

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 15.

TORONTO, ONTARIO

August 6th, 1952

RADIO ISSUES AIRED IN HOUSE BUT SITUATION IS UNCHANGED

Ottawa. — Privately-owned broadcasting was both criticized and upheld as spokesmen from the three major parties took up the debate in the House of Commons on a loan to the CBC for television and the regular grant for the International Service here last month. (See also story in Telescreen section.)

CCF Leader M. J. Coldwell lashed out at radio advertising, saying: "Not only are the programs spoiled but I think I can say without hesitation that the people of Canada are fed up with the kind of advertising carried by many stations."

Opposition Leader George Drew declared that radio in this country will not operate on an efficient basis until private stations are placed on a truly competitive footing with the CBC outlets. This should include allowing the private operators to set up their own networks, he said. He also felt that commercial operations should not be the function of the CBC.

In reply, Revenue Minister McCann, who reports to Parliament for the CBC, said the regulations governing radio programs and commercials are being applied, but as far as improving their quality is concerned, "I cannot hold out much hope at the moment that there will be any drastic changes in the immediate future."

"There will be attempts made to improve programs on private stations and have them more in conformity with what we think a more idealistic system should be," he said.

Dr. McCann also pointed out

WAB TO BANFF—NOT JASPER
Due to the fire at Jasper Park Lodge, the scene of this year's Western Association of Broadcasters Convention has been shifted from Jasper to the Banff Springs Hotel. The dates remain unchanged, September 11, 12 and 13. This information was wired to the Broadcaster by WAB President E. A. Rawlinson.
Speaker at the annual dinner of this Convention will be the vice-president of Associated Program Service Maurice (Mitch) Mitchell, famous for "Mitch's Pitch."

that the CBC's budget from commercial revenue this year was about 10 per cent less than last year, a reduction which is in keeping with a recommendation of the Massey Commission calling for the elimination "of the less desirable commercial programs."

Coldwell said he would like to see all advertising on the air eliminated, but realized this was impracticable under the present system.

Enlarging on his recommendation for a system of true competition in Canadian broadcasting among the private and public-owned factions, George Drew said: "Until this is done I am satisfied that the talent of this country is not going to have the opportunity it should have through the advantages of a competitive system." At the same time, he called for the divorcement of the supervisory and administrative body of the CBC from its commercial operations.

CCBA ENGINEERS MEET OCTOBER

Hamilton.—The first engineering conference of the Central Canada Broadcasters Association will be held here October 13 and 14 in the Royal Connaught Hotel, it was announced recently.

Dealing with the technical side of radio, the agenda for the meet includes the presentation and discussion of four papers on various radio engineering phases, a tour of the CBC television installation in Toronto, and a banquet on the final evening.

The first morning session will be given over to an address by Herbert Jackson, faculty member of the School of Electronics of the Province of Ontario's Ryerson In-

stitute of Technology, Toronto, on "Status of Tape Recording and Reproducing Equipment." During the afternoon, C. E. Spence of Canadian General Electric Co. Ltd., will speak on "Engineering Considerations in TV Broadcasting." Monday evening the group will move to Toronto for a tour of CBLT, the CBC's new television station and production centre.

Two talks, one on "Audio and Audio Control" by Bob Tanner, Northern Electric Co. Ltd., and "Engineering Operations of a Broadcast Station" by chief engineer of CFRB, Toronto, Clive Eastwood, will be heard on Tues-

RADIO AND PRESS WITH ARMED FORCES



SOME OF THE BOYS of radio and press are whooping it up with Canadian Armed Forces in England and Europe to keep the folks at home posted on how some of their defence dollars are being spent. Pictured above at the RCAF base of North Luffenham, England, recently, are, left to right: Steve Franklin of the Ottawa Journal; Gabby Lasalle, CKAC, Montreal; Georges Huard, CKCH, Hull; Campbell McDonald, news director of CFRA, Ottawa; Don Brown, Ottawa Citizen; and Jean Taillefer, Ottawa, Le Droit.

RADIO ELECTION COVERAGE



RADIO STATIONS IN B.C. knocked themselves out on the night of the provincial elections which were held last month but have only just got sorted out. Every effort was made to give fast coverage on first count returns, recorded for the first time under the alternative voting system. Arrangements for minute-by-minute broadcasts were extensive and efficient, as this picture of the combined CKWX-Daily Province news room in Vancouver shows. Only thing wrong was not with the coverage but with the voting system. Second, third and fourth choices on the ballots, which materially affected the outcome, were not fully counted until just before press time.

day, followed that evening by the banquet.

A registration fee of \$5.00 includes admission to the sessions, an official Monday morning break-

fast and the bus trip to Toronto, the CCBA technical committee pointed out. Banquet tickets are \$3.00. Advance registration is in the hands of Hugh Potter, station CHML, Hamilton.

Serving Advertising and Selling for over 11 Years

CAB MEMBER STATIONS

MARITIMES (12)

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

QUEBEC (24)

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

ONTARIO (36)

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



Happy Christmas

Wishing won't make it so, but none the less we do wish you a very happy Christmas and a bright and prosperous New Year.

Maybe this sounds a bit unseasonable, with the thermometer shimmering in the 80's and 90's, but it is our coy way of proffering a topical suggestion.

Like most advertising media, radio has its "preferred positions," which invariably go to the first customer.

On all of our 115 member stations, prize spots for the coming Fall and Winter campaigns are being picked up by wide-awake advertisers and their agencies. So we thought we'd just tie up this fact with the hope that you too are securing yourself the happy Christmas we wish you, by planning your radio campaigns for the 1952-3 season now.

The
**CANADIAN
ASSOCIATION of BROADCASTERS**

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

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

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

CAB MEMBER STATIONS

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

MANITOBA (6)

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

SASKATCHEWAN (8)

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

ALBERTA (10)

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

BRITISH COLUMBIA (17)

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

NEWFOUNDLAND (2)

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



thing like this, next time I move I'm going to get old Harkley to letter a large sign for me to wear: "Go away and don't bother me. I'm a customer."

With all the talk about radio stations editorializing, people may have been looking for an example showing just how it can be done. Here's one from CFBC, about the International Brotherhood of Electrical Workers, whose chief, H. C. Tracey, used this Saint John station to inform members and the people of the area that the proposed strike would be postponed until September.

On his regular *Behind the News* broadcast, CFBC manager Bob Bowman discussed the proposed strike situation, appealing to the workers employed by the government-owned New Brunswick Electric Power Commission. Bowman called upon their union's representative — "How about it, Mr. Tracey? This radio station is at your disposal tonight. You can go on the air from our studios tonight and announce the postponement of the strike if you wish. The people of New Brunswick will appreciate your position; they will respect the attitude of public responsibility of the electrical workers; and on September 22 they can decide by their voting whether this matter can be handled best by the old government or a new one!"

At 11.30 that night, Tracey, introduced by Bowman, gave the province his word that the strike would be postponed until after the provincial election, due primarily to the sincere personal appeal of Hugh John Flemming, leader of the (P.C.) Opposition.

Through this effort, CFBC scored a beat, and a cordial thank you from Tracey.

And while we're at Saint John, word comes that Bill Tonner—rhymes with boner—has just been made program director of CFBC. A Merchant Marine type during the war, Bill's brother, Tom, is sales manager of CKCW, Moncton. Glasgow-born, Bill capitalizes on his ancestry and accent in the large Scottish community of Saint John, as he emcees such shows as *Pop the Question* and *Welcome Neighbor*.

Among those who are sticking to their desks this hot weather—
(Continued on page 4)

Having just completed a move into and complete furnishing of a new apartment, I am now able to say that I have once again escaped matrimony—just. It was a narrow miss, because my clumsy approach to such intricate details of housekeeping as the difference between curtains and drapes is a little too much for a mere male. However, I have done it and I'm glad.

One threat, which assailed me during this period of reconstruction, cropped up during frequent visits to department stores on shopping expeditions. It has been pretty hot for any motion which entailed standing up, so I have set forth on these excursions without the conventional head covering.

Almost inevitably, I have been standing around the counter where the particular commodity I am after is being sold when some dear old lady (never a winsome sou-brette) traipses up and wants to know where she can find the so-and-so department.

It's a bit of a problem, what to say under such circumstances. "I don't work here" sounds so abrupt, as does "I'm damned if I know." Finally I settled for a stock answer. It started one noon-time in Simpson's. Assuming a note of one who is disclosing a momentous secret, I said: "I'm sorry, Madam. I'm a spotter from Eaton's." I recommend this procedure to all males on shopping expeditions without hats, remembering, of course, that when the scene is in Eaton's, the process is reversed.

Wouldn't it be an idea though if store assistants, clerks or whatever you call them, had some distinctive badge, so that customers could tell them from fellow customers? If they don't do some-

WHY RIMOUSKI?

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

82.3% of the people in this area speak French.

