

CANADIAN BROADCASTER AND TELESCREEN

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Vol. 12, No. 4

TORONTO

February 18, 1953

CBC TO PROCESS TV APPLICATIONS

Ottawa—Private television station applications will be the highlight of the next meeting of the board of governors of the CBC here next month. A. D. Dunton, board chairman, announced here last week that the board will be prepared to consider applications for privately-owned television stations during a scheduled three-day meeting beginning March 26.

In conjunction with Dunton's announcement, application forms were sent out by the CBC last week to all parties believed to be interested in making a TV license application. The completed forms must include details of proposed TV programming, personnel and salaries, technical equipment and cost, and a declaration that the station applied for will become part of a national television system by airing a minimum of ten and a half hours weekly of CBC programs, it is believed.

TV applications must be filed with the CBC next week, February 23. Early next month it is expected the CBC board of governors will announce the applications it is willing to consider at the scheduled meeting, which will be open to the public. Oral presentations at these hearings will be made by the applicants, it is said. Parties opposing the applications will also be given a hearing at this time.

Presumably, applications will come from most private radio stations, newspapers and other organizations from areas where the CBC has not announced its intention of establishing a TV station. Existing or proposed CBC stations are at Toronto, Montreal, Ottawa, Vancouver, Winnipeg and Halifax. CBC spokesmen have pointed out that other areas may be reserved for CBC-TV also. In addition, it is not known whether or hot private stations will be allowed in certain areas because it may be ruled that CBC stations in these capital centres will adequately cover surrounding communities, and present government policy calls for only one station in each area. Radio interests in Hamilton, for instance, point out that the status of this city is still in doubt.

Applications and technical briefs for proposed private TV stations will first be reviewed by the Department of Transport, it is understood, and only those conforming with government policy and technical limitations will be referred to the CBC board. A number of applicants have had technical briefs filed with the Department of Transport for some time.

Applications for new radio stations will also be heard by the board

during this meeting, it was announced. Details are to be revealed next month. At the last board meeting a radio station application, made by John N. Hunt of Vancouver for a station at nearby Cloverdale, B.C., was deferred at Hunt's request.

New Copyright Plan Urged By CAB

Ottawa—A redraft of the copyright tariff item on broadcasting along the lines of the prevailing U.S. tariff was presented for consideration to the Copyright Appeal Board during a two-day hearing here last week by the Canadian Association of Broadcasters.

Outlined by Sam Rogers, QC, counsel for CAB, the proposed tariff item redefined "gross revenue", the basis on which the Composers, Authors and Publishers Association of Canada has been seeking to levy charges on private stations for the broadcast of music in the CAPAC repertoire. At present private stations pay 1¾ per cent of their gross revenue to CAPAC.

Rogers' redefinition of gross revenue said it should mean "the amount earned by stations from sponsors for the use of broadcasting facilities" with the following deductions: quantity and frequency discounts actually allowed; agency commissions; a flat 15 per cent sales commission after all deductions. Talent costs, line charges and record and other production costs billed to sponsors would also be exempt from the music copyright fee.

Another deduction recommended by Rogers was the money private stations receive from the CBC for network programs. He felt the CBC should be responsible for paying CAPAC all of the fees on network commercial programs because the private stations could not control the amount and type of music used in network programs.

Mr. Justice J. T. Thorson, chairman of the Board, asked Rogers if CBC fees to CAPAC would be increased if it had to pay all the fees on network shows. Rogers replied that he was arguing for the principle and was not concerned at that point with the result.

Justice Thorson adjourned the hearing until this week to enable Peter Wright, CBC counsel, to appear before the Board. This two-day session last week continued the hearing laid over from January.

Amendments to the Copyright Act that would eliminate the need for annual hearings on copyright fees have been recommended by the Copyright

Radio At Eastern Region Drama Festival



—Photo Modern Engr.

THE EASTERN REGION DRAMA FESTIVAL at Quebec City, sponsored by radio station CHRC, was again a highlight in the dramatic circles of the Province this year. Three plays — two in French and one in English — reached the semi-final of the competition and were judged by John Allen, English actor, stage-manager, lecturer, script-writer and producer. In the above picture, during the Festival, from left to right are: adjudicator John Allen; CHRC announcer Albert Brie; CHRC program director Magella Alain; Guy Roberge, president of the Quebec Eastern Region Festival and French-language legal counsel for the Canadian Association of Broadcasters; Richard MacDonald, secretary of the Dominion Drama Festival; and Henri Lepage, CHRC general manager.

Bowery Boys Clown Via Radio



—Photo by Mickey Carlton

TWO OF THE BOWERY BOYS of Hollywood hoodlum fame took over the afternoon programs of CKLB, Oshawa, one day earlier this month. They stopped in during their tour of the stage-theatre circuit in this area and for two hours slapsticked their way through the station's regular show-business program, *Showcase*. Pictured from left to right in the above picture are: Huntz "Satch" Hall in his peak cap trademark; Paul Summerville, CKLB sport director; and another BB comic, Gabriel Dell.

Appeal Board, Justice Thorson announced here later last week.

If the amendments are accepted and become law, he said, fees, once established by the Board, would remain in force until a change has been shown to be necessary. As it is now,

the Act calls for annual hearings by the Board on fee proposals put forth by CAPAC and BMI Canada Ltd., applicable to music used in broadcasting, juke boxes, restaurants, hotels, cocktail bars, and wired music systems.

CANADIAN ASSOCIATION OF BROADCASTERS CONFERENCE
Mount Royal Hotel, Montreal, March 9-12



ANNUAL CONFERENCE

at the

**MOUNT ROYAL HOTEL
MONTREAL**

MARCH 9-12, 1953

YOU'LL BE MIGHTY WELCOME
at our two days of open meetings—March 9-10

You will hear

A REVIEW OF BUSINESS TRENDS IN CANADA

“WHY BROADCAST ADVERTISING IS BETTER VALUE”

“PROGRAM PITFALLS”

by Mrs. Harriet Moore,
Director of Social Research Inc., Chicago.

“HOW TO LIVE WITH TELEVISION AND SURVIVE”

“BEHAVIOR DYNAMICS FOR BUSINESS”

by Wallace Wulfeck, vice-president Wm. Esty Co., New York.

“OUR PUBLIC SERVICE PROGRAMMING”

“PROGRAMMING FOR AUDIENCES”

by Ted Cott, vice-president, NBC.

ANNUAL DINNER

Outstanding Montreal Entertainment,
Presentation of Awards.

This is your invitation to attend.

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



The parachute and the Mae West were wasted effort, because the plane didn't crash anyway. Maybe that's putting the cart before the horse, and I should start at the beginning, just as though you hadn't read about my naval encounter in the last issue.

I guess my co-hosts—Jack Brayley of Canadian Press (excuse me, I mean The Canadian Press) and Erv Murray of The Imperial Advertising Ltd. (no, that's just Imperial Advertising Ltd.) must have known what was going to happen, because Erv had to see an auditor about a calculating machine and Jack's office said he was home while his home said he was at the office.

I didn't know what was in store, so I led with my overshoes and climbed into the naval car when the PRO, Lieutenant Lloyd Turner, called for me at the hotel. I was staying at the Lord Nelson, the private enterprise one.

I didn't ask any questions. The previous day, the three of us—Erv, Jack and I—had been on the receiving end of a fine demonstration of naval life, including especially their quite excellent "public relations", so I was in a let-the-chips-fall mood.

The previous afternoon, I had thrilled, with a lump in my throat, when under escort of another PRO, Lieutenant Alan Jenkins, we had stood alongside as the Admiral took the salute, while the ship's company marched past in "Divisions". We had climbed all over HMCS Iroquois, in dock for refitting after some heavy action.

We had been interested in an inspection of the new-style living quarters which are trying to take on a club atmosphere and only just fall short of reaching their goal—a few magazines and maybe a picture or two in what I would call the lounge.

The kitchens were interesting, even if old-timers shudder at such revolutionary implements as an automatic electric potato peeler. You should have seen the over-grown Mix-Master, with the capacity of a couple of fair-sized fish ponds.

Then there was lunch in the ward room with the Commodore. All the tradition of the British Navy, with a touch of North American camaraderie and high living standards thrown in for good measure.

That's why it was okay with me wherever Lloyd Turner took me, which turned out to be over the Bedford Basin to HMCS Shearwater.

There I was steered gently but firmly into a specially constructed chair. They had just battened me down with the life-saving paraphernalia I mentioned, when someone in an officer's uniform—I was too

trussed to determine his rank—asked if I would like to go for a ride in a plane. Frankly I wasn't sure, but it seemed a little late to say so.

If I had been one size larger or the aircraft one size smaller, they'd have had to call the whole thing off. I made it though, with a lot of assists from yet another naval type whom I don't think I ever met formally, but who spared no effort to stuff my portly body into the seat, which I think must have been designed for a gnome.

This proceeding took so long, that my friend Turner, who had acted as though he was coming along too, thought better of it, and the plane shot forward at a terrific speed and I found myself whizzing into the air, hind part fore. You see, through all the commotion of getting myself strapped into the gear, I had failed to notice that my seat faced the tail.

I wasn't nervous. Oh, Hell no! The pilot kept saying commonplace things like: "Look, there's a new housing development". These came out of the speakers contained in the
(Continued on page 4)

CFCO goes over the top again

More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: 76,950 homes

¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes

¼ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

900 Kc. 1000 Watts

SHERBROOKE
QUEBEC

The Voice of the
Eastern Townships

Quebec

1240 Kc. 250 Watts

Representatives

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



ONLY TOP COVERAGE

plus TOP LISTENERSHIP

Brings the BEST FOLLOWING IN THIS MANITOBA MARKET!

