

CANADIAN BROADCASTER AND TELESCREEN

Vol. 11, No. 2.

TORONTO, ONTARIO

January 23rd, 1952

MEN BEHIND THE MEN OF THE MAB



Malcolm Neill (CFNB), President



Finlay MacDonald (CJCH), Vice-Pres.



Gerry Redmond (CHNS), Secretary



Fred Lynds (CKCW), Treasurer

Farm broadcasting and the increasing of local sales are two of the subjects which are scheduled to receive top billing at the annual convention of the Maritime Association of Broadcasters, being held in the Fort Cumberland Hotel, Amherst, N.S., February 4-6.

Phil Flagler, farm director of CJBQ, Belleville and member of the Central Canada Broadcasters' Association farm committee, will address delegates during the first morning session, following registration and preliminaries, it was announced in a tentative agenda. A general discussion on farm broadcasting will complete the morning session.

Ken Soble, president of CHML, Hamilton, will speak on the subject of boosting local sales, to be followed by an open discussion.

A report on leading activities of the parent association, Canadian Association of Broadcasters, by its general manager, T. J. Allard, will open the proceedings on Tuesday, February 5.

The afternoon session will be devoted to sales and research during which the CAB's director of sales and research, Pat Freeman, will review the work of his department over the past three years.

The annual dinner, a highlight of the convention, will be held

Tuesday evening. Walter Dales of Radioscripts, Montreal, is to be the guest speaker.

Fifteen-minute talks on various phases of the industry, with general discussions, are slated to occupy the final morning. "How To Get The Most From Your Tape Recorders" will lead off the session, followed: by the address of Harold Moon, general manager of BMI Canada Ltd., on "Your

Stake In Music"; "Your Trade Paper Advertising"; and "Direct Selling—Good or Bad." Three of the speakers have yet to be announced.

It is expected that the talks and discussion will carry over into the concluding afternoon session. The close of the convention will be preceded by a conference on new business of the association and election of officers for the coming year.

REPS FORM ASSOCIATION

Toronto. — The Radio Station Representatives Association was formed at a meeting held here last week, culminating a series of meetings held during the past year among members of Canadian station representative organizations.

Officers of the new association, appointed at this meeting, include: Norman D. Brown, Radio Time Sales (Ontario) Ltd., as chairman; John Tregale, All-Canada Radio Facilities, as vice-chairman; Ralph Judge, Horace N. Stovin & Company, secretary; T. C. Maguire, Omer Renaud & Company, treasurer; and Andy McDermott, Radio & Television

Sales Inc., public relations. The purpose of the association, it was announced, will be to discuss and act on mutual problems and to increase the sale of selective radio time.

The RSRA, membership in which is limited to sales personnel of station representative organizations, will seek recognition from the Canadian Association of Broadcasters. Monthly meetings are to be held and reps throughout the country are being urged to join, the association said.

Its first regular meeting, McDermott announced, is to be held here in the committee rooms of the Board of Trade, King Edward Hotel, at 3 p.m. on January 24. Subsequent monthly meetings have been scheduled for the last Thursday in each month, he said.

SHIPPING BOOMS IN THE MARITIMES



SHIPPING IN THE MARITIMES is having a "boom" season and the port of Saint John, where it is a two-million-dollar industry, is reported to be doing the biggest business in history. In the above photo, CFBC's Dick Gallagher is seen doing a broadcast from a dockside where, due to lack of space, two CPR liners have been lashed together for unloading. With the co-operation of shipping companies and the unions, the station broadcasts information twice daily on the number of work-gangs needed for the night and early morning shifts, thereby letting dockworkers at home know when they are needed.

Eleventh

Now in our Tenth Year of Service to Radio and its Clients

Time Is The Essence

RAUDIO gives you an opportunity to reach your best prospects at the best possible time.

WITH radio you have a chance to talk to the audience you want at the particular time of day best suited to get its attention.

YOU may want to influence children at 5 p.m. . . . or early risers at 7 a.m. . . . or housewives at 2.30 p.m. Whatever the specific group who are your best customers, radio gives you a highly selective way of addressing them.

YOU can talk to the people you want at the time they are listening with radio — and turn those people into customers.

We'll be happy to show you how.



The CANADIAN ASSOCIATION of BROADCASTERS

Representing 106 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

CAREFUL WHAT YOU FEED THOSE MARITIMERS!

By Ev Palmer

Traditionally, advertisers, research sleuths, media men and all the rest of the hungry horde of scientific spenders whose very existence depends upon sound evaluation and intelligent appreciation, examine a market with three headings indelibly superimposed on their bi-focals: size, quality, growth. Therein, of course, lies a logic born of long experience; but sometimes it is not enough. And therein lies my tale.



Radio Director and Co-Director of TV, Walsh Advertising Limited, Toronto, for the past two years, Ev Palmer is a native of Fredericton, N.B. On graduation from U. of N.B. he joined station CFNB there as announcer and writer shortly after the war began. On his return from overseas service, he rejoined the station as chief announcer and was later appointed assistant station manager of CFBC, Saint John.

It is not enough to note that Canada's Maritime market comprises Nova Scotia, New Brunswick, Newfoundland, Prince Edward Island and part of Quebec; it is not enough to observe that along these eastern shores 12% of the nation's population, representing 7½% of its effective buying income, account for 8% of total retail sales. Nor will it do to remark that the percentage of population growth in the Maritimes during the 10-year period ending in 1951 averaged some 10%, and just let it go at that.

The Dominion Bureau of Statistics, Sales Management, Canadian Retail Sales Index, the Publicity Department of any active Chamber of Commerce—these are four popular and readily accessible sources of statistical market data. If you wish to plot the Maritime sales history of the Mark IV Corset Clasp (Steel) or to formally assess the size, quality and growth of the seaside provinces, you can while away many an interesting, even profitable hour. But that's not why you read this journal—either of you.

Where you have well over a million and a half people spending \$750,000,000.00 a year—there you have a market: the Maritime market; an interesting potential whether you're selling atomic pop-sicles or black homburgs.

But if you would tap this Maritime mine, you would do well to know something more about the people who live there and work there and spend money there than you are apt to glean from cold, characterless columns of statistics. Never forget that markets are people. Maybe they look much

alike in the shower—but don't let it fool you!

For instance, last time you placed a national radio campaign, did you remember that the people in the Maritimes get up an hour earlier than folks in Ontario? You did? Well, you'd be surprised how many people don't! Look at your watch right now. What time is it in Newfoundland? An hour later? Sorry—it's an hour and a half later over there. And it can make quite a difference when you're trying to reach a specific audience at a specific time. Pretty basic, I'll admit. But pretty important, too. So remember the time differential when you're thinking Maritime radio—one hour ahead for the Atlantic, an hour and a half for Newfoundland.

When you're thinking of the Maritimes at all, from an advertising viewpoint, you just naturally think radio first. Radio is the only mass communication medium which enables you to reach all the Maritime families. The only major population centres are Halifax, Nova Scotia; Saint John, New Brunswick; and St. John's, Newfoundland. Combined, they account for some 250,000 individuals.

The remaining 1,400,000 live in smaller towns and villages, in the

(Continued on page 4)

CHNS THE VOICE OF HALIFAX
SAYS
HOWDY!

TO ALL M.A.B. Members attending the Annual Meeting at Amherst, Nova Scotia.

We know you'll be welcome—as welcome as we are in the homes of Halifax. Yes, according to the latest Elliott-Haynes Daytime and Nighttime Surveys and BBM Reports, CHNS enjoys wide acceptance. If you are looking for Complete Radio coverage in the Halifax and Nova Scotia markets write us direct or contact The All-Canada Man in Canada, or Weed and Company in the U.S.A.

Which T.B.

(TIME BUYER)

has the A.T.?

* (AVAILABILITY TROUBLE)

Not This Lad
or Anyone who uses

NFLD'S.
"SURE SELLING" STATION

FIRST!
AT
590
ON
THE DIAL

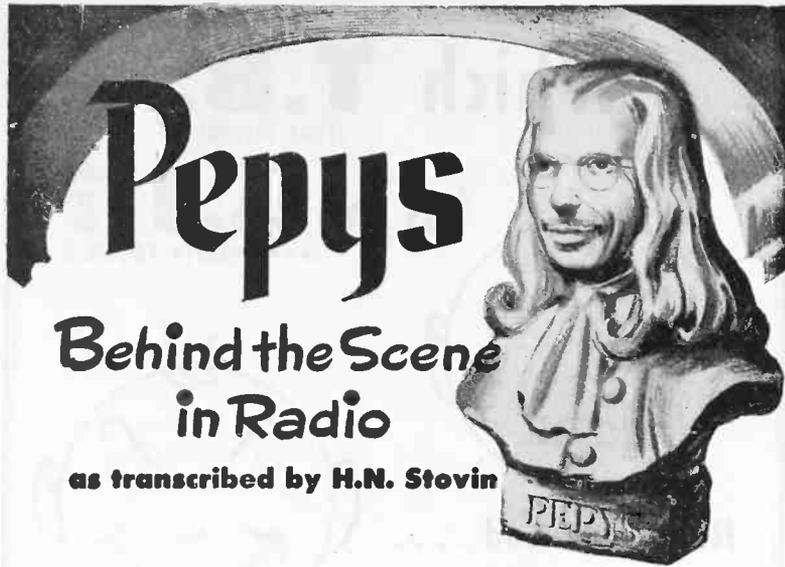
Experience over 15 years
Efficiency in every phase
Economy low rates

Program with Our Three "E" policy which Spells Success for Every Sponsor

- LOCAL TALENT ●
- STUDIO AUDIENCE SHOWS ●
- TRANSCRIBED PROGRAMS ●
- SPECIAL EVENTS ●

See Stovin — Wire Weed
Colonial Broadcasting System Ltd.
P.O. Box 920 — St. John's

Best Wishes To MAB Convention
Amherst, N.S., Feb. 4-6



"To my barber's this day, after a good friend had told me that if my locks grew any longer, I must needs buy me a lute to justify my appearance; and while there did comment on the unusual number of customers being shaved, curled or otherwise being made proper, which my man did suggest was because of many business conventions at this time of year. To which I did agree, and tell him that many of our proven Stovin Stations would be at conventions also. Pepys, too, will be represented at the Maritime Association of Broadcasters, and the British Columbia Association of Broadcasters, by two of our good Toronto Staff members—W. A. 'Bill' Stephens and R. C. A. 'Bob' Armstrong, respectively. Early in the New Year they will be calling on most of the Stations we are proud to represent ● ● ● Such conventions and meetings do occasion a healthful interchange of ideas among those of like—and even unlike—thinking in the industry; do serve to re-affirm faith in Radio as a means of extending community service and entertainment; and withal promoting sales through advertising thereon ● ● ● Do reflect on the power of Radio and how it does influence our likes with a force greater, indeed, than political, racial or cultural considerations; and one knowing not even international barriers ● ● ● Do believe truly that all of us concerned therewith should make it our objective to see that Radio is administered in good taste, and toward a higher standard of living and a better deal for all, so that a good understanding and the progress of free enterprise does result ● ● ● For by so doing, Radio in Canada will continue to be a trusted servant and friend to the people of this land, which I do see to be a worthwhile and goodly thing."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
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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
CJGX Yorkton	CJBC Toronto	CJEM Edmundston
CHAB Moose Jaw	CFOR Orillia	CKCW Moncton
CJNB North Battleford	CFOS Owen Sound	CHSJ Saint John
CKOM Saskatoon	CHOV Pembroke	VOCM Newfoundland
	CJBQ Belleville	

MARITIME MARKET

(Continued from page 3)

river valleys and along the sea-board. Many of them never see a daily newspaper. They are almost entirely dependent for their up-to-the-minute news, their vital marine and inland weather forecasts, their crop reports and freshest bulletins, for their major entertainment, on their community radio stations. It's the most natural thing in the world that the 21 independent stations and, to a lesser degree, the seven government stations, should play a vital role in the lives of hundreds of thousands of Maritime men, women and children.

The dependence on radio of the listeners and the sincerity with which the broadcasters acknowledge their tremendous responsibility to those listeners, have resulted in a closely-knit community friendship between station and audience; a friendship which means greater faith in every message that goes out over the air. This very characteristic, however, is not one to be taken for granted. Unless the copy that goes into your commercial is tailored for people who like to consider — to think things over before making up their minds—it will go out with the tide and be lost forever in the foaming Fundy.

Maritimers, you see, don't go in for superlatives in their everyday thinking and talking. By and large, they aren't too interested in the biggest or the highest or the whitest or the superest. If it's big, that'll do fine—or high or white or super. They'll decide for themselves from there on in—and you're just wasting your time if you try to decide for them. You'll find the Maritimer an excellent listener, but only as long as he's able to believe you. Try to ram something down his throat and you'll end up with a hand off at the elbow.