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

CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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

We don't sell Time



RESULTS

CKCW

MONCTON NEW BRUNSWICK

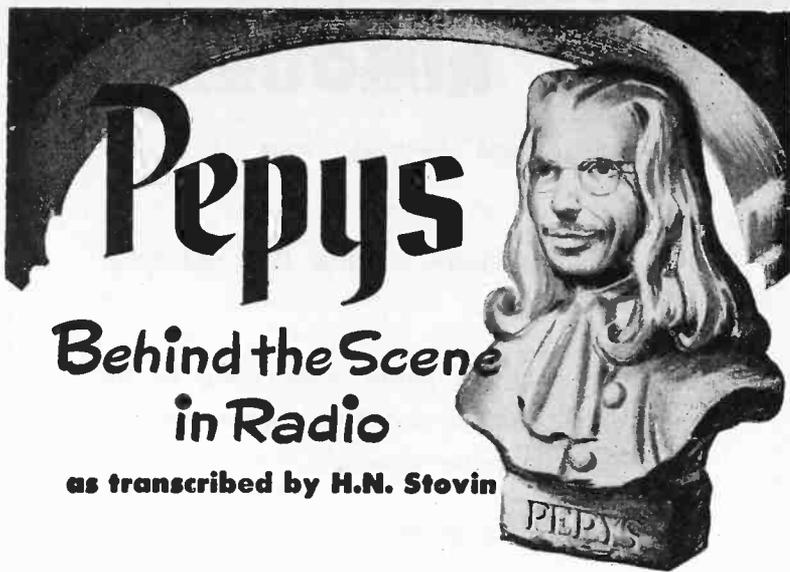
The Hub of the Maritimes
REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

CKCR
1490
KITCHENER

CKCR-FM
96.7
WATERLOO

Two Stations For
The Price of One
Serving The Heart of
Western Ontario

ASK OMER RENAUD



"Do find myself pleased to pay my tribute, in this way, to the friendly and alert Managers of those goodly radio stations which make up the Stovin family of proven stations. Each man is a power in the community he serves—in providing entertainment, education, news and support of local interests—and so earning a loyal and consistent listenership which provides for both national and local advertisers those proven results of which Pepys and stations alike are justly proud.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

OVER THE DESK

(Continued from page 3)

literally and figuratively—is MacLaren Advertising Company's Don Henshaw, who must be in good health, I know, because I haven't been called upon to make any speeches for him lately.

This morning the mailman brought me a letter from this top-ranking public relations man, which I thought might be worth handing on to at least a part of the industry. Don says:

"... while doing a fair amount of motoring in various parts of the country, I have been struck by the singular lack of roadside advertising of radio stations and their wavelengths. A high percentage of cars are now equipped with push-button radios and when a driver gets out of his own area he has to do a bit of searching for stations. Some of our stations have done a good job on tourist welcoming signs. Most of them have done nothing about it. Some have put their signs on the edge of their city rather than out near the edge of their effective range. An interesting contrast may be seen near the New Brunswick-Nova Scotia border. A huge painted board identifies the awe-inspiring towers of the CBC International Service and CBA Maritimes, but no wavelength for CBA is given. A mile beyond on this major tourist highway is a modest sign of CHNS, Halifax, inviting people to tune in their wavelength. I've a notion CHNS

gets the highbaling listeners, not CBA.

"Any radio station that makes it easy for the tourist to tune them in is giving his sponsors a plus and doing the home town some good."

Stations may now buy 50 ready-made commercials a month for a variety of kinds of local businesses, typed on their own letterhead and ready for inserting the name of the sponsor. This service is offered through the Canadian Script Service of Laidlaw Productions Ltd., a Toronto concern claiming as its chief function: "Acting as radio and television departments of advertising agencies without a radio executive staff."

Owner of the company is R. Ian Laidlaw, one-time announcer and salesman at CFBC, Saint John, N.B., who, since coming to Toronto, has been linked with CFRB, and S. W. Caldwell Ltd.

Manager of the company is A. R. (Art) Tidy, who has divided 20 years between the Canadian National Exhibition Publicity Dept., the Harry E. Foster office where he held forth as radio copywriter and account executive, and the Mutual Benefit Health and Accident Association, where he was advertising manager.

The concern is quartered at 21 Dundas Square, Toronto. The telephone is EM. 4-8538.

A veteran radio man takes over management of Horace N. Stovin
(Continued on page 6)

CHLT **SHERBROOKE QUEBEC** **CKTS**

FRENCH The Voice of the Eastern Townships ENGLISH

900 Kc. 1000 Watts Quebec 1240 Kc. 250 Watts

Representatives

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

TWO NEW VICE-PRESIDENTS FOR CANADIAN FACTS LIMITED



Announcement is made by John F. Graydon, President of Canadian Facts Limited, of the retirement of Mrs. Ethel Colwell from the business and the appointment of Frank S. Lyman as Vice-President in charge of the Company's Montreal Office, and L. G. Gray as Vice-President in charge of technical operations at headquarters in Toronto.

—Advt.

CANADIAN BROADCASTER AND TELESCREEN

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

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Business Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
News Editor: THOMAS C. BRIGGS
Research Consultant: G. E. RUTTER
Photography: ANTHONY TRIFOLI

Correspondents
Montreal - Walter Dale
Winnipeg - A. L. Garside
Vancouver - Bob Franck

August 6th, 1952

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

Vol. 11, No. 15.

New Progress In Research

The information contained elsewhere in this issue that Jack Graydon, president of Canadian Facts Ltd., has brought to Canada the Horace Schwerin system of analyzing radio and television programs and commercials is probably the most important news concerning research that it has been our privilege to print.

At the CAB Convention, the research committee came out with a report which was a blanket criticism of the radio stations for their overly broad application of the program ratings, and of the research people for their willingness to prepare and accept money for an inferior research product because it was all the industry was prepared to pay for.

A general criticism of buyers of radio advertising could also be read out of the report because of their approach to ratings as an infallible divining rod, telling arbitrarily what in radio is good and what is bad.

Through two recent appearances of the man who devised it—last November at the ACA's Fall Conference in Montreal, and last March when he spoke to the CAB in Toronto—most buyers and sellers of radio advertising are familiar with Horace Schwerin and his system of measuring what he calls the "remembrance and belief" of commercials. This seems to us to presage a gargantuan forward stride from the blind faith which has in the past been put into the disclosure of an estimated number of hearers of a sales message, irrespective of how they reacted to it. In this way, Schwerin advertisers are going to come a great deal nearer to finding out what happens in a family when the sales message is heard. As a result, some advertisers, because they have been closing their eyes to some basic facts about radio, are going to feel harshly towards the broadcasters, while others, who have allowed themselves to be steered by those who are familiar with the medium, will increase their use of it as soon as they get a full realization of what it can do for them.

It is to be most sincerely hoped though that Messrs. Schwerin and Graydon will not stop at the analysis of commercials. A service of importance to everyone who owns a radio or television receiver, as well as to those who buy or sell broadcast adver-



"Get out of the rut, men. Get into this TV racket. Write scripts. It's easy."

tising, would be performed if someone could and would measure people's likes and dislikes in their radio fare. Present systems of program ratings disclose which of the programs that are available the people tune. They take no cognizance of such facts as that the listener is an ardent fan of the program which precedes the one under study, which was only heard because no one had sufficient energy to tune it out. Neither does it show that another listener would go to the expense of riding home from the office in a taxi rather than miss it.

If a continuing study of program content and its various reactions on different types of people can be established and maintained, it will be a forward stride in radio beyond compare. Jack Graydon has started something. It is to be hoped that he will show that he has sufficient of what it takes to see it through—right through.

Employment Is A Case Of Give And Take

The chronic shortage of key men with whom to fill positions that fall vacant in private business is one to which considerable thought needs to be given if it is to be overcome. It is an unfortunate fact, but a fact none the less, that when a key berth has to be filled it is quite frequent that a suitable individual is not to be found on the company's staff, so that it becomes necessary for a man to be brought in from outside.

All too often the management of a concern finds itself faced with the fact that it

has not a salesman in its employ who would be capable of becoming assistant sales manager, a radio announcer fit to be promoted to program director, or a production man with the ability needed to make him an account executive. The responsible officer explains the predicament away by saying that he just doesn't have the right kind of man on his staff. But this does not explain away the fact that when beginners were hired he did not choose youngsters of executive calibre. To this he would probably answer that he was not permitted to offer sufficient financial and other kinds of inducement to attract the right kind of men.

There is a deplorable tendency in this time of economic revolution for young people starting out on their careers to expect promotion and advancement quite out of keeping with their merits. Many of them labor under some sort of delusion that their employers' prime function is to teach them a trade or a craft or a business to enable them to bargain with a competing concern for a higher wage. Unquestionably this is a sadly warped approach, and employers are justified in their concern over the situation. But what are they—the employers—doing to remedy it?

Not only to an individual employer but to the whole structure of the competitive system, it is absolutely vitally important that employment levels be lifted. This does not mean that men and women who may now be barely earning their wages and salaries be given increases. It means rather that employers must establish a new set of standards for their employees, and may quite easily mean a new set of employees to fit the standards. In this way employees are going to get better conditions, better wages and at the same time the employer is going to get more value for the additional money he is called upon to pay out.

The present-day trend where the employee wants more may not be too far off the beam. Maybe his job calls for more remuneration if it is done as it should be done. Maybe he is capable of making this improvement. If this is the case, he should be paid for it commensurately. Maybe on the other hand he just hasn't got it in him to give the job what it should have. In this case, he should be replaced by someone with the necessary ability and energy.

Nobody wants to stand in the way of those who want to improve their lots. But these people cannot continue to take more and more unless they are prepared to give more and more. It is just a matter of simple arithmetic.

NORTHERN ONTARIO'S Greatest ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S HIGH-POWERED STATION

Ask All-Canada In Canada Weed & Co. In U.S.A.

OVER THE DESK

(Continued from page 4)

& Company's Montreal office as of September 1 in the person of T. C. (Mickey) Maguire. Mickey has devoted the past 20 years to radio, until recently in Montreal.



He was with All-Canada Radio Facilities Ltd., Erwin Wasey (Canada) Ltd., McKim Advertising Ltd. Last fall he came to Toronto to take over management of the Toronto office of Omer Renaud & Company.

Maguire succeeds Frank Murray, who has been running the Montreal office for Stovin & Co.

When 10 acres of strawberries came ripe on the Lulu Island farm

of Mrs. Nicholas Wowk, and there wasn't a picker in sight, Mrs. Wowk inquired about the price of spots on CKWX, Vancouver and CKNW, New Westminster. She bought one on each station. One thousand pickers called, wrote, wired, phone or came in on horse-back.

Radio came to the rescue in the shape of CFCY, Charlottetown, P.E.I., the other day, when 12-year-old Carl Wilson, of Spring Hill, N.S., developed a heart condition requiring treatment by a Baltimore, Md., specialist in a hurry. But funds were lacking. Then nine spot announcements were broadcast over a period of three days over CFCY, Charlotte-town, and the substantial sum of \$1,023.91 rolled in from — Bob Large naively points out — New Brunswick, Nova Scotia and Prince Edward Island. The largest donation, of \$204.36, came from the inmates of the Dorchester Penitentiary!

