

CANADIAN BROADCASTER

AND TELESCREEN

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Vol. 12, No. 8

TORONTO

April 15th, 1953



— photos by Peter Gordon

FOR THE SEVENTH SUCCESSIVE YEAR many of Canadian radio's artists and facilities joined with a number of stage performers and entertainers at Maple Leaf Gardens last month to produce a two-hour show to launch the annual Easter Seal campaign of the Ontario Society for Crippled Children. It was the second year that over a hundred radio stations across the country also carried the one-hour radio show in support of other provincial societies. Members of the three entertainment unions — Association of Canadian Radio & Television Artists, American Guild of Variety Artists and American Federation of Musicians — again offered their services for this annual radio event, along with countless members of the radio industry from stations and agencies, and "behind the scene" workers from Maple Leaf Gardens. Use of the building was donated by Gardens president Conn Smythe.

In the top photo above, Adele Evans (left), or "Aunt Susan" as she is known to the younger set through her CHUM broadcasts, enjoys counting with professional model May Burgess some of the money they helped to collect from a capacity audience attending the show. Total collections were over \$5,000. Below, from left to right, internationally-known comedian Victor Borge — now an NBC radio and TV star — discusses his phonetic punctuation machine with 11-year-old Beatrice Carroll, one of the many beneficiaries of

ACA AGENDA HAS TV TOP TOPIC

Toronto. — Advertising and merchandising in all media will be dealt with thoroughly during the three-and-a-half day annual convention of the Association of Canadian Advertisers to be held here in the Royal York Hotel beginning Tuesday, May 5. The 38th annual ACA meeting will include addresses by authorities in various phases of advertising, management, sales and distribution, as well as forums on television, market research, sales promotion displays and general discussion.

Following the official opening by ACA President Hedleigh T. Venning, vice-president in charge of sales for Shirriff's Limited, the meeting will get underway with the Tuesday luncheon at which Mrs. Jean Wade Rindlaub, vice-president of Batten, Barton, Durstine and Osborn, New York, will speak on *This Changing World*, particularly on how the changes affect women and merchandising.

The Tuesday afternoon session,

open only to ACA member delegates and invited agency guests, will feature three addresses on advertising. First, F. W. Mansfield will speak on the subject, *You Pay Money For Your Advertising But You Don't Know What You Get*. He is director of sales research for Sylvania Electric Products Inc., New York.

Wilf Sanders of Canadian Public Opinion Company, which conducts Gallup Poll in Canada, will follow with an address on *Advertising — A Study in Communication*, in which he will reveal the results of a recent survey on public attitudes toward advertising.

The Consumer Looks At Advertising is to be the address of Mrs. W. R. Walton, Jr., president of the Canadian Association of Consumers.

The Wednesday morning session, open only to ACA delegates, will be (Continued on page 3, col. 4)

BMI REPEATING PROGRAM CLINICS

Toronto. — A series of program clinics, to be sponsored by the various regional broadcasters' associations and administered by BMI Canada Ltd., will begin in Calgary at the Palliser Hotel on May 19.

Following the general plan of the first program clinic series staged last year, they will again be run in conjunction with clinics in the United States, where they are jointly supported by NARTB's Broadcast Advertising Bureau and Broadcast Music Incorporated.

Besides the Calgary meet, which is under the auspices of the Western Association of Broadcasters, one-day clinics will also be held in Regina at Hotel Saskatchewan on May 21, in Amherst at the Fort Cumberland Hotel on May 22, in Winnipeg at the Royal Alexandria Hotel on May 23, and in Vancouver at Hotel Vancouver on June 29.

It was announced that there will be a clinic held in Toronto although the date has yet to be set. It may be held late in June or early in the Fall.

The majority of speakers for the Canadian clinics will be from American stations and companies allied with broadcasting who will be taking part in U.S. clinics in regions neighbouring the Canadian centres.

A number of Canadian broadcasters will be taking part in some of the U.S. clinics. Jim Allard, Mengie Shulman, Larry Heywood and Sid Boyling will be featured speakers on three-clinic circuits in the U.S. Ralph Snelgrove, president of CKBB, Barrie, will be a speaker at Boise and Denver, and Maurice Finnerty, president of CKOK, Penticton, is expected to take part in meetings near the west coast.

Shulman, manager of VOCM, St. John's, will address three clinics in the New England states on *News Hits Hardest Close To Home*; Heywood, news director of CFAC, Calgary, will cover a mid-Western loop, speaking under the title, *I Have News For You—Local News*; Boyling, manager of CHAB, Moose Jaw, will speak on *Music For Both Rural and City Listeners*, beginning at Minneapolis.

Speakers at Canadian clinics have yet to be announced by BMI.

Managing attendance details for the Canadian clinics in the various regions are: Gordon Love, CFCN, Calgary; Hal Crittenden, CKCK, Regina; John Craig, CKX, Brandon, and Jack Blick, CJOB, Winnipeg, for the Winnipeg meet; Bill Rea, KKNW, New Westminster, for Vancouver; Fred Lynds, KKCW, Moncton, for Amherst; and Cliff Wingrove, CKTB, St. Catharines, for Toronto.

the Easter Seal campaign, and radio announcer Cy Mack, chairman of the Easter Seal radio committee. Produced by Esse W. Ljungh and Norman Hollingshead, the broadcast portion of the show included: music by Lucio Agostini and a CBC orchestra, Mart Kenney and his orchestra and the boy's choir from Oakville's Appleby College; Denny Vaughan, the Jack Allyson group, Chico Vallé, Ed McCurdy, Theresa Gray, Don Herron, Jane Mallet, Gord Tapp, Alec Reid, King Ganam, Bobby Gimby, Dorothy Dean, Norma Locke; and Bill Hewitt announcing and Mart Kenney Jr. leading the band to highlight the show's *Accent On Youth* theme.

Said the Alberta Easter Seal Committee: "It is not possible for us to say what radio support has meant to us in the Easter Seal campaign because it has, in our opinion, meant so much more than any other media that there is no basis for comparison. . . . All station managers, writers and announcers have gone all out to give us the backing we needed and it has brought results. . . . We are very appreciative."



“You mean I can reach
my customers wherever they are?”

EVEN the most discerning business men, 25 years ago, failed to comprehend the enormous sales that would result from radio advertising.

Today, radio's energetic, forceful salesmanship is acknowledged by everyone. Radio is the salesman that invades hundreds of thousands of homes all over the land. Radio is the salesman that never takes a holiday. Radio provides vivid, on-the-spot inducement that results in more sales, faster turnover and greater profits.

Take as an illustration, a favourite daily serial program* on CFRB. This particular show has a total potential audience of 618,000 radio homes. Twenty-five years ago, who could have imagined a potential like that!

CFRB was the first to foresee the tremendous sales power of radio. Now with over 25 years of experience to build on, CFRB has the background *and* the foresight to help today's shrewdest advertisers sell.

What's your problem? Want to move more jams, prams, togs for teens, window screens? Then call in a CFRB representative and let him show you how radio can be your best salesman.

*** MA PERKINS,
OF COURSE!
(daytime B.B.M.)**

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

CAB Member Stations

ATLANTIC (14)

CKBW	Bridgewater
CKNB	Campbellton
CFCY	Charlottetown
CFNB	Fredericton
CHNS	Halifax
CJCH	Halifax
CKCW	Moncton
CKMR	Newcastle
CHSJ	Saint John
CJON	St. Johns
VOCM	St. Johns
CJRW	Summerside
CKCL	Truro
CFAB	Windsor

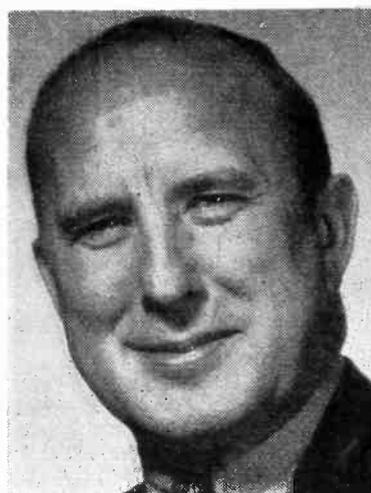
FRENCH LANGUAGE (24)

CHAD	Amos
CHFA	Edmonton
CHEF	Granby
CKCM	Hull
CKRS	Jonquiere
CKLS	LaSarre
CKBL	Matane
CHLP	Montreal
CKAC	Montreal
CHNC	New Carlisle
CHRC	Quebec
CKCV	Quebec
CJBR	Rimouski
CHRL	Roberval
CKRN	Rouyn
CKSM	Shawinigan Falls
CJSO	Sorel
CHGB	St. Anne de la Pocatiere
CHNO	Sudbury
CKLD	Thetford Mines
CFCL	Timmins
CKVD	Val D'Or
CFDA	Victoriaville
CKVM	Ville Marie

CENTRAL CANADA (38)

CKBB	Barrie
CJBQ	Belleville
CKPC	Brantford
CFJR	Brockville
CFCO	Chatham
CKSF	Cornwall
CKFI	Fort Frances
CKPR	Fort William
CJOY	Guelph
CKOC	Hamilton
CJSH-FM	Hamilton
CHML	Hamilton
CJRL	Kenora
CKWS	Kingston
CJKL	Kirkland Lake
CKCR	Kitchener
CFPL	London
CJAD	Montreal
CFCF	Montreal
CFCH	North Bay

What Price Radio?



C. W. CHAMBERLIN

Manager

Sales Promotion, Advertising
SHELL OIL COMPANY
of Canada Ltd.

Says:

"In four years our local news programmes have convinced us of the usefulness and economy of radio advertising. We use radio where the retail outlets agree about it and count these as some of the many benefits: big general audience coverage; solid continuity of daily broadcasting; the impact of local programming; seasonal flexibility of advertising; an ever ready local promotion weapon; good public relations support for dealers as an "additional service"; and low production cost.

"Radio advertising does a big job for Shell — this year we have scheduled over 6,000 programmes spread over nearly a score of the most important Canadian markets."

The

CANADIAN ASSOCIATION of BROADCASTERS

Representing 116 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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

CAB Member Stations

CENTRAL CANADA (38)

(Continued)

CFOR	Orillia
CKLB	Oshawa
CFOS	Owen Sound
CHOV	Pembroke
CHEX	Peterborough
CFPA	Port Arthur
CKTB	St. Catharines
CHLO	St. Thomas
CJIC	Sault Ste. Marie
CJCS	Stratford
CKSO	Sudbury
CKGB	Timmins
CFRB	Toronto
CHUM	Toronto
CKFH	Toronto
CKLW	Windsor
CKNX	Wingham
CKOX	Woodstock

PRAIRIES (23)

CKX	Brandon
CFAC	Calgary
CFCN	Calgary
CKXL	Calgary
CKDM	Dauphin
CFRN	Edmonton
CJCA	Edmonton
CFAR	Elin Flon
CFGP	Grande Prairie
CJOC	Lethbridge
CHAT	Medicine Hat
CHAB	Moose Jaw
CJNB	North Battleford
CKBI	Prince Albert
CKRD	Red Deer
CKCK	Regina
CKRM	Regina
CFQC	Saskatoon
CKOM	Saskatoon
CKRC	Winnipeg
CJOB	Winnipeg
CKY	Winnipeg
CJGX	Yorkton

PACIFIC (17)

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



Over the Desk

Now on a visit to my family in England, my first observation — I arrived only the day before yesterday at this writing — is on the politeness of everyone, especially policemen. I had always heard they would tell you the time if you asked them, but it goes deeper than that. Here's a frinstance.

The cops — excuse me, "bobbies" — just picked up a man for questioning. The suspect, who had been the object of a nation-wide man-hunt for several days, was apprehended by an officer six feet three in height, and having to his credit a long service medal, a good conduct medal and a commendation.

In the wee small hours of the morning, the officer saw a dishevelled-looking individual who resembled the description of the wanted man which he had taken down in his note book ("thinning hair, spectacles and an air of gentility"). He (the dishevelled one) was leaning on a railing on the banks of the Thames, watching some barges. As he turned to walk away, the P. C. barred his path and spoke these words: "Excuse me, but who are you?"

This recital is not intended as an excursion into criminology, particularly as perpetrated this far from home. After all, how about local talent and all that sort of thing? The point I am making is the politeness of the English policeman, even when taking in charge a suspect. "Excuse me, but who are you?" That's what the man said. Maybe he touched his cap. Possibly he saluted. I don't know. What I do know is that he said: "Excuse me, but who are you?" I am not suggesting that the trait is a good one or a bad one. I am just reciting the facts, one of which seems to be that there seems to be a general penchant for politeness — an extraordinary one by our North

American standards (or the lack of them) — which is at least worthy of observation.

One extremely noticeable practice is that of wishing people the time of day when you meet them, visit them or are visited by them. You just don't walk into a store and say: "Gimme a . . ." without a preliminary and cheerful "good morning", with — and get this because it is very important — a definite upward tilt to the "good". Neither do you take your seat at your desk without similarly greeting the characters who work alongside you.

It all seems to me to be in direct contrast to the announcer who came in to see me the other day and said: "I'm really in with the boss now". I asked him what made him feel this. He replied: "Why the other day, when he passed me on the stairs, he said 'good morning'."

The procedure of buying a package of cigarettes over here — this non-smoker has observed — entails an exchange of dialogue something like this:

CUSTOMER: Good morning.

CLERK: Good morning sir. Something for you?

CUSTOMER: A packet (not package) of Znrboxds please.

CLERK: Thank you (pronounced "Thank yoh", with the "yoh" tilted like the "good" in "good morning".)

CUSTOMER: (for no particular reason) Thank yoh.

CLERK: (reaches for desired weeds which he or she places on counter with another . . .) Thank yoh.

CUSTOMER: (tenders money and pockets smokes) Thank yoh.

CLERK: (ringing up sale and making change) Thank yoh.

CUSTOMER: (receiving change) Thank yoh.

CLERK: (with an air of "well that's over") Thank yoh.

CUSTOMER: (opening door and aiming a valedictory not at clerk) Thank yoh.

CLERK: (Reasonably convinced customer will shut door after him) Thank yoh.

