CBC WOULD CONSCRIPT INDIES TO AIR LOCAL TALENT SHOWS

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

A total of 16 regulations and their sub-sections have been included in the draft which "is designed to provide a basis for the discussion" with the industry and other interested parties. Also, the regulation prohibiting the broadcasting of spot announcements between 7:30 p.m. and 11 p.m. and throughout Sunday has been dropped.

Stations are broken into six classifications for the purpose of regulating the advertisements, the so-called "talent regulation," which it is proposed will apply between the hours of 8 a.m. and 11 p.m. For the case of stations not affiliated with a CBC network and having studios in cities of population over, at least 40 per cent of programs must be of Canadian origin between these hours, according to the plan.

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

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

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

The draft states that "the main content of the program shall be the basis for determining if it qualifies as Canadian unless stations clearly identify the proportion of Canadian material in the program." Some stations, it says, may elect to meet their requirements on a yearly basis rather than weekly.

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

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

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

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

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

Program logs are defined in the draft in five sections and 10 subsections, the only major change being the dropping of the subsection which requires a station to submit advance copies of its weekly program schedules to the CBC. The present practice of forwarding logs to the CBC "within seven days of the end of each week" is retained.

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

The regulation stating the maximum and minimum times for station identification has been dropped in the proposal, as well as the restriction which now prohibits the use of "mechanical reproduction between the hours of 7:30 and 11 p.m."

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

GREET FRENCH LANGUAGE NEWS SERVICE

FRENCH-LANGUAGE BROADCASTERS were on hand when Prime Minister St. Laurent flicked the teletype switch which formally started The Canadian Press' year of French service. The translated service goes to French-language daily newspapers in the Province of Quebec and Ottawa. CP's radio subsidiary, Press News Limited, started a similar service for French stations in 1945. Left to right, above, are: Jack Tait (CFCF's CKAC, Montreal; Flavien Daniel, CHLP, Montreal; Prime Minister St. Laurent; Marcel Ouimet, CBC, Montreal; Phil Lalonde, CKAC, Montreal; Paul Lapage, CKCY, Quebec; Alphée Gauthier, CHLT, Sherbrooke; Arthur Dupont, CJAD, Montreal; Andre DaValy, CKAC, Montreal.

STOPPING OFF BRIEFLY in Montreal while on her way to Quebec City, actress Anne Baxter is interviewed by CFCF's Bill Pathy. Miss Baxter plays opposite Monty Clift in the thriller, "I Confess," which is being filmed near Quebec for local color. Miss Baxter also made news last week when, puffing on a cigar, she complained that Hollywood didn't have enough glamour.
Radio Sells
For All Walks of Business

Poets and peasants, dressmakers and dowagers, laborers and lawyers, singers and seamstresses, managers and mailmen, policemen and politicians, hairdressers and housewives, jockeys and jurists, ladies and lumberjacks.

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

The
CANADIAN ASSOCIATION of BROADCASTERS

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

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

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

NEWFOUNDLAND (2)
CJON
St. John's

CHC
St. John's

Ontario (36)
CKBB
Barrie

CJBC
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

CJRL
Kirkland Lake

CKCR
Kitchener

CFPL
London

CFCH
North Bay

CFOR
Orillia

CKLB
Oshawa

CFRA
Ottawa

CFOX
Owen Sound

CHOV
Pembroke

CFPA
Port Arthur

CXTB
St. Catharines

MANITOBA (6)
CKX
Brandon

CKDM
Dauphin

CFAR
Flin Flon

CKRC
Winnipeg

CJOB
Winnipeg

SASKATCHEWAN (8)
CHAB
Moose Jaw

CJNB
North Battleford

CKBI
Prince Albert

CKCK
Regina

CKRM
Regina

CFOC
Saskatoon

CKOM
Saskatoon

CJGX
Yorkton

ALBERTA (10)
CFAC
Calgary

CFCN
Calgary

CCKL
Calgary

CHFA
Edmonton

CFRN
Edmonton

CJCA
Edmonton

CFGP
Grande Prairie

CJO
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

November 15th, 1952

Page Two

Canadian Broadcaster & Telescreen

www.americanradiohistory.com
Penn McLeod Survey

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

CKRD is a must for your sales story in this wealthy agricultural and oil rich district.

