

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

Vol. 13, No. 1

TORONTO

January 6th, 1954

DECEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
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27	28	29	30	31		

JANUARY						
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**RADIO'S UBIQUITOUS KATE AITKEN** spent Christmas in Germany with the Canadian troops and her camera. Here she is, getting herself snapped at the Royal Canadian Regiment's Christmas dinner at the new Canadian Army H.Q. in Soest. With Cpl. George Henderson of Montreal on Mrs. A's right and Pvt. Bruce Shaw of Thistleton, Ontario on her left, they are being served according to tradition by the unit's commanding officer, Lt. Col. G. C. Corbould. Mrs. Aitken aired the December 24th edition of her daily Trans-Canada Network show, sponsored by Good Luck Margarine, from London, spent Christmas Eve and Day with troops representing Canada's ten provinces in Germany, and next day flew to Paris via London. But at Paris the plane couldn't land due to a strike of airport workers. Then next day, when she was supposed to be winging her way to New York from where she was to have originated her December 28th program, bad weather grounded planes at Shannon. She finally made it to Gander where a tape recorder was waiting. Mrs. Aitken's Christmas trips have included Bethlehem in 1950, Burnt Creek, key town in the Labrador mining area, in 1951, and Yellowknife, N.W.T., in 1952.

## Short-Waves

### WINGROVE TO LONDON

**London.** — The popular past-president of the Central Canada Broadcasters Association, Cliff Wingrove, has resigned as manager of CKTB St. Catharines to take charge of the AM operations at CFPL-AM, London. His title will be assistant manager. The vice-president of CKTB, Mary Burgoyne, will continue at the helm of that station.

Cliff Wingrove broke into radio at CKGB, Timmins, in 1942 as a time salesman. Later he was transferred to the National Broadcast Sales office in Toronto. He left this job in 1948 to take over managership of CKTB.

### CCBA TO MEET AT FALLS

**Toronto.** — The 1954 meeting of the Central Canada Broadcasters Association will be held in Niagara Falls at the General Brock Hotel, according to president Harvey Freeman. Dates are announced as October 25 and 26.

### BMI ANNOUNCES SIX CLINICS

**Toronto.** — Harold Moon has supplied a list of BMI Program Clinics for 1954. These are: BCAB, Hotel Vancouver, Vancouver, March 15; CCBA, Royal Connaught Hotel, Hamilton, April 12. There will be three WAB clinics: Winnipeg, Man., on June 7; a Saskatchewan clinic on June 9 at the Hotel Saskatchewan in Regina, and one for Alberta at the Macdonald Hotel, Edmonton, June 11. The AAB meeting takes place in Saint John, N.B., at the Admiral Beatty Hotel, June 14.

### REPS ELECT OFFICERS

**Toronto.** — The Radio Station Representatives Association elected officers for 1954 at a recent meeting. Alec Bedard of Radio Representatives Ltd. is president, James L. Alexander is vice-president, George Bellman of Horace N. Stovin & Co. is secretary; Lorrie Potts of Omer Renaud & Co. is treasurer. Andy MacDermott of Radio & Television Sales Inc. will continue to take care of publicity.

### RESEARCH DIRECTOR FOR BBM

**Toronto.** — At a recent meeting of the directors of BBM here, a by-law was passed making it "possible for BBM to engage a research director and implement the plans for more diligent and productive radio research". It was decided to enlarge the board by three members, one from the agencies, one from the advertisers and one from the stations. It was also decided to increase fees in all categories by 50%.

## AAB ALL SET FOR HALIFAX MEETING

**Halifax, N.S.** — Broadcasting — both radio and television — are due for a thorough going over at the Atlantic Association of Broadcasters annual meeting which is to be held at the Lord Nelson Hotel in Halifax January 13 and 14. As the eastern broadcasters' meeting is being held immediately following a meeting of the board of the national (CARTB) body, many of that organization's directors will stay over as guests.

Two "national" officials of the industry's association, F. H. "Tiny" Elphicke, president, and Jim Allard, executive vice-president, have a place on the agenda, as also has a director from Ontario, Wally Slatter of CJOY, Guelph, who will talk on the subject — "Production Is An All-Day Thing".

Bill Rea, argumentative president of the B.C. regional group, has, according to AAB president, Finlay MacDonald, "consented to really let his hair down on his personal attitudes toward radio and what he thinks are the fundamentals of a commercial operation.

Two Toronto agency men will be heard from. These are Dalton Camp, an account executive from Locke Johnson & Company Ltd., who recently directed the advertising of the New Brunswick Progressive-



FINLAY MacDONALD  
AAB President

Conservatives in their successful election, and also directs publicity for the travel bureau of the same province. He will speak, contentiously 'tis said, on "Private Radio Private Citizens and Public Issues."

The other agency man is the radio director of the F. H. Hayhurst Company Ltd., Bob Amos, who will tell the eastern broadcasters that more

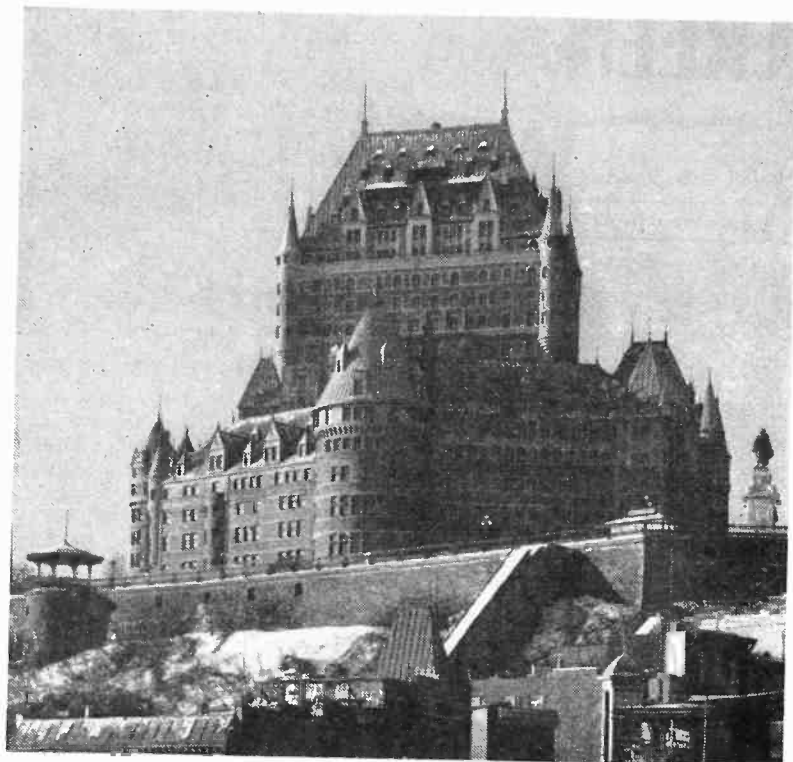
and more effective co-operation between stations and agencies can be productive of more business for both. His title is "Let's Do More In '54". Bob, who has been in his present berth six years, came up the station way — through announcing, writing, production and promotion.

Bill Mitchell of All-Canada Radio Facilities Ltd. will represent the National representatives when he discusses the use of promotion by stations as a sales tool in a talk entitled "What Promotion Can Do To Increase Sales."

On the television side, the manager of CHSJ, Saint John, N.B., George Cromwell, will talk about plans for the new television station. His talk will be followed and supported by a representative of the other Maritime TV licensee, Marvin Nathanson of CJCB, Sydney.

There will be a novel twist when a debate is conducted between the representatives of two competing transcription concerns. Norris MacKenzie of S. W. Caldwell Ltd. will cross tongs with Bob Tait of All-Canada Radio Facilities Ltd. It is hoped that forthcoming from these verbal fisticuffs will be a forecast of what AM broadcasters may expect from the transcription houses in 1954.

(Continued on page 4)



# CARTB ANNUAL CONFERENCE

at the

**CHATEAU FRONTENAC**  
QUEBEC CITY

**March 22-24, 1954**

## *The Latch-String Is Out*

Monday, March 22nd, is "Open House" at the CARTB Conference for all our good friends — national advertisers, advertising agencies and others.

We just don't have the time or the facilities to write to you all. So we hope this will serve as a personal letter telling all of you how welcome you will be, the first day of our Conference.

•  
*The*

## **CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS**

Representing 120 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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**PAT FREEMAN**  
Director of Sales & Research  
373 Church St.  
Toronto 5

# Talent Trail

by Tom Briggs



The first full year of dual broadcast media in Canada is over, but it is far from the last. Both radio and television are going to be around for a long time to come; television because it is the greatest thing that has happened in communication and even gives new meaning to communication, especially with the certainty of color and the promise of third dimension; and radio because of economics, technical limitations, its own vigor and television's confusion. While 1953 was an exceptional year in broadcasting, what came out of the nation's radios was neither better nor worse than in the recent past, and TV screens at best gave an assurance of improved programming to come.

Network radio on the whole has been pretty dull — more so than usual because it was so much the same as usual. In fact about the most outstanding thing to happen is that a few of the better Canadian-sponsored network features have been dropped, programs such as Pond's *John & Judy* (truly an old-timer) and Ronson's original fifteen-minute drama, *It Happened Here*. Admittedly most of the great old sponsors with the well-known old shows are still on the program schedules, and in a few cases the programs are as good or better than when first put on the air. But a lot more of them are showing their age. After all these years of radio, only two shows that I know of can claim they have defied time — *Un Homme et son Pêché* and *Amos 'n' Andy* — and the latter has gone through a couple of metamorphoses since the days when Correll and Gosden were a nightly, fifteen-minute listening habit. There may be more, and still others come close to this distinctive class, but they are few indeed. So why are so many tired shows being kept around, yawning more as each season goes by? They prevent radio from being a more interesting medium appealing to more people.

Even the network sustainers haven't been exactly shining examples of what radio can and should be. The two cultural and dramatic pride-and-joy offerings of the CBC — *CBC Wednesday Night* and *Stage*

53-54 — ain't what they used to be. This is especially true of the *Stage* series, because it is apparent that *Wednesday Night* has at least tried hard to be a pace-setting adventure in listening. Other network "sustainers" reflect all the second-rate, lack-lustre that has become associated with that word, sustainer. Something should be done about them and it.

Network radio, both commercial and otherwise, took things fairly easy in the program division last year. Maybe it was tired. Maybe it has been conserving its strength for the tussle with TV. Maybe it believes in leaving well enough alone. Take your choice, and maybe next year will be different.

While network radio was molting last year, local radio seemed to be putting new feathers in its cap. Community stations generally revealed an awareness of radio's twin problem — (a) to get out of the rut and (b) to cope with television — and they started to do something about it. Realizing that a equalled b, they were inclined to ignore TV and concentrate on a.

The result? Nothing astounding; nothing conclusive. But it appeared from various stories that local stations' news coverage methods were getting an overhaul, and a pattern was emerging which showed that the ideal radio station news department of the future would be an efficient unit stacking up against a daily newspaper the way a destroyer compares with a battleship. Immediacy and manoeuvrability were the key-notes.

A close relative of radio news is the radio documentary. Radio is just as good a medium for the documentary type of presentation as film or television, even better when cost is considered in ratio to impact. And now, when the emphasis of local radio is turning to news, local documentary productions are bound to be aired. News and script writers on local stations should be able to turn out excellent material, given the incentive and the time. Some community station announcers will no doubt uncover their talent for voice characterization and they will be the actors.

The prime feature of radio programming for 1953 was that while network fare generally was running out of steam, local stations started pouring the coal of effort into their boilers. Nobody knows where either train is going, but it should be fun this coming year just to watch.

# IN THE NORTH

## They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION  
Now on the Air with Regular Programs

They Listen To Sudbury

# NORTHERN ONTARIO'S

Greatest

# ADVERTISING MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.  
IN CANADA

WEED & COMPANY  
IN THE U.S.A.



