Defence Parley

Toronto. — Nobody seems to want to quote on the subject, but it is generally believed around Toronto that a limited and controlled form of alcoholic beverage advertising is being considered by the provincial government. The Ontario House is said to regard with concern the situation. Advertisers feel they would be put in an unfavorable position in that they would not be financially able to equal the attractions of the larger concerns.

Premier Leslie Frost feels that much of the advertising coming into Ontario is "highly objectionable" and he is anxious to find a generally suitable system for easing controls, it would appear. The Star story said a meeting of the premier with advertisers, temperance leaders and other interested groups would probably take place soon.

MAY RELAX LIQUOR AD BAN

Joseph Antoine Hardy

Montreal.—Radio in general and Quebec radio in particular are mourning the sudden death last Saturday of Joseph A. Hardy, head of the radio representative office that bears his name, at the age of 61.

Joe Hardy, who left CHRC, where he spent 15 years as sales manager, to open his own representative office in 1946, was known in advertising circles as one of the driving forces behind the promotion of Quebec Province as a vital market, and a perpetual and persistent proponent of the importance of the proper handing of French-language copy.

In his capacity of national sales representative, a business which it is understood will continue, though details are not available, Hardy represented French-language stations. These now include CHRC, Quebec; CHNC, New Carlisle; CHLN, Three Rivers; CHLT, Sherbrooke; CKVM, Ville Marie; CKRS, Jonquière-Kénogami; CKBL, Matane, CKLD, Thetford Mines and the English-language station CKNB, Campbellton, N.B. He was also president of the Trans-Quebec Radio group, a subsidiary network of private stations operating in Quebec.

LONGEST POWER SPAN

Two top-ranking officials, Defence Minister Brooke Claxton and Vice-Admiral Sir William Andrews, were on hand recently in Montreal's Ritz-Carlton Hotel for a discussion on national and international defence, staged and broadcast by station CFCF. Seen above during the conference, clockwise, are: news editor Dave Rogers (back to camera); newscaster Dean Kaye; Admiral Andrews, who is second-in-command of NATO naval forces in the North Atlantic; Hon. Brooke Claxton; and CFCF public service director Bill Petty. Wearing earphones in background is engineer Dave Grier.

Trail. — The stringing of the world's longest single span of electric power line across Kootenay Lake near here recently proved to be a big job even for the two staffers from CJAT who set out to broadcast the completion of the engineering feat.

In rugged, seldom-travelled country, CJAT's production manager Joe Kubluk and chief engineer John Hephurn spent two days gathering the story of the stringing of the third and final transmission line high above the lake. This span, over two miles long, was the last stage in an 87-mile line which is to carry power from the generating stations of Consolidated Mining & Smelting Company here to its new Kimberley plant.

Established at a vantage point 1,200 feet above the lake and at the base of one steel tower, the two broadcasters taped accounts of the event for CJAT, CBC News Roundup and the International Service. But most of the time they reported, was spent fighting bitter winds carrying sleet, hail and rain, or shielding their equipment from the weather in their open location.

From one 366-foot tower on the lake's east side the three lines fanned out toward them through space to separate towers on the west. Kubluk said, and then on to Kimberley, providing power for the new chemical fertilizer plant there. Kimberley is also the site of the largest lead-zinc mine in the world.
Your Summer Salesman

MONTH in and month out, people get their entertainment, their news and their shopping information over the radio.

WHEN they go away on vacation, the listening habit goes too.

WISE advertisers cash in on a lot of summer season business by letting the radio keep selling for them - - at the lake, in the mountains, up the river and along the highway.

WHEREVER they go, there's radio.

The CANADIAN ASSOCIATION of BROADCASTERS
Representing 109 privately-owned Broadcasting Stations serving Canadians from coast to coast.
TALENT TRAIL

By Tom Briggs

It was nothing but the artistry and radio know-how of a number of men and women who made the Canadian private broadcasters’ Salute to Queen Elizabeth II a great program last week. Even though the occasion was the 60th birthday of a new and beloved Queen—the performers still had to come through with brilliance to render a lasting impression.

It was interesting. The script was written by free-lance George Salerson, and edited by Walter Dales, sketchily and neatly told the story of the girl who is Canada. Without a bit of a travelogue’s sweet monotony, Salerson and Dales maintained a good pace throughout with deft contrasts.

And into the various moods established by words the other performers moved naturally. Five hundred miles from the scene of the production in Montreal, the St. Joseph’s University Choir led their contribution, a lively folk song in French, to the network from CKCW, Montreal.

Then there were brief sounds of the square dance at Rideau Hall, important to any recollection of the Royal Visit. Remember the scene? It provided one of the most outstanding pictures of the Princess in the entire tour.

The background music was a masterpiece. Conductor Neil Chotem led the orchestra through his compositions and arrangements with the inspired interpretation which few but the originator can impart. Possibly the most impressionistic work he has done, it had all the sweep, power and vivacity in tone which we like to consider exemplifies Canadian nature and enterprise. This theme was carried through in the poem of Dick Diespecker, Vancouver radio and newspaper writer, as read by Reo Thompson.

Behind all these elements and the clever narration of Reo Thompson, Dean Kay and Ed McGibbon, was the man who makes the show by his own self-effacement, the director. He was W. Victor George of station CFNC, and to him must go a large share of the credit for guiding the production easily through all its highlights and subtle shadings to the hopeful expression in the grand finale, “Will Ye No Come Back Again,” by a choir under Allan Rob’s direction.