PASSER-BY: (as customer meets him head on) Why in Hell don't you look where you're going? (I forgot to mention this Passer-by happens to be another visiting Canadian.)

Charlie Smith, of CKWX, is one broadcast engineer who has found that the ether can support more than radio waves. He is hoping it will continue to hold up the Cessna 140 aircraft which he regularly rents from Vancouver U-Fly for his jaunt around the Victoria-Prince George circuit. He is consulting engineer to stations at these points.

It's a long haul from Vancouver to these centres by other means of transportation and when Smith got particularly busy at Victoria, where he has been helping in the design and installation of new studios and equipment for CJVI, he decided to give up boats except when fishing.

Flying seemed to him like a good idea. Instructors said that the fastest way to learn was to live at the airport and give it all his time, so he did. It took three weeks — or 30 hours of solo and dual flying — for him to get his private pilot license, but he was soloing after six lessons.

Smith is so good now that he even trusts himself to tinker with his



flying machine and in the above photo he can be seen tuning up.

A U.S. concern is advertising flower pots in which you plant seedlings to start them inside the house. Then you transfer them to the garden, pots and all. The pots promptly disintegrate and stimulate the plants, being made of well rotted cow manure.

An American doctor has apparently conjured up a new kind of ache called "television neck". This consists of a common or garden stiff neck caused through viewers watching television in strained postures of the head and neck, often for long periods. According to this doctor's report the characteristics of this new ailment can be described as "measurably increased limitation in ranges of neck movement and pain or discomfort in the posterior (back of neck) region."

The British journal, *The Practitioner*, says: "The rapidly increasing extent to which television

is being adopted by British citizens may well produce a crop of such cases of "Television Torticollis", or stiff neck."

J. Stubbs Walker who writes in *The Daily Mail* and must read my mail suggests, as a means to avoid this complaint, placing the TV set so that the whole family can view without contortions; occasionally glancing round the room; "or, of course, by falling quietly asleep early in the program."

Our Vancouver scribe, Bob Francis, notes that spring and CBC television arrived there about the same time this year. Well, it was a touch of TV, at least.

"When gun dog retriever trials were staged at Pitt Meadows, in the Fraser Valley near here", he says, "a TV crew from CBC showed up to record the event on film for telecasting in Toronto". He didn't say whether any of the pooches had contracts or union cards, or are even Canadian talent.

And that cleans off the Desk for this issue. Buzz me if you hear anything, won't you. The number until April 25 is still Farnborough (Kent) 169.

ACA Agenda

(Continued from front page) given over to the Association's annual business meeting, including election of officers.

Speaking at the Wednesday luncheon will be O. E. Jones, executive vice-president in charge of advertising and merchandising for Swift & Company, Chicago, on a subject as (Continued on page 4)

We don't sell Time

WE SELL RESULTS

CKCW

MONCTON NEW BRUNSWICK

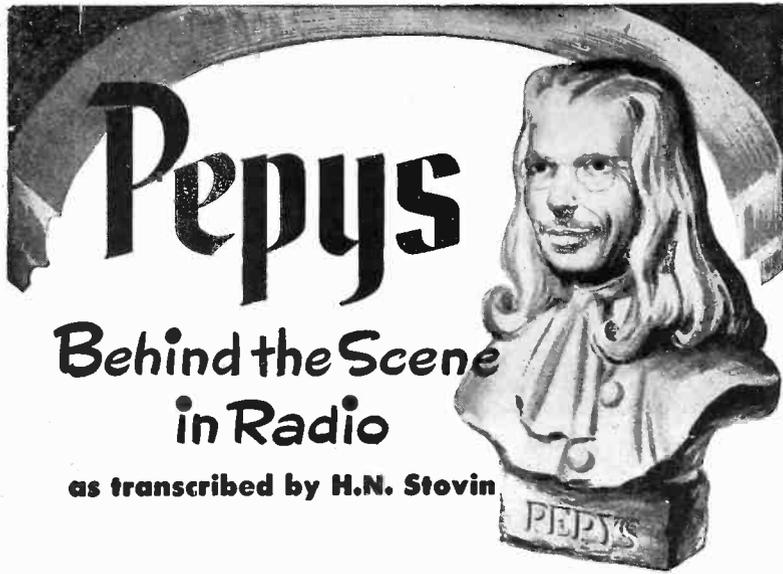
The Hub of the Maritimes

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

You can't cover Simcoe County without CKBB

BARRIE

REPS - PAUL MULVIHILL TORONTO MONTREAL U.S.A. ADAM YOUNG



"Did, in one of the coffee-houses, collect the truly Springtime quip about the lone baby chick looking around the electric incubator full of unhatched eggs and remarking 'It looks as if I'll be an only child — Mother's blown a fuse!' ● ● ● From CFOS Owen Sound this letter from Mrs. James Earl Reid of Louisa Street, Meaford, who won \$1150.00 — no less — on the Purity Birthday Party. 'I had just finished making two Raisin Pies with Purity Flour and was about to put them in the oven', writes Mrs. Reid, 'when I had so many telephone calls from friends who heard I'd won that I never got those pies in till noon!' The which does show how close is the hold this popular station has on its listeners, and also sets Pepys' mouth a-watering, for a home-made raisin pie is truly a succulent delight ● ● ● From CKSF Cornwall the word that Zeller's Chain Stores have used no less than 941 spot announcements to promote the sales of their wares during the past year, besides five hours of special events such as Christmas Eve, Mother's Day, and Easter. Pepys' congratulations to an enterprising Sponsor ● ● ● With 52,383 occupied farms buying an average of \$35 million a year of farm implements in Manitoba, more and more machinery companies now using CKY Winnipeg to reach and influence this rich market. Four of these are possibly the largest in the business — Minneapolis Moline, Caterpillar Tractor, Massey-Harris, and J. I. Case — all of whom use CKY to reach that proven audience ● ● ● Bill Hawkins' Playwriting Contest for residents of Grey and Bruce Counties arousing much interest, and a sweep of the Pepys' beaver for the enterprise show by CFOS in sponsoring this effort ● ● ● And so to exchange this quill for my baffy, cleek and feather-ball, which I do right gladly."

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

Member of Radio Station Representatives Association

ACA Agenda

(Continued from page 3)

yet undisclosed. Top management officials from ACA member companies will be guests at the head table.

Leading off the first open afternoon session will be Harry V. Roberts, assistant professor of statistics in the School of Business, University of Chicago. He will speak on *The Position of Research In Marketing*. The program for this session was arranged in co-operation with the Montreal Chapter of the American Marketing Association.

John S. Hawley, *Shakeproof, Inc., Elgin, Illinois*, will follow with a talk on *Introducing And Promoting New Products*.

Concluding the afternoon, George C. Stineback will speak on *Development Of New Distribution and Sales Promotion Methods*. He is manager of the Polyken Division of Bauer & Black, Chicago.

Thursday morning, John D. Campbell, general manager of the Appliance-Electronics Division of Canadian Westinghouse Co. Ltd., is scheduled to address delegates on *The Greatest Waste of All—Lack of Sales Planning In Advance of Production Planning*.

He will be followed by Ralph Smith, vice-president of Sullivan, Stauffer Colwell & Bales, Inc., New York, speaking on *Modern Trends In the Use of Premiums—How Leading Merchandisers Used Premiums In 1952*.

A forum on the discussion of direct mail advertising will feature Larry Chait, director of list research for Time, Life and Fortune and a vice-president of Direct-Mail Advertising Association, and Howard Mark, advertising manager of the Robert Simpson Co. Ltd., and also a v.p. of DMAA.

Members of the Advertising & Sales Club of Toronto will be special guests at the ACA's Thursday luncheon when E. H. Schell, professor of business and engineering administration of Massachusetts Institute of Technology, Boston, will speak on *Industrial Difficulties and Opportunities In a Changing World*.

The poster advertising session Thursday afternoon will be addressed first by John P. Cunningham, whose subject will be *Paper, Paste 'N Paint*. He is executive vice-president of Cunningham & Walsh, Inc., New York, president of the American Ad-

vertising Agency Association and a repeat performer at ACA since last year he revealed details of television as found in Cunningham & Walsh's Videotown surveys.

Arthur Dimond, advertising manager of H. J. Heinz Company, Pittsburgh, will speak on *Where The Advertising Investment Pays Off* at this session.

He will be followed by Mark Seelen, vice-president and art director of Outdoor Advertising Inc., New York, speaking on *Effective Poster Design*.

Friday, research and television day, will begin with a factual presentation on advertising research, entitled *Why Guess?*, on the Canadian Advertising Research Foundation. (Speaker unnamed at press time).

J. F. Devine, on the executive staff of Audit Bureau of Circulations, will show a 3-and-a-half minute sound motion picture film along with an address illustrated by colour slides. His talk: *Matching Media to Canada's Growing Markets*.

A three-member panel will discuss the Audit Bureau of Circulations from different points of view during the final part of this session, although individual speakers have not yet been announced. They will represent the advertising agency, the advertiser and publisher fields.

Leading off the TV session (there will be no official luncheon Friday) will be Reginald Clough of Tide Magazine, New York, speaking on *Television's Place In The Marketing Revolution*. In it he hopes to show how television is being used by major U.S. advertisers, the success they are having in relation to cost, and TV's future in the merchandising plan.

The concluding speaker — not revealed at press time but probably an American TV authority — will address delegates under the general heading of *The Evolution of TV Commercials*. It is expected this talk will deal primarily with the development of a commercial from original idea, through presentation of the audiovisual to the client for approval, to eventual sales results.

A feature of the convention, the Annual ACA Dinner, will be addressed by G. C. DuPre of Edmonton, a member of British Intelligence during the last war and now active in the Boy Scout movement here.

The annual gold and silver medals Awards of the ACA for outstanding contributions to advertising will be made



LASSO THE TERRIFIC NEWFOUNDLAND MARKET

- ★ Retail store sales up 53% over last year.
- ★ New car sales up 42% over last year.
- ★ The U.S. Army alone will spend one hundred million in Nfld. during 1953.

★ Textile plant — shoe factory — leather plant — light machine plant plus 4 other new plants schedule to open this year with thousands of new jobs —

CJON 5000 WATTS DAY & NIGHT



CANADIAN BROADCASTER AND TELESCREEN

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

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Let's Look At The Price Tags

While private enterprise has every reason to be encouraged by the fact that seven licenses have now been recommended to private concerns to operate TV stations, the battle is far from over.

In our issue of August 20, 1952, we pointed out, in an editorial entitled "Receivership for the CBC," that it was absolutely impossible from an economic standpoint for the government to set up a national system without help from business. Carrying on with the same thought we ran an article entitled "Calling the TV Four-Flush". We pointed out that the government's insistence that it was not going to let in the private interests until its CBC was functioning nationally was nothing but a terrific bluff. And now it has let these seven concerns get in.

The reason we say the battle is far from over is that to date licenses have only been issued, or promised, or recommended, or whatever the phraseology is, in areas where the CBC does not choose to run itself. In other words, as has been so frequently pointed out, where the field looks like a profitable one, the CBC will establish a station if it has not already done so. In other less populated centres, it will recommend, as it has done in the case of these seven applicants, that permission be granted to establish stations on a private enterprise basis, provided the stations will carry a considerable amount of CBC material, both commercial and sustaining, the former to be paid for on a nominal basis, comparable to the radio network system, and the latter presumably to come free.

It is our contention that by overloading the stations with culture they will be defeating their own object which is to get audience for Canadian talent, because such programs do not attract audience. But this is not the issue at the moment.

The point we want to stress is that so unsure is the CBC of its ability to attract any viewers at all, that it is clinging fast to its determination to keep competition out of its own preserves — Toronto, Montreal, Vancouver, Winnipeg, Ottawa and Halifax — and keeping out private enterprise because it knows it cannot hope to program against it. If condemning this policy as being undemocratic is tantamount to treason, as has been stated by the leader of the CCF, then bring on the headsman's block, the gallows or the firing squad, because there really is not very much reason to go on fighting.



"Yes, dear."

We're Only Asking

At this particular time, broadcasting — both radio and television — is occupying a very prominent place in the political arena. There always seems to be a certain amount of uncertainty under such circumstances as to just what is wanted by everyone concerned. As an outside but extremely interested observer, this paper would like the government to come up with answers — rational ones — to the following seven questions.

(1) What valid objection is there to the establishment of an independent regulatory body to preside over private and government broadcasting of radio and television? It works with air lines and railroads. Why not broadcasting?

(2) Granted that the people of Canada should have as much Canadian television fare as possible, granted even — for the purposes of this article — that only the CBC is capable of producing such programs, what possible objection could there be to private enterprise stations being permitted to establish, at no public expense, and to function in competition for viewers against the publicly-owned stations, in those large centres where the government is establishing its own stations.

(3) If the existence of private TV stations would deprive government stations of their audience, what hope could the government stations have of gaining a following, when their unpopular programs were the only inducement the people would have to invest in a TV set?

(4) What possible gain is there for the people of Canada in the government go-slow policy in the TV field at enormous expense to the public, when private interests would willingly go all-out to give

Canada a service right away, at not one single cent of expense?

(5) Whether American programs are broadcast on Canadian TV stations or not, the majority of Canadians prefer American shows, both radio and TV, in those places where they are available. Many Canadian produced programs are already losing audience to U.S. stations. How would an increase in the number of Canadian shows wean away listeners and lookers from the programs they prefer?

(6) Are radio and TV programs presented by the CBC for the benefit of the audience or of the performers?

(7) Is our government really sincere in its desire to furnish the people of Canada with better broadcasts, by AM and TV? Or does it view the two media as extremely valuable instruments for the dissemination of its own propaganda, instruments it is fearful to lose lest it lose its seats?

