

MALCOLM NEILL, general manager of CFNB, Fredericton is seen above, third from left, as he attended the third general assembly of the Inter-American Association of Broadcasters in San Juan, Puerto Rico, last month as representative of the Canadian Association of Broadcasters. Seen with Neill, during a lull in the sessions, are, left to right: Felix Cardona Moreno, head of the Venezuelan delegation; Carlos Berkowitch of UNESCO; Neill; and Tomas Munis, head of the Puerto Rican Association of Broadcasters.

(See story on page 8)



—RCN photo

WHEN THE SHIP'S COMPANY of HMCS *Nootka* dug down to get a thousand dollars for the Halifax Police Boys Club, CHNS was on hand to tell listeners about it. In the above photo, from left to right, are: announcer John Funston of CHNS; CPO Joseph Leary (RCN), ex-member of HMCS *Nootka* Ship's Company presenting the cheque to Sgt. J. A. Wrin, president of the Halifax Police Boys Club; and Constable E. "Andy" Devine of the Halifax Police; while in front are 12-year-old Douglas Jeffries and 14-year-old Danny Daniels, both members of the Club's band, who are happy in the thought that the money will go to buy new uniforms for the band.

### Television

## REGINA AND RIMOUSKI GET LICENSES

Ottawa. — Applications for licenses for two television and two AM stations were approved by the board of governors of CBC earlier this week, following the hearings it held here last week. The board sidestepped contentious issues arising out of the Transport Department's shuffling of TV channels and competitive applications from some areas, by deferring decision on six other applications from four cities at what might quite easily be its final meeting before the general election.

(The CBC actually recommends applications for approval by the Department of Transport but its decisions are always accepted.)

Approved by the CBC board were TV license applications for Regina and Rimouski, and AM stations for Montreal and St. Joseph d'Alma. Both TV approvals went to operators of radio stations: in Regina it is Transcanada Communications Ltd., operator of CKCK there; and in Rimouski, Lower St. Lawrence Radio Inc., operator of CJBR.

The bid of Transcanada Communications was for a station to operate on channel 2 with an effective radiated power of 20 kilowatts video and 10.8 kw audio. The Rimouski station, proposed for channel 3, will have an e.r.p. of 32.5 kw video and 19.5 kw audio.

Three applications, all for Edmonton's channel 3, were deferred by the board. They were submitted by Edmonton Television Ltd., a joint venture understood to be financed by All-Canada Radio Facilities and the Edmonton Journal; Sunwapta Broadcasting Co. Ltd., operator of CFRN in Edmonton; and William Rea, Jr., owner of CKNW, New Westminster.

The board said these applications required further study but a decision would be reached following its next meeting.

The application for Central Ontario Television Limited for a TV license in Kitchener, this time on channel 13, was also deferred. This company—backed by Famous Players Canadian Corporation—had its bid for channel 6 in Kitchener turned down two months ago. The board said its deferment in this case was to allow an opportunity "for any prospective applicants from the area to submit applications for channel 13".

Applications by Calgary Television Limited for a station there on channel 2, and by the Saskatoon *Star-Phoenix* for a station in that city on channel 8, were also deferred in order that other applicants from these areas might be heard. Calgary Television Ltd. is a joint venture including stations CFCN, CFAC and CKXL.

The CBC board said deferment in these cases was to allow an additional application from each city to

be reviewed, applications which are almost complete. This includes one revealed at the hearing on behalf of Calgary's mayor, Don Mackay, a former manager of station CKXL (then CJCJ), and one from Saskatoon by A. A. Murphy, owner of CFQC.

The AM station approved for Montreal by the board is to be programmed as a "cultural" station, according to Rev. Charles-Emile Gadbois, head of the licensee company, La Bonne Chanson Inc. He said it would be patterned after WNYC and WQXR in New York.

The station will be a French-language, 5,000-watter, operating on 1280 kcs.

The St. Joseph d'Alma station was requested by Radio Lac St. Jean Limitee three board meetings ago.

Approved at the same time were power increases for CKRD, Red Deer; CHRL, Roberval; and CHVC, Niagara Falls.

### TV Channels Shuffled By Transport Department

Ottawa. — The Department of Transport suddenly announced last week that it had shuffled and re-dealt four television frequencies affecting major cities in Ontario and Quebec.

Adversely affected by the move, since they lose one precious very-high frequency channel each, are Toronto, Montreal and Ottawa. Beneficiaries are Kitchener, Kingston and Sherbrooke, since they gain one each, while Hamilton just had its channel switched from 13 to 11.

The Transport Department revealed: "Because of the (government's) policy decided earlier that television stations should be established in as many places as possible before duplication was permitted in any one place and that the Canadian Broadcasting Corporation should have the original stations in Toronto, Montreal and Ottawa, the remaining channels are not being used for the time being.

"It seemed only logical, therefore," the statement went on, "that in order to provide television coverage for a greater number of the localities, it was advisable to re-assign one of the channels in each of these cities."

"None of these metropolitan areas will suffer on that account," Transport Minister Lionel Chevrier claimed. "When the time will have come for additional coverage by private stations in Montreal, Toronto and Ottawa, if there are not sufficient channels in existence, although several are still available in each of these areas, I am confident that at that time it will be possible to obtain from the American authorities a further redistribution of channels."

**CAB Member Stations**

**ATLANTIC (15)**

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

**FRENCH LANGUAGE (24)**

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

**CENTRAL CANADA (38)**

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

# What Price Radio?

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*Advertising Manager*

**COLGATE-PALMOLIVE-PEET COMPANY LTD.**

*says:*

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Representing 117 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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 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)**

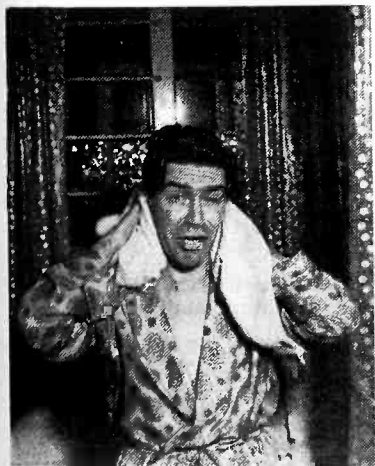
- CHWK Chilliwack
- CJDC Dawson Creek
- CFJC Kamloops
- CKOV Kelowna
- CHUB Nanaimo
- CKLN Nelson
- CKNW New Westminster
- CKOK Penticton
- CKPG Prince George
- CJAV Port Alberni
- CJAT Trail
- CJOR Vancouver
- CKWX Vancouver
- CKMO Vancouver
- CJIB Vernon
- CKDA Victoria
- CJVI Victoria



Way back in the mid-thirties, I used to play bit parts — when every available actor with a phony English accent was hors de combat — on CKOC's *Black Horse Tavern*, sponsored by the beer of the same name, under the pseudonym of National Brewers' Yeast. (Temperance must be served). It's kind of historical now. For one thing it was broadcast on a network. A private one. You see the CBC was still the relatively gentle CRBC, busy cutting its teeth.

A fellow-actor on these shows was a young Hamiltonian — younger by seven years than I was — who made a living on the side as cashier at the Gas Company. After the shows we used to down gallons of coffee, and I'd listen while he told me of his aims to go to England and go on the stage. I'd done walk-ons for a stock company once so my advice was just what he needed.

I knew how he felt because I'd always felt the same way about the stage myself. The only thing was my seven years' seniority told me that even good actors are out of work (if you're good it's called "resting") a few months a year. So in the working season, you have to eat and also put by enough to tide you over. I used to point out to my friend how tough this would be, especially in England, where earnings are lower in all kinds of work. I used to tell him this, with gestures.



—Photo by George Konig

During my April visit to England, I met him for lunch. You may know him. His name, on and off stage, is Robert Beatty.

Bob didn't listen to my advice during those bygone days. And look what happened to him now.

Bob's first break came in legitimate theatre, when he understudied Raymond Massey in a play called *Idiot's Delight*.

Stage successes were in *Soldier for Christmas* and *A Bell for Adano*. Films he has made since March, 1952, include *The Gentleman Gunman* (Ealing), *The Oracle* (Group 3), *The Net* (Rank), *Man on the Tight-*

rope (20th Century with Frederic March filmed in Germany), *The Broken Horseshoe* (Nettleford Studios) and *The Square Ring* (Ealing).

The day we met, Bob was about to start another film called tentatively *The Spare Man*, a prisoner of war story. He was also rehearsing a radio show of the Somerset Maugham play, *The Land of Promise*, for broadcast on that week's *Saturday Night Theatre*, a BBC Home Service show with an estimated audience of five million.

Practically all of Bob's career has been devoted to the portrayal of Canadian, American and Irish parts of stage, screen, radio and television. His big regret is that he has been unable to achieve a bona fide English accent, which would probably have qualified him as a UK Humphrey Bogart. The accent, he says, would have given him a great many opportunities he has missed. On the other hand, he is now becoming well enough known that the producers will, in his own words "take him with his mid-Atlantic accent and not worry what he sounds like."

Bob does the commentary for the JARO news to Canada and a good many other commentaries for documentary films shown all over the world. In spite of his regrets about the lack of an English accent, he gets these commentary jobs because his voice is a nice mixture of British and North American, and as such is readily understandable on both sides of the Atlantic.

His constant "hope, wish and aim" is to make a really good film about Canada, and it is my guess he will not wait for the opportunity to come, but make one.

(Continued on page 4)

## Tell Us Another

You've got to respect an account like Ansdell Hardware, here in Orillia. Five years ago they wouldn't go all out for our line of guff, but went for some spots.

We'd all but given up, when two years ago he went for a program — "Farmers' Notebook", six a week around noon time, which you will have to admit is no small potatoes for a local merchant.

It's just two months since Ansdell's renewed for their third year of the "Notebook", which makes it their fifth on CFOR. This time we had a new trick in the hat — a rate boost. He hmmm'd a bit, said it had increased his local and rural sales, and bit the dust. Some people can sure be easy with their dough. If you've any to burn, ask one of Stovin's fireballs.

# CFOR

ORILLIA, ONT.

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This portion of French-Speaking Quebec; with its tremendous developments of natural resources, power and industry is **CANADA'S FASTEST-GROWING MARKET.**

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### THIS MONTH'S SPOTLIGHT STATION

#### CKNB - Campbellton, N.B.

Wealthy U.S. and Canadian sportsmen seeking the lure of the elusive Atlantic Salmon, pour into this district every year and leave behind many thousands of dollars. Services and goods to maintain this significant sportsmen's industry are purchased locally; entire families along the rivers get seasonal or year 'round employment as cooks, guides and wardens. This is bonus income, received and spent in this area by CKNB listeners, who are tuned daily to Northern New Brunswick's only English-language radio station.