Much of the Maritimer's more conservative outlook on life stems from his pattern of living. Basically, it's much more deliberate than that of the average Ontario metropolitanite. The New Brunswicker isn't concerned about catching the 4.53 to Oakville every day. The Nova Scotian doesn't

normally fight bumper to bumper traffic driving out to the suburbs each evening. The Islander takes time out to go home for dinner at noon. The tempo is a little slower, a little saner. Folks can afford time to look at and listen to and think about things more leisurely. They know that there's no tax on time, and they spend it accordingly.

So you don't have to shout at your listeners, or try to shock your readers. You don't have to worry so much about the cosmopolitan competition of cocktail bars, vaudeville theatres, dazzling spectacles and the hundred and one other attractions with which your advertising message has to struggle for an audience in Canada's more densely populated markets. And if you do lay it on too much you're bound to stand out like a kettle drum in St. Paul's Cathedral. Your welcome will wear very thin, very fast.

When you are planning the entertainment portion of your advertising campaign, don't overlook the fact that the Maritimer's taste is quite apt to differ from yours. Oh, there are any number of cultural institutions and pursuits, some of them ranking amongst the nation's finest. But in the main, you'll be broadcasting to a non-urban populace; people who are close to the soil and close to the sea; people who haven't forgotten how to enjoy simple, sincere things like folk music, and who still call it old-time or hill-billy music; men and women who are intensely interested in news about their neighbors across the counties; folks who like homespun, droll humor; families that enjoy the old familiar hymns; the rollicking songs of the sea; the barbershop quartet.

If it happens you are scheduling some selective placements on a local or regional basis in the Maritimes, don't whip up a show that's built just right, down to the last furrow, and then louse it up with a "slick" announcer. Get a naturally tweedy character, or better still, let one of the local lads handle it for you. Naturally,

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CANADIAN BROADCASTER AND TELESCREEN

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January 23rd, 1952

Maritime Information, Please

When the Maritime broadcasters foregather at Amherst, N.S., next month, it is to be hoped that progress will be made in last year's convention project of compiling market data for the benefit of those interested in merchandising their wares in the eastern provinces.

Last January, plans were unfolded for an extremely ambitious project in the form of an exhaustively prepared book. Since that time there has not only been no further development, but no steps have been taken to get the story across in a less complicated and less expensive way, beyond the individual efforts of the stations. These do a fine job in acquainting advertisers and their agencies with the local impact of each station, but they do not answer the basic question any advertiser must ask his agency at the beginning of a campaign: "Shall we go into the Maritimes with this or not?"

There is another function which the right kind of material can perform. And that is comparable to the often ineffective efforts of overseas exporters to sell their goods in Canada because they are unfamiliar, not so much with the industries and payrolls in the various markets, but with the way their potential customers live, work and play.

It is a strange fact that when a manufacturer plans invading a new market, he builds his sales force to a large extent from men who have lived in the area and are familiar with the way things are done there, and with ways and means of presenting the product in a manner which will invite local purchases. Yet that same man will take advertising material, designed specifically for metropolitan Toronto and Montreal, and expect it to do a job for him in rural New Brunswick, Nova Scotia or Prince Edward Island.

The problem, as we see it, is one for all advertising rather than any one medium. Yet selective radio, with its amazing flexibility, can offer ways and means of doing the job on a truly selective basis. Radio, therefore, has the most to gain, whether it sparks a general campaign in support of all media, or prefers to launch such a campaign in its own name and on its own behalf. The main thing is that such a campaign or series of campaigns be launched and not just talked about and set over until the next year's convention.

Life insurance salesmen are haunted by the man who knows he should carry fifteen thousand insurance, can't afford it, and so,



"There's a good market for ivory in Canada—they use it to make television towers."

instead of buying five thousand or whatever he could manage, doesn't take any. The Maritime markets stand in great need of informative promotion. Maybe going the whole hog would be beyond their means. The best they can do is the most they can, and it is to be hoped that thinking will be directed along these lines at next month's meeting in Amherst, N.S.

A New Kind Of Aid For Britain

Getting it across to British business that there are a lot of things it ought to be doing to find a dollar market for its merchandise in Canada is beset by one major obstacle.

British business says: "Sure we want the dollars; but you are asking us to gamble considerable amounts on advertising and research, and after it is all over, if we should come out on top, we'll be allowed to keep about sixpence out of every pound we make."

It's a pretty hard one to answer, that one.

Yet if we look at the thing sensibly, we realize that helping Britain find a market in our country serves our purpose as well.

In the first place, we need Britain for a customer for our own wares, but she is unable to buy from us unless we furnish her with the dollars. That's fundamental.

But there is another point.

Canada is at the present time going through a period of fantastic and phenomenal growth. As industry expands, capital has to be found somewhere outside. It is highly desirable, from the point of view of our national autonomy and independence, that if it must come from outside countries

that it come from as many such countries as possible.

Because of Britain's financial straits, she cannot let her sterling loose in the dollar areas. The United States, on the other hand, is hungry for just the kind of investments that are offered by these gargantuan Canadian developments. The result, if we are not extremely careful, is that we are going to let our friendly neighbors dominate our existence, because before very long they are going to control Canadian industry more even than they do now.

One example of this situation is right in front of our eyes. That is Canada's vast timber resources, productive of that precious commodity, news print, which are almost entirely American controlled. The result is that the American press is able to issue its mammoth editions, printed on paper made from Canadian pulp, while Canadian publishers are still short of newsprint.

The newspaper business is the broadcasting industry's competitor. But newsprint is only a case in point.

If we are not to become, as we grow in industrial greatness, a financial satellite of the United States, it is highly desirable that we bend every effort to help Britain get back on her feet in the export field as soon as possible, so that control of our industries may at worst be divided between the U.S. and the U.K.

From the standpoint of the advertising business, this means that we have to get busy planning ways and means of making it as simple as possible for U.K. industry to find outlets in Canada; to help it market and merchandise its goods in a manner which will put them over with Mr. and Mrs. John Canuck.

It goes even farther than this.

The British businessman is not by any means happy with conditions at home. He is in no small measure encouraged by the return of a competitive enterprise kind of government, but he realizes that the Conservatives are hanging there by a thin thread and that even if all goes for the best, the road to convalescence is going to be a long and arduous one. If he is flirting with the Canadian market, it is because he sees possibilities of one day opening manufacturing branches in our country and eventually perhaps transferring all his activities to our side of the ocean.

However you look at it, Britain needs our help—not just our parcels but sound counsel on just how she can expand into our terrain. Helping her cannot fail to help us too.

It happened in '51!

CHRISTMAS week in Medicine Hat saw sales records topple, as every retail business in the city reported a new high in Christmas sales.

A much-better-than-average crop plus year 'round industrial activity keep cash registers busy in Medicine Hat! Two hundred local advertisers are completely satisfied that we played a big part in the Christmas cash-in! If your product is being neglected in this rapidly-growing market . . . see All-Canada or Weed . . .

. . . and in this market CHAT has NO COMPETITION! . . . No other station within 110 miles in any direction!

CHAT

Medicine Hat

ONE THOUSAND PERSUASIVE WATTS

CKSF PRODUCTION SCHEDULE		
SUNDAY -- JANUARY 27th, 52		
TIME	PROGRAM	SPONSOR
5:30	FATHER KNOWS BEST	GENERAL FOODS
6:00	WESTINGHOUSE PRESENTS	WESTINGHOUSE
6:30	PARTY LINE	MCDONELL'S
7:00	SAMMY KAYE	WARREN'S
7:15	SONS OF PIONEERS	MAYFAIR
7:30	BRIGHT STAR	JOHNSON'S WAX
8:00	EDGAR BERGER	COCA-COLA
8:30	LESLIE HILL SINGERS	O. G. E.
9:00	SINGING STARS OF TOMORROW	O-I-L
9:30	{ YOUR SHOW }	

Add your 1952 programs to our schedule to reach this receptive market.

CKSF Cornwall

"The Seaway City"

Dual Transmission on CKSF-FM at no extra cost.

National Representatives:

HORACE N. STOVIN
Montreal - Toronto

J. H. MCGILLIVRA
American Representative

MARITIME MARKET

(Continued from page 4)

if you're programming what is meant to be a big-time production from a big town location, that's a different story. But if you've taken the time and trouble to tailor something for real home consumption, be careful who does the voicing chores or you'll raise a heck of a lot of consumer eyebrows.

I remember having dinner (that's the noon meal, you'll recall, when you're checking your commercial copy, eh?) with some friends at their home in Fredericton last summer. Towards the end of the second helping of desert, we were complimenting our hostess on her fine cooking. Someone mentioned the corn niblets which she had served and casually asked if she had ever tried such-and-such a brand. "Oh, my goodness, no," the good woman replied. "They're grown up in Ontario!"

Well, that mental barrier, as it turned out, had built up as a result of advertising which placed too much stress on the fact that this particular brand wasn't a New Brunswick product. Unless there is a particularly good reason for it—such as national fame stemming from superior quality associated by the consumer with the processing or manufacturing location—it is quite easy to build up buyer resistance by over-emphasis of a non-Maritime plant location in copy designed for Maritime consumption. They're rightly proud of many of their own goods and services, so there's no point in getting anyone's dander up when you should be trying to win

friends and influence Maritimers.

Maritimers are intensely loyal people. They're loyal to their homes, their towns, their provinces, their country. And this same loyalty carries over into almost everything they do. It's reflected in their loyalty to one another, to their employers, to themselves. Once you have them on your side, it'll take a lot of prying to shake them loose. So if you have a good product and are interested in a good market, tighten up your distribution, employ Maritimers to sell the trade for you, and create your advertising vehicle and message for the Maritimer.

In other words, be careful what you feed 'em!

BETTER CALL SWC FOR DISCS, TAPE & T.V.

REGIONAL ADVERTISERS

Your Best Selective Program Buy for THE MARITIMES

IS

PAPPY CHESHIRE'S RANCH ROUNDUP

52 Brand-New Half-Hour Shows
Rustic Humor & Hilarity
Old-Time & Variety Music

AN ALL-STAR CAST OF NETWORK TALENT

Pappy Cheshire • Ginny Jackson
Hank Penny • Wally Imes
Andy Parker & The Plainsmen

SOLD IN ONTARIO TO MAHER SHOE STORES

Available for Regional Distribution in Maritimes and the West

Audition Samples and ALL INFORMATION READY NOW

S.W. Caldwell LIMITED
2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.

HOW THEY STAND

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

DAYTIME

English		
Ma Perkins	19.5	+ .2
Big Sister	18.0	+ .6
Pepper Young	17.6	+ .8
Road of Life	16.2	+1.5
Right to Happiness	16.0	+2.0
Happy Gang	15.9	+1.9
Life Can Be Beautiful	15.8	+ .6
Laura Limited	15.7	+1.2
Aunt Lucy	14.0	+1.0
Robin Hood Musical Kitchen	13.5	+ .9
French		
Jeunesse Doree	29.0	+1.5
Rue Principale	27.1	+1.8
Grand Soeur	24.9	+1.5
Tante Lucie	23.6	+2.1
Maman Jeanne	21.4	-1.0
Joyeux Troubadours	20.7	+ .9
Lettre A Une Canadienne	20.6	+ .9
Quart d'Heure de Detente	20.5	- .6
Quelles Nouvelles	20.4	- .2
L'Ardent Voyage	20.0	+ .8

EVENING

English		
Charlie McCarthy	30.1	+2.4
Lux Radio Theatre	29.1	+ .1
Amos 'n' Andy	28.1	+1.2
Our Miss Brooks	26.5	+1.3
Ford Theatre	21.3	+3.0
Great Gildersleeve	19.1	+ .3
Suspense	18.8	+1.7
NHL Hockey	18.5	+ .9
Your Host Canadian General Electric	18.3	+1.9
Treasure Trail	18.1	New
Contented Hour	17.9	+1.9
Club 15	17.6	+1.5
Share The Wealth	17.5	+1.7
French		
Un Homme et Son Peche	39.6	+4.7
Radio Carabin	29.6	+3.1
Metropole	25.1	+ .1
Jouez Double	24.6	+1.4
La Pause qui Rafrachit	23.1	+1.9
L'Epervier	22.0	-1.6
Ceux qu'on Aime	21.4	+1.4
Le Theatre Lyrique	21.3	- .4
Theatre Ford	21.1	+ .9
Le cure de Village	20.1	+2.5
La Mine D'Or	20.0	- .7
Tentez Votre Chance	20.0	+ .4

RESULTS

You GET RESULTS on CHSJ

OF 10 TOP DAYTIME PROGRAMS 9 ARE ON CHSJ
 OF 20 TOP DAYTIME PROGRAMS 16 ARE ON CHSJ
 OF 30 TOP DAYTIME PROGRAMS 22 ARE ON CHSJ

Elliott-Haynes, December, 1951

RATINGS

TIME	CHSJ	SECOND STATION
7 - 8 A.M.	14.7	9.9
8 - 9 A.M.	24.2	20.9
9 - 10 A.M.	19.4	20.8
10 - 11 A.M.	16.8	20.4
11 - 12	21.1	15.2
12 - 1	28.5	11.8
1 - 2	27.1	15.6
2 - 3	23.3	12.0
3 - 4	18.5	13.0
4 - 5	23.5	12.6
5 - 6	23.5	16.2

YOUR BEST SALESMAN

Representatives
HORACE N. STOVIN CO.
 CANADA
ADAM J. YOUNG JR. INC.
 U. S. A.