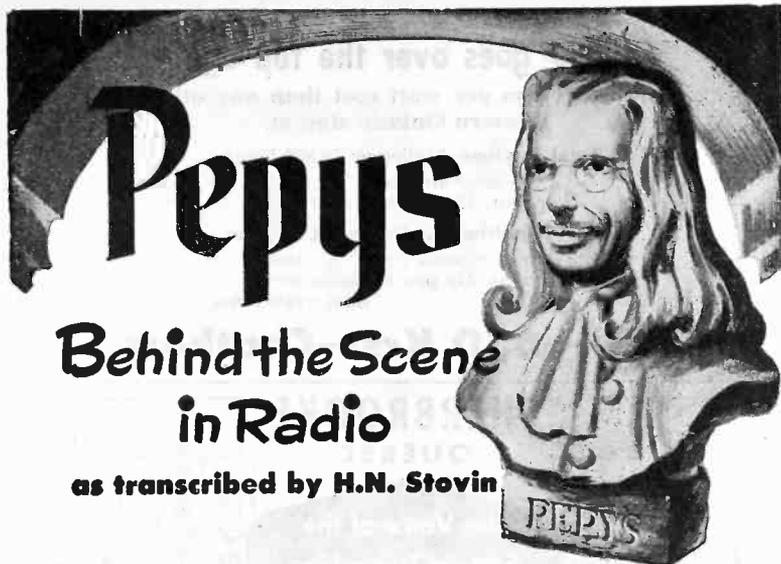
ELLIOTT-HAYNES		12-MONTH AVERAGE		1951-1952	
MANITOBA	WINNIPEG		RURAL MANITOBA		
STATION	DAYTIME AVERAGE	NIGHTTIME AVERAGE	DAYTIME AVERAGE	NIGHTTIME AVERAGE	
CKRC	33.8	33.9	33.1	38.7	
CBW	17.5	12.9	30.7	23.5	
CJOB	30.8	28.0	15.7	15.5	
CKY	13.6	16.3	16.0	17.7	
OTHERS	4.6	8.9	4.6	4.9	

TOTAL WEEKLY BBM — 1952 DAYTIME 179,150 NIGHTTIME 172,910

CKRC WINNIPEG

630 KC 5000 WATTS

representatives: All-Canada Radio Facilities — in U.S.A. — Weed & Co.



“Do start this page by recording my pleasure in greeting Tom Tonner on his visit here from CKCW Moncton, bringing with him the goodly news that on January 26th the Board of Governors of the C.B.C. did approve an increase in Lionel’s power to 10,000 watts, whereat Lionel is duly gratified, and already planning how he may hereafter render even better service to his many clients. Advertisers promoting their goods or services in Moncton’s important market will find increased results through Lionel’s new and powerful voice ● ● ● From Fred Shaw of CKXL Calgary a welcome report on their continuing growth, both in size of audience and number of advertisers. Their most recent addition in the national field is sponsorship by Robin Hood of CKXL’s newscaster Fred Cripps, on a 7-days-a-week basis. There are other resultful opportunities for national advertisers on CKXL ● ● ● Did this day chat with a friend who desired to get the opinion of a worthy merchant known to both of us, as to the merits of a certain new product. I did inquire why he did not send a messenger with a letter, whereon he did quickly reply that he would rather wait and see him personally, ‘for’ said he ‘there is so much to be told from the tones in a man’s voice that cannot reveal itself in the written word’. Whereon I mused, to myself, that this was indeed the reason, also, why radio was such a powerful instrument of communication — and advertising”.

“A STOVIN STATION IS A PROVEN STATION”

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for
these live Radio Stations

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

Member of Radio Station Representatives Association

OVER THE DESK

(Continued)

ear-muffs of a sort of gas mask thing I was wearing on my head. The cubby hole where I was sitting, or cockpit or whatever you call it, was covered with some sort of mica (or was it cellophane?). I felt as though I was sitting right in the open. With Halifax down there. And there. And there. And not a goddam thing between me and the view. The pilot kept chatting away like a real estate agent selling lots in a subdivision. I wanted to answer him, but how could I? They’d switched off the microphone in the mouthpiece of the gas mask thing, and I couldn’t turn it on — not without letting go of the bar in front of the seat.

While he was telling me about Nova Scotia’s Parliament Buildings, The Citadel, he kept banking that damn plane. It was called an Avenger, and right then I was firmly convinced it was taking it out on me. It was designed to snoop out submarines and sink ‘em, I think. Meanwhile I was trying to remember which ring I was supposed to pull to open the parachute when the crash came. This was the lever I had to pull to cause the side of the plane to fall away. I remembered that all right. And then I was to dive, head first, onto that particular spot on the wing. There was nothing to that. And then I was to pull the ring to make the parachute open — taking care of course that I had fallen far enough to be clear of the plane. Simple? But in the name of God, which was the ring?

Next we were bouncing on the runway. The pilot was laughing at me, I thought. Yet he couldn’t have known how I’d felt. We taxied up to the ‘drome, hangar or whatever you call it. And there we were.

It took quite a while to shake myself loose of enough harness to get out of the plane. Half to three-quarters of an hour I guess. The straps kept shaking. Vibration, that’s what it was.

Finally I made it. I made the bar, too. That’s what they call the ward room. Or was it the wet canteen? Good liquor they carry. Fine rich flavor. Too damn bad to cut it with water or anything. Down the hatch! That’s the ticket. I’ll take it straight. Thanks. Don’t mind if I do.

A photographer advertises in “The New Yorker”: “Bradford Bachrach knows how to photograph the woman who is older than she looks.” As a public service to our women readers, we complete the plug with the gen that Mr. B. holds forth at 54 East 52nd Street, New York City.

A program with a past—and I am inclined to think also a future — is Roy Ward Dickson’s *Fun Parade*, which, now in its thirteenth year, celebrated its 500th broadcast on February 10, with name guests participating as contestants. These included Foster Hewitt, Wayne & Shuster, Gordon Sinclair, Ruth Springfield, Maurice Boddington and Mart Kenney.

This program, now sponsored by Lever Brothers through J. Walter Thompson Co. Ltd., has quite a history, since it started as an “escape” show in September, 1940. By the end of that year, Agnew-Surpass shoe

stores were in the sponsor’s seat. At this time it grew, from a CFRB production to a rubber network through Ontario. When wartime advertising regulations brought this association to an end, Cockfield Brown picked it up for Shirriff’s who quickly expanded it to a coast to coast network-on-platters. Two years ago they dropped it and Levers have had it for Lux ever since.

Broadcasts and personal appearances of *Fun Parade* were quite a hit at service clubs, canteens, and hospitals during the war. Since then, and as a result, the gang takes off for a coast to coast tour every spring, playing a score of leading centres from St. John’s to Victoria, and in five years has been successful in raising literally hundreds of thousands of dollars for a wide variety of good causes sponsored by the service clubs across the country.

It is Dickson’s proud boast that neither he nor the show have missed a broadcast. He says it was not only the original show of its kind, but the first Canadian commercial show to be carried in Newfoundland, as well as over ZBM Bermuda and for a time in Trinidad.

Fun Parade is a Dickson & Edington Production. Starring Roy Ward Dickson, Maurice Rapkin has been added to the company as “right hand man”. Formal commercials have given way to interviews on the show, conducted by Rapkin, with housewives, called “Luxwives”. They volunteer to take home some of the product, try it and give their frank opinion on the next show.

Other Dickson & Edington programs are *Take a Chance* for Adams Gum, through Baker Advertising, now in (Continued on page 6)

Listeners? Yes!

Penn McLeod Ratings Monday through Friday

2:00 p.m. — 82%
3:00 p.m. — 88%
5:00 p.m. — 85%

Copy of Letter . . .

30 January, 1953

Dear Sirs:

I was real thrilled to hear my name called as the winner of the radio today on “Dollars for Listeners”. I’ve participated in the Jack-Pot questions ever since they started, over two years ago, and this is the first time I’ve won. CKRD is my favourite station and I have it on most of the day.

Yours sincerely,
Mrs. M. E. Granlund.

IF YOU WANT TO SELL
MRS. HOUSEWIFE
USE

CKRD
RED DEER
DIAL 1230

The Voice of Central Alberta

CANADIAN BROADCASTER AND TELESCREEN

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

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Editor: RICHARD G. LEWIS
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Art Editor: GREY HARKLEY
News Editor: THOMAS C. BRIGGS
Research Consultant: G. E. RUTTER
Photography: ANTHONY TRIFOLI

Correspondents
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Vancouver - - - - - Bob Francis



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February 18th, 1953

The Fault, Dear Brutus

What does a bunch of broadcasters talk about when they meet at a convention? We'll tell you. Television. It is an intriguing subject. No one will deny that. But is it the radio broadcasters' intention to scuttle the SS Radio as soon as they get a green light for a TV license from Ottawa? We don't think so, but it does look like it, doesn't it?

A few issues ago this paper carried an article about the operation of WSYR-AM-FM-TV. Many of our readers had been clamoring for such an effort, and their response was gratifying. Well, anyhow nobody complained about it.

An important paragraph in this article read like this: "... the AM station, we learned, is doing better local and national spot business, but less network, than before TV. Profits are lower than before but there has never been a red ink month and the investment is still very worth while. The shrinkage of profits was accounted for, first by the fact that network rates have been decreased, and second the general increased costs of operation including improved AM programming with which to counter TV's inroads into AM audiences."

This plain recital of fact makes editorializing unnecessary, because it states the case clearly; not the case for the singing of mass misereres about the horror of the dreaded invader, but for a concerted effort to keep radio in its place in the sun, by making radio programs more attractive and more desirable.

• • •

Carl Haverlin of BMI said it at Banff last fall. And he put it so neatly that we are going to reprint his article in our CAB issue. He said: "Television is like a siren — a seductive, charming, well-appointed woman. From the top of her expensively coiffured 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, raggedy, ungirdled, unnyloned AM wife to do something about it. I recommend that she . . . 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."

