a limited and controlled form of alcoholic beverage advertising is being considered by the provincial government. The Ontario House is said to regard with concern the situation where all kinds of subterfuges are used to evade the intent of the law.

The Peller Ice Company sponsors Gordon Sinclair in a program to sell its ice. This must make the brewery of the same name very happy.

Printed media have established dummy publishing offices over the Quebec border where such advertising may legally be produced. On this point, pressure is currently being applied by the Ontario printing unions whose members are alarmed at the volume of printing business which is going to Montreal and elsewhere in Quebec.

One Ottawa radio station, CKOY, has its transmitter located just inside the Quebec border and can accept contracts which are denied to its competitor, CFRA, though both are licensed as Ottawa stations.

A recent story in the *Toronto Star*, by Roy Greenaway, implied that controlled alcoholic beverage advertising in some form may be permitted within a year. Such a move would require action by the Legislature which is embarrassed by the labor people.

The prohibitionists don't know which way to turn. If they endorse the plan to permit advertising, they feel it would be a backward step in their unending campaign for complete prohibition. On the other hand, by condoning continuance of the present system, they are going along with all the humbug and subterfuge.

As the radio regulations now stand, the CBC leaves it to provincial governments to decide on liquor broadcasting provided it is of an institutional nature.

Ontario radio hasn't had anything to say on the subject since a committee was formed at the CCBA Convention last fall. This committee, consisting of Grant Hyland, CJIC, Jos. Sedgwick, Q.C., and Bob Lee, CHUM, were told that the matter was under consideration when they sought out the authorities at Queen's Park.

American television is being used by Canadian breweries for promoting their products to viewers here and at other border points, as has been the case with radio for many years. This practice is causing the government concern.

Most of the alcoholic beverage industry would be glad to see lim-

ited product advertising permitted, it seems, although smaller breweries feel they would be put in an unfavorable position in that they would not be financially able to equal the appropriations of the larger concerns.

Premier Leslie Frost feels that much of the advertising coming into Ontario is "highly objectionable" and he is anxious to find a generally suitable system for easing controls, it would appear.

The *Star* story said a meeting of the premier with advertisers, temperance leaders and other interested groups would probably take place soon.

Joseph Antoine Hardy



Montreal.—Radio in general and Quebec radio in particular are mourning the sudden death last Saturday of Joseph A. Hardy, head of the radio representative office that bears his name, at the age of 61.

Joe Hardy, who left CHRC, where he spent 15 years as sales manager, to open his own representative office in 1946, was known in advertising circles as one of the driving forces behind the promotion of Quebec Province as a vital market, and a perpetual and persistent proponent of the importance of the proper handling of French-language copy.

In his capacity of national sales representative, a business which it is understood will continue, though details are not available, Joe represented French-language stations. These now include CHRC, Quebec; CHNC, New Carlisle; CHLN, Three Rivers; CHLT, Sherbrooke; CKVM, Ville Marie; CKRS, Jonquière-Kenogami; CKBL, Matane; CKLD, Thetford Mines and the English-language station CKNB, Campbellton, N.B. He was also president of the Trans-Quebec Radio group, a subsidiary network of private stations operating in Quebec.



Your Summer Salesman

MONTH in and month out, people get their entertainment, their news and their shopping information over the radio.

WHEN they go away on vacation, the listening habit goes too.

WISE advertisers cash in on a lot of summer season business by letting the radio keep selling for them - - at the lake, in the mountains, up the river and along the highway.

WHEREVER they go, there's radio.

The CANADIAN ASSOCIATION of BROADCASTERS

Representing 109 privately-owned Broadcasting Stations serving Canadians from coast to coast.

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

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

TALENT TRAIL

By Tom Briggs

It was nothing but the artistry and radio know-how of a number of men and women which made the Canadian private broadcasters' *Salute to Queen Elizabeth II* a great program last week. Even though underlying considerations made the occasion important—the first networking for a production by private stations since way back when, and the first official birthday of a new and beloved Queen—the performers still had to come through with brilliance to render a lasting impression.

It was interesting. The script by free-lancer George Salverson, edited by Walter Dales, sketchily and neatly told the story of the giant that is Canada. Without a bit of a travelogue's sweet monotony, Salverson and Dales maintained a good pace throughout with deft contrasts.

And into the various moods established by words the other performers moved naturally. Five hundred miles from the scene of the production in Montreal, the St. Joseph's University Boys' Choir fed their contribution, a lively folk song in French, to the network from CKCW, Montreal.

Then there were brief sounds of the square dance at Rideau Hall, important to any recollection of the Royal Visit. Remember the scene? It provided one of the most outstanding pictures of the Princess in the entire tour.

The background music was a masterpiece. Conductor Neil Chotem led the orchestra through his compositions and arrangements with the inspired interpretation which few but the originator can impart. Possibly the most impressionistic work he has done, it had all the sweep, power and vision in tone which we like to consider exemplifies Canadian nature and enterprise. This theme was carried through in the poem of Dick Diespecker, Vancouver radio and newspaper writer, as read by Reo Thompson.

Behind all these elements and the clever narration of Reo Thompson, Dean Kay and Ed McGibbon, was the man who makes the show by his own self-effacement, the director. He was W. Victor George of station CFCF, and to him must go a large share of the credit for guiding the production easily through all its highlights and subtle shadings to the hopeful expression in the grand finale, "Will Ye No Come Back Again," by a choir under Allan Rob's direction.

■ ■ ■

A few days before the program went on the air Dr. J. J. McCann, who is Revenue Minister and spokesman in Parliament for the CBC, was asked in the House if this networking of private stations marked a change in the CBC's well-known monopoly policy. Dr. McCann replied that this was merely a special occasion. In which case one can only hope that the Revenue Minister and others heard the program, and that they may now be convinced that more "special occasions" would be a good thing for radio and the Canadian public.

Reaching The Ruralites

A RECENT New Brunswick Government publication reveals that although Canadians as a whole are moving from rural municipalities to urban centres, the change in New Brunswick during the last ten years was less than 1%.

THE 1951 CENSUS shows that 68% of New Brunswick's population resides in the rural municipalities. The cities and towns situated in the area covered by our seven centre survey conducted by Elliott-Haynes have a total population of 41,897 and the six counties closest to CFNB have a combined population of 96,732.

YOU CAN SEE that to get your message across in New Brunswick you must reach the rural population. The only sure way to do this is by radio, and CFNB is the station that rural New Brunswick listens to.

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



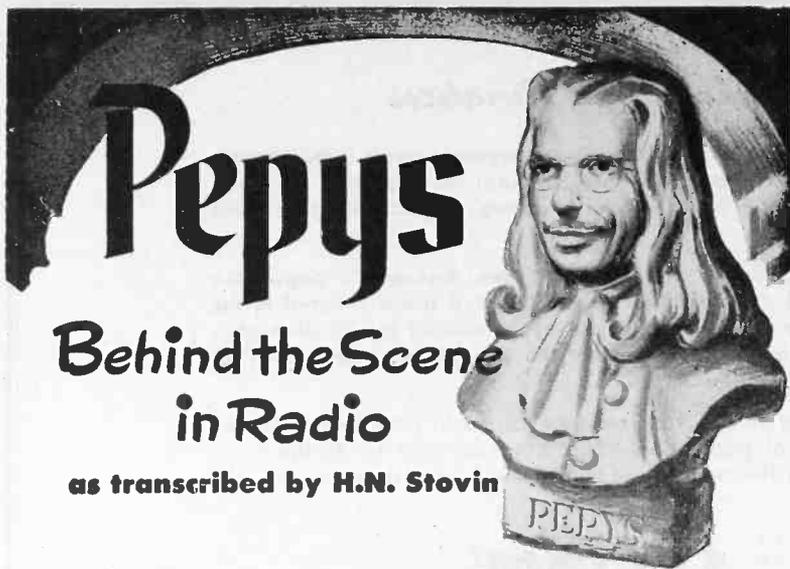
New Brunswick's
Most Listened-To
Station

more people
listen to
CKRC
than to
any other
Manitoba
station

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

CKRC - WINNIPEG • 630 KC • 5000 WATTS

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



It was a wonderful party. They always are. National advertisers, their agencies' men and certain privileged representatives of the CBC were all on hand. It is over 10 years since Fred Lynds, of CKCW, Moncton, started his Lionel the Lobster parties. They are easily the most popular of the promotion "do's" in Toronto advertising circles. And Fred handles them with an easy, artless way about him, with big assists to Helen (Mrs. Lynds) and Stovins and the men from Stovin.

This year there was a high spot. It was a film, made and graciously shown at the party by National Film Board. It was a 10-minute short showing the St. Joseph's Choir, discovered at CKCW's Moncton Music Festival and sent to Wales last year to capture the honors at the Eisteddfod.

Real distinction fell upon the 1952 Festival when, besides getting rendered into celluloid, it was opened by no less a personage than the Prime Minister, Rt. Honorable Louis St. Laurent.

For the benefit of the cynics and for those who didn't read our editorial on the subject last issue, we should like to point out that the CKCW Festival dates back six years, which makes it considerably before the Massey Miserere about private stations' failure to encourage local talent.