CHSJ

Saint John, N. B.

- FARMING
- FISHING
- FURS
- FORESTS

4 - IN - 1 MARKET

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

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

VERBATIM

Private Enterprise Must Be Merchandised

An address by John Diefenbaker, K.C., Progressive Conservative Member of Parliament for Lake Centre, Saskatchewan, to the Advertising and Sales Executives Club of Montreal last month.

Advertising extends the frontiers of mankind's standard of living. It has provided a true partnership with private enterprise between the producer and the consumer. It has extended Canada's industrial development.

Advertising is a monument to the part that modern business techniques play in our present-day world.

Organizations such as yours practise the principles of public service, by making available the supply for the demand, or creating the demand in the minds of the public.

Private enterprise is being challenged everywhere in the world and that is particularly so in Canada and the United States.

There is a continuing campaign of misrepresentation that points to the wrongs of private enterprise, and never to its manifold advantages and benefits. This applies in the Federal field, as well as in the Province of Saskatchewan. Over the past 30 years, a continuing trend towards government ownership in business, has been taking place.

The trend is a dangerous one.

In my opinion, there can be no political freedom without economic freedom. The socialization of the iron and steel industries, and of the agricultural implement, meat packing and chemical industries, and the control and government development of resources, such as oil, coal and forest products, would destroy freedom, for it would place Canada's economy under socialistic plan and control. The nationalization of banking would endanger the existence of the last vestige of private enterprise, for loans would only be available through government agencies, and industries that the government wished to live would live — the rest would pass out of existence. Private enterprise would be allowed to exist only because enterprises remaining in private hands can be controlled by the requirement that they fit their policies to the over-all plan.

Socialism is still socialism no matter whether it masquerades as a development in modern government.

It is worthy of note that Mr. Gerald Godsoe — who was chairman of the Wartime Industrial Control Board and Co-Ordinator for Controls during the war, and knowing the power of government and the way in which its authority can reach and control the individual, used these words recently: "Probably the most dangerous development of all occurring today is the growth of the state control under our free enterprise governments, Dominion, Provincial and Municipal. I refer to it as the most dangerous as we seem, at least in some measure, to be aware of the evils of communism and the fallacies of socialism, but I do not believe we have yet awakened to a realization of what actually is occurring and just how much it affects us, in the constant and continuous growth of our governments."

Government business denies efficiency for bureaucrats need not be concerned with cost or loss to the country. Indeed, Mr. Churchill has summed it up in these words: "I adhere to the school of those who believe that governments cannot make nations rich; that wealth is gathered only by individual exertion and enterprise; that state expenditure is almost profligate and wasteful; and the less the interference of the state

the higher will be the standard of public well-being."

I believe in private enterprise. I want to see it preserved. It is worth fighting for. All business is big business as compared with business of 50 years ago. The great animals of the West were big, but they died for lack of brain. Big business cannot survive by brain alone in a world threatened by Communism. It must have a heart. In its personnel relations it has displayed that heart. Its work has been predicated on the knowledge that workers are not automaton; that workers increase productivity in direct proportion to the preservation of their personal dignity; that morale is elevated by the administration of labour policies, fairly and uniformly; and that the mental and physical well-being of the worker is requisite and necessary to his making his full contribution to industry in particular and society in general.

Social security functions have been, in increasing measure, considered a function of the state in recent years.

Business in assuming social security responsibilities is contributing maximum safeguards for the preservation of economic freedom without which, as I have already stated, political freedom cannot long survive. Maladjustments between industry and labor, create complex morale problems which result in dislocation and social upheaval. Good personnel relations contribute to the maintenance of industrial peace without which private business may by force of circumstances, give way to state control and totalitarian techniques of government.

Government and industry have a joint responsibility to assure for business opportunity and for labor, economic security, assured regular employment, fair and reasonable rates of pay and proper working conditions. These aims are necessary in the interests of industrial peace in the state and in the production of business that is profitable to the companies and their shareholders.

These aims cannot be achieved by legislation. The days of rugged individualism and all it signified are past. Business and labor now recognize their mutual independence and the need of free men co-operating together. These aims

Winnipeggers stay awake to hear George Gallagher



HUNDREDS PHONE IN TO HIS "NIGHT OWL CLUB"

That's right. Take an average Saturday—he gets close to 300 calls for requests and messages. George even has the nerve to run a contest at 4:30 in the a.m.! He gets good response too. Say, would be a good idea to give these sleepless people your message . . . why not let George do it!

CJOB

WINNER OF
John J. Gillan Jr. Award
G.E. On the Air Award
Billboard Award



See our
reps...

Radio Representatives
Limited
Toronto, Montreal
Winnipeg & Vancouver
Adam J. Young, Jr.,
Inc.
U.S.A.

Spud says . . .

SEE
RADIO REPS!

THEY TELL!!
I SELL!!!

—Spud.

CJRW

SUMMERSIDE, P.E.I.

"The Voice of Canada's Garden Province"

VERBATIM —DIEFENBAKER

must be attained by capital and labor recognizing the necessity for their implementation, each in their own respective interests. It is to the interest of business to have satisfied employees so that unit costs may be reduced with a consequent elevation in the standard of living for all. If these aims be achieved the free enterprise system will not be challenged from within and will afford an example to the world of its superiority over communism, and socialism.

These aims may be hard to achieve, but if secured will pay dividends greater than those that can be measured in terms of profits for they will afford an unanswerable answer to mankind that private initiative is superior, as it gropes through the uncertainties of rival economic systems to a promise of a new world.

The alternative appears clear. Either business will continue to assume a larger responsibility for raising the standards of its workers or the state will assume ever-widening functions in this regard.

The state has the responsibilities to assure that the workers' welfare is maintained and the individual is protected against unfairness, but its field of action must be segregated if freedom is to be maintained. The assumption of business men of larger responsibilities for the welfare of his workers, will effectively answer the criticism of those who, opposed to our system, picture business men as parasites and deride success as a crime.

To merchandize the concept of private ownership, certain generalizations may be deduced:

Social security is with us and will either be entirely administered by the state, in which case taxation will continue to rise to a point where it may challenge the existence of our system, or business will have to extend provisions for retirement allowances, social and educational benefits,

group insurance, and other measures that make for a better way of life.

Management in its own interest must provide certain minimums of social security.

Many corporations are now taking over the accustomed responsibilities of the state in expanding social services voluntarily rather than under compulsion and in doing so, are performing functions primarily occupied by the state, as in the fields of safety, sanitation, health, education and security.

Business with a knowledge of its responsibilities can do this work more effectively by example than can the state by coercion.

In these days when much is made of the social need of production for use, rather than for profit, and where the state is going more and more into business, organizations such as yours can do much to foster the knowledge that the public welfare demands that Canadians develop the will to do rather than the desire to lean upon the state. All of us should realize that it is as true in the economic field as in the physical world, that no man ever became strong and powerful as a leaner.

Canadians should realize that the state can only distribute what citizens give to the state, or to use a colloquialism—nothing comes for free.

Sources of misunderstanding, in the public mind, of private enterprise, must be removed.

The profit motive is a major subject of misunderstanding. It must be made clear that the profit motive is of prime importance to the maintenance of our way of life. No corporation can hope to provide a profit unless it supplies goods and services which the public wish to buy at prices which consumers can and will pay. All companies are incorporated to return a profit for those that supply its capital.

Modern industry makes its profit out of providing consumers with larger purchasing power as well as providing them with cheaper goods. The profit system

spells prosperity. Prosperity is another way of expressing "standard of living" and the only way in which the standard of living can rise is under mass production, for wages to go up and prices to go down. Only by raising wages and lowering prices, can business as a whole make a real and lasting profit to the public welfare.

Corporation profits are believed by many people to be excessive. There are some few exceptions but the general picture reveals that corporation profits in the United States in 1950 amounted to only 8% of the total national income. Yet the profit line has become a line of strife. What is needed today is a true and logical presentation of the facts underlying the profit system. The workers and Canadians as a whole, should realize that profits instead of being a danger, are in fact beneficial. Gross profits without an analysis and breakdown showing their distribution, sometimes leave the impression in the public mind that they are excessive and unjustifiable.

I have looked into the question as to how gross profits are distributed, and find that in the United States, out of every dollar of gross profits, among the largest corporations—47 cents provided for material and supplies—9 cents was expended for taxes—6 cents makes provision for depreciation and maintenance—24 cents is expended for advertising and 1 cent for research. The employee received 29 cents in wages and salaries, which leaves available for net profit—6 cents. Three cents of the 6 cents net profits, is distributed in dividends and the balance is ploughed back into the business.

The analysis in the United States is borne out in general by one made among nine firms in London, Ontario, some years ago. An examination of the gross profits revealed that 56 1/4 cents out of every dollar was expended for materials—11 1/2 cents for taxes—27 1/2 cents for salaries and wages—3 1/4 cents was ploughed back into the business for new buildings, machinery, inventory, etc.,

(Continued on page 10)

★

36,469
Box-Tops

IN

November!

FOR

OXO,
OGILVIE

&

ALPHA
MILK

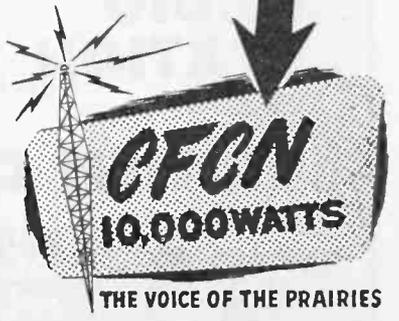
★

Via
CFCN

Ca\$ino Carnival pulled 36,469 labels or box-tops for OGIIVIE, OXO and ALPHA MILK in November, 1951!

More proof that in Alberta, it's . . .

CFCN
CALGARY
FOR
RESULTS!



CFCN
10,000 WATTS

THE VOICE OF THE PRAIRIES

ASK:

Radio Representatives Ltd.

Toronto — Montreal
Winnipeg — Vancouver

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



FOR SALE:

--Mighty Mike says....

. . . reach Saskatchewan's mass audience with "STEAMBOAT JAMBOREE" . . . starring Cap'n Larry Ross, and broadcast every Monday night at 9.30. Rating: 21.1. For details, see

your All-Canada Man!

CKCK • **Regina, Sask.**

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**



SUPREME IN VANCOUVER

F. H. Elphicke, Manager — All Canada Radio Facilities Limited
Station Representatives

VERBATIM —DIEFENBAKER

and only 1 3/4 cents was paid in dividends to the shareholders.

It is the responsibility of business to make the public aware of the fact that capital is entitled to a fair return—and that a fair opportunity for capital to earn an honest return is an important, if indeed not the only source of fair and larger wages for workers.

Canadians must be encouraged to launch a national development policy. Resources alone have not made North America prosperous. Nature has been hardly less generous to Russia than she has been to North America, and initiative and freedom constitute the difference between the low standard of living of the U.S.S.R. and our high standard of living.

Only private enterprise can develop our natural resources, as we have found in Saskatchewan. The state cannot take the speculative chances that are incident to the development of our natural resources. The prosperity of every part of Canada is necessary to the prosperity of all parts. Saskatchewan population has dropped 67,000 since 1941, because we have little diversification of industry. Power developments there and in the Maritime Provinces are as necessary as the St. Lawrence River development.

The state should be restricted from going into business, except to a minimum, otherwise socialism will come about by apathy. The Federal Government is in transportation, wheat, oats and barley, radio broadcasting, uranium and radium production, synthetic rubber, moving pictures and public information—and many other fields—competing with private enterprise. That trend may continue unless private enterprise enters into a greater development policy than ever before.

Canadians must advertise the benefits of, and live, Freedom. Democracy must be able to stand in competition with communism for no one need fear competition from interior political philosophies.

