Five New Stations OK'd
As CBC Drops "Freeze"

Ottawa—Approval was given for the establishment of five new radio stations by the board of governors of the Canadian Broadcasting Corporation here late last month, marking the first time since May, 1951 that the board has considered new stations. Only one station application was not approved, it being deferred at the request of the applicant. Of nineteen other requests, all but one were passed by the board.

The five stations—one of them an FM—will be located at: New Glasgow, N.S.; two, including the FM, at Kingston, Ont.; Edmonton, and Eastview, a suburb of Ottawa.

The new AM station license for Kingston was granted to a company headed by Major Robert S. Grant, R.C.A., who has been in charge of the Army station at Leitrim, Ont. The station will operate with 250 watts power on 1230 kc. The FM license for Kingston went to Queen's University. It will operate with 1000 watts on 91.9 mc. For a number of years the University has operated the AM station there, CFRC, and it is said "this station will give additional technical, operating and programming experience to the students of the University."

Hugh M. Sibbald, Edmonton lawyer, was given the board's approval for the Edmonton station, to operate with 1000 watts power on 1800 kc.

An exclusively French-language station for the Ottawa suburb of Eastview, to be operated by the Eastview Broadcasting Co. Ltd., was approved. It is a 250 watt which will operate on 1240 kc. The company is headed by an Eastview businessman, Raoul Laindreault.

The application of the Hector Publishing Company for the New Glasgow station, a 250 watt on 1230 kc, was approved by the board. The company, headed by J. M. Caneziner, is publisher of the weekly newspaper, Eastern Chronicle, New Glasgow.

John N. Hunt, Vancouver radio station representative, requested that the board defer his application for a station at Cloverdale, in New Westminster, B.C. The proposed station has a power of 250 watts on 1230 kc.

CKCW, Moncton had an application for a power increase from 5000 to 10,000 watts approved at this meeting, but the board warned there will be no change in the station's frequency.

Another request for power increase, made by David Armstrong for station CKDA, Victoria, was deferred by the board. The proposed change is from 250 to 1000 watts with a switch in frequency from 1340 kc to 730 kc. The board pointed out that under an existing agreement with Mexico, the only Canadian station allowed to use the 730 kc frequency is CKAC, Montreal. The CKDA application will be deferred until this frequency is clarified for assignment in Canada.”

The three licenses for 1000-watt emergency transmitters were approved for: CHML, Hamilton; CJRC, Quebec; and CHLN, Three Rivers.

Two other frequency changes were approved by the board. CHNO, Sudbury was granted a switch from 1440 kc to 900 kc, without change to its 1000 watts power. A change in FM frequency for CHML-FM, Hamilton, from 94.1 mc to 92.1 mc was passed.

A transfer of the license of station CKC, Regina from the Leader-Post Limited to Trans-Canada Communications Ltd., was also passed.


Photo by Smith Studio, Amherst, N.S.

THE POLICY AND PROGRAMS TO TOP BC MEETING

Vancouver—Official agenda for the winter BCAB meeting, scheduled for Feb. 12 and 13 at the Empress Hotel, Victoria, had not been issued at press time, but it appeared likely the following subjects would be under discussion:

The Massey Commission report; the parliamentary radio committee; private stations meeting with the federal government; CAPAC; BMI and BMI program clinic; TV, the use of telephones on programs; RCA co-operative advertising; editorial policy for stations; appointment of BCAB treasurer and auditor; PTA activities; civil defense; government business; the CBC Board of Governors' hearing on new regulations; slander action and legislative committee; and election of officers.

Jim Allard, general manager of the CAB, is expected to address the meeting.
ADVERTISERS! AGENCIES! BROADCASTERS!

Plans for the 1953 Annual Conference of the Canadian Association of Broadcasters are well in hand. We hope you will regard this announcement as our personal invitation to attend. You will be most welcome, and your presence will assist immeasurably in making this meeting of even greater advantage than ever to all who buy or sell broadcasting.

The CANADIAN ASSOCIATION OF BROADCASTERS
Representing 117 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
Young & Rubicam's popular radio director, Bill Byles, made a triumphant entry into the diningroom of the Fort Cumberland Hotel for the wind-up dinner of the AAB meeting in Amherst last week to the strains of the Dead March from Saul on a stretcher. Two Toronto guests were, for some reason, considered most fit to hoist Bill's hony caddy. These were Bob Armstrong, of the Horace S. Stovin office, and, believe it or not, your aging editor. (Next day I was bade farewell by a smiling chambermaid who hoped I'd be back next year—if I was spared.)

After the meal, Bill was introduced by Geoff Stirling of CJON, St. John's, Nfld., whose maiden appearance at one of these functions (along with his first-name Don Jamieson) was marked with a number of distinctions. Among these, he chaired the annual dinner. Also the name of the association was changed, presumably to please him and Mengie Shulman of the other St. John's private station, VOCM, from the familiar Maritime Association of Broadcasters to an unpronounceable but definitely more truly descriptive AAB, meaning Atlantic Association of Broadcasters. Or should it be Association of Atlantic Broadcasters? Ah who cares?

To return to our mutons. Or rather chicken. I hope it was chicken because I'm awfully fond of chicken. Bill was duly, and I may say ably, introduced by Geoff Stirling. Bill rose to his feet, and, before he could say: "Unaccustomed as I am to public speaking", the diners rose as one man and left the room. This was considered extremely funny by everyone, and I must say it was much more exhilarating than the opening stretcher act. In due course we returned to our seats and found him playing on a used mandolin—"It takes two to Tango".

Then Bill ad-libbed a 60-minute speech on television, radio and advertising in general, which I have reported on another page (and in one of my more serious moments). It was a learned speech, staggering in the knowledge it displayed, teeming with statistics. It was quite excellent, if you like that sort of thing; which his audience, judging by their standing ovation, certainly must have.

Bill was thanked, with characteristic thoroughness, by Clyde Nunn of CJFX, Antigonish. Then there rose Mengie Shulman of VOCM to thank Clyde. Twenty minutes later, when Mengie sat down, Don Jamieson rose to thank him. There were over sixty people there and I was wondering how it was going to end when suddenly the piano player, who had slept soundly through the whole affair (including Bill's speech), woke with a start, ran his nimble fingers swiftly over the keys, and out came "God Save the Queen". The chairman looked a little undecided but thought he had better adjourn the meeting. Which he did.

I have an apology to make. What would your CB & T be without an apology? This time it's one of our writers. He did a piece for us in the last issue called "Maritimers Are Different, But ..." It was well-received by the Maritime—excuse me, Atlantic boys. I am writing this on my way home, so I haven't heard from the creditors yet. The only thing was, we left off the by-line.

We are extremely embarrassed by this. In fact—strictly off the record of course—we'll probably have to pay the guy. Imagine! That's the trouble with Canadian talent. It likes to eat. (Why didn't somebody tell me? V.M.)

This is getting to be the longest by-line I ever wrote.

To come to the point, "Maritimers Are Different, But ..." was the first work—and we certainly trust not the last—that we have been able to publish of Imperial Advertising Ltd.'s vice-president, the former radio man (CFNB, Fredericton) Austin Moore. Sorry, Austin. I wonder if we still have to send him 1 cheque.

P.S.—If you think that's long-winded, you should have heard him introduce me when I spoke to the...
OVER THE DESK

(Continued)

Halifax Ad Club. Incidentally you should have heard me.