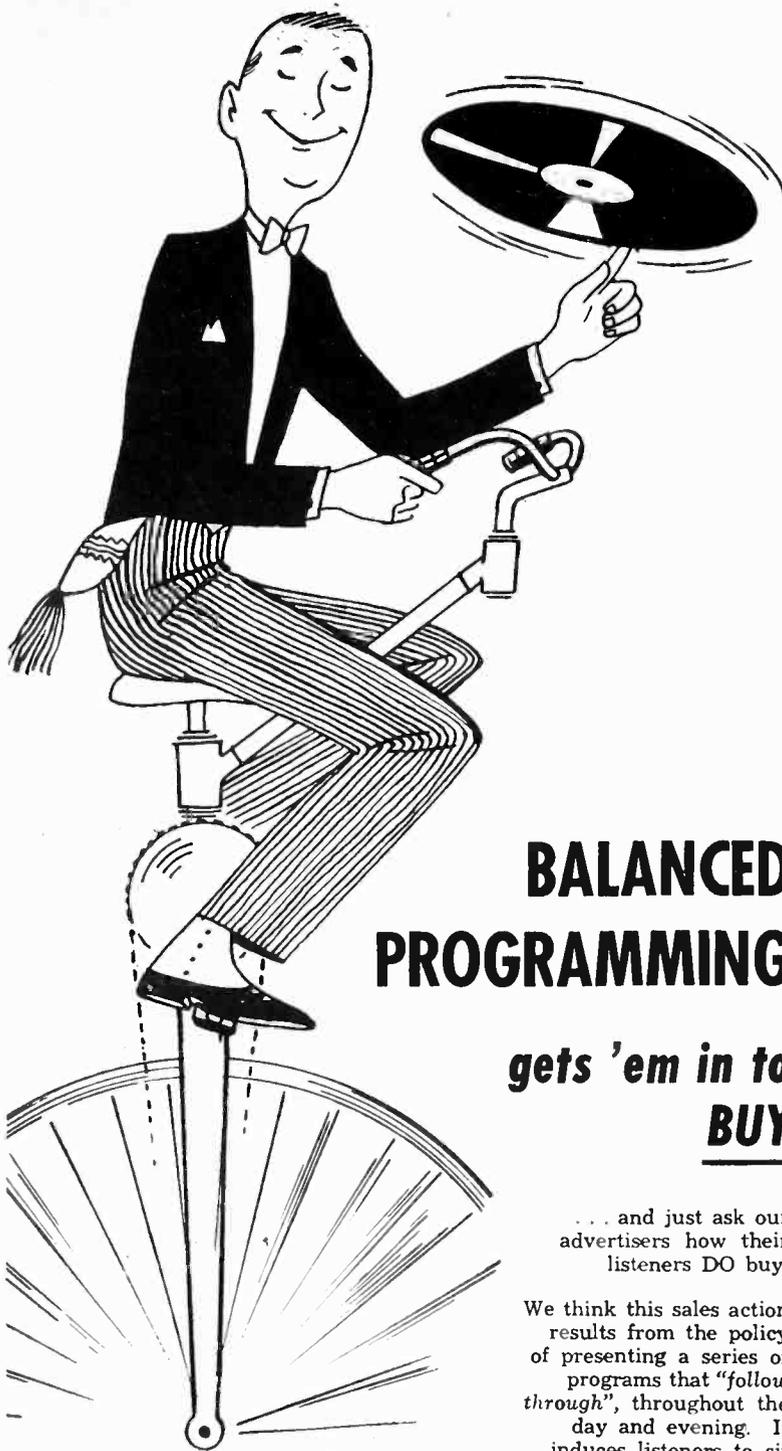
Commonwealth Day

June 2nd 1953 is the day set aside for the Coronation of Elizabeth II who will then officially become not only Queen of England and Queen of Canada, but Queen of the entire Commonwealth of Nations.

Because in this day and age of international dissensions and discords, international news is almost entirely comprised of stories of war and battles, we believe that the Coronation of our Queen will have a greater significance in that it will, if properly publicized, supply the whole world with an example of the kind of unity which seems to be lacking everywhere else.

It seems to us of tremendous importance to see to it that the children are given sufficient share in the various functions that they will remember them all through their lives, and that dating from this particular day there will be born inside them a new pride in their membership in the Commonwealth, a new determination for all of us, whether by birth or adoption, of Commonwealth breed, to work towards a cleaner and happier world based on our own inherent canons of decency.

The enemies of freedom and decency keep their propaganda machines grinding out their untruths without end. Lacking a specific story to tell, this kind of propaganda is repugnant to us. But this time there is no lack, because this is a very real story, and it is one that should be of very special interest and concern to those who believe in our sacred right to think, to speak and to work as we see fit and proper.



BALANCED PROGRAMMING

gets 'em in to **BUY**

... and just ask our advertisers how their listeners DO buy.

We think this sales action results from the policy of presenting a series of programs that "follow through", throughout the day and evening. It induces listeners to sit down and really listen to the entertainment AND the advertisers' message. But when you're planning for the best coverage in Calgary, note this fact too:

ALMOST TRIPLE THE NUMBER OF CALGARIANS LISTEN TO CFAC IN PREFERENCE TO ANY OTHER STATION.

Here are the latest ELLIOTT-HAYNES figures.

Just call the All-Canada Man . . . he'll be glad to give you all the information you require.

Current Survey Shows:

	Program Rating	% of Listeners
CFAC	18.1	54.3
Station #2	6.3	18.4
Station #3	7.4	22.4

Average rating from 9 a.m. to 6 p.m. Monday thru Friday (Elliott-Haynes Daytime Survey). February 1953

Calgary's **CFAC** 960 KC

Programs

PITFALLS IN PROGRAMMING

by Dr. Harriett B. Moore

Director of Psychological Services, Social Research Inc., Chicago.
Condensed from an address to the Canadian Association of Broadcasters' Convention in Montreal, March 9, 1953.

Every aspect of programming has its problems and presents difficulties which must be solved either by technical skills or by judgment. But here the area of discussion has been limited to the problems which revolve around saying things which are understandable and meaningful to the particular people who are listening.

Despite our ignorance of Canadian society, there are enough similarities between it and the society of the United States to allow for some comments which may bear directly on your own problems in understanding the audiences of radio programs in Canada. I will not attempt to tell you, or to guess, what goes on in Canada; it will be up to your better judgment to evaluate these findings in terms of their appropriateness to the exact situation here.

When one examines the structure of a community or society, it invariably turns out that there is a stratification from positions commanding respect, leadership, privilege and various prerogatives, to positions which lack the desirable social characteristics and which are regarded as lowly or undignified by the majority of the group. Further, we find that the people who occupy these various social classes tend to associate with each other, to exclude people from other social positions except at formal, public occasions, and that they subsequently develop attitudes and values which are descriptive of themselves and which are not pertinent to another social group.

The Classes

Lower class people are not joiners; upper-lower and lower-middle class people also belong to very few associations. In the upper-middle class, made up of professionals, executives, successful entrepreneurs and others, we find that membership in community and other organizations is the rule rather than the exception. Finally, in the upper class, the individual carefully chooses to lend his name to organizations as an endorsement of their value, and will be a member of many, regardless of activity in them.

This belonging and joining behavior is part of the value system of the upper-middle class, and it is one which they fervently try to foist off on the classes beneath them, in sincere conviction that a Society for the Preservation of Idiomatic Speech in the Southern States will contribute a valuable and constructive purpose to the society at large.

The attitude of upper-middle class people toward commercials is rarely highly favourable. These people are prone to talk and think about commercials as basically nasty little gimmicks designed to separate hard-working people from their money, and they themselves are thankful that they will not fall for such tricks and lures. (It is not necessary here to speculate as to how it is that such "enlightened" people firmly support nationally-advertised merchandise and use all the most popular brands.) This is

the social group which, after all, builds the commercials and advertisements, which lives by the rewards of that industry; their self-esteem can hardly afford not to claim that they are superior to it.

In very clear contrast, the people of the lower-middle class and below, generally look upon advertising as a service which is valuable to them, which keeps them up to date on what is going on, which is educational about the world around them and the social classes above them. They can be — and often are — resentful of ads or commercials which, from their point of view, take advantage of their goodwill. But it does not seem vicious to them that a manufacturer should believe he makes the best product of its kind.

First of all, we should know who these people are. The top 3 percent, the upper class, is what is called the "old families", "upper crust", the aristocrats of the society. Relatively few in number and often living somewhat apart from the community, they are more important in problems of policies than they are in the concrete lives or business experiences of the rest of the society. From the point of view of marketing and communication, their influence is imperceptible, except to the small degree that they will act as "style-setters".

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.

The bottom 20 percent is composed of individuals who also often live somewhat apart from the main stream of culture. They are, occupationally, often transient laborers, part-time unskilled workers, poorly groomed domestics who clean offices or factories, families chronically on relief, very poor tenant farmers; as well as people who have been displaced through irresponsible habits, disease, or indifference to cultural values. In periods of prosperity they consume large quantities of some kinds of materials, they will participate in radio and television audiences, but they are not strongly oriented to these and their tastes reflect a short-range interest in pleasure which delimits the kinds of programs they accept.

The upper-lower class is a cut above these people. They are likely to be better educated, to hold their jobs for long periods of time, to be more firmly rooted in their neighborhoods and friendships, to own their homes, to have semi-skilled occupations, to work at modest clerical levels where they have limited contact with the public.

The lower-middle class people are still generally in the wage-earning group economically, although there will be many salesmen, many clerical workers, accountants, semi-professionals, small-business owners and professionals. They are people of firm social values and traditions. In fact, they are the primary group which will adopt and support rigid social values and bigotries, who are the spark-plugs of our anti-Negro and anti-Semitic conflicts, and who hold firmly to lynching in the South.

The difference between the lower-middle and upper-middle classes is perhaps deeper than is apparent. Upper-middle class people are likely to take college educations for granted, value sophistication and breadth of experience, look to outside people and cultures as sources of interesting experiences. Their tastes — indeed their whole lives — place more emphasis on individuality, self-expression, activities outside work or home. A very important characteristic of this group is their deep conviction that they must prescribe virtue for the rest of the society.

Studies indicate that the homogeneity of the separate social classes is notable. Further research is constantly re-affirming and demonstrating that the class to which a person belongs has profound influence on his thinking, aesthetic taste, values, buying habits, interests and attitudes toward mass communication.

The Mass Class

In considering products and programs for mass consumption, it is the lower-middle and upper-lower classes which come in for the most attention. Together, these are what is often called the "back-bone of the nation", making up about 65 percent of the population and consuming a larger proportion than that in real goods, programs and mass media of all sorts. Programs and products which have the support of this group thrive; those which do not can survive only in marginal or "quality" markets, if at all.

If the program or commercial is to be meaningful to this most important audience, it must communicate to them in terms of their wishes, viewpoints and experiences. But the group which assumes responsibility for mass communication

is a highly specialized one. So the men who write shows, produce and direct them; the artists, copywriters and account executives who work on commercials and the selection of programs, are all increasingly distant from the "common man" to whom they direct themselves, and whom they hope to influence, inform and entertain.

The first pitfall for the programmer to avoid, then, is making the fallacious assumption that he and his audience are in agreement. He is perceptibly pulled by his attitudes and judgments which his personal friends and associates make about his work. If it becomes too interfering, he may swing to the other extreme and conclude that, by and large, "the public" will like best those programs and commercials which are stupidly simple, raucous and obnoxious.

Neither guide is correct, of course. The mass audience is neither sophisticated nor simple-minded. It is made up mostly of sensible people who spend their lives coping with the problems and potentialities of their
(Continued on page 8)

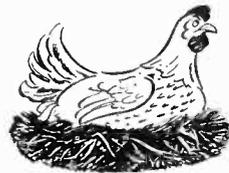
CKCV listeners, have buying power

1000 WATTS 1280 K.C.

Representatives TORONTO-MONTREAL OMER SCHAUB & Co. IN U.S.A. WEED & CO.

CKCV
QUEBEC CITY

NEED A MAN? EQUIPMENT FOR SALE? USE AN AD IN CANADIAN BROADCASTER



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.

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

WE'LL GET YOUR PRODUCT ACROSS!



CKSF AM FM CORNWALL

"The Seaway City"

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

Programs

(Continued from previous page)

respective worlds. Their economic security is modest for the most part, and consequently the need to entrench themselves is greater than it is in the upper-middle class. The mass market person has a specialized skill which is productive in a particular industrial situation, or his capital is totally involved in his small business. He earns his living through skills calling for activity and co-ordination, rather than judgment; his family cannot be of assistance for any but a very short period of time; his wife has no occupational training. In these homes, the death or serious injury to the husband is a calamity far beyond the emotional and sympathetic one. Growing up in this kind of a world is not calculated to mould adults who are adventuresome or intrigued with the far-away, or take their familial responsibilities lightly.

Soap Serial Success

The mass audience takes endless pleasure in success-story entertainment and in programs which reassure them that talent will succeed and every man has a chance. In the U.S., amateur hours run on year after year, boring the upper-middle class with their repetitive and weird "talents", while the mass audience happily dips endlessly into the reassurance that mediocrity can be surmounted and that their children, — or some children like theirs — are able to find a way out of the unremitting pressure and modesty of their lives. Whether or not it is aesthetically pleasing, this kind of program communicates meaningfully to thousands of people for the simple reason that it proves to them something which they deeply want and need to know.

Mass market people live in a world which is complex and full of contradictions. Modern people, even of modest experience, are constantly reminded of ethical forces in their lives over which they have no control and which they can at best control only within the range of the family and the neighborhood. Not having the leadership role of the upper-middle class person, the middle majority person is likely to become morally strict.

As you all must know, there is a large, "wide open" market for soap operas. Like the amateur hour, soap opera has been the target of every kind of resentment from upper-middle class people, from

psychiatrists who claimed their patients were victims, to educators who claimed that humanity was being contaminated. But surveys show that the soap opera is well-received by middle majority women because it relates to their needs and their beliefs about the world. In the soap opera, the woman always triumphs, and the triumph is not so much a competitive winning as it is right winning out over wrong. The middle majority woman finds in the heroine a companion-in-arms, and a reassurance of the rightness of her values, the correctness of her beliefs about how to combat the dangers of the unknown.

Like the Horatio Alger stories of the Victorian Era, or the morality plays of pre-Elizabethan times, the success of these kinds of programs rests in the fact that they tell the audience something it wants to know, rather than something which the upper-middle class thinks it ought to want to hear. If the upper-middle class were a little less snobbish about the whole affair, these programs could undoubtedly be used to tell the mass of people other kinds of things, but we usually believe that we are entitled to say what we want to in the particular way we like to say it.