The time has come to tell the workers of our country what communism will do to the man who works. Where there is communism there is:

No freedom of the press, as all newspapers and books are government financed and operated under the eye of the secret police.

Freedom of the individual does not exist, with the secret police having the power to execute or exile without trial.

Freedom of worship is distorted for the state.

Freedom of speech is prohibited and a speech against the party punished with forced labor or death.

Three per cent of the population control all governmental policies.

Farmers are required to work on collective farms and paid for by small wages, free housing and a half acre home garden.

No man may start his own business.

All labor unions have been abolished and workmen who disagree languish in forced labor camps.

Collective bargaining is prohibited.

Wages are set by government labor agency.

All workers are frozen in their jobs, regardless of fitness.

Business and professional men must assume larger responsibility in citizenship.

Every organization composed of business and professional men should do its part in selling private enterprise.

If business men believe in the right to work creatively under private enterprise — freed from arbitrary public authority; if they believe that all governments should whittle away all unnecessary non-defence expenditure, in this era of twilight which may continue 25 years; if they believe that the individual has the right to what he honestly earns, subject to the right of the state to take a portion — rather than that all he earns belonging to the state — with the individual receiving back what the state feels he is entitled to; if they believe that our standard of living cannot be raised by political sleight-of-hand and that only through production under private enterprise can there be prosperity; the enlistment of business men in the ranks of good citizenship, to fight for the survival of our system, is necessary without delay, for business apathy to public affairs is dangerous to the survival of Democracy.

RADIO COURSE

Vancouver.—Staffers of CKWX are conducting a course for students at the Union Theological College at UBC.

Sam Ross, Ken Hughes and Laurie Irving have addressed the student clerics on various phases of radio, and they will also receive instruction in delivery and mike technique to help them become effective on the air.

Alan Crewe, who was an operator with CKWX some years ago, is radio director for the United Church and made arrangements for the course.



**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships
Quebec



Representatives
JOS. A. HARDY & CO. LTD. — CANADA
ADAM J. YOUNG, JR. INC. — U. S. A.

SELECTIVE RADIO MARITIMES

Boosts Annual Fund For 21st Time

Saint John.—In a scheduled six-hour broadcast that turned out to be a race to beat the clock, station CHSJ's "Uncle Bill" received cash donations to the Empty Stocking and Good Fellow's Funds of over \$8,000 to help Saint John's underprivileged here last month.

The annual campaign was started 21 years ago by the same "Uncle Bill," announcer Hugh Trueman, but at that time he wasn't an "Uncle," being only 11 years old. Despite his youth he exceeded a weekly half-hour children's talent show and has been on the air without a break every week since.

Since the first campaign, which brought in \$437, the objective has steadily risen and always has been reached. Last month, however, it took a late flood of donations from a concerned radio audience to save this record.

The young radio veteran, Trueman, took his "Junior Radio Stars" program on the air for another marathon broadcast figuring that donations of over a thousand dollars an hour would put the fund within easy reach of last year's \$7,600. But almost two hours went by before the list would total four digits.

The next couple of hours were more encouraging for Trueman and his young performers and when the half-hour intermission arrived late in the show, the goal was hazy but nevertheless in sight.

Forty-five minutes of overtime did it—the total then reached \$8,345.56 and 4,000 children of needy families were assured of a brighter holiday season.

Kids At Bat

Moncton.—The sports director of CKCW here is setting out this year to prove that youngsters are never too young to learn baseball—or at least as long as they are over nine years old.

Earle Ross has been busy for some time with the organizational phases of a Little Baseball League for boys in this area who come within the 9-to-12 age bracket and late this spring he expects to put his plans into operation, with the usual playing conditions and regulations all scaled down to size.

The size of the playing field and number of innings are being reduced and midget equipment will be provided, Ross said. It is expected that at least eight teams will be organized under the sponsorship of local service clubs.

Already Ross has visions of one of the teams bringing a world title here, since he expects to send a team to Williamsport, Penn., the home and site of the Little League Baseball World Tournament.

STATION CLEARS TOYS

Halifax.—Youngsters here, for whom toyland is a paradise, had their fun cut short last month when station CHNS was instru-

mental in reducing the biggest display of toys in Zeller's Department Store's history to bare counters.

A series of eight five-minute actuality programs, broadcast from the toyland, was started over the station as the rush of Christmas shopping began but after the fourth show the company discontinued its campaign. Although 10 shopping days still remained before the holiday, Zeller's had its toy department virtually sold out, its counters bare and the extra sales staff no longer required.

AIRS FIRE ALARM

Bridgewater.—A fire is news at any time but in the small towns and villages it becomes a personal tragedy because everyone is a friend or relative of almost every-

body else. And that is the basis on which station CKBW here operates its fire information service.

With the co-operation of fire departments in four towns in this area, CKBW gets news of a blaze almost as soon as the alarms sound at one of these points to summon volunteer firefighters. Sponsored bulletins then are immediately aired announcing the exact location of the fire.

Besides providing a public service in which people near the fire area are alerted to provide various forms of assistance, the station says, the service has grown into a goodwill medium so effective that one sponsor scrapped plans for all other promotion, including calendars, to foot the bill for a series of similar bulletins.

SPONSOR TAKES OVER

Moncton.—When bouts with flu' laid some of station CKCW's staffers low for a while, a willing stand-in for one of the writer-announcers was Larry Wallace—a sponsor.

Proprietor of the Wallace Warehouse & Cartage Limited, he took over the writing and airing of the commercials for his newscasts and got a better understanding of radio and an appreciation of the personal touch for his effort.

Over the years, sponsored programs on CKCW have helped Wallace change the storage habits of Monctonians from piling their unused but valuable furniture in cellars and attics to having it placed in protected commercial storage, the station says.

The MARITIME MARKET and CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

ONE STATION CFCY

Presenting★ your story to

47% of the RADIO HOMES

46% of the POPULATION

44% of the RETAIL SALES

*Based on 50% BBM Area

BBM — Day 134,310 • Night 128,460

An ESTABLISHED AUDIENCE built up by
over 25 years of broadcasting

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

5000 WATTS DAY & NIGHT

630 KILOCYCLES

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

Win with **CKOC**

PROGRAMMING



LYMAN POTTS
Assistant Manager

PROMOTION



WILLIAM EDGE
Promotion Manager

SALES



LLOYD WESTMORELAND
Sales Manager

THE UNBEATABLE TRIO THAT PRODUCES

Results!

CKOC **HAMILTON**

**FIRST IN
PROMOTION
IN HAMILTON**

SEE THE
ALL-CANADA MAN



OUR THANKS TO COLGATE-PALMOLIVE PEET FOR THE RECOGNITION OF OUR PROMOTION EFFORT ON BEHALF OF THE COLGATE-MONARCH CONTEST. CKOC'S PROMOTION IS CONSISTANT AND CONTINUOUS.

Panorama

RADIO IN ACTION AT SIMPSON'S SHOW



THE FIFTH ANNUAL Simpson's Homemakers' Show featured Toronto radio in a big way during the two weeks to date and has been rescheduled for another fortnightly run. From the scene of the show each day large crowds have gathered to watch: Gordon Sinclair air his noon newscast for Alka-Seltzer over CFRB; Mona Gould do her "Listen Ladies" program for Christie's Biscuits on CKEY; and June Dennis broadcasting Aylmer's "Word To The Wise" on CJBC. In addition, students of the Ryerson Institute of Technology have been gaining practical experience by airing a day-long program schedule from the show over the Institute's CJRT-FM, with their programs consisting mainly of interviews with many of the personalities from the five other Toronto stations. Staffers from one station are featured on a given day, with the procedure being repeated, but the students managed to get five friendly competitors together on one panel, as seen in the above photo. They are, left to right: women commentators Kate Aitken, CFRB; June Dennis, CJBC; Jane Weston, CBL; Wendy Paige (Leigh Stubbs), CHUM; and Mona Gould, CKEY.

NEW STATION OPENED

Timmins.—Radio station CFCL here was officially opened January 13 with a four-hour program of local talent aired from the stage of the Palace Theatre before a large group of civic, religious and government dignitaries.

Operating with 1,000 watts directional on 580 kcs., the new bi-lingual station will be airing over 80 per cent of its programming in French.

CBC OUTLET UPS POWER

Vancouver. — CBC will double the power of its western outlet on the evening of January 25, when CBR changes its call letters to CBU and jumps from 5,000 to 10,000 watts.

At the same time the station's frequency will change from 1130 to 690 kc.

A new 404-foot tower on Lulu Island, in the Fraser River delta south of the city, has been put up at a cost of \$50,000, and engineers say northern and southwestern regions of the province will get better reception with the new setup.

The development comes 15 years after the CBC began operations in the province.

Some of the entertainers who have frequently appeared on the station—John Avison, Bill Buckingham, Harry Pryce, E. V. Young and Jean de Rimanoczy—will be on the first program over CBU.

**Need a man?
Equipment for sale?
Use an ad in the Canadian
Broadcaster & Telescreen.**

Miss Beautiful Barrie Says—



ONE NATIONAL ADVERTISER writes, "I don't remember ever before having seen such a thorough-going promotion for our program." CKBB has a new promotion plan for National Advertisers — ask our representatives about it — CKBB can and WILL produce satisfactory results.

CKBB

Serving
Simcoe
County

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

FAX about CJFX

- Only station serving Nova Scotia's two largest industrial markets — Cape Breton and Pictou Counties.
- The station with the second largest BBM in Nova Scotia.
- The station with the largest BBM in Newfoundland (16,000 day and night) of any mainland station.

CJFX

ANTIGONISH, N.S.

REPS

N.B.S. in Canada

— Adam Young in U.S.A.

Greetings Broadcasters and Guests

AT THE

MAB CONVENTION AT AMHERST

We are always happy to supply wire line services to the many Broadcasting Stations in Nova Scotia and Prince Edward Island.

**Maritime Telegraph &
Telephone Company Limited**

TWENTY-FOUR HOURS A DAY NON-NETWORK



Danny Gullivan



Robin McNeil



Clint Godwin



Cy Lynch



Bernie Curran

What can we **SELL** for you?

HOUSEHOLD F...

- PURITY FLOUR
- SWEET MARIE
- SUNLIGHT SOAP
- DAWN PUBLISHING CO.
- KING COLE TEA
- EDGEWORTH
- R.C.A.F.
- ADAM BRAND SALES
- KOOLS
- FAB
- DAWN PUBLISHING CO.
- PURITY FLOUR
- AMERICAN EXPRESS
- SUPER SUDS
- TIP TOP TAILORS
- DR. BALLARD'S
- NOVA PICKLES
- MONTREAL STANDARD
- CORDON BLEU
- DODD'S
- DAWN PUBLISHING CO.
- BARRETT ROOFING
- SIMMS BRUSHES
- AMERICAN EXPRESS
- SUPER SUDS
- TUCKETT'S
- AIR WICK
- TRANS CANADA AIRLINES
- SUPER SUDS
- LIPTON'S TEA
- F. W. WOOLWORTH
- CARTER'S
- BUTTERFLY HOSIERY
- JAVEX
- VEL
- RAYVE SHAMPOO
- TIP TOP TAILORS
- BARDAHL
- PEPSODENT
- CARTER'S
- BULOVA
- OXO
- PERTUSSIN
- MAPLE LEAF MILLING
- POSTUM
- EX-LAX
- SIMON CIGARS
- JANESSE
- MASON'S



THE BEST BUY IN THE MA

REPS: Paul Mulvihill in Toronto;

ESSING FEATURES OF DISTINCT LOCAL APPEAL



Robertson



Bill Hawes



Joe McSween



Maurice Foisy



Abbie Lane

MECCANO ALKA-SELTZER QUIX
 HELLMAN'S MAYONNAISE KAYSER HOSIERY PEOPLE'S CREDIT
 SWEET CAPORAL VEL M. W. GRAVES & CO. NUCOA THE TEA BUREAU
 STLE'S-NESCAFE KING COLE TEA ALBO NEW-LAC QUIX LIPTON'S TEA CORDON BLEU
 CASHMERE BOUQUET VICKS OGILVIE FLOUR
 IVORY SNOW MECCANO TEMPLETON'S SOCONY
 DODD'S AIR WICK MASON'S HOUSEHOLD FINANCE TIDE BARDAHL
 DUNN'S CLOTHES BROMO SELTZER FAB PEPSODENT
 R.C.A.F. GRAPE NIITS SOCONY SIMPSON'S
 CRISP SUNLIGHT SOAP BLUE BONNET OXO

our ACCOUNTS

CJCH

HALIFAX N.S.

