WAB MEET WELL ATTENDED

Toronto, Ontario.

October 11th, 1950

BY OLIVER STUDIO, CALGARY

THE WAB DELEGATES and guests were from left to right (back row): Fred Shaw, CXXX, Calgary; George Young, CBC; Pat Freeman, CAB; Jim Love, CFBC, Calgary; unidentified; Chas. Edwards, Press News, Toronto; Bill Watts, Penn-McLeod Associates, Vancouver; John Dauphinee, Canadian Press, Winnipeg; (second row) Leo Hutton, CN & CP Telegraphs; A. A. Murphy, CFQC, Saskatchewan; Jack Sears, CBF, Grande Prairie; Vern Dallin, CFQC; John Wilson, C3GP; A. L. Garside, CJIL, Kenora; Les Ross, CHIC, Davidson; E. A. Rudford, CN Telegraphs; Dave Armstrong, CKHL, Victoria; Fred Murphy, Press News, Vancouver; Myles Leekie, Elliott-Haynes Ltd.; (third row) Sid Boyling, CHAB, Moose Jaw; Gerry Gaetz, CJIC, Edmonton; Blair Noon, C3FC, A. J. Messner, CJOB, Winnipeg; G. R. Rice, C3FD, East; H. McEachern, CKRM, Regina; Gordon Henry, G. K. Red Deer; John Craig, CKX, Brandon; John Loader, CJAT, Trail; Lloyd Moffat, CKX, Winnipeg; (fourth row) Jack Shaffer, Radio Representatives, Gordon Love, CFNC; F. H. Elphicke, CKNW, Vancouver; Jim Allard, CAB; Bill Guild, CJOC, Lethbridge; Bill Rae, CKWN, New Westminster; Ed. Ravilson, CKBI, Prince Albert; Bill Speers, CKIC, Winnipeg; Knowledge Nash, BUP, Vancouver.

Calgary.—The radio industry in Canada is experiencing generally prosperous conditions, president William Guild told the annual convention of the Western Association of Broadcasters in his opening speech here last month, but thoughtful and thorough investigation is called for if the industry is to continue indefinitely, he warned.

The WAB, of which every privately-owned radio station in Western Canada is a member, had completed its second annual meeting to be held in Quebec City, February 26 to March 1. The resolution was moved and passed and a resolution that directors of the CAB to consider bringing such a plan before the CAB at the next annual meeting to be held in Quebec City by H. F. Elphicke of CKWX, Vancouver, was moved and passed.

During a discussion later, it was accepted such programs, broadcast by member stations, would be aired on a network basis, or by transcriptions. George Young, 

Another resolution approved at the meeting here called for a study of the best and most practical methods of maintaining fair practices and standards throughout the industry in relation to the rate card structure. The resolution, an agreement, was passed by CAB directors and their

sales advisory committee, carried after a discussion of the “per-in-quiet” system of rate cards, whereby commercial programs are paid for on the basis of the number of inquiries received by the station.

CAB resolutions dealing with the need for commercial programs are paid for on the basis of the number of inquiries received by the station.

Canadian telephones surveys came under discussion during the convention and the WAB went on record in favor of having existing forms of radio research supervised and administered by the Bureau of Broadcast Measurement.

The WAB, in the form of a resolution approved by its directors, is requesting that the CAB direct the station to take the matter of coincidental telephone surveys.

The resolution added that, as a result of this investigation, the Bureau could place before the WAB a report on the basis of this investigation, the Bureau could place before the CAB a report on the basis of this investigation, the Bureau could place before the CAB a report on the basis of this investigation, the Bureau could place before the CAB a report on any occasion during which the CAB meeting for discussion a detailed plan whereby the Bureau could take over the supervision and administration of such surveys in Canada.

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A resolution from the CAB's convention regarding a new method of electing directors for the national association was carried by the association's representatives, should the CAB directors find desirable.

A. Murphey of CFQC, Saskatchewan, moved that the WAB return to the previous method of electing WAB directors, with a nominating committee made up of one member from each of the four provinces, each province presenting a slate of four, one from each province, and with additional nominations from the floor if desired. The president would be elected from the four directors. It was moved and carried that this system would be tried for one year.

Elected president of the WAB for the year was E. A. Rawlinson of CJIC, Vancouver. Other officers elected unanimously to the association's board were: H. F. Elphicke, CKNW, Vancouver; representing British Columbia; H. G. Love, CFNC, Calgary; for Alberta; and Bill Speers, CKIC, Winnipeg, for Manitoba.

the WAB organize a meeting of men on the technical side of radio, with the time and place to be decided by a three-man committee.

Bovill recommended that A. R. Rice of CFRN, Edmonton and Lloyd Moffat of CKY, Winnipeg, serve on the committee, under the chairmanship of "Doc" Souch, Canadian Marconi Company. E. A. Rawlinson in the name of Prince Albert, seconded the motion.

