

CANADIAN BROADCASTER AND TELESCREEN

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Vol. 12, No. 7

TORONTO

April 1, 1953

KOREA BOUND



—Staff photo

Toronto.—A 13-member entertainment team, headed by radio comics John Wayne and Frank Shuster, left here for Korea last week where it will do a five-week tour of the troops of all nations in Korea and Japan. Other members of the team included: the radio show's regular vocalist, Terry Dale; announcer Herb May; producer Jackie Rea; CBC engineer Don Bacon; a public relations representative from MacLaren Advertising Co. Ltd., Cameron James; a dancer, Zena Cheevers; and a musical quintet of trombonist, Ted Roderman, accordionist Vic Centro, drummer Harry Nicholson, trumpeter Jim Reynolds, and clarinetist Lew Lewis.

The last live performance of the *Wayne & Shuster Show*, sponsored by Christie's Biscuits, for the duration of the tour, was made last Thursday from Vancouver. Next day the team came under the command

of the Canadian Army and headed for Tokyo, where it will perform for all Japan-based troops before heading for Korea.

Details of the tour have been withheld for security reasons, but in spite of an expected heavy performance schedule, the team anticipates having a wonderful time.

The renowned Canadian comedy team—honored in '46 and '47 by this publication with Beaver awards, and since with two Canadian Radio Awards—will also be accompanied by 1,000 pounds of Christie's biscuits, provided, they cracked, that the hungry Herb May can be kept away from them.

Seen in the above picture during a send-off party staged by Herb May at the Toronto Flying Club are, left to right: Wayne and Shuster, Terry Dale, Rea and (rear) Herb May.

Television

SEVEN TV STATIONS OKAYED

Ottawa.—Private television stations may be on the air as early as November. Seven applications for TV station licenses were recommended for approval by the board of governors of the CBC here Monday of this week, following detailed hearings late last week. The applications have yet to receive the sanction of the Department of Transport, as is the case with radio station licenses, but radio station licenses are invariably approved.

All but one of the eight TV applications were okayed by the CBC board, and that one, for Kitchener, was deferred. Approvals went to stations for Hamilton, London, Windsor, Sudbury, Quebec City, Saint John, N.B., and Sydney, N.S.

At the same time the board heard applications for three radio stations, approving the one for Ville St. Georges, P.Q., and deferring decisions on stations for St. Joseph d'Alma and Chicoutimi.

Concerning the Hamilton, Sudbury and London stations, the board said in announcing its approval: "In the opinion of the board the application is satisfactory; and the station would extend national service coverage as well as providing local service. It is technically acceptable. The proposed station would provide an adequate service to the region it is intended to serve."

The board said it recommended for approval the Windsor station "on the understanding that the station would be fully obligated to carry available national program service at times specified. It is technically acceptable. The proposed station

would provide an adequate service to the region it is intended to serve."

The Quebec City application was made by Famous Players Canadian Corporation, which intends to hold 50 per cent of the shares in the proposed stations, while the remaining 50 per cent has been optioned by Quebec stations CHRC and CKCV. On this the board commented: "The board recommends that this application be approved on the condition that options on shares be taken up and local participation in the company so confirmed as stated to the board, before the license is issued. It is technically acceptable."

The board said the two Maritime stations—one to be operated in Saint John by station CHSJ and the other in Sydney by CJCB—would extend the national service in addition to providing local coverage.

In denying the Kitchener application the board said: "The station as proposed with very wide coverage would to a large extent duplicate service from other stations. The board does not believe that for this purpose it would be justified in recommending the transfer of a channel allocated to the Toronto area."

"The board does not believe it would be desirable to have a station serving more immediately the area around Kitchener. At the same time it wishes to point out that cognizance must be taken of channel availabilities."

The board also announced that private stations will be required to carry programs produced by the CBC. They will be paid by the CBC part of the revenue the Corporation receives from commercial programs, while sustaining and other programs will be supplied free of charge.

This is a similar system to the one at present being employed in the CBC's operation of radio networks in which there are mostly private stations accepting from the network both commercial and unsponsored shows, it was pointed out.

The board's decisions may be announced later this week.

Foreign ownership or control of proposed TV stations and the switching of channel six from Toronto to Kitchener became two of the most hotly-debated points of the two-day public hearing. The foreign control aspect was centred around Famous Players Canadian Corporation, which proposed the granting of TV licenses in Kitchener and Quebec City in which it would hold a 50 per cent interest. It was said that FPCC is 65 per cent American owned.

Hamilton

The proposed Hamilton TV station was being applied for by Niagara Television Limited, a joint undertaking of three Hamilton stations—*(Continued in TV Section, page 17)*

WAB ENGINEERS CONFER AT EDMONTON



A RECORD ATTENDANCE was scored at the third annual Western Association of Broadcasters Engineers' Conference held in Edmonton's MacDonald Hotel for two days at the end of February. Delegates seen in the above picture from left to right are: front row seated—Bill Forst, CKOM, Saskatoon; John Hepburn, CJAT, Trail; Howard Urbach, CBC, Winnipeg; Jim Walmsley, CKWX, Vancouver; Dick Bannard, CFRN, Edmonton; Merrel Dahlgren, and Frank Hollingsworth, CJCA, Edmonton; Frank Makepeace, CFRN; Merv Pickford, CHAB, Moose Jaw; Bert Hooper, CKRC, Winnipeg; Art Chandler, CJOR, Vancouver; Earle Connor, CFAC, Calgary; Bill Grant, CBX, Edmonton; second row—Bob Reagh, CJOC, Lethbridge; Verne Wileman, CKNW, New Westminster; Tom van Ness, CKBI, Prince Albert; Carl O'Brien, CFQC, Saskatoon; Humphrey Davies, CKX, Brandon; Alex White and Ernie Strong, CKCK, Regina; Reg Penton, CBC, Montreal; Stan MacDougall, Taylor, Pearson & Carson Ltd., Calgary; Stan Gilbert, CFAC; Jim de Roaldes, CFGP, Grand Prairie; Jack Fry, CJCA; Bob Lamb, CFCN; Wilk Baker, Calgary Exhibition Board; Frank Irwin, CFCN; Alex Grant, Taylor, Pearson & Carson Ltd.; Tony Booker, CKRD, Red Deer; Ian MacDonald, Magnecord of Canada Ltd.; Ross Craig, CKXL; John Craig, CKX; Len Cozine, CKRM, Regina; back row—Bill MacDonald, CKRM; Hal Gissing, Northern Electric Co. Ltd.; Andy Malowanchuk, CKY; Lyn Hoskins, CFQC; Ernie Drouin, CFNS, Saskatoon; Sid Gaffney, CHAT, Medicine Hat; Bob Guy, CHFA, Edmonton; Hugh Pender and Ian Carson, CHAT; Joe Summers, CJVI, Victoria; Charlie Smith, CKWX; George Rose and Bill Pinko, CKUA; Edmonton; Gordon Sadler, CBC; Jack Martin, Canadian Marconi Co. Ltd.; Don Thompson, CJOR; Bob MacDonald, CKNW; Fred Weber, CKOV, Kelowna; Doug Card, CJOC, Lethbridge; Bill Partin, Alberta Provincial Institute of Technology & Art. Elected to the engineering committee of WAB at the conference were: Lyn Hoskins, Andy Malowanchuk, Bob Lamb, Fred Weber and Charlie Smith.

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
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
CFCH	Montreal
CFCH	North Bay

What Price Radio?



GILBERT TEMPLETON

Managing Director

TEMPLETONS LIMITED

Proprietary Medicines

Says:

"For perhaps 20,000 years human beings have taken orders and been persuaded by the human voice. A voice that carries authority, whether the voice of a sergeant-major, the voice of Winston Churchill or of Franklin Roosevelt can get action or win conviction.

On more than 125 Canadian radio stations, we persuade listeners that our products are worth trying. We use many different voices that we hope are both persuasive and authoritative, to tell the GOOD NEWS about my father's medicines to those who may need them.

When we started using radio, via CFRB, nearly twenty years ago, we hoped to find a way of using this medium. Although we still use other media, radio now gets much more than half of our national appropriation."

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	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



Over the Desk

Does anyone ever stop to think of the sheer stupidity of most of the idioms most of us use most of our lives? Who could gauge the inanity of statements like these.

"A whole host of daffodils." How many in "a host" — a whole one?

"A barrel of monkeys". That's what things are supposed to be as funny as!

Then there's: "Funny as a crutch". Why be a piker? Why not make it "funny as a dose of cyanide" or "a case of cancer?"

"More thingamajiggs than you could shake a stick at." You tell me.

"Crazy as a bed-bug". I never knew one — intimately that is.

"Hotter 'n' hell" is okay, but how about "colder . . . louder happier . . . later than hell". Why don't they make up their minds?

"Drunk as a skunk". How drunk is that?

"As sick as a dog" presumably refers to a dog which is sick.

"As honest as the day is long". June or January?

"As pretty as a picture". Ever see a picture of me?

Maybe there's reason for most of these things. Maybe someone will write and tell me. As a lead, there's a well known French saying which translates into: "He speaks French like a Spanish cow". (Il parle le francais comme une vache espagnole). Nobody ever heard a Spanish cow speak, much less speak French. But this isn't what was originally intended when the phrase was devised. The original version ended "comme un basque espagnol". A Basque is an "individual of a race of people occupying a district of the Pyrenees contiguous to the Bay of Biscay and lying in both France and Spain". That's what the dictionary says. So "un basque espagnol" would be a Spanish Basque who would not logically be expected to be over proficient in French.

Maybe there's a similar reason for the others. It would be interesting to know.

How often do people use "I" for "me"? This sort of thing: "Will you come to dinner with Molly and I? Look what Uncle Jim brought for Nellie and I". It really isn't so difficult. When in doubt drop the Nellie or Mollie and you have: "Will you come to dinner with I?" or "Look what Uncle Jim brought for I". No one would say that. Or would they?

My friend Albert Shea of CORE—Communications Research—writes:

"It seems to me that the keynote of the recent CAB Convention was 'challenge and response', the Toynbee theory mentioned specifically by Pat Freeman in his talk.

"The emphasis on meeting the challenge of TV with better radio, instead of with moans of defeat, sounded in my ears like an echo of something I had just read.

