LIBERAL COUNCIL FOR PRIVATE TV
Wants Listener Licenses Abolished

Ottawa. — Assuming that the Liberal government will heed the advice of its high command, privately-owned television stations may be around the corner. So is the abolition of the $2.50 radio license fee.

These two points were among several that the advisory council of the National Liberal Federation mulled and passed recommendations on during a two-day session here last week.

With a coming general election uppermost in the thoughts of the council, the first hint that it would break away from heretofore government policy came when the council passed a resolution calling on the government to “give consideration to the immediate abolition of the radio license fee.”

But the following day 85 per cent of the 235-member council tore themselves loose from adopted policy, in the face of strong opposition from Revenue Minister Dr. J. J. McCann, and asked for “the development of television by private enterprise along the lines of the CBC.”

It is understood that several other resolutions dealing with television were started and then sidetracked, but this was the only one to go the full distance.

Although the meetings were closed, it is reported afterwards that Dr. McCann, the Minister who reports to Parliament on CBC matters, set forth the government’s thinking in adopting the policy of no private television stations until the CBC has stations at key centres throughout Canada. However, the resolution was finally carried, spearheaded by C. Irving Keith, Winnipeg lawyer and one of the NLF’s three vice-presidents.

In passing the resolution to recommend dropping the radio license fee, it is believed that the council has brought into the open a move that has been rumored for some time in government circles. Apart from feeling that it has become nothing but a nuisance to the people, it is also said the council considered the cost of collecting the license fees too high.

The resolution read, “Recognizing that the use of radio has become universal in Canada and a necessity of modern life, the advisory council recommends that the government give consideration to the immediate abolition of the radio license fee.”

The resolution dealing with television was not included in press releases although the council’s secretary released details of at least one other non-controversial resolution adopted during the day.

Celebrates 1/4 Century

Toronto.-To mark a quarter century of service in various international offices of J. Walter Thompson Company Ltd., Mark Napier, a vice-president and managing director of the Toronto office of the advertising agency, was presented with a gold watch here last week.

Born in England and educated at Clifton College and the University of Grenoble in France, Napier has served in the Paris, London, Copenhagen, Stockholm and Montreal offices of the company, as well as Toronto. Napier is chairman of the Canadian Advertising Research Foundation and vice-president of the Canadian Association of Advertising Agencies.

The presentation was made by JWT vice-president Robert Campbell.

CBC Plans BC-TV

Vancouver.—CBC engineers from Toronto, on the spot to look over potential TV transmitter sites, said the initial cost here would be around $1,000,000 and that contracts would be let in three months.

J. E. Haynes, assistant to the CBC director-general for engineering, said the transmitter would be at least as powerful as the Montreal outlet and would give coverage up to 80 miles.

A COMPLETELY LOCAL PRODUCTION, the five-month-old “Hamilton Album” program over CKOC, Hamilton, managed to find a birth among the station’s top-rated summer shows shortly after it was launched. Sponsored by the Steel Company of Canada, the program presents a daily cross-section of the people and events in the city, along with news of Stelco of community interest, for fifteen minutes in the early evening, six days weekly. A number of feature stories by top local writers have been dramatized on the show. The above photo shows a recording session at the Stelco plant with, from left to right: D. W. McLean, Denis Smith, Dick Thompson and Bill Leckie, Stelco men; Keith Lockhart, CKOC announcer, and the program’s emcees: Jim Brownie and John Richardson, also plant workers; and CKOC operator Archie Slater.
Radio Sells and Serves
With All Kinds of Vehicles

Symphonies and sob stories; news and nonsense; dramas and disc jockeys; contraltos and crooners; church services and sportscasts; quiz shows and kid shows.

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 Bloor St. West
Toronto

CAB MEMBER STATIONS

<table>
<thead>
<tr>
<th>MARITIMES (12)</th>
<th>QUEBEC (24)</th>
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<tr>
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<td>CKST Sainte-Geneviève</td>
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<td>CHUM Toronto</td>
<td>CKFH Toronto</td>
<td>CKNX Wingham</td>
<td>CKX Brandon</td>
<td>CKDM Dauphin</td>
<td>CFAR Flin Flon</td>
<td>CKRC Winnipeg</td>
<td>CJOB Winnipeg</td>
<td>KY Winnipeg</td>
<td>CKFQ Saskatchewan</td>
<td>CKOM Saskatchewan</td>
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<th>CJOB Winnipeg</th>
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<th>CJNB North Battleford</th>
<th>CKBI Prince Albert</th>
<th>CKCK Regina</th>
<th>CRMW Regina</th>
<th>CFPC Saskatoon</th>
<th>CKOM Saskatchewan</th>
<th>CJGX Yorkton</th>
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<th>CFRN Edmonton</th>
<th>CJCA Edmonton</th>
<th>CFPG Grande Prairie</th>
<th>CJOC Lethbridge</th>
<th>CHAT Medicine Hat</th>
<th>CKRD Red Deer</th>
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</table>

BRITISH COLUMBIA (17)

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

NEWFOUNDLAND (2)

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<th>CJON St. John's</th>
<th>VOGH St. John's</th>
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The Conference was presided over by Engineering Committee chairman Glen Robitaille, CFPL, and was arranged by the executive which also included Ron Tumen, CFOS, Owen Sound, as secretary and Hugh Potter, CHML, Hamilton, treasurer.

A systematic approach to the sticky problem of logging and maintenance schedules was tackled by Clive Eastwood, chief engineer of CFRB, Toronto, during the Conference's final session. He said simplicity and system was the key to reducing the amount of time spent on this important phase of radio station engineering. Controlling the use of equipment, he felt, is one way for engineers to cut down on maintenance.

Eastwood passed on a procedural tip in his talk which involves using a distortion meter to test transmitter tubes in their sockets. He noted that special tube-testing equipment was so expensive few stations ever owned it.

**Featured speaker at the engineers' first annual dinner was CBBA president Murray Brown, manager of CFPL, London. Brown outlined how a trade gathering such as this could benefit both the individual member and the trade as a whole. He went on to emphasize that selling is not done only by the sales force of a radio station, but that engineers too could make an important contribution to stations' public relations if they would become PR-conscious. Everything from the way they handled clients during auctions to the care and courtesy with which they drove the station wagon came under this plan, he said.**

Brown also pointed out that "AM is still the best buy for the Canadian advertisers. In fact," he said, "TV may improve AM operation through competition."

The Conference was held in Stratford.
"Have but lately returned from a visit to our tenth province, Newfoundland, for which I have nothing but praise. Did, while there, meet many representatives and distributors of Canadian products, and heard from them full and deserved praise for the fine job VOCM, St. John's, does continue to do in promoting sales and engendering goodwill for the many advertisers who make VOCM their first choice in Newfoundland. On visiting 'Lionel' in CKCW, Moncton, did find he is continuing his already fine service, and is even stretching his 'feelers' toward even more intensive service to listeners and advertisers alike. Moving to Saint John, N.B., did find CHSJ happy in the fact that the F. W. Woolworth Company is using their station exclusively on a year's contract for two to five spots per day to promote sales. CHSJ's new 'Lucky' program, offered for sponsorship in ten-minute segments, is registering a record mail-pull in the thousands each week, accompanied by high proof-of-purchase. A doff of the Beaver to Andre Lecomte, Manager of CJBR, Rimouski, Quebec. CJBR is one of the very few stations in Canada with 100% audience at certain times of the day—a fact which is of additional importance to advertisers when it is remembered that this is the largest French market in Canada outside of Montreal and Quebec City. Back in Ontario, do hear from Bill Hawkins that CFOS, Owen Sound, has just completed a schedule of coverage of 14 district Fall Fairs in three weeks with on-the-spot broadcasts. CFOS' last B.B.M. shows a daytime percentage of 99 and a nighttime of 95%. High acceptance, plus aggressive programming and merchandising, make CFOS a choice buy in a prosperous market."

"A STOVIN STATION IS A PROVEN STATION"

Research

Radio Is Cheapest Medium

New York.—On the basis of studying over 6,000 radio and television commercials, the Schwerin Research Corporation has found that at least 70 per cent of TV advertising time is incorrectly and ineffectively used. More than that, it has discovered numerous cases where commercials for a product gained no higher remembrance of sales ideas on TV than they did on radio.

These were some of the points made by Horace Schwerin, president of the research organization, in an address to the Second District Meeting of the National Association of Radio & Television Broadcasters at the Westchester Country Club, Rye, N.Y., last month.

The Schwerin qualitative tests are conducted in Canada in collaboration with Canadian Facts Ltd.

Because of ill-prepared commercials, Schwerin said, TV is by no means yet as powerful a force as many people assume. "It is not," he said, "as some seem to believe, a magical device which anybody can use to buy more customers. All television does is to increase the chances of success or failure in putting across your advertising message."

"Buying a 180 horsepower car," he went on, "doesn't automatically make the driver any better. Unless he possesses the skill and knowledge necessary for the job, it merely makes it more likely that he'll have an accident."

Schwerin told the NARTB district meeting that, if radio advertisers worked closely with researchers in pre-testing their commercials and programs, radio "can continue to sell goods and do so more economically than any other form of advertising." Now that giant radio ratings are out the window, he warned, radio advertisers should pay more attention to the composition of audiences their programs reach. "Advertisers, bedazzled by television, ignore this factor, though the day will come when its importance must be recognized there also," he said.

