

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

W.A.B. Convention
Jasper, Alta.
August 30-September 2

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

Vol. 12, No. 16

TORONTO

August 19th, 1953

Short-Waves

CBC TECHNICIANS ORGANIZE

Montreal — The Canadian Broadcasting Corporation has signed a collective bargaining agreement with the National Association of Broadcast Employees and Technicians (CCL) affecting 500 of its radio and TV employees. The signing took place here late last month and is the first such agreement to cover staff employees of the CBC.

The CBC-NABET contract calls for a general wage boost, reduction by two hours in the present 42-hour week, improvement in holiday pay, night-shift differential, overtime pay on a daily and weekly basis, modified form of the Rand formula, paid vacations and sick leave, and provisions relating to jurisdiction, seniority and grievance procedure.

A FIVE MILLION DOLLAR INDUSTRY

Ottawa — \$2,600,000.00 for business film production in Canada plus \$2,500,000.00 spent on production and lab work by the National Film Board and provincial governments, placed the movie-making industry in Canada on the \$5,000,000.00 level. The Dominion Bureau of Statistics first annual survey shows that in 1952, thirty-one firms turned out 384 films, including three features and 72 theatrical shorts. Of the 206 non-government films, 82 per cent were in color; 86 per cent in sound; 80 per cent in English; 16 per cent in French; 4 per cent in other languages. Copies of the D.B.S. Survey "Motion Picture Production 1952" may be obtained for ten cents from the Dominion Bureau of Statistics, Ottawa.

ENGLISH ELECTRIC BUYS MARCONI

Montreal — Control of the Canadian Marconi Company has been purchased by the English Electric Company Ltd., which purchased Marconi's Wireless Telegraph Company Limited of England some seven years ago. In the present transaction, English Electric has agreed to buy from Cable & Wireless Ltd. the latter's interest, amounting to 50.6 per cent of the share capital of Canadian Marconi.

PENN McLEOD JOINS WALSH

Toronto — Penn McLeod, head of the Penn McLeod Research organization has joined the Toronto office of Walsh Advertising Company Ltd. as director of marketing and research. His research organization will cease to issue continuing studies, but will still accept special assignments.



WHEN THE CIRCUS CAME TO TOWN, CHLO, St. Thomas picked up a hundred under-privileged children and played hosts, with fluff candy, clowns and all the trimmings. Pictured in the back row from left to right are CHLO salesmen John Blaser and Jack Thurlow, who thought up the idea; receptionist Pat Devine; traffic manageress Mary Snell; and librarian Shirley Gifford. A few days later, when they were showing a Coronation picture at a local movie, the station took all the old people from the Elgin County Poor Farm and Home for the Aged to see it. Another CHLO project is turning over the station for an evening to the Minor Baseball Association when it was in need of funds.

BUSINESS WRITERS SURVEY WESTERN MARKETS

A considerable part of this issue starting on page 16, is devoted to articles on the markets of Western Canada. This section appears in deference to the Western Association of Broadcasters which meets at Jasper, August 30th to September 2nd.

Highlighting our western section are two articles. One, *The Big New Market on the Plains* was commissioned especially from Kenneth F. White, an assistant editor of *The Financial Post*, where he has been for the past two and a half years. He is a B.A., Toronto, and a Bachelor of Journalism.

R. M. Williams, who accepted our invitation to write his impressions of B.C. in *Fifty-Three* is a Vancouver writer. Until last June he was Western Canada representative of *The Financial Times*. Before the war he operated his own advertising and publicity office in Vancouver. During the war he saw service with the RCAF. He was also chief of advertising and news services in the Information Division of the Department of Trade and Commerce, in which capacity he was responsible for set-



Kenneth F. White



R. M. Williams

ting up the publicity organization for the International Trade Fair.

Other features in this section, which begins on page 16, include an oft-requested reprint of what has been described as a pattern for a

station news department, an article which originally appeared in this paper in 1951. There is also a list of the stations operating in the four western provinces, with names of managers, assistant managers and other pertinent data.

CAB Member Stations

ATLANTIC (15)

- CKBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFNB Fredericton
- CHNS Halifax
- CJCH Halifax
- CKEN Kentville
- CKCW Moncton
- CKMR Newcastle
- CHSJ Saint John
- CJON St. John's
- VOCM St. John's
- CJRW Summerside
- CKCL Truro
- CFAB Windsor

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (38)

- CKBB Barrie
- CJBQ Belleville
- CKPC Brantford
- CFJR Brockville
- CFCO Chatham
- CKSF Cornwall
- CKFI Fort Frances
- CKPR Fort William
- CJOY Guelph
- CKOC Hamilton
- CHML Hamilton
- CJRL Kenora
- CKWS Kingston
- CJKL Kirkland Lake
- CKCR Kitchener
- CFPL London
- CJAD Montreal
- CFCF Montreal
- CFCH North Bay
- CFOR Orillia

What Price Radio?



An ardent fisherman, "Doc" landed this 13½ lb. sea trout in Conception Bay, Newfoundland, last August on a six-ounce rod. The record for a seat trout was 15 lbs., 9 ozs.

W. K. "DOC." BUCKLEY

President

W. K. BUCKLEY Limited

says:

"For 23 years local radio has played a major part in selling Buckley products to the Canadian consumer. The growth of local radio in the past quarter century has permitted us to make better use of this highly effective medium.

"To-day 112 local radio stations are conveying hard-hitting Buckley sales messages to Canadians from coast to coast. Time and time again results have proved that radio has been the solution to our problem of making Buckley products Canada's largest selling cough and cold remedies."

The
CANADIAN ASSOCIATION of BROADCASTERS

Representing 117 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

T. J. ALLARD
Executive Vice-President
108 Sparks St.
Ottawa 4

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto 5

CAB Member Stations

CENTRAL CANADA (38)
(Continued)

- CKLB Oshawa
- CFOS Owen Sound
- CHOV Pembroke
- CHEX Peterborough
- CFPA Port Arthur
- CKTB St. Catharines
- CHLO St. Thomas
- CJIC Sault Ste. Marie
- CHOK Sarnia
- CJCS Stratford
- CKSO Sudbury
- CKGB Timmins
- CFRB Toronto
- CHUM Toronto
- CKFH Toronto
- CKLW Windsor
- CKNX Wingham
- CKOX Woodstock

PRAIRIES (23)

- CKX Brandon
- CFAC Calgary
- CFCN Calgary
- CKXL Calgary
- CKDM Dauphin
- CFRN Edmonton
- CJCA Edmonton
- CFAR Flin Flon
- CFGP Grande Prairie
- CJOC Lethbridge
- CHAT Medicine Hat
- CHAB Moose Jaw
- CJNB North Battleford
- CKBI Prince Albert
- CKRD Red Deer
- CKCK Regina
- CKRM Regina
- CFQC Saskatoon
- CKOM Saskatoon
- CKRC Winnipeg
- CJOB Winnipeg
- CKY Winnipeg
- CJGX Yorkton

PACIFIC (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



Over the Desk
 Veteran radio dramatic producer Alan Savage has been named assistant radio manager of the Toronto office of Cockfield Brown & Co. Ltd.



Photo by Ken Bell

where he quietly but firmly directs his cast (seldom if ever without at least one first-timer) addressing them always with a formal "Mr.," "Mrs." or "Miss", even those he has known for twenty years.

One of his first assignments after joining Cockfield Brown in 1944 was production of Willard's Chocolates' Ontario Panorama, which went out over CFRB and a network of Ontario stations. This program won one of this paper's Beaver Awards. Rumor has it that Gordon Sinclair, who shared air honors with "Sav" in this travelling show, and Bill Baker who supervised the technical side for the station, would willingly have worked without honorarium. I have never been able to determine whether the reason for this was the high honor of taking direction from the mouth of the master, or the fine revenue to be derived from playing poker with him (and advance press man Bob McStay) before and after the programs.

Savage broke into radio at CKCR, Kitchener, as an announcer-operator in 1932. In 1933 he went to St. Catharines, and the following year found him an announcer-producer at CKLW, Windsor. From '34-6 he was in similar work at CKCL (now CKEY). Here is where he perpetrated his still famous fluff, when he said, reading the commercial for a well-known pipe tobacco: "If you smike a pope . . ." "Sav's" embarrassment was funnier than his boob.

Somewhere along the line he stopped off for a short time at CHML, Hamilton, where he remained long enough to establish a life's friendship with Ramsay Lees. From '36 he was at WGR, Buffalo, along with Lees, who had moved too, producing and newscasting.

In 1938 he joined the ranks of the Toronto freelancers, working as announcer, emcee and actor on many network and major shows, including—once again with Ramsay Lees—the original *Treasure Trail*, which the late Jack Murray had talked Harry Sedgwick into airing as a CFRB sustainer prior to its sale to Wrigleys.

In 1942 he became radio director of Ruthrauff & Ryan. He left in 1944, to be succeeded by—you've guessed it—Ramsay Lees. Shortly after, he moved over to Cockfield Brown where he has remained ever since.

When about three thousand Canadian Boy Scouts from across Canada assembled in Ottawa for the second
(Continued on page 4)

IN THE NORTH

They Look To Sudbury



Test Pattern by September 15, 1953
 Regular Schedule, December, 1953

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

**ADVERTISING
 MEDIUM**

CKSO

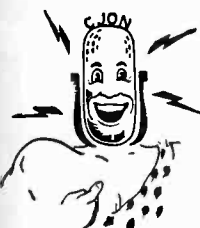
NORTHERN ONTARIO'S
 HIGH-POWERED
 RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
 IN CANADA

WEED & COMPANY
 IN THE U.S.A.

THE NEWFOUNDLAND STORY

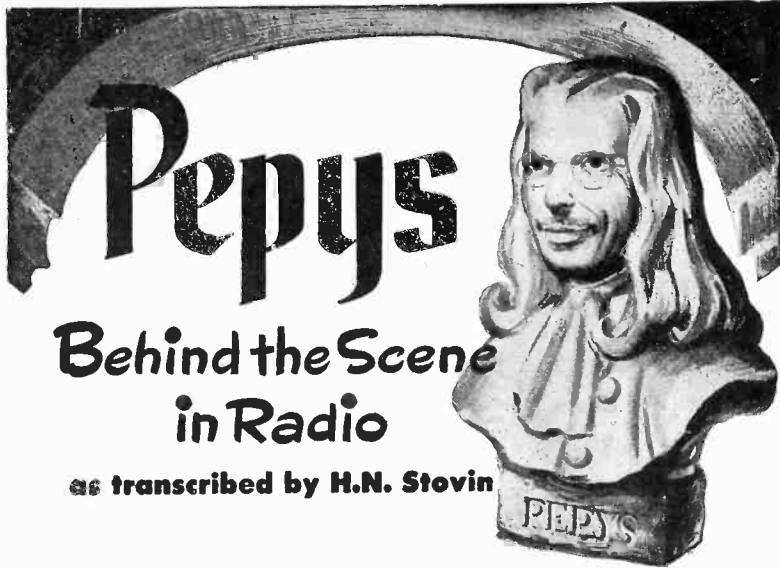


In 1949
 ONE NFLD. FAMILY
 IN 15 OWNED A CAR
In 1953
 ONE NFLD. FAMILY
 IN 5 OWNS A CAR



All surveys show CJON with more listeners than all other NFLD stations morning, noon and night . . . plus more local business than all others combined.

CJON 5000 WATTS
 DAY & NIGHT



Pepys
Behind the Scene
in Radio

as transcribed by H.N. Stovin

Do this day salute, and call to the attention of both local and national advertisers, these Radio Stations, which we are proud to represent.

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

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

Montreal Toronto Winnipeg Vancouver

Over the Desk

(Continued from page 3)

Canadian Jamboree last month, Ken Hutcheson, manager of CJAV, Port Alberni, B.C., was among the 250 boys and 30 leaders who made the five thousand mile journey by special train to the Capital and back to the Pacific.



Staff

Stopping off in Toronto on his way home, Ken explained that besides his personal interest in scouting as a hobby, his station has taken up boys' work in general and scouting in particular as the main activity of its "Usefulness Department".

Back on Vancouver Island, the station helps Ken in this work, with publicity on the various undertakings connected with the 1st Port Alberni Troop and is at present stirring plenty of interest in (and capital for) the Scout Hall Building which is now under construction, and which, when completed (September 15th they hope) will be used entirely as headquarters for such youth organizations as Scouts, Wolf Cubs, Girl Guides and Brownies. Other projects on which the station co-operates include "Apple Day", the scouts' annual fund raising event; and "Cookie Day" which works similarly for the Guides.

CJAV is planning a radio program along the lines of a junior newscast, dealing largely with the activities of Scouts and Guides, who will also voice parts of it.

Ken speaks of a helpful pamphlet, "Public Relations for Scouts", issued by Canadian Headquarters of the Boy

Scouts' Association. This deals with P.R. in the wide sense, but several pages are concerned with scouting, and these were prepared, in part, by CAB Executive Vice-President Jim Allard, who numbers scouting among the numerous activities in which he indulged during his youth.

Ken feels there may be stations which would be interested in swapping ideas with him along scouting lines, and perhaps others which would like to add this kind of work to their community service activities. He would be glad to hear from them and promises any assistance he can give.

Montreal has a maternity shop called Great Expectations Inc.

A series of dramatic programs, designed by CBE Radio to help citizens understand the police, has been singled out for special distinction by none other than an organization representing 40,000 policemen in 199 cities, counties, towns and villages in the State of New York.

The Policemen's Conference of the State of New York is the organization which presented the network with its Ribbon of Honor, highest award given by the Conference to a non-police organization or individual for "its outstanding contribution to a finer understanding of the police and police methods" in the weekly (Tuesdays 9.30 - 10.00 p.m. EDT) series 21st Precinct.

Norman Frank, Program Supervisor of CBS Radio, pledged that the program would continue to "depict the cop on the beat and his superior officers in their day-to-day efforts to inhibit as well as combat crime at all levels.

"If these dramatic programs help citizens to understand our police as a humane and understanding group of citizens, in addition to detailing their law enforcement activities," said Frank, "then we shall consider the series a successful venture".

One evening, during the recent Saskatoon Exhibition a sudden dust and rain storm blew up, almost taking the top off the canvas exhibition studio which had been erected and was being used by station CFQC. Just as the storm came up, a loose record fell off a table and broke. The name of the disc — "The Touch of God's Hand", and on the reverse side — "Dust".

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

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET

We've Got References!
 Ask any of our sponsors what CHOK means to selling in the Sarnia area. Or ask us about them! Situated in one of Canada's richest industrial belts, CHOK has been selling year after year for both local and national accounts. Whether it is shoes or cereals, tractors or drugs; we can sell for you too — fast!
 Now more than ever before the spotlight is on —

SARNIA
 and at its core is
CHOK
 Reps: PAUL MULVIHILL
 in Toronto and Montreal
 Donald Cooke in U.S.A.

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

Editor & Publisher . . . RICHARD G. LEWIS
News Editor . . . THOMAS C. BRIGGS
Art Editor . . . GREY HARKLEY
Circulation & Accounts . THOMAS G. BALLANTYNE
Production Department . . KENNETH REES
Research Consultant . . . GEORGE E. RUTTER

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Correspondents
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Vancouver Bob Francis



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August 19th, 1953

Westward Ho and All That

There's something about Western Association of Broadcasters' Conventions that makes them events to be looked forward to with a great deal of pleasure. In fact there are two things.

In the first place, when the WAB agenda reaches our office, for inclusion in the pre-WAB issue — this one for example — it is invariably completely devoid of anything suggesting excitement, or even interest.

In the second place, during the twelve years this paper has been covering these events, there has never been a WAB Convention which has not produced a hot news story and far reaching decisions of importance to the whole industry.

At just what juncture during the proceedings someone will rise to his feet and start the fur flying, it is impossible to say. But that it will come is just as sure as shooting. Watch out for it right after the intermission the first morning. Then again it may be lurking behind that misleading caption — "New Business".

The point is that of all the Conventions and Conferences indulged in by Canadian broadcasters and their components, this western affair is one which lets nothing interfere with its golf game, its cocktail party or its annual dinner, but which nevertheless has a way of facing up with the questions brought before it, and bringing each issue to some sort of conclusion, or else turning them over to the national body, the CAB, in such a way that they will be completely disposed of at that organization's yearly meeting.

So it is with not inconsiderable pleasure that we look forward to the ascent to that Rocky Mountain stronghold where we shall sit in on the discussions, many of which are sure to revolve around the struggles of private radio stations against the government ditto. It will never occur to anyone present to shudder over the fact that these deliberations will take place under the auspices of the Canadian National Railway which owns this resort.

We also take pleasure in dedicating this issue to President Gerry Gaetz and his Western Association of Broadcasters (shortly to become the Western Association of Radio & Television Broadcasters). May all their shots be true and find their marks! And may they show that they have the courage of their convictions, even though there are those who feel they should be convicted for them,



"And they think they beat the CCF!"

Harmonious Means To A United End

One of the steps that the broadcasting industry should take — whether at the WAB Convention or somewhere else — is to come out with a plain statement of its own policy, insofar as what it wants of the government is concerned. The prime essential of course is that the statement be that of the industry as a whole, if possible without those dissenting voices that have so often invalidated similar statements in the past.

It is obvious of course that as discerning a group of people as the broadcasters cannot possibly be expected to share every idea, phrased in exactly the same terms. Even political centres have disagreements within their own memberships. But the important thing is that in the case of governments, though they may be split up the middle in their closed meetings, when they come out in the open, they present an appearance of unanimity that either lends public confidence to their platform, or else sends them down to ignominious defeat.

In this industry there has been a tendency to pass resolutions at a Convention urging the government to set up an independent regulatory commission for example. The meeting has apparently been unanimous in the desire expressed in the resolution. But afterwards voices have been raised in disagreement loudly enough to make themselves heard in government circles. The result has been that whereas there has been plenty of evidence that the quests of the broadcasters were receiv-

ing extremely favorable consideration, at the last moment there has been a change-over, and the recommendations have come down without giving the broadcasters what they were after.