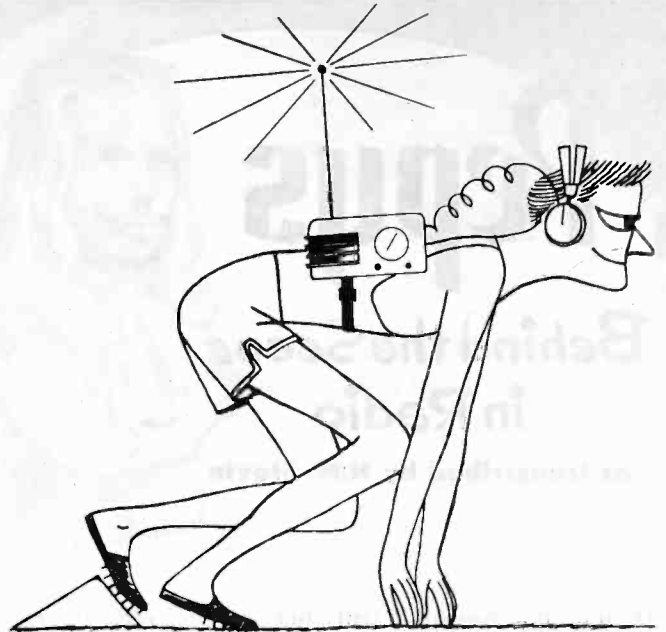
"On the train down to Montreal I was reading one of those excellent little Mentor pocketbooks, the kind that get by without a lurid lady on the cover. This one, 'Man Makes Himself', is a study of man's history from 340,000 years ago to the present time, written by a world renowned archeologist, V. Gordon Childe.

"Thumbing through the index, my eyes stopped at 'Conservatism, see Laziness'. Looking up the reference this is what I found:

'Men cling passionately to old traditions and display intense reluctance to modify customary modes of behavior, as innovators at all times have found to their cost. The dead-weight of conservatism, largely a lazy and cowardly distaste for the strenuous and painful activity of real thinking, has undoubtedly retarded human progress even more in the past than today. Nevertheless, for the human species progress has consisted essentially in the improvement and adjustment of the social tradition, transmitted by precept and example.'

"If it is any consolation to those who are sweating and thinking out their response to the threat of television, we have Professor Childe's word for it that this is progress."

The wedding bells will be ringing on Radio Row April 18th for none other than Radio Reps' secretary-treasurer, Victoria Murphy, who is teaming with Joe Comar, Toronto branch manager of Canada Dry. Vic-
(Continued on page 4)



For really

aggressive

listeners

... who just can't wait to get out and BUY!

"You'd swear half your listeners had running shoes" says our advertisers.

No sooner does a client's message go on the air than there's an immediate response by customers saying "we heard your ad on CFAC".

Our advertisers attribute this response to two main factors:

- (1) Almost triple the number of Calgarians listen to CFAC in preference to any other station
- (2) these listeners really listen to the programme and the advertiser's message.

Look into these figures of the ELLIOTT-HAYNES Report then dial your All-Canada Man for full information.

Current Survey Shows:

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

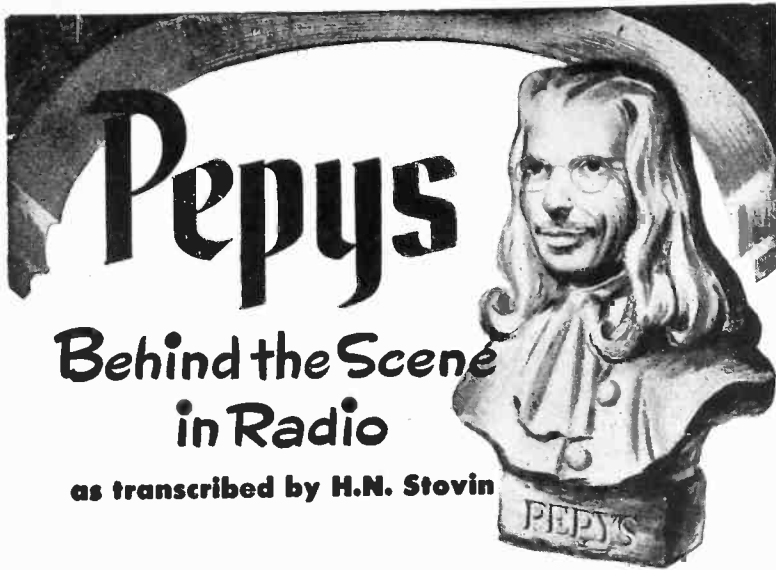
Average rating from 9 a.m. to 6 p.m. Monday thru Friday (Elliott-Haynes Daytime Survey), February 1953

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

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

REPRESENTATIVES
TORONTO: Paul Mulvihill MONTREAL: Radio Time Sales

The NIAGARA DISTRICT STATION



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

"Do note that Spring is truly here and for once the calendar and the much-abused weatherman are in fair agreement. Our own Spring admirably brought in by Walt Staskow of ZBM Bermuda, whose stories of Easter lillies in bud and bloom did indeed make us envious. ZBM, by virtue of its unique position in a flourishing community of 40,000 souls where no poverty exists, can and does build both goodwill and sales for many products sold in these islands; and provides a service not only to its community but to some 100,000 tourists each year ● ● ● Do also record with pleasure the visit of Carl Johnson, owner of CJRL Kenora. His station, situated in an ever increasing market, has a tourist industry which alone is worth over \$5,000,000. CJRL is, moreover, known for the exceptionally high standards of its programs and is thus assured of a large and receptive audience which advertisers would do well to make use of ● ● ● Did, of course, meet and greet many good friends at the Annual Convention of the Canadian Association of Broadcasters in Montreal, From which we returned invigorated and refreshed ● ● ● At the annual Stovin Clinic which preceded the C.A.B. Convention, much useful information was extracted, many exchanges of ideas made, and new policies formulated whereby the whole family of proven Stovin Stations can demonstrate to advertisers the real measure of a station's effectiveness — to wit SALES."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

(Continued from page 3)
 toria says she will be carrying on with her job after the wedding.

"The Desk" has just given forth with a letter from Pembroke, Bermuda. It came from Bill Williamson of the Bermuda Broadcasting Company. In it, the one-time CFRA announcer who hailed originally from Hamilton, Ont., discloses that he was married a few months ago to "a home town girl I met here".

Bill says: "Up in Canada you have trouble setting up a network; down here we have a network of two stations belonging to the same company. We have been under fire lately from the populace and the government about our programs, some claiming we should do away with commercials and others saying we should restrict commercials to sponsor identification, both of which are obviously impossible. Together with that, the Sunday schedule was coming in for a few knocks because of the number of religious programs. So the powers decided to set up a new station. We started operating on Sundays only at first, but now the thing has caught on so well that we are on a daily schedule. And so we are in the unique position of competing with ourselves.

"A lot of our complaints were the usual things, lack of cultural content, low intellectual level and not enough educational programs. I think they were delivered by the type of people who tell the Elliott-Haynes surveyors they are listening to the CBC symphony when they are really listening to a soap opera. Anyhow they're going to be cultured to death for a while and then we'll see how they like it.

"This deal was started with an eye to broadcasting limited appeal things on the second station, while not upsetting the accepted scheme of things on the original transmission. So when sporting events or major political speeches take place, we put them on station 2. Incidentally, the Colonial Office, in typically inspired fashion allotted us the call letters of ZBM-1 and ZBM-2.

"It is a little early yet to say if the idea is really catching on, but our advertisers are buying time on both stations, so that should be a pretty fair gauge".

In you're interested, I now have my new teeth. My pal Chas. Edwards' comment: "They look swell, but who are you?"

By the time this column emerges in print, your scribe will be over in

England spending a month's holiday trying to find out what that country is like "now that April's there". He will be back before the month ends in plenty of time to see the coronation on CBC-TV, if they decide to import this "foreign" broadcast.

I wonder what it will be like. Socialism has been out of style for quite a while now. But on consulting back issues of this paper I am reminded that socialism dies hard. Oh well! Just so long as it dies!

It would be great to be able to write long and cheery screeds about what a change has occurred now that Churchill's there. Unfortunately the kind of regimentation they have been going through — first as one of the rigors of war and later as a socialistic hangover to the holocaust — has a way of setting harder than concrete.

It's no use guessing though. I'm going to have a look for myself and will report accordingly.

And that cleans off The Desk for this issue. Buzz me if you hear anything, won't you. The number until April 25th — in case you've forgotten since last time — is Farnborough (Kent) 169.

We Apologize

Roy Ward Dickson, of Dickson & Edington, owners and producers of Adams' *Take A Chance*, and the Lux *Fun Parade*, has asked us to correct an impression that would result from the reading of an article in our March 18th issue entitled *Nothing Dead About Giveaways*, and concerning Saul Field, of Contests Associates.

Dickson states that Field is in no way connected with either of the above-mentioned programs or with the procurement of prizes for them. He also states that Field's activities in connection with prize procurement for *Take A Chance* was for one season only, and that was some years ago. He goes on to say that "Mr. Field was never engaged as a prize broker in connection with the *Fun Parade* either while it was sponsored by Shirriff's or since it was taken over by Lever Bros. for Lux two years ago. Prize procurement for both shows is handled by the producers."

If our story gave a wrong impression, we regret it.

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

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

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April 1, 1953

Strictly Person to Person

It isn't just the teller at the water or hydro office we don't know. Ask any six people the name of the company which carries their life insurance. Then ask the same six the name of the agent they bought it from. Two, or three at the most, will be able to remember the name of the company. All six will unhesitatingly tell you who the agent is.

Carrying on this thought, a head office official of one of the chartered banks congratulated a small business man on the fact that he carried his account with one of the branches of the institution he was connected with. The businessman shook his head. "I don't deal with your bank," he said. "I do my banking with Mr. X," and named the manager.

You might think it doesn't really make much difference whether you deal with a large privately-owned institution or a public corporation when, in the final analysis, you are dealing with the man behind the desk, who is just another individual, with an individual's characteristics both good and bad. In this case what are publicly-owned corporations for? What useful purpose do they serve?

Public corporations, like Trans-Canada Air Lines, Canadian Broadcasting Corporation and the others came into existence to protect the public against the possibility of greedy behavior on the part of large privately-owned corporations. If there are any grounds for this fear, and if there is any danger which would not be warded off by the criminal code, then there is actually only a very slight difference between the threat that the reformers feel is presented by private business and what is very definitely an outgrowth of the public operation. But the difference is there.

Let us say that, to some degree, a potential is present with both — a potential of greed. The difference is that the greed of the private businessman is for wealth, which he knows can be most easily obtained through better service to the public, while the kind of greed which always seems to infect the souls of "public" businessmen, is a greed for more and more power, which is most easily obtainable through usurpation.

Somehow or other something has to be done, first to convince the people that this is a matter worth considering, and not one to shrug off with a derisive "aw politics". Secondly, it has to be conveyed to all ranks of business that the remedy is in its hands, through the most powerful and most proficient force of education there is — advertising.



"That, to this moment, is the news. Now here is our commentator, Ferdinand Talbot Jones, to mess it all up for you."

The private businessman's best defence against the inroads of government-financed competition is the individual. The men and women who manage his activities and meet the public in one way and another are individuals, with individual characteristics, like a sense of humor to make doing business pleasant, a sense of discrimination to tell how each customer should be treated, discernment and instinct, which play a far bigger part in extending satisfactory credit than rule books and credit reports. Managers of "public" concerns have these individual characteristics too, but they are prevented from using them through the nature of their employment by an essentially centralized mechanism.