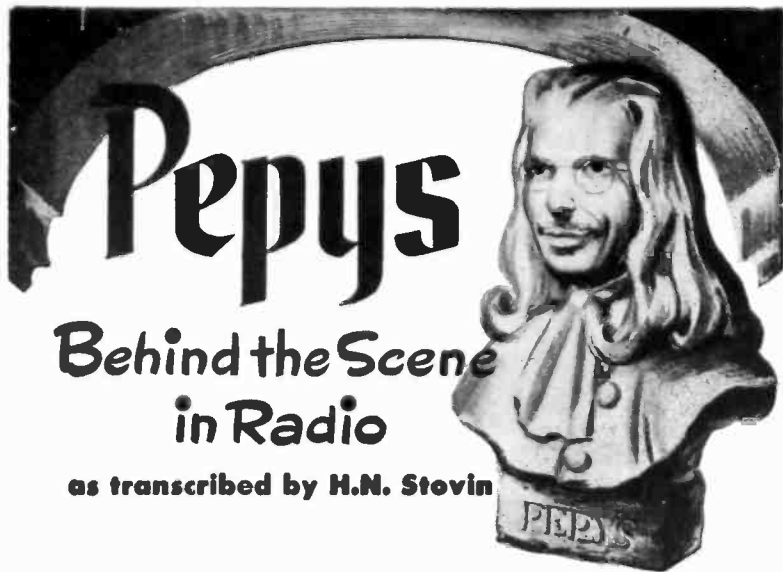
CHRC	QUÉBEC	5000 WATTS	CHLT	SHERBROOKE (French)	1000 WATTS	CKBL	MATANE	1000 WATTS
CHNC	NEW CARLISLE	5000 WATTS	CKVM	VILLE-MARIE	1000 WATTS	CKLD	THETFORD MINES	250 WATTS
CHLN	TROIS RIVIÈRES	1000 WATTS	CKRS	Jouquièrre-Kanagami	250 WATTS	CKNB	Campbellton (English)	1000 WATTS

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"Can once more button my waistcoat all the way down, which I could not do comfortably for two days after the visit of that conquering crustacean, Lionel! Fred Lynds, as ever, a gracious host in both Montreal and Toronto, and an able ambassador for CKCW Moncton • • • From Buck Whitney, Manager of CFAR, the word that the annual Flin Flon Trout Festival is to be held from June 28th to July 1st — with a grand prize of no less than a 1953 automobile for him who brings in the largest lake trout. CFAR does play a big part in these festivities, by giving out a running account to listeners in that area • • • An Edmundston, N.B. appliance dealer did strive for two weeks to sell a quantity of washing machines, but, though he cut the price to the bone, could not move them. Georges Guerrette, CJEM's aggressive Sales Manager, persuaded him to you-know-what. By 3 p.m. of the first day following, every machine had been sold, buyers not even waiting till the campaign had ended! This dealer is now using CJEM on a large scale. As Pepys has remarked before, 'A Stovin Station is a Proven Station' • • • That radio is a truly versatile medium is shown by the experience of CHAB Moose Jaw, which does air a half-hour show each Sunday for that city's Credit Union office. Since the beginning of the year, 241 new members have been signed up, and the sponsors are enthusiastic in praising CHAB for the large part it has played in bringing in these new members • • • Pepys welcomes to the Stovin organization Eddie Bond, who has joined the Toronto office on Sales Promotional work."

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

Member of Radio Station Representatives Association

**OVER THE DESK**

(Continued from page 3)

He loves England, with two strong seasonal exceptions — in the winter it's the weather, and when I saw him, it was taxes — and the weather.

Bob has an English wife he met while they were both working at the BBC named Dorothy. They have a four year old son named Michael, but called Chips. Other assets include two cars, — a Ford Zephyr and a Morris Minor. "I've got more to do with my money than buy big flashy cars. More to do? Sure! Give it to the Tax Collector."

The Beatty family lives in a very pleasant ten-roomed house on the edge of Hampstead Heath, a stone's throw from the famous Bull and Bush pub where Charles II first met Nell Gwynne. She was a barmaid there. Next door is the oldest house in Hampstead, where Dickens wrote *Barnaby Rudge*.

Anyone else want any advice about getting onto the London stage. The line forms to the right.

Thanks to Laddie Dennis for this addition to last week's note about Cam Langford, the CJOY announcer who broke his neck in an automobile accident last March and is back on Radio Row as a freelance.

Cam's own half-hour show, which he is doing on his tape recorder at his home in Toronto, over CJOY, Guelph, 1.30 p.m. Sundays, has been taken up by a sponsor for 52 weeks — Matthews Wells Company "Rose Brand" Products. It is also expected to be carried in the near future over CKBB, Barrie, CFOR, Orillia, CFOS, Owen Sound, CKNX, Wingham and CJBQ, Belleville as well.

Cam's home is at 352 Manor Road East, Toronto. And the telephone HUDson 9-1624.

Maybe the CBC won't like it, but CFCL, Timmins, licensed as a French language station, broadcasts in not one but seven languages.

Serving the cosmopolitan mining town in Northern Ontario, this station, besides directing programs to the French Canadians in its area devotes time to Italian listeners. Giuseppe Pindilla, a Doctor of Philosophy from Rome is responsible for *The Italian Hour* on Sunday afternoons, and also an hour of drama and music on Monday evenings.

Zeno Hierasimovich, a graduate in journalism, we are told, battles the doctrines of Communism through the *Ukrainian Hour*.

The German program is under the

guidance of Mrs. Elizabeth Mosberger, who is also the director of the drama group known as the Porcupine Little Theatre Group, comprised of Canadians of all origins.

Georges Koral handles the Polish program with the assistance of Roman Staffansky, one of the station's regular announcers.

Old country records, often loaned by newcomers are heard on *The Slovak Program*, which is the responsibility of John Komar.

The babes whistle at me when they see my new Hillman Hardtop. Then they get a look at what's in the new buggy and that's that. It is something though. You have to admit that

I got it last week, but it started earlier. I heard about it on Yorktown Motors' CKEY newscast. Tuned it in by mistake when I was dialling for CBC Wednesday Night. It's quite a boat with its cream and black duotone effect. The black is on top — when it's right way up that is.

It's the only one in Canada so far. Just like your Canadian Broadcaster & Telescreen. The only thing is there are more hardtops coming, and my bet is they'll sell.

I don't know when the order is going to be filled, but I've bought a gadget which will overcome a tremendous problem whenever I go out of the main centres to do a speech. Devised by a veteran orator, and confederate of our old friend C. W. "Bill" Wright, Marsh Close, its a portable lectern, which you set up in front of you at the table, and which, when not in action, folds up conveniently like about half a card table. It comes at ten bucks a copy, from its inventor, Marshall Close Duncan Lithographing Co. Ltd., 80 King St. W., Toronto.

I'm indebted to my old friend (hell! hes senile) Charlie Edwards for this one.

"Dick! You deliver a fine talk. Your audience hangs on every syllable. Laughs at every quip. After you're through, they crowd around you to shake your hand. On the way home they say to each other — 'wasn't he terrific?'"

"Next morning they meet at the breakfast table, and half way down the second cup of coffee, they say to one another: 'what was all that s-stuff that speaker was giving us last night?'"

Oh well.

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

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**CJON** 5000 WATTS DAY & NIGHT

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## The Last Ditch Is Deepest

The industry was encouraged, and with good reason, by the more-understanding-than-ever-before attitude of the 1953 Parliamentary Committee on Broadcasting. The broadcasters showed their pleasure over the slight relaxation of the monopolistic hold on TV channels as indicated by the government's change of policy. It felt at long last there would be some results to its interminable struggles and that they might expect in the not too distant future, an independent regulatory body to control both kinds of radio instead of having one kind control the other. They also saw indications that an opportunity would be afforded private business to use its own capital to share in the development of the new medium. The industry was also justified in gloating not a little over the fact that through its efforts, at least in part, the Canadian public has been relieved of the nuisance tax receiver license fee.

The horizon does indeed look brighter than ever before, but the war is far from won.

• • •

As regards the independent regulatory body, it looks pretty definite that it is now in prospect. But it will be at least a year before its accomplishment can possibly be attained. One problem to be solved will be the selection of commissioners or whatever the members of the regulating body will be called.

• • •

Definitely the government has relaxed its television policy. Now that it is running its own stations in Toronto, Montreal, and Ottawa, and is all geared to go in Vancouver, Winnipeg and Halifax, it has indeed opened the door to private business in smaller centres. But let us face the facts. In order to justify its existence as a State television system, CBC simply has to have nation-wide coverage for its shows, to justify the money it must have. Having decided that it would be commercially unprofitable for it to run its own stations in smaller centres, it has hit upon the ingenious idea of letting private enterprisers operate with the proviso that they carry a certain number of CBC shows, so that the Canadian public outside of the six key cities will feel it is getting something for the millions of dollars it has to contribute to the operation of the CBC.

In actual fact, the government has not changed its television policy as much as it might appear. Rather, judging particularly



Don't forget the phone number — Empire 6166.  
Write it down to make sure — Empire 6616.  
That's Empire 6661.

from last week's diversion of channels from larger to smaller cities, it has taken steps to strengthen its monopoly where it will do its CBC the most good. It has also assured itself nation-wide coverage, for which it will be paid by the tax-payers, but which, per se, it will actually be not providing. This is the basis on which Ottawa has finally let business into the TV picture.

• • •

Finally the listener license fee system has been abandoned. This is probably the most definite victory that enterprise has scored. It was a nuisance tax, from first to last, and the worst feature was that it was quite uncollectable, with the result that only a relatively small percentage of the people were paying the shot.

The demands for this step have been answered with an extremely clever move. In its place, there is now levied a 15% tax on receiver licenses. In other words it has been added to the long list of "hidden taxes" and has virtually gone "underground." This step can have been nothing other than an adroit effort to hang onto the income but dispose of the nuisance. It is reasonable to assume that it will soon be forgotten by the public, like a nickel tacked onto the price of a package of cigarettes, and will therefore be collectable until Kingdom Come.

• • •

Revision of the Broadcasting Act still is, as it always has been, the only issue in the conflict. Until this change is brought about, the war will continue to be far from won.

## A Forum For Newsmen

Nearly every important classification within the broadcasting industry is now being served by special conventions and meetings. Program directors are turning out in record numbers for the present series of BMI program clinics, four of which were held last week. The managers have their regional and national conventions; the engineers are served with regional one-day sessions across the country; and in the case of the Central Canada Broadcasters Association, a special one-day meet is being held for program directors prior to the regional convention in Toronto next November.

Radio news, and the many important people at stations who handle it, seems to be the one notable exception to the general realization of the benefits of joint action and group discussion of common problems.

• • •

When the Press Rights Committee of the Canadian Association of Broadcasters presented its report at the CAB convention in March, it can be presumed that it had studied carefully the two courses open and finally decided that, at least for the time being, the best interests of Canadian radio newsmen would be served by having them join the U.S. group, the Radio-Television News Directors Association, rather than form their own. Committee chairman Vern Dallin — a man not unconscious of the value of a vigorous station news policy — put forth a strong recommendation that newsmen from Canadian stations follow this course.

However, it seems a third course has been adopted by those concerned — the "do nothing" approach. It is understood that no new Canadian members for RTNDA have come forward since the Convention; only a few Canadian stations, mostly in the West, having joined before then.

It may be that the majority feel a Canadian association for newsmen should be formed — an opinion in which this paper is inclined to concur — but it must also be noted that the recommendation of the Press Rights Committee did not altogether rule this out, except for the immediate future.

There undoubtedly is merit in any plan which advocates Canadian newsmen joining the RTNDA, getting the benefits of this strong organization as well as contributing to its development, then, when numbers warrant, striking off on their own. But the first part of such a plan has to come first, and that is — action.

*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*

*In This Corner\**

**IS RADIO GOING DOWN FOR THE COUNT?**

Dick Diespecker, a former broadcaster and now Radio and Television Editor of the Vancouver Province, pulled no punches in the contribution he made May 10th to the CBC's "Critically Speaking".

Canadian radio at this moment is in about as sad a state as it has been in all its 30 year history.

The CBC is spending more and more of our money on drama programs which have little or no interest to the listener who is paying the bills; the private stations from coast to coast are making nothing but money and giving little or no entertainment to the listening public in return; CBC announcers are becoming more remote and private station announcers more ignorant with each passing month.

There are exceptions, of course. There are always exceptions, and we should be thankful for them.

Many private radio stations have produced and still produce excellent programs. Several of them have con-



—Photo by Campbell Studio

\* **IN THIS CORNER** is an open forum for people with criticisms to air on advertising in general or radio in particular. Appearance of such articles in this paper, which welcomes them, does not signify that it agrees with or dissents from the thoughts they contain.

tributed fine artists or groups of artists to the national scene. CFPL in London, Ontario, for instance, is responsible for first airing the *Don Wright Chorus*, and CJOR in Van-

couver gave both Bernard Braden and John Drainie their first opportunity to be heard on the air as actors.

In the same vein, I might add that many private stations in Canada do make serious attempts upon occasion, to be public servants and to further the interests of their own community. CKOV, Kelowna, B.C., originated the School Broadcasts in B.C., and still carries them now that they are a CBC responsibility. This station also originates many programs of great value to the farmer and ranchers of the Okanagan Valley . . . so do Calgary and Edmonton stations serve the ranchers of Alberta, while other prairie stations do likewise for the farmers of Saskatchewan and Manitoba; Ontario stations perform similar functions while Maritime stations do likewise for the fishermen of our Eastern seaboard.

Many private stations also carry the public forum program *Town Meeting in Canada*. Others record and re-broadcast regular sessions of city councils and legislative assemblies and some even have live drama programs and live talent musical programs and the occasional newscaster who knows what he is talking about and knows how to speak English properly.

