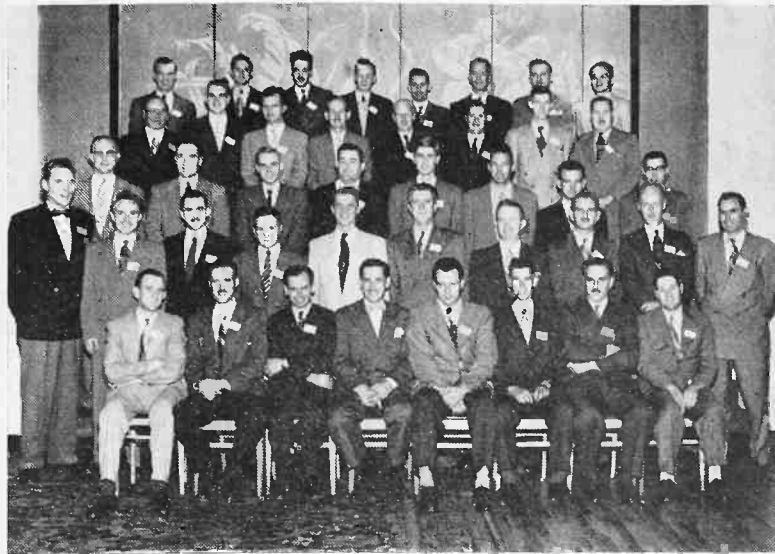


CANADIAN BROADCASTER AND TELESCREEN

Vol. 11, No. 21.

TORONTO, ONTARIO

November 5th, 1952



—Photo by Joseph Boschlier.

MOST OF THE TECHNICAL MEN from Ontario radio stations attending the first Annual Conference of the Technical Committee of the Central Canada Broadcasters Association are seen above. From left to right, they are, front row: John Langridge, CKNX, Wingham; Clive Eastwood, CFRB, Toronto; Hugh Potter, CHML, Hamilton; Glen Robitaille, CFPL, London; Jasper Smith and Dick Salway, CFRB; and Bert Cobb, CKWS, Kingston. Second row: Kevin Knight, CFPL; Burt McCollum, CKLB, Oshawa; Bill Nunn and Ted Davis, CFPL; Larry Holleran and Bill Allen, CKTB, St. Catharines; Earl Dunn, Jim Cooper, C. F. Daniels and Cliff Simpkins, CFRB. Third row: Scott Reid, Glenn Scheifele and Bud Cruickshank, CKNX; Robert Hancock, CKPC, Brantford; Bob Cooke, CHOK, Sarnia; Mahlon Clark, CKSF, Cornwall; Gordon Ballantyne and William Onn, CHLO, St. Thomas. Fourth row: Gordon Brooks and Stuart Brandy, CFCO, Chatham; Ernie Mott, CKGB, Timmins; Cy Spence, CJKL, Kirkland Lake; Jack Barnaby, CFCH, North Bay; James McRae, CKSO, Sudbury; Dave Irwin, CJIC, Sault Ste. Marie; Al Collins, CKLB. Fifth row: Ed Victor, Ken Marshall and Phil Tahany, CHML, Hamilton; Buck Buchanan, CJBQ, Belleville; Jack Mattenley, CKBB, Barrie; Arch Slater, Les Horton and Hec Levert, CKOC, Hamilton.



—Photo by Lloyd Bloom.

A COMPLETELY LOCAL PRODUCTION, the five-month-old "Hamilton Album" program over CKOC, Hamilton, managed to find a birth among the station's top-rated summer shows shortly after it was launched. Sponsored by the Steel Company of Canada, the program presents a daily cross-section of the people and events in the city, along with news of Stelco of community interest, for fifteen minutes in the early evening, six days weekly. A number of feature stories by top local writers have been dramatized on the show. The above photo shows a recording session at the Stelco plant with, from left to right: D. W. McLean, Dennis Smith, Dick Thompson and Bill Leckie, Stelco men; Keith Lockhart, CKOC announcer and the program's emcee; Jim Brownlie and John Richardson, also plant workers; and CKOC operator Archie Slater.

LIBERAL COUNCIL FOR PRIVATE TV Wants Listener Licenses Abolished

Ottawa. — Assuming that the Liberal government will heed the advice of its high command, privately-owned television is just around the corner. So is the abolition of the \$2.50 radio license fee.

These two points were among several that the advisory council of the National Liberal Federation mulled and passed recommendations on during a two-day session here last week.

With a coming general election uppermost in the thoughts of the council, the first hint that it would break away from heretofore government policy came when the council passed a resolution calling on the government to "give consideration to the immediate abolition of the radio license fee."

But the following day 85 per cent of the 235-member council tore themselves loose from adopted policy, in the face of strong opposition from Revenue Minister Dr. J. J. McCann, and asked for "the development of television by private enterprise along with the CBC." It is understood that several other resolutions dealing with television were started and then, sidetracked, but this was the only one to go the full distance.

Although the meetings were closed, delegates revealed afterwards that Dr. McCann, the Minister who reports to Parliament on CBC matters, set forth the government's thinking in adopting the policy of no private television stations until the CBC has stations at key centres throughout Canada. However, the resolution was finally carried, spearheaded by C. Irving Keith, Winnipeg lawyer and one of the NLF's three vice-presidents.

In passing the resolution to recommend dropping the radio license fee, it is believed that the council has brought into the open a move that has been rumored for some time in government circles. Apart from feeling that it has become nothing but a nuisance to the people, it is also said the council considered the cost of collecting the license fees too high.

The resolution read: "Recognizing that the use of radio has become universal in Canada and a necessity of modern life, the advisory council recommends that the government give consideration to the immediate abolition of the radio license fee."

The resolution dealing with television was not included in press releases although the council's secretariat released details of a dozen other non-controversial resolutions adopted during the day.

Celebrates 1/4 Century



Toronto.—To mark a quarter century of service in various international offices of J. Walter Thompson Company Ltd., Mark Napier, a vice-president and managing director of the Toronto office of the advertising agency, was presented with a gold watch here last week.

Born in England and educated at Clifton College and the University of Grenobles in France, Napier has served in the Paris, London, Copenhagen, Stockholm and Montreal offices of the company, as well as Toronto. Napier is chairman of the Canadian Advertising Research Foundation and vice-president of the Canadian Association of Advertising Agencies.

The presentation was made by JWT vice-president Robert Campbell.

CBC Plans BC-TV

Vancouver. — CBC engineers from Toronto, on the spot to look over potential TV transmitter sites, said the initial cost here would be around \$1,000,000 and that contracts would be let in three months.

J. E. Haynes, assistant to the CBC director-general for engineering, said the transmitter would be at least as powerful as the Montreal outlet and would give coverage up to 80 miles.

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	Theftford Mines
CKVD	Val 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 and Serves
With All Kinds
of Vehicles*

Symphonies and sob stories;
news and nonsense; dramas
and disc jockeys; contraltos
and crooners; church services
and sportscasts; quiz shows
and kid shows.

*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

TECHNICAL

CCBA Engineers Hold 2-Day Meet

By Tom Briggs

Hamilton.—Close to 100 delegates and guests from 23 member stations and a number of manufacturing companies gathered here last month for a two-day discussion of things technical at the first annual Central Canada Broadcasters Association Engineering Conference.

The men who are concerned with ohms, modulation and keeping stations on the air, threatened in their enthusiasm to carry many of the sessions even beyond the expected overtime, and continued their learned talk and examination of the latest shiny equipment long after regular hours in the Royal Connaught Hotel.

Herbert Jackson, staff member of Ryerson Institute of Technology's School of Electronics, was the Conference's lead-off speaker. He said that when a recording can be made by a man with little special training in a car bouncing over a test course at 50 miles an hour, a notable achievement has been made. Tape recording can now do this and more, he said, in his talk "The Status of Tape Recording."

A technique that has had nearly all its progress since the war's end, tape recording uses equipment which is not much cheaper than for instantaneous disc recording, Jackson pointed out. But tape can give greater frequency range with less distortion than any other recording method, can be played back an infinite number of times with practically no loss of quality and it can be re-used. Certain special effects are also possible only on tape recording machines, he said.

Jackson emphasized that tape recording is no longer a novelty, and with the many types of equipment available it was "up to station engineers to produce recordings which always meet the highest standards of the art."

For most of the 40 minutes, however, Jackson dealt with the details and inner workings of tape recording equipment, pointing out the "bugs" and how to overcome them, all of which received the

vigorous applause of those who understood the language.

The engineers elected a new executive to head the committee and to represent it on the CCBA board. Chief engineers Scott Reid of CKNX, Wingham; Les Horton of CKOC, Hamilton; and John Buchanan of CJBQ, Belleville, form the new executive and will choose a chairman, secretary and treasurer among themselves.

It is the engineer's responsibility as consultant to management to carry out a station's planning for television to the extent of knowing the facilities and equipment investment required, Lou Spence of Canadian General Electric's Broadcast and TV Sales Division, told the Conference. But when drawing these conclusions he felt that the engineer must bear in mind the market potential for the particular area.

Spence reviewed the planning stages of establishing a TV station with details of transmitter and studio facilities, costs and personnel on the technical side. He emphasized that the technical planners should bear in mind the facilities of the existing AM station and how best they can be fitted into TV planning.

A man who wants to see the main emphasis on sound quality in broadcasting put back into the studio is Bob Tanner, audio engineer of Northern Electric Co. Ltd. In speaking on "Audio and Audio Control" on the second morning, Tanner felt that only in the studio did the engineer have a chance to improve on sound quality, since, at nearly all other points in the broadcasting chain, new equipment had almost entirely ruled out the human element.

The first obstacle in the way of good programs is a psychological one which can be overcome by having studio operators help to put performers who are new to radio at ease before the microphone. Good-natured understanding of speakers and occasional performers would result in better programs as well as improving the station's public relations, he believed.

According to Tanner, the second greatest problem facing stations in audio control is studio acoustics, and here the speaker launched into an involved discussion of eigentons and resonant

frequencies. But he concluded at length that the greatest improvement a station can make is to move into new quarters, which is not always practicable.

Tanner pointed out that there have been no outstandingly new types of microphone invented since the beginning of broadcasting; and latter types have only been valuable refinements over the originals. He suggested to any amateur inventors in the audience that what is needed most is greater sensitivity in mikes.

A systematic approach to the sticky problem of logging and maintenance schedules was tackled by Clive Eastwood, chief engineer of CFRB, Toronto, during the Conference's final session. He said simplicity and system was the key to reducing the amount of time spent on this important phase of radio station engineering. Controlling the use of equipment, he felt, is one way for engineers to cut down on maintenance.

Eastwood passed on a procedural tip in his talk which involves using a distortion meter to test transmitter tubes in their sockets. He noted that special tube-testing equipment was so expensive few stations ever owned it.

Featured speaker at the engineers' first annual dinner was CCBA president Murray Brown, manager of CFPL, London. Brown outlined how a trade gathering such as this could benefit both the individual member and the trade as a whole.

He went on to emphasize that selling is not done only by the sales force of a radio station, but

that engineers too could make an important contribution to stations' public relations if they would become PR-conscious. Everything from the way they handled clients during auditions to the care and courtesy with which they drove the station wagon came under this plan, he said.

Brown also pointed out that "AM is still the best buy for the Canadian advertisers. In fact," he said, "TV may improve AM operation through competition."

The Conference was presided over by Engineering Committee chairman Glen Robitaille, CFPL, and was arranged by the executive which also included Ron Turnpenny, CFOS, Owen Sound, as secretary and Hugh Potter, CHML, Hamilton, treasurer.

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SELLS

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Make sure the following markets are used on your next radio campaign:

CKBB, Barrie	CHOK, Sarnia
CJCH, Halifax	CTB, St. Catharines

For Quick and Complete Information Contact

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SHOOT

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* SALES MANAGEMENT 1951

On CKFH

You can reach this huge market at Radio's Lowest Cost!

RETAIL SALES	CKFH BBM
York County: \$1,273,500,000	D: 83,120 N: 135,010
Greater Toronto: \$1,108,532,000	D: 92,080 N: 157,350

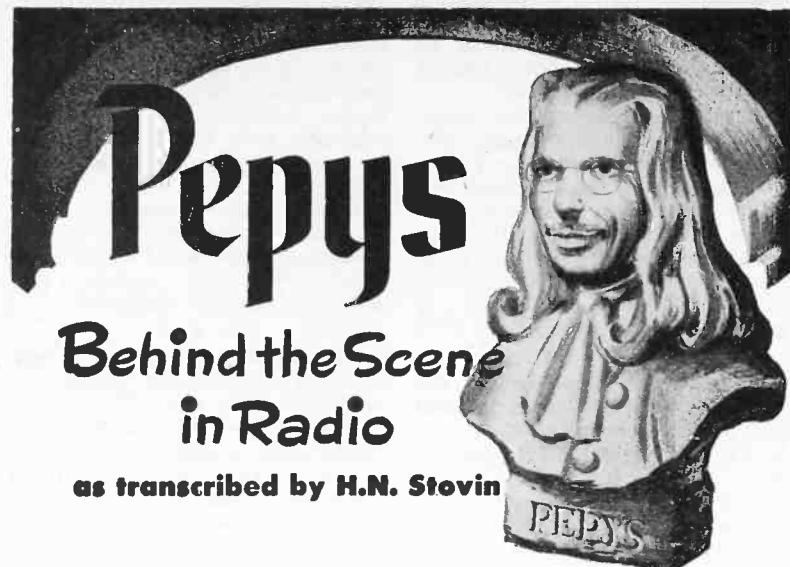
PLUS

A Big Bonus in Halton, Ontario, Peel and Simcoe Counties.