**A few days before the program went on the air Dr. J. J. McCann, who is Revenue Minister and spokesman in Parliament for the CBC, was asked in the House if this networking of private stations marked a change in the CBC’s well-known monopoly policy. Dr. McCann replied that this was merely a special occasion. In which case one can only hope that the Revenue Minister and others heard the programs and that they may now be convinced that more “special occasions” would be a good thing for radio and the Canadian public.**
"Do indeed feel more inclined to write this page with a lobster claw instead of my usual goose-quill, having but late been to Lionel the Lobster's annual reception, and enjoyed the good company and good viands to the full. Fred Lynds, a genial host, as ever, and to be congratulated for the goodwill this unique party, held in both Toronto and Montreal, does build up for his station, CKCW, Moncton. To pen a paradox, he has always done better advertising for his station at these parties by doing none—as has often been appreciatively noted. This year, however, he did show a short film of St. Joseph's University Choir, and their singing of Alouette was a high spot in the evening's enjoyment. CKCW, who underwrite the whole of the Moncton Music Festival, did persuade this Choir to enter, where they so distinguished themselves that funds were raised to send them to the Eisteddfod in Wales. There they won first place in Folk Singing—hearing Norway in their own folk songs—and came second in Male Choir Competition, losing by one point only to a 60-voice English group. A doff of the Pepys beaver to both CKCW and St. Joseph's University Choir • • • Jim Purvis of CHAB, Moose Jaw, justly proud of a letter from MacLaren Advertising's Radio Publicity Department, thanking them for outstanding promotion on their Canadian General Electric Show—yet one more example of CHAB's 'plus' service to advertisers • • • From Bruce Alloway, CKXL, Calgary, the amusing note that one recent winner of their Dollar Man Jackpot, which is paid off in silver dollars, did arrive at the reception desk with a wheelbarrow, in which to move his winnings to the bank. • • • And Bill Hawkins, CFOS, Owen Sound (who does not write to anyone as 'Dear', not even Advertising Agency Presidents), reporting a new high in mail-pull for their 'Musical Mysteries' program, drawing over 2,300 letters—proof, indeed, of the pulling power of this popular station."

"A STOVIN STATION IS A PROVEN STATION"
Wider Still And Wider

Canadian private radio's highly successful co-operative program, the tribute to Queen Elizabeth II on her official birthday this month, was an important contribution to Canadian listeners. It was also something they presumably would not have received had it not been for these private stations. Furthermore, it was an important step in the right direction for private radio.

The most important consideration, it seems to us, is the fact that private radio has, for the moment, discontinued its complaints—and highly justified ones they are too—that it is completely hamstrung by CBC regulations, especially the network monopoly. Instead, it has gone ahead, ridden over the handicaps placed in its path, and given a graphic demonstration of what it not only could but would do, given the freedom it has been seeking so long.

Last week's program was generally adjudged more than just a creditable effort. It was loudly commended by every commentator who heard it. Perhaps the highest compliment it received was the fact that after it was through, it was identified by the CBC as reaching the listeners over their Dominion network.

From where we sit, the only criticism we can offer is a familiar one. Everyone was hand-picked for his particular job. It therefore seems all the more regrettable that a publicity man was not found to supply us, and we assume other journals which might be interested, with pictures, of which there were none, and background information and material which was at a minimum.

It is to be sincerely hoped that this experiment of the CBC's in what we might term "cohesive programming" is only the beginning. We hope also that the deficiency on the publicity will be overcome, not just in trade papers such as this one, but by the intelligent use of the radio medium itself. In this way, the public which has been treated to unending portrayals of radio as a horrible fire-eating monster, may in future have a choice of descriptions on which to form its own opinions.

It is rather significant that in this issue, in which we report the CBC's first venture into programming, we have also been able to relate that six new stations have joined the private broadcasters' association, bringing the total to 109. Whether or not the program project has anything to do with these additions to the roster, it would seem to us that it is in this manner that association progress is achieved. Private radio's demonstration that it has a purpose in its communities beyond lining its own pockets attracts other broadcasters who want a share.

More projects like this Royal broadcast would attract more stations to participate in staging more programs.

Another Forward Step South

The care which has been exercised by the CBC to prevent the tender sensitivities of the Canadian public from being exposed to the gangrene influence of commercial television from the United States seems to have miscarried in British Columbia in just about the same manner as it has in several parts of Ontario.

The CBC, in its wisdom, has seen fit to disregard the offers of Ontario radio and motion picture people to start television themselves at not one cent of expense to the public. The excuse was that the CBC wanted to make Canadian television an electronic blackboard rather than electronic billboard. Whatever interpretation we wish to place on this phrase, the effect has been that in Ontario close to a hundred thousand families have purchased and installed television sets with which to poison their psyches and those of their children with the same kind of pollution as that provided by American TV.

The CBC's stagnation of the development of the new medium has completely boomeranged on them in this part of the country. Now it bids fair to behaving likewise in the Province of British Columbia.

This issue we are carrying a short story, in our Telescreen section, to the effect that British Columbians, who have been side-tracked in the establishment of their own CBC-TV stations, will shortly be served, from across the border, by more stations in Seattle, and also stations in the new sites of Bellingham and Port Angeles.

Critics of American TV programs notwithstanding, it has to be recognized that each station that is established over there creates greater competition for audience and consequently an improved product. All the advance planning in the world cannot remove the inevitability of beginners' mistakes, and you can't be a beginner until you have begun.

The difference between Canada and the States in this respect is that for years now the U.S. has been telecasting its mistakes, to the evident improvement of its TV output. Canada, on the other hand, thanks to the fact that her TV, like her AM, is presided over by a bureaucracy-ridden department of government, has been standing by watching her neighbor's progress in a forlorn hope, it would seem, that Uncle Sam is making Jack Canuck's mistakes for him.

We are not quite sure whether or not private enterprise in Canada may take heart from what is happening regarding television in the United Kingdom. After a good many years of telecasting enterprising programs without advertising, this policy is about to be reversed. The introduction of commercials into BBC's telecasts places them on a par with the CBC's system, when, as and if it is put into operation. But British plans go farther than this. The country that has never had a radio or TV commercial originate within its boundaries is not only about to sell plugs on its own TV. It is also planning to introduce legislation which will permit the establishment of privately-owned TV stations.

It is quite a step for a country which has always looked to its national system of radio ever since it came into being in 1922. It is a bit ironic that while some private stations may be licensed in the near future, their operation will have to wait until manpower and materials are available. It is encouraging, though, that a country which has sworn by national broadcasting for so long now seems to be a little inclined to swear at it.

www.americanradiohistory.com
IT'S AN OLD NEWFOUNDLAND CUSTOM! DOING BUSINESS WITH AN ESTABLISHED FIRM

VOCM LOCAL AND NATIONAL SALES SHOW STEADY INCREASE

312 - 1/4 HR. NEWSCASTS HICKMAN MOTORS LTD. CADILLAC - OLDS - CHEV. DEALER

260 - 5 MIN. EPISODES MARVIN MILLER STORY TELLER. BROWNING-HARVEY LTD., BISCUIT MFRS.

