

CANADIAN BROADCASTER

AND TELESCREEN

October 15th, 1952

Vol. 11, No. 20.

TORONTO, ONTARIO

CBC WOULD CONSCRIPT INDIES TO AIR LOCAL TALENT SHOWS

Ottawa.—A regulation requiring Canadian radio stations to broadcast a minimum of from 30 to 48 per cent Canadian programs is included in a draft of proposed revised regulations announced here last week as having been put forward by the board of governors of the CBC.

A total of 16 regulations and their sub-sections has been included in the draft which "is designed to provide a basis for the discussion" with the industry and other interested parties. Also, the regulation prohibiting the broadcasting of spot announcements between 7.30 p.m. and 11 p.m. and throughout Sunday has been dropped.

Stations are broken into six classifications for the purposes of the suggested Canadian talent regulation, which it is proposed will apply between the hours of 8 a.m. and 11 p.m.

In the case of stations not affiliated with a CBC network and having studios in cities of 50,000 population and over, at least 40 per cent of programs must be of Canadian origin between these hours, according to the plan.

For stations affiliated with the Trans-Canada or French networks and located in such cities, the requirement will be 48 per cent, while Dominion network affiliates will be expected to air 43 per cent, if the proposal is adopted.

A lower requirement for stations in cities of less than 50,000 population is included in the draft. These stations, if affiliated with Trans-Canada or French networks, will be required to air 38 per cent Canadian programs within the prescribed hours, while Dominion network affiliates' quota is set at 33 per cent. For all others in such cities the quota is 30 per cent.

In addition to live programs produced in this country, a "Canadian program" may also be a recorded show originated in Canada, or a "program originated by Canadians sent to other countries for the specific purpose of originating programs to Canada." A reproduction made in Canada from an imported original would not qualify.

The draft states that "the main content of the program shall be taken as the basis for determining if it qualifies as Canadian unless stations clearly identify the proportion of Canadian material in the program." Some stations,

it says, may elect to meet their requirements on a yearly basis rather than weekly.

This is a new regulation being added as the result of a recommendation of the Massey Commission, it is said.

■ ■ ■
The ban on night-time and Sunday spot announcements will be lifted if the proposed regulations are put into effect. Present regulations forbid spot announcements at these times and limit them to two minutes for each broadcasting hour at other times.

■ ■ ■
The regulation limiting the commercial content of a program to 10 per cent has been revised in the draft so that "no station shall broadcast spot or flash advertisements that exceed four in number or three minutes in total time in any 15-minute period." Under present regulations commercial content is limited to 10 per cent of total broadcast time, but neither CBC nor private stations have ever taken this seriously.

Under the proposed regulations, length of advertising messages on individual programs is limited anywhere from one minute in a five-minute program to six minutes in an hour show, between 6 p.m. and midnight. From midnight to 6 p.m. the permissible commercial length is increased, allowing 75 seconds in a five-minute show and up to seven minutes in an hour program.

■ ■ ■
News, which is covered in a six-item section in the present regulations, is not included in the draft proposal as a separate regulation. The sole references to the control of news in the draft are limited to forbidding "any advertising content in the body of a news broadcast" and prohibiting the broadcast of "any false or misleading news with the knowledge that it is false or misleading." The last part of the latter clause is a qualification which does not appear in present regulations.

■ ■ ■
Program logs are defined in the draft in five sections and 10 sub-sections, the only major change believed to be in the dropping of the sub-section which requires a station to submit advance copies of its weekly program schedules to the CBC. The present practice of forwarding logs to the CBC

Air "I Confess" Star



STOPPING OFF BRIEFLY in Montreal while on her way to Quebec City, actress Anne Baxter is interviewed by CFCE's Bill Petty. Miss Baxter plays opposite Montgomery Clift in the thriller, "I Confess," which is being filmed near Quebec for local color. Miss Baxter also riade news last week when, puffing on a cigar, she complained that Hollywood didn't have enough glamor.

Greet French Language News Service



FRENCH-LANGUAGE BROADCASTERS were on hand when Prime Minister St. Laurent flicked the teletype switch which formally started The Canadian Press' year-old French service. The translated service goes to French-language daily newspapers in the Province of Quebec and Ottawa. CP's radio subsidiary, Press News Limited, started a similar service for French stations in 1945. Left to right, above, are: Jack Tietolman, CKVL, Verdun; Jean Saint-Georges, CBC, Montreal; Paul Boudreau, CKAC, Montreal; Flavius Daniel, CHLP, Montreal; Prime Minister St. Laurent; Marcel Quimet, CBC, Montreal; Phil Lalonde, CKAC, Montreal; Paul Lepage, CKCV, Quebec; Alpee Gauthier, CHLT, Sherbrooke; Arthur Dupont, CJAD, Montreal; Andre Devaluy, CKAC, Montreal.

"within seven days of the end of each week" is retained.

Also missing from the regulations is the clause prohibiting the broadcast of "the actual proceedings at any trial in a Canadian court." This would leave the decision to allow or deny broadcast of court proceedings up to the court and presiding judge, it is believed.

The regulation stating the

maximum and minimum times for station identification has been dropped in the proposal, as well as the restriction which now prohibits the use of "mechanical reproduction between the hours of 7.30 and 11 p.m."

■ ■ ■
Recreated sport and simulated actuality programs must be identified as such every 15 minutes as
(Continued on page 3)

Serving Advertising and Selling for over 11 Years

CAB MEMBER STATIONS**MARITIMES (12)**

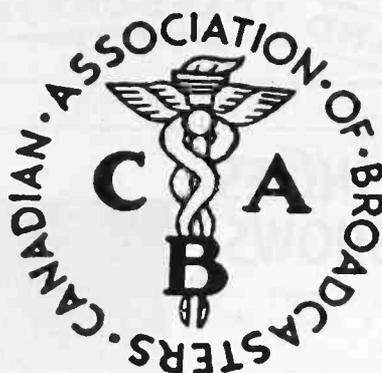
CKBW	Bridgewater
CKNB	Campbellton
CFCY	Charlottetown
CFNB	Fredericton
CHNS	Halifax
CJCH	Halifax
CKCW	Moncton
CKMR	Newcastle
CJRW	Summerside
CHSJ	Saint John
CKCL	Truro
CFAB	Windsor

QUEBEC (24)

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

ONTARIO (36)

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



Radio Sells For All Walks of Business

Poets and peasants, dress-makers and dowagers, laborers and lawyers, singers and seamstresses, managers and mailmen, policemen and politicians, hairdressers and housewives, jockeys and jurists, ladies and lumber-jacks.

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

The CANADIAN ASSOCIATION of BROADCASTERS

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

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

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

CAB MEMBER STATIONS

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

MANITOBA (6)

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

SASKATCHEWAN (8)

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

ALBERTA (10)

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

BRITISH COLUMBIA (17)

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

NEWFOUNDLAND (2)

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

Penn McLeod Survey

SHOWS

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

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

CKRD

RED DEER, ALBERTA

See
Radio Reps. — Adam Young

A GROWING MARKET

Prince George has a
new warehouse area:

Completed:

Mc and Mc—General Hard-
ware & Appliances
Marshall Wells—Hardware
& Appliances

Under Construction:

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

Reach this growing mar-
ket over its own station.

CKPG

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

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

(Continued from page 3)
well as at beginning and end,
under the proposal. Lotteries and
similar schemes involving gifts
where the contestant pays money
to participate, cannot be adver-
tised or broadcast, the plan states.

The blanket regulation requir-
ing all stations to provide time
for any CBC program the Cor-
poration might designate, does not
appear in the draft, although the
CBC's "right of way" and time
guarantee with its network affi-
liates is still included.

■ ■ ■
If the proposed regulations are
adopted, stations would no longer
be required to supply the CBC
with statements of time charges
or contract details. A blanket
clause in the proposal states:
"Each station shall furnish upon
request . . . such additional in-
formation in connection with its
program activities as the Corpora-
tion considers necessary for the
proper administration of the Act
and these regulations."

Public sessions will be held for
the discussion of the proposed
regulations by stations and inter-
ested persons, although place and
date have yet to be announced.

The CBC stated in the an-
nouncement of the regulation draft
that existing regulations apply
only to sound broadcasting, and
that proposed regulations for tele-
vision will be revealed after fur-
ther study. ■ ■ ■

The following is a verbatim re-
port of the statement issued by
T. J. Allard, general manager of
the Canadian Association of
Broadcasters, following the re-
lease of the draft of proposed
revised regulations for sound
broadcasting by the board of gov-
ernors of the CBC last week.

"The proposed additional con-
trols and restrictions on broad-
casting are very like attempts to
control and restrict printing when
it was younger. The struggle for
freedom of thought by making it
possible to express new ideas, and
comment on them, is never end-
ing. Printed publications fought
that battle on behalf of the public
from the 16th century to the be-
ginning of our own century; and
it is now broadcasting's turn to
carry the torch for freedom of
expression.

"The Canadian Association of
Broadcasters believes that democ-
racy is based on the rule of law,
or equal justice for all under the
law. We think that all citizens,
including publishers, whether us-
ing newspaper, pamphlet, platform
or radio to publish, should be gov-
erned equally by the established
law of the land, especially exist-
ing laws relating to libel, slander,
false advertising; and that no one
type of publisher, including radio,
should be singled out for specific
hampering controls. The broad-
cast publisher should not be made
a second class citizen by decree.

"Apart from being an infringe-
ment of the basic right to inform
and be informed, on which all
other institutions depend, such
controls invariably hamper the
service any institution can pro-
vide to its community. Broad-
casting will continue to seek the
same right to inform and com-
ment, under the law, now held by
all other publishers in the gen-
eral interest of a free commu-
nity."



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.

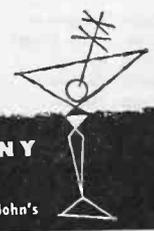
Broadcast tubes Marconi RVC Radiotrons,
Canada's finest radio tubes, are made for
every type of transmitting equipment including
TV. Remember, you get greater power,
longer life and better tone from
Marconi RVC Radiotrons.

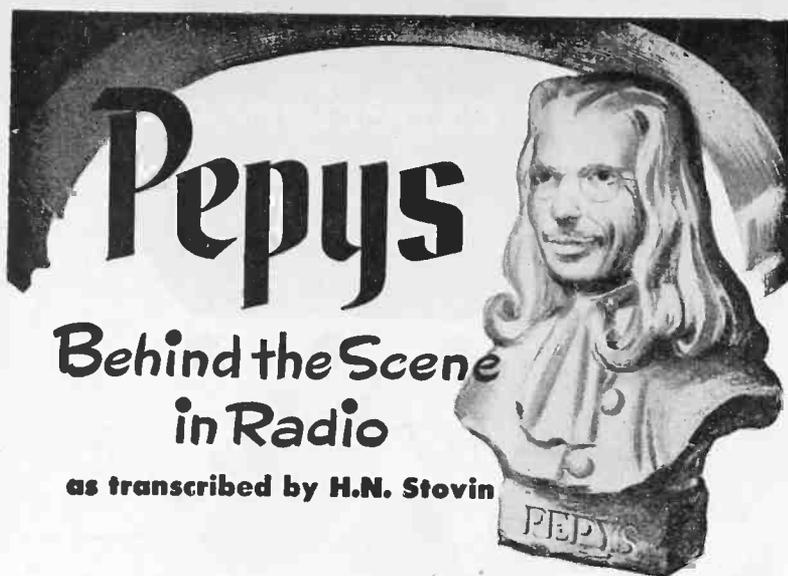
Equipment Complete service — everything from
microphone to antenna, designed, installed,
adjusted and guaranteed . . . that's the
experienced Marconi service.