CKFH

TORONTO

MI. 0921 in Toronto
Radio Reps in Montreal
Weed & Co. in New York



"Have but lately returned from a visit to our tenth province, Newfoundland, for which I have nothing but praise. Did, while there, meet many representatives and distributors of Canadian products, and heard from them full and deserved praise for the fine job VOXM, St. John's, does continue to do in promoting sales and engendering goodwill for the many advertisers who make VOXM their first choice in Newfoundland ● ● ● On visiting 'Lionel' in CKCW, Moncton, did find he is continuing his already fine service, and is even stretching his 'feclers' toward even more intensive service to listeners and advertisers alike ● ● ● Moving to Saint John, N.B., did find CHSJ happy in the fact that the F. W. Woolworth Company is using their station exclusively on a year's contract for two to five spots per day to promote sales ● ● ● CHSJ's new 'Lucky' program, offered for sponsorship in ten-minute segments, is registering a record mail-pull in the thousands each week, accompanied by high proof-of-purchase ● ● ● A doff of the beaver to Andre Lecomte, Manager of CJBR, Rimouski, Quebec. CJBR is one of the very few stations in Canada with 100% audience at certain times of the day—a fact which is of additional importance to advertisers when it is remembered that this is the largest French market in Canada outside of Montreal and Quebec City ● ● ● Back in Ontario, do hear from Bill Hawkins that CFOS, Owen Sound, has just completed a schedule of coverage of 14 district Fall Fairs in three weeks with on-the-spot broadcasts. CFOS' last B.B.M. shows a day-time percentage of 99 and a nighttime of 95%. High acceptance, plus aggressive programming and merchandising, make CFOS a choice buy in a prosperous market."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

RESEARCH

Radio Is Cheapest Medium

New York.—On the basis of studying over 6,000 radio and television commercials, the Schwerin Research Corporation has found that at least 70 per cent of TV advertising time is incorrectly and ineffectively used. More than that, it has discovered numerous cases where commercials for a product gained no higher remembrance of sales ideas on TV than they did on radio.

These were some of the points made by Horace Schwerin, president of the research organization, in an address to the Second District Meeting of the National As-

it merely makes it more likely that he'll have an accident."

Schwerin told the NARTB district meeting that, if radio advertisers worked closely with researchers in pre-testing their commercials and programs, radio "can continue to sell goods and do so more economically than any other form of advertising." Now that giant radio ratings are out the window, he warned, radio advertisers should pay more attention to the composition of audiences their programs reach. "Advertisers, bedazzled by television, ignore this factor, though the day will come when its importance must be recognized there also," he said.



sociation of Radio & Television Broadcasters at the Westchester Country Club, Rye, N.Y., last month.

The Schwerin qualitative tests are conducted in Canada in collaboration with Canadian Facts Ltd.

Because of ill-prepared commercials, Schwerin said, TV is by no means yet as powerful a force as many people assume. "It is not," he said, "as some seem to believe, a magical device which anybody can use to buy more customers. All television does is to increase the chances of success or failure in putting across your advertising message.

"Buying a 180 horsepower car," he went on, "doesn't automatically make the driver any better. Unless he possesses the skill and knowledge necessary for the job,

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WE HAVE THE BEST!

E·M·I

sound effects library

and

SPEEDY-Q

sound effects library

The world's finest
sound effects libraries

CALL OR WRITE
YOUR ALL-CANADA MAN
TODAY!

ALL-CANADA RADIO FACILITIES LIMITED

80 RICHMOND ST. W.
TORONTO

YES, WE BELONG TO THE
C.C.B.A.

One More Co-operative Effort By
Private Radio to Better Serve Its
Listeners and Advertisers

RADIO STATION **CHOV** PEMBROKE, ONT.

"The Heart of the Valley Market"

HORACE N. STOVIN, CANADA — ADAM J. YOUNG, JR., U.S.A.

CANADIAN BROADCASTER AND TELESREEN

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

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November 5th, 1952

Freedom For Free Air

It really looks as though something is going to be done at long last about one of the main inequities in radio, and that is the exacting of a receiver license fee for the privilege of listening, more often than not, to a private station which receives no part of the money so collected.

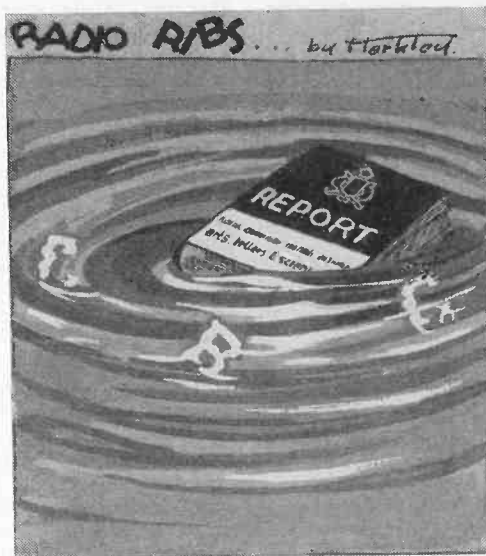
It would also appear that private enterprise may get a crack at TV quite soon.

The fact is that last week, the 235-member advisory council of the National Liberal Federation adopted a resolution calling on the government to "give consideration to the immediate abolition of the radio license fee." Anything can happen in mid-twentieth century Canadian politics, but it is hard to see how even as dogmatic a government as this can close its eyes to the demands of its own supporters.

The question of private television had a different implication. A resolution, omitted for some reason from the official press releases, asked for "the development of television in Canada by private enterprise along with the CBC." The significant point is that this appears to have been "over the dead body" of the Minister implicated, Hon. J. J. McCann, Minister of National Revenue. In a long debate, as it was described by The Canadian Press, Dr. McCann stood up for the government's declared policy of withholding TV licenses from private interests until the CBC has set up stations at key points.

In another news story, it is stated that Dr. McCann "rushed breathless into the room, his hat and coat still on, and immediately tangled with Mr. (C. Irving) Keith (who had proposed the resolution) in a free-for-all. Dr. McCann advanced all the reasons he could think of," the story in the Toronto Daily Star continues: "the need of steel for defence, the recommendations of the Massey Commission, the present CBC program designed to stretch TV stations across the nation. Mr. Keith, in his reply, cited specific instances of private stations who have the steel but not the go-ahead license. He pointed out that the amount of steel and other construction materials in radio and TV stations was relatively insignificant, and that steel is being obtained for less essential uses, in particular a stadium in Winnipeg."

The Star, a noted supporter of the Liberal government, concludes its article with this statement: "Whether or not the government chooses to admit a resolution was actually passed condemning government monopoly of television, it is now clear it continues its present policy at its own peril."



This first indication that the years-old campaign against the government's socialization of the radio medium is meeting with some success is all the sweeter because it stems, not from the Opposition benches where one might expect it to start; not from the private broadcasters who have so much to win or lose; but from a body representing the large body of voters who elected the government and are now telling it what it wants.

It seems that there is very little doubt but that the license fee is slated to go, and private TV to begin. We wonder whether, when they are examining the radio picture to effect this major change, they will peer a little farther and consider such questions as that of an independent regulatory committee, to legislate for both kinds of radio—public and private—as has been sought by the private broadcasters for lo these many moons, and was again advocated as recently as two weeks ago by the Canadian Chamber of Commerce at its convention.

Another question which, it seems to us, is worth looking up, is that of the current proposal of the CBC to institute a regulation under which private stations would be compelled to broadcast programs of Canadian origin from 30% to 48% of their time on the air between 8 a.m. and 11 p.m. Last issue, when the topic was hot, we expressed concern over the unreasonable attitude behind it. Now, after considerable thought, we are inclined to think there is a more serious question involved, and it is this.

According to the CBC, the proposed regulations have been drafted in order that they may be discussed by the stations who would have to live up to them if they were

applied. The CBC's phrasing of this part of the deal sounds suave and urbane . . . "This draft is designed to provide a basis of discussion" . . . It seems to say: "Let's sit down and chew it over, boys." And perhaps that is exactly what is intended.

The fact remains though, that, in the first place, there is a very grave question whether this department of government is within its constitutional rights when it considers a step like this. We should like to register the opinion that such a step is the brain-child of someone or some people who believe in the principle of dictatorship. It is our opinion also that as soon as the broadcasters sit down with the CBC powers to discuss such a move, they become parties to what would be one of the most flagrant breaches of democratic freedom Canada has ever seen.

For much too long now, the people of Canada have permitted their servant, the national broadcasting system, to trample on freedom's preserves, because they have been uninformed about what was happening. Would it not be possible to let this latest assault take its course, in order that its legality and validity might be put to the test in the one place where such questions should be tested, and that is before the Supreme Court of Canada?

"Non-Commercial" CBC Solicits Ads For Its TV Monopoly

(Reprinted from Toronto Telegram)

If proof were needed that the Canadian Broadcasting Corporation intends to exploit its television monopoly to the utmost, it is found in a full-page advertisement in Canadian Advertising, reference manual for Canadian agencies. This states, in part: "With the addition to its national facilities of CBC television stations in the two biggest markets of the country, Canadian advertisers now have available to them, in these areas, the powerful impact of visual sales presentation . . . In television, as in radio, the CBC welcomes the opportunity to work with advertising agencies and their clients."

The advertisement, naturally, was not written for notice by the general public. Citizens will continue to receive official assurances that the CBC is excluding private enterprise from television in order to protect the public from "commercialism." Meantime, the CBC is soliciting advertising for all it is worth. Its excuses for keeping private brains and money out of TV wear thinner all the time. While private companies are begging for a chance to provide TV broadcasts at no cost to the public, CBC persists in playing a lone hand, with the taxpayers' money at stake.



Welcome . . .

CCBA DELEGATES

To your second annual conference in Toronto. We hope that your forums are productive and will go a long way to sustain the standards you are setting down in better radio broadcasting.

We, at Columbia Records, are also striving to produce, as always, the kind of music that will measure up to the exacting standards of broadcasters and their listeners.

In January, 1949, we introduced the world's first Long Playing Records (L.P.) and since then we feel that we have compiled in our Columbia L.P. Family a perfect listening balance second to none.

We hope you can drop around and see us during the off-session hours in the Columbia Suite. Then you can see for yourself what we mean when we say: "You'll go a long way to beat a Columbia Long Play."

Harold Pounds and Frank Jones will have the welcome mat out for you.

COLUMBIA RECORDS



Manufactured in Canada by
Sparton of Canada Ltd.,
London, Ont.

Talent Trail

by Tom Briggs



It is rather difficult to quarrel with the judges' decisions in naming people and programs which top the list for the fourth annual Canadian Radio Awards. In fact,



IN
HALIFAX
IT'S . . .

C
H
N
S

The reason is pretty plain to see in the latest Station Report (Study No. 5) of the Bureau of Broadcast Measurement. This shows that with CHNS you get a PLUS of 31,200 daytime and 24,380 night-time radio homes over Station B in the metropolitan Halifax area.

With a lead like that you can't afford NOT to go CHNS for Halifax and provincial coverage.

In Canada contact the ALL-CANADA MAN and Weed & Co. in the U.S.A.

**C
H
N
S** **THE VOICE
OF HALIFAX**
**THE CHOICE
OF HALIFAX**

if it is felt that the award winners as a whole fall short of being examples of the finest in Canadian radio programming generally, then the fault probably lies not so much with the adjudicators but with stations who have failed to bring more shows to the attention of the judging committee.

Particularly well deserved were the special awards which went to station CKCW, Moncton, for its part in developing over the past six years that prominent show piece of Maritime talent, the Moncton Music Festival, and to the Ford Motor Company of Canada for backing what has become one of the most consistently superior radio dramas on this continent.

Such recognition for these two at least should not have been so long coming. Even after the first year of operation these two enterprises were undoubtedly worthy of official commendation. Now, after six and four years, respectively, they couldn't very well have been overlooked.

Deciding a winner for this year's Maurice Rosenfeld Memorial Award, donated by Johnny Wayne and Frank Shuster for the most promising newcomer to Canadian radio, must have been somewhat of a problem. Newcomers are seldom identified with this label; besides, the award's definition covers rather a large territory. Don Garrard was a natural when you think about it, though.

His varied amateur and professional career seems to point out that under almost any judging conditions he has come out on or near the top: local and regional festivals, competitions, contests for scholarships, and in both an open-air and broadcast presentation of a new musical comedy. He became identified with a private station, CJOR, with the CBC, as well as in different parts of this country and the U.S. What more could one do and still be no more than 24 years old?

Although the status of the 30 or more programs singled out was not indicated, it appears that

few if any which gained a place on the award list were commercially sponsored, the notable exception being *Ford Theatre*. This is regrettable and is explained only by assuming there is a feeling in many quarters that only creative works completely free from the taint of commercialism are fit to enter artistic competition. This is bunk! Furthermore, it is most easily disproven by this column's favorite "notable exception," *Ford Theatre*, followed by CIL's *Singing Stars of Tomorrow* and a list of lesser known works which would carry us beyond the back page. It is to be hoped that in years to come this will be corrected in both network and non-network categories by those who submit the shows for adjudication.

Finally, it is to be hoped that to those responsible for the unprecedented showing by private stations will come a sense of achievement worth the effort it took.

C of C Backs Private Radio

Toronto.—The Canadian Chamber of Commerce registered its official support of this country's private broadcasting industry again in a resolution passed here late last month.

The Canadian Chamber of Commerce resolution adds its united support to private radio stations in this country in their efforts to effect an independent regulatory body and to disarm the Canadian Broadcasting Corporation of its powers to regulate and police its competitors. This follows a similar resolution passed by the Chamber.

The action was sparked by the Oshawa Chamber of Commerce and its secretary-manager, Lew McConkey, who presented the resolution. It is understood that an address by Al Collins, manager of CKLB, Oshawa, to the local Rotary Club in September, in which he called attention to the regulatory system under which private radio stations must operate, was largely responsible for the Oshawa Chamber of Commerce's action.

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

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

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

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

See

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



New Brunswick's
Most Listened-To
Station

the emphasis is on *

GREATER LONDON MARKET

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

Population
 No. of Families
 Radio Homes
 Retail Sales*
 Food
 General Merchandise
 Furn.-House-Radio
 Automotive
 Drug

164,000*
 48,300*
 40,880†
 \$138,628,000
 29,211,000
 12,228,000
 6,722,000
 24,193,000
 3,160,000

*

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

Time buyers please note!

coverage in a major market

PROGRAM STRUCTURE

PROMOTION MERCHANDISE

PRODUCTION QUALITY

CFPL LONDON, CANADA

CFPL LONDON, CANADA

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

Tell Us Another

More than five years ago, when Whitney's Radio Appliance Store in Orillia first started using daily spots on CFOR, they were intrigued by the novelty of the idea. Don't tell a soul, but they're still on with them. Must have forgotten all about them.

Just why they use "seasonals" and "co-ops" too, we can't tell you, but confidentially, they've just signed for Frigidaire's "Guy Lombardo Show."

If a mere 24,000 radio homes, whose inhabitants aren't too fussy about what they buy would interest you, why not give the boys in the Stovin office a stir? Ask for Pitch 23.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.



A news item last week stirred a bit of whimsy and nostalgia in the memories of those of us whose radio listening is in the quarter century bracket. The item, from Hollywood, said simply that Freeman Gosden and Charles Correll, creators and actors in the original radio program *Amos 'n' Andy* say they have seriously talked over their retirement and may quit radio when their twenty-fifth year ends November 15.

