

# Canadian BROADCASTER & TELESREEN

TWICE  
A  
MONTH

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

Vol. 13, No. 2

TORONTO

January 20th, 1954

JANUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
		5	6	7	8	9
3	4	11	12	13	14	15
10	17	18	19	20	21	22
17	24	25	26	27	28	29
24						30

FEBRUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
		2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
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## RECORD ATTENDANCE FOR ATLANTIC CONVENTION



Photo by Bollinger, Halifax, N.S.

BROADCASTERS AT THE AAB CONVENTION in Halifax last week dared your reporter to lower his portly frame to the floor. And he did; before them; in silent tribute to their collective cubic capacity. Starting in the front row, and reading from left to right, those of them who reached town in time for the picture, notwithstanding the weather, were (and probably still are): Louis Tappé, Sesac Inc., New York; George Cromwell, CHSJ-AM and TV, Saint John, N.B.; Arthur Manning, CKCL, Truro, N.S.; Ernest Smith, Harold F. Stanfield Ltd., Montreal; John Hirtle, CKBW, Bridgewater, N.S.; Gerry Redmond, CHNS, Halifax; Malcolm Neill, CFNB, Fredericton, N.B.; Fred Lynds, CKCW, Moncton, N.B.; Finlay MacDonald, CJCH, Halifax; F. H. Elphicke, CARTB President and CKWX, Vancouver; T. J. Allard, CARTB, Ottawa; Dalton Camp, Locke Johnson & Co. Ltd., Toronto; Jack Davidson, Northern Broadcasting Ltd., Toronto; Bill Rea, CARTB Director and KKNW, New Westminster, B.C.; *Second row:* Jack Fogan, B.U.P. Halifax; Howard Silver, CJCH, Halifax; Don LeBlanc, CHNS, Halifax; James MacLeod, CKBW, Bridgewater, N.S.; Stan Chapman, KKNB, Campbellton, N.B.; Jack Lewis and Bernard Butler-Gray, CKEN-CFAB, Kentville-Windsor, N.S.; Lloyd Chester and Russ Burley, CJCH, Halifax; J. Clyde Nunn, CJFX, Antigonish, N.S.; Earl McCarron, CHSJ, Saint John,

N.B.; Phil Curran, B.U.P., Montreal; Geoff Stirling, CJON, St. John's, Nfld.; *Third row:* Don Jamieson, CJON, St. John's, Nfld.; Lloyd Cavanagh, CKCL, Truro, N.S.; Bob Neal, VOXM, St. John's, Nfld.; Clyde Moon, BMI Canada Ltd., Montreal; Mengie Shulman, VOXM, St. John's, Nfld.; Bob Wallace, CKMR, Newcastle, N.B.; Mike MacNeil, CKBW, Bridgewater, N.S.; Clair Chambers, CJCH, Halifax; Howard MacLean, CKEC, New Glasgow, N.S.; Bill Fulton, CJCH, Halifax, N.S. *Fourth Row:* Dave Rowe, Broadcast News, Halifax; Willard Bishop, CKEN-CFAB, Kentville-Windsor, N.S.; Lee Raeburn, Horace N. Stovin & Co., Toronto; Austin Moore, Imperial Advertising Ltd., Halifax; Bill Milnes, S. W. Caldwell Ltd., Toronto; George Moore, CKCL, Truro, N.S.; Ed Anthony, CJCH, Halifax, N.S.; Lester Rogers, CKBW, Bridgewater, N.S.; Gerry Gaetz, CARTB director and CJCA, Edmonton, Alta; Bill Holroyd, Canadian General Electric Co. Ltd., Toronto; Hal Mosher, CJCH, Halifax; Hymie McFee, CFNB, Fredericton, N.B. *Back row:* Frank Doody, CHSJ, Saint John, N.B.; Tom MacDonald, CJCH, Halifax; Gordon Archibald, Maritime Telegraph & Telephone Co. Ltd., Halifax; Ervin S. Murray, Imperial Advertising Ltd., Halifax; Bill Hutton, Radio Press, Moncton, N.B.; Maurice Lacasse, CJEM, Edmundston, N.B.; Cy Lynch, CJCH, Halifax; Perc Jollota, C.G.E. Co. Ltd., Halifax.