Previous information notwithstanding, a prominent educator in the field of optometry has decided that TV is a blessing rather than a hazard for the eyes. It was Dr. Thaddeus R. Murroughs, of the Northern Illinois College of Optometry, who was talking at the mid-winter congress of the Optometrical Association of Ontario.

An interesting side to the doctor’s address was his reflection that if the viewer finds any discomfort from watching TV, it is a sure sign that there is something wrong with his eyes. “Many eye conditions go unnoticed for years,” he said, “and only crop up when a person watches a television screen. A viewer with well-adjusted eye-sight can watch a screen all day and suffer no discomfort or industry.”

Murroughs went on to point out that TV has actually been used by optometrists in curing some eye conditions in children. The use of TV and various polaroid screens has been effective in curing “lazy eye” conditions.

Next, the doctor exploded a popular idea when he said that no one should watch TV in a completely darkened room. If you do, your eyes will automatically switch from day time vision to night time vision, a condition which may prove hazardous when leaving the TV room.

In another occupational hazard of our industry (and kindred ones), a condition of alcoholism never makes itself apparent until you take a drink.

A criticism appears in Dick Diepecker’s radio column in the Vancouver Province in which he says: “Alan Savage and his Ford Theatre did better than most, but nothing like as good as in former years.”

“Isn’t it the truth, Dick, ain’t it the truth?”

Back in the days of the original Canadian Broadcasting Commission, prior to 1937 when the CBC took over, the government broadcasting system did not concern itself with commercials, having accepted as its ideology the principle of the Aird Report. Evidence of the “accent on talent” policy of the advertising-free system appears in the above pictures, both taken December 24, 1932. The upper one shows the orchestra, led by the late J. J. Gagnier, and below we have the choir known as “L’Orphelin de Montreal”, directed by M. Lauren-deau.

CBC BOARD

(Continued from page 1)

CKEN, Kentville, both in Nova Scotia; transfer of 1,125 common shares and 160 preferred shares in The Voice of The Prairies Ltd., affecting CFON, Calgary; transfer of 33 common and 480 preferred shares in La Compagnie Gaspésienne de Radiodiffusion Ltee., affecting CHNC, New Carlisle; transfer of 6 common shares in Atlantic Broadcasters Limited, affecting CJFX, Antigonish; transfer of 2,560 common shares in Oxford Broadcasting Company Ltd. affecting CKOX, Woodstock; transfer of 3 common shares in Sarnia Broadcasting Co. Ltd., affecting CHOK; transfer of 15 common shares in Saskatoon Community Broadcasting Co. Ltd. affecting CKW, New Westminster; and transfer of 20 common shares in Northwestern Broadcasting Co. Ltd. affecting CJNB, North Battleford, Sask.

The recapitalization of two stations was approved: CIRK, Rimouski, from 100,000 common and 2,500 preferred shares to 86,000 common, 2,500 first class preferred and 70,000 second class preferred shares; and transfer of 3 first class preferred and 1,000 second class preferred shares; CHNO, Sudbury, from 750 common shares to 153 common, 747 class “B” and 7,500 class “A” shares, and transfer of 75 common and 487 class “B” shares.

IN WATERLOO COUNTY

MOST PEOPLE

DIAL - CKCR

KITCHENER + WATERLOO

IT’S - CKCR

Member of Radio Station Representatives Association
A New Name For P.R.

Isn't the phrase "public relations", so overworked that it has become trite, cliche and meaningless, a bit of a misnomer. Doesn't it tend to stress what we do to the public rather than what the public gets out of what we do? Wouldn't a better terminology for this important aspect of business be not "public relations" but rather "public impressions". It seems to me that it is the dent or impression we make on the public that counts more than the manner of doing it.

Through the past years, in the battle for freedom of enterprise, literally billions of words on the subject have been written and spoken and printed, especially by us who have been trying to defend the system. They have been well-chosen words. They have been meaningful, purposeful, powerful and everything else they should be. The only way they have failed is in the direction in which they have been aimed.

The people whose opinions we would educate so that they would support us in our struggle for the survival of free business are in the factories, factories workers, civil servants and salesmen, housewives and stenographers. Yet what sensible effort is made by business in this direction?

Take radio's own struggle for the right to live freely, which it has been losing inch by inch since most of us have been in business. Have you broadcasters been "impressing" it, through your own frequencies, on the people in your area, the plain everyday Mr. and Mrs. Canuck. Or have you been pontifically relating it to the Rotarians, the Kiwanis and the Chambers of Commerce, and gloved with the sound of their applause, quite oblivious of the obvious fact that these business organizations agree with you, in spite of the speech, because it is their fight as well as your's.

At this particular juncture, you should be rejoicing that there are indications that the elephantine efforts of Jim Allard and his CAB staff and Malcolm Neill and his fellow-directors are beginning to show signs of bearing fruit. Relaxation of the freeze on new licenses and power boosts, signs of a weakening of the original stand on private television, the news that the unpopular list of fees has had it, and the thought, still a wishful one, that there is interest in an independent regulatory body — all these signs in the sky point to a new degree of success.

One note of warning seems apropos at this point. Grandiloquent presentations are nothing, per se, unless their content is worth presenting too. A brilliantly designed label may sell one tin of the soup. If, when it is opened, the content are inferior, then the label was just a waste of money.

R.G.L.

Pattern for Programming

When Willard Bishop rose at the Convention last week following the playing of some taped excerpts of the co-operative "Maritime Program Exchange", he said "What did you expect Wednesday Night?" To which we would voice a fervent "God, no." One of the strong points about this venture in which eight or more stations pool their program resources for the good of the whole, and also of the Ontario one which functions similarly, is that the programs are down to earth, corny if you will, or at any rate the people's choice.

One of the programs we heard in Aherst last week, deserved special mention. It was a musical instrumental group of new Canadians, called peculiarly the Bavarian Minstrels. A product of the Windsor-Kentville stations, this program had definite possibilities.

The purpose of this article is not to comment on the programs. We have long since decided that program quality is strictly a matter of opinion. One man's Johnny Ray is another man's Sibelius. And what we condemn people for is not their low taste but their taste that does not conform with our own. This is the yard the CBC has to function. And that is what is wrong with the CBC.

All the calumny in the world won't do half as much to swing public opinion over to the private ownership system as will a steadfast and continuing policy of giving people what they want to hear.

Projects like this east coast program exchange and its Ontario counterpart come closest to satisfying public desire. They give local talent the opportunity it wants and which every reformer feels it must have. They enable private stations to present this talent on a multi-station basis without being subjected to impossibly high talent fees. The wider scope offered on the exchange basis affords talent the spur it needs.

Whichever way you look at it, the idea is a splendid one. It is to be hoped most sincerely that stations in all other areas will see it this way and take steps to follow the example.
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 useful and economical medium you can buy, but, in many areas, it is the ONLY one to deliver adequate coverage.

**CKLD THETFORD MINES**

"A little plot, well-tilled" is one of the recommendations towards happiness! We would add, "a little market, well-cultivated, is one of the very best steps towards sales results." Advertisers who are now using Radio Station CKLD are finding it a sound and profitable investment, for business is flourishing in this rich district, where over 4000 men work the 5 main asbestos mines and average $1.15 an hour. One client is more than happy—427 letters with proof of purchase after only five 5-minute programs! You too can increase your sales with the help of CKLD, Thetford Mines.

**ALLAN BROOKS** has been appointed Night News Editor with CKOC, Hamilton. Mr. Brooks has had eight years experience in radio broadcasting and brings to CKOC a wealth of diversified knowledge in the radio field. Mr. Brooks joined CKOC's Announcing Division in September of 1952, and has since specialized in the preparation and editing of news. He is heard nightly on four CKOC news broadcasts.