This picture might be, but we



are assured is not captioned "New Warden Takes Over," though the "Vertical Louvre Blinds" in the background look like prison bars. Actually it's CFPL sales manager Keith Chase, left, handing over his contract blanks to Doug Trowell, promotion manager at the London station who succeeds Keith. Keith, incidentally, has gone to the Montreal office of McKim Advertising Ltd. where he is holding down an executive berth in Wilf Charland's radio department.

I don't know where they get their information, but the Question and Answer column of the Toronto Star the other day had a strange statement in answer to a correspondent. It said: "There

will be no privately operated TV stations in Canada, in contrast to the American practice and to Canadian radio, where the CBC and private stations compete." We checked the CBC's Press & Information department, but could find no foundation for the Star's statement.

This issue's sermonette is addressed to the boys and girls who parade up and down Radio Row looking for jobs. It was inspired by a young guy who was in last week and whom we were able to steer into a job in spite of everything and over his own dead body.

Here's what I mean.

These characters come into our office at the rate of two or three a week—and we're glad to see them or we would be if they'd change their approach.

The present formula goes like this: "Mr. Lewis. Mr. Blad said you might be able to help me find a job."

You look whimsically at the deathless piece in your typewriter, wondering how many more times you're going to have to start it over again, and listen to the story.

During the conversation, you put in, kindly but firmly, a bit of gratuitous advice, suggesting that when you are going to call on anyone in office hours, especially if you want them to do you a favor, it would be politer and therefore make a better impression if you gave them a call on the phone first to find out what time would be convenient.

Almost always you get the same retort. The visitor is a bit embarrassed and offers to leave. You assure him that this isn't necessary. Then he tries to explain away his faux pas and succeeds in making it twice as bad when he says: "I wouldn't have crashed in on you like this except that I just happened to be passing this way."

What a wonderful boost for your pride. Even a job-hunter wouldn't make a special trip over to our hole in the wall. He was over here—at the pawn shop or the liquor store—and just dropped in because he had nothing to lose.

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

Regina has..



.. A NEW BANK!

GRANT CARSON — Since 1931 a valuable member of CKRM's staff. Grant won a wide audience as sports-caster; he was also promotion manager, and for the past seven years has been a sales representative. He knows this market—do you?

Early this month an ultra-modern new Bank of Montreal was opened at Regina's number one corner, Scarth and Eleventh Avenue. A half-hour program was carried by CKRM to acquaint listeners in Saskatchewan with this fine new institution... a vital financial artery in the prosperous blood-stream of Saskatchewan's economy.

See "Radio Reps" NOW for details of this market!

CKRM Regina

FOR 25 YEARS CHNS has been the top sales station in Nova Scotia's Major Market

Facts and figures bear this out; radios tuned to 960 bear it out and then a long list of satisfied clients clinches the matter.

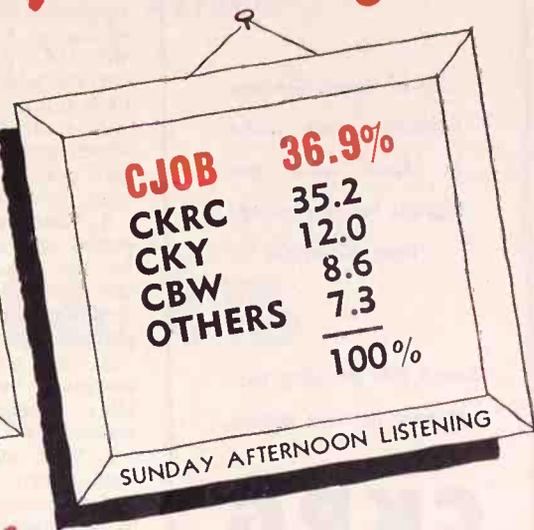
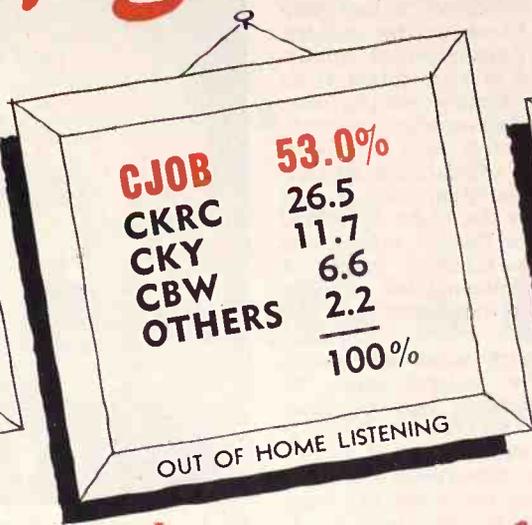
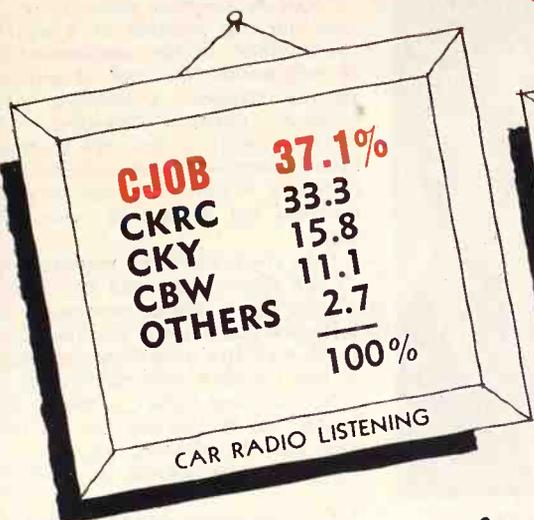
CHNS	
Market Data	
Greater Halifax	
Population	132,074
Retail Sales	\$141,054,892
Per Capita	\$ 1,060

and CHNS reaches more of these potential purchasers than any other Halifax Station.

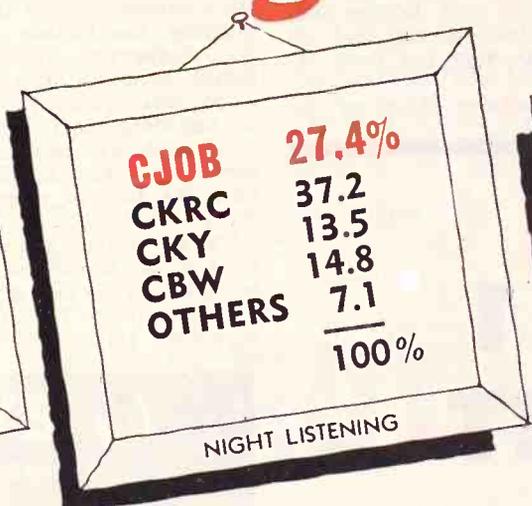
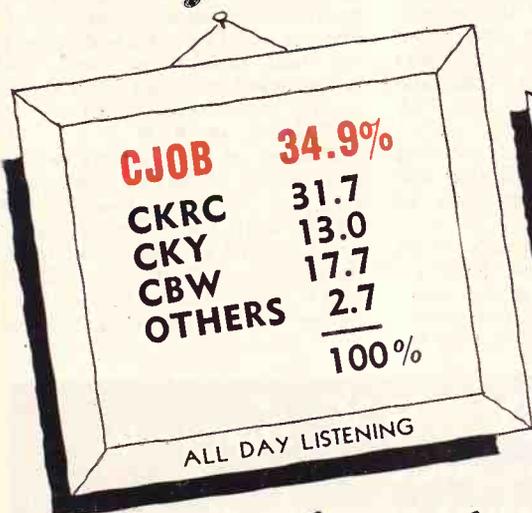
In Canada contact the All-Canada Man and Weed & Co. in the U.S.A.

CHNS THE VOICE OF HALIFAX THE CHOICE OF HALIFAX

Take a good look at Winnipeg's radio picture!



Ask yourself- who gets the listeners?



• These latest available Elliott-Haynes averages show CJOB in second place only in night listening when CJOB competes with the Dominion network carried by CKRC.

And who delivers at lowest cost?

CKRC - Class "A" 1 Min. - \$20.00
 CKY - Class "A" 1 Min. - \$15.00
CJOB - Class "A" 1 Min. - \$11.00
 CBW - NO 1-MINUTE ANNOUNCEMENTS

CJOB

of course!

REPRESENTATIVES—Canada: Radio Representatives Ltd., Toronto, Montreal, Vancouver; Broadcast Representatives, Winnipeg. U.S.A.: Adam J. Young, Jr. Inc., New York, Chicago, St. Louis, Hollywood.

A GROWING MARKET

City of Prince George building permits issued in April were the highest for any month —over \$228,000.

Reach this growing market over its own station.

CKPG

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

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

STATIONS

Need Better Production And Selling With Coming Of Television

Penticton, B.C. — Canadian broadcasting stations should be given a clear directive by civil defence authorities of what action they are to pursue in the event of enemy attack on this country, the B.C. Association of Broadcasters said in a resolution at its fifth annual summer meeting here.

In a strongly-worded resolution which amounted to a censure of civil defense officials for dilatoriness, the resolution pointed out:

1. That in the event of enemy action against Canada, radio would be the sole effective means of effective communication between civil defence authorities and the public;

2. That such communication is essential "to control panic, to allay uncertainty and to issue instructions";

3. That, as a result of radio's work during fires, floods and other civil disasters the public has come to rely upon broadcasting;

4. That member stations of the BCAB are "increasingly conscious of their duties and responsibilities to the public" in the event of attack;

5. That the BCAB has frequently asked civil defence officials for direction but that no effective direction has been received.

The association therefore de-

cidated to petition both federal and provincial civil defence co-ordinators "to issue a directive stating clearly and unequivocally the actions to be pursued by every broadcasting station in the event of enemy action against Canada."

Thirty delegates attended the meeting and heard the president, F. H. Elphicke of CKWX, Van-



"TINY" ELPHICKE

couver, warn that although business generally had been good all over during the first half of the year, there might be some slackening towards the end of 1952. He attributed this to strikes now plaguing the lumber and other B.C. industries, which he said would obviously affect business as payrolls continued to fade with strikes continuing.