To me, one of the most interesting sidelights of the Festival story is the way they piped in the band from the Dorchester penitentiary. The audience was asked to withhold its applause until the number was finished, in order that it (the applause) might be fed back to the performers. One of the musicians who appeared on this show had been released several weeks before the big day. So anxious was he to appear, though, that he sought and gained special permission to rejoin the band for the Festival. He returned at his own expense.

Thanks, Fred Lynds, for another swell party. Your well-known Moncton hospitality is only exceeded by the variety you dispense when you are in Toronto.

I bumped into Ray Avery of Ronalds Advertising Agency at the lobster feast. I mentioned regretfully that he hadn't made our Lewisite column for a long time. "What's that?" he wanted to know. Oh, well! Ah, me!

When the money collected for

(Continued on page 5)

**122 Local Accounts used
CKFH In May
137 Have Signed Contracts
For June —**

HERE ARE JUST A FEW:

- Sunnyside Amusement Beach
- Thorncliffe Park
- Melody Fair
- John Kay Rugs
- Chicken Palace
- Michaels Radio & Appliances
- Logan Motors
- Anne Graham Logan
- Anderson Buick Pontiac Ltd.
- Arthur Murray
- A. E. Brown Motors
- Earl Selkirk Men's Wear
- Standard Fuels Ltd.
- Toronto Daily Star
- Patrician Mfrs. Ltd.
- Carway Motor Sales
- Menzies Bros. (Tires)
- Stoney's Car Market
- Wells Motor Sales
- Records Unlimited
- Brookers Bar-B-Q
- Rogers Car Market
- Del Bodkin Motors
- Delcourt Motors
- Denomory's Jewellers
- A & F Pram & Toy Shop
- Ace Bowling Centre
- Acme Radio & Electric
- Alton Furniture
- Andrea Furs
- Andrews Furniture
- Anthony Sporting Goods
- Arlington Furniture
- Associated Furniture
- Bathurst Mastic Tile
- Bayview Credit Jewellers
- Bayview Hardware
- Bishop Motors
- Burroughs Furniture
- Byers Motors
- Canada Rug
- Can. Furniture Guild
- Car-U Drive Ltd.
- Chromeland Furniture
- City Watch Clinic
- Arthur H. Cobham Ltd.
- Cooper-Davies Ltd.
- Crown Credit Jewellers
- E. H. Dalton & Sons
- Danforth Finance
- Derwyn Vaughan Co.
- Drinkwalter Motors
- Earle Shoes
- Gorries Ltd.
- John R. Elford Sons
- Fallingbrook Furniture
- Family Credit Jewellers
- The Fidea Company
- Monarch Floor Coverings
- O'Donnell-Mackie Motors

The selling power of any medium is put to its severest test by local advertisers. More than 100 local retail outlets using CKFH each month proves that we can sell any product advertised by local or national accounts.



"Do indeed feel more inclined to write this page with a lobster claw instead of my usual goose-quill, having but late been to Lionel the Lobster's annual reception, and enjoyed the good company and good viands to the full. Fred Lynds, a genial host, as ever, and to be congratulated for the goodwill this unique party, held in both Toronto and Montreal, does build up for his station, CKCW, Moncton ● ● ● To pen a paradox, he has always done better advertising for his station at these parties by doing none—as has often been appreciatively noted. This year, however, he did show a short film of St. Joseph's University Choir, and their singing of Alouette was a high spot in the evening's enjoyment. CKCW, who underwrite the whole of the Moncton Music Festival, did persuade this Choir to enter, where they so distinguished themselves that funds were raised to send them to the Eistedfodd in Wales. There they won first place in Folk Singing—beating Norway in their own folk songs—and came second in Male Choir Competition, losing by one point only to a 60-voice English group. A doff of the Pepys beaver to both CKCW and St. Joseph's University Choir ● ● ● Jim Purvis of CHAB, Moose Jaw, justly proud of a letter from MacLaren Advertising's Radio Publicity Department, thanking them for outstanding promotion on their Canadian General Electric Show—yet one more example of CHAB's 'plus' service to advertisers ● ● ● From Bruce Alloway, CKXL, Calgary, the amusing note that one recent winner of their Dollar Man Jackpot, which is paid off in silver dollars, did arrive at the reception desk with a wheelbarrow, in which to move his winnings to the bank ● ● ● And Bill Hawkins, CFOS, Owen Sound (who does not write to anyone as 'Dear', not even Advertising Agency Presidents), reporting a new high in mail-pull for their 'Musical Mysteries' program, drawing over 2,300 letters—proof, indeed, of the pulling power of this popular station."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

CJOR Vancouver CFPR Prince Rupert CKLN Nelson CKXL Calgary CJGX Yorkton CHAB Moose Jaw CJNB North Battleford CKOM Saskatoon	CFAR Flin Flon CKY Winnipeg CJRL Kenora CJBC Toronto CFOR Orillia CFOS Owen Sound CHOV Pembroke CJBQ Belleville	CFJR Brockville CKSF Cornwall CJBR Rimouski CJEM Edmundston CKCW Moncton CHSJ Saint John VOCC Newfoundland
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June 18th, 1952

Wider Still And Wider

Canadian private radio's highly successful co-operative program, the tribute to Queen Elizabeth II on her official birthday this month, was an important contribution to Canadian listeners. It was also something they presumably would not have received had it not been for these private stations. Furthermore, it was an important step in the right direction for private radio.

The most important consideration, it seems to us, is the fact that private radio has, for the moment, discontinued its complaints—and highly justified ones they are too — that it is completely hamstrung by CBC regulations, especially the network monopoly. Instead, it has gone ahead, ridden over the handicaps placed in its path, and given a graphic demonstration of what it not only could but would do, given the freedom it has been seeking so long.

Last week's program was generally adjudged more than just a creditable effort. It was loudly commended by every commentator who heard it. Perhaps the highest compliment it received was the fact that after it was through, it was identified by the CBC as reaching the listeners over their Dominion network.

From where we sit, the only criticism we can offer is a familiar one. Everyone was hand-picked for his particular job. It therefore seems all the more regrettable that a publicity man was not found to supply us, and we assume other journals which might be interested, with pictures, of which there were none, and background information and material which was at a minimum.

It is to be sincerely hoped that this experiment of the CAB's in what we might term "cohesive programming" is only the beginning. We hope also that the deficiency on the publicity will be overcome, not just in trade papers such as this one, but by the intelligent use of the radio medium itself. In this way, the public which has been treated to unending portrayals of radio as a horrible fire-eating monster, may in future have a choice of descriptions on which to form its own opinions.

It is rather significant that in this issue, in which we report the CAB's first venture into programming, we have also been able to relate that six new stations have joined the private broadcasters' association, bringing the total to 109. Whether or not the



"How can I tell you what program I'm listening to, when I'm listening to my wife?"

program project has anything to do with these additions to the roster, it would seem to us that it is in this manner that association progress is achieved. Private radio's demonstration that it has a purpose in its communities beyond lining its own pockets attracts other broadcasters who want a share.

More projects like this Royal broadcast would attract more stations to participate in staging more programs.

Another Forward Step South

The care which has been exercised by the CBC to prevent the tender sensitivities of the Canadian public from being exposed to the gangrenous influence of commercial television from the United States seems to have miscarried in British Columbia in just about the same manner as it has in several parts of Ontario.

The CBC, in its wisdom, has seen fit to disregard the offers of Ontario radio and motion picture people to start television themselves at not one cent of expense to the public. The excuse was that the CBC wanted to make Canadian television an electronic blackboard rather than electronic billboard. Whatever interpretation we wish to place on this phrase, the effect has been that in Ontario close to a hundred thousand families have purchased and installed television sets with which to poison their psyches and those of their children with the same kind of pollution as that provided by American TV.

The CBC's stagnation of the development of the new medium has completely

boomeranged on them in this part of the country. Now it bids fair to behaving likewise in the Province of British Columbia.

This issue we are carrying a short story, in our Telescreen section, to the effect that British Columbians, who have been sidetracked in the establishment of their own CBC-TV stations, will shortly be served, from across the border, by more stations in Seattle, and also stations in the new sites of Bellingham and Port Angeles.

Critics of American TV programs notwithstanding, it has to be recognized that each station that is established over there creates greater competition for audience and consequently an improved product. All the advance planning in the world cannot remove the inevitability of beginners' mistakes, and you can't be a beginner until you have begun.

The difference between Canada and the States in this respect is that for years now the U.S. has been telecasting its mistakes, to the evident improvement of its TV output. Canada, on the other hand, thanks to the fact that her TV, like her AM, is presided over by a bureaucracy-ridden department of government, has been standing by watching her neighbor's progress in a forlorn hope, it would seem, that Uncle Sam is making Jack Canuck's mistakes for him.

We are not quite sure whether or not private enterprise in Canada may take heart from what is happening regarding television in the United Kingdom. After a good many years of telecasting enterprising programs without advertising, this policy is about to be reversed. The introduction of commercials into BBC's telecasts places them on a par with the CBC's system, when, as and if it is put into operation. But British plans go farther than this. The country that has never had a radio or TV commercial originate within its boundaries is not only about to sell plugs on its own TV. It is also planning to introduce legislation which will permit the establishment of privately-owned TV stations.