William Spence of CFCW, Winnipeg, moved that the meeting go on record as regretting statements made before the Parliamentary Committee on Broadcasting by Ralph Maybank and Alistair Stewart that they were "axed" for political broadcasts over private radio stations during the last federal election. The resolution was seconded by H. G. Love and passed.

A. L. Garside, CJIR, Kenora, read to the delegates a resolution from the Manitoba Flood Fund Committee expressing thanks to Canadian radio stations for their efforts in raising $950,000 by direct appeal. He said it was intended that the same resolution be presented to the C.B.A. meeting in February.

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Welcoming...

CKLW (WINDSOR) (50,000 WATTS)

to the ALL-CANADA family of stations

A Key station in a key market. The most powerful and most popular station in Windsor, Ontario CKLW (50,000 watts).

All-Canada Radio Facilities Limited is proud to welcome CKLW Windsor to the All-Canada Family of number one stations.

Your All-Canada Man—representing the top stations in the top markets in Canada—is at your service to supply complete information.


**NEW YORK'S RADIO ROW**

by

Richard Young

New York, N.Y.—A lot of people along Radio Row are now saying that the nation's advertisers are exerting their pressure for reduced radio rates in the face of increasing competition from television. One source has a slightly different idea.

Complacency on the part of the broadcasters was sparked this week by a lead story covering the recent Association of National Advertisers' convention in a weekly advertising magazine. This story, which did not agree with most accounts of the ANA meeting, said that the hue and cry over reduced rates was muffled and disposed of at a closed-door session.

Authorities who should know, however, are predicting that there will be continued and increased pressure. Throughout the ANA convention the running theme was a call for broader and improved rate and audience data—not only from radio, but television and magazines as well.

Many advertiser and agency spokesmen minced no words in attacking the quality (or lack of it) in media research. One top-ranking agency executive went so far as to say that he failed to understand how media expected advertisers to make use of the bad-starved cost and audience data currently being turned out.

Elaborating on the subject, another agency man urged advertisers, agencies and broadcasters to agree on what is needed in radio and video measurement and then turn the job of getting the research done over to the broadcasters. In his tongue-lashing his agency exec added: "I am well aware that this will be continued by the broadcasters as a flimsy proposal, particularly so because the broadcasting industry is an industry that has not altogether distanced itself in the past or assuming leadership in the field of measurement." That one probably hurt but certainly hit home. For many years now, there has been much within the industry dissension over research techniques and figures. There are a few indications that this situation may be partially solved by the planned successor to the Broadcast Measurement Bureau.

And there are also signs that individual broadcasters and at least one major network are scheduling special studies of the rate outlook....

Mrs. Eleanor Roosevelt returns to the airwaves October 11 in a new series across-the-board series on station WNBC, New York. Mrs. Roosevelt replaces Mary Maritza McBride who moves over to the ABC network (reportedly taking along her 17 sponsors).

A further sign that advertisers have not given up on their campaign to reduce radio rates is the fact that there are still many holes in the major networks' winter-spring schedules—holes that have been filled long before this in previous years. Only a few weeks ago, the top broadcasters were expecting that these holes would soon be filled. Such has not been the case in many instances.

CBS says its billings are up, but there are several vacancies remaining in choice evening time. NBC is having its difficulties with such top-ranking programs as Duffy's Tavern and Alice Faye and Phil Harris. These shows—and many others—don't have the same price tags on them that they had only a few short months ago. But still no takers. The boys are now getting suspicious. They have an idea that many of radio's former big bank-rollers are holding out because of the broadcasters' indifference to the cut rate pleas. Which certainly seems to back up our point made in our earlier paragraphs that the advertisers have not forgotten.

It's an eye-opening tug-of-war—and something is bound to break in the not too far distant future. And that's the news till next issue.
“Do, in the course of my daily peregrinations (or, to those of lesser learning, walks) do meet various types of advertisers — most of whom may be truly named alert, but a few range from complacent to asleep, though I write no names!” Do warn such, and all others who do wish to sell their wares in Western Canada, that if they have been asleep to the value of Radio as a Selling force, or complacent over their non-use of the same, they may be shocked into a different frame of mind. That is, if they will read — as they may do by asking any Stovin salesman — the facts and figures produced by Pat Free- man at the delayed sessions of the Western Association of Broadcasters but a few days ago. This dynamic manager of C.A.B.’s Sales Bureau has done a masterful job in extracting the most from the latest B.B.M. figures, which do, for the first time, give day-to-day listening. Nothing in any printed medium can stand up before the evidence which my good friend Freeman has compiled and presented. Many budgets, I do feel assured, will need revision in regard to media, in the light of these facts — with which in view, am heartened to see that Stovin Stations in the West do continue to show increasing gains in audience capacity. D’D Id meet with many old and good friends in the West, and was greatly pleased to learn from Lloyd Moffat of the goodly improvement of CKY, since that Winnipeg Station moved to 580 on the dial. Found Sid. Boyling confidently upholding CHAB’s continued dominance, of the 50% and-over B.B.M. listening; Jack Shortreed of CJGX in Yorkton full of new successes, saleswise, in his rich central Man.-Sask. area. Hume Lethbridge, CJIN, looking ahead to North Battleford’s new 1000 watts power, and word from Buck Witney in Flin Flon that CFRB’s local business was never better. Did read of a long ago classified advertisement, before radio days, of a Duke of Norfolk, who thus appealed to his missing wife to return to his bed and board. “Since you left me I can neither eat, drink or sleep. Norfolk.”