Marconi-

the greatest name
in radio and television

CANADIAN MARCONI COMPANY
Established 1902
Vancouver • Winnipeg • Toronto • Montreal • Halifax • St. John's





"Was this day asked by Hebe, my faithful cleaning woman, whether A.M. Radio (which she does hear spoken of often) meant Morning Radio, and if so, why did I not also allude to P.M. Radio! Did set her straight on this, and then fell to musing on how T.V.—now an accomplished fact in Canada—will affect our good A.M. Radio. Do firmly believe the two can, like good neighbors, live side by side; as witness the continued volume of profitable A.M. use in such multi-T.V.-A.M. markets as New York, Philadelphia, Los Angeles, Detroit and others. To quote 'Television' magazine of August, 1952, 'In spite of rising costs, T.V.'s cost-per-thousand-viewers compares far more favorably than any other advertising medium with the exception of Radio.' ● ● ● From Jack Radford of CFJR what he would doubtless call 'a peach of a story.' The Co-operative Society of Brockville, who has a Saturday noon quarter hour, did announce that a carload of peaches would be on sale the following Tuesday. On Wednesday, Jack Radford was much congratulated by Co-op. Manager Lawrence Lalonde, since the entire shipment was sold before the car even arrived, with no other advertising being necessary ● ● ● Do note, with keen interest, Vancouver market's phenomenal progress. Where the average population increase for the whole of Canada is 22%, Vancouver's is 44%. The personal income of British Columbia was, in 1941, \$509 millions, and by 1951 had increased to an estimated \$1,557 millions. Of this huge figure, more than one billion and a quarter dollars is in CJOR's primary coverage. Ask any Stovin man for more facts on CJOR, or any others of our proven stations."

"A STOVIN STATION IS A PROVEN STATION"



HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

STATIONS

CFPA Covers Strike And Explosion

Radio played an important role in the recent grain handlers' strike negotiations at the Lakehead, last month. When the strike deadline was hours away, without sign of settlement, all workers were notified to be tuned to CFPA, Port Arthur, for instructions. Just prior to sign-off time, the station was informed that no agreement had been reached and discussions would continue into the night. CFPA signs on at 7 a.m. and the strike could possibly come into effect at 8 o'clock next morning.

CFPA production manager Al Davidson and newsman Ken MacGray set up tape equipment outside the hotel conference room and settled down for a long wait. An agreement was reached at 4.45 a.m. and union leader Frank Hall recorded his message that the strike was called-off and 1,500 grain handlers should go back to work at 8 o'clock. This tape was broadcast on the CFPA early newscasts and, as reported in the local paper:

"Mr. Hall announced results of the meeting at 7 a.m. on a local radio station and nearly all elevator employees — who were tensely awaiting news of the drawn-out conference—turned up for work on schedule at 8 a.m."

Later in the day, Mr. Arthur McNamara, Deputy Minister of Labor, who acted as mediator, recorded the complete terms of

agreement between the union and elevator companies. This was also broadcast on CFPA.

Less than a week after CFPA newsmen burned the midnight oil to report negotiations leading to settlement of the grain handlers' strike, they were relating the tragic story of the elevator explosion at Saskatchewan Pool Terminal No. 4 which took six lives and injured more than 25 others.

Staffers saw the blast at 12.05 p.m. from the eighth floor studio windows and first report was aired while fire-reels and ambulances were speeding to the scene. MacGray, Al Davidson and manager Ralph Parker lost no time in reaching the elevator and phoning back the first detailed news bulletin. Parker returned to the studio and broke into the regular 12.30 newscast with the first eye-witness story. At 12.40 contact was made with the only available telephone, a few hundred yards from the elevator, and Al Davidson was patched onto the air to give his description of rescue operations. This was carried on while unknown numbers of workers were still trapped atop the burning grain terminal and another explosion was a very imminent possibility.

Appeals for assistance, instructions to the public, names of dead and injured, and other authentic news was broadcast from this temporary pick-up location throughout the day, followed by tape interviews with officials of the elevator company, civic officers and rescue workers.

We Are Busy —

SELLING PEOPLE

Who Are Busy —

HARVESTING

millions of bushels of grain

millions of barrels of oil



EDMONTON

RADIO REPRESENTATIVES LTD.

Montreal — Toronto — Winnipeg — Vancouver

CANADIAN BROADCASTER AND TELESCREEN

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

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CCAB

October 15th, 1952

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

Vol. 11, No. 20.

Canadian If It Kills Us

Any time now the government is going to issue an order compelling the people of Canada to listen to a designated number of hours of Canadian talent a week or take the consequences.

This statement is not as ludicrous or as facetious as it sounds.

The CBC has put forward a proposal for a new regulation which would compel privately-owned radio stations to broadcast Canadian talent from 30% to 48% of the day. If this regulation materializes, the only freedom the government broadcasting body will have left to assail will be the freedom of the people to listen to programs of their choice.

This paper has always expressed its concern over the fact that whether it abuses its powers or not, the Broadcasting Act gives the CBC the extremely dangerous power to dictate what may be broadcast and what may not. Already the CBC regulations state that stations airing political speakers must state in their logs the names of those speakers and their parties. With thinking along the lines of this talent regulation prevailing in government circles, it is easy to foresee the days when the regulations will compel all stations to air pro-government speakers in 75% of their political broadcasts just as the government-owned CBC does now. And such restraints won't be confined to radio broadcasting.

Pretty soon now you can expect an order-in-council compelling Canadians to do 65% of their travelling on the government-owned Canadian National Railways and Trans-Canada Air Lines. They will be legislated into depositing 56% of their savings in newly-established retail branches of the Bank of Canada. That is unless the Canadian public is willing to get up on its high horse and protest right here and now.

No one would disparage any intelligent and constructive effort to promote and encourage Canadian talent as was advocated by the Report of the Massey Commission. Part of the process of promotion and encouragement must of necessity be the securing of an audience for that talent. Legislating radio stations into airing such



"I think radio's safe. Television will lose most of its audience when it gets too cold for people to watch it in appliance store windows."

talent cannot possibly encourage people to listen to it. Rather it will lead them to tuning in American programs when they are available, or switching the radio over to play American records.

The amount of time this new regulation would compel stations to devote to Canadian talent would, in most cases, be no hardship, because it is already being done. What we cannot help quarreling with, though, is the principle involved, where the government shakes a stick over the station to compel it to put on programs, good, bad or indifferent, because they happen to be Canadian. The only parallel we can think of, which would be comparable in absurdity, would be for the Metropolitan Opera Company to be forced into performing only the works of American composers.

There are two things that have to be done.

Every freedom-loving Canadian needs to get in immediate touch with his representative in Ottawa to protest against materialization of this regulation which would practically destroy what vestige of freedom of speech remains on the air.

Also, the public's servants in the Canadian Broadcasting Corporation must be made to understand that it is their function to train and develop Canadian talent with some of the money people pay them in license fees for the privilege of listening to private stations. Perhaps they should also use further funds to aid and encourage private stations to do likewise.

Canadian talent should feel pretty

ashamed at the insult contained in the proposed regulation, which would finally secure it the prominence it has always sought but has never been able to acquire on a merit basis, under pain of fine or imprisonment or both.

New Research Technique

The announcement made elsewhere in this issue that a plan of radio research has been or is being evolved which will analyze the quality of listening as well as just counting noses, may prove to be the best news the industry has received in a long time. Emphasizing, as it must, the quality of programs offered, it comes at an auspicious time, when television is beginning to put radio on its mettle, to improve its output or shut up shop. Beyond this, it will afford advertisers a much clearer picture of where they are getting the best value for their radio dollar, if it tests the degree to which listeners are able to remember what they heard. Our prophesy would be that it will point up the value of good programming.

This brainchild has come from an organization which has not so far figured to any degree in the radio field, but has grown prominent in other types of advertising and merchandising research. This is the firm of Gruneau Research Ltd. The actual birth and development of the plan has been in the hands of a man well known in both radio and radio research circles, Ralph Bowden, one-time member of the Horace N. Stovin sales staff and later associated with the research firm of Elliott-Haynes Ltd.

There is a final point worth considering, as we take an objective view of the birth pangs of what augurs well to being an important step forward. That is the fact that the result of the report of the research committee turned out to be a negative one, because the research people were unable or at least failed to come up with the technical improvements the committee felt their systems needed.

Here, at long last, is an extremely positive and constructive plan which cannot fail to find favor with broadcasters, advertisers and agencies who are willing to face up squarely with the question of listener and program measurement. It is to be hoped that in a healthy spirit of competition all researchers will start thinking along such lines.

Radio owes a doff of the hat to Vic Gruneau and Ralph Bowden for their progressive thinking and this paper takes it on itself to convey the industry's best wishes.

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

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

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

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

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



New Brunswick's
Most Listened-To
Station

more people
listen to
CKRC
than to
any other
Manitoba
station

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

CKRC - WINNIPEG • 630 KC • 5000 WATTS

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

CBC

Language Question Faces CBC Governors

Ottawa.—A Northern Ontario bilingual station is renewing its quest for permission to establish a supplementary transmitter which will enable it to broadcast in English, while a Quebec City English-speaking station wants a permit for French language operation, when the board of governors of the CBC holds a three-day meeting here starting November 6.

CHNO, Sudbury, had its request for a supplementary AM transmitter deferred at the board's last meeting, but will have its application for the 250 watt on 900 kcs. reconsidered at this time, to enable it to broadcast simultaneously in English and French.

Station CJNT, Quebec City, is seeking a license to permit it to broadcast in French on the same frequency and power as at present.

■ ■ ■

Station CKCW, Moncton, is scheduled to have an increase in power from 5,000 to 10,000 watts considered by the board at this time, while a change in frequency for CKRS, Jonquière, from 1240 kc. to 590 kc. is also on the agenda.

A transfer of the control of CHAB, Moose Jaw, from J. E. Slight and W. L. Davis to W. L. Davis and in CKLS, LaSarre, to J. J. Gourd, D. A. Gourd and R. Charbonneau, is to be considered.

Licenses for emergency transmitters are being sought at this time by CFJR, Brockville and CKY, Winnipeg.

■ ■ ■

The following stock transfer applications are also to be considered: recapitalization of International Broadcasting Company Limited, affecting CKNW, New Westminster, from 10,000 common to 10,000 common and 200,000 preferred shares and issuance of 81,600 preferred shares; transfer of 100 common shares in CJAD, Limited, Montreal; transfer of 1 common share in Edmundston Radio Limited, affecting CJEM; and transfer of 1 common share in Atlantic Broadcasters Limited, affecting CJFX, Antigonish.

cics
SELLS

in

Stratford

•

*Our
specialty*

Consulting and engineering
services to Canadian broadcast
stations on

AM • FM • TV



Over the last quarter century, RCA Victor has worked hand in hand with Canadian Broadcasters in the technical development and operation of an ever expanding industry. Today, RCA Victor engineers command the experience and are equipped with the modern specialized measuring equipment to provide the following services to Broadcasters:

1. Preparation of briefs for new applicants for Broadcast licences.
2. Preparation of briefs for new frequency assignments, improved facilities.
3. Directive Antenna installation.
4. Proofs of Performance.
5. Installation supervision and measurements of transmitting, studio and accessory equipment, AM, FM, or TV.
6. Instructing and training of station operating personnel.
7. Measurement and curves of FM and TV antennas and accessory equipment, including transmission lines, matching networks, diplexers.
8. Prompt help in emergencies, Technical advice, service and assistance on special problems.
9. Performance measurements and adjustments for station compliance with Department of Transport regulations.