All these attributes, and more too, are strictly personal ones. They only get a play in a business where employees have a chance to act on their own initiative. However, human its manager or administrator, the very nature of the "crown corporation" or other government activity, precludes anything resembling spontaneous action. There is a book of rules, with a polysyllabic paragraph to answer anything. And that is that.

So it seems that private enterprise is serving its own ends best, as well as doing a better job for the public, by personalizing every phase of its operations to the end that people will feel they are dealing with a neighbor when they buy its wares, rather than, when they patronize the "people's dispensary", that they are doing business with a public utility.

The most successful business is conducted on a strictly person-to-person basis.

Operation Doorstep

March 17, 1953, will go down in history as the day of the big nuclear bomb test in Nevada. It will also be written into the annals of private enterprise as the day when business interests combined with government to keep the American people informed on this development in scientific warfare.

An actuality telecast was put on all U.S. television networks showing the preparations which preceded the blast, the actual blast and a bit of the aftermath. The whole affair was called "Operation Doorstep". Through TV, it acquainted the people of the United States with this important step, it warned them of the necessity for preparedness in matters concerned with civil defence, and it was all tied in with an eloquent appeal for blood banks.

This venture was "sponsored" by the combined networks, and the organization of advertising people known as the Advertising Council.

This "Council" is an organization of advertising people who donate their various skills in the common cause in cases of emergency and public need. Red Cross Blood Banks would logically fall in this category, so "Operation Doorstep" was right up their alley. It is worthy of mention, incidentally, that in Canada the Association of Canadian Advertisers has, from time to time discussed the possibility of organizing a similar "Council".

In contrast to this mammoth undertaking in the public service, of using private broadcasting to inform the American people, the Canadian radio industry is quite alarmed over the government's threat to shut down all private stations should hostilities break out. George Chandler, perennial chairman of the CAB's technical committee, and others have been campaigning for several years to see if a means cannot be found to let broadcasting stations use their facilities for keeping the public under control and also to organize emergency services when and if the blow falls. So far, however, there has been no progress.

The bureaucratic mind of Ottawa does not seem able to discern the right of "business" in this particular instance to lend its facilities or rather to stand ready to do so in the case of emergency. It would rather shut up Canada's radio stations than listen to the carefully thought out plans Chandler and his associates have devised. The situation is frustrating and discouraging and there seems to be no means of moving the requisite officials.

CHNS Halifax
gives you
another "PLUS!"



Your greatest radio value in Halifax . . .

- + Elliott-Haynes Top Audience Rating
- + B.B.M. Top Audience Rating
- + Prize Winning Promotion

. . . The Ronson 1st prize award for superior promotion was recently awarded CHNS . . . One more piece of evidence to prove that for the best results in the rich Halifax market you need. . .

CHNS
THE VOICE OF HALIFAX
THE CHOICE OF HALIFAX

In Canada contact the All-Canada Man and Weed & Co., in the U.S.A.

Music

A STUDY IN JAZZ

by Lou Tappe, SESAC Inc.

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She was a sleazy sort of lady — the lady called Jazz — down there at the beginning in New Orleans. She shuffled amid the dank cellars and along the murky docks. Traveling northward to Memphis and St. Louis, her laughter rang with disdain and bravado. Bold and adventurous, with push and flamboyance, she never was a timid gal. She never was an ambitious gal, either, and had no yen for the paens of culture. Like Topsy, she just grew in spite of herself — and the plaudits, acclaim and homage of the intelligentsia all came along in good time.

Like any lady who's going places, Jazz had those who snipped at her skirts with cattish demeanor. Some side-glanced with phrases nasty or pretty in turn, while others deigned to cast a flirtatious eye. A huge segment took her into its arms and twirled her around and around in bacchanalian high-jinks that were nothing less than a real gone love affair.

Many still clearly and vividly remember the first birth pangs, which were not pangs at all but something akin to utterly exciting freedom and lack of inhibition. We recall the first Chicago hullabaloo. The midwestern metropolis, ever a wonderful, wild sort of place, did much for the development of Jazz. New York was a "Johnny-come-lately," and took the nod from the South and West. When

it hit Manhattan, finally, there was a crash that has not ceased to reverberate to this day.

A Respectable Lady

Now Jazz is an utterly respectable lady, styled in high fashion, rouged and bejewelled, but underneath is that same old, basic, rowdy manner of carefree flair that dominated at the beginning and still does. A lady who has bowed at court can look up at royalty without humility, or down on the peasantry with cold arrogance.

To describe Jazz — well, you just don't — you feel it! You like it or you don't, and today most of us do! As the renowned Louis Armstrong, the great trumpeter, says "If you don't know what it is, don't mess with it!"

Forgetting stuffy, pedantic scholarship, some of our greatest composers and musicians long ago enthusiastically gave Jazz whole-hearted endorsement. They have utilized the medium time and again. Among others we might mention America's great Aaron Copland, Paul Bowles, Norman Dello Joio and Kurt Weill, and in France, Darius Milhaud, Francis Poulenc and Erik Satie.

The Rafters Shook

There was the first time when Jazz invaded the sacred concert hall. Stealthily it slipped down the sacrosanct aisles of Carnegie and exploded on the stage while many a dowager dropped her lorgnette and ran for cover. To the consternation of everyone, it took its place right up there on the podium. It had arrived! But all this is elementary and factual, just as was the enormous success that followed in Europe. From the very start, France and Germany were hotbeds for development. Jazz was a shot in the arm to their music. Parisian composers went wild. You might have thought that they invented *le Jazz hot* themselves. Holland and all Scandinavia enlisted in the crusade.

Many Forms

While America shimmied and charlestoned, Jazz, like any sort of art, quickly and readily, amoeba-like, developed from ragtime into diverse forms and formats. Blues, bounce,

boogie-woogie, swing and jive, Dixieland, barrel house, be-bop and the rest . . . all are component parts of Jazz. Each took on specialized coloration. Each had its experts, artists, enthusiasts, sycophants and those who disagreed. All spoke with eminent authority. If all the arguments that have echoed and re-echoed about Jazz over the years were gathered into one conglomeration of debate, it would be the biggest mixture of words since the babel that took place 'neath the tower.

After all, other musical forms met with violent opposition. Even Bach and Wagner, Stravinsky and Brahms went through the same trial by fire. It has been said that it takes people forty years to catch up. Jazz is not much older than that, even now, yet is ripe and luscious with maturity. We might easily say that Jazz occupies an honored place in the world of standard music. But no one knows for, if the men from Mars finally arrive, they may bring something with them that will knock all our ideas of music and art, in general, into something more than an old battered cocked hat. After all, vogues come and go. For example, some of the outstanding and once popular English writings of the 18th century are now as defunct as last year's Thanksgiving turkey.

Composers Followed

Our great bands, large and small, of course, actually did more than anything else to bring on the development of Jazz. There was a demand for such music, so it had to be created and written. The composers followed along. Some of it was contrived . . . some of it improvised. Almost always it is the arrangement that counts, rather than the tune itself.

The SESAC repertory includes a great wealth of such music . . . and the SESAC Library boasts the *Jazz Classics by Richard Maltby and his Orchestra*, the *Stan Freeman Jazz Quartet* and *Will Bradley's Jazz Octet*. These aggregations feature such distinguished men of modern music as Billy Butterfield, Chubby Jackson, Buddy Weed, Terry Snyder and many other top notch talents. This segment of the Library has grown tremendously in the past few months and has received rave notices from coast-to-coast. And in the future, SESAC will continue to offer the best in Jazz to everybody, everywhere.

Heaven forbid that Jazz ever gets ponderous or stuffy. Let Jazz remain spontaneous, full of verve and many moods. And let the lady never cease to be her real self!

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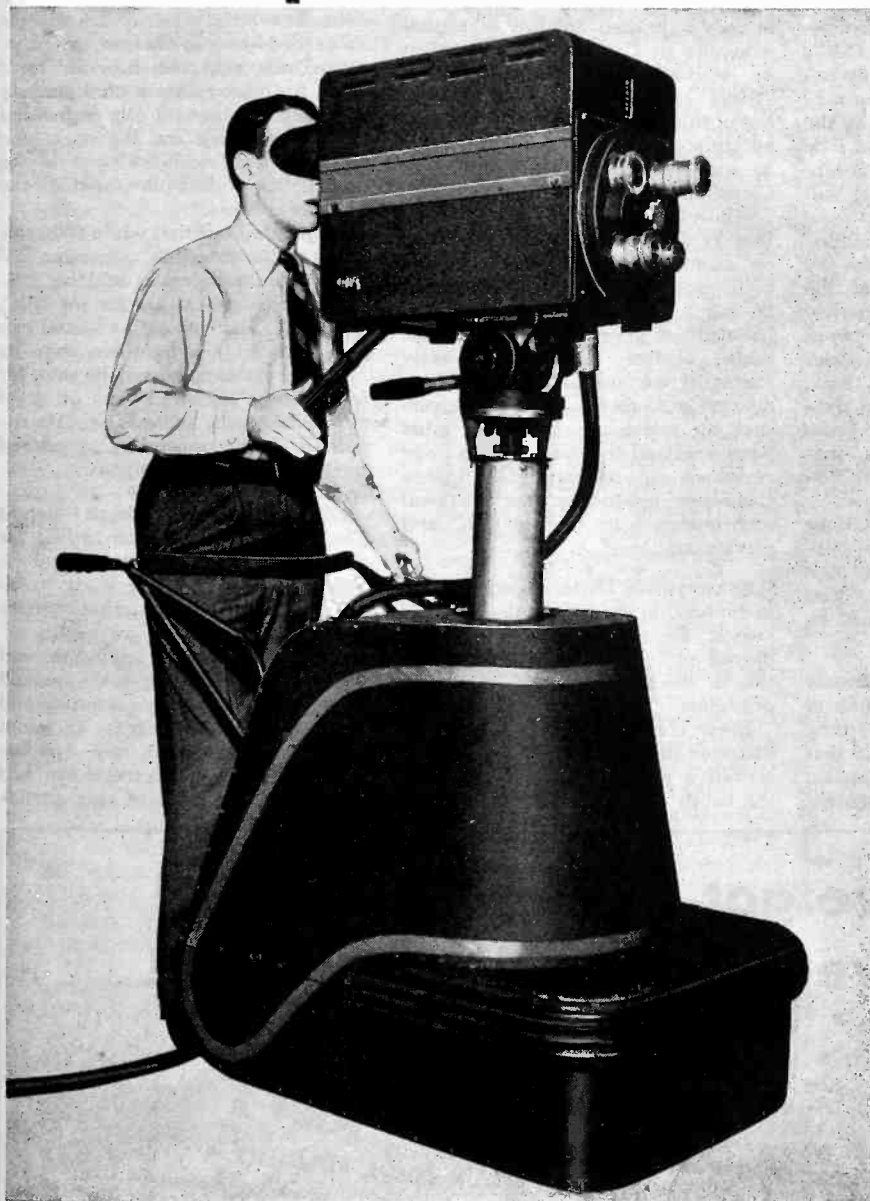
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Government

MPs OKAY RADIO PROBE

Ottawa. — A 26-member parliamentary committee to examine Canadian broadcasting in general and the CBC's activities in particular, was appointed by Parliament here late last month amid a series of charges and countercharges based on the government's broadcasting policies. The motion of appointment was made two months ago by Revenue Minister Dr. J. J. McCann.