On Ain't

The mass market is a group which does not handle concepts and intricate situations with ease. The lives of its people and their education do not reward them for being facile with words and ideas. Rather the rewards go to the individual who can be resourceful and practical with concrete objects and flesh-and-blood people. As a result, there is a gulf in language between the programmer and his audience. If he speaks the way he likes to hear the language, he is more likely to get indifference from his audience than he is to train them in his speech. There is little evidence that our citizens have given up saying "ain't"; there is considerable evidence that people are alert to — and promptly stop listening to — a speaker who uses a sophisticated intellectual style.

So avoid talking in words or ideas which are either foreign or too stylized for your audience. When the goal of language is to communicate, there is no room for the devices of style or elegance that underline the gulf between speaker and listener.

Another pitfall to avoid is that the broadcaster cannot legitimately pre-

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET



STATISTICS CAN BE STARTLING

Sarnia's population of 35,000 shows an increase of 85% over 1941. These radio-minded people have a total buying power of over twenty million dollars every year. And we are just talking about Sarnia City. For further startling facts on our trading area check with our reps.

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

CHOK

SARNIA ONT.

same that any program will please everyone. The only exceptions have been broadcasts of wide-spread, immediately-current interest — the Kelauver investigations, the most widely announced speeches of presidential candidates, and the inauguration. The salesman's dreams of selling to everyone is largely illusory. A particular program will get a "personality" by its characters, and over a period of time it will select out of the listening population those people who are most receptive to it and most pleased with it by virtue of their needs, wishes, beliefs and interests, in turn roughly classifiable by their social groups, sexes, ages and even occupations.

The characters of a program — from the heroine to the emcee and the man who gives the commercial — communicate best when they represent kinds of people who are familiar in their attitudes and feelings to the audience. This is more important than outward characteristics.

The upper-middle class makes up a considerable audience, even though it is smaller than the mass audience. There is certainly a place for their preferences in program content, style and characterizations, as well as for their interests. This group is, however, rarely the loyal audience because it does not "believe in" close reliance on mass media.

Other dividing lines in audiences appear in geographical groups and the variations of interest which separate occupations. This principle can be laid down: Programming interest goes along with human problems. The frontler is interested in conflicts between nature and the new-comer; the growing city in the problems of industrialization as it hits human life; and people look to both their leaders and their art forms for guidance in the solution of those conflicts.

But remember that the programmer's concept of "educational" often is different from the audience's. Learning depends on what the student wants to know. This fact is ignored in some "educational" programming which teaches the upper middle class more than it does the people it intends to educate.

TEEN-AGERS TAKE OVER

Halifax.—To produce a top-notch radio show is one thing, but when a group of teenagers tackle the task and come up with a bright production — well, that is something else again. But they have been doing it here for the past eight months on CJCH with a program called *Teen Review*.

The kids handle it entirely themselves. *Teen Review* has a staff of teenage announcers, commentators, reporters, musicians and everything else that is necessary to the organization and presentation of the many special features that are attempted. They all come from Queen Elizabeth High School here and they have worked out a format for their show that is second to none. At least their public relations member looks at it that way.

Each week the show is signed-on with a "different" sort of introduction, such as poetry, unusual sound effects and dramatic skits interesting enough to make people sit up and listen. Many Haligonians turn on their radios on Saturday afternoons just to hear what new stunt the kids will come up with. The Teeners conduct interviews on the show, do on-the-spot broadcasts of special events on the Teen-Age calendar, and recently they received high praise for their recording and adaptation of local high school dramatic and musical productions.

Last Christmas the group showed local theatrical troupes a thing or two about radio drama with their adaptation of Dickens' *Christmas Carol*, according to Station Manager Finlay MacDonald, not exactly a novice himself at theatrical staging.

Another recent conquest for these young producers was their *Teen Review Teen Talent Show*, an ambitious and successful project completed a short time ago.

It got started when leaders of the *Teen Review* group approached MacDonald with the germ of an idea one morning last January. He liked it, gave approval and three days later they had all the arrangements and technicalities worked out in detail. An auditorium was rented, auditions were held and only the best talent accepted. The show was thrown open to the public and one week later the *Teen Talent Show* of *Teen Review* origin hit the air with all jobs handled by Queen Elizabeth High School students.

"Don't get the idea that these productions were 'really good' considering they were done by teenagers," warned MacDonald. "They were 'really good' by any standards." By the time the series ended a month later, Halifax had been made conscious of its latent talent by these kids, he said.

Nor have they stopped there. Plans are underway already to combine the musical talents of young Haligonians in a broadcast adaptation of some popular Broadway musical comedies. Occasionally they go on tour to let out-of-town groups get a chance to work on *Teen Review* in all its phases. And at the moment they have top secret ideas brewing for a special documentary which they

(Continued on page 12)



COVERING A WEALTHY PROGRESSIVE COMMUNITY!

In 25 years . . .

- The city of Yorkton population increased from 5,000 to 8,000.
- Agriculture income in Yorkton district jumped from \$35,000,000 to \$101,000,000.
- Both business establishments & homes doubled.
- Tax rate 1928—43.4 mills. 1952 — 55 mills. Total assessment in 1928 — \$4,400,000. In 1952 — \$6,500,000.
- \$6,500,000 in building permits since World War II.



For the ADVERTISER and the LISTENER . . .

"Life begins at 940"

on

CJGX
Yorkton
SASKATCHEWAN

"ANOTHER PROVEN STOVIN STATION"

Big Chance for Experienced Salesman

Metropolitan Eastern Ontario station has opening for live-wire salesman. Good salary and commission. Medical and benefits.

Give details in first letter.

Box A-160

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

If you've got something to TELL!
If you've got something to SELL!

LOOK TO CANADA'S 1st STATION
Experience where experience counts most! Over 30 years of broadcasting know-how augmented by listener loyalty that only such an "old friend" can enjoy.

LOOK TO CANADA'S No. 1 MARKET
Representing 9.7 per cent of Canada's entire population in the greater metropolitan area alone! Retail sales are well over the BILLION mark (comprising 12.7 per cent of that in Canada!). And a total of 98.2 per cent radio homes as your potential audience!

CFCF • MONTREAL

Contact our Reps: ALL-CANADA (Canada) - WEED & CO. (U.S.A.)

RCA's *Thesaurus* NOW

1600 MORE WAYS TO

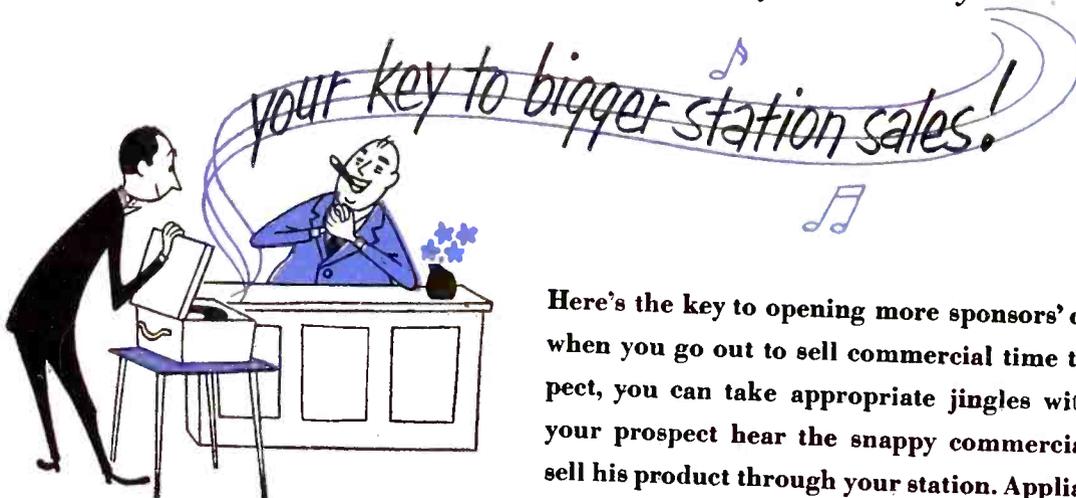
Huge money-making Ullman Library of 1600 sponsor-selling jingles available complete to Thesaurus stations...tremendous new profit PLUS for subscribers!

Thesaurus now offers the biggest feature of its kind in transcription library history.

Now EVERY subscriber to RCA's *Thesaurus* can have this fabulous sales builder—a library of commercial jingles so big, so varied that almost every type of sponsor can be sold.

These 1600 profit-proved jingles are available with *Thesaurus* at a negligible additional cost. The jingles alone make *Thesaurus* a gold mine in sales—but add them to *Thesaurus*' big-name, easy-to-sell shows, and you have a guaranteed bonanza.

Write for details on this revolutionary news—today!



Here's the key to opening more sponsors' doors. Now, when you go out to sell commercial time to any prospect, you can take appropriate jingles with you—let your prospect hear the snappy commercial that will sell his product through your station. Appliance stores, auto repair shops, beauty parlors, gas stations, jewelry stores—the NEW *Thesaurus* gives you unmatched sales material to sell them all and hundreds of others!



Appliances



Dry cleaners



Eateries



Jewelry



Opticians

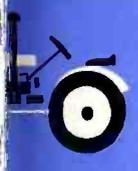
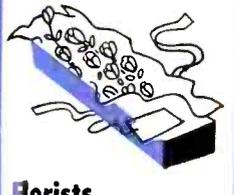
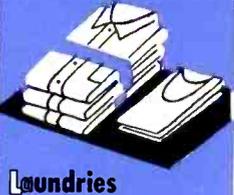
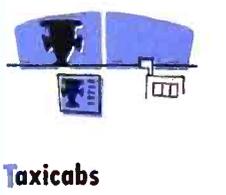


Used &...

Dept.

OFFERS YOU MAKE MONEY!

70 CLASSIFICATIONS!
You can sell any sponsor...

 repair shops	 Beauty shops	 Bowling alleys	 Camera shops	
 supplies	 Florists	 Gas stations	 Hardware	 Ice cream
 men's shops	 Laundries	 Loan companies	 Meat stores	 Music shops
 & wallpaper	 Real estate	 Soft drinks	 Taxicabs	
 window blinds	 Women's wear			

Thesaurus
... the library that
pays its own way

- Appliances
- Auto Accessories & Tires
- Auto Repair
- Bakeries
- Beauty Shops
- Bowling Alleys
- Bread
- Book Stores
- Breweries
- Building Supplies
- Camera Shops
- Children's Shops
- Christmas Jingles
- Clothing for the Family
- Coal and Ice
- Commercial Banks
- Dairies
- Department Stores
- Drive-In Restaurants
- Drive-In Theatres
- Drug Stores
- Dry Cleaning
- Farm Equipment
- Feed and Grain
- Fender and Body Works
- Florists
- Food Stores
- Fuel Oil
- Furniture
- Furriers
- Gas Stations
- Gift Shops
- Hardware Stores
- Ice Cream
- Jewelers
- Laundries
- Linoleum
- Loan Companies
- Lumber
- Luggage Stores
- Meat Markets
- Men's Clothing
- Movers & Storage
- Movie Theatres
- Music Stores
- Opticians
- Optometrists
- Paint and Wallpaper
- Plumbing
- Real Estate & Insurance
- Restaurants
- Rugs
- Rug Cleaners
- Savings Banks
- Savings and Loan
- Self-Service Laundries
- Shoes
- Soft Drinks
- Sporting Goods
- Taxis
- Television
- Used and New Cars
- Venetian Blinds
- Westminster Chimes for Banks
- Women's Apparel
- Sales Announcement
- Jingle-Time Signals
- Safety Jingles
- Musical Weathercasts
- Services

RCA recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

Fifth Avenue, New York 20, New York Chicago Hollywood Atlanta Dallas

TMKB.®



In the village of Birch Hills, 30 miles south-east of Prince Albert, the local farmers spent \$1,500,000 on Farm Machinery during 1952.

This is only one small segment of the CKBI Market, but it shows that the market is a wealthy one.

ADD CKBI TO YOUR 1953 CAMPAIGNS AND GET RESULTS!

CKBI

PRINCE ALBERT SASKATCHEWAN 5000 WATTS

Programs

(Continued from page 9)

think is going to interest and entertain a lot of people, although they are not talking about it much yet.

Producer of Teen Review is sixteen-year-old Paul MacDonald, who for the past three years has been spending a lot of his spare time tackling chores for CJCH in the library, technical and feature production field. But he isn't a relative of the boss. He has hopes of getting established in television someday, or even following in the footsteps of his uncle, Wallace MacDonald, prominent Hollywood picture producer.

MacDonald senior concluded that Teen Review just goes to prove that almost anything can happen when you give a bunch of capable teenagers an hour of air time—all of it for the best.

City Council 'Casts

Vancouver.— Broadcasts of city council sessions are a public service, the Vancouver Sun admitted editorially in commenting on aldermen's reactions to debates aired on CJOR and CKMO here.

"Aldermen certainly would not wish the voting radio audience to find out what really goes on at city hall," the Sun said. "It might cure some of the time wasting bumbling if each councillor knew that his verbal contributions to statecraft would be broadcast. To the extent that any improvement could be noted, the radio stations could claim to have done a public service."

The editorial, entitled "Reform by Microphone," urged aldermen not to halt the broadcasts, its reason

being "the very one that aldermen give for proposing to stop them."

"Aldermen who listen to the taped recordings are horrified to learn how dull and repetitious their meetings really are," it claims.

Government

Radio Regulation Rapped

Vancouver.— CBC regulations on news broadcasts and general programs are a danger to the freedom of speech because "the greatest abuse of authority or power is to possess it and not exercise it." This was the thesis of Sam Ross, assistant manager of CKWX, speaking on Town Meeting in Canada over CJOR.

"The danger lies in the attempt to exercise regulation, or control, or censorship," Ross said, "but it is even more dangerous where the power exists and where no attempt is made to exercise it. For then it can be used as a threat, and the person threatened has no specific case on which to fight in protest."

He said CBC regulations were an example of this.

"A lot of the power is not exercised," he said, "but it does exist, and it is power of censorship and control through submission of copy before broadcast."

"The same thing is a threat to television, only worse."