Rexall's *Amos 'n' Andy* of today is different from Pepsodent's original version. But there are plenty of people left who will remember the days—back in the twenties and early thirties—when everyone set their dinner hour, and their general comings and goings so that they would be in an atmosphere of quiet at seven o'clock when the regular evening program, presented by a couple of not too successful vaudevillians with a wonderful idea and an extremely human understanding, hit the air. They started life as

"Sam 'n' Henry," but when Pepsodent picked them up became "Amos 'n' Andy."

There must be hundreds of incidents to illustrate the real affection in which the team was held the length and breadth of the North American continent.

When you walked up almost any residential street at seven o'clock any evening, you heard one sound and one sound only—the strains of the theme number "The Perfect Song." This was, of course, followed by announcer Bill Hay's individually inflected "Here they are," and the episode of the evening.



It was an NBC feature in those days, originating, I believe, in Chicago. Nobody would have thought of sponsoring that period on another station except a Hamilton lumber concern. At this time, when dial tuning was not as meticulous as it is today, and when the depression had decelerated the replacement of worn-out sets — it was in the depression years of the early 30's—CHML, Hamilton and WBEN, Buffalo's frequencies were too close for comfort and around *Amos 'n' Andy* time, complaints of interference were poured into the Hamilton station, because avid A & A fans were getting CHML's signal on top of WBEN, where they used to listen to "the boys."

Eventually the problem was solved by this enterprising sponsor, who bought the time on CHML, and used it in this manner: "Through the courtesy of the Norwood Lumber Company, station CHML now leaves the air for 15 minutes to enable you to hear this evening's episode of *Amos 'n' Andy* without interruption."

The competing network's approach to the problem was a bit more conventional. Columbia put on a terrific effort to keep an audience for sustaining programs in this same period. Without a hope of selling them, they ran such stars as Morton Downey, Bing Crosby and Kate Smith, just to try and hold onto some of the audience. But it was futile. They've solved it now, though, by obtaining the "package" for themselves.

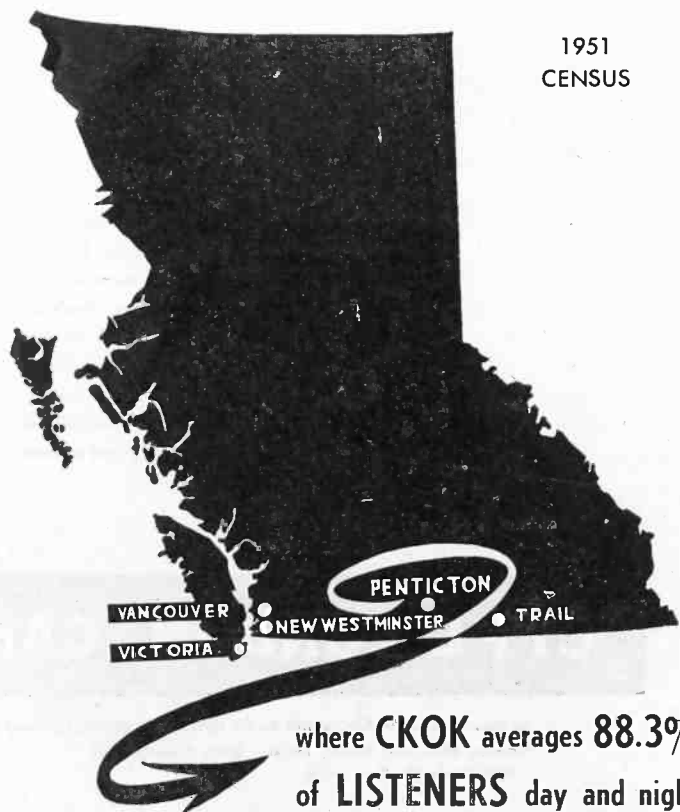
Amos still recites his version of The Lord's Prayer every Christmas. This has given the team a tradition comparable only to that of Dickens' Tiny Tim.

Once, when, in the story, Amos got involved in criminal court proceedings to the point where it appeared there would be no alternative to finding him guilty and so removing him as a character from the show, it became a major matter of conversation and even altercation among everyone. It was a real crisis in the existence of the program, so acute was public feeling. Finally they got themselves out of the muddle by making the whole criminal incident a dream.

Amos 'n' Andy, as we used to hear it, was not a lavish affair. It just consisted of a couple of men, each playing quite a number of characters, portraying their everyday lives to the public in a way which took them out of the fantasy of theatre and made of their programs actual visits to real people doing real things. It was the simplicity of the characters as well as of the technicalities of the shows that captured literally millions of hearts.

Whether Correl and Gosden carry through their threat to retire this month as they say they may, or whether they sign a new contract, which the Columbia network wishfully expects they will, radio owes them a debt it can never pay. It owes them a debt for pointing a way of depicting incidents before the microphone as part and parcel of everyone's life, unseparated from the public by such artifices as footlights, curtains, prosceniums and all the other paraphernalia which usually contributes to the unreality of all vehicles of entertainment. We salute them, not as Correl and Gosden, not as "Amos 'n' Andy" but as Messrs. Radio.

B.C. cities with population over 10,000



1951 CENSUS

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
RADIO REPS
U.S.A.
DON COOKE

CJEM Edmundston

now 1000 watts reports on New Brunswick's newest city — the City of Edmundston, booming with \$2,961,150 of construction permits issued since May 1, 1952:

- Church \$700,000
- School \$700,000
- Recreation Centre \$600,000

PLUS new orphanage — city improvements — commercial buildings — new homes, so DON'T OVERLOOK this important market. ALWAYS BUY:

CJEM

"The Bilingual Station in the Maritimes"

This is to introduce Jerry (no "G" please, though it's short for Gerald) Wiggins, who started October 1 in a coveted spot on the CFRB announce staff, thus becoming the first announcer to be added to the Bloor Street station's roster since they took in Wally Crouter in October, 1947 (and vice versa).

Jerry came up in radio the conventional way. That is to say, he broke in as a part-timer during U. of Alberta days at CFRN, Edmonton, while he was dissipating his RCAF gratuity on a course in psychology for reasons which he is frankly unable or unwilling to disclose.

He came out with a B.Sc., notwithstanding which they let him back at the mike. Only this time it was at CJCA. During three years he did everything from poetry programs to wrestling matches to enable him to support his believing Audrey Boyes, whom he had managed to mesmerize into marriage during his first year at Varsity.

Last August, he parked Audrey and the kids (two and a bit and a dog) with her folks and set out, like Horace Greeley in reverse, for the bright lights of this Holy City, with his tooth brush in one pocket and a bus ticket in the other. After a short spell at Toronto's CKFH, he got the green light from CFRB, where he inherited the 11.15 p.m. *Midnight Merrygoround*, the week-end shift, and also, on a freelance basis, the announcer's spot on Imperial Tobacco's new *Denny Vaughan Show*.

The Wiggins are living and revelling in a furnished farmhouse near the Malton Air Port.

Jerry has this message for his Western friends:

"Listen, you guys! Don't ever tell me again that Easterners aren't friendly . . . that you have to be here six months before you can call them by their first names . . . that getting in to see a Toronto agency man is like getting a date with Princess Margaret. It just ain't so. Take it from me, these Eastern guys could teach us Westerners some lessons in hospitality."

It is seriously rumored that Jerry is already taking out his Eastern citizenship papers, and that next year he plans running as mayor of Toronto.

(Continued on page 10)

look
to
the
leader



you make or break your schedule here in B.C.'s biggest listener area -- the

VANCOUVER MARKET

where 980 dominates urban skyline and airplanes alike. You need 'WX -- the figures below prove it -- they're sales figures, too!

STUDY No. 5, 1952



Radio Station		Total Weekly BBM	6-7 per week
CKWX	day	197,510	117,060
	night	189,200	86,070
No. 2	day	188,900	78,060
	night	180,120	51,610
No. 3	day	178,440	93,410
	night	203,630	83,310
No. 4	day	134,890	71,100
	night	129,320	61,900

WANTED . . . A-LIVE!!

ANNOUNCER - OPERATOR

For Morning show . . . will have daytime shift . . .
TALENT . . . BLUE CROSS
. . . PROFIT SHARING PLAN
SOUTHERN ONTARIO CITY

Only the alert and energetic need apply.

Box A-139

C. B. & T., 163½ Church St.
Toronto

In British Columbia it's **CKWX**



They're all top-rating shows and
they're all on CFCF!

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

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

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

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

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

all on CFCF!

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

(Continued from page 9)

If you want to write a letter to Standard Library's former vee-pee, commiserating with him because he's out of a job, turn your emotions into congratulations and good wishes and address them to Alex Sherwood, General Manager, Radio Station WCSS, Amsterdam, N.Y., because that's what and where the white-haired crew cut now is.

I was a guest in his house in Stamford, Conn., when the news came, in the middle of an argument about the Americans beating the British on the field of battle in the War of Independence by television, while Uncle Sam and John Bull were sitting next to each other trying to trace a pattern for peace in the meeting of the United Nations. We'd argued ourselves half way into the second quart when the phone rang, to tell him the answer was yes. Damn that phone, anyhow just when the argument was getting interesting.

It's a well-established station and Amsterdam is a town of about 35,000, not far from Schenectady and about twice that distance from the State Capitol of Albany. Earlier in the week, we'd driven there from Stamford through the Catskill Mountains, which were gleaming with red and golden maple leaves, for an appreciation of which please insert here a subdued version of last issue's appreciation of the fall colors in Haliburton.

But back to the Sherwood, he wrote saying the short piece on him was not enough to get me off the hook. So add this, Alex, and that's all.

Delivering my stock speech (with slight variations for the U.S.) to the New York and New Jersey broadcasters at the Westchester Golf & Country Club in Rye, New York, I found it hard to remember I wasn't home in Canada. From the chairman's early pangs as he tried to coax the convivial delegates away from the rab spelled backwards, right through the lunch, it was just like a CAB meeting in Toronto, Mont-

real, Quebec City or just about anywhere. And this leads to the thought that it doesn't matter which side of the line you are, broadcasters are broadcasters and Lou Tappé will be there to sell him a SESAC library. (As a matter of fact this was the exception, because Lou was home in bed.)

In my speech I explained to the audience that I couldn't make a speech after all, because in Canada, where first names are formal, I was used to speaking to Canadian broadcasters who enjoyed being hauled over the coals. I then proceeded to tell them all the things that I would tell the Canadian gang if I were home but which I couldn't tell them as a guest. They got the point—most of them.

In serious vein—as though you were interested—I suggested that they might use their so powerful medium of communication to spread the idea that one of the greatest tragedies that is being recorded for posterity in today's history is the failure of the English-speaking people of the world to understand each others' point of view, and so to make of themselves shining examples to the rest of the world of what real peace might mean.

I absolutely can't pass up an opportunity to express appreciation to Regional Director Curly Vadeboncoeur, who is president of WSyr, Syracuse, for his courtesy. Neither can I refrain from a tribute to NARTB chief Harold Fellows, who went right along with every corney gag and soulful pronouncement, just as though he hadn't sat through the whole damn thing about six weeks before in Cleveland. Finally a well-rounded thanks to Horace Schwerin, for his wonderfully infectious laugh, which started the ball rolling.

Since the announcement of the purchase of Toronto's well-dressed Saturday Night by the owner of station CKEY and publisher of New Liberty Magazine, Jack Kent Cooke, and the official story that

We don't sell Time

We Sell RESULTS

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

PROGRAM DIRECTOR
 WANTED FOR
WEST COAST STATION
 Apply
 Manager, B.C. Broadcasting System Ltd.
 812 Robson St. Vancouver, B.C.

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

the *Toronto Telegram* is to be sold, rumors have come cheap. Among those named as new owners of the evening paper are Cooke, Roy Thomson of newspaper and radio station fame, John Bassett who is functioning as general manager, John David Eaton, to say nothing of Messrs. Sifton, Southam, et al. The bid-

ding is going on and will be open until November 18, so no rumor, however reliable, can have any credibility until then at least. One thing is sure, though, the Canadian Broadcaster & Telescreen is still doing business at the same stand and under the same management.

• • •

In our employment hide-and-go-seek department at the Broadcaster office, we run into some strange situations. Some are funny, some tragic. All are human. Possibly the most acute is the case of the English accent, which is absolutely verboten, because in North America, people just don't like hearing English spoken by Englishmen, we are told.

It's funny, because quite a number of performers have done right nicely. I mean people like Herbert Marshall, Charles Laughton, Vivien Leigh, Laurence Olivier. James Mason and the one and only Gracie Fields. In the past year, incidentally, the British comedian, Tommy Trinder, made a highly successful tour from coast to coast.

I can't help reflecting also, that while this "accent" that is carried around by me and other Canadian citizens of my like may be reviled and abhorred by radio's powers that be, it is also a fact that it is studiously mimicked by every native-born son or daughter as soon as he or she gains admittance to the innermost places.

Here is a suggestion for those who guard the susceptibilities of radio listeners in Canada. A little more thought about what their announcers said into their microphones; an eradication of just the eensiest, teensiest bit of all the drivel that is broadcast in the name of humor—especially around breakfast time—might please listeners a lot too. It might even be that a little more—if not a lot more—attention to the words that are used, in radio generally, might make the modulations, the inflections and the articulations seem unimportant.


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

You Now Receive
CANADIAN RETAIL SALES
INDEX
With Your Subscription
to C. B. & T.

AVAILABLE
Announcer - Salesman
Nine years' experience, presently employed, proven record, wants position announcing and/or selling where a future is offered.
Box A-140
C. B. & T., 163½ Church St.
Toronto

FULLY EXPERIENCED
SALESMAN AVAILABLE
Box A-141
C.B.&T., 163½ Church St., Toronto

IN GREATER
Montreal
IT'S
CJAD



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

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

5Kw ON 800Kc
AFFILIATED WITH CBS

Representatives
RADIO TIME SALES LTD.
Montreal and Toronto
ADAM J. YOUNG JR., INC.
New York and Chicago

*Dominion Bureau of Statistics

CJIC
is the only
Canadian radio station listened-to in the Soo — the home of the mighty
ALGOMA STEEL CORP.
with its **\$55,000,000** expansion program

•

Their payroll alone amounts to over \$20,000,000 a year

•

Sell Algoma with
CJIC
SAULT STE. MARIE
REPRESENTATIVES
J. L. ALEXANDER TORONTO — MONTREAL
J. H. MCGILLVRA UNITED STATES

STATISTICS?