It is quite a step for a country which has always looked to its national system of radio ever since it came into being in 1922. It is a bit ironic that while some private stations may be licensed in the near future, their operation will have to wait until manpower and materials are available. It is encouraging, though, that a country which has sworn by national broadcasting for so long now seems to be a little inclined to swear at it.

IT'S AN OLD NEWFOUNDLAND
CUSTOM!
 DOING BUSINESS WITH
 AN ESTABLISHED FIRM



VOCM
 LOCAL AND NATIONAL
**SALES SHOW STEADY
 INCREASE**

SOLD!

312 — ¼ HR. NEWSCASTS
 HICKMAN MOTORS LTD.
 CADILLAC — OLDS — CHEV. DEALER

SOLD!

260 — 5 MIN. EPISODES MARVIN
 MILLER STORY TELLER. BROWNING-
 HARVEY LTD., BISCUIT MFRS.

SOLD!

52 — ½ HRS. — "HAPPY VALLEY GANG"
 INDIA BEER CO.

SOLD!

26 — ¼ HRS. "MOON DREAMS"
 DOMINION MACH. & EQUIP. CO.

SOLD!

312 — 5 MIN. NEWSCASTS
 THE HUB — HOUSEWARE &
 HARDWARE DEALERS

SOLD!

90-DAY SPOT CAMPAIGN
 J. W. McGRATH, MFRS. REP.

SOLD!

3 SPOTS DAILY — 30-DAY TEST
 CAMPAIGN — INTERNATIONAL
 MILLING CO. FOR CINDERELLA FLOUR

SOLD!

5 MIN. QUIZ — J. J. GIBBONS LTD.
 3 PER WK. — FOR GUSTO



Voice Of The Common Man

For Top Rated Availabilities Contact
 "Award Winner" Stovin — Weed & Co., U.S.

590 KC - 1000 WATTS

OVER THE DESK

(Continued from page 4)

the Cam Langford Benefit show was counted, there was \$981 for the injured CJOY, Guelph, announcer, and the success of the venture was attributable to the exemplary pulling together of just about everyone up and down Toronto's Radio Row who realized it could happen to anyone.

Basis for the venture was the sale of seats for the pre-show of *Treasure Trail*. Seats sold at a minimum of \$1 apiece, and were taken up largely by listeners who heard or read the appeal for help.

Artists, announcers and others who turned up for the pre-show were Stu Kenney, Keith Sandy, Kate Aitken, Jack Dennett, Jaff Ford, Barry Nesbitt, Frank Tumppane (*Globe & Mail*), Win Barron (Paramount), Gordon Howard, Leigh Stubbs, Adele Evans (Aunt Susan), Stan Edwards, Harvey Dobbs, Gordon Atkinson, Bob Hall, Monty Hall, Laddie Dennis, Rick Campbell, Horace Lapp. There was also the man who sparked the whole idea and kept it sparking, CHUM's Phil Stone, and Wally Crouter and Mike Fitzgerald, who emceed the show.

■ ■ ■

The manager of the Toronto office of Canadian Advertising Agency Ltd., who has just been given a seat on his company's board of directors, doesn't think I would want to proclaim the news in this column, but he sent it



along and a picture, too. So here he is, the new director of Canadian Advertising Agency Ltd., Irvin Teitel, who came into the agency picture via the radio writing route.

Irvin, who at one time collaborated with Ernie Edge in such writing ventures as Borden's *Canadian Cavalcade*, has had his work aired widely, including *Canadian Theatre of the Air* (CBC); *Love On Credit* (NBC); *The O'Keefe Show*; *Columbia Workshop* (CBS); *Ford Theatre*; *Stage 47* (CBC); *First Nighter* (CBS).

With more entertainment than information he writes: "I can't honestly ask you to use the enclosed picture and caption on the grounds that the news contained in it would be of great interest to a large number of your readers. All I can say is (1) that it might be of interest to my immediate relatives, friends and business associates who read the *Canadian Broadcaster*; (2) of passing interest to distant relatives, casual friends and business acquaintances; and (3) of no interest to those of your readers who fall into none of those categories. When a man bites a dog, that's news. And here is a modest agency executive. Or is he?"

■ ■ ■

This one is scalped shamelessly from Johnston, Everson & Charlesworth's Printed Word. Where they got it, Heaven only knows.

"The managing editor of a metropolitan daily is credited with clipping a particularly good piece of writing from another paper and fastening it to his bulletin board with the comment: 'Read this and wish you had wrote it!'"

■ ■ ■

Betty Gay, who signs herself publicity director of the Women's Advertising Club of Toronto, has supplied us with the new slate of officers, elected at the club's 19th birthday party, which was held at the Northgate Hotel here June 2.

Dorothea W. Mitchell of Thompson & Sons Ltd., is the new president. The new executive is: vice-president, Margaret Ball, McKim Advertising; recording secretary, Florence Runge, Transit Advertising Co. Ltd.; corresponding secretary, Velma Sligh, Canadian Advertising Agency Ltd.; trea-

(Continued on page 8)

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

C K C V

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

The best buy for your advertising \$ in Quebec

Green Acres turn to GOLD! in Southern Alberta

WROUGHT BY THE MAGIC OF IRRIGATION

EARTH, ageless mother of mankind, is nowhere more fruitful than in Southern Alberta. The magic touch of irrigation with its dams and network of streams is causing once-parched wasteland to groan under the weight of its productive capacity. Comes the harvest, beets by the trainload, truck load after truck load of vegetables and grain flow into Southern Alberta's great sugar factories, canneries and elevators . . . the cash bounty wrought by irrigation.

SOUTHERN ALBERTA'S WATERED LAND PRODUCES IN ABUNDANCE	
 SUGARBEETS	12½ tons per acre
 PUMPKINS	20 tons per acre
 BEANS	5 tons per acre
 CARROTS	20 tons per acre
 CORN	5 tons per acre
 CUCUMBERS	4-5 tons per acre
 POTATOES	12 tons per acre
 ALFALFA	3½ tons per acre
 WHEAT	60 bushels acre

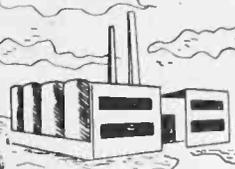
Yes, irrigation turns Green Acres into Gold in Southern Alberta . . . AND, it is only the beginning! Already leading all Canada in per capita purchasing power, the recent completion of the St. Mary's River irrigation project will multiply the opportunities for expansion and add millions to the economy of this major Canadian market.

Think of the effect of these developments on the manufacturers who supply various items of farm machinery, household goods and clothing to this super market and you have the reason why, the whole nation is watching Southern Alberta with keen interest.

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



LETHBRIDGE



SUGAR FACTORIES



COAL MINING



SHEEP

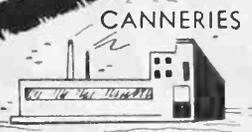


OIL

GAS FIELDS



LIVESTOCK RANCHING



CANNERIES

Give us the vehicle -
we'll give YOU "showmanship"
-- "grass roots support"!

Potent PROMOTION!

A top ad man in a leading Toronto agency writes CFQC:



"The exceptionally fine programme promotion report on is one of the finest I have seen and indicates CFQC is supporting the program in a most realistic and worth-while manner.

"I especially like the way the brochure is presented. There is a real touch of showmanship about it but it also shows 'grass roots' support . . . It is a pleasure to forward this sort of brochure to client."



OVER THE DESK

(Continued from page 6)

sure, Helen Greaves, Whyte Hook Papers Ltd. The five directors are: Ruth Harrison, Weekend Picture Magazine; Mary Carroll, Pringle & Booth Ltd.; Dorothy Marshall, James Fisher Co. Ltd.; Marjorie Ellis, Swift Candian Co. Ltd.; Irene Ayres, Reader's Digest.

As has been mentioned elsewhere in this column, I never could figure out just why the show must go on, but that is definitely the case with CFQC, Montreal's, news announcer, Roy Dahmer, who listened to the English racing classic, The Derby, being broadcast from Epsom Downs and then went back on his regular shift. Roy had a half interest in a ticket on *Gay-time*, which came in second. His share in the loot is around \$29,000.00. Interviewed by Sports Director Keith Dancey immediately after the race, all ad-libber Dahmer could say was: "It is wonderful." Thirty minutes later he was reading his regular newscast, apparently calm.

This is a new department called "Things we could do without."

Why must the show go on? What is rotten in Denmark? We make such a lot of dogmatic statements and nobody ever questions their rhyme or reason.

Then there's the long list of questions which nobody answers. Just check these over for sense and write your decisions on the back of a postage stamp:

How do you do? How's business? What do you know? What's new? What gives? What's it to you? How's tricks? What's cookin'?

Is there an answer to these questions which are asked a million times every day? And if not, why do we go on asking them?

Another "thing" we could best do without is the name dropper. You know him. Everybody does. He's the kind of guy who says: "So I said to him, I said 'Louis' I said, 'if you weren't the prime minister . . .'"

Then there's that other "thing," the place dropper. He'll buy you drinks all night if you order Old Fashioneds so that he can remember "the wonderful flavor they gave them in the Club in Cairo."

CFQC's Connie Helme writes to say that CFQC's favorite wake-up disc jockey has married CFQC's favorite receptionist. She wrote to tell me on May 7. Then, because we didn't rush out with a five-star final special edition, she wrote again, raising a wicked word. So here it is, Connie. We'll keep the metal in the linotype pots hot in future, in case you send us another.

