

CANADIAN BROADCASTER

AND TELESCREEN

TORONTO, ONTARIO

September 17th, 1952

Vol. 11, No. 18.

TV IS TOP TOPIC AT W.A.B.

Banff, Alta.—The Western Association of Broadcasters, in convention at this Rocky Mountain resort last week, tabled a resolution, urging the government "to permit and encourage at once the provision of television service to all communities of Canada by the now existing non-government broadcasting stations." These stations, it was pointed out, "have served their respective communities for many years and are willing to provide this further service of television at no expense to the taxpayer." The resolution went on to demand that "access to television service be permitted free from artificial controls which would hamper the full development of television service to Canadians."

In another resolution, the WAB delegates expressed their opposition "to the present license fee tax levied on the right to hear radio broadcasts." The resolution went on to say that "whereas it is reported that a further tax on the right to view television broadcasts is being considered, therefore be it resolved that the WAB express its opposition to any tax on access to information in the form of either AM or TV receiver license fee."

The three-day meeting dealt with the matters on its agenda in a businesslike manner, taking time out for the annual golf game, which was well supported, though the weatherman chose that particular afternoon to cut up.

Gerry Gaetz of CJCA, Edmonton, was elected president for the coming year. The other directors are: Bill Rea, CKNW, New Westminster; Hal Crittenden, CKCK, Regina; and John Craig, CKX, Brandon.

President Ed Rawlinson opened the proceedings on Thursday afternoon, when he welcomed the delegates and their guests. Touching on the topic which seemed uppermost in everyone's mind—television—he pointed out that the new medium is "the only convenience, luxury or service enjoyed in the United States on a wide scale and not in Canada."

Next speaker to be heard from was the general manager of the parent association, the Canadian Association of Broadcasters, Jim Allard. Reporting on current CAB activities, Allard urged broadcasters, even from the smallest centres, to lose no time in filing their applications for TV licenses with the Department of Transport even

though no action will be taken on them in the near future. "It is quite financially feasible," he said, "to operate a television station in virtually any area where an AM station now exists." He pointed out that many TV stations in the United States are providing a good service to communities not larger than such places as Lethbridge, Prince Albert, Brockville and Fredericton.

Next, the manager of CJCH, Halifax, Finlay MacDonald, who was in Banff for the CAB Board meeting which took place immediately before the Convention, told the meeting about the recent production of the all-Canadian musical comedy, *Bonanza*. It was recently produced with considerable success in Halifax under CJCH's financial sponsorship and with the active co-operation of all connected with the station.

Pat Freeman, CAB director of Sales and Research, started things off on Friday morning. He warned the meeting that the problem they are going to have to face is that of keeping the conversation on AM planes when they make their annual trips to Toronto and Montreal and call and see the time buyers who are overflowing with TV.

On a medium-priced TV show, he said, speaking of the expense of the new medium, six homes are delivered to an advertiser for one dollar. With AM radio, the same dollar delivers from 250 to 300 homes.

Turning into the field of research, Freeman explained his present project which is to establish an index of dollar volume of expenditures by accounts, such as are forthcoming in other media. An exhaustive survey has identified 589 national accounts using Canadian radio, with a further 53 unidentified. At least 117 U.S. firms are using Canadian radio, he said. "Radio can now talk across the desk and give intelligent comparisons with other media," he said.

Farming, with a Canadian production figure of \$4,000,000,000 this year, will remain among the top two or three industries, and rates attention from stations in agricultural areas, according to Omar Broughton, farm director of CJOC, Lethbridge. Broughton delivered an informative talk, a digest of which will appear in an early issue.

AIR TALENT TO BEAT ARTHRITIS



FROM ALL OVER B.C. came the winners of the recently-completed CKWX—Associated Commercial Travellers "Amateur Hour," soon to get under way for a third season. From left to right, in the above photo, are: Jimmy Moore of Duncan; Dorothy Williams, Vancouver; Audrey Irving, Nanaimo; Slim Barr, Courtenay; Georgina Lindquist, Hope; Grace Ray, Vancouver; and Carole Keith of North Vancouver. Barr captured the grand prize of a round-trip to Hawaii, including all expenses, while the others shared merchandise and certificates. The program continually tours the province for talented contestants with the backing of the station and ACT, and, in addition, has raised \$9,000 for the B.C. Division, Canadian Arthritis & Rheumatism Society, in two years, through listeners' donations.

CBC TV'S RADIO, PRESS AND ADMEN

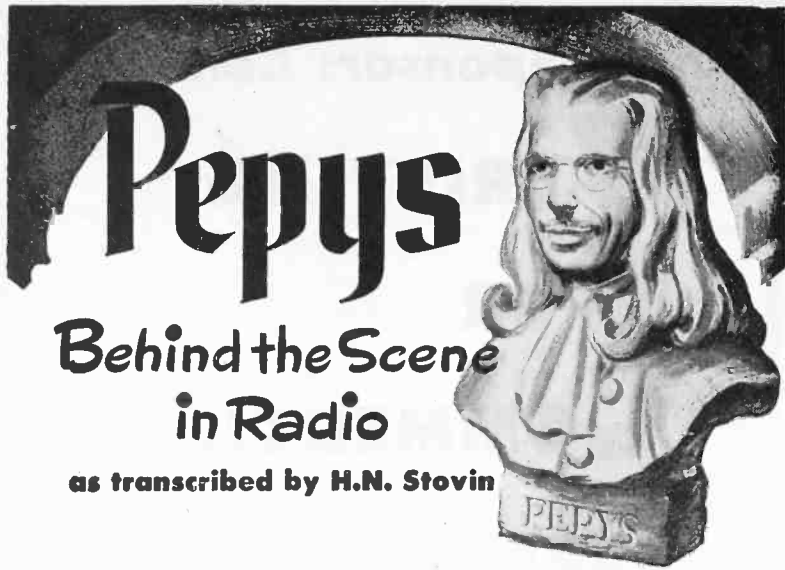


ALL SEGMENTS OF ADVERTISING—radio, television, press and agency—were represented by prominent figures before the cameras of the newest member of the industry, television, during Press, Radio & Advertising Day at the Canadian National Exhibition. Preparing to go before the CBC TV camera (extreme right) in the above picture, left to right, are: Robert Farquharson, editor of Saturday Night; Stuart D. Brownlee, secretary of Radio-Television Manufacturers' Association of Canada; Roy Thomson, president of Northern Broadcasting Company, the Thomson Dailies and of The Canadian Press; and Harry E. Foster, president of Harry E. Foster Advertising Ltd.

The final morning, Saturday, was given over to a number of talks. First, Harold Moon of BMI Canada Ltd. told the members that their musical organization was enjoying increased publication of music in new fields.

He mentioned the two all-Canadian musical productions in which radio has been taking a part—*Timber* in Vancouver and *Bonanza* in Halifax. An advance of \$1,000 had been received for the
(Continued on page 3)

Serving Advertising and Selling for over 11 Years



"Do note, with some regrets, the passing of summer, as told by the autumnal glow of our maples; and then do remember that reddening leaves also tell of a new fall season, and prospects for increased business for our goodly Stovin Stations ● ● ● Did feel mightily uplifted on perusing the August 11th number of 'Sponsor', with its fine Canadian radio section; particularly on that part of it which dealt with merchandising assistance to sponsors done voluntarily by stations—for, of the 16 pictures reproduced, no less than 10 of them were Stovin Stations. It is increasingly true that a Stovin Station IS a proven station ● ● ● From Mengie Shulman the pleasing though scandalously irreverent comment that, whereas many sponsors request fourteen minutes of commercial comment in a quarter-hour program, VOXM, St. John's, Newfoundland, has a program for Standard Mfg. Co. which puts the listeners' pleasure first and has no commercial content whatever—and, moreover, this is the fourth consecutive renewal for this satisfied sponsor ● ● ● Owen Sound dealer, fittingly named O. K. Reuber, proved himself O.K. by delivering the largest per capita volume of Beatty Bros. Appliance Sales in Canada. He is a consistent user of radio over CFOS, and his success is yet another proof of the purchasing power of this rapidly-growing market ● ● ● CJOR, Vancouver, reports its local sales up by 35%. Local advertisers know by experience where their advertising pulls best—and they are buying CJOR most—more, in fact, than any other B.C. station ● ● ● Bill Hawkins further reports that two CFOS salesmen, returning from a selling trip, noticed smoke on a side road and drove in to investigate. Found a fire started in a field of ripe grain and, with the help of passing motorists, beat out the fire with automobile blankets, averting a possible total loss, and providing a nice example of CFOS's blanket coverage!"

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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



Last week an enthusiastic station manager, whom I love very dearly and who runs a lot of lovely ads in this journal, sent us in a story which will never get into print.

With what should probably go under the hackneyed description of "pardonable pride," our correspondent related how a local sponsor had just renewed a contract for a program on his station for the third or fourth successive year. We had no quarrel with the news item this far. It went on to say, though, that the advertiser was simply identifying himself as the sponsor of the programs without giving any sales talk, in order that listeners might be spared the annoyance of having to listen to advertising — or words to that effect.

Ouch!

What a sponsor, local or national, does with the commercial — provided he keeps within realms of truth, decency and whatever

degree of ethics the station's prosperity permits it to indulge itself in—is, I suppose, very largely its own business. But when a station lets a sponsor brag to the world that he is magnanimously sparing his fellow man the supreme torture of listening to advertising, that station is, in effect, expressing agreement with this sponsor's view that advertising is an aggravation. He is like a manufacturer who admits that the raincoats he makes are not waterproof, that the fertilizer he compounds won't make things grow, or that the pills he markets won't cure the aches they are supposed to cure.