The committee began its hearings late last week and appointed W. A. Robinson (Lib., Simcoe East) its chairman and Dr. Pierre Gauthier (Lib., Portneuf, P.Q.) as vice-chairman.

But it was Transport Minister Chevrier who sparked a heated debate that ranged over the better part of three-days and ended in adoption of the committee's appointment. He said that, as the minister responsible for controlling the technical and engineering aspects of broadcasting in this country and the final licensing of radio and television stations—on recommendation from the CBC's board of governors—he was in agreement with the government's broadcasting policies and the aims of the CBC. It is "perfect nonsense", he said, to suggest that private enterprise in Canada, left to itself, will provide Canadian programs.

"If private interests were to monopolize, as I believe they would, the populous and paying parts of the field, in accordance with the policy laid down by the Tories," he went on, "they would import American programs where the profit is high, rather than originate Canadian programs where the cost is high. From that I conclude with logic . . . that the French-language television stations would be 'out the window'."

He said that since private stations would not produce Canadian programs on television due to the high cost, "it is my humble view that private broadcasters should not be allowed the full field."

"I believe," the Transport Minister continued, "that what the people of Canada want more than anything else in the field of television is that the programs should be of Canadian origination and of Canadian content

and should not be canned programs coming in from the United States." But the policy advocated by the Conservatives, under which private stations would provide TV in the densely-populated centres while CBC stations carried TV to the distant areas, would "allow the television operators from the United States to move in and take over the field," Chevrier declared.

He recalled that a Conservative government, under the late Lord Bennett, had originated the CBC, and succeeding Liberal governments had agreed with its view that there must be complete control over broadcasting by Canadians to keep it free from foreign interference and influence. He said Canada's growth and development was based on the coordinated efforts of public and private enterprise, such as in railway, air line and banking systems.

One of the reasons for government policy on TV "is that we feel there is only a limited amount of capital available in Canada for investment in television stations, and since (they) can be established only by use of the public domain, they should be situated so as to provide service to the largest possible number of Canadians."

"However," he said "it may well be that in time the policy will have to be amended; it may well be that plans can be worked out which will be fair to the public for the establishment of private stations in (the large) centres. But in the early stages, if we are to have the production of Canadian material broadcast by television, the CBC must have access to the areas where large revenues can be earned to finance Canadian production for national distribution both by the CBC and private stations."

Conservative leader George Drew, in continuing the debate the day following, declared Chevrier had employed an "utterly shameless distortion of the facts" and an "appeal to prejudice".

Drew claimed that Chevrier had distorted the facts when he said Conservative policy would place TV in the hands of the wealthy for exploi-

tation. Instead, he said, the Conservatives believe that the advantages of competition should be assured in television by placing publicly-owned and private stations under the authority of an independent regulatory body.

Referring to Chevrier's statement that there would be no French-language TV stations if Conservative policy was put into effect, Drew pointed out that even with the Liberals' "monopolistic" handling of TV, there has already been one application for a private French-language TV station, made by La Presse Publishing Company of Montreal, which also operates the French-language radio station, CKAC. Drew also said that Liberal policy has meant that action on this and other private applications has been deferred.

"It is to be hoped," he said, "that the government will not again put forward an appeal to prejudice that can so easily be disposed of by a glance at the government's own record."

As far as advocating giving TV licenses to its "wealthy friends" is concerned—as was charged by Chevrier—Drew said the Liberals have been in office almost continuously since 1921 (except for five depression years) and they are the ones who have "fathered with loving care" the monopolies that have created the wealthy.

He pointed out that while Chevrier spoke of the "terrible" American TV programs Canadians would be subjected to if it were not for the CBC, the CBC was importing American programs and airing them over its facilities. Some of these, he said, far from being horrors, were of great cultural benefit, such as the Metropolitan Opera broadcasts, sponsored by the Texas Oil Company.

CCF Leader M. J. Coldwell followed Chevrier in putting forth a call for the development of TV by public enterprise and used the word "treason" in describing the action of those who advocate private ownership.

"The incentive for television, and indeed for radio," he said, "should be service to Canada as a nation and to its people as citizens. To adopt any other policy, in my opinion, would be an act of treachery and treason on the part of this parlia-

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ment or those who, for the last 86 years, have endeavored to make Canada a free, independent and distinct nation."

He went on: "Propaganda of the Canadian Association of Broadcasters for the private control of television, whether they realize it or not, and those who associate themselves with that propaganda, is in effect, in my opinion, treasonable to this country." He was convinced that the private control of Canadian radio and the alleged influx of American programs, "will destroy the identity and the independence of this Canadian nation."

"Our people have a right to a nation-wide service," he said. "I think, even if it requires large amounts of money to be appropriated by parliament, that every attempt should be made, for example, to establish stations in Regina, Saskatoon, Calgary and Edmonton, or those other parts of Canada which at the moment seem to be left out."

He continued: "I do not for one moment believe, except in the initial stage, that the excise tax on television sets and radios will entirely compensate the Canadian Broadcasting Corporation for the services which they will be called upon to render. So I should like to see all our centres in Canada served so that there will be complete coverage of the whole country, even if this involves further financial aid to the CBC."

Coldwell declared: "This service should be national in the best sense of the word and certainly should not be left to advertisers, to profit-seekers — yes, to hucksters — whose only incentive is that of profit and gain . . . I do not want to see an organization like the Canadian Association of Broadcasters being able to place itself in the position of saying that they are equal to or competitive with the national broadcasting system . . . We see now that the CAB want to go one step forward and place themselves in the position of being able largely to control public thinking by demanding the right to editorialize on the air through the private stations. I do think that is something that should be prevented at all costs."

David Croll, Liberal member for Toronto Spadina, said he agreed largely with Coldwell's views. Croll was the fourth of many speakers in the debate which gave members their first opportunity in months to air their views on broadcasting.

Croll contended that the CBC was

originally established because Canadian stations were serving merely as outlets for American programs. He disagreed "with those who believe that we should pattern our television on that of the United States . . . I rebel against the constant exhortations to buy . . ." He pointed out, though, that he didn't object to the principle of advertising. He recognized that "American television is not all bad. Some of it is good, and some of it is very good; but it is submerged in a flood of bad programs." Croll felt that "if the Americans had to do it all over again they would certainly correct their over-emphasis on advertising."

As he sees it, "there are three possible courses open for the development of television." It can be left entirely to private interests, he said, "but we tried it in radio and it did not work because private stations became outlets for United States chains; and so we created the CBC." The second course is the government's proposal for a "mutual system of public ownership and publicly controlled private enterprise."

"There is not much need for me to deal with the third point," he said, "which is that of public control. But it is worth noting that as an example of public control we have Great Britain, where both radio and television are state enterprises. The cultural level of the BBC, with its three great program divisions, is unquestionably the highest in the world . . . all observers are in agreement that (British television) is artistically and technically far ahead of its closest competitor in the United States."

At one point in Croll's speech, Donald Fleming, Conservative member for Toronto Eglinton, interrupted to point out that the CBC was doing exactly what it has charged the private stations would do if given the chance — that is, develop the heavily-populated areas and ignore the sparse, rural districts.

During an evening session, a Conservative member for Kamloops, E. D. Fulton, took up this point and claimed that the government's television policy is one of monopoly that is depriving the Canadian people of Canadian television. He also charged that Transport Minister Chevrier had shown a "complete disintegration of all regard for truth, accuracy or fairness" in his address earlier.

Fulton reiterated the Conservative stand that an independent regulatory (Continued on page 10)

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(Continued from page 9)

body for broadcasting should be established, with jurisdiction over both government and private stations. Chevrier had said that such a body would be against the interests of Canada.

But Fulton contended that as the minister of transport, Chevrier should know how well independent regulatory boards work in the field of railways and airlines, where both public and private companies operate side by side.

He described as "the most complete distortion of all", Chevrier's statement that the Progressive Conservatives wanted to hand over profitable television licenses to their political friends. On the contrary, he said, it was the policy of the present government to make of television a monopoly — a monopoly for the CBC in the rich areas of Canada, and a monopoly for private stations in the less lucrative places. The Conservatives aim was for competitive television, regulated by an independent body.

Fulton claimed that government policy in television would hurt Canadian talent, because it will restrict the number of TV outlets and therefore cut down the opportunities for talent.

He pointed out that in Hamilton, for example, "we are restricted, also as a result of the government monopoly policy, to one private television station. But so greedy and so determined is the government to protect its own operating monopoly that it lays down a restriction with respect to the Hamilton station, that it must install a directional device which will prevent that Hamilton station from being received by television sets in the Toronto area."

H. W. Herridge, CCF for Kootenay West, reiterated that his party fully supports government control of radio and television and endorses its "go slow" policy in TV.

He said that other supporters of present government policy on broadcasting include: the Massey Commission; Canadian Federation of Agriculture; Canadian Congress of Labor; Trades and Labor Congress of Canada; Canadian Federation of University Women; and United Church of Canada.

He contended that the case for private ownership and control of radio is based on the false assumption that radio is an industry, when,

according to Herridge, it is a public service.

The Social Credit party believes that, while the CBC plays an important part in Canadian radio, both it and the private broadcasters should be controlled by an independent regulatory body. This was stated during the lengthy debate by John Blackmore, Social Credit member for Lethbridge.

His party would also like to see a standing select committee of the Commons established to scrutinize radio policy continuously, instead of appointing them from time to time, he said.

He felt that, instead of being "treason", the views of the Canadian Association of Broadcasters were propounded by men who were in touch with the people, unlike the CBC which largely "resides in ivory towers".

Walter Dinsdale, Conservative member for Brandon, took a different tack in stating that television, in his opinion, was vastly overrated. Television, he said, was being counted on for many things, including the development of a new Canadianism. But Canadianism, Dinsdale felt, was not going to be developed through any mass medium of communication. Instead, it would have to come from the small urban and rural areas of the country to truly reflect Canada, because the large cities, if they aren't largely American in outlook, are at best nonentities. Furthermore, no national broadcasting system could create this Canadianism; it could merely help to reflect it.

He said: "We seem to be proceeding along the policy lines that have been followed for the past twenty years in connection with radio broadcasting and it might be that the policies adopted for radio do not fit precisely the new medium of telecasting."