Harry Dekker disliked getting up to breakfast alone. And his young wife, Chris (Wiebe) until 11 months ago (I guess it's 12 months now) happens to have a pleasant radio personality. She was CFQC's Wendy for Colgate's *Music Means Money* a year ago.

This spring Harry managed to persuade Chris to join him occasionally on his early morning wake-up show. A few of these

GREATER OTTAWA

IS

42%

FRENCH*

WITH AN

ANNUAL INCOME

OF

\$90,177,825

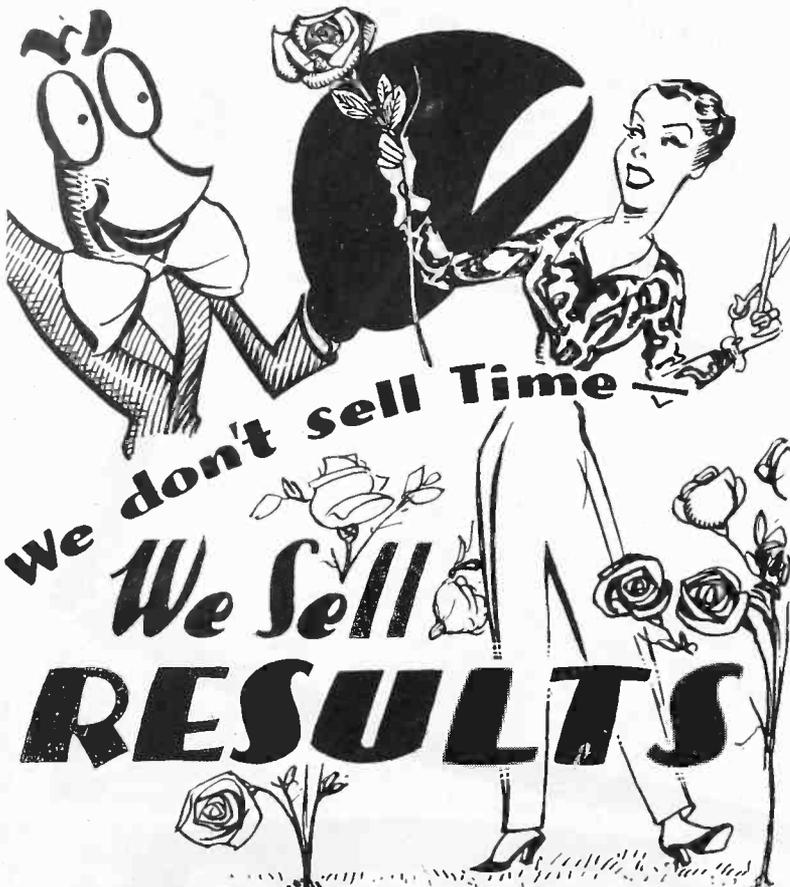
CKCH

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

Representatives

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

*Over 100,000 French-speaking Canadians.

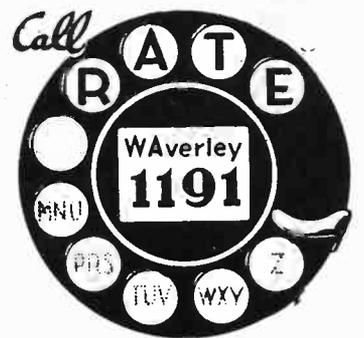


CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



FOR THESE ARTISTS

- CRUCHET, Jean
- DAVIES, Joy
- DENNIS, Loddie
- LEACH, George
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- PACK, Rowland
- RAPKIN, Maurice
- RUITAN, Meg
- SCOTT, Sandra

Day and Night Service
at
Radio Artists Telephone
Exchange



SHERBROOKE QUEBEC

CHLT **CKTS**

The Voice of the Eastern Townships

•

Quebec

900 Kc. 1000 Watts 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

1,260 of the readers of this paper are national advertisers or agency men.

"guest" appearances resulted in such a deluge of fan mail that there was no doubt about the fact that this twosome should be on regularly. "And so," writes Connie, "our 'Mr. & Mrs.' breakfast show was born." And then she adds, coyly: "The first in Canada, did I hear you say?" To which I answer "ung-ung," or however you spell the elongated form of no. My earliest recollection would be "Peggy and Bill" (Syd Booth and his wife) on CKOC, Hamilton, which I remember in 1930.

ently chosen from more than two thousand suggestions (it says here) sent in by listeners.

"The two-hour show of music — news — time and temperature checks — and pure FUN (not PURE fun, mind you, but pure FUN) is completely sold," according to our convincing if somewhat biased correspondent, "with an impressive sponsor waiting list. And," she continues, "hold onto your egos, men, but a considerable number of sponsors specify that their announcements be given the 'Mrs. Dekker treatment, please!'"

Whew! Supposing we'd missed it again!

• • •

And that gets us down to the oak top for this issue. Buzz me if you hear anything, won't you?

But to revert to Connie's lilting prose: "This is the story of Chris and Henry Dekker, who are mike-side at CFQC each weekday morning, bidding listeners rise and shine from 7 to 9 with the (get this) *Double Dekker Breakfast Club*." The name was appar-

THIS WILL HAPPEN TO US



SEAWAY CITIZENS GEAR FOR BIG JOB AHEAD!

Hundreds daily gazed with awe on the Hydro-Electric Power Commission's model of the Seaway project in the Cornwall Armouries May 29-June 5.

The entire populace of the rich market area surrounding the proposed seaway site listen to CKSF as their "Home Station." These and thousands more will profit even further when the multi-million dollar development starts.

REACH THIS POTENTIAL BONANZA DAILY OR WEEKLY THROUGH

CKSF CORNWALL

National Representatives —

HORACE N. STOVIN **J. H. MCGILLVRA**
 Montreal — Toronto AM - FM New York — Chicago

Miss Beautiful Barrie Says —



WE PROUDLY quote from a letter received from a local Beauty Parlour Operator—"Advertising over CKBB is the very best medium to reach the people in Simcoe County"—Add CKBB to your list for PROVEN RESULTS.

CKBB Serving Paul Mulvihill In Toronto
Simcoe Radio Time Sales (Quebec) Ltd. In Montreal
County Adam Young In The U.S.A.

THE MARITIME MARKET AND

C F C Y

"THE FRIENDLY VOICE OF THE MARITIMES"

WIDEST COVERAGE PLUS

GREATEST LISTENER CIRCULATION

Makes CFYC THE Economical Buy to Cover NOVA SCOTIA, NEW BRUNSWICK, PRINCE EDWARD ISLAND and SOUTH and WEST NEWFOUNDLAND

NEARLY 50% OF MARITIME RADIO, HOMES, POPULATION AND RETAIL SALES ARE IN CFYC 50% BBM AREA

BBM — Day 146,190 • Night 140,920

An ESTABLISHED AUDIENCE built up by over 25 years of broadcasting.

5000 WATTS DAY & NIGHT 630 KILOCYCLES

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

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



experience counts

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

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

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

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

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

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

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

Marconi

the greatest name
in radio and television

CANADIAN MARCONI COMPANY

Established 1902

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



AGENCIES

By Art Benson

STEVENSON & SCOTT

Toronto. — MacLarens Ltd. (Foods) has scheduled 15-minute segments of participating shows five times a week over CFRA, Ottawa; CFCF, Montreal; CKVL, Verdun; CKEY, Toronto, and CKWX, Vancouver. In addition a two-month spot announcement series is going to 40-odd stations in Ontario, Quebec and the Maritimes. Both series are advertising a wide variety of MacLaren food products.

COCKFIELD BROWN

Toronto.—Ford Motor Company of Canada Ltd., on behalf of its Ford and Meteor dealers, have started a 13-week series of flash announcements over 52 stations coast to coast.

MACLAREN ADVERTISING

Toronto.—Lever Bros. Ltd. has an extensive transcribed spot announcement campaign going to 53 stations coast to coast, commencing June 23, introducing its new detergent, Breeze.

IMPERIAL ADVERTISING

Halifax.—Seven Up (Maritimes) Ltd. has started a flash announcement campaign going to CFCY, Charlottetown, until the end of August, advertising Evangeline beverages.

VICKERS & BENSON

Toronto. — Seven Up Ontario has started the once a week 15-minute *Golf Round-up* over CFRB, Toronto, featuring Wes McKnight. Two major golf tournaments are also being broadcast this summer—the Ontario Amateur, from Kingston, August 9 and the Millar Trophy, from Islington, August 16. The soft drink firm is also sponsoring the three-hour broadcast of the "Speed-Box Derby" from Hamilton, over CKOC, June 21.

HARRY E. FOSTER

Toronto. — Colgate-Palmolive Peet has an extensive spot announcement campaign going to 50-odd stations coast to coast until the end of the year advertising the new Colgate Chlorophyl Tooth Paste. The 5-10-15-minute transcribed *Barry & Betty* shows are being used as part of the campaign.

McKIM ADVERTISING

Toronto. — Ontario Fruit & Vegetable Growers Association has returned *Mary Garden's Market Basket* for the third summer to eight Ontario stations.

Minard's Liniment renews its spot and flash series in August for another year over 22 English and five French stations.