What we should like to suggest to our station manager friend is that if a businessman in his area feels that he is bestowing a blessing upon the listeners by refraining from including in his shows the kind of commercial announcement that station is in the habit of dispensing, there is something radically wrong with the commercials and it is high time that something was done about it.

Survey after survey, conducted among listeners all over the North American continent, have uncovered the fact that a vast majority of the people are in no way annoyed by commercials and that those who are disturbed or distressed by any facet of the radio fare they receive are far more likely to tune out the "entertainment" part of a program than the commercial.

Good commercial copy is interesting
(Continued on page 6)

Green Acres turn to GOLD! in Southern Alberta

Yes, irrigation turns Green Acres into Gold in Southern Alberta . . . AND, it's only the beginning . . .

STAKE YOUR CLAIM NOW!

ASK YOUR ALL-CANADA Representative for details on how you can stake your claim for a share of this market.

Sell this Major 136,000 consumer market via . . .

CANADIAN BROADCASTER

AND TELESCREEN

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

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CCAB

Vol. 11, No. 18.

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September 17th, 1952

No Tears For The CBC

We are unable to shed salt tears over the failure of the two major American networks to co-operate with the CBC in the importation of American-produced commercial television programs. The reasons for our lack of sympathy over what must have been an extremely severe blow is that we cannot for the life of us see in what way the government television service is performing the functions for which it was formed (or rather for which its progenitor, the national radio service, was formed) when it devotes its time and its facilities to selling merchandise.

There is no difference between AM and TV as far as government interference is concerned. So long as either or both of them sustain themselves in full or in part through advertising revenues, government has no business poking its nose in. Surely government is the servant of business, not its mentor. Its function is to smooth out the path of business, not to push it into the ditch as it usurps the pathway for itself.

It might even be that the U.S. networks, themselves not completely immune from an over-dose of governmentitis, recognized the danger to democracy in what the CBC was planning, and decided not to be an accessory after the fact in the same manner as Canadian advertisers and their advertising agencies, who are cheerfully willing to shut their eyes to this side of the question, provided they may utilize the new medium to their own advantage, and perhaps even more important, keep their competitors out.

There may be quite a significant thing about a short news item in the American trade paper, "Radio Daily," for August 26. The item reads, in part: "Famous Players Canadian Corporation has acquired exclusive Canadian rights to manufacture and distribute Telemeter equipment, John J. Fitzgibbons, president of FPCC, announced yesterday. The Corporation also purchased the franchise for the Telemeter Community antennae equipment."

It doesn't take a great deal of intelligence to divine that it is not the intention of Mr. Fitzgibbons and his corporation to use this equipment to fry hot dogs in theatre lobbies. With just the slightest vestige of imagination, we might even hazard a guess that Famous Players, importers and exhibitors of United States motion picture films, do not propose to sit down under the CBC's decisions not to recommend TV licenses to private interests, themselves in particular. Possibly they are going ahead with some sort of subscription TV, which will enable subscribers to put coins into this Telemeter device, to bring in American



programs and the Famous Players' own American films, on a sort of closed circuit basis, similar to the wired music fed to subscribers by Musak and others.

Here are the facts that the CBC, the Prime Minister and the Minister of National Revenue might as well face. Television is normal commercial progress and you can't legislate against progress. If the government is going to hold onto its already not inconsiderable stake in television, it is going to need the assistance of private capital and private initiative, which is willing and eager to join forces. If, however, the government is going to play dog-in-the-manger and shut private business out of what it cannot possibly do itself, then it is going to have to pit its wits against those who will find a way of accomplishing their ends through some other means. And there are other means. You can bet your boots on that.

They Don't Know Where They're Going

When an emergency strikes a business, quite often it is because someone on the staff of that business suddenly finds himself faced with the problem of doing a job he has never had to tackle before. About all that can be done when this happens is to make the best of a bad job, because it is too late to do much about it.

There is scarcely a business in which preparedness could not avoid such situations. If they emulated the theatre, where every principle performer has an understudy, ready to step in the breach when an emergency arises, it would go a long way towards remedying what is often quite a serious situation.

It has to be remembered, though, that

just a superficial knowledge of the part is not enough to have the understudy ready to take over the part. What is actually needed is as close study resulting in as keen understanding as was undertaken by the actor.

Translated into terms of business, it means that every key man has to set to work to train his successor long before there is any likelihood of his taking over. It is not easy to do because it is like studying air raid precautions in peace time.

The trouble with most young people who are unhappy in their jobs is not just that they want more money. The trouble with them is that they don't know where they are going.

The adoption of a plan such as we have just outlined, would not only forearm the business against possible emergency. It would also make for a staff with a purpose.

Every man in the organization would not only feel that he had a real future with his firm. He would know in exactly what sphere of activity that future lay. It would enable him to plan his way of living, because he would know what would be the likelihood of his having to make a move at some future time. He could pursue studies, by reading and courses, which would better fit him for the berth which might lay ahead. Because a clearly defined purpose had come into his life, he would be a more contented and therefore healthier, happier and more valuable man.

This is not to suggest that we are putting forward a completely revolutionary idea. Obviously it is done in many places, just as we have described it. But we are thinking that it is a plan which might be put into execution on a far broader scale. We believe, for example, that when a junior is taken on as an office boy, his actions should be carefully watched for the first few months and that he should then be told that if he behaves himself and uses his head, he is headed for the accounting or sales department or wherever his capabilities and aptitudes seem to suggest.

Easily the greatest tragedy in modern business is the drone. He comes in hundreds. He turns up at work on the dot of nine, and has schooled himself to have the first button of his topcoat done up as the second stroke of five rings out. He does what he is paid to do—no more, no less. He is drab, uninteresting, colorless.

Maybe he's that way naturally, this mythical drone. Maybe, though, there lies underneath that mournful exterior a fire that has long since gone dead because, long years ago, when he first started to work, no one ever told him where he was heading.

The
WESTERN
RADIO
PICTURE
is
NOT
 COMPLETE★
without
OUR
1000
PERSUASIVE
WATTS!

*NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT

CHAT
 MEDICINE HAT
 An All-Canada-Weed Station

OVER THE DESK

(Continued from page 4)

esting. It has to be if it is to retain the attention of listeners and attract more. If it fails in this regard, it and the program that go with it will simply fade ignominiously off the air because no one will be prepared to pay the shot. Commercial copy has to have appeal, but this, for my money, does not mean that it must startle people out of 10 years' growth and their underwear by the use of some such crude attention-getting device as an atomic explosion or a woman's scream.

This sort of thing falls in the same category as the use of a picture of an over-exposed babe to attract attention to a printed advertisement—not just for cosmetics but for anything from a laxative to a locomotive. The individual who directs the use of this type of art work has read somewhere that: "A picture is worth a thousand words." In actual fact, though, while this bromide may be quite true insofar as compelling attention is concerned, it is inevitably hoisted by its own petard, because it will attract such keen attention to the girl that the sales message will not even be noticed.

Fetching females and strident screams are a lazy way of attracting attention. They are, at best, a poor substitute for good writing, and that is why they must fail.

There is only one way to make

the commercials work. And that is to have them ably written, by skilled craftsmen, in language familiar to the people to whom they are addressed, and answering the questions the listeners would ask if the product was being demonstrated in a store. In other words, telling them what they want to know.

So-o-o, if I may make so bold, I should like to suggest to the station manager, whose well-intended letter prompted this outburst, that he have a chat with his public-spirited but mistaken sponsor, and, instead of cutting out the commercials, that he help him add to the pleasure his listeners derive from his program, by giving them information which is essentially interesting, about how their happy lives may be made even brighter. That is information which everyone is eager to receive. It is the basis for every invitation to buy a product.

At least two sets of wedding bells have chimed around here in the past week or so. One was for Neil Copeland, who middle-aisled it with Carol Lovatt of this city September 3. Neil, incidentally, is the second in command and son and heir-presumptive to the radio advertising office founded by his father, Don, which functions under the firm name and style of Don H. Copeland Advertising Ltd. Carol brings a breath of respectability onto Radio Row by being the daughter of the general manager of the Sterling Trusts Cor-

poration.

The other poor guy to go out for the count was, or perhaps I should say still is, Frank Jones who, since last Saturday afternoon, is taking orders from the former Gwen Horner. Both until very recently were on CKFH. Now Frank has accepted a promotion job with Columbia Records and will commence his new duties on his return from a short honeymoon. Frank's history in radio, which seems to have ended for a time although his new pasture is right alongside, started with Jack Beardall at CFCO, Chatham. After a little over a year he transferred his affections to Frank Ryan and CFRA, Ottawa. Two years later he took a spell out to try his hand as an impressario, handling Wilf Cailer. Then it was George, Keeble, Hammond et al at CFCF, Montreal. There followed a short spell between jobs in the Broadcaster office, before he linked up with 'FH.

The wedding was performed at the Humbercrest United Church here. Your correspondent, who was among those present, succeeded in getting into the wrong wedding first, but wishes to report that it was very good too. A reception was held at the St. George's Golf Club, where we were the guests of the bride's parents, Mr. and Mrs. Mason Horner. (Mr. H. is a juvenile court judge, which for some reason Frank feels may come in useful later.) Among radio friends were a number of CKFH-ites and Chuck Tierney and his wife who came to town from Ottawa, where Chuck is copy chief at CFRA. The toast to the bride was proposed by Mr. J. E. Macdonnell, M.P., who sits in the House as financial critic for the Conservative Party.