SOUND EFFECTS?

WE HAVE THE BEST!

E·M·I

sound effects library

and

SPEEDY-Q

sound effects library

The world's finest

sound effects libraries

CALL OR WRITE

YOUR ALL-CANADA MAN

TODAY!

ALL-CANADA

RADIO FACILITIES

LIMITED

80 RICHMOND ST. W.

TORONTO

YES, WE BELONG TO THE

C.C.B.A.

One More Co-operative Effort By
Private Radio to Better Serve Its
Listeners and Advertisers

RADIO STATION CHOV

PENMBROKE, ONT.

"The Heart of the Valley Market"

HORACE N. STOVIN, CANADA — ADAM J. YOUNG, JR., U.S.A.
Freedom For Free Air

It really looks as though something is going to be done at long last about one of the main inequities in radio, and that is the exacting of a receiver license fee for the privilege of listening, more often than not, to a private station which receives no part of the money so collected.

It would also appear that private enterprise may get a crack at TV quite soon. The fact is that last week, the 235-member advisory council of the National Liberal Federation adopted a resolution calling on the government to "give consideration to the immediate abolition of the radio license fee." Anything can happen in mid-twentieth century Canadian politics, but it is hard to see how even as dogmatic a government as this can close its eyes to the demands of its own supporters.

The question of private television had a different implication. A resolution, omitted for some reason from the official press releases, asked for "the development of television in Canada by private enterprise along with the CBC." The significant point is that this appears to have been "over the dead body" of the Minister implicated, Hon. J. J. McCann, Minister of National Revenue. In a long debate, as it was described by The Canadian Press, Dr. McCann stood up for the government's declared policy of withholding TV licenses from private interests until the CBC has set up stations at key points.

In another news story, it is stated that Dr. McCann "rushed breathless into the room, his hat and coat still on, and immediately tangled with Mr. (C. Irving) Keith (who had proposed the resolution) in a free-for-all. Dr. McCann advanced all the reasons he could think of," the story in the Toronto Daily Star continues: "the need of steel for defence, the recommendations of the Massey Commission, the present CBC program designed to stretch TV stations across the nation. Mr. Keith, in his reply, cited specific instances of private stations who have the steel but not the go-ahead license. He pointed out that the amount of steel and other construction materials in radio and TV stations was relatively insignificant, and that steel is being obtained for less essential uses, in particular a stadium in Winnipeg."

The Star, a noted supporter of the Liberal government, concludes its article with this statement: Whether or not the government chooses to admit a resolution was actually passed condemning government monopoly of television, it is now clear it continues its present policy at its own peril.

This first indication that the years-old campaign against the government's socialization of the radio medium is meeting with some success is all the sweeter because it stems, not from the Opposition benches where one might expect it to start; not from the private broadcasters who have so much to win or lose; but from a body representing the large body of voters who elected the government and are now telling it what it wants.

It seems that there is very little doubt but that the license fee is slated to go, and private TV to begin. We wonder whether, when they are examining the radio picture to effect this major change, they will peer a little farther and consider such questions as that of an independent regulatory committee, to legislate for both kinds of radio—public and private—as has been sought by the private broadcasters for lo these many moons, and was again advocated as recently as two weeks ago by the Canadian Chamber of Commerce at its convention.

Another question which, it seems to us, is worth looking up, is that of the current proposal of the CBC to institute a regulation under which private stations would be compelled to broadcast programs of Canadian origin from 30% to 48% of their time on the air between 8 a.m. and 11 p.m. Last issue, when the topic was hot, we expressed concern over the unreasonable attitude behind it. Now, after considerable thought, we are inclined to think there is a more serious question involved, and it is this.

According to the CBC, the proposed regulations have been drafted in order that they may be discussed by the stations who would have to live up to them if they were applied. The CBC's phrasing of this part of the deal sounds suave and urbane... "This draft is designed to provide a basis of discussion..." It seems to say: "Let's sit down and chew it over, boys..." And perhaps that is exactly what is intended.

The fact remains, though, that, in the first place, there is a very grave question whether this department of government is within its constitutional rights when it considers a step like this. We should like to register the opinion that such a step is the brain-child of someone or some people who believe in the principle of dictatorship. It is our opinion also that as soon as the broadcasters sit down with the CBC powers to discuss such a move, they become parties to what would be one of the most flagrant breaches of democratic freedom Canada has ever seen.

For much too long now, the people of Canada have permitted their servant, the national broadcasting system, to trample on freedom's preserves, because they have been uninformed about what was happening. Would it not be the down-to-earth, down-to-earth solution of the problem. Ultimately, the CBC will take its course, in order that its legality and validity might be put to the test in the one place where such questions should be tested, and that is before the Supreme Court of Canada.

"Non-Commercial" CBC Solicits Ads For Its TV Monopoly

(Reprinted from Toronto Telegram)

If proof were needed that the Canadian Broadcasting Corporation intends to exploit its television monopoly to the utmost, it is found in a full-page advertisement in Canadian Advertising, reference manual for Canadian agencies. This states, in part: "With the addition to its national facilities of CBC television stations in the two biggest markets of the country, Canadian advertisers now have available to them, in these areas, the powerful impact of visual sales presentation. In television, as in radio, the CBC welcomes the opportunity to work with advertising agencies and their clients."

The advertisement, naturally, was not written for notice by the general public. Citizens will continue to receive official assurances that the CBC is excluding private enterprise from television in order to protect the public from "commercialism." Meanwhile, the CBC is soliciting advertising for all it is worth. Its excuses for keeping private brains and money out of TV wear thinner all the time. While private companies are begging for a chance to provide TV broadcasts at no cost to the public, CBC persists in playing a lone hand, with the taxpayers' money at stake.
Welcome....

CCBA DELEGATES

To your second annual conference in Toronto. We hope that your forums are productive and will go a long way to sustain the standards you are setting down in better radio broadcasting.

We, at Columbia Records, are also striving to produce, as always, the kind of music that will measure up to the exacting standards of broadcasters and their listeners.

In January, 1949, we introduced the world's first Long Playing Records (L.P.) and since then we feel that we have compiled in our Columbia L.P. Family a perfect listening balance second to none.

We hope you can drop around and see us during the off-session hours in the Columbia Suite. Then you can see for yourself what we mean when we say, "You'll go a long way to beat a Columbia Long Play."

Harold Pounds and Frank Jones will have the welcome mat out for you.

COLUMBIA RECORDS

Manufactured in Canada by Sparton of Canada Ltd., London, Ont.
the emphasis is on

**LONDON AND MIDDLESEX COUNTY**

Daytime - 92% of Radio Homes
Night - 85% of Radio Homes

Population
No. of Families
Radio Homes
Retail Sales
Food
General Merchandise
Furn. House-Radio
Automotive
Drugs

164,000*
48,400*
40,800*
$138,628,000
29,211,000
12,228,000
6,722,000
24,193,000
3,160,000

A major market — dominated by one radio station! Effective buying income in Greater London rates consistently higher than the provincial and national averages. Products and services advertised and sold in this market enjoy a ready audience acceptance. The answers to how, when, where and to whom you advertise your products and services are provided under ideal test market conditions in Greater London.

**CFPL LONDON, CANADA**

In Canada contact All-Canada Radio Facilities - in U.S.A. Weed & Company.

*Survey of Buying Power, 1952 — Sales Management.
†BBM Study No. 5 — 1952.
Tell Us Another

More than five years ago, when Whitney’s Radio Appliance Store in Orillia first started using daily spots on CFOR, they were intrigued by the novelty of the idea. Don’t tell a soul, but they’re still on with them. Must have forgotten all about them. Just why they use “seasonals” and “co-ops” too, we can’t tell you, but confidentially, they’ve just signed for Frigidaire’s “Guy Lombardo Show.”

If a mere 24,000 radio homes, whose inhabitants aren’t too fussy about what they buy would interest you, why not give the boys in the Stavin office a sit? Ask for Pitch 23.

CFOR
ORILLIA, ONT.

1000 Watts — Dominion Supp.

B.C. cities with population over 10,000

1951 CENSUS

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

Over the Desk

A news item last week stirred a bit of whimsy and nostalgia in the memories of those of us whose radio listening is in the quarter century bracket. The item, from Hollywood, said simply that Freeman Gosden and Charles Correll, creators and actors in the original radio program Amos ’n’ Andy say they have seriously talked over their retirement and may quit radio when their twenty-fifth year ends November 35. Rexall’s Amos ’n’ Andy of today is different from Pepson’s original version. But there are plenty of people left who will remember the days—back in the twenties and early thirties—when everyone set their dinner hour, and their general comings and goings so that they would be in an atmosphere of quiet at seven o’clock when the regular evening program, presented by a couple of not too successful vaudevilleans with a wonderful idea and an extremely human understanding, hit the air. They started life as “Sam ’n’ Henry,” but when Pepson started their new program they became “Amos ’n’ Andy.”

There must be hundreds of incidents to illustrate the real affection in which the team was held the length and breadth of the North American continent.

When you walked up almost any residential street at seven o’clock any evening, you heard one sound and one sound only—the strains of the theme number “The Perfect Song.” This was of course, followed by announcer Bill Hay’s individually inflected “Here they are,” and the episode of the evening.