Naturally the most desirable state of affairs would be one where resolutions of this type were argued so thoroughly in the motion stage, that all question of dissension was removed. If this is not possible however, then the few who disagree should surely make their stands quite clear. And then, failing their ability to swing general opinion, they have only two choices — to throw in their lot with the majority, or tender their resignations. Naturally this last step is most undesirable but it does seem to us, looking in from our outside point of vantage, that it is preferable to the unfortunate state of affairs which has sometimes prevailed.

We firmly believe that the radio industry is in unison in its honest desire to find a way of better serving its public in an atmosphere of freedom. All that is needed is a harmonious approach to that end.



The Importance Of Profit

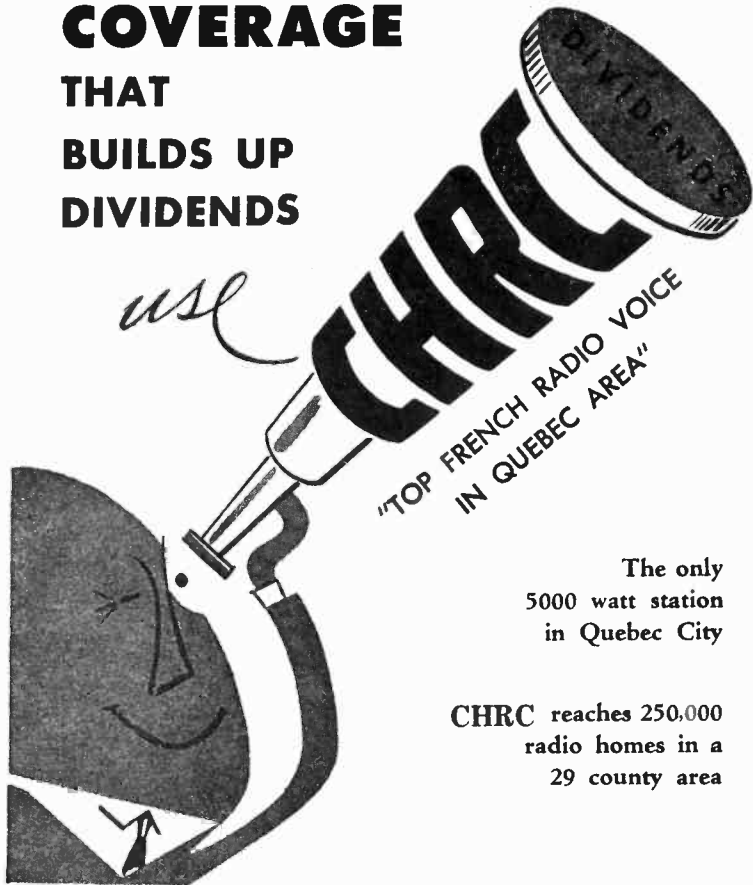
A main function of profit is to shift its control to those who know how to use it in the best possible way for the satisfaction of the public. Profit and loss are the instruments by means of which consumers entrust production to those best qualified to serve them. Whatever is done to confiscate or curtail profits impairs this function, reducing the efficiency of the economic machine.

What transforms little business into big business is not spending but saving and capital accumulation. Socialists try to arouse indignation by pretending that profits are totally used for consumption. The truth is that a very small part is consumed. It is also the truth that profits are indispensable to well being and to progress.

Capitalism could not survive the abolition of profit. Profit and loss force capitalists to use their capital for the maximum service to consumers. Profit and loss give the leadership in business to those best fitted to satisfy the public. If profit is abolished chaos is inevitable. Conditions in the Satellite States of the U.S.R.R. illustrate these truths,

— The Outlook

**FOR SURE FIRE
COVERAGE
THAT
BUILDS UP
DIVIDENDS**



The only
5000 watt station
in Quebec City

CHRC reaches 250,000
radio homes in a
29 county area

REPRESENTATIVES:

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

Verbatim
HOW ADVERTISING HAPPENS
A Profile of MacLaren's

The noted Canadian author, Leslie Roberts, wrote a story about "How Advertising Happens", based on his observations of the MacLaren Advertising Company Ltd. To celebrate its 30th anniversary, MacLaren's printed a limited edition of Mr. Roberts' article. We are grateful for the privilege of running this condensation, which we were tempted to caption — "The House That Radio Built".

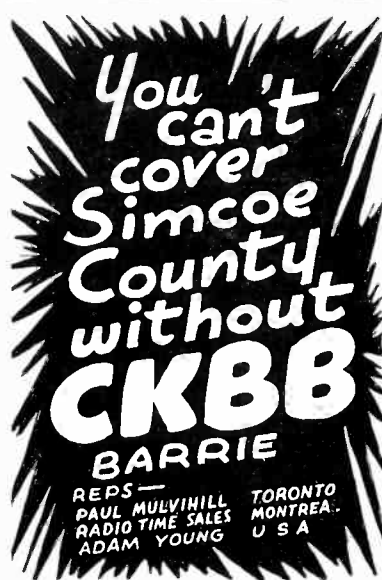
On a sunny Sunday in June, 1929, two citizens of Toronto met for a game of golf at Orchard Beach, a pleasant resort about an hour's drive north of the city on Lake Simcoe.

It was the germ of an advertising idea — the best anybody ever had in this country — which brought these men to the fairways, greens and rough of Orchard Beach. One of them, a promoter of professional sports, named Connie Smythe, was the new boss of Toronto's Maple Leafs and already established as the firebrand of major league hockey. Between explosions he was engaged in building what is still Canada's greatest indoor sports stadium, Maple Leaf Gardens, and by all accounts was having trouble raising enough money to put the roof on. The other golfer, Jack MacLaren, was a former reporter in Toronto, Edmonton, Calgary, and Vancouver. He had become a merchant of advertising ideas and was managing an advertising agency which would soon carry his own name on its masthead, the MacLaren Advertising Co. Limited.

The record does not reveal who came to Orchard Beach to sell a bill of goods to whom, but when MacLaren slid behind the wheel of his car and said "Be seeing you!" to Smythe, he owned the sole right to broadcast hockey games, as, if and when the latter began to make ice in his unfinished Gardens. No money changed hands. No agreement was written. At that particular moment Smythe had no rink and MacLaren had no time-buyer in sight.

Nevertheless it was, and still is, the most important deal ever made in Canadian radio, and probably in Canadian advertising, even though neither principal knew what could be done with it. Radio was practically store-new. The broadcasting of "actuality" was an almost unexplored field. But the agreement sealed on the golf course at Orchard Beach was to exert an impact on Canadian folkways the like of which no other advertising idea has exerted, before or since.

Before the Hockey Broadcasts



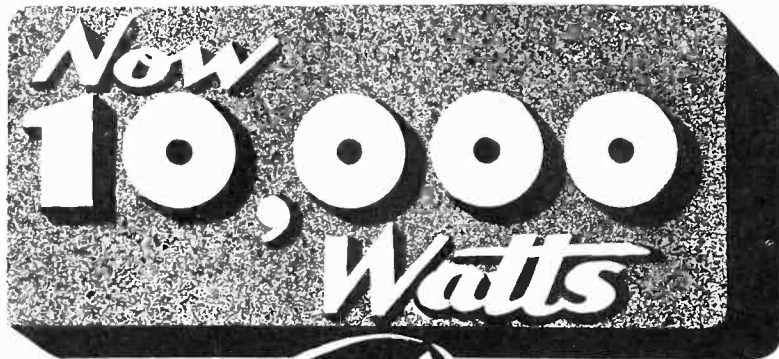
Jack MacLaren

started, major league hockey in Canada was the property of the select few in eastern metropolitan centres who could beat their way through the turnstiles. Now, thanks to Smythe, MacLaren and broadcasting, the big games are a national institution belonging equally to hospital patients on the prairies, to coal miners in Cape Breton, to hardrock men in Timmins and Great Bear Lake, to Omemee in Ontario and Come-by-Chance in faraway Newfoundland — and everybody is unconsciously a little bit more Canadian because of it. It is good to think of this in 1953, because the games are now appearing — as distinct from just being heard — in a new medium, TV. And in television, as they did in radio, Jack MacLaren and the agency which bears his name have written fresh pages of advertising history — by putting the first action programmes into the nation's living rooms.

The rat-tat-tat, but folksy, hockey broadcasts have made national figures of men who would otherwise have been "local" all their lives... the Hot Stovers, for example. The broadcasts produced the most exciting, and certainly the most excited, Voice in Canada, that of Foster Hewitt, the play-by-play expert, who owes fame, fortune and his own radio station to the deal closed at Orchard Beach. And in the advertising fraternity, they produced a great personality of its own, the legendary figure of the late C. M. Pasmore, who developed the first full-fledged radio department in Canadian advertising at MacLaren's. His name is still "Mister Radio" where old-timers congregate — the epitaph he would have wanted his friends to confer.

Which all adds up to what can be done with an idea, if the man who gets it knows what to do with it.

The valued accolade of the advertising world — over and above the good job consistently well done — is something called the "first", because the outfit which does something worthy of note before anybody else, obviously has had an idea and knew what to do with it. The coast-



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

to-coast hockey broadcasts are a MacLaren case in point, and people around the office are still pleased to reveal that they followed through with another innovation — the first commercially sponsored trans-Atlantic radio program.

There are quite a number of other "firsts" in the files; the first Outdoor Advertising Department in Canadian agencies, the first Public Relations section under an agency roof, the first Merchandising Department (which works on sales promotion, sales training and point-of-sale material) and the first Field Research operation, to name a few items of a rounded-out service to anybody with a product to sell nationally. Intriguing to an observer who had wondered how it happened is the discovery that the first agency in North America to persuade its clients to sponsor advertising campaigns in support of the war effort, 1939-45, was MacLaren's — and that was an idea of considerable moment, as witness the fact that as soon as it had been hatched everybody else got into the act. More important than the idea, however, was its impact; the sense of national team play it created along what was euphemistically called the Home Front. The cynic might jibe, but it was a job well done — and this is where it all began. It may be intriguing to note that immediately after Pearl Harbor one of the major national advertisers in the United States sought and was given permission to run MacLaren copy in major circulation publications south of the border. So an idea spread across geographical boundaries, because free men's ideas are never halted by arbitrary imaginary lines — and it is pleasing to record that nobody around MacLaren's suggests that the notion "won the war", just that it helped create and uphold the team spirit.

...
This is the stuff of which a successful agency is made (and the reference is not to dollar-success, except as the dollar only continues to flow in when a job is consistently and competently done). There is no mumbo-jumbo about it, and no mystery. There are surprisingly few lapses, or relapses, into the huckster's jargon, an item which it is pleasant to record, with the added footnote that the language is seldom improved by inventors of trick words, few of which survive exposure to the test of general use. The writer (perhaps out of a strong personal bias in the craft's favor) tends to credit this happy condition to the
(Continued on page 8)

The MARITIME MARKET and CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

"The sturdiest of all advertising measurements is penetration-per-skull-per-dollar-of-cost".

J. P. Cunningham, President
American Association of Advertising Agencies.

In the Maritimes, sincere application of this proven formula will lead astute advertisers to the use of "CFCY — The Friendly Voice of the Maritimes".

Nearly 50% of Maritime Radio Homes, Population and Retail Sales are in CFCY 50% BBM Area.

BBM — Day 156,380 — Night 149,320

An ESTABLISHED AUDIENCE built up by over 25 years of broadcasting.

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

5000 WATTS DAY & NIGHT 630 KILOCYCLES

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

To sell ALL B.C. You need ALL B.C. Stations

- 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



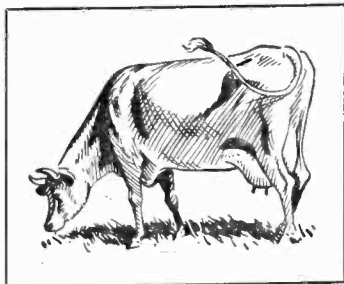
OVER
ONE BILLION DOLLARS
NEW CAPITAL IN B.C.
THIS YEAR



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

NO BULL...

CKSF PAYS FARM BONUS



Did you know that: of a total \$46,114,150 income to wage earners and farmers in The United Counties, \$20,363,271 is accountable to farm incomes? Here is a great market . . . open to exploitation . . .

To CKSF Advertisers

Check our latest BBM for accurate information about who "talks turkey" . . . to twenty million dollars worth of farm income in the "Three United Counties."

CKSF—CORNWALL

The Seaway City

CORNWALL, ONTARIO

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

- OUR LISTENERS -



MAISIE MUGGS

Cross-eyed Pedagogue, who had to give up teaching because she couldn't control her pupils!

Now along with 120,000 others she listens regularly to

CHLO

ST. THOMAS

See Stephens & Towndrow

FIRST IN A SERIES

(Continued from page 7)

number of basically unreconstructed newspaper types who haunt the establishment, for no self-respecting newspaperman, even though he has been an ex- for a decade or more, would be caught dead with such a word as, say, "simulcast" near his lips.

A goodly part of the credit for this relaxed and pleasant workaday atmosphere in what is admittedly high pressure and a highly competitive craft, has to be given to the personality and temperament of the man from whom the agency takes its name, Jack MacLaren, who still thinks like the newspaperman he once was. In his beginnings, what more natural than that he should seek other newspapermen to join him, or that, as he grew, writers wanting a change of venue should seek him out? Anyway that is what happened. Talk to a PR man and a reformed city editor growls back. Lunch with a copywriter and you break bread with a man who has a novel in his system, trying to escape. Such items, to a writing pro, have the homey and cosy touch that is infinitely preferable to the hushed antechamber, the "thinking room," the "sincere" necktie and the built-in martini glasses which keep getting into books anent the huckstering trade. You want to see a guy at MacLaren's? Okay, give him a call. Period. Could be he'll even buy your lunch.

If it were possible to imagine the arrival in Toronto of a delegation from some distant land, come to study the folkways of a flourishing and growing country with a view to emulating them, the final fact to be recorded about national advertising would flabbergast them — the client doesn't pay a sou for the services of his agent. Here at MacLaren's are 300 people, busily engaged in having ideas and giving effect to those which survive the ordeal of creation — and not one of those people is paid by the clients to whom the ideas are sold and in whose interest they are disseminated. The initiate may argue that there is nothing peculiar about this, because "this is the way it has always been." To an outsider, however, it is the most remarkable manifestation of the business, an intriguing laboratory sample of the fluid society in which we live.

An advertising agency lives by its commissions — discounts off the established rates charged by newspapers, magazines, billboards and radio stations, which are not allowed to anybody else. If the client were to place his advertising direct he

would pay the full rate and, therefore be saddled with the cost of producing it himself. Excepting what may be termed Special Events — chores performed in areas in which the discount is not available — discounts are the alpha and omega of agency revenue, and as a purely personal statement, no get-rich-quick spread on which to operate. It points up, in this reporter's opinion, the statement made in an earlier paragraph that the people who spend their working lives in this business do so because they like it and just wouldn't settle for any other.

A commercial or professional organization, like an individual citizen may be measured by the friends it keeps. To make a friend is not difficult. To keep him is the real test. Jack MacLaren, whom this reporter knew before he became a fugitive from a newspaper office, has a genius for making and keeping friends, and for instilling that spirit into his associates.

The first account MacLaren serviced is still with the agency, and from comparatively small beginnings it has become just about the biggest in the country. The first radio sponsor is still the power behind the greatest audience-reaching program in the land. The scores of other, great and small, who have come along have mostly stayed, and the average client has been on the books for more than a decade.

Throughout the years, no other advertising agency in Canada has matched MacLaren's spectacular growth. The clients have increased and multiplied — as have their expenditures, a yardstick of their success — and of those who joined the agency in its infancy, several have come to be the largest and most enterprising advertisers in their fields.

This is all of good report, and very refreshing, too, to a writer who approached his assignment with what has been called a slight touch of askance, with one eye on his ethics and the other on the nearest exit. Calmed by the assurance that if he did not like what he could see and hear, the exit would be open, he stayed, always with an ear cocked for the trick phrase and the fancy jargon he never heard. What the intimate life of the average agency is like, the writer does not profess to know. At MacLaren's it is pleasant, busy and human. That is a good note of valedictory with which to close a profile of How Advertising Happens, and this portrait of a participant who has grown up with the happenings — and is still growing.



... constantly scores new highs in Local

Sponsor

Acceptance

For further information

In Canada see:
James L. Alexander

In the U.S.A. see:
Joseph Hershey McGillvra



ROOM TO RENT

Available now, the space in the House of Commons which was reserved for the sizable representation expected by the Opposition in the next Parliament. Eminently suited for amateur debating societies looking for authentic background.

POINTED QUESTION

With our new government so predominantly Liberal, would it be too much to hope for a Liberal government?

GIFTIE GOD

We are reliably informed that after Gordon Sinclair saw his own image as he worked on the CBC telecast election night, he entered suit against the government for defamation of character.

PAN MAIL

Dear Dick: Even I know who Hannen Swaffer is and my English accent is a phoney one. —Margaret Bassett.

PEOPLE'S POLL

Now that Wilf Sanders has found the formula for forecasting elections by means of his Gallup Poll, we understand that in 1957, the P.M. will stroll over to Wilf's office and ask if it's okay to form a new government.

ATMOSPHERIC INTERFERENCE

Singing spots are commercial announcements containing no information, so they set them to music to make sure everyone hears them.

PAGING LAERTES

Don't count your gains by the year; count them by the decade.

PARDON THE INTERRUPTION

And now ladies and gentlemen, the Rt. Hon. Louis St. Laurent graciously stands aside to permit us to resume our regular schedule of programs.

MEMO TO ME

There are no old fat men.

CKCV listeners become buyers

1000 WATTS 1280 K.C.

Representatives: TORONTO-MONTREAL GEMER BENAUD & Co. IN U.S.A. WEED & CO.

CKCV
QUEBEC CITY

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

WANTED
EXPERIENCED STUDIO OPERATOR

Background of operating experience in Canadian station essential; experience on studio shows, remotes, disc and tape recording desirable. Please state schooling, experience, age, marital status, salary expected and references. Replies confidential.

RADIO STATION CFRB
37 BLOOR STREET WEST, TORONTO 5

"WESTERN SWING"
+ PLUS +
M.C. GORD. SINCLAIR
= RESULTS: =
TRIPLED SALES!