As has been mentioned in past issues, your scribe is still available.

That seems to clean off The Desk for this issue. Buzz me if you hear anything, won't you?

**ASSISTANT COMMERCIAL MANAGER
 WANTED FOR
 WEST COAST STATION**

Box A-135

Canadian Broadcaster & Telescreen, 163½ Church St., Toronto



**MORE POWER
 to Saskatchewan!**

DURING 1951 more than 242 MILLION kilowatt hours of electricity were sold to customers of the Saskatchewan POWER Corporation. Some 4,000 farms are being added to lines under the 1952 Rural Electrification program, bringing the total number of electrified farms to 12,000. An even greater number will be added in '53.

More POWER to agriculture means more prosperity to Saskatchewan. The figures below show the tremendous growth of the publicly-owned POWER Corporation—a very important factor to industry and advertisers all across Canada. For detailed information on this market, write to us — or see your nearest All-Canada Man!

	Customers	Towns	Kilowatt Hours Sold
1951	72,700	540	242,500,000
1945	24,627	234	78,000,000
1939	9,630	129	49,000,000
1933	7,574	123	40,000,000



CKCK • Regina, Sask.

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

- FARMING
- FISHING
- FURS
- FORESTS

4 - IN - 1 MARKET

THE BIG FOUR WHICH SUPPLIES THE CKBI MARKET WITH A YEAR - ROUND INCOME. ADD THIS MARKET TO YOUR 1952 CAMPAIGNS.

CKBI

PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

STATIONS

Boosts Baseball Build

Prince Albert.—Up until this year baseball has never been an important part of sports activities in and around this community, unlike hockey, for example, which really draws the crowds. But CKBI here has helped to change baseball's status considerably.

Never good, the game did enjoy a few seasons which some optimistically considered fair, and there was evidence that interest in the sport did exist. In an effort to spark it into new life, the baseball enthusiasts here formed a branch of the increasingly popular Little League Baseball for youngsters.

With publicity issuing from CKBI, 300 pint-sized DiMaggios were hustled into uniforms within three weeks and a whole system of teams and farm teams was organized. Two six-inning games are played each night the league goes into action, and to further local interest, CKBI and its sportscaster, Nick Roche, broadcast regular games in the schedule.

In fact, to make the Little League flavor complete, a 12-year-old catcher from one of the farm teams in the loop, Scott Newell, assists Roche at the mike and actually voices about half of each game himself.

So Little League in this area has become big, and it is said that the net results of the broadcasts

are a fervent interest in minors' baseball even in distant communities, plus larger crowds at all ball games.

CKWX Newsmen In Air

Vancouver. — Reporters from CKWX took to the air for two events in widely separated parts of the country late last month. News director Bert Cannings took engineer Dave Pomeroy and flew to Uplands Airport, Ottawa, with the RCAF to cover joint exercises of U.S. and Canadian airmen. He made special recordings with B.C. fliers taking part in the training scheme.

At the same time news editor Mike Giraud went along as observer while the air force searched for a small aircraft from Detroit missing in southern B.C. with two priests aboard.

were several strikes in progress and money was being spent less freely than usual.

Broadcasters To Share Direction Of PN

Banff Springs, Alta.—Last week, at the WAB Convention here, Press News took the first public step towards encouraging private broadcasters to take a hand in the direction of this radio news service.

Press News manager Charlie Edwards reported to a meeting of western PN subscribers that the parent organization, The Canadian Press, had put forward a plan to have four private broadcasters on the nine-man board of directors. CP, a co-operative organization owned by most Canadian newspapers, will appoint the other five.

The meeting approved the plan in principle, and chose Gordon Love, manager of station CFCN, Calgary, to represent the four western provinces on the board. When the plan is complete, there will be one broadcaster-director from each of the other regions: Central Canada (Ontario and English-speaking Quebec); Quebec (French speaking); and the Maritime Provinces.

Edwards said the plan was recognition of the increasing importance of radio news. He felt it was in the broadcasters' interests to take an active part in developing the service to meet the special news requirements of radio.

Ten Spots Jam Store



New Westminster. — A one-day advertising campaign of 10 spot announcements on CKNW, by Phillips Radio and Furniture Ltd., jammed the store a few moments after opening time next morning and at 9.45, when this picture was taken, customers were lined up for a block waiting to get in.

The store was advertising specials on items damaged by smoke and water but found that a large volume of stoves, refrigerators and other major items sold at the same time. Volume of sales was sustained for a week and a half by continuation of 10 spots daily.

Store officials were particularly impressed with the effect of the advertising campaign because it took place at a time when there

Date Switch For Engineers' Meet

Hamilton.—A change of dates to October 14 and 15 for the forthcoming engineering conference of the Central Canada Broadcasters' Association to be held here has been announced. Originally scheduled for October 13 and 14, the change was necessitated by Thanksgiving.

To be held in the Royal Connaught Hotel here, the conference is scheduled to feature talks and the presentation of technical papers by prominent engineers, as well as a tour of the CBC television facilities in Toronto.

It is the first conference to be held by the recently-formed engineering committee under the auspices of CCBA.

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.

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

CKCV



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

The best buy for your advertising \$ in Quebec

CBC

Defer Dual Ruling

Montreal. — The quest of the radio station CHNO, Sudbury, for a license to establish a supplementary AM transmitter using its existing antenna system, was deferred for further study by the Board of Governors of the Canadian Broadcasting Corporation during its meeting here earlier this month.

CHNO, which operates on 1440 kcs. with 1000 watts power, is seeking a license for a supplementary transmitter to operate on 1240 kcs. with 250 watts power. It is understood that this set-up, if approved, would enable CHNO to air a simultaneous bilingual service. The CBC Board said the station has filed a new technical brief on its proposal with the Department of Transport.

The Board also deferred judgement on the proposed transfer of control in station CKLS, LaSarre, P.Q., to J. J. Gourd, D. A. Gourd and R. Charbonneau, until it receives more information.

Station CJEM, Edmundston, had its request for a change in frequency from 1380 kcs. to 570 kcs. approved by the Board on the grounds it will improve radio service in the area. No change was made in the station's power of 1000 watts.



Emergency transmitters for two stations were approved by the Board. One approval covered a 1000 watt emergency transmitter for station CFRA, Ottawa, while the other was for a 100-watter at CKSF, Cornwall.

A transfer of the license of station CHLN, Trois Rivières, from La Compagnie de Publication du Nouvelliste Limitée to Radio Trois Rivières Inc., was approved by the Board, as was a transfer of the license of CKLD, Thetford Mines, from La Compagnie de Radio-diffusion de Thetford Limitée to Radio Thetford Limitée. In both cases control of the company was not affected.

The Department of National Defence station at Dawson, Yukon Territories, had a frequency change from 1400 kcs. to 1230 kcs. approved, without change to its 100 watt power.



The Board also approved the

following: issuance of 1,000 preferred and transfer of 240 3/10 preferred shares in the Brookland Company Ltd., affecting stations CHEX, Peterborough and CKWS, Kingston; transfer of 667 common shares in CHOK, Sarnia; issuance of 50 common and redemption of 13 common shares of CHRL, Roberval; transfer of 2 common shares in Evangeline Broadcasting Co. Ltd., affecting the twin stations, CFAB, Windsor and CKEN, Kentville in Nova Scotia; transfer of 6 common shares in CKLD, Thetford Mines; transfer of 28 common shares in CKLN, Nelson; transfer of 10 common shares in CKX, Brandon; transfer of 100 common shares in CJON, St. John's Nfld.; transfer of 6,000 common and 678 preferred shares in CJBR, Rimouski; transfer of 17 common shares in CKLW, Windsor; transfer of 9,000 common and 120 preferred shares, and issuance of 120 preferred shares in CHEF, Granby; transfer of 1 common share in CJOR, Orillia; transfer of 1,250 common and 10 preferred shares in CKRD, Red Deer; issuance of 1,000 preferred and transfer of 642 35/50 preferred shares in Northern Broadcasting Company Ltd., affecting stations CFCH, North Bay, CJKL, Kirkland Lake and CKGB, Timmins.

ter of a century with sound broadcasting, from continuing this service with sight and sound."

The CAB, bolstered by the cooperation of its regional associations, such as the WAB, "is going to continue its vigorous fight to obtain for all the radio audiences of Canada TV broadcasting which is now confined, by government edict, to the two largest and wealthiest cities in Canada," the broadcasters' national chairman said later. "It (the government) has spent millions of dollars of tax money, collected from every part of the country, to provide a very limited service to these two areas," he said, "one of which is already enjoying a complete TV service from the United States."

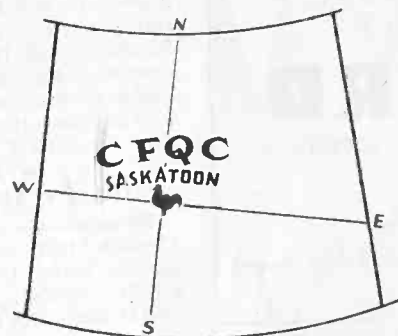
**cjcs
SELLS**

in

Stratford



North and South East and West



**CFQC Sells
To All Saskatchewan!**
Do You?

Contact

Radio Reps
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THE RADIO HUB OF SASKATCHEWAN

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- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

- FARMING
- FISHING
- FURS
- FORESTS

4 - IN - 1 MARKET

THE BIG FOUR WHICH SUPPLIES THE CKBI MARKET WITH A YEAR - ROUND INCOME. ADD THIS MARKET TO YOUR 1952 CAMPAIGNS.

