TV IS TOP TOPIC AT W.A.B.

Banff, Alta.—The Western Association of Broadcasters, in convention at this Rocky Mountain resort last week, talked a resolution urging the government to permit and encourage the provision of television service to all communities of Canada by the new existing non-government broadcasting stations. These stations, it was pointed out, have served the respective communities for many years and are willing to provide this further service of television at no expense to the taxpayers.

In another resolution, the WAB delegates expressed their opposition to the present license fee tax levied on the right to hear radio broadcasts. The resolution went on to say that “whereas it is reported that a further tax on the right to view television broadcasts is being considered, therefore be it resolved that the WAB express its opposition to any tax on access to information in the form of either AM or TV receiver license fee.”

The three-day meeting dealt with the matters on its agenda in a businesslike manner, taking time out for the annual golf game, which was well supported, though the weathermen chose that particular afternoon to cut up.

Gerry Gaetz of CJCA, Edmonton, was elected president for the coming year. The other directors are: Bill Rea, CKNW, New Westminster; Hal Crittenden, CCKX, Regina; and John Craig, CKX, Brandon.

President El Hallinnion opened the proceedings on Thursday afternoon, when he welcomed the delegates and their guests. Touching on the topic which seemed uppermost in everyone’s mind—television—he pointed out that the new medium is “the only convergence, luxury or service enjoyed in the United States on a wide scale and not in Canada.”

Next speaker to be heard from was the general manager of the parent association, the Canadian Association of Broadcasters, Jim Allard. Reporting on present CAB activities, Allard urged broadcasters, even from the smallest centres, to lose no time in filing their applications for TV licenses with the Department of Transport even though no action will be taken on them in the near future. “It is quite financially feasible,” he said, “to operate a television station in virtually any area where an AM station now exists.” He pointed out that many TV stations in the United States are providing a good service to communities not larger than such places as Lethbridge, Prince Albert, Brockville and Fredericton.

Next, the manager of CJCH, Halifax, Friday MacDonald, who was in Banff for the CAB Board meeting which took place immediately before the Convention, told the meeting about the recent production of the all-Canadian musical comedy, Romania. It was recently produced with considerable success in Halifax under CJCH’s financial sponsorship and with the active co-operation of all connected with the station.

Pat Freeman, CAB director of Sales and Research, started the morning off Friday morning. He warned the meeting that the problem they are going to have is that of keeping the conversation on AM planes when they make their annual trips to Toronto and Montreal and call and see the time buyers who are overflying TV.

On a medium-priced TV show, he said, speaking of the expense of the new medium, “six dollars are due to an advertiser for one dollar. With AM radio, the same dollar delivers from 250 to 300 homes.”

Turning into the field of research, Freeman explained his present project which is to establish an index of dollar volume of expenditures by accounts, such as are forthcoming in other media. An exhaustive survey has identified 589 national accounts using Canadian radio, with a further 53 unidentified. At least 117 U.S. firms are using Canadian radio, Freeman said.

Farming, with a Canadian production figure of $4,000,000,000 this year, will remain among the top two or three industries, according to Omar Broughton, farm director of CJOH, Lethbridge. Broughton delivered an informative talk, a digest of which will appear in an early issue.

The final morning, Saturday, was given over to a number of topics. First, Harold Moon of BMI Canada Ltd. told the members that their musical organization was enjoying increased publication of music in new fields.

He mentioned the two all-Canadian musical productions in which radio has been taking a part—Timber in Vancouver and Bokana in Halifax. An advance of $1,000 had been received for the...
Do note, with some regrets, the passing of summer, as told by the autumnal glow of our maples; and then do remember that reddening leaves also tell of a new fall season, and prospects for increased business for our goodly Stovin Stations.

Did feel mightily uplifted on perusing the August 11th number of 'Sponsor', with its fine Canadian radio section; particularly on that part of it which dealt with merchandising assistance to sponsors done voluntarily by stations— for, of the 16 pictures reproduced, no less than 10 of them were Stovin Stations. It is increasingly true that a Stovin Station IS a proven station. From Mengie Shulman the pleasing though scandalously irreverent comment that, whereas many sponsors request fourteen minutes of commercial comment in a quarter-hour program, VOCM, St. John's, Newfoundland, has a program for Standard Mfg. Co. which puts the listeners' pleasure first and has no commercial content whatever—and, moreover, this is the fourth consecutive renewal for this satisfied sponsor. From Mengie Shulman, fittingly named O. K. Reuber, proved himself O.K. by delivering the largest per capita volume of Beatty Bros. Appliance Sales in Canada. He is a consistent user of radio over CFOS, and his success is yet another proof of the purchasing power of this rapidly-growing market.

A STOVIN STATION IS A PROVEN STATION
No Tears For The CBC

We are unable to shed salt tears over the failure of the two major American networks to co-operate with the CBC in the importation of American-produced commercial television programs. The reasons for our lack of sympathy over what must have been an extremely severe blow is that we cannot for the life of us see in what way the government television service is performing the functions for which it was formed (or rather for which its progenitor, the national radio service, was formed) when it devises its time and its facilities to selling merchandise.

There is no difference between AM and TV as far as government interference is concerned. So long as either or both of them sustain themselves in full or in part through advertising revenues, government has no business poking its nose in. Surely government is the servant of business, not its mentor. Its function is to smooth out the path of business, not to push it into the ditch as it usurps the pathway for itself.

It might even be that the U.S. networks, themselves not completely immune from an over-dose of governmentitis, recognized the danger to democracy in what the CBC was planning, and decided not to be an accessory after the fact in the same manner as Canadian advertisers and their advertising agencies, who are cheerfully willing to shut their eyes to this side of the question, provided they may utilize the new medium to their own advantage, and perhaps even more important, keep their competitors out.

There may be quite a significant thing about a short news item in the American trade paper, "Radio Daily," for August 26. The item reads, in part: "Famous Players Canadian Corporation has acquired exclusive Canadian rights to manufacture and distribute Telemeter equipment, John J. Fitzgibbons, president of FPCC, announced yesterday. The Corporation also purchased the franchise for the Telemeter Community antenna equipment."