52 - 1/2 HRS. "HAPPY VALLEY GANG" INDIA BEER CO.

26 - 1/4 HRS. "MOON DREAMS" DOMINION MACH. & EQUIP. CO.

312 - 5 MIN. NEWSCASTS THE HUB - HOUSEWARE & HARDWARE DEALERS

90-DAY SPOT CAMPAIGN J. W. McGrath, MFRS. REP.

3 SPOTS DAILY - 30-DAY TEST CAMPAIGN - INTERNATIONAL MILLING CO. FOR CINDERELLA FLOUR

5 MIN. QUIZ - J. J. GIBBONS LTD.

3 PER WK. - FOR GUSTO

SOLD! SOLD! SOLD! SOLD! SOLD! SOLD!

OVER THE DESK

(Continued from page 4)

the Cam Langford Benefit show was counted, there was $881 for the injured CJOY, Guelph, announcer, and the success of the venture was attributable to the exemplary pulling together of just about everyone up and down Toronto's Radio Row who realized it could happen to anyone.

Basis for the venture was the sale of seats for the pre-show of Treasure Trail. Seats sold at a minimum of $1 apiece, and were taken up largely by listeners who heard or read the appeal for help.

Artists, announcers and others who turned up for the pre-show were Stu Kenney, Keith Sandy, Kate Aitken, Jack Dennett, Jaff Ford, Barry Nesbitt, Frank Tumpane (Globe & Mail), Win Barron (Paramount), Gordon Howard, Ric Stubb, Adele Evans (Aunt Susan), Stan Edwards, Harvey Dobbs, Gordon Atkinson, Bob Hall, Monty Hall, Laddie Dennis, Rick Campbell, Horace Lapp. There was also the man who sparked the whole idea and kept it sparkling, CHUM's Phil Stone, and Wally Crouter and Mike Fitzgerald, who enceed the show.

The manager of the Toronto office of Canadian Advertising Agency Ltd., who has just been given a seat on his company's board of directors, doesn't think he would want to proclaim the news in this column, but he sent it along and a picture, too. So here he is, the new director of Canadian Advertising Agency Ltd., Irvin Teitel, who came into the agency picture via the radio writing route.

Irvin, who at one time collaborated with Ernie Edge in such writing ventures as Borden's Canadian Cavalcade, has had his work aired widely, including Canadian Theatre of the Air (CBC); Love On Credit (NBC); The O'Keefe Show; Columbia Workshop (CBS); Ford Theatre; Stage 47 (CBBC); First Nighter (CBS). With more entertainment than information he writes: "I can't honestly ask you to use the enclosed picture and caption on the grounds that the news contained in it would be of great interest to a large number of your readers. All I can say is (1) that it might be of interest to my immediate relatives, friends and business associates who read the Canadian Broadcaster; (2) of passing interest to distant relatives, casual friends and business acquaintances; and (3) of no interest to those of your readers who fall into none of those categories. When a man joins a dog, that's news. And here is a modest agency executive. Or is he?

This one is scliced shamelessly from Johnston, Everson & Charlesworth's Printed Word. Where they got it, Heaven only knows. "The managing editor of a metropolitan daily is credited with clipping a particularly good piece of writing from another paper and fastening it to his bulletin board with the comment: 'Read this and wish you had written it.'"

Betty Gay, who signs herself publicity director of the Women's Advertising Club of Toronto, has supplied us with the new slate of officers, elected at the club's 19th birthday party, which was held at the Northgate Hotel here June 2.

Dorothea W. Mitchell of Thompson & Sons Ltd., is the new president. The new executive is: vice-president, Margaret Ball, McKim Advertising; recording secretary, Florence Runge, Transit Advertising Co. Ltd.; corresponding secretary, Velma Sligh, Canadian Advertising Agency Ltd.; treasurer (Continued on page 8)

FOR MORE EFFICIENT COVERAGE

always rely on the
most progressive station
in Quebec city...

1000 WATTS 1280 KC

REPRESENTATIVES
OMER RENAUD & CO.
TORONTO-MONTREAL

IN FLA & W. CO.

The best buy for your advertising $ in Quebec

www.americanradiohistory.com
Green Acres turn to GOLD in Southern Alberta

WROUGHT BY THE MAGIC OF IRRIGATION

Earth, ageless mother of mankind, is nowhere more fruitful than in Southern Alberta. The magic touch of irrigation with its dams and network of streams is causing once-barren wasteland to groan under the weight of its productive capacity. Comes the harvest, beets by the trainload, truck load after truck load of vegetables and grain flow into Southern Alberta’s great sugar factories, canneries and elevators... the cash bounty wrought by irrigation.

<table>
<thead>
<tr>
<th>SOUTHERN ALBERTA’S WATERED LAND PRODUCES IN ABUNDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUGARBEETS 12½ tons per acre</td>
</tr>
<tr>
<td>PUMPKINS 20 tons per acre</td>
</tr>
<tr>
<td>BEANS 20 tons per acre</td>
</tr>
<tr>
<td>CARROTS 5 tons per acre</td>
</tr>
<tr>
<td>CORN 5 tons per acre</td>
</tr>
<tr>
<td>CUCUMBERS 4½ tons per acre</td>
</tr>
<tr>
<td>POTATOES 12 tons per acre</td>
</tr>
<tr>
<td>ALFALFA 60 bushels acre</td>
</tr>
<tr>
<td>WHEAT</td>
</tr>
</tbody>
</table>

Yes, irrigation turns Green Acres into Gold in Southern Alberta... AND, it is only the beginning! Already leading all Canada in per capita purchasing power, the recent completion of the St. Mary’s River irrigation project will multiply the opportunities for expansion and add millions to the economy of this major Canadian market.

Think of the effect of these developments on the manufacturers who supply various items of farm machinery, household goods and clothing to this super market and you have the reason why the whole nation is watching Southern Alberta with keen interest.