As Always —

NUMBER ONE MARKET

Montreal; Adam Young in U.S.A.



*Rich
Sales*

POTENTIAL

of

CANADA'S

FIRST

STATION

in

CANADA'S

FIRST

MARKET



MONTREAL

WRITING

Say It Once And Well

People remember what they hear longer and better than what they see. In radio it pays to write for the ear in simple ear-language.

Second in a series of articles on radio writing by G. Alec Phare.

From time to time, in this series of chats about making our radio copy more interesting to listeners, we shall indulge in a little neck-stretching and put down some rules. Before doing so, suppose we admit that there can be no such thing as a really iron-clad rule in writing.

Ninety per cent of the time, if we obey certain rules, they will work for us; and if we disobey them, we shall find that nothing is going right. This leaves us with a 10% leeway between being tied down by rules, and being too radical about breaking them. But it is just as well to remember that the leeway is 10%, and not to try giving ourselves more.

Nor, on the other hand, are these so-called rules any excuse for mental laziness. Rules are guide-posts along the right road, but we still have to go down it under our own power. Rules must never be a substitute for either brains or hard work, and writing better copy is hard work.

For example, it is much easier to be complicated in our writing than it is to be simple. Com-

plicated writing usually means that we are doing our thinking as we go along, instead of beforehand. But simplicity in ideapresentation and sentence-structure is all-important.

In radio, we are writing for the ear, not for the eye. And anything you may say on the air will be heard once, and once only. There is no such thing as interrupting with "What's that, again?" If your listener does not grasp your idea immediately, there is no way of pressing a button and having your remark repeated. Remember that, when something is imperfectly understood in a book, the reader can go over it again as often as is necessary, until the idea is clear. In radio, one can't do that. All you can do is "say it once, and say it well."

If you do take this trouble, you will be more than repaid.

The question of whether people remember better what they hear than what they read has long been a subject of investigation—at Columbia, Princeton, Harvard and Pittsburgh Universities. In their laboratories, 18 competent researchers have found that people do not only remember better, but longer, what they hear than what they read. The ratios they have established are:

After 24 hours—10 to 9 in favor of the spoken word.

After 5 days—10 to 6½ in favor of the spoken word.

After 3 months—10 to 3.8 in favor of the spoken word.

Remember, these are the unbiased and impartial findings of

four top universities. The writer of written copy is handicapped by the fact that 60% of adults at large have less reading ability than the average sixth grade student. In fact, far more people have difficulty in grasping what they read than most of us realize. But radio is easy to listen to, there is no conscious exertion required, and people learned to listen long before they learned to read, so it comes more naturally. But it might help every radio writer to remember that there are many listeners in Canada for whom English or French is not their mother-tongue, and therefore not the language by which thought is most readily transferred.

This, then, automatically brings us back to the need for simplicity. This does not mean writing down to one's audience. No audience is stupid, but people won't take the trouble to even try to understand you unless you go to some trouble yourself in order to be easily understood. Simplicity just means "make it easy."

Some writers simplify the insides out of a message and make themselves wearisome. Others get hold of a simple idea and dress it up in a complicated way. Neither is good. Both, very frequently, are the result of muddled thinking—the writer is not quite sure what he intends to say in the first place!

I have already suggested that you do two things: one, pack into a single sentence the idea or impression you hope to leave with your listeners; and two, write to one person only.

Now, how do we achieve the necessary simplicity so that our idea is grasped, immediately and fully, by that one person? There are four definite ways:

(1) **Use simple words** . . . words which are exact in meaning . . . words which are grasped by the ear. Many a word is quite self-explanatory on paper, but entirely confusing when heard. Never, for instance, give a character the name "Hugh," if you can avoid it. Just try over the sentence: "Who ate the apple, you or Hugh?" If Eustace has a dog named "Useless," better rechristen the animal "Rags" unless you want to keep the audience puzzled as to who's who. Then again, the "coign" of vantage looks well on paper, but your listeners will hear only "coin." Never use a long word when one, or even several, short words will do. Short words are not only easier to say, they are easier to grasp.

(2) **Use simple phrases.** Within the proper limitations of good grammar and proper usage, talk to people over the air as you would talk to them if face to face. Would your wife, in telling you about her week-end shopping, say: "Presently, butter is in short supply." Of course not. She might say: "There wasn't much butter around." But you've heard the other way of doing it plenty of times! When you've made your business man say: "We'll contact you in due course by mail," cross it out and put in the sim-

After Montreal and Quebec City

**THE
LARGEST
FRENCH-LANGUAGE
MARKET
IN CANADA**

can be reached best ★

over

**CJBR
Rimouski**

5000 watts on 900 kcs.

★ **ELLIOTT-HAYNES RATINGS** consistently show that this station has one of the highest percentages of sets-in-use in Canada, with better than 90% tuned to CJBR hour after hour.

ASK

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

pler, and better phrase: "We'll write you."

(3) **Use simple sentences.** This means going back over your writing and doing some stern revision. It is so easy to write non-stop sentences, so inviting to place sentences within sentences — like this one—which may be perfectly clear on paper, but become complicated when spoken.

(4) **Use simple paragraphs.** A paragraph can be something that goes on and on. Stop at the end of your paragraph. A pause can be eloquent, can give the "voice" a chance to breathe, will give your listener notice that you have completed one thought and will now go on to another one. Have your paragraphs short, simple and complete. If you have something else to say, help yourself to a new paragraph. Help yourself, too, to the motto popular among truck drivers, "No Riders."

■ ■ ■

One closing rule, or suggestion, for simplicity. Read your finished script aloud, or better still, learn to hear it as you write. If you hesitate anywhere — and remember, you wrote it — that's the spot at which you make changes, for *simplicity*. Next issue, we'll start out with an actual, and perfectly good, piece of *written* copy, and see how different it has to be before it is simplified for airing.

(Part Three in this series will appear next issue.)

BOOKS

Television's Story And Challenge

For those in whom an interest in television is just being born, an informative little book has just been published which may serve to more or less orient such people in the medium.

Television's Story & Challenge is just under 200 pages of very elementary facts, figures and theories essential to the beginner's understanding, regardless of whether after reading he goes on to study some particular phase of TV or dismisses television as not the thing for him. In fact, Derek Horton's volume would do the more progressed student of TV some good, too, in serving as a basic refresher course.

Author Horton is an Englishman and his book was published originally in England by George G. Harrap & Co. Ltd. (now in Canada by Clarke, Irwin & Co. Ltd.) but this matters not: technically and, for the most part, artistically, the approach to television is universal; only its economics and politics vary greatly, as we in Canada know so well. It is universal television with which Horton is concerned.

The title of the book is too ambitious and misleading. Rather than being a story and challenge, it is more a layman's digest of television, mainly as a technical development, but to some extent as an art form. Horton does not

theorize here much, but contents himself primarily with statements of fact or quotations of others' opinions, and this is just as well because TV's young beginners need a volume, which may be considered for a while as their only handbook, that follows a middle-of-the-road course.

Horton does not swing too far in one direction to extol in glowing terms TV's glorious present and future full of promise, or in the other to paint sight-and-sound as a passing fad. If anything, he is inclined toward the former, but a natural amount of cynicism in the reader should counteract this.

As said before, this is a beginner's book. But here a paradox arises, because in a business as brash and showy as television, it is doubtful if any serious novice will be willing to admit even to himself that he is a beginner.

—Briggs.

This and other craft books are available from the Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto.



Mr. Paul Mercier, Belleville Jeweller, writes:

"When it was suggested by your Roy Pratt that we sponsor the 7.00 a.m. newscast we did not think highly of the idea. However, after the experience we had with radio advertising some four years ago, we decided to try again.

"In order to satisfy ourselves that radio advertising at this time in the morning was listened to, we advertised pearls at a bargain price on the radio only. To our surprise, the response was unexpected and a gross of pearls were sold in the store. We also received a number of phone calls and some 25 letters with money enclosed. We made it a point to ask the people if they were regular listeners to the 7.00 a.m. newscast and much to our surprise we discovered that these people were the people we wanted to contact.

"You may rest assured that we are very satisfied with your suggestion and wish to add that radio advertising when properly prepared and presented, certainly proves its merit."

CJBQ

BELLEVILLE — TRENTON

FEBRUARY CONVENTION DATES

Feb. 4-6

Maritime Association of Broadcasters, Fort Cumberland Hotel, Amherst, N.S.

Feb. 11-12

B.C. Association of Broadcasters, Hotel Vancouver, Vancouver, B.C.

Build future sales
Air your wares
—over—

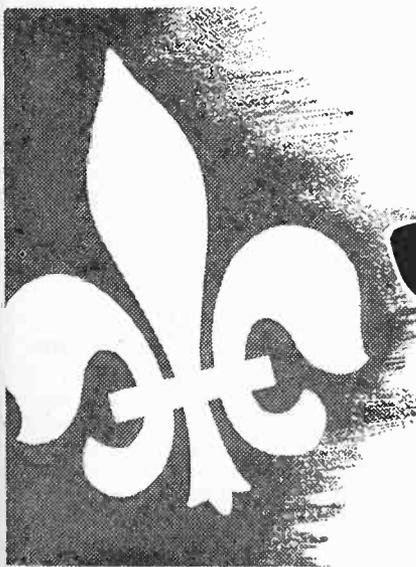
CHRC

The only
5000 watt Station
in Quebec City

"TOP FRENCH RADIO VOICE"

Big families are typically French-Canadian . . . they need every sort of merchandise and services . . . and CHRC reaches 250,000 radio homes!

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



OUTPOSTS HEAR FROM HOME



SETTING UP A SYSTEM to carry two-way season's greetings between many of the men stationed at northern outposts and their folks at home in Newfoundland turned out to be a major international operation for VPCM, St. John's, last month. With the assistance of the U.S. Air Force, the station's commercial manager, Mengie Shulman, took recorded messages to Greenland for airing over the USAF station WXLS and then made the hop to Goose Bay, Labrador, where other men heard from home over the RCAF station, CFCB. In the above photo Shulman (with mike) is seen with some of the 500 men at the two bases who had their reply messages taped for later airing over VPCM.

AGENCIES

By Art Benson

COCKFIELD BROWN

Toronto.—Nestle's Milk Products of Canada Ltd. has a transcribed flash announcement campaign going to 31 stations coast to coast in two flights (Jan.-May; Sept.-Dec.) advertising Nescafe.

Minnesota Mining & Manufacturing of Canada Ltd. has a 52-week flash series going to 18 stations advertising Scotch Brand Cellulose Tape.

Socony-Vacuum Oil Company has scheduled a series of flash announcements over 37 stations coast to coast for one year advertising Mobiloil.

Shirriff's Ltd. has started the transcribed 15-minute five a week *George Murray Show* over 16 stations coast to coast in two flights (Jan.-May; Sept.-Dec.) advertising the many Shirriff products.

Montreal.—Cheseborough Manufacturing Co. Ltd. has started the 15-minute three a week transcribed *Hospitality Time* (All-Canada) over CFRB, CKOC, CJOR, CJCA, CKY and CJAD advertising Vaseline Cream Hair Tonic.

McKIM ADVERTISING

Montreal. — National Drug & Chemical Company has renewed the 10-minute five a week 4 o'clock newscast with Wes McKnight over CFRB, Toronto, for another year advertising Air Wick. Same sponsor has also renewed the 10-minute five a week *Neighborhood News* over the same station featuring Ed Luther and advertising Gin Pills.

MacLAREN ADVERTISING

Toronto. — General Motors of Canada Ltd. has a two-week flash announcement series going to 60 English stations coast to coast and 10 French stations advertising Chevrolets.

Christie Brown Company has scheduled its first coast to coast spot announcement campaign over 35 stations in English and French running five a week through June 5 advertising its many biscuit products.

J. WALTER THOMPSON

Toronto.—Pond's Extract Co. of Canada Ltd. has renewed the half hour once a week *John and Judy* for the 13th year over the Trans-Canada network. Same sponsor also has renewed the 13-year-old *Ceux qu'on Aime* over the French network, both shows advertising the various Pond facial creams.

WALSH ADVERTISING

Toronto.—McCormick's Limited (Biscuits and Candies) has started the 15-minute five a week transcribed *Dr. Paul* (All-Canada) over 20 stations coast to coast, marking its first daytime radio show. Bunny Cowan looks after the commercials. Same sponsor has scheduled the live 10-minute five a week women's commenting show featuring Nicolle Germain over five French stations.

