

CANADIAN BROADCASTER

AND TELESCREEN

TORONTO, ONTARIO

October 1st, 1952

Vol. 11, No. 19.

French Market Needs Tall Thinking

Toronto. — A call for greater understanding of French-Canadians in the Quebec market by the advertising profession generally, and a demand for more personnel with a specialized knowledge of the people and area, was made by all four speakers who appeared last week during the first French Market Conference to be held here.

"Tall thinking in French advertising is as necessary as in English," Roland Beaudry, a member of Parliament and director of the agency, Vickers & Benson Ltd., said. He spoke during a luncheon of the Toronto Advertising & Sales Club, which also sponsored the Conference in the Royal York Hotel.

Beaudry warned that he knew of only five advertising agencies which have any top level French-Canadian direction, and he said the value of the market and results which can be obtained warrant more expense for special service in this area.

With such tremendous undertakings pending as the building of the St. Lawrence Seaway and the development of Ungava, Beaudry felt there is much to indicate that the French market in this country will become the largest in Canada.

A former National League hockey player and sportscaster, Beaudry emphasized that the French market comes complete with its own media, with 29 radio stations and two networks, as many newspapers in Quebec City as there are in Toronto, and an influential weekly press. "But advertising must be adapted to the market's tempo," he said.

Radiowise, he pointed out, French-speaking Canadians are extremely susceptible to music

ALL-CANADA MANAGER SHUFFLE

Calgary, Alta.—There has been a changeover in ACMO station managers, according to a statement by Harold Carson, president of All-Canada Radio Facilities Ltd.

Effective September 25, Norman Botterill becomes manager of station CJOC, Lethbridge. He is returning to the station he managed previously from CKRM, Regina. Bill Guild vacates the managerial seat at CJOC to take over at CJVI, Victoria, where he replaces M. V. Chesnut. Chesnut moves to manage the Winnipeg office of All-Canada, while Percy Gaynor will continue in an advisory capacity.

and programs with human interest. Also, the French market has become self-sufficient with its own writers, artists and directors.

With a rich classical culture, French-Canadians have developed their own modern literature and art, and musical artists like Wilfred Pelletier and Jean Marie Beaudet are known throughout the world, he said. Radio has fostered this talent, said Beaudry, to the point where top literateurs have become radio writers and renowned artists are heard regularly on the air.

Lead-off speaker for the afternoon panel session was Yves Bourassa, vice-president of Walsh Advertising Ltd., who pointed out that advertising is now being created for French Canada, whereas years ago it was merely translated from the English.

A one-time program director of station CKAC, Montreal, Bourassa outlined the creation and success of a campaign in printed media for the Department of National Defence aimed at recruiting for the three armed services. He concluded that the salient feature of the campaign was that it was not translatable; the themes and formats were peculiar to French Canada and would mean little or nothing in other parts of the country in English.

A man whose business involves production for radio, film and (he says he has hopes before he dies) television, Paul L'Anglais, told the Conference the only way to reach the French-Canadian with radio was to provide him with entertainment or information prepared specifically for him. "Types of entertainment popular in the rest of Canada can and have flopped miserably in Quebec," he warned, adding that there are a lot of taboos in Quebec, and some typically human affairs common in other parts of the country and south of the border "do not mesh with the French-Canadian way of life."

Tracing the growth of French-Canadian radio productions, L'Anglais pointed out that 20 years ago 80 per cent of the shows on French stations were English, many from the U.S. *Le Curé du Village*, which "took Quebec by storm," was the first French-language daytime serial, soon followed by dramatic adaptations of legends and native variety shows, he said. Another successful daytime serial, now in its fifteenth year, was *Rue Principale*.

Broadcaster Prexies Coast To Coast



—CPR Photo.

REGIONAL PRESIDENTS FROM ACROSS CANADA turned up at the WAB Convention at Banff last month, which followed a CAB board meeting held also at the Banff Springs Hotel. Here they are, from left to right: E. Finlay MacDonald, CJCH, Halifax, president of the Maritime Association of Broadcasters; Henri LePage, CHRC, Quebec, president of the Quebec Broadcasters; Murray Brown, CFPL, London, Central Canada president; Ed Rawlinson, CKBI, Prince Albert, WAB retiring president; F. H. "Tiny" Elphicke, CKWX, Vancouver, president of the B. C. Broadcasters.

Outdoor Studio Halts The Traffic



—Photo by Len Hillyard.

DURING THE SASKATOON INDUSTRIAL EXHIBITION, thousands of people recently got a chance to see in action the CFQC entertainers to whom they had been listening for years. Pictured above, watching a production of the "CFQC Dancing Party" from the outdoor studio at the Fair Grounds are a few of the 140,772 people who attended the Exhibition, most of whom, it is estimated, got a pretty good look at CFQC in operation. In fact, at one point during the Fair, spectators caused such a traffic jam around the studio that officials requested it be moved to a more open location. The station also had a broadcast booth under the grandstand at the Exhibition, from which its seven-man news staff originated all newscasts during the event.

Emphasizing that these shows were popular more because they were local productions dealing with familiar events than because the language was French, the pre-

sident of Radio Programme Producers pointed out that radio shows and films from France create some interest among Quebecers.
(Continued on page 3)

Serving Advertising and Selling for over 11 Years

CAB MEMBER STATIONS

MARITIMES (12)

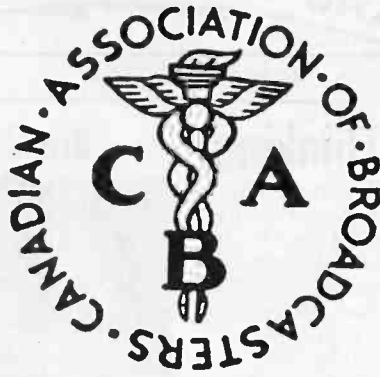
CKBW	Bridgewater
CKNB	Campbellton
CFCY	Charlottetown
CFNB	Fredericton
CHNS	Halifax
CJCH	Halifax
CKCW	Moncton
CKMR	Newcastle
CJRW	Summerside
CHSJ	Saint John
CKCL	Truro
CFAB	Windsor

QUEBEC (24)

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

ONTARIO (36)

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



*Radio Sells
For All Walks of Business*

Corner stores and departmental stores; jam factories and founderies; bicycle dealers and railroads; automobiles and roller skates; funeral parlors and summer resorts; perfumes and fertilizers; medicines and health foods; breakfast foods and dog foods; hearing aids and sporting goods.

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

The
**CANADIAN
ASSOCIATION of BROADCASTERS**

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

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

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

CAB MEMBER STATIONS

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

MANITOBA (6)

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

SASKATCHEWAN (8)

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

ALBERTA (10)

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

BRITISH COLUMBIA (17)

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

NEWFOUNDLAND (2)

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

French Market ...

(Continued from page 1)

becers, but never to the extent enjoyed by French-Canadian works. Also, "some adaptations from English shows have been successful," he said, "but the best ones are re-creations which could hardly be recognized by their authors."

■ ■ ■

L'Anglais said that Quebec had beaten the rest of the country to it in proving that all-Canadian radio shows can stand on their own feet, and cited such shows as Paul Henri Grignon's radio production, *Un Homme et Son Péché* and Gratien Gelinat's stage presentation, *Ti-Coq*.

"This is the only country in the world," he declared, "that can simultaneously and economically produce large-audience radio shows and films in two languages. We should now be looking for export markets" — notably England, United States and France.

Dealing with television, L'Anglais explained that "we are handicapped by the god-almighty attitude of the CBC." He went on: "Radio has been stolen by this (CBC) octopus . . . but it will be through the strong melting pot of competition that we will arrive at free television, despite the Massey Report." He felt that before television in this country can become commercially successful a desire for television must first be created among the people. So far, that desire has been lacking in no small measure, he reasoned, or there would be more sets in operation.

He called on the advertising profession to "give your people a chance to show what they can do, and we will have even better radio and good television," he concluded. "The advertising business has become the patron of the arts and it cannot shirk this responsibility without undermining its structure."

■ ■ ■

Winding up the Conference with a demonstration of the value of follow-through in advertising and merchandising was Raouf Daigneault, account executive and merchandising director with Cockfield, Brown & Co. Ltd. In Quebec he said the important realization is that business must be conducted the way the customer likes to do business. "Sell the customer, then make sure he's satisfied," Daigneault urged, and he called on all advertisers eyeing the French-Canadian market to exercise consideration and understanding.

■ ■ ■

Toronto and Montreal Unions Merged Into Single Council

Montreal.—A new union to represent radio and television artists and writers was formed here last week by the merger of the Association of Canadian Radio & Television Artists and the Union des Artistes Lyriques et Dramatiques de Montreal. It has been broadly named the Canadian Council of Authors and Artists.

With a total membership expected to be about 1,400 through-

out Canada, the CCAA will have veteran Toronto radio writer and actor Tommy Tweed as president and Montreal actor Clement Latour as vice-president.

The formation of CCAA is the outcome of a four-day convention of radio and TV performers and writers from across Canada, held here last week.

The new Council will immediately continue the work of its two predecessors, but will still be represented by the Canadian Television Committee in negotiating contracts for artists and writers on TV. Also, the Council states it will take up the standardization of existing contracts between advertising agencies, radio stations, the CBC and members performing and writing in English or French from coast to coast.

KITCHENER, ONT.