114
proofs
of
results

33

+

23

+

58

Stations served with Directive Antenna Installation and tune-up.

Successful briefs for new or improved frequency assignments.

Antenna proofs of performance completed and accepted by D.O.T.

Let us help you, too! Write to Engineering Products Department, RCA Victor Company Limited, 1001 Lenoir St., Montreal. Or call in your nearest RCA Victor Engineer.



RCA VICTOR

RCA VICTOR COMPANY LTD.

Halifax • Montreal • Toronto • Winnipeg • Calgary • Vancouver

*All good wishes to the
Central Canada
Broadcasters'
Association on their
first Engineering
Conference in
Hamilton
October 14 and 15*

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

DON OAKS new manager of CKRM



SINCE 1948 the sales manager of CKRM, DON OAKS has been appointed manager to succeed Norman Botterill, who becomes manager of CJOC Lethbridge. Don entered the radio business in 1940 when he joined the staff of CFAC Calgary. He's active in local sports, the Rotary Club and the Canadian Cancer Society.

and . . .

HARRY DANE—a member of CKRM's staff for the past 18 years, becomes sales manager of CKRM. He is an active member of the Lions Club of Regina and the Associated Canadian Travellers. Assisting Harry are Grant Carson and Bill Rees. CKRM's program manager is Bob Hill, and Bob Bye is program supervisor. The reps?—Radio Reps, so see them about CKRM now!



CKRM Regina

RESEARCH

Listening Quality Shown By New Research Plan

Toronto. — A new method of radio audience measurement which will estimate not only how many people are listening to a certain program at a given time, but to some extent reveal how well the program is impressing them, was unveiled here earlier this month by Gruneau Research Limited. It is also said that when this method is not perfectly accurate, it is known within what limits the error lies, while a "built-in, self-checking device" warns when anything goes wrong.

As explained by Ralph Bowden, Gruneau director of radio research, this "co-recall" technique is a marriage of two of the most highly-regarded but costly methods of public research.

The co-recall method aims at showing a given program's rating in two ways. First and foremost, programs are given "total audience" ratings, being estimates of the total number of listeners who recall having heard the program an average of 2½ hours after it left the air. An additional yardstick is an "average audience index," which means an estimate of the average number of people listening to a particular program at any one point throughout its length.

For the purposes of Gruneau's co-recall method, a person becomes a listener when he or she has heard a program for one minute or more, and it would have to be more in the case of an individual who in one minute has not become sufficiently impressed to realize that he has been listening to the radio. And this is where qualitative analysis of a program comes in.

■ ■ ■

Advertisers and broadcasters are interested only in impressing people with their goods or services directly through the commercial message and indirectly through the entertainment part of the program, Bowden reasons. So, because the ability of the respondent to recall a program he was listening to up to 4½ hours ago is half of the system, a program's impression factor is revealed in the tabulation. Having made the necessary allowance for statistical error, Bowden explained, the advertiser can then see whether or not his program is being remembered as well as it should.

Another feature of co-recall is that it reports—or can be adapted to report—such things as audience composition by age and sex, total audience within the home, multiple set listening in the home, condition of the radio, household habits, income status, and product usage. For instance, in a test run held in Toronto for two weeks beginning late in July, it was found that out of 1,200 homes visited, about 7.1 per cent either did not have a radio, or it was out of order. It has even been noted that respondents seem anxious to vent their opinions about radio in general to the interviewers, and a method of summariz-



FOR THESE ARTISTS

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

Day and Night Service

at

Radio Artists Telephone
Exchange

Tell Us Another

It's amazing how dull some people can get, but Woods & Yeo, one of Orillia's leading jewellery stores, have just renewed their time signals contract for the seventh consecutive year.

Guess it must be because they like to see us eat, too. If you want to waste your money shooting a line to 24,000 radio homes which are stupid enough to listen to us, get Horace Stovin to give you the story on how we've just got off our Big BBM.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.



Vic Gruneau



Ralph Bowden

service.

Actually the full-scale beginning of the new rating service, this dress rehearsal will be carried out six days a week for 14 weeks, estimating radio listening from 6 a.m. to 12 p.m. in quarter-hour segments. Sunday interviewing is not part of Gruneau's present plans, but television viewing will be included as a rider. Future plans call for an extension of the service to major market areas like Vancouver and Winnipeg, as well as into rural audience measurement.

Bowden admits two main drawbacks to the technique, but says is confident they will be overcome. With an average price tag expected to be about twice that of currently popular systems, cost

becomes a major consideration. However, it seems probable to the researchers that by gathering special information for individual clients at the same time that data on the general radio field is collected, costs can be pared down. But this is going to take time, as will an extension of the service into other markets.

Speed in getting survey results is the other item which troubles the Gruneau spokesmen a bit. Bowden points out that "the sheer weight of data collected is a drawback in the sense that it has to be processed on expensive tabulating machines," all of which takes considerable time, in addition to that spent in the field gathering the raw data. Practice and bigger and better machines will be the answer to this problem.

ing and tabulating these is being considered.

In cracker-barrel terms, here is how the experimental field test was carried out. A force of 12 university students and teachers spent the hours between 5 p.m. and 9 p.m. five days a week knocking on doors that had been chosen by higher, scientific powers. The test is said to have been made more severe because of the heat wave at the time.

If the door was answered, the person within was first asked if the radio was on and what program had been coming through; in fact, the interviewer could establish these points himself, most of the time, after he had identified himself and been invited inside. This took care of the coincidental part of the survey or, in other words, what was happening radiowise at the moment the call was made.

"Unbiased aided recall" is the name research has given to the procedure which followed. Through a series of planned questions about his or her immediate past activity, the respondent's memory was subjected to "a logical line of questioning to stimulate thinking in terms of time," such as: "Have you been out during the past few hours?" Gradually the subject got around to radio listening, and these questions were broken into 15-minute time segments, going from the immediate past to an average of 2 1/2 hours before. All this information and more which might be required was then duly recorded and tabulated.

But as time progressed and the doors being knocked changed, the

new respondents were being asked to recall listening they had done only a few minutes ago, while others were asked to recall listening up to a couple of hours before. According to the company's president, Vic Gruneau, this is the "built-in, self-checking" feature. The immediate recall for a program has no "memory-loss" significance, whereas total recall may have some "memory-loss." But tabulated separately and compared, these two factors provide a measure of the "memory-loss," and this is used to confirm the accuracy of the reported recall findings.

It was pointed out that the loss of absolute accuracy due to reliance on people's ability to recall their radio listening is not an unfavorable factor so long as it can be measured and allowed for.

The value of personal interview systems was pointed up over a year ago, Bowden said, when the National Association of Radio & Television Broadcasters in the U.S. recommended to the radio industry there that research methods using house-to-house coincidental and recall techniques be used as the standard basis on which to test other methods.

Gruneau Research Limited, having decided in the two-week test that the co-recall system works, is now developing extensive plans for a three-month dress rehearsal in both Toronto and Montreal, beginning some time next month. This preliminary run is expected to serve as a basis on which to introduce refinements, if needed, and to demonstrate to prospective purchasers the usefulness of the

SOMETHING TO CROW ABOUT!



HAVE YOU SEEN THE LATEST BBM INTERIM REPORT ON CKSF?

CORNWALL (BBM CITY AREA)
DAYTIME - - - 96%
NIGHT - - - 84%

STORMONT COUNTY
DAYTIME - - - 92%
NIGHT - - - 83%

YES - IN CORNWALL

"THE SEAWAY CITY"

THEY LISTEN TO

CKSF AM FM

Representatives:
HORACE N. STOVIN (CANADA)
MCGILLVRA (U.S.A.)

to Sell B.C.

PROCTER & GAMBLE USES

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



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

PROGRAMS

Broadcasting With The Farmer

Second of a two-part condensation of an address to the Western Association of Broadcasters, by Omar Broughton, farm director of CJOC, Lethbridge, at their Convention at Banff Springs Hotel, September 12th, 1952.

Shortly after we got farm programming on the air about two years ago, Mr. Guild asked me if I thought any good purpose would be served by attending Canada's top agricultural show, the Royal Winter Fair, held each year in Toronto. It didn't take long to find that farmers were very keen on that.

There is a good deal of extra work involved in raising show produce, whether it be vegetables, grain, grasses, fruits, poultry or livestock. The prize money involved in winning is small. The only real value which an exhibitor gets, aside from the personal satisfaction, is the publicity which he receives and on which he is able to sell pedigree stock.

We have now attended this show for the past two years, in addition to the Lethbridge, Calgary and Edmonton shows, and we find that catching the excitement of showing winnings on a tape-recorder is a thing which goes well with exhibitors, and their friends and families back home, and anyone interested in agriculture. What is more, we find a lot of visitors at these shows from other parts of Canada, the United States, and particularly from the British Isles. Many of these men are acquainted or becoming acquainted in Canada; they are interesting personalities in themselves, and we are sure that interviews with them stimulate a great deal of interest and some goodwill too.

Another item which we have been able to take up in the district is publicity with Junior Clubs. There is a great deal more value in Junior Club work in this

country than the average citizen probably realizes. The members themselves seem to enjoy the projects they are on; their parents and sponsors are proud of them; and we enjoy going out to their meetings, tours and achievement days. They find the recording of an interview something of a highlight. If we help to maintain this worthy venture it will be well worth our while for they will be not only the citizens but the leaders of tomorrow.

In passing I would like to mention that there is one situation in Canada which makes farm programming especially worth while and interesting. Under the British North America Act all extension and education is the responsibility and privilege of the provincial governments.

The Dominion Government operates an extensive experimental farm system and other research and development facilities all across Canada. These, with the addition of universities, do nearly all the agricultural research yet they cannot go out and extend the information to the farmer except at the humor of the provincial governments. Fortunately, in nearly all 10 provinces, their work is publicized by farm newspapers and magazines, field days, and by inquiry by the farmer. We find that while they observe the restrictions placed on them they are most co-operative in releasing any information they have.

We haven't made any attempt to obtain listeners or listener count by a give-away program or other devices, but we have one indication of our audience, aside from what individuals tell us, in the number of announcements which are sent in. In the first year we had an average of over one and a half each day and these covered some 36 types of meetings of a wide nature. In addition to these, we are now getting additional requests from such organizations as N E S Fish and Game, Provincial Health and the Red Cross, to put over messages to the rural audience.

I have mentioned the programs which we are putting on at the

moment. You will note that they are programs entirely devoted to things in which the farmer will be interested in the operation of his business. There remains the matter of entertainment. The farmer and his family are probably very little different from any other section of the community in so far as their tastes go.