Dinsdale believed that "with government encroaching continually on private affairs it would be wise to avoid even a suggestion of state monopoly by moving toward an independent regulatory body appointed by public authorities, but free from even the slightest suspicion of state monopoly or state manipulation. I would consider a move of that kind rather important in the case of a government which has acquired the reputation of having an authoritarian and autocratic complex."

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Programs

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—Photo by Phil Aggus

PLANNING ANOTHER PROGRAM in the 20-year-old *Eaton Good Deed Club* series are above, left to right: organist Howard Jerome; narrator Margaret Pye; the show's originator, Claude Knapman; and Betty Monroe.

Hamilton.—One Saturday last month, station CKOC here helped one of its advertisers celebrate an anniversary signifying the rather distinguished record of 20 years on the air, at the same time, on the same day, and with the same station. For 20 years now, the familiar words on Saturday mornings have been: "9:45 and Eaton's on the Air", ushering in another broadcast of the *Eaton Good Deed Club* for the T. Eaton Co. Ltd.

The purpose of the Club has been to promote good deeds among Hamilton's younger citizens and to give talented youngsters a chance to perform in front of an audience and develop their abilities. To-day, children of original Club members are taking their places in front of the microphones where their parents once stood, and many of the older members have now found a place in the professional entertainment world.

Eaton's Good Deed Club was origi-

nated by Claude Knapman, who is still as vitally interested and active in it as he was in 1933. The voice which has become familiar to listeners over the years belongs to Wilfred Machin, one of Eaton's department heads, who has emceed the show since its inception.

It started in a "studio" on the fifth floor of the Eaton Hamilton store at a time when there was no office space available for this new organization, and its entire office equipment consisted of a typewriter and a desk. The first program saw a handful of well-wishers on hand to get it underway. To-day the Club records an active "writing in regularly" membership of 15,000 a year and a grand total membership of between 200,000 and 300,000. Similar Good Deed Clubs have sprung up in Winnipeg, Calgary, Edmonton and Vancouver and repeated the success of the Hamilton original.

Programs Sell Citizens On UBC

Vancouver.—University of B.C. Radio and Television Society, founded in 1938 and currently having 50 active members, recently started a new service to stations in the interior of the province.

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The service is run with the help of the press office of the UBC extension department, whose objective is to make the university better known in the hinterland and show inhabitants of the interior what the university does for the province.

Another program conducted by the
(Continued on page 14)

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Verbatim

Symphony By Order

Excerpt from an address to the Montreal Rotary Club, by Richard G. Lewis, editor of this paper, March 10th, 1953.

One of the most important things in the democratic system is that there is always another store across the street. That's something to cling to for dear life.

The whole principle of socialism is to do away with this healthy kind of competition, because it is regarded as wasteful. Why not save duplication by having just one brand of tea, one brand of coffee, one make of automobile, one newspaper and one radio station.

I think you Montrealers have reason to know why this is wrong better than anyone else in Canada. You are served by a number of radio stations operating in both languages. When you want to listen to the news and the station to which you are tuned is playing symphony, you just turn the dial. Because private radio stations operate on the competitive system, they are forever trying to make their programs more attractive

to more people, just as a tea blender is always trying to see to it that the flavor of his product is not only maintained but improved.

In Montreal television you have exactly the opposite situation. Only the government station is allowed to function. The result is that if you don't like the television program the CBC has decided to broadcast, you can turn off the set, and go to the movies or sit in the park or take a bath for all they care, because they know that if they don't get you tuning them in, you can't be tuning in elsewhere, because there just isn't anywhere else to tune.

That is what I mean when I say how important it is to see to it that there is always another store across the street. There's nothing wrong with the other way — the monopoly way — except for the people who have to take what is offered or go without. And that, as far as television is concerned, is exactly the position you are in here now.

Radio and television aren't the only government monopolies in Canada. Here are some figures indicative of what happens under the government-owned Trans Canada Air Lines.

I am going to tell you the rate for the New York-Montreal run, where TCA has to compete with private enterprise in the shape of Colonial Air Lines. The distance, according to the TCA time table, is 348 miles, and the one-way fare is \$21.30.

Now let us see what happens when TCA has no competition to buck. The run from Toronto to Montreal is 337 miles, or eleven miles less than the Montreal-New York trip. The one-way fare is \$25, or \$3.70 more than the New York trip.

The situation with television is much the same.

In broadcast advertising, costs are often computed on what is called "set population." That is the number of receiving sets in the area served by the station. We found that the cost per thousand sets in the area served by WSYR-TV, Syracuse, N.Y. is just one-third of the amount per



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

thousand sets charged advertisers by station CBLT, the CBC's TV outlet in the Toronto area.

What it all boils down to is this.

As long as there's another store across the street, there's another job to go to if you don't like it where you are; there's another man to hire if you're not getting value from the man you have; there's another kind of gasoline to buy; another brand of beer to drink; another make of car to drive; another doctor to call; another newspaper to read; another broadcast to tune; another church to attend.

The CBC operates on the theory that its duty is to supply us with Canadian programs of a serious nature, for the good of our souls and our children's souls. This theory is all right as far as it goes. Our greatest national deficiency is appreciation of art. Any remedy for this is good. I suggest to you though that it isn't so much that you want your kids to see more worth-while radio and television programs. What you really want is for them to want to see them.

I suppose the CBC feels that by giving itself a TV monopoly in Montreal and other large centres, it will be insuring itself an audience for its productions. Whatever you think of the CBC shows, I suggest that this monopoly idea is doomed to failure, because lovers of one type of music — opera or symphony let us say — would weary of a steady diet of one type of program, even their favorite type, if they were subjected to it day in and day out. By the same token, disciples of the CBC, however ardent, want some change even from their favorite fare. Otherwise they'll simply turn to reading or movies as soon as they weary of the radio, or television. You don't win audience by order-in-council. People have to be educated, not compelled.

I am proud to be associated with the form of education called advertising. I believe that the ideal known as "business" can be stripped of the aura of suspicion which surrounds our highly successful and upright "profit system" by proper education achieved through intelligent advertising. It is a good system, especially when you set it up along side state-owned enterprise. It does not need to be whitewashed or misrepresented. It just needs to have the truth told about it — intelligently — to correct the unjust charges that have been and are being aimed at it. And that is where advertising comes in.

Advertising is the show window of business. Through it more than anything else you men of business are kept on your toes, striving eternally to build a better mouse trap and so hold the business you have and earn more. No act of parliament or Crown Corporation can insure high quality like this. Nothing does more to maintain our national standards of living. So make your advertising do the best selling job it can, both for you and for the system under which you function, and be proud of it for its social contributions to national life.

As regards the broadcasting business, with special emphasis on TV there are three points I want to stress.

In the first place, government operation of broadcasting, just like the publicly-owned air lines, is

(Continued on page 14)

CHUB says . . .

"500% INCREASE
in Toronto sales for March,
1953 alone. Most of these
accounts never before used
our station."

Represented by

STEPHENS & TOWNDROW

35 KING ST. WEST

TORONTO

REPRESENTING

CJAV Port Alberni

CHML Hamilton

CHUB Nanaimo



Take your audience "ON THE SPOT"



Take your audience out where things happen... increase the flexibility and service that your present station equipment can provide. Make the world around you "Studio X" from which you can do live, human-interest broadcasting of special events, parades, fires and many other "headlines" that have strong public appeal and current interest.

with **GATES**
REMOTE AMPLIFIER
EQUIPMENT



GATES TWO MICROPHONE REMOTE (Model SA-136), is ideally suited for nearly all classes of remote pickup work. The V.U. meter is a standard 3" scale "B" instrument adjusted to peak at + 8 DBM. output to the line. Available without V.U. meter for use when not requiring volume indicating equipment.



GATES PORTABLE REMOTE AMPLIFIER "The Networker" (Model HC-60) is a complete A.C. and battery standby in one self-contained unit, weighing only 33 lbs. and modest in size. "The Networker" is easily serviced and adaptable to many variations in use requirements. Write for descriptive literature.

COMPACT, PORTABLE, ECONOMICAL Gates Equipment embraces many other types of remote amplifier gear. All are outstanding for compact, light weight design and high-quality reproduction performance. Write for catalogue.

CANADIAN MARCONI COMPANY
 Established 1902
 VANCOUVER • TORONTO
 MONTREAL • HALIFAX • ST. JOHN'S

MICROPHONES, floor stands, boom stands, adaptors and other remote and studio equipment all carrying the same guarantee of the finest possible designing and engineering. Let us recommend the type of equipment best suited to your needs and special facilities.

Write to-day for further data and information on the complete GATES line of remote amplifier equipment.

Marconi

the greatest name | in Radio and Television

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

AGRICULTURE

still the primary industry

- ★ 38.2% workers — employed in agriculture.
- ★ \$446,607,303.00 Farm Cash Receipts—1952.
- ★ Sanford Evans — CFRN — 1952 BBM — 10% and over.

CFRN chosen medium of advertising for

- ALBERTA FEDERATION OF AGRICULTURE
10 minutes daily — Monday to Friday
- PROVINCIAL DEPARTMENT OF AGRICULTURE
10 minutes daily — Monday to Friday
- CFRN FARM SERVICE DEPARTMENT
10 minutes daily — Monday to Friday
15 minute forum — Sunday.

IN EDMONTON & NORTHERN ALBERTA IT'S

CFRN

Radio Representatives Ltd.
Montreal — Toronto —
Winnipeg — Vancouver

Adam J. Young Jr. Inc.,
U.S.A.

Verbatim

(Continued from page 12)

unnecessarily extravagant.

Secondly, I should like to point out that private enterprise is prepared to supply you with a radio and television service at absolutely no cost, just as it did in radio before the CBC was even thought about, and just as has always been done in the United States.

Thirdly, the money being dissipated on government broadcasting did not grow up out of the ground or was dragged with a net from the sea. However the money is raised, it comes right from your own pockets.

Remember that, will you? The government isn't something apart. It is "we" not "they." The taxes they collect are "our" money, not "their's." And Canada is "our" country, not the country of a bunch of men who think we put them in power to govern us rather than to serve us.

Programs

(Continued from page 11)

society is a half-hour every Saturday on CKWX here, again describing the work of university departments, the activities of clubs or other developments on the campus.

On the campus only, the society broadcasts over the P.A. system to various recreation halls and the stadium.

Campbell Robinson is president of the society; Ron Robinson, production director; Dave Harding, chief engineer; Bill Sharp, business manager; Ross Crain, program manager.

Airing Council Sessions Said Debate Damper

Vancouver. — City council was scheduled to go on the air for the first time this week, on CJOR, after council approved a plan outlined by Dorwin Baird.

The station did not seek exclusive rights to broadcast city hall debates, Baird said, but simply wanted to establish the principle that they could be put on the air.