CKBI

PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

STATIONS

Boosts Baseball Build

Prince Albert.—Up until this year baseball has never been an important part of sports activities in and around this community, unlike hockey, for example, which really draws the crowds. But CKBI here has helped to change baseball's status considerably.

Never good, the game did enjoy a few seasons which some optimistically considered fair, and there was evidence that interest in the sport did exist. In an effort to spark it into new life, the baseball enthusiasts here formed a branch of the increasingly popular Little League Baseball for youngsters.

With publicity issuing from CKBI, 300 pint-sized DiMaggios were hustled into uniforms within three weeks and a whole system of teams and farm teams was organized. Two six-inning games are played each night the league goes into action, and to further local interest, CKBI and its sportscaster, Nick Roche, broadcast regular games in the schedule.

In fact, to make the Little League flavor complete, a 12-year-old catcher from one of the farm teams in the loop, Scott Newell, assists Roche at the mike and actually voices about half of each game himself.

So Little League in this area has become big, and it is said that the net results of the broadcasts

are a fervent interest in minors' baseball even in distant communities, plus larger crowds at all ball games.

CKWX Newsmen In Air

Vancouver. — Reporters from CKWX took to the air for two events in widely separated parts of the country late last month. News director Bert Cannings took engineer Dave Pomeroy and flew to Uplands Airport, Ottawa, with the RCAF to cover joint exercises of U.S. and Canadian airmen. He made special recordings with B.C. fliers taking part in the training scheme.

At the same time news editor Mike Giraud went along as observer while the air force searched for a small aircraft from Detroit missing in southern B.C. with two priests aboard.

were several strikes in progress and money was being spent less freely than usual.

Broadcasters To Share Direction Of PN

Banff Springs, Alta.—Last week, at the WAB Convention here, Press News took the first public step towards encouraging private broadcasters to take a hand in the direction of this radio news service.

Press News manager Charlie Edwards reported to a meeting of western PN subscribers that the parent organization, The Canadian Press, had put forward a plan to have four private broadcasters on the nine-man board of directors. CP, a co-operative organization owned by most Canadian newspapers, will appoint the other five.

The meeting approved the plan in principle, and chose Gordon Love, manager of station CFCN, Calgary, to represent the four western provinces on the board. When the plan is complete, there will be one broadcaster-director from each of the other regions: Central Canada (Ontario and English-speaking Quebec); Quebec (French speaking); and the Maritime Provinces.

Edwards said the plan was recognition of the increasing importance of radio news. He felt it was in the broadcasters' interests to take an active part in developing the service to meet the special news requirements of radio.

Ten Spots Jam Store



New Westminster. — A one-day advertising campaign of 10 spot announcements on CKNW, by Phillips Radio and Furniture Ltd., jammed the store a few moments after opening time next morning and at 9.45, when this picture was taken, customers were lined up for a block waiting to get in.

The store was advertising specials on items damaged by smoke and water but found that a large volume of stoves, refrigerators and other major items sold at the same time. Volume of sales was sustained for a week and a half by continuation of 10 spots daily.

Store officials were particularly impressed with the effect of the advertising campaign because it took place at a time when there

Date Switch For Engineers' Meet

Hamilton.—A change of dates to October 14 and 15 for the forthcoming engineering conference of the Central Canada Broadcasters' Association to be held here has been announced. Originally scheduled for October 13 and 14, the change was necessitated by Thanksgiving.

To be held in the Royal Connaught Hotel here, the conference is scheduled to feature talks and the presentation of technical papers by prominent engineers, as well as a tour of the CBC television facilities in Toronto.

It is the first conference to be held by the recently-formed engineering committee under the auspices of CCBA.

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.

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC



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

The best buy for your advertising \$ in Quebec

CBC

Defer Dual Ruling

Montreal. — The quest of the radio station CHNO, Sudbury, for a license to establish a supplementary AM transmitter using its existing antenna system, was deferred for further study by the Board of Governors of the Canadian Broadcasting Corporation during its meeting here earlier this month.

CHNO, which operates on 1440 kcs. with 1000 watts power, is seeking a license for a supplementary transmitter to operate on 1240 kcs. with 250 watts power. It is understood that this set-up, if approved, would enable CHNO to air a simultaneous bilingual service. The CBC Board said the station has filed a new technical brief on its proposal with the Department of Transport.

The Board also deferred judgement on the proposed transfer of control in station CKLS, LaSarre, P.Q., to J. J. Gourd, D. A. Gourd and R. Charbonneau, until it receives more information.

Station CJEM, Edmundston, had its request for a change in frequency from 1380 kcs. to 570 kcs. approved by the Board on the grounds it will improve radio service in the area. No change was made in the station's power of 1000 watts.



Emergency transmitters for two stations were approved by the Board. One approval covered a 1000 watt emergency transmitter for station CFRA, Ottawa, while the other was for a 100-watter at CKSF, Cornwall.

A transfer of the license of station CHLN, Trois Rivières, from La Compagnie de Publication du Nouvelliste Limitée to Radio Trois Rivières Inc., was approved by the Board, as was a transfer of the license of CKLD, Thetford Mines, from La Compagnie de Radio-diffusion de Thetford Limitée to Radio Thetford Limitée. In both cases control of the company was not affected.

The Department of National Defence station at Dawson, Yukon Territories, had a frequency change from 1400 kcs. to 1230 kcs. approved, without change to its 100 watt power.



The Board also approved the

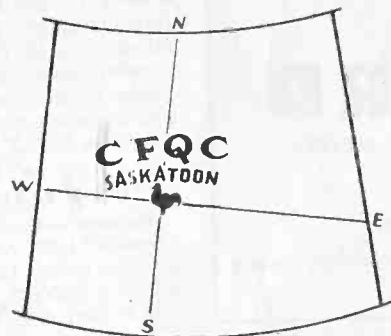
following: issuance of 1,000 preferred and transfer of 240 3/10 preferred shares in the Brookland Company Ltd., affecting stations CHEX, Peterborough and CKWS, Kingston; transfer of 667 common shares in CHOK, Sarnia; issuance of 50 common and redemption of 13 common shares of CHRL, Roberval; transfer of 2 common shares in Evangeline Broadcasting Co. Ltd., affecting the twin stations, CFAB, Windsor and CKEN, Kentville in Nova Scotia; transfer of 6 common shares in CKLD, Thetford Mines; transfer of 28 common shares in CKLN, Nelson; transfer of 10 common shares in CKX, Brandon; transfer of 100 common shares in CJON, St. John's Nfld.; transfer of 6,000 common and 678 preferred shares in CJBR, Rimouski; transfer of 17 common shares in CKLW, Windsor; transfer of 9,000 common and 120 preferred shares, and issuance of 120 preferred shares in CHEF, Granby; transfer of 1 common share in CJOR, Orillia; transfer of 1,250 common and 10 preferred shares in CKRD, Red Deer; issuance of 1,000 preferred and transfer of 642 35/50 preferred shares in Northern Broadcasting Company Ltd., affecting stations CFCH, North Bay, CJKL, Kirkland Lake and CKGB, Timmins.

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

Penn McLeod Survey

SHOWS

CKRD has 83.3% of
Central Alberta audience
on noon newscast.

CKRD IS A MUST FOR YOUR
SALES STORY IN THIS
WEALTHY AGRICULTURAL AND
OIL RICH DISTRICT.

CKRD

RED DEER, ALBERTA

See
Radio Reps. — Adam Young

AGENCIES - AM

By Art Benson

ASSOCIATED BROADCASTING

Toronto. — Templeton's Limited has renewed its series of transcribed spots and participating programs over 40-odd stations in B.C., Alberta and Quebec for a year advertising Raz-Mah capsules and TRC's, and introducing Par-eca capsules for children.

Dominion Stores Ltd. has an eight-week spot announcement test campaign going to CKLW, CFPL, CHML, CKSO and CKEY.

So-Rite Sewing Machine Company resumes its spot announcement series over CFRB and CKEY, Toronto.

Sunnybuilt Prefab Products Ltd. has a 10-minute three-a-week segment of *Make Believe Ballroom* going to CKEY, Toronto, until November.

F. H. HAYHURST

Toronto. — Acousticon Company has a series of five-minute, three-a-week transcribed *Hymn for the Day* going to KKNW, New Westminster, until the middle of November, advertising hearing aids. Same sponsor also has taken a five-minute, three-a-week newscast over CHLT, Sherbrooke.

D'ARCY ADVERTISING

Toronto. — Coca-Cola Ltd. has a 13-week test campaign of time signals going to KKNW, CJOR, CJOB, CKOY, CFRB, CKEY, CJAD and CKVL.

CROMBIE ADVERTISING

Toronto. — At least eight Ontario stations and some in Quebec will be formed into a supplementary network to carry the official opening of Canadian Oil Companies' new refinery in Sarnia on September 25. The 15-minute program will feature congratulatory messages by Trade and Commerce Minister C. D. Howe, Ontario Premier Leslie Frost and Alberta Premier E. C. Manning.

Toronto. — Commercial Alcohols Ltd. has a spot announcement series going to 12 stations coast to coast until November, advertising its Solo Anti-Freeze.

RONALDS ADVERTISING

Toronto. — The Rexall Drug Company Limited is renewing its sponsorship of the half-hour *Amos 'n' Andy Show* over CFRB, Toronto and the CBC Dominion network beginning September 28 at 7.30 EST. Originating in Hollywood, the program will carry commercials cut in here by John Rae.