RONALDS ADVERTISING

Toronto.—Rexall Drug Co. Ltd. has started the *Doris Day Show* over 31 stations of the Dominion network and CFRB, Toronto, from Columbia, as a summer replacement for *Amos 'n' Andy* who return September 28. John Rae handles the commercials.

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

Penn McLeod Survey

(APRIL, 1952)

Gives CKRD These
Audience Percentage Figures

MORNING	61.2
AFTERNOON	68.9
EVENING	64.0

FOR YOUR SALES STORY IN
CENTRAL ALBERTA A "MUST"
IS THE STATION THAT SERVES
THIS WEALTHY DISTRICT.

CKRD

RED DEER, ALBERTA

See

Radio Reps. — Adam Young

CKWX-UBC STUDENTS GRADUATE



Vancouver. — Twenty students graduated from the second annual Commercial Radio Broadcasting Course run by CKWX and the University of B.C. Radio Society.

The 17-week course, under director John Ansell, was originated two years ago under Reo Thompson, now production manager of CFCF, Montreal.

All students commencing the course passed exams held at the end of the eight-week basic period and went on to the nine-week advance section of the course.

The advanced section devoted one hour to lectures and two hours to practical work at each session, and all phases of commercial radio work except engineering were included.

Lectures were given by Laurie Irving, production; Nina Anthony, continuity; Cal George, announcing; Ken Hughes, promotion; Jack Sayers, sales; and by assistant manager Sam Ross and manager and vice-president F. H. Elphicke.

Several graduates have jobs lined up with stations in the province for the summer holidays.

CROSBY PLANS LIBRARY

Hollywood.—Bing Crosby Enterprises is planning to invade the radio transcription business, it was announced here earlier this month by the company's producer, Bill Morrow.

It is understood the new library service will consist mainly of old and new works sung by Crosby, plus a special series devoted to classic jazz. The latest of Crooner Crosby's many ventures, the library will require a large capital investment, it is said, although this will be mostly for the purchase of music since the present facilities of Bing Crosby Enterprises are considered sufficient to handle production.

TO REP. U.S. STATIONS

Toronto.—The representation in Canada of two large American stations by Radio Time Sales Ltd. here will commence July 1, it was announced last week by the company's Toronto manager, Norm Brown. The stations are WJR, Detroit and WGAR, Cleveland.

GOING UP!

RETAIL SALES TREBLED IN TEN YEARS

1941
\$6,000,000.00

1951
\$20,000,000.00

Added to the 160 Retail outlets for 1952 will be:

- New Safeway Supermarket
- Kresges • Woolworths and the O.K. Economy Supermarket.

DON'T OVERLOOK THIS
MARKET IN YOUR 1952
CAMPAIGNS

CKBI

PRINCE ALBERT, SASK.

5000 WATTS

A BONUS
TO
ALL ADVERTISERS

"TOP FRENCH RADIO VOICE"

CHRC

The only 5000 watt
station in Quebec City.
Reaches 250,000 radio homes.

TO HOLD the interest of its thousands
of listeners—your prospective buyers
—CHRC specializes in producing local
entertainment, with particular appeals
to this 29 French county area.

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



Selective Radio Via All-Canada Packaged Programs Will Sell Your Product . . .

Because: It assures selection of the audience you want . . . In the markets you want . . . At the times you want . . . Over the stations giving you the best opportunity to make a selling impression . . . In urban or rural areas or both—simultaneously or separately . . . With audience-appeal tested and proven programs—plus radio's best in sponsor identification.

You can enjoy this selectivity with an All-Canada packaged program at tremendous savings! You don't have to pay production costs; you don't have to budget for talent; you don't have to use a fixed number of stations; you don't have to pay line charges. Your All-Canada

show has the production problems ironed out before you buy it.

The All-Canada man will be pleased to show you how an All-Canada program can solve your sales problems and save your dollars.

All-Canada is the leading distributor of packaged programs in Canada.

**NEW, TOP-FLIGHT, TESTED AND PROVEN
AUDIENCE-APPEAL PROGRAMS ARE AVAILABLE NOW!**

*Call your All-Canada man to-day for the successful
Radio Campaign of tomorrow!*

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

WRITING

Ici Radio Québec

The French Market is growing in importance and demands specific techniques.

Twelfth in a series of articles on Radio Writing by Alec Phare.

The French-speaking market—one-third of Canada population-wise, with almost that same proportion of the national income—is growing in both size and wealth, and presents a fascinating challenge to all radio writers. To start with, the traditions of its culture are different from those of the rest of Canada. Nearly all of the niceties of living came from France in the first place. In language, religion, education and law, they are different from English-speaking Canadians; and the right to maintain these differences is guaranteed to them in perpetuity. And, difficult as it is for the Anglo-Saxon to grasp, they regard themselves as a conquered race. We may think that, after the Plains of Abraham, we shook hands and became friends—like two schoolboys after a fist fight—but the French-speaking Canadian simply cannot see that point of view. This may be politics, but it has a definite effect on radio advertising, and each one of these “differences” has to be definitely in mind every time we write a commercial.

They are, for example, prejudiced against the imperative commands you and I are apt to write into our commercials. “Buy it at your drugstore today,” is, to them, the harsh voice of the conqueror—even though that reaction is a subconscious one. For exactly the same reason, the French-Canadian is deeply loyal to the things and the brands he knows. He is slow to change. The reminder that a certain product was used by his grandfather, is, to the French-speaking listener, a sound reason why he, too, should use it. To the Anglo-Saxon, it is an equally sound reason, why he should try something more up-to-date. Your commercial, therefore, has to be an *appeal*, not a command. You bring out its manifest advantages—first making sure that your French audience will think they are advantages—and then suggest that your product is well worth a trial.

The deeply-rooted traditions of culture are reflected, today, in the fact that your French-Canadian dislikes, in radio or any other copy, any reference to bodily functions. He does not permit you to discuss such intimate matters as constipation, unpleasant breath, smelly armpits or “difficult days.” Nor will he listen to you as you describe “hard - to - get - rid - of phlegm,” or “distressing belching,” or “bathroom odors.” In fact, he thinks you are violating every ordinary sense of decency, and demonstrating your own lack of culture, when you do so in your own language. And maybe he is right!

Of the influence of the Church in Quebec Province, many unwise,

harsh and untrue things have been written and said. Yet the influence of the Church is very present, and has to be respected by the radio writer. If authority decides that the use of your product contravenes the teachings of the Church, the faithful will be advised not to buy it, and they will follow that advice. Many of our Nursery Stories—Cinderella, Jack and the Beanstalk and the like—because they are considered unreal, fantastic, and encouraging of disobedience and disrespect, are frowned on in Quebec Province. Try to merchandise a product with a “give-away” of a free booklet containing one of these stories, and your product will stay on the shelves. There are many other instances of the same type. However, it is definitely *not* necessary to “submit” radio copy to any Church authority. Still less is any form of “persuasion” required. All that is needed is, first, to learn what the attitude of the Church will be towards the proposition you are advertising; second, to remember that the French-Canadian is taught from infancy to respect the guidance of his Church, something which the rest of Canada might well envy and emulate; and third, to accord to the teachings of that Church the same courteous respect that you would like extended to your own.

Despite these facts, and they are facts, proven in actual experience many times over, it is surprising to find that, too often, a radio campaign in Quebec Province is planned around the translation into French of the English-written commercials.

Commercial radio copy for the French-speaking Canadian needs to be written, from start to finish, by a writer who thinks in French. It will help that writer materially, if the English copy

you send down to him for re-writing, is as close to French-Canadian psychology in the first place as you can make it. I cannot think of any better—or more unheard-of—education for a script-writer than to get hold of a batch of commercials written in the first place by a competent French copy-chief, pay to have them translated into literal but good English, and then study them.

French Network For Ontario and West

Montreal.—Formation of a second French-language network consisting of private stations in the Prairies and Northern Ontario was announced here late last month by CBC chairman A. Davidson Dunton.

At the same time it was made known that a “decision in principle” had been reached for the building of a CBC French-language station somewhere in New Brunswick.

Both of these projects are in accord with the recommendations of the Massey Commission and findings of the recent Parliamentary Committee on Radio.

Details as to the number of stations taking part in the new network have yet to be revealed since negotiations are still under way with the stations, the announcement said. At present there are two private stations in Northern Ontario broadcasting in French, CHNO, Sudbury and CFCL, Timmins. In the West there are CKSB, St. Boniface and CHFA, Edmonton.

Stations have also been licensed for Gravelbourg and Saskatoon in Saskatchewan, the former expected to be in operation late this month while the new Saskatoon station will probably hit the air in the fall.



EINSTEIN HAD A WORD FOR IT!

We're talking about relativity — and how you can influence our \$100,000,000 market with 1000 watts.

That's just what CUGX does every day . . . our primary coverage area has an annual income of \$100,000,000 — and you can use these 1000 watts for your “relative” share of this impressive income!



940 ON YOUR RADIO DIAL

CUGX
Yorkton
SASKATCHEWAN

1927-52 — 25 Years of Community Service

Representatives

Horace N. Stovin & Co., Toronto, Montreal
Inland Broadcasting Service, Winnipeg
Adam J. Young, Jr., Inc., U.S.A.

SELLING POWER!