CKRD
RED DEER, ALBERTA

A GROWING MARKET

Prince George has a new warehouse area:
Completed:
Mc and Mc—General Hardware & Appliances
Marshall Wells—Hardware & Appliances
Under Construction:
Prince George Builders Supplies
M. H. Malkin Co.—Whole Foods
All of these construction projects were started less than a year ago.
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.

(Continued from page 3)

The ingredients are blended to perfection — and you'll find nothing more potent. You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

Operation Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates the first radio station in North America.

Consulting service Marconi can help you with engineering, plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

Licensing facilities Our experts will prepare submissions and, if necessary, appear before licensing authorities to help you when applying for radio frequency licenses.

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

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

Marconi -
the greatest name in radio and television

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

www.americanradiohistory.com
Was this day asked by Hebe, my faithful cleaning woman, whether A.M. Radio (which she does hear spoken of often) meant Morning Radio, and if so, why did I not also allude to P.M. Radio? Did set her straight on this, and then fell to musing on how T.V.—now an accomplished fact in Canada—will affect our good A.M. Radio. Do firmly believe the two can, like good neighbors, live side by side; as witness the continued volume of profitable A.M. use in such multi-T.V.-A.M. markets as New York, Philadelphia, Los Angeles, Detroit and others. To quote ‘Television’ magazine of August, 1952, ‘In spite of rising costs, T.V.’s cost-per-thousand-viewers compares far more favorably than any other advertising medium with the exception of Radio.’

From Jack Radford of CFJR what he would doubtless call ‘a peach of a story.’ The Co-operative Society of Brockville, who has a Saturday noon quarter hour, did announce that a carload of peaches would be on sale the following Tuesday. On Wednesday, Jack Radford was much congratulated by Co-op. Manager Lawrence Lalande, since the entire shipment was sold before the car even arrived, with no other advertising being necessary. Do note, with keen interest, Vancouver market’s phenomenal progress. Where the average population increase for the whole of Canada is 22%, Vancouver’s is 44%. The personal income of British Columbia was, in 1941, $509 millions, and by 1951 had increased to an estimated $1,557 millions. Of this huge figure, more than one billion and a quarter dollars is in CJOR’s primary coverage. Ask any Stovin man for more facts on CJOR, or any others of our proven stations.

“A STOVIN STATION IS A PROVEN STATION”
Canadian If It Kills Us

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

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

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

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

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

* * *

No one would disparage any intelligent and constructive effort to promote and encourage Canadian talent as was advocated by the Report of the Massey Commission. Part of the process of promotion and encouragement must of necessity be the securing of an audience for that talent. Legislating radio stations into airing such talent cannot possibly encourage people to listen to it. Rather it will lead them to tuning in American programs when they are available, or switching the radio over to play American records.

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

* * *

There are two things that have to be done.

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

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

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

* * *

New Research Technique

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

Our prophecies would be that it will point up the value of good programming.

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

* * *

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

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

Radio owes a doff of the hat to Vic Gruneau and Ralph Bowden for their progressive thinking and this paper takes it on itself to convey the industry’s best wishes.
THE 1952 BBM station report gives convincing proof that CFNB provides the best coverage of New Brunswick by far of any radio station.