Halifax — Last week was Radio Week in Halifax. Monday and Tuesday members of the board of the national trade association, the newly-named Canadian Association of Radio & Television Broadcasters, met in this "East coast Canadian Port". Most of them stopped over to be guests at the Atlantic Association of Broadcasters convention, which was held at the Lord Nelson Hotel Wednesday and Thursday. A curtain of record-breaking blizzards and drifting snow-banks did their freezing best to make travelling tough, but, though flight cancellations from Montreal and New York were responsible for a few vacant chairs, president Finlay MacDonald was able to report that 125 members from 21 stations were on hand, as well as a number of guests from "Upper Canada."

Earlier in the week, the executive vice-president of the CARTB, Jim Allard, had told the Canadian press that the CBC is depriving Canada's six major cities of competition in television broadcasting. In the wake of this statement, AAB president MacDonald, who is also a director of CARTB, complimented the CBC,

in his address of welcome, on the work it is doing, but deplored its "legislative and judicial" function. He asked the association to go on record as saying that the CBC is providing an admirable and unique service to the country, stating that no thinking person would ever advocate the destruction of the CBC as a program body.

During the first day of the Convention, the AAB elected its officers for the year. Finlay MacDonald turned over his presidential gavel to Fred Lynds, of CKCW, Moncton, N.B. Gerry Redmond of CHNS, who has served as secretary since time immemorial, is the new vice-president. John Hirtle, of CKCW, Bridgewater, whose tireless and efficient efforts contributed enormously to the success of the convention, switches portfolios from treasurer to secretary. Arthur Manning, CKCL, Truro, joins the board in the capacity of treasurer. Chosen to represent the four eastern provinces on the national (CARTB) board of directors, were Finlay MacDonald, now vice-president of that body, and Fred Lynds.

A high point in interest during the session was a provocative talk by an account executive of the Toronto advertising agency, Locke Johnson & Co. Ltd., who prefers to be known as a copy-writer. This was Dalton K. Camp, who directed publicity for the Progressive Conservatives in their successful bid for power in last year's Provincial elections in New Brunswick. Camp, who was speaking on the use of radio in election campaigns, accused the CBC

(Continued on page 3)

### CLINIC AND CONVENTION FOR B.C. BROADCASTERS

Vancouver — Lee Hart, formerly copy expert for the Broadcast Advertising Bureau, New York, will conduct a two-day copy clinic at the Hotel Vancouver, February 2-3, under the sponsorship of the British Columbia Association of Broadcasters. Lee Hart is the woman who produced the now famous copy ideas for Joske's of Texas.

BCAB President Bill Rea has also announced that the annual winter meeting of the west coast broadcasters' association will take place at the same hotel February 4-5.

### JACK SLATTER PASSES



THE MANAGING DIRECTOR of Radio Representatives Ltd., Jack Osborne Slatter died at Western Hospital, Wednesday, January 13, a week after an operation. He leaves his wife, Edna, and son, Wallace, of CJOY, Guelph. A commemorative editorial appears on page 5.

**CAB Member Stations**

## ATLANTIC (17)

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

## FRENCH LANGUAGE (24)

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

## CENTRAL CANADA (40)

CKBB	Barrie
CJBQ	Belleville
CFJB	Brampton
CKPC	Brantford
CFJR	Brookville
CFCO	Chatham
CKSF	Cornwall
CKFI	Fort Frances
CKPR	Fort William
CJOY	Guelph
CKOC	Hamilton
CHML	Hamilton
CJRL	Kenora
CKLC	Kingston
CKWS	Kingston
CJKL	Kirkland Lake
CKCR	Kitchener
CFPL	London
CJAD	Montreal
CFCF	Montreal

## What Price Radio?

During 1953, the local Canadian merchants and businessmen who invested in radio advertising on the privately-owned stations in their own localities, numbered over 20,000.

These men, who live and do business in these radio communities, know where their radio advertising dollars may be most profitably invested.

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

Representing 121 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

T. J. ALLARD  
Executive Vice-President  
108 Sparks St.  
Ottawa 4

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

**CAB Member Stations**

## CENTRAL CANADA

*(Continued)*

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

## PRAIRIES (23)

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

## PACIFIC (17)

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

**AAB CONVENTION**

*(Continued from page 1)*

of "telling us only what it feels we ought to know". He said that CBC has a policy of keeping opinion broadcasts down to cold, uninspired and sense-lacking talks of expert politicians.

This speaker, who hailed originally from the Maritimes, caused considerable discussion on the CBC practise of requiring the submission of radio speeches 24 hours in advance. This, he said, was part of the CBC's policy to make political discussion as dull as possible. There was really no policy on the matter of censorship. There was no law requiring it, and he said, "everybody says they don't do it but most do." Camp's talk is being prepared for publication in slightly condensed form, in an early issue.