“STOVIN STATION IS A PROVEN STATION”

**AGENCIES**

**F. H. Hayhurst**
Toronto. — Canadian Canners Ltd. resumes the five-minute-transcribed Chats About Children (All-Canada) over 18 stations coast to coast featuring Janet Williams and advertising Apilmer Baby Foods. A five-week spot announcement series in French is also going to seven Quebec stations (for the same sponsor). McFetters’ Creamery has started a spot announcement campaign over four Toronto and Hamilton stations advertising Golden Bar Honey Butter.

**SPITZER & MILLS**
Toronto. — Colgate-Palmolive Peet returned two Saturday night shows on October 7 to CJB, Toronto and the mid-eastern region of the Dominion network. The Judy Cannon Show (from NBC) resumed for Palmolive Shave Cream and Halo Shampoo, while A Day in the Life of Dennis Day (from Metro, syndicated back for Fab and Palmolive Soap).

Toni Home Permanents resumed the 15-minute once-a-week Songalong October 10 over the Trans-Canada network featuring its new vocalist, Rudy Hanson. Templeton’s Ltd. has started the transcribed Gospel Singer featuring Edward MacLugh over 16 stations in British Columbia, Alberta and the Maritimes advertising TRC tablets and Raznax.

**DON H. COPELAND ADVERTISING**
Toronto.—The Associated Bulb Growers of Holland has started the five-minute twice-a-week transcribed Your Garden Reporter as a test campaign over eight Ontario stations through October featuring Earl Cox. Superbloom Fertilizers Ltd. has a flas chase campaign going to eight Ontario and western stations advertising Poken house plant fertilizer.

**Maclearen Advertising**
Toronto.—Imperial Oil Ltd returns the Imperial Energy Broadcast and Foster Hewitt for the 15th consecutive season October 14 to 51 stations across Trans-Canada network and CFRB, Toronto. The Hot Stove League, emceed by Wes McKnight, will again be featured. Jack Bennett will look after the commercials.

**WOODHOUSE & HAWKINS**
Toronto.—Morse Credit Dealers has started a 13-week series of 15-minute Sunday musical programs on CFRB, Toronto.

**GRANT ADVERTISING**
Toronto.—W. K. Buckley Ltd. (Cough Medicines) started a five-week spot announcement campaign over 31 western stations October 10 along with a five-minute five-a-week weather report over CKOV, Kelowna and the 101 minute five-a-week Club Calendar over CJCA, Edmonton. Same series goes to 53 eastern stations beginning October 30 along with a 26-week run of the 15-minute three-a-week transcribed Songs of Yesterday (All-Canada) on the Newfoundland network.
Talent Can Help TV
There is nothing particularly surprising in the information that the Association of Canadian Radio Artists has widened its scope to embrace television performers. In fact this union is to be commended for its far-sightedness in repairing to represent its members in a field which is only about to develop. We wonder, though, whether this same organization might not carry its activities in this field still farther.

It is impossible to look in on some of the programs that are being telecast outside of the border without realizing how different the art of TV to that of broadcasting, and what a lot of experimenting is still needed before the quality of entertainment dispensed will reach a point where it will still hold ad\'iences after the novelty has worn off.

Would it not be feasible for ACRA, to give it its new name, the Association of Canadian and Television Artists (ACRTA) to embark on some experimental programming now, at its own expense, for the benefit of the industry which it hopes to play an important and profitable part?

It is reasonable to assume that the television private stations which hope to have TV licenses and the agencies and other producers would be only too willing to help such work with their time and effort.

Concern is felt in talent circles that imported film will encroach on talent's reserves, just as transcriptions do in the realm of broadcasting. It is our opinion that talent's best way to present this is to show itself willing to do a share, without immediate gain, in saving the way for the new medium, thus securing itself a part to play when it emerges from its swaddling clothes.

Researching Research
Once again the Western Association of Broadcasters has taken the bull by the horns and presented a resolution which could once and for all bring order into the chaotic maelstrom of listener research.

The idea propounded in the WAB resolution is that existing forms of radio research be 'supervised and administered' by the Bureau of Broadcast Measurement.

We are inclined to go along with the idea that BBM supervise coincidental telephone surveys and other similar projects so that all research organizations would be working to the same accepted formula, and would come up with the same answers. In our issue of August 23, we expressed the hope that the WAB would 'come up with a plan... which will set an industry-wide pattern for this most important aspect of broadcasting... (that) a definite formula or set of formulas be found for use by any accepted research organization.'