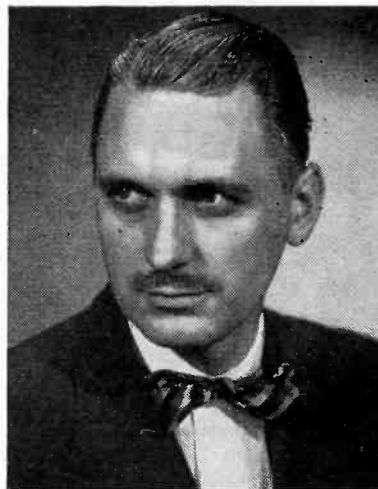
One alderman, Sydney Bowman, said he feared broadcasting might curtail thorough debate of important issues. Alderman Halford Wilson held, on the contrary, that a mike would probably have the tendency to make a man talk longer than usual.

"After a few weeks," Baird told council, "you will be completely unconscious of having the mikes in front of you."

People

Perry Guides Burnett Radio

Toronto.—One of the top time-buying advertising agencies in this country, Leo Burnett Co. of Canada Ltd., has appointed Wib Perry manager of its broadcasting department. He will be in charge of the radio activity of this agency's major radio account, The Kellogg Company of Canada Ltd., which is regularly airing four English and three French programs, mostly daily features, as well as series of spot and flash announcements.



Perry, who has been the assistant radio and TV supervisor of Young & Rubicam Ltd., here for the past three years, will now be one of the guiding hands behind such Canadian productions as *Devitt Drops In*, starring Bert Devitt, *Pep Talks* with sportcaster Dave Price; and in French, *Les Amis de Charlotte*, *Dr. Rene* and a sportcast. There are also the imported recorded shows of *Wild Bill Hickok* and *Red Skelton* being heard regularly for Kellogg products.

It was a few years before the last war that Perry got interested in radio. He started his career with Jack Cooke at CJKL in Kirkland Lake and spent some time with Wilf Woodill at CKSO, Sudbury, before moving south to CFRB here. Business was good enough in the announcing field in the late thirties that Perry went on his own, becoming one of the first free-lance announcers the CBC ever hired, when he held down the CJBC morning show for three years.

Then he really went south—to Ontario, California, where he joined KOCS as chief announcer and later became program director. Another move took him to WCAX, Burlington, Vermont, and still another to the

- ★ Live Programmes
- ★ Custom Transcription
- ★ Singing Commercials



An Independent
Producing
Company

DON WRIGHT
Productions

Let Us Help You

Write — Wire — or Phone for Details
"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886

Queen City Tulatex Corporation for a two-year stint as its advertising — and eventually sales — manager.

In 1950, Perry felt the best thing to do was consolidate his media and advertiser experience and put it to work where both ends meet — the agency. Back in Canada at Young & Rubicam, he became assistant to radio director Bill Byles, producing Robin Hood Flour's Musical Kitchen, Borden's Memory Lane, Kate Aitken's Good Luck margarine broadcasts and Maurice Bodington's Bod's Scrapbook for Lipton's Tea and Soup.

McArthur Moves Up

Toronto.—Dan McArthur, CBC's chief news editor, has been promoted to a new post of executive assistant to management. This announcement headed a list of new appointments revealed here late last month by CBC general manager, J. A. Ouimet.

Other moves included: Aurele Seguin, former director of CBC's Montreal television, becomes program director for radio for Quebec province; Howard Hilliard former area engineer in Toronto, has been made regional engineer for Ontario; Henri Audet, area engineer in Montreal, has been moved to regional engineer for Quebec; and C. R. Delafield, who has been general supervisor of the CBC's International Service for the past year, has been named assistant director general of I.S.

McArthur has been chief editor of the CBC's news service since its inauguration in 1941 and for two years before the CBC press and information officer in Ontario. He was a reporter for the Toronto Globe after the World War I and later did editorial work with Maclean-Hunter Publishing Co. Ltd. He was born in 1897.

In this new post McArthur will be located in Ottawa. His successor has not been named.

New Key Men At CHLO

St. Thomas.—Three top posts at station CHLO here changed hands last month, as Al Bestall was appointed manager, along with Bob Evans as news editor and Peter Dickens as program director.

Bestall, former manager of CJRW, Summerside, took over the CHLO reins from John Warder. At one time Bestall was commercial manager of CKCW, Moncton, and prior to that was with two western stations and the advertising agency, J. J. Gibbons Ltd.

At the same time Bestall announced that a top U.S. network newsman, Bob Evans, would take over the sta-

tion's news department and commentaries. Evans was managing director of Voice of America, CBS's White House correspondent, and a key man in the World To-day news program team as its Washington member. At one time he was also exclusive full-time correspondent in Washington for NBC's news analyst, Robert Trout.

The station's new program director, Peter Dickens, has been with CHLO since it opened in 1948 and is a graduate of the Greene Academy of Radio Arts. The chief announcer's post he leaves vacant will be filled by another Academy graduate, Bob Staton, who was formerly with CFCO, Chatham, and CKTS, Sherbrooke.

Sales Manager For RRL



ALEX BEDARD has been named sales manager of Radio Representatives Ltd., it was announced during the firm's annual dinner at the CAB convention in Montreal last month. With this firm for over four years, Bedard was formerly chief announcer with CHNO, Sudbury and graduated from the Greene Academy of Radio Arts. Jack Slatter remains president of Radio Reps.

penn mcleod research

TORONTO VANCOUVER NEW YORK

SHERBROOKE QUEBEC

CHLT **CKTS**

The Voice of the Eastern Townships

Quebec

900 Kc. 1000 Watts **FRENCH** 1240 Kc. 250 Watts **ENGLISH**

Representatives

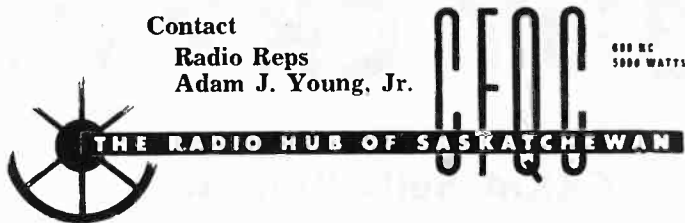
JOS. A. HARDY & CO. LTD. — CANADA · CHLT
 RADIO TIME SALES LTD. · · · · · CKTS
 ADAM J. YOUNG, JR. INC. — U.S.A. · CHLT & CKTS

It's No April Fool!

CFQC Fan Mail comes in from

- Flin Flon - Man.
- Glacier National Park - Montana
- Dauphin - Man.
- Lethbridge - Alta.
- Lac laBiche - Alta.
- Yellowknife - N.W.T.
- Calgary - Alta.
- Hines Creek - Alta.
- Chesterfield Inlet - N.W.T.
- Vermilion - Alta.
- Prince George - B.C.
- Medicine Hat - Alta.
- Kimberley - B.C.
- Scobey - Montana
- Edmonton - Alta.
- And many more places.

Contact Radio Reps Adam J. Young, Jr.



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.

You can't cover Simcoe County without CKBB

BARRIE

REPS — PAUL MULVIHILL TORONTO
 RADIO TIME SALES MONTREAL
 ADAM YOUNG U.S.A.

B.C. cities with population over 10,000



where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
Radio Reps
U.S.A.
Don Cooke

BUY CKRM!

BECAUSE

CKRM Sells Regina

AND

Regina has a BIG construction programme for 1953

THE BASIS FOR:

Economic Expansion! Industrial Opportunity!

Regina's 1953 building programme is expected to top the \$24 million mark for residential, commercial and institutional building.

Ask about this expanding market NOW!

See or write "RADIO REPRESENTATIVES",
Montreal - Toronto - Winnipeg - Vancouver



Research

"Rough Testing" Saves New Ideas

Chicago. — The low standards of many TV commercials can be blamed on the extreme cautiousness of advertisers which results from the high cost of the medium, according to Horace Schwerin, president of the Schwerin Research Corporation of New York.

In an address here before the Chicago Television Council late last month, Schwerin said "the average commercial writer and producer were victims of an idea-killing system." He explained: "A lot of money was involved in committing a company to an advertising campaign. Therefore everything had to be approved by a large number of people. Everyone was cautious. It was not simply a case of passing the buck, but of passing one million bucks. The tendency was to accept the safest idea, the one closest in nature to those that had been tried before."

Much of television advertising, he said, is "a kind of chromium-plated mediocrity", but a recently developed technique for pre-testing TV commercials can help solve this problem. Properly used, he felt it could be one of the strongest allies of creative people with genuinely new ideas and approaches.

The researcher said that new ideas can now be reliably and inexpensively pre-tested in "rough" versions.

"Because these rough commercials can be made for a few hundred dollars, there is much more willingness and freedom to experiment," Schwerin pointed out. "And since from these roughs we can get an accurate reading of the sales effectiveness of the message, creative people are coming to realize that really sound new ideas stand a fair chance of recognition."

He said that in testing a rough commercial and learning what people have remembered from viewing it, the advertiser can be confident the result will closely match those that would be obtained in testing an expensive finished commercial.

Tests have been run using photographs of storyboard sketches, still photos and single frames showing key sequences, and frames shown in rapid sequence to give some impression of action, Schwerin said. "None of these," he revealed, "gave reliable results when compared with the finished commercials, but the rough commercials did."



Dealing With Diets

PERSONAL PROBLEMS

First I had to give up smoking, which put on the weight. Now I've had to quit eating. What next? Don't answer.

• • •

CALORIE COUNT

If you like it, it's fattening.

• • •

TABLE MANNERS

Pass the whipped cream — up.

• • •

STERN FACT

It's what you eat that counts the calories. Not what someone sees you eat.

• • •

TRIPLE THREAT

The worst part of dieting isn't giving up the goodies, but the double-died sadistic so-an-so who says: "Oh have a small éclair. They aren't fattening".

• • •

WHETHER 'TIS BETTER

No pie, ice cream, butter, cake, pancakes, jam, sugar, liquor, beer, wine, cream, candy, French fries — or death.

• • •

DIETERS' SLOGAN

Lighter than you think.

• • •

DEFENCE MECHANISM

Can't we give up guns instead of butter?

• • •

REVELRY

Make mine a Rye Crisp and water.

• • •

ADVICE TO OBESITY

You'd be better off with a smaller BBM.

• • •

NEW WHEELERISM

Sell the sizzle, not the steak — even with the fat trimmed off.

• • •

VALEDICTORY

Heaven at last for all of us.

cics

SELLS

in

Stratford

•

CANADIAN TELESCREEN

Vol. 12, No. 7

TV and Screen Supplement

April 1, 1953

Seven Bids Okayed

(Continued from page 1)

CHML, CKOC and CJSH-FM, the latter owned by the Hamilton Spectator. Ken Soble, CHML president, who appeared before the board along with CJSH-FM representative St. Clair Balfour, said that he will manage the station if it is approved.