"Where you have a monopoly in the dissemination of news and information, you have restriction of free speech. The people in the CBC-TV monopoly areas are denied the freedom to see and hear private TV. And the people in the private TV monopoly areas are denied the freedom to hear and see CBC-TV. Such a policy is a restriction of freedom

of speech."

Ross quoted Halsbury's Laws of England: "The right to freedom of speech or discussion means that any person may write what he pleases so long as he does not infringe the law relating to libel and slander, or to blasphemous, obscene or seditious words or writings."

Ross commented: "The definition is clear. It places freedom of speech along with freedom of conscience. And regardless of any laws or regulations, conscience is always the best brake in the voicing of opinion or in presenting an argument."

"The whole trouble with most of us, however, is the slowness with which our conscience reacts."

"Freedom of speech is the same as freedom of the press. It anti-dates all other freedoms, and it is the cornerstone of progress."

Simultaneously the Vancouver Sun was commenting editorially on opposition leader George Drew who, the paper said, "has perhaps unwittingly provided the perfect example of the constant menace to free speech contained in the CBC's dictatorship over all radio and television."

In a powerfully worded editorial, the Sun, which has consistently criticised the CBC for its stand on radio and TV, added, "Mr. Drew urged the government to use this power to punish two Ottawa newspapermen for statements made as CBC commentators which displeased the Progressive Conservative leader."

"One declared 'Mr. Drew is no Eisenhower.' The Tory leader immediately attacked the government for letting the CBC broadcast the remark. Another questioned the facts of Mr. Drew's claims about the Cur-



in the studio in the field it's the ANNOUNCER that counts

Ekotape "ANNOUNCER" MODEL 102-9

... for broadcast stations is a high fidelity tape recorder with exceptional performance. Widely used and recommended for both Studio and Field use. A powerful over-size motor, heavy flywheel and special drive, combine to maintain a constant tape speed, free from "flutter" and speed variations. 500 ohms output and input facilities. Separate record and playback amplifier.

DOMINION SOUND EQUIPMENTS LIMITED

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

Please forward data

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

DS-53-22

NAME

COMPANY

ADDRESS

CITY

wanted:

A Young Professional

We at CJAD in Montreal are looking for a top-notch announcer with pleasant personality, and one with the ability to pass that personality around. (He'll need a lot because we have a lot of listeners.)

We assume he will have gained a lot of valuable experience on large or medium-market stations so he'll get what we believe is an excellent salary, along with pension and medical plan benefits. But let's get one thing straight — for a good man this will be a long-term, full-time position; no amateurs need apply.

If you think you have the qualifications, send audition tapes and an outline of experience to:

H. T. McCURDY, Program Director

CJAD, Montreal

Incidentally, we have talked this over with our staff.

rie report. Mr. Drew wanted the government to discipline him.

"Justice Minister Garson retorted that free speech still exists in Canada, even on the radio. He might have said more accurately that it exists only as long as the party in power and the CBC tolerate it.

"For the CBC is under complete government control. Operating the only permitted national networks, it determines day by day who'll broadcast nationally and has full power to decide exactly what can be said.

"The CBC also has identical censorship powers over every word uttered on private broadcasting stations.

"There have been few clear examples of these powers being used by the government or the CBC.

"But the Winnipeg Free Press remembers that a distinguished radio commentator was ordered off the air by Prime Minister King in 1938 for criticizing the tragic Munich appeasement policy. And Liberals earlier amended the Broadcasting Act to prohibit a type of CBC broadcast they claimed was 'anti-Liberal' during the 1935 election campaign.

"Even if the record has been spotless since, there's nothing to keep radio utterances free if another party became the government or if less honorable elements gain control of the Liberal government.

"As the Free Press points out, Mr. Drew's demand that the government use its restrictive powers indicates what could happen to broadcasting and television if he became prime minister . . . the moral is painfully obvious: all government and CBC control of radio and TV program content should be abolished. Official regulatory powers should be confined strictly to technical operations.

"A people lulled into accepting CBC dictatorship because a high-minded government doesn't choose to use it would find great difficulty in demanding its abolition if a less loftily-inclined administration began to curb free speech."

Aussie Radio Under Fire

Sydney, Australia.—The Australian Broadcasting Control Board—a government body which regulates both the publicly and privately-owned radio systems here—announced last month that there is a trend toward excessive commercialism in Australian radio. It also felt that some programming was very poor and it hoped something could be done about it.

In its current report the board

said there have been frequent complaints that advertising methods on radio are a source of irritation to listeners, and if not controlled could reduce commercial radio's value as an advertising medium.

The situation has become so serious in the view of the board, that it has re-issued the licenses of some stations only on condition that limitations on the length and number of commercial announcements are observed.

The report generally criticized "the lack of originality in the approach of many stations to development of new programs and a tendency to imitate, frequently without great success, a new idea introduced by a competitor." It particularly took exception to many of the quiz shows, the growing practice of giveaway prizes on programs, and the number of "thrillers" or mysteries that were aired.

The board said it was also having its problems with the Australian Broadcasting Commission, the publicly-owned, non-commercial network. ABC wants to start a third program which raises many financial and technical problems, not the least of which is the fact that there are no clear channels left on the continent, although some system might be worked out using frequencies at the AM band around 1500 kcs.

ABC says that a third program is necessary because one of its two networks is tied up during parliament sessions broadcasting the proceedings and it was neither possible nor desirable to cater to different groups with only one alternative network.

Financially, Australian radio looked brighter, according to the board's report. Advertisers spent slightly over \$10 million with Australian stations during the fiscal year ending last June, which left the stations with a total profit of almost \$1.5 million.

The set population in Australia is about 2,500,000, the report showed, which is about one receiver for every three Australians.

Art In Ads

Vancouver.—Advertising is taking on the role of patronizing the arts, a position formerly held by the wealthy and privileged classes, Edward T. Wilson, manager of J. J. Gibbons Limited here, told the Vancouver Board of Trade's Advertising & Sales Bureau last month.

"In this modern-day trend, contrary to what some of our critics may believe," Wilson said, "art is by

no means being lowered to utilitarian ends but in fact is being steadily developed."

In his address, "Confessions Of A Huckster," Wilson admitted that much of the criticism of the advertising business is valid, but one of the chief improvements throughout the profession has been a growing sense of social responsibility.

He cited, as a case of advertising

patronizing art, the recent instance in which the Dole Pineapple Company sent 15 of the finest U.S. artists to Hawaii to paint pineapples.

He concluded: "We should at all times be alive to our heavy responsibilities in wielding this tremendous force which we have at our disposal. Advertising has much to answer for, but also has much that is worthy of praise."

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



For established audiences, enthusiastic listeners, exceptional response and economic mass coverage of the Prairie West . . . use Saskatchewan's First Station.

CKCK REGINA

Representatives: All-Canada Radio Facilities

to Sell B.C.

KELLOGG'S USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

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

Stations

Power Boost For CFRA

Ottawa. — An increase in power to 5,000 watts for CFRA here was included in the recommendations the CBC board of governors passed on to the Department of Transport along with licenses for seven private television stations and one radio station following its meeting here late last month. (See last issue.)

The AM station which got the board's approval is to be located at Ville St-Georges, operating on 1400 kc. with 250 watts power. It was the only one of four AM applications approved at that time. The others — including license applications for Roberval, Chicoutimi and St. Joseph d'Alma, all in the Saguenay-Lac St. Jean territory — were deferred.

CFRA, presently operating on 1,000 watts, will not change its 560 kc. frequency with the power increase. Another application for power increase, sought by CKRD, Red Deer from 250 watts to 1,000 watts with a change in frequency from 1230 kc. to 850 kc., was deferred by the board.

In its deferment ruling on the three Saguenay district applications, the board announced "it wishes to study questions of coverage and related technical points in this region. It is inclined", it said, "to the opinion that the general interest might best be met by relatively low power stations serving each of the different community areas".

• • •
 Transfer of control in the Quebec City English-language outlet, CJQC (formerly CJNT), to Peter Nesbitt Thomson from Goodwill Broadcasters of Quebec Inc., was also approved. Thomson, prominent stock

broker, is a brother of Corey Thomson, manager of CKVL, Verdun who is acting as programming consultant for the station. One of the former principals in CJNT was a son of Prime Minister St. Laurent.

The following share transfers were passed by the board: recapitalization of CJOR, Limited, Vancouver from 100,000 common shares to 65,000 common and 85,000 preferred shares and redemption of 82,580 preferred shares; transfer of 85 common shares in Evangeline Broadcasting Company Limited, affecting CFAB, Windsor and CKEN, Kentville, twin Nova Scotian stations; transfer of 22 common shares in CJAD Limited, Montreal; redemption of 69 common shares in Radio Roberval Inc., affecting CHRL; transfer of 466 common and issuance of 73 common shares in Radio St. Boniface Ltd., affecting CKSB; transfer of 1 common share in Radio Edmonton Ltd., affecting CHFA; transfer of 32 common and 17,168 preferred shares in CKSO Radio Ltd., Sudbury; and transfer of 5 common shares in Atlantic Broadcasters Limited, affecting CJFX, Antigonish, N.S.

Alberta Stations Praised For Safety Council Help

Edmonton.—Praise for radio stations and their public safety work was voiced in the Legislature here last month by H. B. MacDonald, Social Credit member for Calgary. At the end of a budget debate speech MacDonald said:

"Before closing my talk on the activity of the Alberta Safety Council I wish to take just a few minutes to pay a tribute to the excellent material aired by the radio stations of Alberta in support of the work of the Safety Council. Radio stations

from Grande Prairie in the north to Medicine Hat in the south have been most generous in donating time and I feel that this Legislature and the Alberta Safety Council is indebted to them for their generosity.

"They have been especially cooperative on the occasion of long weekend holidays through the carrying of messages of safety. We have had a small amount of money to expend on radio advertising and in practically every case the radio stations have donated a similar amount of time as a public service.

"This in addition to the carrying of safety warnings on the various newscasts aired by the stations in the province. I feel they should certainly be thanked for their time and co-operation."

Reps.

Seek Rate Ruling For Government Ads

Toronto.—Members of the Radio Station Representatives Association decided to poll the views of their stations on the rate recommended for future business coming from government departments at a meeting held here earlier this month. The action came following a talk in which Vic Dyer, time-buyer of MacLaren Advertising Co. Ltd., complained that many agencies are confused over the interpretation of a resolution passed at the CAB convention last month.

Under the CAB resolution, stations will no longer extend the 260-time rate to government departments unless that amount of business is actually placed; instead, only the rate earned will prevail. The resolution is scheduled to take effect on April 1st, 1954.

Dyer pointed out to the station representatives at this meeting that much of the government's advertising is handled by a number of agencies and it has yet to be decided by the stations if they will allow all business coming from a department to be combined to earn a lower rate.

The reps expect that a recommendation to the CAB on this point can be made soon as a result of their survey.

by **EVERY** *Survey*
 (ELLIOTT-HAYNES - PENN McLEOD)
Victoria's MOST LISTENED TO Station
CKDA DEAL. **1340**

A Few Facts

NEARLY 50% more New Brunswick radio homes listen to CFNB 6-7 times a week than to any other station. The 1952 BBM station report shows that CFNB has the third largest total audience among all Maritime independent stations.

BUSINESS FIRMS in towns as far away as ninety miles from Fredericton advertise regularly on CFNB with excellent results. There are advertisers in the State of Maine who use CFNB regularly. CFNB has an estimated 10,000 listeners in Maine who do not appear in any survey reports.

THESE ARE just a few facts to keep in mind when your plans call for New Brunswick coverage.

New Brunswick's
 Most Listened-to
 Station



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

Talent Trail

by Tom Briggs



How can you get an audience in Canada for Canadian talent? That's problem number one. And how can it pay? That's problem number one and two. At least one solution to both may be unveiled in the very near future when the joint plan of All-Canada Radio Facilities here and World Broadcasting System, Inc., of the U.S., for releasing on records the work of Canadian artists in both countries, as well as other parts of the world, really gets under way.

The plan was announced last month and it is reasonable to hope that it will rapidly gain momentum when the calibre of the first three performers in the scheme are considered. They are Gisele Lafèche-MacKenzie, Ed McCurdy and Oscar Peterson.

The way the project is being approached through the new Canadian Talent Division of World's Sales and Program Service is quite simple. They have just recorded and are now releasing to U.S. and Canadian stations: a number of selections by Gisele, at what the show-business boys probably figure is a strategic point in her career after her great initial successes with Bob Crosby and Mario Lanza; and folk ballads by Ed McCurdy and the Rhythm Pals, which were produced in Vancouver. Peterson and his trio, currently causing a bit of a stir in Europe, hasn't cut the first of his work for World yet, but of the three he will probably pack the greatest impression.

Plugging Canadian talent is nothing new for All-Canada, although some of its noble experiments have

been in the habit of quietly dying. But the *Denny Vaughan Show* didn't. And it unquestionably has gone a long way towards making this World deal look practicable.

One other point. This obviously isn't an altruistic gesture on the part of anyone to lift from complete obscurity a few unfortunate inhabitants of the Canadian entertainment world. On the other hand, it certainly appears to be a hard-hitting attempt on the part of a North-American-wide organization to promote as never before the talents of some Canadians who have proven themselves before critical audiences on this and other continents, but are still inclined to refer to some place north of the 49th as home. And that's the way it should be.

Those who criticize the fact that our performers have to go to the U.S. or Europe to find acclaim fail to consider that it is only after winning their spurs in these entertainment capitals that they are worthy of highest recognition, a fact which is obviously recognized by the performers themselves. It isn't a situation unique in this country; what entertainer worthy of the name, regardless of nationality, doesn't attempt to conquer some foreign field during his heyday? It is the natural manifestation of ambition.

In some respects Americans make the greatest applaudings in the world; it's almost a nation of spectators and the box office is the keenest of measuring devices. Canadian performers are therefore fortunate that New York is as close as it is and nothing should ever be done to remove their desire to prove themselves in the foreign arenas or, for that matter, to change Canadian audiences' insistence on proof of performance before accepting them.

Note the common denominator among McCurdy, Gisele, Peterson and Vaughan — universal acceptance in no small degree. Looks like a sure thing for the All-Canada-World plan,

doesn't it? Let's hope so and maybe the idea will spread, although the nature of the plan shouldn't be obscured: It is more a reward after success is won, than a stepping stone toward it.