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

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

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

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

more people
listen to
CKRC
than to
any other
Manitoba station

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

CKRC - WINNIPEG • 630 KC • 5000 WATTS

Canadian Broadcaster & Telescreen

October 15th, 1952

C B C

Language Question
Faces CBC Governors

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

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

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

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

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

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

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

CJCS
SELLS
in
Stratford
Consulting and engineering services to Canadian broadcast stations on AM • FM • TV

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

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

114 proofs of results

Stations served with Directive Antenna Installation and tune-up.
Successful briefs for new or improved frequency assignments.
Antenna proofs of performance completed and accepted by D.O.T.

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

All good wishes to the Central Canada Broadcasters' Association on their first Engineering Conference in Hamilton October 14 and 15
NORTHERN ONTARIO'S
Greatest ADVERTISING MEDIUM
CKSO
NORTHERN ONTARIO'S HIGH-POWERED STATION
ASK ALL-CANADA IN CANADA WEED & CO. IN U.S.A.

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

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

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

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

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

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

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

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

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

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

CFOR
ORILLIA, ONT.
1000 Watts — Dominion Supp.

FOR THESE ARTISTS
- GRUCHET, Jean
- DAVID, Jay
- DENNIS, Laddie
- FRID, John
- LEACH, George
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra

Day and Night Service at Radio Artists Telephone Exchange
October 15th, 1952

Canadian Broadcaster & Telescreen

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

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

"Unbiased aided recall" is the name research has given to the procedure which followed. Through a series of planned questions about his or her immediate past activity, the respondent's memory was subjected to "a logical line of questioning to stimulate thinking in terms of time," such as: "Have you been out during the past few hours?" Gradually the subject got around to radio listening, and these questions were broken into 15-minute time segments, going from the immediate past to an average of 24 hours before. All this information and more which might be required was then duly recorded and tabulated.

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

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

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

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

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

Bowden admits two main drawbacks to the technique, but says he is confident they will be overcome. With an average price tag expected to be about twice that of currently popular systems, cost becomes a major consideration. However, it seems probable to the researchers that by gathering special information for individual clients at the same time that data on the general radio field is collected, costs can be pared down. But this is going to take time, as will an extension of the service into other markets.

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

SOMETHING TO CROW ABOUT!

HAVE YOU SEEN THE LATEST BBM INTERIM REPORT ON CKSF?

CORNWALL (BBM CITY AREA)

DAYTIME - 96%
NIGHT - 84%

STORMONT COUNTY

DAYTIME - 92%
NIGHT - 83%

YES - IN COWNSALL

"THE SEAWAY CITY"

THEY LISTEN TO

CHXW-CHILLIWACK
CJDC-Dawson Creek
CFJC-Kamloops
CKOV-Kelowna
CHUB-Nanaimo
CHLX-Nelson
CKNW-New Westminster
CKOK-Penticton
CJAY-Port Alberni
CKPG-Prince George
CJAT-Trail
CJOR-Vancouver
CICO-Victoria
KWV-Vancouver
CJIB-Vernon
CJDA-Victoria
CJVI-Victoria

PROCTER & GAMBLE

USES B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

www.americanradiohistory.com
**PROGRAMS**

Broadcasting With The Farmer

Second of a two-part condensation of an address to the Western Association of Broadcasters by Omer Broughton, farm director of CJOC, Lethbridge, at their Convention at Banff Springs Hotel, September 12th, 1935.

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

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

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

Another item which we have been able to take up in the district is publicity with Junior Clubs. There is a great deal more value in Junior Club work in this country than the average citizen probably realizes. The members themselves seem to enjoy the projects they are on; their parents and sponsors are proud of them; and we enjoy going out to their meetings, tours and achievement days. They find the recording of an interview something of a high light. If we help to make this worthy venture it will be well worth our while for they will be not only the citizens but the leaders of tomorrow.

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

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

We haven't made any attempt to obtain listeners or listeners' count by a give-away program or other devices, but we have one form of publicity which is being used by some of our audience. We find that what the farmer says is a direct insult to most rural people. My father was a cattle-man-cum-farmer from 1904 on, and in these surrounding can recall hearing a good many yarns, and entertainment, but the only thing which came close to mornful cowboy music was a pack of coyote howling.