• • •

Radio's biggest threat is not the coming of television and the havoc it will play with sponsors as it transforms listeners into lookers. Television's threat to radio, and it is a dire one indeed, is inside those radio broadcasters, who let deepest despair smite them at the thought of the coming



"All I said was 'It's a hell of a fire' — and they cut me off."

of this new competitor, instead of following the advice of Carl Haverlin and giving the old girl a damn good bath and a shot of Attar of Roses or something.

• • •

Possibly the best example of an industry that did just this is the recording industry. Radio certainly dealt it a terrific blow. Phonographs gathered dust in attics all over the country. Then the manufacturers took time out from making receiving sets for a while, and developed better recordings, and better devices on which to play them. Then they quietly pulled the wool over your watery-blue eyes by graciously allowing you to play these superb records, without charge, and so sell them for them. And now a far greater competitor of your radio station is sitting in most living rooms in the shape of a three speed record player, which gives me my favorite music — the Don Cossack choir — not just when one of the stations feels like giving it to me, but when some more than usually obnoxious disc-jockey is cracking more than usually obnoxiously, and I decide to turn onto records by the simple flick of a switch.

• • •

Forget about the TV bogey man, and the record player too, gentlemen of the radio industry, by the simplest expedient there is. Stay home for a day and listen to your own programs. That'll take courage. But it will be a start to reshaping your schedules. First you'll have to regain control of your programming from the advertisers by putting on shows with some purpose other than that of filling in an unsold period.

You won't have to worry about TV then. The public will thank you. Your sponsors will thank you. Your stock holders will thank you.

• • •

Candor In Camera

Next month, all radio will converge on Montreal for the Annual Conference of the Canadian Association of Broadcasters, and the directors and management of the organization are to be congratulated on the new format of the program.

March 9 and 10 — that is the Monday and Tuesday — will be devoted to open meetings, when the broadcasters will have an opportunity of entertaining the sponsors and their agencies. A wide list of subjects has been picked for discussion, and the proceedings will run, according to tradition, with both sides of the buying desk meeting at the conference table for the good of everyone concerned.

• • •

Wednesday, March 10, extending if need be into the following day, the doors will be closed and the delegates will concern themselves with strictly business.

At all past CAB Conferences, there have been delegates attend who had something on their minds to get rid of and this year's meeting will be no exception to the rule. What has happend in the past though, and should be avoided from now on, is that sometimes the delegate with the beef has developed a change of heart or a freezing of feet at the last moment and returned home with his beef unspoken.

It is to be sincerely hoped that members of the association will speak up and state their minds without reservations during the closed meetings. In this way and only in this way, wrongs can be righted and policies improved.

One thing that each member of an association has to realize is that he or she cannot expect that every step taken will meet with his or her approval. Neither is a dissenter helping the cause of the industry, the association or himself by losing his temper when the majority of his associates have opinions in variance with his own. If organizations such as the CAB are going to function, it can only be because the membership is prepared to see to it that every contentious issue gets full and proper discussion, votes as it sees fit and then abides by the decision, so that true unity may be said to exist.

This paper wishes the industry a convention filled with hot discussion, and a clear road ahead as a result.

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

OVER THE DESK

(Continued from page 4)

its sixth year; and Turnabout, for Face-Elle Tissues through Ferres Advertising, which is in its third year.

A *Fun Parade* stunt on CFRB and 34 other stations just succeeded in bringing in \$1,500 in dimes for the March of Dimes.

Master of the corn and the ridiculous, Dickson's claim to culture lies mainly in his fantastic ability to spell.

Gordon Sinclair has received a fan letter. I don't mean the beloved asp of CFRB, but Gordon Sinclair the second, who holds down a microphone at CFCF, Montreal.

The letter read:
"Dear Mr. Sinclair: I see you now have a son in the radio business, at CFRB in Toronto. I hope he'll be as successful in Toronto as his father has been at CFCF".

The junior Gordon sent it to me with this quip appended: "Who the hell is this impostor in Toronto?"

One of those "guess-your-age" guys who frequent midways, was 'fessing up to his girl. "You musn't let on," he said, "but I do cheat really. I look at their teeth."

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



CFRB'S 11 P.M. NEWS, sponsored by Shell Oil Co., of Canada Ltd., has been broken down into three departments. First on the nightly fifteen minute show comes Gordon Cook with the news, accenting local items. Next, John Collingwood Reade delivers his analysis. Finally, Cook returns with a short newscast. And so to bed.

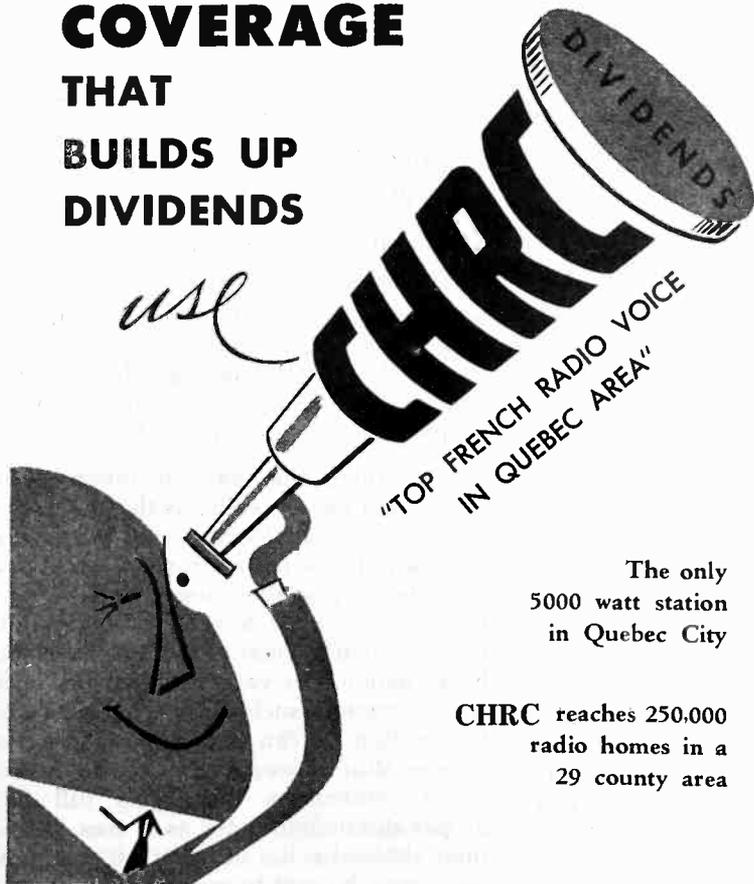
account for J. Walter Thompson Co. Ltd.; Shell's Toronto Division manager Cliff Burnet; Mark Napier, J. W. T. veepee and Toronto gm; announcer Gerry Wiggins; news analyst John Collingwood Reade; Shell's veepee in charge of marketing, Al Wilson; the sponsor's advertising manager, Cliff Chamberlin.

In inset, an action shot of the show, left to right: Wiggins, Cook and Reade.

Pictured above, from left to right, are: CFRB manager Lloyd Moore; newscaster Gordon Cook; Vic Brooker, who takes care of the Shell

The Shell Company is currently sponsoring the news on twenty stations throughout Ontario and Quebec.

FOR SURE FIRE COVERAGE THAT BUILDS UP DIVIDENDS



The only
5000 watt station
in Quebec City

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

REPRESENTATIVES:

Canada: Jos. A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young Jr., Inc.

by EVERY Survey

(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's MOST LISTENED TO Station

CKDA

DIAL
1340

Wanted

In one of Canada's top market areas
where competition is keen

Experienced, Versatile ANNOUNCER

Salary commensurate with ability—all
staff benefits. Send detailed application,
photo, and audition to

CFRN, Edmonton, Alta.

RESEARCH

Proposed TV System Measures Circulation

Belleair, Florida. — A plan for measuring the circulation of television was revealed to the TV board of directors of the National Association of Radio and Television Broadcasters here earlier this month. It was immediately approved for further study, development and probably one or two pilot surveys.

Developed by Dr. Franklin R. Cawl, marketing and research consultant, this measurement technique is believed by TV broadcasters to be TV's counterpart of the circulation audits of publications. Also, by pushing its development, the TV broadcasters feel they have a good chance of getting this system adopted by the advertising industry as standard when relatively few stations are on the air. Thus they might avoid the radio problem of too many surveys yet none accepted as standard.

TVAC, as it is tentatively being called (meaning "television audience circulation"), will be a NARTB venture. Cost of establishing the system and its development to that point is expected to be considerably in excess of a million dollars.

Technical details of how TVAC works have yet to be announced but it is believed that it will employ the three basic data-gathering methods — telephone, personal interview and mail. But it will be solely concerned with TV station circulation and not with program popularity. Viewing habits may be included, it is believed, but not program ratings.

Some, with fingers crossed, say it is a sort of TV Broadcast Measurement Bureau with many refinements. The refinements and the atmosphere into which TVAC is being born, they feel, guarantee it a longer life than BMB.

C B C

Union Seeks Right To Rep. CBC Clerks

Ottawa — A new union, the Independent Association of Radio and

Television Employees of Canada, appeared before the Canadian Labor Relations Board for certification here last week. It is seeking certification as the bargaining agent for more than 900 employees in the head office and other offices of the CBC.

The hearing adjourned to await the Board's decision.

The nine hundred employees are said to be largely administrative and clerical workers with the CBC.

The application was opposed by the CBC, as well as the CCL American Newspaper Guild, which is the certified bargaining agent for editorial workers, and the CCL National Association of Broadcast Engineers and Technicians (NABET), certified for production workers and announcers.

STATIONS

CJNT Sold

Quebec. — The English-language radio station here, CJNT, will be sold to a group headed by Peter N. Thomson, with a change in call letters to CHQC, providing permission for the two moves is forthcoming from the board of governors of the CBC, it was revealed here last week.