The Bradens Return... Maybe

London, Eng. — In about a month it will be known whether or not Canada's famed theatrical export to Britain — the team of Bernie Braden and Barbara Kelly — will attempt a feat unique in entertainment circles by performing in television shows on both sides of the Atlantic during the next year or so.

The fact is that the Bradens want to go back to Canada for a while, and they have the offer of a CBC television contract. But they have been doing so well here in radio, stage, film, television and cabaret work that they don't want to leave it all for long. The result may be a compromise where the former Vancouver couple will do a six-month TV stint in Canada and spend the rest of the year in England.

"We said we would be back when we left Canada four years ago," Braden said during a recent interview. "What we have in mind right now is something along the lines of English intimate revue, a form new to Canadians and Americans," the former star CBC actor said.

Professional and amateur radio and theatrical critics from Canada who have seen the Bradens performing here have generally mixed feelings about their productions, with their stage work being rated slightly higher than their appearances in other media. But one thing can't

be denied, and that is the fact that English audiences have applauded them right from the beginning.

Other than that they are in continual demand during the time they have left over from their BBC radio and TV work, the Bradens can point to two things which spell success: their rambling Thameside estate, and a list of Royal command performances ending with the most recent, a comic sketch by Vancouver's Eric Nicol, which was one of the widest acclaimed this season.



"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".

WANTED

Commercial Mgr. • Engineer • Program Director

New radio station in Kingston wants two experienced, qualified men to take over key positions. Apply giving background and salary expected in confidence to:

T. D. FRENCH
P.O. Box 661

Billings Bridge

Ottawa



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

to Sell B.C.

LEVER
BROS.
USES

B.C.
RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
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- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- CONLEY, Corinne
- DAVIES, Joy
- DOOHAN, James
- EASTON, Richard
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service
at
Radio Artists Telephone
Exchange

Research

BOWDEN & WRIGHT JOIN IN RESEARCH

Toronto.— Two men, for some time associated with advertising research and sales training here, have united to form Bowden-Wright Research. Doors of their Bank of Nova Scotia Building office were opened for business in the retail sales research field last week.

chandising, advertising and sales re- search.

Bowden believes this comparatively new approach to research will be valuable to manufacturers, wholesalers and retailers in varying degrees and for many reasons. By employing a specially-trained field



Bowden



Wright

Ralph Bowden, former radio research director for Gruneau Research Company, and William Wright, veteran speech and sales training consultant and former radio station representative, announced that they will offer to marketers a research organization primarily concerned with measurement of retail selling skills, and mer-

staff, Bowden pointed out that the service can be tailored to do many things at the retail level, including a check of stock on hand, use of point-of-sale advertising material and assessment of selling methods of sales personnel. Data on competing brands and the attitude of salesmen toward particular lines or brands can be gathered at the same time, he said.

Bill Wright, who has directed sales staff training programs for large retail and manufacturing concerns for some years, said he feels that the check on sales methods which this research technique can supply will assist in improving a wheel in the distribution machine which is probably the most costly but least studied of all. It is a scientific means, he said, of determining the effectiveness of sales personnel and whether they are using basic principles of good selling.

Bowden said that the field staff to be employed would actually make purchases of many of the lines being tested, but in cases where the price of an item rules this out, the researcher will end the interview at the end of the sales talk, promising to think over the purchase. He pointed out that this routine ensures that no salesman knows when he has been tested.

Of all working Canadians, it is estimated that one in five is engaged in some form of personal selling, Bowden emphasized, pointing out that this is a higher percentage than for any other kind of work.

Wright and Bowden both maintain that "much of the impetus and growth of marketing research has come from the advertising world which has quickly learned how to use this new management tool to apply scientific truths to the problems of advertising". But they claim that "research in the much larger field of merchandising and sales is still in its infancy", although it requires but a different application of the same basic principles.



NOTE TO STAFF

Dear Slaves: I am thoroughly enjoying my holiday. I hope you are.

R. G. L.

DEFINITIONS DEPT

Staff party — a group of business associates spending an entire evening studiously avoiding the only topic of conversation in which they are all interested.

QUESTION BOX

In reply to the correspondent who wants to know what The New Yorker used to sneer at before TV came, we should like to reply — radio.

UNFAIR PRACTICE

The futility of government ownership is further evidenced by the British BOAC, who supplied me with such a pleasantly uneventful passage across the Atlantic, that they failed to produce one single drop of vitreol for this column.

NEW SLANT

The first half hour of a visit to the UK gives the peculiar impression that maybe the US isn't fighting the Korean war single-handed after all.

DUMB DORA

Then there's the girl who was so dumb, she thought that stroking the crew was a new form of multiple petting.

HELP WANTED

Men with character, grit, personality — men who can say to their wives, "No! I will not ask for a raise."
— Men Only

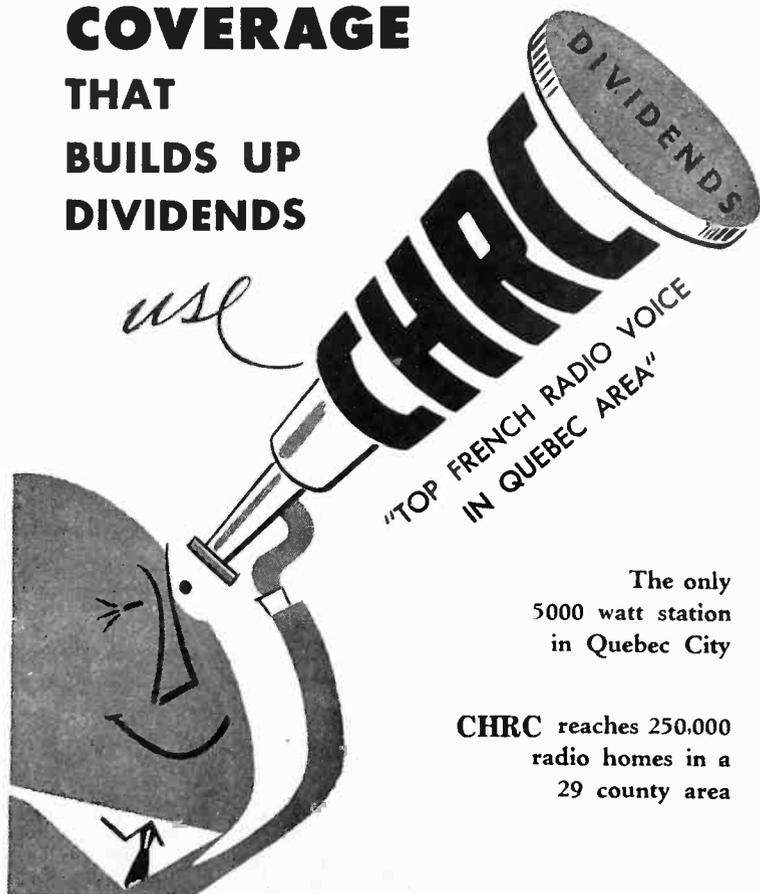
QUOTABLE QUOTE

It took me fifteen years to discover I had no talent for writing, but I couldn't give it up because by that time I was too famous.
— Robert Benchley

MAIL BAG

Thanks to Anon II for the contribution which does not quite fit the general slant of this paper. Off the record, we are thinking of changing the slant to make the paper fit the contribution.

**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.

CANADIAN TELESCREEN

Vol. 6, No. 8

TV and Screen Supplement

April 15th, 1953

TV FOR VANCOUVER VIA U.S.

Toronto.—A television station for Vancouver 20 miles beyond the jurisdiction of the CBC will commence operation May 1st, according to its general manager, Rogan Jones.

In Toronto to help his newly-appointed Canadian representative, Horace N. Stovin & Company, introduce this station—KVOS, Bellingham, Wash.—to advertising circles



—staff photo

KVOS owner Jones.

here, Jones explained that this unique international station happened largely by chance.

Jones pointed out that while a number of the U.S. stations in cities along the southern shores of the Great Lakes system put strong signals into Canadian communities, KVOS will be the first American TV station to originate in a relatively small population centre and be seen in a much larger Canadian city—in fact, two cities, although reception in Victoria isn't expected to be quite as good as in Vancouver. Or, more to the point, Jones said that of slightly over one million people expected to be encompassed by KVOS's grade B or "good" contour, at least 880,000 will be Canadians.

What made it all possible was that during the advanced planning stage,

the chief engineer stumbled on some war surplus transmitting equipment at the usual bargain prices for that sort of thing, which changed the scope of KVOS over night. Up to that point it was to have been a low-power, low-cost operation designed to prove that television could operate profitably in a very small community. But the new equipment remarkably changed everything but the total cost of the station. It was still held well under the \$100,000 mark—believed to be a record—while its theoretical coverage zoomed from the outskirts of Bellingham to the outskirts of Victoria.

No longer holding, at least on paper, a local station, but a tri-community medium, Jones and company thought about their 33 kilowatts of power leaping out on channel 10 from an antenna 1,042 feet above average terrain, and planned programming accordingly. A first rule they formulated was that no one who had worked on a television station would be hired. Second, no image orthicon cameras would be bought in the beginning so everything had to be on slides or film. This was because the low-cost concept was still the main aim, Jones said, and you can't do extravagant things on an hourly "A" time rate of \$180.

As with KVOS-AM (where 25 per cent of its income is from newscasts) news is being stressed on its TV brother. A 30-minute newscast daily will usher in a program schedule that is to start at 7 p.m. and shut down at 10 p.m. in the beginning. Jones has some firm and distinctive ideas on how TV news—the industry's main headache—should be presented. Immediacy will be emphasized, he said, by getting films of local events, even from Vancouver, on the air in a couple of hours. For national and international items, "still" photos hot off the news services' wires will be used instead of waiting a day or two for the motion picture film of the event.

Jones added that it was poor news

policy to feature an item just because a film photographer happened to be there, as is so often done, while bigger news "breaks" get only a short mention because nobody was handy with a cine camera. Also there will be no lengthy scenes on KVOS-TV of newscasters reading news. For one thing there won't be any "live" cameras and, Jones said, even when they are bought he wasn't sure if the announcer would ever be seen on the screen; certainly not for more than a couple of short shots.

All newscasts will have participating sponsorship. Jones stated two reasons for this, both proven on the AM station. He found that in single-sponsor newscasts, dictation of the news content by the sponsor was inevitably attempted. An audience is too important to risk such practice, apart from news ethics, he maintained. Also, if the sponsor suddenly decides to drop the newscast, any station finds it easier to replace several small accounts than a big one, especially on half-hour newscasts, such as the AM station—and now the TV—carry.

Programs from Vancouver appear in KVOS plans. Jones said that three half-hour shows a week of the homemaker-kitchen school type would be filmed there for broadcast from Bellingham. Jack Short, CJOR sportscaster, will give a weekly, 15-minute description of horse-racing on film from a Vancouver track. Jones hopes to be able to get a professor from the University of British Columbia to interview visiting nota-

bles and celebrities, thereby playing up the city's cosmopolitanism and importance.

There are two theories on media cost. One holds that if the rate is high, advertisers will be forced to spend comparable amounts on production to protect their investment. This may be so, says Jones, but he believes that when the rate is low there is all the more money left over

(Continued on page 18)

Tell Us Another

When Mr. Frayne came to Orillia three years ago, and bought out a large local grocery called Hatley's Finer Foods, he started out by turning us down . . . said he wasn't keen on radio advertising. Somehow or other we talked him into a series of spots. Guess the folks must have started going into the store in spite of them, because they got results. We couldn't figure it out either, but imagine how we felt when the same sponsor bought a ten minute show called "Recipe for Happiness", six a week!

We knew it was just a passing whim. You can't do business like that for long. It's more than two years later now. It takes some whims quite a while to pass, and he still keeps renewing. Store traffic and business have increased steadily. Nationally advertised products sell like hot cakes.

And here's the pay off. Strictly off the record, Mr. Frayne claims radio does the trick. Don't let on, will you?

If you want more along these lines, see our rep—Horace N. Stovin.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

Andrew N. McLellan
**TELEVISION
STATION PLANNING
CONSULTANT**

FACILITIES HOUSING
EQUIPMENT • OPERATIONS

4 Albert St. • EM. 6-6165
TORONTO

TV Consultant to the Canadian
Association of Broadcasters

to Sell B.C.

IMPERIAL
OIL
USES

B.C.
RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

When will the ice go out?

When will the ice go out?

When will the ice go out?

**LISTENERS SENT IN
1510 LETTERS IN 1 DAY
in hopes of winning**

- a refrigerator and a \$25 food certificate, donated by 2 sponsors.
- CFQC had to turn down 2 other firms who wanted to give away prizes.

JUST ANOTHER EXAMPLE
OF CFQC'S
MAGNETIC PULLING POWER



(Continued from page 17)
for the production of worthwhile programs.

It is estimated there are 9,000 TV receivers in Vancouver now and another 3,000 around Victoria, all aimed in the direction of KING-TV, Seattle, which has been putting a reasonable signal into these areas for some time. A stimulation of sales due to the coming of KVOS-TV should send the total set figure of B.C. to 20,000 by July 1st, it is believed. Set-owners and prospective televiewers there can also look forward to additional programs, when: KING-TV boosts its power considerably within the next few months; and the CBC's Vancouver outlet hits the air, probably early next year.

But neither of these or other developments appears to bother Jones who figures he can show a profit at \$180 an hour (future increases will be slow in coming and slight, he says); can deliver better news than practically any other station on the air—or at least as good; can pick up the best the networks have to offer (direct from Seattle, without using co-axial cable or micro-wave relay link, effecting another saving); and can give a local service to two cities in two countries.

CBC Gets B.C. Site

Vancouver. — Eight lots on Burnaby Mountain, outside Vancouver city limits, have been leased to CBC for \$1000 a year for a TV transmitter site. Burnaby council finally approved the application when no protests were voiced at a public hearing.

Rent on the lots during the 20 years which the lease runs can be reviewed every five years.