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

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

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

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

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

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

More recently 155,000,000 human souls in China, that great nation of centuries ago, have similarly fallen prey to a ruthless and inhuman political situation. The conditions of land tenure in China are even worse than those which Russia had, for in China the land is very limited and in much fewer hands. We are told by YMCA men and missionaries—people who lived with and understood the Chinese—that the standard land rental was nine-tenths to the owners and one-tenth to the peasant, and that this was a major factor in influencing the people to look with favor on any political change which would bring about a more equitable distribution.

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

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

Here in Canada we are very fortunate, for the largest percentage of our agricultural land is in the hands of people who we hold the land for this unrest. In many cases they were just good businessmen who took advantage of the circumstances to acquire large holdings and employ cheap labor. The significant part is that these conditions prevailed and were at least partly responsible for the political disaster which occurred and which is our first worry today.

We don't sell time

We Sell

RESULTS

CKCW
MONTGOMERY NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

ChwK—Chilliwack
CJDc—Dawson Creek
CPg—Kamloops
CKV—Kelowna
Chub—Nanaimo
CLN—Vancouver
CkNw—New Westminster
CKK—Penicton
CJAV—Port Alberni
CkFg—Prince George
CKJ—Pall
CJor—Vancouver
CKM—Vancouver
CKX—Vancouver
CJIB—Vernon
CKDA—Victoria
CJVI—Victoria

Telephone Broadcaster & Telescreen, 163½ Church St., Toronto

 Vacancies

North Western Station has openings for:

- TOP FLIGHT ANNOUNCER
- SPORTSCASTER
- DISC JOCKEY

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

Box A-138

Con. Broadcaster & Telescreen, 163½ Church St., Toronto
GENERAL ELECTRIC OFFERS FIRST

Nothing like it in the industry!

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

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

GENERAL ELECTRIC

Broadcast and Television Equipment

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

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

In local or network operations, the console is equally versatile. To the basic unit, simply add a second VU meter (mask is supplied), program amplifiers and power supply for dual channel output. Special care in design, construction and test of this console has reduced hiss, hum, clicks and microphones to the point where they are no problem. Change amplifier in less than one minute! Even during a station break, operator can make replacement. This advantage is another General Electric first!

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

FIRST ALL-PURPOSE CONSOLE FOR AM-FM-TV

- Ready-made plug-in mounting facilities. Amplifier receptacles and external connections are just a few inches behind the front panel — quickly accessible for maintenance. Plug provided for warning light relays.
- Wiring cost greatly reduced. When you get the console it is ready to go on the air. All internal plugs and cables are pre-wired and assembled in the console at the factory. On delivery, the unit can be quickly plugged into previously wired desk connections, and you're ready for operation.
- Plastic marking strips are transparent. Insert paper strip markings as desired between plastic and panel.
- Aluminum write-in strips over each mixer can be inscribed with pencil or crayon and then erased. Permits you to write "piano", "trumpet", "anne", etc. over appropriate mixers and to change markings for each show. Console finish is of pleasing two-tone blue.
- Color coded control knobs match the key switches. Two blue mixer knobs are associated with blue turntable/projector selector keys, red mixer knob matches 4 remote red key switches, white mixer knob matches white network key.
- Automatic throw-over relay wired for use with emergency power supply.

C A N A D I A N G E N E R A L E L E C T R I C C O M P A N Y
L I M I T E D

Head Office: Toronto — Sales Offices from Coast to Coast

All amplifiers easily and quickly plugged in. Only 2 types used: pre-amps and program monitors. Bottom tier provides plug-in connections for incoming wiring.
GENERAL ELECTRIC OFFERS FIRST

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CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Head Office: Toronto — Sales Offices from Coast to Coast

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

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

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

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

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

I echoed the sentiments and so. I'm sure, did hundreds of thousands of Americans across the country, spoiled Americans who take their blessings for granted and resent the price, large or small. Not that I think TV programs usually a blessing. But in this particular case, I did some calculations, mental arithmetic, and paused in my condemnation.