It doesn't take a great deal of intelligence to divine that it is not the intention of Mr. Fitzgibbons and his corporation to use this equipment to fry hot dogs in theatre lobbies. With just the slightest vestige of imagination, we might even hazard a guess that Famous Players, importers and exhibitors of United States motion picture films, do not propose to sit down under the CBC's decision to recommend TV licenses to private interests, themselves in particular. Possibly they are going ahead with some sort of subscription TV, which will enable subscribers to put coins into this Telemeter device, to bring in American programs and the Famous Players' own American films, on a sort of closed circuit basis, similar to the wired music fed to subscribers by Musak and others.

Here are the facts that the CBC, the Prime Minister and the Minister of National Revenue might as well face. Television is normal commercial progress and you can't legislate against progress. If the government is going to hold onto its already not inconceivable stake in television, it is going to need the assistance of private capital and private initiative, which is willing and eager to join forces. If, however, the government is going to play dog-in-the-manger and shut private business out of what it cannot possibly do itself, then it is going to have to pit its wits against those who will find a way of accomplishing their ends through other means. And there are other means. You can bet your boots on that.

They Don't Know Where They're Going

When an emergency strikes a business, quite often it is because someone on the staff of that business suddenly finds himself faced with the problem of doing a job he has never had to tackle before. About all that can be done when this happens is to make the best of a bad job, because it is too late to do much about it.

There is scarcely a business in which preparedness could not avoid such situations. If they emulated the theatre, where every principle performer has an understudy, ready to step in the breach when an emergency arises, it would go a long way towards remedying what is often quite a serious situation.

It has to be remembered, though, that just a superficial knowledge of the part is not enough to have the understudy ready to take over the part. What is actually needed is as close study resulting in as keen understanding as was undertaken by the actor.

Translated into terms of business, it means that every key man has to set to work to train his successor long before there is any likelihood of his taking over. It is not easy to do because it is like studying air raid precautions in peace time.

The trouble with most young people who are unhappy in their jobs is not just that they want more money. The trouble with them is that they don't know where they are going.

The adoption of a plan such as we have just outlined, would not only forewarn the business against possible emergency. It would also make for a staff with a purpose.

Every man in the organization would not only feel that he had a real future with his firm. He would know in exactly what sphere of activity that future lay. It would enable him to plan his way of living, because he would know what would be the likelihood of his having to make a move at some future time. He could pursue studies, by reading and courses, which would better fit him for the berth which might lay ahead. Because a clearly defined purpose had come into his life, he would be a more contented and therefore healthier, happier and more valuable man.

This is not to suggest that we are putting forward a completely revolutionary idea. Obviously it is done in many places, just as we have described it. But we are thinking that it is a plan which might be put into execution on a far broader scale. We believe, for example, that when a junior is taken on as an office boy, his actions should be carefully watched for the first few months and that he should then be told that if he behaves himself and uses his head, he is headed for the accounting or sales department or wherever his capabilities and aptitudes seem to suggest.

Easily the greatest tragedy in modern business is the drone. He comes in hundreds. He turns up at work on the dot of nine, and has schooled himself to have the first button of his topcoat done up as the second stroke of five rings out. He does what he is paid to do—no more, no less. He is drab, uninteresting, colorless. Maybe he's a good worker—nature's mythical drone. Maybe, though, there lies underneath that mournful exterior a fire that has long since gone dead because, long years ago, when he first started to work, no one ever told him where he was heading.
OVER THE DESK
(Continued from page 4)

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

CHAT

ASSISTANT COMMERCIAL MANAGER WANTED FOR WEST COAST STATION Box A-135 Canadian Broadcaster & Telescreen, 163½ Church St., Toronto

MORE POWER to Saskatchewan!

DURING 1951 more than 242 MILLION kilowatt hours of electricity were sold to customers of the Saskatchewan POWER Corporation. Some 4,000 farms are being added to those under the 1952 Rural Electrification program, bringing the total number of electrified farms to 12,000. An even greater number will be added in '53. More POWER to agriculture means more prosperity to Saskatchewan. The figures below show the tremendous growth of the publicly-owned POWER Corporation—a very important factor to industry and advertisers all across Canada. For detailed information on this market, write to us—or see your nearest All-Canada Man! 

<table>
<thead>
<tr>
<th>Year</th>
<th>Customers</th>
<th>Towns</th>
<th>Kilowatt Hours Sold</th>
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<tr>
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<td>72,700</td>
<td>540</td>
<td>242,500,000</td>
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<tr>
<td>1945</td>
<td>54,627</td>
<td>234</td>
<td>78,000,000</td>
</tr>
<tr>
<td>1939</td>
<td>5,630</td>
<td>100</td>
<td>49,000,000</td>
</tr>
<tr>
<td>1933</td>
<td>7,574</td>
<td>123</td>
<td>40,000,000</td>
</tr>
</tbody>
</table>

The other poor guy to go out for the count was, or perhaps I should say still is, Frank Jones, who, since last Saturday afternoon, is taking orders from the former Gwen Horner. Both until very recently were on CKFH. Now Frank has accepted a promotion job with Columbia Records and will commence his new duties on his return from a short honeymoon. Frank's history in radio, which seems to have ended for a time although his new pasture is right alongside, started with Jack Beardsall at CFCC, Chatham. After a little over a year he transferred his affections to Frank Ryan and CFRA, Ottawa. Two years later he took a spell out to try his hand as an impresario, handling Will Cailor. Then it was George, Keeble, Hammond et al at CFCF, Montreal. There followed a short spell between jobs in the Broadcaster office, before he linked up with WH.

The wedding was performed at the Humbercrest United Church here. Your correspondent, who was among those present, succeeded in getting into the wrong wedding first, but wishes to report that it was very good too. A reception was held at the St. George's Golf Club, where we were the guests of the bride's parents, Mr. and Mrs. Mason Horner. (Mr. H. is a juvenile court judge, which for some reason Frank feels may come in useful later.) Among radio friends were a number of CKFH-ites and Chuck Tierney and his wife who came to town from Ottawa, where Chuck is copy chief at CFRA. The toast to the bride was proposed by Mr. J. E. Macdonell, M.P., who sits in the House as financial critic for the Conservative Party.

As has been mentioned in past issues, your scribe is still available.

That seems to clean off the Desk for this issue. Buzz me if you hear anything, won't you?
Top Quality...

Speech Input Equipment

1 Where can I buy a console that is up-to-date, will remain up-to-date and grow with my station?
2 Where can I buy a console with the number of microphone inputs I require?
3 Where can I buy a console with complete talk-back facilities?
4 Where can I buy a console at a reasonable price?
5 Where can I buy complete and up-to-date S.I.E. facilities at reasonable prices?