Sell this Major 136,000
Consumer Market via...

cjoc
LETHBRIDGE
Give us the vehicle -
we'll give YOU “showmanship”
-- *“grass roots support”*

**Potent PROMOTION!**

A top ad man in a
leading Toronto agency writes CFQC:

> "The exceptionally fine programme promotion report
on ... is one of the finest I have seen and indicates
CFQC is supporting the program in a most realistic and
worth-while manner.

"I especially like the way the brochure is presented.
There is a real touch of showmanship about it but it also
shows ‘grass roots’ support ... It is a pleasure to forward
this sort of brochure to client."

---

**OVER THE DESK**
(Continued from page 6)

surer, Helen Greaves, Whyte Hook
Papers Ltd. The five directors
are: Ruth Harrison, Weekend Pic-
ture Magazine; Mary Carroll,
Pringle & Booth Ltd.; Dorothy
Marshall, James Fisher Co. Ltd.;
Margorie Ellis, Swift Canadian Co.
Ltd.; Irene Ayres, Reader’s Digest.

As has been mentioned else-
where in this column: I never could
figure out just why the show must
go on, but that is definitely the
case with CFCF. Montreal’s, news
announcer, Roy Dahmer, who lis-
tened to the English racing classic,
The Derby, being broadcast from
Epsom Downs and then went back
on his regular shift. Roy had a
half interest in a ticket on Gay-
time, which came in second. His
share in the loot is around
$20,000.00. Interviewed by Sports
Director Keith Dancey imme-
diately after the race, all ad-libbed
Dahmer could say was: “It is
wonderful.” Thirty minutes later
he was reading his regular news-
cast, apparently calmly.

This is a new department called
‘Things we could do without’.

Why must the show go on?
What is rotten in Denmark? We
make such a lot of dogmatic state-
ments and nobody ever questions
their rhyme or reason.

Then there’s the long list of
questions which nobody answers.
Just check these over for sense
and write your decisions on the
back of a postage stamp:

How do you do? How’s busi-
ness? What do you know? What’s
new? What gives? What’s it to
you? How’s tricks? What’s cookin’?

Is there an answer to these
questions which are asked a mil-
lion times every day? And if not,
why do we go on asking them?

Another “thing” we could best
do without is the name dropper.
You know him. Everybody does.
He’s the kind of guy who says:
“So I told him, I said ‘Louie.’
I said, ‘if you weren’t the prime
minister...’”

Then there’s that other “thing,”
the place dropper. He’ll buy you
drinks all night if you order Old
Fashioneds so that he can remem-
ber “the wonderful flavor they
gave them in the Club in Cairo.”

CFQC’s Connie Helme writes to
say that CFQC’s favorite wake-up
disc jockey has married CFQC’s
favorite receptionist. She wrote to
tell me on May 7. Then, because
we didn’t rush out with a five-star
final special edition, she wrote
again, raising a wicked word. So
here it is, Connie. We’ll keep the
metal in the linotype pots hot in
future, in case you send us an-
other.

Harry Dekker disliked getting
up to breakfast alone. And his
young wife, Chris (Wiebe) until
11 months ago (I guess it’s 12
months now) happens to have a
pleasant radio personality.
She was CFQC’s Wendy for Colgate’s
Music Means Money a year ago.

This spring Harry managed to
persuade Chris to join him occa-
sionally on his early morning
wake-up show. A few of these

---

**CKW**
MONCTON NEW BRUNSWICK
The Hub of the Maritimes

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

---

**SPECIAL Offer**

> **See RADIO REPS (Canada) Adam Young (U.S.A.)**
“guest” appearances resulted in such a deluge of fan mail that there was no doubt about the fact that this twosome should be on regularly. “And so,” writes Connie, “our ‘Mr. & Mrs.’ breakfast show was born.” And then she adds, coyly: “The first in Canada, did I hear you say?” To which I answer “ung-ung,” or however you spell the elongated form of no. My earliest recollection would be “Peggy and Bill” (Syl Booth and his wife) on CKOC, Hamilton, which I remember in 1930.

But to revert to Connie’s lilting prose: “This is the story of Chris and Henry Dekker, who are mikeside at CFQC each weekday morning, bidding listeners rise and shine from 7 to 9 with the (get this) Double Dekker Breakfast Club.” The name was apparenly chosen from more than two thousand suggestions (it says here) sent in by listeners.

“The two-hour show of music — news — time and temperature checks — and pure FUN (not PURE fun, mind you, but pure FUN) is completely sold,” according to our convincing if somewhat biased correspondent, “with an impressive sponsor waiting list. And, she continues, “hold onto your egos, men, but a considerable number of sponsors specify that their announcements be given the “Mrs. Dekker treatment, please.”

Whew! Supposing we’d missed it again:

And that gets us down to the oak top for this issue. Buzz me if you hear anything, won’t you?

---

**Miss Beautiful Barrie Says**

WE PROUDLY quote from a letter received from a local Beauty Parlour Operator—“Advertising over CKBB is the very best medium to reach the people in Simcoe County”—Add CKBB to your list for PROVEN RESULTS.

---

**CKBB**

Serving Simcoe

Radio Time Sales (Quebec) Ltd. In Montreal

Add. Young. In The U.S.A.

---

**CHLT**

SHERBROOKE Quebec
The Voice of the Eastern Townships

900 Kc. 1000 Watts

French English

1240 Kc. 250 Watts

Representatives

JOS. A. HARDY & CO. LTD. — CANADA — CHLT

RADIO TIME SALES LTD. — — — — — CHLT

ADAM J. YOUNG, JR. INC. — U.S.A. — CHLT

1,260 of the readers of this paper are national advertisers or agency men.

---

**THIS WILL HAPPEN TO US**

SEAWAY CITIZENS
GEAR FOR BIG JOB AHEAD!

Hundreds daily gazed with awe on the Hydro, Electric Power Commission’s model of the Seaway project in the Cornwall Armouries May 24–June 5.

The entire populace of the rich market area surrounding the proposed seaway site listen to CKSF as their “Home Station.” These and thousands more will profit even further when the multi-million dollar development starts.