1952 BBM

DAY	NIGHT
96,800	89,740

Prince Albert

DAY 99%	NIGHT 98%
---------	-----------

District 15

DAY 96%	NIGHT 91%
---------	-----------

RESULTS?

Three segments of "Casino" drew 15,783 letters during September and 17,267 in three weeks in October. Ask your All-Canada Man for details.

CKBI

5000 WATTS

PRINCE ALBERT SASKATCHEWAN

Regina has..

A GOOD START EACH DAY WITH CKRM

★ ★ ★

ELLIOTT-HAYNES shows the voice of CKRM is listened to in the biggest majority of audience area homes!

7.00 - 7.30 a.m. : CKRM has 63.2% of audience.
7.30 - 8.00 a.m. : CKRM has 64.9% of audience.
8.00 - 8.30 a.m. : CKRM has 52.4% of audience.
8.30 - 9.00 a.m. : CKRM has 48.5% of audience.

AND . . .

RITA SPICER — promotion manager and women's commentator at CKRM since April, 1951, Rita entered radio work at CHAB, Moose Jaw, in 1949. She was first chairman of the Canadian Association of Consumers there, and an executive member of the Moose Jaw Council of Women. Rita now aids CKRM sponsors with top-notch point-of-sale and other material. Her radio programs are considered "tops" among Regina ladies.



CKRM Regina

ENGLISH SPOKEN HERE

A Survey of the Quebec - English Market

BY DAVE DUNN
(CFCF, Montreal)

Any consideration of the English market in Quebec is apt to be colored by the Provincial Tourist Bureau's most effective campaign to sell the "Old France in the New World" theme. While it would be foolish indeed to scout the fact of Quebec's predominantly French-speaking population, still the English segment lies here, a solid nugget for the enterprising advertiser.

According to 1951 census figures, Quebec has 4,055,000 of Canada's people—28.8% of the total, and a 10-year increase of 21%. Since latest figures have not yet been released by Ottawa, we can only deduce how many of these four millions speak, think, work, read and listen in English.

Eleven years ago, in the 1941 census, 37% of the province's total population spoke only English or English and French. Applying this figure against today's population, more than a million and a half Quebecers now speak English or both tongues. And government census officials state without hesitation that the percentage of English spoken has increased greatly in the province. Despite the lack of figures on the native tongue of the bilingual segment in Quebec's population, it would seem safe to assume that in addition to the 500,000 who speak only English, the English tongue is native to one in three of the bilingual group, or about 330,000. Thus, in Quebec we find an English market with a population of 830,000 — equal to that of the entire Province of Saskatchewan.

But how does English Quebec compare in buying power? In accessibility? Is it worth your advertising dollar? The answer to this last must be a resounding "Yes."

Unfortunately, there are no accurate buying power figures which may be brought to bear upon the Quebec English market as an entity. However, there are strong indications in a number of surveys, independent of the census, which would lead to the conclusion that the Quebec English market is much richer than the provincial average.

For purposes of comparison, let us look first at the latest figures available on the income and the income division of the entire prov-

ince, the 1950 DBS figures. These show Quebec's total population as 4,054,800, with 2,728,800 of these in centres of more than 1,000, and the remainder — 1,326,000 — in rural areas. This rural third accounted for less than one-sixth of total personal income—\$604,000,000 against \$2,663,000,000 for the cities, where 65% of English Quebec is concentrated.

As an indication — but since complete Quebec surveys are not available, only as an indication—of the superior buying power of Quebec's English market, the Greater Montreal District Post Office Analysis of Residences and Business Places presents interesting figures. This analysis places 89,591, or more than 70% of Montreal English residences in the "Good Working Class" or better classification, while less than 45% of Montreal French residences meet the Post Office's mysterious qualifications for these classifications. More than 55% of the residences of French-speaking Montrealers are considered less than "Good Working Class."

Since the English population of Montreal can, as a general rule, afford the better housing, it seems logical that it is they who possess the quality buying power in quantity.

How about concentration? Sales Management's 1952 Survey of Buying Power provides the latest answer to this—and probably the best proof of the economy of buying Quebec English, particularly in radio. In analysis, its population figures show 73% of the English population of Quebec living in the narrow strip area along the St. Lawrence from the Ontario border to Quebec City—an area not much larger than Vancouver Island, and blanketed by Quebec English radio.

Again, nearly 53% of English Quebec lives in the four cities of Montreal, Three Rivers, Sherbrooke and Quebec City—all in this crucial strip.

Beyond question, the Quebec English market ranks among the richest in Canada, and it hangs as the plum which can most surely be plucked from the step-ladder of radio.

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

Welcome to Toronto . . .

CCBA Delegates!

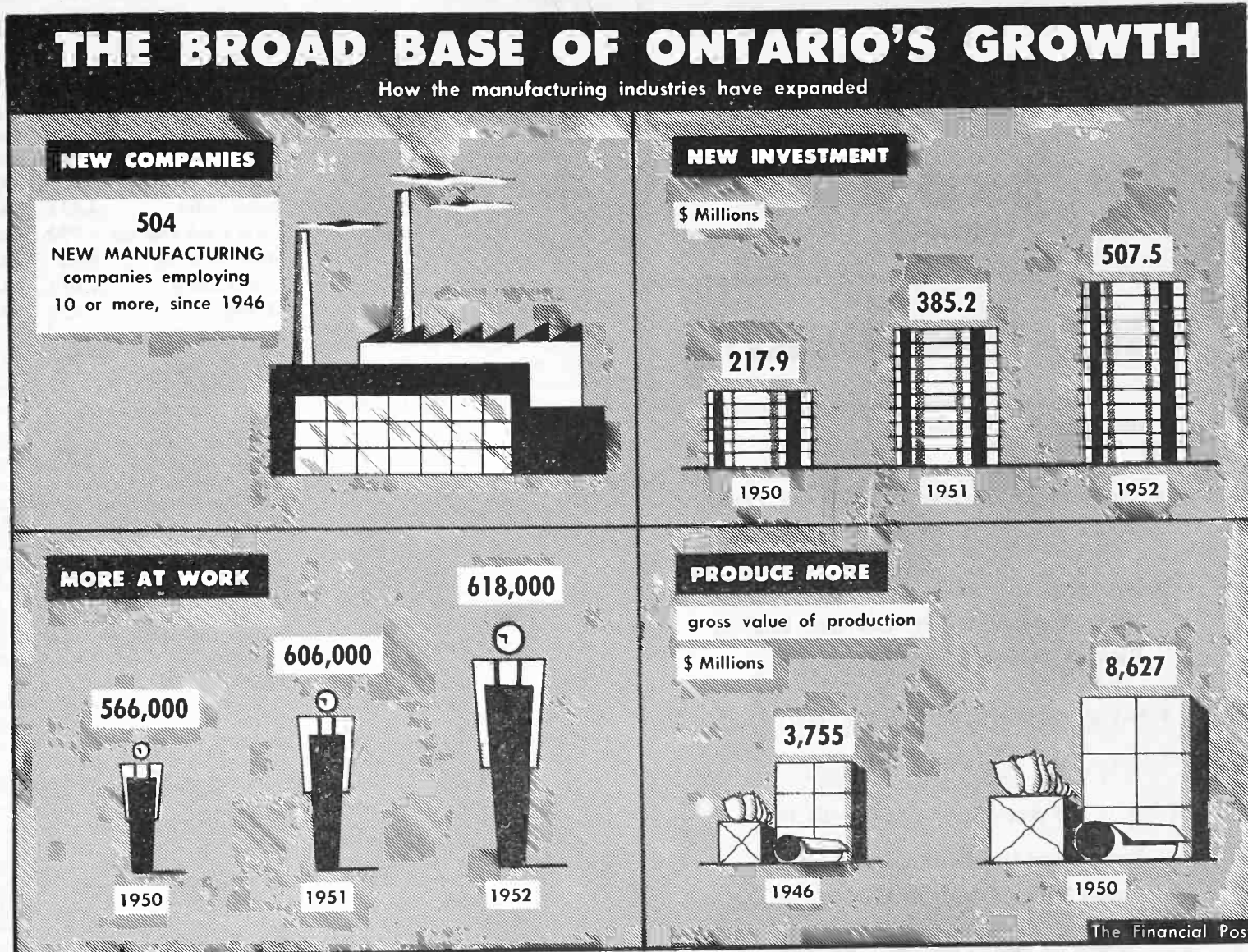
RCA Victor Studios,
Top Floor, Royal York Hotel
"Where your better Transcriptions originate."

ONTARIO'S BIG WINNING HAND IN NATION'S BOOM

Impressive 1952 Growth Strengthens Position As Industrial Heartland

By KENNETH WHITE

(Reprinted From The Financial Post)



Leduc . . . Kitimat . . . Ungava . . . in exciting parade, headlines like these are helping Canada claim its century. Across 4,000 miles: new finds, new faith, flooding new investment.

The level of that new investment for the whole of 1952: \$5.1 billions — a breathtaking figure, representing only part of a familiar post-war story: vast economic

stirrings in oil, natural gas, chemicals, ferrous and nonferrous metals, pulp and paper, hydro, industry, construction.

It's ranking this country as a world economic force, building a gross national product at home of a current \$22.5 billions, zooming the standard of living for Canadians.

And in it all, old Ontario is

holding a winning hand.

When the diamond drill strikes something hot in the northlands, when a coastal town decides to build a new hospital or a board of directors a new industry, when a new oil pool is tapped, or when a western province throws the switch to flood a new farm sector with electricity, you can bet cash registers will jingle in Ontario.

That's one reason why it's official policy of Premier Frost's administration to "welcome, aid and abet" development in each of the other provinces.

Another reason: dynamic growth is bringing maturity and nationhood to this country. There's a sturdier realization among sister provinces that they're all part of

(Continued on page 14)

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



THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES

(. . . and for Bonus Coverage see the new B.B.M. Report)

REPRESENTATIVES

TORONTO: Paul Mulvihill MONTREAL: Radio Time Sales

THE NIAGARA DISTRICT STATION

The spotlight is on Sarnia

CANADA'S FASTEST GROWING MARKET



BUILDING IS BOOMING

1951 Building Permits . . . 536 Homes and 102 Industrial and Educational Buildings for a total of \$7,195,058.

A new building project (homes for rent and for sale) valued at \$3,500,000 commences this fall.

For complete information on Canada's Fastest Growing Market contact: Mulvihill in Toronto; National Broadcast Sales in Montreal; Donald Cooke in U.S.A.

CHOK
SARNIA ONT.

Wanted Experienced Announcer

CKOM, Saskatoon's new station, offers real opportunity to the right man. Send tape, history, etc., to:

CKOM

SASKATOON

WHY RIMOUSKI?

- • Cultural and shopping centre of Eastern Quebec.
- • Centre of Quebec's richest Pulp and Paper industries.
- • New pulp and power developments on the North Shore of the St. Lawrence look on Rimouski as their home port.
- • Gross income of the area is \$267,000,000.00.

• • •

82.3% of the people in this area speak French.

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

C J B R

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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

ONTARIO

(Continued from page 13)

a whole, with a common aim and a common fortune.

The Boom Takes Shape

Canada's economic boom has clearly taken hold. Now it is taking shape.

Just how Ontario is at once taking part and fitting in can be seen in these impressive figures:

—Gross value of production of manufacturing industries in Canada in 1952 will be a estimated \$17.5 billions. For Ontario alone, the figure is \$8.6 billions. That means that slightly less than half—49.14%—of all Canadian manufacturing production comes from Ontario.

That relation of Ontario output to total Canadian manufacturing output has remained fairly constant through war and post-war years. Here are the figures, as prepared for the recent conference of the Provincial Governments Trade and Industry Council at Lindsay, Ont.:

Manufacturing Industry

	Ontario (\$ millions)		Canada (\$ billions)	
	Cur- \$'s	Con- stant	Cur- \$'s	Con- stant
1939	1,746	1,746	3.5	3.5
1946	3,755	2,722	8.0	5.8
1950	6,823	3,305	13.8	6.7
1951†	8,139	3,490	16.5	7.1
1952‡	8,627	3,630	17.5	7.4

†Preliminary Estimates, Dept. of Trade and Commerce.

Thus, as all areas of Canada have been economically racing ahead, growth has attracted growth, and Ontario has more than consolidated its position as chief fabricator for the nation.

Maintaining that position has meant more than doubling manufacturing output in terms of constant dollars, increasing it five-fold in terms of current dollars.

A fact that makes Ontario truly stand out as the industrial heartland of the nation: take the Lake Ontario-Erie shores as the southern boundary and draw a line west from Oshawa through Barrie to Sarnia. In that comparatively tiny area, 35% of the nation's manufactured goods are produced, 70% of Ontario's massive manufacturing output.

The Traditional Supplier

Says F. J. Lyle, director of the Trade and Industry Branch, Ontario Department of Planning and Development: "The picture has begun to get very clear in 1952. As the traditional supplier, Ontario is supplying the capital goods required for nation-wide expansion. For this particular era, the advantages are coming to this province."

The Market at a Glance

	\$ Mill	% of national total
Personal Income	5,327	39.7
Retail Sales	4,033	38.6
Farm Cash Income	794	28.0
Manufacturing	8,627	49.1
Construction	1,017	44.3
Mining	437	35.6
Power (million kwh)	16,903	29.5
Population: 4,597,542, 32.8% of national total.		

Out of the total civilian labor force of 1,852,000 (19,000 listed as unemployed), 32.6% find work in manufacturing industries, against 26.3% for the whole of Canada.

To meet sharply increased demand, and, in some cases, in turn to create it, new investment in 1952 in Ontario is adding up to an estimated \$2.3 billions, \$507.5 millions of which represents new investment in Ontario's manufacturing industry.

Among the big guns in the boom: electrical goods and equipment, chemicals, autos, aero engines and aircraft.

The province's three giant integrated basic steel producers are still in the process of adding one million tons a year to Canada's ingot capacity in programs totaling \$120 millions, which will boost the country's rated capacity to nearly five million tons a year and go a long way toward easing the domestic squeeze on steel supply in times of peak world demand.

To find out what it means to the nation's economy, let's take a look at our steel import-export record last year.

In terms of steel ingots, we imported 2,276,000 tons of primary iron and steel in 1951. Domestic production (again in terms of steel ingots) amounted to

JAMES L. ALEXANDER

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3,567,000 tons and exports totaled 148,000 tons.

Thus Canada's steel requirements in 1951 totaled 5,695,000 tons—63% supplied by Canadian mills, 37% imported, chiefly from U.S. Our 1951 consumption was up about one million tons over 1950 use, two million tons more than immediate post-war years.