For further details please contact

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**STATIONS**

Boosts Baseball Build

Prince Albert.—Up until this year baseball has never been an important part of sports activities in and around this community, unlike hockey, for example, which really draws the crowds. But CKBI here has helped to change baseball's status considerably.

Never good, the game did enjoy a few seasons which some optimistically considered fair, and there was evidence that interest in the sport did exist. In an effort to spark it into new life, the baseball enthusiasts here formed a branch of the increasingly popular Little League Baseball for youngsters.

With publicity issuing from CKBI, 300 pint-sized Dimaggios were hustled into uniforms within three weeks and a whole system of teams and farm teams was organized. Two six-inning games are played each night the league goes into action, and to further local interest, CKBI and its sportscaster, Nick Roche, broadcast regular games in the schedule.

In fact, to make the Little League flavor complete, a 12-year-old catcher from one of the farm teams in the loop, Scott Newell, assists Roche at the mike and actually voices about half of each game himself.

So Little League in this area has become big, and it is said that the net results of the broadcasts are a fervent interest in minors’ baseball even in distant communities, plus larger crowds at all ball games.

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At the same time news editor Mike Giraud went along as observer while the air force searched for a small aircraft from Detroit missing in southern B.C. with two priests aboard.

**Ten Spots Jam Store**

New Westminster.—A one-day advertising campaign of 30 spot announcements on CKNW by Phillips Radio and Furniture Ltd., jammed the store a few moments after opening time next morning and at 9:45, when this picture was taken, customers were lined up for a block waiting to get in.

The store was advertising specials on items damaged by smoke and water but found that a large volume of stoves, refrigerators and other major items sold at the same time. Volume of sales was sustained for a week and a half by continuation of 10 spots daily.

Store officials were particularly impressed with the effect of the advertising campaign because it took place at a time when there were several strikes in progress and money was being spent less freely than usual.

**Broadcasters To Share Direction Of PN Banff Springs, Alta.—Last week at the WAB Convention here, Press News took the first public step towards encouraging private broadcasters to take a hand in the direction of this radio news service.**

Press News manager Charlie Edwards reported to a meeting of western PN subscribers that the parent organization, The Canadian Press, had put forward a plan to have four private broadcasters on the nine-man board of directors. CP, a co-operative organization owned by most Canadian newspapers, will appoint the other five.

The meeting approved the plan in principle, and chose Gordon Love, manager of station CFBC, Calgary, to represent the four western provinces on the board. When the plan is complete, there will be one broadcaster-director from each of the other regions: Central Canada (Ontario and English-speaking Quebec); Quebec (French speaking), and the Maritime Provinces.

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To be held in the Royal Connaught Hotel here, the conference is scheduled to feature talks and the presentation of technical papers by prominent engineers, as well as a tour of the CBC television facilities in Toronto.

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- Cultural and shopping centre of Eastern Quebec.
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5000 WATTS ON 900 KCS.

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CHNO, which operates on 1440 kilocycles with 100 watts power, is seeking a licence for a supplementary transmitter to operate on 1240 kilocycles with 250 watts power. It is understood that this set-up, if approved, would enable CHNO to air a simultaneous bilingual service.

The CBC Board said the station has filed a new technical brief on its proposal with the Department of Transport.

The Board also deferred judgement on the proposed transfer of control in station CKSL, LaSalle, to J.J. Gourd, D.A. Gourd and R. Charbonneau, until it receives more information.

Station CJOE, Edmundston, had its request for a change for an increase in frequency from 1380 kilocycles to 570 kilocycles approved, and the Board said it would improve radio service in the area. No change was made in the station's power of 1000 watts.

Emergency transmitters for two stations were approved by the Board. One approval covered a 1000 watt emergency transmitter for station CFRA, Ottawa, while the other was for a 100-watt at CKSP, Cornwall.

A transfer of the licence of station CHLN, Thunder Bay, from the Compagnie de Publication du Nouvelliste Limitée to Radio Trois Rivières Inc., was approved by the Board, as was a transfer of the licence of CKLD, Thetford Mines, from the Compagnie de Radio Diffusion de Thetford Limitée to Radio Thetford Limitée. In both cases, control of the company was not affected.

The Board also approved the following: issuance of 1,000 preferred shares of 240 3/10 preferred shares in the Brookland Company Ltd., affecting station CKX, Peterborough and CKWS, Kingston; transfer of 667 common shares in CHOK, Sarnia; issuance of 50 common and redemption of 13 preferred shares of CHW, Roberval; transfer of 2 common shares in Evangeline Broadcasting Co. Ltd., affecting the twin stations, CFAB, Windsor and CKEN, Kentville in Nova Scotia; transfer of 6 common shares in CKLD, Thetford Mines, of 28 common shares in CKLN, Nelson; transfer of 20 common shares in CKXE, Brandon; transfer of 100 common shares in CJON, St. John's, Nfld.; transfer of 6,000 common and 678 preferred shares in CJBR, Rimouski; transfer of 17 common shares in CKLW, Windsor; transfer of 500 common and 120 preferred shares and issuance of 120 preferred shares in CFCH, Granby; transfer of 1 common share in CJOR, Orillia; transfer of 1,250 common and 50 preferred shares in CKRD, Red Deer; issuance of 1,900 preferred and transfer of 692 35/50 preferred shares in Northern Broadcasting Company Ltd., affecting stations CFCH, North Bay, CFKL, Kirkland Lake and CKGB, Timmins.

OPINION

All Of Canada Must Pay For Montreal and Toronto TV

Banff, Alta.—The whole question of television, government, and private too, if there ever is any, can only revolve around what is going to benefit most listeners most, according to Malcolm Neill, CAB chairman, who was here for a CAB Board meeting and stayed over for the WAB Convention.

Neill, who is manager of CFB, Fredericton, N.B., was replying to WAB president Eddie Rawlinson's words of welcome to him and his board, all of whom stayed over for the district convention. He told the western radio men that it was hard to understand the government policies which prohibit the private enterprise broadcasters, who have served the people of Canada for over a quarter of a century with sound broadcasting, from continuing this service with sight and sound.