But unfortunately, the majority of private stations that I have ever listened to in various parts of Canada are concerned primarily in loading their schedules with spot announcements. Nor are they satisfied to pack so many of these spot announcements into such short periods of time that there is barely any time left for music, but they must also add to the agony by employing a lot of amateur comedians whom they are pleased to call disc jockeys. These gibbering idiots talk incessantly about nothing of importance, crack corny jokes, usually in extremely bad taste, and then become hysterical with mirth at their own humour, and usually wind up by gilding the

**NO! NO! NO!**

Don't let your continuity department waste time digging up questions for your quiz programs. For two bucks a month we lay down one hundred and one smart quiz questions, plus answers. Exclusive to you in your city! Saves you time and money, doesn't it? Yes, yes, yes. Order fast for exclusive use.

**WALTER A. DALES**

*Radioscripts*

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

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

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

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

**CFCF • MONTREAL**

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

already overloaded advertising lily, by adding a few ungrammatical superlatives of their own, about each product being peddled on their program. This sort of thing was bad enough immediately after the war; it became steadily worse during the ensuing five years, but in the past two it has gone past endurance.

Again with a few notable exceptions . . . and thank heaven we do have some really good disc jockeys in Canada, notable for their good taste in music and their ability to keep their mouths shut part of the time.

But by and large, the situation is not improving. Since I left active participation in Canadian radio as a performer and station executive four years ago, I have been saddened by the tendency upon the part of radio generally in this country to sacrifice quality for the sake of monetary advantage.

There are a few outstanding announcers in Canada who operate on a free lance basis and who are heard on most big network commercials as well as on programs within their home cities. But far too many Canadian radio announcers today cannot enunciate clearly, read intelligently or pronounce the simplest words correctly. Some of them are frankly a disgrace to their profession. This was so in Winnipeg and Toronto the last time I was in those cities a couple of years ago; it was so when last I was in Calgary a couple of months ago; it is so today in Vancouver. It is not improving. It is getting worse.

Nor are advertisers helping matters. In both local programs, spot announcements and national and

regional network shows, advertisers large and small and their advertising agencies, for the most part refuse to believe that the public is becoming sickened by the interminable barrage of badly written, badly delivered, repetitive commercials that jam the air day and night.

Some advertisers have learned. Two of the most notable programs on this continent are the NBC features *The Railroad Hour* and *The Telephone Hour*. They are notable not only because they are well performed and present good music attractively, but because their commercials are well written, short, in excellent taste and beautifully delivered.

In Canada, *Singing Stars of Tomorrow*, on the CBC Dominion network, is probably the most outstanding example of good taste in commercial radio broadcasting. The commercials are a credit to sponsoring CIL and to announcer Elwood Glover. The same thing can be said for Canadian General Electric and Canadian Westinghouse, Ford and several others. But the soap companies certainly cannot be included in this category. Many of their commercials are appalling. They are losing friends for themselves and giving radio a bad name . . . and they are encouraging radio men into further experiments in the sickening art of huckstering.

In the non-commercial field, the CBC is today almost without competition. And they are not making the best of their golden opportunity to show the radio listeners of Canada, how good they can be.

With more money to spend on programs than they have ever had in their history, the CBC is coming across with only an occasional winner. The quality of drama on programs like *Stage 53* is notable by its absence. The group of intellectuals who surround Andrew Allan is becoming more closely knit, and the programs he presents indicate month by month his total disregard for the opinions of those whose taxes provide his enormous budget. Rupert Caplan in Montreal and Frank Willis in Toronto still turn in some fine production jobs; and latterly, Ray Whitehouse of Vancouver has come up with a winner in Eric Whitehead's *Champions of Sport* series. But most of the drama heard on the CBC these days is, I am quite sure, of more interest to those taking part that it is to the radio listener.

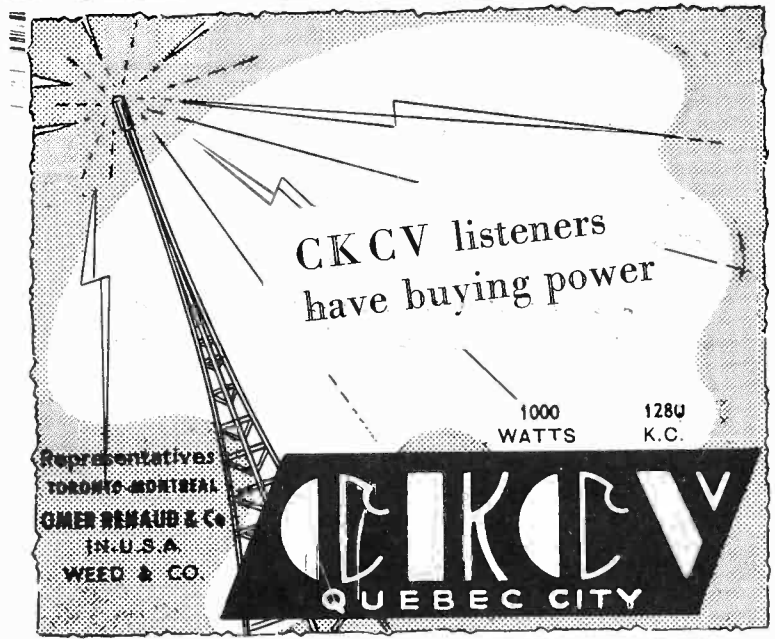
The CBC has also, I am sorry to observe, done nothing to improve the quality of its music continuity. Many of its best musical programs are all but ruined by asinine continuity, read by announcers who sound as though they thought themselves God's gift to radio.

There is also an alarming increase

in the number of talks periods on CBC schedules, here in the West, at least.

These latter points I discussed at some length last year when I spoke on this program. The situation today is, if anything, worse than it was then.

With thousands of set-owners in Ontario, and Quebec already watching television and more thousands following fast; and with a similar situation rapidly shaping up here on the Pacific Coast, the future for Canadian radio is pretty dim. Both  
(Continued on page 8)



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



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

Canada's third largest market is booming. By using CJOR you are assuring your clients a healthy slice of this billion dollar market.

# CJOR

Vancouver, Canada

FIRST ON THE DIAL • 600 KC  
5000 WATTS  
DOMINION NETWORK STATION

Represented in Canada by:  
HORACE N. STOVIN & CO.

Represented in the U.S.A. by:  
ADAM J. YOUNG, JR., INC.

## A GROWING MARKET

Steadily increasing traffic at Prince George's airport now makes it the third busiest in British Columbia. With scheduled landings of 100 a month, in addition to the 30 private aircraft based there, the Federal Government last year spent more than \$1,000,000 on modernizing the airport. It now ranks second only to Vancouver and Pat Bay, and boasts of a charter air service, Central B.C. Airways.

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.

## Look to the Leader!



Mobile Merchandiser  
See Page 16

# I LOVE CKBI

In a recent interview with Kate Aitken on the CBC Dominion Network, Edgar Bergen, commented enthusiastically on the fact that CKBI delivered 100% of the audience for his program in March. Edgar does not know where CKBI or Prince Albert is, but he was well aware of his ratings on CKBI.

If anyone is slightly interested in ratings they will be happy to know that during March, CKBI had an average of 90.1% of the listeners for 28 programs surveyed.

Program "Know How" keeps them listening to CKBI. Start those campaigns now in this progressive Market.

## CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN



**Now**  
**10,000**  
**Watts**

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

## In This Corner

(Continued from page 7)

the CBC and private radio seem to have made no attempt to improve the quality of their programs. Nor have they, except in isolated instances, done much about developing new ideas or compete seriously with the new medium. While the private stations will suffer some day in the not too distant future, when sponsors begin to switch their advertising appropriations from radio to television; the ultimate loser is going to be the radio listener who either does not want or cannot afford or cannot because of location receive the doubtful benefits of television. These people, and there will be many thousands of them this year, next year and for some years to come, will be forced either to continue to listen to depressingly mediocre Canadian programs, or depressingly expensive but equally mediocre American shows. For the unpleasant truth, which we must face sooner or later, is that radio is wilting under pressure of television. Instead of rising to the challenge, it is falling to pieces, and what we hear every day on our radios, is the sad tinkling of those pieces as they fall on the studio floor.

## International

### Canadian Resolution Highlights IAAB

**San Juan, Puerto Rico.** — A resolution maintaining that broadcasting is a form of publishing and therefore entitled to the traditional freedom enjoyed by printed media, was introduced by the Canadian delegation to the convention of the Inter-American Association of Broadcasters here last month.

It was merged with another resolution and passed five days later at the convention's closing session. This later resolution specifically invoked the Panama Doctrine, and calls upon the membership of the Inter-American Press Association and the Inter-American Broadcasters Association to denounce vigorously the illicit and aggressive acts committed against such South American newspapers as *El Tiempo*, *El Espectador* and *Vanguardia Liberal*; to continue fully informing the public of violations of freedom suffered by media of information; and to steadfastly defend such freedom of publication.

Presented by D. Malcolm Neill general manager of CFNB, Fredericton, the resolution stated: "Be it resolved that all constituent associations who are members of the Inter-American Association of Broadcasters take the most vigorous action in their power to establish in all countries of the new world the basic and fundamental fact that broadcasting is publishing, and that all forms of

### Look to the Leader!



Mobile Merchandiser  
See Page 16

broadcasting should therefore be treated in identical fashion with all other forms of publication and receive the protection of any constitutional or other guarantees extended to any form of publication in any country of the new world."

First reading of the Canadian resolution followed the opening address of the convention in which Luis Munoz Marin, governor of Puerto Rico, declared that free broadcasting is a strong instrument for the furtherance of democratic practice and ideals.

Governor Marin stated: "There isn't in our era an instrument of the people more faithfully responding to manifestations of public opinion than this great instrument of yours."

He went on to tell the broadcasters from nearly every Western Hemisphere country: "Its value in the development of life in modern society is great, and its potentialities for the future incalculable. Its opportunity for enlightening and educating finds its only rival in the functions and scope of the daily press. Its responsibility is therefore enormous. As an instrument of dissemination, it can exalt the virtue and efficacy of democratic values. It can also be converted, and of this we have had frightful examples in governments of dictatorships and those of insufficiently civic democracy, in the propaganda mechanism for demagoguery and the abuse of power, sowing the error which beclouds and the low passion which villifies."

Newly elected president of the Inter-American association is Jose Ramon Quinones, president of WAPA, San Juan, and one of IAAB's original organizers.



### 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

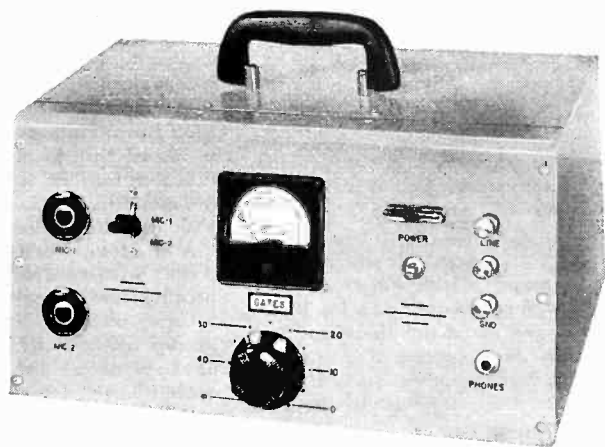


# Take your audience "ON THE SPOT"

with **GATES**  
**REMOTE AMPLIFIER**  
**EQUIPMENT**



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.



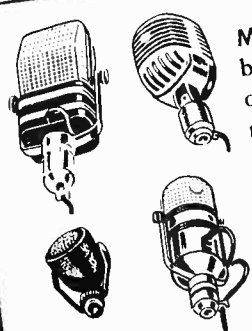
**GATES TWO MICROPHONE REMOTE** (Model SA-136), is ideally suited for nearly all classes of remote pickup work. The V.U. meter is a standard 3" scale "B" instrument adjusted to peak at + 8 DBM. output to the line. Available without V.U. meter for use when not requiring volume indicating equipment.



**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



# If you want an **INTENSE** listening audience

No foolin' . . . you'd think our listeners just glued their ears to the radio waiting to hear about your product.

Why?

Because CFAC programs are planned to induce the audience to sit down, listen and digest the entertainment AND your advertising message.

If you want an indication of just how well a CFAC listener *does listen*, ask any of the advertisers now using CFAC (we've many clients who have been with us for 20 years) just how good their results have been. Or better still, try it yourself.