PROVEN

ONE HUNDRED AND FIFTY orders in 11 days for Swath Turners selling for \$375.00 each is the amazing result a Calgary manufacturer experienced with 10 spot announcements placed over CFCN. This is genuine proof of the selling power of CFCN with its wide and loyal listener audience.

You Cover More . . . You Sell More Over

CFCN CALGARY

ASK RADIO REPS
Toronto, Montreal, Winnipeg, Vancouver

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

Top Quality...



Speech Input Equipment

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

Northern Electric

For further details please contact

Northern Electric
COMPANY LIMITED

Distributing across Canada

1052-1



MAN BITES DOG

Last week the bank manager rang up to ask for a reference for his daughter who wants a passport. Now he knows how I feel.

MISSION ACCOMPLISHED

Private radio's mammoth tribute to the Queen, aired so successfully on her official birthday last week, reminds us of the wire Dorothy Parker once sent to a long expectant mother — "congratulations, darling, I always knew you had it in you."

RULE BRITANNIA!

Our visiting cousin from England reflected on his first encounter with radio commercials that they may be all right but after all one can't keep trotting in and out of the house to buy all the beastly things they tell you to buy.

CALL OF DUTY

Feeling that he couldn't be of assistance in the compilation of this column until he had something definite in mind, Tom Briggs has hightailed it out to a psychiatrist to see if he can do anything about helping him to develop a mind.

MEDICAL BULLETIN

Since giving up smoking 8 weeks ago, I can report that the craving has completely gone unless anyone would accept my right arm for a fairly long cigarette butt.

SIMPLE SOLUTION

We suggest to our apartment neighbors who complain that we make so much noise at our poker parties that they can't hear themselves think, that they think a little louder.

CULORATURA

I know whom you are said Erica, for once she had worked on *CBC Wednesday Night*.

OFFERS GRATEFULLY REJECTED

Now that the cottage has been painted, the garden planted and the fences repaired, it is all right for kind friends to ring up and ask if there is anything they can do to help.

FUNNY—HAHA

Don't you often wonder why all the people who so intensely dislike singing commercials, rhyming commercials, comedy commercials, serious commercials and just commercials, keep on listening.

HERE & THERE

BBM Report In July

Toronto.—Buyers and sellers of radio time will have the 1952 reports of the Bureau of Broadcast Measurement in plenty of time for choosing stations on a basis of listenership for their fall programming, according to Norman Russell, who has charge of production for International Surveys Ltd., of Canadian radio's well-established listener measurement device.

Before the end of the month, reports in rough will begin to be delivered to Chuck Follett and his BBM staff for printing and assembling. Mailing of finished station reports should start early in July.

The terrific amount of detail involved in the BBM project, now in its fifth survey, does not appear on the surface.

A mailing of some 90,000 ballots brings back returns of close to 60,000, which have to be edited for wrong station calls, omissions and other mistakes. As many as 7% have to be discarded as spoiled ballots, but there are always well over the prescribed 50% of all mailed in good order.

Total numbers of listeners per station have to be scrutinized to make sure that the entire coverage area of each station is equally represented in the survey. To bolster sections from which mail returns are weak, further mailings, with additional premiums for respondents, have to be undertaken.

International Surveys' working staff on the BBM project is twelve daytime and eight night time people, working in eight and four-hour shifts, respectively. The whole assignment lasts around six months and involves about 20,000 man (and woman) hours of work, excluding management.

Chairs Community Chest

Toronto. — Len Headley, manager of the RCA radio-recording division here, has been appointed chairman of the public relations committee for Community Chests & Councils Division of the Canadian Welfare Council, it was announced here last week.

Horace Stovin, president of the rep firm, Horace N. Stovin & Company, will succeed Headley as chairman of the national radio committee for Red Feather, it was also announced.

Other chairmanship appointments announced at the time include: Walter Reeves of J. J. Gibbons Ltd., on the national magazines and periodicals committee; and Les MacFarlane, one-time radio writer now with the National Film Board, on the film committee.

Six Stations Join CAB

Ottawa.—Six radio stations have recently been accepted as members in the Canadian Association of Broadcasters, bringing the CAB's total membership to 109.

The six stations, all in Quebec Province, are: CHAD, Amos; CKVD, Val D'Or; CKRN, Rouyn; CKLS, Lasarre; CHGB, St. Anne de la Pocatiere; and CJSO, Sorel.



Look Behind The RATINGS!

Test the pull of a disc jockey show against half hour dramas, children's programs, soap operas, hillbilly music, news, news analysis, against another disc jockey show, against sports news and dinner music. If it shades all competition you know you have a good show. You know something else too. You know there is a brain in the package.

Check the March ratings (Penn McLeod). "Rambling With Russel" on CJCH topped all competition.

Baz Russel is one very good reason behind the very good ratings at CJCH, where the staff are not just persons, but personalities . . . where the members of the team are not just bodies, but somebodies.

REPS:
Toronto, Paul Mulvihill, 21 King St. East
Montreal, Radio Time Sales, Kings Hall Bldg.

CJCH. HALIFAX. 5000 WATTS

CKXL tells the DEALER★



In recent weeks CKXL distributed 3,341 Separate Merchandising printed matter pieces and wires to Calgary area dealers.

*CKXL told Calgary Area Retailers about the strong advertising support being given CKXL's advertiser's products. Retailers included druggists, grocers, lumber dealers, confectioners, restaurants, hotels, news stands and tobacco counters. Products and advertisers given this bonus support were: Cabinet Cigars, Richard Hudnut, 7 Up Beverages, P. V. Utility Board, Calgary Druggists' Association and Gray Dunn Biscuits.

ASK OUR STOVIN REP. ABOUT CKXL'S BONUS PROMOTION FOR YOUR CLIENT



CALGARY'S PROGRESSIVE STATION



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 \$267,000,000.00.

82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 71,380

CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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



PROFESSIONAL AND SERVICE Directory

RATES—4 Months (12 issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each issue.
12 Months (24 issues) 20 words minimum—\$40.00
Additional words, add 8Vc per word, each issue.
Casual insertions—15c per word. Min. 20 words.
(All payments are to be in advance.)
Copy and/or classification may be changed each issue.
Agency commissions cannot be allowed on these advertisements.

PROGRAMS

METROPOLITAN BROADCAST SALES—Radio Program Specialists—Custom-built shows for any market or sponsor. For details call Don Wright, EM. 3-0181. (O)

PRESS CLIPPING

Serving National Advertisers and their agencies with competitive lineage reports, newspaper clippings — **ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (O)

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Cappel's resharpening sapphire needles. Meet us your used Sapphires and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each... \$2.75 — **ALPHA ARACON CO. LTD.** — 29 Adelaide St. W., Toronto. (P)

SOUND EFFECTS

THE FINEST AVAILABLE — SOUND EFFECTS records from the world-famous E.M.I. and Speedy-O Libraries. "Nothing sounds like Life as Life itself." For further information and catalogues write Bob Quinn, Program Division, All-Canada Radio Facilities, Toronto.

ANNOUNCING

JAPP FORD—At your service.
CFRB — Princess 5711 or
Baldwin 1-4103. (S)

EDDIE LUTHER—OX. 4520 or
CFRB: PR. 5711. (M)

JACK DAWSON—PR. 5711 or
OX. 2607. (L)

EDUCATION

RYERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 59 Gould St., Toronto. WA. 2631. (O)

ENGINEERING

MCCURDY RADIO INDUSTRIES LIMITED — Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial Repair Service — 74 York St., Toronto—EM. 3-9701. (P)

PERSONAL

Saving money? Experienced insurance counsellor with radio background can show you a worth-while savings program. **TOM WILLIS, EM.** 4-6111 — 17 Queen East, Toronto. (U)

PHOTOGRAPHY

ANTHONY TRIFOLI STUDIOS — Personalized professional portraits and publicity shots. Appointments at artists' convenience — Mi. 9276 — 574 Church St. (O)

PROGRAMS

RADIO ADVERTISING FOR RETAILERS, a monthly service for broadcasters, now "Canadianized" to meet the specific requirements of Canadian Broadcasters. "Radio Advertising for Retailers" is chock full of promotion tips, program ideas, commercial continuity, sales digest, and management and promotion ideas. Written and produced by experienced writers who appreciate your problems. Available exclusively through the Program Division of All-Canada Radio Facilities Ltd., Toronto.