**Continuously
Keeps
Customers
Radio-Active**



FOR FACTS ASK OMER RENAUD

Toronto — Montreal

The MARITIME MARKET and CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

New **CFCY BBM**

- DAY: 156,380
- NITE: 149,320

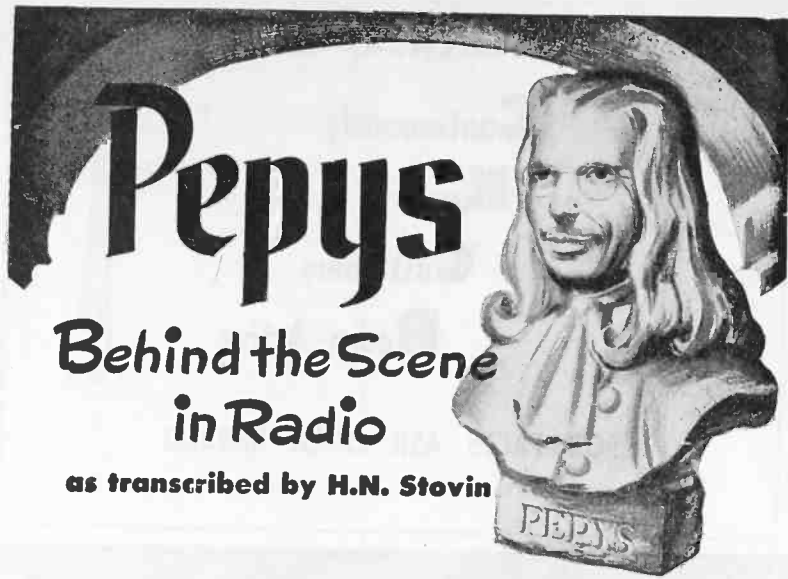
After 5 BBM surveys CFCY still offers the top circulation in Maritime Commercial radio - ACTUALLY 50% greater than the next station.

An ESTABLISHED AUDIENCE built up by over 25 years of broadcasting

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

5000 WATTS DAY & NIGHT 630 KILOCYCLES

REPS. IN CANADA — ALL-CANADA RADIO FACILITIES
IN USA — WEED & COMPANY



"To my study early this day, surprising my faithful housekeeper in the act of dusting my treasured bronze bust of Shakespeare. On her asking me who it was, did tell her it was the famous Bard of Avon, whereupon she did comment in surprise that she had always thought Shakespeare to be a white man!

● ● ● Having but lately watched a football game in an unseasonable 90° in the shade, do wish better weather to CKXL, Calgary, CKOM, Saskatoon, and CKY, Winnipeg, all of whom are helping to promote goodwill and sustain high listenership by airing the Western Conference Football Series ● ● ●

From another of our Prairie Stations—CJGX, Yorkton—a note showing a nice touch of humor. Their sponsor, Davis Bros. Stationery, of Kamsack, did report—'We were overwhelmed at school-opening, and give radio considerable credit for this!' CJGX comments: 'They could have made it a little stronger, but you gotta remember that Messrs. Davis also publish the local weekly newspaper!' Nice going! ● ● ● Welcomes to two much-travelled visitors from opposite ends of the continent—Don Laws of CJOR, Vancouver and Mengie Shulman of VOCM, St. John's, Newfoundland. Do hope Mengie has not come in about our reference to him in our last diary page! ● ● ● Did read but lately how, in the war between the Northern and Southern States, Union troops did capture a southern town and discover a welcome stock of unused grey uniforms. The Yankee commander at once instructed the local dyer to dye all these uniforms dark blue. Just as he had this huge task done, the Confederates swept in, retook the town, and at once demanded that the poor dyer fade the newly-dyed uniforms back to their original grey. Whereupon the dyer threw up his hands, closed his shop, and joined the army. This became known as the case of the old dyer who didn't fade, but simply soldiered away."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

Talent Trail

by Tom Briggs

Nothing—not even television—can approach the job which radio can do in the field of documentaries as long as this natural in radio programming is done well. It only takes a tape-recorder, know-how and a lot of imagination.

This was proven in a positive way last week when the combined product of three veteran broadcasters was aired as part of *CBC Wednesday Night*. This hour-long descriptive piece told the amazing story of Ungava and Labrador, with sound scenes so inspiring it was obvious again that here was a prime role for radio.

Printing couldn't create "Iron from the North." Television couldn't capture it. Films couldn't do it as easily or as well, technically or artistically. So the job was done by three men, a tape-recorder and radio, most of it hundreds of miles deep in the muskeg and bush of this new north-eastern frontier.

Written and produced by experienced mikemen Matthew Halton and Norman McBain, with Norman Eaves looking after the buttons and dials, the Ungava story was an impressive thing, logically planned and precisely told. There was a slight aura of suspense about the program which ducked in and out at various places, but it wasn't artificial. There were the natural and descriptive sounds of many things forming a background of action and realism. The running narrative spoken by Halton and McBain informed in broad terms, leaving out detail so that there would be room in which listeners' minds could work.

Other things were not so good. Speech by many of the real players in this great drama was either lost entirely or unintelligible, presumably due to high noise levels in the equipment. What did come through clearly was undoubtedly being read and sounded like it, but then few frontier busters are Thespians.

"Iron from the North," above all else, demonstrated the skill of its authors and the deep respect they must have for the subject and the medium. It must have taken a lot of time, patience and ingenuity to gather and correlate the material for this 60-minute documentary.

But others have what it takes too, and radio needs more and better works of this kind. The Ungava story is another fine documentary which it is hoped will serve as a target for some and the envy of others.

It isn't very surprising that *John & Judy* has been on Trans-Canada network air for almost 13 years, making it Canada's oldest evening dramatic serial. What is unusual is that it has lived this long without slipping into the melodrama or soap opera

class, a most unfortunate fate which only skill and intelligence could avoid.

Sponsored by Pond's Cosmetics these many years, and written by little-known Nancy Moore, it has had from the beginning Budd Knapp, Bill Needles, Grace Webster and Joe Carr holding down the lead roles of George, John, Carrie and Uncle Bill, respectively. A flock of relatives, friends and enemies is played by Peggy Loder, Ramsay Lees, Frank Perry, Mona O'Hearn, Claire Drainie and Jack Mather.

As far back as I can remember (not very far considering its lengthy history) good acting has always been combined with thoughtful writing in making this show, backed by the snappy producing of Frank Flint. It is the only serial I know where the characters haven't become typed, and that you can hear once in a season and find the acting and story alive enough to be interesting and understandable.

So don't ever let 'em call this one a soap opera.

■ ■ ■

Crosby To Stay On Radio

Hollywood (BUP). — The television comics have been burying radio but Bing Crosby says he and droves of other performers will stick to the airwaves and give radio one of its best seasons this fall.

Crosby says he toyed with the thought of trying TV in 1952 after he scored a success with Bob Hope on a charity "telethon" show.

But when the excitement died down, Crosby signed with radio and gave a regular TV program the bypass.

Crosby says: "Sure, I'll get into television eventually, when I find the right format. But I don't think radio is dead—nor ever will be."

"After all," adds Crosby, "there are 105 million radio sets in the U.S.—76 million in homes and 27½ million in cars. Ten million more radio sets were sold last year, more than twice as many as in television. I'll stay in radio."

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

Opening for
BRIGHT, EXPERIENCED
ANNOUNCER

Must be able to handle news. Good salary with plenty of chance for advancement. Send disc, snapshot and history to:

CKCW

MONCTON N.B.

CANADIAN BROADCASTER AND TELESCREEN

[Authorized as Second Class Matter at the Post Office Dept., Ottawa]

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Winnipeg
Vancouver

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A. L. Garside
Bob Francis



October 1st, 1952

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

Vol. 11, No. 19.

Don't Do As We Do, Do As We Tell You

It must be a matter of considerable embarrassment to the CBC that in these early stages of its television operation, it is finding itself compelled to break one of its own regulations which it wrote into the book to protect the cotton-batten-wrapped public against the crass commercialism of the business interests. This is the regulation which guards the citizenry's tender susceptibilities by prohibiting the broadcasting of spots and flashes between the hours of 7.30 and 11 p.m.

Then came television, and in a spirit of don't-do-as-we-do-but-do-as-we-tell-you, lo and behold the CBC's own schedules are well studded with the reviled plugs which the government gave it (the CBC) a TV monopoly to protect the Canadian public against!

Here is a splendid example of what cannot fail to happen when a department of government goes into business in competition with the people it must also regulate. Blame does not attach to any individual for such an anomalous state of affairs. It is simply inevitable that the CBC regulate in its own favor, businesswise, which means against the private broadcasters, when it is compelled to fight them for commercial business in order to survive.

Like so many of the injustices against the whole structure of competitive enterprise perpetrated by our government in the name of public service, this grievance is one which it would be hard to communicate convincingly to the public in support of the plea for radio's restoration to a democratic basis. Actually the public in general could not care less when, if ever, it is treated to spots and flashes, so long as the radio and television services it wants are made available to it. Therefore a recital of such situations as the one we have described would be wasted effort. What every broadcaster and everyone who thinks the competitive system of business is something to guard and cherish should lose no opportunity of explaining is the iniquity of the whole Broadcasting Act.

The case may be summed up in these few words:

Whether it exercises its prerogative or not, the CBC is empowered, under subsection 1 of section 22 of The Canadian Broadcasting Act, chapter 24, paragraph C, "to control the character of any and all programs broadcast by Corporation (CBC) or private stations."

They should be informed, over and over again, that freedom has no greater essential than freedom to publish, and the dictionary definition of publish is "to make generally



"She's been off the air for twenty minutes, but I haven't the courage to tell her."

known, noise abroad." This freedom to publish requires the constant protection of publishers by press and publishers by radio, because free newspapers are worthless if radio is throttled, just as free radio stations could do nothing to preserve this freedom unless the press is free.

So far, the benevolent gentlemen who direct our comings and goings from the seat of government in Ottawa, have kept their hands off the newspaper business. It is well to look around, though, and see what can be and has been done.

The prime example of government suppression of a newspaper was, of course, in the Argentine, where the newspaper La Prensa dared differ with the government and was denied the right to publish. We all know what the Italian Fascists and the German Nazis did with an erstwhile free press before and during the war.

If the whole significance of all this can be conveyed to the people of Canada, there is still time to restore freedom of speech. And the only way it can be conveyed is for everyone with a voice to speak and an audience to hear, to say it over and over again.