Whether or not BBM should 'administer' (which we take to mean operate) the system is another question. It has to be determined whether an industry-owned and operated research organization will be as acceptable to the advertisers and their agencies as would a number of private radio research organizations, approved by a joint committee of broadcasters, agencies and advertisers, operating on a formula accepted by that committee. An example of the industry-operated plan is, or rather was, the defunct American CAB (Co-operative Analysis of Broadcasting), which fell by the board a few years ago in favor of privately operated research organizations.

It is generally accepted that a government-operated business invariably costs more to operate, and is less efficient, than the same function performed by private enterprise. Is it not an important question whether an industry-operated co-operative organization might not be equally as vulnerable as the government variety?

Commercials With A Certain Something
Perfect dictation, timing and phrasing may be yardsticks by which to measure the quality of a commercial announcement. Here is, after all, something more, if it is going to do a selling job besides making the announcer's parents just glow with ecstasy. This something does not rest with the announcer, or necessarily with the writer. It lies more with the sponsor and the agency or station salesman who work with him.

A few days ago, I was driving home when I had a blow-out. I was right outside a service station, so I hopped into the car and the lot, breathing a sigh of relief that it was so handy.

A brow-furrowed individual came out of the office, took one look at the flat, and said: 'It: seven o'clock and my supper's ready.' There was nothing I could do about it, so I asked him if he knew where I could get fixed up. He gestured vaguely across the street.

There were rumblings to this incident. For one thing, I was in the course of moving from one apartment to another, and was following the truck with my challets in order to direct the driver. He got away from me, so I was that.

I explained my predicament to the second service station man, told him where I had been supposed to meet the truck, and where I was going from there. He jumped in his car, followed and caught the truck, and relieved me of that. Meantime his partner assistant, associate or whatever he was, took off the tire, showed me it was beyond repair, and relieved me of $32 for a new one and tube. The truck was only remotely delayed and the story had a happy ending.

Now I am not going to try and say that the service man's co-operative research was to the sale of that tire and tube. That would be absurd, because in my predicament I would have had to buy one from another man at the asking price. But from now on, I shall be driving past that station every morning and evening, and I can assure you that I shall be stopping off for gas, oil and what have you quite often. The proprietor has demonstrated that he is filled with a desire to earn my patronage by being useful and I certainly propose to do everything I can to gratify his desire.

This started off to be a dissertation on commercial announcements, and while it may seem we have rambled far afield, this is not actually the case.

In its eternal quest for rhetorical and literary perfection, advertising is prone to lose sight of the number one means to succeed in advertising and selling, which are the same thing. It tends to overlook the fact that the public is interested in getting what it wants by the most economic means of getting it to its customers, just as that service station man put himself out to be useful to me. "It ain't the things you say but the way you say 'em" may be a truism in most cases, but in advertising, success is most likely to come according to what the sponsor says he will do—and does.
SELECTIVE RADIO

Culture Rates High On Private Stations
By Tom Briggs

There is a radio station in the Maritimes whose personnel now believe that a program of classical music can attract more listeners than western tunes, especially in the rural areas. The station is CFPR, Saint John, and its program on which their assumption is based are The Concert Hour and Pops Concert. R. J. Gallagher, the station’s promotion manager, pointed out, as proof, an Elliott-Haynes Area Survey which showed that the best ratings were for these two programs, while western music drew the lowest rating of these broadcast days.

Experiences such as these have been generally considered by radio people to be more the exception than the rule. But now, a recent survey of programming on Canadian radio stations by Canadian Broadcaster & Telescreen reveals that an increasing amount of time is being devoted to the more serious aspects of music, drama and world affairs.

Station CJAD in Montreal is an example. On Thursday evenings, for a half hour, studies and facilities are turned over by CJAD to one of six theatre groups which take turns in producing the feature, Montreal Little Theatre. Arthur Dupont, general manager of CJAD, explains that the purpose of this series is “to give an opportunity to younger actors and actresses to do radio work under expert guidance”—and to provide good listening. The expert guidance is given by writer-director Jerry Rowan.

A junior brother to this series is another program, Little Players of the Air. Heard for a half hour every Saturday morning, it is directed by Moira Sheehy, who is responsible for moulding groups of talented but untrained young people into a company which can produce entertaining plays. After making their debut in Little Players, some of these youngsters have gone on to become accomplished actors and singers.

Also heard on this Montreal station, and designed to provide more than just entertainment, is a weekly Citizens’ Forum. The program, which started this month, will run for 32 weeks. Stuart Richardson, lecturer at public relations officer of the Northern Electric Company, takes charge, while a panel of authorities discusses subjects of current interest.

In Guelph, station CIJOY at the Little Theatre is co-operating to produce a 26-week series of dramas. Most of the acts will be entirely new to either radio or the stage, and members of the station’s staff will act as producers and directors with more enthusiasm and theoretical knowledge than experience.

“It is only a quarter hour until they get their feet wet,” station manager Wally Slater explains during which time young people can be trained for longer productions.

Another new project of the station is a 13-week series of variety shows featuring local talent. This is the result of a district-wide search for material. All those who lack the opportunity to be heard and judged by more people... 