Promotion, as a stimulus to more radio advertising sales, was the subject of two speakers — Bob Amos, radio director of the advertising agency, F. H. Hayhurst Company Ltd., and Bill Mitchell, promotion manager of All-Canada Radio Facilities Ltd. A comprehensive digest of the former talk will be found elsewhere in this issue. Bill Mitchell's address will be similarly treated in our next.

A new twist was given the proceedings when sales executives for rival concerns in the recorded program field had a go at the audience and each other. These were, in order of appearance, Bob Tait, manager of the Program Division of All-Canada Radio Facilities Ltd., and Norris MacKenzie, general sales manager of S. W. Caldwell, Ltd. Both spoke on the same subject — *What AM Broadcasters May Expect From Transcription Houses In 1954.*

Television notwithstanding, AM radio stations in the States are making more money than ever before, and better programming is the keynote, according to Bob Tait. This better programming is not forthcoming from the networks, he said, but rather through the medium of better transcribed shows with good box-office names and that sort of thing. "TV has very definitely affected our business," Bob said, "and the direction is up."

Bob sounded a serious note of warning against the can't-happen-here philosophy, or lack of philosophy being displayed by some broadcasters in their approach of TV. "Just because you're in a

small market, don't say TV can't hurt me," he said. "You are being hit right now, because small markets are the first to be cut off radio budgets to pay for TV.

According to Tait, there will be fewer US-produced transcribed shows in 1954, but programs that are produced will be better or they just won't get air time. As examples of "better shows", he mentioned the *Bing Crosby Show* his firm has just sold to McCormick Biscuits. He also spoke of shows of the calibre and format of the *Hour of Stars* and a brand new series of 260 half-hours starring Red Skelton.

Bob prophesied that there will be more transcribed shows using Canadian talent. "The popularity of the *Denny Vaughan Show* should encourage agencies and their clients to get into this sort of program," he said. He ended his remarks with: "Take a second look at the British and Australian shows, because they have improved."

Concurring in those of Tait's remarks which were of a general nature MacKenzie said the reason why 1954 will see fewer US transcribed productions is that the producers are putting more and more of their money into TV shows. He said he felt that the situation is a temporary one which will balance itself in the course of time.

Amplifying Tait's admonition to look at British shows, Norris spoke of the British production office of Harry Allen Tower, four of whose top flight shows have been played on US networks.

Norris put in a word for the old shows, some of which may not have played in some areas and other of a juvenile type which have not been heard by the present crop of youngsters. He pointed out that these shows are of proven acceptance and are most reasonable in price.

"For 1954," he continued, "we are going in quite heavily for tailor-made voice-track type shows featuring Canadian talent." He also mentioned that his outfit handles the BBC library, which is "the most economical type of non-commercial programming available."

Summing up his reflections Norris reiterated his and Bob Tait's forecast that there would be less US material forthcoming this year, but emphasized, that what was produced would be of extremely high quality. He said there would be two big name English "Tower-produced" shows,

*(Continued on page 4)*

**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?**

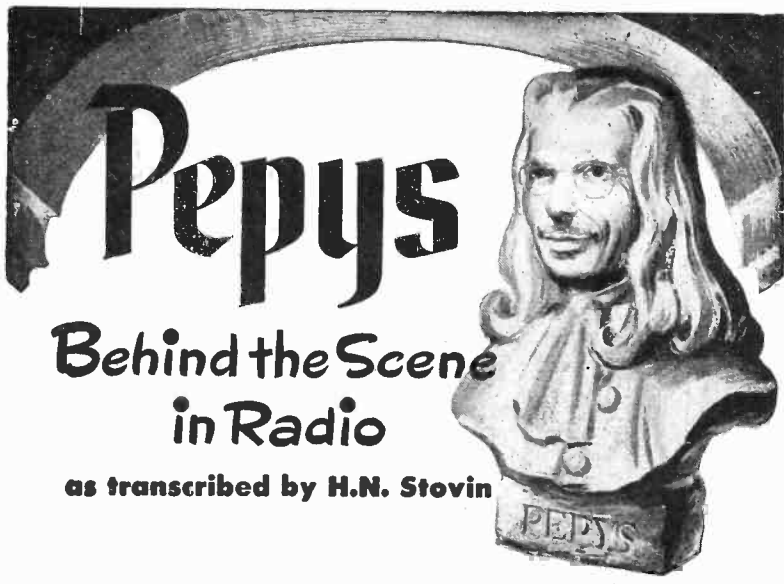
Do you know that the biggest seller of Ford cars east of Montreal is George R. Parsons Ltd., who have a daily spot campaign on . . .