Canadian Music For Canadians

At the WAB Convention last month, Carl Haverlin, president of Broadcast Music Inc. and BMI Canada Ltd., put forward an idea under which broadcasters would encourage the publication of some serious Canadian music. By unanimous resolution, the WAB referred it to the board of the CAB. A digest of the part of Haverlin's talk which dealt with this follows:

"There is one arena in which the record-

ing of Canadian music has been almost absent since the beginning of time. And that is in the field of classical or concert music.

"Recognizing the tremendous growth of interest in music of Canadian origin of that sort, it is my suggestion that broadcasters might consider whether or not they might underwrite six albums a year of the LP type of records of serious Canadian music.

"The way it would be done would be on the well-known format of the 'Book of the Month Club' and the mechanics, I think, would be rather simple. I think it would be no job at all for broadcasters to sell directly to the public, by asking them to write for a leaflet and a subscription blank, sufficient subscriptions to reach the break-even point, which is some place between two and three thousand dollars. I can't conceive that there would be great difficulty for this amazing industry you've developed to sell the six albums for eighteen or twenty dollars to one-tenth of one per cent of the radio homes of Canada. And if the underwriting were not met for some reason, and if a man were left with seventeen albums, I believe that over a period of time, by using ingenuity over the air, you might sell them or let them go to a music store, and make an arrangement whereby, by repeatedly calling attention to the fact that they were there, they could be disposed of at no actual cost.

"I think it would accomplish a tremendous thing for Canadian music; and that it would inspire the private and commercial record companies to do likewise. Although their hearts are with you, it is the economics that prevent them from doing it. In the United States we have the same problem: outstanding music; Victor, Decca, Columbia, will look at it and say it's beautiful, it's lovely, it's magnificent, it is fully equal to the European masters, but it is easier to sell Schubert and Bach, Brahms and Beethoven.

"We are getting very little of the music of our living, contemporary composers recorded, not because people don't want to do it, but because they fear they will be risking their money. This is the way you, with the tremendous selling power you have, will achieve the ultimate of seeing that Canadian music is better recorded with living composers than any other nation in the world."

We have taken Carl Haverlin's words off the tape with as little condensation or amendment as possible. They are his words, the way he spoke them, in his own magnetic style. And we commend them to the industry for the extremely worth-while suggestion they contain.

When in Rome Do what the Romans do!

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

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

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

CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

• CFCF • CFCF • CFCF • CFCF • CFCF • CFCF • CFCF • CFCF •

SHARE THE JACKPOT



... of enthusiastic Montreal listeners who **KEEP THEIR DIALS** at CF's 600 ... not daring to miss out on the random calls of the big, money-quiz **CHARLIE FAIR!**

... but, **CHARLIE FAIR** is just one of the **SOUND PROGRAM REASONS** that assures you of your Montreal English-speaking market, when you buy ...

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



• CFCF • CFCF • CFCF • CFCF • CFCF • CFCF • CFCF • CFCF •

SELECTIVE RADIO

Disc Canadian Talent For National Airing

Montreal. — A 52 weeks campaign of five 15-minute live programs a week will shortly be announced by McKim Advertising Co. Ltd. here, for the Imperial Tobacco Company Ltd., advertising Player's Cigarettes. McKim and the Program Division of All-Canada Radio Facilities Ltd. closed the deal last week. Rehearsals are under way, and discs will go to 25 stations from coast to coast for opening on October 20.

Programs will be built around two Canadian friends who have made the big time in a large way south of the border. Star of the programs will be Denny Vaughan, who first made his name as a singer-arranger-conductor with the BBC in England, and has recently been ringing the bell in the States with records, radio and TV appearances. Production is in the hands of the producer-arranger Jack Allison, who has lately been connected with Kate Smith's TV shows and has for some time been writing arrangements for Fred Waring and other prominent artists.

There is nothing exactly new about the Vaughan-Allison team. After growing up together in Toronto, the boys worked together in local bands on radio and in dance spots. Through the years, each has grasped at every possible opportunity to be of help to the other, and now both express themselves tickled to be teamed up once again back in Canada.

Red Skelton Show Sold Twice Over

Toronto. — Two sponsors have contracted for the transcribed *Red Skelton Show* through their advertising agencies and the Program Division of All-Canada Radio Facilities Ltd.

These are the Bulova Watch Company Ltd., handled by MacLaren Advertising Co. Ltd., and Kellogg Company of Canada Ltd., and the newly-established Toronto branch of the agency Leo Burnett

Company of Canada Ltd.

The Bulova deal, a repeat from last year, is, according to president Bob Day, a direct result of popular demand on the part of dealers and stations. Last year, he says, the dealers weren't too sure about it. This year they are practically lining up, eager to pay their share.

Under the deal, which runs for 12 weeks on about 70 stations, starting October 12, discs are supplied at Bulova's expense to all dealers willing to pay for the radio time. Bob Day claims this practice insures complete co-operation on the part of dealers, who have an investment to protect when they pay for the time.

Following the Bulova deal, which will be a Christmas promotion in all 10 provinces, the *Red Skelton Show* will be taken over by Kellogg Company of Canada Ltd. Starting January 4, it will go to around 26 stations, run through until summer, and, it is planned, return in the fall of 1953 after a normal summer hiatus.

Transform Studio Into One Day Blood Clinic

Montreal.—Station CFCF here converted its studio "A" into a blood donor clinic one Saturday last month and set what is believed to be a record for the largest and most successful civilian clinic ever held in North America.

Starting at noon, with an official opening by Mayor Camilien Houde, and going full tilt until late evening, the Red Cross took care of 430 donors. Finally, unable to cope with the line-up, almost 100 volunteers had to be turned away.

The whole operation was "marvelous," according to Dr. Cecil Harris, Quebec provincial director of the Canadian Red Cross Society, who said: "It was certainly the largest ever held in the province. I am sure it at least ranks with any held on the ... continent."

CFCF's clinic was the idea of station officials and restaurateur Sam Gershenson of this city's well-known *Dinty Moore's*, behind which was the co-operation of the Red Cross.

After the station's studio had been chosen as a site, Gershenson

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

CFCF

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

The best buy for your advertising \$ in Quebec

SELECTIVE RADIO



MONTREAL'S MAYOR, CAMILIEN HOUDE, is greeted by CFCF's director of public service, Bill Petty, prior to his worship's official opening of the one-day blood donor clinic.

combed city night spots for volunteer entertainers to perform during the clinic session, and got offers from over 50 top-notchers, including the jazz king, Duke Ellington, who was playing a city theatre engagement at the time.

Along with this entertainment, waiting donors sat in on shows as they were being put on the air, toured the new CFCF studios, and took part in broadcast interviews which were held throughout the day. Certificates of appreciation were also issued to all donors.

More assistance came from the Veterans Taxi Company, which supplied two-way free transportation for citizens willing to take part in the blood campaign.

Sports Rate High In HFC Budget

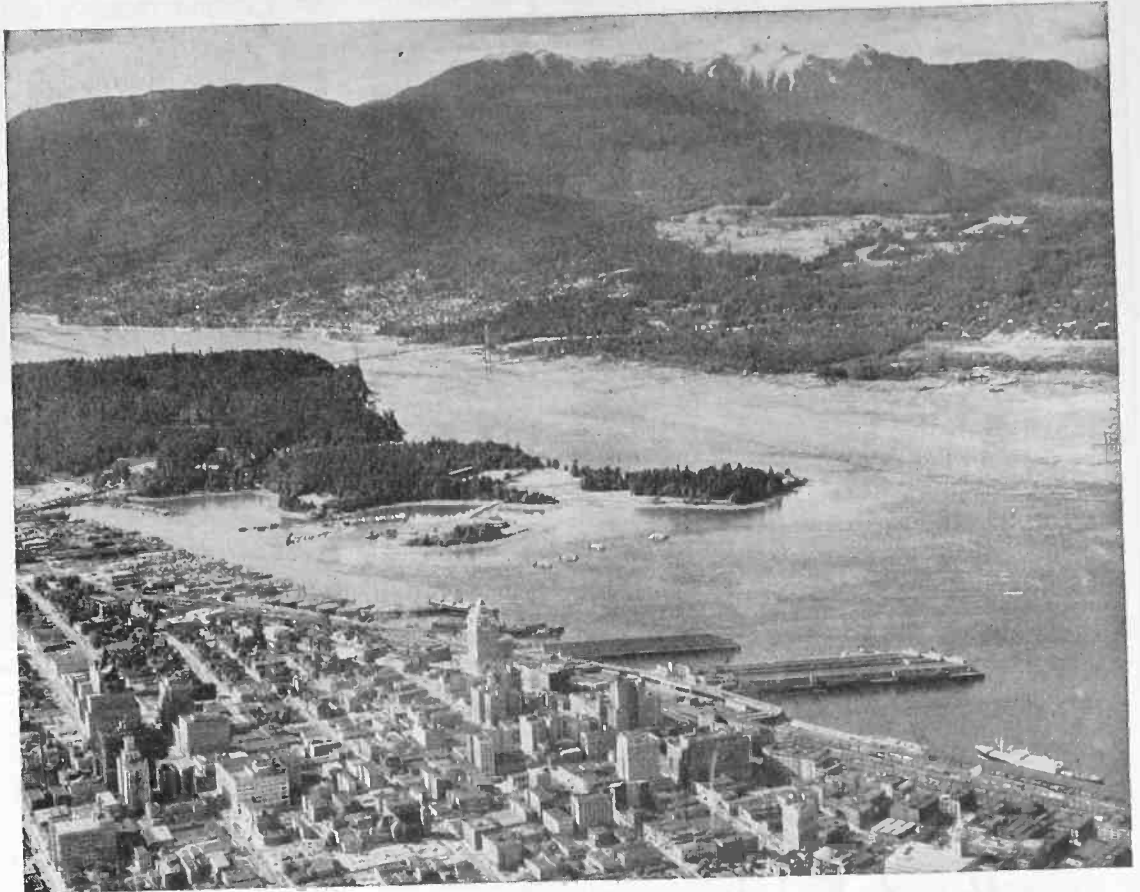
Toronto.—Continuing its policy of picking up sponsorship of sport events, or programs built around them, as they become available, Household Finance Corporation Limited last month announced its renewal of one show on an enlarged scale and another new one dealing with football.