He said that sale of political time during the B.C. election had been the best in more than 10 years.

The sale of time generally would have to be stimulated, however, he added, in the face of the eventual arrival of TV. Otherwise, he warned, stations might find TV

advertising budgets were coming out of radio time.

"The industry needs better production plus more effective selling," he summed up. "But radio, despite TV, will continue to serve its communities."

M. V. Chesnut of CJVI, Victoria, told the meeting government business had increased this year on all B.C. stations.

Delegates discussed the matter of stations adopting editorial policies and the question of whether the station or the commentator is responsible for and identified as the sponsor of opinions expressed. George Chandler, of CJOR, remarked that the station usually seemed to get the adverse criticism while a commentator received any credit that was going.

Sam Ross, assistant manager of CKWX, Vancouver and the voice of a Sunday night commentary, said that what went on this program was the unanimous opinion of the station's editorial board.

No decision was adopted by BCAB, but it was felt the matter was one of growing importance and one which should be studied.

The association and the industry should support any action which BBM could take to set up a rating system, Bill Wellwood of CJOR told the meeting. He was referring to a resolution passed at the last BCAB meeting noting the considerable disparity in Elliott-Haynes and Penn McLeod ratings. He said differences were still found and that this was detrimental to the whole industry.

Feature of the meeting was a sales clinic under the chairmanship of Maurice Finnerty of CKOK, with the following speakers: Gordon Reid, CKDA, Victoria, speaking on "Selling the Client Right"; Don Laws, CJOR, Vancouver, on "Personalities in Local

(Continued on page 10)

A 4-IN-1 MARKET

- ★ FARMING
- ★ FISHING
- ★ FURS
- ★ FORESTS

They fish here, too—over 12,000,000 pounds of fish caught in the 1951-52 season. Pockets jingle twelve months of the year in this market.

CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

by EVERY Survey

(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's MOST LISTENED TO Station

CKDA DIAL 1340

Business is Booming in the Niagara Peninsula!

\$315,000,000

QUEENSTON HYDRO PROJECT

with its \$1,000,000 a month payroll means bumper business for St. Catharines and the Niagara District served by CKTB, St. Catharines. No matter how you look at it, it's a peach of a market.

REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

THE NIAGARA DISTRICT STATION

IMPORTANT ANNOUNCEMENT
TO ALL BUYERS OF RADIO TIME

The business of
Jos. A. Hardy & Co. LTD

RADIO STATION REPRESENTATIVES

is being carried on as usual

We shall continue to represent the same list of leading regional stations, and "Trans-Québec Radio Groupe." For any information on these stations, or for details on the French-Speaking Market No. 2 in Quebec, Ontario, and the Maritimes, please telephone, wire, or write to:

JOS. A. HARDY & CO. LTD

MONTREAL

B. Wells
 1015 Dominion Square Building
 UN. 6-8915

TORONTO

Bruce Butler
 67 Yonge Street
 WA. 2438

RADIO STATION REPRESENTATIVES FOR THESE
 leading regional stations

CHRC
 Quebec
 5000 Watts

CHNC
 New Carlisle
 5000 Watts

CHLN
 Trois-Rivières
 1000 Watts

CHLT
 Sherbrooke
 1000 Watts

CKVM
 Ville-Marie
 1000 Watts

CKRS
 Jonquière-Kénogami
 250 Watts

CKBL
 Matane
 1000 Watts

CKLD
 Thetford Mines
 250 Watts

CKNB (Eng.)
 Campbellton, N.B.
 1000 Watts

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

*NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT

CHAT
 MEDICINE HAT
 An All-Canada-Weed Station

STATIONS

(Continued from page 8)

Sales"; Jack Sayers, CKWX, Vancouver, on "National Sales"; Chuck Rudd, CHUB, Nanaimo, on "Selling the Small Market"; and Phil Baldwin, CKNW, New Westminster, on "Sales and Product Promotion."

Radio is being undersold and radio time rates are too low, Gordon Reid told the clinic.

"Advertisers think in terms of a \$100 newspaper ad and a \$7 spot," he said. "The sponsor too often thinks of the papers first. Radio is an afterthought. We must get him enthused so he thinks of radio first."

Reid said the spot buyer of today is the sportscast and program buyer of tomorrow. But, he warned, when your sales pitch results in a client agreeing to take three spots a week for a month, it's good business to refuse the sale because, he said, "you haven't made a sale at all."

Reid gave as his rules of thumb: get the client's interest; know his newspaper and radio appropriations; know the history of the account; don't use clichés or repetition; sell radio; call a spot an ad; discuss gross rates first, discounts later; figure the potential client a budget before you see him; see the time buyer often, as too many salesmen sell and then stay away; give your writer enough data to do his best job.

Don Laws of CJOR said his

station made a specialty of using personalities on local programs and that 35% of the day was occupied by these names. This was particularly effective for local advertisers who could check results. The station charged more than the card rate for these names, he said, but advertisers had found it worth while.

He mentioned the *GG Man*, forerunner of the Arthur Godfrey trick of booting the sponsor around, with the result some of his sponsors had been with him 15 years; *Breakfast with Browne*, a program of British records aimed at a particular audience; *Man in the House*, with Dorwin Baird starting mild arguments by reading letters from listeners; Ross Mortimer's *Kiddies' Karnival* and *Take It Easy*.

Laws pointed to a feature of Mortimer's program, which is that he does not talk down to children or use them as a lever to sell any product to their parents. This, he believed, would only bring ill will to the product.

"We specialize with these personalities in low pressure advertising," Laws said. "We don't ram a product down anybody's throat."

Jack Sayers of CKWX told the clinic the problem in national sales, except with some advertisers who regarded Ontario as the only market, is not to sell Vancouver as a market but to sell radio as a media.

He said agencies want to know these factors:

1. The make-up of the audience;

whether there are farmers, professional men or industrial workers in the area.

2. What time they go to work and come home.

3. How many of the wage earners in the audience go home to lunch.

4. How many have bath, refrigerator, telephone, radio.

5. Whether their background is British or foreign.

6. Comparison of radio homes with daily paper and magazine circulation in the area.

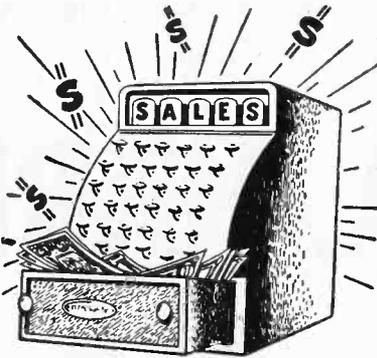
7. Facts of your news coverage; the number of stringers employed and how often they report.

Chuck Rudd, CHUB, Nanaimo, said sincerity, know-how and ideas were the three touchstones of success in the small market.

Station staffers should take part in community affairs as a lever to get to know businessmen and the needs of the community. But, he warned, do not wait for civic affairs to happen, and he mentioned a hospital fund which his station started on its own.

Phil Baldwin, CKNW, New Westminster, suggested among other ideas for promoting sales of national products that when a station has a national campaign the sales manager should call a meeting of all merchants in the city handling that product, and explain what the campaign can do for them.

**SELLING
 POWER!**



An Avalanche of —

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

You Cover More . . . You Sell More Over

CFCN CALGARY

ASK RADIO REPS
 Toronto, Montreal,
 Winnipeg, Vancouver

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



**GREATER
 OTTAWA**

IS

42%

FRENCH*

WITH AN

ANNUAL

INCOME

OF

\$90,177,825

CKCH

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

Representatives

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

*Over 100,000 French-speaking
 Canadians.

AGENCIES

By Art Benson

McCONNELL EASTMAN

Winnipeg.—Beaver Lumber Co. Ltd. (Saskatchewan division) has scheduled the 15-minute five a week transcribed *Tom, Dick and Harry* (S. W. Caldwell) over CHAB, Moose Jaw and CFQC, Saskatoon. The campaign is being supplemented with a series of transcribed spot announcements over a number of Saskatchewan stations.

Winnipeg. — Paulins Biscuits & Confections has added CJVI, Victoria; CKWX, Vancouver; and CKNW, New Westminster, to its 15-minute once a week *Corinne Jordan* series, making a total of 25 western stations carrying the transcribed show.

YOUNG & RUBICAM

Toronto.—The Borden Company Ltd. has renewed the 15-minute three a week *Memory Lane* over CHRC, CJAD, CKAC, CKCH, CKOY, CHML and CFRB (five a week) until the end of the year, advertising the various Borden products. Same sponsor has also renewed the 10-minute five a week *Nos Artistes Canadiennes* over CKVL, Verdun and the 15-minute three a week *Curtain Call* over CFCF, Montreal.

J. J. GIBBONS

Toronto. — Cockshutt Farm Equipment Ltd. breaks into the Ontario radio picture with the five-minute three a week transcribed *Cockshutt Farm Workshop* (S. W. Caldwell) now under way over CFRB, Toronto; CFPL, London; CKNX, Wingham; and CFCO, Chatham. The program features John Bradshaw and has been scheduled for one year with an extension to the Maritimes in the fall.

ROBERT OTTO

Toronto. — Miles Laboratories Ltd. has started the 15-minute six a week newscast *Around the World with Lorne Greene* over CKEY, Toronto, advertising Alka-Seltzer.

VICKERS & BENSON

Toronto.—Grove Pharmacal Ltd. (F. W. Fitch Division) has a 10-month spot announcement renewal going to CJAD, Montreal; CKVL, Verdun; CFRB, CKEY, Toronto; and CKNW, New Westminster, advertising Dandruff Remover Shampoo and Ideal Hair Tonic.

RESEARCH

Canadian Facts Starts Qualitative Research

Toronto.—Early this month, the Schwerin System of qualitative analysis of radio and television programs and commercials became a reality in Canada under the

joint sponsorship of Canadian Facts Limited and Schwerin Research Corporation.