It was an NBC feature in those days, originating, I believe, in Chicago. Nobody would have thought of sponsoring that period on another station except a Hamilton lumber concern. At this time, when dial tuning was not as meticulous as it is today, and when the depression had decelerated the replacement of worn-out sets—it was in the depression years of the early 30’s—CHML, Hamilton and WBEN, Buffalo’s frequencies were too close for comfort and around Amos ’n’ Andy time, complaints of interference were poured into the Hamilton station, because avid A & A fans were getting CHML’s signal on top of WBEN, where they used to listen to “the boys.”

Eventually the problem was solved by this enterprising sponsor, who bought the time on CHML, and used it in this manner: “Through the courtesy of the Norwood Lumber Company, station CHML now leaves the air for 15 minutes to enable you to hear this evening’s episode of Amos ’n’ Andy without interruption.”

The competing network’s approach to the problem was a bit more conventional. Columbia put on a terrific effort to keep an audience for sustaining programs in this same period. Without a hope of selling them, they ran such stars as Morton Downey, Bing Crosby and Kate Smith, just to try and hold onto some of the audience. But it was futile. They’ve solved it now, not by obtaining the “package” for themselves.

Amos still recites his version of The Lord’s Prayer every Christmas. This has given the team a tradition comparable only to that of DICKY’s radio traditions.

Once, when, in the story, Amos got involved in criminal court proceedings to the point where it appeared there would be no alternative to finding him guilty and so removing him as a character from the show, it became a major matter of conversation and even altercation among everyone. It was a real crisis in the existence of the program, so acute was public feeling. Finally they got themselves out of the muddle by making the whole criminal incident a distant memory.

Amos ’n’ Andy, as we used to hear it, was not a lavish affair. It just consisted of a couple of men, each playing quite a number of characters, portraying their everyday lives to the public in a way which took them out of the fantasy of theatre and made of their programs actual visits to real people doing real things. It was the simplicity of the characters as well as of the technicalities of the shows that captured literally millions of hearts.

Whether Correll and Gosden carry through their threat to retire this month as they say they may, or whether they sign a new contract, which the Columbia network wishfully expects they will, radio owes them a debt it can never pay. It owes them a debt for pointing a way of depicting incidents before the microphone as part and parcel of everyone’s life, unseparated from the public by such artifices as footlights, curtains, proseniums and all the other paraphernalia which usually contributes to the unreality of all vehicles of entertainment. We salute them, not as Correll and Gosden, not as “Amos ’n’ Andy” but as Messrs. Radio.

CJEM Edmundston

now 1000 watts reports on New Brunswick’s newest city — the City of Edmundston, booming with $2,961,150 of construction permits issued since May 1, 1952:

• Church $700,000
• School $700,000
• Recreation Centre $600,000

PLUS new orphanage — city improvements — commercial buildings — new homes, so DON’T OVERLOOK this important market. ALWAYS BUY:

CJEM
“The Bilingual Station in the Maritimes”
This is to introduce Jerry (no "G" please, though it's short for Gerald) Wiggins, who started October 1 in a coveted spot on the CFRB announce staff, thus becoming the first announcer to be added to the Bloor Street station's roster since they took in Wally Crouter in October, 1947 (and vice-versa).

Jerry came up in radio the conventional way. That is to say, he broke in as a part-timer during U. of Alberta days at CFRN, Edmonton, while he was dissipating his RCAF gratuity on a course in psychology for reasons which he is frankly unable or unwilling to disclose.

He came out with a B.Sc., notwithstanding which—they let him back at the mike. Only this time it was at CJCA. During three years he did everything from poetry programs to wrestling matches to enable him to support his believing Audrey Boyes, whom he had managed to mesmerize into marriage during his first year at Varsity.

Last August, he parked Audrey and the kids (two and a bit and a dog) with her folks and set out, like Horace Greeley in reverse, for the bright lights of this Holy City, with his tooth brush in one pocket and a bus ticket in the other. After a short spell at Toronto's CFRB, he got the green light from CFRB, where he inherited the 11.15 p.m. Midnight Merrygoround, the week-end shift, and also, on a freelance basis, the announcer's spot on Imperial Tobacco's new Denny Vaughan Shoe.

The Wiggins are living and revelling in a furnished farmhouse near the Malton Air Port. Jerry has this message for his Western friends:

"Listen, you guys! Don't ever tell me again that Easterners aren't friendly...that you have to be here six months before you can call them by their first names...that getting in to see a Toronto agency man is like getting a date with Princess Margaret. It just ain't so. Take it from me, these Eastern guys could teach us Westerners some lessons in hospitality."

It is seriously rumored that Jerry is already taking out his Eastern citizenship papers, and that next year he plans running as mayor of Toronto.

(Continued on page 10)

WANTED...ALIVE!!

ANNOUNCER - OPERATOR

For Morning show...will have daytime shift ...
TALENT...BLUE CROSS...
PROFIT SHARING PLAN

SOUTHERN ONTARIO CITY

Only the alert and energetic need apply.

Box A-139

C. B. & T., 1631/2 Church St.

Toronto

In British Columbia it's CKWX

you make or break your schedule here in B.C.'s biggest listener area -- the

VANCOUVER MARKET

where 980 dominates urban skyline and airlines alike. You need 'WX -- the figures below prove it -- they're sales figures, too!

STUDY No. 5, 1952

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<th>Radio Station</th>
<th>Total Weekly</th>
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<tr>
<td></td>
<td>night</td>
<td>129,320</td>
</tr>
</tbody>
</table>
They're all top-rating shows . . . . and they're all on CFCF!

* CHARLIE MCCARTHY * SUSPENSE
* AMOS 'N' ANDY * OZZIE AND HARriet
* FORD THEATRE * CORRISS ARCHER
* I WAS A COMMUNIST FOR THE F.B.I.
* OUR MISS BROOKS * WESTINGHOUSE PRESENTS
* THE BREAKFAST CLUB * HOWNY DOODY
* BOSTON BLACKIE * MYSTERY THEATRE
* CANADIAN GENERAL ELECTRIC SHOW
* THE GREAT GILDEREEL
* DOUBLE OR NOTHING * THIS IS YOUR F.B.I.
* TREASURE TRAIL * BREAK THE BANK

It makes a difference when so many of the leading shows are heard on ONE station!

They bring all the station sponsors into a main stream of customer traffic. They create the best location in advertising.

Around-the-clock CFCF star shows assure the greatest carry-over of listeners from show to show . . . the largest possible audience.

YOU too can be out front with Montreal's customers when you tie in your appeal with the host of national advertisers who are . . .

all on CFCF!

Reps: All-Canada in Canada
Weed & Co. in U.S.A.

(Continued from page 9)

If you want to write a letter to Standard Library's former veepee, communicating with him because he's out of a job, turn your emotions into congratulations and good wishes and address them to Alex Sherwood, General Manager, Radio Station WCSS, Amsterdam, N.Y., because that's what and where the white-haired crew cut now is.

I was a guest in his house in Stamford, Conn., when the news came, in the middle of an argument about the Americans beating the British on the field of battle in the War of Independence by television, while Uncle Sam and John Bull were sitting next to each other trying to trace a pattern for peace in the meeting of the United Nations. We'd argued ourselves half way into the second quart when the phone rang to tell him the answer was yes. Damn that phone, anyhow, just when the argument was getting interesting.

It's a well-established station and Amsterdam is a town of about 35,000, not far from Schenectady and about twice that distance from the State Capitol of Albany. Earlier in the week, we'd driven there from Stamford through the Catskill Mountains, which were gleaming with red and golden maple leaves, for an appreciation of which please insert here a subdued version of last issue's appreciation of the fall colors in Haliburton.

But back to the Sherwood, he wrote saying the short piece on him was not enough to get me off the hook. So add this, Alex, and that's all.

Delivering my stock speech (with slight variations for the U.S.) to the New York and New Jersey broadcasters at the Westchester Golf & Country Club in Rye, New York, I found it hard to remember I wasn't home in Canada. From the chairman's early pans as he tried to coax the convivial delegates away from the rab spelled backwards, right through the lunch, it was just like a CAB meeting in Toronto, Montreal, Quebec City or just about anywhere. And this leads to the thought that it doesn't matter which side of the line you are, broadcasters are broadcasters and Lou Tappé will be there to tell him a SESAC library. (As a matter of fact this was the exception, because Lou was home in bed.)

In my speech I explained to the audience that I couldn't make a speech after all, because in Canada, where first names are formal, I was used to speaking to Canadian broadcasters who enjoyed being hauled over the coals. I then proceeded to tell them all the things that I would tell the Canadian gang if I were home but which I couldn't tell them as a guest. They got the point—most of them.

In serious vein—as though you were interested—I suggested that they might use their so powerful medium of communication to spread the idea that one of the greatest tragedies that is being recorded for posterity in today's history is the failure of the English-speaking people of the world to understand each others' point of view, and so to make of themselves shining examples to the rest of the world of what real peace might mean.

* * *

I absolutely can't pass up an opportunity to express appreciation to Regional Director Curly Vadeboncoeur, who is president of WSYT, Syracuse, for his courtesy. Neither can I refrain from a tribute to NARTB chief Harold Fellows, who went right along with every corny gag and soulful pronouncement, just as though he hadn't sat through the whole damn thing about six weeks before in Cleveland. Finally a well-rounded thanks to Horace Schwerin, for his wonderfully infectious laugh, which started the ball rolling.