J. J. GIBBONS

Toronto. — Dominion Foundry & Forging Ltd. (Brockville) has scheduled a 13-week series of five-minute, six-a-week *Sports Line* with Joe Crysdale over CKEY, Toronto, advertising Thermotube & Chinook Oil Furnaces.

G. H. Wood & Co. Ltd. has a 13-week spot announcement campaign going to six stations, with a possible extension coming up. Product advertised is Lamorene Rug Cleaner.

AGENCIES - TV

F. H. HAYHURST

Toronto. — Starting last week, Addison Industries Limited are sponsoring weekly half-hour television dramas on both stations CBLT and CBFT. In Toronto, *Addison Spotlight Theatre* began with a series of Stephen Leacock's "Sunshine Sketches" and is seen on Tuesdays at 7.30. Commercials are by women's commentator June Dennis, backed by short scientific talks in lay language by the noted Canadian Dr. Marcus Long.

In Montreal, *Les Feux du Theatre Addison*, featuring vignettes of French-Canadian life by Leclerc, will be seen every other week on Thursdays at 8.30. Filling in on alternate weeks in English will be "Sunshine Sketches," kinescoped in Toronto. Addison commercials on this station will follow a similar format, with Dr. Leon Hortie handling the French talks.

McCONNELL, EASTMAN

Montreal. — Guardian Trust Company has started a series of spot announcements on CBFT demonstrating the service the company offers in connection with wills, business accounting and estate management. The campaign is slated to run for a year.

Quebec's Greatest
French Selling
Voice

CHRC

The only
5000 watt Station
in Quebec City

"TOP FRENCH RADIO VOICE"

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

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

Talent Trail

by Tom Briggs



A minor switch on the Trans-Canada network occurred earlier this month which a good many along Radio Row found rather hard to believe. The sponsor, Robin Hood Flour Mills, is the same and the name of the show, for want of a better one, is still *Musical Kitchen*. It remains a 15-minute, five-a-weeker, following the *Happy Gang*, at 1.45 EDT.

The big surprise, however, came when the featured performer turned out to be Cliff McKay, who seemed to be just about as permanent and indispensable a part of the *Happy Gang* as you could find in this business, especially since he's shared the driver's seat with *Gang* owner, Bert Pearl, for the last couple of seasons.

Room for McKay was made by the departure of announcer-emcee Elwood Glover to a purely selling role; baritone Bernard Johnston was added to the cast. There won't be a female vocalist anymore; Terry Dale, who was dropped from this show some time ago, won't be back, probably because of umpteen other engagements, including television. Otherwise *Musical Kitchen* is the same in personnel as it was before the last hiatus; or expressed differently, the only ones left after the summer cleanup are Howard Cable and about eight good musicians, and producer Jackie Rae.

Even considering the calibre of the new cast on paper points to a better production than the smooth and pleasant, but hardly startling, show last year. On the few occasions lately that these ears have caught the show, it sounded good, but I think the cast is just getting warmed up.

Vocalist-clarinetist-funster McKay is good for a laugh or two each session, while Johnston woos the housewives with his fine voice. But lacking the feminine touch it has been without for some time, gives rise to the interesting question: Is it missed? Does Mrs.

Average Listener notice any lack of balance because the distaff side isn't represented?

Unfortunately there is no precedent supplying any final and complete answer. Every musical show enjoying any measure of success is built mainly around almost equal representation. It remains to be seen whether the people in this revamped venture can keep it from becoming a carbon copy of the *Gang* show (and it is so obvious they might not), or whether it can be made as fresh and enjoyable as the *Gang* when it was new years ago. It isn't as yet.

Cable and company will do their part, I think, and Johnston can fit in almost anywhere. So it seems it's up to Rea and McKay, and the latter must have had something in mind before he made the jump. But we'll have to wait and see.

Technically the CBC's television service opened last week but artistically the foundation has just been laid. It is even too early to say whether or not the foundation is solid enough for the rough going ahead.

Undoubtedly television presents a unique situation. Not for over 30 years (and even then it wasn't too comparable) has it happened that, instead of the player being new to the medium, it is the medium that is new. Everyone, therefore, must start at the bottom, this point varying slightly with only some individuals.

And so, whether they realized it or not and liked it or not, Torontonians (and Montrealers too) started their Canadian TV viewing last week pretty much at the bottom of the quality scale too. Actually, the shows were more dull than badly presented, except for a few instances when the converse was true. And once or twice everything was excellent for a few minutes.

An outstanding example of the latter was Doug Romaine's pantomime skit of a surgical operation in the first production of *The Big Revue* on September 9. He and comedienne Mildred Morey carried the hour-long show almost entirely by themselves, with a hearty assist from Alan and Blanche Lund, whose dancing is well suited to this new medium.

At other times, however, the show was either too busy with dancers all over the place, or giving time and space to a quartet which qualified as such in number only, or boring everybody with an ill-conceived piece of comedy.

And when it is remembered that this was the product of two months of rehearsal, it is fairly disappointing. Best parts of the show, all things considered, were the commercials for Westinghouse by Laddie Dennis and Joel Aldred. At least they were well cued and relatively realistic.

Well, television may be wonderful, but CBC opening week only served to prove that it takes an oyster a heck of a lot longer to make a pearl than it does for a chicken to lay an egg.

You can't cover Simcoe County without CKBB BARRIE

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

We don't sell Time —

FAIL FAIR

SEP

First

We Sell RESULTS

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

to Sell B.C.

BULOVA WATCH

USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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



**AT LEAST
\$100,000,000
WILL BE RECEIVED
AND SPENT
IN THE YORKTON
AREA
THIS YEAR!**

The Saskatchewan Government has predicted a crop for 1952 of 400,000,000 bushels—and the Yorkton district will again lead the province . . .

Farmers in this area will have at least one hundred million dollars to spend—they will buy things they need; things they want . . . things they hear about on their favorite station — CJGX.



940 ON YOUR
RADIO DIAL

CJGX
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.

VERBATIM

S-T-U-G Is Guts Spelled Backwards

Condensed in two parts from an address to the Western Association of Broadcasters, by Richard G. Lewis, editor and publisher of the trade paper, Canadian Broadcaster & Telescreen, at their Convention at the Banff Springs Hotel, September 13th, 1952.

In Canada, when an editor looks at editorializing — or a butcher, baker or candlestick maker, for that matter—he sees a bunch—of newspapers—which do, and another bunch—of radio stations—which don't. He sees those newspapers, whether daily or weekly, peaceably and profitably pursuing their argumentative paths in a world of competitive business. He sees them compelled to live within the limits set out by the Criminal Code, but otherwise unmolested by government regulations and controls. Then, if he turns his eyes towards the adjoining field, he sees the radio stations, gainfully employed in a similar manner to the papers, offering enlightenment and entertainment in return for advertising revenues, but with a government-owned advertising business (the CBC) competing for appropriations and, at one and the same time, writing the rules and regulations under which they, the private enterprise

radio stations, are permitted to function.

Furthermore, and in parenthesis, the government body enjoys the continued patronage and support of the national advertisers and their advertising agencies who eagerly make its undemocratic existence possible by buying its air time, its facilities and its programs for whatever price it may care to ask.

Doesn't it strike you as rather a strange thing that our government, which has proved itself so eager to turn the radio medium of communication into a propaganda machine for itself, has let that other powerful information outlet, the press, go on untrammelled by restrictions? Is this simply a matter of coincidence? Or is there a hateful and evil significance to it? The newspapers, from the country's great dailies to the humblest of weeklies, make a practice of printing their opinions of matters of public importance, and are left to publish without disturbance. The radio stations, on the other hand, do not make a general practice of commenting upon public affairs, and they are subjected to an incessant ruling and regimentation by Ottawa, which would seem unnecessarily severe if it was imposed on a group of school boys.

I should like to suggest that radio stations have labored under the delusion too long that the best way to get along with people is never to disagree with them

and never to say anything with which they might disagree. It is incomprehensible to me — a bachelor—that such a fallacious idea could lurk in the minds of you happily married men. You have been bickering and arguing with the women you love for ten—twenty—thirty—forty years. And you will freely admit that the happiness of your lives together has been largely attributable to your daily differences. Yet when it comes to a question of business, you suddenly transform yourselves into frightened cooing turtle doves, not daring to disagree with anyone about the smallest matter, in case they should buy their next batch of spot announcements from the guy next door.

Now then, what is editorializing? How can a radio station get into it? What does it cost? And where can you get the discs?

I'm sorry, gentlemen. It isn't quite as easy as that?

The policy pursued by newspapers is that the news columns are entirely devoted to factual reporting of the day's news of the world, the country and the community.

In addition to this, there are entertaining features, such as the funnies, poets' corners and all the other bits and pieces whose main function seems to be to provide disc jockeys with pilferable material—those of them who can read, that is.

Next come the columnists. They write opinion pieces—the opinion of the individual writer, that is—on a widely variegated list of subjects ranging from finance and sport to fashions and humorous commentary.

None of these come under the heading of editorials.

Editorials, or leading articles, are neither factual reporting, nor individual comment. They are the opinions of the paper itself, clearly designated as such, and printed in such a space in the paper that it will be obvious to every reader that they are what they are.