But if you want proof, facts and figures on our listening audience, make a note of this:

**ALMOST DOUBLE THE NUMBER OF CALGARIANS LISTEN TO CFAC IN PREFERENCE TO ANY OTHER STATION**

Here's what Elliott-Haynes says . . .

Now, pick up the phone and dial your All-Canada Man . . . then see how your products really sell on

**Current Survey shows:**

	Program Rating	% of Listeners
<b>CFAC</b>	<b>16.9</b>	<b>55.4</b>
Station #2	6.0	19.1
Station #3	6.8	22.3

Average rating from 6 p.m. till 10 p.m. Sunday thru Saturday (Elliott-Haynes Nighttime Survey) April 1953



## Verbatim

### RADIO CONTINUES THE FIGHT FOR FREEDOM

An address by T. J. Allard, general manager of the Canadian Association of Broadcasters to the Local Council of Women, Toronto, on May 19th, 1953.

As often as not, tyrannies have power thrust upon them by indifference from below; by threat from without; by the development of theories or circumstances that force them to increasingly control people's lives and destinies. The Minister in London who said, not so long ago, that his experts did indeed know what was better for Mrs. Jones' children than Mrs. Jones, was perhaps unaware that while what he said might represent "efficiency", it did not represent freedom. For when a man finds himself controlling large sums of money paid out to parents because they have children, the temptation to decide what parents shall do with the money becomes finally too great. And when it does, the answer is either less freedom — or firm action on the part of an alert, informed, electorate.

Information is the key to all freedom. Freedom of information is close to the central meaning of all freedoms. Control information and you control completely. It is no accident that totalitarian regimes, in process of creation either intentionally or accidentally, always try first to choke off the great media of communication or control those media themselves, for their own ends.

Recall the invention of the printing press — a development which caused great concern. There were those who sought power in that day for themselves, and could not therefore permit the development of a medium which could rapidly spread ideas amongst the general population.

Those who held or sought absolute power saw their power threatened by a cheap, fast, widespread communication of ideas. But naturally they didn't put it that way in public. They said the morals of the public might be corrupted by books and periodicals; that dangerous, heretical ideas might be exposed to the delicate eyes of the public; that men might use printing for profit; that some of what was printed might be lacking in utter perfection of taste; that ideas from "abroad" might be imported. In effect, they said: "We know what it is good you should read, better than you do — so let us

control this new means of spreading forth ideas."

Well, the people fell for it. They always do, at first. Everywhere in Europe, printing was a government monopoly, and in at least one country the penalty for printing without government license and government approval of content, was death. Even in the comparatively enlightened England of Elizabeth I, printing was a closely controlled government monopoly, presses being permitted only in Oxford, Cambridge, and London.

But gradually, the idea took hold that people knew themselves what was best for them to read; that they had a right to read all ideas and choose those that most appealed to them, not their rulers; that they had a right to know what was going on in the world and in their own government. So was born the concept of "freedom of the press". And some of us today have forgotten that this does not mean "freedom for the press".

Then, as late as our own time, there was born another means — even faster, even more wide-reaching — of communicating news and ideas. It was called broadcasting. And history repeated itself with startling similarity. The same arguments that had been trotted out in the 13th century to stifle the printing press were dragged out in the 20th to stifle broadcasting, by people of like mind with the same reasons.

And again, worst of all were the people with no dreams of getting or holding power for themselves, but sincere well-meaning people who simply thought their own standards of taste were the ones everyone should have; or who parroted the ideas of the seekers of powers without thinking them through. And the results, too, were the same — for a while.

The menace however, was not to one means of communication and information only, for two reasons.

First, broadcasting is another form of the press. Just as the printed means is mechanical publication, so is broadcasting electronic publication. And the press cannot exist half-slave; half-free. It will be one or the other.

Secondly, shortages of newsprint, higher production costs, and other economic factors, were and are re-

**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

**CKTB**  
ST. CATHARINES

sulting in the daily newspapers of North America shrinking rapidly in number. More and more, the free peoples of North America were, and are, coming to depend upon broadcasting to find out what goes on in government, business, the community and the world.

We do not have full freedom of information in Canada today. Look at it this way. The experience of centuries has shown us that the freest possible mass communication, including in our time broadcasting, is an essential right of a democratic population to inform and be informed. Centralized domination of mass communications is not in the interests of free citizens. Any medium of mass communication should operate within the framework of the general law of the land, and not be subject to specific controls which limit its freedom as a device for purveying information and news.

Yet broadcasting stations in Canada today do not operate within the framework of the law of the land as do all other forms of publication. On the contrary, they operate under very strict controls, imposed by the Broadcasting Act and regulations having force of law made under the Act.

One of the bodies with power to make these regulations is the Canadian Broadcasting Corporation. The Canadian Broadcasting Corporation is a tax-free, subsidized, government-owned operation which competes with privately owned stations. It is judge, jury, policeman, competitor, prosecutor, hangman, all in one.

And thus, the wheel has completed nearly a full turn. Broadcasting is the great new force for the spreading of ideas amongst free peoples — just as the printing press was centuries ago. The same arguments that were being used then to try and throttle the printing press, are being used now to try and throttle broadcasting. The same vigilance, the same unending struggle, that took place then to gain freedom for the expression of ideas is beginning to take place now.

What the result is to be, depends entirely upon whether those who want to see freedom live can keep their eyes on the main target, which is that all channels must be kept free for expressing ideas, opinions and reporting news. All media of information must be kept from falling by default or indifference into the hands of centralized control.

As the famous Doctor Johnson so aptly put it in 1779: "If nothing may be published but what civil authority shall have previously approved, power must always be the standard of truth".

Those who seek power, whether consciously or otherwise — and it is probably more often unconsciously — always have appealing reasons, rather than the real reasons. It is so easy to arouse public sentiment on an emotional basis; to gain censorship powers for oneself in the name of protecting public morals, or of protecting the young from heretical ideas—which often means simply new ideas or those we don't agree with.

Today as ever, the price of freedom is eternal vigilance — and vigilance means, amongst other things, the ability to look through the very good reasons that are given, to the real reasons that are not; to think through the final results of any action, no matter how good it may seem at the time, for the short run.

The 139 non-government broadcasters serving communities from Victoria to St. John's — are fighting the good fight that the printing press fought for many weary years. They seek — not for themselves but for the good of all — a free broadcast press.

They ask that there be eliminated the present system under which a Government agency, itself under control of the executive arm, is simultaneously competitor with, and regulator of, non-government stations; and combines within itself executive, legislative, and judicial powers; and that there be substituted therefore freedom for broadcasting stations to operate under the law necessary powers of review and regulation being embodied within a separate regulatory body not connected with any broadcasting system.

That time-honoured goal will not be won without support from at least the more far seeing and intelligent section of the public. Because it is a matter of concern to the public, let us remember always the key to the whole matter — summed up by an angry John Milton when he helped fight the battle for freedom of the printed form of publication: "Give me the liberty to know, to

utter, and to argue freely according to conscience, above all liberties."



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

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

**A Weekly BBM of 74,310**  
gives  
**CJBR**  
**Rimouski**  
The Largest French-Language  
Potential Coverage in Canada  
after Montreal and  
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5000 WATTS  
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Supplementary  
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**CJBR**  
RIMOUSKI  
Ask  
HORACE STOVIN IN CANADA  
ADAM YOUNG IN THE U.S.A.  
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**1273**  
copies  
of  
**This Issue**  
of  
**CANADIAN  
BROADCASTER  
&  
TELESCREEN**  
went to  
**National  
Advertisers**  
and their  
**Agencies**  
in  
**Canada**  
and  
**the U.S.A.**



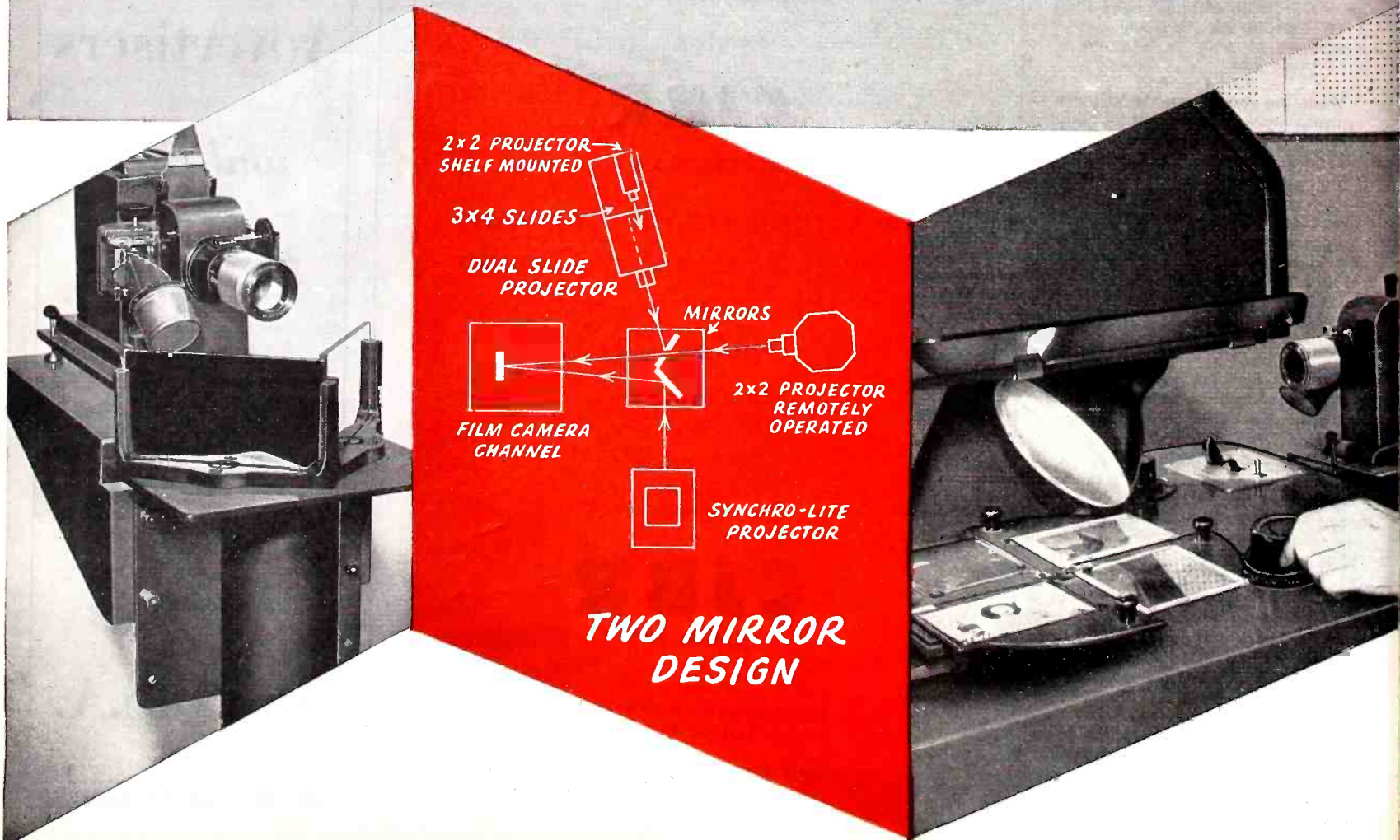
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## *Amazingly Versatile Film Effects!*

Film is the money-making "life blood" of every TV station! That's why you should insist on the complete line of G-E Projection Room equipment. Use General Electric units . . . use your imagination . . . and you'll come up with so many versatile effects, you'll be amazed! G-E's ready-to-order line includes the top-performance Film Camera Channel, the newly advanced Synchro-Lite Projector, the tremendously versatile Slide Projector, and two new Mirror Change-over Designs. General Electric offers you all your TV pro-

jection room needs—as well as all other equipment necessary for television broadcasting. And remember, behind this advanced, station-tested equipment is years of electrical and electronic progress. For further, complete details . . . contact the G-E broadcasting equipment sales representative in your area, or write direct to:

*Broadcast Equipment Sales, Canadian General Electric Co. Ltd., 830 Lansdowne Ave., Toronto, Ontario.*





● G-E Dual Slide Projector featuring variety of laps, fades, dissolves, super-positions, etc.



● G-E Synchro-lite Projector offers unlimited commercial possibilities, utmost in performance.