Soble estimated that it will cost more than \$1,000,000 to put their proposed station into profitable operation, a cost based on the expenditure of \$721,000 for physical facilities, including studios in Brantford and St. Catharines, and \$247,000 for talent and program fees during the first year. He said he believed that such a station could reach the break-even point some time during the second year of operation.

Balfour declared that Hamilton is a logical centre for a TV station, designed to serve the Hamilton-Niagara district, and that it would be managed by people "fit and proper" to operate a TV station. Soble said that the new company was willing to co-operate "wholeheartedly" with the national television system of the CBC.

Deferment of the Hamilton appli-

cation was requested by Mrs. F. M. Buchanan, owner of CKPC, Brantford. She pointed out that CKPC wants to make a formal application to the board for a TV station at Brantford that would cover some of the same area.

London

Appearing for the London Free Press Printing Company, owner of station CFPL, London and applicant for a London TV station, Walter Blackburn said the company was prepared to invest in the proposed station \$775,000, or more if needed. It may be necessary to finance it from profits of the radio station and newspaper, he said.

There are now 7,000 receiving sets in the London area, he said, and the London station would need a strong signal and good programming to attract these sets away from American stations, as well as develop the St. Thomas, Stratford and Woodstock areas which would be necessary to support the station.

In reply to board chairman Dunton's request for him to enlarge on the competition factor among the three media the company would control if granted a TV license, Blackburn said the radio station now competes with the newspaper, particularly for advertising and to some extent for attention. Operating the TV station as another separate unit within the company, he said, the competition would still be there, although efforts would be made to keep the TV station from harming in any way the operations of the radio station. The station would probably start operations on a schedule of about four hours a day, and might be ready in November.

The application was opposed by G. C. Nichols, president of CHLO, St. Thomas, who urged the board to defer action on the application until CHLO could apply, probably at the next board meeting in May. CHLO was prepared to spend \$800,000 on a TV station, he said, "but we would like it to serve the St. Thomas and London areas". Nichols also declared that the control of three media in London by the Free Press constituted a monopoly that was not in the public interest.

Blackburn replied that the Free Press doesn't feel it has a monopoly when there is competition coming

from newspaper outside the London area and from CHLO. He said he would not argue against a TV station in St. Thomas.

Kitchener

Application for a Kitchener TV station on channel 6—a frequency originally allocated to Toronto — was made before the board by N. S. Robertson, counsel for Central Ontario Television Limited, a company in which Famous Players Canadian Corporation would hold 50 per cent. The remaining shares have been offered for sale to Carl Pollock, general manager of Dominion Electrohme and owner of station CFCA-FM, Kitchener, which went off the air a year ago, and Gilbert Liddle part owner of CKCR, Kitchener, it was revealed.

Robertson said his company was in a position to finance and operate a TV station; it would not have a monopoly on films, but would use as much live talent as necessary; and it would not oppose the granting of TV licenses in London, Brantford, Hamilton or St. Thomas, since it believed the best TV service would come as the result of competition.

Opposition to this application was voiced by representatives of CKEY and CFRB in Toronto, CKPC, Brantford, CFOR, Orillia, Toronto Mayor Allan Lamport and Corey Thomson, CKVL, Verdun. Speaking for the two Toronto stations, Joseph Sedgwick, Q.C., said they object only because channel 6, on which it is proposed to operate the Kitchener outlet, has been taken from Toronto.

Both Mrs. Buchanan, speaking for CKPC, and Gordon Smith of CFOR, wanted the Kitchener application deferred until the next board meeting so that it could be considered along with their proposals for sta-

tions in Brantford and the Orillia-Barrie area.

Mayor Lamport telegraphed the CBC board to protest the granting of a license for a TV station in Kitchener on channel 6, since it meant depriving Toronto of a valuable channel which had been established there through international agreement.

(The allocation plan of television frequencies, released recently by the Department of Transport, lists Toronto with very-high frequency channels 6, 9 and 11, and ultra-high frequency channels 19 and 25. Kitchener was given only ultra-high frequency channel 45. Channel 9 in Toronto is now being used by CBLT.)

Sedgwick declared that Toronto would be left with only one VHF channel if the Kitchener applicant was granted channel 6. This would mean that only one other station — either privately or publicly owned — could be established in the VHF band in Toronto, he said. Subsequent stations in Toronto would be faced with the problem of getting viewers of ordinary sets to buy converters with which to receive UHF programs, a cost estimated by Sedgwick (Continued on next page)

Tell Us Another

Nobody is surprised at what a small business does. But this is about a large chain of ladies' wear stores called Sally Shops. You'd think an outfit like that would have a head on its shoulders, wouldn't you? You would? Well, listen.

A little over two years ago, they opened a branch in Orillia and another in Midland. A flock of spots and flashes were used on both openings. But they turned down a steady campaign.

It took seven or eight months' hard selling — or wearing down — but we did it — two flashes a day for a year. Last December they renewed for another year. Makes a fellow think.

Why not call Stovin. He'll tell you.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

OPPORTUNITY

for 2 men with an eye to the future

- Experienced announcer
- Aggressive salesman

Send disc and details to

CKCW
MONCTON, N.B.

Announcers Wanted

New operation requires new talent with a premium on ideas, ability and experience. Send comprehensive tape or disc plus photograph, to:

CJQC
QUEBEC CITY



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

A GROWING MARKET

Air passenger space on Canadian Pacific Airlines planes between Prince George and Vancouver has been increased 100 percent starting last month, and travel time will be cut by one-quarter. Prince George to Edmonton capacity will be boosted 33 per cent. CPA officials said these developments were part of an expansion plan of which this city is the radiation point.

Reach this growing market over its own station.

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

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

(Continued from page 17)

at about \$2,000,000 based on 130,000 sets now in Toronto.

Sedgwick claimed that stations operating in the UHF band are said to be more expensive to equip and have a smaller relative coverage area than VHF stations.

Quebec

Corey Thomson objected to the applications for Kitchener and Quebec, in which Famous Players is concerned, on the grounds that a foreign-controlled company should be limited to 25 or 30 per cent of the stock in a Canadian TV station. It was revealed in the Quebec application that 50 per cent of it would be held by FPCC, and the other shares by two Quebec radio stations—CHRC and CKCV. It was revealed that FPCC is 65 per cent American controlled.

Sudbury

The application of station CKSO, Sudbury for a TV station there went unopposed. Wilf Woodwill, CKSO manager, said the station would be owned by the Sudbury Star which wanted to pioneer television as it had radio.

Woodwill pointed out that the proposed station would depend heavily on CBC programs at the start and, if operation became too expensive, it might be necessary to transfer the TV station's license to the Star since, being more profitable than the radio station, it could better stand the financial drain.

Windsor

Station CKLW applied for a TV license through its company, Western Ontario Broadcasting. Its president

and general manager, J. E. Campeau, said that he had originally applied for a TV license in 1949 but no action has been taken on it by the board.

Board Chairman A. D. Dunton pointed out that a survey revealed 85 per cent of the station's programs are American. Campeau replied that he hoped to have considerable Canadian programs on TV.

Saint John

Tom Drummie, operator of CHSJ, Saint John and a TV applicant, said that it was planned to operate the proposed TV station for this area about three hours daily.

Another spokesman, Duncan MacTavish, representing Drummie's New Brunswick Broadcasting Company Ltd., said an outlay of about \$470,000 on the Saint John station would be made, they expected.

This application was opposed by D. Malcolm Neill of CFNB, Fredericton, and Bob Bowman of CFBC, Saint John. Neill said that an application now being prepared by CFNB would cover a much larger area than the CHSJ proposal, possibly including Saint John, Fredericton and Moncton and that, therefore, the board should defer a decision. Bowman also urged deferment on the grounds CFBC was preparing an application for hearing at the next board meeting which proposes to cover southern New Brunswick and parts of the Annapolis Valley in Nova Scotia.

Dunton noted that the CHSJ proposal would cover Fredericton but not Moncton, according to an engineering estimate. C. E. Spence, Canadian General Electric broadcast engineer, said that with a power increase the CHSJ television station could probably provide a service in Moncton.

Sydney

Filed by Marvin Nathanson of CJCB, the Sydney application had an estimated capital cost of \$600,000. He said it was most desirable to have TV stations operated by radio broadcasters, since radio profits could be invested in TV to tide it over the lean years. He wanted to go all out in establishing a TV station because he felt that in a few years radio would become merely an appendage of the television industry.

Opposition to this application came from a new company, Cabot Television Co. Ltd., composed partly of some of the shareholders in CJFX, Antigonish. It was represented by Charles O'Connell of Sydney, who said the company was trying to raise \$500,000. If unsuccessful in the next

few weeks, he said, the group would recommend to the board that the license go to CJCB.

How They Stand - TV

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

	E-H Telegating
CBLT	
Imperial Oil Hockey	54.1
Westinghouse Studio One	44.1
The CBC Big Revue	28.3
Tales of Adventure	28.1
CGE Bell Singers	27.1
Now's Your Chance	24.6
Victory at Sea	24.3
C.I.L. Oval Theatre	24.2
Schick and Ipana's Jackie Gleason	22.2
Feature Film (Monday 9 p.m.)	21.9
WBEN-TV	
Colgate Comedy Hour	77.4
Goodyear TV Playhouse	77.3
Kraft TV Theatre	77.3
Arthur Godfrey (Pillsbury and Chesterfield)	76.0
Steins' Feature Film	75.5
Gulf Oil's Life of Riley	72.9
Chesterfield's Dragnet	72.4
Ford Theatre	72.4
Gillette Boxing	72.4
Texaco Star Theatre	71.2
CBFT	
Imperial Oil Hockey	76.6
Frigidaire's Foreign Intrigue	72.2
Westinghouse Studio One	72.0
Feature Film (Thurs. 9:30 p.m.)	69.3
Le Nez de Cleopatre	69.0
CGE Bell Singers	68.6
Press Conference	63.7
Ombre Chere	63.4
Pays et Merveilles	61.6
The CBC Big Revue	60.0

CBC Switches TV Site

Vancouver.—CBC has now applied to the municipality of Burnaby, adjacent to Vancouver city limits, for permission to put up a TV and FM transmitter on Burnaby Mountain.

Earlier plans to use North Shore mountain were scrapped when residents of the area protested.

Burnaby Council approved the application in principle, but since a section of the land involved is in a park area, a public hearing has been called.

CBC is anxious to settle on a site, regional director Kenneth Caple said, as the equipment could not be designed until the location was definite.

STATION MANAGER

Experienced in . . .