In an effort to promote their Record Department Hartney's of Montreal started using "Western Swing" with Gord. Sinclair as Emcee. **IN ONE YEAR THEY HAD TRIPLED THEIR RECORDING SALES AND FOUND AN APPRECIABLE INCREASE IN ALL OTHER DEPARTMENTS!!!** Needless to say, Hartney's "Western Swing" is still going strong! Join the swing to Canada's First station for **PROVEN RESULTS...** Results your Cash Register will tell you about!

CANADA'S FIRST STATION

Your TV EQUIPMENT Shopping Guide

Here are the top names in TV film and studio equipment:

- **HOUSTON-FEARLESS**
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
- **MOLE-RICHARDSON**
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **AURICON**
16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.
- **GRAY**
Telop — Projects Opaque or Transparent Material, Solid Objects, Tape, etc. Teloprojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**
Film Editors, Previewers, Synchronizers; Optical and Magnetic. Standard Equipment throughout the Film Industry.

FOR FURTHER INFORMATION ON THESE AND ACCESSORY ITEMS

PHONE, WIRE, WRITE OR HITCH-HIKE TO:

THE TOP NAME IN THE BUSINESS

Alex L. Clark
LIMITED

2914 BLOOR ST. W., TORONTO 18
CEdar 1-3303

cae

Your call letters for Telecasting needs

— T.V. Transmitter
and Studio Equipment

cae places
at your disposal—

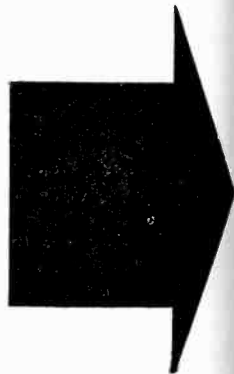
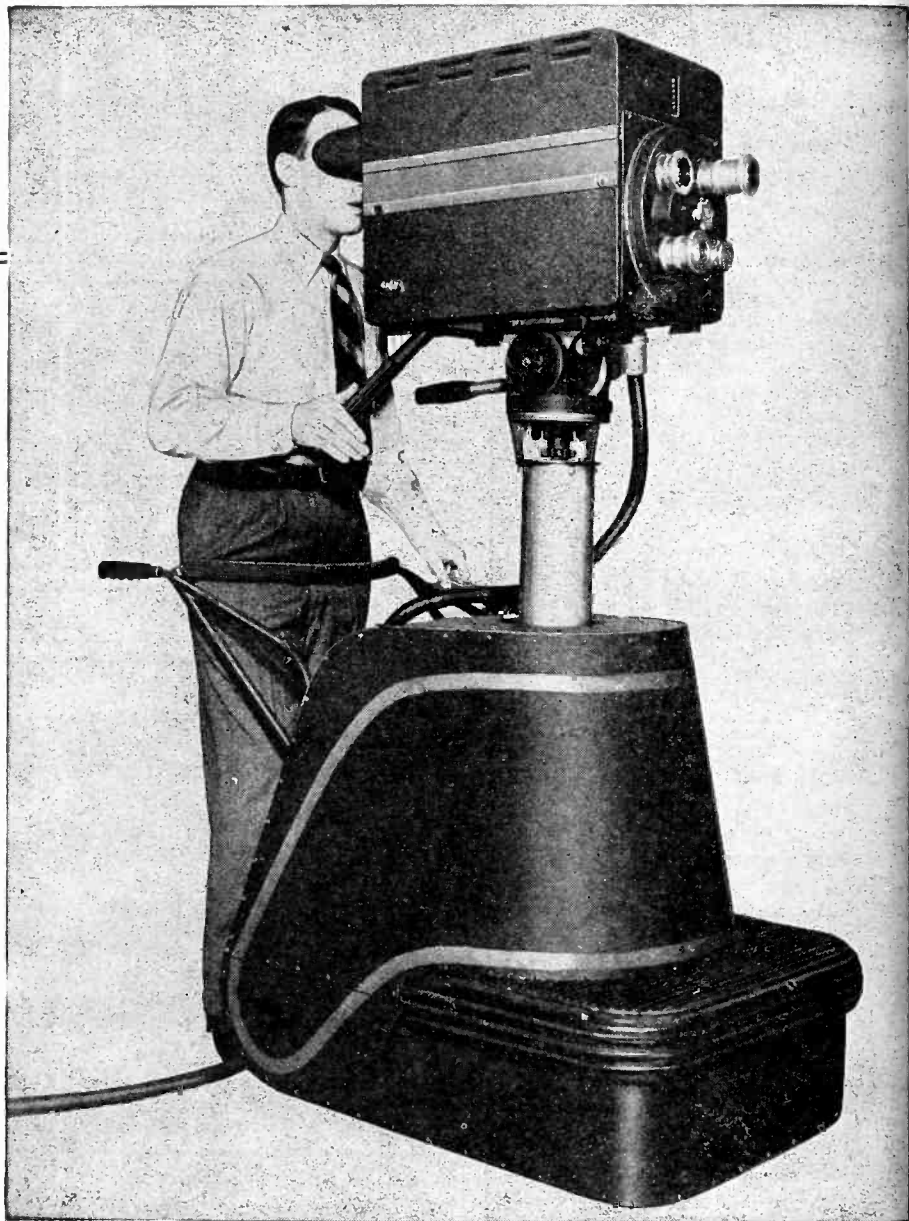
- *Consultation service*—to assist in the preparation of briefs and specifications to obtain your television license.

- A large and highly-trained staff of television design, installation and maintenance engineers who are ideally qualified to:

... design and install the equipment you require

... provide maintenance and modification services to suit your needs.

cae offers the finest in Television Studio and Transmission Equipment.



Look to...

DU MONT

for the finest in Television Studio and Transmission Equipment

sold exclusively in Canada by **cae**

DU MONT

Television Studio and Transmission equipment is recognized in North and South America as a leader in the quality field. Developed in the DuMont laboratories, this equipment has evolved as a result of DuMont's continued pioneer research in the field of high-performance units.

Operating-cost records show that DuMont Telecasting equipment has consistently led the field in low operating expense as well as dependability.

As stations grow, DuMont equipment has again proved itself with its greater versatility. Through the use of DuMont equipment it is easy to add to the power or facilities of the basic DuMont equipment complement, at any time with no obsolescence.

Purchasers of DuMont Telecasting equipment are assured of advanced electronics engineering, reliable and economical operation over its long life and excellent service at all times.

Consult **cae**—*exclusive Canadian representatives for*

DU MONT

The Most Respected
Name in Television

Call or write the **cae** office nearest you

Canadian Aviation Electronics, Ltd.

MONTREAL—HEAD OFFICE
8280 St. Lawrence Blvd.
Tel: VEndome 6211

TORONTO
261 Spadina Ave.
Tel: EMpire 6-7961

WINNIPEG
387 Sutherland Ave.
Tel: 522-337

VANCOUVER
2210 Cambie Street
Tel: FAirmount 1111

CAE-M-53010

Television

ASSIGNMENTS CAN BE INTERESTING

One day last fall as I was standing on a Toronto street corner, minding my own business of course, a plumpish middle-aged woman with a mildly wild look in her eye ran up to me and embraced me, shouting, "I want to hug you! You're the one who caught the Boyd gang".

That really happened.
No. I hadn't captured the Boyd



I'm Your Man
In Montreal!

When you need quick and complete information on these important

PAUL MULVIHILL represented stations, call me, Murray MacIvor.

- CJFX Antigonish
- CKBB Barrie
- CJCH Halifax
- CHOK Sarnia
- CKTB St. Catharines

PAUL MULVIHILL

21 King St. East
TORONTO
EM. 8-6554

and

1434 St. Catherine St. W.
MONTREAL
UN. 6-8105

gang. That was taken care of very nicely by one of the greatest man-hunts in Canada's history. But cameraman Stan Clinton and I were fortunate enough to have been on the spot soon after they were found in a deserted barn north of Toronto. Our camera told the story and we appeared that night with the film on the newly-opened Toronto television station. Somehow the fact that we were there and had brought the story vividly into her living room, and the actual capture, had been confused in that woman's mind.

I had been a newsreel editor one week at that point, and had decided life could be interesting. That was a year ago and my adventures during the past year have proven just that. Leaping in and out of speeding cars in wild and not-so-wild chases has become part of my routine.

I spent one day in Mercer reformatory filming the story of women who had gone wrong. Clinton and I were faced with the problem of telling our story without showing the faces of any inmates. It was a problem. We shot them from behind, from the neck down, in large groups, in silhouette, and I even conducted an interview with one young girl, showing only her hands, beating out a monotonous tale at the base of a sewing machine.

The story, as a capsule-size television documentary, was used on *CBC News Magazine*, a show I direct and write Sunday evenings at seven. Spot news stories appear the same nights they are shot, on the program *Tabloid*. The shows are supervised by Gunnar Rugheimer, chief newsreel editor.

The newsreel editor position came into being with television. It can take a man anywhere at any time. One evening I planned on going to the theatre. Next thing I knew I was dispatching a film crew off to Sarnia to cover a tornado. I flew over the area next morning with a second cameraman in a huge bomber. Only after we were sky-bound did I find out that the bomber, on which we were hitch-hiking, was going to per-

form a few aerial tricks to test the plane. My stomach and I landed at different times. The girl I was to have taken to the theatre found another boy friend, but the Sarnia story was told in full that night on *Tabloid*.

Clinton, who has had many years experience filming features in Britain complains he never knows what to wear in his job. One minute he's knee-deep in mud. Next he's standing on Mayor Alan Lamport's plush office rug. One night recently I sped with cameraman Wally Donaldson to direct him in the coverage of a pre-election speech by CCF leader M. J. Coldwell in Hamilton. An hour later I was in Burlington interviewing Miss Canada of 1953.

One of my most enjoyable experiences was directing a feature on the preparations for the Stratford Shakespearean Festival. In 36 hours Clinton shot 2,000 feet of film, one minute focusing on the Avon River swans, the next on actor Alec Guinness. Clinton proved to be a poet of the tripod, with warm pictures of what must be one of the world's prettiest places.

Assignments can be as interesting as interviewing the world's greatest comedy actor or as routine as the opening of Parliament. They can be as pictorial and candid as a day at Toronto's island or as uninspiring as the laying of a corner stone.

Sometimes you are welcomed with open arms. Recently in covering a mock air-raid at Niagara Falls, New York, cameraman Bill Poulis and I sped up its main street, shooting from a convertible, at 80 miles an hour with a police escort, complete with blazing sirens. Other camera crews have found it took a lot of doing not to get the cameras smashed in covering some stories.

Sometimes stories come easy. Once a building across from the CBC on Jarvis street caught fire. A cameraman leaned out the window and pressed a button. Sometimes you have to walk a mile for one shot. To film the story of the man who plays the bells in the Hart House tower



By HARRY RASKY
Associate Newsreel Editor,
CBC Television

we had to carry lights and cameras many feet up a dark winding staircase. To capture a view of Toronto, looking down Bay Street, for a documentary on Toronto, we climbed several hundred feet up to the top of the City Hall tower. The scene lasted three seconds in the story. I counted them.

During the summer the cameramen and I carry swim suits in our briefcases, just in case there are water scenes to be shot. Working as a small unit means using many aids on location. I looked on with admiration as Clinton mounted his camera on a small child's wagon to get a "dolly" shot for a feature we were doing about art in the schools. I have boosted him into many a tree so we could get a high-angle shot, held his legs as he dangled out of windows high above the ground, handed him the camera as he lay on his stomach getting a low-angle shot we wanted.

Sometimes, when film editor Arla Saare decides some of these shots belong on the cutting-room floor, the cameraman and I moan a duet as mournful as the keening at a wake. But Miss Saare is usually right.

Our crews vary in size from two to five, depending on the length of the story and the conditions. Shooting time ranges from an hour to a week. We are, of course, often victims of the weather. Stories may be postponed because of rain, but we usually move indoors to do another item.

My fellow editors and I have covered many stories in the first year of Canadian television, from "bums" to beauties, from crime to politics, from airplane to the depths of the hydro tunnel at Niagara Falls, from movie-stars to New Canadians who could not speak English. We think we've helped tell the Canadian story to Canadians in a vivid way.

And, by the way, if Edwin Alonzo Boyd should ever escape again, I hope he knows it wasn't I who captured him. I just happened to be there.

96.7%

96.7% of the listeners is considered tops for any program but CFNB delivers an average daytime audience of 96.7% of the listeners for its advertisers every day all day long.*

Such listener acceptance is no accident. It proves that CFNB programming appeals to listeners.

Let CFNB deliver your message to this receptive audience.

* (June, 1953, Elliott-Haynes daytime report)

New Brunswick's
Most Listened-to
Station



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

5000 WATTS - 550 KCS. - FREDERICTON, N.B.
1923 - OUR THIRTIETH ANNIVERSARY - 1953

WANTED

There is a position available for an experienced advertising salesman at Radio Station CFOS. Good working conditions, salary and bonus. Apply by letter or telephone

W. HAWKINS
Radio Station
CFOS
OWEN SOUND

People

Joins Caldwell



Staff

Toronto — Gerry Quinney, with nearly a quarter of a century of radio behind him, has joined S. W. Caldwell Ltd., heading up their new equipment sales division, which embraces Califone Transcription players, Standard Super Sound-Effects records, Teletypewriter and a host of other items for radio and TV.

For the past four years manager of CJSH-FM, Hamilton, Gerry broke into the business at CKWX, Vancouver, in 1929. Since then he was production manager of CKRM, Regina, and manager of CFAR, Flin Flon, Man.

Back In The Swim



Staff

HE COULDN'T STAY AWAY! It's Fred Cripps, erstwhile Toronto freelance who shook the dust from his feet to trek back west to a news chief's job at CKXL, Calgary. Now he's back on Freelance Row, trying to make a new niche for himself, announcing etc., in spite of favorable publicity from G. Sinclair.



GASTON PRATTE, president of CFCM-TV, the Quebec City station which hopes to be the first on the air in that province, signs a contract for DuMont studio and transmitter equipment with Canadian Aviation Electronics Limited of Montreal, Canadian distributor for DuMont. Looking on are (left) CAE executive vice-president Russell Desaulniers and (right) station manager Henri LePage. CFCM-TV's test pattern may hit the air November 15th.

Tell Us Another

Everybody knows you can't hear CFOR... outside the city limits that is... except Lorne's Marketaria in Bracebridge.

What a cluck!

This otherwise intelligent merchant started using spots and special programs, back in 1950, at the time of the power boost to 1000 watts... as if that made any difference. And that's not all. Last year he bought a daily five minute newscast at 2 p.m. The other day he renewed for a second year.

If you'd like a couple of gold bricks or a pig in a poke, drop in on Stovin. Just say Lorne sent you.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

CHLT & CKTS, Sherbrooke, P.Q.

Retail Sales — the surest index of a market's worth — are UP in the district served by CHLT and CKTS, having increased 33.3 percent over the previous year. The percentage spent on food is higher than in any other part of Canada. Automobile and parts sales are up by 22%, and sales in departmental and drug stores also show increases. Tell your sales story where the money is—tell it over CHLT (French) and CKTS (English).

Representatives:

CANADA

Jos. A. Hardy & Co. Ltd. CHLT
Radio Time Sales Ltd. CKTS

U.S.A.

Adam J. YOUNG, Jr., Inc. CHLT & CKTS

There's No Coasting on the Coast

B.C.'s Billion Dollar Boom Is Really Rolling

Have you taken a new look at Canada's fastest growing province's Treasure Island — Vancouver Island

In every field — aluminum — power — wood processing — chemicals, B.C.'s economy and population are rapidly expanding.

NANAIMO — Sales Management just reports Nanaimo rang up a 14.5 per cent retail sales increase in '52. That's almost double the Canadian figure of 8 per cent. Its average family income was \$4,479 compared to the Canadian average of \$4,336.

PORT ALBERNI — New plywood plant adds 500 new employees and one million dollar additional payroll to be spent locally. The 500 million dollar Alcan development in Powell River spotlights CJAV's coverage of this area.

You'll keep pace with developments in the West by using the Treasure Island stations — CJAV, Port Alberni and CHUB, Nanaimo.



Stephens & Townsend

35 KING ST. W. EM. 6-4221
TORONTO



CHML Hamilton - CHLO St. Thomas - CJAV Port Alberni - CHUB Nanaimo



Do You Know This Man?

He is Don Jamieson, production manager of CJON, St. John's, Newfoundland. He says, "We have sold SESAC Transcribed Library shows to sponsors who chose them over top-rated package shows. Thus, we've been able to save part of the budget which would have gone for expensive open-enders and realized a greater profit. There is no doubt that broadcasters can gain a lot from the SESAC Library."

AT THE WAB CONVENTION — Lou Tappe, Alice Heinicke, and Bud Prager will be glad to demonstrate the sales-boosting SESAC Transcribed Library for you. Be sure to visit them at the Jasper Park Lodge.

AT YOUR OWN STATION — See and hear this complete program service by dropping a card to

SESAC Transcribed Library

475 FIFTH AVENUE

NEW YORK 17, N.Y.

The Voice of the Eastern Townships

CHLT

(FRENCH) 900 Kc. 1000 Watts

CKTS

(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary

Join the hundreds of local and national advertisers who are reaping benefits from CKCH's quality programming and efficient operation.

CKCH

HULL and OTTAWA

Representatives

OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.

In This Corner

WHERE DO WE GO FROM HERE?

By Richard G. Lewis

With the 1953 elections over, and the Liberals returned comfortably to power once again, the voters have just about had time to revert to their usual state of apathy, scarcely caring who to be apathetic about.

Through the coming four years — provided, that is, that our government still considers parliamentary debates on measures already decided upon worth the effort — a listless House will sit wearily while the appropriate minister condescends to go through the formality of telling the members what the government is going to do; irate Conservatives will inspire the customary sneers and jeers from the government benches as they mouth futile protests over the further depredations against our freedom, and somewhere in a far corner of the House, a still insignificant handful of impractical idealists will smile to themselves and each other, as they see the party that thinks it beat them into the ground carrying out, one by one, each of the Socialist measures it advocated, and which it was allegedly licked for advocating.

Lest this tirade be interpreted as a dirge for the conquered Conservatives, let it be made clear that it is our opinion that the Liberals won because they promised to make the public more dependent on their government, by assuming more of the responsibilities that should be borne by the people, than did their hapless antagonists. It is pretty obvious though that the Conservatives came

a close second in their offers of something for nothing. So much is this the case, that the 1953 elections will probably go down in history as the ones in which the people were offered two kinds of Socialism — Conservative Socialism which they turned down or Liberal Socialism, which they retained.