The New Steel Empire

Here's how Ontario mills are meeting the challenge:

Dominion Foundries & Steel Ltd., Hamilton, brought its new \$13 million blast furnace into operation in August last year. The plant, built on 110 acres of reclaimed land, can produce 1,000 tons of iron ore a day, enabling a Dofasco steel output of some 500,000 tons a year. Dofasco put another \$3 millions into its steel plant for modernization and expansion.

Algoma Steel Corp., Sault Ste. Marie, has a \$40 million program of expansion under way, scheduled for completion about the middle of next year, involving:

—A sintering plant to sinter flue dust ore fines and concentrates.

—A 25-foot hearth blast furnace, to be known as No. 6, equal in capacity to No. 5 blast furnace, adding 360,000 tons a year to pig iron capacity.

—Increased capacity of No. 2 open-hearth shop so that together with existing capacity in No. 1 open-hearth shop, total open-hearth capacity will be 1,240,000 tons a year.

—Equipping a 44-inch blooming mill with electric drive, in place of steam, to give it annual rolling capacity of 1.2 million tons.

—Installation of a Morgan Construction Co. mill, first of its kind in Canada, designed to produce 250,000 tons a year of finished steel products, including small bars, light structural and strip up to 25 inches.

—Increasing capacity of the present rail and structural mill to double its production of heavy structural steels.

Steel Co. of Canada, Hamilton, has its \$50 million expansion program running ahead of schedule. The highlights: a battery of 83 new coke ovens; four new open-hearth furnaces; first steel from which should be tapped this

month, adding 650,000 tons a year or 35% to Stelco's ingot capacity; a new blast furnace, at 1,400 tons a day, as big as anything on the continent, adding 450,000 tons to the company's annual pig iron output.

Part of an 11-year \$65 million expansion, completion will boost Stelco's production to four times the pre-war level, 50% more than 1951 capacity. Total pig iron capacity will be 1,150,000 tons a year, steel ingot capacity, 1.9 million tons a year.

These huge developments in steel form a comparatively small but important part of Ontario's new industrial scene. The province has attracted 504 new industries since the war's end, 32.9% of the Canadian total.

New, Expanding Industry

Details of how and where the estimated \$507.5 millions in new investment in manufacturing industries is being spent this year, and where \$400.5 millions was spent last year, are given in community reports in the Post's October 11 issue. Some of the major industrial developments:

—Canadian Oil Cos. has just completed its \$23 million modern refinery at Sarnia, with its capacity of 20,000 bbl. a day of Alberta crude, Canada's first platforming unit and Ontario's first fluid catalytic cracking unit.

—The \$100 millions in current expansion in and around Sarnia's chemical valley is making this city one of the fastest growing in Canada. Among the new projects: a \$14 million cat cracker for Imperial Oil; a \$10 million Sun Oil Co. refinery; Cabot Carbon of Canada, a \$2 million plant to produce carbon black domestically for the first time; Polymer Corp.'s 25% capacity increase and new million-dollar laboratory; Dow Chemical Co.—an anhydrous ammonia plant and expansion of chlorine caustic soda facilities.

—At Brockville - Prescott, another milestone for Canada's chemical industry. Here C-I-L's new \$36 million plant will make Canada self-sufficient in all stages of nylon production.

—At Oakville, Ford of Canada has multi-million construction well under way on a monster assembly plant. The 32½-acre plant will

(Continued on page 16)

INDUSTRY SPEAKS!

The Steel Co., of Canada presents

"Hamilton Album"
(7:15 p.m. daily)

Canadian Westinghouse presents

"Westinghouse Newsreel"
(8:30 p.m. Weds.)

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Both Stelco and Westinghouse recognize the vital part played by the broadcasting station in the community life of Canada's third industrial city and have selected it for their public relations programs.

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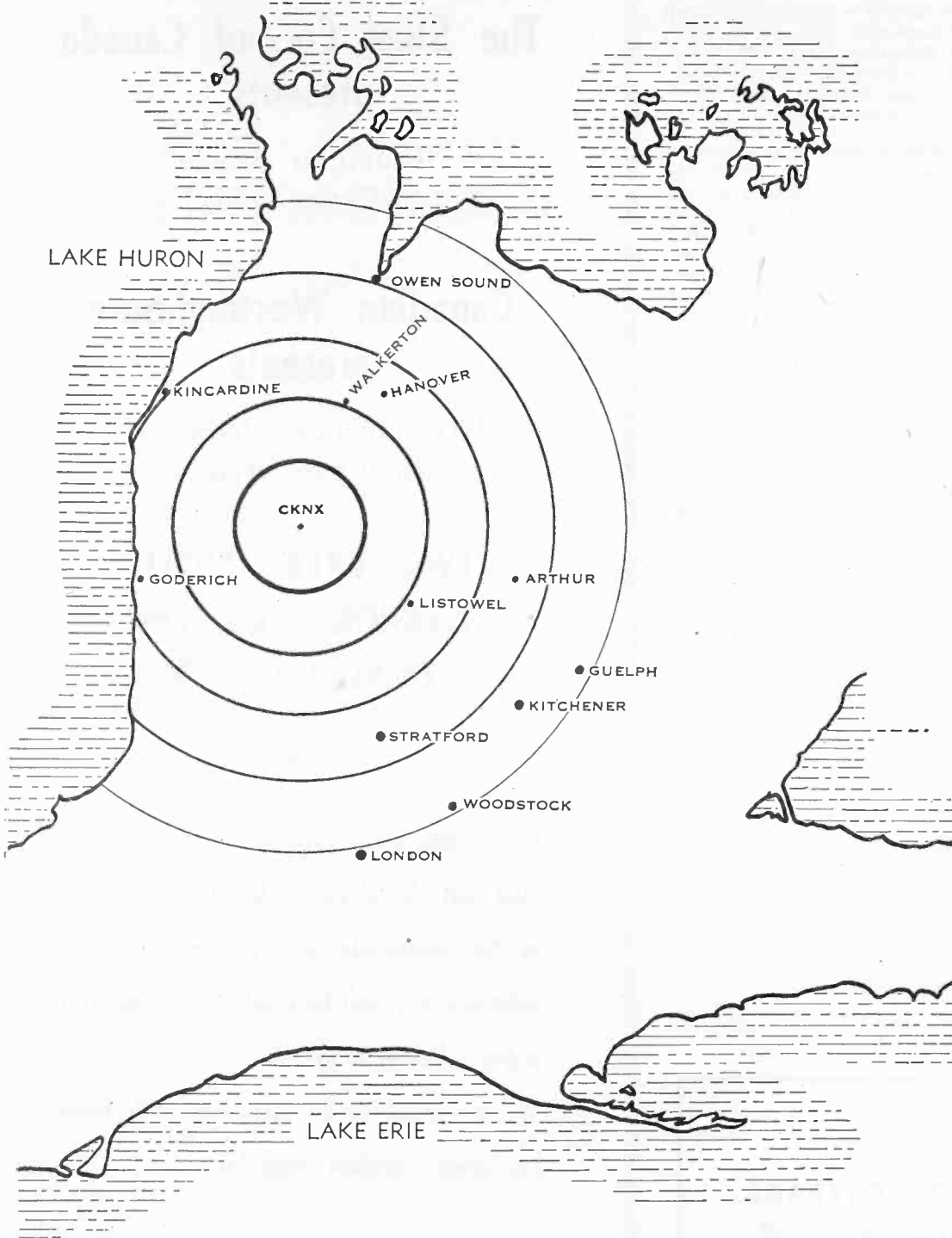
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ONTARIO

(Continued from page 15)

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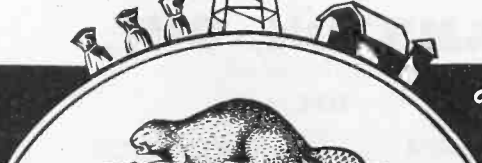


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be among the world's biggest under a single roof; will employ some 5,000 workers at peak. At Windsor, the firm is making a \$6.5 million addition to its power plant.

Last year, a total of 92 new industries were established in Ontario, representing capital investment of \$30.5 millions. But major industrial expansions in the province numbered 451, with capital investment in plant and equipment of \$370 millions.

Trade and Industry officials point with pride to the 92 new industries, but they're quick to point out that even this impressive record amounts only to some 10% of total industrial expansion.

Prospects for the Future

How are things going this year? "When the figures are all in, 1952 looks equal or better than 1951," says Mr. Lyle. "The branch plant movement has even greater strength as a result of all the advertising Canada is getting throughout United States and other countries as the country of the future and the safe country—the country where you can't miss."

He points out that many companies are setting up branch plants to serve new industry in other provinces, but are choosing Ontario to be close to a concentrated and varied market for long-term growth.

Location of new British plants in Ontario during the whole of the current year will surpass 1951's total (9), in the opinion of the Trade and Industry director.

For 1952 and 1953, Ontario can look to West Germany as a major productive source of new industrial establishments, he says.

"The strong and well-managed drive of West Germany for sales in Canada is following a strikingly similar pattern to that of the British — giving Britain a head start of about four or five years.

"As the British export drive continues to grow, many of the home companies have reached the stage where an assembly or production plant in Canada is warranted. That situation has been developing for some time. Now, we can look for a familiar West German pattern."

Ontario's fat farms, steel mills, heavy industry, and, in some cases, ethnic groups, are proving strong factors in a gravitation of German interest to Ontario.

Booming Primary Industry

Backing its solid foundations in secondary industry, Ontario can point to a broad and expanding base in booming primary industry.

Gross value of production of pulp and paper and paper products last year reached \$501 millions (est.); wood product output totaled an estimated \$277 millions. From the province's mines: \$437 millions in production for 1951, an estimated gross production of \$480 millions this year.

At Sudbury, Canada's largest base-metal field, multi-million programs are under way.

International Nickel is working on a 10-year, \$150 millions program of doubling underground mining to offset advanced deple-

tion of open pits. Falconbridge, which plans to have nickel output up to 35 million lb. annually by 1954, has in recent months established over 10 million tons of extra good nickel-copper ore at Fecunis Lake.

The company had previously been grooming its third mine, the Hardy, for production. East Rim, Milnet, Nickel Offsets are working on production programs in the Sudbury area, and another company, Ontario Pyrites, is developing a substantial zinc-lead-copper occurrence.

Development of new gold mining has reached its lowest ebb since World War II in Ontario with underground work now being done at only a handful of new properties. But silver and cobalt mining in the historic old Cobalt camp has been on an expanding scale, with Silver Miller Mines recently placing a new 150-mill on its LaRose cobalt mine.

Iron mining is becoming a fort of the Ontario mining industry.

The Helen mine of Algoma Ore Properties, near Michipicoten, has recently changed over to underground operations. In an expansion program under way, present production of the three mines in the area, among Ontario's oldest, will likely be doubled by 1954 from current annual production of some 4.7 million tons.

Steep Rock Iron Mines is expanding productive capacity from 1.2 million to five million tons annually; active iron mining has been launched by Bethlehem Steel at Marmora, and exploration of iron occurrences is proceeding at many other locations, including U.S. Steel drilling near Simcoe.

Known reserves of iron ore in Ontario are reported in excess of known reserves in fabulous Ungava.

Easing the Transport Squeeze

In the Steep Rock area, CNR is getting ready for what could be one of the heaviest-volume rail lines in the world. From Atikokan, scene of iron ore activity, to Port Arthur, a distance of 141.4 miles, CN has a single track in operation. The line is double tracked from Conmee to Port Arthur only, a distance of 35.7 miles.

To keep pace with expanding traffic, CNR is lengthening passing tracks along the single-track portion and installing electronic centralized traffic control. Current exploration — by Canadian and U.S. interests—indicate iron

ore traffic over the route could conceivably reach 10 million tons a year, spokesmen say. That would be in addition to heavy grain and regular traffic along the small stretch of line.

The future and continuing expansion of primary and secondary industry in Ontario never looked brighter. Icing the cake in the crystal ball: the St. Lawrence Seaway and natural gas from Alberta.

Little imagination is needed to see what ocean shipping to the head of the Great Lakes would mean for established and prospective industry in Canada's most concentrated industrial belt.

Natural gas will help keep industrial fuel bills down, aid diversity. Minimum annual consumption once the pipeline is in, is estimated at 70 billion cu. ft. for Ontario, 50 billion cu. ft. for Quebec. After export has been under way for three years, it's estimated the two provinces would use 200 billion cu. ft. a year.

The Big Power Play

The St. Lawrence Seaway also promises 1.1 million additional hydro-electric horsepower for Ontario industry. Meanwhile, the Hydro-Electric Power Commission of Ontario is making giant strides in its \$1.1 billion program inaugurated in 1945, scheduled for completion in 1955.

Since 1945 to the end of 1951, the HEPC had increased dependable peak capacity from 2,597,185 h.p. to 3,943,365 h.p., an increase of 51.8%. By the end of this year, another 493,297 h.p. will be brought in, jumping installed dependable horsepower by 14.3% at the end of the present year over December 31, 1951.

To get it, \$153 millions is being invested this year by Ontario Hydro, bringing capital expenditure since 1945 to a total of \$734.8 millions.

Along with wealth from forest, mines and secondary industry, agriculture ranks high on the economic scene of Ontario. From 23,944.7 square miles of cleared and cultivated farm land, out of Ontario's broad expansion of 363,282 square miles, provincial farmers collectively record the highest annual farm cash incomes of any Canadian province.

All-time peak gross value of production from Ontario farms last year reached \$1,268 millions; farm cash income for 1951: \$793.7 millions. That compares to 1.1 billions and \$674.9 millions during 1950.

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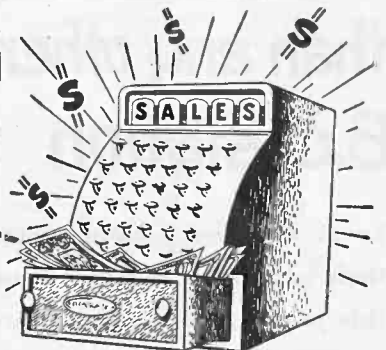
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box tops, labels, coupons . . . over FOUR HUNDRED and FIFTY THOUSAND testimonials to CFCN's Selling Power. This was the record mail pull on CFCN's Casino Carnival, from September 17th, 1951 to July 4th of this year. Happy Sponsors included: Alpha Milk,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

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PROGRAMS

Twelve "Private" Programs In Canadian Radio Awards

Toronto. — Canadian private radio stations captured 11 of the 14 Canadian Radio Awards for non-network programs in the fourth annual presentation of the awards here last week at the Arts & Letters Club. Three non-network programs originated by CBC stations were also award winners, along with 19 programs from the three networks.