**BILL KNAPP,** who joined the announcing division of CKOC, Hamilton, in August of last year, has been promoted to Night Supervisor. Experienced in radio writing, sales, announcing and production, Mr. Knapp will be responsible for station operation in the evening hours. In addition, to his supervisory duties, he will also announce feature programs including "Westinghouse Newsreel."
Davidson advocated turning over of local accounts to the salesmen to collect. He pointed out that whereas accountants are better collectors, they are not inclined to make for good relations with the station. He told of one of his company's stations which had a wonderful record for its sourpuss type of debt bad record. A new manager came in and he started taking chances on accounts of doubtful credit. The experience was that the first year $800 worth of bad debts had to be written off. But there was an increase of $16,000 in business, which meant an added profit of $15,200. On this more liberal credit plan, "bad debts may be larger," he said, "but many accounts have become substantial advertisers because we gave them a bit of a break."

"Don't say your's is a different market," Davidson told the broadcasters. "In towns where Northern operates stations, populations vary from 17,000 to 40,000, but local sales do not vary by more than 20% and most of this is due to differences in rates. "There is a certain volume of business any station can get, regardless of size, location or competition," he stated.

Every salesman attends a sales meeting at 8:45 every morning, the speaker said, and they are joined by the program manager once a week. Each man has a definite quota for every month, and this is broken down to a weekly basis, he went on.

Next, he strongly advocated well in advance for seasonal promotions. By offering substantial discounts, contract selling is done largely on a twelve month basis. As a result of this, 83% of business is signed up for a year, he said. Important features will not be sold for shorter periods.

He stressed the careful selection and training of salesmen, "and plenty of them." Three or four salesmen per station seemed to be the rule with Northern according to the speaker. "Once a young salesman who costs $200 a month sells $200, he becomes a profitable investment," Davidson said.

Davidson forecast that 1953 will top all records in the broadcasting business. "If the first three months don't do this," he said, "I don't know what you would do about it, but we'll hire more salesmen."

CAB sales and research director Pat Freeman made a suggestion that stations feed in to regional committees lists of their retail and other local accounts for categorization, and that the committee then send them to a "central point," presumably Freeman's office, for final tabulation. This would produce a "categorized document" listing local radio users, by trade, from coast to coast. These would be supplied to all member stations for use by their sales departments.

As a result of this suggestion, an Atlantic region committee was formed consisting of George Crom-

(Continued on page 29)
MARKETS

B.C. Booms Again
By Bob Francis

British Columbia's still-growing industrial development, increasing population and rising income all point to steady, if not increased, sales in the fields served by radio advertising during 1953. According to the 1951 census, which gave the province a 41% population increase in a decade, 1,165,210 people live in British Columbia. The working force took home a personal income of $1,557,000,000, according to estimates for the same year.

In the area around the Lower Mainland of the province alone, the most heavily populated part of B.C., nearly 500,000 people live, with $950,000,000 in buying power.

And even with some qualifications expressed about a year of all-out production in the basic industries depending on harvesting natural resources, you're still left with the growing activity of the new post-war industries.

At Kitimat, the old Indian village near Prince Rupert, the braves wouldn't know the place as Alcan gets closer to throwing the switch on the power plant that will take hydro potential from the Nechako River system and give them the power to make aluminum.

Nearby at Prince Rupert, Columbia Cellulose's new plant is in operation, and at Castlegar on the Arrow Lakes the same concern is preparing for another $855,000,000 development under the province's forest management license scheme.

The huge Consolidated Mining and Smelting Co. at Trail is expanding; power has reached the east side of Kootenay Lake by the world's longest suspension cable; roads are improving in a province that a decade ago hardly had a respectable highway; the Pacific Great Eastern Railway finally got through from Quesnel to Prince George.

In Vancouver, office buildings are rising everywhere you look. At the International Airport, Grant McConachie, the bush pilot who went big time, is preparing to open a service this year that will link Hong Kong and Tokyo with South America through Vancouver.

Oil refineries, oil and gas pipelines from Alberta and the B.C. Peace River district, shipbuilding and pulp and paper are in the news every morning.

Haring lengthy strikes or a monumental business recession, radio men on the west coast look for a good year in 1953. Business was up last year over 1951 and generally speaking sales managers appear to be confident for the new year.

"Merchants are finally finding out about radio," Don Laws, CJOR sales manager, summed it up.

"Last year's business was partly the results of selling radio over the long term. Our salesmen didn't work any harder than usual. This kind of thing is cumulative."

He said some of 1952's good results were the result of merchants finding they could no longer afford newspaper rates, and though they had backed away from radio in the past, decided to give it a try. This trend should increase this year, Laws said.

"Having tried us for a period, advertisers found radio a successful medium," he said. "This is going to react in the industry's favor.

"I was reserved about the outlook a year ago, but right now I'm confident we're headed for another good year.

"There are the usual qualifications about factors over which we have little or no control. Strikes in major industries can cut purchasing power seriously. But aside from imponderables like that I see a good year developing."

He said CJOR's local business was up 40% over 1951.

Some particular items developed during the year as advertising lines, including vacuum cleaners and sewing machines, Laws reported.

A number of mail order firms requested time, which was a new trend, but these, he said, had to be carefully scrutinized when they were out of town and the station was unable to inspect the advertised product.

Records, toys and how-to-do-it books principally came in this category.

"With mail order houses we insisted on the right to rewrite copy," Laws said. "However, it's a worthwhile development and one which can grow."

Jack Sayers, sales manager of CKWX, also reported increased business last year over 1951, and said his department was optimistic and budgeting for a bigger year in 1953.

The station's local gain was bigger than the national, he said, and the aim in 1953 was to increase the local share even more. He saw this as a hinge against a possible fall in national business, since local
A GROWING MARKET

Prince George's phenomenal building boom has resulted in the issuing last year of construction permits totaling almost $2 Million.

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.

MARKETS (Continued)

accounts could more readily be examined and revealed lost national accounts.

He said the fact the station had the highest ratings in the city gave them their big share of national business, since ratings were the criteria for national time buyers.

Sayers figured there were a number of factors which could affect the business picture for the year, according to business men in various fields with whom he had discussed the prospects.

A lighter year in the fishing industry was indicated, he believed, with no herring fishing. The price of salmon is down, with little likelihood of it rising in view of a heavy carryover of canned salmon from last year.

Income from mines would be off 10 to 15%, according to some sources, though farm income would probably rise with the expected removal of the U.S. ban on Canadian cattle in March.

There would be a falloff on vegetables, but fruit prices were expected to hold steady.

The tough export situation would mean a tighter year in the vital lumber industry, B.C.'s primary industry, with ramifications for practically every person in the province.

The position of each of these basic industries would have a direct bearing on retail business, Sayers pointed out.

Yet he said that last year, when strikes and the forest fire hazard kept lumber camps closed a great part of the summer, leaving thousands out of work, retail sales during the Christmas rush were enormous.

"It's possible that CBC regulations on spots may affect business also," Sayers said, "particularly in the peak periods. On the other hand, with spots allowed after 7.30 p.m. any disadvantage might be offset. We can't tell!"

He quoted sources in the business world as saying business generally will be good in 1953. Others said: "It could be better, but we'll have to work harder."