* * *

Since the announcement of the purchase of Toronto's well-dressed Saturday Night by the owner of station CKEY and publisher of New Liberty Magazine, Jack Kent Cooke, and the official story that

**PROGRAM DIRECTOR WANTED FOR WEST COAST STATION**

Apply
Manager, B.C. Broadcasting System Ltd.
312 Robson St.
Vancouver, B.C.

CFCO again goes over the top with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

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

CFCO - 630 Kcs - Chatham
Among those named as new owners of the evening paper are Cooke, Roy Thomson of newspaper and radio station fame. John Bassett who is functioning as general manager, John David Eaton, to say nothing of Messrs. Sifton, Southam, et al. The bidding is going on and will be open until November 18, so no rumor, however reliable, can have any credibility until then at least. One thing is sure, though, the Canadian Broadcaster & Telescreen is still doing business at the same stand and under the same management.

In our employment hide-and-go-seek department at the Broadcaster office, we run into some strange situations. Some are funny, some tragic. All are human. Possibly the most acute is the case of the English accent, which is absolutely verboten, because in North America, people just don’t like hearing English spoken by Englishmen, we are told.

It’s funny, because quite a number of performers have done right nicely. I mean people like Herbert Marshall, Charles Laughton, Vivien Leigh, Laurence Olivier, James Mason and the one and only Gracie Fields. In the past year, incidentally, the British comedian, Tommy Trinder, made a highly successful tour from coast to coast.

I can’t help reflecting also, that while this “accent” that is carried around by me and other Canadian citizens of my like may be reviled and abhorred by radio’s powers that be, it is also a fact that it is studiously mimicked by every native-born son or daughter as soon as he or she gains admittance to the innermost places.

Here is a suggestion for those who guard the susceptibility of radio listeners in Canada. A little more thought about what their announcers said into their microphones; an eradication of just the coarsest, teensiest bit of all the driveling that is broadcast in the name of humor; especially around breakfast time—might please listeners a lot too. It might even be that a little more—if not a lot more—attention to the words that are used, in general, might make the modifications, the infections and the articulations seem unimportant.

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

You now receive
CANADIAN RETAIL SALES INDEX
With your Subscription to C. B. & T.

AVAILABLE
Announcer - Salesman
Nine years' experience, presently employed, proven record, wants position announcing and/or selling where a future is offered.

Box A-140
C. B. & T., 163½ Church St., Toronto

FULLY EXPERIENCED
SALESMAN AVAILABLE
Box A-141
C.B.T., 163½ Church St., Toronto

CJIC
is the only
Canadian radio station listened-to in the Soo — the home of the mighty ALGOMA STEEL CORP.
with its $55,000,000 expansion program

Their payroll alone amounts to over $20,000,000 a year

Sell Algoma with CJIC
SAULT STE. MARIE

J. L. ALEXANDER
TORONTO — MONTREAL

J. H. Mcgilvra
UNITED STATES
ENGLISH SPOKEN HERE
A Survey of the Quebec - English Market

BY DAVE DUNN
(CCFP, Montreal)

Any consideration of the English market in Quebec is apt to be colored by the Provincial Tourist Bureau's successful campaign to sell the "Old France in the New World" theme. While it would be foolish indeed to scout the fact of Quebec's predominantly French-speaking population, still the English segment lies here, a solid nugget for the enterprising advertiser.

According to 1951 census figures, Quebec has 4,085,000 of Canada's people -- 28.8% of the total, and a 10-year increase of 21%. Since latest figures have not yet been released by Ottawa, we can only deduce how many of these four millions speak, think, work, read and listen in English.

Eleven years ago, in the 1941 census, 37% of the province's total population spoke only English or English and French. Applying this figure against today's population, more than a million and a half Quebecers now speak English or both tongues. And government census officials state without hesitation that the percentage of English spoken has increased greatly in the province.

Despite the lack of figures on the native tongue of the bilingual segment in Quebec's population, it would seem safe to assume that in addition to the 500,000 who speak only English, the English tongue is native to one in three of the bilingual group, or about 330,000. Thus, in Quebec we find an English market with a population of 830,000 -- equal to that of the entire Province of Saskatchewan.

But how does English Quebec compare in buying power? In accessibility? Is it worth your advertising dollar? The answer to these questions must be a resounding "Yes!"

Unfortunately, there are no accurate buying power figures which may be brought to bear upon the Quebec English market as an entity. However, there are strong indications in a number of surveys, independent of the census, which would lead to the conclusion that the Quebec English market is much richer than the provincial average.

For purposes of comparison, let us look first at the latest figures available on the income and the income division of the entire province, the 1950 DBS figures. These show Quebec's total population as 4,064,800, with 2,728,800 of these in centres of more than 1,000, and the remainder 1,326,000 in rural areas. This rural third accounts for less than one-sixth of total personal income -- $604,000,000 against $2,563,000,000 for the cities, where 65% of English Quebec is concentrated.

As an indication -- but since complete Quebec surveys are not available, only as an indication -- of the superior buying power of Quebec's English market, the Greater Montreal District Post Office Analysis of Residences and Business Places presents interesting figures. This analysis places 89,591, or more than 70% of Montreal English residences in the "Good Working Class" or better classification, while less than 45% of Montreal French residences meet the Post Office's mysterious qualifications for these classifications. More than 58% of the residences of French-speaking Montrealers are considered less than "Good Working Class."

Since the English population of Montreal can, as a general rule, afford the better housing, it seems logical that it is they who possess the quality buying power in quantity.

How about concentration? Sales Management's 1952 Survey of Buying Power provides the latest answer to this -- and probably the best proof of the economy of buying English Quebec, particularly in radio. In analysis, its population figures show 73% of the English population of Quebec living in the narrow strip area along the St. Lawrence from the Ontario border to Quebec City -- an area not much larger than Vancouver Island, and blanketed by Quebec English radio.

Again, nearly 53% of English Quebec lives in the four cities of Montreal, Three Rivers, Sherbrooke and Quebec City -- all in this crucial strip.

Beyond question, the Quebec English market ranks among the richest in Canada, and it hangs as the plum which can most surely be plucked from the step-ladder of radio.

Welcome to Toronto...
CCBA Delegates!

RCA Victor Studios,
Top Floor, Royal York Hotel
"Where your better Transcriptions originate."
ONTARIO'S BIG WINNING HAND IN NATION'S BOOM
Impressive 1952 Growth Strengthens Position As Industrial Heartland

By KENNETH WHITE
(Reprinted From The Financial Post)

THE BROAD BASE OF ONTARIO'S GROWTH
How the manufacturing industries have expanded

NEW COMPANIES

504 NEW MANUFACTURING companies employing 10 or more, since 1946

MORE AT WORK

566,000

1950

606,000

1951

618,000

1952

NEW INVESTMENT

$ Millions

217.9

1950

385.2

1951

507.5

1952

PRODUCE MORE

gross value of production

$ Millions

3,755

1946

8,627

1950

Ledue . . . Kitimat . . . Ungava . . . in an exciting parade, headliners like these are helping Canada claim its century. Across 4,000 miles: new finds, new faith, flooding new investment.

The level of that new investment for the whole of 1952: $5.1 billion - a breathtaking figure, representing only part of a familiar post-war story: vast economic stirrings in oil, natural gas, chemicals, ferrous and nonferrous metals, pulp and paper, hydro, industry, construction.

It's ranking this country as a world economic force, building a gross national product at home of a current $22.5 billions, zooming the standard of living for Canadians.

And in it all, old Ontario is holding a winning hand. When the diamond drill strikes something hot in the northlands, when a coastal town decides to build a new hospital or a board of directors a new industry, when a new oil pool is tapped, or when a western province throws the switch to flood a new farm sector with electricity, you can bet cash registers will jingle in Ontario.

That's one reason why it's official policy of Premier Frost's administration to "welcome, aid and abet" development in each of the other provinces.

Another reason: dynamic growth is bringing maturity and national- hood to this country. There's a sturdier realization among sister provinces that they're all part of... (Continued on page 14)
WANTED
Experienced Announcer

CKOM, Saskatoon's new station, offers real opportunity to the right man. Send tape, history, etc., to:

CKOM
SASKATOON

WHY RIMOUSKI?

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

82.3% of the people in this area speak French.

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

CJBR
5000 WATTS ON 900 KCS.

RIMOUSKI

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

ONTARIO
(Continued from page 13)

a whole, with a common aim and a common fortune.

The Boom Takes Shape

Canada's economic boom has clearly taken hold. Now it is taking shape.

Just how Ontario is at once taking part and fitting in can be seen in these impressive figures:

- Gross value of production of manufacturing industries in Canada in 1952 will be an estimated $17.5 billions. For Ontario alone, the figure is $8.6 billions. That means that slightly less than half—49.14%—of all Canadian manufacturing production comes from Ontario.

That relation of Ontario output to total Canadian manufacturing output has remained fairly constant through war and post-war years. Here are the figures, as prepared for the recent conference of the Provincial Governments Trade and Industry Council at Lindsay, Ont.:

Manufacturing Industry

Ontario Canada

($ millions) ($ billions)
Cur. Con- Cur- Con-
rent stant rent stant
1939 1,746 1,746 3.3 3.5
1946 3,755 2,722 8.0 5.8
1950 6,823 3,305 13.8 6.7
1951 8,139 3,490 16.5 7.1
1952 8,627 3,630 17.5 7.4

Preliminary Estimates, Dept. of Trade and Commerce.