Administration and program changes have already been made. Thomson, a brother of CKVL Verdun's manager, Corey Thomson, and a partner in the prominent investment firm of Nesbitt-Thomson & Co. Ltd., revealed that the station's programming would remain all-English-language and that it was now on the air from 7 a.m. to 11 p.m. daily.

Bud Cockerton, former chief announcer with CJNT, has been appointed acting manager of the new station. George MacDonald from the CFCF Montreal staff, took over last week as chief announcer. In addition to duties at CKVL, Corey Thomson is being retained in an advisory capacity at CHQC.

A new programming format is said to have been planned for the station, which includes music all day with a change in the evening to a combination of "block programming" and what is to be known as "stay-at-home theatre". Several evening hours will be devoted to dramatic and other radio-theatre type productions under this plan.

COMPARE

COST

COMPARE

COVERAGE

COMPARE

RESULTS

it's

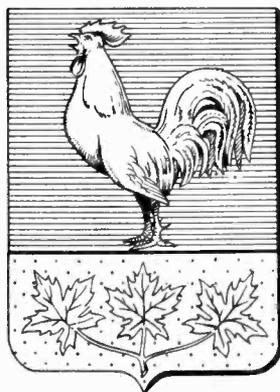
CFCN

every time

* CALGARY

Ask Radio Reps. in Toronto, Montreal, Winnipeg and Vancouver to see CFCN's Study No. 5 BBM Report.

CHFA



60,000 FRENCHMEN can't be wrong

CHFA, "the West's Most Progressive French Radio Voice," opens over 60,000 customer sales doors for your product!

680 KC.

La Voix Francaise De l'Alberta

Our Representatives: Omer Renaud & Cie. Toronto and Montreal

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

•
 ★NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT
 •

CHAT
 MEDICINE HAT
An All-Canada-Weed Station

PEOPLE

Thomson Is Candidate In P.C. National Race



Toronto. — A new voice, that of Roy N. Thomson, may be heard in the House of Commons fighting, among other things, for reform in radio regulation. The newspaper and radio station owner, who rose from a newspaper boy, was nominated as the Progressive Conservative candidate in the new federal riding of York Centre here last week.

Thomson, president of Thomson Dailies and Northern Broadcasting Company, says he figures there will be a national election in August or sooner.

Wells Joins CKY

Winnipeg. — Jack Wells, former freelance sports announcer here, has signed an exclusive contract with station CKY covering his sportscasting for three years. In making the announcement, CKY president Lloyd Mof-fat said that Wells is currently



airing two daily sportcasts, one for Sweet Caporal Cigarettes, as well as play-by-play descriptions of Junior League hockey games three times a week.

Formerly, Wells operated the Jack Wells Sports Bureau here.

UTP Appoints Sherwood

New York. — Alex Sherwood, former Eastern manager of standard Radio Transcription Services, has joined United Television Programs, Inc., as sales and service manager of the middle Atlantic states, it was announced here earlier this month.

Sherwood, who was known throughout the



Canadian radio industry as Standard representative in this country as well as eastern U.S., was manager of station WCSS, Amsterdam, N.Y., during the latter months of last year.

UTP, with which Sherwood was associated for several months during 1950, is primarily a distributing organization for such feature TV films as: *Royal Playhouse, Fireside Theatre, Heart of the City, and Big Town*. It also distributes to TV stations Studio Telescriptions, a library of musical and entertainment short subjects which is TV's counterpart of the radio transcription library.

REPS

Reps Would Clarify "Local" vs. "National"

Toronto. — The practice of extending local rate privileges to some companies operating on a national scale came under fire again last week as the Radio Station Representatives Association drafted a request to the Canadian Association of Broadcasters to get its members to abide by the accepted interpretation of a "national" account.

At its regular monthly meeting here the RSRA members said that more and more finance companies and departmental stores are seeking and getting the lower "local" rates from stations while the reps feel they should be classed as "national" advertisers. The increasing use of co-operative advertising, where the manufacturer and local retailers share advertising costs, presented

YOUR success
 is OUR success as well . . .



STEPHENS & TOWNDROW

35 KING ST. WEST TORONTO

Representing

CJAV Port Alberni

CHML Hamilton

CHUB Nanaimo

Local Sponsors

THE NUMBER of local sponsors a radio station has, often tells as well as anything else, how the station is regarded by the people most closely in contact with it. In 1948 a list of local sponsors showed that there were forty-four using CFNB regularly.

AT THE PRESENT TIME there are ninety local sponsors regularly on the air. Twenty-three of them were on the 1948 list. This growing use of CFNB by the local advertiser indicates that these people who are right on the spot have faith in the selling job CFNB can do for them.

WHY not see what CFNB can do for you?

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



New Brunswick's
 Most Listened-to
 Station

1923 Our Thirtieth Anniversary 1953

the reps. and stations with a similar problem, it was said.

The reps. called on the CAB to emphasize to stations that they should thoroughly investigate all accounts in the light of accepted standards in deciding whether advertisers were entitled to local rates.

The reps. viewed with concern a growing tendency for flash and spot announcement commercials coming from agencies to run overtime. Television was considered part of the cause, since a flash announcement on radio runs 15 seconds while on television the standard is 20 seconds.

A committee was named at this meeting to handle the association's newest project, the gathering of a series of testimonials from national and regional advertisers and agencies which had proof of the successful use of radio.



CKWX Manager Elphicke

opposition to control by the CBC and the denial of private networks and other matters considered essential to growth of private radio in the welfare of Canada.

Then, too, there was full and effective representation made on your behalf to the Board of Governors of the CBC with respect to the new regulations which have been proposed by the CBC.

It was through close co-operation and understanding exchange of opinions that a comprehensive brief was submitted to express the views of the private stations. It was a thorough job, and one that led to delay in making the proposed regulations effective.

The job now is for the CBC to revise the regulations and this will be done in consultation with the CAB on your behalf. There can be no forecast at the moment on the success of the joint effort, but one thing is certain . . . the CAB will be working on our behalf and no principles will be forsaken.

The basic freedom is the freedom of information. And we cannot have freedom of information while the government, directly or indirectly, hold authority over programs on radio broadcasting stations.

We have two television stations operating in Canada now, one in Montreal and one in Toronto. The CBC also has designated Vancouver,

Winnipeg, Ottawa and Halifax as other cities where it will establish television.

Government policy has also made it clear that there will be no private television stations licensed in areas where there are CBC television stations. Such a decision bars private television from six major Canadian cities and any other city which the CBC might decide to select for its TV operation.

The policy does two things. It builds a legislative fence around the major centres of population in Canada and it denies CBC service to smaller areas of population. And it denies the larger centres the services of private television stations and handicaps private TV in the smaller centres because the revenue is not available to finance a reasonably good TV service.

If freedom of information is to be established in all media in Canada, then there must be changes in the federal government's policy in relation to both radio and television. Unless this is done, Canadians will be denied the service to which they are entitled, and which private companies are prepared to give in both fields.

There have been some indications in Ottawa that the situation is finally being recognized by the government as a breach of democratic principle. If this is so, then there is great hope that both private radio and private television will at last be given a chance to perform services without the shackles of regulation that deny network and similar rights.

If these reports be true, freedom for radio and TV may be in sight.

Tell Us Another

We started broadcasting in 1945 and we had been on the air a year before Northways, a branch of the Toronto women's store, broke down and bought a few spots for their fur department.

We didn't blame them. Anyone can make a mistake. But shortly after they opened a baby department and went for a fifteen minute show a week for this. As if babies listened to commercials!

In 1947, we baited the hook with a women's commentary which we called — temptingly — Nora North. They bit — just for Easter. Guess they must have forgotten all about the darn thing though, because they've been sponsoring it ever since — just renewed for the seventh year.

Ask Horace Stovin about our 24,000 radio homes without a TV set to spoil their fun.

We did it to Northways. Maybe we can do it to you.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

VERBATIM

Freedom In Sight

Condensed from "Tiny" Elphicke's Valedictory Address as President of the British Columbia Association of Broadcasters at the Winter Conference held in the Empress Hotel, Victoria, February 12.

There have been several parliamentary committees in the last 15 years and there have been two Royal Commissions in the last 25 years.

The most recent Commission was the Royal Commission on National Development in the Arts, Letters and Sciences, and in its report, it recognized for the first time that private stations are essential to the broadcasting system in Canada. It recommended the CBC continue to have authority to regulate all radio and broadcasting stations in Canada. But never before had any Commission or committee recognized a fact accepted all across Canada, that private stations are essential to the broadcasting system in Canada.

This year, for the first time, the case of private radio and television was carried by representatives of your national association, the Canadian Association of Broadcasters, to the federal cabinet. There was a good discussion on the position of private radio and television and its

CKCV listeners have buying power

1000 WATTS 1280 K.C.

Representatives TORONTO-MONTREAL OMER BINAUD & Co. IN U.S.A. WEEB & CO.

CKCV

QUEBEC CITY

We don't sell Time



WE SELL

RESULTS

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



SPRING FOR Y

• Here's a stimulating valuable "spring tonic" of top talent and outstanding productions that will add sparkle and fresh new life to your schedule.

Here are just a few of the many talents we will bring to your station when you subscribe.

Humphrey Bogart
 Lauren Bacall
 Jeff Chandler
 Lucille Manners
 Glenn Miller
 Ann Sothorn
 Ronald Coleman
 Vincent Price
 Kenny Baker
 Ava Gardener
 Celeste Holm

Peter Lawford
 Lucille Ball
 Francis X. Bushman
 Lionel Barrymore
 Freddie Martin
 Eddy Arnold
 Adolph Menjou
 Mickey Rooney
 Dorothy Kirsten
 Jose Ferrer
 Rosemary Clooney

Re
 Patr
 Debo
 Herber
 Charles
 Frank Pa
 John Nesk
 Orson Well
 Clive Brook
 Frank Lovejoy
 Lew Parker

ALL-CANADA RADIO

VANCOUVER

CALGARY

WI

TONIC UR STATION!