The boom that the professional B.C. boosters have been bragging about ever since the war doesn't even need their prodding any more. It's rolling under its own steam now. It's brought people to B.C., workers, wage earners, housewives, the characters who spend the dollars, the people the advertiser is interested in.

Wages, according to the averages you read, are higher than anywhere else in the country. Any way you look at it, there's gold in them hills, and the time salesman who gets there first with the best story is going to get the most important share.

1,269 OF THIS PAPER'S TOTAL CIRCULATION OF 1,828 ARE NATIONAL ADVERTISERS AND AGENCIES

GREATER OTTAWA
IS 42%
FRENCH*
WITH AN ANNUAL INCOME OF $90,177,825

CKCH
Studies--121 Notre Dame St., Hull, Que.
Representatives
OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.
*Over 100,000 French-speaking Canadians.

WELCOME to
"Canada's most Beautiful City"
B.C.'S. SECOND MARKET!

More listeners than all other Vancouver Island stations combined.
The producer gives the cue... the switches are thrown... and your TV Station goes on the air.

If you are planning such an exciting event, RCA Victor can help you develop and carry out your plan every step of the way, from technical brief to the big day your Television Station goes into service... and beyond.

The fact that RCA Victor has supplied more TV transmitters, studio equipment and antenna installations than any other manufacturer can mean a great deal to your TV Station plan. There's no substitute for experience... and RCA Victor can bring vast resources in television experience to bear on your TV requirements.

Call in your nearest RCA Victor Engineer. Or write to Engineering Products Dept., RCA Victor Company, Ltd., 1001 Lenoir St., Montreal.
R.S.V.P.

YOU are cordially invited into CJEM's family of listeners.
YOU shall be welcomed into their homes.
YOU must know that Mr. Edmundston has the second highest per capita income in Canada.

CJEM is the only bilingual station in the Maritimes.

$UCCE$$ insurance in this market.

Before you reach the bottom of the Budget Barrel make sure CJEM is on the list.

CJEM
Edmundston City, N.B.
1000 watts

Reps: Stovin in Canada - Adam Young in U.S.A.

CAB (Continued)

political information in the most attractive manner was essential in forming an enlightened electorate in a democracy. Current regulations "prevent more than the presentation of anonymous characters, simulation and purely theatrical devices".

It was the CAB view that in most cases stations should be left to follow procedures set by various provinces and municipalities in the case of elections below the national level. "Publication by broadcast", the brief stated, "should be permitted in connection with political views and political statements during the course of elections or otherwise on exactly the same basis now existing for all other forms of publication".

Following presentation of the CAB brief, Dunton admitted that the wording of some of the proposed regulations might be improved to convey more accurately the desired meaning and intention. He said a committee of CBC and CAB representatives probably could be formed to draft suitable regulations. In reply, Allard said there might be some merit in this proposal, but only if the CBC decided its regulations were essential. He reiterated that broadcasters felt they should be subject only to the laws of the land.

The CBC will become one of the "most bureaucratic boards ever to function within a democracy" declared Hon. Gordon E. Taylor, Alberta's minister of railways and telephones, if the CBC enacts many of its new regulations. He was at the meeting representing the non-commercial Edmonton station, CKUA, operated by the University of Alberta and financed by the province.

Charging that the CBC was exceeding the powers given it by Parliament, Taylor urged the board to give "careful consideration to the excellent brief" of the CAB. He also believed private stations should be allowed to operate networks.

Citing the regulation governing broadcast appeals for funds, Taylor said: "I plead with the Corporation to throw out the regulations that would interfere in any way with our freedom of worship, our freedom to express ourselves, our freedom to contribute our own money to any cause of our choosing". He also thought that churches would be denied the right to appeal on the air for funds under the proposed regulation; he wanted to see restrictions on this point relaxed to allow appeals by political parties.

Support for the regulation specifying the amount of time a private station must devote to Canadian programs was voiced at the meeting by the Canadian Council of Authors and Artists. It went on to recommend that a ban on spot announcements at night be continued and asked that some control be laid on "transmission of radio programs originating in broadcasting stations by direct wire or other device to rented or coin-operated radios by private companies".

Joseph Sedgwick, Q.C., the CAB's legal counsel, said: "You can't measure national culture in terms of percentage". He said he wished to speak for himself and the average taxpayer in urging the CBC board not to attempt to regulate the content of programs.

Believed to have been the first CBC board meeting at which all members were present since it was increased a year ago from nine to eleven members, the three-day meeting was presided over by chairman Dunton.

"Caramba! Fiesta contest drew over 5 million boxtops monthly for 20 national sponsors! Proof that TOP DOG is B.C.'s most listened-to station!"
Barrels of Blood
Fill Red Cross Bank

Montreal—The Red Cross Society expected to get 1,200 pints of blood from donors during a special campaign here last month. They got 2,402 pints because this turned out to be a very special campaign.

The list of names of people and organizations which got behind the campaign is too long—a great testimony to the work of public relations people who helped in every way. From being the heart of the campaign in appropriate ways read like the roster of a Better Business Bureau. It was topped by two names now familiar in such enterprises, Sam Gereshenson of the Montreal branch of the Red Cross, and radio station CFCF.

First, on September 18th, Gereshenson and CFCF promoted a blood donor clinic in which 430 Montrealers were "processed" for the first time, and 160 of them returned for the second time. On that occasion, activity was confined to CFCF's studio "A", while about fifty volunteer performers nearly put on a show to make a painless operation downright pleasant.

Last month the repeat performance turned out to be bigger and better. Gereshenson, rather a famous personality himself around here, got a lot of local night club entertainers to help with a stage show interpreted on radio and television to attract blood donors. The CFCF stuff started organizing the volunteers and, as word got around, the whole project snowballed—uphill.

The Department of National Defence approved the use of the 17th Duke of York's Royal Canadian Hussars arnory, and they laid on a magnificent welcome for the workers. Food, free, came from everywhere—Modern Packers, Canada Packers, B.C. Packers. There were condiments, coffee and Cokes from companies both big and small. Everything, from advertising in all media which preceded the donors' day to gas for the taxis which took them home, was donated.

The Montreal Gazette, in an editorial, commented on the campaign: "Great will be the effect for public welfare of this giving—from the heart. Of course the hearts and blood were there all the time, but to Sam Gereshenson, who originated the idea, to Radio Station CFCF, which was instrumental in carrying it out and to all those others who enthusiastically and gainlessly contributed their efforts to the 97-hour marathon, goes the credit for placing it at the disposal of suffering humanity. The donors have the satisfaction which comes with the consciousness of having contributed to the saving of lives.

The editorial also stated: "Racial and religious differences were forgotten, personal considerations were set aside, competitive bitterness was shelved, as people of all races and religions, young and old of both sexes thronged . . . to give their blood in answer to this unique appeal!"

In the above picture, CFCF's station manager, Al Hammond, host of the program, is seen with his old friend, Dr. Sam Gereshenson, doing the work of the program.

News of the event not only covered the city by radio, television and newspaper, but was carried nationwide on films of the National Film Board and worldwide through the CBC's International Service.

Said one old soldier as he rolled down his sleeve: "I've seen more blood-letting, but never did it have such a high purpose!"
Between You & Your Conscience

Breakfast is not the most cheerful meal. The percolator plug funnels its choice potion into the cloth with a hissing sound, making a man's conscience; the fried eggs just lie there, pale and aloof; and over all, like a shepherd, hangs the musky odor of bathroom steam and burnt toast. Must civilization endure this daily ordeal without hope? Or are you going to brighten the corner where you are with THE JERRY GREEN SHOW?