Three stations — CKEY and CKFH, Toronto and CKAC, Montreal—took two awards each, in this annual feature which is now sponsored by the Canadian Association for Adult Education, the Canadian Association of Broadcasters, CBC and Radio-Television Manufacturers Association of Canada.

Special awards, carrying with them the awards committee's highest commendation, went to CKCW, Moncton and Ford Motor Company of Canada Ltd. The CKCW award bore the citation:

"For its imagination and inspiring encouragement of musical expression over a wide area of the Maritime provinces through the Annual Moncton Music Festival. CKCW has amply demonstrated what can be accomplished by a single radio station in the development of Canadian talent."

Of the one-hour network drama series, *Ford Theatre* and its sponsor, the judges said: "Through the *Ford Theatre*, which is broadcast in both French and English, the company has done a great deal toward encouraging Canadian actors and writers, providing a noteworthy example of constructive sponsorship to Canadian industry generally." It is produced and directed by Alan Savage of Cockfield, Brown & Co. Ltd.



Children's programs were included in a classification open to both network and non-network productions. First award went to



PRODUCING THE DRAMA which scored an honorable mention, four CJOY, Guelph, staffers are seen above at work last year on "The Plotters" from the dramatic series, "Accent On Danger." Left to right, they are: actresses Betty Kefalas, Kaye Knights; actor, writer and director Rod Coneybear; and actor-sound man Cam Langford. The series, entirely produced by the station's staff, was also heard on four other Ontario stations as part of the Community Broadcasting Services program exchange.

The Magic Blue Box, produced, directed, narrated and acted by Mrs. Joy Knowlton over CKFH. According to the judges: "This show is a decided achievement, especially in view of the fact that it has made extremely good use of local station resources. Mention must also be made of the fact that all aspects of the program are handled with a particular age group audience in mind and that in this respect its success is outstanding."

Honorable mentions or second awards in this class went to: *Le Radio Théâtre Histoire*, produced by Marc Thibault over CBF, Montreal; and *Young Folks' Radio Magazine* over CBU, Vancouver.

This class also carried special commendation for: Joy Knowlton and her award-winning program; Philip J. Kitley, for direction of British Columbia Department of Education school broadcasts over CBU, Vancouver; and Frances E. Johnston of the P.E.I. Arts and Crafts Guild for her work in *Radio Art Class* over CFCY, Charlottetown.

In non-network, classical music programs — one of four music classes—*Sir Ernest Plays Favorites* took the top award. It is produced by Ed Houston, with script and direction by Sir Ernest MacMillan, over CKEY. It was called by the judges: "An out-

standing program, particularly in the selection of recorded music, which is unusual and interesting."

An honorable mention in this class went to *Chalet Concert*, produced, directed and narrated by Len Rowcliffe over CKFH.

The classification for network musical programs of a classical nature was headed by *Les Petites Symphonies*, produced by Albert Chamberland with an orchestra conducted by Roland Leduc from Montreal and heard at various times over the Trans-Canada and French networks. "The technique and precision of Le Petit Orchestre Symphonique de Radio Canada is highly commendable," the judges believed, adding: "The splendid conducting of Roland Leduc results in an outstanding performance."

Honorable mentions in this class went to: *Nos Future Etoiles*, produced by Marcel Henry and directed by Guisepppe Agostini from CBC Montreal; and *Canadian Film Music* from the series, "Music From The Films," produced by Norman Hollingshead and directed by Gerald Pratley from CBC, Toronto.

Light, network musical programs took four awards with a tie for first. *Night Wine*, produced by Norman Campbell from CBC, Vancouver, was described as "a well-balanced program of (Continued on page 20)

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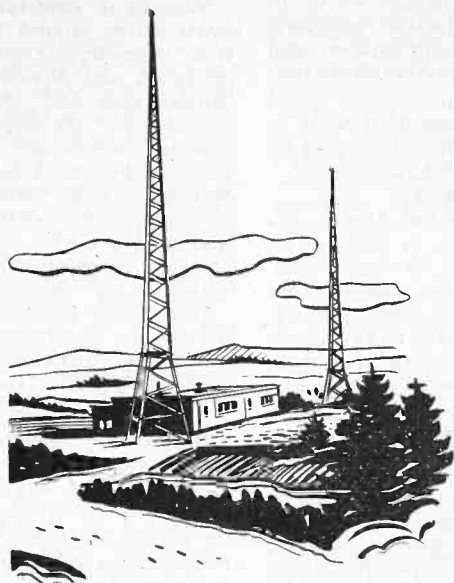


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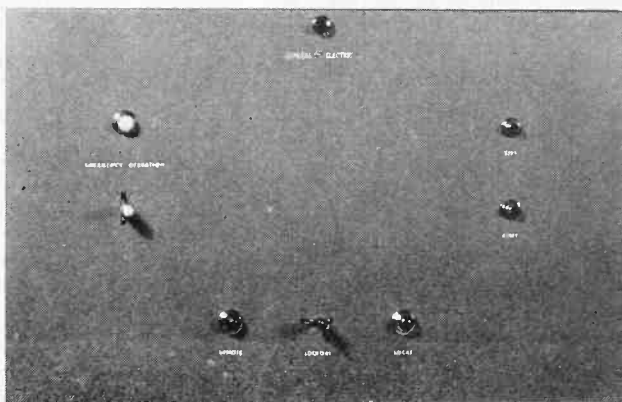


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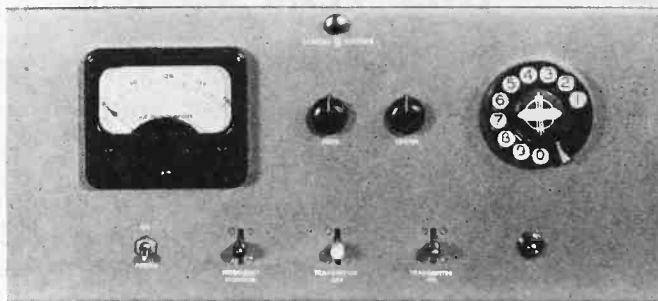


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CANADIAN GENERAL ELECTRIC COMPANY LIMITED

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- New Fire Department Headquarters.
- New Police Department Headquarters.
- G.M. \$5 Million Parts Depot.
- New City Hall.
- New Collegiate.
- Four New Schools to Be Built in 1952.
- Three School Buildings Enlarged.
- G.M. \$10 Million Truck Plant Project.
- \$1½ Million Federal Building.
- \$500,000 Public Library.
- Two New \$100,000 Churches.

Expansion like this points to a growing prosperous market—a market that is completely penetrated* ONLY by:



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*E-H Surveys.



THIS YEAR 10% of the total Canadian wheat yield is coming from Southern Alberta



Yes, the record estimate of 64,866,000 bushels of wheat is proof of Southern Alberta's rich, prosperous present and future.

Sell this rich market effectively via



ASK your ALL-CANADA Man for details.

(Continued from page 18)

light music, accompanied by a good script." The other first award winner was *Starlight Moods*, produced, scripted and announced by Byng Whitteker over Dominion network from Toronto, and it carried the citation: "This is a superior program of popular music with original script . . . achieves an easy relaxed mood."

In the awards for public affairs programs in non-network category, CKEY captured another first award for its documentary, *George The Good*, written by Harry Rasky and produced by Howard Milsom. The judges felt: "This documentary on the life of the late King George VI is an original and effective approach to a rather difficult subject and shows real imagination in its presentation."

An honorable mention went to *Courtesy vs. Death!*, produced by John Elton of CJCA, Edmonton.

"The Power of the Atom" captured top award in the public affairs programs on networks. Produced by Thom Benson from CBC, Toronto, the judges considered it "probably the most impressive documentary ever heard in this country. The subject, of tremendous importance to the Canadian people, was discussed in a calm, relaxed manner, yet was presented in a way that would make it impossible for anyone who heard it to forget it."

An honorable mention in this category went to *Operation Commando*, produced by Norman McBain from CBC, Montreal. A long list of commendations included: *The Royal Tour and Royal Tour Diary* by the CBC; *La Connaissance de l'Homme*, produced by Raymond David, of Radio College, Montreal; *Autobiography of an Ulcer* from the series, "What Makes You Sick," produced by Rupert Caplan from CBC, Toronto; *La Revue des Arts et des Lettres*, CBF, Montreal; and *Village at the Crossroads*, from the series, "Maritime Comment," produced by Dorothea Cox, CBC, Halifax.

Top-notch in the non-network drama classification was shared by *Breeches from Bond Street*, produced and directed by Clarence Mack in the "Radio Workshop" series over CFAC, Calgary, and *Aaron*, produced by Olivier Gouin, directed by F. Biondi over CKAC, Montreal.

An honorable mention went to *The Plotters* from the "Accent On Danger" series produced and directed by Rod Conybeare over CJQY, Guelph.

Among non-network shows of the light entertainment classification, a CKNW program, *Just For Fun*, took top honors "for spontaneity, wit and originality." It is produced and directed by Hal Davis.

Two honorable mentions were scored in this category: one by CKWS, Kingston, for its "fresh and funny show," *Kingston Penitentiary On The Air* which is produced by station staffers Bill Luxton and Bert Cullen, and directed by two penitentiary inmates, known only as No. 7638 and No. 3684; and the other by *Fete au Village*, produced by Paul Legendre over CBV, Quebec.

Two light entertainment, network shows shared top place in this category. *Carte Blanche*, produced and directed by Roger Rolland over CBF, Montreal, was considered "an excellent satire, rich in variety and originality," while *Stopwatch & Listen* by Ross McLean of CBC, Vancouver, drew the judges' comment: "Fresh and sparkling comedy . . . the experimental character of the material makes it especially interesting."

Honorable mentions went to the *Wayne & Shuster Show*, and *Christmas Carnival* by Norman Campbell of CBC, Vancouver.

Besides the special award for the *Ford Theatre* series, the judges singled out one of last season's productions, *The Innocents*, for top award in the network drama category.

Honorable mentions went to *Le Coureur de Marathon*, from the series "Nouveautés Dramatiques," directed by Guy Beaulne from CBC, Montreal, and *The Witch*, one of the *Stage 52* series, produced and directed from CBC, Montreal, by Rupert Caplan.

The Maurice Rosenfeld Memorial Award for "the most promising newcomer to Canadian radio" was won by Don Garrard, a 24-year-old bass baritone now studying at the opera school of the Royal Conservatory of Music in Toronto. Garrard won a number of music festival competitions in and near Vancouver, his home, before turning to the theatre, radio and the concert stage. He starred in a number of shows on CJOR, Vancouver, where he won a scholarship which took him to the United States for continued study. He was featured in the CBC production of the musical comedy, *Timber*, from Vancouver, and is scheduled to appear in a major role in *The Consul*, to be presented at the Toronto Opera Festival.

The Voice of the Eastern Townships

CHLT
(FRENCH) 909 Kc. 1000 Watts

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(ENGLISH) 1240 Kc. 250 Watts

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SHERBROOKE, QUE.

A new asbestos mine — the fourth mine to be opened and worked in this area in the past year — will result in a new mill by Dominion Asbestos Mines Ltd., to develop 2,200 tons daily. This means new wealth, new employment, and a new market. To reach the whole of this increasingly prosperous market, use Radio Station CHLT, Sherbrooke (French) and CKTS (English).

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VERBATIM

Radio Needs Her Face Lifted

An address to the Western Association of Broadcasters at Banff, Alberta, on September 13, 1952, by Carl Haverlin, President of Broadcast Music Inc. and BMI Canada Ltd.

Television is like a siren — a seductive, charming, well-appointed woman. From the top of her expensively coiffured head to the tips of her dainty feet, she is sinuous, she is alluring, she promises hours of marvellous enjoyment. And it is up to the somewhat slattern, down-at-heel, raggedly, ungyrdled, un-nyloned AM wife to do something about it. She may, if she will, sit down and cry. She may, if she will, go home to mother. She may call a lawyer and wonder if she has some grounds for a divorce. But I recommend that she do the logical thing, which is to submit herself to a masseur, get herself a good foundation garment, put herself back into those high heels she wore when she was being courted, put behind each ear lobe, and other proper feminine places, a slight touch of perfume, and go back to woo the old man all over again. It can be done.

Let me tell you the Philadelphia story.

Philadelphia has seven TV stations and it has become what is known as a saturated television market. Those AM broadcasters in Philadelphia suffered all of the pangs of this lady with no girdle and brassiere. They knew that they were going to be pushed off the map. They knew that this medium would so attract the listener that there would be no longer many hours spent in Philadelphia listening to AM radio. But by cunning, by imagination, by taking stock, by doing everything that good management could possibly bring to bear on this problem, Philadelphia stations now report in many cases increased billings in the face of a saturated market of 1,300,000 television sets. And no station to my knowledge has gone off the air, none has gone bankrupt. They find by their

surveys that people are becoming more selective in their looking at TV programs, just as in the dim days of our own AM industry, people became more selective in their listening, and put it squarely up to the broadcaster: "Amuse me, entertain me, enthrall me, intrigue me, but you must do better than you've done before."

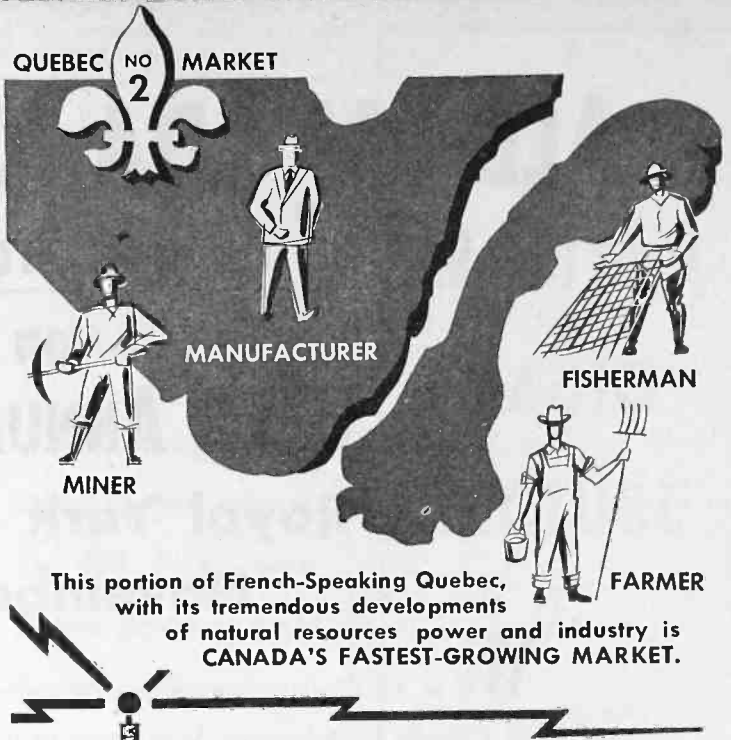
In 1924, I remember going to my home from my station which I then worked for, KFI, and I would listen to KDKA because it was far away, and to Calgary. And I presume that broadcasters and people in Calgary were listening to KFI and KDKA. That thrill of the unknown, the new, comes upon you with the impact of an avalanche. When television comes, people drop everything. But they soon learn to be discriminatory, and if the AM broadcaster will pay strict attention to the fundamentals that he already knows but is sometimes, not always, too lazy to undertake to see carried out on his station, then television comes purely as another competitor in the market in which he is living.