There is a great deal of both active and latent ability amongst rural people to enjoy the so-called finer arts. If we needed any positive indication of this we need only look back 15 or 20 years to the times when money was a little hard to come by and people had to rely on their own initiative for entertainment. It is not too well known, perhaps, that it was the demand on the University of Alberta's Extension Library by rural people for plays, instruction in drama, ballet, choral singing, painting, sketching and writing which led to the setting up of the Banff School of Fine Arts. What is more, this was organized and is run by a farm-raised man and is now the best known and most widely patronized school of its kind on this continent.

While we're talking about culture, putting out as farmers' entertainment such trashy stuff as cowboy music is a direct insult to most rural people. My father was a cattleman-cum-farmer from 1904 on, and in these surroundings I can recall hearing a good many yarns, music and other entertainment, but the only thing which came close to mournful cowboy music was a pack of coyotes howling.

Before Wilf Carter became famous he was a farm hand in our district, and while there he sang hymns in our church choir. It was later, after he secured a job as an entertainer on one or two Carribean winter cruises that he received any attention and the crowd who patronized his entertainment in the early thirties in the Carribean didn't include many prairie farmers. It was this and recording companies, juke boxes and one other publicity media that popularized his givings forth. I should probably add that Wilf Carter is very much enjoyed by

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

•
*NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

•
CHAT

MEDICINE HAT

An All-Canada-Weed Station



"HOW STUPID CAN I GET?"

"Da-Da, what are you doing?"

"Trying to knock some sense into my head, son."

"That looks like NONsense to me, Daddy. Have you got a hole in your head?"

"I must have, son. I just discovered that money spent in advertising to people in Saskatchewan is WASTED if I don't place CKCK high in the budget."

"You must be crazy. The All-Canada boys have been saying all along that CKCK was the FIRST radio station in Saskatchewan—and still is!"



CKCK

• **Regina, Sask.**

farm families, but most of his imitators are very sorry entertainment.

If any of you are not too closely acquainted with farmers and you picture them with a haphazard farm layout needing little organization, you probably won't have any good reason to change your mind because of the hodge-podge of ideas here.

However, I would like to leave you with one observation: that throughout the ages of time all countries of the temperate zones of the world have enjoyed good living and prosperity, depending on their form of land tenure. Wherever the agricultural land has been owned and tilled by the same man and flocks of sheep and cattle have been kept and tended by their owners, there you find a nation which enjoys good physical and moral health. And following that—whether or not it was the cause or the reason it doesn't matter too much—when the food-producing people of any nation became relegated to a tenant class, then you will find in history definite falling-off of moral, physical and political health.

If that has been true for centuries, and we have no reason to doubt our written history, present-day trends stress this fact even more so. Although every would-be prophet and philosopher has his own reasons, depending on his academic background, for explaining the downfall of a country, the form of land tenure is a very influential one if not the real root of the problem.

In the age we live in it is quite well known that one of the contributing factors to the political unrest in the world today was found in Russia in the last century and the first part of this one. The breeding ground for the agitation which came about in 1917, the consequence of which we will dread for years to come, was amongst the working class of people, many of them land peasants.

I do not want to leave you with the impression that I blame the relatively small part of the population who held the land for this unrest. In many cases they were just good businessmen who took advantage of the circumstances to acquire large holdings and employ cheap labor. The significant part is that these conditions prevailed and were at least partly respon-

sible for the political disaster which occurred and which is our first worry today.

More recently 135,000,000 human souls in China, that great nation of centuries ago, have similarly fallen prey to a ruthless and inhuman political situation. The conditions of land tenure in China are even worse than those which Russia had, for in China the land is very limited and in much fewer hands. We are told by YMCA men and missionaries—people who lived with and understood the Chinese—that the standard land rental was nine-tenths to the owners and one-tenth to the peasant, and that this was a major factor in influencing the people to look with favor on any political change which would bring about a more equitable distribution.

In other South-East and Asiatic countries there are enough alert men to foresee the disaster ahead and in India, Pakistan and Ceylon today the governments are working at top speed to get the land into the hands of the farmers. Just a few weeks ago a king lost his kingdom. It was not for any one reason—there seems to be general corruption in all levels of government in Egypt—but it's significant also that Farouk had acquired for his personal estates one-third of the good land of the Nile Valley's six million acres. The remaining two-thirds is in the hands of about only 500 land owners, a situation which is right now being changed. This week it was proclaimed no one in Egypt shall own more than 200 acres of land.

It is not likely for the revenue involved either which has caused Britain to deliberately tax its large estates into insolvency. Neither can this be blamed on any political party, for a Coalition, a Labor and a Conservative government have all ruthlessly pursued the same course of breaking up the tenant-operated farms.

Here in Canada we are very fortunate, for the largest percentage of our agricultural land is in the right hands. I am sure that in the years to come the broadcasting industry of this country will be able to look back with pride in having put forth a good deal of effort to promote and maintain a healthy, resourceful and prosperous rural population and thereby having helped sustain Canada as the finest place in the world in which to live.

Vacancies

North Western Station has openings for:

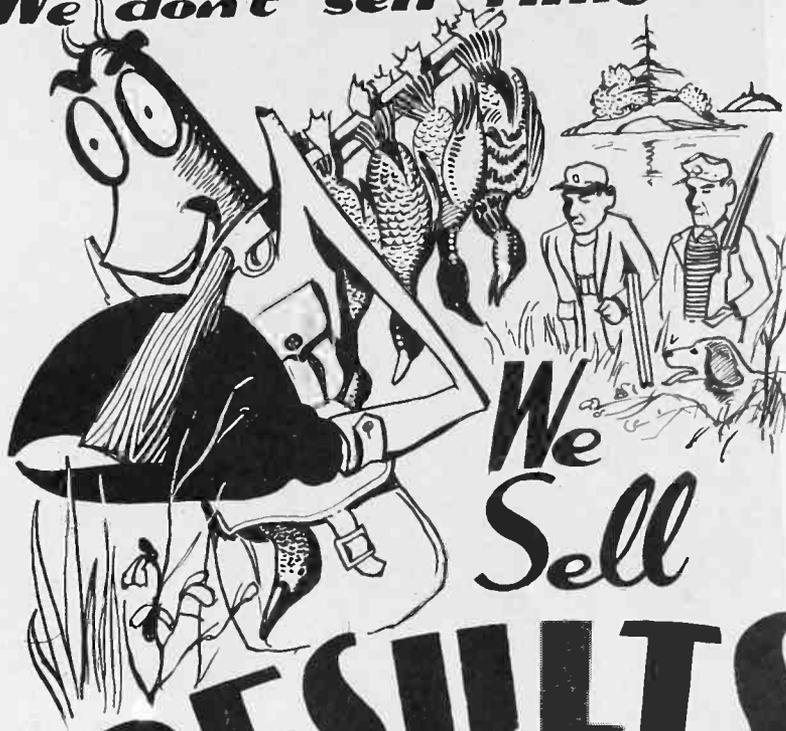
- TOP FLIGHT ANNOUNCER
- SPORTSCASTER
- DISC JOCKEY

Good salary to right men with an eye to the future. Send disc if available and details to:

Box A-138

Can. Broadcaster & Telescreen, 163½ Church St., Toronto

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.

to Sell B.C.

NABOB FOODS USE

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

B.C. RADIO

- CHWK—Chilliwack
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- CJVI—Victoria

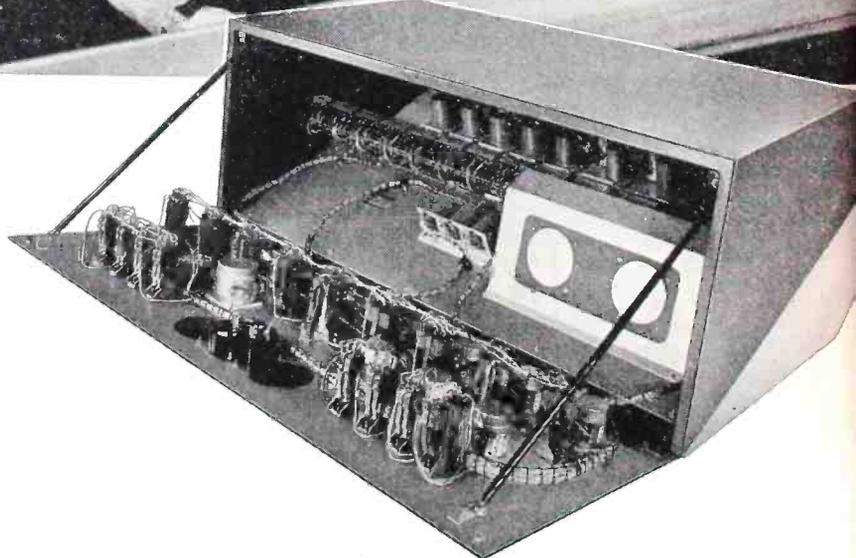
GENERAL ELECTRIC OFFERS FIRST



Nothing like it
in the
industry!

▲ Simplifies your audio operation. When used in 2-channel operation, this G-E console lets you audition, preview, and cue without tying up the program monitor channel. Extra mixer and switching permits separate control of grouped inputs. Key switches are of the telephone type. There are no push buttons anywhere!

▲ All wiring is in a 10-inch space. Single drop-down front panel permits mounting console flush with wall or window. Standard components in a minimum number of types keep the design simple. Note the mask supplied for single or double VU meter use.



ALL PLUG-IN AUDIO CONSOLE!

GENERAL ELECTRIC

Broadcast and Television Equipment

Buy only the amplifiers you need—Add more later as station requirements grow

IN ONE INSTRUMENT, G-E's new console wraps up virtually every program audio facility you'll need for AM, FM or TV. Nine mixers and up to seven input pre-amplifiers provide all necessary combinations for handling line, film, transcription or remote shows.

In local or network operations, the console is equally versatile. To the basic unit, simply add a second VU meter (mask is supplied), program amplifier and power supply for dual channel output. Special care in design, construction and test of this

console has reduced hiss, hum, clicks and microphonics to the point where they are no problem.

Change amplifier in less than one minute! Even during a station break, operator can make replacement. This advantage is another General Electric first!