Talk it over with your conscience, then write for a sample to:

WALTER A. DALES
Radioscripts
907 KEEFER BUILDING
MONTREAL
PHONE UN. 6-7105

CJOR Vancouver carries more local advertising than any other B.C. station

Local advertisers know where their advertising pulls best and this year CJOR local sales are up 35%. If you want results do as local advertisers do...

CJOR Vancouver, Canada
FIRST ON THE DIAL • 600 KC
5000 WATTS
DOMINION NETWORK STATION

Represented in Canada by: HORACE N. STOVIN & CO.
Represented in the U.S.A. by: ADAM J. YOUNG, JR., INC.

Talent Trail

by Tom Briggs

If anybody has been thinking that 1952 was a terrific year for radio, he has been listening more to the accountants than the programs. Some of this country's better known radio critics have come to conclusions that, in various ways, express the thought that last year's programming on this continent was the same as usual. And in any criticism, most of them give the impression they are being very general and most kind.

Three scripts which have attempted to evaluate the past twelve months of radio in the public print are Dick Diespecker of the Vancouver Province, Claude Hammerston of the Ottawa Citizen, and Bob Kesten in New Liberty. Two of them are radio writers. Both producers and businessmen from a long way back; the third, Hammerston, is a newspaperman who just listens.

Here then, in the talent field, is a poll of the polls. Diespecker, partial towards Vancouver and rightly so, thinks the best male singer in the classical field was Don Garrard, winner of a Canadian Radio Award. Star of the Canadian musical comedy, Timber!, and second-year contestant in the Singing Stars of Tomorrow competition. In popular music, his nomination for best male vocalist goes to Pat Morgan, pretty much unchanged outside his native Vancouver. But Diespecker says: "He can sing rings around half the jocks who are currently being sowned over"; he also did the voice track for a Hollywood movie, Somebody Loves Me, but didn't get the credit. As Diespecker points out, he sounds like a guy worth watching.

Dick thinks Ricky Hyslop, another Westcoaster, is to be no most sensational arranger and conductor in the pop field and is "real competition" for Cable and Agos- tinini. A lot of his fine work is heard on the networks. Elwood Glover gets the nod as "best commercial announcer in Canada," which is hardly a strange berth to this personality.

Ditching all dramas, because he couldn't find a "best", Diespecker believes Ford Theatre was better than most but not as good as it had been. He also likes the sound of: Nic, Nae and Nabobettes, a ringing group including Pat Trudell, Thora Anderson, Mamie Wright, Bunny Kemp and Gerry Fuller; comedian Barney Potts, who is terrific with a good script, often good with ad-lib; banjoist Wallie Peters of CJOR and network shows; Darwin Baird (CJOR) and Sam Ross (CKWX), who are "both tops" in intercommunicating on local news.

Hammerston recalled his year's listening and was inclined to shake his head. In the heavyweight drama field, he thought Andrew Allan and his Stage series was good on a few occasions, more often "mediocre." Therefore his kudos go to Alan Savage and Ford Theatre for such productions as "Lace on Her Petticoats", "The Browning Version" and Maugham's "Quartet".

The CBC Wednesday Night presentation of Timber! early last fall drew Hammerston's applause as "an excellently produced and entertaining entry," The ABC comedy, Jack and the Kid, a series written by W. O. Mitchell, former fiction editor of Maclean's Magazine, and now in its third year, "stood out like a Christmas tree in a dark room," says Hammerston. He was thinking especially of the special one-hour presentation on December 25.

Bob Kesten chucked up his annual New Liberty Radio & Television Awards for 1952 this week. Among the winners: Shuster & Shuster in comedy (no competition); The Happy Gang in musical variety (not much competition, except from Musical Kitchen); Summer Fare edged out Ford Theatre as best drama on the continent; Share The Wealth in quizzes; Brave Voyage as "best soap opera on the continent"; and Mart Kenney's Orchestra as best Canadian dance band on radio.

Kesten's favorite personalities for the year on Canadian air: male vocalist Wally Koster; female vocalist Peggy Brookman; newscaster Gordon Sinclair; disc jockey Mickey Lester; and woman commentator (best on the continent) Kate Atkin.

For the best commercials on North American air—or in the world, for that matter, since it is commercials—Kesten cited Robin Hood Flour's Musical Kitchen, which should mean a bouquet to the advertising agency: Young, Young & Rubicam and its radio director, Bill Byles.

So you can see that, except for the way Diespecker scoured the local field and dug up some interesting new names, this is nothing startlingly different on these slates—or, by extension, on North American stations either.

However, it is to be noted that one very important program, new to Canadian radio in 1952, failed to get the votes of the critics. I refer to The Benny Goodman Show, sponsored by Imperial Tobacco Co. It was in 1952 and continues to be broadcast regularly on Saturday. Of similar programs only in a few respects, it brought to radio programming a liveliness of mood and imagination not found in any other show.

It was unfortunate that these men did not find it necessary to cite any of 1952's documentaries. But then that might be the fault of the documentaries. A great deal has been done in this field. In the U.S. Much remains to be done here. Maybe next year somebody will start doing it.

And that leads me to a prediction. With nothing apparent at the moment to base it on, I think programming this year is going to bring an entirely different verdict from these and other critics. This year will at least see the beginning of wide-spread experimentation in programming on the part of a lot of stations. On the networks too there is going to be a lot of good stuff and a lot of bad, but most of it will be different, exciting, refreshing.

Let us hope so, anyway.
Hewitt Calls CKEY For "Icing" Hockeycasts

Ottawa—A charge that radio station CKEY and its sportscasters had "pirated" broadcasts of hockey games on which he had exclusive rights, was made here by Foster Hewitt, prominent hockey broadcaster and owner of Toronto station CKFH, before the board of governors of the CBC, last month. Echoes of the charge were heard in the House of Commons all last week.

Hewitt, who was asking the CBC governors to put a stop to this alleged "pirating," said his proof of the charge was contained in tape recordings of broadcasts made over both CKEY and CKFH. Hewitt claimed he had faked penalties in some of his broadcasts from rinkside of the Leaf's away-from-home Sunday night games; seconds later the "fakes" were heard over CKEY also, he said.

The charge culminates a heated, if only local, controversy over how the Jack Cooke-owned station (CKEY) and its two sportscasters—Joe Crysdale and Hal Kelly—are able to air reconstructed hockey games in distant NHL cities and get details on the air only seconds after a rinkside broadcaster's version is heard.

The history of reconstructed hockey broadcasting, in Toronto at least, goes like this: CKEY started airing the out-of-town Sunday night games of the Leafs in 1946. A Western Union telegrapher was hired to tape out the information from the arena which travelled by wire to a Canadian National telegrapher at CKEY who put the Morse into English. Kelly sorted these facts out a bit and passed them to Crysdale, who dressed them up and put them on the air. Crowd noises were simulated by a recording with volume adjusted to fit the action.

As Kelly and Crysdale pointed out, it's an old radio trick which take a lot of skill to put over. Everything went along on this basis for seven years. Then the Western Union man was barred from most—and eventually all—it's broadcasts and use his information.

On three occasions Hewitt says he pulled the fake penalty stunt in an attempt to prove that parts of the CKEY broadcasts were being stolen from him. In March, 1952, he told the air audience that Bill Juzda, a Leaf player, had been sent to the penalty box, while in reality he hadn't; 87 seconds later, according to Hewitt's tape recordings, CKEY's men had Juzda going off for the same penalty. On November 23 and again late last month, Hewitt said he had imagined penalties, reported them in his broadcasts and, according to the tape recordings, these fake penalties were announced in the CKEY versions of the games only a few seconds later.