REACH THIS POTENTIAL BONANZA DAILY OR WEEKLY THROUGH

**CKSF CORNWALL**

HORACE N. STOVIN AM - FM J. H. MCGILLVRA

Montreal — Toronto New York — Chicago

---

**THE MARITIME MARKET AND**

**CFCY**

“The Friendly Voice of the Maritimes”

GREATEST LISTENER CIRCULATION

Makes CF CY THE Economical Buy to Cover NOVA SCOTIA, NEW BRUNSWICK, PRINCE EDWARD ISLAND and SOUTH and WEST NEWFOUNDLAND.

NEARLY 100% OF MARITIME RADIO, HOMES, POPULATION AND RETAIL SALES ARE IN CF CY 50% BBM AREA

BBM — Day 146,190 • Night 140,920

An ESTABLISHED AUDIENCE built up by over 25 years of broadcasting.

5000 WATTS DAY & NIGHT 630 KILOCYCLES

REPS IN CANADA — ALL CANADA RADIO FACILITIES . . . . . IN U.S.A — WEED & COMPANY
in AM
FM & TV
... it's
Marconi
for all three!

The ingredients are blended to perfection—and you'll find nothing more potent! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

Operation Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates the first radio station in North America.

Consulting Service Marconi can help you with engineering, plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

Licensing Facilities Our experts will prepare submissions and, if necessary, appear before licensing authorities to help you when applying for radio frequency licenses.

Broadcast Tubes Marconi RVC Radiotrons, Canada's finest radio tubes, are made for every type of transmitting equipment including TV. Remember, you get greater power, longer life and better tone from Marconi RVC Radiotrons.

Equipment Complete service—everything from microphone to antenna, designed, installed, adjusted and guaranteed... that's the experienced Marconi service.

Marconi—
the greatest name
in radio and television

CANADIAN MARCONI COMPANY
Established 1902
Vancouver • Winnipeg • Toronto • Montreal • Halifax • St. John's

AGENCIES
By Art Benson

STEVENSON & SCOTT
Toronto.— MacLaren Ltd. (Foods) has scheduled 15-minute segments of participating shows five times a week over CFRA, Ottawa; CFCF, Montreal; CKVL, Verdun; CKEY, Toronto, and CKWX, Vancouver. In addition a two-month spot announcement series is going to 40 odd stations in Ontario, Quebec and the Maritime provinces. Both series are advertising a wide variety of MacLaren food products.

COCKFIELD BROWN
Toronto.—Ford Motor Company of Canada Ltd., on behalf of its Ford and Meteor dealers, have started a 13-week series of flash announcements over 52 stations coast to coast.

MACLAREN ADVERTISING
Toronto.—Lever Bros. Ltd. has an extensive transcription spot announcement campaign going to 53 stations coast to coast, commencing June 23, introducing its new detergent, Breeze.

IMPERIAL ADVERTISING
Halifax.—Seven Up (Maritimes) Ltd. has started a flash announcement campaign going to CFCCY, Charlottetown, until the end of August, advertising Evangeline beverages.

VICKERS & BENSON
Toronto. —Seven Up Ontario has started the once a week 15-minute Golf Round-up over CFRB, Toronto, featuring Wes McKnight. Two major golf tournaments are also being broadcast this summer—the Ontario Amateur, from Kingston, August 9 and the Military Trophy, from Islington, August 16. The soft drink firm is also sponsoring the three-hour broadcast of the “Speed Box Derby” from Hamilton, over CKOC, June 21.

HARRY E. FOSTER
Toronto. — Colgate-Palmolive Peet has an extensive spot announcement campaign going to 50 odd stations coast to coast until the end of the year advertising the new Colgate Chlorophyll Tooth Paste. The 5-10-15 minute transcribed Barry & Betty shows are being used as part of the campaign.

MCKIM ADVERTISING
Toronto. — Ontario Fruit & Vegetable Growers Association has returned Mary Garden’s Maritimes Market Basket for the third summer to eight Ontario stations.

Minard’s Liniment renews its spot and flash series in August for another year over 22 English and French stations.

RONALDS ADVERTISING
Toronto.—Rexall Drug Co. Ltd. has started the Doris Day Show over 31 stations of the Dominion network and CFRB, Toronto, from Columbia, as a summer replacement for Amos ’n’ Andy who return September 29. John Rae handles the commercials.

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

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

CHAT
MEDICINE HAT
An All-Canada-Weed Station
Penn McLeod Survey (APRIL, 1952)

Gives CKRD These Audience Percentage Figures

MORNING 61.2
AFTERNOON 68.9
EVENING 64.0

FOR YOUR SALES STORY IN CENTRAL ALBERTA A "MUST" IS THE STATION THAT SERVES THIS WEALTHY DISTRICT.

CKRD
RED DEER, ALBERTA

See Radio Reps. — Adam Young

Vancouver. — Twenty students graduated from the second annual Commercial Radio Broadcasting Course run by CKWX and the University of B.C. Radio Society. The 17-week course, under director John Ansell, was originated two years ago under Reo Thompson, now production manager of CFCS, Montreal.

All students commencing the course passed exams held at the end of the eight-week basic period and went on to the nine-week advance section of the course.

The advanced section devoted one hour to lectures and two hours to practical work at each session, and all phases of commercial radio work except engineering were included.

Lectures were given by Laurie Irving, production; Nina Anthony, continuity; Cal George, announcing; Ken Hughes, promotion; Jack Sayers, sales; and by assistant manager Sam Ross and manager and vice-president F. H. Elphicke.

Several graduates have jobs lined up with stations in the province for the summer holidays.

CROSBY PLANS LIBRARY

Hollywood — Bing Crosby Enterprises is planning to invade the radio transcription business, it was announced here earlier this month by the company's producer, Bill Morrow.

It is understood the new library service will consist mainly of old and new works sung by Crosby, plus a special series devoted to classic jazz. The latest of Crooner Crosby's many ventures, the library will require a large capital investment, it is said, although this will be mostly for the purchase of music since the present facilities of Bing Crosby Enterprises are considered sufficient to handle production.

TO REP. U.S. STATIONS

Toronto.—The representation in Canada of two large American stations by Radio Time Sales Ltd., here will commence July 1, it was announced last week by the company's Toronto manager, Norm Brown. The stations are WJB, Detroit and WGAR, Cleveland.