Criticism of this might be raised on the grounds that the people of Canada had an opportunity to change their government had they wanted to, but that they decided against doing so. Actually though, could they have really changed?

• • •

Time was when political fisticuffs were exchanged between two factions — individual enterprisers and state enterprisers. Today the second group has split into a number of schisms, varying from advocates of the drastic extermination of the individual sought by the Communists to the state control of key industries as was originally propounded by the CCF, but which has now been taken into the policies of both Liberals and Conservatives. Also there is the not-to-be-overlooked platform of the up-and-coming Social Credit party, which advocates letting industry operate on a private ownership basis, but would nationalize their finance by taking over the banks.

All these *isms* and *ologies* were dangled before the collective nose of the Canadian electorate at the beginning of this month. But what happened to the old-fashioned — reactionary

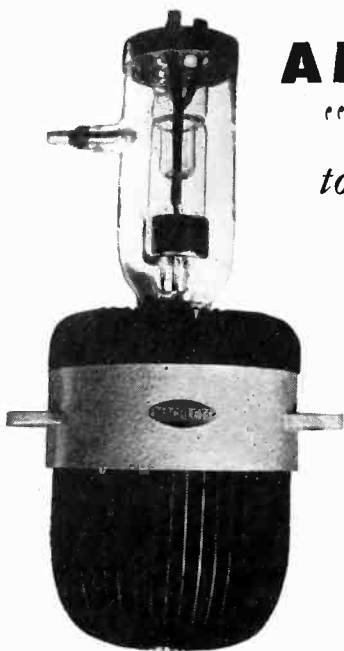
if you wish — system called private enterprise, the system which was responsible for affording us an opportunity to earn the right to all the 20th Century's comforts and privileges?

Phrase it as you will, present day systems of government all base their appeals upon boons to be bestowed on the people, whether they *earn* them or not. They vary only in the volume and nature of those boons. One word that is so vital to economic security of a sane kind has disappeared from the politician's vocabulary. It has been omitted from all parties' platforms. And that is that same word — "*earn*".

• • •

The pattern which has been slowly weaving itself into the fabric of our lives ever since industry volunteered its resources for public service in the prosecution of the war is here to stay. Politically that is. On the other hand, the days are gone when a group of men could find the inducement to hack a railway across Canada in the profit urge. These same men would have to work just as hard for commensurately more gain. But their profits, or most of them, would be taken from them to buy a man they'd never seen a bonus for his grandchildren, security for his old age and a granite head stone for his final resting place.

The burden which is being thrust upon the higher bracket earner is beyond belief. Unfortunately, those who are on the receiving end of this



AM OR FM

"You're on the air to stay"

with
MACHLETT TUBES

Machlett broadcast tubes are designed to serve all broadcasters—AM, FM and TV... and to provide reliable, low-cost operation at all power levels.

OVER 50 YEARS
SPECIALIZING IN TUBE
MANUFACTURE EXCLUSIVELY

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.
BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Advertising Department DS-53-19
Dominion Sound Equipments Limited
4040 St. Catherine St. West, Montreal, Que.

Please forward data

NAME
COMPANY
ADDRESS
CITY

AVAILABLE

The
DON WRIGHT CHORUS

Featured on the Dominion Network Sunday evenings for 6 successive (and successful) seasons. Two years CBC and MBS sustainer — four years Westinghouse.

This ready-made package, with audience at a fraction of a cent per listener, is ready to go.

DON WRIGHT

"Stonegates" — Phone 3-0886 — London 5, Ont.

DID YOU KNOW THAT



Even our Dept. of Sanitation Recommends Using

CKCL
TRURO, N.S.

When you really want to clean up, contact

OMER RENAUD & CO.
Toronto or Montreal
Today

compulsory alms-giving — because that is what it is — far and away out-number the donors, so present day politicians, aspiring and perspiring for office, find it pays to base their campaigns on the slogan — “something for nothing” and “soak the rich”.

If business wants an opportunity of getting at least as large a share of what it earns as it is forced to hand over to those who don't, then it has some pretty serious thinking and planning to do. For one thing it has to consider organizing itself into something just as effective, and, when necessary, just as ruthless as the trade unions whose membership are strong enough to call the shots for the government and which business is forced to combat. It has to take steps, and no uncertain ones, to get for itself the same recognition as those on the receiving end of the welfare it provides.

Our critic will be raising his other eyebrow at this point. “What about your Chambers of Commerce, your Boards of Trade, your Service Clubs, your Trade Associations?” he will ask.

These business groups are the logical organizations to do the job. They'd do it too — except for one factor — their members.

Governments are given to handing us back some of the money they have obtained by dipping their hands in our pockets — a little here and a little there, in the form of orders for goods and services. The Government knows it will pay it to handle business with kid gloves to a certain extent, because industry could, if it wished, cut them off from supplies of the goods they need to run the country. But these government men know the trade associations and their members too. So they see to it that their orders are very dexterously placed. Then they sit back and wait for the explosion. Sooner or later it comes, precipitated by some one who has been left off the government list. Then all Hell breaks loose as the industry decides, at its annual convention, to put the government in its place once and for all.

Then a member rises quietly to his feet, and everyone stops shouting.

He will be an influential member. You can bet on that. They always are, the ones who get the government orders. He will wait for complete silence, clear his throat and say: “Mr. Chairman and gentlemen! Aren't we going at this thing a little too fast? Shouldn't we think things out thoroughly before we act too drastically? After all, it is the Government, you know, and their business” You know the rest. The membership is completely divided. They wrangle for two or three hours, and the filibuster is finally broken only when a member with a date for dinner suggests that the whole matter be turned over to next

year's board of directors for further study.

Two things are certain.

First, business is not going to get deliverance out of its oppression from the politician. The cry of the masses rings too loudly in his ears. And the words of the cry are: “Soak the rich!”

Second, the present system under which business is isolated into industries and industries into individuals just won't work.

Look at the trade unions.

Certainly each trade has its union and each union its locals. But it has something else besides. It has an organization which is a fusion of unions, called a Congress of Labor, which could gain the support of most if not all individual unions in a general strike if it decided to call one.

Business, on the other hand, has no organization comparable to its employees' “Congress”. When the heat is on in a certain industry, that industry could yell till it burst its lungs, before other industries or others in the same industry would rally around; before the motor manufacturers would come to the assistance of the insurance corporations; the broadcasters of the publishing interests.

Down through the years, Labor has been a sacred cause, and it is ingrained in its rank and file that they must be ready at all times to obey the call of their leaders. But the management of any one business, besides feeling no particular affinity for anyone off its immediate track, and outside its own trade association has not a group of leaders organized to blow the alarm when danger threatens the system of which it is a part. The organized forces of labor, often strong enough to call the shot with the government, can thumb their noses at management, which can only retaliate by going out of business.

cics
SELLS
in
Stratford

CFCO goes over the top again
More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: 76,950 homes
¼ hr. program class “B” lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes
¼ hr. program class “A” lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

A Weekly BBM of 74,310
gives
CJBR
Rimouski

The Largest French-Language Potential Coverage in Canada after Montreal and Quebec City

5000 WATTS ON 900 KCS.
Supplementary to the French Network

CJBR
RIMOUSKI

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

ANOTHER PROVEN STOVIN STATION

V
O
C
M

Good... Availabilities
FOR
Better... Audiences!
FOR
Best... RESULTS!


The Comparative Values of Nfld's '590' Station are Proved by Superlative Sponsor Loyalty - - -

Indicated in 16 years of continuous Advertising on VOXM by St. John's Leading Business Establishments!

SELL
NEWFOUNDLANDERS
SINCERELY & SUCCESSFULLY
WITH THE

Voice Of the Common Man
COLONIAL BROADCASTING SYSTEM LTD.

Contact Our Reps.
STOVIN & CO. — ADAM YOUNG



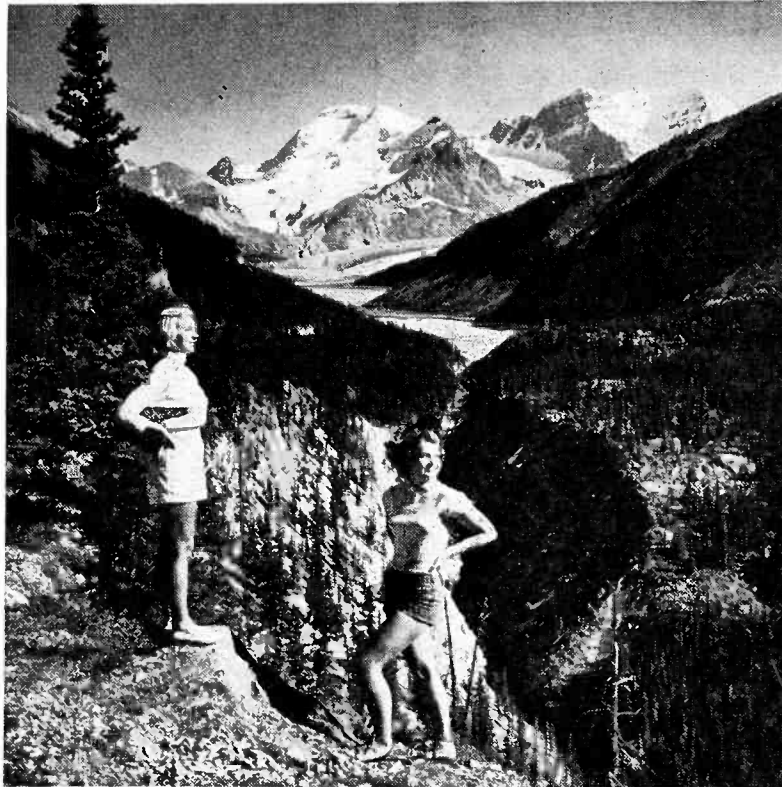
NFLD'S OWN

SPOTLIGHT ON JASPER

W.A.B. CONVENTION—AUGUST 30th to SEPTEMBER 2nd, 1953



JASPER IS A HAUNT of many broadcasters. Here is a slightly informal one of one Mr. B. Crosby, a singer 'tis said, photographed on a hunting trip.



MOUNT ATHABASKA IS THE MOUNTAIN in the background if your eyes can reach that far. The CNR's press department fails to identify the other two attractions in the picture. Neither do they guarantee they will be there to greet the broadcasters.



ROOM SERVICE! Tired after the day's deliberations. Bell-boys like this one will obey your phone call with refreshing drafts of lemonade, or Northern Red Eye, if you're one of those.



JASPER'S MAIN LODGE, rebuilt in record time after last year's disastrous fire, is in use again, and will house the broadcasters for their meetings. It is seen at the left. At right you can see how you can drive your ball clean over Mt. Athabaska, if you go in for such violent exercise.

Photos by C.N.R.

THE WESTERN ASSOCIATION OF BROADCASTERS Registration Desk opens Sunday, August 30 for the 1953 Convention at Jasper Park Lodge, Alberta.

For those who can resist the attractions of this Rocky Mountain Beauty spot, several of which are pictured above, the opening session will be called to order at 10.30 a.m. Monday, August 31, when delegates will hear a report from the president of the parent association, the Canadian Association of Broadcasters, F. H. Elphicke. At 11.00 there will be an address by CAB Executive Vice-President Jim

Allard. At 11.30 there will be a special general meeting of the Canadian Association of Broadcasters to deal with formalities in connection with that Association's change of name.

Tee-off for the annual golf tournament is at 1 p.m.

Pat Freeman, CAB Director of Sales and Research will report to the WAB at 10.30 on the morning of Tuesday, September 1. A report on the Program Clinics being conducted by BMI Canada Ltd., followed by a discussion on the new CBC regulations is slated for 11 a.m.

The meeting will resume after lunch at 2.15 when a report will be delivered on the WAB Engineers' Conference. Election of officers takes place at 2.30. Committees hand in their reports at 3.

Adjournment is called for 5.30 when there will be a reception and presentation of golf prizes. The annual dinner will take place at 7.15 p.m.

The final day, Wednesday, September 2, opens with a panel discussion on television. "New business" will occupy the members' attention at 11. Adjournment is called for 12.30.

B.C. IN FIFTY-THREE

By R. M. WILLIAMS

Big, bountiful, beautiful British Columbia is busting its britches. Some of the world's smartest merchandisers (if you agree that Sears-Roebuck, Robert Simpson's and the T. Eaton Company are smart) have recently devoted millions of dollars to gaining a foothold in this lush market, long dominated by the Hudson's Bay Company and Woodward Stores. And yet, to many eastern businessmen it is an unknown country, a perfect example of neglected opportunity.

There are still a good few Canadian commercial pundits capable of offering constructive criticism to British manufacturers for not paying personal visits to their Canadian markets, and at the same time blandly admitting that they themselves have never been west of Winnipeg. If western hospitality is not sufficient lure, it should surely be titillating news that British Columbians paid 239½ million dollars income tax in 1952, which is more than all three of the other western provinces put together.

Where the dollar is, there should be the advertising manager's heart be also. It is rather rough on the shareholders that national sales planning is so often designed without more than long distance regard for the special, and peculiar, conditions in Canada's most westerly province.

Until the last war this neglect might conceivably have been justified on the basis that the results would not warrant the expense. This is no longer true, and it might be helpful to put some sort of a picture of present day British Columbia before those who have been out of touch with the fastest growing province for even as little as a year.

No purely statistical report can convey an adequate impression of the B.C. potential. Figures are con-

fusing at best, and at the worst they can be misleading. But examples, typical of the whole, can sometimes create an accurate impression. It is for that purpose that the following rather random jottings are intended.

Total income tax collections from B.C. increased 60 per cent from 1951 to 1952 (the last figures available). Not only were they more than the combined total of the three prairie provinces, but the individual taxes (a separate category) amounted to more than three times the combined total of the maritime provinces. The corporate income taxes for B.C. (nearly double the previous year, by the way) amounted to the combined total for the three other western provinces plus the maritime provinces, plus Newfoundland. In other words, the total of B.C.'s corporate income taxes for 1952 equalled all the rest of Canada outside Ontario and Quebec. In pondering these figures it is pleasant to recall that income taxes are not just a measure of business, they are a reflection of profits.

So far as retail trade goes it is said that last May was a comparatively disappointing month, but it is the latest for which the D.B.S. figures are available and they show a total of \$118,240,000. This was substantially more than any other western province, and 65 per cent greater than the total of the three maritime provinces combined.

Any sales manager, anxious to play a little golf in Canada's evergreen playground this winter, should find it easy to convince his directors of the need for personally investigating this lush land where weekly wages in industry now average \$64.38... a spendable income 33 per cent greater than that earned in Nova Scotia, for example, and 20 fat dollars a month more than Ontario. All through the piece, it seems, British Columbians take home more money, and are better sales prospects, than their opposite numbers in other parts of Canada. The British Columbia logger pockets \$75.59 per week against his Ontario counterpart's \$59.23. And although you'd think he'd be satisfied to work for less, the B.C. miner makes an average of \$81.44 per week compared to his Ontario comrade's \$69.04. This was at June 1st this year, and goodness knows what's happened in the meantime. Things are getting better all the time.

One reason for the steady improvement is the extraordinary capital development program, initiated by top level policy makers in industry, whose planning is understandably of the thinking in lower echelons.

Among the first examples of this was the decision by the Guinness interests, before the war, to develop a super-doooper residential property in the craggy wilderness on the north shore of Burrard Inlet, across the harbor from Vancouver. It is now flourishing as the British Pacific Properties.

The story has it that the Guinness planners scoured the world to discover a spot that would provide the safest and most profitable return for the family's surplus funds, not now, but in a hundred years. They chose Vancouver, and they didn't have to wait that long.

From the virgin mountainside they carved an elaborate sub-division,

complete with 18 hole golf course, paved roads, fire hydrants and gold leaf street signs, before they sold a lot. More millions went into building a bridge across the harbour mouth to give access to the property. That bridge is now inadequate for the teeming traffic, and British Pacific Properties is the swank residential section of Vancouver.

Similar in concept, but greater in scope and different in purpose, is the recently announced development of Anacis Island in the mouth of the Fraser River. Organized by the late Duke of Westminster, scores of millions of dollars will be spent in developing this 1200 acre island into a completely integrated industrial area and ocean-going port. Land clearing has just begun on this great future site of factories, warehouses and docks, which will be connected by bridge with the fresh-water deep-sea port of New Westminster.

Some of the current projects in British Columbia stagger the imagination. Much has been written about the Aluminum Company development at Kitimat, and the huge investment of \$500,000,000 that will be required before it is completed. But how many know that it will create an entirely new town of fifty thousand inhabitants, who will live and work and provide an urban market in what is now a complete wilderness.

Each new development is bringing similar collateral projects in its wake. The Trans-Mountain Pipeline to be completed this fall at a cost of nearly \$100,000,000, has already given impetus to a whole new train of industrial projects, including a six

(Continued on page 20)



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- DAVIES, Joy
- FRID, John
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OLSON, Louise
- OULD, Lois
- RAPKIN, Maurice
- STOUT, Joanne
- TELLING, Charles
- THOMAS, Christine

Day and Night Service
at
Radio Artists Telephone
Exchange

when it's RADIO...
in Canada's **3**rd market!
look to the leader



★ Rated tops in listener-preference for six years running, 'WX continues to outdistance its competitors in 1953.

★ Time on 'WX is the best buy on the air.

LOOK TO THE FACTS—LOOK TO THE LEADER

Extracts from Elliott-Haynes 6-year percentage of Listener Trends:

Summary of Distribution of Audience (By Total Years—9 a.m. - 10 p.m.)

	Station 2	Station 4	Station CKWX
1947	14.2	18.0	19.9
1948	14.5	16.5	21.6
1949	15.8	19.0	24.6
1950	16.1	21.7	25.6
1951	15.5	20.9	23.5
1952	16.0	22.5	26.1
Average	15.4	19.8	23.6

In B. C.—Canada's third largest market—LOOK TO CKWX

★ 61% of B. C. retail sales are in the 'WX area.

★ 'WX has complete coverage in this rich market.