## What's Cooking in Newfoundland?

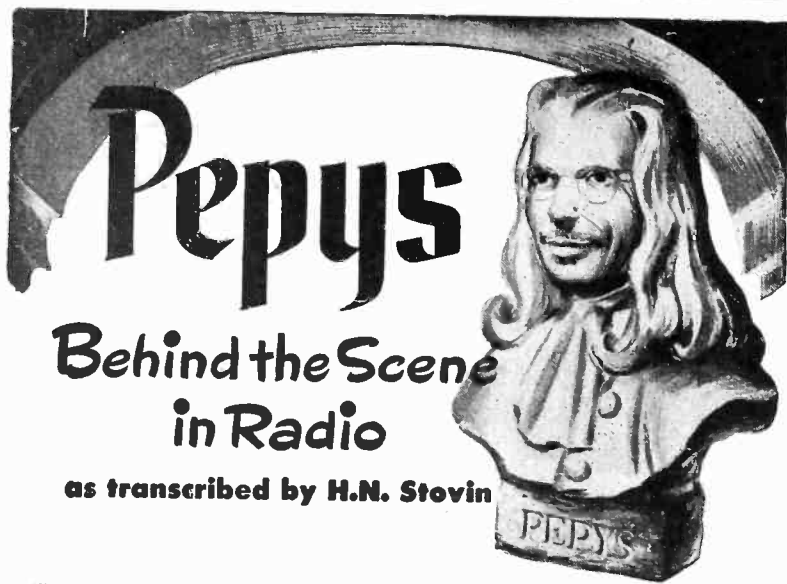
Do you know that the biggest seller of Pontiac cars East of Montreal is Terra Nova Motors who have a weekly show on . . .

# CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS



"For the worst pun on any airwaves during 1953, Pepys awards a bunch of withered scallions to the base fellow who, when asked to make a sentence containing the words 'conscience-stricken', did reply 'Don't conscience-strickens before they are hatched?' ● ● ● Much news to pen in my diary of our busy and proven stations. CJNB North Battleford, who bring to their listeners play-by-play descriptions of many sports activities, report that The Massey-Harris Co. has signed a new and larger contract to cover every actuality sporting event carried. A doff of my new beaver to a discerning sponsor and a proven station ● ● ● Buck Whitney, well-known Manager of CFAR Flin Flon, does travel some 4000 miles by airplane each Christmas season, taping interviews and greetings in outlying districts, including messages to the folks at home from trappers, miners, and those in hospitals. The Christmas Day program, airing these messages, is one which leaves a very warm feeling in the hearts of CFAR's many listeners ● ● ● Turning to the sunny sands of Bermuda, do record how ZBM did play an important part in arrangements of the Big Three Conference. No fewer than twelve radio networks used the facilities set up by ZBM for radio and television correspondents, and an estimated 6000 feet of TV newsfilm was shot by ZBM camera men for CBS and BBC television networks. Staff members were asked to transmit commentaries, and the 55 foreign radio correspondents using ZBM's facilities had many words of praise for this station ● ● ● In Moncton, N.B., a ladies' wear shop has, since 1950, been successfully using CKCW's selling power on an ever-increasing basis. In November, they did make known the arrival of a new shipment of winter coats, and reported a 62 per cent increase in sales over the previous November. In Belleville, a local beauty salon used 9 flashes over CJBQ and noted a 100 per cent business increase over the same period last year. Frank Murray, CJBQ's assistant manager says 'Short, but certainly powerful, don't you think?' ● ● ● Congratulations to CFOR Orillia, on their power increase to 5000 watts. When completed, this will mean additional service to listeners and advertisers alike."

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

## WHY BOTHER WITH ENGLISH?

By FRANK TUMPANE

Reprinted from the *Globe & Mail*

**What's all the shouting about?**  
Another booklet has been issued deploring the sad state of the English used by Ontario high school students. This latest brochure on the subject contains the findings of examiners who marked the English papers of students writing the fifth form examinations.

It appears the students are violating the simplest rules of grammar, that they cannot spell or punctuate very well, that they use hackneyed and slangy terms and that they do not express ideas with clarity or force.

All this may be very true and it also may be very true that the young ladies and gentlemen are simply catching on to the fact that English (English to be read or written, that is) isn't nearly as important as it used to be and is likely to become less so.

The students, in other words, are merely anticipating the times. They are refusing to be panicked into mastering an obsolescent art.

The student who wastes his time learning English these days will be in much the same position as the fellow who saved for years to buy a gold-handled buggy whip only to find that horses had gone out of fashion.

Is English necessary? For the great majority of the people, it hardly seems so.

Experts will always be needed, of course, who can read the small print on insurance policies, or the movie advertisements and retail the information to their customers.

But it is entirely possible to live pleasantly and even prosperously without cluttering up the mind with a lot of useless nouns, verbs, adjectives, conjunctions and adverbs.

Good English is, after all, the arranging of words in a felicitous manner to convey an idea or achieve an affect.

There are easier ways of doing both.

What sensible child, for example, would want to learn to read a real book when, with 75 per cent less trouble, he can read a comic book?

Mind you, it may not learn as much from the comic book. But what of it? The other children aren't learning as much, either, and so nobody has an unfair advantage.

What rational student would spend hours wading through rules of grammar and syntax when he knows deep down in his modern, little, up-

to-date heart that when he grows up he isn't going to look at anything other than television anyhow?

Pictures, in fact, are the fashion. The picture magazine is the publishing phenomenon of the past 20 years. Who wants to read dull, old words any longer? The television screen gives us all the information and culture we need and with a lot less bother. And as for the radio, we can listen to it without even getting out of bed.

In time, the ability to read and write English will take its place with the folk arts and will be taught at community centres along with basket-weaving and tile-painting.

**Spoken English, of course, will likely continue in use for quite a long while, although there are indications that the knell has sounded for it, too.**

In time we may be able to get along with, say, 75 per cent less spoken English than is at present used. Such phrases as "Let's face it" and "So what?" are taking their places with a host of others as English-savers.

Upon entering university, the student of the future will be given a booklet, Handy Phrases for Every Occasion, which will save him the trouble of thinking of what he wants to say and will — more than that — enable him to say it in such a sufficiently vague manner that he will be safe in each and every contingency.

Who is always nagging and worrying about the alleged decay of English usage? The teachers of English, that's who.

Why, they're nothing but a group of reactionary, old fogies.

Progress is what we're looking for, teachers of English. Do you hear that? Progress! And you had better check your utterances before you are accused of being quaint!

### AAB ALL SET

(Continued from page 1)

A meeting of subscribers to Broadcast News Ltd. will be conducted by Charlie Edwards, manager of that organization on the Wednesday afternoon.

The annual dinner is slated for the first (Wednesday) evening. This function will be presided over by Gerry Redmond, manager of CHNS, Halifax. Following the dinner (which follows a reception) a talk entitled "Maritimers Are S'ill People — Very Still" will be delivered by Dick Lewis, editor of this paper.

**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

PAUL MULVIHILL  
Representative now in both Toronto and Montreal

The NIAGARA DISTRICT STATION

**CKTB**  
ST. CATHARINES

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

Editor & Publisher . . . RICHARD G. LEWIS  
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 Art Editor . . . . . GREY HARKLEY  
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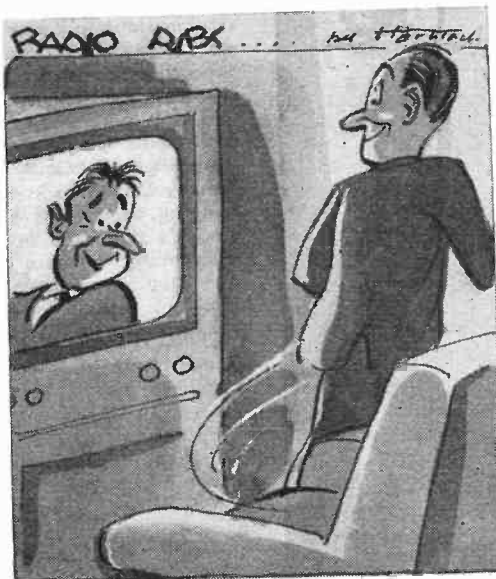
## There's A Place For Talks

One thing that has always rather puzzled this paper is the hesitation on the part of people responsible for the selection and planning of radio programs to make use of, or even consider making use of, what they scornfully call "talks". Listeners, they will assure you, the moment a "talk" is announced will rise from the nation's chesterfields as one man and tune them out. If this is a fact, it is a surprising one for a number of reasons.

Across the North American Continent, there are large numbers of organizations called "Service Clubs", which meet at regular intervals, from weekly to monthly, for lunch or dinner. They have varying purposes for their existence but the constitutions of them all have one common denominator. That is the fact that every meeting of such organizations must be built around a speaker, selected to convey to the members information on anything from conditions in penal institutions to a diatribe on plant life in the African Veldt. Add to these "Service Clubs" which are open to business men, comparable organizations designed for the gentler sex; trade associations, which meet, among other things, to hear how to get more profit from the pursuit of their industries or crafts; and literary and other artistic organizations, which pursue culture through the words of the guest speaker.

Through the medium of print, one single publication ranks high if not top in readership in the Canadian market, and that is the Canadian edition of the American publication *Reader's Digest*. This magazine appears monthly and its contents consist of informative articles on everything under the sun. The Canadian circulation of this magazine, which might be said to consist almost entirely of "talks in print" is somewhere near one million copies a month. There are those who may say that this readership represents a group of studious people who are not big buyers of advertised goods. We can only answer this objection by suggesting that these people make a survey of the advertising contained in any issue of this magazine, by types of business, by amount of space or by dollars invested.

The fact of the matter is that interest in these "talks," far from being excluded to the scholarly and the intellectuals, is actually aimed in precisely the opposite direction. "Digested" or abridged articles contained in this type of publication are expressly designed to convey knowledge to people who say they haven't the time (meaning of course the gumption) to pur-



"For those who don't like commercials, now's your chance to go to the refrigerator and get yourself a delicious, cool bottle of . . ."

sue the subjects which interest them in a more thorough fashion. These people read "potted" versions of the new books, and simplifications of the elaborate dissertations that are written about current affairs, to the end that they can convince themselves, if nobody else, that the superficial knowledge of just about everything which they are able to assimilate in this way makes them extremely well informed.

Those wishing to reach people, by radio are missing the boat in our opinion when they pass up this neither difficult nor costly kind of radio program. It is true that dull chatter will kill audience. But so will dissonant music or inaccurate newscasting.

What is required for a good "talk" is first a subject with a wide enough appeal. Such subjects might be gardening, photography, travel, some form of art. It must be recognized of course that magazine publishers do not try to produce an issue in which a group of people will read every article or feature. This would make for too small a circulation. Rather they hope that there will be several articles of interest to everyone. The same principle has to be applied in the choice of radio talks.

Having selected the subject, the next step is to find a reliable source of information, which in most cases would be an expert in whatever topic is to be dealt with. Radio seems to have depended more on the voice of the announcer or narrator than the words he speaks. In the case of "talks," it is necessary to reverse this process. Talks, to be interesting, have to be reliable and informative. They have to recite fact rather than opinion. People want to know how to take a picture; what

Indonesians do for a living; what happens when people are too heavy. They are not as interested in a politician's blast at his adversary; a speaker's opinion of a painting or musical composition, unless the speaker is established as an expert. It may be necessary to have a trained radio speaker deliver the expert's talk. That depends on the physical ability of the expert to express himself into the microphone. What is absolutely essential though is that the words that are to be spoken have the ring of authority which can only be given them if they are prepared by someone who knows what he or she is talking about.

Subjects of wide interest might appeal to the listeners' greed. That type would tell them how to make money in their spare time; how to hit up the boss for a raise; how to become better workmen in their own or another field. Other talks would appeal to their vanity. These would tell them how to look better; make better impressions and so forth. Others would tell them how to pursue their hobbies and outside interests. All of them would tell them what they want to know, but tell them strictly by the recital of fact.

When they turn down "talks" as a radio vehicle, program directors, advertisers and their agencies are passing up a good thing. But if they are really to interest the audience, they need to be informative, factual, authoritative, and of course, properly presented.


## Selling The Market

The New Year lands us right into the open season for regional conventions, starting with the AAB meeting in Halifax this month, and followed by the BCAB conference in Vancouver in February. Obviously the problem of meeting the coming of television will occupy a great deal of the time at these meetings, but come AM, FM, TV or what have you, there is an item of unfinished business, which is set over from year to year, and which is crying out to be solved.

This is the question of market information for the direction of radio's clients; the national advertisers.

Regional associations, especially the eastern one, have been kicking around plans for data books for several years, but nothing has come forth. It is therefore the intention of this paper to take a hand. We have made a start with our *Retail Sales Index*, now on the press. Now we are going to tackle the problem further, with a market data supplement, which we hope will be sufficiently useful to justify its being made an annual publication in each region.

... **SAVE**  
 Like a  
 Housewife  
 Buy The  
**MOST FOR  
 THE LEAST**



Two Markets!  
 For The  
 Price of ONE!

**CHLO**

LONDON and ST. THOMAS

See Stephens and Towndrow  
 In Toronto and Montreal  
 Adam J. Young in U.S.A.