CJAD

first

IN MONTREAL
AMONG ENGLISH
LANGUAGE
STATIONS



* SHARE OF AUDIENCE REPORT

(Morning and Afternoon)
April, May, June 1951 — Elliott-Haynes

* EARLY MORNING AND LATE EVENING LISTENING

September 1951 — Elliott-Haynes

* AUTO-RADIO LISTENING

April 1951 — Elliott-Haynes

* ANALYSIS OF 6-7 PER WEEK

B.B.M. ANALYSIS

Total Day and Night — 225,390
Day 124,590 — Night 100,800

5Kw ON 800Kc

AFFILIATED WITH CBS

Representatives

RADIO TIME SALES LTD.

Montreal and Toronto

ADAM J. YOUNG JR., INC.

New York and Chicago

AGENCY RADIO DEPARTMENT

Requires a young man for expansion of Radio Department. Should have radio station experience in writing, production, announcing. Agency experience an advantage. Work would require diligent and ambitious young man with ability to eventually handle estimating, time buying, and scheduling. Must be good at figures and fond of detail work.

Write, giving full details of past experience, to:

Box A-114

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

HERE IS ESSENTIAL

Market Data

FOR ADVERTISERS!

2nd ANNUAL

Canadian Retail

Sales Index

1951-52 EDITION

Estimates of Retail Sales for 1950, by counties and census sub-divisions broken down into 20 business type groups. Also population and radio homes figures as furnished by the Bureau of Broadcast Measurement.

5.00 per copy

POSTPAID

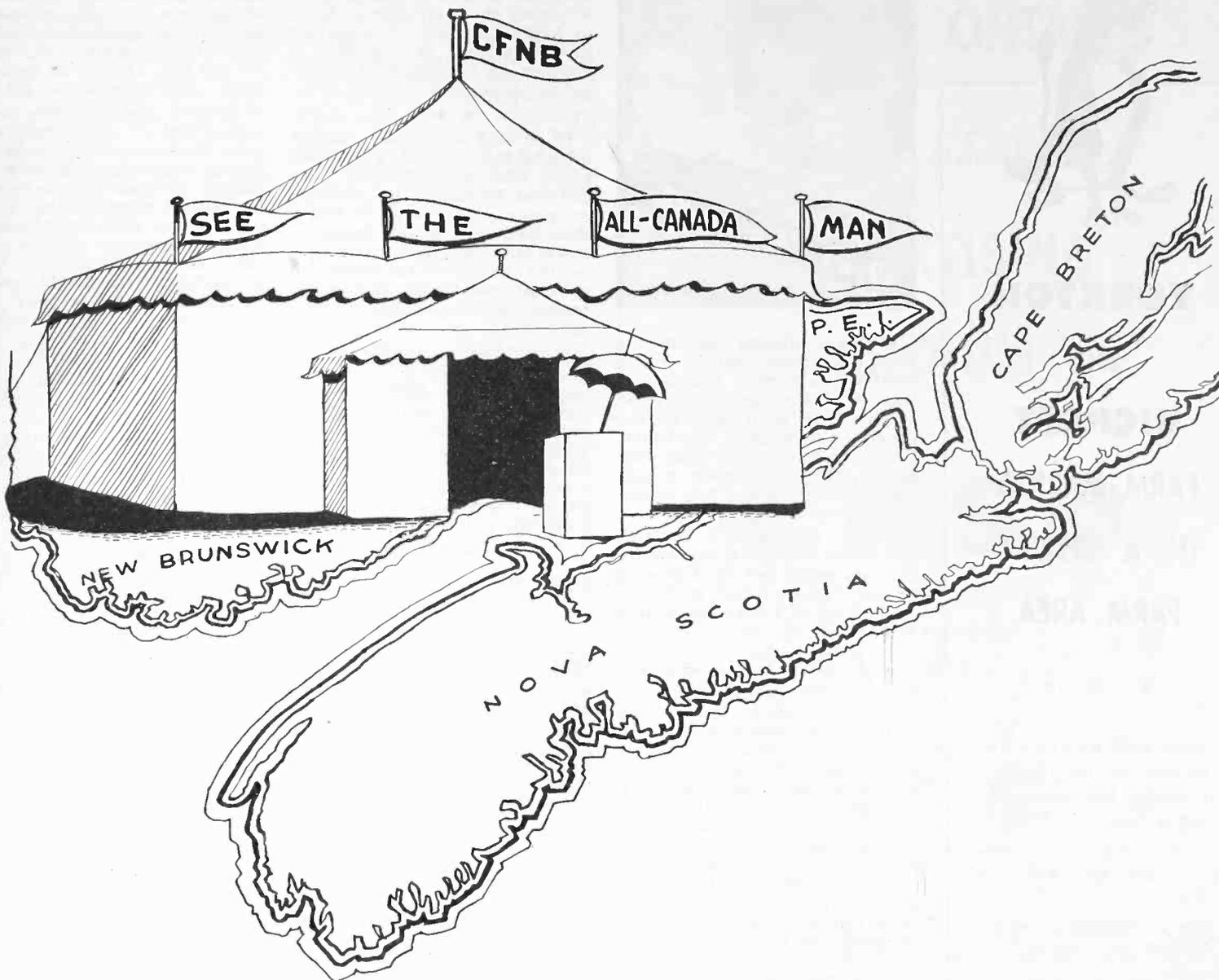
R. G. LEWIS & CO. LTD.

163 1/2 CHURCH ST.

TORONTO 2

Publishers of Canadian Broadcaster & Telescreen

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.



**COVERS NEW BRUNSWICK
LIKE A TENT**

N
LOOK TO THE EAST!
CFNB
W ← → *E*
S

FREDERICTON, NEW BRUNSWICK
5000 WATTS - 550 KCS.



YORKTON THE RICHEST FARM MARKET IN A RICH FARM AREA



Since 1939 personal income in the Prairie Provinces has increased 189%.



The percentage increase for all of Canada is 153%.



(Figures from report tabled in the House of Commons Dec. 8/51)



CJGX Yorkton SASKATCHEWAN

Representatives

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



It seems strange that by the time this article, written in the quiet semi-suburban Kentish village of Keston, appears in print, I shall have been back at The Desk for several days; that I shall, in fact, be lining up my other shirt for the MAB Convention at Amherst, N.S. (February 4-6, in case you've forgotten).

In the meantime, I am well into the second half of my sojourn in these parts and am beginning to say "gawss" and stuff just as I did before I left these Islands on January 27, 1923.

You have to be over here for a while before you realize how different the language is.

You don't ride up to the office in an elevator over here, you take the lift. The vests we used to wear, before the tailors decided they would make more money if they announced that they were out of style, are still worn here but they are called waistcoats, while they call our undershirt a vest. Our windshield is their windscreen; our fender is a wing. They call a wrench a spanner. Our pants are called trousers, because when they say pants they mean trunks. A trunk call, on the other hand, is our long distance.

If you happen to over-sleep some morning (that's the John Bullese for sleep in), and somebody has to waken you, don't be affronted at an apologetic "sorry to knock you up." This phrase should be taken literally since it contains no suggestion of propagating the species.



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Over the years, this paper has, I think, made passing and occasional mention, in its various departments, of the effects of Socialism. John's simple story, which might be boiled down into "Why not try working for a living?" may be the root of the question. At any rate it vindicates my own assertions on previous trips over here, that "eggs don't unscramble."



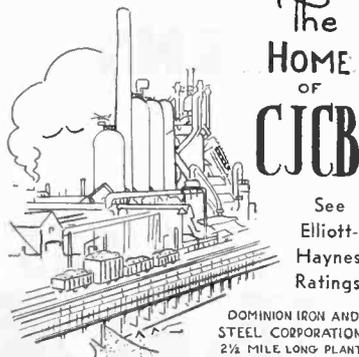
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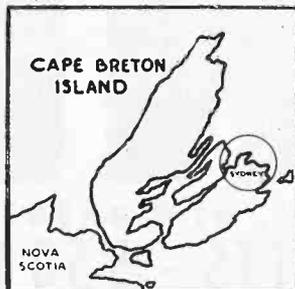
MARITIMES

THE STEEL & COAL CENTER OF EASTERN CANADA

The HOME OF CJCB



DOMINION IRON AND STEEL CORPORATION 2 1/2 MILE LONG PLANT



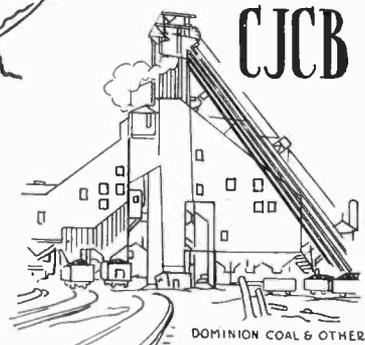
CAPE BRETON ISLAND

NOVA SCOTIA

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Donkin	1,525	Coxheath	2,007



DOMINION COAL & OTHER 16 ACTIVE COLLIERIES

A GREATER POPULATION THAN ANY SIMILAR AREA EAST OF QUEBEC CITY

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"This kind of thing," mused the columnist, "can be entertaining and Gilbert Harding has deliberately and successfully built himself up as the testy man of radio."

Next day the same paper reported that Harding's apology had been accepted by the BBC.

All of which seems to indicate that our Gilbert is doing right nicely, thank you.

Publicity has a long arm, which reaches London's dignified *Daily Telegram & Morning Post* (that's

all one paper now) all the way from station CKRC, Winnipeg.

Here is the item I have in mind.

FAREWELL TO A PRINCESS

Ev Dutton, news editor of the Canadian radio station CKRC, who travelled in the Royal Press Train, has recorded impressions of his trip in a longish Walt Whitmanesque poem which CKRC has circulated as a New Year's message. (This abridged version followed):

Elizabeth, you leave behind with most of us the memory of an unregretted hour

Well spent in waiting for your car to pass; to catch a fleeting smile.

We ask but this: Remember us—the nameless people whom you did not meet

Unless the bond of friendship that we feel was introduction.

And when you speak of Canada on your return, and all the sights you saw,

Stop and recall to mind the lonely little town, its one main street bedecked with tattered flags,

Its people straggled down the tiny stretch of wooden walk, and standing in the doorways of unpainted stores

Or crowded on the station platform—ill at ease, awkward and ungainly,

Their hands half raised in unaccustomed gesture of affection.

Remember how they crowded round your train, and cheered And then fell silent and embarrassed when finally you appeared.

They'd come from many miles around the little town in which you stopped;

This was a minute which they'd planned for weeks, and it was worth it all

To see you and your husband standing there. You'd brought a fullness to their lives.

Something to talk about when snows lie deep and lamplight flickers in the room.

They did not push as city people do; they did not try to touch your hand,

For they are like their land—deep and reserved . . .

And that winds it off for this issue. Buzz me if you hear anything. The number, by the time this reaches you, will once again be EMpire 3-5075.

NORTHERN ONTARIO'S

Greatest

**ADVERTISING
MEDIUM**

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

**SASKATCHEWAN
IS SOLD
ON
CFQC**

• Campaign of dramatized flashes on CFQC sends over 1,000 people to Saskatoon auction sale of used cars and trucks!

MER-LIN MOTORS Ltd.,
SASKATOON, Dec. 10, 1951

RADIO STATION CFQC,
SASKATOON, Sask.

Dear Sirs:

We wish to thank you for your co-operation in publicising our auction sale of used cars and trucks

We are convinced that the radio advertising alone was responsible for the crowd of over 1,000 people who crowded our garage last Saturday afternoon, besides the number of people we had visiting our premises prior to the sale

Yours truly,

MER-LIN MOTORS LTD.

A. Flavelle, Mgr.

**★ PORT WORKERS TUNE CFBC TWICE
DAILY FOR "WORK-GANG" BULLETINS!**

Daily at Five and Six P.M. FREE announcements remind Saint John's thousands of port workers how many gangs are needed for port work at night and the following morning.

★ AND EVERYONE TUNES CFBC'S "POP THE QUESTION"

Eastern Canada's Top Entertaining Quiz Show
(9.05 - 10.00 A.M. and 7.30 - 8.30 P.M.)

E-H RATING: 25.0

REPS.:

J. L. Alexander, Montreal & Toronto
J. N. Hunt & Associates, Vancouver
Weed & Co., U.S.A.

CFBC
SAINT JOHN N.B.

CFQC
600 KC
5000 WATTS



THE RADIO HUB OF SASKATCHEWAN

SEE RADIO REPS —
GET YOUR CAMPAIGN ON CFQC NOW!



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THE
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"He accused another 'victim' of the panel of not knowing the answers to simple questions and he shouted down Eamonn Andrews when he was trying to explain something. Once Gilbert Harding even refused point blank to ask any further questions, joining the game only when the next victim arrived.

"This kind of thing," mused the columnist, "can be entertaining and Gilbert Harding has deliberately and successfully built himself up as the testy man of radio."