Reps: All-Canada Radio Facilities Weed & Company

Vancouver's
CKWX



"No wonder we're TOP DOG on the Coast with everybody playing FIESTA... the Radio Game with the Fabulous Jackpot!"

WOW!!

The most on radio



Music!



Fun!



Excitement!

★ **TONY
MARTIN**

★ **GINGER
ROGERS**

★ **DICK
POWELL**

The biggest show . . . at the lowest price

12 one-minute spots plus 3 chain breaks every hour . . . 75 per week! National advertisers . . . regional advertisers . . . local advertisers . . . all rarin' to participate. We know because we've SOLD them!

Schedule it daily 5 hours a week or as 4 separate quarter hours a day! Whether you sell spots, participations, quarter-hour sponsors, half-hour or full-hour sponsorship . . . "The Hour of Stars" will bring your station plenty of extra profits!

Never before such an opportunity to offer the glamour of big-name stars . . . the response of a big listening audience . . . the prestige of a big-time show! Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee make a dazzling combination that will have the whole town listening, applauding and buying! Call your All-Canada man now!

ALL-CANADA RADIO

VANCOUVER

CALGARY

WINNIPEG

Star-studded musical show 5 full hours every week!



...society!

★ PEGGY
LEE

**"The
HOUR
of
STARS"**

FILLED WITH
MUSIC! MUSIC! MUSIC!

Radio's greatest orchestras and singing stars!

Full of one-minute spots and chain-breaks
that mean dollars pouring in for stations!

FACILITIES LIMITED

TORONTO

MONTREAL



CANADIAN GENERAL ELECTRIC

WELCOMES DELEGATES
TO THE W·A·B CONVENTION
AT JASPER PARK LODGE

Sept. 1st and 2nd

**C·G·E REPRESENTATIVES WILL
BE THERE TO DISCUSS YOUR
AM OR TV PROBLEMS**

Electronic Equipment Department
CANADIAN GENERAL ELECTRIC COMPANY
LIMITED

(Continued from page 17)
million dollar refinery at Kamloops, a ten million dollar refinery in Burnaby, and others. When the gas pipeline of Westcoast Transmission finally brings natural gas from northern B.C. and Alberta to the Pacific Northwest the resultant development of gas-using industries will dwarf even the huge original investment. Power is the magnet which attracts industry, and B.C. has power to burn, so much in fact that the B.C. Power Corporation is currently exporting its surplus electricity to the kilowatt hungry states across the border.

Nevertheless the planning goes on for still more power in advance of the growing needs. A one hundred and fifty million dollar hydro project being planned at Bute Inlet, while the Government Power Commission goes ahead with a hydro development at Spillamacheen in the interior of British Columbia, and the B.C. Power Corporation proceeds with additional projects on Vancouver Island.

What significance does this have for the eastern industrialist, the Toronto ad and sales executive, the Montreal space and time buyer? It means that it is time to take another look at the actual and potential market across the Rockies. Perhaps he has been underestimating it, and his competitors are getting the jump on him.

Perhaps it means the necessity of a little up-to-date market research. It does no good to know that more than 350 new houses have gone up every month in Vancouver so far this year, if you don't know that a big proportion of those houses are the flam-

boyant ranch type — with whole walls of glass . . . a market for special huge textile designs in drapes, for example. And 350 houses need a lot of furnishing when the neighbors can see right in.

People live differently, and feel differently, in an evergreen world, where snow may come fleetingly or not at all, and seventy degrees is a really warm summer day. But only half of B.C.'s population live in the lower mainland around Vancouver. There is real desert country around Osoyoos, just behind the first range of mountains. There are communities where hardly any English is spoken, and there are so many Scots in Vancouver that there is a special section for the "Mc's and Mac's", with a consequent lively market for oat cakes, haggis and bag pipes.

British Columbia's peculiarities meant little — and such things as its special problems in radio coverage were relatively unimportant in the larger national picture just a few short years ago. But it is different now, and the sales manager who is indifferent to half a billion dollars for a single industrial construction project should prick up his ears at news of the \$6,000,000 which Simpson-Sears is spending on its new store in Burnaby, or even the \$650,000 that they are investing in Nanaimo. There's significance in a new fifteen million dollar Vancouver warehouse for the Safeway food chain store, and the new \$2,000,000 department store for Woodward's in the comparatively small town of New Westminster. Those fellows are merchandisers, and their money in B.C. underlines the presence of new markets for the aggressive salesman to conquer.

Kelowna, B.C. is: the home of "Miss Canada", **Kathy Archibald!**

● the home of B.C.'s Premier, **W. A. C. Bennett!**

● the home of British Empire Game high diving champ,
Dr. George Athans!

● the home of Canada's Greatest Water Show, the
International Regatta!

● the home of B.C.'s Athlete of the Year,
Ray Bostock!

● the home of Canada's champion Junior Farmer,
Rudy Moyer!

● the home of **CKOV**, the Okanagan Valley's Number One station, situated **Smack** in the centre of a 25 million dollar a year fruit and vegetable industry!

Talent

Beauty & the MGM Lion

The St. Boniface gal who made good, Gisele LaFleche (which means MacKenzie in English), continues on her way to the top in big strides. She is being helped largely by the radio system of guest appearances, a practice which enables a sponsor to get variety in his program talent without too much variety in the bank roll.

Gisele's next reported step is to be a guest on the *Guy Lombardo Show* which replaces Jack Benny on CBS for the summer. She will rotate appearances with other noted songstresses like Dorothy Collins, June Valli and Toni Arden, but you won't get better than even money against Gisele turning in the most lively performances.



Gisele is seen in the above picture with Imperial Tobacco's showman, Denny Vaughan, during a Toronto stopover in her recent series of stage appearances on the vaudeville circuit.

And Vaughan has just released his first recording under a contract with M-G-M Records which should go a long way towards increasing the popularity of this bright, young Canadian composer-arranger-conductor-musician. While not the first recording Vaughan has made, since he has also been disc'd under As-

sociated and Muzak labels, it will be his first work promoted for general sale.

Featured side of the platter is a ballad, "In Single Blessedness", which Vaughan and his spouse — a former Parisian countess — collaborated on adapting from a French-Canadian folk song. It must have lost something in the translation but the experts are looking forward to a good sale. Custom demanded that something go on the other side and it turned out to be "Spoon, Spoon, Spoon".

STORK MARKET

Keith Dancy, CFCF Montreal's combination sports director and sales representative, has become a father, with the co-operation of his wife, Mimi, who presented him with a 9-pound daughter named Michele, July 23rd.

Laura and Gordon Garrison are celebrating the arrival of Terri Joanne, who weighed in July 21st at exactly 8 lbs. 13 ozs. Gordon, one-time CKX Brandon radio fledgling, is now station manager of CKLB, Oshawa.

To ALL W.A.B.
Conventioners

Greetings

Drop In And See Us
On The Way Home

A. A. MURPHY
VERN DALLIN
BLAIR NELSON



ckx
brandon
sends
good
wishes
to
the
w.a.b.

Representatives:
Radio Representatives Ltd., Canada
Adam J. Young Jr. Inc., U.S.A.

J. B. Craig
President &
Managing-Director

TV
commercials

PRODUCED IN OUR
STUDIOS AND LABORATORY

motion picture
productions

FOR INDUSTRY
AND EDUCATION

film
services

ANY OF THE FOLLOWING
SERVICES IN 35MM AND 16MM

TITLES	PHOTOGRAPHY
STUDIOS	SOUND EFFECTS
RECORDING	MUSIC LIBRARY
	EDITING
RECORDING FROM TAPE TO FILM	
COMPLETE LABORATORY FACILITIES	
16MM KODACHROME PRINTING	
SLIDEFILMS	

experienced
department heads

PRODUCTION	A. J. BURROWS
LABORATORY	C. J. R. BOURNE
PHOTOGRAPHY	E. C. KIRKPATRICK
SOUND	G. A. THURLING
NEWSREEL	C. F. QUICK

WRITE OR PHONE
WITHOUT OBLIGATION
FOR ESTIMATES AND SCREENING
OF OUR PRODUCTIONS

SHELLY FILMS
LIMITED

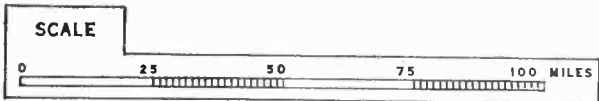
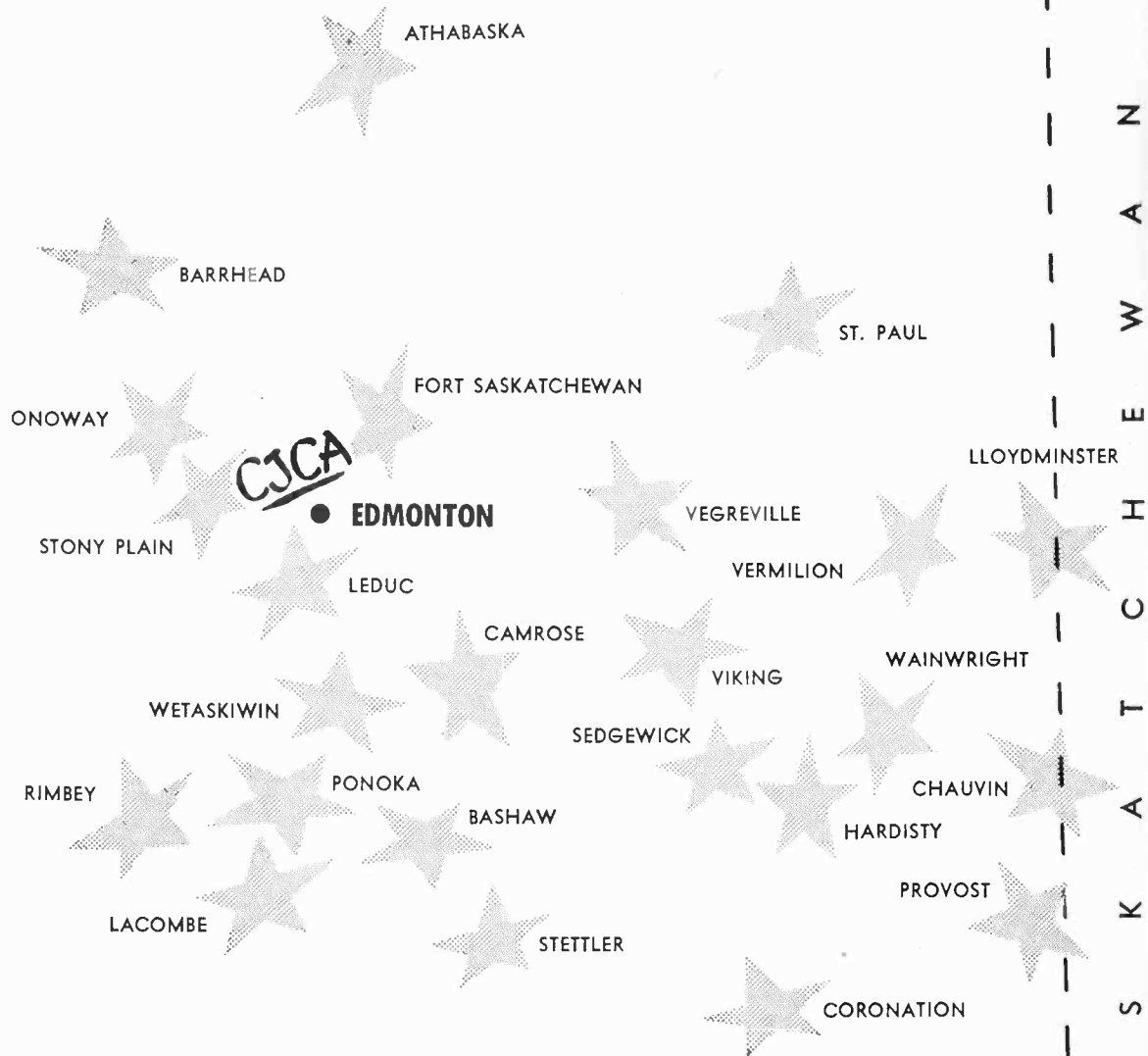
TORONTO 14 CLIFFORD 9-1193
LEON C. SHELLY PRESIDENT
ESTABLISHED 1924



EDMONTON
AN ALL-CANADA STATION

1953 FARM SURVEY...

taken from these Alberta centres

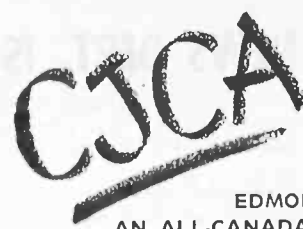


1,189 FARM HOUSEWIVES

interviewed from these centres (1,264 attempted calls)

- Survey taken by Alberta Government Telephones, April, 1953
- Audited by Geo. A. Touche and Company

1953 FARM SURVEY...



EDMONTON
AN ALL-CANADA STATION

CJCA STARS IN FARM HOUSEHOLDS!

68% listen to CJCA for
supper-time news (6:00 p.m. daily)



Russ Sheppard
News Editor



Don Clayton
Farm Director

60% regularly follow Canada
Packers Farm Show (12:15 noon)

(ELLIOTT-HAYNES' SURVEYS
EDMONTON, MAY, 1953 **61%**)

39% hear Curley's Corral every
weekday morning from 5:00 to 6:00 a.m.



Curley Gurlock
Western Disc Jockey



45% FARM HOMES HAVE
RADIOS IN THE KITCHEN!

(15% HAVE 2 OR MORE RADIOS)

News

CFQC NEWS DEPT. IS PRECISION BUILT

Written for and run in our 1951 CAB Convention issue, this article has been in demand ever since as a pattern for a news department. It is in response to this continuing demand that we are printing it here.

Only the surface of radio news has been scratched by most radio stations, according to Godfrey Hudson, news director of CFQC's seven-man News Service, who lives, eats and sleeps news, with just enough time out to keep up with his favorite magazine, *Atlantic Monthly*.

Hudson hopes all stations will establish news departments "on a professional basis," because, as he puts it, "one of the best ways for a

private station to sell itself to its community is to have able reporters covering community activities, a function which is not performed by the networks." He believes that stations could be of great help to each other "in covering events on an exchange basis on a wider scale than is usually done."

Precise Hudson, whose mind works with the precision of a slide rule, took over CFQC news in April, 1941, when most of the previous output

had been scalped from the local paper. He has developed it to the point where it now airs 16 daily newscasts and sportscasts (six on Sundays) through the combined efforts of six men and a girl, and the teletypes of the two news services, costing a monthly \$2,100 for salaries, service fees and incidental expenses. With one exception these broad-casts are all sponsored.

Hudson has doggedly developed his department, step by step. When he took over as news editor in 1941, he was a one man news department, with staff announcers doing the sports shows. In 1946, sports coverage was turned over to the news department (which became the "News Service") and Hudson's title was

changed from "news editor" to "news director".

Hudson picks staff with typical thoroughness on the basis of a written application, psychological test, intelligence test, personal interview and audition. Staffing the department is the responsibility of this six-foot farm-bred bachelor, now in the beginning of his 30's, who followed his graduation from the University of Saskatchewan with successful courses at NBC's Northwestern University Summer Radio Institute in Chicago in 1946 and the summer sessions of the Medill School of Journalism, Evanston, Ill., in 1947-48. (On the human side, he likes drawing, music from old time to classics, judging livestock and shapely medium height brunettes).

The staff consists of two co-ordinators and senior editor-reporters, one for mornings and one afternoons; a sports editor-reporter; a women's editor; an intermediate editor-reporter; and a junior editor.

Hudson methodically lists the duties of his staff as follows:

- (1) Editing of news and sports.
- (2) Personal coverage of news and sports events in Saskatoon and district.
- (3) Announcing of news and sport.

Daily and more frequent phone contact is made with the mayor; the city commissioner; the chief of police (every morning and afternoon and three times on Sunday); the fire chief daily (and four daily calls to the general fire department); the RCMP (twice daily); the ambulance service (three times); president of the University (daily); Board of Trade Commissioner (daily); two major hospitals (every morning).

All calls, Hudson says, are made at set times. And he means what he says.

CFQC reporters cover meetings of these organizations: City Council; Police Commission; Transit Board; Board of Health; City Hospital Board; Playgrounds Association;

AGENCY OPPORTUNITY

for experienced production-minded man in Radio-TV Department of active Toronto agency.

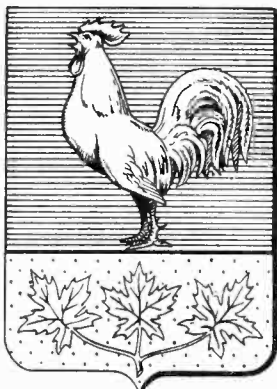
This is a job with lots of action, responsibility and good pay. Station background helpful.

We're in a hurry so apply now to:

BOX A-174

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

CHFA



JE CROIS ET JE CHANTE

60,000 FRENCHMEN can't be wrong

CHFA, "the West's Most Progressive French Radio Voice," opens over 60,000 customer sales doors for your product!

680 KC.

La Voix Francaise De l'Alberta

Our Representatives: Omer Renaud & Cie. Toronto and Montreal

Now Hear This! Now Hear This!