All specs in this Bulletin

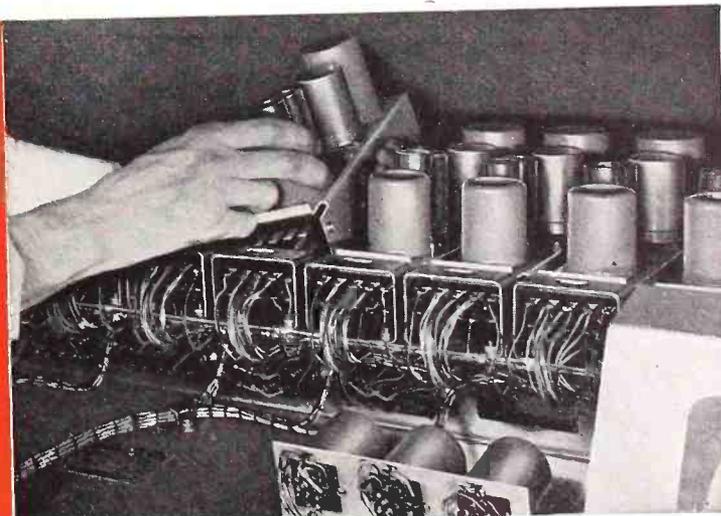
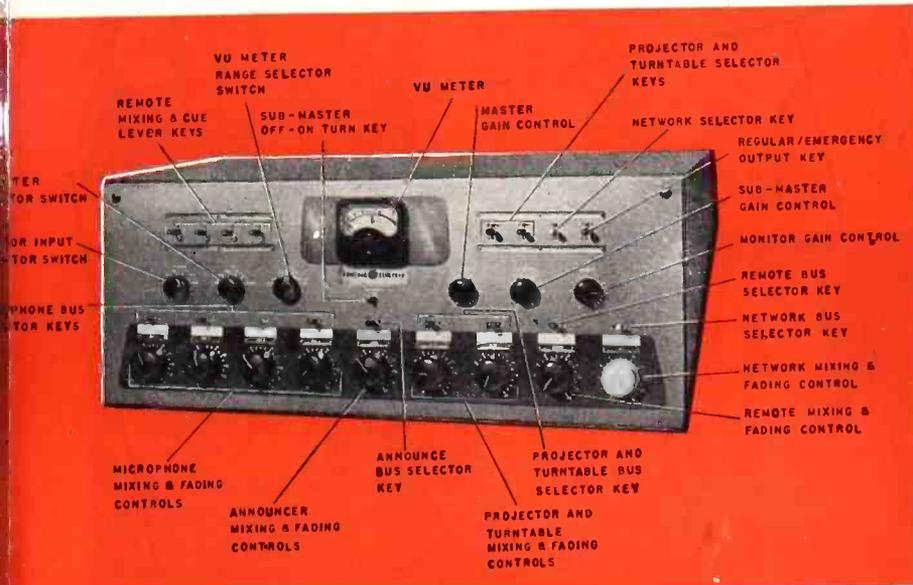
A C-G-E broadcast specialist will be glad to outline the full story of this new product. Call your nearest C-G-E sales office and write for Bulletin X54-144A.



FIRST ALL-PURPOSE CONSOLE FOR AM-FM-TV

- Ready-made plug-in mounting facilities. Amplifier receptacles and external connections are just a few inches behind the front panel — quickly accessible for maintenance. Plug provided for warning light relays.
- Wiring cost greatly reduced. When you get the console it is ready to go on the air. All internal plugs and cables are pre-wired and assembled in the console at the factory. On delivery, the unit can be quickly plugged into previously wired desk connections, and you're ready for operation.
- Plastic marking strips are transparent. Insert paper strip markings as desired between plastic and panel.

- Aluminum write-in strips over each mixer can be inscribed with pencil or crayon and then erased. Permits you to write "piano", "trumpet", "annnc", etc. over appropriate mixers and to change markings for each show. Console finish is of pleasing two-tone blue.
- Color coded control knobs match the key switches. Two blue mixer knobs are associated with blue turntable/projector selector keys, red mixer knob matches 4 remote red key switches, white mixer knob matches white network key.
- Automatic throw-over relay wired for use with emergency power supply.



All amplifiers easily and quickly plugged in. Only 2 types used: pre-amps and program/monitor. Bottom tier provides plug-in connections for incoming wiring.

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

52-RT-8

Head Office: Toronto — Sales Offices from Coast to Coast

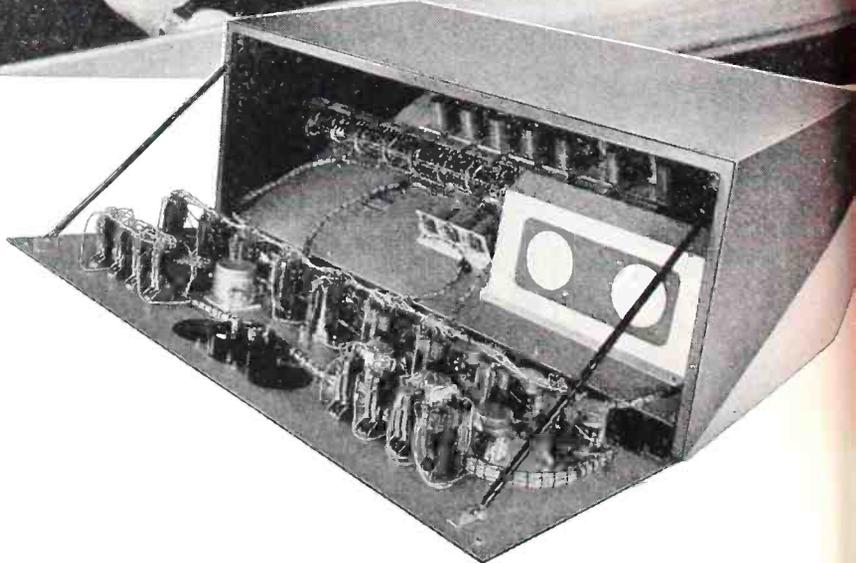
GENERAL ELECTRIC OFFERS FIRST



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in the
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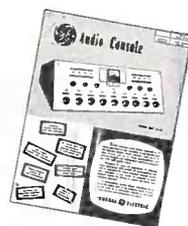
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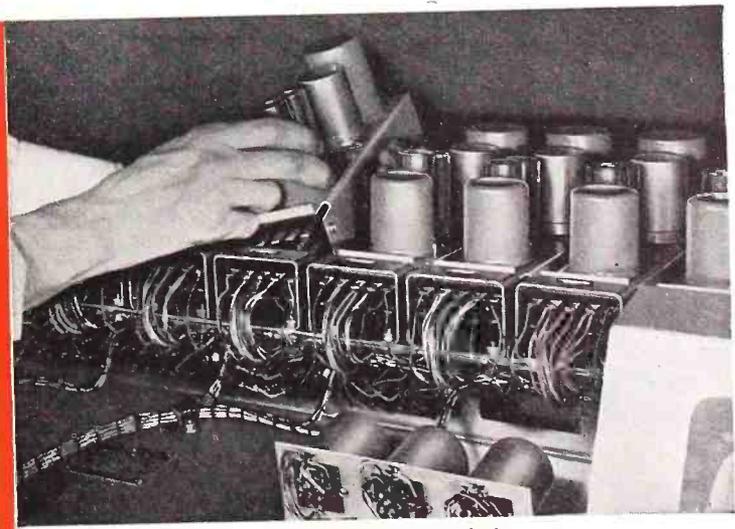
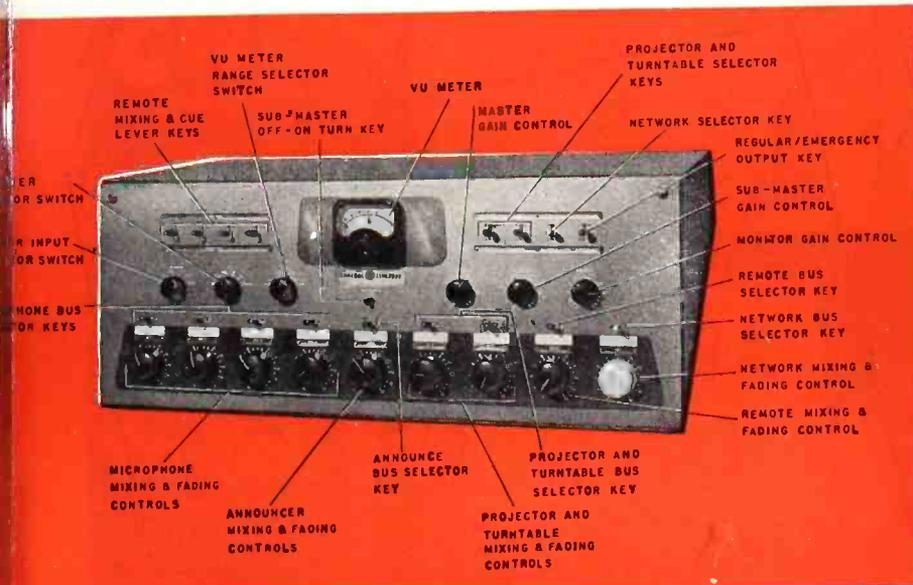
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CANADIAN GENERAL ELECTRIC COMPANY LIMITED

52-RT-8

Head Office: Toronto — Sales Offices from Coast to Coast

GREATER OTTAWA

IS

42%

FRENCH*

WITH AN

ANNUAL INCOME

OF

\$90,177,825

CKCH

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

Representatives
OMER RENAUD in Canada
J. H. McGILLVRA in U.S.A.

*Over 100,000 French-speaking
Canadians.

PROGRAMS

Those Advertisements

By Rev. D. A. Lord, S.J.

Reprinted with permission from the August 16th issue of Canadian Register, this article is one of the copyrighted feature series, *Along The Way*.

We were watching one of the rare TV programs on which I waste a stolen hour, and the program was good. In fact, for a change it was so good that the interruptions for the advertisements left us all irritated and annoyed . . . close to anger.

"Those horrible ads!" one of the audience said indignantly. "Can't the stations give us an uninterrupted program without all that time they take for advertising?"

I echoed the sentiments and so, I'm sure, did hundreds of thousands of Americans across the country, spoiled Americans who take their blessings for granted

and resent the price, large or small. Not that I think TV programs usually a blessing. But in this particular case, I did some calculations, mental arithmetic, and paused in my condemnation.

The program was costing the advertisers around \$50,000 an hour. It was in this instance excellent entertainment. Had I been in a Broadway theatre, I should have been paying to see it somewhere between five-fifty and seven-seventy. Because it came by the airwaves, I was paying exactly nothing. Had I been seeing it in a motion picture theatre, I should have had to dress, leave the house pay 50 cents and up for the evening's show, and return the distance from the theatre. Instead, in a living room chair I was watching a completely free show.

Yet I kicked when the people who gave me the show took 30 seconds or perhaps a full minute to tell me about the things which made possible their complimentary show, their program with a perpetual pass, their Annie Oakley of the air. I wanted \$50,000 worth of entertainment, but I wanted it without the slightest

contribution on my part, not even the time necessary to look at some clever (and these were clever) announcements of the sponsor's goods.

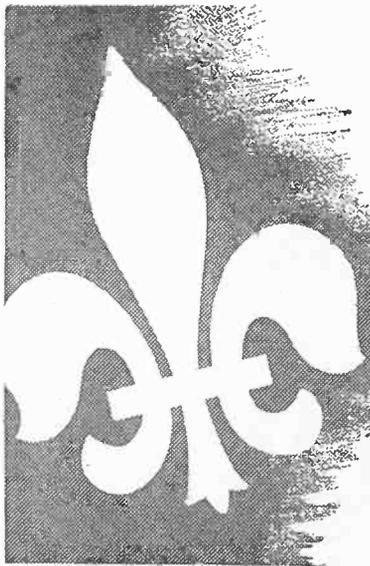
We're spoiled a lot in many ways, we Americans. It's true that the advertiser is no philanthropist. He is a hard-headed business man who gambled his fifty thousand against 60 seconds of my attention, made me a bet: "I'll bet you an hour of fun and music against the possibility that you'll go out and spend a quarter buying my goods." And in the end, I could win, for I did not need to spend even 25 cents on his product.

Sometimes we forget that American advertising, for all its high-pressure of our emotions, for all the fact that it goes out to make us buy what we don't need or want and to live far beyond what we can afford, is still making possible the big magazines we buy for 15 cents or a trifle more, the radio programs that have gathered the enormous talent of the earth, and now the TV which, while it is far from good, at least is being accepted by millions of people in a non-paying audience.

If we don't like the program, we can, thanks be, turn a switch and walk away. If we sit and watch, we should not begrudge the advertiser who hands us what he hopes will be entertainment a few seconds of our time in return for the fair sized fortune he spent for our amusement.