By Helen Craig

**DATELINE:  
 WINNIPEG**

Canadians know a few pertinent facts about Winnipeg: it can claim to be home for the Royal Winnipeg Ballet; there's a Civic Auditorium where art-conscious folk can gather without hearing the snap and crackle of popcorn; there's a football Blue Bomber squadron in Winnipeg; and you can buy dandy Hudson's Bay multi-color stripe blanket coats in the modern Fort Garry. But I wonder if many Canadians know that there's a flying saucer in Winnipeg . . . that it's the radio home for many a celebrated virtuoso of the 88 . . . that Manitobans have a friend for *Life*?

CKRC is responsible for these last three facets of Manitoba living. Listeners hear about the flying saucer in the *Sonny Boy Cereal Show*; piano artistry comes in an unusual way when Cockshutt presents *Piano Players*; and the friend for *Life* is CKRC's George Dawes. I wish a candid camera could have caught the enthusiastic expressions of promotion director Mauri Desourdy the day he was telling me about CKRC's programming policies and describing some of their more novel shows.

First of all — the *Sonny Boy Show* describes the adventures of Sky High, an affable elf who travels around the universe and talks with his flying saucer crew members of their antics in space. Bill Guest, CKRC announcer, originated the idea, and as Uncle Bill, he keeps the show rolling from one space episode to another. I couldn't help wishing that the Uncle formula had been forgotten in this show, as radio is blessed (?) with so many uncles. However, there are other characters to make up for it. There's Moonbeam, Sky High's young sister; Dingo, a slow-witted elf; and for contrast, Whizzo, a nimble-brained fellow who keeps the show moving along. The Sky High show begins with Sky High's voice (alias Uncle Bill alias B. Guest) and listeners hear a merry chuckle and laughter: "Hello boys and girls! Do you know who this is? . . . Sure you do. It's Sky High!" Then the theme rollicks in. It's distorted slightly to give the impression of space. It's not exactly weird. Yet it is. Not exactly like music from a 3-D film. Yet it is. The total effect is of a speeded-up record played over its natural rotation . . . and this effect is carried through the

entire show, recorded on tape ahead of broadcast time.

After the theme is established the fast tick-tick of a motor slows down as the flying saucer is suspended in ether for a moment, or perhaps grounded momentarily. The intro is given, and Uncle Bill, Sky High, Moonbeam, and all the space pals recount their adventures in answer to Uncle Bill's questions. They talk of their home on the Milky Way, events in other planets of the universe (oh Venus, where art thou?), but primarily they chatter about happenings in the local scene. The flying saucer crew have their own orchestra and familiar children's songs (and songs like "Cruising Down the River" — Moonbeam's favorite) make up the music portion of the show. Selections are speeded up — given the same treatment as the theme. Quintet recordings are used because the flying saucer group is never more than five. In between selections, Moonbeam sends out birthday greetings. Sky High gives news about contests which centre around identifying a sound . . . a cow mooing, a train coming into a station, etc.

Listeners are asked to identify the sound effect and send in a package top from *Sonny Boy Cereal*. *Sonny Boy Cereal* provides cash prizes for winners. Furthermore, the *Sonny Boy* name is presented in the conventional commercial in an unconventional manner for the space-happy characters extol the virtues of the cereal. It's a merry show with an unusual production technique and delivery. The entire half-hour show is well-cued and in listening to Sky High I was pleased to hear that there were no awkward pauses. Space fans of all ages make up the listening audience for this entirely ad-libbed, fast-moving feature heard every Monday in the after-school slot.

Bill Guest proves his versatility in another program — *Piano Players*. Just as many juvenile listeners are convinced that rapid-talking Sky-High is a real person, many adult listeners think *Piano Players* is a live modern music hall program, even though there is no mention of show origination. Bill Guest's flair for production needed an assist as he has no engineering background. CKRC's chief engineer Bert Hooper and chief operator Ken Gray worked along with him to make *Piano Players* a show with a difference.

Frankie Carle's *Piano Players* theme tinkles on at 7.30 each Monday night for half an hour. The show is sponsored by Cockshutt Farm Implement Dealers. Mauri Desourdy played a sample recording for me and I was rather surprised to hear the whole of the *Piano Players* theme is used before you get into the body of the show. Applause sound effect is dubbed in and because an

**1954 NEW YEAR'S RESOLUTIONS 1954**

1. In the coming year, we at CFQC resolve to . . .

On second thought, we won't bother with New Year's Resolutions (which always get broken, anyway!)


Instead, we'll continue to provide Saskatchewan with the finest programming we can offer . . . the most efficient news coverage our top-flight News Service can give . . . and of course, provide our sponsors with radio that really SELLS for them!

P.S.—If you'd like to join us in the coming year, see our reps!

Contact: **RADIO REPS** - Canada  
**ADAM J. YOUNG, JR.**, U.S.A.



**THE RADIO HUB OF SASKATCHEWAN**



**JONQUIERE, QUE. — 590 kc — 1000 watts.**  
 Serving 211,000 people, 35,000 families in the rich Chicoutimi-Lake St. John area — definitely your advertising buy in this market.

**BBM (1952) Day — 24,640 Night — 21,960**

**JOS. A. HARDY & CO. Ltd.**  
 RADIO STATION REPRESENTATIVES  
 MONTREAL QUEBEC TORONTO

**HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY**

endless variation of record combinations is used the "audience reaction" is never the same. The main idea of the program is to present lively piano music in the variety category, with the illusion that it originates in an actual music hall. Applause breaks in when a certain phase of piano recording shows particularly good technique. And when Bill Guest speaks above the applause, there is the effect of a voice in a large hall.

Greetings are sent to various Cockshutt dealers throughout Manitoba between selections. However, not only Manitoba listeners, but people in the U.S. as well, indicate by letter that they place the seal of approval on *Piano Players*. CKRC is a 5,000 watt station with a signal going to South Dakota and Minnesota, so it is understandable that reaction to *Piano Players* is not only Canadian. Desourdy told me that Winnipeg music stores are often snowed under with requests for records "like those songs on *Piano Players*."

And what about the friend for *Life*? Well, it all began when Dick Schouten, the *Life Magazine* sales representative in Manitoba was looking for a personality for the Winnipeg market — a radio person who could take a current copy of the magazine, become associated with it, and then give a personal review of the week's features which he selected for comment. CKRC is a station in which each announcer retains his own personality and does not try to become a carbon copy of the network broadcasters. From the group of individuals who retain their individuality, tall, dark, and handsome George Dawes was selected. It's rather remarkable how the idea of a personality for a one-minute commercial has caught on in Winnipeg — how the "friend for *Life*" slogan is a catch-phrase in the city.

Here is a part of the commercial George wrote for December 2: "This is George Dawes, your friend for *Life*. Yesterday in these short radio visits with you, I told you about the excellent feature in this week's *Life*, 'Creatures of the Sea'. So today, let me talk about some of the other fine things that you enjoy in this week's *Life Magazine*. Canada comes into the news by way of a young Canadian girl's triumphs at the National Horse Show in New York. Shirley Thomas is pictured as she wins the good-will trophy. Look for this feature on page 58 of this week's *Life*. That's all for now. For other picture stories and good reading pick up your copy of *Life Magazine* now on sale. This is George Dawes saying: 'See you at your newsstand'." And indeed he does, because, at *Life* newstands, there are pictures of George — friend for *Life*.

CKRC's station manager Bill Speers and program director Jack Hill have found that local advertisers ask for particular personalities. Announcer Bill Walker does night club entertaining and reads comics with a satirical Voltaire edge to his voice. People love it. When Ken Babb, continuity editor (and also a night club entertainer) met a Church of England minister (outside a night club) he told Ken he wouldn't miss the Sunday morning comics for anything.

It seems to me that the policy of "let's dare to be different" is a good one. You might want to try it. Why not make it a resolution for 1954?

### News

#### LAUNCH NEW NEWS SERVICE

A new company called Broadcast News Ltd., was launched officially January 1 to provide Canadian Press news to Canada's privately-owned radio and television stations with the broadcasters represented on its board.

The new company takes over the private-station service from Press News, established in 1941 to supply CP news to radio and others outside CP's newspaper membership. Press News continues to serve the CBC and non-radio subscribers.

"Formation of Broadcast News was a natural and essential development in the history of news," says Manager Charlie Edwards.

"Until now, all the world's great news services have been directed entirely by newspaper publishers. But radio is established as a major source of news dissemination and television will become another. Recognizing their important role in keeping people informed, Canadian broadcasters are the first to join actively in direction and development of a national news service.

"By joining in development of a news service to meet needs of radio and television audiences, the broadcasters have moved to protect their news sources and to ensure the unrestricted flow of information," he said.

Broadcast News Ltd. starts with 95 private stations. Its establishment was approved at regional meetings of Press News subscribers who chose four of the nine directors. CP chose the others, all associated with broadcasting.

Roy H. Thomson of the Thomson newspapers and Northern Broadcasting Co. Ltd., is president and Gordon Love, CFCN, Calgary, vice-president. Other directors are: R. J. Rankin, Halifax *Chronicle-Herald* and CHNS; Keith S. Rogers, CFCY Charlotte-town; Paul Lepage, CKCV Quebec; Philip S. Fisher, Southam Company, Montreal; Kenneth D. Soble, CHML Hamilton; W. J. Blackburn, London *Free Press* and CFPL; D. B. Rogers, Regina *Leader-Post* and CKCK.

Charlie Edwards is manager, Don Covey, executive editor, and Eric Dunn, news editor.

we have moved to our new home

Contests associates  
PRIZE BROKERS

PHONE CHerry 1-8451 TORONTO, CAN.

51 FLAMBOROUGH DRIVE • NORTH PARK P. O. • ONTARIO

Here's the **SQUAREST RADIO DEAL** in the West

\*6 — 7 days Per Week Radio Homes

**Night Time** 57.2% More Than STATION #2 with 39,200 Radio Homes

**Daytime** 109% More Than STATION #3 with 38,240 Radio Homes

**Daytime** 50.2% More Than STATION #2 with 53,220 Radio Homes

**Night Time** 132.3% More Than STATION #3 with 26,520 Radio Homes

**Daytime** 79,940 RADIO HOMES covers CFCN

**Night Time** 61,630 Radio Homes covers CFCN

IT'S CFCN CALGARY 10,000 WATTS

\*BBM Study 5

ASK RADIO REPS.

A TERRIFIC AUDIENCE IN A TERRIFIC MARKET

"Fredericton is going to chalk up a building construction record this year". These are the words of the City Building Inspector in a recent report. Construction for the first ten months of 1953 is up more than half a million dollars over the total value of construction for the entire year of 1952. Also private home building in Fredericton is expected to double the 1952 figure.

These facts are a good indication of the faith Fredericton's citizens have in the future of their City. Fredericton is growing at a continually increasing rate. As the new Army Camp progresses it will grow even faster.

Don't overlook this increasingly valuable market and don't forget that CFNB is the most effective, least expensive method you can use to reach it.

New Brunswick's  
Most Listened-to  
Station



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

5 0 0 0 W A T T S - 5 5 0 K C S. - F R E D E R I C T O N , N . B .

*Something missing...*

like  
selling  
Quebec  
market  
without

**CKOV**  
1000 WATTS 1280 K.C.

Representatives  
TORONTO MONTREAL  
**OMER RENAUD & Co**  
IN U.S.A. WEED & CO.

### Education

## UBC RADSOC COVERS B.C. AND YUKON

Vancouver. — The University of British Columbia Radio & Television Society, which was founded in 1939, and now has a roster of 50 active members, now sends programs to fourteen radio stations throughout B.C. and the Yukon Territory.

Quarter-hour tapes about UBC are expressed weekly to nine interior stations — CFJC, Kamloops; CJAT, Trail; CKOK, Penticton; CJIB, Vernon; CKPG, Prince George; CKOV, Kelowna; CJDC, Dawson Creek; CFPR, Prince Rupert and CKLN, Nelson. Tapes are also sent to two Vancouver Island stations, CHUB, Nanaimo and CJAV, Port Alberni,

as well as to CHWK, Chilliwack and CFWH, Whitehorse, Yukon Territory.

The Society also produces its half hour *UBC Digest*, heard every Saturday on CKWX, Vancouver. This program describes the work of the different university departments, activities of student organizations and other developments on the campus. Its purpose is to make the university better-known throughout the province and adjoining areas, by pointing out what UBC does for British Columbia and the many services it offers to individuals.

Five days a week, the Society, or "Radsoc", broadcasts programs of varied content around the campus over its extensive speaker network. It also undertakes to broadcast all sports events originating on the campus over downtown stations. Radsoc also supplies the Vancouver and New Westminster stations with news of all important happenings at UBC.

Last summer at the BCAB Convention at Nanaimo, Radsoc was made an associate member of that group, and plans to work very closely with it in all its endeavors. It also plans to put out three or four television shows for Pacific Northwest TV stations next spring.