GOING UP!

RETAIL SALES TREbled IN TEN YEARS

1941 $6,000,000.00
1951 $20,000,000.00

Added to the 160 retail outlets for 1952 will be:

- New Safeway Supermarket
- Kresges
- Woolworths
- the O.K. Economy Supermarket.

DON'T OVERLOOK THIS MARKET IN YOUR 1952 CAMPAIGNS

CKBI
PRINCE ALBERT, SASK.
5000 WATTS

A BONUS TO ALL ADVERTISERS

CHRC

The only 5000 watt station in Quebec City. Reaches 250,000 radio homes.

"TOP FRENCH RADIO VOICE"

TO HOLD the interest of its thousands of listeners — your prospective buyers — CHRC specializes in producing local entertainment, with particular appeals to this 29 French county area.

Our Representatives:
Canada: Jos. A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young, Jr., Inc.
Selective Radio
Via All-Canada
Packaged Programs Will
Sell Your Product . . .

**Because:** It assures selection of the audience you want . . . In the markets you want . . . At the times you want . . . Over the stations giving you the best opportunity to make a selling impression . . . In urban or rural areas or both—simultaneously or separately . . . With audience-appeal tested and proven programs—plus radio's best in sponsor identification.

You can enjoy this selectivity with an All-Canada packaged program at tremendous savings! You don't have to pay production costs; you don't have to budget for talent; you don't have to use a fixed number of stations; you don't have to pay line charges. Your All-Canada show has the production problems ironed out before you buy it.

The All-Canada man will be pleased to show you how an All-Canada program can solve your sales problems and save your dollars.

All-Canada is the leading distributor of packaged programs in Canada.

NEW, TOP-FLIGHT, TESTED AND PROVEN AUDIENCE-APPEAL PROGRAMS ARE AVAILABLE NOW!

Call your All-Canada man to-day for the successful Radio Campaign of tomorrow!

**ALL-CANADA RADIO FACILITIES Limited**

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
WRITING

The French Market

The French-speaking market—one-third of Canada's population—is growing in size and wealth, and presents a fascinating challenge to all radio writers. To stay ahead of the trends, our articles are different from those of the rest of Canada. Nearly all of the French-speaking Canadians; the right to maintain these differences is guaranteed to them in perpetuity. And, difficult as it is for the Anglo-Saxon to grasp, they regard themselves as a conquered race. We may think that, after a thousand years, the French-speaking Canadian simply cannot see that point of view. This may be politics, but it has a definite effect on our advertising, and each one of these “differences” has to be definitely in mind every time we write a commercial.

The French are, for example, prejudiced against the imperative commands you and I are apt to write into our commercials. “Buy it at Stavin’s biggest store,” is to them, the harsh voice of the conqueror—even though that reaction is a subconscious one. For exactly the same reason, the French-Canadian is deeply loyal to the things and the brands he knows. He is slow to change. The reminder that a certain product was used by his grandfather, is, to the French-speaking listener, a sound reason why he, too, should use it. To the Anglo-Saxon, it is an equally sound reason, why he should try something more up-to-date. Your commercial, therefore, has to be an appeal, not a command. You bring out its manifest advantages—first making sure that your French audience will think they are advantages—and then suggest that your product is well worth a trial.

The deeply-rooted traditions of culture are reflected today, in the fact that your French-Canadian dislikes, in radio or any other copy, any reference to bodily functions. He does not permit you to discuss such intimate matters as digestion, unpleasant breath, smelly armpits, or “difficult days.” Not will he listen to you describe “hard - to - get - rid - of phlegm,” or “distracting belching,” or “bathroom odors” at all, he thinks the latter are violating every ordinary sense of decency, and demonstrating your own lack of culture when you do so in your own language. And maybe he is right.

Of the influence of the Church in Quebec Province, many unwise, harsh and untrue things have been written and said. Yet the influence of the Church is very present, and has to be respected by the radio writer. If authority decides that the use of your product contravenes the teachings of the Church, the faithful will be advised not to buy it, and they will follow that advice. Many of our Nursery Stories—Cinderella, Jack and the Beanstalk and the like—are considered unreal, fantastic, and encouraging of disobedience and disrespect, are frowned on in Quebec Province.

Try to merchandise a product with a “gimme away” of a free booklet containing one of these stories, and your product will stay on the shelves. There are many other instances of the same type. However, it is definitely not necessary to “submit” radio copy to any Church authority. Still less is any form of “persuasion” required. All that is needed is, first, to learn what the attitude of the Church will be to the various propositions you are advertising; second, to remember that the French-Canadian is taught from infancy to respect the guidance of his Church, something which the rest of Canada may well envy and emulate; and, third, to accord to the teachings of that Church the same courteous respect that you would like extended to your own.

Despite these facts, and they are facts, proven in actual experience many times over, it is surprising to find that, too often, a radio campaign in Quebec Province is planned around the translation into French of the English-written commercials.

Commercial radio copy for the French-speaking Canadian needs to be written, from start to finish, by a writer who thinks in French. It will help that writer materially, if the English copy you send down to him for rewriting, is as close to French-Canadian psychology in the first place as you can make it. I cannot think of any better—or more unheard-of—education for a script-writer than to get hold of a batch of commercials written in the first place by a competent French copy-chief, pay to have them translated into literal but good English, and then study them.

French Network

For Ontario and West

Montreal—Formation of a second French-language network consisting of private stations in the Prairies and Northern Ontario was announced here late last month by CBC chairman A. Davidson Dunton.

At the same time it was made known that a “decision in principle” had been reached for the building of a CBC French-language station somewhere in New Brunswick.

Both of these projects are in accord with the recommendations of the Massey Commission and findings of the recent Parliamentary Committee on Broadcasting.

Details as to the number of stations taking part in the new network have yet to be revealed since negotiations are still under way with the stations, the announcement said. At present there are two private stations in Northern Ontario broadcasting in French, CHNO, Sudbury and CFCL, Timmins. In the West there are CKSB, St. Boniface and CHFA, Edmonton.