CKDA...
Victoria's MOST LISTENED TO Station!

A BONUS TO ALL ADVERTISERS



CHRC

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

"TOP FRENCH RADIO VOICE"

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

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

INTERNATIONAL

TV Makes U.S. Broadcasters Microscope AM Functions

New York.—“Radio advertising is in a stronger position now and has a brighter future than at any time in the past two years.” That is the opinion of hundreds of radio sales executives reflected during the recently completed five-month series of Broadcast Advertising Bureau sales clinics, W. B. Ryan, BAB president, reported here last week.

Summarizing the conclusions reached during 42 day-long clinics by more than 2,000 station managers, sales managers and salesmen, Ryan said: “The men who own and manage radio stations and sell time for stations appear much more certain now that radio advertising has a great future than they have been since early 1950.

“This new confidence in radio’s future is based on a combination of increasing billings and intuition. The vast majority of station managers we talked to felt 1953 could be their best year in history if they worked hard enough,” Ryan said.

The BAB sales clinics began April 16 in Los Angeles and ended last month in Atlanta, Ga. Close to 600 stations participated in the meetings which consisted of a morning management conference and an afternoon meeting for salesmen.

In the 42 morning “coffee conferences” for managers and sales managers, discussions covered every subject related to the business of selling more radio advertising.

Most stations regard radio advertising as far underpriced on the basis of sales results radio obtained, and believe that radio rates will begin to go up again, especially during daylight hours. This will probably occur as soon as the 1,800 new television stations that can be accommodated across the country are “digested” and the complete extent of TV competition is known in every market.

Hundreds of station rate cards are in for a face-lifting. Rate card practices first started 20 years ago will be discarded. In their place will appear simplified and standardized cards that will make radio buying easier, nationally and locally.

Many stations are concerned by the lack of an adequate reservoir of competent, trained salesmen. They look for a serious crisis in sales manpower soon, due to the “drafting” of many good radio salesmen by TV stations.

“There’s no ceiling over the amount of local business stations can do,” was the feeling expressed over and over again by broadcasters during the BAB clinics.

Noting that newspapers alone are billing at a higher rate locally than the combined national billings of magazines, TV and newspapers, the stations agreed that local advertising was the least developed segment of the broadcasters’ business.

Complete local acceptance was the key to a stronger national spot and network billing picture also, the broadcasters felt, pointing out that the automobile dealer alone was the answer to the multi-million dollar budgets going into other media at the national level.

Radio is finding better acceptance from grocery supermarkets, automobile dealers, department stores, and many other types of retail businesses, station statements indicate. The supermarket and the motion picture exhibitor are widely regarded as the two local businesses which represent the most immediate potential.

Improving radio copy is a number one assignment that radio sta-

tion managers and salesmen alike agree upon. Especially for the retailer who has no radio equivalent of the newspaper mat service, there is a continuing need for copy services that will improve the “sell” in radio adver-

tising.

Many stations — for the first time in history—are policing the copy submitted by advertisers to make certain that it contains the basic elements of good radio advertising copy.



CHLT
FRENCH
900 Kc. 1000 Watts

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec



CKTS
ENGLISH
1240 Kc. 250 Watts

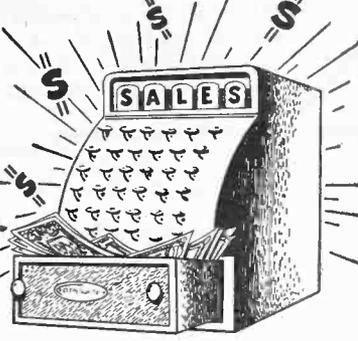
Representatives
JOS. A. HARDY & CO. LTD. — CANADA — CHLT
RADIO TIME SALES LTD. — — — — — CKTS
ADAM J. YOUNG, JR. INC. — U.S.A. — CHLT

You can't cover Simcoe County without CKBB

BARRIE

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

SELLING POWER!



An Avalanche of —

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

You Cover More . . . You Sell More Over

CFCN CALGARY

ASK RADIO REPS

Toronto, Montreal, Winnipeg, Vancouver



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

to Sell B.C.

➔

BULOVA WATCH USES

➔

B.C. RADIO

➔

CHWK—Chilliwack

CJDC—Dawson Creek

CFJC—Kamloops

CKOV—Kelowna

CHUB—Nanaimo

CKLN—Nelson

CKNW—New Westminster

CKOK—Penticton

CJAV—Port Alberni

CKPG—Prince George

CJAT—Trail

CJOR—Vancouver

CKMO—Vancouver

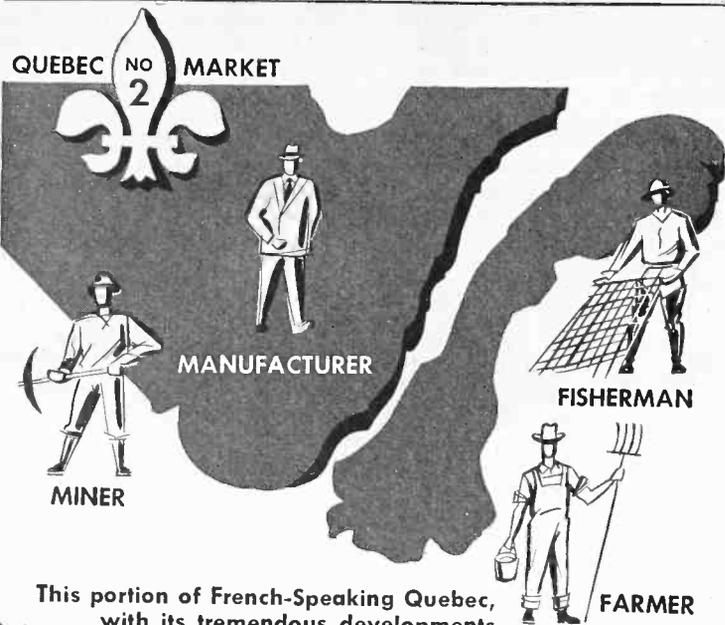
CKWX—Vancouver

CJIB—Vernon

CKDA—Victoria

CJVI—Victoria

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



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

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

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

THIS MONTH'S SPOTLIGHT STATION

CHNC, NEW CARLISLE

A brand-new town of 5,000 people is news—but that is what is happening in the Gaspé Peninsula, where huge industrial developments are now going on. No less than 2,000 cars of equipment have gone into the new copper mines at Mont-Louis—a \$30 million program of works is underway—and a new 66-foot highway from Gaspé to Mont-Louis is under construction. At least 2,000 men will be at work before the end of the year, and this mining activity is in addition to the Sulphite developments now going on. The whole area is in the primary area of CHNC, New Carlisle.



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

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

Jos. A. HARDY & CO. LTD.

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



Isn't it a pity?

No, that's not the way to begin it. Pity is just what it isn't.

What I really want to say is that last week-end I took a trip to Paradise and back for thirty bucks! Or, in plain English, I drove up to the town of Haliburton and on to the lake of the same name through the Haliburton Highlands, north of the Kawartha Lakes. As luck would have it, I had heard Jack Dennett, who likes taking color pictures too, telling his Salada newscast listeners that that week end the maples would hit their peak, which they surely did. If I haven't rung him up to say so before this comes out—"Thanks, Jackson."

Most of the cottages were boarded up for the winter. And it seemed as though the leaves had waited for the summer intruders to pack up and leave, and had then put on their glad rags for one glorious final fling. That's what I meant when I started off to say: "Isn't it a pity?" Isn't it a pity that so many of us miss this best part of the Ontario year, because the calendar tells us the summer's over and we must get back to town?

The maple becomes a dearer emblem than ever before when the first nip of frost gilds its leaves and the autumn sun lights them up in magic phosphorescence.

Your camera, loaded with color film, can capture some of the beauty of a tree or clump of trees. It can record, for enjoyment later, close-ups of the leaves as the sun shines through. Even distant views, with miles of golden horizon, dotted with the unbelievably blue water of the lakes, can be reproduced on film. But neither photographer nor artist lives, nor writer either, who can commit to celluloid or canvas or paper the utter infinity of the whole breathtaking scene, when nature celebrates the departing of her summer guests back to city soot and smoke, with one final private celebration.

I drove three hundred miles at eight cents a mile to take it in. That's twenty-four dollars. Bed and beans cost around six. That's how I made my week-end trip to Paradise for thirty bucks.

The disc jockey at a nameless Vancouver station trumped his own ace last week when he played some songs from Finian's Rainbow, which, the recorded announcement said, "is currently playing at Theatre Under the Stars."

Theatre Under the Stars, the big outdoor series of musicals which plays each year in Stanley

Park, had closed some weeks previously.

"That," the disc jockey added helpfully as Finian faded out, "was a delayed broadcast."

The speaker shortage still prevails, I guess.

Last week they asked me to hold forth to a dinner of Com-

IN GREATER
Montreal
 IT'S
CJAD

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

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

5Kw ON 800Kc
 AFFILIATED WITH CBS

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

*Dominion Bureau of Statistics

munity Chest zone heads. It was a new experience for me.

About a hundred and fifty men and women were the guests of Canada Packers in their staff house. The fact that the chairman of the proceedings was Fred Hickey, of the Swift Canadian Company, typified the each-for-each-and-all-for-all feeling that prevailed.

The crack of the evening came when the chairman paid this tribute to advertising: "With the radio announcements and the newspaper ads, the people know you are coming, and have the doors locked and the lights out."

A high spot of the evening was Mrs. J. W. Tomlinson, whose stodgy-sounding "Canvassers' Training" on the program turned out to be a sparkingly amusing course of instruction on prying double as much as they intended out of people's pockets and making them like it. She was wise to all the old bromides like "My husband subscribes at the office" or "My wife takes care of it at the house," and supplied answers to these and all other alibis which leave the doors of our circulation departments wide open for her if she would like a job!

Quite by mistake I managed to let one sound thought slither into the usual Lewisian nonsense of which my speech was comprised. I hand it on for what it is worth:

"... if we don't all combine our efforts to fill the Community Chests, our government will have to take things in its own hands, and we shall have to be helped over the street whether we like it or not.

"I don't suppose they have any Community Chests behind the Iron Curtain. Instead, I'm willing to wager that soulless and impersonal institutions, operated under public, which means government ownership, are all they have to care for them when they need help."

Also in the "What I have said to great people" department was a memorable trip to Orillia to see "the new CFOR," which an ad elsewhere in this issue proclaims proudly has just "got up off its big BBM"; owner Gord Smith who has added to his collection of jalopies a Buick 1952 vintage) and three chins; program director and conductor to errant speakers Pete McGarvey, who has been quietly

CFORing it for about five years and whose wife presented him with his second son in honor of my arrival; Stan Lark from the copy department who stumbled into the Broadcaster office two or three years ago while Gord was on the phone asking us to find him a writer, and went right up on a one-way ticket.

Life goes on at a leisurely pace in Orillia they kept telling me. I even found that the penny-in-the-slot scales were conservative—by 10 pounds. And in his placid, leisurely and relaxed way, while I was delivering my talk (A37) to the ebullient Y's Men, who think nothing of having a live fowl at large while the speaker is laying his own eggs, Gord was presiding over the Lions Club meeting (yes, he's the president) and then hotfooting it (relaxfully, of course) over to the United Church to introduce Claire Wallace in a personal appearance to tell the ladies of Orillia about her program which is not heard on his station.