The program was costing the advertisers around $30,000 an hour. It was in this instance excellent entertainment. Had I been in a Broadway theatre, I should have been paying to see it somewhere between fifty and seven-seventy. Because it came by the airwaves, I was paying exactly nothing. Had I been seeing it in a motion picture theatre, I should have had to dress, leave the house pay 50 cents and up for the evening's show, and return the distance from the theatre. Instead, in a living room chair I was watching a completely free show.

Yet I kicked when the people who gave me the show took 30 seconds or perhaps a full minute to tell me about the things which made possible their complimentory show, their program with a perpetual pass, their Annie Oakley of the air. I wanted $50,000 worth of entertainment, but I wanted it without the slightest contribution on my part, not even the time necessary to look at some clever (and these were clever) announcements of the sponsor's goods.

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

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

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

A BONUS TO ALL ADVERTISERS

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

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

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

TV Makes U.S. Broadcasters Microscope AM Functions

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

Summarizing the conclusions reached during 42 day-long clinics by more than 2,000 station managers, sales managers and salesmen, Ryan said: "The men who own and manage radio stations and sell time for stations appear much more certain now that radio advertising has a great future than they have been since early 1950. "This new confidence in radio's future is based on a combination of increasing billings and intuition. The vast majority of station managers we talked to felt 1953 could be their best year in history if they worked hard enough," Ryan said.

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

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

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

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

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

"There's no ceiling over the amount of local business stations can do," was the feeling expressed over and over again by broadcasters during the BAB clinics. Noting that newspapers alone are billing at a higher rate locally than the combined national billings of magazines, TV and newspapers, the stations agreed that local advertising was the least developed segment of the broadcasters' business.

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

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

Improving radio copy is a number one assignment that radio station managers and salesmen alike agree upon. Especially for the retailer who has no radio equivalent of the newspaper mat service, there is a continuing need for copy services that will improve the "sell" in radio advertising.

Many stations — for the first time in history — are policing the copy submitted by advertisers to make certain that it contains the basic elements of good radio advertising copy.
Market No. 2 consists of all of Quebec Province east of Montreal, with a large added French audience in North-eastern Ontario, and the Maritime Provinces.

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

**CHNC, NEW CARLISLE**

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

**Jos. A. Hardy & Co. Ltd.**

Radio Station Representatives

DOMINION BDG. 39 ST. JOHN ST. 67 YONGE ST. MONTREAL QUEBEC TORONTO UN. 6-9195

**IN GREATER**

**Montreal IT’S**

**CJAD**

- The ENGLISH language Montreal MARKET is one of the top buys in Canadian radio. Thickly populated...spread through with high income families...this concentrated market is part of a metropolitan area with a total population of 1,395,000 and a retail sales volume of nearly one billion and a half ($1,343,987,000).

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

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

Theatre Under the Stars, the big outdoor series of musicals which plays each year in Stanley Park, had closed some weeks previously.

“Thank,” the disc jockey added helpfully as Finian faded out, “was a delayed broadcast.”

The speaker shortage still prevails, I guess.

Last week they asked me to hold forth to a dinner of Com...
munity Chest zone heads. It was a new experience for me.

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

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

I am proud of the staff of Mrs. J. W. Tomlinson, whose stodgy-sounding "Canvassers Training" on the program turned out to be a sparklingly amusing course of instruction on prying double as much as they intended out of people's pockets and making them like it. She was wise to all the old bromides like "My husband subscribes at the office" or "My wife takes care of it at the house," and supplied answers to all and all other selfish, which leave the doors of our circulation departments wide open for her.

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

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

I also suppose they have any Community Chests behind the Iron Curtain. Instead, I'm willing to wager that soulless and impersonal institutions, operated under public, which means government, ownership, are all they have to care for them when they need help."