The tip-off on Canadian interest in the unique Schwerin technique came with the ACA's and CAB's invitation to Horace Schwerin to address meetings of their members respectively last fall and this spring on what his organization is doing to help big U.S. advertisers and networks get more audience and improve the effectiveness of their commercials.

The Schwerin Research Corporation and Canadian Facts Limited have now joined forces to make the Schwerin System available to Canadian broadcast advertisers under Canadian conditions.

The first series of four Canadian tests took place in Toronto on July 22, 29, 30 and 31. On each of these evenings a specially selected audience of approximately 500 Toronto men and women gathered in the auditorium of University of Toronto Schools. Under the guidance of an experienced master of ceremonies from the Schwerin organization in New York, each audience was led through tests of two types of radio programs and a television show, together with their commercials.

Program tests are designed to discover how well the audience likes the show and in detail what it likes most or likes least. On the basis of these findings, audiences are built by giving the public more of what it likes and less of what it dislikes, for it has been found that audience ratings follow the trends of Schwerin "liking" scores.

Commercials are tested for the copy ideas that are best remembered and believed, so the methods producing the highest scores can be utilized to improve the effectiveness of the selling message. It has been found that the more people who remember and believe the advertising message, the more there are who are inclined to buy the product or service advertised.

YOUR BIG OPPORTUNITY in a radio agency department

Progressive Toronto agency with large radio billings has opening for young man or woman with previous agency or radio station experience. Flair for detail work such as time-buying and estimating is essential. Radio production and writing ability an asset. Write fully to:

Box A-130

C. B. & T., 163½ Church St., Toronto

Meet the Writers

At Walter A. Dales Radioscripts

John Whelan—whose work has appeared in *True*, *Collier's*, *Saturday Evening Post*, and elsewhere.

H. G. Bowley—well-known Canadian humorist and continuity writer, published by *Maclean's* and other periodicals, fresh from a stretch in the continuity department of one of Canada's hardest-selling stations.

Walter Dales—author of stories and articles currently appearing in *Weekend Picture Magazine*, *The Star Weekly*, *Associated Newspapers* in England, and with radio shows in every province of Canada, and almost every state in the U.S.A.

Plus a stable of top-flight free-lancers.

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

MACK-OVEE SAYS:



I present 15 newscasts per day
from Press News Wires
and
11 Okanagan Correspondents
for the most complete news
coverage in the Valley

CKOV is THE News Station of Interior B.C.!

There's a big gap between here and the rest of this message.

There'll be a bigger gap in your sales messages in New Brunswick if you don't use CFNB.

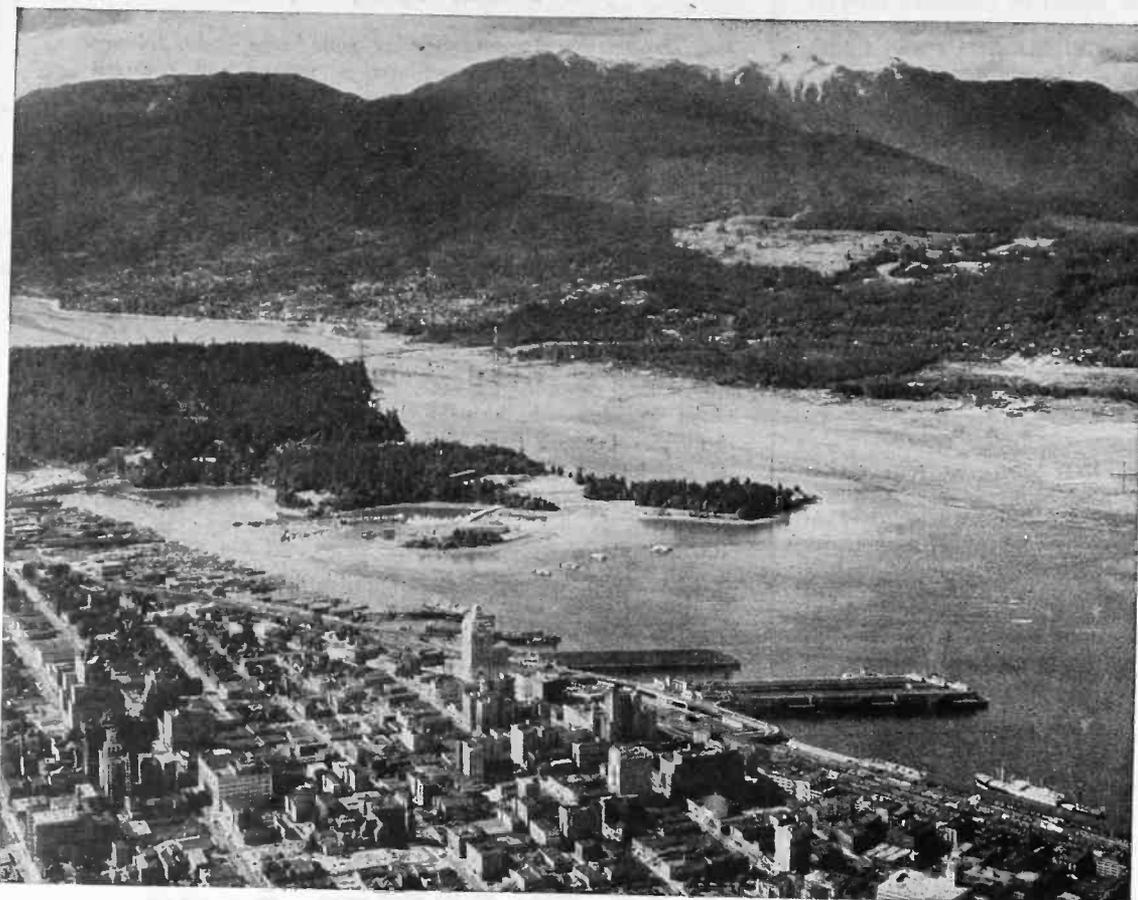
See

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



New Brunswick's
Most Listened-To
Station

this is VANCOUVER



in British Columbia
over half the population live in the
VANCOUVER MARKET

... Vancouver reflects in bank clearings—payrolls and purchases of every kind, the tremendous impact of a billion dollar production from B.C.'s four basic industries and another billion dollars NOW being spent in industrial development.

CKWX Coverage in B.C. Day and Night exceeds

Station "B" (5KW) by 6.7% xx

Station "C" (5KW) by 23.1% xx

Station "D" (1KW) by 39.7% xx

Station "E" (1KW) by 71.7% xx

xx Combined day and night coverage
6-7 days per week. BBM Study No. 4.

in BRITISH COLUMBIA it's **CKWX**

**MOST
PEOPLE
DIAL**

9880

HERE and THERE

CBM Names PD

Montreal. — Donald McGill has been named program director of station CBM here, it was announced late last month by the CBC. McGill, one-time program director and later manager for four years of CKSO, Sudbury, has been with the CBC since 1947.

Prior to this appointment, he was in charge of several network music productions originating here, including some *CBC Wednesday Night* features and *Les Concerts Symphoniques*. He started in radio as announcer-script writer with CFCO, Chatham.

COUNCIL CITES PROGRAM

Nanaimo, B.C.—It takes something to stop a City Council talking, but CHUB managed it in an evening session of council here when the half-hour program, *Nanaimo Calling*, was tuned in during a council meeting.

The program has been on the air for two months, and councilors feel it has been useful in publicizing the city and Vancouver Island as a tourist attraction.

HEADS RECORD DIVISION

Toronto.—Ed Manning, former program director of CKCR, Kitchener, has been appointed manager of the record division of Gordon V. Thompson Limited here.

Manning for some time has produced the Trans-Canada network show of old recordings, *Roll Back The Years*.

RCA BUILDS AT PRESCOTT

Montreal.—A contract for the construction of an electronics plant at Prescott, Ont., was awarded here last month by the RCA Victor Co. Ltd., it was announced.

The new structure will have an area of 100,000 square feet and will be ready for occupancy next year, the company said. Ground-breaking on the 110-acre area in Prescott, 120 miles west of here on the St. Lawrence River, will begin soon.

Here Is Your Opportunity To Be Mr. Sport

Here is your chance to make good money and enjoy it. You must know something about sports but not necessarily have radio experience. Your job will be to cover sports. You will have plenty of time for local contacts besides your regular casts and actualities. We are in a one station town with one of the finest studios in Western Canada, covering Southern Alberta. This is your opportunity to be Mr. Sport in a sports-minded station in a sports-minded city and district. Married or single, we will find you a place to live. This position is available to you now. Send your application, references, photo and disc or tape of play-by-play (if possible), stating age and experience to:

CHAT
MEDICINE HAT

Talent Trail

by Tom Briggs



him to his global jaunts didn't hang on to a good thing when they had it. They broadcast his rough notes. Now the CBC airs his book.

The recordings made on the spot by Henderson and spouse — she knows the mechanics of a tape-recorder and went along for more than the ride — are a fascinating part of his new series and are heard to much greater advantage than before, because there is lots of time. But, like any actuality that is recorded, it cannot be expected to tell the whole, or even a complete part, of the story of a people, country or event. They do provide local color, and Henderson fills in the background intelligently with a good reportorial voice, carrying authority and conviction when it isn't racing with a clock.

In the best episode on *Passport* so far — Siam, Land of Never-Mind — Henderson demonstrated an ability to gather into one broadcast a number of real-life scenes which in themselves were intriguing, but in juxtaposition provided a meaningful cross-section of those mysterious people. At least it seemed as close to a cross-section as it is possible for any individual to attain on such short acquaintance. It was, in short, a photograph album in sound, rather than a travelogue without the picture.

Henderson has developed an effective technique and, more than ever before in his travelling-reporting career, he is continuing to prove that there isn't very much which is "out of this world."

Young broadcasters, and the older ones too, could learn a lot from Henderson about capturing people with a microphone as some artists do with a brush. But don't try to steal it; just borrow from it and rely on your own genius for the rest.