In short, in my opinion, it is not AM radio that is on trial, it is some AM management.

It was discovered in Philadelphia, New York, Chicago, and in every market where a television station has come, that AM radio has some amazing preferences and benefits—some unique things.

One is cost. The cost of television is many times higher for programs. Actors on AM want one fee; on TV they want more. Why, no one has yet been able to figure out, but they do. So you have an economic benefit in AM radio because you can sell a certain number of radio homes at a lower cost per home. Now they will tell you that TV is worth more money because the impact is so much greater. That may be. I don't argue the point. But no matter how great the impact, a merchant or an advertiser who has just so much money cannot go into the TV market. He does not have the funds to do it. I would love to own a Rolls-Royce, I assure you. But I cannot afford it. Therefore I get along with a lesser car.

There is also the other thing. (Continued on page 23)



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

CHLT, SHERBROOKE
(French)

Sherbrooke, "the queen of the Eastern Townships," is the commercial centre of the textile industry with a population exceeding 500,000 people within a radius of seventy-five miles. Radio Station CHLT covers thirteen counties, which are densely populated in the Eastern Townships, plus bordering counties of the United States where a large number of Franco-Americans are living who are influenced to buy through the sales messages aired over this station.

Get more from your advertising dollars by using CHLT, Sherbrooke, in this rich market.

1952 TOTAL WEEKLY BBM

Daytime - - - 40,160
Night-time - - 30,600

"VOICE OF THE FRASER VALLEY"

CHWK
CHILLIWACK

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

DAYTIME, of a total **BBM of 18,940 homes, 85.9% or 16,270 homes, listen to CHWK 6-7 times per week . . . TOP TOTAL in *Non-Metropolitan British Columbia.**

*Greater Vancouver and Victoria only excluded.

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	THEYFORD MINES	250 WATTS
CHLN	TROIS RIVIERES	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

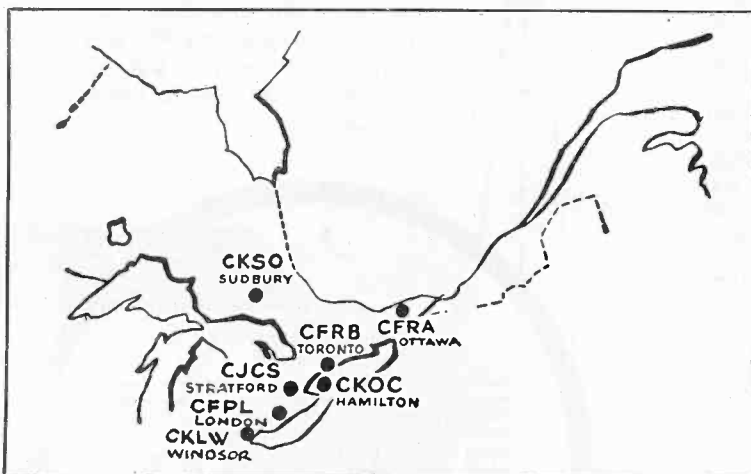
DOMINION SQ. BLDG.	39 ST. JOHN ST.	67 YONGE ST.
MONTREAL	QUEBEC	TORONTO
UN. 6-8915	2-8178	WA. 2438

ALL-CANADA CONGRATULATES

Central Canada Broadcaster Association

on your
1952 ANNUAL CONFERENCE
Royal York Hotel Toronto
November 3rd-4th

WE at All-Canada pay tribute to the ever increasing part played by the Central Canada Broadcasters Association in the outstanding contribution it has made towards promoting radio in Central Canada. We are proud to be associated with your organization in working to promote the potent force of radio in Central Canada. The Central Canada group of the All-Canada family of stations salute the C.C.B.A.



CKOC — Hamilton
 CFRA — Ottawa
 CJCS — Stratford
 CKSO — Sudbury
 CFRB — Toronto
 CFPL — London
 CKLW — Windsor

Call the All-Canada man if sales problems are tying your hands in any of these Central Canada Market Areas

MARKETS

You broadcast only where it will do the most good—eliminate waste circulation—turn blanket coverage into bull's eye concentration.

STATIONS

You pick the key station in every Central Canada market area—capitalize on local listening habits and audience building adjacencies.

TIMES

You broadcast only when your audience is *there*—throughout the area—with local station prestige.

**SELECTIVE RADIO PROVIDES THE ANSWER FOR
 MASS SELLING IN ANY MARKET**

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

FACE LIFT

(Continued from page 21)

That is the easier listening. That is something that has ben proved again and again. A TV set in the front room does not operate during certain hours of the day. The statistician can tell you what those hours are, but we do know that the \$1,000, \$800, \$600 TV set in the front room is dark, but the good old portable or that little radio in the kitchen or in the dining room, or in the den is working, and also that wonderful old beautiful big AM radio has not been thrown on the ash-heap. That too has gone to someone's room, and it is often working when maybe Hopalong Cassidy is on the air, and when someone decides they saw that picture and do not wish to see it again.

Then there is wrestling. My father will look at wrestling and you would be surprised to know how many hours are being devoted to wrestling, that amazing form of descriptive anatomy, which I have come to loathe. Not because I don't like wrestling, not because I don't like TV, but I hate so much of it and therefore I assure you that during those hours while my father is grunting and groaning because Mr. America is kicking the Hell out of Don Eagle, I am sitting elsewhere in my home. And I am listening to the radio, and sometimes idly casting my eyes on a comic book.

The greatest benefit I think there is to the AM radio operator, is that he has a magic thing, and that is imagination. TV—and we may speak glowingly of its magnificences, its wonderful coverages—thrills me again and again. My TV set has been paid for 20 times over. But imagination is an ingredient that is rarely found in television. When you talk on TV, you show the pretty girl and the looker says: "I don't think she's as pretty as the waitress at the Blue Plate." But on AM radio, you can say: "Picture to yourself the most divine female

form—whose face is like a flower—who walks so lightly that she does not even dent the grass," and every man in the audience immediately, in his secret heart of hearts, conjures up Hedy Lamarr, Dagmar, and Katherine Hepburn's legs. This is impossible on TV. On the other hand I will admit to you that no AM broadcaster's comment could possibly conjure up the true shape of Dagmar. That you must see to believe.

In short, the broadcaster has his amazing ability to reach directly into the brain of his listeners and to stir there certain things which will evoke desire, appetite, make you want to do something, make you want to buy something, to go some place, to enjoy something. This is very difficult in television. It's not to derogate TV but merely to tell you that that magic is inherent in AM radio, and not in TV, in my estimation.

It's not only our programs, by the way, that need imagination. It is every branch of our business. It is very poor to have great programs and bad promotion. It is very poor to have great programs, great promotion and bad sales. There are certainly imaginative ways of selling and promoting and programming off-trail things—new approaches. And I believe that the manager's constant thoughts should be to inspire his people to be so imaginative; to be so continually trying in each department to insert in the minds of his department heads the desire to experiment; to do it freely; to do it without fear; to lay eggs occasionally that

never hatch, because if you don't lay an occasional egg, you will
(Continued on page 24)

**A
GROWING
MARKET**

Prince George is now served by two railways. The first Pacific Great Eastern arrived in Prince George on November 1.

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.

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

CKDA...

Victoria's MOST LISTENED TO Station!

*In Manitoba's
Most Valuable Market*

There's free-flowing OIL in them thar hills immediately west of Brandon. The Crop Reports for Western Canada are good. For Manitoba they're TERRIFIC!

Farm Cash Income has increased 70.6% in Manitoba from 1945 to 1951 — the increase for Canada 66.8%.
Average personal income for Manitoba — \$2,786.00
Average personal income for BRANDON — \$2,850.00

CKX IS IN THE HEART OF THE BEST CROP IN YEARS

Sunday 6 p.m. CKX cornered 94.4% of the listeners*.
Monday 9.05 a.m. we had 80.3% of the listeners*.
Tuesday 11 a.m. Newscast shows 82.2% of the listeners*.
Wednesday 1.10 p.m. our percentage of listeners 78.8%*.
Thursday at 8.30 p.m. we rated a big 96.5% of the listeners*.
Friday at 5.45 we copped 77.9% of the listeners*.

ANYTIME IS GOOD TIME ON CKX

*E-H April, June '52. For Market Analysis of the CKX trade territory see Radio Representatives in Canada or Adam Young in U.S.A.

CKX
BRANDON

CKX
BRANDON

HAVE WE ANY LISTENERS?

SEE OUR NEW BBM!

CJBQ

Belleville & Trenton



"Another
STOVIN STATION"

FIRST....

Magnecorder

NOW....

AUDIODISCS and AUDIOTAPES

Kingsway
FILM EQUIPMENT LIMITED

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

FACE LIFT

(Continued from page 23)

never get a turkey on the Thanksgiving table. There must be mistakes made and the people who work for us must be encouraged to make a few solid boners, because that shows they are trying. To every one, two or three boners, you're going to make a home run.

I think also that it should be the direct duty of the manager not to try to take away from other stations, whether they be AM or TV. It is incest to keep stealing others' listeners. It is the sets in use figure which should be brought up. The billion dollars' worth of electronic equipment, for reasons I think of shabby programming, bad production, bad promotion, have been allowed to grow rusty and to gather cobwebs. And people are not listening as much as they should. If management will take that as its direct task, to increase sets in use, to make those who tune in listen longer, then in my estimation, television, when it comes to town, will be just another competitor. To make those sets come back into use as part of your living, breathing, daily audience, you must be more imaginative, put on better programs and present them better than you ever have before. Write copy to put on your own station, asking people to listen to particular programs. And if you can't find a reason why, take the programs off the air. There should be a reason why they should listen, even if it's a 15-minute program with records and costs the least of all. As a friend of mine once put it: "If we have six records of 'I Love Lucy' or whatever it may be, by six different bands and six different singers, and we say: 'Tune in at 2.15 in the afternoon to hear for the first time these six different recordings,' it may not be a good program, but through curiosity, I believe somebody would want to tune in." If there is no reason to listen, then there is no reason to have it on the air.

Infinite attention to detail on even small stations, even the least programs, even with the smallest staffs, is possible. Small stations with small staffs, but with an idea, can do a magnificent job of

preparation. In the culinary art, let me give you the mashed potato. It is a thing of which I am very fond. It is one of the rarest things to find well cooked. It's a potato, it's boiled, it's mashed with a bit of salt, a bit of cream, a little butter. How often do you get a plate of mashed potatoes, using those same ingredients, which are cold, which are gooey, which are filled with lumps, merely because the person did not know or care to do the thing properly? I pride myself on my mashed potatoes. Come to my home some time, and I'll show you. I can't do a pheasant under glass. This takes too large a staff. Also it's very expensive. I haven't got the money. But a mashed potato I can do to the Queen's taste. Do the same thing in programming. Minute attention to detail.

Bill Kaland of WNEW coined a phrase that people kidded him about, but it meant a great deal to those who put it to work. He talks of sparkle. Sparkle is merely his way of saying: "Let's have a switch." I'll give you just one because it happens to stick in my mind.

They came in and said a sports program was a great idea, and he said: "Yes, what'll we do for the switch?" And they said: "We don't know. I mean, after all, baseball is popular and all that. We don't need a switch." He said: "We need a switch."

They worked 30 weeks to come up with an idea, which was the "Grandstand Coach." And this "Grandstand Coach" comes to the microphone and says: "Well, I don't know, but if I were Charlie Dressen, I'd have pulled Rowe in the second inning." Then somebody comes in and says: "Why, that couldn't be done, because if he'd pulled Rowe, they had to put in LaBine. And LaBine had to be kept fresh for the night game," and so forth and so forth. Now here is just a sports program taken off the wires. The material is so easily assembled. But the thing is that instead of being just another sports program, it suddenly takes on real class at WNEW, and is typical of the way they do things. Everybody loves it. They have a gimmick, and the gimmick is this. This "Grandstand Coach" is never convinced, despite what the experts tell him. After the next program starts,

(Continued on next page)

CHNO

"Growing with Sudbury & District"

A Dominion Network Supplementary Station

ESTIMATED PAYROLL 1952

(INCO ONLY)

\$62,000,000.00

FOR MORE FACTS SEE OMER RENAUD & COMPANY



LANGUAGE LACK

There's a name for people you like, and people you dislike. But what do you call the ones you wouldn't cross the street either to meet or to avoid meeting?

■ ■ ■

OH AGELESS MAJESTY!

"More than 100 persons were arrested at the Amjedia Stadium, where the Shah of Iran has gone to witness a sports display organized annually in honor of his 33rd birthday."

—Press News.

■ ■ ■

DEMOCRACY WHATHO!

Imagine the gall of those Liberals in telling the party they elected to power what they want them to do.

■ ■ ■

UNFAIR PRACTICE

If the government removes the license fee in the next budget, what compensating relief will it offer that vast percentage of the public who never paid one?

■ ■ ■

UNIQUE ADDRESS

The post office has received a letter from somebody in Newtonbrook. The envelope is addressed to some contest, "care of the station to which I am listening."

—Thomas Richard Henry in Toronto Telegram.

■ ■ ■

SEASONAL STUFF

If you wait until you feel Christmassy to send your overseas parcels, better send eggs instead of turkey.

■ ■ ■

SCREW LOOSE

We're wondering if the anonymous reader who sent us a present of a chromium screw-driver means what we think he may mean.

■ ■ ■

PAN MAIL

Sir: Your last issue was terrific — "Over The Desk," "Talent Trail," "Radio Ribs" and one completely new gag in "Lewisite."

—Plug-Ugly.

■ ■ ■

UNILINGUAL

Thanks to Andy McDermott for the one about the Montreal woman who phoned the store to have them remove her TV set because it only spoke French.