Honorary members of the Society are Professor G. C. Andrew, honorary president; Bill Rea, CKNW, New Westminster, honorary vice-president; John Ansell, CKWX and Chuck Rudd, CHUB, honorary members.

# THE TREND IS TO TAPE!

During 1953, Caldwell distributed for Canadian advertisers and agencies a growing list of radio programs — tape recorded and duplicated to station specification. . . .

### PROGRAM

Double or Nothing  
What's On Wally's Mind  
Devitt Drops In  
Operation Shortcut  
Meet Rosemary Boxer  
Down To Earth  
Ossie and Harriett  
Claire Wallace Notebook  
Pep Talks with Dave Price  
Take A Chance  
Esso Farm Reporter  
Operation Safety  
Your Garden

### ADVERTISER

Maher Shoes  
Shirriff's Ltd.  
Kellogg's  
W. H. Graves  
Dale Estate  
Local advertisers  
Listerine  
Ass'ed Salmon Cannery B.C.  
Kellogg's  
Adams Gum  
Imperial Oil  
Ont. Dept. of Highways  
Swift's

### LET US SERVE YOU IN THE NEW YEAR

Modern taping services supervised by Bill Dowding, former Radio Director, J. Walter Thompson Co. Ltd.

You are assured top quality recording and high-speed duplicating — fast, trouble-free distribution in quantity at reasonable cost.

### INVESTIGATE UNIQUE ADVANTAGES OF TRANSPORTING

### ALL YOUR BROADCAST MATERIAL ON TAPE

We'll be pleased to "talk tape" at your convenience

S.W. *Caldwell* LTD.

447 JARVIS ST.  
TORONTO 5

(across from CBC-TV)  
KI. 2103

YOU CAN'T COVER SIMCOE COUNTY Without **CKBB** BARRIE

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

# CKCO-TV

KITCHENER

# CFCM-TV

QUEBEC CITY

Announce  
the appointment of

# HARDY TELEVISION DIVISION

AS

## CANADIAN SALES REPRESENTATIVES

Rates, market data and other information are being compiled.

# HARDY



JOS. A. HARDY & CO. LTD.

MONTREAL  
PLateau 1101

TORONTO  
EMpire 3-8009

QUEBEC CITY  
5-7373



*Talks*

**EATING WITH A BROAD "A"**

Paul Maher, a Newfoundlander, said in a BBC program that he had come to the conclusion that in England it was not what you ate but how you ate it that mattered. The approach was everything. He noticed that the English paid more attention to the eating than the cooking and in the field of manners they had undoubtedly triumphed. "It is fascinating to watch an Englishman tackle a salad," said Maher. "With his fork upside-down and held in the wrong hand, he gives to the whole operation a certain air, a peculiar, quite English air, a combination of nobility and restraint. Here is a poet at work." And this was the heart of the matter, the Englishman with poetry in so much of his life, brought it also to the breakfast table. "An Englishman coping with a breakfast egg," he said, "taps the top wearing the expression of a man about to open some excellent translation from the Greek. And when he looks into a pot of marmalade he feels as the gentleman felt on first looking into Chapman's Homer."

Maher well remembered his first English dinner. The forest of forks, knives and spoons seemed to multiply each time he looked at them and the faces of his companions bore a look of reverence he had never seen before outside a church. When the soup was in their midst, he felt certain they were waiting for some mysterious sign that they could begin. It came at last, though he never knew from where. "The lady at the top of the table bent slightly forward,

picked up her spoon, brought it gracefully over her plate, with an expert downward and outward movement the meal had begun," he said. Nothing was hurried or bungled and the sweet serenity of the proceedings calmed the mind and aided the digestion. And then "like the start of a summer shower," said Mr. Maher, becoming poetical himself, "a light conversation sprang up." It was characteristically about cricket and England's chances in the coming Test Match. He felt there might be some ritual attached to the end of the meal as there had been to the beginning and cunningly dabbled about with the residue of his apple pie until he was overtaken by the diner on his left and finished third out of eight.

"Such is the vanity of man that this first performance at an English table elated me, and drove me to thinking that with further practice I might yet pass as a full-blooded native," he said. "Within a week I was seated in an English lounge in a large, comfortable chair, while outside on the summer lawn fat thrushes held their own buffet." His hostess said that drawing room tea in England, just sitting around anywhere, was so cosy and relaxing. Maher found it cosy but was quite unable to relax for everyone kept getting up and searching round the room as if they had lost something. "I would have got up myself, if only for the look of the thing, but I was loaded down with sandwiches, and couldn't move," he said. He kept hoping that the guests would settle but they never did and the cup of tea on his knee was balanced on a nerve and kept tingling on the saucer like a tambourine. Shortly after this, disaster struck a man who, crossing the room to collect a radish put his foot on one of Maher's cucumber sandwiches and ended up on the divan. "In the general lament and scuffle that followed this calamity I swallowed the rest of my tea, bolted a piece of short-bread, retrieved a bun, and then went to the aid of the stricken man," said Maher. On the way home he wondered why the English tortured themselves in this way and discovered the answer almost at once. They pursued this peculiar course of conduct because it was poetic; they got the feeling

that by not setting the table the mealtime business has been cheated of its dull routine and given the beauty of a well-turned phrase. He too, had now fallen under the English spell. "It's dinner-time, I think," he said, "that brings out the extent of my conversation. With a solemnity almost pathetic to watch I wield the gleaming carving knife, cutting the roast against the grain, my family sit as straight as ram-rods, silent and proud. And as we eat, and I look around, I cannot quite believe that it was ever different."

OPENING FOR  
**EXPERIENCED  
ANNOUNCER**  
on  
**Basic Network Station**  
Top notch man can start  
at \$240.00 monthly.  
**BOX A-185**  
C B & T, 163½ Church St., Toronto

**Perpetual Promotion**

*is proving*

**"It Pays To Advertise"**

on

**CKDA**

ASK . . .

SALES REPRESENTATIVES  
FOR A DISTINGUISHED GROUP  
OF CANADIAN RADIO STATIONS

*Radio Representatives Limited*

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

**Tell Us Another**

There aren't many connoisseurs of coal. That is why H. A. Raney & Co., an Orillia Reading dealer, didn't take broadcast advertising very seriously and for years was only an inconsistent sponsor on CFOR.

However, two years ago Raney & Co. decided to put a bit of life into a dull looking business. They bought a daily, ten-minute newscast, aired about supper time, and started merchandising coal (aided by the fact that Reading is "branded" red and therefore recognizable).

Now an awful lot of Orillians see red when they stuff their furnaces, and apparently they're happy about it. That made Raney & Co. so happy, it started off the New Year right by signing for the third consecutive year. And that made us happy. (We really don't give a damn about the coal, but it's a good story just the same.)

For other success stories tailored to fit your needs, give Stovin and his boys a call.

**CFOR**

ORILLIA, ONT.

1000 Watts - Dominion Supp.

**TOWN & COUNTRY . . .**

In Saint John, New Brunswick, the preference of listeners according to Elliott-Haynes is definitely in favor of CFBC!

For Example — Evenings 6:00 - 10:00 p.m. During November '53 Urban Listeners Preference Was . . .

**CFBC — 51.7%**  
**Station "B" — 41.9%**

"Consult Our Representatives About New 1954 Availabilities!"

- ★ National Broadcast Sales
- ★ John N. Hunt & Associates
- ★ Weed and Company

**CFBC — SAINT JOHN, N.B.**

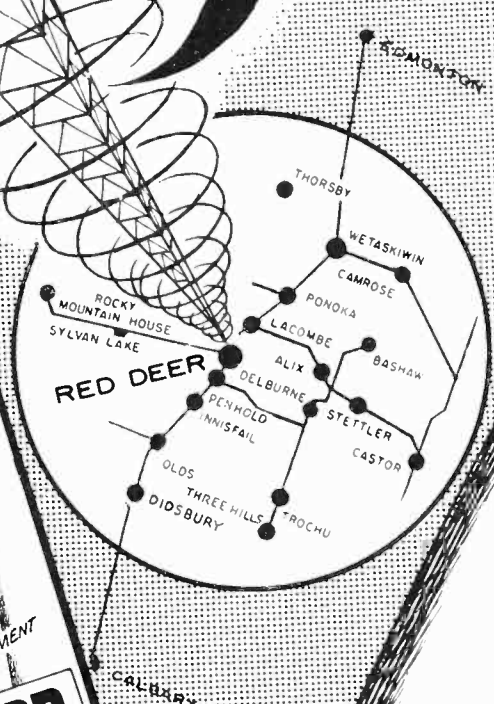
**We didn't stop at  
telling you about  
our power increase  
- we told Central  
Alberta via**

**22  
NEWSPAPERS  
LL**

**MORE POWER TO THE VOICE OF CENTRAL ALBERTA**  
**CKRD**  
 Now 1,000 watt transmitter  
**AT RED DEER**  
 EFFECTIVE DEC. 10th  
 CKRD, Central Alberta's home town station strengthens its voice with an increase in power from 250 to 1,000 watts. This progressive step which is made possible by the loyalty and support of its listeners will enable the station to expand its coverage and bring a local radio service to a greater number of Alberta's thriving towns and villages. (500 Microwatts on Your DIAL)

**Are You in This Area?**

**TRY US FOR POWER SERVICE & ENTERTAINMENT**  
 TUNE IN TO **CKRD**  
 MR. G. S. HENRY  
 Manager



**1,000 WATTS**

**Now Dominating the Richest Agricultural Area in the West**

In addition to the booming city of Red Deer, CKRD with its new power now takes in the city of Camrose and its oilfields, the hub city of Wetaskiwin, the thriving towns of Ponoka and Stettler and many other cities and towns within the heart of Alberta's wealth and prosperity.

The advanced publicity in 22 Newspapers within this area assured a greater listening audience the day of increased coverage — December 10th.

Make enquiries for your client to be in at the ground floor of Central Alberta's soundest Radio buy!

**CKRD**  
 RED DEER

Gordon Henry  
Manager



NOW DOMINATING ALBERTA'S AGRICULTURAL AREAS

Show Case

**DECADE FOR DRAMA**



— photo by Ranson

STARTING OUT TEN YEARS AGO as a not too hopeful hobby, CJCA's Drama Club for amateur radio performers now provides an important part of the station's programming. Seen in the above photo during one of the Drama Club's *Beaver Playhouse* programs are, left to right: Doug Homersham, director of the Club and the station's assistant production manager; operator Bill Seeback; and in the studio Club members Jack Dixon, Lola Carol and Charles Sweetlove.

Edmonton — Two drama series totalling 90 minutes of air time each week and a special quartet of original plays last spring, combined to make 1953 the busiest year in the ten-year life of the CJCA Drama Club. With a regular membership of twenty-five trained, amateur performers, who come from business and professional offices throughout Edmonton, the Club has grown to the point where it produces two weekly drama series: the hour-long *Beaver Playhouse*, sponsored by Beaver (Alberta) Lumber Limited; and the half-hour *Teller of Tales* mystery sustainer. In addition, it produced a quartet of plays by local authors last spring to celebrate the International Theatre Month.

It was a little over ten years ago — all-out wartime — that a handful of people who had in common only an amateur interest in radio drama, got together to form the Drama Club. They had the co-operation of CJCA and the devoted support of its assistant production manager, Doug Homersham. They pooled their resources: not much spare time, very little money and even less experience.

The new Club's first move was to set up training classes in which the fundamentals of voice expression, character interpretation, microphone technique and production methods could be studied and practiced. Eight months after its formation the Club went on the air with its first dramatic production and, except for a hiatus each summer, has been broadcasting ever since.

Since then — and largely because it has consistently kept a highly-trained membership available, as well as a crop of newcomers in training, according to promotion

manageress Win Sutton — the Club has been able to present many series of important dramas, including a number of productions fed to the CBC's Trans-Canada network, a series originated for the Canadian Chamber of Commerce and aired by sixty-five privately-owned stations, and a group of dramatic broadcasts for the Alberta Government. The Drama Club, working in co-operation with the CJCA news department, has made it possible for the station to air public service programs dramatizing important current events.

With the responsibility of an hour and a half of air time each week, and the accompanying rehearsal periods taking upwards of triple that time, the Club members find they are kept regularly busy for part time Thespians. But, as Win Sutton points out, this demand for their services has encouraged the Drama Club members to raise their performance standards to the point where their "presentations have been favorably compared by listeners with the best on network in Canada and the States."