Also in the column, "What I have said to great people" department was a memorable trip to Orillia to see "the new CFOR," which an ad elsewhere in this issue proclaimed proudly has just "got up off its big BBM." Owner Gord Smith, who has added to his collection of albums a Buick 1922 vintage) and three cigs; program director and conductor to errant speakers Pete McGarvey, who has been quietly CFORing it for about five years and whose wife presented him with his second son in honor of my arrival; Stan Low from the copy department who stumped into the Broadcaster office two or three years ago while Gord was on the phone and told us to find him a writer, and went right up on a one-way ticket.

Life goes on at a leisurely pace in Orillia they kept telling me. I even found that the penny-in-the-slot scales were conservative—8.5 pounds. And in his placid, leisurely and relaxed way, while I was delivering my talk (A37) to the smiling folks, I learned that nothing of having a live fowl at large while the speaker is laying his own eggs, Gord was presiding over the Lions Club meeting (yes, he's the president) and then hoofing it (reluctantly, of course) over to the United Church to introduce Claire Wallace in a personal appearance to tell the ladies of Orillia about her program which is not heard on his station.

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

Some call him "Barry the Blimp," and why not, when he admits he has added two and a half inches to his waistline since he became a regular habit of Jim's Gym. We mean Barry Wood, for whom no tears need be shed over his leaving the Midnight Merry-Go-Round which he has desojayed since its inception 30 months ago. CPRB's new staff announcer to replace Jack Dennett and Barry wasn't interested.

Without this daily chat, we must have taken him home with the milk, the big moose will be, I learned over lunch with him and CPRB's Ken Marsden one day last week, announcing and/or scripting for Colgate's Peggy Brooks Show and Our Miss Brooks (cut-ins): The Christie Show, Border's Memory Lane, Ford Theatre (AM and TV): and what he terms loosely "sunday spots." He seems to be knocking off the pounds in a sort of way, by discussing proteins and calories between every serving of apri-

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

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

While his host of friends in Canadian radio will join us in hoping that they will still be sticking to the stuff of their previous performances.

October 15th, 1952

Canadian Broadcaster & Telescreen Page Seventeen

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

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While his host of friends in Canadian radio will join us in hoping that they will still be sticking to the stuff of their previous performances.
The quality of CBC television productions had to improve over the weak showings which disappointed the eyes of many Ontario viewers during the first week of operation. Last week things were looking brighter.

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

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

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

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

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

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

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

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

CAVE FILIUM CANIS

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

SPEAKING OF WHICH

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

PUBLIC RELATIONS

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

DEPT. OF DEFINITIONS

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

CERTAIN SURE

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

FEMININE LOGIC

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

COMPLETE SLNCE

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

Canuck.

REJECT

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

REVIEW

"This Happened Today"

By Bob Francis

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

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

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

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

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

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

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

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

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Pay More For TV...Same As Cars

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

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

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

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

Dunton did not reveal how much extra the average Canadian would have to pay for TV. A $15 license fee on TV receivers has been recommended by the CBC to the government, but a decision is not expected until early next year.

BBC-TV Spreads

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

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

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

TV Stimulates Gadgets & Gimmicks

By Tom Briggs

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

The same will be said, for those reasons for such statements and the obvious giding for battle to win the leisure time of Mr. and Mrs. North America is that while Canada has just witnessed the beginning of broadcast television, a host of other new inventions and refinements are just around the next calendar or two.

And each one is expected to be the ultimate answer of one to its competition's latest move.

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

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

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

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

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

What the viewer sees on Tele- meter is still television, but apart from this, pay-as-you-see system is a purely distant relative. Operating something like a pay phone, it is said that the strength of Telemeter lies in the fact that it can send out to the customer-viewer new films, top-flight sport- ing events, and legitimate theatre presentations with a financial return, under ideal conditions, exceeding anything possible under the commercially-sponsored arrangement.