On a three-station network, HFC is sponsoring the *Quarterback Club* for a live half-hour show each week. Branching out from CKRM, Regina, where the show was heard last year, CHAB, Moose Jaw and CKOM, Saskatoon, have been added. Produced by CKRM sports director Johnny Esaw and Regina *Leader-Post's* Harvey Dryden, it also includes Saskatchewan Roughrider's coach Glen Dobbs and players.

HFC advertising manager Gordon Ferres expects that this club, along with many players from the team, will be able to take to the road during the week for public appearances in the latter two cities, to spark interest in both the show and the team. The Roughrider team relies on support to a great extent from people in the area away from the city, therefore it is named for the province rather than the home city.

In Toronto, HFC is bankrolling
(Continued on page 8)

this is VANCOUVER



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

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

CKWX Coverage in B.C. Day and Night exceeds

Station "B" (5KW) by 6.7% xx

Station "C" (5KW) by 23.1% xx

Station "D" (1KW) by 39.7% xx

Station "E" (1KW) by 71.7% xx

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

in BRITISH COLUMBIA it's **CKWX**

MOST PEOPLE DIAL 9800

VERBATIM

S-T-U-G Is Guts Spelled Backwards

Second of a two-part condensation of 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 13, 1952.

(Concluded from last issue)

I'm sorry, gentlemen, but you can't decide to get into this editorializing routine, wire All-Canada or Spence Caldwell for sample discs and turn the whole package over to the sales department to find a suc . . . I mean sponsor. An editorial page of the air would be very hard indeed to sell if it was to be operated with the impartiality and integrity without which you might as well give the time back to the Lone Ranger. Actually I question very much whether it could be sold at all and remain effective. I know it would be a great hardship to have to devote from 15 minutes to half an hour a day to a program which can never pay off. But this isn't quite a fact, because it would pay off, I maintain—not in money but in a new kind of public respect which I really don't think radio has ever experienced.

There are all sorts of ideas about how it might be done. But the first step would obviously be for the news chief to catch the old man between a golf game and a convention and get him to sit down and evolve a general policy.

On the international level, all you can do is comment on world news.

Politics seem to come to mind first on a national scale. Is your station to be known as a supporter of the Liberals, the Tories, the CCF or Social Credit? That's quite a decision to make unless, of course, you decide to take the weak line of least resistance and label yourselves as independents. Even then you will be well advised, if you want your voice to carry any weight at all, to let it be known which parties you are going to be independent against.

Your "Report from Parliament Hill" could be expanded to help provide material on which to base political editorials, especially when the House is in session and the member is discing his own report. Members could be made to report their activities, as they are supposed to do rather than extolling them, which is sometimes their tendency. The station's political analyst could then go to work on them, suggesting, condemning or commending.

Far and away the most important step in interesting local people would be a positive approach—and that word positive is most important — to the betterment of living and working conditions in the home town. It is in sparking a clean-up campaign—whether it is streets or officials which stand in need of a scrubbing brush—

SELECTIVE RADIO

(Continued from page 7)

a new program, *Pigskin Parade*, a half-hour show which began earlier this month over CFRB here.

Pigskin Parade is a co-operative programming plan involving eight private radio stations in five provinces, which have combined to produce a weekly program of expert football comment until immediately prior to the playing of the Grey Cup game.

In addition to CFRB, the stations are: CFAC, Calgary; CJCA, Edmonton; CKCK, Regina; CKRC, Winnipeg; CKOC, Hamilton; CFRA, Ottawa; and CJAD, Montreal, with sponsorship being arranged locally.

At each station the program is made up from tape recordings sent by the sport directors at the other seven stations in the circuit, with the addition of a local item done live. The show's format will mostly be prognostications of forthcoming games and interviews with local football personalities.

The various sport broadcasters in the exchange include: Wes McKnight of CFRB; Joe Marks, CFAC; Lloyd Saunders, CKCK; Jack Wells, CKRC; Perc Allen, CKOC; Tom Foley, CFRA; and Al Cauley, CJAD.

Concluding last month was HFC's sponsorship of all games of

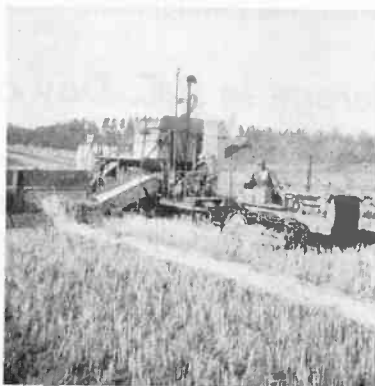
the International League baseball team, *Ottawa Athletics*, over CFRA here. Ferres pointed out that the Athletics is one of the few Canadian teams—if not the only one—to have all its out-of-town games broadcast from the park. CFRA sportscasters Tom Foley and Terry Kielty were both sent by HFC to cover the Athletics' distant games.

Armchair Football Club



DEMONSTRATING HOW FOOTBALL AND RADIO have combined to make this game Canada's second most popular sport, right behind hockey, sports director of CKY, Winnipeg, Jim Keilback (left) and Winnipeg Blue Bomber coach, George Traffon, are seen in the above photo during one of their radio programs. Traffon is president of the "Armchair Quarterback Club," sponsored by Northern Electric Co. Limited and heard over CKY five times weekly. Besides dealing with the finer points of the game, listeners are invited to send football questions for use on the show, which automatically makes them members of the Club.

Regina has..



... A COMMANDING POSITION as heart of the prairie west. And Saskatchewan leads with an all-time record wheat yield estimate of 417,000,000 bushels in '52! Marshall Brown, farmer of Drinkwater, Sask., is shown (left) combining swathed wheat—and getting 40 bushels to the acre!

... AND ...

JOHNNY ESAW — CKRM's sportscaster, who joined us in 1949. To Johnny goes credit for starting the "Quarterback Club," which has mushroomed into the most outstanding sports show in Western Canada! His newest show: "Caterpillar Sports Digest," daily program to promote sales of "Cat" D2's like Farmer Brown's (above).



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

CKRM Regina

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

VERBATIM

support for a sports organization, transportation conditions, city management—these are all subjects which frequently fall in need of scrutiny. Whatever you say that is worth saying, you will hear angry voices raised in rebuttal. People will swear that they will never again listen to your lousy station. Maybe someone will heave a brick through your studio window, and—woe betide you—Joe Dilkes may cancel his five-a-week singing flash.

But pretty soon you'll have a new kind of visitor at the station. He'll be a top drawer kind of character, and when he finds that all of a sudden you have become an influence in town beyond the salesman you have always been, he'll be soliciting your support for some of his pet projects, but not with a free spot written by some campaign promoter in Toronto. What he will be after will be your favorable editorial consideration for some undertaking which may or may not be for the common good. On the degree of integrity with which you treat such requests will depend the degree of your ascent into the respect of your community.

There isn't much more to say. Responsibility and civic integrity. These are the key words. If they don't exist on your station now, their addition wouldn't be a bad idea, would it?

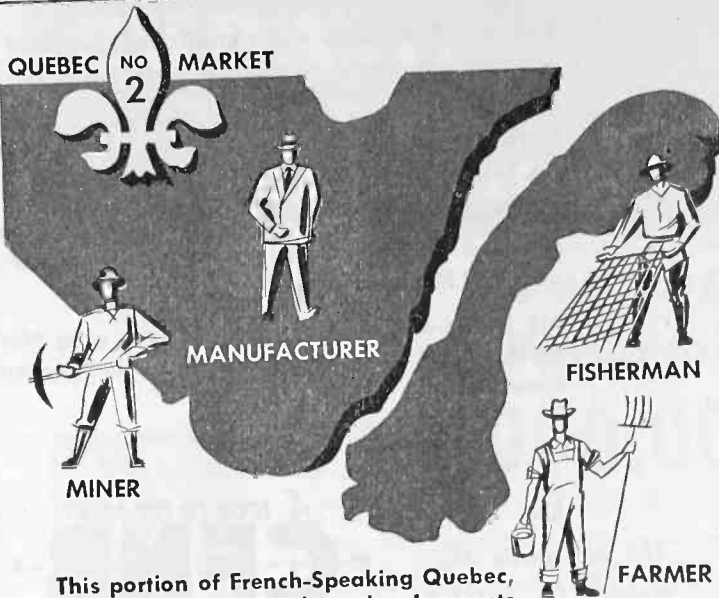
■ ■ ■
 Apart from that, I should just like to say this:

Eleven years ago, a printing salesman with an idea and six bits, started a trade paper for your industry. At first he flopped and floundered around. He was trying to find a journalistic point to march on. He hit on the CBC as a likely target for his editorial invective.

As time went on, he realized how valid were all the charges he was laying at the door of the socialized system of broadcasting. But he realized something else too. He asked himself what would happen if the CBC suddenly folded. And the answer was that it would be a pretty sorry state of affairs.

Then he did what seemed to him to be quite a thing. He went to work in his paper and in his appearances at conventions and meetings trying to point out to private broadcasters, the men who supplied him with his living, where they were falling down on their jobs; selling out to the advertisers; failing to understand their employees. And what happened? Did people stop reading his paper or advertising in its columns, because they didn't agree with what he said? Not by a jugful, gentlemen. They started using the services he had to offer in greater degree than ever before. He was learning the lesson which I earnestly believe the broadcasting industry has yet to learn, and that is that you don't lose friends but gain them when you dare to disagree.

I am now ready to be thanked.



This portion of French-Speaking Quebec, with its tremendous developments of natural resources power and industry is CANADA'S FASTEST-GROWING MARKET.

Market No. 2 consists of all of Quebec Province east of Montreal, with a large added French audience in North-eastern Ontario, and the Maritime Provinces.

To reach this profitable market, Radio is not only the most resultful and economical medium you can buy, but, in many areas, it is the ONLY one to deliver adequate coverage.