Thus, as all areas of Canada have been economically racing ahead, growth has attracted growth, and Ontario has more than consolidated its position as chief fabricator for the nation.

Maintaining that position has meant more than doubling manufacturing output in terms of constant dollars, increasing it five-fold in terms of current dollars.

A fact that makes Ontario truly stand out as the industrial heartland of the nation: take the Lake Ontario-Erie shores as the southern boundary and draw a line west from Oshawa through Barrie to Sarnia. In that comparatively tiny area, 35% of the nation's manufactured goods are produced. 70% of Ontario's massive manufacturing output.

The Traditional Supplier

Says F. J. Lyle, director of the Trade and Industry Branch, Ontario Department of Planning and Development: "The picture has begun to get very clear in 1952. As the traditional supplier, Ontario is supplying the capital goods required for nation-wide expansion. For this particular era, the advantages are coming to this province."

The Market at a Glance

% of national

$ Mill total

Personal Income 5,327 39.7
Retail Sales 4,033 38.6
Farm Cash Income 794 28.0
Manufacturing 8,627 9.1
Construction 1,017 44.3
Mining 437 35.6
Power (million kwh) 16,903 29.5
Population: 4,597,542, 32.8% of national total.

Out of the total civilian labor force of 1,852,000 (19,000 listed as unemployed), 32.6% find work in manufacturing industries, against 29.5% for the whole of Canada. To meet sharply increased demand, and, in some cases, in turn to create it, new investment in 1952 in Ontario is adding up to an estimated $2.3 billions, $507.5 millions of which represents new investment in Ontario's manufacturing industry.

Among the big guns in the boom: electrical goods and equipment, chemicals, autos, aero engines and aircraft.

The province's three giant integrated basic steel producers are still in the process of adding one million tons a year to Canada's ingot capacity in programs totaling $120 millions, which will boost the country's rated capacity to nearly five million tons a year and go a long way toward easing the domestic squeeze on steel supply in times of peak world demand.

To find out what it means to the nation's economy, let's take a look at our steel import-export record last year.

In terms of steel ingots, we imported 2,276,000 tons of primary iron and steel in 1951. Domestic production (again in terms of steel ingots) amounted to
3,567,000 tons and exports totaled 148,000 tons.

Thus Canada's steel requirements in 1951 totaled 5,685,000 tons—53% supplied by Canadian mills, 37% imported, chiefly from U.S. Our 1951 consumption was up about one million tons over 1950 use, two million tons more than immediate post-war years.

The New Steel Empire
Here's how Ontario mills are meeting the challenge:

Dominion Foundries & Steel Ltd., Hamilton, brought its new $13 million blast furnace into operation in August last year. The plant, built on 110 acres of reclaimed land, can produce 1,000 tons of iron ore a day, enabling a Dofasco steel output of some 500,000 tons a year. Dofasco put another $3 millions into its steel plant for modernization and expansion.

Algonia Steel Corp., Sault Ste. Marie, has a $40 million program of expansion under way, scheduled for completion about the middle of next year, involving:

—A sintering plant to sinter flue dust ore fines and concentrates.

—A 25-foot hearth blast furnace, to be known as No. 6, equal in capacity to No. 5 blast furnace, adding 360,000 tons a year to pig iron capacity.

—Increased capacity of No. 2 open-hearth shop so that together with existing capacity in No. 1 open-hearth shop, total open-hearth capacity will be 1,240,000 tons a year.

—Equipping a 44-inch blooming mill with electric drive, in place of steam, to give it annual rolling capacity of 1.2 million tons.

—Installation of a Morgan Construction Co. mill, first of its kind in Canada, designed to produce 250,000 tons a year of finished steel products, including small bars, structural and strip up to 25 inches.

—Increasing capacity of the present rail and structural mill to enable its production of heavy structural steels.

Steel Co. of Canada, Hamilton, has its $50 million expansion program brought ahead of schedule. The highlights: a battery of 83 new coke ovens; four new open-hearth furnaces; first steel from which should be tapped this month, adding 650,000 tons a year, or 35% to Stelco's ingot capacity; a new blast furnace at 1,400 tons a day, as big as anything on the continent, adding 450,000 tons to the company's annual pig iron output.

Part of an 11-year $65 million expansion, completion will boost Stelco's production four times the pre-war level, 50% more than in 1951 capacity. Total pig iron capacity will be 1,150,000 tons a year, steel ingot capacity, 1.9 million tons a year.

There are other developments in steel form a comparatively small but important part of Ontario's new industrial scene. The province has attracted 504 new industries since the war's end, 32.9% of the Canadian total.

New, Expanding Industry
Details of how and where the estimated $507.5 millions in new investment in manufacturing industries is being spent this year, and where $400.5 millions was spent last year, are given in community reports in the Post's October 11 issue. Some of the major industrial developments:

—Canadian Oil Co. has just completed its $23 million modern refinery at Sarnia, with its capacity of 20,000 bbl. a day of Alberta crude, Canada's first platforming unit and Ontario's first fluid catalytic cracking unit.

—The $100 millions in current expansion in and around Sarnia's chemical valley is making this city one of the fastest growing in Canada. Among the new projects: a $14 million cat cracker for Imperial Oil; a $10 million Sun Oil Co. refinery; Cabot Carbon of Canada, a $2 million plant to produce carbon black domestically for the first time; Polymer Corp.'s 25% capacity increase and new million-dollar laboratory; Dow Chemical Co.—an anhydrous ammonia plant and expansion of chlorine caustic soda facilities.

Both Stelco and Westinghouse recognize the vital role played by the broadcasting station in the community life of Canada's third industrial city and have selected it for their public relations programs. We are proud to be associated with these two great Canadian industries.

Industry Speaks On

The Steel Co., of Canada presents

"Hamilton Album"
(7:15 p.m. daily)

Canadian Westinghouse presents

"Westinghouse Newsreel"
(8:30 p.m. Weds.)

TWO GREAT PUBLIC RELATIONS PROGRAMS PRESENTED ON KOCO

Both Stelco and Westinghouse recognize the vital part played by the broadcasting station in the community life of Canada's third industrial city and have selected it for their public relations programs.

We are proud to be associated with these two great Canadian industries.

INDUSTRY SPEAKS!

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Both Stelco and Westinghouse recognize the vital role played by the broadcasting station in the community life of Canada's third industrial city and have selected it for their public relations programs. We are proud to be associated with these two great Canadian industries.
ONTARIO (Continued from page 15)

be among the world’s biggest under a single roof; will employ some 5,000 workers at peak. At Windsor, the firm is making a $6.5 million addition to its power plant.

Last year, a total of 92 new industries were established in Ontario, representing capital investment of $30.5 millions. But major industrial expansions in the province numbered 451, with capital investment in plant and equipment of $370 millions.

Trade and Industry officials point with pride to the 92 new industries, but they’re quick to point out that even this impressive record amounts only to some 10% of total industrial expansion.

Prospects for the Future

How are things going this year? "When the figures are all in, 1952 looks equal or better than 1951," says Mr. Lyle. "The branch plant movement has even greater strength as a result of all the advertising Canada is getting throughout United States and other countries as the country of the future and the safe country— the country where you can’t miss."

He points out that many companies are setting up branch plants to serve new industry in other provinces, but are choosing Ontario to be close to a concentrated and varied market for long-term growth.

Location of new British plants in Ontario during the whole of the current year will surpass 1951’s total (9), in the opinion of the Trade and Industry director.

For 1952 and 1953, Ontario can look to West Germany as a major productive source of new industrial establishments, he says.

"The strong and well-managed drive of West Germany for sales in Canada is following a strikingly similar pattern to that of the British — giving Britain a head start of about four or five years."

"As the British export drive continues to grow, many of the home companies have reached the stage where an assembly or production plant in Canada is warranted. That situation has been developing for some time. Now, we can look for a familiar West German pattern."

Ontario’s fat farms, steel mills, heavy industry, and, in some cases, ethnic groups, are proving strong factors in a gravitation of German interest to Ontario.

Booming Primary Industry

Backing its solid foundations in secondary industry, Ontario can point to a broad and expanding base in booming primary industry.

Gross value of production of pulp and paper and paper products last year reached $501 millions (est.); wood product output totaled an estimated $277 millions.

From the province’s mines: $437 millions in production for 1951, an estimated gross production of $480 millions this year.

At Sudbury, Canada’s largest base metal field, multi-million programs are under way.

International Nickel is working on a 10-year, $150 millions program of doubling underground mining to offset advanced deple-
tion of open pits. Falconbridge, which plans to have nickel output up to 35 million lb. annually by 1954, has in recent months established over 10 million tons of extra good nickel-copper ore at Fenc Lakes.

The company had previously been grooming its third mine, the Hardy, for production. East Rim, Midnet, Nickel Offsets are working on production programs in the Sudbury area, and another company, Ontario Pyrites, is developing a substantial zinc-lead-copper occurrence.

Development of new gold mining has reached its lowest ebb since World War II in Ontario with underground work now being done at only a handful of new properties. But silver and cobalt mining in the historic old Cobalt camp has been on an expanding scale, with Silver Miller Mines recently placing in LaRose cobalt mine.