Stations have also been licensed for Gravelbourg and South of Saskatchewan, the former expected to be in operation late this month while the new Saskatoon station will probably hit the air in the fall.

SELLING POWER!

PROVEN

ONE HUNDRED AND FIFTY orders in 11 days for Swath Turners selling for $357.00 each is the amazing result a Calgary manufacturer experienced with 10 spot announcements placed over CFRCN. This is genuine proof of the selling power of CFRCN with its wide and loyal listener audience.

You Cover More . . . You Sell More Over

CFCN

ASK RADIO REPS

Toronto, Montreal, Winnipeg, Vancouver

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

940 ON YOUR RADIO DIAL

CJGX

1927-52 — 25 Years of Community Service

Representatives

Horace N. Stone & Co., Toronto, Montreal

Inland Broadcasting Service, Winnipeg

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

EINSTEIN HAD A WORD FOR IT!

We're talking about really — and how you can influence our $100,000,000 market with 1000 watts. That's just what CJGX does every day. . . . our primary coverage area has an annual income of $1,000,000,000 — and you can use these 1000 watts for your "relative" share of this impressive income!
Speech Input Equipment

1. Where can I buy a console that is up-to-date, will remain up-to-date and grow with my station?
2. Where can I buy a console with the number of microphone inputs I require?
3. Where can I buy a console with complete talk-back facilities?
4. Where can I buy a console at a reasonable price?
5. Where can I buy complete and up-to-date S.I.E. facilities at reasonable prices?

For further details please contact

Northern Electric
COMPANY LIMITED
Distributing across Canada
**HERE & THERE**

**BBM Report In July**

Toronto—Buyers and sellers of radio time will have the 1952 reports of the Bureau of Broadcast Measurement in plenty of time for choosing stations on a basis of listenership for their fall programming, according to Norman Russell, who has charge of production for International Surveys Ltd. of Canadian radio's well-established listener-measurement device.

Before the end of the month, reports in rough will begin to be delivered to Chuck Follett and his BBM staff for printing and assembling. Filling of fixture reports should start early in July.

The terrific amount of detail involved in the BBM project, now in its fifth survey, does not appear on the surface.

A mailing of some 90,000 ballots brings back returns of close to 60,000, which have to be edited for wrong station calls, opinions and other mistakes. As many as 7% have to be discarded as spoiled ballots, but there are always well over the prescribed 50% of all mailed in good order.

Total numbers of listeners per station have to be scrutinized to make sure that the entire coverage area of each station is equally represented in the survey. To bolster sections from which mail returns are weak further mailings, with additional premiums for respondents, have to be undertaken.

International Surveys' working staff on the BBM project is twelve daytime and the night time people, working in eight and four-hour shifts, respectively. The entire assignment lasts around six months and involves about 20,000 man (and woman) hours of work, excluding management.

**Chairs Community Chest**

Toronto.—Len Headley, manager of the RCA radio-recording division here, has been appointed chairman of the public relations committee for Community Chest & Councils Division of the Canadian Welfare Council, it was announced here last week.

Horace Stovin, president of the rep firm, Horace N. Stovin & Company, will succeed Headley as chairman of the national radio committee for Red Feather, it was also announced.

Other chairmanship appointments announced at the time include: Walter Reeves of J. J. Gibsonbons Ltd., on the national magazines and periodicals committee; and Leo MacFarlane, one-time radio writer now with the National Film Board, on the film committee.

**Six Stations Join CAB**

Ottawa.—Six radio stations have recently been accepted as members in the Canadian Association of Broadcasters, bringing the CAB's total membership to 109.

The six stations, all in Quebec Province, are: CHAB, Amos; CKVID, Val d'Orc; CBKN, Rouyn; CKLS, Lateras; CCHB, St. Anne de la Pocatiere; and CJSO, Sorel.

**CJCH. HALIFAX. 5000 WATTS**

**Look Behind The RATINGS!**

Test the pull of a disc jockey show against half hour dramas, children's programs, soap operas, hillbilly music, news, news analysis, against another disc jockey show, against sports news and dinner music. If it shades all competition you know you have a good show. You know something else too. You know there is a brain in the package.

Check the March ratings (Penn McLeod). "Rambling With Russell" on CJCH topped all competition.

Baz Russell is one very good reason behind the very good ratings at CJCH, where the staff are not just persons, but personalities. Where the members of the team are not just bodies, but somebodies.

**REPS:**

Toronto, Paul Malicki, 21 King St. East Montreal, Radio Time Sales, Kings Hall Bldg.
WHY RIMOUSKI?

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

82.3% of the people in this area speak French.

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

CJBR
5000 WATTS ON 900 KCS.
RIMOUSKI
ASK
HORACE STOVIN IN CANADA
ADAM YOUNG IN THE U.S.A.

Shine On Harvest Moon!
OIL makes every month
HARVEST TIME
in Alberta

CJFR reaches the harvesters and allied buyers

EDMONTON
Radio Reproductions Ltd.
Montréal — Toronto
Winnipeg — Vancouver
New York — Chicago
San Francisco
Montreal.—The power of television to sell television was demonstrated here recently when, for two days, the Canadian Westinghouse Company sponsored one of the first commercial TV programs produced in this country. The audience for the closed-circuit show was over 400 local Westinghouse radio and appliance dealers who were so impressed they placed orders for $36,000 worth of sets on the spot.

Conceived and directed for Westinghouse by S. W. Caldwell Ltd., the show was produced, in cooperation with the CBC, in the studios of the Radio-Canada Building. Presented in both French and English versions, the opening segment of the $6,000 production featured B. L. (Leo) Cassidy, who was Westinghouse regional manager at the time, and free-lance actor-announcer Roger Baulu. They explained to the dealers what television would mean to them when telecasting begins in this city in August.

Two full-scale training productions by the CBC formed the middle portion of the show. One was Jules Renard’s play “Poli de Carotte” and Merriott’s one-act comic opera, “The Telephone,” was presented. For the final sequence in the program, Cassidy, who has since been named sales manager of the Westinghouse appliance division, and Baulu returned to give the dealers a knowledge of successful sales and maintenance methods in TV.