● G-E Film Camera Channel for clear, sharp picture signals. Reduces shading and edge-flare radically.

**G-E FILM CAMERA CHANNEL**

- Sweep Failure Protection
- Virtually No Microphonics
- Automatic Control of Set-Up
- Dual Waveform Presentation
- 12½" High-Contrast Monitor
- All Plug and Cable Connections
- Adjustable Deflection Yoke

**G-E SYNCHRO-LITE PROJECTOR**

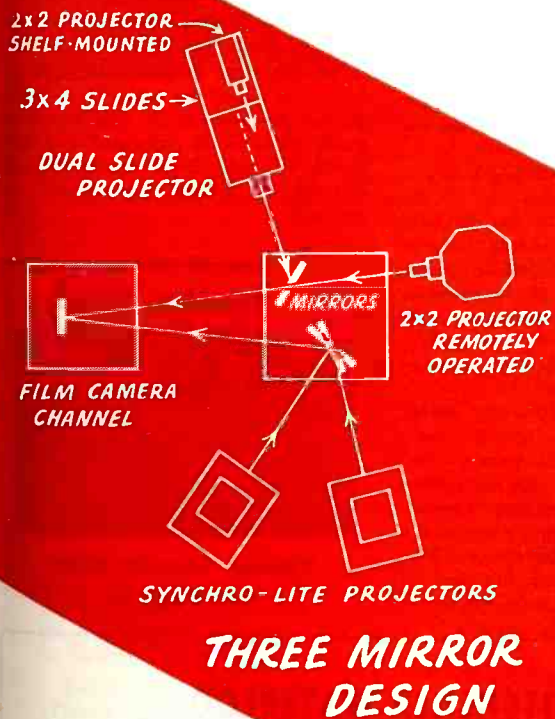
- Slave Operation
- Super-Positions on Remotes
- Instant Stop and Start
- Preview Any Frame
- No Phasing Bars

**G-E TV SLIDE PROJECTOR**

- Laps and fades
- Dissolves
- Super-positions
- Transparencies and Opaques
- 2"x2" and 3¼"x4¼" Slides
- Roll-Thru Script Carriage
- Dual Flood Lamps for Opaques
- Time, News Tape Carriage

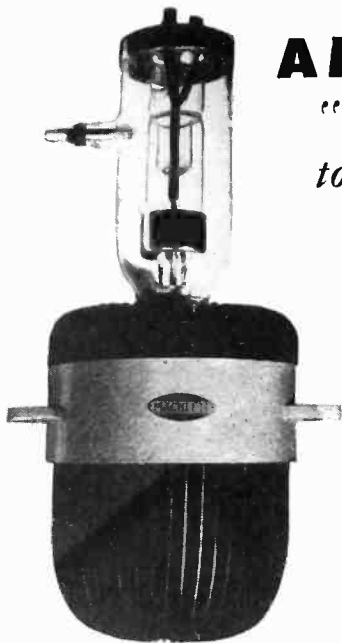
**G-E MIRROR CHANGEOVERS**

- More Inputs
- Multiple Adjustments
- First-Surface Mirrors



Complete Television Equipment for UHF and VHF

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**



# AM OR FM

"You're on the air to stay"

with **MACHLETT TUBES**

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

**OVER 50 YEARS  
SPECIALIZING IN TUBE  
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## DOMINION SOUND EQUIPMENTS LIMITED

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Advertising Department DS-53-19  
Dominion Sound Equipments Limited  
4040 St. Catherine St. West, Montreal, Que.

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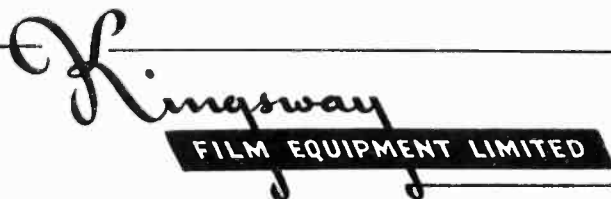
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CITY

# Hollywood, Hong Kong or TORONTO

## AURICON 16mm Sound-on-Film for Television

AURICON — The world's most widely used Sound-on-Film Camera in the television industry is now

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WRITE FOR FURTHER DETAILS ON HOW AURICON CAN ELIMINATE YOUR FILM PRODUCTION PROBLEMS.

## Stations

# COUNCIL DOORS OPENED TO RADIO REPORTERS

Barrie — A resolution permitting radio and newspaper reporters to cover Barrie Council discussions when in committee as a whole, was passed here recently. It came as a direct result of a campaign waged by Ralph Snelgrove, manager of station CKBB, to have Council events made available for reporting on radio and in newspapers while in committee as a whole.

Before passage of the resolution, only regular council meetings had been open to reporters.

The resolution read: "That this Council clarify the position of the reporters as to what may be reported when Council is in committee as a whole and that any part of business conducted in committee as a whole may be reported"

Snelgrove pointed out, in representations to the council, that because it had the right to deny reporting privileges, it did not have to use it. He said council had the power to move into committee as a whole at will — a power frequently exercised when contentious issues arose — and thereby forbid publication of the discussions, although regular council meetings were freely reported.

The problem came to a head some weeks ago, Snelgrove said, when a "joint meeting of the Town Council and Public Utilities Commission was held to discuss a proposed expenditure of half a million dollars on a new sewage disposal plant for Barrie. A few minutes after the meeting came to order," he went on, "it went into committee and so the radio and press boys sat there for three hours without being able to report on the discussions."

The following day, during a news-cast, CKBB took exception to the closed-door practice of the Council, observing that "it would appear from this that Council either places very little confidence in the press or radio reporting of so important an issue, or that ratepayers are sufficiently informed on Barrie's sewage disposal requirements".

The broadcast editorial noted: "The meeting (on sewage disposal) had barely got under way when Council moved to go into committee as a whole which, according to municipal rules of procedure, prevented a report of the deliberations. Two hours and thirty-five minutes of discussion took place in which perti-

nent information was given on one of Barrie's major problems — both on cost and health factors. However, as far as the ratepayers are concerned, this information is not available".

Later before the Council, but prior to the passage of the resolution, Snelgrove declared: "On far too many occasions in recent years, reporters have been excluded from discussions which many of us have felt should not have been kept from the public. I know it's very simple for one of you to jump up and move discussions into the protective shroud of committee. I ask you, how often is it in the public interest to do so? What actually do you accomplish, but shake the public's confidence in your actions?"

He continued: "While the Municipal Act permits you to exclude reporters from committee meetings, it does not demand that you do so. I am not bringing you news when I state that many communities invite reporters to all committee meetings and only ask them to ignore certain discussions of such a nature that the obvious public interest would best be served by no publicity."

"We are all interested in the welfare of Barrie", he said, "and I strongly suggest that sober consideration be given to any future decision to exclude reporters. The calibre of the men who cover your deliberations cannot be questioned. To exclude them places them in the category of second-class citizens.

"Weigh your responsibility carefully", he urged the councillors, "and do not be swayed by the frequent quick motions of members who are prone to hide their thoughts and statements behind the screen of secrecy".

## Look to the Leader!



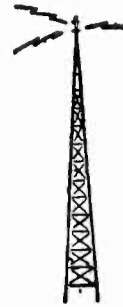
Mobile Merchandiser  
See Page 16

## KITCHENER-WATERLOO

Continuously  
Keeps  
Customers  
Radio-Active



CKCR



CKCR

FOR FACTS ASK OMER RENAUD  
Toronto • Montreal

**Lionel Throws A Party**



**LIONEL THE LOBSTER** really turned it on at the Royal York May 21, when once again he entertained Toronto advertisers, agency people, and some fortunate members of the radio industry and the trade press. The event was repeated in Montreal May 27.

The *Broadcaster's* candid Polaroid camera came up with the above shots of the revelry. In the top picture, from left to right: Walter Elliott of Elliott-Haynes Ltd.; Mary Moran, MacLaren Advertising Co. Ltd.; Jim Potts, Lever Brothers Ltd.; Una Gardiner; the genial host, Fred Lynds of CKCW, Moncton; George Young of the CBC; Dick Lewis; and Horace N. Stovin from the rep firm of the same name.

Next, between servings a little liquid refreshment for Pat Innes of the Stovin office and Ralph Drake of the Leo Burnett agency. (This shot by Spence Caldwell.)

You'd never know it but Gordon (Poison Ivy) Sinclair — the coarse face to the left of the third shot — is reducing. Seen above, he is serving C B & T's Dick Lewis a lobster claw, characteristically an empty one. The camera failed to record Lewis' comments.

Finally the radio director of the Paul-Taylor-Phelan agency, George Vale, lights a cigarette for his charming (and brand new) wife, Barbara.

**CHUM Names Montreal Rep**

Toronto — Station CHUM here will be represented in Montreal by Omer Renaud & Company. The appointment became effective the first of this month and was announced here by station manager Bob Lee.

**NEWSMEN TO MEET IN WASHINGTON**

Washington — The Radio-Television News Directors Association will hold its annual three-day convention here beginning October 26th, it was announced by the Association's board of directors last week. No agenda has been released as yet.

Godfrey Hudson, director of the news service of CFQC, Saskatoon, and a director of the Association, pointed out that preliminary plans are being laid to make this convention one of the most important in RTNDA history.

Hudson recalled that the Canadian Association of Broadcasters' Press Rights Committee urged Canadian radio newsmen to join the RTNDA, rather than form their own association, in its report at the CAB convention in March. But Hudson, RTNDA's Canadian representative, revealed that there has been little reaction to that recommendation of the report, either by stations or their news personnel.

"It's important for Canadian radio

newsmen to get a good look at Washington first hand and not just at a distance", Hudson declared. "Through addresses, news conferences and other events, there will be an opportunity for all RTNDA members to meet a number of American VIP's and take a peek at what makes Washington tick", he said. "There will be facilities for special tape-recording projects for those who are interested in taking back to their stations valuable interviews".

Membership in RTNDA is open to all those engaged in full-time radio or television news writing or news directing, including stations and wire services. It is understood that the convention's agenda will be designed so that radio and television sessions won't conflict greatly, and newsmen interested in both media will be able to attend the more important topics on radio and TV. At the same time, those specializing in one medium can concentrate on it with a minimum of lost time.

**OVER THE TOP FOR EASTER SEALS**

Toronto — Total contributions in air time and facilities to the 1953 Easter Seal campaign of the Society for Crippled Children by 85 Canadian radio stations — both private and CBC — amounted to almost \$76,000. In addition "a very conservative estimate" places the value of talent donated for the radio show at \$6,000.

These figures were announced last week by Ev Palmer, chairman of the volunteer National Radio & Television Committee of the Society, who pointed out that "numerous flashes, spots and programs were originated by these stations" in support of the Easter Seal campaign, in addition to the hour-long radio show from Maple Leaf Gardens.

"The campaign was conducted during three weeks in March" Palmer said, "and, when one considers that this drive for funds overlapped such other charitable pleas as the Canadian Red Cross Society's, I think the contribution of radio is little short of tremendous".

Ray Auld of the Ontario Society for Crippled Children revealed that the campaign scored an unprecedented success with total contributions of \$536,210. The objective was \$475,000. It is believed other provincial societies also exceeded their objectives, although details are not available.

Hall Popham, Ontario Society

**CCBA Meets Nov. 2 - 3**

Toronto — The annual convention of the Central Canada Broadcasters Association will be held November 2nd and 3rd in the Royal York Hotel here, it was announced recently by CCBA president Cliff Wingrove. It will be preceded by a conference of the Association's program directors on Sunday, November 1st.

The program directors' conference is in addition to the CCBA-sponsored BMI program clinic to be held September 21st in the Royal York.

Wingrove also noted that as yet no plans have been made for a CCBA engineering conference. The first one was held in Hamilton late last October.

**QUESTION:**

HOW CAN YOU REACH THE GREATEST RADIO AUDIENCE IN THE BIG AND GROWING HALIFAX MARKET?

**ANSWER:**

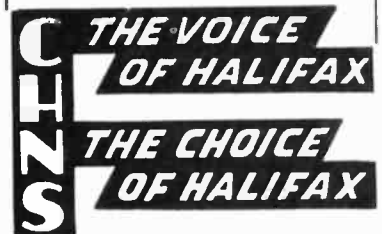
Use **CHNS**

**REFERENCE:**

LATEST ELLIOTT-HAYNES SHARE OF AUDIENCE REPORT TO END OF 1952. IT SHOWS THAT CHNS AGAIN IS TOP STATION MORNING, AFTERNOON AND EVENING.