Regional director Kenneth Caple of the CBC also said this week there had been a misunderstanding about CBC plans to broadcast the coronation on TV from a temporary transmitter on Little Mountain, in the centre of the city.

He said the corporation had no plans for such a temporary project as had been proposed by Liberal MP Art Laing to Davidson Dunton.

Switch Vancouver Channel

A switch in channels has produced one bright spot in the otherwise confused TV picture on the west coast. Channel 2 has been assigned to CBC-TV in place of Channel 6,

which means that at least reception here of KING-TV Seattle will not be ruined.

The Seattle station operates on Channel 5, which would be drowned out by Channel 6 broadcast from here.

CBC announced here that this removed one of the obstacles to getting ahead with construction.

TV Course

Vancouver.— Instruction in the techniques of TV will be offered at the University of B.C.'s Summer School of Fine Arts, by Robert Allen, drama producer for CBC-TV.

The three week course starting July 6 will include writing, use of mechanical aids, program ideas, the form of radio and TV materials, and how to develop markets for radio and TV drama, serials, variety shows and news.

Extension department of UBC is handling the details.

NARTB Plans Convention

Washington. — The three-day 31st annual convention of the National Association of Radio & Television Broadcasters will be held in Los Angeles beginning April 28.

The convention agenda, announced last week, includes the keynote address by Brigadier David Sarnoff, chairman of the board of RCA, and speeches by NARTB president Harold Fellows, FCC chairman Wayne Coy, NARTB TV counsel Thad Brown, Jr., and NARTB TV board chairman Robert D. Swezey, WDSU-TV, New Orleans.



? ? ? ? ?

There's NO questioning our Low Rates!
NO question about our Local Sponsor Acceptance!

**ANSWER the QUESTION
of NFLD. SELLING**

by asking about our Programs and Availabilities. It doesn't Cost . . . IT PAYS!

We have a NFLD. styled show to produce RESULTS for your products. Auditions are yours for the asking.

* Check Our BBM—Again and Again!

For Honest Answers to All Your Queries
Call Our Reps: HORACE STOVIN - ADAM YOUNG



VOCM

NFLD'S OWN 590 Kc. - ST. JOHN'S - 1000 Watts

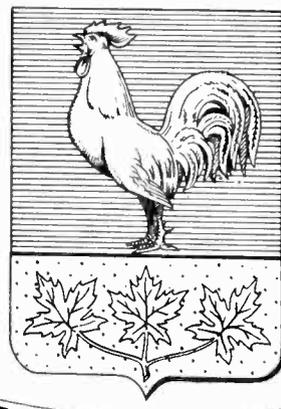
cics

SELLS

in

Stratford

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

COMPETITION DISCOURAGING—DUNTON

Ottawa.—The CBC's television outlet in Toronto, CBLT, is running into the toughest competition for audience in the world, A. Davidson Dunton, CBC board chairman, admitted to the special parliamentary committee on broadcasting here earlier this month.

It is a bit discouraging to know that more people are watching WBEN-TV than CBLT, Dunton said, but "we and other people have to realize that what is happening is that in one case new Canadian production is just starting with a tiny fraction of the available resources behind programming, compared with a flood of programs costing enormous sums of money, very attractively done by expert showmen."

He said most would agree that Canadian television isn't perfect; there are weak spots as well as a great deal of extremely effective production. Dunton believes that CBC dramas on TV could rank favourably with any in the world; light entertainment doesn't rank that high, but has been surprisingly good; and news coverage is developing in an interesting way, he said.

Dunton maintained that if Toronto "was away by itself on an island and television just came, people would think what was being done was entirely remarkable, but compared with the programs that pour across the line they are not always so impressed."

He also predicted that "by next year the great majority of Canadians, in one way or another will have national television."

In commenting on Montreal TV, the CBC chairman said the situation was different there with two languages to program in, but it is a problem familiar to the CBC. "We get a great many letters and telephone calls from French speaking people asking why all the programs are in English," he said, "and we get calls from many English people asking why all the programs are in French." The percentage was actually about 50-50, he announced.

Cost, Dunton confirmed, was the big Canadian problem not restricted to television. But in that medium, he said that the total value of programs for an evening from WBEN-TV (although they are actually mostly network productions coming from New York and Hollywood) would be \$150,000 to \$200,000. Likewise, a sponsor can bring into Canada for \$200 a very attractive program which

would cost at least \$2,000 to produce here.

The following day, committee-member and CCF leader, M. J. Coldwell, complained that radio stations like CFRB, Toronto and CKLW, Windsor, are merely "American stations on Canadian soil."

Joseph Sedgwick, CFRB legal counsel, replied that U.S. programs account for 18 per cent of CFRB's broadcasting time and 5 per cent of its revenue.

penn mcLeod research

TORONTO VANCOUVER NEW YORK

Stop! Look!

Penn McLeod
Average Program Ratings
6:00 p.m.
Monday thru' Friday
March Survey

CKRD	31.4
Station A	3.6
Station B4

CKRD

RED DEER

The Only Radio Voice

in

Central Alberta

1230

On Your Dial

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

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

to Sell B.C.

➔

B.C. TREE FRUITS USE

➔



➔

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

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



"You mean all the family will hear my sales talk!"

EVEN the most perceptive advertiser, 25 years ago, found the tremendous selling power of radio hardly conceivable.

Today, everyone accepts as fact the enthusiastic, hard-hitting, on-the-spot sales force of radio. For radio is the most persuasive selling power ever to pervade the hundreds of thousands of homes that make up our country.

For example, take a favourite Sunday night comedy* program on CFRB. This particular show has a total potential audience of 639,000 radio homes. Twenty-five years ago, who could have foreseen an audience that size!

CFRB was first to comprehend the colossal sales power of radio. Now, confident in over 25 years of experience, CFRB has the background and the foresight to help you sell.

What's your problem? Want to move more blowers, mowers, rakes, cakes? Then call in a CFRB representative and 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



OUR MISS BROOKS, OF COURSE!

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



CANADIAN BROADCASTER AND TELESCREEN

Dedicated to
The 38th Convention
of the
A. C. A.

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

Vol. 12, No. 9

TORONTO

May 6th, 1953

GUEST SPEAKERS ANNOUNCED FOR BMI PROGRAM CLINICS

Toronto.—Speakers for the second annual series of program clinics were announced here late last month by Harold Moon, assistant general manager of BMI Canada Limited. The clinics are being sponsored again jointly by BMI and broadcasters associations in British Columbia, the Western provinces, Central Canada and the Maritimes.

Three clinics in the West at Calgary, Winnipeg and Regina will have similar agenda. Speakers for these three meetings include: Hugh Smith, vice-president and general manager, KXA, Seattle, speaking on *Do We Produce Our Programs By Sundial Or Stopwatch*; Jim Russell, president and general manager, KVOR, Colorado Springs, on *Making Local News Pay Off While It Attracts, Holds and Serves Listeners*; and George Higgins, vice-president and director of KMBC, Kansas City, on *Programming Begins In The Front Office*. Carl Haverlin, president of Broadcast Music Inc., and BMI Canada Ltd., will probably address the clinic also, on music. Larry Heywood, news director of CFAC, Calgary, and a speaker on three U.S. clinics, will be heard at Regina and Winnipeg.

The place and date for the Toronto clinic was also announced. It will be held in the Royal York Hotel on September 21, but speakers are not expected to be announced until some time after all other Canadian clinics have been held.

He also revealed that since several Quebec stations had indicated an interest in the program clinics, he

believed it will be possible to stage one in Montreal this year, probably in the Fall. He said it would certainly be that time of the year if the one for Toronto is held at that time also. Sessions in Montreal would be in English.

The Calgary meeting will begin the series on May 19 at the Palliser Hotel. It will be followed by the Regina clinic in Hotel Saskatchewan on May 21 and in Winnipeg at the Royal Alexandria Hotel on May 23.

The Vancouver clinic on June 29 in Hotel Vancouver will have: Murray Arnold, program director of WIP, Philadelphia on *Programming Twists and Aids*; Richard M. Pack, director of programs and operations, WNBC-WNBT, New York on *Which Comes First—Music Or The D.J.*; and Jack Williams, program director, KOY, Phoenix on *Making An Asset Of Public Service Programs*. Another speaker may be George Rosen, radio and television editor of Variety Magazine.

The Amherst meet in the Fort Cumberland Hotel on May 22 will be addressed by: John Comas, program director of WSJS, Winston Salem, N.C., on *Music Shows Do Not Just Happen—They Are Built*; and Jack Kerrigan, program director, WHO, Des Moines, on *Carrying Coals To Keokuk—By Serving Outlying Communities*. Finlay MacDonald, general manager of CJCH, Halifax, is expected to speak at this clinic, as well as take the place of the ill Mengie

Salemka, from Steinbach, Manitoba, who took second place in the women's division, and with it \$500. Also she has just contracted for a number of regular radio performances on both the Kate Smith and Ed Sullivan shows out of New York, a direct result of her appearance with *Singing Stars* earlier this season. First in the women's class was Joan Hall, 24-year-old mezzo-soprano from Winnipeg, who finished second in her class a year ago. A student at the Royal Conservatory in Toronto, she also received \$1,000. In the picture at right, H. Grenville Smith, CIL president, is seen congratulating young (24) James Milligan, a baritone from Huntsville, who took the second prize for men and the \$500 that went with it. In his time since leaving university, Milligan has been a student missionary, a cowboy in western Canada, has travelled on his own concert tours and is now a member of the CBC Opera Company. Both Garrard and Miss Hall will soon be sent on a concert tour of Ontario, arranged by the program's music director, Rex Battle. The program is produced by John Adaskin and Cockfield, Brown & Co. Ltd.

—Photos by Ken Bell



—photos by Jean Raeburn
TELEVISION SPEAKERS AT THE ACA this year will be Reginald Clough (top), editor for the past ten years of *TIDE*, a news magazine for the U.S. advertising and sales field. Following his address on *Television's Place In The Marketing Revolution*, A. L. Scalpone, senior vice-president responsible for all radio and TV activities of McCann-Erickson Inc., New York, will speak on *Selling In Television*.

FOR THE TENTH SUCCESSIVE SEASON the final program in the current *Singing Stars of Tomorrow* series was aired last month from Toronto's Massey Hall where a capacity audience heard an hour-long program featuring the four top award winners. The program, sponsored for the past three years by Canadian Industries Limited (and before that by York Knitting Mills), is a 26-week Dominion network series which each week airs the vocal work of young singing students considered by a panel of prominent judges as possessing the greatest potential for future singing careers. In the photos below, from left to right, are: Edward Johnson (representing the judges) former general manager of the Metropolitan Opera and a Canadian singing star at one time with the Met, congratulates top award winner Don Garrard of Vancouver. Garrard, winner last year of the Maurice Rosenfeld memorial award for "the most promising newcomer to Canadian radio", was "discovered" by CJOR, and that station was largely responsible for assisting Garrard financially in furthering his voice studies in Los Angeles. His CIL award was \$1,000. Next is Irene

New Fields To Conquer



—Staff photo

Art Benson who, for the past nine years has been progressively production manager, business manager and company secretary of R. G. Lewis & Company Ltd., publishers of this paper, has left to join Reg. Willson Publications, a recent expansion of the Reg. Willson Printing Company. This concern has taken over publication of the six trade directories and the monthly *Western Hardware*, formerly issued by Byers Publishing Company. Art is functioning as general manager under Reg. Willson, publisher.

Shulman, manager of VOXM, St. John's, on three clinics in the New England states.



CAB Member Stations

ATLANTIC (15)

- CKBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFNB Fredericton
- CHNS Halifax
- CJCH Halifax
- CKEN Kentville
- CKCW Moncton
- CKMR Newcastle
- CHSJ Saint John
- CJON St. John's
- VOCM St. John's
- CJRW Summerside
- CKCL Truro
- CFAB Windsor

FRENCH LANGUAGE (24)

- CHAD Amos
- CHFA Edmonton
- CHEF Granby
- CKCH Hull
- CKRS Jonquiere
- CKLS LaSarre
- CKBL Matane
- CHLP Montreal
- CKAC Montreal
- CHNC New Carlisle
- CHRC Quebec
- CKCV Quebec
- CJBR Rimouski
- CHRL Roberval
- CKRN Rouyn
- CKSM Shawinigan Falls
- CJSO Sorel
- CHGB St. Anne de la Pocatiere
- CHNO Sudbury
- CKLD Thetford Mines
- CFCL Timmins
- CKVD Val D'Or
- CFDA Victoriaville
- CKVM Ville Marie

CENTRAL CANADA (38)

- CKBB Barrie
- CJBQ Belleville
- CKPC Brantford
- CFJR Brockville
- CFCO Chatham
- CKSF Cornwall
- CKFI Fort Frances
- CKPR Fort William
- CJOY Guelph
- CKOC Hamilton
- CJSH-FM Hamilton
- CHML Hamilton
- CJRL Kenora
- CKWS Kingston
- CJKL Kirkland Lake
- CKCR Kitchener
- CFPL London
- CJAD Montreal
- CFCF Montreal
- CFCH North Bay

What Price Radio?



FRANK GERSTEIN

President

PEOPLES CREDIT JEWELLERS

Limited

Says:

"Radio Station CFCA was the first Toronto broadcasting station and about the third station in North America. Peoples Credit Jewellers was organized in 1919 and CFCA started broadcasting in 1922. Peoples Credit Jewellers had only one store then, but we felt the new medium of broadcast advertising had merit, so we advertised over CFCA. Well, we've been on the air every year since the CFCA days. You might say we started with Canadian radio just about when it was born, and we've stuck with it ever since. As radio has grown, so have we. Today, we have stores and branches from Vancouver to Halifax, and we're on radio stations from coast to coast. Commercial messages from Peoples Credit Jewellers are heard 144 times a day in Canada, or over 45,000 times a year.

We believe that quality merchandise, fair dealing with the public, Friendly Credit and good advertising are responsible for our success. And we believe that in that success, radio advertising has played an important part."