Next week I'm speaking to the New York and New Jersey Division of the National Association of Radio and Television Broadcasters at their regional meeting at the Westchester Golf and Country Club at—get this beautiful name—Rye, New York.

Some call him "Barry the Blimp," and why not, when he admits he has added two and a half inches to his waistline since he became a regular habitué of Jim's Gym. We mean Barry Wood, for whom no tears need be shed over his leaving CFRB and the *Midnight Merry-Go-Round* which he has deejayed since its inception 30 months ago. CFRB needed a new staff announcer to replace Jack Dennett and Barry wasn't interested. Without this daily stint, which must have taken him home with the milk, the big moose will be, I learned over lunch with him and CFRB's Ken Marsden one day last week, announcing and/or scripting for Colgate's *Peggy Brooks Show* and *Our Miss Brooks* (cut-ins); *The Christie Show*, *Borden's Memory Lane*; *Ford Theatre* (AM and TV); and what he terms loosely "sundry spots." He seems to be knocking off the pounds in a sort of way, by discussing proteins and calories between every serving of apri-

cot sundae, while Ken Marsden keeps eating everything they offer—to no effect.

Alex Sherwood, who has been travelling around Canadian stations representing the Standard Library, has resigned as vice-president of Standard Radio Transcription Services Inc. effective October 1. His future plans have not been announced.

While his host of friends in Canadian radio will join us in hoping that they will still be sticking

his silvery crew-cut in their office doors from time to time, our guess would be that he is more likely to shift his effervescent personality into the sales department of some AM station in the U.S. Whatever he does, though, he can be assured that he will be doing it with the best wishes of his Canadian friends. As I am a house guest of the subject of this item at publication time, I draw a veil over my own reflections.

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



Green Acres turn to GOLD!
in Southern Alberta

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

STAKE YOUR CLAIM NOW!

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

gjoc
LETHBRIDGE

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

to Sell B.C.

SQUIRREL PEANUT BUTTER USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

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.

Talent Trail

by Tom Briggs



The quality of CBC television productions had to improve over the weak showings which disappointed the eyes of many Ontario viewers during the first week of operation. Last week things were looking brighter.

As a random choice this viewing reviewer got a look at the early part of the Tuesday evening schedule, including the omnibus *Let's See* and *Addison Spotlight Theatre*. One of CBC's early TV finds is the weather prophet, Percy Saltzman, who is the personification of efficiency and composure as he holds down his share of *Let's See*.

There is nothing new about taking the common weather forecast as it is known on radio and making a big production out of it on TV. It has been done for years wherever they've had both weather and TV. Therefore, since it has to be, Saltzman is undoubtedly one of the best men that could be found anywhere. Relaxed and certain of himself and his subject, he adds a lot of interest to a routine subject. Too bad we couldn't have weather just three days a week and give Saltzman a rest.

Jack Conway and his two puppets are the main part of this show though, but again a daily grind is hard on the show—assuming, of course, that it's better to be well done once than half-baked twice. However, with Uncle Chichimus and Hollyhock, Conway demonstrates why puppets have become so popular in the medium: they have inherent comic value; they can put across plain information interestingly where an announcer would sicken the audience; and the confined space seems to make camera work easier.

What this show and others need, for one thing, are some gems of ingenuity in the way of props that will allow new routines and effects to be worked out. Some of those in use now are brilliant gadgets, but only the surface has been scratched.

Addison Spotlight Theatre, a series of Stephen Leacock's Sunshine Sketches, showed a great improvement last week over its first visit to the telescreens.

Credit for bettering the show should go to the scripter, Rita Greer and producer Robert Allen, because it appears more each week that television isn't glorified radio. The trouble with the first production of the series was that it was darn good radio and lousy television. A would-be viewer could have leaned back, closed his eyes and listened to the first installment and gotten more out of it than by peering at the kinescope.

Reid and Allen are getting their approach changed around and the cast is now coming to needs is greater breadth and a more free-wheeling treatment, which it may get soon.

life. Kate Reid, as Myra Thorpe, was a standout in last week's edition by making the video infinitely more interesting. A scene in which Eric House as Jeff Thorpe, Mariposa's barber, shaves William Needles as Henry Mullins, was only fair; most of its potential comedy was unused. Television isn't very subtle and neither was perpetual commotion Leacock. I guess what the series



"TOP DOG will get you ONE THIRD more listeners in Pacific Coast wage-earner districts!"

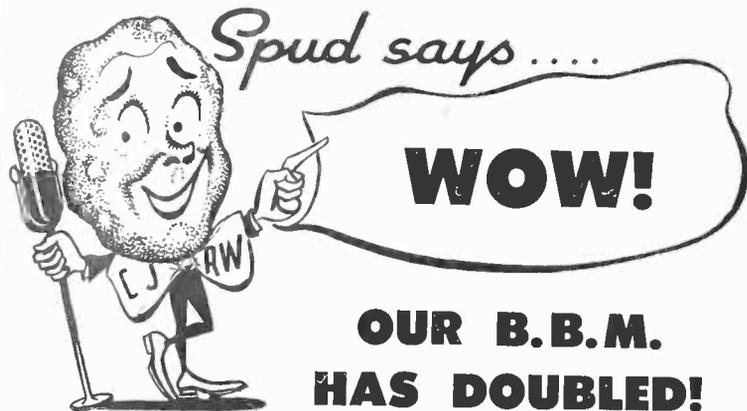
- FARMING
- FISHING
- FURS
- FORESTS

**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



Spud says

WOW!

**OUR B.B.M.
HAS DOUBLED!**

AND WHY?

BECAUSE WE ARE THE
**ONLY 250 WATT
STATION IN CANADA**

WITH

LOCAL ADVERTISERS

IN

FOUR PROVINCES

(NEW BRUNSWICK, P.E.I., QUEBEC, NOVA SCOTIA)

CJRW

SUMMERSIDE, P.E.I.

*See
Radio
Reps

DOESN'T COST ... IT PAYS!



WCFTTU

A half-hearted assist to CFOR's Pete McGarvey for: "My mother-in-law is not just a teetoler; she's a tee-totalitarian."

CAVE FILIUM CANIS

I must have hurt old Poison Ivy's feelings. Not a slur or an innuendo in two issues. I'll have to find time to write some for him to use.

SPEAKING OF WHICH

The one thing most likely to insure the survival of radio would be if one G. Sinclair transferred his activities to TV.

PUBLIC RELATIONS

Instead of charging exchange on U.S. bucks, why not boost all prices and give a discount for Canadian dollars?

DEPT. OF DEFINITIONS

Then there's the girl who was so dumb she thought that AM meant "ancient medium."

CERTAIN SURE

The surest way never to misquote anyone is never to quote them.

FEMINE LOGIC

She explained to the divorce lawyer that the reason she hadn't asked her father's advice before she married was in case he advised her not to.

COMPLETE SLNCE

Sir: I have just returned from England where I enjoyed listening to the BBC. The only thing is those announcers. If they were any more English, they wouldn't be able to speak at all. —J. Canuck.

REJECT

This year we have made up our minds not to pull in some corny gag by the short hair about this being the time when the summer programs take a well-earned holiday.

REVIEW

"This Happened Today"

By Bob Francis

Vancouver. — First-hand reports from the scene of news events are the feature of This Happened Today, an 8 p.m. roundup which has been running Mondays and Fridays since last April on CKWX. It's the first time this kind of thing has been attempted in Canada, and it comes off pretty well.

Bert Cannings, CKWX news editor, laid the framework for it, with Neil Nisbet handling narration and Erle McLeod the writing and direction.

They have aimed, Cannings explains, at making This Happened Today different from either CBC News Roundup or the similar piece on Mutual. Whereas Mutual's roundup hinges on observers' impressions of an event, CKWX tries to get to the people who have actually made the news.

The program is sponsored by McGavin's Bakeries, who took advantage of the first opportunity to try something different in the news line than the straight reading of dispatches.

This Happened Today gets reports from the station's reporters on the scene at local fires and other events. On the national and international scene, the program uses some stuff from Mutual and originates other interviews itself.

It is in the latter field that the most dramatic efforts have developed. A radio man at the scene during the California earthquakes, and a spectator at the Port Arthur elevator blast, lent the extra topical touch which distinguishes a good news broadcast from a fair one.

Cannings tried to get Tito on the phone one evening, and managed to get his secretary. He's called Lester Pearson and taped his comment. He called Truman during the steel strike, but the president had left for the evening.

He gets other material, such as interviews with Acheson and Bevan, off Mutual, and all in all the program makes you feel as if you'd been around.

Statistics say

In Saskatchewan there are 204,745 out of a possible 221,755 homes with RADIOS!

A listener says

"My wife and I would like to thank you for the many excellent programmes you give us during the year."

C72C says

Saskatchewan is TOLD on CFQC! Saskatchewan is SOLD on CFQC!

See RADIO REPS ADAM YOUNG Now!



And Now A Brief Message From Our Sponsor

or In Just 60 Seconds We Resume Broadcasting!

At CJCH there are no such apologies for your commercial copy. They are the heart of your campaign. They provide valuable information on products and services that contribute to our high standard of living.

Your commercials are "Stop-the-music" news flashes.

Syd Pilkington is Manager of the CJCH Continuity Department, and is deeply respected for his infallible serenity, his fabulous memory, and his instinctive recognition of product potential.

Syd has shaped staff attitude so the significance of sales copy is fully appreciated by the CJCH team.

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

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

CJCH. HALIFAX. 5000 WATTS

DIAL 680

C Where PRESTONE PRESENTS H "THE BIG FOUR" L SERIES

SATURDAYS 2.30 P.M.

ST. THOMAS

CANADIAN TELESCREEN

Vol. 5, No. 19.

TV and Screen Supplement

October 15th, 1952

Pay More For TV..Same As Cars

Toronto.—Television is another thing which Canadians are going to have to pay more for to keep it essentially Canadian, A. Davidson Dunton, CBC board chairman, told the Empire Club in an address here last week.

In protecting and developing Canadian industries, Canadians have to pay more for goods than their American brothers, Dunton said, citing automobiles as an example. The same will be true of television.

If we are willing to pay more for the material items, Dunton said, why shouldn't the same principle apply in the more important things of the mind? He pointed out that a "cheap television system" would barely be a pipeline for material produced outside this country.

However, Dunton felt that the additional cost required for Canadian TV would eventually bear greater dividends when the national system became "a strong social force for the development of a better national life."

Dunton did not reveal how much extra the average Canadian would have to pay for TV. A \$15 license

fee on TV receivers has been recommended by the CBC to the government, but a decision is not expected until early next year.

BBC-TV Spreads

London, Eng.—Last week, the fifth of the BBC's TV transmitters went on the air. Located at Wenvoe near Cardiff, this station makes a television service available to the west of England and South Wales for the first time.

Since the end of the war the BBC has concentrated on extending TV service throughout the country. The Wenvoe station means that 78 per cent of the U.K.'s population can now receive TV programs, the highest percentage of national coverage in the world.

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

TV Stimulates Gadgets & Gimmicks

By Tom Briggs

This country and this continent haven't seen anything yet. So say all the top executives of the older branches of the entertainment business, and many new ones too.