The CAB, bolstered by the cooperation of its regional associations, such as the WAB, "is going to continue its vigorous fight to obtain for all the radio audiences of Canada TV broadcasting which is now confined by government edict, to the two largest and wealthiest cities in Canada," the broadcasters' national chairman said later. "It (the government) has spent millions of dollars of tax money, collected from every part of the country, to provide a very limited service to these two areas," he said, "one of which is already enjoying a complete TV service from the United States."
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The department of National Defence station at Dawson, Yukon Territories, had a frequency change from 1400 kc. to 1230 kc. approved, without change to its 1000 watt power.

The Board also approved the following: issuance of 1,000 preferred and transfer of 240 3/10 preferred shares in the Burlington Company Ltd., affecting stations CQEB, Peterborough and CKWS, Kingston; transfer of 667 common shares in CHOK, Sarnia; issuance of 50 common and re-deemption of 13 common shares of CQGB, Rosther; transfer of 2 common shares in Evangeline Broadcasting Co. Ltd., affecting the twin stations, CQEB, Windsor and CQEN, Kentville in Nova Scotia; transfer of 6 common shares in CKLD, Thetford Mines; transfer of 28 common shares in CKLN, Nelson; transfer of 10 common shares in CQEB, Brandon; transfer of 100 common shares in CJON, St. John's Nfld.; transfer of 6,000 common and 678 preferred shares in CQEB, Rimouski; transfer of 17 common shares in CKLB, Windsor; transfer of 9 common and 120 preferred shares, and issuance of 120 preferred shares in CQEB, Granby; transfer of 1 common share in CQEB, Orléans; transfer of 1,250 common and 10 preferred shares in CKRD, Red Deer; issuance of 1,000 preferred and transfer of 814 35/50 preferred shares in Northern Broadcasting Company Ltd., affecting stations CQEB, North Bay, CQEB, Kirkland Lake and CKGB, Timmins.

Following is a list of C.B.C. stations recently approved by the Board:

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<th>Province</th>
<th>City</th>
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<tr>
<td>BC</td>
<td>Victoria</td>
<td>CKDA</td>
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North and South East and West

<table>
<thead>
<tr>
<th>Province</th>
<th>City</th>
<th>Call Letters</th>
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<tbody>
<tr>
<td>ON</td>
<td>Toronto</td>
<td>CFQC</td>
</tr>
<tr>
<td>ON</td>
<td>Montreal</td>
<td>CKLO</td>
</tr>
<tr>
<td>QC</td>
<td>Montreal</td>
<td>CKMB</td>
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<tr>
<td>QC</td>
<td>Quebec</td>
<td>CKGQ</td>
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<tr>
<td>QC</td>
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<td>CKQL</td>
</tr>
<tr>
<td>QC</td>
<td>Trois-Rivières</td>
<td>CKVA</td>
</tr>
<tr>
<td>QC</td>
<td>Sherbrooke</td>
<td>CKSW</td>
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<tr>
<td>QC</td>
<td>Rimouski</td>
<td>CKRI</td>
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<tr>
<td>QC</td>
<td>Sherbrooke</td>
<td>CKRL</td>
</tr>
<tr>
<td>QC</td>
<td>Trois-Rivières</td>
<td>CKRU</td>
</tr>
</tbody>
</table>

C.F.Q.C. Sells To All Saskatchewan!

Do You?

Contact Radio Reps
Adam Young

www.americanradiohistory.com
AGENCIES - AM

By Art Benson

ASSOCIATED BROADCASTING
Toronto.—Templeton's Limited has renewed its series of trun-
scribed spots and participating programs on 40-old stations in
B.C., Alberta and Quebec for a year advertising Ras-Mah capsules
and TRC's, and introducing Per-
eca capsules for children.

Dominion Stores Ltd. has an
eight-week spot announcement
test campaign going to CKLW, CFPL, CHML, CKSO and CKEY.

So-Rite Sewing Machine Co.
pany resumes its spot announce-
ment series over CFRB and

CKEY, Toronto.

Sunnybuilt Prefab Products Ltd. has a 10-minute three-a-week seg-
ment of Make Believe Ballroom
goin to CKCY, Toronto, until
November.

F. H. HAYHURST
Toronto.—Acusticon Company
has a series of five-minute, three-
a-week transcribed Hymn for the
Day going to CKSN, New West-
minster, until the middle of No-

vember, advertising hearing aids.

Same sponsor has also taken a five-minute, three-week news-
cast over CHLT, Sherbrooke.

D'ARCY ADVERTISING
Toronto.—Coca-Cola Ltd. has a
13-week test campaign of time
signals going to CJNW, CJOR,
CJOB, CKOY, CFRB, CKEY,
CIAD and CKVL.

CROMBIE ADVERTISING
Toronto.—At least eight Onta-
rio stations and some in Que-
bec will be formed into a supple-
mentary network to carry the
official opening of Canadian Oil
Companies' new refinery in Sarnia
on September 25. The 15-minute
program will feature congratula-
tory messages by Trade and Com-
merce Minister C. D. Howe, Onta-
ario Premier Leslie Frost and
Alberta Premier E. C. Manning.

Toronto.—Commercial Alco-
hol's Ltd. has a spot announcement
series going to 12 stations coast
to coast until November, advertis-
ing its Solo Anti-Freeze.

RONALDS ADVERTISING
Toronto.—The Rexall Drug
Company Limited is renewing its
sponsorship of the half-hour Amos
R. Andy Show over CFRB, To-
onto and the CBC Dominion
network beginning September 28
at 7.30 EST. Originating in Holly-
wood, the program will carry
commercial cut in here by John Rae.

J. J. GIBBONS
Toronto.—Dominion Foundry &
Forging Ltd. (Brockville) has
scheduled a 13-week series of five-
minute, six-a-week Sports Line
with Joe Crystale over CKEY,
Toronto, advertising Th e r m o-
Tube & Chinook Oil Furnaces.

G. H. Wood & Co. Ltd. has a
13-week spot announcement cam-
paign going to six stations, with
a possible extension coming up.

Product advertised is Loremere
Rug Cleaner.

AGENCIES - TV

F. H. HAYHURST
Toronto.—Starting last week,
Addison Industries Limited are
sponsoring weekly half-hour tele-
vision dramas on both stations
CBLT and CBF. In Toronto,
Addison Spotlight Theatre began
with a series of Stephen Lea-
cock's "Sunshine Sketches" and
is seen on Tuesdays at 7.30. Com-
mercials are by women's com-
mentator June Dennis, backed by
short scientific talks in lay lan-
guage by the noted Canadian Dr.
Marcus Long.