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

CAB Member Stations

CENTRAL CANADA (38)

(Continued)

- CFOR Orillia
- CKLB Oshawa
- CFOS Owen Sound
- CHOV Pembroke
- CHEX Peterborough
- CFPA Port Arthur
- CKTB St. Catharines
- CHLO St. Thomas
- CJIC Sault Ste. Marie
- CJCS Stratford
- CKSO Sudbury
- CKGB Timmins
- CFRB Toronto
- CHUM Toronto
- CKFH Toronto
- CKLW Windsor
- CKNX Wingham
- CKOX Woodstock

PRAIRIES (23)

- CKX Brandon
- CFAC Calgary
- CFCN Calgary
- CKXL Calgary
- CKDM Dauphin
- CFRN Edmonton
- CJCA Edmonton
- CFAR Flin Flon
- CFGP Grande Prairie
- CJOC Lethbridge
- CHAT Medicine Hat
- CHAB Moose Jaw
- CJNB North Battleford
- CKBI Prince Albert
- CKRD Red Deer
- CKCK Regina
- CKRM Regina
- CFQC Saskatoon
- CKOM Saskatoon
- CKRC Winnipeg
- CJOB Winnipeg
- CKY Winnipeg
- CJGX Yorkton

PACIFIC (17)

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



Keston, Kent, England. — There isn't any question about things in and around London being better this trip. There just isn't any comparison between conditions here now and when I was here in January, 1952. It isn't just the fact that just about everything is "off the ration." It is something less tangible than that.

Parentetically, the ration picture at this writing is like this. Currently they are allowed 26 cents worth of "carcase meat" a week. This is just fresh meat, and does not include "offal" (liver, etc.) bacon (for which there is a weekly ration of 4 ounces) or various canned meats which are available without coupons but at relatively high prices.

The meat ration proper is pitiably small, but is not as bad as it would appear to us. Meat is still subsidized, with the result that the best cuts of beef come at around fifty cents a pound. A shoulder of lamb (South American or New Zealand) costs about 33 cents. Really cheap cuts like breast of lamb sell for as little as 12 cents a pound.

The sugar ration is half a pound a week, but is going up, and will shortly come off the ration, it has been announced. The butter ration is still only 3 ounces a week and is supplemented with 4 ounces of margarine. There is also a further quarter of a pound of lard, shortening or other cooking fat.

Cheese presents rather a paradox. Exotic and other "fancy" cheeses like Gorgonzola, Roquefort, Gruyere and Camembert, are expensive but unrationed. Plain ordinary "rat-trap" is limited to 1½ ounces a week, with some sort of bonus for people who carry a lunch pail.

Most welcome gifts along the necessity line are sugar and butter. Canned meat is good because it costs so

much. Dried fruits are often hard come by.

Coronation visitors need not worry about their own comforts. They will be well taken care of. One thing I would advise though is that if you are after color pictures, bring your own supply of film, whether movies or stills. Sometimes you can get it and sometimes you can't. I use 120 size which is unobtainable in color right now.

What impresses me most on this visit, my fifth since the war, and second since the return of the Conservative government, is that there is some sign of the return of the competitive spirit which must be the basis of business.

This is indicated by a certain pleasant eagerness on the part of the clerks in the stores; more (but not enough) "sell" written into advertising copy; optimistic anticipation ahead of time of Mr. Butler's "incentive budget," and, when it came, a general (and all too rare) tendency to look at it positively. The saving was actually a drop in the bucket, but it started a substantial buying spree and a universal "we're on the way up again at last."

Reduction of the long-suffered Purchase Tax, by one-quarter across the board, and more in special cases, started quite a buying spree. In cars there won't be any more five years to wait for delivery, and, outside of the top six makes, deliveries will be off the floor.

Outside of the Communists and Socialists, the budget is being acclaimed as encouragement to initiative and production, the latter being its purpose, as stated by the Chancellor of the Exchequer (Minister of Finance).

Not unreasonably, the Conservatives are taking not a little of the credit for the economic improvements which made it possible. As was to be expected, the Socialists are a bit derisive. They have it figured that the whole thing is some sort of hoax. They point out that the Conservatives are pulling the wool over the people's eyes. They also say that their work, while they were in power, is respon-

sible for the good which is forthcoming now. They are sounding familiar cries of "Election Budget." Churchill eloquently denies any intention of springing a third election in just over three years . . . "unless, with our very small majority . . . it became impossible for the government to fulfil its program . . ."

In the opinion of this long range and somewhat casual observer, April 14, which was Budget Day, was also

(Continued on page 4)

Look to the Leader!



Mobile Merchandiser
See page 11

SEE
the Radio & TV AREA REPORTS
for TORONTO and MONTREAL

What impact has TV on Radio?

How does Canadian TV compare with U.S.A.?

Where do the AM stations stand in these important markets?

For exclusive answers to these and other topical questions of vital interest to the advertising industry at this time, pay a visit to our rooms in the Royal York during the ACA Convention. You will be very welcome.

INTERNATIONAL SURVEYS CO. LIMITED

Norman Russell
1251 Yonge Street
Toronto

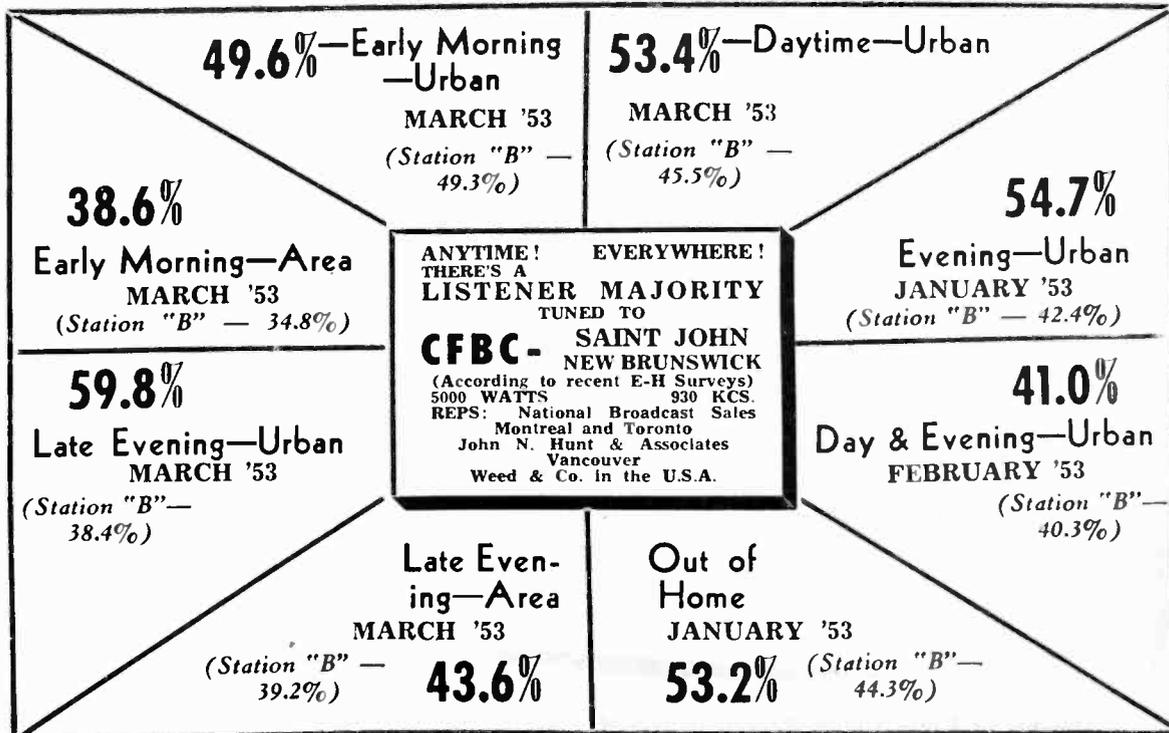
Paul Haynes
1541 Crescent Street
Montreal

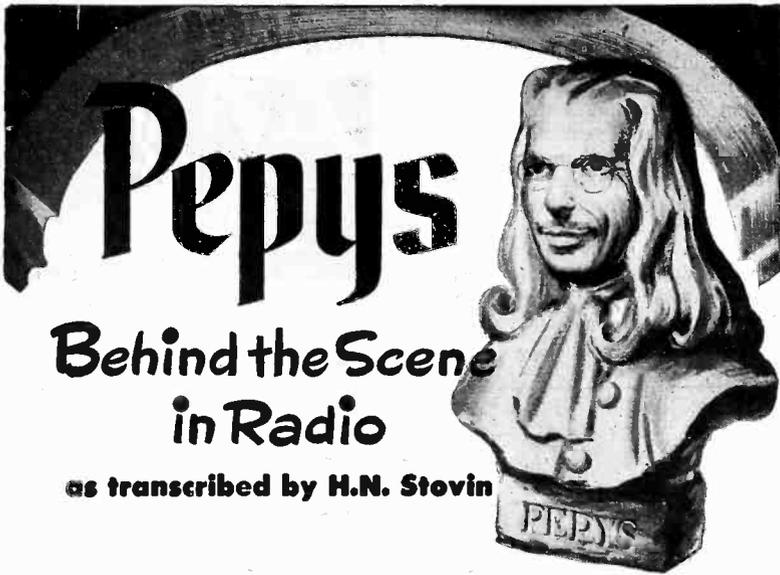
Prizes Wanted
For Give-Away Shows

Back your regular advertising campaigns with bonus product mention on give-away shows.

Write, phone or wire.

CONTESTS ASSOCIATES
PRIZE BROKERS
394 Roehampton Avenue
TORONTO
HU. 8-5739





"Am known in the coffee-houses where merchants do gather as one who can both give and take a merry quip in season, so do pass on with some relish the one about the mother hen who, experiencing some difficulty in keeping a headstrong chick in order, did cluck angrily 'If your late dear father could see you now, he'd turn in his gravy' ● ● ● Am indeed glad to pen on this page of my diary that Mengie Shulman, the ebullient voice of VOXM St. John's Newfoundland, is now out of hospital and convalescing successfully. Do hear also, from a trustworthy source, that this temporary setback has not affected Mengie's enthusiasm nor lessened his sense of humor. There is nothing 'expired' about Mengie, except sometimes the copyright on his latest story ● ● ● Charles M. Derry is an advertising-conscious Pontiac and Buick dealer in Madoc, which lies 25 miles north of Belleville. Eight Class A announcements which he scheduled on CJBQ Belleville, at a cost of \$30.00, resulted in orders for 14 Pontiacs and 6 Buicks — all brand-new 1953 models. Methinks the wording of his announcement must have been as good as the proven station over which it was heard ● ● ● And to Wally Knox, the alert promotion director of CJOR Vancouver, a respectful bow for his outstanding promotion material for Station 600, which has created an excellent impression of clients and agencies alike. Good promotion is a truly valuable part of a station's activity and service in these days, and necessary to all. It is what was needed by that unfortunate youth who spent ten dollars on chlorophyll tablets before he found out that girls didn't like him anyway!"

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

Member of Radio Station Representatives Association

Over The Desk

(Continued from page 3)

the day the Conservatives won the next election, and quite probably the one after.

The kind of regulatory legislation favored by Socialists dies hard. Or have I said that before? Be that as it may, the effect of these controls lives on long after they have been lifted — lives on, that is, in people's minds.

In support of this theory, and notwithstanding a noticeable tendency towards the positive in some quarters, a negative kind of philosophy seems to prevail, surprisingly enough, in the attitude of business. It seems to me that too many sales appeals suggest buying a product to make an old one last longer, or repair it rather than replacing it. Darning nylons has become quite an industry, for example, though they are again in good supply. The tendency among advertisers is to use a straight price appeal, and "quality" copy is not put to enough use. Advertising seems almost invariably to say in effect: "Here is a product which costs less, lasts longer, looks like Hell but will get by." Somebody ought to remind John Bull of the kind of pitch that urges people to live more comfortably with the help of luxury products; to keep in the swim by wearing a smarter coat, living in a more comfortable house and driving a bigger car than the traditional Joneses.

Someone should tell him to cast off the old "make it do" in favor of "buy now and pay later." He should stop thinking how much he can save, and start thinking how much he can spend. That way, the United Kingdom can continue the marked recovery it has made in the past year.

TV sets seem to be quite materially cheaper here than they are in Canada, but all in all things balance off fairly evenly I should say. Rents are higher in Canada, but we get considerably more in terms of conveniences. Restaurant meals — above the lunch counter level — are at least as high in London as they are in Toronto, and even Montreal. Groceries and meats are definitely cheaper here, even unsubsidized items. Men's clothing and furnishings are perhaps slightly higher here in some lines but material is often better. Workmanship is a matter of opinion. Women's clothes come better and commensurately higher in North America, where style is a more saleable commodity.

All this is of course predicated on (Continued on page 6)

cics
SELLS
in
Stratford

Would you like to talk to someone who helps to spend \$3 Billion a year?

This is the buying power of the French-Canadian population of the Province of Quebec as reported in the *Montreal Gazette* on February 19. If you'd like to meet the people who spend most of that money, if you'd like them to hear about what you have that they need, why your best bet is to have CHLP introduce you.

One third of the entire population of Quebec is concentrated in the Greater Montreal Area, and the buying power of this group alone is almost half that of the whole province, with annual retail sales exceeding \$1,300,000,000.

Through CHLP you can reach these people at low cost. Moreover, when CHLP carries your message, you get a bonus coverage of 40 counties in Quebec and one in Ontario. In fact the latest B.B.M. study shows that CHLP is welcomed regularly into 206,640 radio homes in the daytime, and 190,580 radio homes in the evening.

Think it over. Think about all that purchasing power, right there in easy range of CHLP's voice. And remember that you can't get complete coverage of Greater Montreal without using CHLP.

For all the information you need (3BM report, rates, times) contact:

Commercial manager,
Sun Life Bldg., Montreal.

J. L. Alexander,
100 Adelaide St. W., Toronto.

J. H. McGillvra,
366 Madison Ave.,
New York City.

LASSO THE TERRIFIC NEWFOUNDLAND MARKET

- ★ Retail store sales up 53% over last year.
- ★ New car sales up 42% over last year.
- ★ The U.S. Army alone will spend one hundred million in Nfld. during 1953.
- ★ Textile plant — shoe factory — leather plant — light machine plant plus 4 other new plants schedule to open this year with thousands of new jobs —

CJON 5000 WATTS
DAY & NIGHT