THIS MONTH'S SPOTLIGHT STATION

CHRC, QUEBEC CITY

Quebec City, with its suburbs, is now a city of well over a quarter of a million people, and ranks fifth among the great cities of Canada. This market is enjoying growing economic prosperity, and all indications are for an even greater spending power in 1953. Radio Station CHRC covers 8 out of every 10 radio homes in Quebec City and its trading areas—at a lower cost per 1,000 listeners than any other station in the area.

QUEBEC NO 2 MARKET

CHRC	QUÉBEC	5000 WATTS	CHLT	SHERBROOKE (French)	1000 WATTS	CKBL	MATANE	1000 WATTS
CHNC	NEW CARLISLE	5000 WATTS	CKVM	VILLE-MARIE	1000 WATTS	CKLD	THETFORD MINES	250 WATTS
CHLN	TROIS RIVIÈRES	1000 WATTS	CKRS	Jonquière-Kenogami	250 WATTS	CKNB	Campbellton (English)	1000 WATTS

For information on these Leading Regional Stations Write, wire or telephone any of our three offices.

JOS. A. HARDY & CO. LTD.

Radio Station Representatives
 DOMINION SQ. BLDG. 39 ST. JOHN ST. 67 YONGE ST.
 MONTREAL QUEBEC TORONTO
 UN. 6-8915 2-8178 WA. 2438

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.

Get The Backing Your SALES May Be Lacking

Insure the Success of Your Radio Advertising Every Time by using **CHNS** -

THE TOP STATION IN THE HALIFAX MARKET

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

CHNS THE VOICE OF HALIFAX
 THE CHOICE OF HALIFAX

THE 1952 BBM station report gives convincing proof that CFNB provides the best coverage of New Brunswick by far of any radio station.

CFNB'S TOTAL New Brunswick audience is 65,470 daytime and 61,430 night-time—15,180 more homes by day and 13,860 more by night than the next nearest station.

COMPARING the 1952 and 1950 reports we find that our daytime New Brunswick audience has grown by 6,450 and our night-time listening is up by 9,300 homes.

ALL THIS proves our claim that you can't cover New Brunswick without CFNB. More than ever CFNB is the best advertising buy in New Brunswick.

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



New Brunswick's
Most Listened-To
Station

Now it's Official!

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

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

FOR FURTHER EVALUATION OF MARITIME URBAN RADIO MARKETS:

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

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

SEVERAL TIMES MORE THAN ANY OF THE POPULATIONS AT OTHER MARITIME STATION LOCATIONS

"The Steel and Coal Centre
of Eastern Canada"

CJCB

SYDNEY, N.S.

Reps: All-Canada
Weed & Company

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

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

AGENCIES - AM

By Art Benson

BAKER ADVERTISING

Toronto. — Frigidaire Products of Canada Ltd. in co-operation with its dealers across the country has returned the half-hour transcribed *Guy Lombardo Show* (All-Canada) for the second year to 88 stations coast to coast for a run of 26 weeks.

General Foods Ltd. has scheduled a series of spot announcements over 20-odd stations across the country advertising Baker's Cocoa.

■ ■ ■

HARRY E. FOSTER

Toronto.—Prudential Insurance Co. of America has scheduled a 15-minute Sunday newscast over CKVL, Verdun.

■ ■ ■

YOUNG & RUBICAM

Toronto.—Metropolitan Life Insurance Co. has a five-minute five-a-week program going to CKVL, Verdun, starting October 1 for 13 weeks.

■ ■ ■

VICKERS & BENSON

Toronto.—Blue Coal has a 14-week spot announcement campaign going to 14 stations in Ontario, Quebec and the Maritimes with an extension coming up in November.

■ ■ ■

NEW AGENCY OPENS

Toronto.—Leo Burnett Co. of Canada Ltd. has opened a Canadian office here under the management of George Macgillivray, formerly associated with Kenyon & Eckhardt and Lever Brothers. Ralph Draper moves over from Cockfield, Brown as radio director. Head office is in Chicago and the local operation is quartered at 170 Bay Street, telephone EM. 3-7247.

■ ■ ■

F. H. HAYHURST

Toronto. — Canadian Cannery Ltd. has started the 10-minute five-a-week transcribed *50-A-Day* program over 17 stations coast to coast featuring Wally Crouter and June Dennis and advertising Aylmer Soups.

■ ■ ■

R. C. SMITH

Toronto. — Latco Heating and Air Conditioning Co. has started the once-a-week transcribed *Secrets of Scotland Yard* (All-Canada) over CKFH, Toronto.

■ ■ ■

WILLIAM GENT

Toronto.—Peller Ice Co. Ltd. has renewed the 15-minute once a week *Hook, Line & Sinclair*, for the third year, over CFRB, Toronto and CKOC, Hamilton, featuring Gordon Sinclair with Mike FitzGerald handling the commercials.

Higgins Screen Manufacturing Co. has a spot announcement series going to CFRB, CKEY, Toronto, advertising All-Time Screens.

AGENCIES - TV

JAMES LOVICK

Toronto.—British-American Oil Co. Ltd. has started the half-hour once a week *B. A. Sports Parade* over CBLT, Toronto, for 13 weeks. Byng Whittaker handles the commentary on the show which consists of filmed Canadian and American sport events. Guests from the sports world are spotlighted each week.

Canada Bread has contracted for a 13-week series of one-a-week eight-second filmed spots over CBLT, Toronto.

BAKER ADVERTISING

Toronto.—Frigidaire Products of Canada Ltd. has started the half-hour once a week film *Foreign Intrigue* over CBLT, Toronto, advertising its wide list of household appliances.

E. W. REYNOLDS

Toronto.—Moffats Ltd. has a 13-week series of filmed spots (three a week) going to CBLT, Toronto, advertising its ranges and refrigerators. John Rae handles the commercials.

MacLAREN ADVERTISING

Toronto.—Bulova Watch Co. Ltd. has scheduled a campaign of 20-second spots Mondays, Wednesdays and Saturdays over CBLT, Toronto.

NEEDHAM, LOUIS & BRORBY

Toronto.—S. C. Johnson & Son Ltd. has scheduled a series of one-a-week one minute filmed spots for 13 weeks over CBLT, Toronto, advertising the Johnson Wax products.

THORNTON PURKIS

Toronto.—Salada Tea Company of Canada Ltd. has started a series of three-a-week 20-second spots over CBLT, Toronto, advertising Salada Tea and Tea Bags.

VICKERS & BENSON

Montreal.—Canada Starch Company Ltd. has scheduled the half-hour film, *March of Time*, over CBFT, Montreal and CBLT, Toronto, for 13 weeks advertising Crown Brand Corn Syrup, Benson's Corn Starch and Mazola Oil.

STEWART-BOWMAN-MACPHERSON

Vancouver.—George Weston Ltd. has extended the 15-minute once a week *Sing-O* program for another 13 weeks over CHUB, Nanaimo and CJAV, Port Alberni, advertising its many bakery products.

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 report.

DAYTIME

English	Rating	Change
Ma Perkins	13.2	-1.7
Right To Happiness	13.0	+1.2
Pepper Young's Family	12.8	+ .4
Big Sister	12.7	+1.1
Road Of Life	12.0	+1.3
Life Can Be Beautiful	11.2	- .6
Laura Limited	11.2	+ .8
Aunt Lucy	11.1	+ .6
Double Or Nothing	10.5	+1.5
Young Widder Brown*	8.7	- .8
Who Am I?*	8.6	+ .6

French	Rating	Change
Rue Principale	23.9	+2.5
Junesse Doree	23.1	+2.3
Quelles Nouvelles	17.7	+3.2
Francine Louvain	17.6	+ .6
Grand Soeur	17.3	same
Quart d'Heure de Detente	17.0	+1.9
Maman Jeanne	16.9	+1.9
Tante Lucie	15.1	same
L'Ardent Voyage	14.7	+1.9
Lettre a une Canadienne	13.0	+ .8

EVENING

English	Rating	Change
Twenty Questions	13.5	-1.2
Mario Lanza	11.5	-2.5
Doris Day	11.4	-2.2
Great Gildersleeve	10.0	new
Happy Motoring	7.4	+ .1

French	Rating	Change
La Pause Qui Rafraichat	15.8	-2.2
Jouez Double	13.2	-2.1
La Raconteur de Chez		
Nous	12.3	-1.8
Chanson de Vacances	11.2	new
Qui aura le dernier mot	9.4	+ .6
La Rue des Pignons	9.1	-1.3
Aube Incertaine	7.6	- .4

CKDA...

Victoria's MOST LISTENED TO Station!

Business is Booming in the Niagara Peninsula!

\$315,000,000

QUEENSTON HYDRO PROJECT

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

REPRESENTATIVES
 TORONTO: Paul Mulvihill
 MONTREAL: Radio Time Sales



THE NIAGARA DISTRICT STATION

CJOR Vancouver carries more local advertising than any other B.C. station



Local advertisers know where their advertising pulls best and this year CJOR local sales are up 35%. If you want results do as local advertisers do . . .

Canada's third largest market is booming. By using CJOR you are assuring your clients a healthy slice of this billion dollar market.

CJOR

Vancouver, Canada

FIRST ON THE DIAL • 600 KC
 5000 WATTS
 DOMINION NETWORK STATION

Represented in Canada by:
 HORACE N. STOVIN & CO.

Represented in the U.S.A. by:
 ADAM J. YOUNG, JR., INC.

ASSISTANT COMMERCIAL MANAGER

WANTED FOR

WEST COAST STATION

Box A-135

Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto

CFCO again goes over the top

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

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

CFCO - 630 Kcs - Chatham

CKBB SCORES SCOOP ON TORONTO STORY

"CKBB, Barrie, first with the news in Toronto!"

No, we aren't claiming this as a general thing, but it could happen, and did too, when Simcoe County's enterprising station beat its Toronto contemporaries by a full three minutes on the capture of the Boyd Gang by North York Township Police last month.

A CKBB news staffer was making a routine call to a North York resident who had just seen the police arrest the gang. Naturally he lost no time relaying the news back to the station.