Still maintaining that his station hadn't cribbed the Hewitt broadcasts, Cooke said of the tape recordings: "I would say Mr. Hewitt has apparently scored a point with (them)."

To the usually formal sessions of the CBC board of governors the Hewitt-CKEY controversy not only presented a king-sized problem but some laughs as well, most of the mirth being provoked by the comparison of the various broadcasts on the tape recordings. The board, however, reserved judgment on the problem.

Later, in the House of Commons, revenue minister Dr. J. J. McCann

(Continued next page)
B.C. cities with population over 10,000

Where CKOK averages 88.3% of listeners day and night

Maurice Finnerty
Managing Director
Roy Chapman
Station Manager

1951 CENSUS

ANNOUNCER AVAILABLE

Experienced qualified announcer presently employed wants change preferably in Ontario. Experience includes one year at Prince George, one year at Victoria and six months at Vernon.

A-152
C B & T, 163/2 Church St.,
Toronto

Mobile unit used by CKXL in promoting the opening of the new Fowlie Motor Company in Calgary was a new 1953 Chevrolet. Stan Sparling, with mike, is seen during one of the many on-the-spot broadcasts he made from all parts of the city during the two-day campaign last month.

New Firm Gets "Old" Name

Calgary—When 7,000 Calgarians squeezed through the doors of Fowlie Motor Sales last month to have a look at the new premises and the new General Motors line of vehicles, they hardly realized what had happened.

Most of them didn’t know that a relentless radio publicity campaign had practically changed a new company into an established concern overnight. Instead they thought Fowlie Motors had been on the air for a long time and the “housewarming” was overdue.

The publicity campaign had actually started three months before, with a five-week half-hour program on CKXL, called Especially For Dad. But three months before that, Fowlie Motors opened a temporary location not far from their new quarters which, at that time, hadn’t gone under construction.

The Especially For Dad show was spiced as time went by with such features of the “Chuckie Barrel”. Jokes and tall stories sent in by listeners that were accepted for use on the air brought rewards to the senders of $50 vouchers on new or used cars. Hundreds of entries were received.

As zero day approached, both for the opening of Fowlie Motors and for the introduction of the ’53 Chevrolet line, a series of teaser announcements went out over CKXL. On the big day, January 9, the station equipped a new Chevrolet as an FM mobile unit, added colored neon lighting for bow and from it were aired fifteen broadcasts during the day.

Although unscheduled, this was a top news day in Calgary and on-the-spot coverage of an accident, an apartment fire, and the impend-
PEOPLE

P.Q. Stations Elect Lemire

Montreal — Jean-Paul Lemire, manager of CKCH, Hull, was elected president of French Broadcasters of Canada at the association’s annual meeting held last month. Lemire succeeds Henri LePage as head of the French-language broadcasters’ association operating within the Canadian Association of Broadcasters.

Other executives and directors of the association elected at that time are: vice-president, Tom Burham, CKRS, Jonquiere; secretary, Maurice Boullanne, CJSO, Sorel; Henri LePage; René Lapointe, CKBL, Matane; and Flavius M. Daniel, CHLP, Montreal.

AVAILABLE

Man with 15 years broadcasting experience in metropolitan radio station as commercial director also advertising and sales promotion director. Three years as advertising agency time buyer and producer. Well-known with A-1 record and references.

Box A-153
C & T, 1653/2 Church St., Toronto

Chairs Ad and Sales Bureau

Vancouver—Sam Ross, assistant manager of CKWX, was elected chairman of the ad and sales bureau of the Board of Trade. Dick Mienser of James Lovick & Co. and band leader Barney Potts were among 25 members of the new executive.

Heads CJOR Promotion

Vancouver — Wally Knox, formerly with Cocksfield Brown in Winnipeg, and for the past three years travelling out of Vancouver for the Chesbrough Manufacturing Co., a drug concern, has joined CJOR as promotion manager.

Caldwell Additions

Toronto—Stewart Coford, Joseph Walsh and Garry Stewart have been added to the staff of S. W. Caldwell Ltd. Coford, a chartered accountant, took over as comptroller of the company last month. Stewart is the librarian while Walsh has been appointed traffic director.

Heads Movie Producers

Ottawa — Dean Peterson was elected president of the Association of Motion Picture Producers and Laboratories of Canada during the annual meeting held here last month. Peterson, president of Peterson Productions, Toronto, will head the AMPPLC executive, including: William Singleton, Associated Screen News as vice-president; and Pierre Harwood, Omega Productions, Montreal, as secretary-treasurer.

200,000 PEOPLE WITH $200,000,000 TO SPEND

THAT’S THE NIAGARA PENINSULA
SERVED BY CKTB, ST. CATHARINES
AND FOR BONUS COVERAGE SEE THE BBM REPORT

98.2% RADIO HOMES

on MONTREAL ISLAND!

The 1952 Canadian Retail Sales Index offers NEW proof of radio’s tremendous, penetrating impact on GREATER MONTREAL.

% Radio Homes in Canada 94.4
% Radio Homes in Quebec 96.0
% RADIO HOMES ON MONTREAL ISLAND 98.2

Couple this high radio-homes percentage, with these important facts about your Montreal market:

MONTREAL is the largest city in Canada. (Greater Montreal embraces 9.7% Canada’s entire population)

MONTREAL is the 6th largest city in North America.

MONTREAL is the greatest inland port in the world.

MONTREAL is the headquarters of the world’s two largest transportation companies, the Canadian National and Canadian Pacific Railways... and is also headquarters for Trans-Canada Airlines.

MONTREAL is the terminus of eleven of the world’s greatest shipping lines.

Total estimated retail sales for Montreal Island are estimated at $1,384,262,000. (12.7% of entire Canada).

In the heart of this great metropolitan area powerful CFCE reaches out and beyond giving you complete blanket coverage of CANADA’S NO. 1 spot PLUS bonus markets of more than a score of surrounding counties.

IN CANADA IT’S

MONTREAL • CFCE

Contact our reps: ALL-CANADA — WEED & CO.
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

<table>
<thead>
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<th>Radio Station</th>
<th>Total Weekly BBM</th>
<th>6-7 per week</th>
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<td>CKWX</td>
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<tr>
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<td>197,510</td>
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<td>86,070</td>
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<td>51,610</td>
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<td>night</td>
<td>129,520</td>
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</tr>
</tbody>
</table>

In British Columbia it's CKWX
most people DIAL 980

(Continued from page 8)

well, CHSJ, Saint John; Fred Lynds, CKGW, Moncton; Bob Large, CPCV, Charlottetown.
Freeman will present the same suggestion to the BC broadcasters at their annual meeting in Victoria February 12-13.
He said that before the end of the month his list of over 800 national accounts, both radio and non-radio users, with estimates of their spending, will be in stations' hands.

A group of the Atlantic stations gave a graphic demonstration to the meeting of their efforts to encourage local talent, increase the Canadian content of their programs, improve their product and widen interest in and knowledge of their region by exchanging their programs.
They played taped excerpts to the broadcasters, who expressed keen interest in the project. Offerings included a drama from VOCM, St. John's, NFid, a religious singer from CKEN-CFAB, Kentville-Windsor; a hoe-down group from CKCL, Truro; Hill Billies from CKGL, Truro and a topical forum from GPX, Antigonish.
This panel was introduced by Art Manning, general manager of the Truro station, who, with Willard Bishop, program director of the Kentville-Windsor set-up, conceived the idea of putting shows on tape and sending them around the circuit of participating stations. The manager of CKNB, Campbellton, Stan Chapman, spoke of the value of the programs to his listeners and to his station. He applauded the plan for the "opportunity it afforded of developing and encouraging our own (Atlantic) talent".