In Montreal, Les Feux du Thea-
tre Addison, featuring vignet-
tes of French-Canadian life by Le-

clec, will be seen every other
week on Thursdays at 8.30. Fill-
ing in on alternate weeks in Eng-
lis h will be "Sunshine Sketches,"

kinescoped in Toronto. Addison

commercial s on this station will
follow a similar format, with Dr.
Leon Hottie handling the French
talks.

McCONNELL, EASTMAN
Montreal.—Guardian Trust
Company has started a series of
announcements on CBFT

spot, demonstrating to the com-
pany's efforts in connection with
wills, business accounting and
estate management. The campaign
is slated to run for a year.

Quebec's Greatest
French Selling
Voice

CHRC

The only
5000 watt Station
in Quebec City

"TOP FRENCH RADIO VOICE"

- 8 out of 10 radio listeners tune
in to CHRC.

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

- CHRC is the best medium for
reaching the largest number of
those potential buyers.

Our Representatives:
Canada: Jot. A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young, Jr., Inc.
A minor switch on the Trans-Canada network occurred earlier this month which a good many along Radio Row found rather hard to believe. The sponsor, Robin Hood Flour Mills, is the same and the name of the show, for want of a better one, is still Musical Kitchen. It remains a 15-minute, five-a-weeker, following the Happy Gang, at 1:45 EDT.

The big surprise, however, came when the featured performer turned out to be Cliff McKay, who seemed to be just about as permanent and indispensable a part of the Happy Gang as you could find in this business, especially since he's shared the driver's seat with Gang owner, Bert Pearl, for the last couple of seasons.

Room for McKay was made by the departure of announcer-emcee Elwood Glover to a purely selling role; baritone Bernard Johnston was added to the cast. There won't be a female vocalist anymore; Terry Dale, who was dropped from this show some time ago, won't be back, probably because of untold other engagements, including television. Otherwise Musical Kitchen is the same in personnel as it was before the last hiatus; or expressed differently, the only ones left after the summer cleanup are Howard Cable and about eight good musicians, and producer Jackie Rae.

Even considering the calibre of the new cast on paper points to a better production than the smooth and pleasant, but hardly startling, show last year. On the few occasions lately that these ears have caught the show, it sounded good, but I think the cast is just getting warmed up.

Vocalist-clarinetist-funster McKay is good for a laugh, but he's got a lot more fun for each season, while Johnston woos the housewives with his fine voice. But lacking the feminine touch it has been without for some time, gives rise to the interesting question: Is it missed? Does Mrs. Average Listener notice any lack of balance because the distaff side isn't represented?

Unfortunately there is no precedent supplying any final and complete answer. Every musical show enjoying any measure of success is built mainly around almost equal representation. It remains to be seen whether the people in this revamped venture can keep it from becoming as archaic a copy of the Gang show (and it is so obvious they might not), or whether it can be made as fresh and enjoyable as the Gang when it was new years ago. It isn't as yet.

Cable and company will do their part, I think, and Johnston can fit in almost anywhere. So it seems it's up to Rea and McKay, and the latter must have had something in mind before he made the jump. But we'll have to wait and see.

Technically the CBC's television service opened last week but artistically the foundation has just been laid. It is even too early to say whether or not the foundation is solid enough for the rough going ahead.

Undoubtedly television presents a unique situation. Not for over 30 years (and even then it wasn't too comparable) has it happened that, instead of the player being new to the medium, it is the medium that is new. Everyone, therefore, must start at the bottom, this point varying slightly with only some individuals.

And so, whether they realized it or not and liked it or not, Torontonians (and Montrealers too) started their Canadian TV viewing last week pretty much at the bottom of the quality scale too. Actually, the shows were more dull than badly presented, except for a few instances when the conversation was true. And once or twice everything was excellent for a few minutes.

An outstanding example of the latter was Doug Romaine's pantomime skit of a surgical operation in the first production of The Big Revue on September 9. He and comedienne Mildred Morey carried the hour-long show almost entirely by themselves, with a hearty assist from Alan and Blanche Lund, whose dancing is well suited to this new medium.

At other times, however, the show was either too busy with dancers all over the place, or giving time and space to a quartet which qualified as such in number only, or boring everybody with an ill-conceived piece of comedy.

And when it is remembered that this was the product of two months of rehearsal, it is fairly disappointing. Best parts of the show, all things considered, were the commercials for WesthOUSE by Laddie Dennis and Joel Aldred. At least they were well cued and relatively realistic.

Well, television may be wonderful, but CBC opening week only served to prove that it takes an oyster a heck of a lot longer to make a pearl than it does for a chicken to lay an egg.
VERBATIM

S-T-U-G Is Guts
Spelled Backwards

Condensed in two parts from an address to the Western Association of Broadcasters, by Richard G. Lewis, editor and publisher of the trade paper, Canada's Broadcasters & Tele-
screen, at their Convention at the Banff Springs Hotel, Sep-
tember 15th, 1952.

In Canada, when an editor looks at editorializing—or a butcher,
baker or candlestick maker, for that matter—he sees a bunch—of newspapers—which do, and an-
other bunch—of radio stations—which don't. He sees those news-
papers, whether daily or weekly, peacefully and profitably pursuing their argumentative paths in a
world of competitive business. He sees them compelled to live within the limits set out by the Criminal
Code, but otherwise un molested by government regulations and controls. Then, if he turns his
eyes towards the adjoining field, he sees the radio stations, gain-
fully employed in a similar man-
er to the papers, offering en-
lightenment and entertainment in return for advertising revenue, but with a government-owned advertis-
ing business (the CBC) competing for appropriations and,
at one and the same time, writ-
ing the rules and regulations under which they, the private enterprise
radio stations, are permitted to function.

Furthermore, and in parenthesis, the government body enjoys the
continued patronage and support of the national advertisers and
their advertising agencies who eagerly make its undemocratic
existence possible by buying its air time, its facilities and its pro-
grams for whatever price it may care to ask.