In Canada contact the ALL-CANADA MAN

In U.S.A., WEED & CO.



**NORTHERN ONTARIO'S**

*Greatest*

**ADVERTISING MEDIUM**

**CKSO**

NORTHERN ONTARIO'S HIGH-POWERED STATION

ASK

ALL-CANADA IN CANADA

WEED & CO. IN U.S.A.

*Opinion*

**BROADCASTING VIEWED FROM FOUR QUARTERS**

Vancouver.—When private stations apply for TV licences, their record in radio should be examined by the controlling body, and public hearings should be held with briefs heard from the general public, R. J. Baker of University of B.C. English department, said during debate of the question "Where do we go from here in TV?" The discussion was on the program Town Meeting in Canada,

moderated by Arthur Helps, over CJOR.

Generally speaking Baker was able to find little worthwhile in private radio. "A purely commercial system restricts freedom of expression," he said, "because controversial issues are bad business."

He held that the CBC had been set up because commercial radio failed to serve the public adequately. The

worst features of U.S. commercial radio were inherent in Canadian private radio, and would thus be inherent in private Canadian TV, he argued. Therefore both public and private TV should be under a body similar to the CBC Board of Governors.

Dorwin Baird of CJOR argued that CBC-TV was costing the taxpayer millions, and that its policy was anti-Canadian because it has held up license applications from private operators until Canadian viewers have had time to form the habit of watching U.S. stations.

"The CBC's policy puts us all behind the 8-ball," Baird said, "since, just because the CBC didn't want to go into TV right after the war, nobody else was allowed to do so either, giving U.S. stations a chance to get ahead of us."

"Now they have their teething troubles fixed, their program people have had a chance to get experience, and they can offer better viewing than we may be able to do for a time. There was no need for them to get the jump on Canadian independent stations like this."

Neil M. Fleishman, a solicitor, saying he spoke with the authority of the Social Credit party, called for TV development "by private enterprise with the full co-operation of the government, or such government authority as may be designated to maintain a benevolent control over the practicalities of the situation."

He warned however that his party did not consider it fit that a corporation such as the CBC "should set itself up as prosecutor, judge and jury over the efforts of private enterprise to develop the national field in radio, TV or any other endeavour."

The government, he said, apparently felt bound by the Massey recommendations, which, he said, were based "on a misconception and misappreciation of the national scene."

"We do not feel the Canadian individual lacks that sense of discrimination, culture and taste that allows him to form his own judgment of the media to which he is subjected."

Fleishman pointed out surveys showed most Canadians looked to the U.S. for entertainment. He noted the growth of U.S. TV close to the

Vancouver area and the fact that local merchants were planning to advertise that way.

"We see no sense in this at all," he said.

There is room for 200 TV stations in Canada, and unless all the TV channels are put to use soon some of them will be lost for good, Sam Ross, assistant manager of CKWX, said during a debate with Kenneth Caple, CBC regional representative, at a Canadian Club luncheon.

Ross called the CBC a monopolistic body "which has carved Canada into two TV camps—centres where CBC-TV has been set up and where solely privately operated TV stations are allowed."

The corporation, he added, "denying the people of Canada the right of choice with a policy that is a threat to our freedom."

He argued that there should be an independent regulatory body for both CBC and independent stations, adding that "the CBC is important—we are not trying to destroy it—but its control should be taken away except in technical matters."

Caple replied that the CBC was not controlled by the government, that the Board of Governors was free from government interference and said "the CBC is the trustee of the airways for the Canadian people."

"I have never seen any government attempt to interfere with anything we put on the air," he said.

Radio in Canada is a monopoly, he said, because that is the way the people want it. The corporation's TV policy is the way it is, he added, because the people asked for it through the Massey Commission.

CITY OF EDMONTON CIVIC CENSUS

1935 • 82,634  
1945 • 111,745  
1952 • 169,196  
1953 • 183,411\*

\* THAT'S WHY IT'S EDMONTON, AND

# CFRN

RADIO REPRESENTATIVES LTD.  
Montreal Toronto Winnipeg Vancouver

<p><b>49.6%</b>—Early Morning—Urban MARCH '53 (Station "B" — 49.3%)</p>	<p><b>53.4%</b>—Daytime—Urban MARCH '53 (Station "B" — 45.5%)</p>	<p><b>54.7%</b> Evening—Urban JANUARY '53 (Station "B" — 42.4%)</p>
<p><b>38.6%</b> Early Morning—Area MARCH '53 (Station "B" — 34.8%)</p>	<p><b>59.8%</b> Late Evening—Urban MARCH '53 (Station "B" — 38.4%)</p>	<p><b>41.0%</b> Day &amp; Evening—Urban FEBRUARY '53 (Station "B" — 40.3%)</p>
<p><b>43.6%</b> Late Evening—Area MARCH '53 (Station "B" — 39.2%)</p>	<p><b>53.2%</b> Out of Home JANUARY '53 (Station "B" — 44.3%)</p>	

ANYTIME! EVERYWHERE!  
THERE'S A LISTENER MAJORITY TUNED TO  
**CFBC - SAINT JOHN NEW BRUNSWICK**  
(According to recent E-H Surveys)  
5000 WATTS 930 KCS.  
REPS: National Broadcast Sales Montreal and Toronto  
John N. Hunt & Associates Vancouver  
Weed & Co. in the U.S.A.

**What it means to YOU!**

★ **MOBILE MERCHANDISER**

The "Mobile Merchandiser" is "sales on wheels" for your clients, Mr. Time Buyer.

This smart-looking panel truck . . . and the sales-minded merchandising representative who drives it, make individual, personal calls on every grocer and druggist in the CKWX area. Retailers are advised of the products advertised on CKWX . . . eye-catching displays, price tickets, window streamers, stickers, etc., are put up. Merchants are reminded to keep stacks full, and, the CKWX mobile merchandiser makes a regular check on sales of CKWX advertised products. These reports, with all their informative figures are made available to all CKWX clients. No other station in the CKWX area has this service.

**LOOK TO THE LEADER!**



# Talent Trail

by Tom Briggs



Charles Clay has written a number of things in his varied career, but he is probably the first to admit that his latest assignment is the most unique on several counts. He's never had too much to do with radio, at least at the transmitting end, before. And it's probably the first time he's worked through an association with 35 bosses, and new ones being found each week.

The fact is that for the past six months or so, Charles Clay has been writing *Teen-Age Book Parade* for the Canadian Association of Broadcasters. And the one thing that isn't new about this is Clay writing for kids — kids of any and all ages. The quarter-hour scripts he turns out each week are now heard on 35 Canadian stations, and in our particular part of the country, CFRB has them on every Saturday morning, where the educated tonsils of Jaff Ford bring them to life with just the right treatment.

I'll bet you've never heard of Charles Clay. That means you've never heard *Teen-Age Book Parade*; or read any of his books, including *Young Voyageur*, *Swampy Cree Legends* and *Phantom Fur Thieves*; or noticed his Canadian contributions to *Encyclopaedia Britannica*. That al-

so means you haven't been a teenager lately.

Some of the teeners must be getting to know him — or at least the local announcers who mouth his words — fairly well by now. And this new awareness of a good thing is only starting. It is being noticed in a lot of small corners and fields of endeavour, that this fellow Clay and the CAB are really performing a service that is both unusual and useful. Librarians know about it, and soon their young book readers will too; publishers know about it, and they aren't likely to miss a good thing; clergymen know about it, and soon their congregations will. This presumes, of course, that this sterling idea will propagate itself as quickly as it seems to warrant.

I'd never heard of Clay either, until his name cropped up on the agenda of the last CAB convention. There he talked about what was obviously a favourite topic with him and in a few minutes outlined the atmosphere in which *Teen-Age Book Parade* was born and some of the conditions it might help to overcome. For instance, he pointed out that "the teen-age market for literature is very substantial" in that there are 1,100,877 Canadians from 10 to 14 years of age and 1,120,035 from 15 to 19 years old. And "the important job is to find books for the teenager without launching him straight at the ramparts of adult reading for which he is not prepared".

What Canadian youth wants to read and what it should read, are two

entirely different things. Clay's job is one of reconciliation.

He disclosed (again at the CAB) that "each month Canadian youth spends over \$1,000,000 to buy 10,000,000 copies of comic books". Or, in yearly, terms that's 120,000,000 Supermen, Dick Tracys and Mickey Mice (or Mouses), or \$12,000,000.

That's a lot of pulp and a lot of dough, thinks Clay. He also thinks, along with a member of the judiciary who is prominent in such things, that "the juveniles who get into trouble are usually those who hang around juke box joints".

To which Clay adds: "I can assure you, from experience and observation, that a juke box simply cannot compete with an exciting book — but the book must get there first."

So six months ago he set out on a  
(Continued on page 18)

## PRIZES

For Summer-Time Shows  
(Supply is limited)

Timely items for jack-pots like:

- Vacuum Cleaners
- Floor Polishers
- Refrigerators
- Ranges

Valuable consolation prizes also.

CONTESTS ASSOCIATES  
PRIZE BROKERS

394 Roehampton Avenue  
TORONTO  
HU. 8-5739

## STUDENTS TAKE OVER AT CHRC



—Photo Moderne

STUDENTS OF QUEBEC CITY High Schools and Colleges get a chance each week to find out what radio is all about when they produce the half-hour *Soiree Etudiante* over CHRC. Seen above in action are some of the students who aired one of the programs recently. They are, left to right: Michel Decelles, Gerard Vallee, Claude Royer, Picard Marceau, Marcel Jacob, Pierre Caron, Pierre Lesage, Guy Moreau, Charles Cimon and Pierre Boucher.

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



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*Productions*

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An Independent  
Producing  
Company

# The spotlight is on Sarnia

CANADA'S FASTEST GROWING MARKET



## STORE SALES SOAR

According to the current "Canadian Retail Sales Index", the total retail sales in this Spotlight City amounted to \$29,729,000 an increase of six millions over the preceding year. Sarnia radio can increase your sales too! Our reps will be happy to fill you in on details.

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

# CHOK

SARNIA ONT.

## He's Got Pull!



## Mail Pull, That Is!

When a fellow gets 85 letters in one day for a late night (11:20 p.m. to 1:00 a.m.) request show — he's got pull . . . The kind that CFQC sponsors and listeners go for.

Contact — RADIO REPS  
ADAM J. YOUNG,  
U.S.A.



THE RADIO HUB OF SASKATCHEWAN

**CFQC**

600 KC  
5000 WATTS

**Talent Trail**

(Continued from page 17)

sort of crusade through a medium which has developed a peculiar habit of getting places first. One can't help but hope that Clay and the books he reviews get there first too.

There's a somewhat natural tendency — a spontaneous prejudice — to assume that *Teen-Age Book Parade* is Little Bo-Peep stuff. Flipping at random to script number 12 in the series, we find on page four: "Only it would be a mere 1,075

miles from the earth, and would sail around the earth from west to east every two hours for ever. It would not fall to the earth nor fly off into space, because at 1,075 miles the gravity pull of the earth is exactly equal to centrifugal force. The scientists say that a space platform could be made by 1963, if some one wanted to spend a mere \$4 billion".

And that is Clay reviewing for teenagers *Real Book About Space Travel*, written some time ago by Hal Goodwin. Sure, it's old stuff to you, Pop. But what do you think when a press report comes along, as it did last week, in which an artificial moon is proposed (only the cost of moons has dropped to a current quotation of \$7 million) and your offspring tells you all about it because he heard about it on *Teen-Age Book Parade* and, better still, read the book. It's then that you see what Clay is driving at. Or maybe your Junior has been hearing the voice of that mysterious fellow — "your local announcer" (and if he's as good as Ford, (he's fortunate) — telling all about *Treasure Island*, *Kon Tiki* or *Kim*.

Stuffy? Kid's stuff? Not by a long shot. And who knows: a few more stations, a few more dollars, and a few more Clays and, maybe eventually, by shere dint of imagination and mission, this Continent will come to know book parades that can rival any range rider.