Town Meeting in Canada, under the guidance of its moderator and originator, Arthur Helps, through the co-operation of station CJOR, Vancouver, is heard on 22 stations from coast to coast and won an Ohio State University Award in 1948. The program aims at “tolerance, justice and reason through an informed public” and is a series of hour-long discussions by prominent people from all provinces on topical questions. It is aired across the country as a sustaining program.

For women, CJOR scheduled a women’s commentator, L. D. Watkin, on a weekly half hour of the Vancouver Council of Women. Guests, mostly internationally known speakers, featured on this program, such as the directors of the University of British Columbia summer school currently being heard.

Henry Bickers and Sons changed the format of their Sunday Service this year to include, for the first time, singers and musicians in Calgary who had never had the opportunity to work for radio.

CFCN in Calgary, the station which carries the program, reported that there were a number of excellent musicians and...
CROSBY TO JWT

John S. Crosbie, former manager of Canadian Advertising Agency's Montreal office, has joined the Toronto office of J. Walter Thompson in a senior executive capacity including supervision of the radio department.

AS LARRY SOLWAY, CKLB STAFFER, stands by to announce the names of the three winners of the Shop-in-Oshawa contest, in the studio of CKLB. Through the cooperation of the Chamber of Commerce, the contest highlighted National Radio Week and resulted in many thousands of dollars being spent in the Greater Oshawa area.

Oshawa. A gigantic Shop-in-Oshawa contest, engineered from the studios of CKLB with the cooperation of the Chamber of Commerce, highlighted National Radio Week here and resulted in many thousands of dollars being spent in the Greater Oshawa area.

The campaign, which ran a full month and ended last week, was designed to keep purchasing dollars in Oshawa. Merchants in the area donated over $3,000 in prizes and further co-operated by supplementing radio promotion with window streamers and posters, and undertook to handle contest forms.

Contest forms, which had to be picked up at stores, were filled with statements of 25 words or less on why the contestant liked to shop in Oshawa, and mailed with a sales slip to CKLB.

The entries were judged by a panel of three local citizens, and the $3,000 jackpot was divided and turned over to the three winners. Prizes ranged from diamond rings to a year's supply of coal and fuel oil.

DID YOU KNOW?

That CKCL now has a local news-gathering organization, providing fast, complete coverage of all news events throughout this area? That's just another reason — and a big one — why CKCL's audience is a loyal, listening audience. That audience is available for YOUR sales message.

CKCL
TRURO BROADCASTING CO. LTD.
J. A. MANNING
Manager
WM. WRIGHT, Representative
Toronto and Montreal

Penn McLeod Research
RADIO Research MARKETING Research
Penn McLeod & Associates Ltd.
Vancouver
1673 West Fourth Ave.
BC. 3922

Toronto
365 Yonge St.
AD. 8084

It's 14 in '50!
The Saskatchewan Wheat Pool begins its 14th consecutive year of hockey broadcasts over CKRM this month!

*(Note to compositor: keep this head in type — for a good reason!)

ask your All-Canada man about
c k r m Regina
SASKATCHEWAN'S SPORTS STATION

At CKMO
We Don't BRIBE Listeners — We WIN Friends!
GOOD Music Makes GOOD Listening
At 1410
"PIONEER VOICE OF BRITISH COLUMBIA"
OST HARDY

talks ON QUEBEC MARKET No 2

"Today I am speaking to you from Arvida, the aluminum city of Canada, and the home of the world's largest aluminum smelter. Quebec Market No. 2 produces one quarter of the world's supply of this metal—which is finding more and more new uses, and consequently is in high demand. It is being used more and more in structural work, and here at Arvida is a new all-aluminum bridge. It is used in buses, trucks and street-cars, and by railroads in box-cars. Jet planes, too, use aluminum extensively for its light weight and high resistance. CKRS Jonquiere-Kenogami, serves this prosperous area, and offers a rich market to advertisers. Ask Jos. Hardy!"

For any information on QUEBEC MARKET No. 2 and "TRANS-QUEBEC" Radio Group Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.
MAJOR REAL QUEBEC TORONTO

REPRESENTING

CHRC QUEBEC 5000 WATTS
CHNC NEW CARLSILE 5000 WATTS
CHLN TROIS RIVIERES 10000 WATTS
CHLT SHERBROOKE (French) 1000 WATTS
CRKTS SHERBROOKE (English) 250 WATTS
CKVM VILLE-MARIE 1000 WATTS
CKRS Jonquiere-Kenogami 250 WATTS
CKBL MATANE 1000 WATTS
CKLD THEIFORD MINES 1000 WATTS

Lately the press has started reviewing radio to a far greater degree than it used to. Radio columns are cropping up in daily newspapers across the country, including two of our Toronto papers. Around these parts we're treated to six columns a week by Bob Kesten in the Evening Telegram and half that number by Gordon Sinclair in the Daily Star. Across the country, radio columns are becoming regular features in most progressive newspapers.