Immediately Paul Friesen made the startling announcement over CKBB. This was at 7.08 p.m. and it was not until 7.11 p.m. that the Ontario Provincial Police Radio System announced the capture. Subsequently all news services and many radio stations made the announcement.

Not content with the scoop, Dave Wright, CKBB's sports-man, went to work on the long distance telephone, with the recording device connected. His first call—to the North York Police Station — secured an exclusive interview with Sergeant Detective Richardson, who headed the capture, and Chief of Police John Riseborough in whose custody the four jail-breakers were placed.

While other reporters crowded the police station, screaming for interviews, and photographers blew their bulbs, Dave proceeded to induce the heroes of the event to come to the telephone for interviews. Toronto Chief of Police John Chisholm and Mayor Allan Lamport joined with the police in supplying interviews for Dave.

As taping of each interview was completed, programs were interrupted to put them on the air. Then, at 11 p.m., a complete story of the escape and capture, including the taped interviews, was aired.

We are proud of Dave, Paul and our wide-awake staff who are spreading listener loyalty throughout the area of

CKBB

BARRIE

The Friendly Voice of Simcoe County

Representatives:

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



The manager of CJCA, Gerry (né Gerald) Gaetz graduated from Lethbridge Collegiate a few years after getting himself born at Red Deer, Alta., in 1908; started his radio career in 1929; and has been managing stations for the ACMO group ever since 1934.

Last month they made Gerry president of the Western Association of Broadcasters, which will automatically put him on the next board of the C A B and bring him prancing down east at the drop of a hat or a chairman's summons.

In the 10 years I have known him, I have called Gerry just about everything. He's the most obstinate, pig-headed—but strange to relate, in spite of his eternal ability to be wrong, he always comes out on the right side of the ledger. It has been said of him that if he fell out of the tenth floor of a skyscraper, G. G. would fall on his feet. (As a matter of fact it hadn't been said before, but it has now.)

As soon as we arrived at Banff, Art Benson and I went after him in a nice aggressive business-getting way, but Gerry must have seen us coming, so he promptly organized a party he would conduct the next day to the Columbia Ice Fields, a drive of some 125 gorgeous miles through the mountains. We thought of putting the you-know-what on him on some

precipitous ledge, but you know how it is. A guest is a guest. Besides, he'd brought along CFPL's Murray Brown for added protection. So we didn't do a damn thing about it except enjoy the drive and the scenery and the wit he must have acquired at the Lethbridge Collegiate, or that part of it that hadn't been rubbed off yet.

It was a terrific day, and business was forgotten. The glint in his eye told us he knew what he was at. Then we got back to Toronto. And there it was. Not a quarter, not a half but a full page in Canadian Retail Sales Index. Oh! Gerry should make a good president for the WAB!

■ ■ ■

There's something good about coming back to Toronto after a stretch in the west—or east, for that matter—that is hard to put down on paper, but exists none the less. I know that in every westerner's eyes, you are supposed to rue the day you climb down from your entrancing perch on top of some Rocky Mountain, and curse the cruel fate that forces you to return to this effete city. But I guess I'm a queer sort of duck, because I have to confess a deep and abiding affection for the place where I live—by choice—and regret that I am so often compelled to leave it for distant points, in the course of pursuing my business.

The reason for this rather strange outburst is that I am of the opinion that having an affectionate regard for one's home city or town is an extremely healthy trait, but having this regard does not make necessary, or even desirable, a continuing effort to persuade people who consider themselves fortunate to live elsewhere than our own town is where everyone ought to want to live. I hope to continue to enjoy my visits to all parts of Canada; I hope the so greatly appreciated hospitality which is always bestowed upon me will continue; but when the time comes when I no longer want to return to the city where I now live, everyone I know will be aware of it, because they will receive a letter from me advising them that I have moved.

■ ■ ■

People who want to recruit my services as a speaker go overboard either one way or the other. Usually they haven't the slightest

Sixteen years ago . . .

cigarettes were 25 for a quarter
coffee was a nickel a cup
nobody had heard of flying saucers
Shirley Temple and Marie Dressler
were big box-office

and Alec Phare was starting a new radio show called QUEER QUIRKS. It's still going strong — and now it's available to stations across Canada (outside Ontario). Write for sample script and rates.

WALTER A. DALES

Radioscripts
907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

interest whether I am going to talk about radio, China or the weather. All they want is a speech which will fill in the time between lunch and two o'clock, and they want me to send them my title so that they can print it on their mimeographed bulletin. Sometimes they are exactly the opposite, like the one I received the other day.

A station manager wants me to go and speak to a somewhat elderly service club in his home town, but he is a little afraid that I am a little too ribald and rambunctious for his staid fellow members. So he communicates with another station manager, a local one, to see if he can line up my services, not just as I would deliver them, but with a little buttering-up and taming-down, if you know what I mean. Apparently the most important thing is that the aging membership of the organization must never — ever — have its susceptibilities trampled upon, and you know what Lewis is when he gets up at a service club luncheon.

I don't know what the outcome will be, because this only happened today. But my reply was quite to the point. I suggested that apparently this request came from someone who wanted to have me deliver a speech he had written, and that if he wanted to write it, I couldn't see why in Hell he didn't deliver it too. If an organization is a worthy one (or if I am offered an adequate fee by the other kind) I am very happy to speak whenever it is practical. But the speeches I deliver are thought up, written and delivered — by me. I just thought you might be interested.

Here is a profile of a sponsor—full face.



It can't be his cribbage, because several members of the Toronto Men's Press Club just can't wait

till he comes to town. But for some reason or other, Ernie Gater, long-time advertising manager of Sterling Products, has just been elevated to the vice-presidency of his firm, Sterling Drug Manufacturing Ltd., Windsor. He will continue to have charge of advertising.

He has been with Sterling in one phase or other of advertising for 10 years. A native Montrealer, he has lived in Windsor since 1924, joined Sterling in 1942 and became advertising manager in '46. He is immediate past president of the Advertising & Sales Club of Windsor, a director of the Association of Canadian Advertisers, and served two years as chairman of the advertising committee of the Windsor Community Chest. He is married and has a son of eight.

Congratulations, Ernie!

Gordon Sinclair, you're breaking my heart!

I don't mean old Poison Ivy himself, but his sonny boy of the same name who sleeps in one of the stanchions in the CFCF announcers' stable. From Montreal comes this pitiful plea of a son for his aging and decrepid father. "Dear Sir: Gee but you're awful mean to my daddy. Sincerely, Gordon Sinclair, Junior."

I can tell you that when this sob of despair landed on my desk, I didn't do a thing about it until I found it about three days later. Then I resolved that come what may I would be kinder and gentler from that time on. Then I remembered something and that was that one of the reasons why G. S., Junior is so contentedly settled in the Quebec Metropolis is that it is out of range of the BBM or whatever the newspapers call it, of his father's radio column in the Toronto Star and therefore couldn't know of the foul inuendo his profligate parent is in the habit of aiming in my direction.

Off the record, I understand that he was approached the other day about taking on another commentary program, but upset the whole appletart when he asked the agency: "Who (meaning whom) do I hate?"

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

POSITION WANTED

By woman commentator-writer. Previously with Ontario 1000-watter, now with progressive western station.

Box A-137

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

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM



NORTHERN ONTARIO'S HIGH-POWERED STATION

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

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.



SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec



Representatives

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



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

A WEEKLY BBM of 71,380

(44,340 daily)

gives

CJBR Rimouski

The Largest French-Language
Potential Coverage in Canada

after Montreal and

Quebec City

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR

RIMOUSKI

Ask

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

PROGRAMS

Broadcasting With The Farmer

Condensed in two parts from an address to the Western Association of Broadcasters, by Omar Broughton, farm director of CJOC, Lethbridge, at their Convention at Banff Springs Hotel, September 12, 1952.

Agriculture has always been the main spring of western economic life and this contribution to the nation's development has been without precedent. It also has every appearance and possibility of remaining amongst the top two

or three industries in Canada for all time to come. This year Canada's anticipated agricultural production is \$4 billion, a sum which I am quite sure carries with it some interest for every business man.

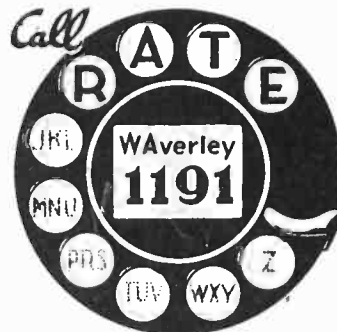
The spotlight is to some extent on Alberta and certainly on Canada as the place with natural resources to develop and a bright future ahead. The rate of development is geared to, or held down to, the rate at which capital can be found for these purposes. But if agriculture had been geared to these same circumstances we would have been a much less progressive nation than we are today. Fortunately the nature of farming is such—or it has been in years past—that a man could get established sufficiently to make a living for himself and his family with less capital than he could in any other line of business.

This was partly possible because he was able to use his ability to work at several different things, all of which provided either food, shelter or cash. Nevertheless, all advantages counted in, the type of individual who has been responsible for building up an industry with a gross return of from \$3.5 to \$4 billion a year is worth a word or two, particularly as much of this development has come about in a short period of time, much of it in the last 50 years.

The farmer is, first of all, a man who has chosen his occupation because he likes it. The multitude of jobs which comes up—and some are disagreeable—soon gives the would-be farmer plenty of opportunity to reconsider his plans.

Business-like operation of a farm is becoming more important each year. This is quite often one of the weak points—at least the actual bookkeeping is.