As a result of some pre-convention investigating by John Funston of CHNS, Halifax, it was decided to establish an "Atlantic Central Registry" of personnel available to stations, both experienced and otherwise. This will include announcers, control operators, commercial writers, librarians and others.
The project will be worked out and details set up by a committee consisting of Funston and Bob Bowman of CFBC, Saint John. Through it, aspiring radio rookies or experienced people looking for a new berth will be able to go to any of the stations in the Atlantic Provinces. He or she will be auditioned or given a preliminary interview according to the nature of the work. If the applicant is felt to qualify, tape and details are filed with the Central Registry.
When a station is looking for someone, it gets in touch with the registry and looks over the files. There being no office of the newly christened Atlantic Association of Broadcasters, the registry will be quartered and the work handled by the management of a member station. Each station will take on the job of housing the files and doing the work for a year.
Funston says the idea of the plan is to get new local blood into Atlantic radio, and to help stations...
MAAB AT AMHERST
A husky falls over the Port Cumberland Hotel. A blessed stillness fills the air at last. The final broadcaster has tripped light-heartedly to bed. Somewhere in the far-away distance the deep-throated chime of the Town Hall clock echoes through the silence. I take up my pen to write. It is eight in the morning.

EMPLOYMENT WANTED
Smart announcer available. Won't be stolen away as he has already worked at all Canadian stations.

READERSHIP SURVEY
Gerry Redmond, of CHNS, Halifax, says he now has a pile of Canadian Broadcasters as high as a house. Any time now I suppose he'll be writing someone to read them to him.

PROGRAM COMMENTARY
Thanks to Mengie (VOCM) Shulman for: "Manure stinks too but look how valuable it is."

TAKES NO CHANCES
On being congratulated on the success of his quest for a boost to 10 kw, Fred (CKCW) Lynds said: "I want to thank you all for your kind thoughts... if any of you have any kind thoughts."

PLAIN ANSWER
"Who tells you when you've reached the limit of commercials?" came the question from the floor. And an unidentified voice replied: "The CRC!"

OH I WONDER
I wonder what Austin Moore could have meant when he introduced me to the Halifax Ad Sales Club as "a master of the four-letter word".

PROBLEM CHILD
The program director has been in the business a long time. He's an old timer. He has worked at several stations. He admits he knows the game. — Jack Davidson.

CALLING B.C.
Will speakers at this month's BCAB Convention please be kind enough to schedule utterances of some of their better quips on the first day, in order that they may be in time for inclusion in this column.

(Continued from page 20) AAB
fill vacancies faster and with better material.

W. D. Byles, guest speaker at the annual dinner, warned the broadcasters what television had done when it had come to markets. He told them straight from the shoulder that they will have to look to their laurels.

Intelligent programming and plenty of public service ranked high in importance, the radio director of Young & Rubicam Ltd. felt. "If we are going to succeed in radio, we must feel that we are contributing to the people in our communities... believe in radio as a principle and the principle of radio," he said.

Charging that radio stations have lost control of their product to the advertisers, he told them to make themselves important to local distributors who are often in a position to influence the choice of media. "Tell the Bay Street time buyer about local sponsors," he urged, "because the time buyer knows you can't fool the local buyer. If the time buyer is uninformed about your markets, it is your fault or your rep's fault," he said.

Speaking of audience and program ratings, he told them to "quit bragging about the 35% of sets in use. Think about the 65% that aren't in use instead."

When quiz shows and box tops came up for discussion, they were roundly cursed by the broadcasters and there was general support for a suggestion that the solution was better programming. One manager wanted them legislated off the air.

This came about during the "Sponsor Education" panel, lead by Gerry Redmond of CHNS and Austin Moore, of Imperial Advertising Ltd., both in Halifax.

During the discussion the meeting learned of a case where a woman had purchased a certain package, torn off the box top, pushed it into an envelope addressed it to a quiz show and gone out of the store leaving the product behind.

Other addresses, including the one delivered by Ev Palmer and another by Spence Caldwell will be reported in an early issue.

Radio College for Montreal
Montreal—The Radio College of Canada, which has been established in Toronto for over 30 years, opened a new school here last month.

Under the direction of Raymond Boisvert, it will be located at 2035 Aylmer Street.

The College said it has found opening of the Montreal School necessary because of the growing interest in television by young men throughout this province since the advent of television here last September. The school will have C. R. Dobson as president, P. R. Holter as vice-president and R. C. Poulier, P. Eng., as director of education.

Regular Radio College of Canada courses are being taught in the Montreal school in day and evening classes, as well as through home-study correspondence courses.

AAB

February 4th, 1953

George Generoux — Canada’s Olympic Trap-Shooting Gold Medallist was chosen by CFQC listeners as Saskatchewan’s Sports Personality of 1952. He is being congratulated by A. A. Murphy, President CFQC, and runner up Doug Bentley.

Contact Radio Reps in Canada
Adam Young in U.S.A.

There’s a Time and a Place
For Everything

But someone has to crack the whip.


There are three kinds of people in a radio station. The planners, the performers, and the vital ex-pediter like Lorna who get the plans to the performers — on time. They are the diplomats. — Prompt, Personalable, Persuasive, Perservering — and Profitable for CJCH advertisers.

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

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

www.americanradiohistory.com
TV APPLICANTS ARE READY

Ottawa—Two more radio stations—both in Ontario—revealed last week that they plan to press the CBC for licenses to operate television stations. CBC officials learned of the plans in late-press releases. (See also other sections of this issue.)

Frank Ryan, owner of station CFRA here, and Roy Hofstetter, manager of CKWS, Kingston, said they were ready to enter the television field as soon as permission was forthcoming from the CBC.

Mr. Ryan said he has had an application pending since sometime in 1947. Hofstetter said: "We are prepared to go ahead as soon as the board is ready to consider our application".

The Windsor Chamber of Commerce officially threw its weight behind the television application of CKLW, Windsor; it was learned last week.

In a statement to A. Davidson Dunton, CBC board chairman, the Windsor Chamber said: "While this area is widely served by American television stations, we feel that we should have the competitive services of a Canadian station so that telecasts of a Canadian nature may be transmitted within this area as extensively as possible. We understand that station CKLW (has) submitted to the Department of Transport application for permission to erect and operate here a television transmitter."

It went on: "Appreciative of the many advantages to the maintenance of the Canadian outlook and standards in television programs, we express our formal support of the request submitted by the above company. We are confident that, if permission is given, this firm will endeavour at all times to serve and protect the best interests of Canadian culture and national aspirations."

It is understood all applications for television licenses are filed with the Department of Transport which has not as yet referred any to the board of governors of the CBC.

Gilbert Liddle, owner of CKCR, Kitchener, revealed last week that he had just filed an application for a television station license with the Department of Transport.

Liddle feels confident that his application will be considered and approved in the near future, since Dr. J. J. McCann, revenue minister, clarified last week in the House of Commons the status of this city. He said it was one of the areas (and the only one he named) in Ontario which would be considered for a privately-owned television station since it would not specifically be covered by a CBC station.