A lot more Albertans will be hearing us when we unlimber our new electronic larynx and start shouting with

1000 WATTS on 850 KCS.

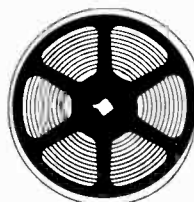
on NOVEMBER FIRST

It's one more reason why you should use

CKRD

RED DEER

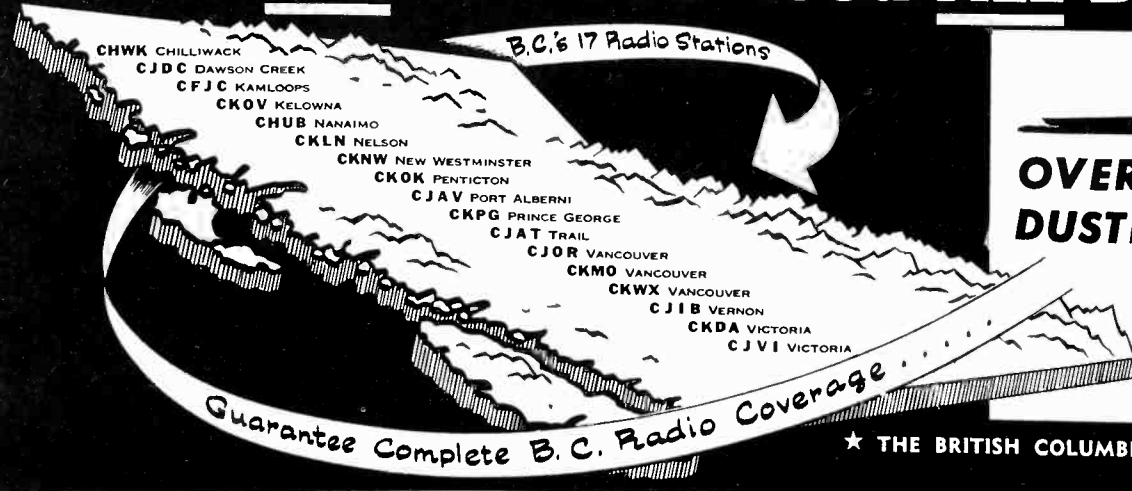
Radio Representative's men will be around soon to tell you all about it.



GRAPHIC associates
Firm Production Limited
21 Grenville St., Toronto
PR. 3055

TELEVISION COMMERCIALS

To sell ALL B.C. You need ALL B.C. Stations



OVER 30 MAJOR INDUSTRIAL CONCERNS STARTED BUSINESS IN B.C. LAST YEAR

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

Parks Board; Board of Trade; Saskatoon Exhibition Board; Saskatoon Trades & Labor Council; Saskatoon and District Labor Council; Saskatoon Branch Canadian Legion; Saskatoon Council of Women; Saskatoon Branch Canadian Association of Consumers.

Periodical contact is made by phone with: provincial leaders of political parties; local members of Parliament and of the Saskatchewan Legislature; various professors of the U. of S., especially in the Extension Department and the College of Agriculture; Saskatchewan Teachers' Federation; Saskatchewan Farmers' Union; Hudson Bay Route Association; Post Office; Saskatoon Community Chest and Council; Radio Range (for weather information); railway, bus and airline companies; Provincial Department of Highways; Public School and Collegiate Board officials; rural municipality of Cory.

Among conventions covered by CFQC News Service are: Canadian Federation of Mayors and Municipalities; Canadian Federation of Agriculture; Saskatchewan Association of

Urban Municipalities; Saskatchewan Association of Rural Municipalities; Saskatchewan Farmers' Union.

Special on-the-spot coverage is given civic elections, results being broadcast from the headquarters of the returning officer in the City Hall, and three members of the News Service preparing summaries throughout the vote counting. Floods, which occur with some frequency, are generally covered by reporters flying over inundated areas in RCAF and private planes. Reporters drive to the scene of fires and train and highway accidents, even when, as in the case of a train wreck at Young, Sask., in 1946, it entailed an all-night trip over drifted roads in sub-zero weather.

Long distance telephone is used extensively in interviewing provincial government officials in Regina, and others from whom information is needed quickly. The annual Saskatoon Exhibition is a routine job. Comprehensive round-ups of the effects of inclement weather on transportation and communications make seasonable broadcasts. Three reporters regularly attend and cover the University of Saskatchewan Farm

and Home Week, held annually in January.

On the sports side, reporters attend all local games in the Western Canada Senior Hockey League, the Saskatoon Junior Hockey League, Saskatoon and District Baseball League, Saskatchewan Junior Football League, Saskatoon Senior Men's and Women's Soft-ball Leagues, and all local curling bonspiels.

Play-by-play broadcasts conducted by members of the News Service include coverage of the Saskatoon Quakers (senior hockey), whenever they are playing Saturday evenings; Saskatoon Hilltops (junior football), regardless of location; Friday night home games of the Saskatoon and District Baseball League; the race meet at the annual Saskatoon Exhibition; and, for the past two years, Rosetown's Automobile Bonspiels.

Efficiency, Hudson claims, is achieved in part through the versatility of his staff.

"If there is a glut of straight news, but a dearth of worth-while sports (Continued on page 27)

The

**WESTERN
RADIO
PICTURE**

is

NOT

COMPLETE ★

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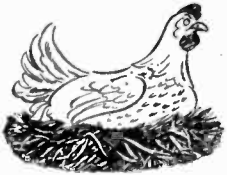
**OUR
1000**

**PERSUASIVE
WATTS!**

★NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT
MEDICINE HAT

An All-Canada-Weed Station



only TOP COVERAGE



plus TOP LISTENERSHIP



**Brings the BEST FOLLOWING
in the MANITOBA MARKET!**

PERCENTAGE OF LISTENERS		
STATION	WINNIPEG	COUNTRY
CKRC (5,000 watts)	32.2	34.4
Station B (50,000 watts)	18.4	28.4
Station C (250 watts)	29.1	16.3
Station D (5,000 watts)	12.8	16.3

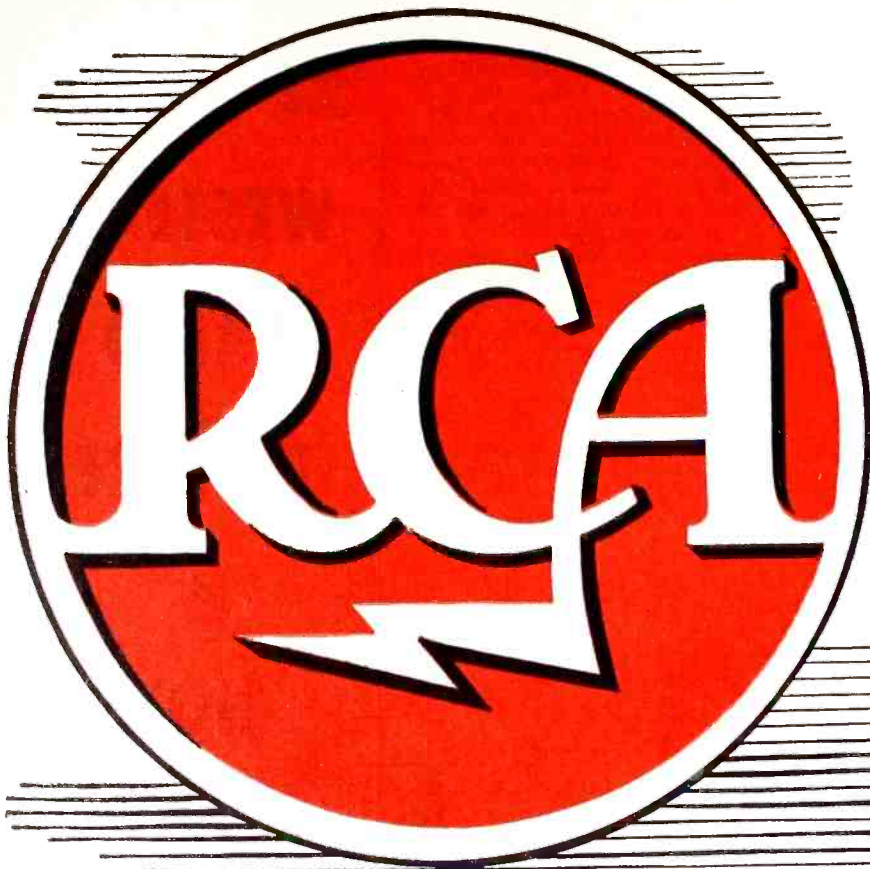
These figures are taken from a special Summary of City and Areas Listening Trends prepared by Elliott-Haynes Ltd.

TOTAL WEEKLY BBM — 1952 DAYTIME 179,150 NIGHTTIME 172,910

CKRC

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Mr. Geo. Brennan,
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HALIFAX, NOVA SCOTIA

Mr. Carl Bowers,
90 Brunswick Street,
Telephone: 3-6186

WINNIPEG, MANITOBA

Mr. Harold Ramsey,
626 St. James St. North,
Telephone: 720481

MONTREAL, QUEBEC

Mr. Ernie Miller,
1001 Lenoir Street,
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MOST FAVOURED AROUND THE WORLD IN TELEVISION

(Continued from page 25)

events," he says, "the staff concentrates on the straight news events in the district," and vice versa.

Male staff members are chosen with an eye to ability to handle both news and sports.

"At the same time," he continues, "there is a degree of specialization". He lists his own fortes as politics, agriculture, civic affairs and labor. Bob Elliott leans to economics, politics and agriculture. Bill Cameron is a specialist in civic affairs and many sports. Arnold Stilling is a sports authority, with emphasis on play-by-plays. With Connie Helme, the lone woman in the department, it's political science and feature writing. Ron Macdonald is becoming a labor authority. Derwood Castle is concentrating on news editing and newscasting.

No member of the CFQC News Service works a set shift each week. The work week is 44 hours, but Hudson admits he often puts in 60 and has done as much as 70. (He says he hasn't found time to get married).

A "futures book" is kept in which there's a record of most events that are to be covered.

Using this book as a guide, a work schedule is drawn up each Saturday for the coming week, listing what air work, editing and outside reporting assignments are to be handled by each staffer. This schedule is adhered to closely. Hudson loves schedules. Only changes are those occasioned by such unforeseen events as fires and accidents.

When Hudson started out on his own to cover local events and interview local and visiting officials — this was in 1941 — he was received with mixed feelings. News was the daily paper's field and had been since early in the century.

Coolness and open resentment met him at first, but soon a few people began to express open approval of a radio station setting out to gather local news for its listeners.

To begin with there were no tip-off sources. But they opened up after a while. Plugging names of newscaster-reporters was found a big help in convincing people that radio news was not read out of the newspaper.

Hudson feels that the adoption of the name News "Service" after such alternatives as "department" and "bureau" had been thrown out, was a material help in selling the idea that CFQC digs up the news before broadcasting it over the air.

A. A. Murphy, CFQC president,

has this to say about the operation, the development of which he has left completely in Hudson's hands: "Our news service has been a tremendous asset. Not only has it boosted our listening audience, but has done a terrific job of public relations, through personally contacting thousands of people.

"The local and district news and sports coverage has given our newscasts a distinctive flavor. People know that by tuning in to our station they can get all the significant and interesting international and domestic news and also reports on all the top news and sport events in the Saskatoon region.

"It has taken time, great effort and skill to build the News Service. But it has been an eminent success and has paid dividends."

CKBI Market is Still Growing!

1953 building
will include:

- ★ Prince Albert CNR Division \$3,450,450.00.
- ★ Prince Albert Brewery expansion \$500,000.00.
- ★ New Prince Albert Medical Building \$300,000.00.
- ★ Housing \$3,000,000.00.

Start those 1953 campaigns
in the CKBI Market Now!

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

Bovine Bill says
"Influencing the dollar
your way—that's our
business!"



Your business is to influence
this wealthy farm market that annually earns
\$100,000,000.00.

Together we can do it:

REACH THIS RICH MARKET —
SELL THIS RICH MARKET!

And "Wheat Stock Willie" reminds
you — "For the Advertiser, and the
Listener, Life always begins at 940,
on Western Canada's Farm Station".



CVGX
Yorkton
SASKATCHEWAN

"ANOTHER PROVEN STOVIN STATION"

by **EVERY** Survey

(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's MOST LISTENED TO Station

CKDA DIAL **1340**

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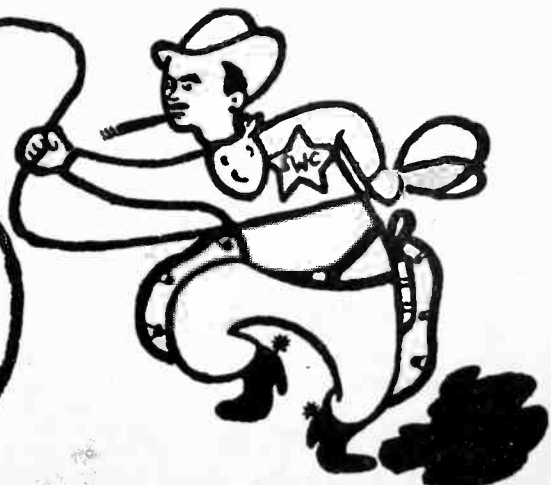
Requires Secretary-Assistant to Radio Director

Radio station or agency radio department experience
desirable, as well as typing and shorthand.

All replies answered, and held confidential
Reply to: Box A-173 — C. B. & T. — 163½ Church St. — Toronto 2

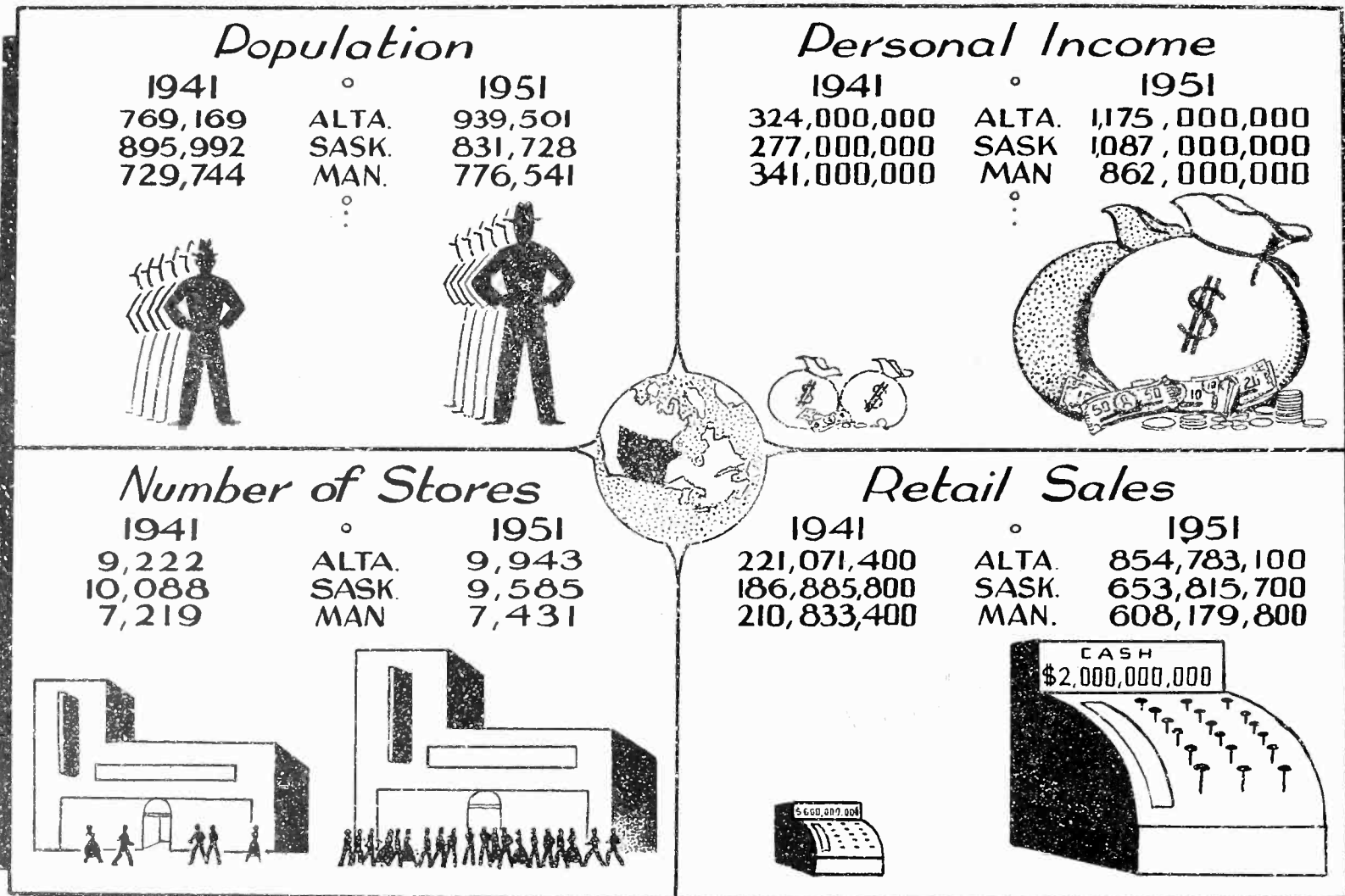
*Howdy
Partners... It's Round-up Time!*

We're ridin' all-out on Radio and sure lookin' forward to that
big Western get-together. Our saddle bags are fit to bust with
interesting news and trade items — so here's invitin' all of you
to Caldwell's Round-Up Corral!



THE BIG, NEW MARKET ON THE PLAINS

By KENNETH F. WHITE
Assistant Editor, *The Financial Post*



Jingle a retail cash register up the scale to \$2,116.8 millions and it's a pretty tune to any business in any land.

Rule out such discords as tariffs, quotas and exchange headaches, and you've got a mighty inviting bandwagon.

It's just this kind of bandwagon that has replaced the covered wagon across the vast stretches of the Canadian plains. If you're not aboard, it's not the fault of Saskatchewan, Manitoba and Alberta whose dynamic postwar approach to a fabulous destiny has been an open book for years to any who cared to take a peek.

Many a sage businessman has read the book with profit. But new chapters are being added daily to keep domestic and foreign interest at peak in the new Canadian west. Just off the press, for instance, comes that \$2,116.8 million retail sales figure, piled up in the three prairie provinces during the single census year of 1951. The breakdown: Alberta, \$854.8 millions; Saskatchewan, \$653.8 millions; Manitoba, \$608.2 millions.

Earlier retail sales estimates had been available, of course. These figures, however, are final, can serve as a check and more important, are served up with a wealth of detailed statistical information heretofore unavailable. Sales managers can dip into the file and find out Manitoba has 2,878 food and beverage stores, Saskatchewan, 2,964, Alberta, 3,342; or 294, 324, and 372 drug and health appliance stores respectively, and so

on down the list.

More new figures: Winnipeg boasts 2,325 stores that chalked up retail business of \$309.0 millions in 1951; Regina, 546 and \$103.8 millions; Saskatoon, 487 and \$62.4 millions; Calgary, 1,301 and \$179.8 millions; Edmonton, 1,458 and \$211.3 millions.

How many carloads, in steadily increasing volume every year, of foods, beverages, drugs, farm and household equipment, appliances, clothing, etc., do these sales figures represent? For 1951, the census people can supply these figures.