Major Drama Club production is *Beaver Playhouse*, a Sunday evening hour in which popular and classical works ranging from comedy and tragedy to romance and mystery have been performed. Second to it is the Thursday evening mystery thriller, *Teller of Tales*. The Club's cycle of four Edmonton-authored plays, calling attention to the International Theatre Month, included: a plea for racial tolerance by Gwen Pharis Ringwood, called *The Wall*; a call for faith, *Journey With Louisa*, by Elsie Park Gowan; and two international social studies, *Road to Jericho* by Dick Morton, and *The Witchhunt* by Hazel A. Robinson.



**NEWS  
on CJGX  
is TOPS**

... Because CJGX stays on Top of the News with complete coverage of Local — District—National—and World developments.

**CJGX YORKTON**

Is listened to by 96.4% of the radio homes in Saskatchewan's Crop District No. 5 . . . and the farm families in this district earn and spend millions of dollars\* annually.

\* (Farm Cash Receipts in CJGX-Land in 1952 were \$156,073,000).

Western Canada's Farm Station . . . . .  
Basic Station, C.B.C. Dominion Network.



Representatives: Horace N. Stovin & Co. - U.S.A.: Adam J. Young, Inc.  
Inland Broadcasting Service, Winnipeg

**A Weekly BBM of 74,310**

gives

**CJBR  
Rimouski**

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

5000 WATTS  
ON 900 KCS.


Supplementary  
to the  
French Network

**CJBR  
RIMOUSKI**

Ask

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

ANOTHER PROVEN STOVIN STATION

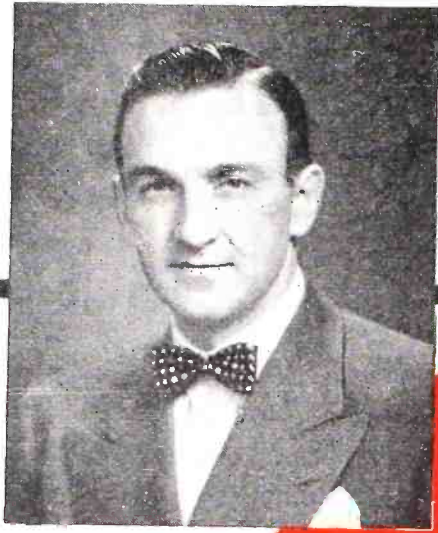


VILLE-MARIE, QUE. — 710 kc — 1000 watts.  
Serving a population of 193,800 people in  
Temiskaming, Quebec and Ontario — a station  
you must buy to cover this trading area.  
BBM (1952) Day — 23,830 Night — 17,200

**JOS. A. HARDY & CO. Ltd.**  
RADIO STATION REPRESENTATIVES  
MONTREAL QUEBEC TORONTO

**HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY**

# This nation to help



**C. E. Spence**  
MANAGER  
BROADCAST & TELEVISION SALES

*Headquarters*



**E. J. Gareau**  
NATIONAL AM SALES



**R. E. Endersbey**  
NATIONAL MAGNETIC  
RECORDER SALES



**M. D. Locke**  
NATIONAL TV SALES



**A. M. Gomez**  
TV SALES

*Montreal*



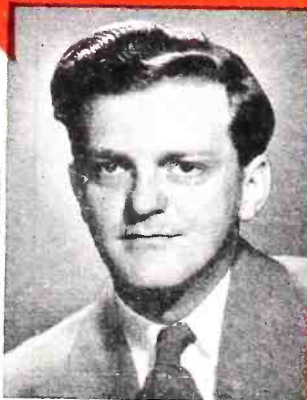
**W. R. Onn**  
AM SALES

*Toronto*



**J. D. Pugsley**  
1000 Beaver Hall Hill  
Phone: UN. 6-8196

*Winnipeg*



**Hugh J. Dollard**  
945 St. James St.  
Phone: 7-43581



**Frank M. Flood**  
830 Lansdowne Ave.  
Phone: Oliver 6511

*Edmonton*



**G. A. Bartley**  
Room 613  
Northern Hardware Bldg  
Phone: 43709

*Vancouver*



**T. G. Lynch**  
1095 West Pender St.  
Phone: MArine 5115

**Broadcast • Television • Microwave • Mobile Radio • Electronic Tube**

# Wide broadcast team

## develop broadcasting facilities

MANAGER  
SALES



W. H. Holroyd

MANAGER ELECTRONIC  
EQUIPMENT DEPARTMENT



W. D. Scholfield

MANAGER  
PRODUCT PLANNING



H. S. Dawson

*ifax*

Canadian General Electric offers you the experience of a skilled coast-to-coast team of Broadcast Specialists. These experienced representatives will help develop and maintain your radio and television facilities at peak performance at all times. They are ready to give you service and assistance with minimum delay.

Back of the district Broadcast Specialists are the headquarters groups in Toronto ready to work out your problems. Complete facilities—design, manufacture, systems engineering, and sales service are combined under one roof in the C-G-E Electronics Equipment Department.



ollota  
ard St.  
5-4264



# ELECTRONIC EQUIPMENT

CONSULTING  
ENGINEER



G. R. Mather

PRODUCT  
ENGINEER



R. W. Naylor

BROADCAST  
ENGINEERING



Fred J. Heath

FIELD ENGINEERING



John A. I. Young

PRODUCT SERVICE



D. G. Brown

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

*Maquecordially*

**yours  
for a  
Happy and  
Prosperous New Year  
to all in the  
Broadcasting  
Industry**

*Kingsway*  
**FILM EQUIPMENT LIMITED**

3569 DUNDAS ST. W. • PHONE RO. 2491 • TORONTO

*B.C. cities with  
population over 10,000*



CENSUS  
1951

where CKOK averages 88.3%  
of LISTENERS day and night

**MAURICE FINNERTY**  
Managing Director  
**ROY CHAPMAN**  
Station Manager

Canada  
**PAUL MULVIHILL**  
U.S.A.  
**DON COOKE**

*Television*

**GROUND BROKEN FOR WINDSOR TV**



In a joint "ground breaking" ceremony Canadian and American public officials and business executives participated just before Christmas in the start of a \$1,250,000 project to erect a 670 foot CKLW television tower in combination with new television, AM and FM studios on Windsor's waterfront. The TV transmitter and tower will be supplied by RCA.

CKLW has been licensed and assigned Channel 9 by the Canadian Department of Transport, it was announced by J. E. Campeau, President and General Manager of the station.

CKLW will be televising in July of 1954 according to present plans. The new building will provide under the same roof both AM, FM and television facilities as well as all executive offices.

Representing Detroit were Mayor Albert E. Cobo, Council President Louis C. Miriani and Police Commissioner Don Leonard. Canadian officials included Windsor Mayor Arthur J. Reaume, Honorable Paul Martin, Minister of National Health and Welfare and Mr. Don F. Brown, Member of Parliament.

Campeau predicted at the "spading" ceremonies that CKLW will be on the air seven hours daily from 4 to 11 p.m. starting in July although no programming plans will be completed until March.

However, he did observe that much of the current CKLW radio personnel and talent will be utilized to build local shows in respect to news, sports and features, all to be augmented by an extensive film program.

Site of the transmitter and studios will be on the Canadian river front at Sandwich and Crawford Streets and the towering edifice will mark the first noticeable change in Windsor's skyline in years. Coincidentally, CKLW will start operation during the Windsor Centennial celebration when the Border City begins its extensive river front improvement program.

The transmitter tower with full wattage will permit CKLW to have the strongest focal signal in the Middle West. Mr. Campeau said in a CKLW broadcast:

"CKLW will be the first Canadian television station to operate on maximum allowable power. From its

nearly 700 foot antenna system of the latest design and construction, a visual signal of 325 kilowatts (325,000 watts) and an aural signal of 220 kilowatts (220,000 watts) will render maximum service to this area, the fringe of which will extend to approximately 65 miles on Channel 9. Our transmitter and all associated equipment incorporates the foremost in technical design which the present status of engineering advancement can provide to give CKLW the most powerful radio and TV facilities in the area.

"The building embodies the latest in layout to facilitate ease of efficient operation and future extension and provides a dignity of design consistent with modern architectural trends. It will face the Detroit river and presents an impressive addition to the skyline of two great friendly cities and countries. The appearance of its programs on the picture tubes in millions of homes throughout Canada and the United States will be an additional instrument of public service and international relationships.

"We, at CKLW, are fully mindful of both the opportunity and the obligation."

Designer and architect is W. J. Carter, M.R.A.I.C., P.Eng. and also Chief Engineer of the station.

Founded in the heart of the depression, in 1932, CKLW has been functioning as a prime example of the international co-operation and amity between Canada and the United States serving the two countries with a dual public service in broadcast hours far surpassing any station on the continent, Campeau said. In June, CKLW will observe its 22nd anniversary.

In addition to Campeau, other members of the station's Board of Directors are Harry Sedgwick, J. E. Rogers, Samuel Rogers Q.C., and John Campbell.

Construction of its 50,000 watt transmitter was completed in 1949 bringing CKLW's radio signal to 15,000,000 population area in five states plus 24 counties in Canada.

Commercial Manager of CKLW is E. Wilson Wardell. Director of Operations is Campbell Ritchie. The station is represented in the U.S. by Adam J. Young Jr., Inc., and in Canada by All-Canada Radio Facilities.

by **EVERY** Survey

(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's **MOST LISTENED TO** Station

**CKDA** DIAL **1340**

Verbatim

# MIRACLE OR MENACE— TELEVISION IS HERE TO STAY

Adapted from an address to the Advertising & Sales Executives Club of Montreal

By **BOB REINHART**  
Assistant Manager — CFPL-TV, London

A television station doesn't just happen. Our work started in 1950. A few sets imported from the U.S. started making their homes in London and vicinity. The people who owned these sets were intrigued with what they saw regardless of the fading, the interference and the snow storms. Television was still in quite a mess. There were only 67 stations on the air in the U.S. and they were losing money hand over fist. But there was something about it that could not be ignored and our President, Mr. Walter J. Blackburn, decided it was time we looked into it. There was at that time absolutely no indication that private enterprise would even be allowed in the TV picture. Nevertheless, we were told to find out all we could about it, to find out if a station ever would be feasible in our city.



BOB REINHART

We visited station after station, begging for information, talking them into letting us see their profit and loss statements. Believe me, there were no profits. Our first reports looked pretty bleak. Every spring and fall, and in between, we went on research tours. Little by little the picture became brighter, until we found some stations were making money, and finally in 1952, they couldn't help but make money once they had circulation. Our early equipment, staff and facility research became obsolete. The new information was something that could become a reality with us. By spring of 1952, we decided we could make a station work in our area, we had all the information necessary to plan a station, but still no indication of private enterprise getting into the act. Our reports lay dormant all summer.

In November, the government announced its new policy, and London was in the scheme of private things. Now all we had to do was fill out the application form and compile a brief according to specifications. We found out there were no application forms or specifications. We had to wait until somebody could dream up these documents.

In the meantime, we selected a consultant and started looking for a site. Our plans we thought were complete: 5 kilowatt transmitter, 6 bay antenna, 400 ft. tower and we found an ideal site — accessible, was fine except for one thing. The Air Services Commission turned

good power availability, the land was high and cheap. The technical brief was completed and sent to the Department of Transport. The brief down the site on the basis that it was not outside the 5½ mile limit from the airport, and our tower was in the glide path and therefore a hazard to approaching aircraft. The site has to be approved before the technical brief can be approved and you cannot file application until the technical brief has been approved by the D.O.T. Time was now running short.

Once again, we scanned the immediate open spaces to the city and  
*(Continued on page 16)*



**Telephone Answering Service**

Answers your phone whenever you are away from your office or residence.

Phone for Booklet  
**PR. 4471**

### ACCOUNT EXECUTIVE WANTED

Aggressive Account Executive with a proven sales record wanted for a West Coast station rated highest in its area (EH). Good starting salary with commission arrangement. Apply giving full particulars of qualifications and background.

**BOX A-184**

C. B. & T. — 163½ Church Street, Toronto

# PICKED in PICTOU!

G. J. Hamilton & Sons  
biscuit manufacturers of  
Pictou, N.S., on "Minute  
Money."\*

Why?

- (i) 80% coverage in the Home County of Pictou, N.S.
- (ii) Tops for listeners from Lunenburg to Mulgrave, N.S.
- (iii) They know about and appreciate CJFX audience promotion.

# CJFX

**ANTIGONISH, N.S.**

5000 Watts on 580 Kilocycles  
**DOMINION NETWORK**

\* Through  
McCConnell, Eastman  
& Co. Ltd., Montreal

Represented by  
**PAUL MULVIHILL IN CANADA  
ADAM YOUNG IN U.S.A.**



## If You're Hunting for a Good Market and a Good Media — Use CKRM

Saskatchewan is the most talked about province in Canada, with its new found prosperity, its rich developments of Oil and Ore, its bountiful grain crop, its better than average earnings. Business is eager to explore its possibilities, and business is finding that CKRM, at 5000 watts, is the voice with the most receptive audience. We'll be glad to tell you why CKRM is your best radio buy!