Way to keep dials tuned to your station
Build up a schedule featuring The Big
in Radio!

- All-Canada places at your finger tips a roster of top ranking shows and big name stars! Build a powerful schedule of showmanship and salesmanship for your station with All-Canada programs.

and celebrities you can
Canada productions.

- Jim Ameche
- Robert Taylor
- Hurd Hatfield
- Parker Fennelly
- Raymond Massey
- Barbara Stanwyck
- Bela Lugosi
- Verett Sloane
- Palmer

Let ALL-CANADA assist
you with
better programming

Top productions and big stars bring business.
Don't forget to ask about All-Canada's new
sales and programming plan.

Call your ALL-CANADA MAN today.
Ask about All-Canada's dynamic
1953 "Sales Plan".

CILITIES LIMITED

TORONTO

MONTREAL

GREATER OTTAWA

is

42%

FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

Studios — 121 Notre Dame St., Hull, Quebec

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

*Over 100,000 French-speaking Canadians.

PROGRAMS

Liven B.C. Electorate By Airing Sessions

Victoria.—A quickening of interest in the conduct of public affairs would result from broadcast of some debates from the provincial Legislature, a delegation from the B.C. Trades and Labor Congress told the cabinet on the eve of the new session.

R. K. Gervin, secretary of the Congress, said that such a scheme had been used successfully in New Zealand.

"We realize," he said, "that a complete verbatim Hansard would be costly, but perhaps a less complete record of limited broadcasting of some debates, which has been tried with success in New Zealand and elsewhere, may be practical from a point of view of expense."

Gervin complained that "at present press and radio provide at best sketchy, and at worst, as we are sure members of the cabinet will agree, distorted if not inaccurate reporting of debates."

The Vancouver Daily Province immediately warned editorially that "if legislators go on the air they will be battling some stiff and expert competition."

The paper said it would be difficult to broadcast certain parts of proceedings. "Such selective broadcasts would find each individual in every party scheming his way into time on the air. We cannot see how this would promote efficiency and dispatch in the conduct of public business."



—Photo by Gilbert Milne.

RADIO ROW REALLY TURNED IT ON for MGM singing star Joni James when she was in Toronto, January 29, attending a special disc jockey lunch staged by Quality Records. Here she is being fed some cake by CJBC's Dick McDougall. In the background, from left to right, are: CKEY's Stu Kenney; a faint glimmer of Bruce Smith, CJBC; Len Rowcliffe, CKFH; Frank Kirton of Quality Records; Harvey Dobbs, CHUM; and Ken Dalziel, CBC producer.

But the greatest handicap, the paper said, would be that the average member is not a trained radio speaker. While he might make an honest, intelligent speech on a subject he understood, "when all his faltering, bumbling and slips are reproduced fully and accurately it may sound pretty awful to his radio listeners."

The Province added that "from the substance and manner of delivery of a good many parliamentary speeches we would judge that the politicians are lucky that the folks at home do not hear every last word. And if they could hear them we do not think they would keep the radio on."

AIR MAYOR

Nanaimo. — Mayor George Muir, who feels his city is growing to the proportions of a Big Town, does a "Mayor LaGuardia" every Wednesday evening at 8.45, in reporting on civic affairs over CHUB.

Chuck Rudd, manager of the station, gives him the time. Other civic officials will participate with the mayor, who feels the broadcasts will give residents the basis for proposals and criticisms of his administration.

AM OR FM

"You're on the air to stay"

with MACHLETT TUBES

Machlett broadcast tubes are designed to serve all broadcasters—AM, FM and TV... and to provide reliable, low-cost operation at all power levels.

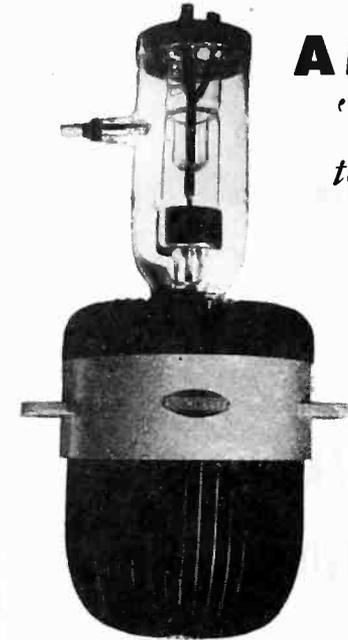
OVER 50 YEARS SPECIALIZING IN TUBE MANUFACTURE EXCLUSIVELY

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.
BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Advertising Department
Dominion Sound Equipments Limited
4040 St. Catherine St. West, Montreal, Que.

DS-53-19



Please forward data

NAME
COMPANY
ADDRESS
CITY

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

DAYTIME		
English		
Ma Perkins	17.8	+1.1
Pepper Young's Family	17.0	+1.0
Road of Life	15.5	+1.0
Happy Gang	15.2	+ .7
Right to Happiness	14.8	+ .7
Happy Gang	14.7	+ .2
Life Can Be Beautiful	14.4	+ .4
Laura Limited	14.2	+ .6
Aunt Lucy	14.1	+ .5
Rosemary	13.0	new
French		
Jeunesse Doree	31.9	+1.0
Rue Principale	30.4	+1.9
Les Joyeux Troubadours	29.3	+3.1
Je Vous ai Tant Aime	26.2	+1.4
Vies de Femmes	26.2	+3.0
Francine Louvain	26.0	+3.4
Estelle Leblanc vous		
Propose	25.4	+3.2
Grande Soeur	24.3	+2.5
Tante Lucie	21.0	+1.4
Quelles Nouvelles	21.0	+2.9
EVENING		
English		
Edgar Bergen Show	33.2	+2.3
Amos 'n' Andy	31.8	+2.4
Lux Radio Theatre	30.1	+3.3
Our Miss Brooks	28.9	+ .8
Your Host	21.0	+1.2
Great Gildersleeve	20.8	+ .6
Take A Chance*	19.6	+ .5
Ford Theatre	19.4	+2.1
Wayne & Shuster	18.8	+1.4
I Was a Communist for the F.B.I.*	18.7	+1.3
French		
Un Homme et Son Peche	35.1	-1.1
Radio Carabin	34.2	+4.4
Chanson de L'escadrille	27.1	+1.2
Metropole	26.2	-2.7
Joue Double	25.5	+3.4
Le Survenant	24.7	+4.6
Cure de Village	24.4	+2.5
Memoirs du Dr. Lambert	23.9	+4.0
Tambour Battant	23.3	-1.3
Banco Banco	21.3	- .5

1953 will be Banner Year

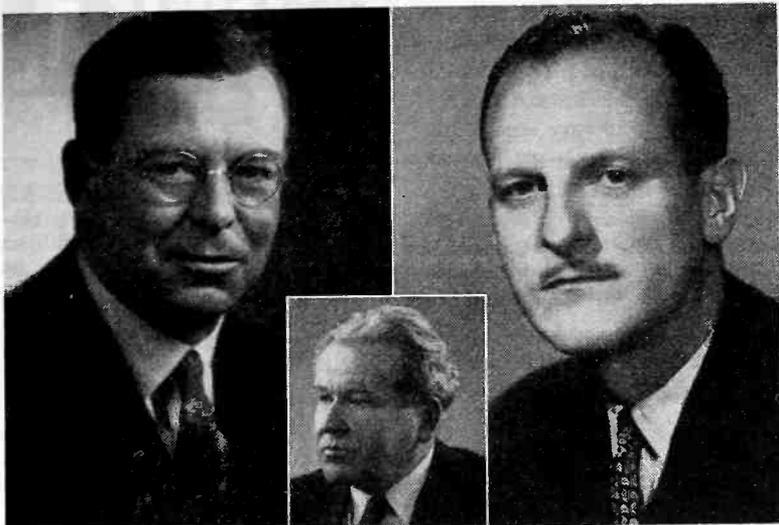
Prince Albert, Jan. 29— Building in Prince Albert in 1953 now may top the \$5,000,000 mark, it was revealed today.

Proposed construction by Prefabricated Buildings Limited and the Veterans' Land Act indicated an almost \$1,000,000 boost to the earlier estimate by city engineer Junius Jons-son of a record \$4,000,000.

PLACE THOSE 1953 CAMPAIGNS IN THIS GROWING MARKET. SEE THE ALL-CANADA MAN FOR THE TECH-NICOLOR STORY. . .

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

Jennings Tops CBC Promotions



JENNINGS

DILWORTH

OUIMET

Toronto—Charles Jennings, Marcel Ouimet and Ira Dilworth were all moved into higher executive positions in the CBC earlier this month, according to an announcement by the Corporation's recently-appointed general manager, J. Alphonse Ouimet.

Jennings, formerly assistant director general of programs, took over as director of programs, filling a post left vacant when Ernest Bushnell was named assistant general manager of the CBC two months ago. Marcel Ouimet became assistant director of programs, leaving his former post of French network director. Dilworth now directs the CBC in the Ontario region, as well as continuing temporarily as director of program planning and production.

The new director for CBC in Quebec is Rene P. Landry. He is succeeded as director of personnel and administrative services by Marcel Carter, former assistant to the general manager.

At 43, Jennings is one of the youngest of the "old men" of radio. He started as an announcer with the Gooderham & Worts Toronto station, CKGW, becoming the first man to air a commercial network broadcast in Canada with Trans-Canada Broadcast Company. He was a free-lance announcer until 1933 when he joined the Canadian Radio Broadcasting Commission as chief announcer and stayed on when it was changed to the CBC.