(See Table B)

The \$2.1 billion sales figure for the three prairie provinces makes up nearly one-fifth of the total retail sales in 1951 in the whole of Canada. For some specialized lines, of course, the west represents the chief Canadian market area.

Personal income (before income taxes) of Manitoba, Alberta and Saskatchewan residents came to a whopping \$3,024 millions in the same year. In 1952, personal income climbed to \$3,347 millions, continuing the sharp upward trend of recent years, partly brought about by more jobs, more people at work, more people, and higher individual wages and backed by the kind of foreseeable, much of it blueprinted growth that gives assurance of new heights to come.

Market research, largely using the new tools still spewing out of the census bureau, can tell you the size, shape and depth of this growing new

market, as an important prelude to the style of production and sales planning that will successfully tap it.

The long-term planners are just as interested in the fourth dimension — the size, shape and depth five years from now, a decade and 20 years hence. That type of planning, backed by the magic of oil and flooding new mines, peak agricultural natural gas, a petrochemical bonanza production and expanding secondary industry, is spelling a much richer and more integrated economy for the prairies. And what's good for the prairies is good for Canada and Canadians — much more so for the businessmen and industrialists who have taken a close look.

Sales planning and advertising have long been taken out of the guesswork stage and the tools for selling are getting sharper every day. Today's copywriter has to call in his researchers to find out in what direction to aim, what kind of sales message is going to get through; production planners use many of the same researchers to find out what the market is, what it will be, what needs and wants are, and even such things as what color package will make the biggest hit.

A careful market study can often mean the difference between sale bumbling and a sale boom and with today's stiffer competition, tougher consumer resistance, high production costs and narrow profit margins, industry has got to get top yardage out

of advertising dollars. In Canada's booming west, the stakes are high: a fair share of the more than \$2 billions in annual consumer sales.

According to the 1951 census, there are 2,546,770 people living in the three prairie provinces, 776,541 in Manitoba; 831,728 in Saskatchewan; 939,501 in Alberta. Do you sell baby foods, toys, sports equipment, teenage goods, cosmetics, clothing, household goods and equipment, sterling silver, automotive gear? Whatever the product, the population age-sex breakdown is your ready-made guide to production planning and sales.

You can tell how many marriages to expect five or 10 years from now (how many babies and new homes); how many new school children on the way, or what the teen-age market is and will be. Here's the age-sex story of the west:

(See Table C)

Interested in the farm market? Here's what it looks like in volume:

	No. of Occupied Farms (1951)
Canada	623,091
Manitoba	52,383
Saskatchewan	112,018
Alberta	84,315

Or the big, as yet untapped market for home appliances? The appliance replacement market? The census again tells the story:

(See Table D)

Important as they are, figures like these only tell a fragment of the story of the black-golden west of today. For one thing, things are moving so fast many of the census figures need sprucing up already. Market-wise manufacturers are keeping in touch with constant pipelines at source, many of them have long since moved production close to the west's rapidly unfolding storehouse of raw materials.

That story represents an entirely new, if specialized, market. And for the west, for Canada, it's by far the biggest story of all right now.

Capital expenditure in the three provinces this year will come to an estimated \$1,204.5 millions, exclusive of repair and maintenance. That figure represents the biggest year yet in the postwar boom. The comparable total for 1952: a whacking \$1,075.6 millions; for 1951: \$954.8 millions.

By provinces, it's estimated capital outlay in Manitoba this year will come to \$250.8 millions; Saskatchewan, \$312.5 millions; Alberta, \$641.2 millions.

Here's how the three prairie provinces are building this year for the future: (See Table E)

Alberta has already become the Texas of Canada, with an oil-gas boom, in itself just nicely started, that's touching off breathtaking industrial growth tabbed by hard-headed Alberta Government industrial development officers at \$800 millions in new investment terms in the immediate years ahead.

Saskatchewan, long the breadbasket of the world, is fast proving up mineral and oil and natural gas wealth and now emerges as a key source of uranium ore.

Manitoba, prairie leader in manufacturing, is confidently spurting ahead in secondary industry growth, but adding at the same time its own oil discoveries and major base metals developments to keep pace with its high-stepping sister provinces.

In broad terms, that's the overall picture. Let's take a look at some of the individual segments of the boom to bring things into sharper focus.

Oil and natural gas are capturing most of the headlines right now. A better term might be earning the headlines. In 1947, the year the discovery of Leduc in Alberta got the whole thing rolling, the prairie provinces had a total output of oil of 7.3 million barrels, worth \$18.7 millions. Last year oil production was 60.7 million bbls., worth some \$142 millions from the three provinces.

Some \$350 millions is being spent in

the search for oil and gas in the three provinces this year. And judging from the pace-setting to date, records set up last year in virtually all activity related to oil and natural gas are in for toppling this year.

Oil reserves have soared past 1,700 million bbls.; with a reservoir withdrawal rate of 6 per cent, this means a daily output of close to 300,000 bbls. is in sight, 30 per cent of a million-barrel-a-day "objective" and already more than half Canada's present needs. As things stand, ability to produce outstrips ability to transport, a matter currently in for correction.

An \$85 million pipeline, Trans-Mountain, snaking through the mountains of B.C. from Edmonton to Vancouver is due for completion this September, will carry 75,000 bbls. daily initially, has a potential of 300,000 b/d, with additional pumping stations. Thus the big west coast refinery market opens for prairie oil.

Meanwhile construction is proceeding in the \$65 million addition, from Superior, Wisconsin, to Sarnia, Ont., through the U.S., of Interprovincial Pipe Line's line from Edmonton to Wisconsin. The addition will at once step up delivery at the eastern end and eliminate necessity for lake tankers. Initial throughput of the addition will be 85,000 b/d; provision has been made for a 300,000 b/d throughput in the 30-inch line, which would depend on additional pumping stations and looping of the original line.

But the real excitement over western oil still comes from potential. There are some 400,000 square miles of the Canadian west favorable for oil; millions of acres lie yet untouched. And as exploration work continues, geophysical knowledge builds up. Thus rather than narrowing indicated potential, intensive exploration work carried on in the past six years and continuing at the greatest rate ever, is shedding new light, heightening possibilities.

This is one reason why some of the older fields in Alberta are yielding the greatest rate of new discovery and new wells. In Saskatchewan, the search is younger, with key hopes pinning on the Williston Basin, which slices a chunk out of southwestern Saskatchewan and has yielded light oil in the U.S. at several levels. Manitoba got its first oil discovery in 1950, at Virden, an oil of 33 A.P.I. Since, exploration level has been at some \$2-3 millions, with limited, but still promising pay-off.

From Manitoba to the Rockies, natural gas and oil are helping to

create a new industrial empire to rival agricultural mainstays. Diversification, both in agricultural production and in a broadening of the economic base, is building new and firmer foundations for the future.

New refinery construction and, as an adjunct to the rich new oil and gas wealth of the west, petrochemical plants and other manufacturing industries are growing up like prairie wheat. Here's a rundown on some of the headliners:

—The \$63 million Canadian Chemical Co. (Celanese Corp. of America) plant at Edmonton is just coming into production of cellulose acetate, one of three producing units. The others: chemicals and synthetic textiles. Indicated is a cluster of new industry from the U.S. and Eastern Canada to use products of this huge development.

—Canadian Industries Ltd., \$13 million polyethylene plant, also at Edmonton, is scheduled for completion in late fall.

—In Manitoba, Sherritt-Gordon's \$35 million Lynn Lake nickel-copper project has a vital tie-in link at Fort Saskatchewan in northern Alberta. Here, Sherritt-Gordon is building a \$17.5 million nickel refinery and ammonia plant, to treat Manitoba ore and utilize Alberta natural gas. The ambitious undertaking is scheduled to get into operation late this year.

Take in things like uranium discovery and extensive development in the Beaverlodge area of Northern Saskatchewan, major industrial mineral development — salt, coal, gypsum, sulphur, clays, potash — further south, in Saskatchewan and Southern Alberta, new yields from Manitoba's (Continued on page 30)

F-L-A-S-H

Seven months building permits—\$15 Million

Regina building permits for 1953 have, in the first seven months, exceeded the total for the entire previous year. 1340 permits have been taken out with a value of \$15,232,323. 171 houses, 8 commercial buildings, and one Federal building (Value: \$2,121,000) will be built according to permits granted in July.

Other building in the city includes new naval barracks, additions to the R.C.M.P. Barracks, a second 6200 foot runway at the Municipal Airport, Apartment blocks, millwork plant, a department store warehouse and others. Get in this market now . . .

REGINA **CKCK** SASK.

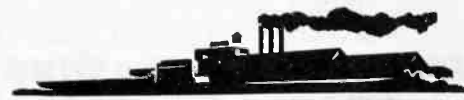
Representatives: All-Canada Radio Facilities

To sell ALL B.C. You need ALL B.C. Stations



- CHWK CHILLIWACK
- CJDC DAWSON CREEK
- CFJC KAMLOOPS
- CKOV KELOWNA
- CHUB NANAIMO
- CKLN NELSON
- CKNW NEW WESTMINSTER
- CKOK PENTICTON
- CJAV PORT ALBERTI
- CKPG PRINCE GEORGE
- CJAT TRAIL
- CJOR VANCOUVER
- CKMO VANCOUVER
- CKWX VANCOUVER
- CJIB VERNON
- CKDA VICTORIA
- CJVI VICTORIA

CANADA'S HIGHEST WEEKLY WAGE SCALE — — — PLUS RAPIDLY GROWING INDUSTRIAL EMPLOYMENT



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

(Continued from page 29)

giant slice of the Precambrian Shield, which covers nearly two-fifths of the province's area, increased production and dollar value from older prairie primary industries — fish, furs, forestry — increased revenue from such invisible industries as a burgeoning tourist trade, and you get the idea why the new Canadian west no longer depends on the vagaries of agriculture for its prosperity.

Agriculture, however, and food processing, still remain top prairie dollar earners. But the dry rot of the thirties no longer stands as a constant serious threat to undermine prairie wealth. Today farming is no plant-and-pray affair; it's a specialized industry based on scientific methods and equipment.

Mutli-million-dollar irrigation, stock watering and improved pasture programs across the three provinces are changing the face of half the nation and playing a key role as one concept of crop insurance. Others, equally important: farm mechanization, advanced chemical fertilizer and insecticides, crop diversification and scientific rotation.

In Saskatchewan, for example, there's roughly one tractor per farm. The three provinces have bold farm electrification programs under way, government in Manitoba and Saskatchewan, private enterprise in Alberta. The object: 100 per cent elec-

trification of prairie farms.

Great strides have already been made, particularly in Manitoba, where farms are more clustered in the southern half of the province, with the result that farm conveniences are improved and work lightened, there's more incentive for farm families to stay on the land rather than head for the "bright lights", and a huge new market is being opened up for home appliances and electrical farm equipment.

In capsule form, here's how and where the west is growing:
(See Table F)

In the process, the west's economy is shifting, diversifying and stabilizing. That means the market is doing the same thing. Here's what the shift looks like in statistical form, for manufacturing industries:
(See Table G)

The new prosperity is meaning new optimism on the plains. Where once sometimes doubtful homage was paid chiefly to agriculture, today the throne is occupied as well by industrialization and zooming primary production from far below the top six inches. It's a "new" land with a glowing presence and more than a glimpse of the future that offers a brighter destiny to Canadians from coast to coast.

Here Are THE STATISTICAL TABLES

Referred to in Kenneth White's Article

TABLE B

Retail Group	Sales (\$ millions)		
	Man.	Sask.	Alta.
Food and Beverages	145.3	129.0	194.7
General Merchandise	145.6	135.6	162.9
Automotive	145.5	196.8	253.8
Apparel and Accessories	27.0	29.2	46.7
Building Materials and Hardware	52.5	53.3	78.1
Furniture, Household Appliances, Radio and Home Furnishings	15.9	10.7	23.4
Drug and Health Appliance	16.2	13.8	18.2
Second-Hand	1.8	0.8	2.8
Other Retail Stores	58.5	84.6	74.3
TOTAL	608.2	653.8	854.8

TABLE C MANITOBA

Age Groups	Male		Female	
	1951	1941	1951	1941
0 - 4	46,059	31,349	43,918	30,310
5 - 9	37,195	31,657	35,399	30,567
10-14	30,645	34,095	29,498	33,001
15-19	28,555	36,675	28,633	36,718
20-24	28,437	34,898	30,315	34,375
25-29	29,829	32,252	32,590	31,940
30-34	28,750	26,975	29,611	26,115
35-39	28,797	24,230	28,597	22,445
40-44	24,722	21,284	23,868	20,149
45-49	21,718	21,825	20,000	19,866
50-54	19,133	22,597	18,001	18,347
55-59	17,883	20,051	16,673	15,582
60-64	17,684	15,358	14,563	11,434
65-69	15,094	10,649	12,253	8,390
70	20,317	14,186	17,804	12,426

SASKATCHEWAN

Age Groups	Male		Female	
	1951	1941	1951	1941
0 - 4	50,841	43,312	49,014	41,641
5 - 9	41,837	44,683	39,945	43,550
10-14	37,564	48,231	36,051	46,659
15-19	34,538	48,857	33,944	47,152
20-24	31,377	44,204	31,236	40,893
25-29	31,113	37,324	31,147	35,114
30-34	30,349	31,526	29,993	28,231
35-39	29,535	28,383	28,201	24,293
40-44	26,188	24,842	23,293	21,887
45-49	22,829	26,592	19,300	21,259
50-54	19,787	28,355	17,272	20,002
55-59	19,538	25,575	15,886	16,331
60-64	19,782	18,768	13,955	12,086
65-69	17,458	12,351	11,645	7,997
70	21,832	14,570	16,278	11,334

ALBERTA

Age Groups	Male		Female	
	1951	1941	1951	1941
0 - 4	59,409	37,975	57,437	36,926
5 - 9	47,528	38,425	45,535	37,423
10-14	39,008	39,198	37,889	38,505
15-19	37,882	39,335	36,059	39,023
20-24	38,333	37,524	37,194	36,090
25-29	38,022	33,684	38,693	31,836
30-34	36,031	30,271	35,920	26,747
35-39	34,040	29,614	32,469	23,525
40-44	30,330	25,510	26,641	20,288
45-49	27,959	25,040	22,187	19,083
50-54	23,698	25,845	18,636	17,628
55-59	20,865	23,081	16,136	14,684
60-64	20,360	16,858	14,297	10,810
65-69	17,536	11,150	11,903	7,353
70	21,191	12,948	16,313	9,790

TABLE D

	Man.	Sask.	Alta.
No. of Households *	202,390	221,755	251,005
With Electricity	165,095	107,830	165,190
Washing Machines	141,075	149,790	179,190
Electric Vacuums	83,710	57,295	93,190
Telephones	111,660	109,185	99,660
Radios	187,055	204,745	230,945
Passenger Autos	87,395	111,080	122,380
Refrigerators	95,170	49,830	88,055
Ice Boxes	27,700	15,945	19,760
Electric Ranges	99,120	31,430	17,210
Gas Ranges	7,280	9,965	105,350
Wood or Coal Ranges	92,195	172,080	124,400

* Exclusive of hotel, institutional and camp households.

W.A.B. DELEGATES

Welcome to Jasper



SUNWAPTA BROADCASTING CO. LTD.
CFRN—EDMONTON

TABLE E — CAPITAL EXPENDITURE (millions of dollars)

		Man.	Sask.	Alta.
Primary industries and construction industry	1951	66.5	119.3	192.7
	1952	68.6	137.5	217.5
	1953	68.7	125.9	225.7
Manufacturing	1951	17.6	13.2	36.6
	1952	10.4	11.3	65.2
	1953	12.4	16.3	89.3
Utilities	1951	46.6	36.1	51.3
	1952	49.8	43.5	65.0
	1953	53.2	55.8	71.7
Trade, finance and commercial services	1951	27.3	16.9	44.0
	1952	20.0	13.8	35.9
	1953	27.9	19.4	43.4
Housing	1951	37.8	21.3	62.4
	1952	39.1	34.0	74.8
	1953	46.0	40.9	94.3
Institutional services and government departments	1951	34.4	31.4	99.4
	1952	35.9	44.0	109.7
	1953	42.6	54.2	116.8
TOTAL	1951	230.2	238.2	486.4
	1952	223.8	284.1	567.7
	1953	250.8	312.5	641.2

Actual expenditures 1951, preliminary actual 1952, intentions 1953;
source: Dept of Trade and Commerce.

TABLE F — ALBERTA

	\$ Mill	% Increase Since 1945
Farm Cash Income	475	63.0
Manufacturing	403	62.2
Construction	183	460.2
Mining	197	280.9
Forestry	7	147.7
Production (Net)	712	115.6
Personal Income	907	60.8
Retail Sales	831	276.2*
Power (mill. kwh)	984	73.6

SASKATCHEWAN

	\$ Mill	% Increase Since 1945
Farm Cash Income	632	53.3
Manufacturing	218	30.1
Construction	40	98.0
Mining	49	117.9
Forestry	3	119.1
Production (Net)	528	59.5
Personal Income	746	37.9
Retail Sales	616	229.6*
Power (mill. kwh.)	974	290.2

MANITOBA

	\$ Mill	% Increase Since 1945
Farm Cash Income	261	70.6
Manufacturing	486	43.0
Construction	91	310.1
Mining	25	72.9
Forestry	5	120.7
Production (Net)	475	76.5
Personal Income	754	45.5
Retail Sales	667	216.0*
Power (mill. kwh.)	2,562	12.2

* Retail sales per cent increase since 1941.