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

DAYTIME

English		
Ma Perkins	16.0	-1.6
Big Sister	15.8	-2.4
Pepper Young	14.4	-2.1
Hoppy Gang	14.2	-3.1
Road of Life	14.2	-1.7
Aunt Lucy	13.7	-1.2
Right To Happiness	13.4	-2.5
Laura Limited	13.2	-.7
Life Can Be Beautiful	12.6	-1.8
Kate Althen	11.4	-2.7
French		
Rue Principale	28.2	+ .4
Jeunesse Doree	26.9	-1.3
Je Vous Ai Tant Aime	24.2	+ 1.2
Grande Soeur	23.2	+ .3
Joyeux Troubadours	22.9	-1.5
Francine Louvain	22.5	-3.5
Tante Lucie	21.9	+ .4
Metairie Rancourt	21.3	+ .7
Quart d'heure de detente	20.7	-1.3
Quelles Nouvelles	20.7	+ 1.7

EVENING

English		
Charlie McCarthy	29.1	-1.8
Luz Radio Theatre	28.3	-1.0
Amos 'n' Andy	26.4	-1.1
Our Miss Brooks	23.7	-2.5
Twenty Questions	18.5	new
Take A Chance*	18.2	-2.2
Ford Theatre	17.8	-2.7
Great Gildersleeve	17.7	-2.1
Share The Wealth	16.3	-.2
Treasure Trail	16.0	-3.1
Bright Star*	15.2	-2.0
Cisco Kid*	15.2	-1.2
Guy Lombardo*	15.2	same
Suspense	15.1	-2.7
Club 15	14.9	-1.3
*Selective Program.		
French		
Un Homme et Son Peche	41.0	-2.4
Radio Carabin	32.9	-3.5
Metropole	30.5	same
Theatre Ford	23.2	-.7
Banco Banco	22.8	+ .8
Ceuz qu'on aime	22.2	-.3
La Pause Qui Refraichat	21.8	same
Mine D'Or	21.3	-.3
Jouez Double	21.0	-3.3
Faubourg	19.2	+ 1.2
La Raconteur de Chez Nous	18.9	+ 1.9
Le Chanson de l'escadrille	18.4	-.2
Aube Incertaine	17.7	new
Tentez Votre Chance	17.1	-2.4
La Rue des Pignons	16.5	-1.3

NORTHERN ONTARIO'S

Greatest
ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S

HIGH-POWERED

STATION

Ask

All-Canada In Canada

Weed & Co. In U.S.A.

Shine On
Harvest Moon!

OIL makes every month
HARVEST TIME
in Alberta

CFRN reaches the harvesters
and allied buyers



EDMONTON

Radio Representatives Ltd.
Montreal — Toronto
Winnipeg — Vancouver

Adam J. Young, Jr., Inc.
New York — Chicago
San Francisco

CANADIAN TELESCREEN

June 18th, 1952

TV and Screen Supplement

Vol. 5, No. 11.

DRY RUN FOR FIRST COMMERCIAL TELECAST

Montreal.—The power of television to sell television was demonstrated here recently when, for two days, the Canadian Westinghouse Company sponsored one of the first commercial TV programs produced in this country. The audience for the closed circuit show was over 400 local Westinghouse radio and appliance dealers who were so impressed they placed orders for \$36,000 worth of sets on the spot.

Conceived and directed for Westinghouse by S. W. Caldwell Ltd., the show was produced, in co-operation with the CBC, in the studios of the Radio-Canada Building. Presented in both French and English versions, the opening segment of the \$6,000 production featured B. L. (Leo) Cassidy, who was Westinghouse regional manager at the time, and free-lance actor-announcer Roger Baulu. They explained to the dealers what television would mean to them when telecasting begins in this city in August.

Two full-scale training productions by the CBC formed the middle portion of the show. One was Jules Renard's play "Poil de Carotte" and Menotti's one-act comic opera, "The Telephone," was presented. For the final sequence in the program, Cassidy, who has since been named sales manager of the Westinghouse appliance division, and Baulu returned to give the dealers a knowledge of successful sales and maintenance methods in TV.

The reason for the show, as pointed out by Spence Caldwell, was the fact that, with CBC telecasting only little more than three



—Photo by Richard Arless Associates.

THE SCENE OF MOST OF THE ACTIVITY in the Westinghouse television program is pictured above with actor-announcer Roger Baulu seated behind the desk. He is facing a Marconi image orthicon camera (value, \$25,000), one of two used in shooting the live scenes of the sales demonstration part of the program. The microphone on the dais at right (arrow) was a stage property used by Baulu. The simulated window at extreme left formed part of the set.

months away, dealers were failing to promote the sale of receivers in Montreal. It was also noted that the problem of making this city TV-conscious was made more difficult since reception here from the nearest American transmitter is very poor.

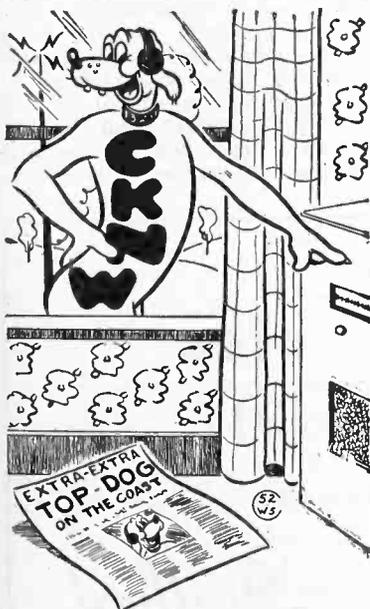
Project Pioneer, as this first televised sales demonstration in Canada was called, got under way months ago. Three thousand feet of film from many sources here and in the U.S. were gathered to show pictorially the growth of radio and television along with the spoken story. Some still photographs and slides were inserted at points where a moving picture was unobtainable, while artists and lay-out men worked on charts, title cards and drawings for animated sequences. Finally, a working script and scenario by John N. Heaton, S. W. Caldwell writer on the Westinghouse account, brought all the elements together, including synchronization with the live scenes.

While the 400 dealers sat in Studio 40 and watched TV screens placed all about the room under subdued lighting, the show was performed on the two floors above. "There won't be a button on your control panels that won't be pushed or a piece of equipment not used, by the time we're through," said Caldwell to CBC assistant general manager J. Alphonse Ouimet. In carrying out this promise the telecine room was unlimbered and sent into action for the first time and nearly by a camera rolled out an experi-

mental kinescope recording of the show.

The live scenes were shot by a two-camera chain which concentrated most of the time on a simple set, designed as an executive office with a raised bank of TV receivers in an arc along the rear wall. Cassidy and Baulu both performed within this set and the cameras dollyed, panned and switched lenses for everything from a long shot to a tight close-up of the Aeriola Junior radio, the little set which put Westinghouse into the radio business 30 years ago.

The history of Westinghouse in the radio and TV media was traced in the first part of the program by narrative, film strips and still photographs, beginning with the opening of the first commercial AM station, KDKA, Pittsburgh. "There's no business like show business was paraphrased, "There's no business like TV business," as a theme. The show concluded with a detailed description of how television works, along with pointers to the dealers on selling, installing and servicing receivers.



Top Dog Says: "Only one station on the West Coast gives you all three cities—Vancouver (\$85,500), Burnaby (61,742), Greater New Westminster (88,400) — good ol' N.W."

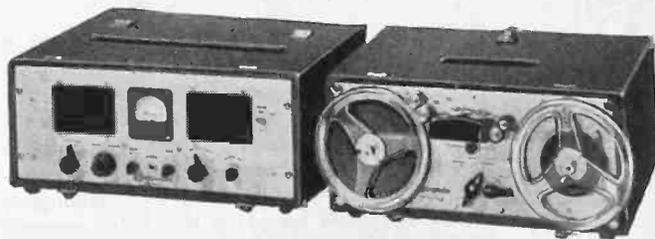
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Lives on Statistics

109 — CANADIAN STATIONS — 109★

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FILM EQUIPMENT LIMITED

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*This total does not include users such as advertising agencies, industrial firms, educational institutions and the armed forces.

WANTED

Experienced Announcer for 5000 watt station in major Eastern Ontario market. Retainer and commission.

Box A-126

Canadian Broadcaster & Telescreen

163½ Church St. Toronto

CBC Auditions Dancers

Toronto. — Dance routines and acts were very much in evidence when the Canadian Broadcasting Corporation held an open audition night last week as part of its search for variety talent for television.

Dozens of performers went through their paces before the critical eyes of CBC producers and Blanche and Alan Lund, but they weren't called upon to face the cameras in this trial. The dancers' most immediate prospects

were for a spot in the weekly one-hour variety show, now in the planning stage, which will feature the Lund couple. The show will have room for about six dancers, it is expected, who will be chosen for their decorative appearance as well as dancing ability.

The judging last week was a preliminary to a more exacting test, with cameras, to be held later.

Mavor Moore, the CBC's chief producer here, was pleased with the evening's turnout. He was mildly amazed at both the quantity and quality of the artists and felt they would go a long way toward assuring the medium a bright future.

Moore said that those with ballet and musical comedy experience would be the most acceptable in the beginning. A few of the contestants had had limited television experience.

■ ■ ■

B.C. To See US-TV First

Vancouver. — The West Coast, low man on the Canadian TV totem pole, is liable to get a fairly sharp view of the new medium after all, now that the freeze is off building TV stations in the U.S.

Long before an image shows up here on CBC facilities, or before

any private operators are allowed to go into TV, new stations south of the border in Washington State will be blanketing this southwest region of the province.

Bill Rea, owner-manager of CKNW, New Westminster, who has tried unsuccessfully for some years to get permission to go into TV, believes Canada could be completely dominated by U.S. TV stations, the way developments are moving now.

Already a fairly clear image comes in from Seattle to some areas of Vancouver. Now Rogan Jones, owner of KVOS, Bellingham, less than 30 miles from Vancouver, has applied to the FCC for permission to build a TV outlet.

Other applications for Seattle stations are pending, as well as one for Port Angeles, Washington, across the Strait of Juan de Fuca from Victoria.

■ ■ ■

Plan Private TV For UK

London, Eng.—Commercial television for Britain drew much closer to reality here late last month when the Conservative Government announced its policy on the BBC's charter which is up for renewal. Radio, according to the policy report, will be unaffected.