Iron mining is becoming a part of the Ontario mining industry. The Helen mine of Algoma Ore Properties near Michipicoten, has recently changed over to underground operations. In an expansion program under way, present production of the three mines in the area, among Ontario's oldest, will likely be doubled by 1954 from current annual production of some 4.7 million tons.

Steep Rock Iron Mines is expanding productive capacity from 1.2 million to five million tons annually; active iron mining has been launched by Bethlehem Steel at Marmora, and exploration of iron occurrences is proceeding at many other locations, including U.S. Steel drilling near Sinecoke.

Known reserves of iron ore in Ontario are reported in excess of known reserves in fabricous Ungava.

Easing the Transport Squeeze

In the Steep Rock area, CNR is getting ready for what could be one of the heaviest-volume rail lines in the world. From Atikokan, scene of iron ore activity, to Port Arthur, a distance of 141.4 miles, CN has a single track in operation. The line is double tracked from Conne in Port Arthur only, a distance of 33.7 miles.

To keep pace with expanding traffic, CNR is lengthening passing tracks along the single-track portion and installing electronic controlled traffic control. Current exploration — by Canadian and U.S. interests — indicate iron ore traffic over the route could conceivably reach 10 million tons a year, spokesmen say. That would be in addition to heavy grain and regular traffic along the small stretch of line.

The future and continuing expansion of primary and secondary industry in Ontario never looked brighter. Icing the cake in the crystal ball: the St. Lawrence Seaway and natural gas from Alberta. Little imagination is needed to see what ocean shipping will do to the head of the Great Lakes would mean for established and prospective industry in Canada's most concentrated industrial belt.

Natural gas will help keep industrial fuel bills down, aid diversity. Minimum annual consumption once the pipeline is in, is estimated to be 70 billion cu. ft. for Ontario, 50 billion cu. ft. for Quebec.

After export has been under way for three years, it's estimated the two provinces would use 200 billion cu. ft. a year.

The Big Power Play

The St. Lawrence Seaway also promises 1.1 million additional hydro-electric horsepower for Ontario industry. Meanwhile, the Hydro-Electric Power Commission of Ontario is making giant strides in its $1.1 billion program inaugurated in 1945, scheduled for completion in 1955.

Since 1945 to the end of 1951, the HEPC has increased dependable peak capacity from 2,894,185 h.p. to 3,943,965 h.p., an increase of 51.8%. By the end of this year, another 453,297 h.p. will be brought in, jumping installed dependable horsepower by 14.3% at the end of the present year over December 31, 1951.

To get it, $133 millions is being invested this year by Ontario Hydro, bringing capital expenditure since 1945 to a total of $734.8 millions.

Along with wealth from forest, mines and secondary industry, agriculture ranks high on the economic scene of Ontario. From 23,944.7 square miles of cleared and cultivated farm land, out of Ontario's broad expansion of 383,282 square miles, provincial farmers collectively recorded the highest annual farm cash incomes of any Canadian province.

All-time peak gross value of production from Ontario farms last year reached $1,268 millions; farm cash income for 1951, $793.7 millions. That compares to 1.1 billions and 3674.9 millions during 1950.
Twelve "Private" Programs In Canadian Radio Awards

Toronto. - Canadian private radio stations captured 11 of the 14 Canadian Radio Awards for non-network programs in the fourth annual presentation of the awards here last week at the Arts & Letters Club. Three non-network programs originated by CBC stations were also award winners, along with 19 programs from the three networks.

Three stations—CKEY and CKFH, Toronto and CKAC, Montreal—bore out two awards each in this annual feature which is now sponsored by the Canadian Association for Adult Education, the Canadian Association of Broadcasters, CBC and Radio-Television Manufacturers Association of Canada.

Special awards, carrying with them the awards committee’s highest commendation, went to CKCW, Moncton and Ford Motor Company of Canada Ltd. The CKCW award bore the citation: "For its imagination and inspiring encouragement of musical expression over a wide area of the Maritime provinces through the Annual Moncton Music Festival. CKCW has amply demonstrated what can be accomplished by a single radio station in the development of Canadian talent."

Of the one-hour network drama series, Ford Theatre and its sponsor, the judges said: "Through the Ford Theatre, which is broadcast in both French and English, the company has done a great deal toward encouraging Canadian actors and writers, providing a noteworthy example of constructive sponsorship to Canadian industry generally." It is produced and directed by Alan Savage of Cockfield, Brown & Co. Ltd.

Children’s programs were included in a classification open to both network and non-network productions. First award went to

The Magic Blue Box, produced, directed, narrated and acted by Mrs. Joy Knowlton over CKFH. According to the judges: “This show is a decided achievement, especially in view of the fact that it has made extremely good use of local station resources. Mention must also be made of the fact that all aspects of the program are handled with a particular age group audience in mind and that in this respect its success is outstanding.”

Honorable mentions or second awards in this class went to: Le Radio Théâtre Histoire, produced by Marc Thibault over CBF, Montreal; and Young Folk’s Radio Magazine over CBU, Vancouver.

This class also carried special commendation for: Joy Knowlton and her award-winning program, Philip J. Kitley, for direction of British Columbia Department of Education school broadcasts over CBU, Vancouver; and Frances E. Johnstone of the P.E.I. Arts and Crafts Guild for her work in Radio Art Class over CFCY, Charlottetown.

In non-network, classical music programs—one of four music classes—Sir Ernest Plays Favorites took the top award. It is produced by Ed Houston, with script and direction by Sir Ernest MacMillan, over CKEY. It was called by the judges: “An outstanding program, particularly in the selection of recorded music, which is unusual and interesting.”

An honorable mention in this class went to Chalet Concert, produced, directed and narrated by Len Rowcliffe over CKFH.

The classification for network musical programs of a classical nature was headed by Les Petites Symphonies, produced by Albert Chamberland with an orchestra conducted by Roland Leduc from Montreal, and heard at various times over the Trans-Canada and French networks. “The technique and precision of Le Petit Orchestre Symphonique de Radio Canada is highly commendable,” the judges believed, adding: “The splendid conducting of Roland Leduc results in an outstanding performance.”

Honorable mentions in this class went to: Nos Future Etoiles, produced by Marcel Henry and directed by Giuseppe Agostini from CBC Montreal, and Canadian Film Music from the series, “Music From The Films,” produced by Norman Hollingshead and directed by Gerald Pratley from CBC, Toronto.

Light network musical programs took four awards with a tie for first. Night Wine, produced by Norman Campbell from CBC, Vancouver, was described as “a well-balanced program of

(Continued on page 89)
Anticipate Transmitter Trouble by Telemetered Remote Control

In addition to the economy of remote control transmitter operation, G-E Type BCR-1-B equipment offers the added advantage of trouble prediction by telemetered checking. From the studio, you can at any time check necessary circuits for possible break-down.

More than a dozen Canadian broadcast stations have been operating with G-E Remote Control equipment for periods up to three years. These include stations with antenna systems of single, two and three tower arrays.

For further information contact your nearest C-G-E sales office or write to—Broadcast and Television Sales, Canadian General Electric Company Limited, 830 Lansdowne Ave., Toronto, Ont.

**GENERAL ELECTRIC**
**BROADCAST REMOTE CONTROL EQUIPMENT**
**TYPE: BCR-1-B**

![Transmitting Relay & Stepping Switch Unit]

Check These Features:
- Operates over two-pairs of telephone lines.
- Safe failure shut-down on 5-second trouble duration.
- Transmitter readings telemetered to the control point.
- Visual or aural alarm system available.
- Emergency operation at Transmitter site.
- Instant transmitter shut-down.
- Approved by Dept. of Transport.

**STUDIO DIAL CONTROL UNIT**

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**
Head Office: Toronto — Sales Offices from Coast to Coast
This Expanding Oshawa Market Is a "MUST" in your radio budget

LOOK AT THESE FACTS 1952 - 53

- New Fire Department Headquarters.
- New Police Department Headquarters.
- G.M. $5 Million Parts Depot.
- New City Hall.
- New Collegiate.
- Four New Schools to Be Built in 1952.
- Three School Buildings Enlarged.
- G.M. $10 Million Truck Plant Project.
- $111/2 G.M. $10

New Collegiate.

In Fire Million is points AT Department Headquarters.

Department Headquarters.

Ar Parts Truck Plant Project.

 cjoc

"In The Heart of Canada's Richest Market"

REPS: Canada: J. L. Alexander
U.S.A.: Jos. McGilvra

*E-H Surveys.

This year 10% of the total Canadian wheat yield is coming from Southern Alberta

Yes, the record estimate of 64,866,000 bushels of wheat is proof of Southern Alberta's rich, prosperous present and future.

Sell this rich market effectively via %

ASK your ALL-CANADA Man for details.

(Continued from page 18) light music, accompanied by a good script." The other first award winner was Starlight Mound, produced, scripted and announced by Byng Whittaker over Dominion network from Toronto, and it carried the citation: "This is a superior program of popular music with original script... achieves an easy relaxed mood." 

In the awards for public affairs programs in non-network category, CKYY captured another first award for its documentary, George The Good, written by Harry Rasky and produced by Howard Milsom. The judges felt: "This documentary on the life of the late King George VI is an original and effective approach to a rather difficult subject and shows real imagination in its presentation." An honorable mention went to Courtesy vs. Death, produced by John Elton of CJCA, Edmonton.