The reason for such statements and the obvious girding for battle to win the leisure time of Mr. and Mrs. North America is that while Canada has just witnessed the beginning of broadcast television, a host of other new inventions and refinements is just around the next calendar or two. And each one is expected to be the ultimate answer of one to its competition's latest move.

Here are a few of the things the near future holds, one or two of which have already been unveiled: at least three variations of pay-as-you-see or rental television, including Rediffusion Incorporated, International Telemeter Corporation, and Zenith's Phonevision; theatre television on a closed circuit basis, with the possibility of its being in color getting close; three-dimensional films produced economically; broadcast television in color; and what might be the greatest single item of all — a revolutionary method of kinescoping.

Rediffusion Incorporated has been offering a special television service in Montreal for some months. It originally began operation years ago with wired music, and just naturally moved into the television field with sets and service on a rental basis.

Over wire lines—said to eliminate all interference—and into the homes, Rediffusion transmits about three hours of special programs daily, in addition to all of the CBC's television service. And for those who may just want to listen, five programming schedules on radio are available, plus the wired music.

One of the major features

claimed for the Rediffusion system is that expert service for maintaining and repairing the set is available on short notice on a 24-hour, seven-day basis.

It was Telemeter which was heralded with the greatest fanfare last month when it was revealed that Canadian rights had been purchased by the Famous Players Canadian Corporation, and would hold its premiere in London, Ontario, shortly.

What the viewer sees on Telemeter is still television, but apart from this, the pay-as-you-see system is a fairly distant relative. Operating something like a pay phone, it is said that the strength of Telemeter lies in the fact that it can send out to the customer-viewer new films, top-flight sporting events, and legitimate theatre presentations with a financial return, under ideal conditions, exceeding anything possible under the commercially-sponsored arrangement. Or, as some put it, you can buy a ticket to a theatre or sports arena and see the show without moving out of the house.

Signals for Telemeter can be fed to the sets either broadcast or through wire lines. Some plans include a combination of both. Any type of TV receiver can be used and Telemeter programs can come through on a channel not occupied by other TV stations in the area, so that it doesn't interfere with normal set operation.

Heart of pay-as-you-see TV is a control unit not unlike a modern telephone in both size and shape. It receives the coins fed to it by the householder and sets in motion the unscrambling device, without which the Telemeter picture makes less sense than a jigsaw puzzle that's been spilled on the floor. The control unit announces the cost of the program, counts the money, records the total and the program on a paper

• CFCF •

SHARE THE JACKPOT



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

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

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



FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

CFCF

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

The best buy for your advertising \$ in Quebec

• CFCF •

tape and operates the unscrambler. The London installation, already well under way with miles of cable laid, is only the beginning of the system in this country, says FPCC president J. J. Fitzgibbons, but its further development has yet to be announced. In London a community antenna on a local golf course will gather programs broadcast by CBC in Toronto and WBEN in Buffalo, if permission can be obtained, while fed directly into the wire system will be Famous Players' own motion pictures. The latter is the real reason for the system's existence, for, as Fitzgibbons says: "Television couldn't afford to produce our kind of program."

Cinerama, revealed for the first time publicly in New York last month, is being enthusiastically hailed by some as the greatest thing since sound came to the movies. For the first time, successfully and economically, the realism of third-dimension has been coupled to sound with "depth" to provide movie audiences with thrills surpassing those of the early colored-glasses technique.

Employing three-camera units, each focused on one-third of a 63-foot wide, curved screen, and binaural sound which completes the illusion, Cinerama was considered sensational in its premiere. The first film, *This Is Cinerama*, dealt largely with panoramic spectacle, mostly outdoors, although parts of opera and a choral presentation were included.

First-hand impressions were that the sound alone was an entirely new experience, while the three-dimensional picture took viewers for a roller-coaster ride which made them grip the arms of their seats, or awed them with incomparable shots of the Grand Canyon.

Hollywood studios are just as energetically looking for a practical system of color television, as they are promoting black-and-white theatre TV. The latter has proven itself full of appeal on several occasions in the past, par-

ticularly when presenting championship boxing matches which had been denied to radio and television. But add color to this and Hollywood sees itself in possession of an entertainment feature which at times will rival its major product. And theatre operators believe that, with or without color, theatre television can be made to do more than just bolster their slipping box-office nets and grosses.

It is known that the whole world has been scoured by studios like 20th Century-Fox and United Paramount for a color system, but whether any have been found satisfactory has yet to be revealed. The systems developed by both CBS and RCA, will both have to figure largely in any Hollywood plans for color, it is believed.

Little is known about the television industry's answer to all this—or what looms as TV's latest means of keeping people in their living rooms after the film exhibitors have tried all these ways of luring them off to the corner theatre, or putting anywhere from 5 cents to \$2 in the Telemeter.

Believed to be in the late development stage in England is an unnamed method to replace kinescoping and iron out all the bugs that this original television recording method has had.

The basis of this method is being used in Hollywood to produce the television show, *The Standard Hour*, sponsored by Standard Oil of California. The shows are staged, shot by a chain of four TV cameras, with a final picture on the monitor screen being filmed while the sound is recorded. Much the same as kinescoping, this method differs in that the filmed picture is the only product, whereas kinescope is usually employed to record a live show only as a by-product. The concept of TV production in this instance was changed, it is reported, to the point where all technical and artistic thinking was focused on producing an electronic picture perfect for filming.

(Continued on page 22)

MAC K-O VEE SAYS:



Take a gander
at our BBM
Study No. 5!

CKOV, Kelowna

21,320 total weekly radio homes DAYLIGHT
19,150 " " " " NIGHTTIME

Station "B"

12,900 " " " " DAYLIGHT
11,780 " " " " NIGHTTIME

Station "C"

10,800 " " " " DAYTIME
8,730 " " " " NIGHTTIME

CKOV

FIRST on the dial, 630 kc. — FIRST on the market!
YOUR BEST BUY IS CKOV IN KELOWNA, B.C.



A famous Western Brand
AGAIN
selects Calgary's leading
SPORTS STATION
to broadcast the 70 game
HOCKEY SCHEDULE
of the Calgary Stampeders



Ask our Stovin Rep. about
CKXL's great sport audi-
ence in Alberta.

Canadian Westinghouse

PRESENTS
Television's Outstanding Variety Hour

The Big



Revue

EVERY MONDAY

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Montreal — CBFT — Mon. 9:00 - 10:00 P.M.

Product demonstrations by
LADDIE DENNIS and JOEL ALDRED

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RATINGS AND RATES
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SEE OUR NEW BBM

More Local & National Sponsors
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BUSINESS & RENEWALS IN THE
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1000
WATTS



For Availabilities Contact
Stovin & Co. — Weed in U.S.

The Colonial Broadcasting
System Ltd.

P.O. BOX 920
ST. JOHN'S

Nfld's. ESTABLISHED Station



TV Stimulates . . .

(Continued from page 21)

In England the system is said to be roughly the same, but extremely high-definition TV cameras are, or will be, employed (in the 1,000- or 1,500-line range as opposed to our present 525 lines, possibly) while other measures and precautions are applied throughout the electronic chain and in the filming laboratory in an effort to achieve not only a "kinescope" of unsurpassed quality, but a film which can satisfy the cinema producers as well.

In fact, an informed dreamer might be able to foresee a day when Hollywood and its counterparts throughout the world, can throw away most of their film cameras in favor of improved TV cameras, while in the TV industry a live show will become "one of those queer things they did in the early days."

Adding to the unpredictability of the whole evolutionary scheme of commercial entertainment is the rapid disappearance of the demarcation line between theatre or film interests and the television broadcasters. Territory hopping is being tried by Famous Players Canadian Corporation here with its purchase of the Canadian rights for Telemeter, while in the U.S. United Paramount Theatres own 25 per cent of the DuMont TV network and are attempting a merger with the American Broadcasting Company radio network. Technicolor Inc. is understood to

have developed a different type of television system.

On the other hand, private film production houses are being underwritten or materially assisted—even if only through guarantees—by the four major television networks. On the equipment side, all companies are producing for any buyers that come their way, which means that RCA and CBS are fighting it out to see which can come up with the best system of color TV, not only for home sets, but for theatres as well.

Sets Near 130,000

Toronto.—A boom in the sale of television receivers was experienced both here and in Montreal during August, according to the Radio - Television Manufacturers' Association of Canada. During the month 12,790 sets were sold in this country, more than twice the figure for the previous month and well above any similar period yet reported.

In the Toronto-Hamilton area there were 4,569 sets sales in August, while in Montreal the first real sales activity so far sent the total soaring to 5,158 sets. Both the Windsor area and Niagara Peninsula tied for third place for the month with close to 1,300 sales each.

With a total of 129,406 sets in operation throughout Canada, the area breakdown is as follows: Toronto-Hamilton — 50,540 or 39.2%; Windsor—39,572 or 30.6%; Niagara Peninsula — 20,698 or 15.9%; Montreal—11,780 or 9.1%; and other areas—6,816 or 5.2%.

DID YOU KNOW?

Three weeks ago, a local electrical store, Hillman Electric Appliances, bought a half-hour segment of *Saturday Afternoon House Party*, a 2-hour all-request program. On their second program, they advertised a special on washing machines, and in 3 days their entire stock of 32 washers had been sold. The result? . . . They bought 3 more half hours per week and are smashing all previous sales records.

Why don't YOU use CKCL to help tap the 14 million dollar annual sales of this market?

CKCL

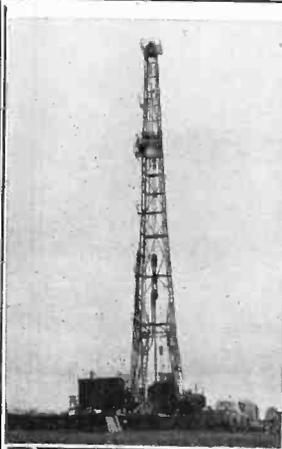
TRURO, NOVA SCOTIA

Representative — OMER RENAUD & COMPANY — Toronto & Montreal

WANTED:

*Experienced
Announcer!*

REGINA is "in the centre of the next oil boom." We offer Pension Plan, Hospitalization Plan, Medical Services Plan, good salary and chance for advancement. Send tape, picture and history, etc., to—



CKRM REGINA

CONGRATULATIONS

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M^cKIM ADVERTISING LIMITED

in launching the outstanding
ALL-CANADIAN Radio Series

“The Denny Vaughan Show”

starring Denny Vaughan

Produced by Jack Allison

5¼ hours each week — COAST TO COAST

We are pleased to be a member of this team

ALL-CANADA RADIO FACILITIES *Limited*

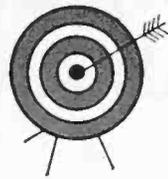
VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL



You're always in earshot!

In town or country stride down the street, hike through the bush, pelt down the highway, or sit by the fire as the autumn rains ping and pound on the roof—whatever you do—wherever you go, there's radio.

And in Ontario, wherever there's radio, there's CFRB. It's *the* station in *the* market. Within the sound of CFRB, one third of Canada's population lives, works, and spends to the tune of 40 per cent of the national total. Day in, day out, more of these people listen regularly to CFRB than any other station.



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

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

CFRB 50,000 Watts
1010 KC

Representatives:

UNITED STATES; Adam J. Young Jr., Incorporated
CANADA: All-Canada Radio Facilities Limited

WHEREVER YOU GO THERE'S RADIO!