Next day the same paper reported that Harding's apology had been accepted by the BBC.

All of which seems to indicate that our Gilbert is doing right nicely, thank you.

Publicity has a long arm, which reaches London's dignified *Daily Telegram & Morning Post* (that's

all one paper now) all the way from station CKRC, Winnipeg.

Here is the item I have in mind.

FAREWELL TO A PRINCESS

Ev Dutton, news editor of the Canadian radio station CKRC, who travelled in the Royal Press Train, has recorded impressions of his trip in a longish Walt Whitmanesque poem which CKRC has circulated as a New Year's message. (This abridged version followed):

Elizabeth, you leave behind with most of us the memory of an unregretted hour

Well spent in waiting for your car to pass; to catch a fleeting smile.

We ask but this: Remember us—the nameless people whom you did not meet

Unless the bond of friendship that we feel was introduction.

And when you speak of Canada on your return, and all the sights you saw,

Stop and recall to mind the lonely little town, its one main street bedecked with tattered flags,

Its people straggled down the tiny stretch of wooden walk, and standing in the doorways of unpainted stores

Or crowded on the station platform—ill at ease, awkward and ungainly,

Their hands half raised in unaccustomed gesture of affection.

Remember how they crowded round your train, and cheered

And then fell silent and embarrassed when finally you appeared.

They'd come from many miles around the little town in which you stopped;

This was a minute which they'd planned for weeks, and it was worth it all

To see you and your husband standing there. You'd brought a fullness to their lives.

Something to talk about when snows lie deep and lamplight flickers in the room.

They did not push as city people do; they did not try to touch your hand,

For they are like their land—deep and reserved . . .

And that winds it off for this issue. Buzz me if you hear anything. The number, by the time this reaches you, will once again be EMpire 3-5075.

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S HIGH-POWERED STATION

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

SASKATCHEWAN IS SOLD ON CFQC

• Campaign of dramatized flashes on CFQC sends over 1,000 people to Saskatoon auction sale of used cars and trucks!

MER-LIN MOTORS Ltd., SASKATOON, Dec. 10, 1951
RADIO STATION CFQC, SASKATOON, Sask.

Dear Sirs:

We wish to thank you for your co-operation in publicising our auction sale of used cars and trucks

We are convinced that the radio advertising alone was responsible for the crowd of over 1,000 people who crowded our garage last Saturday afternoon, besides the number of people we had visiting our premises prior to the sale

Yours truly,

MER-LIN MOTORS LTD.

A. Flavelle, Mgr.



THE RADIO HUB OF SASKATCHEWAN

SEE RADIO REPS — GET YOUR CAMPAIGN ON CFQC NOW!

★ PORT WORKERS TUNE CFBC TWICE DAILY FOR "WORK-GANG" BULLETINS!

Daily at Five and Six P.M. FREE announcements remind Saint John's thousands of port workers how many gangs are needed for port work at night and the following morning.

★ AND EVERYONE TUNES CFBC'S "POP THE QUESTION"

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IS ALWAYS
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BUSINESS

"THE BAIT"

60,000 fishermen (farmers
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WESTERN NOVA SCOTIA



MOVES NATIONALLY
KNOWN LINES FROM
RETAILERS SHELVES



"YOU CANNA AFFORD TO MISS THE
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Ask your local
All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION



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vice for the Broadcaster,
consisting of Commercial
Continuity, Copy Starters,
Sales Digest, Management
and Promotion Tips, Program
Ideas. Written and produced
by experienced radio writ-
ers who appreciate your
problems. Free samples on
request. Available exclusively
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lities Limited, Program Divi-
sion, Toronto.

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ers and their agencies with
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ronto; 1434 St. Catherine W.,
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**IMMEDIATE RESHARPENING
SERVICE**—By special arrange-
ment with Audio Devices Inc.,
we carry a large stock of
Cappes' resharpening sapphire
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Sapphire Needles and we will
immediately return to you re-
sharpened a fraction shorter than
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ful. Net price each . . . \$2.50
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**LITTLE BIT OF DENMARK
TAVERN**—When in Toronto,
eat in old world atmosphere.
Famous for Danish Smorgas-
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WHATEVER THE SERVICE
you have to offer Broad-
caster readers, there is a
category for it in our Pro-
fessional and Service Direc-
tory.

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For warm, sympathetic voice
type, call **IRIS COOPER** —
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**RYERSON INSTITUTE OF
TECHNOLOGY** offers com-
plete courses in all aspects
of broadcasting—announcing,
writing, production, technical.
50 Gould St., Toronto. WA.
2631. (O)

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JACK DAWSON—PR. 5711 or
OX. 2607. (L)

JAFF FORD—At your service.
CFRB—Princess 5711 or Zone
5-769. (S)

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

BOOKS

**HANDBOOK OF BROAD-
CASTING**, by Waldo Abbot,
is a complete guide book on
the effective methods of
radio and TV broadcasting
for everyone in every phase
of non-technical broadcast-
ing. This up-to-the-minute
reference book covers pro-
gramming, directing, writing
commercial continuity and
business aspects of broad-
casting stations. Third edi-
tion, 494 pages, 61 illustra-
tions. Price: \$7.50, postpaid
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Broadcaster & Telescreen,
163 1/2 Church St., Toronto 2.

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Saving money? Experienced
insurance counsellor with
radio background can show
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program. **TOM WILLIS**, EM.
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Toronto. (U)

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portraits and publicity shots.
Appointments at artists' con-
venience — MI. 9276 — 574
Church St. (O)

EDUCATION

ACADEMY OF RADIO ARTS
— Lorne Greene, Director.
Our function: to supply the
Radio Industry with compe-
tent, trained personnel. 447
Jarvis, Toronto. (U)

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**METROPOLITAN BROADCAST
SALES**—Radio Program Spe-
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for any market or sponsor.
For details call Don Wright,
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with not less than four
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Maritime station. State
qualifications and when
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Box A-113

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163 1/2 Church St. Toronto

Flash.

CKDA FIRST in Victoria!

(See Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS

PEOPLE

Trenholm Passes



Toronto.—The advertising and public relations fields lost a prominent member when Lee Trenholm died here from a heart attack on January 9. He was 52.

For the past four years Trenholm was in charge of the public relations, advertising and sales promotion activities of Provincial Paper Limited and had just been named advertising and public relations manager of the parent company, Abitibi Power and Paper Company Ltd. He was also well known as a popular president of the Association of Canadian Advertisers, a post he held during 1950.

Born and educated in the United States, Trenholm began his career with reportorial and editorial work on newspapers and press associations in New York, Washington, Charleston and Houston, and was at one time the youngest correspondent accredited to the Congressional Press Galleries, Washington.

In 1929 he joined the New York public relations firm of Bruno & Blythe Associates for a year, and operated his own public relations business there for eight years.

Trenholm came to Canada in 1938 as director of public relations for Underwood Limited, Toronto, a post he held for the 10 years prior to his joining Provincial Paper Ltd. He served on three occasions as president of the Canadian Circulations Audit Board, twice as president of the Advertising & Sales Club of Toronto, and as Canadian vice-president of the Public Relations Society of America.

He is survived by his widow, the former Miss Irma Wright, Canadian speed-typist and now director of education, Royal Typewriter Company Limited, and one brother, Col. Derrill Trenholm, Cape Elizabeth, Maine.

CKNW AUDITIONS

New Westminster. — Fin Anthony, second generation of Anthony's to join the radio industry, has gone to CKNW here as an account executive. Anthony, whose mother, Nina Anthony, is with CKWX, Vancouver, went to University of B.C., taught school and did a spell of announcing in Vancouver before joining CKNW.

Another arrival at CKNW is Harry Bowley, who for the past six years has been with Walter Dales Radioscripts in Montreal.

PROGRAM PRODUCER PASSES

Toronto. — The originator and producer of the weekly Labor Department broadcast series, *Canada At Work*, Gordon Anderson died here last week after a long illness, at the age of 51.

Anderson handled the broadcast series in his capacity as director of public relations for the Canadian Department of Labor's regional office here, having joined the Department in 1941.

A native of Hamilton, he was at one time managing director of CKOC, Hamilton, and served for a period in New York with the National Broadcasting Company.

STORK MARKET

Summerside. — Christmas brought an addition to the Bestall household in the form of a 6 lb. 7 oz. daughter, Sheila Clare, born December 23.

Father Al Bestall, manager of station CJRW here, mother, young brother and new arrival all doing well.

RESUMES PUBLICITY AT 'NW

New Westminster.—Sheila Hassell, who for the past year has been assisting Jim Scott in his new post as national advertising manager of CKNW, has gone back to her regular position as publicity director.

HERB'S BLURB

Winnipeg.—Herb Brittain, musical director of station CKRC here, has broken into the music-writing field with the publication of his novelty song, "Spiel Der Musik."

Taken up by the Mello-Music Publishing Company here, it is also being considered for recording by Quality Records Limited. Jake Park's Polka Band, a prominent network group from Winnipeg, is expected to make the recording.

A novelty dialect number, Brittain has fitted his tune to the lyric which goes, in part, like this: "I can spiel der musika in der Switzer banda. I make her spielen, vas? You can spielen?"

Maritime Representative WANTED

To sell Caldwell programs and services. Must be a salesman who knows radio and knows the Maritime markets.

The man we want will personally service the stations—will go after regional and national business — above all will service and sell. Send full details to Canada's Fastest Growing Program Service or contact Norris Mackenzie at the MAB Convention in Amherst.

S. W. Caldwell Ltd.
150 Simcoe Street
Toronto 1

"It's Easy To Do Business With Caldwell"



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

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

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

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

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

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

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

Marconi
the greatest name
in radio and television

CANADIAN MARCONI COMPANY
Established 1902

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



TALENT TRAIL

By Tom Briggs

There is no one in the business quite like Mickey Lester, the gravel-voiced character who holds forth for an hour three evenings a week over CKEY by thinking to himself aloud and spinning a recording everytime he thinks his listeners think he should be running out of breath. And the guy has been doing it for eight years; the same old Lester and the same old format.

But he gets away with it simply enough by letting his contradictory nature have full rein before the microphone, or so it sounds. And you can't help but

enjoy every unpredictable minute of it.

Jester Lester is a wit; he is also corny. He can at times provoke deep thought — although never carrying it far enough to destroy the over-all comic impression—or he can be as empty as he desires. Or satirical, as he is often—quick and biting. And on occasion, he works himself into a reminiscing mood, made to order.

His outstanding ability, however, is to make all of these parts of his stock in trade sound, as they come from the radio, as spontaneous and uncontrollable as the bubbles in the ginger ale he plugs on part of his show—Canada Dry.

Lester is always in command of his timing and material, even

though listening to him gives an entirely different impression. Admittedly, the majority of his words are ad-libbed, but he handles them as a true showman, almost mentally calculating the exact number of seconds that may be allowed for a pun, a slight pause and the follow-through leading up to another crack. Trained, calculated, controlled spontaneity, Lester's brand should be called.

■ ■ ■

And now he has been "discovered" by the CBC and engaged for a stint on the Trans-Canada network Friday evenings because, apparently, that august organization has become aware of the entertainment value of humor, unrefined and unrehearsed. Anytime now, Friday night, with a capital N, will appear on program schedules as the evening of laughter and mirth, I expect. It now features the Montreal version of the *Sunshine Society*—a fairly recent carbon copy of *The Happy Gang*, and satirist *Rawhide*, reinstated two months ago by public demand after having fallen into disfavor. Now comes Lester, as of two weeks ago.

But in his first show, wonder of wonders, the capable humorist and master of situations felt ill at ease, and that feeling was projected through the microphone. Such a demonstration is easily understood, with new surroundings not too conducive to his peppery personality, new partners and new audience, but in a showman like Lester it isn't easily excused. People hearing him for the first time—that is, average guys who talk his language—probably leaned back and smiled their way through his half-hour therapeutic treatment. When Lester hits his stride again, however, they are in for a big and pleasant surprise.

■ ■ ■

Lester is not alone in this effort and when the time came for credits it was interesting to note two newcomers to the CBC inner sanctum. William Taylor is a talented arranger-conductor who apparently made a bit of a name for himself in New York radio before returning here, and his music, backed by a capable band, gave this show a sparkle it can use.

For producer Ken Dalziel, this stanza in the series marked his maiden voyage into networking, and it served to show that he is going to need time to get all the pieces fitting properly, but at least the parts were all there, which is to his credit.

Baritone John Sturgess, reportedly a regular fixture with this program, would have to fill a number of shows before this reviewer tired of him. He sang well as usual, but like everyone else, he will be a mild sensation when Lester retrieves his strayed zip.