Don't it strike you as rather
a strange thing that our govern-
ment, which has proved itself so
eager to turn the radio medium of communication into a propa-
ganda machine for itself, has let
that other powerful information
outlet, the press, go on untram-
elled by restrictions? Is this sim-
ply a matter of coincidence? Or
is there a hateful and evil sig-
nificance to it? The newspapers,
from the country's great dailies to the humblest of weeklies, make
a practice of printing their opin-
ions of matters of public impor-
tance, and are left to publish with-
out disturbance. The radio sta-
tions, on the other hand, do not
make a general practice of com-
menting upon public affairs, and
they are subjected to an inquisi-
tive, ruling and regimentation by Ot-
tawa, which would seem unneces-
sary severe if it was imposed on a group of school boys.

I should like to suggest that
radio stations have labored under the delusion too long that the best
way to get along with people
is never to disagree with them
and never to say anything with
which they might disagree. It is
incomprehensible to me a bach-
elor—that such a fallacious idea
could lurk in the minds of you
happily married men. You have
been bickering and arguing with
the women you love for ten-
years—thirty—forty years. And
you will freely admit that the hap-
iness of your lives together has
been largely attributable to your
daily differences. Yet when
it comes to a question of business,
you suddenly transform yourselves into frighted cooling turtle doves,
not daring to disagree with any-
one about the smallest matter,
in case they should buy their next
batch of spot announcements from
the guy next door.

Now then, what is editorializ-
ing? How can a radio station get into it? What does it cost?
And where can you get the discs?

I'm sorry, gentlemen. It isn't
quite as easy as that.

Now here is a piece of
news-papers is that the news columns
are entirely devoted to factual
reporting of the day's news-
the country, the world and the
community.

In addition to this, there are
entertaining features, such as the
funnies, poems, corners and all the
other bits and pieces whose main
function seems to be to provide
disc-jockeys with pillerable ma-
terial—those of whom who can read,
that is.

Next come the columnists. They
write opinion pieces—the opinion
of the individual writer, that is—
on a widely variegated list of sub-
jects ranging from finance and
sport to fashions and humorous
commentary.

None of these come under the
heading of editorials.

Editorials, or leading articles,
are neither factual reporting, nor
individual comment. They are
the opinions of the paper itself,
clarly designated as such, and
printed in the same space in the
paper that it will be obvious to
every reader that they are what
they are.

As the opinions of the paper,
they may be dictated, in principle, by the publisher or even written by him word for word. On the other hand, other papers have one or more editorial writers on the staff, who know the paper's policy very thoroughly and who write the editorial comment on the day's news without any further direction than that. At the Toronto Globe & Mail, the publisher meets his editorial board for lunch in the board room every day. A discussion of the day's news is conducted until points worthy of comment have been selected. Then each member of the board takes one of the subjects and writes it along the lines of the discussion which has just taken place.

**Just what is a practical method for radio stations to adopt in presenting their editorial opinions to their listeners is open to discussion. One important thing though, in my opinion, is that radio editors must not be confused with commentators and spoken "columns" of individual commentators, whose personal opinions may be lively and interesting and nicely provocative, but which probably are miles away from the opinions of the owners and the management of the station.**

Ideas that have been put into effect by stations are such projects as Dorwin Baird's one-man editorials on CJOR, which are broadcast under the title *Around Home* for five minutes every evening after the eight o'clock news. I came across a story in an issue of August 2, 1947, the other day, entitled "Radio Editorials," in which we mentioned several. One was a weekly analysis of what the papers were saying editorially, with a new topic chosen each week. These were, and still are, produced by Walter Dales, script service in Montreal. In our article we mentioned that CKDO, Oshawa (now CKLB) was using Dales' scripts and embellishing them with the comments of their own commentator from the local angle.

I don't know if they still do it, but at this time CKNX, Winnipeg, was offering a Sunday afternoon program called *Editorially Speaking* in which they quoted and commented on editorials appearing in Western Ontario newspapers.

A good many years ago, CFRB used to have a commercial for Bromo-Seltzer in which two commentaries, John Collingwood Reade and Brock King, and later Reade and Bill Strange, used to argue about a pre-arranged topic for 15 minutes every evening.

These were all very interesting, but, of course, they weren't editorials in the true sense of the word.

Another type of opinion broadcast comes to mind in the rather dramatic procedure when the Steel Company of Canada flew a Toronto agency man and one-time CKCK, Regina, staffer, Ross MacRae, into their strike-bound plant to keep outsiders informed (over CHML, Hamilton) about the activities of the men who had chosen to stay on their jobs, locked in behind their picket lines. This was a sort of implied editorial, calculated to gain public support for the company. It was actually bankrolled by them, but might easily have been taken on by a station which chose to come out editorially in support of the company and against the striking workers.

At this point I should perhaps repeat my title which is "S-T-U-G Is Guts Spelled Backwards." (To be concluded next issue)

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

These are the 1951 OFFICIAL CENSUS FIGURES FOR MARITIME PROVINCES RADIO MARKETS

<table>
<thead>
<tr>
<th>Location</th>
<th>Population</th>
</tr>
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<tbody>
<tr>
<td>Halifax</td>
<td>133,931</td>
</tr>
<tr>
<td>Sydney</td>
<td>104,224</td>
</tr>
<tr>
<td>Saint John, N.B.</td>
<td>78,337</td>
</tr>
<tr>
<td>St. John's, Nfld.</td>
<td>67,749</td>
</tr>
<tr>
<td>Moncton</td>
<td>45,283</td>
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For further evaluation of MARITIME URBAN RADIO MARKETS

<table>
<thead>
<tr>
<th>GREATER SYDNEY, 2 Stations.</th>
<th>Urban Population Served By Each Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone surveys show - CJCB</td>
<td>75.8% audiences of 104,224</td>
</tr>
<tr>
<td>Station B</td>
<td>22.1% audiences of 104,224</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GREATER HALIFAX, 3 Stations.</th>
<th>Urban Population Served By Each Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone surveys show - Station A</td>
<td>42.7% audiences of 133,931</td>
</tr>
<tr>
<td>Station B</td>
<td>34.4% audiences of 133,931</td>
</tr>
<tr>
<td>Station C</td>
<td>22.5% audiences of 133,931</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GREATER SAINT JOHN, N.B., 2 Stations.</th>
<th>Urban Population Served By Each Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone surveys show - Station A</td>
<td>51.3% audiences of 78,337</td>
</tr>
<tr>
<td>Station B</td>
<td>45.5% audiences of 78,337</td>
</tr>
</tbody>
</table>

CJCB offers 38% more local audience than 1st Halifax Station
CJCB offers 72% more than 2nd Halifax Station
CJCB offers 97% more than 1st Saint John Station
CJCB offers 125% more than 2nd Saint John Station
Several times more than any of the populations at other Maritime Station Locations.