In view of all this, it seems about time that radio should do something about reciprocating. The newspapers give radio a press, so why don't the broadcasters give the press a radio? Leaving aside such obvious comments as the large number of features the papers contain which are stereotyped reproductions of American writers and artists (where have we heard that one before?), here is a point I think worthy of discussion.

Newspaper style is changing and I don't think the change is for the better. That's just my opinion, and I'm an old man of 48, and perhaps a bit of a reactionary besides.

I always thought a newspaper was intended primarily to recite, in a manner both factual and uncensored, the news of the day's happenings. It seems to me that such things as columnists, comics and other features have their place of course. Also there is the editorial page, where the publication expresses its opinion of the news, writing in the first person—plural—that's the "editorial we"—to indicate that it is the opinion of the paper as a whole and not just that of the individual who happens to be assigned to write that particular piece.

But today these columns are cropping up on every page and they—not unlike this one—express the individual opinions of the writer. As I said, I don't think there is anything wrong with this, but gradually they are eclipsing the paper's original purpose, until even the lead stories on the front pages aspire to steering people into thinking the way the paper wants them to think, instead of reciting the plain facts and letting them draw their own conclusions.

I've used this item for three reasons. First I wanted to get it off my chest. Secondly, I am beginning to wonder if there is not, after all, something to be said for radio's system of delivering, almost verbatim, the news reports written by the news service. Finally, I am inclined to think there is just as much room in the air for a program that views the press as there is in the newspapers for a column that reviews radio.

"Resurgence of this year's edition of the Winnipeg Blue Bombers in the Western Football Conference is making it a real strata of local society," write our Winnipeg scribe, Dave Adams, "The days cornerlots echo dull thuds of propelling bodies and the sharp thwack of pigskin boots against the grass as they emulate the doings of the heroes. Also noticeable on streets in greater numbers are elderly gentlemen blankets on the other—bound for the stadium, we hope."

"But most amazing of all the times of this season seem to make up the bulk of radio station personnel, be it Winnipeg or Toronto. Believe it or not, the actually taken part in a football contest, or what passed for one.

"Tipp, a couple of Sundays ago, at close to 20 of the 200-type, usually grumble if they have 1 reach for the mike, held then try to wipe it on one arm and blankets on the other—bound for the stadium, we hope."

"Canadian Broadcasting & Telecram, October 11th, 1951

PUTS YOUR SHOW IN THE BIG TIME

SHERBROOKE, QUE.

A new 3 million Raydon Mill—the most modern in either Canada or the United States—is to be erected in Sherbrooke shortly, and will provide employment for some 400 people. This is one more of the many reasons why you can profitably tell others about this exciting market. Tell it over CHLT and CKTS, we get results for our sponsors.

Representatives

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

The Voice of the Eastern Townships.

CHLT (French) 300 Kw. 1000 Watts
CKTS (English) 1240 Kw. 250 Watts
SHERBROOKE, QUE.

PHILIP KEATON

PUTS YOUR SHOW IN THE BIG TIME

Page Eight

Canadian Broadcast & Telecram

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CHLT (French) 300 Kw. 1000 Watts
CKTS (English) 1240 Kw. 250 Watts
SHERBROOKE, QUE.
Television at its best, is my description of the Louis-Charles game last month. I question whether anyone, with the possible exception of the referee, could have had a better view of the entire show. TV seems ideally suited for transmissions of such events, definitely more so than each sport as football or hockey, where the cameras have so much space to cover.

If I were assigned to do a poll, I'd give top place to this type of program; second to activities in general; third to games when they're good, which, by no means, always; and absolutely no place to a great many of the infantile antics which are shed out in the name of comedy. (I didn't like the pie-throwing comedies of the silent movies, either, which makes me consistent.)

Speaking of TV music, I've found it often disappointing to see animationize flesh and blood bodies which belong to the ages which I have enjoyed hearing through the years. I'm sure at my 17 non-related listeners, No. Holds Barred would see exactly what I mean if I suddenly merged on the TV screen.

First play-by-play hockey broadcasters to hit the air this season are (we believe) Fred Sherratt, CQCH, North Bay, who did the exhibition games, Chicago vs. Vancouver and St. Louis vs. North Bay.

Our Vancouver correspondent, A. Francis and wife, Margaret, in the east doing their annual tour of editors, and gathering in fulfilling assignments with which return to their Pacific home-market. Margaret is doing capable duty this year as manager for Miss British Columbia who is making a trans-continental tour right through to Newfoundland.

And that brings me down to the oak top for this issue.
A chap I know stopped me on the street the other day and asked me a question which I thought I would use as the basis for this talk.

This man, who is a machinist in a factory, said he had been listening to me these past three months, and wanted to know what difference it made to him or his employers if they went out of business or changed hands.

I pointed out that this was obvious, but couldn’t see how it affected him. “I’m working for my wife and family,” he said. “I’m buying my home and a car. I need money to do this with. What do I care where the money comes from? My only boss is my foreman. I’m not concerned about who he takes his orders from.”

It was a good point, so I went on with the next step.