An easier schedule is about the only apparent reason why Larry Henderson's new half-hour weekly series for the CBC should be so far superior to his work on a 10-minute, five-a-weeker as Super-test's roving reporter.

Maybe, also, it is because in recalling material for a broadcast, items drop into their proper perspective more readily than when the reporter is living the event.

And too, it could be because Henderson's Super-test broadcasts were matched minute for minute with heavy commercials fore and aft. This poor piece of showmanship, this crowding — committed in every advertising medium every day somewhere — not only gave the impression that a personal interview with Chiang Kai-shek, say, and hot off the tape, deserved less air time than a wordy blurb, but often in actual fact was just that.

For over four years Henderson has been kept busy trotting the globe for various sponsors and the airing of his timely reports from the remotest of regions was a credit to his ingenuity and imagination, as well as to the efficiency of modern communication and delivery systems, and a lot of luck. So his listeners on the Super-test show knew that, despite the over-length introduction each day and the interminable sign-off, this fellow Henderson was a clever man at poking a microphone into exotic places with interesting results.

But just how good he was nobody knew until he got fired for supposedly sticking his opinions out too far and was promptly assigned to a half-hour slot for *Passport to Adventure* each week by the CBC as a sustainer. What a pity that the people who staked



PROFESSIONAL AND SERVICE Directory

RATES—6 Months (12 Issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each issue.
12 Months (24 Issues) 20 words minimum—\$40.80
Additional words, add 8½c per word, each issue.
Casual insertions—15c per word. Min. 20 words.
(All payments are to be in advance.)
Copy and/or classification may be changed each issue.
Agency commissions cannot be allowed on these advertisements.

PROGRAMS

METROPOLITAN BROADCAST SALES—Radio Program Specialists—Custom-built shows for any market or sponsor. For details call Don Wright, EM. 3-0181. (O)

PRESS CLIPPING

Serving National Advertisers and their agencies with competitive lineage reports, newspaper clippings — **ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (W)

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Capras' resharpening sapphire needles. Mail us your used Sapphires and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each... \$2.75 — **ALPHA ARACON CO. LTD.** — 29 Adelaide St. W., Toronto. (P)

SOUND EFFECTS

THE FINEST AVAILABLE — SOUND EFFECTS records from the world-famous E.M.I. and Speedy-Q Libraries. "Nothing sounds like Life as Life itself." For further information and catalogues write Bob Quinn, Program Division, All-Canada Radio Facilities, Toronto.

ANNOUNCING

JAFF FORD—At your service. CFRB — PRincess 5711 or BAIdwin 1-4103. (S)

EDDIE LUTHER—OX. 4520 or CFRB: PR. 5711. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

EDUCATION

RYERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 50 Gould St., Toronto. WA. 2631. (O)

ENGINEERING

MCCURDY RADIO INDUSTRIES LIMITED — Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial repair service — 74 York St., Toronto—EM. 3-9701. (P)

PERSONAL

Saving money? Experienced insurance counsellor with radio background can show you a worth-while savings program. **TOM WILLIS**, EM. 4-6111 — 17 Queen East, Toronto. (U)

PHOTOGRAPHY

ANTHONY TRIFOLI STUDIOS — Personalized professional portraits and publicity shots. Appointments at artists' convenience — MI. 9276 — 574 Church St. (O)

PROGRAMS

RADIO ADVERTISING FOR RETAILERS, a monthly service for broadcasters, now "Canadianized" to meet the specific requirements of Canadian Broadcasters. "Radio Advertising for Retailers" is chock full of promotion tips, program ideas, commercial continuity, sales digest, and management and promotion ideas. Written and produced by experienced writers who appreciate your problems. Available exclusively through the Program Division of All-Canada Radio Facilities Ltd., Toronto.

RADIO TIME BUYER WANTED

A large Toronto Advertising Agency is expanding its Radio Department. There is an opening for an experienced Radio Time Buyer. Applicants should reply giving full particulars of experience to:

Box A-128
Canadian Broadcaster & Telescreen
163½ Church St., Toronto 2

WANTED

Position by announcer returning to radio from university. Solid experience with four stations and freelance work including one year as chief announcer with Ontario 1000 watter. Good newscaster and disc jockey, feature play-by-play, sports commentary. Also experienced programmer.

Box A-129
C.B.&T., 163½ Church St., Toronto

CFCO again goes over the top

with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

The Lowest Radio cost in the whole of South Western Ontario. BBM Study No. 4.

CFCO - 630 Kcs - Chatham

It's all in your approach

You know. The fresh idea. The original "twist." The NEW approach that commands attention.

Like CFQC's operations at the Saskatoon Industrial Exhibition in July. A handsome, spacious studio in the heart of the big Fair was an attention-getter alright.

But the IDEAS made it SPECIAL. Like the Double Dekkers (of CFQC's "Mr. and Mrs." Breakfast Club) "doing" the Ex with a couple of wide-eyed kids who won the fun in a highly-publicized contest. Doing it with a tape-recorder in tow. Ever heard a broadcast of a 10-year-old girl and a 9-year-old boy from the thrilling top of a ferris wheel? 'S wonderful!

This is the kind of thing that makes Saskatoon sit up and take notice—the kind of thing that explains why **SASKATCHEWAN IS SOLD ON CFQC!**

Like we said . . .
it's all in your approach!



THE RADIO HUB OF SASKATCHEWAN

RADIO REPS—
ADAM YOUNG



Ken Billings

Gordon Burnett

Harvey Freeman

Gerry Grady

Roy Hofstetter

El. Jones



Don Lawrie

Keith Packer

Jack Pollie

Wally Rewegan

Doug Scanlan

Jack Weatherwax

Strictly Personal

"Northern's" five broadcasting stations are as much a part of their communities as the men who run them. The kind of community service they practice is not merely broadcasting free announcements and programs. It consists of intelligent planning and programming on the local level; a thorough first-hand knowledge of local economic and social conditions; and a great deal of plain ordinary hard work.

Wherever you find a "Northern" station, there is a station which listeners regard as part of their daily lives; a local business operated and manned by friendly neighbors. Folks listen to and believe their station, just as they depend on their local grocer, drug or meat store.

Local acceptance like this is not something that just happens. It is earned by our staffs in many ways. May we relate just a few examples?

- **COMMUNITY CHEST:** In Kirkland Lake, the Community Chest Campaign Chairman was the Manager of Station CJKL first Harry Edgar and then his successor, Don Lawrie, new Manager of CHEX, Peterborough.
- **SALES & ADVERTISING CLUB:** In Peterborough, this important organization of businessmen is presided over by CHEX Manager Russ Baer who has recently become Advertising Manager of Outboard Marine Co. Ltd. of Peterborough.
- **ROTARY CLUB:** In Kingston, Jack Pollie, CKWS Promotion Manager, has been Rotary Program Chairman for the past two years. Fellowship Chairman of the North Bay Club is CFCH Commercial Manager Gordon Burnett.
- **JUNIOR CHAMBER OF COMMERCE:** In Peterborough, the President of the young and energetic Jaycees is CHEX Commercial Manager Gerry Grady who succeeds a CHEX Account Executive, Ken Billings, who was President last year. Another Jaycees Past-President is El. Jones, Commercial Manager of the Kingston Station, CKWS.
- **KINSMEN CLUB:** CFCH Account Executive Jack Weatherwax, now Commercial Manager of CJKL, Kirkland Lake, is Past-President of the North Bay Kinsmen.
- **CITY OF NORTH BAY:** For two years, CFCH Commercial Manager Gordon Burnett was an Alderman and the Chairman of the Board of Health for North Bay.
- **THE Y.M.C.A.:** In Timmins, the Vice-President of the Y.M.C.A. is Harvey Freeman, Manager of Station CKGB.
- **LIONS CLUB:** The same Harvey Freeman is on the Board of Directors of the Timmins Lions Club.
- **COUNCIL MEMBER:** CFCH, North Bay, Manager Keith Packer was a member of the Township Council of West Ferris for five years.
- **OPTIMISTS CLUB:** CKWS, Kingston Manager Roy Hofstetter is a Past-President of the Kingston Optimists Club.
- **CANADIAN CANCER SOCIETY:** Chairman of the Peterborough Branch is CHEX Account Executive Wally Rewegan.
- **CHAMBER OF COMMERCE:** Harvey Freeman, Manager of CKGB, Timmins, is Publicity Chairman of the Timmins Chamber of Commerce.
- **KIWANIS CLUB:** Doug Scanlan, CJKL's new Manager, is Chairman of Special Events of the Kirkland Lake Kiwanis.
- **CANADIAN ADVERTISING & SALES FEDERATION:** Roy Hofstetter, Manager of CKWS, Kingston, is National Treasurer and a Director.
- **BOARD OF EDUCATION:** Jack Pollie, Promotion Manager of CKWS, Kingston, is a member of the Advisory Committee of the Kingston Board of Education.
- **PETERBOROUGH BUSINESSMEN'S ASSOCIATION:** A former Director is CHEX Account Executive Ken Billings.

In addition to this, eight "Northern" men are members of their local Advertising & Sales Clubs; three are members of the Association of Commercial Travellers; several are in Fraternal organizations; one was a recent candidate for the Provincial Legislature; fourteen are members of Service Clubs. All stations are members of local Chambers of Commerce or Boards of Trade. "Northern" stations and their executives constantly participate in and frequently direct campaigns for the Navy League, Boy Scouts, Red Cross, Girl Guides, etc.

A "Northern" station earns its place in its community by its contributions to community activities.

Northern Group

CKWS, Kingston; CJKL, Kirkland Lake; CFCH, North Bay; CHEX, Peterborough; CKGB, Timmins



TOWER OF BABEL

"Last year we completed a film strip on National Health and Welfare which was made in co-operation with the Canadian Cancer Society. There were three versions: a French version, an English version and a United States version."

—W. A. Irwin (NFB House Committee).

MEMO TO ABC

Dear Audit Bureau of Circulations: You will probably want to note in your audits that it took me some time to get my daily paper redirected to my new apartment. Don't worry, though. I got the news all right—over the radio.