**Elliott-Haynes averages January to June, 1952.
**"Metropolitan and Major Urban Area" listings, Dominion Bureau of Statistics.
Here and There

French Market Talks Staged By Ad Club

Toronto—Four men, all French-Canadians from within Montreal advertising circles, have been scheduled to address the French Market Conference being staged by the Advertising & Sales Club here, September 23, in the Royal York Hotel.

Featured luncheon speaker is Roland Beaudy, a vice-president and director of the agency, Vick-ers & Benson Ltd., and Liberal member of Parliament for St. James (Montreal). At one time a sportscaster with station CBF, Montreal, Beaudy will speak on The Craft Comes of Age.

Making up the three-member panel, which will continue the discussion on the French market during the afternoon in the Royal York’s private dining room 9, will be: Paul L’Anglais, president of Radio Programme Producers; Yves Bourassa, vice-president of Walsh Advertising Ltd.; and Raoul Daigneault, Cockfield, Brown & Co. Ltd., account executive.

Under the chairmanship of C. Warren Reynolds, president of E. W. Reynolds & Co. Ltd., the panel will generally discuss and analyze case histories of copy planning, radio production, media selection, point-of-sale and merchandising. L’Anglais will speak under the title Give Them A Fair Break, while Bourassa will talk on For Jean-Baptiste Only. and Daigneault will discuss Where Is the Point of Sale?

New Manager For CKDM

Dauphin.—David M. Hughes has been named manager of station CKDM here replacing Glen Hal- marson, it was announced last week.

Joining the station as office manager and accountant after seven years as a life insurance agent, Hughes was latterly CKDM’s business manager.

Northern Ontario’s Greatest Advertising Medium

CKO
Northern Ontario's high-powered station

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

And Everyone Had A Wonderful Time!

A good time at a party or on an air schedule reflects careful planning and a keen sense of timing.

At CJCH, Howard Gerard guides each sales message into the schedule slot where product and prospect will meet for greatest mutual advantage.

Traffic Manager Gerard knows the CJCH audience, knows the sales problems of each sponsor, knows the long-range program policy in detail and knows the beginning, intensity and duration and effectiveness of every campaig

When you measure the returns from your CJCH campaign, you can thank Howard that you have had a wonderful time.

Toronto Representative: Paul Morissette, 21 King St. E., Toronto

Montreal Representative: Radio Times Sales (Quebec) Limited King’s Hall Building, Montreal, Que.
THE'RE OFF! -- CBC STARTS HOME-GROWN TV

Toronto.—It took a long, long time, but television on an official and regular program basis arrived in this part of Canada early last week, two days behind the launching of the Canadian Broadcasting Corporation's other station, CBFT in Montreal.

The $2,100,000 installation here and its equally expensive brother in Quebec started out with roughly three hours of programming each evening—a small portion of which is exchanged by kinescope recording—and are expected to remain that way for some time to come.

With many government and CBC officials on hand to addunction to both ceremonies, TV got off to a big start—crammed with commercials, overcrowded with programming and jammed by spectators. But after all the shouting had passed, Mr. and Mrs. Viewer were left rather unimpressed.

It was pointed out that facilities in both cities are almost identical. Not elaborate and designed for utmost utility there are in Toronto: one large studio with a three-camera chain; a smaller, two-camera studio; transmitter room for both audio and video as well as CBFT-FM, carpentry and paint shops; property room; dressing rooms; a two-car garage now being used for shooting commercials; film rooms; television rooms; offices; announce booths; control rooms; and repair shops. All of this requires $16,400 cubic feet of space in the new four-storey brick and steel building on Jarvis Street here and a similar extension to the Radio-Canada Building in Montreal for the French language outlet.

The giant Studio A, 73 feet long, 58 feet wide and three storeys high, is used for staging the large productions. In addition to a host of other items, it is equipped with a 20-person spectator booth. Studio B, where the cameras pick up interview-type programs, dramas requiring little staging and small casts, and commercials, is 37 feet by 38 feet and two storeys high.

Two motor vans house the generator, cameras and transmitter which make up each city’s mobile unit. They have an operational range of about 50 miles.

Last week, which saw the start of a regular program service, these facilities combined to air a total of: four hours of review and preview; one hour of news and documentaries; 30 minutes of musicale; one hour of sports activity and discussion; two and a half hours of drama; and two and three-quarter hours of interviews and miscellaneous items. Films occupied five and a quarter hours.

Sponsors for the all-Canadian programs were not found lacking, and the chairman of the CBC

FOR THESE ARTISTS
- CRUCHET, Jean
- DAVIES, Joy
- DENNIS, Laddie
- FRID, John
- LEACH, George
- LOCKERBIE, Beth
- MILSON, Howard
- MORTSON, Verla
- OULD, Lois
- RAPHIN, Maurice
- SCOTT, Sonora

Day and Night Service at
Radio Artists Telephone Exchange

A FORTUNE IN TV EQUIPMENT was brought into action on opening night last week in Studio A, as the cameras picked up the action provided by the comedy team of Don Marron and Jane Mallet. The picture that is being broadcast—a close-up of Jane Mallet with Marron just visible on the side—can be seen in the TV receiver suspended above the floor, right of centre. Behind it, with only the two-man crew and dolly visible, is the camera shooting the scene. Lights are suspended from a steel grid-work which is situated about halfway from floor to ceiling. The orchestra is at right background.

CKDA... Victoria's MOST LISTENED TO Station!
Board of Governors, A. Davidson Dunton, stated before the opening that the big problem will be to produce enough shows to fill the demand. The Big Revue is being sponsored by Westinghouse, although this company had originally intended (and still does) to import an American drama. The Leslie Bell Singers and Howard Cable's orchestra are appearing under the title Your Hit-Rated, backed by Canadian General Electric, and this show is being telecast and broadcast simultaneously.