I pointed out that in order to keep improving its output, a private enterprise concern was completely dependent on the energy, initiative and general tention of the people it employed. Most of them, like my friend Bill, were calling him Bill—and they were the employers of many homes and cars too. They wanted to see some of the money they paid their employers make go into their own bank accounts. That was reasonable, human, and as it should be.

Their employers know that the men are actuated by the same profit incentive which drives them. They know that they can only hope to prosper themselves, if they can see to it that those around them prosper.

Bill looked a little dubious; he said: “That may be the answer, but it is with some of them. But there are others…”

I cut him off there.

“Employers can be unreasonable,” I admitted. “But doubt many of them—too many of them—are.”

“Well,” said Bill, “what’s answer to that?”

“Employees can be unreasonable, too,” I went on. “But with private enterprise, both the employer and the employee—who depend completely on one another for their livelihoods—are protected against each other’s unreasonable demands. That is the strength of the system under which we live.”

Bill didn’t quite see what I meant.

“Look,” I continued. “If a worker finds that the grocer or meat market where she deals is overcharging, falling down on deli- eries or in some other way acting as she feels she should be, is she? Then there’s something she can do to get the situation right.”

“She can start buying from another store, if that’s what she means,” he said.

He was catching on to my point. “Supposing there was only one grocery or meat market in that town—owned and operated by the government?” I asked.

Bill nodded. “I get it,” he said.

“When the government operates a business, you just have to do there, because there isn’t other. But that isn’t the same as working for a government road. There are private railways too, if you don’t think you’re getting a square deal from the government one.” I thought a moment, and then I said: “Look at the aviation bi-
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CKBI
PRINCE ALBERT, SASK. 
5000 WATTS
Jan Rubes (rhymes with "new dish") and a few more boys from the radio world must feel that they have made the break through to television in making the Selkirk Productions' film Forbidden Journeys a release. The film is scheduled for television in October.

Rubes takes the lead role of a Czech juvenile who is able to enter Canada illegally, supported by the girl who is now his bride of two weeks, Hollywood screen star Susan Douglas. Others in the trim cast who are widely known for their radio work include Mr. Dougs, Rupert Caplan and Jerry Rowan.

Tall, lean Rubes has gone a long way since he arrived in this country as a tailor (he acquired trade to facilitate his admission) in January of '49. The film, Tony was a film that was responsible for employing him in his tailor shop, gladly overlooked those weeks when it was apparent that the big bass would be better off and happier singing.

In a couple of weeks he was "in" as far as the CBC was concerned, and he started to work with the CBC Opera Company on Don Giovanni and La Traviata. In 1948 won the opportunity of being a substitute for the leading man in the company's big event last year, Britisher's Pater Grimes, when he somehow reluctantly tore himself away for the film.

The reason that Rubes isn't a doctor in his hometown of Prague now is that a mob, once known as the Gestapo, shut the Prague (University Students') Council during a meeting called for organizing students' demonstration (Jan was a member, but left early) and closed the doors on that world-renowned institution.

He was one of the fortunate enough to be allowed admission to the Prague Conservatory of Radio Music, where he studied for four years, then, when presented with a German ultimatum of "work for us or sing for us," he took stock of the situation and decided that he could give 242 performances in a year.

With the war over, Rubes returned to his home and studies, and in 1958 won the opportunity of representing Czechoslovakia at the Geneva Musical Festival. Then came restlessness, and with the letter to his uncle which started him on his way to Canada.

Rubes likes it here and intends to stay. Although he has offers from South America, where he spent three months last summer on the opera stage, and from Rogers & Hammerstein, things are still okay here. On the Rogers & Hammerstein side, he was offered Ezio Pinza's role for the film "South Pacific," but when it hit the road, he would sign for a year. Said Rubes: "Imagine! Even I was in the world-renowned radio world must have. Imagine!"
RESERCH

New Tool For Merchandisers

Toronto. — In 1949 Canadians spent in retail stores and mail order houses an estimated $7,735,760,000, an average of about $203.00 per capita, with British Columbia topping Ontario by $4. These figures are deduced from a new publication, Canadian Retail Sales Index, which breaks down retail spendings into counties and census divisions for 20 different kinds of business.

Compiled by G. E. Rutter, well-known market researcher, and published by R. G. Lewis & Company Ltd., 163 Church Street, Toronto, at $5.00 a copy, the Index is a 40-page book, containing estimates for 1949 of retail sales by cities, counties and census divisions, right across Canada, except Newfoundland, for which figures are not yet available. Shown also, in the same territorial divisions, are population and radio homes figures, as compiled by the Bureau of Broadcast Measurement.

Breakdown of sales by types of business is in 20 categories: Grocery & Combination; Meat Stores; Country & General; Department & Variety; Motor Vehicle Dealers; Garages & Filling Stations; Men's Clothing; Family Clothing; Women's Clothing; Shoe Stores; Hardware; Lumber & Building Materials; Furniture; Appliance & Radio; Restaurants; Coal & Wood; Drug Stores; Jewellery Stores; Tobacco; All Other Trades.