Or, as some put it, you can buy a ticket to a theatre or sports arena and see the show without moving off the couch. Signals for Telemeter can be fed to the sets either broadcast or through the control unit, which includes a combination of both. Any type of TV receiver can be used and Telemeter programs can come through a channel not occupied by other TV stations in the area, so that it doesn't interfere with normal operation.

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

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

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

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

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

Hollywood studios are just as energetically looking for a practical system of color television, as they are promoting black-and-white theatre TV. The latter has proven itself full of appeal on several occasions in the past, particularly when presenting championship boxing matches which have been denied to radio and television. But add color to this and Hollywood sees itself in possession of an entertainment feature which at times will rival its major product. And theatre operators believe that, with or without color, theatre television may be made to do more than just bolster their slipping box-office nets and grosses.

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

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

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

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

(Continued on page 88)

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The Big Revue
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TV Stimulates . . .

(Continued from page 21)

In England the system is mid to be roughly the same, but ex-

tremely high-definition TV cam-

eras are, or will be, employed (in

the 1,000- or 1,500-line range as

opposed to our present 525 lines,

possibly) while other measures

and precautions are applied

throughout the electronic chain

and in the filming laboratory in

an effort to achieve not only a

"kinescope" of unsurpassed qual-

ity, but a film which can satisfy

the cinema producers as well.

In fact, an informed dreamer

might be able to foresee a day

when Hollywood and its counter-

parts throughout the world, can

throw away most of their film

cameras in favor of improved TV

cameras, while in the TV indus-

try a live show will become "one

of those queer things they did in

the early days."

Adding to the unpredictability

of the whole evolutionary scheme

of commercial entertainment is

the rapid disappearance of the

demarcation line between theatre

or film interests and the television

broadcasters. Territory hopping

is being used by Famous Players

Canadian Corporation here with

its purchase of the Canadian rights

for Telemeter, while in the U.S.

United Paramount Theatres own

25 per cent of the DuMont TV

network and are attempting a

merger with the American Broad-

casting Company radio network.

Technicolor Inc. is understood to

have developed a different type

of television system.

On the other hand, private film

production houses are being un-

derwritten or materially assisted

—even if only through guarantees

—by the four major television

networks. On the equipment side,

all companies are producing for

any buyers that come their way,

which means that RCA and CBS

are fighting it out to see which

can come up with the best sys-

tem of color TV, not only for

home sets, but for theatres as well.

Sets Near 130,000

Toronto—A boom in the sale of

television receivers was expe-

rienced both here and in Montreal

during August, according to the

Radio - Television Manufacturers'

Association of Canada. During

the month 12,790 sets were sold

in this country, more than twice

the figure for the previous month

and well above any similar period

yet reported.

In the Toronto-Hamilton area

there were 4,569 sets sold in

August, while in Montreal the first

real sales activity so far sent the

total soaring to 5,159 sets. Both

the Windsor area and Niagara

Peninsula tied for third place for

the month with close to 1,300 sales

each.

With a total of 129,406 sets in

operation throughout Canada, the

area breakdown is as follows:

Toronto-Hamilton—50,540 or

39.2%; Windsor—30,572 or 23.6%;

Niagara Peninsula—20,698 or

15.9%; Montreal—11,790 or 9.1%;

and other areas—6,816 or 5.2%.

DID YOU KNOW?

Three weeks ago, a local electrical store, Hillman Electric

Appliances, bought a half-hour segment of Saturday Afternoon

House Party, a 2-hour all-request program.

On their second

program, they advertised a special on washing machines, and

in 3 days their entire stock of 32 washers had been sold.

The result? . . . They bought 3 more half hours per week and

are smashing all previous sales records.

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VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL
You're always in earshot!

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

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

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

As ever, your No. 1 station in Canada's No. 1 market

CFRB 50,000 Watts
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