**People**

**New BBC Rep**



—BBC

Toronto — Gordon Winter will be the new Canadian representative of the British Broadcasting Corporation here when he succeeds Tom Sloan at the post in August, the BBC announced last month.

Winter, at 41, has been with the BBC since 1937 — with the exception of six war years in the Royal Artillery — connected primarily with editorial work. He has been the BBC's chief publicity officer for European Services since 1947.

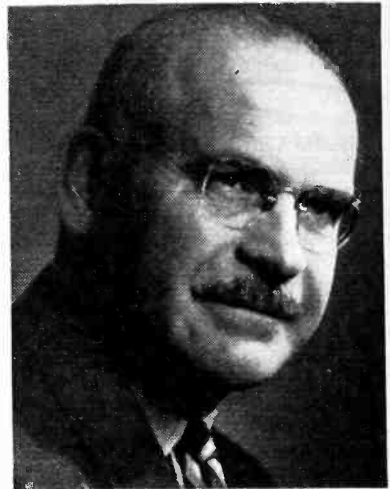
Before joining the BBC, Winter was on the editorial staff of periodicals *The Field* and *Country Life*, and more recently has contributed to *The Manchester Guardian*, *Time* and *Tide*, and wrote a radio article for *Encyclopaedia Britanica Book of the Year*.

He will arrive in Canada sometime in July, it is expected.

**Joins Stovin**

Toronto — Eddie Bond has joined the Toronto office of Horace N. Stovin & Company, radio station representative, in sales promotion work. Bond has worked on radio time sales for a number of years, being at various times on the staffs of CHNO, Sudbury; CHUM, Toronto and National Broadcast Sales.

**CMA Names G.M.**



Toronto — G. K. Sheils was immediately drafted as general manager of the Canadian Manufacturers' Association as he gave up the presidency of the Association during the annual meeting held here last week. He succeeds John T. Stirrett, general manager since 1939.

The new administrative head of the 82-year-old Association was formerly vice-president and director of the N. M. Davis Corporation Limited, Toronto, and was created C.M.G. for his services as director of administration for the War Supply Board, and later as deputy minister of Munitions and Supply throughout the war.



Eddie Bond

**GREATER OTTAWA**

is

**42%**

**FRENCH\***

with an

**ANNUAL INCOME**

OF

**\$90,177,825**

**CKCH**

Studios — 121 Notre Dame St., Hull, Quebec

Representatives

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

\*Over 100,000 French-speaking Canadians.

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

**Good Neighbor Policy**

FOR THIRTY YEARS CFNB has served the people of New Brunswick. During that time a large and faithful audience of New Brunswick listeners (larger than any other station) has come to regard CFNB as its station. This has not been an accident but the result, through experience, of knowing what New Brunswickers want to hear and programming accordingly.

THE FACT that a steadily increasing number of local sponsors (108 at present) have faith in CFNB's ability to sell for them gives a good indication of how businesses in closest touch with this audience feel about the results that can be obtained.

THE EXPERIENCE and know-how that have kept CFNB in the top spot in New Brunswick for so long are available to you. Ask our reps.

New Brunswick's  
Most Listened-to  
Station



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

5000 WATTS - 550 KCS. - FREDERICTON, N.B.  
1923 - OUR THIRTIETH ANNIVERSARY - 1953

**cics**  
**SELLS**

in  
**Stratford**

HOPALONG CASSIDY

The LILLI PALMER Show



**RCA VICTOR COMPANY, LTD.**

District Offices  
HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER  
HEAD OFFICE - MONTREAL, CANADA

RECORDING STUDIOS AT  
TORONTO AND MONTREAL

To All Advertising Agencies  
and Broadcasting  
Stations.

Gentlemen:

RCA Victor Company, Ltd., and the National Broadcasting Company, Inc.,  
are proud to announce that arrangements have just been concluded for  
the distribution in Canada of NBC Television Syndicated Film Productions  
through RCA Victor facilities.

In this capacity RCA Victor Company, Ltd., will provide a complete  
advertising campaign service with each program it offers, including  
promotion, publicity and exploitation. Among the imposing array of  
programs are the following well-known series:-

- HOPALONG CASSIDY
- DOUGLAS FAIRBANKS, JR. PRESENTS:
- THE LILLI PALMER SHOW
- DAINGEROUS ASSIGNMENT
- WEEKLY NEWS REVIEW
- THE VISITOR
- DAILY NEWS REPORT

These programs are immediately available for sponsorship in Canada. \*

Cordially yours,

RCA VICTOR COMPANY, LTD.

\* "Subject to CBC approval, where applicable."

"THE VISITOR"

DOUGLAS FAIRBANKS Jr  
Presents

"Dangerous Assignment"  
with BRIAN DONLEVY



# COVERING A WEALTHY PROGRESSIVE COMMUNITY!

## In 25 years...

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



For the ADVERTISER and the LISTENER ...

"Life begins at 940"

on

# CJGX

Yorkton  
SABRATCHEWAN

"ANOTHER PROVEN STOVIN STATION"

## Programs

### BMI CLINICS SET RECORD

Record-setting attendance was chalked up by the first two Canadian BMI program clinics which were held late last month at Calgary and Regina. Later, at Winnipeg and Amherst, N.S., total attendance fell slightly short of the marks established last year.

This year's first clinic, held at Calgary and sponsored by the Western Association of Broadcasters, was opened by Gordon Love, president of CFCN, who viewed the size of the gathering as continued evidence of the vital interest by Canadian broadcasters in new programming efforts and techniques. Love officiated in the absence of WAB president Gerry Gaetz, manager of CJCA, Edmonton.

Sports broadcasting was the clinic's opening topic. Henry Viney, sports director of CFCN, told the clinic that to be a good sports broadcaster a man must have a good sports background to give him the authority with which to fearlessly back his opinions. Similarly he should have a well-developed philosophy on sports so that he will be able to fight for sporting principles whenever they are threatened either by a majority or minority.

Viney also pointed out that money should not be the only consideration of a sportscaster; rather he must get satisfaction out of a job well done, because he can only be successful if he lives his job, instead of just working at it.

A radio station manager cannot

divorce himself from the program responsibility of his station, declared Eugene Halliday, vice-president and general manager of KSL, Salt Lake City in discussing *Programming Begins In The Front Office*.

He said that close co-operation should exist between management and members of the staff, particularly the program department. There must be harmony, he said, between programming and sales for a successful radio operation in the best interest of all parties concerned.

Carl Haverlin, president of both Broadcast Music Incorporated and BMI Canada Ltd., outlined for delegates the all-Canadian symphony program scheduled for Carnegie Hall on October 16th, to be conducted by Leopold Stokowski and consisting entirely of Canadian compositions. (See CB & T, May 6th issue).

Haverlin drew attention to the increasing reputation of Canadian concert music in the world and indicated that within a year much of it would be recorded for general distribution in Canada and abroad.

In urging broadcasters to make urban dwellers feel that they have a place and interest in farm radio programs, Don Clayton, farm director of CJCA, Edmonton, said that a farm program fails in a very important objective unless city folk are up to date at all times about farming and farm problems.

Speaking on *How to Broadcast To*

## 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

Farmers, Clayton said farmers want programs that are designed for them to be presented in a language they understand and in a plausible manner — something midway between hill-billy vernacular and learned terminology. In a way, he said, farmers are the easiest people to program for since, more than other audiences, they want timely information on a variety of subjects, but their problems are mostly similar.

Every locally produced newscast must contain a large element of local news if it is to be attractive to sponsors and build listenership, said Jim Russell, president and general manager of KVOR, Colorado Springs. He urged stations to rewrite stories coming from the national news services so that, as far as possible, every story would have a local flavour.

Weaving a feature Korean story in with that of a local man just released by the Communists, or comparing local taxes with a boost in provincial or national taxation, were just two of the ways he mentioned for carrying out his plan of localizing the newscasts.

Russell warned that the local news "staff" of a station must not be merely an announcer who is handed the title along with other duties, but at least one specially-trained newsman. Every station, he said, should have at least one trained newsman who is not tied down during regular hours of the day on other duties.

Lee Jacobs, president of Inland Radio Inc., told the meeting that sticking strictly to local programming will best enable stations to combat television. Inland Radio operates three stations in north-eastern Oregon.

Production problems, local talent deficiencies and plain economics, he went on, will always handicap small and medium-market television, whereas intelligent radio operators can promote and expand local programming economically and with increased audience acceptance. Jacobs urged his Alberta broadcaster listeners to gamble with local programming, particularly in music which, he maintains, will always be radio's greatest single audience producer.

In his opinion, he said, the broadcaster who does not throw all the old precepts of broadcasting certain music at certain times out the window, is still in the horse-and-buggy days. The public's tastes in music are constantly changing to higher levels, Jacobs stated, as he called upon broadcasters to take a new look at the unlimited horizons and potential in local programming.

Harold Moon, assistant general manager of BMI Canada Ltd., who chaired the Calgary session, reported that the overwhelming interest of 128 broadcasters from 11 Alberta stations carried the discussion sessions well into the evening.

One hundred and thirty-six broadcasters gathered in Regina late last month to hear what was basically a repeat performance of the Calgary clinic held two days earlier. Two speakers added to the agenda were Vern Dallin, manager of CFQC, Saskatoon and Jerry Johnston, production manager of CKBI, Prince Albert.

Lashing out at quiz programming,

Dallin said it is his firm belief that quiz shows and give-aways are really the result of poor, lazy programming. It has been proven, he pointed out, that these shows do not hold listeners for any length of time and succeed only in drawing criticism of the station which airs them.

Dallin concluded: "A fast buck isn't necessarily the last buck".

In drawing attention to the importance of recognizing the rural radio market in Saskatchewan, Johnson said it is interesting to note that in 1952 effective buying power of the

rural market in this area was nearly 70 per cent of the provincial total last year of \$968,000,000. He dealt at length with the value of good radio station public relations with the potential farm audience, noting particularly the value of on-the-spot and remote broadcasts, both from the commercial and public service aspects.

Johnson also referred to the part radio had played in bringing about higher standards of education in country schools. He emphasized that the rural market was, in many ways, a station's most important market.

**Promotion**

**Radio Sales Up  
As TV Sales Mount**

Toronto — While March sales of television receivers were the highest so far this year, the sales of radio receivers for actual home use topped them by over 8,000 units, according to the regular report released by the Radio-Television Manufacturers Association, here last week.

March, another record month, reached a total of 26,260 television receivers distributed in three main areas as compared with 34,666 radio receivers distributed throughout the country for home use alone during this same period.

Toronto's sales of television receivers actually surpassed that of the whole of Quebec Province; the exact figures being Toronto: 8,269; as compared to Quebec's 8,023.

Television sales for the whole of Canada brought total distribution to 76,553 for the first three months of this year. This, not including sets imported, brought the Country's total number of television receivers to 301,364 — or well on the way to the half million mark.

Distribution of these sets is as follows: Toronto — 8,269; Hamilton-Niagara — 4,000; Ottawa and Eastern Ontario — 1,236; Windsor — 1,591; Quebec — 8,023; British Columbia —

1,926; and other areas — 1,215.

These figures are for the number of sets shipped from producer to wholesaler and will be considerably higher than sets in actual home operation.

**Parade Promotes Soap Show**

Hamilton — Procter & Gamble's district representative, Joe Lennard, had big ideas calling for a parade of 20 new Chevrolets, a sound truck, banners and regalia, to move through the streets of this city promoting the Tide detergent contest, known as *A Chevrolet A Day For Twenty Days*.

But Lennard faced problems. Hamilton's city fathers usually don't approve parades for commercial purposes, mainly because traffic tie-ups on Saturday mornings aren't appreciated. But in view of the size of the contest, the fact that Procter & Gamble is a major Hamilton industry, and some ardent urging in the right direction by station CKOC, the parade was allowed to take place.

And there was Joe Lennard, at the microphone of CKOC's sound truck, leading the parade and surrounded by banners, police escorts, and cards promoting the soap company's radio serial show, *The Right to Happiness*, since it is on this show that listeners could hear the full details of how they might win a Chev.

Twenty miles later and Joe was through for the day.

**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

**Wanted**

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

**Experienced, Versatile Announcer**

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

**CFRN, Edmonton, Alta.**

**AVAILABLE**

**Experienced Announcer-Operator**

STRONG ON COMMERCIALS

Box A-165

C B & T

163½ Church St.