**CJON**

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS



"With right good will do wish a prosperous and happy New Year to many friends, and especially to those proven stations whom we do represent ● ● ● Was myself much honored on finding this column quoted by the Victoria "Times", and did buy me a new Tattersall waistcoat as celebration ● ● ● Stations CKSF Cornwall and CFOS Owen Sound both kept Christmas well by remembering those less fortunate. In Cornwall, 300 folk took part in a 5-hour children's broadcast before a packed auditorium, when pledges and funds were raised for more than 250 food parcels for those who did need help. In Owen Sound, CFOS's 14th Annual Christmas broadcast raised \$3,500.00 for a similar good cause. To both, Pepys offers sincere respects ● ● ● CKLC Kingston—the youngest of the Stovin family—fast proving that it, too, is a PROVEN station. They did inform their listeners that the Shaw-Linton Store in Kingston would offer for sale 500 pairs of nylon hosiery between the hours of 7 and 9 p.m. on December 11th. In the 9 hours preceding this sale, 383 shoppers entered the store. But, during the 7 to 9 period, 326 people came, bought every one of the 500 pairs advertised, and 7 dozen pairs more. And besides, sales on other merchandise for that day went up 50%. Of a truth, Radio both TELLS and SELLS ● ● ● Our first business letter opened in the New Year was from Don McKay, Manager of the soon-to-be-born Edmonton station CHED. Although Don is right weary of contractors and others concerned with their new building, he is still cheery with good reason, for CHED will make its bow to the air by mid-February ● ● ● Am happy that there is just room for me to pen at the bottom of this page the words

SEASON'S GREETINGS

"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

AAB CONVENTION

(Continued from page 3)

and good replays of five year old shows.

Bob McCleave, news editor of CJCH of recent appointment, and a former newspaper and news service man, sounded a warning on the question of libel by radio in the four eastern provinces. "There is a uniform defamation act in New Brunswick and Prince Edward Island" (as well as Manitoba, Alberta and North West Territories) he said. In Nova Scotia there is an act relating to libel actions but only when they are brought against newspapers. In Nova Scotia and Newfoundland, broadcasters are back in the common law under which their positions can be very perilous if they report contentious issues, he went on to say. "It is my opinion that the same uniform act should be spread across the country in all provinces," he added, pointing out however, that he could not express an opinion on civil law in the Province of Quebec.

The Atlantic provinces are to have two TV stations, both privately-owned, in operation this year. First CHSJ-TV, in Saint John, N.B., will open in mid-March with its transmitter located on top of Mount Champlain, the highest point in Southern New Brunswick. CJCB-TV Sydney, N.S., a "community project with the full backing of its advertisers", will start by October, operating from studios in the same building as its 100 kw transmitter, on the outskirts of the city.

George Cromwell, manager of the Saint John station was called home suddenly to cope with "technical problems" and was unable to play his part in the panel duet in which he was scheduled to appear with Marvin Nathanson, vice-president of the Sydney station.

Nathanson took over the whole spot and propounded the doctrine that shorter and better program schedules were preferable to longer and poorer ones. After touring New England and other TV stations, he said, they had altered their coverage pattern, changed their equipment orders and redrawn studio plans. He said that a building on the outskirts of the city, 125 x 85 feet, will house the complete TV transmitter and

studios. There will also be full facilities for AM broadcasting.

The establishment, which he said will cost "better than half a million dollars", will start with two camera chains. It will carry network and remote control shows as well as local broadcasts. Remotes will be mostly filmed, he said.

Questioned on anticipated staff requirements, he said they already have 28 employees engaged in the AM radio operation. This number would be about doubled, he thought, by the time the TV station starts operations.

CARTB President F. H. "Tiny" Elphicke, of CKWX, Vancouver, spoke to the delegates on matters concerning CARTB policies, but this was in closed session. Two of his fellow-guests told the meeting about their own operations. These were Bill Rea, CKNW, New Westminster, and J. Arthur Dupont of CJAD, Montreal.

Bill Rea's formula for successful operation is to settle on a rate of profit — "ours is 10 per cent," he said — take that out, and then spend the rest of the money doing a job. Your price is high enough, or you can't do this, he said, pointing out that writing a decent spot announcement entails a dead cost of at least one dollar, without considering the cost of selling it or putting it on the air.