As the opinions of the paper,

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

An increase of \$13,237.00 over last year was shown in the Bank Clearings of individual accounts at Sherbrooke, during the first 3 months of 1952— or 15.9%. Put your sales story before this increasingly prosperous market—over CHLT, Sherbrooke—the French speaking station which covers Sherbrooke and surrounding districts.

Representatives

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

Located in the heart
of New Brunswick
CFNB should be the heart
of your New Brunswick
sales campaign

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

LOOK TO THE EAST!
CFNB
5000 WATTS - 580 KCL.

New Brunswick's
Most Listened-To
Station

they may be dictated, in principle, by the publisher or even written by him word for word. On the other hand, other papers have one or more editorial writers on the staff, who know the paper's policy very thoroughly and who write the editorial comment on the day's news without any further direction than that. At the Toronto *Globe & Mail*, the publisher meets his editorial board for lunch in the board room every day. A discussion of the day's news is conducted until points worthy of comment have been selected. Then each member of the board takes one of the subjects and writes it along the lines of the discussion which has just taken place.

■ ■ ■

Just what is a practical method for radio stations to adopt in presenting their editorial opinions to their listeners is open to discussion. One important thing though, in my opinion, is that radio editorials must not be confused with commentaries and spoken "columns" of individual commentators, whose personal opinions may be lively, interesting and nicely provocative, but which quite probably are miles away from the opinions of the owners and the management of the station.

Ideas that have been put into effect by stations are such projects as Dorwin Baird's one-man editorials on CJOR, which are broadcast under the title *Around Home* for five minutes every evening after the eight o'clock news.

I came across a story in our issue of August 2, 1947, the other day, entitled "Radio Editorials," in which we mentioned several. One was a weekly analysis of what the papers are saying editorially, with a new topic chosen each week. These were, and still are, produced by Walter Dales' script service in Montreal. In our article we mentioned that CKDO, Oshawa (now CKLB) was using Dales' scripts and embellishing them with the comments of their own commentator from the local angle.

I don't know if they still do it, but at this time CKNX, Wingham, was offering a Sunday afternoon program called *Editorially Speaking* in which they quoted and commented on editorials appearing in Western Ontario newspapers.

A good many years ago, CFRB used to have a commercial for Bromo-Seltzer in which two

commentators, John Collingwood Reade and Brock King, and later Reade and Bill Strange, used to argue about a pre-arranged topic for 15 minutes every evening.

These were all very interesting, but, of course, they weren't editorials in the true sense of the word.

Another type of opinion broadcast comes to mind in the rather dramatic procedure when the Steel Company of Canada flew a Toronto agency man and one-time CKCK, Regina, staffer, Ross MacRae, into their strike-bound plant to keep outsiders informed (over CHML, Hamilton) about the activities of the men who had chosen to stay on their jobs, locked in behind the picket lines. This was a sort of implied editorial, calculated to gain public support for the company. It was actually bankrolled by them, but might easily have been taken on by a station which chose to come out editorially in support of the company and against the striking workers.

At this point I should perhaps repeat my title which is "S-T-U-G Is Guts Spelled Backwards."

(To be concluded next issue)

1,260 of this paper's total circulation of 1,809 are National Advertisers and Agencies.



"Top Dog air is free to all non-profit community projects. You know . . . PUBLIC SERVICE and all that . . . That's what made us Top Dog on the coast."

DID YOU KNOW?

CKCL is carrying a half-hour farm broadcast of interviews, news and market reports six days a week at noon hour. This is another reason we have such a large rural audience available for your sales message. See our representative, Omer Renaud & Co., for further details.

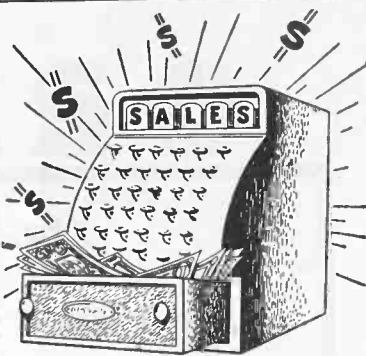
CKCL

COLCHESTER BROADCASTING CO. LTD.

J. A. MANNING
Gen. Manager

OMER RENAUD & CO.
Toronto — Montreal

SELLING POWER!



An Avalanche of —

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

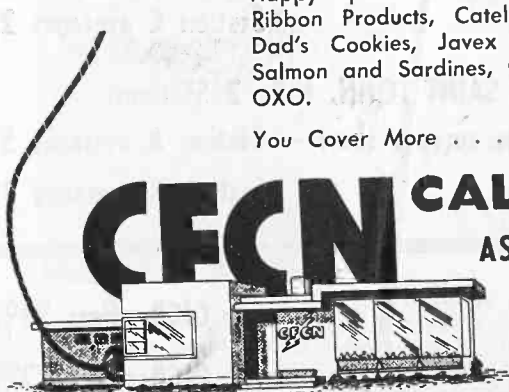
You Cover More . . . You Sell More Over

CFCN CALGARY

ASK RADIO REPS

Toronto, Montreal, Winnipeg, Vancouver

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



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
- CJAY—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

Now it's Official!

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

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

For further evaluation of MARITIME URBAN RADIO MARKETS

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

CJC B offers 38% more local audience than 1st Halifax Station
 CJC B offers 72% more than 2nd Halifax Station
 CJC B offers 97% more than 1st Saint John Station
 CJC B offers 125% more than 2nd Saint John Station

Several times more than any of the populations at other
 Maritime Station Locations.



SYDNEY, N.S.

REPS: ALL-CANADA — WEED & COMPANY

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

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



HERE and THERE

French Market Talks Staged By Ad Club

Toronto.—Four men, all French-Canadians from within Montreal advertising circles, have been scheduled to address the French Market Conference being staged by the Advertising & Sales Club here, September 23, in the Royal York Hotel.

Featured luncheon speaker is Roland Beaudry, a vice-president and director of the agency, Vickers & Benson Ltd., and Liberal member of Parliament for St. James (Montreal). At one time a sportscaster with station CBF, Montreal, Beaudry will speak on *The Craft Comes of Age*.

Making up the three-member panel, which will continue the discussion on the French market during the afternoon in the Royal York's private dining room 9, will be: Paul L'Anglais, president of Radio Programme Producers; Yves Bourassa, vice-president of Walsh Advertising Ltd.; and Raoul Daigneault, Cockfield, Brown & Co. Ltd. account executive.

Under the chairmanship of C. Warren Reynolds, president of E. W. Reynolds & Co. Ltd., the panel will generally discuss and analyze case histories of copy planning, radio production, media selection, point-of-sale and merchandising. L'Anglais will speak under the title, *Give Them A Fair Break*, while Bourassa will talk on *For Jean-Baptiste Only*; and Daigneault will discuss *Where Is the Point of Sale?*

New Manager For CKDM

Dauphin.—David M. Hughes has been named manager of station CKDM here replacing Glen Hjalmarson, it was announced last week.

Joining the station as office manager and accountant after seven years as a life insurance agent, Hughes was latterly CKDM's business manager.

DEFINITIONS DEPT.

An Anglican is an R.C. who flunked his Latin.

GUSTICATION

Mike Duggan told us at Banff that he didn't care how strong Stilton cheese was, as long as it was dead.

HOMOEOPATHY

According to BMI President Carl Haverlin, AM managers who have succeeded in holding their own against the invasion of TV have done so by conducting "the startling experiment of listening to their own programs."

JET PROPULSION

We are grateful to the same source for: "TV has arrived in the rut in two years which it took AM thirty years to get into."

ETERNAL YOUTH

A western paper is using its own columns to advertise for someone to fill "the permanent position of office boy."

THAT MAN AGAIN

Up till press time, my Sinclairite sallies of last issue have received no reply. I suppose no one has had time to read them to him yet.

QUO VADIS

In case you're looking for us, our office can be found by travelling a thousand feet on a course south south by south west from CBC's TV tower.

EXCAVATION POINT

With Yonge Street business disrupted by construction gangs, why doesn't some enterprising merchant hang out a sign: "Alterations as usual during business"?

WANT AD

Be a wit. Surprise your friends. Be the envy of your staff and associates. Write a merry quip and send it to this column. We'll print it—for \$75. (With by-line—\$125.00.)

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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



And Everyone Had A Wonderful Time!

A good time at a party or on an air schedule reflects careful planning and a keen sense of timing.

At CJCH, Howard Gerard guides each sales message into the schedule slot where product and prospect will meet for greatest mutual advantage.

Traffic Manager Gerard knows the CJCH audience, knows the sales problems of each sponsor, knows the long-range program policy in detail and knows the beginning, intensity and duration and effectiveness of every campaign on the station.

When you measure the returns from your CJCH campaign, you can thank Howard that you have had a wonderful time.

TORONTO REPRESENTATIVE:
Paul Mulvihill, 21 King St. E., Toronto

MONTREAL REPRESENTATIVE:
Radio Times Sales (Quebec) Limited
King's Hall Building, Montreal, Que.

DIAL 680

C Where
PRESTONE
REPRESENTS...

H "THE
BIG
L FOUR"
SERIES

O SATURDAYS
2.30 P.M.

ST. THOMAS

CJCH. HALIFAX. 5000 WATTS

CANADIAN TELESCREEN

Vol. 5, No. 17.

TV and Screen Supplement

September 17th, 1952

THE'RE OFF! — CBC STARTS HOME-GROWN TV

Toronto.—It took a long, long time, but television on an official and regular program basis arrived in this part of Canada early last week, two days behind the launching of the Canadian Broadcasting Corporation's other station, CBFT in Montreal.