Toronto

**EXPERIENCED Announcer-Operator**

Wanted for Eastern Ontario station. Good salary — Blue Cross — P.S.I. benefits — Profit sharing plan.

Chance for talent fees. Only experienced should apply.

Box A-166 - C B & T, 163½ Church St. - Toronto

**CKMO**

*Vancouver, Canada*

**WANTED**

Assistant Manager  
Program Director  
National Sales Manager  
Account Executives  
Continuity Writer  
Announcer  
Senior Librarian

SEND FULL PARTICULARS IN FIRST LETTER  
*This ad is inserted with the knowledge of employees.*

**It's RESULTS  
that COUNT!**

**CKRM**



**gets RESULTS for its sponsors!**

**RECENTLY:** A local garage sold 3 heavy duty trucks immediately following a commercial announcement on one of their 3 daily shows heard over C K R M.

Ask about this

**E-X-P-A-N-D-I-N-G  
MARKET NOW!**

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

**CKRM** 980 KCS  
*Regina*

The Voice of the Eastern Townships

**CHLT**  
(FRENCH) 900 Kc. 1000 Watts

**CKTS**  
(ENGLISH) 1240 Kc. 250 Watts

**SHERBROOKE, QUE.**

**SHERBROOKE, QUE.**

The total value of building permits issued in the City of Sherbrooke during 1952 topped all records — well over 8½ million. Our two stations — CHLT (French) and CKTS (English) cover an increasingly prosperous area, with money to spend. Tell your story over these live, local stations.

Representatives:  
CANADA  
Jos. A. Hardy & Co. Ltd. CHLT  
Radio Time Sales Ltd. CKTS  
U.S.A.  
Adam J. Young, Jr., Inc. CHLT & CKTS

**Judge, Tapp Change Posts**



Ralph Judge

Montreal. — Ralph Judge, former sales manager of H. N. Stovin & Company, has been named president of Radio Time Sales (Quebec) Ltd. here, while Jim Tapp, former RTS president, becomes manager of CJAD, Montreal. These joint announcements were made here last week by J. Arthur Dupont, CJAD president, and Jim Tapp, who won't step down as head of RTS until July 1st.

George Hellman, former member of the sales staff of CKY, Winnipeg, has been named Judge's successor by Horace Stovin.



Jim Tapp



**REJECTION SLIP**

We're sorry we can't use Vern (CFQC) Dallin's crack at the Saskatchewan BMI Clinic: "A string quartet always sits down to play because it usually plays chamber music." Too lazy.

**NOT SLEEPING SICKNESS**

Art Editor Grey Harkley just returned to the office from the doctor, where he learned, to his great satisfaction, that he is still alive.

**PRESS RELATIONS**

CBC want disc jockey for weekly show. Experience, voice quality, showmanship unimportant. Only newspaper columnists need apply.

**LES MISERABLES**

Inmates of an Ontario Boys' reform institution, are treated regularly to the CBC telecasts. This should learn 'em.

**TRY, TRY AGAIN**

Untold parliamentary committees, debates, editorials, to say nothing of a Royal Commission, have failed to produce an independent regulatory body for radio. Now there's an election coming.

**AVAILABLE FOR SPONSORSHIP**

In deference to American interest in the British Coronation, why doesn't somebody crown Senator McCarthy?

**HOBSON'S CHOICE**

Research has just established that in Ottawa, 30 per cent of TV viewers prefer looking at CBOT to nothing.

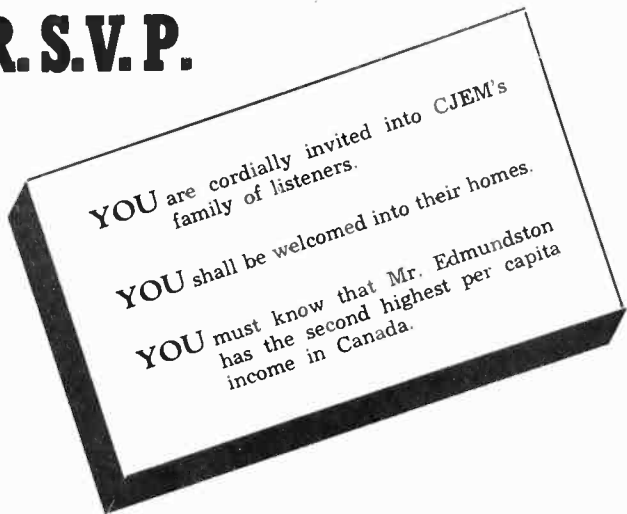
**PIRACY ON THE HIGH C's**

Then there's the prominent coloratura soprano who is said to be contemplating breaking her contract on the grounds that the agency's singing commercials are stealing her stuff.

**RULE BRITANNIA!**

They drive on the left instead of the right; they use sterling instead of metric currency; and then they picked a Tuesday for the Coronation.

**R.S.V.P.**



**CJEM is the only bilingual station in the Maritimes.**

**SUCCESS insurance in this market.**

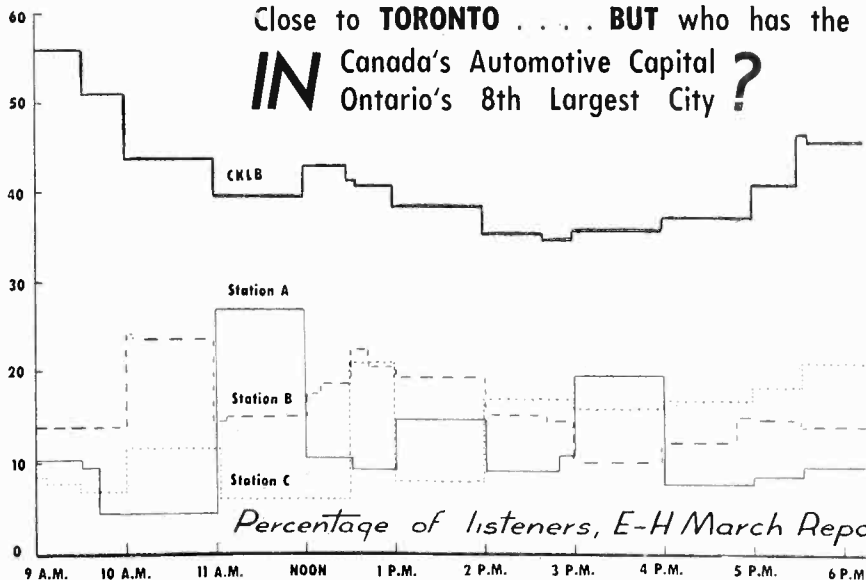
*Before you reach the bottom of the Budget Barrel make sure CJEM is on the list.*

**CJEM**

Edmundston City, N.B.  
1000 watts

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

Close to **TORONTO** . . . . **BUT** who has the listeners **IN** Canada's Automotive Capital Ontario's 8th Largest City?



To Penetrate This Market use

**CKLB OSHAWA**

see: Jim Alexander in Canada  
J. H. McGillivra in U.S.A.

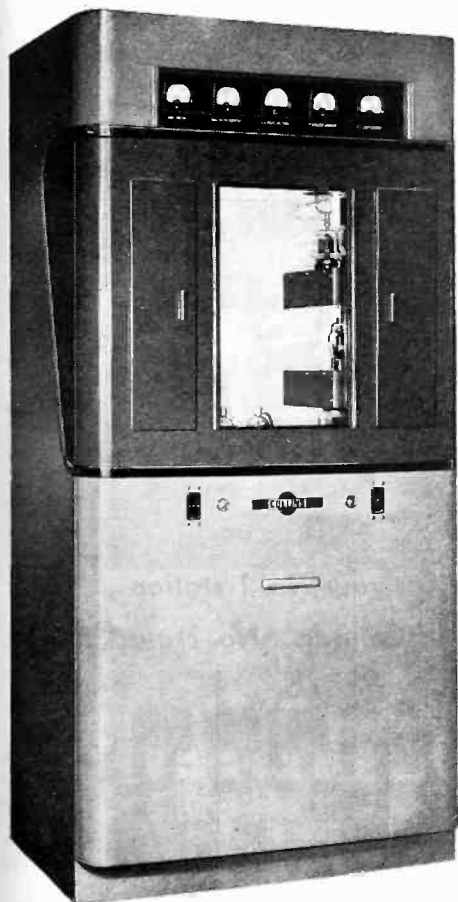
**cae**

## announces a New Radio Broadcasting Service

Canadian Aviation Electronics Ltd. is pleased to announce that it has entered into an agreement with Collins Radio Company for the sale of the world-renowned Collins Radio Equipment.

CAE is proud to be able to serve Canadian Broadcasters with what are undoubtedly the the finest Broadcast transmitters in Canada.

In addition, a complete range of first class studio and speech equipment is available to meet your requirements.



### COLLINS 20V 1000/500 Watt AM Broadcast Transmitter

The new 20V is designed for continuous high fidelity broadcast operation at any specified frequency in the band from 540 to 1600 kilocycles or any of the high frequency broadcast bands.

Facilities for power reduction from 1000 watts to 500 watts are stand-

ard equipment in the 20V. The advanced design of the circuits together with the careful choice of materials and components ensures high quality performance combined with reliability, long life and low operating cost.



*Call or write the CAE Office nearest you for further information.*

# Canadian Aviation Electronics Ltd.

MONTREAL — Head Office  
8280 St. Lawrence Boulevard  
Tel: VE. 6211

261 Spadina Avenue  
Tel: EMpire 6-7961  
TORONTO

WINNIPEG  
387 Sutherland Avenue  
Tel: 522-337

VANCOUVER  
2210 Cambie Street  
Tel. FAirmount 1111

“**Y**ou mean she  
 can help me  
 sell my  
 product?”



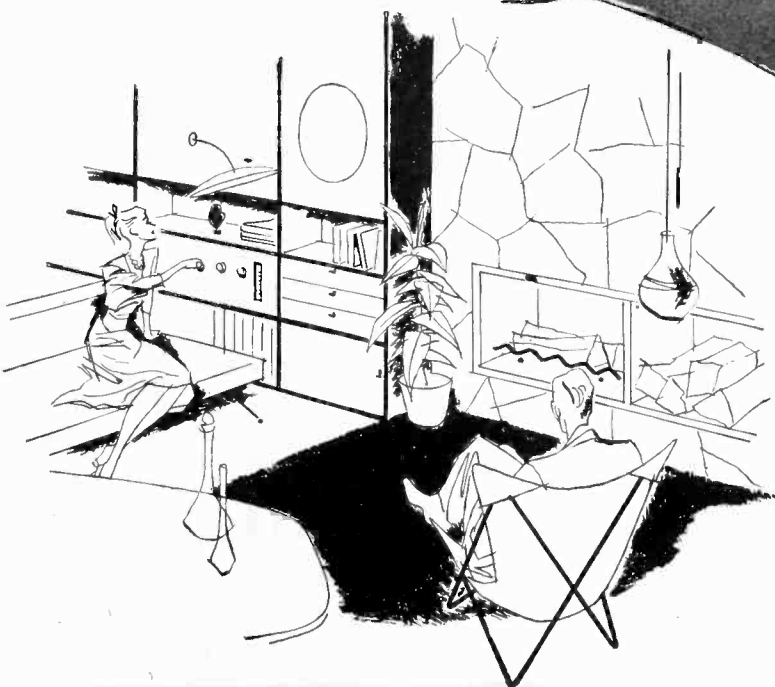
❖ Even the most discerning advertiser, 25 years ago, found it hard to realize the tremendous selling force of radio.

Today, it is universally acknowledged that radio is a solid, hard-working salesman that sells right in the prospects' home.

Take as an example, a favourite Sunday evening comedy program\* on CFRB. This particular show has a total potential audience of 639,000 radio homes. Twenty-five years ago, who could have imagined a potential like that!

CFRB was the first to envisage the tremendous sales power of radio. Now, with the assurance 25 years of experience can bring, CFRB has the background *and* the foresight to promote sales for today's advertisers.

What's your problem? Want to move more cosmetics, creams, washing machines? Call in a CFRB representative. Let him show you how radio can be your best salesman.



As ever,  
 your No. 1 station  
 in Canada's No. 1 market

**CFRB**

50,000 watts — 1010 K.C.

REPRESENTATIVES

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



**\*Our Miss Brooks!**

(NIGHT TIME B.B.M.)

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