Canada Starch Co. Ltd. is sponsoring a half-hour film each week in the March of Time series. Half an hour of weekly drama has been purchased by Addison Industries Ltd., known as Sunshine Sketches. Once a month the Ford Motor Co. of Canada will air 90 minutes of drama under the title, Ford TV Theatre, while on other weeks the same show will be a CBC sustaining. The Campbell Soup Company's plans for TV remain momentarily unaffected by the American network ban, and starting last week it imported on film the half-hour comedy, The Aldrich Family.

British-American Oil Company will back a 30-minute sports show, while two sponsors whose programs have yet to be announced are Canadian Industries Limited and Maple Leaf Milling Company. Others are being added daily.

Sponsors for a variety of eight-, 20- and 60-second spots include: Imperial Tobacco, Salada Tea, Consumers' Gas Co. of Toronto, MacDonald Tobacco, Moffats Limited, Peoples Credit Jewellers, Life Insurance, Capital Television, Canada Bread, Government of Canada (Post Office) and Bulova Watch Company. Spot announcements are being limited to four or six daily, at the rate of about one 20-second or two eight-second spots per hour.

But while the problem seemed to be to produce enough shows to meet the demand, CBC chairman A. D. Dunton could not see an extension of the hours of programming in the near future. He emphasized that the directors of television in Toronto and Montreal, respectively Fergus Mutrie and Aurele Seguin, and their staffs would be concentrating on quality rather than quantity. He said that the first increase, when it came, would probably be late-afternoon children's shows.

Toronto TV director Fergus Mutrie said that the talent which is seeking an outlet in television has been "quite satisfactory" but there will be some difficulty for a while in getting good variety show performers. A slight shortage of capable writers for the new medium was admitted by the CBC officials, and Dunton explained that the Corporation will continue to provide assistance to writers along the lines of the seminar held in conjunction with a course at the University of Toronto recently. Although the 500-foot steel tower of CBLT—now billed as the tallest structure in the British Empire, has been completed, the installation of antenna apparatus will not be finished until the end of October, CBC spokesmen said. Until then the station will continue to use the low-powered, temporary antenna.

... No Headway On U.S. Net - CBC Stalemate

Toronto. — The stalemate between the Canadian Broadcasting Corporation and the two major networks-NBC and CBS—which is keeping American television programs on the south side of the border, failed to move any closer to a solution in the past two weeks. (See C. B. & T., September 3rd issue.)

There have been no further discussions recently between the two factions which are contesting an issue, as CBC chairman A. D. Dunton puts it, of pure economics. "We have our point (Continued on page 18).

LETTERS?

17,638 in the seventh broadcast week for CF's "Pick the Hits."

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

Down Down Down "But We Like It"

Safe to Carry

Canadian Pacific Express Travellers Cheques

Obtainable from all Canadian Pacific Agents and Most Banks

CKSF - The Seaway City

CKSF-CKSF-FM

Has less and less unsold time - All because the market we cover is growing almost daily.

In your sales planning you cannot afford to neglect.
ONWARD & UPWARD
WITH THE STARS

Caldwell Presents Radio Features by
HARRY S. GOODMAN
Pioneer Producer & Starmaker

All-Star Western Theatre
94 half-hours

Let George Do It
52 half-hours

Mystery House
52 half-hours

Rendezvous with David Ross
130 half-hours
(Also in 15 min. format)

Ted Lewis Show
26 half-hours

Baby Days
52 quarter-hours

Beauty that Endures
52 quarter-hours

Burl Ives Sings
78 quarter-hours

Jim Ameche, Storyteller
260 quarter-hours
(Also in 5 min. format)

Linda's First Love
1,000 quarter-hours

Mary Foster, Editor's Daughter
830 quarter-hours

Music of the Stars
52 quarter-hours

Mystery Chef
260 quarter-hours

Personal Problems
260 quarter-hours

Secret Agent K-7 Returns
52 quarter-hours

Streamlined Fairy Tales
77 quarter-hours

Tell Me, Doctor
435 quarter-hours
(Also in 5 & 10 min. formats)

Sports Fanfare
156 5-min. shows

(Continued from page 17)

of view," he said during a press conference here last week, "and they have another"

However, it was intimated by Dunton that the CBC relations with ABC and DuMont networks were quite rosy and that the signing of contracts with them was just a matter of course. But signatures would not be inked until the situation with NBC and CBS was clearer. And in any case, if at any time a more favorable deal is reached between CBC and the latter pair of chains, the benefit will also apply to ABC and DuMont.

Program names were not mentioned, but CBC spokesmen said that plans are now under way to import at least one DuMont show and some ABC offerings may be considered soon.

A full-dress meeting between CBC officials and TV network heads of CBS and NBC is currently being worked out, it is understood. It will likely be called before the end of the month.

The joint committee on radio and television of the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies entered this controversy last week with a statement of the prevailing views on both sides, as it saw them, without taking sides.

According to the committee: "The CBC states that senior officers of the Corporation revealed their rate card structure to the four U.S. networks in May, 1952, at which time none of the American networks raised the question of the 70% booking commission. This rate of commission was raised for discussion six weeks ago... The Corporation was not prepared to meet the commission suggested by the U.S. networks on grounds that, when network television becomes a reality in Canada, the 30% remaining would accrue to the Corporation from U.S. network shows would be insufficient to apply against private stations' published rate cards. The Corporation is prepared to pay up to 25%..."

On the other hand, the report says: "Both U.S. networks insist on a published rate and both insist on a breakdown between time and production facilities costs. NBC require that a time rate be established separately from any production facilities charges and are prepared to compromise to the extent of accepting a booking commission of 50% of the established time cost. CBS would accept a $400 time rate as a basis for their booking commission, providing the Corporation will pay them 70%, and if the CBC so desire they may add the production facilities cost of $1,200 as a service charge, which will not, however, be commissionable to the U.S. network."

The ban which is currently keeping CBC television all-Canadian in program content affects all shows which are owned or originated by either network, or in which they hold property rights. At least 25% of their programs belong outright to the networks, while numerous others fall into the other two categories. Filmed shows, entirely owned by independent producers or the sponsors (such as The Aldrich Family), are not affected.
As the television industry grows, it will contribute to Canadian life... creating employment for electronics engineers, designers, technicians, and for the artists, writers and producers of television programmes. For millions of Canadians, television will open up a whole new world of education and enjoyment.

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Studio and mobile television equipment for CBC stations in Montreal and Toronto was designed and manufactured by our associates, Messrs. Marconi’s Wireless Telegraph Company of England and installed by

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Montreal 16, Canada
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