The \$2,100,000 installation here and its equally expensive brother in Quebec started out with roughly

three hours of programming each evening—a small portion of which is exchanged by kinescope recording—and are expected to remain that way for some time to come.

With many government and CBC officials on hand to add unction to both ceremonies, TV got off to a big start—cramped with commercials, overcrowded with programming and jammed by spectators. But after all the shouting had passed, Mr. and Mrs. Viewer were left rather unimpressed.

It was pointed out that facilities in both cities are almost identical. Not elaborate and designed for utmost utility there are in Toronto: one large studio with a three-camera chain; a smaller, two-camera studio; transmitter room for both audio and video, as well as CBL-FM; carpentry and paint shops; property room; dressing rooms; a two-car garage now being used for shooting commercials; film rooms; tele-cine rooms; offices; announce booths; control rooms; and repair shops. All of this requires 916,400 cubic feet of space in the new four-storey brick and steel building on Jarvis Street here and a similar extension to the Radio-Canada Building in Montreal for the French language outlet.

The giant Studio A, 73 feet long, 58 feet wide and three storeys high, is used for staging the large productions. In addition to a host of other items, it is equipped with a 20-person spectator booth. Studio B, where the cameras pick up interview-type



A FORTUNE IN TV EQUIPMENT was brought into action on opening night last week in Studio A, as the cameras picked up the action provided by the comedy team of Don Harron and Jane Mallet. The picture that is being broadcast—a close-up of Jane Mallet with Harron just visible on the side—can be seen in the TV receiver suspended above the floor, right of centre. Behind it, with only the two-man crew and dolly visible, is the camera shooting the scene. Lights are suspended from a steel grid-work which is situated about half-way from floor to ceiling. The orchestra is at right background.



FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

programs, dramas requiring little staging and small casts, and commercials, is 37 feet by 58 feet and two storeys high.

Two motor vans house the generator, cameras and transmitter

which make up each city's mobile unit. They have an operational range of about 10 miles.

Last week, which saw the start of a regular program service, these facilities combined to air a total of: four hours of revue and preview; one hour of news and documentaries; 30 minutes of musicale; one hour of sports actuality and discussion; two and a half hours of drama; and two and three-quarter hours of interviews and miscellaneous items. Films occupied five and a quarter hours.

Sponsors for the all-Canadian programs were not found lacking, and the chairman of the CBC

CKDA...

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

to Sell B.C.

PROCTER
& GAMBLE
USES



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

Board of Governors, A. Davidson Dunton, stated before the opening that the big problem will be to produce enough shows to fill the demand. *The Big Revue* is being sponsored by Westinghouse for one hour each week, although this company had originally intended (and still does) to import an American drama. The Leslie Bell Singers and Howard Cable's orchestra are appearing under the title *Your Host*, backed by Canadian General Electric, and this show is being telecast and broadcast simultaneously.

Canada Starch Co. Ltd. is sponsoring a half-hour film each week in the *March of Time* series. Half an hour of weekly drama has been purchased by Addison Industries Ltd., known as *Sunshine Sketches*. Once a month the Ford Motor Co. of Canada will air 90 minutes of drama under the title, *Ford TV Theatre*, while on other weeks the same show will be a CBC sustainer. The Campbell Soup Company's plans for TV remain momentarily unaffected by the American network ban, and starting last week it imported on film the half-hour comedy, *The Aldrich Family*.

British-American Oil Company will back a 30-minute sports show, while two sponsors whose programs have yet to be announced are Canadian Industries Limited and Maple Leaf Milling Company. Others are being added daily.

Sponsors for a variety of eight-, 20- and 60-second spots include: Imperial Tobacco, Salada Tea, Consumers' Gas Co. of Toronto, MacDonald Tobacco, Moffats Limited, Peoples Credit Jewellers, Capital Television, Canada Bread, Government of Canada (Post Office) and Bulova Watch Company. Spot announcements are being limited to four or six daily, at the rate of about one 20-second or two eight-second spots per hour.

But while the problem seemed to be to produce enough shows to meet the demand, CBC chairman Dunton could not see an extension of the hours of programming in the near future. He emphasized that the directors of television in Toronto and Montreal, respectively Fergus Mutrie and Aurele Seguin, and their staffs would be concentrating on quality rather than quantity. He said that the first increase, when it came, would probably be late-afternoon children's shows.

Toronto TV director Fergus

Mutrie said that the talent which is seeking an outlet in television has been "quite satisfactory" but there will be some difficulty for a while in getting good variety show performers. A slight shortage of capable writers for the new medium was admitted by the CBC officials, and Dunton explained that the Corporation will continue to provide assistance to writers along the lines of the seminar held in conjunction with a course at the University of Toronto recently.

Although the 500-foot steel tower of CBLT—now billed as the tallest structure in the British Empire, has been completed, the installation of antenna apparatus will not be finished until the end of October, CBC spokesmen said. Until then the station will continue to use the low-powered, temporary antenna.

No Headway On U.S. Net - CBC Stalemate

Toronto. — The stalemate between the Canadian Broadcasting Corporation and the two major networks—NBC and CBS—which is keeping American television programs on the south side of the border, failed to move any closer to a solution in the past two weeks. (See C. B. & T., September 3rd issue.)

There have been no further discussions recently between the two factions which are contesting an issue, as CBC chairman A. D. Dunton puts it, of pure economics. "We have our point

(Continued on page 18)

EIGHTEEN YEARS RADIO EXPERIENCE
—ready to go to work for YOU!

Experience includes every type of radio writing — commercial copy that sells — spots, flashes, continuity, jingles.

Five years Radio Executive with progressive agency—time buying, estimating, preparation of presentations, scheduling and general supervision of programs.

This man is anxious to go to work in a position where this experience can be put to the utmost use.

Box A-136
C. B. & T., 163½ Church St.
Toronto

LETTERS?

17,638 in the seventh broadcast week for CF's "Pick the Hits."

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

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



DOWN DOWN DOWN
"But We Like It"

CKSF

Has less and less unsold time - - -
All because the market we cover is growing almost daily.
In your sales planning you cannot afford to neglect.

Cornwall THE SEAWAY CITY
CKSF-CKSF-FM

Representatives:
Horace N. Stovin & Co. (Canada) — J. H. McGillvra (U.S.)

SAFE to CARRY



CANADIAN PACIFIC EXPRESS TRAVELLERS CHEQUES

OBTAINABLE FROM ALL CANADIAN PACIFIC AGENTS AND MOST BANKS

★
★
ONWARD & UPWARD
★
★
WITH THE STARS
★
★
★

**CALDWELL PRESENTS RADIO FEATURES BY
HARRY S. GOODMAN**

Pioneer Producer & Starmaker

All-Star Western Theatre
94 half-hours

Linda's First Love
1,000 quarter-hours

★
Let George Do It
52 half-hours

★
Mary Foster, Editor's Daughter
830 quarter-hours

★
Mystery House
52 half-hours

★
Music of the Stars
52 quarter-hours

★
Rendezvous with David Ross
130 half-hours
(Also in 15 min. format)

★
Mystery Chef
260 quarter-hours

★
Ted Lewis Show
26 half-hours

★
Personal Problems
260 quarter-hours

★
Baby Days
52 quarter-hours

★
Secret Agent K-7 Returns
52 quarter-hours

★
Beauty that Endures
52 quarter-hours

★
Streamlined Fairy Tales
77 quarter-hours

★
Burl Ives Sings
78 quarter-hours

★
Tell Me, Doctor
435 quarter-hours
(Also in 5 & 10 min. formats)

★
Jim Ameche, Storyteller
260 quarter-hours
(Also in 5 min. format)

★
Sports Fanfare
156 5-min. shows

AND A BIG PLUS
the world's most complete
SPOT LIBRARY
too complete to list here

Sample Auditions & Full Information On All Shows Now Ready

S.W. Caldwell

LTD.

Simcoe House • 150 Simcoe Street • Toronto 1 • EM. 6-8727

"It's Easy to do Business with Caldwell"

(Continued from page 17)
of view," he said during a press conference here last week, "and they have another."

However, it was intimated by Dunton that the CBC relations with ABC and DuMont networks were quite rosy and that the signing of contracts with them was just a matter of course. But signatures would not be inked until the situation with NBC and CBS was clearer. And in any case, if at any time a more favorable deal is reached between CBC and the latter pair of chains, the benefit will also apply to ABC and DuMont.

Program names were not mentioned, but CBC spokesmen said that plans are now under way to import at least one DuMont show and some ABC offerings may be considered soon.

A full-dress meeting between CBC officials and TV network heads of CBS and NBC is currently being worked out, it is understood. It will likely be called before the end of the month.

■ ■ ■

The joint committee on radio and television of the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies entered this controversy last week with a statement of the prevailing views on both sides, as it saw them, without taking sides.

According to the committee: "The CBC states that senior officials of the Corporation revealed their rate card structure to the four U.S. networks in May, 1952, at which time none of the American networks raised the question of the 70% booking commission. This rate of commission was raised for discussion six weeks ago . . . The Corporation was not prepared to meet the commission suggested by the U.S. networks on grounds that, when network television becomes a reality in Canada, the 30% remaining which would accrue to the Corporation from U.S. network shows would be insufficient to apply against private stations' published rate cards. The Corporation is prepared to pay up to 25% . . ."