R.S.V.P.

Dear Dick: I am especially interested in asking you to attend the WAB at Banff September 11-13, because this year we will not have to think throughout the Convention that we will have to put up with one of your speeches at the wind-up banquet.

—Ed. Rawlinson. What? And pay for my own dinner?

PAY THE GAME

The other day we had an overdue bill from the doctor marked "Long time no fee."

DEFINITIONS DEPARTMENT

A new definition of news would be a fleet of ambulances chasing a lawyer up Yonge Street.

EDUCATIONAL PROGRAM

The little boy swore so volubly, his Mother was sure he must have been listening to Stage 52.

CALLING CAMPBELLS

If the purpose of Club Fifteen is to advertise Campbell's soup, why isn't the show canned too?

—Dik King.

NU-STYLE LICENSE

How about financing TV with a new kind of license—\$50 a year for not looking in on the telecasts the CBC thinks we ought to want to see?

SLOGAN DEPT.

It isn't the principle of the thing. It's the money.

TECHNICAL

Two-Eared Broadcast

Chicago.—A practical step toward true realism in sound transmission was made here last month when station WGN co-ordinated its AM and FM transmitters for the first public demonstration of binaural broadcasting. The experiment was accorded marked enthusiasm by members of the broadcasting industry and the public. The opinion was it gave radio what third dimension gives to motion pictures.

The novel one-hour broadcast was aired as part of the Radio Parts Show and the Audio Fair and was staged in co-operation with the Jensen Manufacturing Co., Magnecord Inc., and Radio Craftsmen.

WGN picked up a performance of the Chicago Symphony Orchestra, using one microphone to feed the AM circuit and another to feed sound to the FM transmitter. The two microphones were set up in front and on opposite sides of the orchestra.

Receivers were set up in the Conrad Hilton Hotel for industry members attending the two exhibitions. The station aired special announcements to listeners whose homes were equipped with both AM and FM radios directing them to place the sets in opposite corners of a room for best reception of the "two-eared" broadcast.

Magnecord Inc., which introduced a portable binaural recording unit to the industry recently, pointed out that in listening to "two-eared" broadcasting the music or speech is received just as it originates. Instruments are heard in their relative positions in an orchestra and the progress of a person moving across a stage can be followed realistically.

Binaural sound in broadcasting has long been sought by researchers for its ability to give a "third-dimensional" quality to what the listener hears. For at least the past 20 years the principle involved has been understood and developed by the electronics industry, notably the Bell Telephone Laboratories. But apart from the Magnecord portable equipment, the WGN broadcast was the first commercial application of electrically reproduced binaural sound.

It was explained that in humans and animals natural dual hearing apparatus makes possible the identification and location of the source of sound, as well as allowing the brain, in conjunction with the ears, to concentrate on one sound among many. Theoretically, therefore, binaural broadcasting and recording gives "depth" to sound and affords an opportunity for the listener to set his own balance among the many sounds being reproduced.

Spokesmen for the station and the three sponsoring companies were agreed that binaural broadcasting was an achievement with outstanding possibilities and "may provide a new life to radio in the face of television competition."

Miss Beautiful Barrie Says — A National Soft Drink account is another of CKBB's happy family of advertisers. We proudly quote them as saying: "Never have our sales shown such a marked increase. From comments received by our salesmen we know it is due to CKBB." CKBB Serving Paul Mulvihill in Toronto, Simcoe Radio Time Sales (Quebec) Ltd. in Montreal, County Adam Young in The U.S.A.

★ Live Programmes ★ Custom Transcription ★ Singing Commercials An Independent Producing Company DON WRIGHT Productions Let Us Help You Write — Wire — or Phone for Details "STONEGATES," LONDON 5, CANADA TELEPHONE 3-0886



You Don't Sell "People" BUT "Persons!"

When you go fishing, you try to pick a spot where there are fish. When you go selling, it's comforting to know there are people. But you don't sell to "people." You sell to "persons." The buying process is individual, personal.

Doug Campbell, announcer, is a good air-salesman because his approach is personal, intimate, warm, friendly—and believable.

If you have a touchy subject, call on Campbell. An audition disc of your copy by Campbell will cost you nothing. It's little extras like that which make CJCH the most effective sales force in the Big Halifax Market.

Halifax population 1951—133,931. An increase of 35.8% in ten years. Greatest increase for any city east of Edmonton.

REPS: Toronto, Paul Mulvihill, 21 King St. East Montreal, Radio Time Sales, Kings Hall Bldg.

CJCH. HALIFAX. 5000 WATTS

CANADIAN TELESCREEN

Vol. 5, No. 14.

TV and Screen Supplement

August 6th, 1952

SLOW DEVELOPMENT OF TV FAVORED

Ottawa.—A CBC television station for Canada's capitol will probably be on the air within a year; the participation of private broadcasters in TV is still very vague; and it is optimistically expected that CBC-TV will eventually become self-supporting. These were the three salient features which came out of a discussion in the House of Commons here last month of a further loan of \$2,000,000 to the Canadian Broadcasting Corporation for the express purpose of financing its television.

Dr. J. J. McCann, Minister of National Revenue, who reports to Parliament on CBC activities, announced that this loan would make it possible for the CBC to begin construction of a TV station here. He said establishing a TV station here "will be particularly economical, more so than in any other area," due to the fact that it will not be called upon to produce programs on a large scale and that the Toronto-Montreal television link will pass through this city.

in allowing private TV stations to be set up was still based on the recommendation of the Massey Commission and the steel shortage, he said. The Commission said there should be no private stations "until the CBC has available national television programs and that all private stations be required to serve as outlets for national programs."

Glimpsing into the future, Dr. McCann said it is hoped that at some time "there might be a complete coverage of the whole of Canada in a system which has national outlets in each of the provinces, in combination with a system of private stations which will be perhaps duplicating in some cities . . ."

In meeting charges that all Canadians are being asked to subsidize CBC television so that a few might enjoy it, Dr. McCann repeatedly pointed out to the House that this money, and the \$6,000,000 which has been voted in the past, is only on loan. "(It) will be repaid with interest," he said, "and the CBC are optimistic enough to believe that their revenue from the license fees, when they are set up, and from commercial programs will be such that this will be a self-liquidating loan."

(The amount of a television license fee is generally expected to be \$15 and a government statement of policy on this may be made this month, it is thought.)

Leader of the Opposition George Drew criticized the government's policy on TV and said Canada has "the most backward approach to television of any country with facilities comparable to those we now possess."

He said the plans, as outlined by Dr. McCann, are not an optimistic expression of hope that other parts of Canada will soon have television. In view of this, he declared that it would only be sensible to grant licenses to private stations who are ready to carry out the experimental work and provide programs that otherwise would not be available in these areas for years.

People in that area outside of the Montreal-Ottawa-Toronto television orbit, yet near the American border, will be seeing programs originating in the U.S. and reflecting the ideas and development of that country, he complained, at a time when some of the most challenging things are being done in Canada which should be the inspiration of every Canadian.

M. J. Coldwell, CCF leader, agreed that CBC television should be pushed ahead as fast as possible for the benefit of people who

TV Society Cites Toronto Man



London, Eng.—Andrew N. McLellan has been elected to Fellowship of the Television Society (British) "in recognition of his pioneering interest and activities in Canadian television development," it was announced here last

month by the Society's president, Sir Robert Renwick, Bt., K.B.E.

McLellan, who operates his own television consultant service in Toronto and is on the staff of Dominion Broadcasting Company there, is the first Canadian to be thus honored in the 25-year history of the Society. At one time an instructor on television with the Academy of Radio Arts and a leading figure behind the first Canadian Television Clinic staged in Toronto by the Academy in December, 1950, he has also authored articles and texts on the medium.

The British Television Society was founded in 1927 after the first successful demonstration of television by the Scottish inventor, John Logie Baird. Fifty enthusiastic amateurs, who foresaw the possibilities of this new science, formed the nucleus of an organization which has as its aim the encouragement of experimental work in television, a field unexplored to any extent at that time.

will be without the initial TV service, but he said that TV must be used as a means to encourage Canadian education and culture and must therefore be developed intelligently. He doubted if private stations could offer the type of service he feels is best suited to the Canadian people, and he rapped sponsored programs in the U.S. as being "often of a very low type."

In addition, Coldwell reminded: "We have the Massey Report. The Massey Commission went into this matter thoroughly . . . They made very definite recommendations for our guidance. I think we would do well to follow out the recommendations . . . as much as possible and at the same time encourage the CBC by providing the necessary finances to establish television across the country."

Liberal member for Vancouver South, Arthur Laing, said he did not share many of the misgivings concerning private stations "under proper agreements" that were voiced by many, particularly in view of the American invasion of Vancouver via television. He felt that television might have been developed co-operatively by CBC and private stations more quickly than it has been under the present system, and that the CBC has been lax in failing to inform the people of the reasons for the delay and the magnitude of the task.

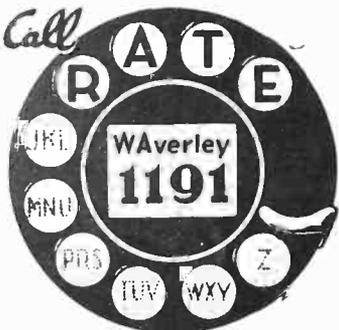
In calling for early action, he said: "The American invasion is on and it is something which I think we should do our best to repel."

Social Credit Leader Solon Low said: "I feel quite sure the minister (Dr. McCann) himself is convinced that a form of agreement between the CBC and private stations can be worked out and I am quite sure he realizes that that agreement could lay down some fairly specific regulations so that the private stations would not be giving the kind of thing that we get from across the line so often."

He went on: "I am convinced that the only way we will ever satisfy the people throughout the country and be fair to them is to give them the advantage as soon as possible of some television facilities outside of those large areas."