### Ask About This Expanding Market NOW!

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

# CKRM 980 KCS

## Regina



*Bids Welcome to*

**CKEC New Glasgow**  
NOVA SCOTIA

**CKBM Montmagny**  
QUEBEC

*Let these two new and enterprising RTS stations,  
community owned and community supported, help  
you realize your NEW YEAR RESOLUTION —*

**"MORE SALES FOR THE CLIENTS"**

Complete Market Data

from

## RADIO TIME SALES LIMITED

TORONTO  
147 University Avenue  
EMpire 6-6680

MONTREAL  
1231 St. Catherines St. W.  
MARquette 4684

WE TAKE TIME TO SELL

(Continued from page 15)

finally found another site. However, there was a problem. This site was close to and adjacent to housing developments and it was felt that if the farmer were to find out for what purpose the land was wanted, he would probably jack up the price. In order to get a good look at the site, its exact location, etc., it was necessary to visit it. Consequently, we always went in the manager's or my car, telling our disc jockeys to stay away from it in their Buicks and Cadillacs.

We thought we required 15 acres for tower, building and future expansion and asked our lawyer to purchase some without revealing our identity. His first report to us was that the farmer wouldn't sell us 15 acres, that if we wanted that particular plot of land, whoever it was would have to buy the entire field — 83 acres. We had no choice. We had to have that land, so we bought the whole field, apple orchard, wheat and gravel pit.

After the deal was signed, sealed and delivered and we could come out of hiding, Mr. Farmer said: "Hell, if I'd have known it was for the television station, I'd have given you that 15 acres real cheap!"

Not only have we not got ourselves a farm, but we had to pay him for the wheat crop we damaged in construction, which amounted to \$770.00, plus an additional \$3,500 for the straw he lost because of it. Well, at least we had a site. Now all we had to do was build a road into it, and get permission from a neighboring farmer to cut branches off his trees that were interfering with the power line being built.

By now, rumors were flying thick and fast as to just what would be expected of the private telecaster. We had heard that in order to make sure you got the go ahead, you'd better stake your claim, but good. This made us decide to apply for four times more power and another hundred feet of tower, all to the tune of about 300,000 dollars more than originally anticipated. After all, it's only money. Another technical brief was filed applying for a 10 kw transmitter and 117 kw ERP and a 500 ft. tower. The D.O.T. gods smiled on us and OK'd the technical brief, site and all!

Now we were ready for the station brief and the application form which contained a myriad of questions including information on proposed personnel. Thanks to the research we had completed, we were in a position to submit the brief and answer all questions in time for the March hearings which resulted in CFPL-TV being licensed.

We immediately went to work planning our new building which will house the television station and will be completely separated from the radio operation. This plant will give

us 10,000 square feet to start with containing storage rooms, studio, projection and control rooms, offices, news motion picture laboratory, work shop and cafeteria. It has been so planned to expand horizontally for television and vertically when the day comes that we want to add radio to the second floor. The building will house about 450,000 dollars worth of video equipment including TV cameras, projectors, switches, booms, lights, motion picture film processor, and all the audio equipment.

With the exception of staff artist and film editor, the entire staff has been recruited from within the radio station and the newspaper. Our Company adopted a policy as soon as the license was granted, that employees within the company whose abilities lent themselves to television should have first chance to come on staff and would be trained at the company's expense.

When we were almost ready to go on the air one of the first things we did was to plan a publicity and promotion campaign. We believed that the people in our area were interested in our progress. We believed they wanted to know what the station was going to be like, what our programs were going to be, and what, if any, U.S. stations were coming into the area. During the warm weather, if the wind is blowing in the right direction we get some pretty fair signals from Cleveland, Erie and Detroit. Not enough to satisfy the TV hunger but enough to whet the appetite.

Our publicity campaign went something like this. Every time a piece of equipment such as cameras, projectors or monitors arrived we got pictures in the press.

We got ourselves invited out to speak to service clubs, home and school, anywhere there was a gathering.

We instituted a series of *Let's Talk Television* shows on radio, nightly, during which we told listeners about our own plans, what shows were on U.S. stations that night and which channel was coming in that night. Luckily, we had a good hot summer and there was at least one good channel each night.

People started to buy sets and by August 1st, according to Elliot-Haynes, there were 12,500 sets in our "A" coverage area.

By keeping our people briefed on how our building was coming, how the programs were shaping up, we instilled a community interest far beyond our fondest dreams. On the day the 4-ton antenna was hoisted up on top of the 500 ft. tower, there were three thousand people at the site watching it. Traffic became so jammed the Provincial Police had to be called. Every Sunday about a thousand people come out to have a look at the building, talk to the engi-

## TWO TOP MEN

Experienced man with supervisory ability. Must be top man. Possibility of TV work. Salary between \$70 and \$80, depending on experience, plus talent fees as earned.

Also experienced salesman capable of earning between \$5,000 and \$9,000 per year, on a commission basis, with guarantee.

Apply **W. J. WOODILL, Manager**  
**CKSO, Sudbury**



neers and gawk at the tower. So you see the first phase of our TV station has been operating all summer. Now, we are readying ourselves for the real operation.

Our program schedule and commercial bookings to date have far exceeded our expectations. We had intended originally to start operations with a 4-hour program schedule per day. We have now scheduled 5½ hours per day and it looks as if we're going on to six which will be maximum until we can train more staff. Our hours of operation are going to be 5:30 p.m. to 11:00 or 11:30 p.m. Monday through Saturday and 5:00 to 11:00 p.m. Sundays.

Our program sources are network, film and local live originations.

**NETWORK**

Presently the schedule calls for a minimum of 10½ hours per week of "Reserve Time" periods for CBC Network shows plus approximately another 6 hours of commercial network programs. Until such time as the micro-wave link for network is completed between Toronto and London, we will receive all network programs on film or kinescope recording either from CBC or a kine direct from the American network. It is estimated that it will be 6 months before live network facilities are completed.

Besides the network shows, there are about 3 hours taken up with selective programs on film, plus our own film features.

Our own film features consist of daily full length features plus personality shows built around a studio telescription library of over 1,100 musical films and specialty acts which can be used something similar to the way disc jockeys use records.

**RATES**

In our policy, operation and programming, we are striving to steer clear of high costs. We have learned from our neighbours to the south that you can only nick the sponsor for all the extras for so long and you get the chop. There are stations that literally charge the client for use of cameras, projection, lights, studios, dressing rooms and toilet facilities. We believe, and most telecasters agree, that only our out-of-pocket expenses can be charged to the sponsor. Your rate should be figured out to cover the rest and leave a profit margin. The client in most cases is quite happy with the actual time costs and the price of the show. It's the extras that throw him for a loss. There are a lot of telecasters who have yet to learn that they too must have an investment in the sponsor's program, not just sit back and make the medium available.

We who are now in the private television business are striving to keep costs down for you the advertiser as well as for ourselves. We are striving for new ways and means of using TV effectively, yet inexpensively. We are basing our rates on set circulation in our coverage areas. Where the market is only beginning to build you'll find the rate down to the irreducible minimum of \$150.00 an hour. But where the station is located in a market where set circulation has reached almost saturation such as Hamilton and Windsor, you must expect to pay a little more.

We realize that television is just as new to you as it is to us. You want

to try it but you don't want to spend a lot of money until you know what it's going to do for you, how much it is going to sell. How it sells is much more important to you, than how many viewers you are reaching or how many sets are in the area.

The interest the Canadian advertisers have shown in television has far exceeded our expectations. Through his interest in private stations and the fact that he is placing business on them right now, he has indicated to us that he too has recognized that he too must be a pioneer in the Canadian TV industry. Through the shows he is placing on our stations, the revenue we get from him, we are able to produce better, longer, program schedules. Shows that will make an entertainment-hungry public buy TV sets and thereby create markets that will bring the cost per thousand to a new low for such an outstanding medium.

There are, of course, the big fat juicy advertisers who will have nothing to do with helping to build television in this country. These radio time moguls are sitting back watch-

ing the rest of us do the pioneering. When they feel that Canadian TV has come of age and that it's a good buy they will expect stations to clear heaven and earth for them and kick everybody else around so that they may have the choice times.

Television has been called everything from a miracle to a menace. It has been accused of deteriorating minds and bodies, sounding the death knell of conversation and in general changing entire family living. But it has and will prove to millions to be

a thrilling moving picture of our lives and our times. For many of us it will change existence into living.

Canadian business needs television. Never before has it been so important to keep our labor force working and merchandise moving off the counters of our country.

Television has been proven to be the swiftest, most effective, most economical method yet devised.

Gentlemen, television is here to stay. We're glad we're in it, aren't you?



**NEW CARLISLE, QUE.— 610 kc—5000 watts.** At the tip of the Gaspé Peninsula, the only French station serving a potential audience of over 350,000 people in Quebec and the Maritimes. CHNC will help you get your share of consumer dollars in this market.

**BBM (1952) Day — 65,040 Night — 58,190**

**JOS. A. HARDY & CO. Ltd.**  
 RADIO STATION REPRESENTATIVES  
 MONTREAL QUEBEC TORONTO

**HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY**

# Challenge . .

Hot wars and cold have established radio's vital importance in speeding news and information to the people. They have brought increased demand for up-to-the-minute reports of great events, of national growth, of the international power struggle.

Radio replied with more news oftener, specialized programs, expanded newsrooms, editors sensitive to the public interest. Now television adds its challenge that news must be seen as well as heard.

# . . . and Response

Alert to needs of public and advertisers, private broadcasters on January 1 joined with The Canadian Press in operation and development of radio and television news services. They formed Broadcast News Limited to serve private stations exclusively.

Broadcast News was born of study by regional broadcasters' groups which elected these four broadcasters to sit as directors:

- |                  |                    |
|------------------|--------------------|
| Keith S. Rogers  | CFCY Charlottetown |
| Paul Lepage      | CKCV Quebec        |
| Kenneth D. Soble | CHML Hamilton      |
| Gordon Love      | CFCN Calgary       |

Broadcast News replaces another CP company, Press News Limited, in speeding accurate radio-styled news by teletype and news photos by wirephoto and facsimile to private stations.

With 95 private stations linked by 12,000 miles of wire, Broadcast News is a made-to-order broadcasters' news service based on three services unequalled in their fields: The Canadian Press, The Associated Press and Reuters.

# BROADCAST NEWS

C. B. Edwards, Manager . . . . . Head Office, 55 University Avenue, Toronto

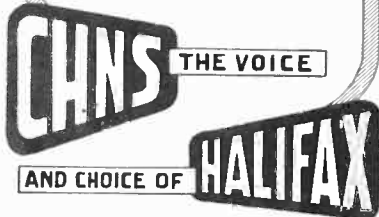
# DID YOU KNOW THAT HALIFAX

... has a retail trading area population of 132,074 ... that Halifax has more than 1000 retail stores ... that these stores have sales of one hundred and fifty million dollars annually.

## AND DID YOU KNOW THAT CHNS...

... is the undisputed day and night leader in the Halifax radio field ... that CHNS is the most popular Halifax station with national and local advertisers?

So for more effective radio time for your money — for more results from your message—follow the leader and use CHNS!



## Opinion MONOPOLY IS BAD

Excerpt from an editorial talk broadcast in the series "Sam Ross Reports" on December 20, 1953 over CKWX, Vancouver, and repeated on CKOV Kelowna and CJAT, Trail.

Unless there is a sudden change of heart somewhere, Vancouver television fans can expect to be stuck with a single local television broadcasting station for the next four or five years at least.

The estimate isn't a guess. It's the

result of published remarks by the chairman of the Board of Governors of the CBC — Mr. A. Davidson Dunton — when he came to Vancouver to officiate at the opening of Vancouver's one and only television station, CBUT.

The policy is government monopoly in Vancouver for the CBC until an adequate national television service is established which, in turn, is estimated by Mr. Dunton to be four or five years away.

It means the Canadian Broadcasting Corporation intends to hold its monopoly in Canadian television in Canada's third largest city despite protests and despite other applications for a TV license.

It means the 15-thousand owners of television sets in Vancouver, the lower mainland and Vancouver Island will continue to tune to American channels because one Canadian station can't win a one-sided competition for audience.

It means the same Canadian audience is deprived of the right of choice between two or more Canadian stations simply because the government and the CBC believe in monopoly.

Let's take a look at the record.



In the Fall of 1952, the CBC established its first two television stations — in Montreal and Toronto. They were monopolies.