The investment per farm—that is, land, livestock, equipment and buildings—is all mounting every year and this, of course, means more planning and management. This doesn't lessen, in fact it increases, the other jobs and the knowledge the farmer needs to keep everything going well. Every year more extensive lines of equipment are available to the farmer. Whereas at one time he needed to know a little about cows, horses, ploughs and reapers, now he's get-



FOR THESE ARTISTS

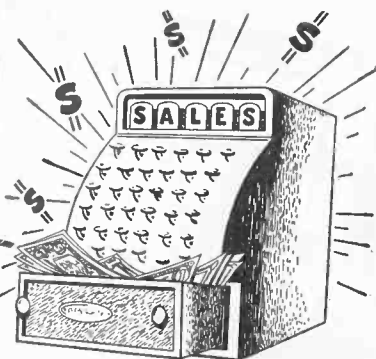
- CRUCHET, Jean
- DAVIES, Joy
- DENNIS, Laddie
- FRID, John
- LEACH, George
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra

Day and Night Service

at

Radio Artists Telephone
Exchange

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.

"VOICE OF THE FRASER VALLEY"

WHETHER you buy Spots or Programs, CHWK gives you *more homes per dollar than any *Non-Metropolitan Station in British Columbia.

*Based on 1952 BBM, 6-7 per week.
*Greater Vancouver and Victoria only excluded.

CHWK
CHILLIWACK

REPRESENTATIVES
ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A.

ting electricity, hydraulics and hybrid vigor thrown in. He invariably is his own financier, in that he has to rustle up anything he needs on his own credit and initiative. He is increasingly becoming plagued with veterinary problems, plant diseases, new chemicals for farm use and marketing difficulties. These numerous jobs of manager, technician, field and livestock man, confront a man who has no morning paper to read and whose time for study and attending meetings is somewhat limited. The industrial worker, the city office man, and everyone working in public has more opportunity to discuss at work, in transit or at coffee time, many of the topics of the day than has a farmer.

When I was given the opportunity to come to CJOC as the agricultural member of the staff, I was aware of some of these things which I have mentioned, and I was quite convinced that there was room for some special farm broadcasting. The station manager, Mr. Guild, suggested that I spend two or three months becoming acquainted with Lethbridge district and its people, and, in so doing, find out if the farmers were interested in a radio program.

I found that every farmer that I spoke to welcomed the idea. The nature of the things they thought might be included were fairly general. Livestock markets were high on the list, as were trends in the nation's and world's trade, announcements of farm meetings. And almost universally they wanted information on everything new in agricultural development.

Our next move was to line up sources of suitable material. Some was already available in our newsroom, such as livestock and grain markets and news of agriculture and other industries in Canada and elsewhere. Our newsmen already had regular correspondents throughout the district and we asked them to get farm items.

The station had for a long time been carrying an excellent weather reporting program. Besides Dominion Weather Office facilities, it has special reports twice daily from six district points, which is excellent coverage. This part of

farm programming was thus already done.

We contacted farmers' organizations such as the Farmers' Union of Alberta, Livestock Feeders' Association, agricultural societies, the Purebred Cattle Breeders' Association and many others, and told them of our plans. We also struck up an acquaintance, wherever we could, with personnel of the provincial and federal Departments of Agriculture, and also with various businesses dealing with farmers.

In our talks with farmers we had inquired what times of day we might best use. The noon hour was universally acceptable and many also thought that a morning program would be worth while. With that we set out first with a noon program to run from 12.15 to 12.30, six days a week. We would use about five minutes for agricultural news, five minutes for a feature article on a timely farm topic and the remaining five minutes for livestock markets and announcements.

We haven't found any reason to deviate from this original plan very much except to keep it very flexible. In our feature talks we have found that interviews are very convenient and they hold a great deal of interest. We travel about the district and find any number of things which make good material. It might be some farmer's method of doing a job; his layout of buildings; successes or failures of any of his farming operations; or just opinion on topics of the day.

The Lethbridge area is particularly well supplied with research and experimental facilities, home-grown factories and products and, what is even more valuable, these are all staffed with men of a practical mind who are keen to help the farmer. Besides the largest experimental station, outside of the one at Ottawa, we have a large set of science service laboratories, a veterinary research station, a livestock insect laboratory, a food processing lab, a range experiment station, another unit doing irrigation investigation, as well as several district sub-stations. There is a wealth of information available from the work and staffs

(Continued on page 16)

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

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



DON WRIGHT
Productions

Let Us Help You

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

An Independent
Producing
Company

SOLD

TO MASSEY - HARRIS CO., LTD.

THIRTEEN MONTHS of sports broadcasts including **ALL** of our hockey, curling and baseball

PLUS

a ten-minute daily sports commentary

WHY?

because WE SOLD implements for 34 of the Massey-Harris dealers in North Western Saskatchewan last season.

THE NEW

C J N B

1000 WATTS

NORTH BATTLEFORD — SASK.



"Another STOVIN STATION"

DOLLAR FOR DOLLAR, THE CHEAPEST AND BEST SALES MEDIUM IN THE REGION

We don't sell Time —

LIONEL	8	11	7		
VISITORS	0	0	0		

YARDS TO GO 6 DOWN 2

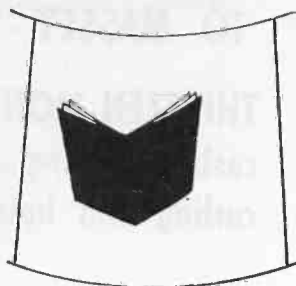
We Sell RESULTS

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

RADIO *sells* SASKATCHEWAN



**92% of
Saskatchewan
homes have
radios**



**39% of
Saskatchewan
homes get
daily newspapers**

and **CFQC** serves SASKATCHEWAN

therefore **CFQC** sells SASKATCHEWAN

Contact
Radio Reps
Now!



THE RADIO HUB OF SASKATCHEWAN

PROGRAMS

(Continued from page 15)

of these places and, to add to it, there are visitors from all over the world who are good for an interesting interview.

We have obtained a good deal of information from all these, much of it in the way of recorded interviews. We believe there are several occasions when interviews can be used to advantage. One is that the person doing a job knows it better than anyone else and it also serves to acquaint men with a public which they serve. I think it goes without saying that anyone who is vitally interested in a job he is doing welcomes the opportunity to tell about it and this goes for the farmer as well as the experimenter, the politician, or anyone else.

The range of topics which we cover is almost without limit. Every progressive farmer is interested in new developments and these occur almost continually in every phase of farming. There are new varieties of crops and, in the case of some, there are new methods of growing and handling them. There is a continual change in livestock improvement as well. This goes for beef and dairy cattle, sheep, hogs and poultry.

There is always new farm equipment coming on the market and here we find we can give out some very worth-while information. The increasing mechanization of agriculture, especially in Western Canada, is one of the notable milestones in Canadian progress. The good which mechanization has done is not only limited to making food products possible and profitable, but it has added a great deal of comfort to rural living and actual enjoyment to many farm jobs.

However, there is quite often a sour note in every situation and farm machinery has been no exception. The machinery trade has been a highly competitive one and the salesmanship equally powerful. Many a farmer has been sold equipment which he neither needed nor found suitable and this has sometimes been a costly experience. These hardships have been lessened considerably through the years; in fact there is not much actually poor equipment finding a ready market, but some of the good is still misplaced or sold in the wrong districts.

We find farmers very much interested in hearing any adverse reports, as well as favorable ones, and we do not hesitate to broadcast anything we find; the farmers asked us for information and that is what we try to give them. It would be easy at times to throw in a little advice, but we try to stay away from this, or to disguise it as much as possible. One wrong guess on our part would do more harm than hundreds of right ones could undo. Furthermore, the man who accepts unsolicited advice, we believe, would be so busy paying life insurance premiums he wouldn't have time to listen anyway.

(Concluded next issue)



OBESITY GREETING

Thanks to John Herapath for "Why, Dick! May your shadow never grow less—or more!"

■ ■ ■

QUESTION BOX

What is "OTNOROT YLIAD RATS" spelled backwards?

■ ■ ■

PAN MAIL

Dear Dick: Thank Heaven that whenever I am caught without a Reader's Digest to read, you always come on the scene."

—Paul Morton.

■ ■ ■

OH, YEAH?

You have to work awfully hard to lose money these days.

—Fred Shaw.

■ ■ ■

SINCLAIRITE

Dear Sinc: No one will ever doubt that you write your own newscasts. No one would work for you for free and no one could possibly take money for that stuff.

—Guess Who.

■ ■ ■

PULLEASE!

Advertisers are requested to refrain from running statements in their ads which contradict the opinions of our columnists.

■ ■ ■

HEAR! HEAR!

Sir: I have to take violent exception to your stand against the government's television monopoly, which is absolutely essential to the existence of CBC-TV.

—A Viewer.

■ ■ ■

INTROSPECTION

The fulfilment of the Vancouver Daily Province's suggestion that "Canadian television is reaching a point where Ottawa will have to enquire thoroughly into the whole set-up" will only require an ordinary mirror.

■ ■ ■

WHODIDN'TIT?

Our Quip-of-the-Week prize goes to Radio Daily for the one about the guy who solved the radio crime mystery in a matter of seconds—it was the producer.



*He does tell
even his
Best Friends
!*

The control-room operator of a radio station is a professional listener. His opinion, if sought, can be invaluable.

At CJCH, Al Campbell, chief operator, registers an opinion frequently and with effect. Schedule revisions and program changes have been made because the full-time "monitors" at the control panel have expressed dissatisfaction.

But Al and his operators are not merely critics. They make a valuable contribution to every CJCH broadcast hour with their thorough technical know-how. They tell their friends of the production staff when the program drags, and they roll up their sleeves to help smarten the air fare.

That's why results are always spectacular for CJCH advertisers.

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

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

CJCH. HALIFAX. 5000 WATTS

CANADIAN TELESCREEN

Vol. 5, No. 18.

TV and Screen Supplement

October 1st, 1952

DuMont Show Is First CBC Import

Toronto, October 1, 1952—The first American network television show to be aired over the CBC TV stations will be seen here tonight on CBLT, it was announced late last week by the CBC.

Supplied on kinescope recording, the one-hour boxing show comes from the DuMont network as the first of a weekly series. At the outset it will be a sustaining feature.