Marcel Ouimet, 38, joined the CBC

as a bilingual announcer in 1939 after a stint as reported with the Ottawa newspaper, *Le Droit*. He was named senior news editor for CBC Montreal in 1940, and later toured Europe, both during the war and after, as a special correspondent reporting from the war front, peace conferences and United Nations.

Dilworth, former general supervisor of the International Service of the CBC, joined the Corporation in 1938 as regional representative in British Columbia where he remained until 1947. During this same period Dilworth was also manager of CBR, Vancouver.

You can't cover Simcoe County without CKBB
BARRIE
 REPS—PAUL MULVIHILL RADIO TIME SALES ADAM YOUNG TORONTO MONTREAL U S A



Portrait of the man who



... he didn't think any advertising had that much pull. Understocked !!!

Now, all our advertisers know that CFAC listeners do buy. We think it's because the programs are planned on a basis to induce the audience to really listen to the entertainment and your advertising message. In addition, the ELLIOTT-HAYNES Report shows that almost double the number of Calgarians listen

to CFAC in preference to any other station.

Just read the latest figures in the box:

Current Survey Shows:

	Program Rating	% of Listeners
CFAC	19.7	46.1
Station #2	10.9	25.1
Station #3	10.9	25.0

Average rating from 6 p.m. till 10 p.m. Sunday thru Saturday (ELLIOTT-HAYNES Nighttime Survey) January 1953

Calgary's **CFAC** 960 KC

Start to reach the people who listen to your advertising... they're the people who buy. Phone your All-Canada Man for full information on CFAC.

Wanted—a RADIO COMMERCIAL WRITER

Leading international Agency has opening for a top-flight radio commercial writer in Toronto office. An extensive background of radio, plus creative ability and good practical sales sense is required to produce for the important national accounts and programs involved.

For the right man (or woman) there is an opportunity to become associated with a leading Agency; excellent working conditions and Company benefits prevail.

Interested writers are requested to give background details of experience in first letter which will be held in confidence. No enquiries will be made without approval of respondents.

Box A-154

C B & T, 163 1/2 Church St. - Toronto

in Canada it's

MONTREAL

When you take an area populated with 1,373,600 people and where total retail sales in 1952 were \$1,334,282,000 and you top all that with the fact that there are 98.2% radio homes in that area **YOU HAVE A MAMMOTH MARKET** that can mean only one place — **MONTREAL ISLAND!**

in Montreal it's

CFQC

ABC
and
DOMINION
NETWORK
AFFILIATE

★
REPS:
ALL-CANADA
Canada
WEED & CO.
U.S.A.

Canada's first station Canada's finest station **CFQC REACHES OUT AND BEYOND** giving you complete blanket coverage of this **NUMBER 1 SPOT plus bonus markets of more than a score of rich surrounding counties!**

CAB Counsel Resigns

Joseph Sedgwick, Q.C., for many years general counsel for the Canadian Association of Broadcasters, has tendered his resignation to the board of directors, who have accepted it.

Sedgwick feels that the board has proceeded without his advice and has kept him in the dark on several matters, such as the Massey Commission, matters connected with the copyright struggle and CBC regulations. The board has expressed its opinion that these affairs are only the concern of counsel when a legal opinion is required.

Sedgwick expressed objection to legal matters being placed in the hands of other counsel without his being consulted. The board pointed out that other counsel were specialists in such matters as copyrights, and that Guy Roberge has been retained only as counsel for matters concerning the French language stations.

Malcolm Neill, chairman of the CAB board of directors, stated in a letter to members that "recent sentiment has been more inclined to retention of specific (legal) services for specific purposes as required, and that therefore no replacement in the position of general counsel is contemplated. . . ."

Sedgwick will attend the CAB conference in Montreal next month as a delegate for one of the stations in which he has a financial interest.



KANADIAN KULTUR

In deference to those who feel that only Canadian art is culture, the Gilbert & Sullivan operetta will in future be broadcast as HMCS Pinafore.

FRIENDLY BORDER

Dear Dick: I just want you to know we think of you often, discuss you a very great deal, and never come to any positive conclusion other than — faithfully yours,

— Alex Sherwood

CAN'T WIN

I'd appreciate the probable cigarette tax reduction a lot more if I hadn't quit smoking.

PUBLISHING PROBLEM

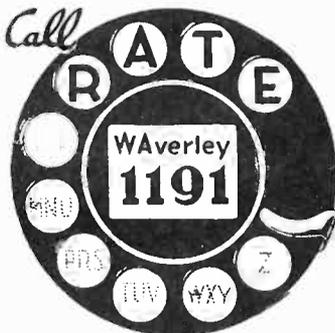
What with the abolition of listener license fees, and that independent regulatory body perhaps maybe sometime, any time now we're liable to be looking for new hells to raise.

PLATITUDIANA

Booms are swell — if they don't go boom.

HAPPY ENDING

And then they got married and lived in complete and happy harmony ever after.



FOR THESE ARTISTS

- DAVIES, Joy
- DENNIS, Laddie
- EASTON, Richard
- FIRTH, Diane
- FRID, John
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RALSTON, Derek
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service
at
Radio Artists Telephone
Exchange

TABLE D'HOTE

Now that my trips to the two coasts are over, I am looking forward to returning to Toronto for a good feed of sea-food.

SALES PROMOTION

Are you getting a good share of national business? For \$100, established sales rep will make your station a pitch which you can show present rep to goad him into greater effort. Our stations know of this offer.

TRI-LINGUALISM

Broadcasters are advised to brush up on three languages they will hear at the Montreal Conference — English, French and United States.

With Love . . .



. . . to the sponsors!

CFQC entertained newscast and sportscast sponsors at a dinner held in honor of the CFQC newservice. The purpose of the dinner was to introduce the sponsors to the men who broadcast for them, and who recently won for them a distinguished achievement award for radio news. (By the way, the newsmen sat at the head table, the sponsors in the crowd).

SELL WITH THE BEST



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

CANADIAN TELESCREEN

Vol. 6, No. 4

TV and Screen Supplement

February 18th, 1953

CBC Pushes Million Dollar B.C. Plans

Vancouver. — Plans for a \$1,000,000 TV studio and transmitter development have been announced by the CBC here, including two buildings downtown and a transmitter on the North Shore mountain.

Regional director Kenneth Cagle said everything now depended on how fast the equipment could be obtained.

F. B. C. Hilton, regional engineer, said he believed the CBC-TV signal would reach the east coast of Vancouver Island as far north as Comox, as well as Nanaimo and Victoria, and would put a strong signal at least to Chilliwack in the Fraser Valley.

The two buildings which CBC is taking over are only two blocks from present studios in Hotel Vancouver.

The transmitter site, 1400 feet above the harbor across from downtown Vancouver, will carry a 270 foot tower, putting the transmitting aerial three times as high as the Toronto transmitter.

Signal from the transmitter, CBC engineers said, would be strong enough so that high, complex antennae would be unnecessary on receivers in the city. As much as \$100 could be saved on installing sets not intended to pull in U.S. stations.

Channel on which CBC-TV here will operate has not been decided. Channels 6, 8, 10, 14, 30 and 36 are available for the Vancouver-New Westminster area, the latter three in the ultra-high frequency band.

A site which CBC originally proposed to use on the North Shore was abandoned when residents of the area complained.

Even the *Vancouver Sun*, which has consistently attacked CBC policy on television, commented: "The CBC is to be congratulated on finally formulating complete plans to give Vancouver TV this year." The paper added that now TV was coming here the CBC should allow a private station to go on the air.

"Two stations in free competition would create a real TV boom which would bring the CBC thousands of viewers it may otherwise wait

years to get," the *Sun* said. "Many prospective viewers will hesitate, despite the saving installing receivers, if they're confined to one local station.

"Excellent as CBC-TV may be, it can't please everyone all the time. A second station, however, would double the incentive to install TV. Increased set sales would help cut Canadian production costs and put TV within the financial reach of thousands more citizens.

"Two local stations would foster—far more than a single CBC station—the CBC's professed ambition to keep as many Canadians as possible on largely Canadian TV fare."

WANT TV AND PRIVACY TOO

The CBC, with its plans for a TV station for this area finally reaching the point of actually selecting studio and transmitter locations, has run into spirited opposition from residents near the proposed transmitter site in North Vancouver.

The corporation is being blamed in advance, by nearby householders, for just about anything that could happen by design or act of the Almighty.

Complaints ran something like this:

The CBC never had the courtesy to interview nearby residents to canvass their feelings;

Property values would decrease with consequent loss of taxes to the municipality;

The pure water enjoyed in that area would be destroyed by the activity around the transmitter;

Increased activity during construction would increase the forest fire hazard on the north shore mountain;

"Tranquility", which residents now enjoy and for which they bought land there originally, would be destroyed.

"This could mean anything," one incensed householder cried, "What's to stop further re-zoning for somebody to build a sawmill?"

The CBC, which at last reports had no plans for a sawmill, is considering the objections.

VIEWING UP BUT CBC SHARE DOWN

Toronto. — While the television sets-in-use index continued to go up last month, the CBC's share of the television audience in this city dropped, according to the January Telerating report of Elliott-Haynes Ltd.

The average sets-in-use index for January was listed at 82.2 per cent, and reveals an increase of 1.9 per cent over the previous month, the smallest gain since October. Sets-in-use figures ranged from a low of 65.6 per cent during an early evening time segment to 91.6 per cent during a period around 9 p.m. on Sunday evening.

Average share-of-audience figures for CBLT here and WBEN-TV, Buffalo were respectively, 21.5 per cent and 78.5 per cent. This was a change in favor of the Buffalo station of 1.4 per cent, and was the first rated period for the station's increased power and new tower.

Teleratings by Elliott-Haynes Ltd. were reported for the first time in the Montreal area. The report states that virtually all listening is to the CBC's outlet there, CBFT, since there is only spotty and unreliable reception from the closest U.S. stations. Measuring viewing for the period from 8 p.m. to 10 p.m., the report shows the average sets-in-use figure was 47.2 per cent.