(Continued from page 24)

this voice comes back, a distinctive voice, and says: "I still think Dresser should have pulled Rowe in the second inning."

There is a gimmick which cost nothing. There is a gimmick that I assure you could have been invented just as easily or better at any one of your stations. If it's a gimmick that makes a difference in New York City, I presume it'll make a difference with you.

■ ■ ■

I think that is the problem of television, when you get it, and I hope you all get television transmitters. Don't let anything I say here today make you think it isn't an ideal way to live. That is to have both that up-to-date old wife who cooks so well and is the mother of your children, and who has made such a good life for you; and also to have that mistress, living on the other side of town. But many of the old platitudes that I am telling you now, about your AM operation, you can take to heart when you operate your television stations, because it is interesting to note that the rut into which AM has fallen, has taken us 30 years. Television has gotten into it in two years. They do the same tired things with the same tired faces and the same phoney voices, and the same tricks, and it begins to pall a bit. They too must not rest on their laurels. That woman who came to town has got to have a new gown once in a while. She's got to change her personality, lest she gets so dull that the fickle lover will go and look elsewhere, perhaps to three-dimensional movies or something. TV must fight against these same things. TV and AM must fight against dullness and monotony, being lackadaisical, and the lick-and-a-promise method.

1,260
OF THIS PAPER'S
TOTAL CIRCULATION
OF 1,809 ARE
NATIONAL ADVERTISERS
AND AGENCIES

You can't cover Simcoe County without CKBB
BARRIE
REPS — PAUL MULVINILL TORONTO
RADIO TIME SALES MONTREAL
ADAM YOUNG C S A



To Know The People,
You Gotta Meet The People
!

Your salesmen are your public relations officers. They are reporters of public opinion. You look to your salesmen for more than sales today. You also require information on which to base your product design, inventories, merchandising and advertising for the future.

Clair Chambers, Sales Manager of CJCH, is a capable business getter. He is also a keen observer of public attitude.

In no small measure, the healthy growth of CJCH to its dominant position in Nova Scotia is due to Clair's observation, interpretation and reporting of business trends, current opinion and product acceptance.

If you want to know what people are thinking and why—ask them.

Clair Chambers does — CJCH and its advertisers know it pays.

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

Dodgers 65
Yankees 47

And all in 25 minutes

Couldn't happen?

Well it did at CFQC!

IT ALL started when the Double Dekkers—CFQC's early morning couple—bet a suit to a dress, both \$75, on the WORLD SERIES. Phone calls and telegrams came in backing one or the other. Harry was even offered an empty barrel by the Saskatoon Barrel Company if he lost the bet!

By Tuesday, the SERIES was all tied up. Chris was waving her rolling pin, Harry was biting his nails. At 8.35 a.m. they suggested that people phone in their opinion on the winner to be. The result—112 phone calls in 25 minutes.

Just another example of CFQC's interested and participating listening audience.

Contact
Radio Reps
Adam Young



CFQC
600 KC
5000 WATTS

THE RADIO HUB OF SASKATCHEWAN

CANADIAN TELESCREEN

Vol. 5, No. 20.

TV and Screen Supplement

November 5th, 1952

COURT TESTS REDIFFUSION

Ottawa.—The Canadian Admiral Corporation launched a test case against the Montreal wired television company, Rediffusion Inc., in Exchequer Court here last week in an effort to settle a controversy which has been brewing for several weeks. (See C. B. & T., September 3rd issue.)

Admiral claimed that its copy-right on the telecasting of Montreal Alouettes' football games had been infringed, in a statement filed with the court. Admiral states that it refused Rediffusion permission to transmit the telecast versions of these games, which it sponsors on the Montreal TV station, to Rediffusion subscribers, but that the wired TV company ignored this refusal and carried the games to subscribers and to its sets in showrooms where the Rediffusion service was on demonstration.

It is understood Rediffusion has a month in which to file a statement of defense, after which a hearing can be held. A Rediffusion spokesman, managing director Réal Rousseau, said that lawyers had been instructed to file such a defense for his company. He also stated the Redif-

fusion position by explaining that the Admiral telecasts were carried complete with commercials as part of his company's working agreement with the CBC. Additionally, Rousseau could not understand why Rediffusion had been singled out by Admiral, when 18 competing television manufacturers had picked up the football telecasts and shown them on their sets in dealers' windows.

Another charge levelled at Rediffusion by Admiral claimed that the former's newspaper advertisements contravened the Unfair Competition Act. Admiral said the advertisements "made false statements to the effect that Rediffusion can offer all programs from the CBC and absolute insurance at all times of perfect reception." The advertisements "discredited the wares" of Admiral, the statement contended.

Admiral paid the Alouette Football Club \$10,000 for exclusive rights to Montreal games, and \$2,500 for rights to films of Alouette out-of-town games. It also agreed to pay CBC \$1,125 for each live telecast and \$500 per hour for telecasting films. Admiral has asked for payment of damages, with the amount to be set by the court.

According to a Canadian Press dispatch, the "result of the case is expected to determine whether Rediffusion may continue to pick up radio and television programs and distribute them by wire without authority of the program originators. Montreal broadcasting stations are also interested in the case."

FORM TV CO. IN U.K.

London, Eng. — A commercial television company is being formed here in the belief that the Conservative government will be successful in breaking the British Broadcasting Corporation's monopoly on TV.

TV Aids Radio

Toronto. — Terming television "one of the best things that ever happened to radio," Andy McDermott, general manager of Radio & Television Sales Inc., outlied how he felt radio could meet the competition of TV, in an address to the Young Men's Advertising & Sales Club here late last month.

McDermott said that present Canadian television emanating from CBC stations in Toronto and Montreal "is generally amateurish and uninteresting," and is "certainly no competition for Canadian radio."

"Proof of this," he said, "is the fact that rating services in the Toronto-Hamilton area show more than 65 per cent of TV sets in use are tuned to WBEN-TV, Buffalo. This means that even if all the possible tuners among the 35 per cent were watching a CBC show, it would be at a cost of \$1.00 per listener for advertisers."

"It must be for reasons beyond good business practice that present advertisers are using the TV medium," McDermott declared, "when even the smallest Toronto radio station can deliver more than 300 listeners for every dollar spent."

The radio station representative believed that the CBC program planners "are unsuccessfully trying to force viewers to watch TV programs that appeal to the cultural minority." He quoted figures compiled by the Canadian Research Committee on Practical Education which show that 60 per cent of Canadian children do not go beyond Grade 10, and 49 per cent get no further than Grade 8.

"This means that nearly 8,000,000 Canadians do not read easily, find learning difficult, and therefore do not find amusement in things that interest the sophisticated," he said. But these people can be reached by radio as by no other printed or visual medium, he pointed out.

"Television and radio will eventually complement one another,"

Up Montreal TV Rates

Montreal.—A rate increase of about 50 per cent for time and facilities on the CBC's Montreal television outlet was announced here last month. The increase became effective November 1, except for advertisers whose announcements or programs were aired prior to this date, in which case a 10-month protection period will apply, it was stated.

The new rate for one hour has been set at \$750, compared with the \$500 rate which has been in effect since the CBFT opening in September, while at the other end of the sliding scale is the charge for eight-second announcements of \$56.25. The former rate for eight seconds was \$37.50.

Other rates in the new schedule include: 20 seconds—\$112.50; one minute—\$150.00; five minutes—\$187.50; 10 minutes—\$262.50; 15 minutes—\$300.00; and 30 minutes—\$450.00.

The new rate structure includes time, facilities and rehearsal periods on the same basis that applied under the original rates, it was announced.

McDermott concluded, "but Canadian advertisers will find radio the much better buy for years to come."

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.

An Announcement . . .

. . . to radio station managers, particularly those who have written to enquire about THE JERRY GREEN SHOW.

Thanks to American demand for this scripted early-morning disk jockey show (including a 50 kw. station in one of the biggest cities in the U.S.A.*), we can now offer it in Canada at a substantially lower price than originally announced.

Enquiries welcomed. Samples gladly sent on request.

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

*Call letters furnished on request.

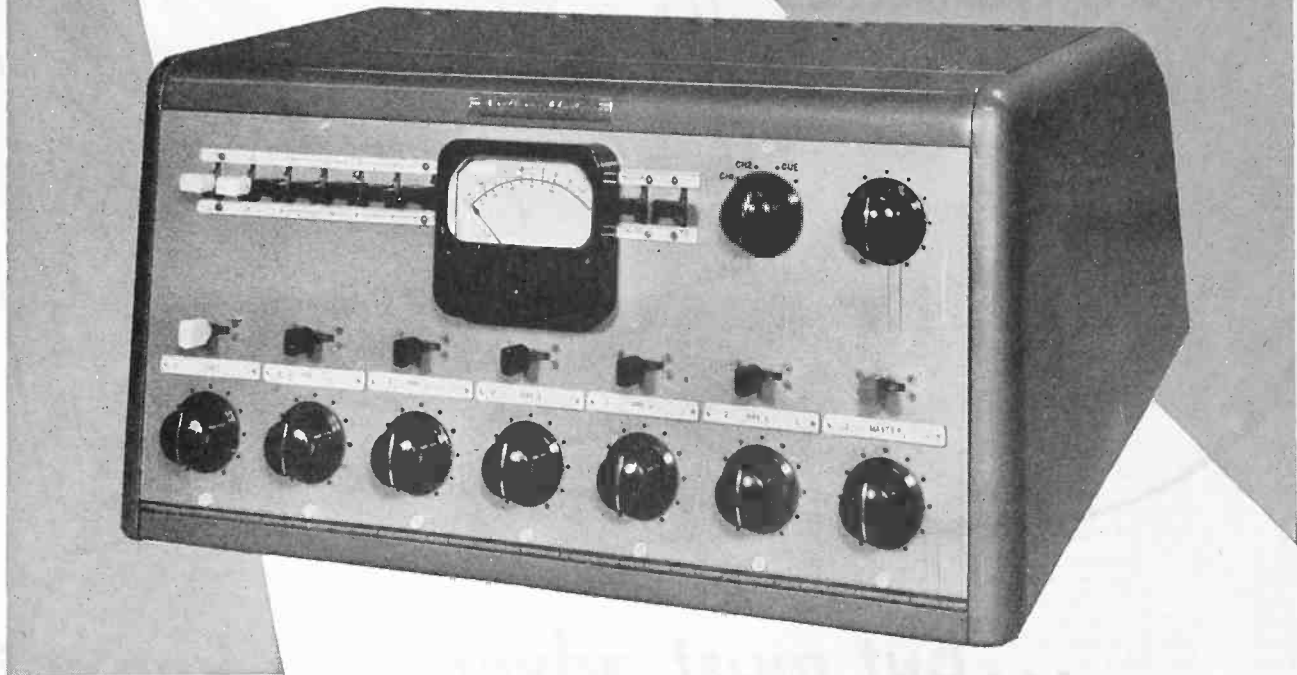


FOR THESE ARTISTS

- 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

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

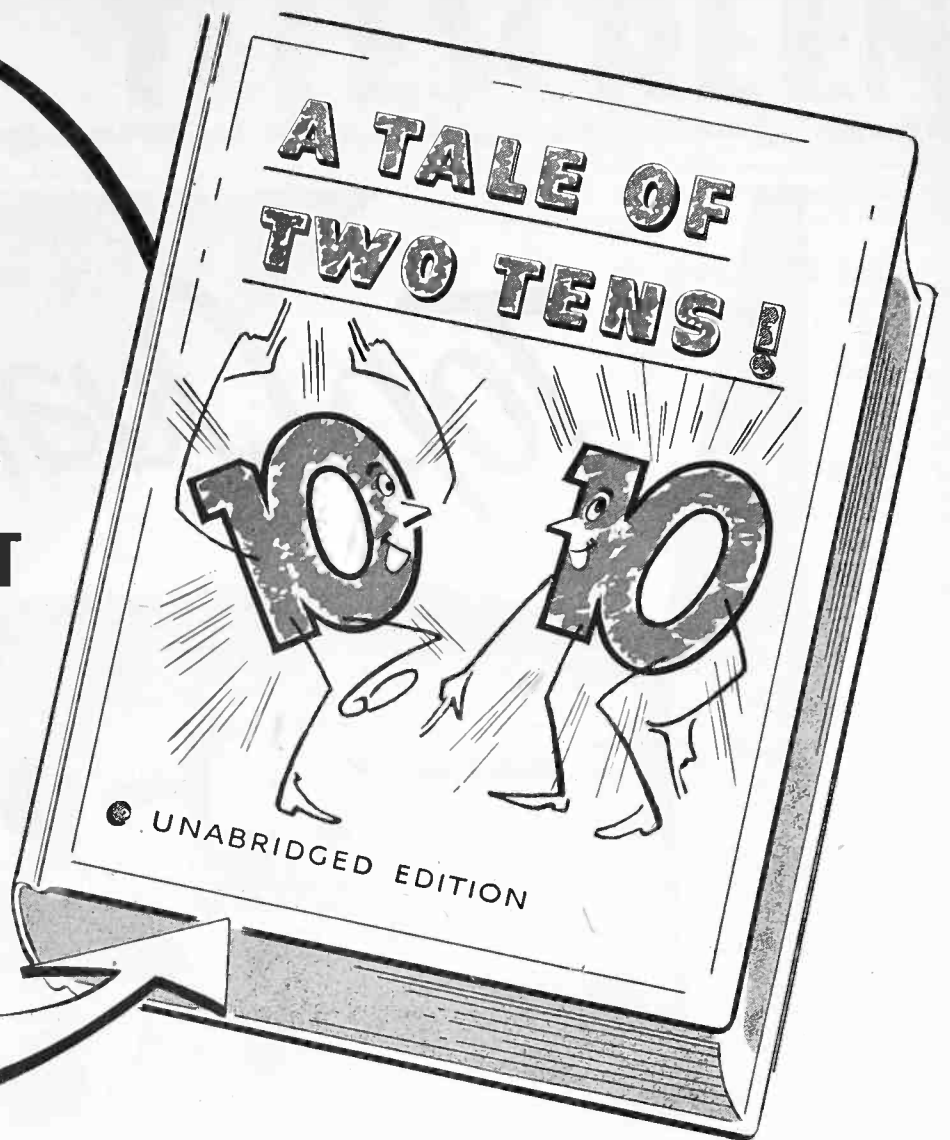
For further details please contact

Northern **E**lectric

COMPANY LIMITED

Distributing across Canada

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



... *but most advertisers know it!*

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

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

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

WHEREVER YOU GO

THERE'S RADIO!

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

CFRB

50,000 WATTS 1010 KC

Representatives

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities Limited