"We're ready to go ahead with television just as soon as we get the official word", Liddle told a Toronto Telegram reporter.

"The merchants and businessmen of this town can raise the money somehow to help finance a Kitchener transmitting station. It may take a little time but I'll get it going after a while if my application is accepted", he said.

"Quite obviously we're going to have to rely largely on network shows", Liddle pointed out. "We will have some local broadcasts, news and such. But we'll be over our heads if we tried any big productions."

Dr. McCann's statement in the House of Commons did not reveal how long it would be before private stations were licensed in this or other areas. In addition, it may be that other interests from Kitchener will also apply for a TV license, in which case the Liddle application would not necessarily be accepted.

Crawley Appointment

Ottawa—Kenneth Gay has been named head of the art and animation department of Crawley Films here. It was announced last week by president F. R. Crawley.

Liberals Worried Over CBC

New Westminster—The CBC's stand on TV might defeat many Liberals in a federal election, Senator Tom Reid told a meeting of the city Federal Liberal Association.

He said the CBC was not a government body, but that many Liberal members were fearful of the corporation's hold over the independent stations. He said not only that it was unfair the CBC should control private stations, but that the public's feeling that the CBC was a government body might cause Liberal candidates to be defeated.

He admitted the Corporation had accomplished good, but that its stand on TV might undo this and cause it to be forgotten.

W. M. Mott, the city's M.P., said private operators should be given the chance to provide TV in this area.

Meantime Bill Rea, owner of CKMW, said that the news that KVOS-TV, Bellingham, a few miles south of the U.S. border, would be on the air by April 15, was good news for two reasons.

In the first place, Rea said, it would provide the Lower Mainland, B.C.'s most populous area, with good TV.

Secondly, he reasoned that the Canadian government would not want the area to be saturated by U.S. TV, and thus he would be allowed to set up a TV station on Burnaby Mountain this year.

At the same time, James Sinclair of Vancouver, federal minister of fisheries, told a University of B.C. audience that CBC would probably have TV on the air here next fall and that private applications would be considered after that.

The Canadian government is projecting its middle of the road radio policy to TV, he said.

"We are midway between the U.S. and Britain," Sinclair said. "The CBC is not as stuffy as the BBC and the private stations here are not as commercialized as those in the U.S."

CJOR Starts Wired TV

Vancouver—Plans for CJOR Wired Programs Ltd. for TV service to be wired to individual subscribers on a fee basis moved a step forward with first reading of a by-law in Burnaby municipality where the CJOR community antenna will be built.
FORERUNNER OF A COMMERCIAL AGREEMENT between CBC and American television networks was the loaning of the epic series A Tale of Two Cities by NBC to CBC for presentation on its two TV outlets. In the above picture, Frank Deokins, president of Canadian RCA Victor hands over the first reel of the series to CBC’s recently-retired general manager, Donald Manson. It started on the air last month on CBLY Toronto and January 5 on CBFT, Montreal. A 26-hour handover of the world’s major naval operations during World War II, it is the first television program ever to see simultaneous transmission in three countries, since it is already being televised on NBC and the BBC’s European section. It was broadcast on a non-sponsorable basis, involved the editing of 60 million feet of film, collected from former enemies. The British Admiralty and Royal Canadian Navy are credited with a major part in the compilation of the film, which was produced for NBC. "Both parts form the Malory Royal Commission. "The future holds wide opportunities for grads in TV," Deokins said, "both in retail selling and service and in production."

He figured 50,000 TV sets would be bought in this area in the next two years, each needing $72 worth of parts and maintenance annually. This, he said, would employ 500 men alone, apart from the other fields of selling and production.

The scholarship will provide transportation and living expenses for a graduating U.B.C. commerce student to attend summer study sessions at Northwestern University, Chicago. The student selected must indicate an aptitude for work related to radio and television, and a desire to follow a career in these fields.


Plan Quebec TV Link

Montreal—Preliminary work on a micro-wave relay link between Montreal and Quebec City is being undertaken by engineers of the Bell Telephone Company. It was announced here earlier this month.


TV Viewers Organize

Toronto—A TV Owners’ Association of Canada, with an initial membership of almost 200, was formed here last month. The organization of its type in this country, and probably anywhere else except England, it has been designed so that the united views of the average television viewer can get recognition.

Combining its present activities to the Toronto area where, in addition to members, 400 other viewers have applied for further information about the club, the Association expects to get organized in areas like Montreal and Vancouver in the near future.

The aims and objects of the Association, passed unanimously at its inaugural meeting in the Royal York Hotel here, include:

"To foster the extension of television to all areas in Canada by government and privately-owned stations."

"To seek public support on a national scale for government action which will abrogate the existing monopoly restriction authority vested in the Canadian Broadcasting Corporation."

Westinghouse Imports Show

Toronto—First American programs to be imported under the agreement between CBC and four U.S. television networks is Studio One, to be sponsored by Canadian Westinghouse Co. Ltd., on both Toronto and Montreal TV stations.

The one-hour CBS dramatic production, sponsored in the U.S. by Westinghouse, is produced by former Canadian radio director, Fletcher Markle. First imported program went on the air over CBLY January 19 at 8 p.m. at the same time it appeared on WBEN-TV, Buffalo, and WHAM-TV, Rochester. The two Westinghouse companies—Canadian and American—are aiming at complete TV saturation in this area.

Kinescopes of the program made in New York are being sent to Montreal where they are used on CBFT on Thursdays. This procedure will be followed until the micro-wave relay link between Toronto and Montreal is complete some time in the spring.

Commercially accompanying the U.S. production on the Canadian stations will be produced by Westinghouse’s radio and TV agency, S. W. Caldwell Limited and CBC.

As in the former Westinghouse TV show here, Big Revue, commercials will feature Laddie Dennis and Joel Aldred. Aldred’s voice will also be heard in the show’s introduction, with the video portion coming from New York.

Studio One, its producer Fletcher Markle and Canadian radio producer Andrew Allan, were honored last week with the Christopher Award of the Christopher Society, a Roman Catholic organization in the U.S.

The award went to the December 22 production of Studio One, “The Nativity.” The script was adapted from the work of an unknown author, Andrew Allan and produced by Markle.


FOR THESE ARTISTS

- BOND, Roxane
- DAVIES, Joy
- DOOCHAN, James
- EASTON, Richard
- FIRTH, Diana
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- MacBAIN, Margaret
- MILSON, Howard
- MORTSON, Verle
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service at Radio Artists Telephone Exchange
The most skilful executive in advertising strategy, 25 years ago, found it hard to realize the selling power of radio.

Today, even the junior executive knows that radio competes with any other medium when it comes to delivering customers per dollar.

As an illustration, take a favourite Sunday night comedy\(^{*}\) program on CFRB. Its audience is estimated at 527,324! Twenty-five years ago, who could imagine an audience like that!

CFRB was the first to foresee the enormous sales power of radio. Now, backed by over 25 years of experience, CFRB has the background and the foresight to help today's shrewdest advertisers sell.

Are you trying to increase your sales of face creams, gasolines, canned meats, cotton sheets? Then call a CFRB representative, and let him show you how radio can be your best salesman.

Edgar Bergen
and
Charlie McCarthy,
of course!

Your prospects are 'at home' to radio... to CFRB. Your radio selling messages reach, remind, result in sales of your product.

As ever
your No. 1 Station
in Canada's No. 1 Market

CFRB
50,000 watts 1010 K.C.

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

\(^{*}\) As ever — in Canada's No. 1 Market