There are four reasons why listeners stop at his frequency, which is one of 25 in reach of his audience, according to Bill. These are:

- (1) "First in Canada with 'news-on-the-hour'."
- (2) "First in Canada with Block Programming."
- (3) "We cross-program so that the public can get from us what they cannot get from the others."
- (4) "Local News."

"Don't worry about TV" he advised his audience. "New York radio stations are taking in more money than ever before," he said. The only losers are the network stations which have suddenly had to switch to programming because the networks' supply of programs has dried up. "Radio can buck TV with music, local news, sports and time signals," he said. He then used a recent survey to illustrate the point that if war were declared, by far the majority

(Concluded on page 25)

modern business uses PW Teletype

PW Teletype is an instant, two-way communication system, linking all or any of your branches and departments, backed by the combined facilities of the two great telegraph systems. Have our communications experts demonstrate how PW can work for you.

PRIVATE WIRE Teletype SERVICE

CANADIAN NATIONAL CANADIAN PACIFIC

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

# Canadian BROADCASTER & TELESREEN

TWICE  
A  
MONTH

Editor & Publisher . . . RICHARD G. LEWIS  
 News Editor . . . . . THOMAS C. BRIGGS  
 Art Editor . . . . . GREY HARKLEY  
 Circulation & Accounts . THOMAS G. BALLANTYNE  
 Research Consultant . . . GEORGE E. RUTTER

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January 20th, 1954

## Jack Osborne Slatter

Radio has lost a member of its industry with over a quarter of a century of service to his and its credit, in the passing, prematurely, on Wednesday of last week, of Jack Osborne Slatter. A one time band leader and soloist, with a promising musical career ahead, he felt he could better discharge his family responsibilities in business, and for the past 14 years has been operating the national sales organization, Radio Representatives Limited.

Jack Slatter was an indefatigable and selfless worker for any cause that had the good of the radio industry in view. He participated in the growth of private broadcasting from the time he gave up his career in music with the CBC in 1935, to manage the Eastern Division of the All-Canada Broadcasting System.

But there was another, more important though less known side of Jack Slatter's character. This was the innate instinct which made him want to help individuals, whether with advice based on his wide experience, or with financial aid when he felt it was called for.

There is no chronicle of Jack's good works along these lines. Yet in radio and music, which were his vocations, as well as in his wide circle of personal friends, there is scarcely anyone who doesn't treasure, deep in his heart, feelings of affection and gratitude for some little thing Jack did at some crucial time to lighten a burden or point out a path.

He was only fifty-four, when, after five years of intermittent suffering, resistance ebbed. Yet he will be remembered by all who knew him as an old friend and an elder statesman.

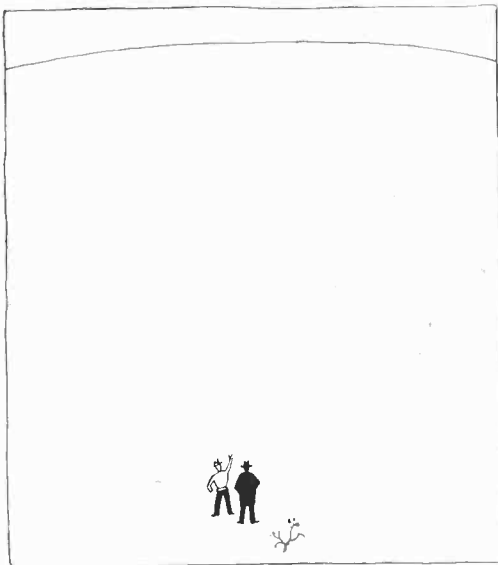
• • •

## The Challenge of TV

With the coming of television, the danger signals are flying high for radio broadcasters. A small-market broadcaster of our acquaintance pooh-poohs this idea because he feels his city is too small for TV to be practical. "I don't suppose a TV signal will get into our area during my lifetime," he says.

This broadcaster's policy is short-sighted and wrong, because TV is already causing the downward revision of budgets — radio budgets that is. When a sponsor buys Toronto and Montreal television, he is far less likely to curtail his Toronto and Montreal radio spendings that he is to lop all or at least some of his appropriation for Chilliwack and Prince George or Bridgewater and Campbellton.

## RADIO RIBS . . . . . by Hamilton



"Look at the view! Think of the reception, man! In all my days as an engineer I've never known such a terrific area for coverage. And you're sure to get a license".

The final need is going to be sales, but the road to sales is through programs.