A summary of county and census division totals shows the "Per Province" and "Dominion Total" figures in the same categories. 1941 census figures for "Sales of Commodity Groups by Kinds of Business" and "Distribution of Sales of Commodity Classes" have been included to clarify the other data.

In his introduction to the book, Rutter explains his estimating methods as follows:

"...computed by reconciling the Dominion Bureau of Statistics 1941 Census Data by Counties and Census Divisions with the 1949 Sales Data by Provinces...estimates have been carefully weighted according to population staffs consideration has also been given (from Income Tax Figures) to revenue changes."

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Canadian Marconi Company

There are now approximately two million Canadians living well within range of U.S. television stations. The CBC has been authorized to construct stations in Montreal and Toronto and hopes to start operations in both cities by September 1, 1951. The CBC also proposes to establish a network between its Montreal and Toronto stations, providing service to Ottawa. This much we know.

I don’t pretend to know how or when other centres will get television service but I am firmly convinced that nothing can stop the eventual development of this twentieth century miracle of entertainment.

I don’t want to burden you with a lot of statistics on set production, miles of coaxial cable and other developments in the United States. But from the meteoric growth of television there, in the space of only three years, I can come to only one conclusion—that people want it. I can think of no reason why Canadians should feel otherwise.

Technically, television was ready many years ago. A station in London, England, for example, has been in operation for over 10 years, serving a potential audience of about twelve and a half million people. Color television has long been practical, technically. It has been delayed coming into general use because such action might have made obsolete all existing transmitting and receiving equipment. Recently, this difficulty has been solved and color transmission will give a perfectly good black and white picture on the ordinary TV receiver and, through the modification of the ordinary receiver at nominal cost, pictures in color can be received.

Even though we in Canada are far behind other countries in providing television service, the receivers now being produced are of the very latest design and there is no reason why fear of obscurity should prevent anyone within range of a station from enjoying television right now. So although we may look with envy at the progress being made in other countries, we can all rest assured that the industry is keeping abreast of the latest technical development and has, in fact, been producing a variety of receivers of the latest design for the Canadian market for more than two years.

Yes, television means an open road to a new world of education and entertainment within the home. I think it will help a great deal if we start and consider what a tremendous effect this new thing will have on the future of all of us. Television is more than an adjunct to sound broadcasting or an alternative to the movies. Short as our experience has been, it is quite clear that as a medium of instruction and mass entertainment television is almost without peer. As the market for TV receivers intensifies, we will realize more and more the far-reaching effects of television on our social and economic life.

Think for a minute of the employment that television will create — jobs that never existed before for factory workers, engineers, writers, artists and camera men. Think of the even greater effect on our economy through the selling of goods and services by television. Think of television’s contribution to the technical progress and the defence by the training and employment of thousands in the fold of electronics. Think of the habits that will change as people rearrange their furniture and even design new living-rooms to spend hours every day in front of the TV receivers.

Perhaps television is further advanced in this country than many may realize. It may surprise you to know that many Canadian advertisers are even now planning TV shows that will be held the minute transmitters are ready to operate. If television has not yet reached your town, think of the future and get ready for it. If it has reached your town, then you have a wonderful opportunity, but it is up to you to do your part in educating the market.

When you read an advertisement “Ball Game Today — Not on Television,” you will wonder if television has arrived; you will have proved to your own satisfaction that people want television.

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MONTREAL
Plateau 6184

**TEEE VEE ACTION**

New York, N.Y.—The Federal Communications Commission asked for it — and in a way — got it.

The majority of the nation’s television receiver manufacturers told the Commission that they cannot make bracket standards color sets by the mid-December deadline.

The FCC originally announced that if the manufacturers did not disclose their intentions by September 29, then the CBS color-TV system would be adopted as final. So far there has been no FCC reaction to the statements of the manufacturers but news on that is expected at any moment — and may appear in your daily papers as you are reading this.

Several of the companies asked for postponement of the FCC decision to give them time for development and field-testing of bracket standards. It would seem the FCC is taking a logical and practical approach. The Commission is by no means taking a quick decision in a case against the major segment of the industry. A Commission spokesman has reportedly admitted this is the first time the Commission has advanced a project not initiated by a major segment of the industry.

There’s no doubt that RCA, CBS’s chief opponent through the whole mess, is making at least some preparations for a court case if Columbia is at the final nod. RCA selected multiple color standards to allay both RCA and CBS color for a reasonable time.

Despite that, the FCC’s color-attitude and its claim that public wants color—even that the biggest portion of the public has yet to see black-and-white video—the boys with the wise money predict that any talk of color is still a good many years off.

**New Name for Union**

ACRA has decided to change its name as a result of a meeting held by the TORONTO membership last month. To be prepared for the inevitable, if slow, coming of television, a new name will be known as the Association of Canadian Radio and Television Artists. ACRA offers an all-broad and television presentation by skilled radio artists. They will require to join a separate union to get TV work.

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