Expansion extended to include Halifax, Ottawa, Winnipeg, and Vancouver. Once again CBC monopolies were established.

Then the decision was made to issue licenses to private applicants.

They went to sixteen other Canadian cities. Some examples are London and Sudbury and Hamilton, in Ontario, Saint John in New Brunswick, Sydney in Nova Scotia, and Regina, Calgary and Edmonton in Western Canada.

But in each case it was monopoly. Here, however, is the main point.

The CBC can move into any of the private monopoly points on a competitive basis, or it can take over the stations already licensed and make them part of the government system.

But at no point where there is a CBC monopoly — Montreal, Toronto, Halifax, Ottawa, Winnipeg or Vancouver — is there any immediate prospect of a license being granted to private interests.

Nowhere in Canada has the CBC and the government permitted two stations to be established to serve the same area. Yet in Vancouver there are three television channels. The CBC has taken one — Channel Two — for its own TV stations. The other two have not been assigned. They lie idle and useless.

One station alone — CKWX — has sought a television channel in Vancouver since May 8th, 1944, but has been precluded from making a formal application because the Department of Transport declines to issue

the forms on the grounds Vancouver is reserved exclusively for CBC television.

CKWX has the nucleus of a television staff. It has obtained financial commitments for studio and transmitting equipment, essential buildings and operating costs. It has property on Kingsway in the Central Park Area, and all it needs now is a license to get going.

Yet the government and the CBC say No, not yet; probably not for four or five years; probably — well, anyone can guess, for no one knows when, if ever, a private license will be granted in Vancouver.

There is hope ... but no indication.

CBUT is wrong if it expects to establish a service that will attract the 15-thousand who own television sets now in Vancouver, the lower mainland and on Vancouver Island; and it is equally wrong if it expects to achieve this goal in the future.

CBC radio didn't do it ... and CBC television won't do it either.

CBC television went on the air in Montreal and Toronto, but the big bulk of the Canadian audience still is tuned to American stations in Buffalo and Detroit.

CBUT has gone on the air in Vancouver, but the big bulk of the audience is going to continue to stay tuned to the two Seattle stations, Bellingham and the Tacoma stations.

It will continue to be that way in the East and in the West until Canadians have two or more Canadian stations to turn to for alternate programs, for the major reason is simply the lack of choice for the viewer between local stations.

If Vancouver had two or more stations, there would be greater incentive for TV fans to turn from one station to the other in search of a program before crossing the line to United States stations.

It would be the same in Eastern Canada. Canadians will turn to their home stations, but they'll go searching from channel to channel across the border for variety in programs, and no one Canadian station can meet the competition of two or half a dozen U.S. stations.

It's simple logic, and easy to understand, but the powers that be in the CBC and in the government do not choose to see, and, therefore, deny Canadians the right of choice between home stations.

Monopoly is bad, and government monopoly is worst of all.

## OPENING FOR OPERATOR

with studio and remote experience

Write stating salary expected and outlining experience to —

# CFCF

4824 Cote des Neiges Road  
MONTREAL 26

*Our 20th Year*

**CKBI**  
PRINCE ALBERT SASK.  
5000 WATTS  
REPS. in CANADA  
ALL CANADA RADIO FACILITIES Ltd.  
in USA WEED & CO.

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

**CKLD**

THETFORD MINES, QUE. — 1230 kc. — 250 watts. Serves a trading area of 150,000 persons, including employees of the largest asbestos mines in the world. Estimated retail sales are over 35 million dollars annually. Reach this prosperous market—in French—through CKLD.  
BBM (1952) Day — 27,110 Night — 15,940

**JOS. A. HARDY & CO. Ltd.**  
RADIO STATION REPRESENTATIVES  
MONTREAL QUEBEC TORONTO

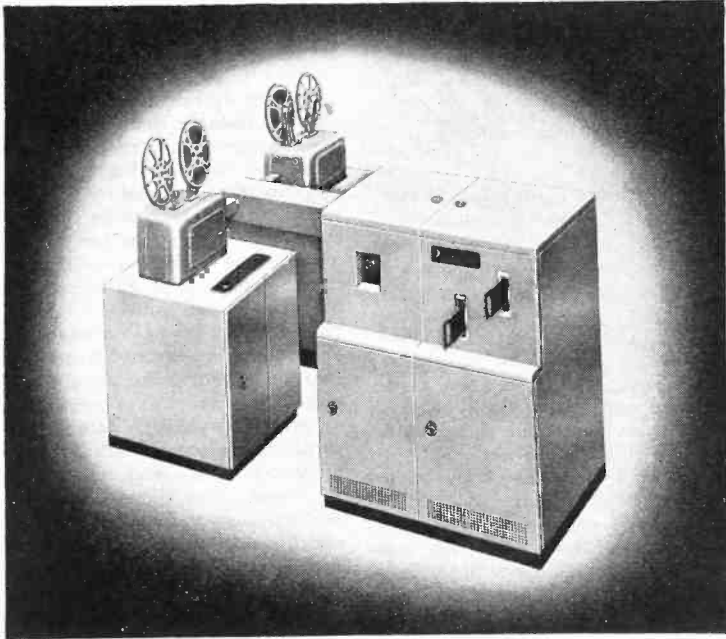
HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

...the revolutionary, NEW

# DUMONT MULTISCANNER

A versatile **FLYING-SPOT SCANNER**  
for slide, opaque and motion  
picture film pick-up.

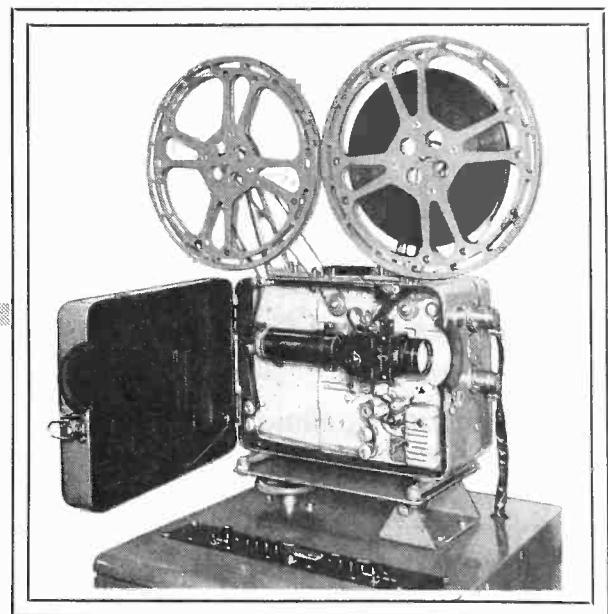
A truly new development—engineered to provide better, simpler, still and motion picture film pick-up, the DuMont Multiscanner sets an entirely new standard in T.V. film programming, far superior to any system employing iconoscope or image orthicon film pick-up. In addition, operating costs are a fraction of any previous system.



### THE MULTISCANNER OFFERS 5 BIG ADVANTAGES

1. **SIMULTANEOUS PREVIEWING AND PROGRAMMING**—The twin 16 m.m. cameras or twin opaque pick-ups can operate simultaneously, one for transmitting, the other previewing, thus you get double duty out of one machine simultaneously.
2. **HIGH LIGHT INTENSITY—HIGH DEGREE OF STABILITY**—giving improved picture quality due to newly designed cathode ray tube and extra-sensitive multiplier phototube. This superior picture quality eliminates the necessity for shading operator or controls.
3. **GAMMA CORRECTION AMPLIFIER**—corrects for optimum reproduction of the gray scale... adds blanking and provides the video signal from two identical outputs—one for monitoring, one for programming.
4. **QUIET, CONTINUOUS FILM MOTION**—no noisy wearing and tearing intermittent claw mechanisms. Built in film shrinkage compensator reproduces old or new film alike.
5. **SMOOTH, SIMPLE OPERATION**—16 m.m. film pick-up can be remotely started, stopped, reversed or operated single frame.

This view of the Cinecon shows the path of the film through the film gate behind the optical immobilizer housing. The newly-designed, highly sensitive multiplier phototube is shown in position behind the film-gate. The optical-magnetic sound pickup head is shown in the lower right-hand corner.



**cae** . . . Your call letters for—  
T.V. Transmitter and Studio Equipment

C.A.E. offers a consultation service to assist in the preparation of briefs and specifications to obtain your television licence.

A large and highly trained staff of engineers places C.A.E. in an ideal position to design and install the T.V. equipment you require and to provide maintenance and modification services to suit your needs.

As exclusive Canadian representatives for DuMont C.A.E. offers the finest in Television Studio and Transmission Equipment.

C.A.E. engineering service is your assurance of the highest standards in design, installation, maintenance and modification.

**cae**

call or write the **cae** office nearest you

**Canadian Aviation Electronics, Ltd.**

MONTREAL • OTTAWA • TORONTO • WINNIPEG • VANCOUVER

2466A REV.

**Now  
10,000  
Watts**

**CKCW**  
MONCTON NEW BRUNSWICK

*The Hub of the Maritimes*

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

VANCOUVER JULY 30 - AUGUST 7



## Symbols of Leadership!

In the contest for listener attention in Canada's third market, the outcome is always the same. CKWX pulls the hardest, reaches farthest, breaks the records. CKWX is the all-time winner. The top prize—and the top audience—go to CKWX!

### For West Coast Coverage

in fast-growing B.C.— use the leader.

**CKWX—TOPS EARLY MORNING—7:00 to 9:00 a.m.**  
CKWX Average ... 39.2%    2nd Highest ..... 27.1%

**CKWX—TOPS LATE EVENING—10:00 to midnight**  
CKWX Average ... 39.7%    2nd Highest ..... 29.1%

Source: Elliott-Haynes Survey, Sept./53

First in Canada's Third Market

Look to the Leader . . .



OUR 30th ANNIVERSARY YEAR

Reps: All-Canada and Weed & Co.

5355-C



Thanks for the card, Pard. In fact, thanks for all the cards. Some five hundred of 'em are currently festooning my bachelor apartments, and if the CBC sends over any more — most of them go there first for some reason — I'll have to rent a larger apartment.

Thanks especially for the cards that were sent before the receipt of one of mine reminded someone to remember this old so-and-so.

This year I think they were gayer than ever before. There was a predominance of winter scenes by and after Franz Johnson. Also there was an interesting coincidence in the case of one of them, a bright red one with the words "Merry Christmas" standing out in relief. I received five, all from friends all of them in or in some way connected with radio. These were, in the order of appearance, Bob Buss of CHAT, Medicine Hat; Horace Stovin, from the rep outfit of the same name; Wally Slatter and Fred Metcalf of CJOY, Guelph; Gwenne and Waldo Holden of CFRB and Gordon Ferris, a prolific sponsor, from Household Finance Corporation of Canada.

At the risk of being awarded a putty medal by Glen Turnbull, who was the prime mover behind Letter Writing Week in Canada last Fall, I want to go on record with the statement that I like Christmas cards. I like receiving them from people who use them to say "Hya, Dick," and I like sending them to people for the same purpose. You can't very well call in your secretary and say take a letter to Mr. Frank Smith, 1234 King Street, Saskatoon. "Dear Frank, H'ya. Your's very sincerely, Richard G. Lewis, Publisher." So you get out some Christmas cards once a year and use them to maintain a link with the Frank Smiths who once crossed your path, besides all the friends you see in the course of every day living, and sometimes

are a trifle inclined to take for granted.

I have twenty-seven Christmas cards in my display, many of them extremely attractive ones, whose senders I have been unable to identify. They are all signed just "Bill," "Sam" or "Al." No doubt the friends they came from are close friends indeed. But what am I supposed to do if I know five Sams, four Als and seven Bills?

This year, the Christmas parties ran true to form. Radio Row, including the agencies, turned out in full force for the opening shot which was the spread staged by Paul Mulvihill and the stations he represents. Paul said: "Bring the boys!" So we were all on hand to say "H'ya" between drinks to a lot of people we hadn't seen for quite a while. That "while" incidentally means since Paul's previous party! I wonder if Paul had seen them all since then either.

Len Headley's RCA Jamboree was, as usual, "Talent on Parade," and the glittering belles and beaux of the air-waves, who showed up in their best earrings and brilliantine, proved conclusively that everything you hear in a radio program ( or see on television) doesn't come off a disc or kinescope.

Bob Leslie and his National Broadcast Sales were "traditional" about their function, which took the form of a pleasant and well-attended "open house."

But if anyone stole the show it was the Omer Renaud and Ken Davis fiesta which Omer inherited from C. W. "Bill" Wright when he bought out his rep business. This was a buffet lunch at the King Eddie, with a board groaning with luscious viands and the lubricants to help them down. It was good to see what our industry looked like in daylight. Also it was good to see Bill Wright who was among those present.