"The Power of the Atom" captured top award in the public affairs programs on networks. Produced by Thom Benson from CBC, Toronto, the judges considered it "probably the most impressive documentary ever heard in this country. The subject, of tremendous importance to the Canadian people, was discussed in a calm, relaxed manner, yet was presented in a way that would make it impossible for anyone who heard it to forget it."

An honorable mention in this category went to Operation Commando, produced by Norman McHain from CBC, Montreal. A long list of commendations included: The Royal Tour and Royal Diary by the CBC, La Connaissance de l'Homme, produced by Raymond David, of Radio College, Montreal; Autobiography of an Unknown, the series "What Makes You Sick," produced by Rupert Caplan from CBC, Toronto; Collection des Arts et des Lettres, CBF, Montreal; and Village at the Crossroads, from the series, "Maritime Comment," produced by Donald Cox, CBC, Halifax.

Top-notch in the non-network drama classification was shared by Breeches from Bond Street, produced and directed by Clarence Mack in the "Radio Workshop" series over CFAC, Calgary, and Aaron, produced by Olivier Gouin, directed by F. Boerii over CKAC, Montreal.

An honorable mention went to The Blacksmith, from the "Accent On Danger" series produced and directed by Rod Convery over CJOT, Guelph.

Among non-network shows of the light entertainment classification, a CKNW program, Just for Fun, took top honors. "Spontaneity, wit and originality." It is produced and directed by Hal Davis.

Two honorable mentions were scored in this category: one by CKWS, Kingston, for its "fresh and funny show," Kingston Penitentiary On The Air which is produced by station staffers Bill Laxton and Bert Cullen, and directed by two penitentiary inmates, known only as No. 7638 and No. 3684; and the other by Pete au Village, produced by Paul Legendre over CVB, Quebec.

Two light entertainment, network shows shared top honors in this category. Carte Blanche, produced and directed by Roger Rolland over CBF, Montreal, was considered "an excellent satire, rich in variety and originality," while Stopwatch & Listen by Ross McLean of CBC, Vancouver, drew the judges' comment: "Fresh and sparkling comedy ... the experimental character of the material makes it especially interesting."

Honorable mentions went to the Wayne & Shuster Show, and Christmas Carnival, by Norman Campbell of CBC, Vancouver.

Besides the special award for the Ford Theatre series, the judges singled out one of last season's productions, The Innocents, for top award in the network drama category.

An honorable mention went to Le Coureur de Marathon, from the series "Nouveautés Dramatiques," directed by Guy Beaulne from CBC, Montreal, and The Witch, one of the Stage 52 series, produced and directed from CBC, Montreal, by Rupert Caplan.

The Maurice Rosenfeld Memorial Award for "the most promising newcomer to Canadian broadcasting," was won by Don Garrard, a 24-year-old baritone now studying at the opera school of the Royal Conservatory of Music in Toronto. Garrard won a number of music festival competitions in and near Vancouver, his home, before turning to the theatre, radio and the concert stage. He starred in a number of shows on CJOR, Vancouver, where he won a scholarship which took him to the United States for continued study. He was featured in the CBC production of the musical comedy, Timber, from Vancouver, and is scheduled to take part in a major role in The Consul, to be presented at the Toronto Opera Festival.

SHERBROOKE, QUE.

A new asbestos mine — the fourth mine to be opened and worked in this area in the past year — will result in a new mill by Dominion Asbestos Mines Ltd., to develop 2,200 tons daily. This means new wealth, new employment, and a new market. To reach the whole of this increasingly prosperous market, use Radio Station CHLT, Sherbrooke [French] and CKTS [English].

Representatives

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

Radio Needs Her Face Lifted

An address to the Western Association of Broadcasters at Banff, Alberta, on September 14, 1952, by Carl Haverlin, President of Broadcast Music Inc. and BMI Canada Ltd.

Television is like a siren — a seductive, charming, well-appointed woman. From the top of her exquisitely coiffed head to the tips of her dainty feet, she is sinuous, she is alluring, she promises hours of marvellous enjoyment. And it is up to the somewhat slattern, down-at-heel, raggedly, un-girdled, un-nyloned AM wife to do something about it. She may, if she will sit down and cry. She may, if she will go home to mother. She may call a lawyer and wonder if she has some grounds for a divorce. But I recommend that she do the logical thing, which is to submit herself to a masseur, get herself a good foundation garment, put herself back to those high heels she wore when she was being courted, put behind each ear lobe, and other proper feminine places, a slight touch of perfume, and go back to woo the old man all over again. It can be done.

Let me tell you the Philadelphia story.

Philadelphia has seven TV stations and it has become what is known as a saturated television market. Those AM broadcasters in Philadelphia suffered all of the pangs of this lady with no girdle and brassiere. They knew that they were going to be pushed off the map. They knew that this medium would so attract the listener that there would be no longer many hours spent in Philadelphia watching AM radio. But by cunning, by imagination, by taking stock, by doing everything that management could possibly bring to bear on this problem, Philadelphia stations now report that many cases increased billings in the face of a saturated market of 1,300,000 television sets. And no station to my knowledge that had good off the air, none has gone bankrupt. They find by their surveys that people are becoming more selective in their watching at TV programs, just as in the dim days of our own AM industry, people became more selective in their listening, and put it squarely up to the broadcaster. "Amuse me, entertain me, enthrall me, intrigue me, but you must do better than you've done before."

In 1924, I remember going to my home from my station which I then worked for, KFI, and I would listen to KDKA because it was far away, and to Calgary. And I presume that broadcasters and people in Calgary were listening to KFI and KDKA. That thrill of the unknown, the new, comes upon you with the impact of an avalanche. When television comes, people drop everything. But they soon learn to be discerning, and if the AM broadcaster will pay strict attention to the fundamentals that he already knows but is sometimes, not always, too lazy to undertake to see carried out on his station, then television comes purely as another competitor in the market in which he is living.

In short, in my opinion, it is not AM radio that is on trial, it is some AM management.

It was discovered in Philadelphia, New York, Chicago, and in every market where a television station has come, that AM radio has some amazing preferences and benefits — some unique things.

One is cost. The cost of television is many times higher for programs. Actors on AM want one fee; on TV they want more. Why, no one has yet been able to figure out, but they do. So you have an economic benefit in AM radio because you can sell a certain number of radio homes at a lower cost per home. Now they will tell you that TV is worth more money because the impact is so much greater. That may be. I don't argue the point. But no matter how great the impact, a merchant or an advertiser who has just so much money cannot go into the TV market. He does not have the funds to do it. I would love to own a Rolls-Royce. I assure you. But I cannot afford it. Therefore I get along with a lesser car.

There is also the other thing. (Continued on page 53)

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The 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 resulful and economical medium you can buy, but in many areas, it is the ONLY one to deliver adequate coverage.

---

Daytime, of a total BBM of 18,940 homes, 85.9% or 16,270 homes, listen to CHWK 6-7 times per week... TOP TOTAL in "Non-Metropolitan British Columbia.

Greater Vancouver and Victoria only excluded.

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Radio Station Representatives

All-Canada Radio Facilities — WEED & CO. USA

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For information on these Leading Regional Stations, write, wire or telephone any of these offices.

JOS. A. HARDY & CO. LTD.

Radio Station Representatives

DOMINION SQ. Bldg. 39 ST. JOHN ST. MONTREAL QuebeC 67 YONGE ST. TORONTO UN. 6-8915 2-8178

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CHRC Qubeck 5000 Watts CHLT Shrembrooke (French) 1000 Watts CKBL Malartic 1000 Watts

CHNC New Carlisle 5000 Watts CKVM Ville 1000 Watts CKLD Troit 350 Watts

CHLN New Erics 5000 Watts CKRS Portage 350 Watts CKNB Capitale 3000 Watts

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ALL-CANADA CONGRATULATES
Central Canada Broadcaster Association
on your
1952 ANNUAL CONFERENCE
Royal York Hotel Toronto
November 3rd-4th

We at All-Canada pay tribute to the ever increasing part played by the Central Canada Broadcasters Association in the outstanding contribution it has made towards promoting radio in Central Canada. We are proud to be associated with your organization in working to promote the potent force of radio in Central Canada. The Central Canada group of the All-Canada family of stations salute the C.C.B.A.

Call the All-Canada man if sales problems are tying your hands in any of these Central Canada Market Areas

MARKETS
You broadcast only where it will do the most good—eliminate waste circulation—turn blanket coverage into bull’s eye concentration.

STATIONS
You pick the key station in every Central Canada market area—capitalize on local listening habits and audience building adjacencies.

TIMES
You broadcast only when your audience is there—throughout the area—with local station prestige.