How They Stand - TV

The following appeared in the current Elliott-Haynes Teleratings as the top television programs based on coincidental surveys in the Toronto, Hamilton and Niagara areas.

Program	E-H Telerating
Imperial Oil Hockey	51.6
Big Revue	31.6
Sport Film	23.1
Victory At Sea	19.9
March of Time	19.8
Tales of Adventure	19.0
John Kieran's Kaleidoscope	18.1
Scotland Yard	18.0

Program	E-H Telerating
Imperial Oil Hockey	68.9
French Quiz	53.0
Big Revue	52.4
Le Nez de Cleopatre	52.4
CGE Leslie Bell Singers	49.5
The Barrets of Wimpole Street	49.4

Program	E-H Telerating
Philco TV Playhouse	80.8
Fatima Cigarette's Dragnet	78.1
Ford Theatre	75.9
Colgate Comedy Hour	75.8
Armstrong Circle Theatre	75.5
Philip Morris I Love Lucy	74.7
P & G's Fireside Theatre	74.4

BIGGER MAGNIFIER

London.—A new 40-inch telephoto lens for a television camera, which the BBC says can "show up a fly on a man's nose from half a mile away," will be used in televising the Coronation procession. The long-focus lens was designed by a London company of optical engineers, J. H. Dallmeyer Ltd., for Marconi Ltd., for loan to the BBC.

DID YOU KNOW THAT

CKCL has raised over \$17,000.00 for the Canadian March of Dimes in a total of 21 hours' broadcasting during 4 campaigns.

In the current campaign, we raised \$4,000.00 in 6 hours and, during this period, received 1909 telephone pledges, 1,200 in the first two hours. This loyal responsive audience is available for your advertising message.

Telephone today to Omer Renaud & Company, Montreal and Toronto.

CKCL
TRURO, NOVA SCOTIA



SASKATCHEWAN

IN 1953

Estimated Wheat Acreage will exceed the 16,400,000 acres seeded in 1952. Are YOU selling in the Wheat Belt? Get on the WHEAT BELT STATION now!



CKCK REGINA

Representatives: All-Canada Radio Facilities

A Weekly BBM of 74,310

gives

CJBR

Rimouski

The Largest French-Language
Potential Coverage in Canada
after Montreal and
Quebec City

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR

RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION

BUY LEAST POSSIBLE GEAR FOR TV—BUT DO IT NOW

Getting into television with just the barest possible equipment, not including a camera, will cost between \$100,000 to \$200,000, according to Spence Caldwell, president of the radio and television program company that bears his name. He was speaking to the Atlantic Association of Broadcasters at their convention in Amherst, N.S., last month.

You can get along quite well without a camera chain, which costs about \$25,000, he said, and you can add to this saving, the cost of lights, properties and camera crew. He reminded the broadcasters that in Canada, in contrast to the States, you can't pay for your camera equipment by selling the ball games to the brewery.

"Without a camera," he went on, "you can run kinescopes from the CBC and (he hoped) bring in US network shows." His office, incidentally, handles Westinghouse's *Studio 1*, the first US network TV show to be brought into Canada.

"You'll love the lousy old films," he said, "when you open up your own station." News shows — big shows — are being produced by hundreds of production houses, he told them. National commercials are supplied on film or slides, he went on, and no one ever asks a local station to do a national spot live. "If you want to do a local show without a studio camera, take your 16mm movie camera and make a film of the mayor right away," he said. He told them that local commercials are made on 2 x 2 inch slides with art work and photographs and a voice heard behind them.

room and a 35 mm camera for 2 x 2 slides.

"Think about how much your equipment will cost in terms of the minimum amount you will have to buy", he said. "Don't decide to wait. Maybe your competitor or the government won't."

He told the meeting that to start with they could put up a short mast right alongside their present AM studios, and house their transmitters inside. "Eventually you will have to move your mast out to a high ground site", he said, "so if you can find a high location with power available, buy it before someone else does." This step would entail considerable extra overhead, he said, including double the staff to say nothing of coaxial cable or microwave relay.

"You don't need expensive programs to start with," he went on. "They're even selling the test pattern in some U.S. stations, and in the early days you can build up a huge audience with a cowboy singing for three hours." You can get material on film free from manufacturers, such as General Electric's "Story of TV". G.E. has a catalogue of films they are willing to loan, he said. He also mentioned the film made by the Aluminum Company dealing with their development at Kitimat, B.C. He went on to draw attention to the fact that there is a reasonable amount of material available at reasonable prices from the National Film Board, as well as programs which which will certainly be sent out by the CBC. Also, he said, films can be and frequently are repeated.

3-DIMENSION TV

New York. — In addition to experimentation with color television, search for a method of broadcasting three-dimensional television in black-and-white and color is being undertaken by many U.S. electronic manufacturers. One, RCA, actually had a workable system in monochrome and color as early as December of 1945, but which required the viewer to wear polaroid glasses.

Opinion within the industry concedes that it will be some years before either or both these developments will be ready for commercial use. Some say color TV is about seven years away; three-dimension viewing could be sooner or later.

Caldwell called on broadcasters who want to get into TV when licenses are available to file their applications right away, start setting aside money for the preliminary expenses which are considerable, talk to architects and engineers, read magazines and books and write manufacturers for literature and quotations. He advised them to lose no time in getting those members of their radio station staffs they propose using in the new venture interested in TV. Anyone interested in photography should be recruited right away, he said, and suggested the immediate purchase of 16 mm camera equipment, as well as a dark-

CKSF



IT'S OUR EIGHTH BIRTHDAY February 15

And we want to mark it with a sincere word of thanks to our many friends in the national advertising field who have helped us stake our claim to the title of

"Canada's Biggest Little Station"

CKSF AND CKSF-FM CORNWALL - ONT.

"The Seaway City"

National Representatives:

Horace N. Stovin Ltd. (Canada); Joseph Hershey MacGillivra (U.S.A.)

The spotlight is on Sarnia

CANADA'S FASTEST GROWING MARKET



INDUSTRY ON THE MOVE

Forty-six heavy industries in Sarnia employ over seven thousand workers — an increase of 153 per cent over 1939. And these radio-minded people earn twenty million dollars a year. Sarnia is truly one of the fastest-growing cities in Canada.

Reps: Mulvihill in Toronto
N.B.S. in Montreal
Donald Cooke in U.S.A.

CHOK

SARNIA ONT.

Sponsors Import Two U.S. Shows

Toronto. — The *Henry Aldrich Show*, sponsored by Campbell Soup Co. Ltd., became the second American commercial television production to be aired by the CBC under recent agreement between CBC and the four U.S. television networks. It had its premiere Canadian telecast last Friday (Feb. 13).

Number three will be *Goodyear TV Playhouse* which will be sent out from both Canadian TV stations every other week beginning March 1.

Both programs are produced in New York and aired live; are sponsored in the U.S. by the parent companies of the Canadian sponsors; and will travel over the newly-opened micro-wave relay link of the Bell Telephone Company from Buffalo to Toronto. Unlike *Henry Aldrich Show*, the *Goodyear* program is currently being aired over WBEN-TV, Buffalo, simultaneous with its Toronto broadcasting.

Commercials for the *Goodyear* show in this country will be prepared by the agency, Young & Rubicam Ltd., with technical direction handled by S. W. Caldwell Ltd. Actor-announcers to appear in the commercials are being screened but final decisions have yet to be made.

TV Playhouse is sponsored on alternate weeks in the U.S. by Philco Corporation. Its Canadian subsidiary voiced interest in importing the program last September before the importation ban was imposed.

For the time being the entire *Henry Aldrich Show*, including commercial content will be brought in on the micro-wave. Spokesmen for Campbell Soup Company here hinted that in the future this may be changed and live commercials with Canadian performers will be produced here.

Both *Goodyear Tire & Rubber Company* and *Campbell Soup Company* are completing, with the importation of these shows, plans that were originally announced last August prior to the opening of the CBC's stations.

Press Doubts TV Prophecy

Vancouver. — At least one private TV station, as well as a CBC outlet, will be operating here by August, according to federal MP Arthur Laing, in a speech to the Vancouver South Liberal Association.

He said that while people "resented the air of prohibition" attached to the

CBC principle of putting government TV ahead of independent operations, he believed the Corporation's policy was not so rigid that it could not be altered.

"We may expect CBC TV broadcasting in Vancouver by August of this year," he said. "At least one private TV outlet will be authorized then if not before."

The *Vancouver Sun*, long a vigorous critic of CBC television policy, agreed editorially with Laing, but commented:

"Arthur Laing's forecast of CBC television in Vancouver by August and a private TV station here soon after is perhaps too optimistic.

"But Mr. Laing and his fellow Liberals can make sure both types of TV aren't delayed too long beyond August.

"They can insist when Commons sessions resume shortly that the Liberal administration speed up CBC building plans and scrap the present government policy of restricting private stations to small centres where the CBC doesn't intend to operate."

The *Sun* added that "MP's should also tell the Liberal administration clearly and forcefully that Canada must have freely competitive TV. Control of private broadcasting must be taken out of the CBC's hands and given to an independent commission that would oversee the CBC TV as well as private stations."

Set Sales Soar

Toronto. — More television sets were sold in Canada during December than were sold during the first five months of 1952, according to the December report of the Radio-Television Manufacturers Association of Canada. December sales jumped to a record high of 27,102 as compared with a total of 25,016 for the months from January to May, bringing the total number of sets in Canada to 224,811.

At an average retail price of \$425.20 per set, December sales totalled \$11,524,010, slightly less than the five-month total of \$11,862,076. The lower figure reflects a drop in price from the January-May average of \$474.17 of \$48.97 per set.