The probable course of future expansion of CBC-TV was hinted at by Dr. McCann when he said he would like to see it spread into the Hamilton, London and Windsor areas and east as far as Quebec and thereby give television service to 50 per cent of the people, although it is government policy to stop increasing facilities with the Ottawa station until the programming system gets well under way. Dr. McCann also added Vancouver and Winnipeg to the list.

The policy of the government



FOR THESE ARTISTS

- CRUCHET, Jean
- DAVIES, Joy
- DENNIS, Laddie
- LEACH, George
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- PACK, Rowland
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra

Day and Night Service

at

Radio Artists Telephone Exchange

Threat To Freedom In TV Policies

Fredericton. — A condemnation of the government's policy which is said to be "stifling" television, came from D. Malcolm Neill,



chairman of the Canadian Association of Broadcasters' board of directors, following Dr. McCann's announcement in the House of Commons. Neill is manager of station CFNB here.

"Canada today hasn't one TV station in operation," Neill declared, "and the government's announced policy of prohibiting the establishment of privately-owned independent television stations until a CBC station is in operation in each province can only mean that citizens in many parts of this land will have to wait for years to see their first television program."

The private broadcasting industry has been prepared for a long time to provide a Canadian television service to cities and towns from coast to coast—not just two major centres, said Neill. And this would all be at no expense to the Canadian taxpayer, now struggling under the burden of the highest peace-time tax rate in Canadian history. He pointed out that the government policy denied the people all this, terming it a "slap in the face" to Canadians who have been forced to wait for Ottawa to give the green light necessary to enable this country to try to catch up with "other civilized countries."

The Canadian Government, Neill warned, is repeating the same costly mistake made hundreds of years ago in Europe when the press was subjected to state control and licensing. Now, he said, in this struggle of the two new forms of publication—radio and television—basic freedoms are at stake and "if the government's policy is allowed to stand, the freedom of all Canadians is in jeopardy."

Neill said the cost of CBC television would be "staggering" and that it was discouraging to see all this useless expense.

First TV Contract Signed

Toronto. — Alan and Blanche Lund, the local husband-and-wife dance team with an international reputation, are the first artists to sign talent contracts with the Canadian Broadcasting Corporation for television appearances, it

was announced here last month by CBLT director Fergus Mutrie.

The Lunds will have a prominent part in a variety video show which is to be a feature of the CBC's TV programming schedule slated to begin September 8.

Two other local radio names—Laddie Dennis and Joel Aldred—have been signed by the Canadian Westinghouse Co. Ltd. to appear in the live television commercials which will accompany the hour-long TV drama, *Studio One*, being imported from the U.S.

The lack of any agreement or schedule of rates for talent between the CBC and the artists' unions is seen as the major reason why more artists have not been signed to contracts for the

new medium. It is expected, however, that a rate schedule will be drawn up and agreed to by OBC, Canadian Television Committee (representing Association of Canadian Radio Artists and American Guild of Variety Artists) and the Television Committee of the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies.

The Lunds, who toured Canada earlier this year as part of Tommy Trinder's *Music Hall Varieties*, are also noted for their work in two London stage shows since the war which gained Royal Command Performances. These were "Piccadilly Hayride" and "Fancy Free."

cics
SELLS
in
Stratford

"I Like IKE"

SAY THE REPUBLICANS



"We Like CFAC"

SAY RADIO TIME BUYERS AND SPONSORS

Republicans in Chicago voted for "Ike". He has that "something" everybody likes. In the same way radio listeners in Calgary tune to CFAC, because CFAC has that "something" which pulls extra votes . . . extra listeners . . . to your program.

Here is a survey which shows that many programs have considerably bigger audiences when carried by CFAC than they pulled on other local stations.

	CFAC - Station A		Stations B. C. or D.	
	Rating	Listeners	Rating	Listeners
Program No. 1.....	25.2	68.8	11.6	34.3
Program No. 2.....	10.1	52.6	6.6	19.3
Program No. 3.....	16.4	60.9	1.1	4.5
Program No. 4.....	20.6	56.7	5.6	18.1
Program No. 5.....	11.4	39.3	4.9	15.8

SOURCE: Elliott-Haynes Ltd.
Verification of these specific programs can be obtained from any office of All-Canada Radio Facilities, Weed & Co., or from CFAC.

Every day, CFAC sells a host of items and services for a wide variety of active advertisers — to the same people you regard as YOUR customers and prospects. Get the details on how CFAC can sell for you too . . . from the station itself, All-Canada Radio Facilities Ltd. in Canada, or Weed and Company in the U.S.A.



THE STATION
MOST
LISTENERS DIAL

THE STATION
MOST
ADVERTISERS BUY

(Check ELLIOTT-HAYNES AUDIENCE REPORTS — Daytime and Nighttime — Calgary City and Rural Area)

LETTERS?

1600 in the *first* broadcast week for CF's Pick the Hits.

Find out about CF's new, extra-sales-producing programming from your All-Canada man!

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



WHAT'S NEW

with

Magnecorder?

1. MAGNECORDETTE—Magnecord quality recording with pre-amp only for playback—\$547 delivered.
2. REEL EXTENSION ARMS—10½-inch NAB tape reels can now be used with any portable Magnecorder or the MagneCordette—\$50 delivered.
3. VOICE OPERATED RELAY—For unattended operation of any Magnecorder; records only when a signal is reaching the amplifier input—\$57 delivered.
4. 4-14 PLAYBACK UNIT—A continuous reproducer which can accommodate up to eight hours of recording before repeating—\$830 delivered.

Run (don't walk) to the nearest phone or typewriter for further information.



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



CARDINAL RICHELIEU'S ROLE in the founding of New France is re-enacted at Crawley studios in Ottawa as Producer George Gorman (left) tees off a sequence for the Toronto Stock Exchange film "Immediate Action." In this scene Cardinal Richelieu, played by Reginald Malcolm, stands by as Louis XIII (Alex Camp) signs the charter for the Company of New France in 1627. To the extreme right is Miss Condon of the Dominion Archives. She is custodian of the authentic charter for the Company of New France which Crawley borrowed from the Archives for the film. Munroe Scott (second from left) is script writer.

U.S. TV NEARS NIGHT SELL-OUT

New York.—This nation's two largest TV networks proved that a lot of people have been crying wolf over the coming year's business by announcing that they were approaching a sell-out in the evenings.

With almost two months still to go before fall schedules get under way, NBC-TV revealed here late last month that it had only a total of two hours a week open for sponsorship.

In second place, CBS boasted that it had only about three-and-a-half hours per week up for sale, with excellent prospects of selling these also. The networks believe that the position of daytime TV in the fall will be just as healthy for them as night-time appears to be at the moment. One of the reasons daytime TV is not following space in sales stems from the fact that program schedules are not in as advanced a stage of planning, it was explained.

No official word has come from either ABC or DuMont networks about their fall bookings, but industry observers here feel certain

that with the number of big-spending advertisers who have not signed up as yet so large, these two are heading for a record year also.

It is considered a good sign that a number of the advertisers from previous years are back, along with an encouraging flock of new ones.



TV Sets Now Pass Hundred Thousand

Toronto. — Television sets in operation passed the 100,000 mark in this country during May, according to the monthly report of the Radio-Television Manufacturers Association of Canada. The figure at the end of May was 103,454, an increase of 6,583 units over the previous month.

Distribution of the sets was reported as follows: Toronto-Hamilton—41,525 or 40.2%; Windsor—36,955 or 35.7%; Niagara Peninsula—17,934 or 17.3%; Montreal—1,317 or 1.3%; and other areas—5,723 or 5.5%.

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

CKCV

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

The best buy for your advertising \$ in Quebec

Green Acres turn to GOLD! in Southern Alberta

STAKE YOUR CLAIM FOR A SHARE IN A GOLDEN HARVEST

PUT CJOC ON YOUR MAJOR MARKET LIST - NOW!

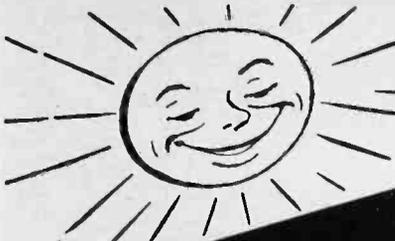
Another abundant grain and vegetable crop is in prospect over the whole area of Southern Alberta. Nature has co-operated by providing days of warm sunshine, interspersed with adequate rains. This has stimulated a growth on the plains rivalling that of the acres under irrigation. By press time, this land should be giving up the greatest harvest in the history of the South—a golden harvest to add millions to the income of Canada's most prosperous market.

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

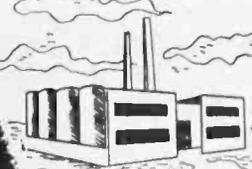
CJOC IS YOUR MOST EFFECTIVE SELLING AGENT IN THIS RICH ALBERTA MARKET

Sell this Major 136,000
Consumer Market via . . .

gjoc LETHBRIDGE



LETHBRIDGE



SUGAR FACTORIES

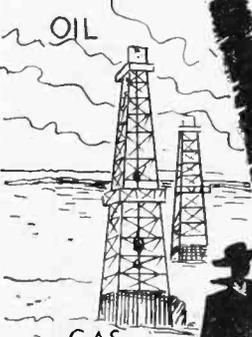


COAL MINING



SHEEP

CANNERIES



OIL

GAS FIELDS



LIVESTOCK

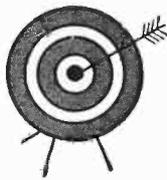
RANCHING



You can't miss it!

On the highways and the byways — at the beaches, lakes and cottages — on the farms and in the cities — wherever you go there's radio!

And deep in the heart of Canada — North and South and East and West — wherever there's radio, there's CFRB: It's Canada's No. 1 Station in the most lucrative market of the nation. Where one third of the population lives, shops and buys! Where retail sales account for 40 per cent of the national total! Where season in and season out, more people listen regularly to CFRB than to any other station!



Make your target the market where the sales soar! See CFRB. You can't miss it!

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

CFRB 50,000 Watts
1010 KC

Representatives:

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

WHEREVER YOU GO THERE'S RADIO!