SELECTIVE RADIO PROVIDES THE ANSWER FOR MASS SELLING IN ANY MARKET

ALL-CANADA RADIO FACILITIES Limited

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL
TV, in My ages-thrillsing the my home. Eagle, hours while my radio, you can the times significences, there and I because don't wish room, and the dining little that those hours are, during certain hours the again and again. That has been proved not wish to wrestling, I have to wrestling, I have never hatch, because if you don't lay an occasional egg, you will (Continued on page 21)

![The WESTERN RADIO PICTURE is NOT COMPLETE without OUR 1000 PERSUASIVE WATTS!](http://www.americanradiohistory.com)

**CKDA... Victoria’s MOST LISTENED TO Station!**

In Manitoba’s Most Valuable Market

There’s free-flowing OIL in them that hills immediately west of Brandon. The Crop Reports for Western Canada are good. For Manitoba they’re TERRIFIC! Farm Cash Income has increased 70.6% in Manitoba from 1945 to 1951 — the increase for Canada 66.8%. Average personal income for Manitoba — $2,786.00 Average personal income for BRANDON — $2,850.00

**CKX IS IN THE HEART OF THE BEST CROP IN YEARS**

Sunday 6 p.m. CKX cornered 94.4% of the listeners*. Monday 9:05 a.m. we had 80.3% of the listeners*. Tuesday 11 a.m. Newscast shows 82.2% of the listeners*. Wednesday 1:10 p.m. our percentage of listeners 78.8%*. Thursday at 8:30 p.m. we rated a big 96.5% of the listeners*. Friday at 5:45 we copped 77.9% of the listeners*. ANYTIME IS GOOD TIME ON CKX

*E-H April, June ’52. For Market Analysis of the CKX trade territory see Radio Representatives in Canada or Adam Young in U.S.A.
FACE LIFT
(Continued from page 83)

never get a turkey on the Thanksgiving table. There must be mistakes made and the people who work for us must be encouraged to make a few solid boners, because that shows they are trying. To every one, two or three boners, you're going to make a home run.

I think also that it should be the direct duty of the manager not to try to take away from other stations, whether they be AM or TV. It is incest to keep stealing others' listeners. It is the sets in use figure which should be brought up. The billion dollars' worth of electronic equipment for reasons I think of shabby programming, bad production, bad promotion, have been allowed to grow rusty and to gather cobwebs. And people are not listening as much as they should. If management will take that as its direct task, to increase sets in use, to make those who tune in listen longer, then in my estimation, television, when it comes to town, will be just another competitor. To make those sets come back into use as part of your living, breathing, daily audience, you must be more imaginative, put on better programs and present them better than you ever have before. Write copy to put on your own station, asking people to listen to particular programs. And if you can't find a reason why, take the programs off the air. There should be a reason why they should listen, even if it's a 15-minute program with records and costs the least of all. As a friend of mine once put it: "If we have six records of 'I Love Lucy' or whatever it may be, by six different bands and six different singers, and we say: 'Tune in at 2:15 in the afternoon to hear for the first time these six different recordings,' it may not be a good program, but through curiosity, I believe somebody would want to tune in. If there is no reason to listen, then there is no reason to have it on the air.

Infinite attention to detail on even small stations, even the least programs, even with the smallest staffs, is possible. Small stations with small staffs, but with an idea, can do a magnificent job of preparation. In the culinary art, let me give you the mashed potato. It is a thing of which I am very fond. It is one of the rarest things to find well cooked. It's a potato, it's boiled, it's mashed with a bit of salt, a bit of cream, a little butter. How often do you get a plate of mashed potatoes, using those same ingredients, which are cold, which are goopy, which are filled with lumps, merely because the person did not know or care to do the thing properly? I pride myself on my mashed potatoes. Come to my home sometime, and I'll show you. I can't do a pheasant under glass. This takes too large a staff. Also it's very expensive. I haven't got the money.

Bill Kaland of WNEW coined a phrase that people kidded him about, but it meant a great deal to those who put it to work. He talks of sparkle. Sparkle is merely his way of saying: "Let's have a switch." I'll give you just one because it happens to stick in my mind.

They came in and said a sports program was a great idea, and he said: "Yes, what'll we do for the switch?" And they said: "We don't know. I mean, after all, baseball is popular and all that. We don't need a switch." He said: "We need a switch."

They worked 30 weeks to come up with an idea, which was the "Grandstand Coach." And this "Grandstand Coach" comes to the microphone and says: "Well, I don't know, but if I were Charlie Dressen, I'd have pulled Rowe in the second inning." Then somebody comes in and says: "Why, that couldn't be done, because if he'd pulled Rowe, they had to put in LaBine. And LaBine had to be kept fresh for the night game, and so forth and so on. Now here is just a sports program taken off the wires. The material is so easily assembled. But the thing is that instead of being just another sports program, it suddenly takes on real class at WNEW, and is typical of the way they do things. Everybody loves it. They have a gimmick, and the gimmick is this. This "Grandstand Coach" is never convinced, despite what the experts tell him. After the next program starts, (Continued on next page)
To Know The People,
You Gotta Meet The People

Your salesmen are your public relations officers. They are reporters of public opinion. You look to your salesmen for more than sales today. You also require information on which to base your product design, inventories, merchandising and advertising for the future.

Clair Chambers, Sales Manager of CJCH, is a capable business getter. He is also a keen observer of public attitude.

In no small measure, the healthy growth of CJCH to its dominant position in Nova Scotia is due to Clair's observation, interpretation and reporting of business trends, current opinion and product acceptance.

If you want to know what people are thinking and why—ask them.

Clair Chambers does—CJCH and its advertisers know it pays.

TORONTO REPRESENTATIVE: Paul Marvihill, 21 King St. E., Toronto

MONTREAL REPRESENTATIVE: Radio Times Sales (Quebec) Limited
King's Hall Building, Montreal, Que.

Dodgers 65
Yankees 47
And all in 25 minutes

 Couldn't happen?
Well it did at CFQC!

It ALL started when the Double Dekkers—CFQC's early morning couple—bought a suit to a dress, both $75, on the WORLD SERIES. Phone calls and telegrams came in backing one or the other. Harry was even offered an empty barrel by the Saskatoon Barrel Company if he lost the bet!

By Tuesday, the SERIES was all tied up. Chris was waving her rolling pin. Harry was biting his nails. At 8:35 a.m. they suggested that people phone in their opinion on the winner to be. The result—112 phone calls in 25 minutes.

Just another example of CFQC's interested and participating listening audience.

Contact Radio Reps
Adam Young

www.americanradiohistory.com
COURT TESTS

Rediffusion

Ottawa.—The Canadian Admiral Corporation launched a test case against the Montreal wired television company, Rediffusion Inc., in Exchequer Court here last week in an effort to settle a controversy which has been brewing for several weeks. (See C. B. d. T., September 3rd issue.)

Admiral claimed that its copyright on the telecasting of Montreal Alouettes' football games had been infringed, in a statement filed with the court. Admiral states that it refused Rediffusion permission to transmit the telecast versions of these games, which it sponsors on the Montreal TV station, to Rediffusion subscribers, but that the wired TV company ignored this refusal and carried the games to subscribers and to its sets in showrooms where the Rediffusion service was on demonstration.

It is understood Rediffusion has a month in which to file a statement of defense, after which a hearing can be held. A Rediffusion spokesman, managing director, said lawyers had been instructed to file such a defense for his company. He also stated the Rediffusion position by explaining that the Admiral telecasts are commercial as part of his company's working agreement with the CBC. Additionally, Rousseau could not understand why Rediffusion had been singled out by Admiral, when 18 competing television manufacturers had picked up the football telecasts and shown them on their sets in dealers' windows.

Another charge leveled at Rediffusion by Admiral claimed that the former's newspaper advertisements contravened the unfair competition Act. Admiral said the advertisements made false statements to the effect that Rediffusion can offer all programs from the CBC and absolute assurance at all times of perfect reception. The advertisements "discredited the wares" of Admiral, the statement contended.

Aldmiral paid the Alouette Football Club $10,000 for exclusive rights to Montreal games, and $2,500 for rights to films of Alouette out-of-town games. It also agreed to pay CBC $1,125 for each live telecast and $500 per hour for telecasting films. Admiral has asked for payment of damages, with the amount to be set by the court.

According to a Canadian Press dispatch, the "result of the case is expected to determine whether Rediffusion may continue to pick up radio and television programs and distribute them by wire without authority of the program originators. Montreal broadcasting stations are also interested in the case."

FORM TV CO. IN U.K.

London, Eng. — A commercial television company is being formed here in the belief that the Conservative government will be successful in breaking the British Broadcasting Corporation's monopoly on TV.

An Announcement...

...to radio station managers, particularly those who have written to enquire about THE JERRY GREEN SHOW.

Thanks to American demand for this scripted early-morning disk jockey show [including a 50 kw. station in one of the biggest cities in the U.S.A.], we can now offer it in Canada at a substantially lower price than originally announced.

Enquiries welcomed. Samples gladly sent on request.

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING

MONTREAL

PHONE UN 6-7105

*Call letters furnished on request.
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

Northern Electric
COMPANY LIMITED
Distributing across Canada
THE BIGGEST BEST SELLER IN CANADA'S NO. 1 MARKET THAT NEVER WAS WRITTEN...

...but most advertisers know it!

Ask any one of them why he sells his product on "1010" year after year. Perhaps he can't quote facts or figures—but he'll give you the true clue. He does it because he knows that in Canada's No. 1 Market, "1010" is Canada's No. 1 Station. CFRB!

CFRB can quote facts and figures: one third of Canada's population lies in this rich purchasing area; these people account for 40 percent of the retail sales in Canada; and more of them listen regularly to CFRB than to any other station.

Make your product a best seller—call CFRB ...and reach the people who buy your product through the one medium that reaches them everywhere... at home or in their car.

WHEREVER YOU GO

THERE'S RADIO!

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

CFRB
50,000 WATTS 1010 KC

Representatives
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities Limited