The Toronto-Hamilton area now has 89,484 sets, or 39.9% of the total; Windsor has 51,278, or 22.8%; Montreal has 38,263 or 17%; the Niagara Peninsula has 31,593 or 14%; other areas account for 14,193 or 6.3%. These figures are only approximate as the RTMA report is based on wholesale sales data.



The station that tells them and sells them in this \$65,000,000 Oshawa market.

"IN THE HEART OF CANADA'S RICHEST MARKET"

Announcing . . .

*
the E-H TELERATING Service

Regular monthly surveys of television audiences in the Toronto-Hamilton-Niagara and Montreal areas.

●

write or phone
for subscription rates

Elliott-Haynes Limited

TORONTO
515 Broadview Ave.

MONTREAL
1500 St. Catherine St. West

* Registered Trade name of Elliott-Haynes Limited

PACE SETTERS

Fowlie Motors launch opening of new premises and '53 Chev., with CKXL P. J. McDonald (left), Sales Manager, Fowlie Motors; Stan Sparling (centre), M.C., Fowlie's radio program and Bruce Alloway, CKXL's General Sales Manager.

Mr. P. J. McDonald (inset), General Sales Manager of Fowlie Motor Sales Ltd., Calgary Chevrolet and Oldsmobile distributor says: "Last August, as a major advertising outlet, we started our *Especially for Dad radio program. Now we feel we are well established and credit our outstanding sales expansion to CKXL."

* Especially for Dad — MC'd by disc jockey Stan Sparling is heard Monday through Friday.
Fowlies occasionally supplement program with heavy spot schedules.

CALGARY

ALBERTA



VOCM

Listeners KNOW we're the FRIENDLY 590 station
Local VOCM sponsors show acceptance by contract renewals

- John Clouston Ltd. — renewed for 104 1/2-hrs.
- Browning Harvey Ltd. — renewed for 354 10-min. sportscasts.
- Geo. G. R. Parsons Ltd. — renewed for 312 1-min. spots.
- Mammy's Ltd. — renewed for 312 1/4-hrs.
- Gerald S. Doyle Ltd. — renewed for 312 1-min. spots.
- Laracy's Gift Shop — renewed for 156 1-min. spots.

The list of renewals continues month after month. Our best rating for local acceptance and effectiveness.



A Proven 'STOVIN STATION' — Repped By Adam Young Jr. in U.S.A.

VOCM ST. JOHN'S NFLD.

Be seeing you all . . . CAB Montreal

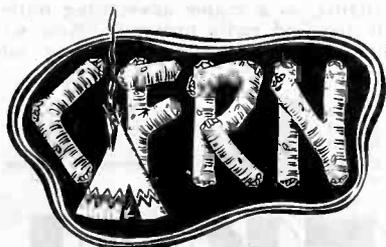
We deliver . . .

1,000 Contacts for 29 cents!

Basis: 1/4 hr. class "A" rate

Other major medium delivers 50 cents per 1,000
That's why

In Edmonton it's



RADIO REPRESENTATIVES LTD.
MONTREAL — TORONTO — WINNIPEG — VANCOUVER

Wants Government TV Restricted To Films

Vancouver.—The Canadian government should spend money now earmarked for TV on production of films for that medium, Bill Rea, owner of CKNW New Westminster told the Thetis Club here.

He said the National Film Board had experience in this type of production, and that American TV stations would use the films with consequent better understanding between Canada and the U.S.

If they were available free to sponsors, Rea said, 50 million U.S. viewers would see these Canadian films.

Rea also reiterated his stand that it is in the public interest for private operators to compete with government corporations, as in the case of TCA and CNR.

This principle, he said, should be extended to TV.

"Why should our government go into the advertising business?" he asked. "The government should get out of that business. Public effort should be directed instead to the production of at least two hours per day of truly Canadian programming on film."

Rea pointed out that despite the millions of public money spent by CBC-TV, 80% of Toronto viewers still tune Buffalo. "Now the corporation has started to import U.S. commercial programs in the hope of gaining more than 20% of the Toronto audience. The talk of developing Canadian talent has proved idle."

New Role For FX

New York. — Facsimile, the electronic industry's neglected child, was crying for attention here last month as an agreement between NBC and International News Photos put it to work.

On equipment developed especially for this application, news pictures were being fed from the main studio of INS-INP to NBC-TV's newsroom for use on the early morning *Today* program to save time. The system started last week and is expected to be only a beginning.

Compared with the leased-wire telephoto system, itself hailed as a miracle not too many years ago, facsimile is saving a lot of valuable minutes by cutting out some of the processes required in telephoto. And what NBC-TV's newsroom gets is a clearer, 8 by 10 inch picture.

The way two spokesmen for INS—general manager Seymour Berkson and assistant g.m. Charles Bauer — see the future is this: A photographer will shoot a news picture with a polaroid camera, have a positive print ready in one minute, rush it via telephoto to INS's central picture studio, from where it will travel by facsimile to all TV stations on the system. A news editor at a TV station is able to make an immediate decision about using the picture, because further processing is not required.

It is estimated such a service will be available in about a year.

CANADIANS ON U.S. TV

Vancouver. — The Bellingham, Wash., TV station, KVOS, will be on the air in two to four months, and will use Canadian talent to "quite

an extent," Rogan Jones, president of the station, announced. Jones said the station's TV licence had been received from the FCC, and that work will start immediately on a transmitter to operate on Channel 12.

The Bellingham station will be about 30 miles from Vancouver, and Jones expects it to put a satisfactory signal into this area. His is the 316th TV station authorized for the US and territories.

QUEBEC SCENES FOR U.S. SHOW

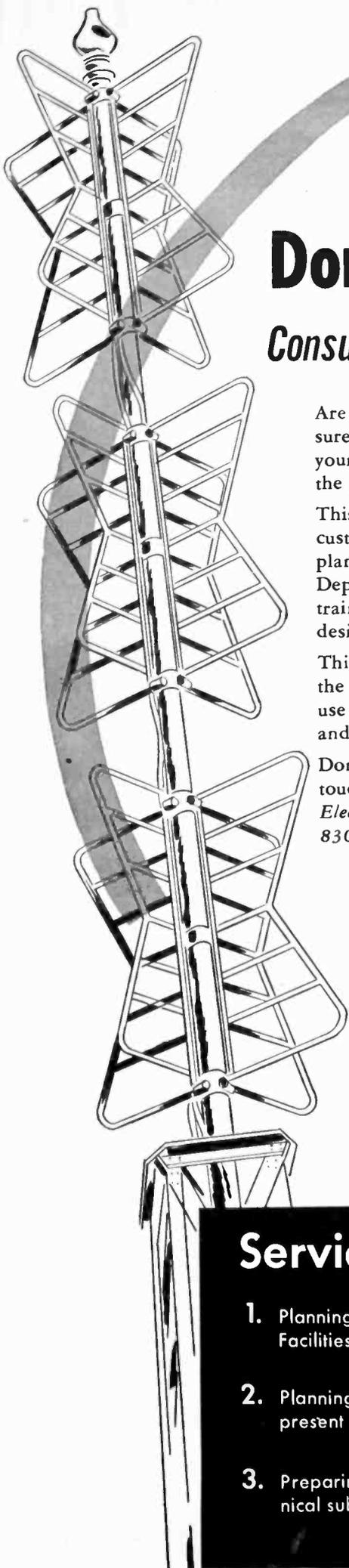
New York. — Quebec will provide the scenery for a forthcoming episode in the television series, *Vacationland America*, starring veteran NBC news announcer John Cameron Swayze and his family. Sponsored by the Fram Corp., the series begins on NBC-TV early in April. A crew from Robert Lawrence Productions, firm in charge of filming, arrived to shoot scenes in the Laurentians last week.

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

cjcs
SELLS
in
Stratford

TOP-DOG
ON THE COAST

"Top Dog is leading the field with one-third more listeners in wage-earner districts of Canada's 3rd market".



Don't risk inadequate planning

Consult our Systems and Field Engineering team

Are you planning new facilities or expansion in AM, FM or TV? Then make sure your complete job is engineered to assure success and maximum benefits for your investment. You will save time, money and worry—you'll be sure the job is done right if you use the C.G.E. Consulting Service.

This C.G.E. Systems and Field Engineering team is available to help our customers. Experienced Broadcast Engineers will guide and advise you in the planning of your facilities, will prepare and present your case to the Department of Transport, supervise construction, prove performance and help train your operating personnel. Your station will be planned and designed to give you optimum coverage for your location.

This service is as close to you as your telephone. Discuss your problem with the C.G.E. Field Representative closest to you. He will guide you in the use of this consulting service to establish operation geared to your needs and help to keep your station at peak performance on the air.

Don't risk inadequate planning! If you're considering new facilities get in touch with your C.G.E. Field Representative now, or write to *Electronic Equipment Department, Canadian General Electric Company Limited, 830 Lansdowne Avenue, Toronto, Ontario.*

GENERAL  ELECTRIC
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53-RT-5

Services to Broadcasters

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| 1. Planning New AM, FM or TV Facilities. | 4. Supervision of installation. |
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Broadcast • Television • Microwave • Mobile Radio • Electronic Tubes

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

“It’s the latest, fastest way to get places!”



THE most far-sighted business man, even 25 years ago, found the tremendous sales power of radio hard to conceive.

But today, it is an accepted fact that radio more than matches any other medium in delivering customers per dollar.

For example, Saturday nights an estimated 108,000 people listen to a sports broadcast* carried by CFRB. Who could have visualized an audience that size twenty-five years ago?

CFRB was the first to envisage the tremendous sales power of radio. Now, secure in the wisdom and 'know how' over 25 years of experience can bring, CFRB has the background and the foresight to help you sell.

What's your problem? Want to move more seed, livestock feed, radios, nylon hose? Call in a CFRB representative. Let him show you how radio can be your best salesman.

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



**N. H. L.
HOCKEY,
OF
COURSE!**

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