- Administration
- Sales (National and Local)
- Production
- Announcing
- Engineering

If you need my services, write Box A-159

C. B. & T., 163½ Church St. Toronto

WANTED

Commercial Mgr. • 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

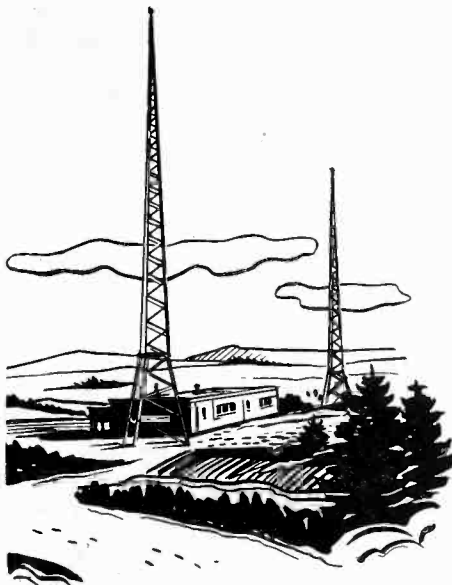
Billings Bridge

Ottawa



CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

Anticipate Transmitter Trouble by Telemetered Remote Control

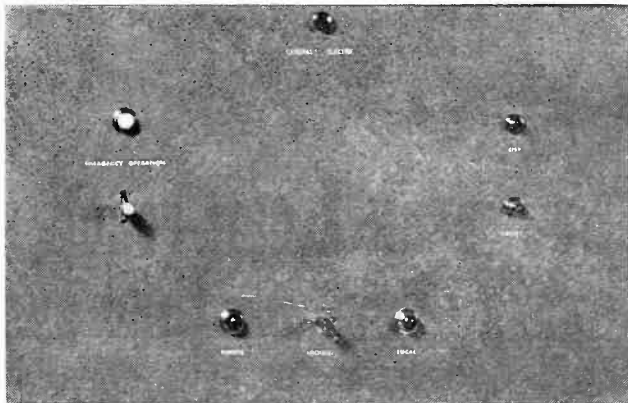


In addition to the economy of remote control transmitter operation, G-E Type BCR-1-B equipment offers the added advantage of trouble prediction by *telemetered* checking. From the studio, you can at any time check necessary circuits for possible break-down.

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

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

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

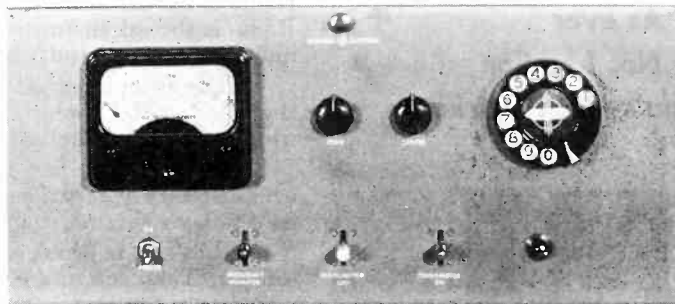


TRANSMITTING RELAY & STEPPING SWITCH UNIT



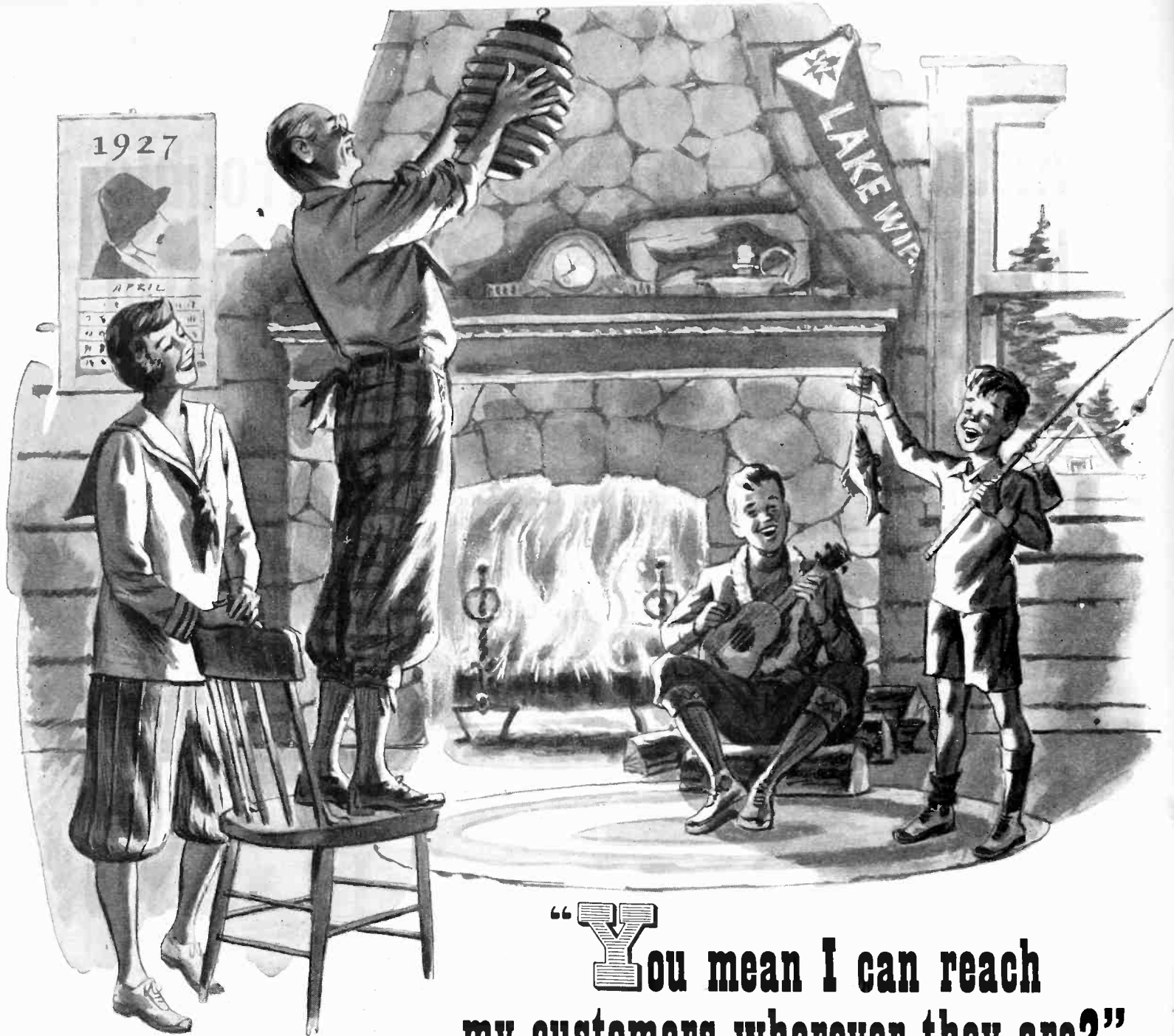
Check These Features: 

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



STUDIO DIAL CONTROL UNIT

CANADIAN GENERAL ELECTRIC COMPANY LIMITED



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

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

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.



CANADIAN BROADCASTER

AND TELESCREEN

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

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.

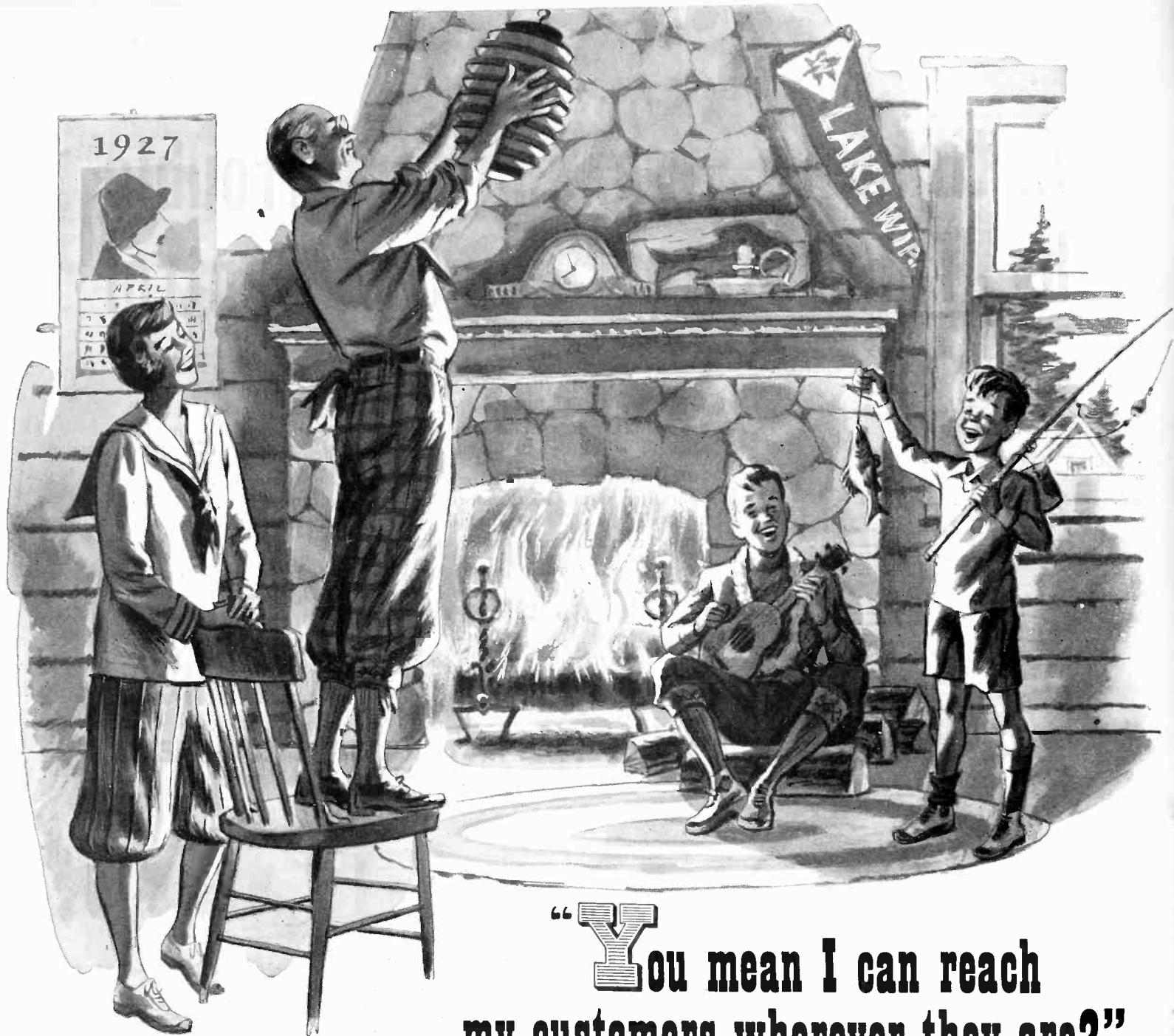
Shulman, manager of VOCM, St. John's, will address three clinics in the New England states on *News Hits Hardest Close To Home*; Heywood, news director of CFAC, Calgary, will cover a mid-Western loop, speaking under the title, *I Have News For You—Local News*; Boyling, manager of CHAB, Moose Jaw, will 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, CKNW, New Westminster, for Vancouver; Fred Lynds, KCKW, 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. Ljung 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."



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