The reason for the show, as pointed out by Spence Caldwell, was the fact that, with CBC telecasting only little more than three months away, dealers were failing to promote the sale of receivers in Montreal. It was also noted that the problem of making this city TV-conscious was made more difficult since reception here from the nearest American transmitter is very poor.

Project Pioneer, as this first televised sales demonstration in Canada was called, got under way months ago. Three thousand feet of film from many sources here and in the U.S. were gathered to show pictorially the growth of radio and television along with the radio and television story. Some still photographs and slides were inserted at points where a moving picture was unobtainable, while artists and lay-out men worked on charts, title cards and drawings for animated sequences. Finally, a working script and scenario by John N. Heaton, S. W. Caldwell writer on the Westinghouse account, brought all the elements together, including synchronization with the live scenes.

While the 400 dealers sat in Studio 40 and watched TV screens placed all about the room under subdued lighting, the show was performed on the two floors above. “There won’t be a button on your control panels that won’t be touched or a piece of equipment not used, by the time we’re through,” said Caldwell to CBC assistant general manager J. Alphonse Ouimet. In carrying out this promise the telecine room was unlimbered and sent into action for the first time and nearby a camera rolled out an experimental kinescope recording of the show.

The live scenes were shot by a two-camera chain which concentrated most of the time on a simple set, designed as an executive office with a raised bank of TV receivers and an arc along the rear wall. Cassidy and Baulu both performed within this set and the cameras dollyed, panned and switched lenses for everything from a long shot to a tight close-up of the Aerial Junior radio, the little set which put Westinghouse into the radio business 30 years ago.

The history of Westinghouse in the radio and TV media was traced in the first part of the program by narrative, film strips and still photographs, beginning with the opening of the first commercial AM station, KDKA, Pittsburgh. “There’s no business like show business was paraphrased. “There’s no business like TV business,” as a theme. The show concluded with a detailed description of how television works, along with pointers to the dealers on selling, installing and servicing receivers.

In An Industry that....
Lives on Statistics

109 — CANADIAN STATIONS — 109*
are now equipped with

**Magne
corder**

The Ultimate in Sound Recording

Kingway
FILM EQUIPMENT LIMITED

3569 DUNDAS ST. WEST, TORONTO

*This total does not include users such as advertising agencies, industrial firms, educational institutions and the armed forces.
CBC Auditions Dancers
Toronto. — Dance routines and acts were very much in evidence when the Canadian Broadcasting Corporation held an open audition last week as part of its search for variety talent for television.

Dozens of performers went through their paces before the critical eyes of CBC producers and Blanche and Alan Lund, but they weren’t called upon to face the cameras in this trial. The dancers’ most immediate prospects were for a spot in the weekly one-hour variety show, now in the planning stage, which will feature the Lund couple. The show will have room for about six dancers, it is expected, who will be chosen for their decorative appearance as well as dancing ability.

The judging last week was a preliminary to a more exacting test, with cameras, to be held later.

Mavor Moore, the CBC’s chief producer here, was pleased with the evening’s turnout. He was mildly amazed at both the quantity and quality of the artists and felt they would go a long way toward assuring the medium a bright future.

Moore said that those with ballet and musical comedy experience would be the most acceptable in the beginning. A few of the contestants had had limited television experience.

**Why MONTREAL**

**Turns to 600**

**For SPORTS!**

Keith Dancy’s the reason. A dynamo of energy, Keith lives, breathes and eats sports, can quote performance figures offhand on hockey, baseball and football stars, hand out hot tips on any race you care to name.

More than that. With his three casts a day (8:15, 6:45, 11:10), Keith covers everything happening in Montreal sports, from the local angle... and gives as well a complete picture of major league doings. He’s ably assisted in the sports chore by George Mac-Donald, a rising star in CP’s sports world.

Right now Keith gives his listeners complete and exclusive race coverage from Blue Bonnets track, with three extra broadcasts a day. Reason enough why Montreal turns to 600 for sports.

Sports Availability from your All-Canada man!

---

**Plan Private TV For UK**

London, Eng.—Commercial television for Britain drew much closer to reality June 11, when month when the Conservative Government announced its policy on the BBC’s charter which is up for renewal. Radio, according to the policy report, will be unaffected.

The Conservative Government envisages a plan whereby some private commercial TV stations will be licensed—possibly in the near future if the plans get Parliament’s approval—but their construction will have to wait for man-power and materials, which may take years.

The plan also calls for program restrictions. Political and religious telecasts will not be allowed on the private stations and measures have been proposed to keep them from monopolizing public spectacles and sporting events of national interest.

Another stipulation which will delay commercialisation on TV calls for the completion of five low-powered stations by the BBC before private construction can get under way. These stations were in the advanced planning stage before recent defence production demands forced postponement.

Radio broadcasting will continue as a BBC monopoly and the Conservative report contained no hint of a possible change in the future.
Bulova Watch, the leader, uses B.C. Radio extensively!

The British Columbia Association of Broadcasters

CHWK—Chilliwack
CJDC—Dawson Creek
CFJC—Kamloops
CKOV—Kelowna
CHUB—Nanaimo
CKLN—Nelson
CKNW—New Westminster
CKOK—Penticton
CJAV—Port Alberni

CKPG—Prince George
CJAT—Trail
CJOR—Vancouver
CKMO—Vancouver
CKWX—Vancouver
CJIR—Vernon
CKDA—Victoria
CJVI—Victoria
Summer slumping at its best!  
Somewhere in Ontarioland!

... at its best, too, in Canada's No. 1 Market!  
Father puts his feet up ... Mother takes her shoes off ...  
but on holiday or at home, families keep right on buying.

No, vacation-minded Ontario doesn't spend less come "summer slump" time. It may spend more for such items as are seasonal, but from June through August it still spends one quarter of its annual total. And while it's doing it ... Mother ... with her shoes off ... is probably planning for the Fall!

Wise advertisers know this! They know, too, that in this money-making market, CFRB is their money-making salesman. Ninety-five per cent of Ontario homes have radios. More homemakers listen regularly to CFRB than to any other independent station. BUT NOW IS THE TIME to plant your product in the sunshine. SEE CFRB!

WHEREEVER YOU GO THERE'S RADIO!