I think everyone appreciates this sort of Yuletide hospitality, but if I may stick out my editorial neck just a teensy bit, the ones I like best are the ones based on reunion with old friends rather than an introduction of new ones.

Phil Flagler, farm director of CJBQ, Belleville, was recently taken completely unawares when he turned out to the Hastings County Federation of Agriculture Annual Meeting at Stirling, Ontario, and was pre-

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sented with an automatic coffee maker.

Flagler had been mildly surprised at the number of calls which had come into the station during the day prior to the "do" making sure he'd be on deck. But he showed up at the Community Hall all set to do a normal job of recording the meeting, and nearly fell through the floor when he discovered that most of it was devoted to the presentation to himself, with speeches of praise for CJBQ's service to rural listeners through its half hour program *Rural Route 1230*, aired five times a week in the noon period.

Following the presentation, the second vice-president of the Ontario Federation of Agriculture, Lloyd Jasper, pointed out the important role local radio stations and their farm directors play in the farm communities.

This same point was made in a letter received by Flagler from A. O. Dalrymple, agricultural representative for Hastings County and secretary-treasurer of the Central Ontario Spring Show. The letter said in part:

"At the recent annual meeting of the Central Ontario Spring Show in Peterborough, there was considerable discussion regarding public relations. It was duly moved and seconded that a vote of thanks be sent to you as well as the management of CJBQ for the co-operation received during last year's show."

A new twist is contained in a circular from CKVL, Verdun. It reads: "You will be working about 2,000 hours next year for yourself. CKVL will be working over 8,500 hours for you and your customers . . ."

Canadians wintering in Florida are being kept in touch with home, by means of a commercially sponsored radio broadcast on two stations.

Veteran radio and TV sportscaster Dave Price started this week with a daily five minute newscast to Canadians when he stepped out into the general news field to do *Canada Calling* over WKAT, Miami Beach and WFLA, Tampa, Fla.

The program, which is sponsored by Dominion Stores and the C. William Horsey Corporation, features Canadian news highlights; talks



Photo by Gilbert Milne  
**DAVE PRICE**

about the weather back home; reports the sports; and gives brief market resumes. Dave prepares his scripts in Toronto, and then phones them to the two stations, where tape recorders take his voice off the wire for broadcast later.

Dave Price is currently doing his *Canadian Sports Round-up* on the Dominion network. This program, which picks up sports stories from all over Canada — sent in by correspondents who now number 42 — has been on the air three and a half years. It is fed to the Canadian Forces Broadcast Service and will shortly feature a weekly sports item from a Canadian unit serving overseas.

Dave, who hits the half century mark June 23, is seen on television four times a week regularly, as well as occasionally on CBC's news magazine, *Tabloid*. Last fall, he did between period commentaries on the televised football games, climaxing with the Grey Cup.

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

**SHERBROOKE, QUEBEC**

The Eastern Townships of Quebec — now 87% French — is a rich industrial district, the home of no less than 472 establishments ranging all the way from Asbestos products and Artificial Stone to Woodwork, Wallboards and Woollens. CHLT — "The Voice of the Eastern Townships" — blankets this prosperous industrial, agricultural and mining area. Include both CHLT (French) and CKTS (English) on your radio schedules.

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**SHERBROOKE, QUE.**

**CFCO goes over the top again**

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

Total Daytime Audience: 76,950 homes  
¼ hr. program class "B" lowest discount. 12c per M. radio homes

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BBM STUDY NO. 5

**CFCO—630 Kcs—Chatham**



**4 HOURS LATER**

Yes, only 4 hours after our special Christmas Recipe Folder (choice recipes selected by our Women's Commentator, Mary Convill) were placed in the stores, Lethbridge housewives had picked up more than half of them . . .



The entire amount of folders had disappeared from the stores.

By the following day, our supply for out-of-town listeners was also exhausted.



There's proof of the far reaching influence **CJOC** exerts on our women's audience.

**CJOC**  
LETHBRIDGE

**STARS THAT SELL...**

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☆ Charlie Fair  
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NEWSCASTER

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PERSONALITY ANNOUNCER

- Get FULL VALUE from your advertising dollar on Montreal's STATION OF THE STARS — CANADA'S FIRST STATION . . . CFCF.
- IN CANADA — ALL-CANADA
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# CBC TO WAIT AND SEE WHILE U.S. LAUNCHES COLOR TV

By Tom Briggs

Washington. — One week before Christmas Day, at exactly 5:32 p.m., viewers of the NBC television network were startled to see a sign reading "Color News Bulletin" on their screens and to hear an announcer saying: "Attention please! Color television is here. You are looking at the first color picture telecast since compatible standards for color television were approved."

And so it was that Mr. and Mrs. North American Viewer did a double-take, blinked, looked at each other quizzically, and went back to watching their black-and-white screen, convinced somebody had

made a mistake.

But no one had. If anything, a mistake had just been corrected. The Federal Communications Commission had officially announced its approval of the system of compatible color television recommended to it by the industry-wide NTSC (National Television System Committee), a color technique pioneered largely by RCA, but which now incorporates ideas patented by a number of other radio manufacturing concerns.

The Columbia Broadcasting System, whose stake in color television is no doubt second to none, came on

the air minutes behind the NBC announcement with the first color telecast following official FCC sanction. CBS, which over the past five years and more has championed its own system of color based on a mechanical scanning disc, has seen victory fade into defeat. A little more than two years ago the FCC gave a green light to the CBS method, but industry reluctance to gamble on a relatively primitive method forced a policy change and the formation of NTSC. Even so, it is far from being out of the technical picture since its tri-color picture tube is the basic element in most color receivers expected on the market in the next few months.

Reaction throughout this continent — at least where television is now available — to the widely heralded announcement was a mixture of excitement and scepticism. The public has been told since early last year that color in television adds third dimension to the medium, new life to sets and products, and an entirely new meaning to almost any television production. But sets on which to see all this would not be for sale for months and then would be worth \$1,000 each. And so an official announcement about the advent of another great step forward in the growth of the greatest communication medium and which, in reality, changed nothing at this time, could hardly mean much to Mr. and Mrs. Viewer.

In Canada, the general manager of the CBC, Alphonse Ouimet, said that color television for Canada would be examined this month (January) by officials from CBC and the Department of Transport. Ouimet said that Canadian television would have to decide when will be the proper time for starting its color.

He continued: "If we made a start which was premature, it would mean we would be diverting the attention of the whole industry for a luxury service serving only a small minority. Black and white will be the basic service for a long time to come."

Ouimet warned: "TV has the knack of growing pretty fast and it's easy to underestimate it. If someone had asked me three years ago to forecast how far TV would be developed by now, I would have been wrong. I'm sure we could solve the technical problem. It's a question of economics."

While government officials on both sides of the border worried about the prematurity of color, the entire broadcasting and electronics industry eased into gear, issued predictions, promises and plans, all designed to deliver the rainbow right into the nation's living rooms.

NBC and CBS started filling the air with color signals of their regular schedule of shows. Last week the first West-coast-to-East-coast colorcast was completed over an NBC hookup — the Tournament of Roses from Pasadena, Calif. One national radio manufacturer — Hoffman Radio Corporation — arranged to have color sets on public view in distributors' showrooms in seven cities across the country showing the Rose Parade.

The flurry of excitement is expected to die down soon. The most ardent color supporters have to agree (Continued on next page)

## ACCENT ON ATLANTIC!

As the Atlantic Association of Broadcasters meets in Halifax for its 1954 Convention, we should like to draw attention to two popular, community-minded Nova Scotia stations, where your sales messages will receive the utmost in STATION PROMOTION and AUDIENCE ACCEPTANCE.

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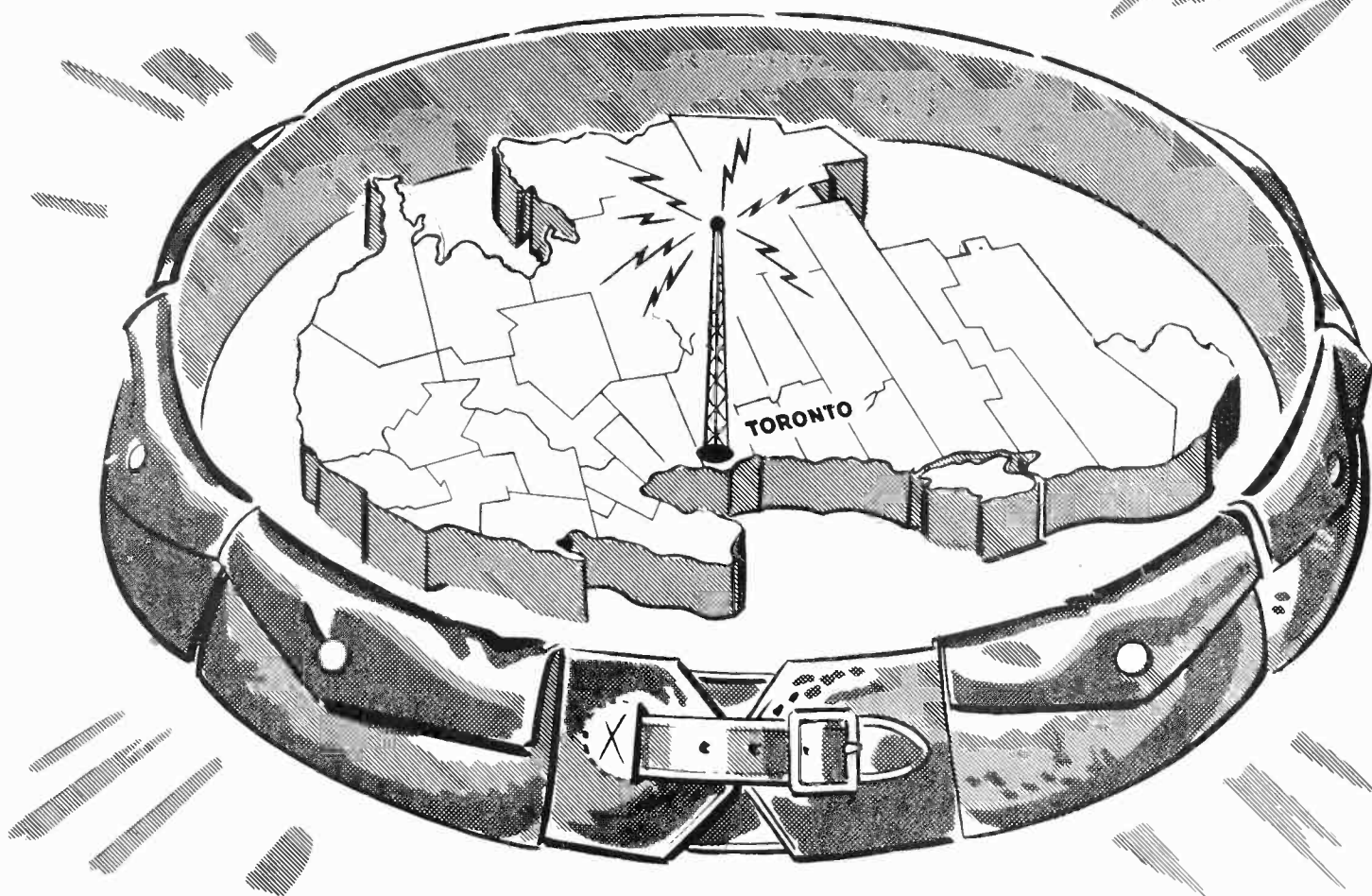
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They spend \$933,700,000.00 on food, \$243,100,000.00 on clothing, and \$116,400,000.00 on drugs. Who? The people who live in Canada's Number 1 Market—people who are responsible for 40% of total Canadian sales—people who are reached completely by CFRB.

Makes you wonder, doesn't it? Of course you want your product to get its full share of the market. And naturally the projection of your sales message into *half a million radio homes* weekly would boost profits. It's a well-known fact too, that salesmanship combined with showmanship is what makes your message "stick." So streamline your sales message to '54 proportions, today. Use the medium of radio. Use CFRB.

Here are 5 reasons why CFRB should star at the top of your appropriation list for '54.

1. CFRB is Canada's most powerful independent station covering 44 counties.
2. CFRB is located in the heart of Canada's richest dollar market.
3. CFRB gives you the most complete coverage of Canada's Number 1 Market, reaching *half a million radio homes* weekly.
4. CFRB brings to your product over 25 years of experience and skill in radio salesmanship.
5. CFRB, famed for over 25 years for its progressive, scientific and artistic development, has the foresight to help you sell.

No matter what your product or sales problem, CFRB can help you. Call in a CFRB representative and let him show you how radio can move more of your merchandise.

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