TABLE G LEADING MANUFACTURING INDUSTRIES OF ALBERTA
(Gross value of production — \$ millions)

1939		Today	
Slaughtering, meat packing	22.6	Slaughtering, meat packing	87.0
Petroleum products	10.3	Petroleum products	59.7
Flour, feed mills	9.9	Flour, feed mills	34.9
Butter, cheese	8.7	Butter, cheese	30.0
Bread, bakery products	3.5	Planing	16.6
Railway Rolling Stock	3.4	Sawmills	16.0
Breweries	2.9	Breweries	11.6
Printing, publishing	2.7	Bread, Bakery products	11.5
Sawmills	1.6	Railway Rolling Stock	10.3
Clothing	1.3	Food, Stock, poultry	7.6
		Printing, publishing	7.1

LEADING MANUFACTURING INDUSTRIES OF SASKATCHEWAN
(Gross value of production — \$ millions)

1939		Today	
Flour, Feed Mills	14.9	Petroleum Products	44.9
Petroleum Products	10.1	Flour, Feed Mills	41.6
Butter, Cheese	7.7	Slaughtering, meat packing	31.8
Slaughtering, meat packing	6.1	Butter, Cheese	24.8
Printing, publishing	2.4	Breweries	7.8
Bread, Bakery Products	2.1	Bread, Bakery Products	7.1
Breweries	1.8	Printing, Publishing	5.4

LEADING MANUFACTURING INDUSTRIES OF MANITOBA
(Gross value of production — \$ millions)

1939		Today	
Slaughtering, Meat Packing	26.8	Slaughtering, Meat Packing	103.4
Railway Rolling Stock	12.1	Apparel	30.7
Butter, Cheese	9.8	Railway Rolling Stock	30.0
Flour, Feed Mills	6.1	Butter, Cheese	24.1
Clothing	4.1	Flour, Feed Mills	21.2
Printing, Publishing	4.0	Bread, Bakery Products	11.4
Bread, Bakery Products	3.7	Pulp and Paper	11.3
Printing, Bookbinding	3.2	Petroleum Products	10.6
Coffee, Tea, Spices	3.0	Printing, Publishing	10.5

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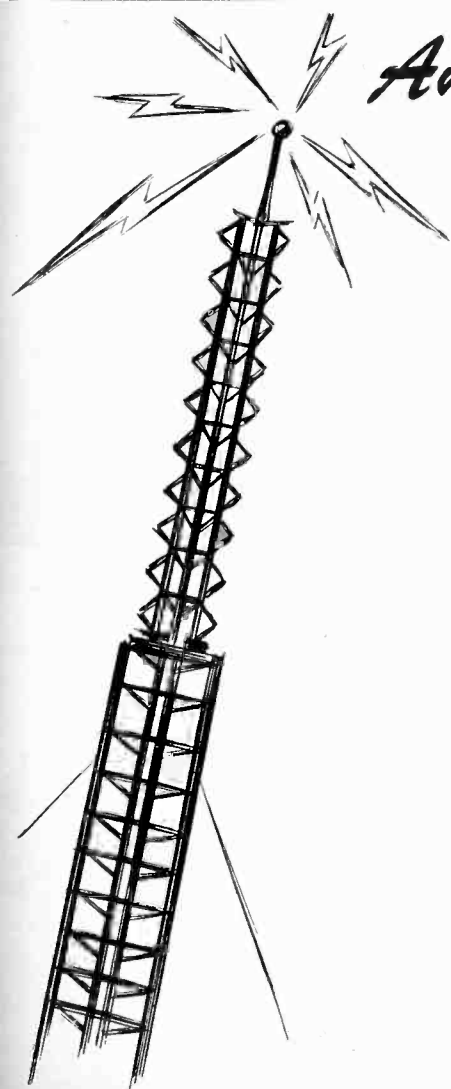
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● REGINA

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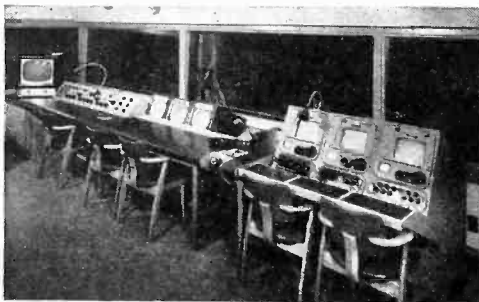
The engineering, research and manufacture of television broadcasting and station equipment is one of the most highly demanding in the field of communication. For many years before TV broadcasting reached North America, Marconi's Wireless Telegraph Company of England was designing and installing such equipment throughout Britain and the Continent.

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- MONITORS
- TELECINE



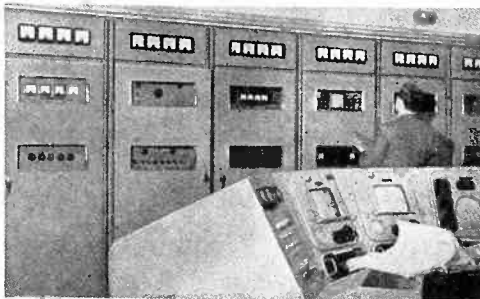
Mobile unit equipped by Marconi for CBC stations in Montreal and Toronto.



Control room as installed by Marconi for CBC in Montreal.



Interior view of the most up-to-date mobile unit, equipped by Marconi.



Typical medium power installation with all control and monitoring equipment housed in the desk in foreground.

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WESTERN STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
● BRITISH COLUMBIA							
Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	Cole	BUP
Dawson Creek	CJDC	Radio Reprs.	Donald Cooke Inc.	Lew Roskin	—	Associated	PN
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	Walter Harwood	World	PN
Kelowna	CKOV	All-Canada	Weed & Co.	Jim H. Browne	Dennis Reid	{Lang-Worth Thesaurus World	PN
Nanaimo	CHUB	Nat'l. Broadcast Sales (Montreal) Stephens & Towndrow (Toronto) John N. Hunt (Vancouver)	Donald Cooke Inc.	Chas. Rudd	Sheila Hassell	{Standard World	BUP
Nelson	CKLN	H. N. Stovin	Adam Young	A. R. Ramsden	—	—	PN
New Westminster	CKNW	Nat'l. Broadcast Sales	Forjoe & Co.	William Rea, Jr.	Rolly Ford	{Associated Cole Standard	{PN BUP
Penticton	CKOK	Radio Reprs. John N. Hunt (Vancouver)	Donald Cooke Inc.	Roy Chapman	—	Standard	PN
Port Alberni	CJAV	Nat'l. Broadcast Sales (Montreal) Stephens & Towndrow (Toronto) John N. Hunt (Vancouver)	Donald Cooke Inc.	Ken Hutcheson	Geoffrey Holmes	{Capitol Cole Lang-Worth	PN
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Carbutt	—	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	—	—	—
Trall	CJAT	All-Canada	Weed & Co.	John Loader	—	—	PN
Vancouver	CBU	CBC	CBC	Ken Caple	Harold Paulson	—	{CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	{Thesaurus MacGregor	{BUP PN
Vancouver	CKMO	Omer Renaud A. J. Messner (Winnipeg)	Donald Cooke Inc.	Mrs. K. M. Willis	—	{Sesac Standard Associated	BUP
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	{Lang-Worth World	{BUP PN
Vernon	CJIB	Radio Reprs.	Donald Cooke Inc.	Gil Seabrook	Larry Scott	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	Wm. Guild	Lee Hallberg	Thesaurus	PN
Victoria	CKDA	Radio Reprs. A. J. Messner (Winnipeg)	Forjoe & Co.	D. A. Armstrong	Gordon Reid	Standard	BUP

● ALBERTA

Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	Don Hartford	{Associated Thesaurus World	{BUP PN
Calgary	CFCN	Radio Reprs.	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	H. G. Love	E. H. McGuire	{Capitol Lang-Worth Standard	{BUP PN
Calgary	CKXL	H. N. Stovin	Donald Cooke Inc.	Fred Shaw	Bruce Alloway	—	{BUP PN
Edmonton	CBX	CBC	CBC	Dan Cameron	—	—	{CP BUP
Edmonton	CFRN	Radio Reprs.	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	G. R. A. Rice	A. J. Hopps	Lang-Worth	{BUP PN
Edmonton	CHFA	Omer Renaud	—	Leo Remillard	—	Sesac	BUP
Edmonton	CJCA	All-Canada	Weed & Co.	Gerry Gaetz	Joe McKenzie	{Thesaurus Standard World	{PN BUP
Edmonton	CKUA	Non-commercial	—	John Langdon	—	Associated	{BUP PN
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	Jack Soars	World	PN
Lethbridge	CJOC	All-Canada	Weed & Co.	Norman Botterill	Joe Budd	{Associated Lang-Worth Thesaurus	{PN BUP
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	Orville Kope	World	PN
Red Deer	CKRD	Radio Reprs.	Adam Young	G. S. Henry	—	Capitol	BUP

● SASKATCHEWAN

Gravelbourg	CFRG	Omer Renaud	—	D. LePage	Laurent Isabelle	—	BUP
Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	Nev. Skingle	—	BUP
North Battleford	CJNB	H. N. Stovin	—	Hume Lethbridge	—	Associated	{BUP PN
Prince Albert	CKBI	All-Canada	Weed & Co.	Ed. Rawlinson	Gerry Prest	Thesaurus	PN
Regina	CKCK	All-Canada	Weed & Co.	Hal Crittenden	Roy Malone	World	{PN BUP
Regina	CKRM	Radio Reprs.	Adam Young	Don Oaks	Harry Dane	{Associated Lang-Worth	{PN BUP

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Saskatoon	CFNS	Omer Renaud	—	Dumont Lepage	T. Prefontaine	—	BUP
Saskatoon	CFQC	Radio Reprs. Broadcast Reprs. (Winnipeg)	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	Vern Dallin	Blair Nelson	Lang-Worth Cole Standard	{BUP PN
Saskatoon	CKOM	H. N. Stovin	Weed & Co.	R. A. Hosie	Murray Dyck	{Capitol Thesaurus	{BUP PN
Watrous	CBK	CBC	CBC	J. N. Mogridge	—	—	{BUP PN
Yorkton	CJGX	H. N. Stovin	Adam Young	Jack Shortreed	Jack Goodman	Lang-Worth	PN

● **MANITOBA**

Brandon	CKX	Radio Reprs.	Adam Young	John Craig	Ernest Holland	{Thesaurus World	PN
Dauphin	CKDM	Radio Reprs.	Adam Young	David Hughes	Mes Rossin	—	PN
Flin Flon	CFAR	H. N. Stovin	Adam Young	C. H. Witney	—	—	PN
St. Boniface	CKSB	Omer Renaud John N. Hunt (Vancouver)	J. H. McGillvra	Roland Couture	—	Associated	BUP
Winnipeg	CBW	CBC	CBC	J. N. Mogridge	—	—	{CP BUP
Winnipeg	CJOB	Radio Reprs. A. J. Messner (Winnipeg)	Adam Young	J. O. Bilck	A. J. Messner	{Associated Lang-Worth Thesaurus Standard World	{BUP PN
Winnipeg	CKRC	All-Canada	Weed & Co.	William Speers	Bruce Pirie	{Lang-Worth Standard	{BUP PN
Winnipeg	CKY	H. N. Stovin	Donald Cooke Inc.	Al MacKenzie	Wilf Colles	{Associated Capitol Sesac	{BUP PN



Tony Messner

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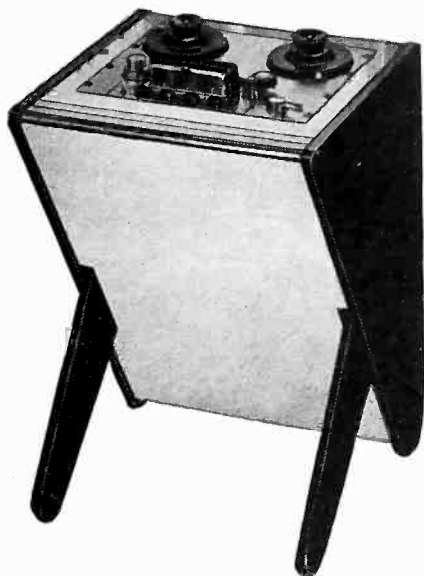
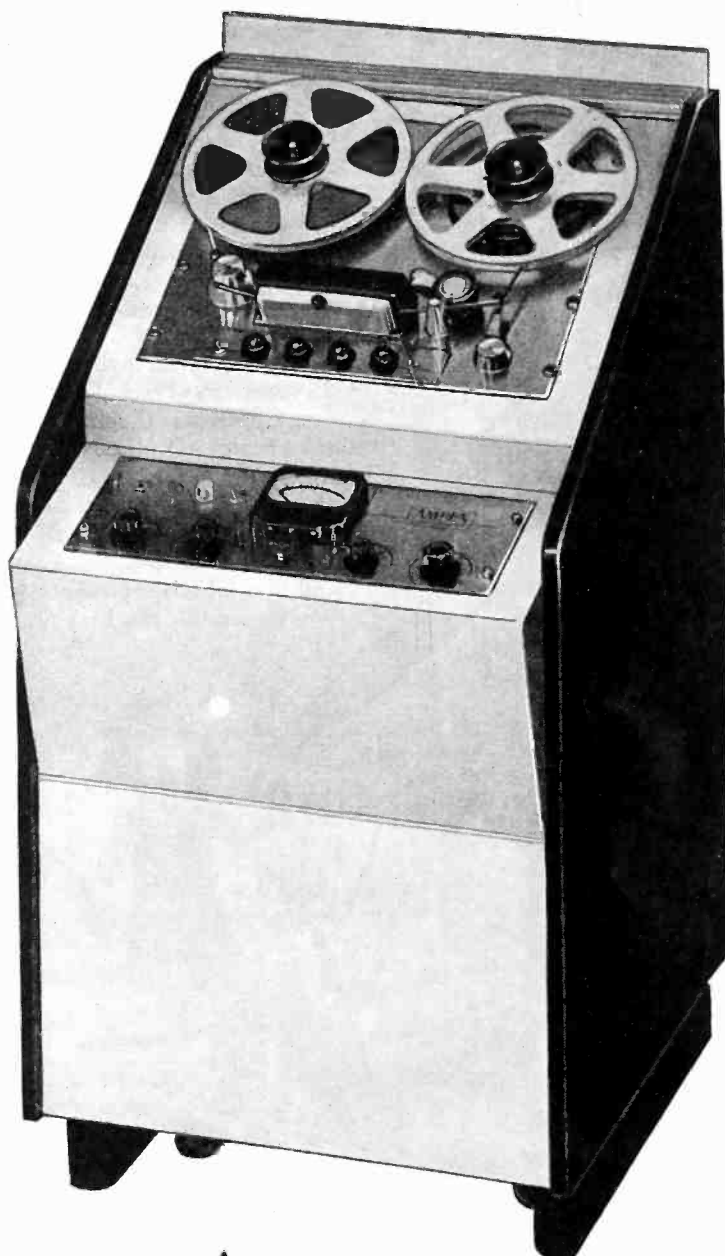
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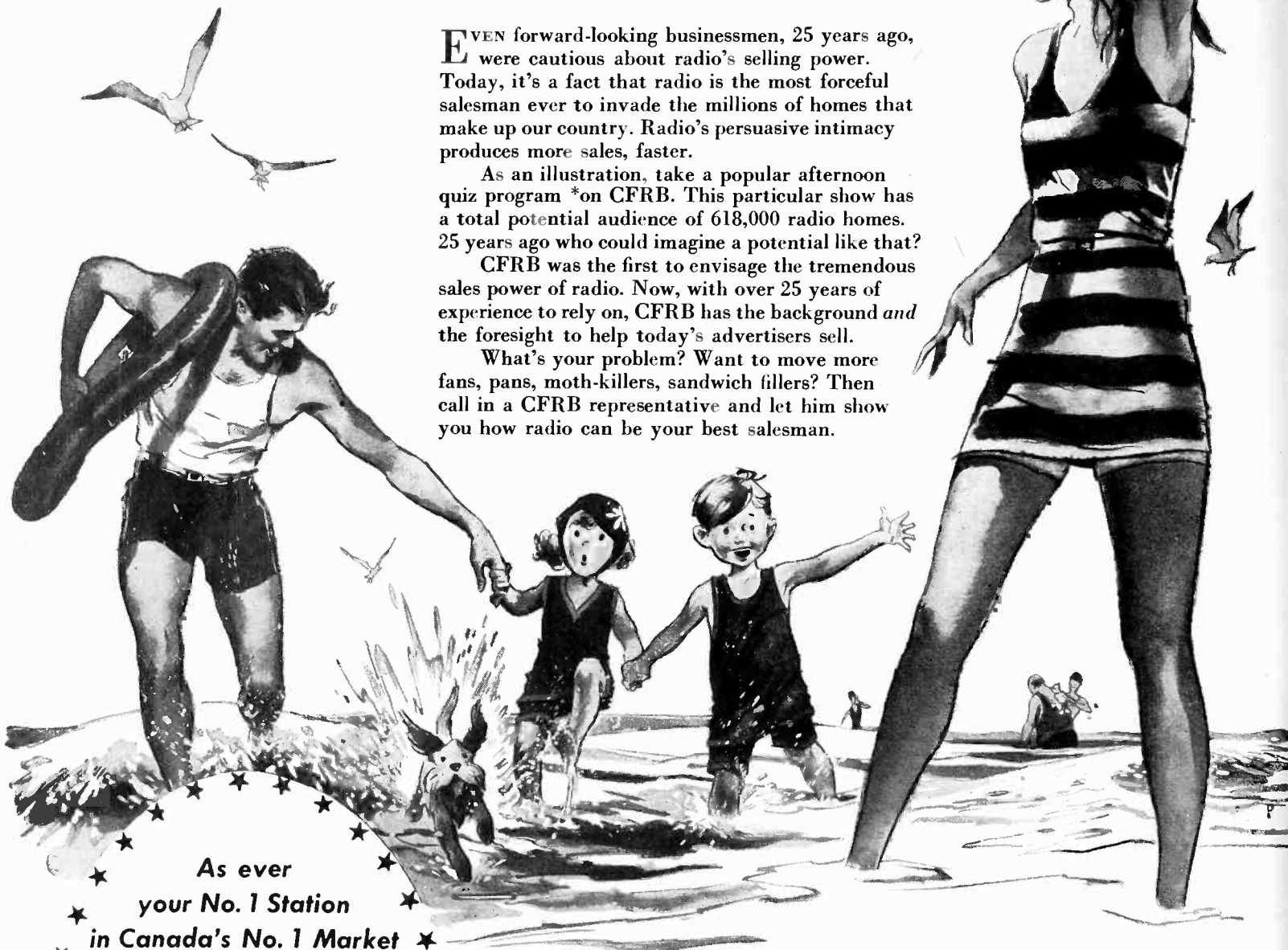
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