This is just one of several shows from this U.S. network which will be shown on Canadian stations in the near future under an agreement which was reached some time ago between CBC and DuMont. However, it wasn't put into effect until now pending the outcome of the disagreement between CBC and the two large U.S. chains, CBS and NBC, over the amount of payment to be made by the CBC for American network shows it imports. Although the parties are still deadlocked on this issue, CBC and DuMont have decided to go ahead with the interchange of programs.

Official word of the deal also came from DuMont when, late last month, the president of DuMont's new Canadian subsidiary, Dr. Thomas T. Goldsmith, said that negotiations for specific programs with CBC were well advanced and that a contractual settlement is pending. He said he was glad that the two CBC stations were becoming affiliated with the DuMont network.

Although the CBC has also reached an agreement with the American Broadcasting Company TV network, according to CBC chairman A. D. Dunton, there has as yet been no move to import any of its programs, it is understood.

Negotiations between CBC and CBS and NBC, which broke off just before the CBC's two new TV stations went on the air early last month, have not been resumed, although advertisers and

agencies, both independently and through their trade associations, have been urging the two factions to get together.

It is understood that top Canadian Westinghouse Co. Ltd. officials addressed the board of governors of the CBC at a meeting last month in an attempt to find a solution for the issue. Canadian Westinghouse is directly affected by the ban on importation of American shows, in that it had been prepared to sponsor over both CBC TV stations the hour-long dramatic production of its American parent company, *Studio One*.

Buffalo Gets Ontario Viewers 2 to 1

Toronto.—After one week of Canadian television over the CBC's new station, the Buffalo TV outlet is still getting the largest slice of the Ontario audience at the rate of about two to one, according to the second release of Teleratings by Elliott-Haynes Ltd., issued last week.

In this report for September, CBLT is credited with 36 per cent of the total audience, while WBEN-TV captured 64 per cent. The sets-in-use index was 66.9, a marked increase from the previous month when it was 26.7.

On the basis of shows with ratings of 40 and over, five were shown on CBLT during the reported period, while 13 such shows were on WBEN-TV. However, four of the top CBLT ratings were scored by special opening night features, leaving only one regular feature — Westinghouse's *The Big Revue* (43.8) — in the above-40 bracket. This show ranks sixteenth in a comparison of the Elliott-Haynes ratings for both Canadian and U.S. shows.

The top shows on WBEN-TV as preferred by Canadian viewers are: *Arthur Godfrey & His Friends* (62.8); wrestling matches (61.2); *Colgate Comedy Hour* (58.9); *Philco Playhouse* (58.7); *Show of Shows* (58.6).

Caldwell Staffs TV Unit

Toronto. — Warren Collins and Jorgen Christensen have been appointed to positions in the newly-organized Audio-Video Production unit of S. W. Caldwell Limited, it was announced here last week.

Collins, whose experience includes staging of Little Theatre group productions in this country and titling of the recently released film, "Art Treasures from the Viennese Collection," takes over as the organization's chief cameraman. Christensen, a native of Denmark and veteran display artist and cartoonist, will head the art and animation department.

St. Laurent Wants TV Extended

Toronto. — An extended television service for this country, either publicly or privately owned, was still largely a matter of conjecture early this week.

Prime Minister St. Laurent said that the CBC will build "at an early date" stations to cover British Columbia, the Prairies and the Maritimes. Speaking in Vancouver last week the Prime Minister went on to point out that these three TV stations would be built with money which the government is going to recommend be loaned to the CBC. This will happen sometime during the next parliamentary session which begins November 20, he said.

However, this isn't exactly the way the CBC had planned to go ahead with TV. As explained by CBC chairman A. Davidson Dunton last week, this phase is well into the future, while the next step, as the Corporation sees it, is to establish stations in Windsor, Ontario and Quebec City, after the Ottawa outlet is complete.

Dunton noted, at the same time, that while the "government is the licensing body and makes the final decisions," the CBC's role

is that of "a recommending body."

Prime Minister St. Laurent also told Canadians that those who look at the CBC's television are the ones who will pay for it, presumably through a license fee. He feels that since CBC programs are being received at the present only in small areas of Ontario and Quebec, TV should not be financed out of the country's general revenue.

As far as the participation of private interests in the development of television is concerned, said the Prime Minister, the whole question "is being actively considered." Last week CBC officials Davidson Dunton, Ernest Bushnell and Alphonse Ouimet were unanimous in confirming that private TV stations are being "actively considered."

But for the first time since the Report of the Massey Commission a definite place in the future of television has been allotted private stations. It is in a report by the joint committee on radio and television of the Association of Canadian Advertisers and the Canadian Association of Advertis-

(Continued on next page)

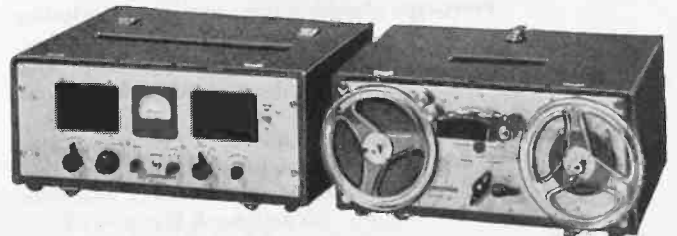
In An Industry That.....

LIVES ON STATISTICS,
we got 'em too!

113 — CANADIAN STATIONS — 113*

are now equipped with

Magne-corder



The Ultimate in Sound Recording

Kingsway
FILM EQUIPMENT LIMITED

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

*As at high noon, September 30th, 1952.

cics

SELLS

in

Stratford



**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



St. Laurent Wants...

(Continued from page 17)

ing Agencies, in language attributed to the CBC.

In the committee statement, the CBC is said to be viewing the time when private and CBC stations are operating as a network in its stand against the demands for a 70% commission fee from U.S. networks for American shows. (See last issue and Telescreen section this issue.)

The committee says the CBC states its case thus: "When network television becomes a reality in Canada, the remaining 30% which would accrue to the (CBC) from U.S. network shows would be insufficient to apply against private stations' published rate cards."

The CBC has not yet attempted to estimate how long it will take before "network television becomes a reality."

1/4 Million By Spring?

Toronto. — Sales of television receivers continued at a high pace during July when 7,492 units began operation in Canadian homes, according to the regular report of the Radio-Television Manufacturers' Association of Canada released here last week.

July sales bring the total number of sets in operation in this country to 116,616, rapidly closing the gap to the 200,000 mark which some observers have predicted will be reached by the year end. July has been the best month so far this year, over 1,500 above the June figure, which in turn bettered May's figure by more than 1,000. Total sales for the first seven months of this year are 31,820 units.

Sales of sets with relatively small picture tubes continue to predominate. July figures show 5,641 sets had picture tubes of 17 inches or less. Average set prices have dropped from over \$500 early this year to \$453 in July.

Distribution of the sets according to RTMA is as follows: Toronto-Hamilton—45,971 or 39.4%; Windsor—38,314 or 32.9%; Niagara Peninsula—19,412 or 16.6%; Montreal—6,622 or 5.7%; and other areas—6,297 or 5.4%.

Film Ford Commercials

Ottawa. — Television commercials of the Ford Motor Company of Canada—among the first to be aired on the CBC's stations—are being made here by Crawley Films Limited for showing during the 90-minute drama presentation, *Ford TV Theatre*.

The films will show various features and highway shots of Ford of Canada products, and are produced under the direction of the agency, Cockfield, Brown & Co. Ltd.

U.S. To Have 52 New Stations

Washington. — Up until last week, 52 construction permits for new television stations have been issued by the U.S. Federal Communications Commission since early in July. These are the first since the three-year freeze was

lifted six months ago.

With 40 of them in the ultra-high-frequency range and the remainder in the very-high-frequency band, 44 of the stations are to be commercial operations, while eight are non-commercial educational enterprises.

There are at the moment 109 stations in operation—practically no change in three years due to the freeze—and an additional 154 applications have been presented to the FCC for consideration.

Shortages of construction and electronic materials, pushes opening dates of new stations well into next year.

**English Industrial
Film By Crawley**

Ottawa.—People in Great Britain will soon see a film on the aluminum rolling mills at Rogerstane in Wales made by a Canadian film company, Crawley Films Limited, here.

The 15-minute color film is designed to show one of the most advanced rolling mills in operation and is slanted toward those people interested in the fabrication of metals. It covers the manufacture of every aluminum product from foil for wrapping cigarettes to corrugated roofing.

The film was shot in Wales by a crew headed by F. R. Crawley. A special three-dimensional model of the plant has been built and it will be filmed in Crawley's Ottawa studios to supplement the actuality.

The film will be distributed by Northern Aluminum Limited in Great Britain.

**A
GROWING
MARKET**

Prince George has a new warehouse area:

Completed:

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

Under Construction:

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

Reach this growing market over its own station.

CKPG

PRINCE GEORGE, B.C.
250 Watts on 550 Kc.
Serving Central B.C.

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

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 **E**lectric

COMPANY LIMITED

Distributing across Canada

1052-1

TORONTO

BRAMPTON

LINDSAY

OWEN SOUND

NORTH BAY

Here! There!

And

Everywhere!

PETERBOROUGH

KITCHENER

GUELPH

PARRY SOUND

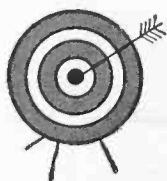
NO GETTING away from it! Wherever you go in Ontario by train, plane, bus, car or a-foot, there's radio!

Ontario, your market, is Canada's richest market.

In this area live 33 $\frac{1}{3}$ % of the people. Their buying adds up to 40% of the total of national retail sales. And in 95% of their homes you will find at least one radio.

That makes radio a natural to reach these people who have money to spend. And when it comes to radio, you come to CFRB! CFRB is Canada's No. 1 station in the No. 1 market, and the No. 1 choice of No. 1 advertisers.

Got a selling problem in Ontario? CFRB can help you solve it. Call in a CFRB representative.



You hit the bull's eye when you hit the market-with-the-money ... Ontario!

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

CFRB

50,000 WATTS 1010 K.C.

Representatives:

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

WHEREVER YOU GO THERE'S RADIO!