The Conservative Government envisages a plan whereby some private commercial TV stations will be licensed—possibly in the near future if the plan gets Parliament's approval—but their construction will have to wait for man-power and materials, which may take years.

The plan also calls for program restrictions. Political and religious telecasts will not be allowed on the private stations and measures have been proposed to keep them from monopolizing public spectacles and sporting events of national interest.

Another stipulation which will delay commercialism on TV calls for the completion of five low-powered stations by the BBC before private construction can get under way. These stations were in the advanced planning stage before recent defence production demands forced postponement.

Radio broadcasting will continue as a BBC monopoly and the Conservative report contained no hint of a possible change in the future.

Why MONTREAL Turns to 600 For SPORTS!

KEITH DANCY'S the reason. A dynamo of energy, Keith lives, breathes and eats sports, can quote performance figures offhand on hockey, baseball and football stars, hand out hot tips on any race you care to name.

More than that. With his three casts a day (8.15, 6.45, 11.10), Keith covers everything happening in Montreal sports, from the local angle . . . and gives as well a complete picture of major league doings. He's ably assisted in the sports chore by George MacDonald, a rising star in CF's sports world.

Right now Keith gives his listeners complete and exclusive race coverage from Blue Bonnets track, with three extra broadcasts a day. Reason enough why Montreal turns to 600 for sports.

Sports Availabilities from your All-Canada man!

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



Flash!
CKDA
FIRST
IN VICTORIA!
(SEE PENN McLEOD & ELLIOTT - HAYNES)



"Hal" says . . .

OUR pals in the listener-survey field have a knack of boiling the results of their work down to simple figures. Similarly, after a lot of work, Saskatchewan wheat pool officials are able to show the current crop picture in a simple figure—based on 100 as representing a crop, which, if remaining unchanged, would equal the long-term provincial average of 15 bushels a sown acre. A year ago in early June the figure was 145. This year it's 154 . . . which means that Saskatchewan's wheat crop looks very good! And since wheat means millions of dollars around here, you can put your chips on Saskatchewan in 1952. Ours is a growing market — with room for ambitious advertisers!

- ★
- ★

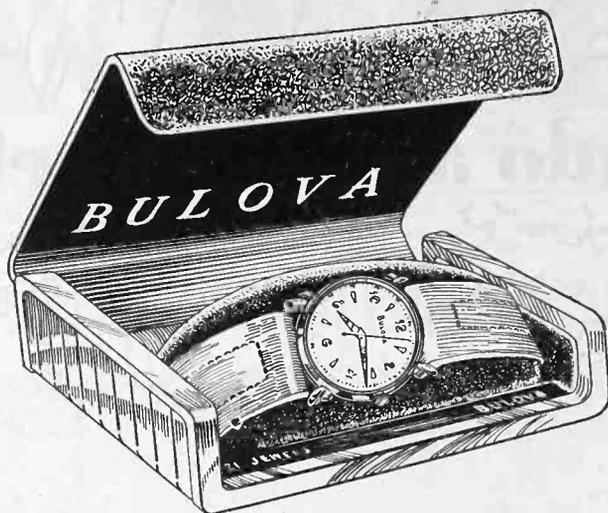
Harold (Crit) Crittenden,
Manager.



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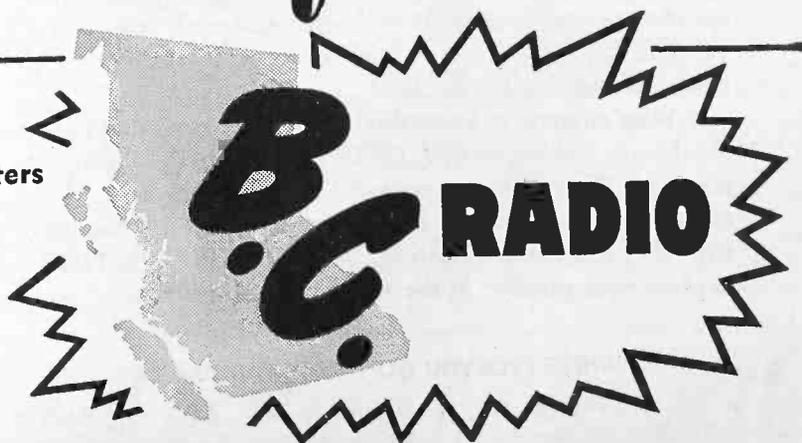
B. C. Radio

extensively!

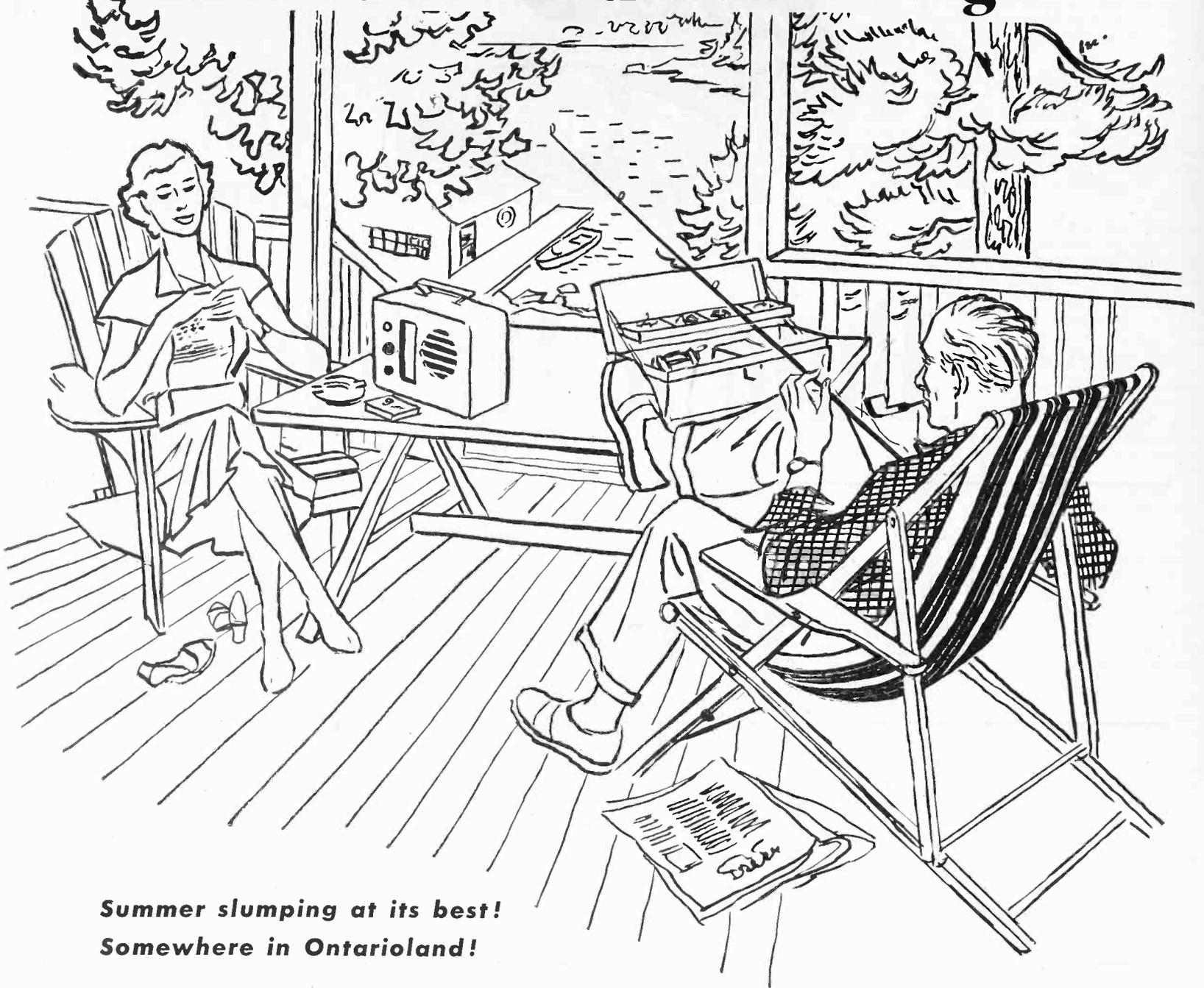
The British Columbia Association of Broadcasters

- 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



Much ado about something!



**Summer slumping at its best!
Somewhere in Ontarioland!**

... at its best, too, in Canada's No. 1 Market!
Father puts his feet up ... Mother takes her shoes off ...
but on holiday or at home, families keep right
on buying.

No, vacation-minded Ontario doesn't spend less come
"summer slump" time. It may spend more for such
items as are seasonal, but from June through August it still
spends one quarter of its annual total. And while it's
doing it ... Mother ... with her shoes off ... is
probably planning for the Fall!

Wise advertisers know this! They know, too, that in
this money-making market, CFRB is their money-making
salesman. Ninety-five per cent of Ontario homes have
radios. More homemakers listen regularly to CFRB than to
any other independent station. **BUT NOW IS THE TIME**
to plant your product in the sunshine. **SEE CFRB!**

WHERE EVER YOU GO THERE'S RADIO!

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

CFRB

50,000 WATTS 1010 K.C.

Representatives:

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