MAIL MUST GO THROUGH

With air mail letters from Toronto to Britain being delivered in three days maybe we should mark our Vancouver mail "via London."

■ ■ ■

STAGE FRIGHT

Standing up to address a meeting of austere British businessmen makes one feel like a lion in a den of Daniels.

■ ■ ■

FIRST WHERE?

There's something plagiaristic about the *London Evening News* placards which read "First with the News."

■ ■ ■

SUFFICIENT UNTO THE DAY

Successful planning means that the more successful you are the sooner you will have to stop.

—Rt. Hon. Harold Macmillan, P.C., M.P.,
British Minister of Housing

■ ■ ■

INVISIBLE BORDERS

Attending a London luncheon of the Incorporated Sales Managers' Association made me realize that business has a common denominator which knows no territorial boundaries — the sound of voices and drinkin' likker.

■ ■ ■

FAMILY STUFF

Our unkind sister suggests that we caption these rambblings "Home thoughts of a mad dog."

■ ■ ■

MAN'S BEST FRIEND

One thing about dog racing as opposed to the horse variety—you can lose your money sitting down.

■ ■ ■

SUCH IS FREEDOM

Now that money has been released in Canada, we aren't going to be able to trot out the old alibi when we are in New York, and nobody reaches for the cheque.

■ ■ ■

HOBSON'S CHOICE

Good cuts of meat in the U.K. at 30 cents a pound but you can't get any; or the same cuts in Canada at a dollar and you can't afford 'em.

Finlay MacDonald writes:

"Please accept our thanks and our congratulations . . . you have increased our Toronto national sales by 32% for 1951."

THE ANSWER IS PERSONAL REPRESENTATION BY

Paul Mulvihill

21 KING ST. EAST TORONTO

Representing:

CKBB, Barrie • CJCH, Halifax • CHOK, Sarnia
CKTB, St. Catharines

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.

CANADIAN TELESCREEN

Vol. 5, No. 1.

TV and Screen Supplement

January 23rd, 1952

CBC STARTS TRAINING PLAN

Toronto.—The CBC began a six-month training plan for 60 of its newly-acquired television personnel both here and in Montreal last week. At the same time it was announced by CBC board chairman, A. Davidson Dunton, that it will be some time in August before regular telecasting begins in either city.

About half of the trainees, who have been chosen from the CBC's radio staff as well as from outside, will take courses in Toronto on the program and technical aspects of television. Candidates for the auxiliary services connected with TV, such as carpenters, make-up specialists and script-writers, have yet to be decided upon, it was stated, but three-month training programs on a staggered basis for them have been scheduled to begin soon.

Headed by Fergus Mutrie, director of CBC-TV here, the keynote of the course is to be learning

through actual experience, since the majority of the program and technical trainees have only a theoretical knowledge of television. Half of each day for the first six weeks will be given over to studio work in temporary facilities set up on the CBC's Jarvis Street property, while the remainder of the daily periods is to be spent at lectures and talks on television generally. During this introductory stage programming people and technicians will work together.

It is understood that the second stage of the course, also lasting six weeks, will be devoted to more specialized study and experience where program personnel will learn and practice the many various techniques, while the technicians work on the handling and maintenance of equipment.

For the final phase of the course it is expected that a three-month schedule of programs on closed circuit will be carried out.

■ ■ ■

In Montreal a similar training course began at the same time under Aurele Seguin, director of CBC-TV there. This course is being held in the now-completed studio—the smaller of two—in the TV wing of the Radio-Canada Building. The larger studio is nearing completion, it was reported, while in Toronto the television building which is still under construction is slated for partial occupancy early this spring.

Both courses are to be conducted by CBC television staffers who have studied the medium in the United States and England. In addition to the course directors, these include: Stuart Griffiths, program director; Reg Horton, technical director; producer Mavor Moore; and Oscar Wilson, film supervisor, in Toronto; and: Florent Forget, program director and Charles Frenette, technical director, in Montreal. Some specialists from the United States are being brought in to instruct on the courses.

Courses for other candidates will be undertaken as the need arises, the Corporation revealed, and it expects to have close to 190 trained program and technical staffers by the time the two stations go on the air. These, it is understood, will be adequate to produce the four daily hours of English language and French language programming which is the initial target.

In experimental "on camera" work recently the CBC's Toronto TV staff has done closed-circuit telecasts of a hockey game, a variety show, a drama, a children's program and a ballet.

INFANCY OF A GIANT

By TOM BRIGGS

The key to television's most graphic beginning is the figure 26, and during the space of a decade sight- and -sound resolved itself into a race between "Felix the Cat" and "Bill the Doll."

It was on January 26, 1926 — almost 26 years ago exactly—that the lanky, tweedy Scot, John Logie Baird, gave the first formal demonstration of "real" television before the critical Royal Institute of Great Britain. Its members were impressed, to say the least.

But their elation could not be compared with Baird's three months before when he caused the recognizable form of his ventriloquist's doll, Bill, to be transmitted the few feet from one room to another in his dingy flat in Soho, London. This had been the major event for Baird—admitted around the world later as a "first" — and so it was with understandable feverish delight that he streaked from the room to try out this product of his genius on the first human being to be successfully televised, the office boy downstairs.

It had been a long haul for the Edinburgh electrical engineer since he had thrown away his job and security to relentlessly drive himself after the solution to one of this century's most perplexing problems over five years before, and it is doubtful if he had any thought at this point for the hunger, hardship and frustration he had gone through. For this was only the beginning.

What Baird needed most now was publicity and financial backing. Both followed his demonstration to the Institute.

■ ■ ■

No one man or nation can lay exclusive claim to the development of this medium of mass communication. Baird, a Britisher, presented a working model, a great achievement in itself, but he had borrowed heavily from the contributions of the Frenchman, Leblanc, Germans like Nipkow and Weiller, and Rosing, the Russian.

These were only the men related to the mechanical system of television. It was impossible to tell at the stage of Baird's early successes that, while TV was moving ahead in the right general direction, it had taken the wrong path. The all-electronic system which was to make Felix the Cat the star in American laboratories was still six years away.

Near the end of 1926, having been fortified with new capital that was relatively easy to get, Baird went to work extending the practicability and scope of his *Televisor*. He displayed *noctovision*—a method of transmitting subjects in total darkness, and raised many eyebrows with the ease by which he sent a picture

from London to Glasgow carried by wire.

At the same time in the United States, C. F. Jenkins, paralleling Baird's research, had interested the Bell Laboratories into conducting a long-distance TV transmission from Washington to New York, but with characteristic over-statement the difficulty of the feat was emphasized. Jenkins had 100 engineers; Baird had two.

Bill the Doll again made history in 1928 when, at the hands of his master, his features were beamed across the Atlantic to Long Island. This year also saw Baird's system refined to the extent that it could operate in daylight without artificial lighting, and the inventor produced the first practical hint of color TV, coincident with a similar revelation by Bell Laboratories.

Still, the clarity of the pictures left much to be desired since no one had progressed beyond breaking an image up into

(Continued on next page)

BRITISH COLUMBIA'S second largest population is concentrated in the north Okanagan and is served exclusively by CJIB . . . for by every survey CJIB shows five times as many listeners as any other station.

NUMBER ONE BY FAR!!



Reps:
Radio Reps
&
Donald Cooke



FOR THESE ARTISTS

- ARKLESS, John
- DAVIES, Joy
- CRUCHET, Jean
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILLER, Maxine
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- OULD, Lois
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry

Day and Night Service

at
Radio Artists Telephone
Exchange

a mere 60 horizontal strips or lines, at a frequency rate of 12½ frames per second, barely fast enough to take advantage of "persistence of vision."

■ ■ ■

The British Broadcasting Corporation was aware of the close alliance between radio and its infant offspring as a public service. This led the BBC in mid-1929 to gingerly announce that its program facilities, outside of broadcast hours, were being placed at Baird's disposal.

Baird, of course, accepted the challenge with enthusiasm and plunged his company into an even more vigorous development campaign. The inaugural linking of sight and sound rapidly followed in a program featuring Gracie Fields, and receivers went on the market at slightly over \$100. Even a drama was attempted. Pirandello's *The Man With A Flower In His Mouth* was chosen for this because of its simple staging, but the best the immobile camera could do was present simple close-up shots.

They scoffed at TV's foremost pioneer when he claimed the Derby could be televised, so in May of 1931 he proved it by taking the forerunner of the modern mobile unit to the track, sending the signal by wire to his transmitter at Long Acre, to the amazement of an estimated 10,000 viewers. The next year he demonstrated TV using the ultra-short-wave band, although RCA had been employing this part of the spectrum for two years.

It may have been that the outstanding acceptance of his system, temporarily, by officialdom and public alike, blinded Baird to the reality that an electronic system would inevitably supplant mechanical scanning with all its inherent limitations. As it was, the final blow was slow in coming, permitting Baird to make a valiant stand.

A government committee, headed by Lord Selsdon, was appointed in 1934 to investigate the entire field of television and the strides it had taken throughout Europe and North America. Hav-

ing glimpsed the cathode-ray baby of Electric & Musical Industries in Britain and the obvious possibilities of similar research by Dr. Zworykin for RCA in the U.S., the committee recommended in its report of January, 1935, that a final test period should be conducted by the BBC to compare the *Televisor* with EMI's *Emitron*. But the standard of 240-line definition and 25 frames per second which it set taxed Baird's equipment to the limit, while the *Emitron* leaped far ahead, establishing the standard of 405 lines, which is in effect in Britain today. The BBC opened the world's premier regular service on Nov. 2, 1936, equipped by EMI.

■ ■ ■

The theory of a purely electronic method of television was hit upon by A. A. Campbell-Swinton shortly after the turn of the century, when he envisioned a system of high-definition transmission employing electro-magnetic principles in terms so accurate he became an amazing prophet. But it wasn't until the

tools had been provided by such leading pioneers as Americans Lee deForest, E. F. W. Alexanderson, Allen B. Dumont, Philo T. Farnsworth and the Canadian, Rogers, that his plan could be put into practice.

The Russian-born physicist, Zworykin, who had been guided into television through his studies under Rosing, revealed the kinescope tube, heart of the present-day receiver, while working with Westinghouse in 1928. He was soon in RCA employ and, after further refinement on this picture tube, turned his attention to the transmitting units, mainly the camera.

1932 saw the birth of Zworykin's iconoscope, the masterpiece of engineering without a single moving part, which overnight changed the entire pattern of research and program production on this continent. By comparison with its predecessors, here was a small and reliable apparatus, providing greatly increased picture quality by electrical scanning, matching that of the receiver. And now, for the first time, it was also possible to introduce in programs a wide range of technical and artistic visual effects comparable to those achieved in motion pictures. Whereas Baird had Bill, Zworykin now showed Felix clearer than he had ever been seen before.

■ ■ ■

Technically, television was now really on its way to becoming a mass entertainment medium. In quick succession RCA-NBC opened its experimental station W2XBS (now WNBT, New York) on a standard of 343 lines at 30 frames per second, jumped to 441 lines, equipped a mobile unit, roared into receiver production, and galloped around New York televising almost everything in sight, including, unfortunately and by mere chance, a suicide.

Not alone in the race, RCA-NBC were closely followed by CBS, which purchased an electronic system in 1936, the Don Lee System, which opened a Los Angeles station on its own standard, Philco and Zenith.

When war struck in 1939, America's foremost rival for TV supremacy, Britain, was forced to drop its service for the duration, while the U.S. gained a two-year march. But the advantage was only slight and the positions of the two were much the same when operations were resumed, although in other countries what limited progress had been made was stifled, especially in Russia, Germany and Italy. France's position was improved materially by the Germans, who maintained operations for propaganda.

In recent years receiver distribution seems to have been the main goal on both sides of the Atlantic, with only normal stress being laid on technical improvements. Most significant among later achievements have been the American standardization on 525 lines, the impetus given the industry by large-scale sponsorship, and the introduction of RCA's super-sensitive image orthicon camera tube. But so mighty was the stirring of the giant, television, in 1946, it overshadowed the death of its venerable pioneer, John Logie Baird.

more people
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for instance —
TOTAL WEEKLY
BBM 1950 FINAL FIGURES
DAYTIME 176860
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Doctor Paul makes 100 calls a week!



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● Dr. Paul, brilliant young General Practitioner, lives in Elkhorn City—typical small town. He encounters, in his practice, loves and hatreds, self-sacrifices and human weaknesses that blend into a powerful story for daytime listening.

"Dr. Paul" is written, acted, directed and produced by top names in radio, and was made available for Canadian sponsorship by All-Canada Radio Facilities Limited.

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\$403,885,000* a year!**

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(*Source: Canadian Retail Sales Index 1951-52)

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