On the other hand, the report says: "Both U.S. networks insist on a published rate and both insist on a breakdown between time and production facilities costs. NBC require that a time rate be established separately from any production facilities charges and are prepared to compromise to the extent of accepting a booking commission of 50% of the established time cost. CBS would accept a \$400 time rate as a basis for their booking commission, providing the Corporation will pay them 70%, and if the CBC so desire they may add the production facilities cost of \$1,200 as a service charge, which will not, however, be commissionable to the U.S. networks."

■ ■ ■

The ban which is currently keeping CBC television all-Canadian in program content affects all shows which are owned or originated by either network, or in which they hold property rights. At least 25% of their pro-

grams belong outright to the networks, while numerous others fall into the other two categories. Filmed shows, entirely owned by independent producers or the sponsors (such as *The Aldrich Family*), are not affected.

IN GREATER
Montreal
IT'S
CJAD



- The ENGLISH language Montreal MARKET is one of the top buys in Canadian radio. Thickly populated . . . spread through with high income families . . . this concentrated market is part of a metropolitan area with a total population of 1,395,400* and a retail sales volume of nearly one billion and a half (\$1,434,987,000).*

And CJAD can do a real selling job for you in this Montreal area. With its high local acceptance and listener loyalty, it is the leader in Montreal among English language stations (B.B.M. and Elliott-Haynes).

5KW ON 800KC

AFFILIATED WITH CBS

Representatives

RADIO TIME SALES LTD.
Montreal and Toronto

ADAM J. YOUNG JR., INC.
New York and Chicago

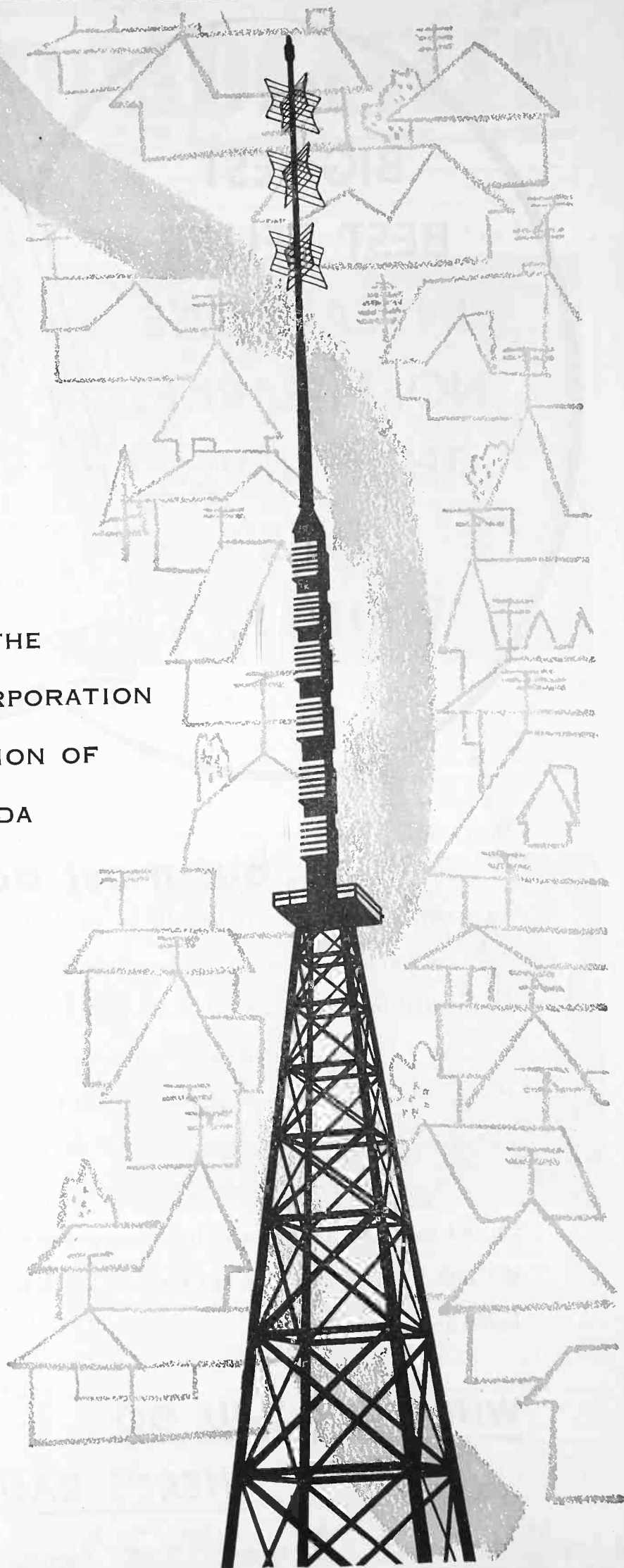
*Dominion Bureau of Statistics

As the television industry grows, it will contribute to Canadian life . . . creating employment for electronics engineers, designers, technicians, and for the artists, writers and producers of television programmes. For millions of Canadians, television will open up a whole new world of education and enjoyment.

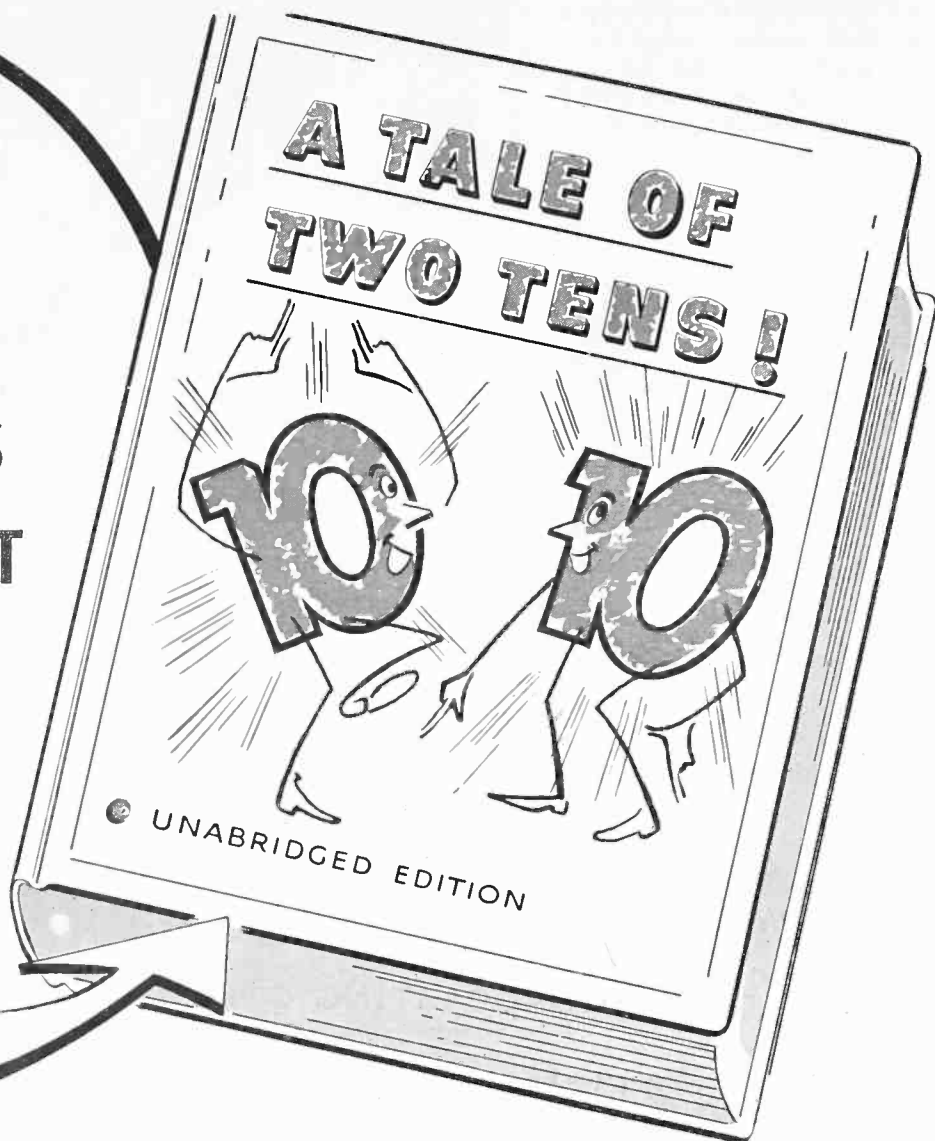
**WE WISH EVERY SUCCESS TO THE
CANADIAN BROADCASTING CORPORATION
ON THE OFFICIAL INAUGURATION OF
TELEVISION SERVICE IN CANADA**

Studio and mobile television equipment for CBC stations in Montreal and Toronto was designed and manufactured by our associates, Messrs. Marconi's Wireless Telegraph Company of England and installed by

**CANADIAN
MARCONI
COMPANY**
Montreal 16, Canada



THE
BIGGEST
BEST SELLER
IN CANADA'S
NO. 1 MARKET
THAT NEVER
WAS
WRITTEN...



... *but most advertisers know it!*

ASK any one of them why he sells his product on "1010" year after year. Perhaps he can't quote facts or figures — but he'll give you the true clue. He does it because he knows that in Canada's No. 1 Market, "1010" is Canada's No. 1 Station. CFRB!

CFRB can quote facts and figures: one third of Canada's population lies in this rich purchasing area; these people account for 40 percent of the retail sales in Canada; and more of them listen regularly to CFRB than to any other station.

Make *your* product a best seller — call CFRB ... and reach the people who buy your product through the one medium that reaches them *everywhere* ... at home or in their car.

WHEREVER YOU GO

THERE'S RADIO!

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

CFRB

50,000 WATTS 1010 KC

Representatives

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