• • •

Radio should try to produce the programs it does best. Writing in our Christmas issue, a young announcer from CKSF, Cornwall, Patrick Lyndon, asked who would want to listen to *Our Miss Brooks* on the radio when it was possible to see her on television. In a reprint of a speech by our news editor, which appeared in the next issue, Tom Briggs said: "In news coverage, radio can beat any other medium hands down. A portable tape-recorder enables a good radio newsman to be at an event and have first word of it on the air before the TV crews can unlimber their cameras. And it is a long time later that the newspaper presses begin to roll."

Without any question, radio broadcasters are faced with a challenge. But many of them are finding ways and means of meeting that challenge.

Many of the stations are finding new listeners and new sponsors, besides hanging onto the old ones, through the medium of their own home-built shows. These may be live or transcribed, syndicated or "specials". Their main strength seems to be that they are put on the air at times really suited to conditions in the areas in which they are to be heard, rather than when the Toronto and Montreal production houses think they should be.

There are others who have found,

or rather think they have found the solution in the playing of unobtrusive music with little if any personality. We cannot believe that this sort of opiate can be a permanent solution, because this kind of programming consists of doing relatively nothing, but doing it very quietly to make sure that no one is disturbed.

Radio is going to keep its place in the sun, not by lowering its voice to a inaudible whisper. It needs to find a new tone, and then it needs to climb on the roof tops and yell its head off. And if there are those who find this new tone dissonant or discordant, what of it? There will be others who find it exciting to their interest and stimulating to their souls.

• • •

## There's A Story To Tell

The yeoman service being rendered the industry by Sam Ross in its continuing battle for stature and recognition on a par with the printed press and all other mass media of communication deserves the recognition of all radio. On page 16 of this issue of this paper there appears the second in a series of broadcast editorials aired by Ross over CKWX, with repeats on a number of B.C. stations. This and its fore-runner (*issue of January 6*) seem to us to state the case with a quiet force which should bring the problem home to the public more readily than some of the angry outbursts which are sometimes heard.

We have printed these two talks in our columns because we hope to hand them along in this fashion to others similarly engaged in laying the facts before the public. We should like to invite other broadcasters who are using radio similarly in their areas to furnish us with scripts too, in order that as many people as possible may have the benefit of the ideas they contain.

• • •

## An Old-Fashioned Young Man

If the Association of Canadian Advertisers have a prize for want ads they might usefully look up the copy-smith who produced the courageous announcement that a medium-size firm was looking for an old-fashioned young man to start at a moderate-paying job and work for two or three years learning the business.

This copy-smith has deftly reversed the field. Presumably by old-fashioned he means honest and hard-working. And the suggestion that the job would not lead immediately to at least a vice-presidency is also refreshing. Some people may have felt that the ad was not punchy; that it was defective in shock value; that a grass roots survey would show an inverse ratio of readership response to exposure potential. It is to be hoped that the firm finds its man.

—The Printed Word.

## DID YOU KNOW

That LEVER BROS. LTD., are Presenting A Big New Quiz on CKCL.

The New Quiz is Bound to be a Success

BECAUSE . . .

1. CKCL Has A Big Loyal Audience.
2. CKCL Is The Station That Sells To The Rich Heart Of Nova Scotia . . .
3. CKCL Sales Dept. Will Help Make The Quiz Successful By Building And Maintaining Store Displays Of GOOD LUCK MARGARINE . . .
4. CKCL Suggested 5 Pairs Of Nylons Per Day Be Given Away As Consolation Prizes, AS WELL AS THE BIG CASH PRIZES . . .

To Get on the Bandwagon . . . Get on CKCL, Truro

CONTACT  
**OMER RENAUD & CO.**  
MONTREAL or TORONTO

## Verbatim

### LET'S DO MORE IN '54

by Robert Amos  
Radio Director, F. H. Hayhurst Co. Ltd.

Adapted from an address to the Annual Convention of the Atlantic Association of Broadcasters, in the Lord Nelson Hotel, Halifax, last week.

My interpretation of "Let's do more in '54" is basically this: let us, as station operators and agency men, co-operate more; work together in this next year to do a better job for our clients. Let's make these radio campaigns pay off so that more and more the power of radio to sell is recognized, and that, more and more, radio will be established in its rightful place as the number 1 medium, providing maximum selling impressions at the lowest cost.

It seems to me that in the past, the agency has worked closely with the client, as is customary, but there has been a big gap between station and agency. Too often the chief aims of a campaign remain a veritable secret — clear and definite in the minds of client and agency — with the station on the outside looking in wondering what it's all about. To illustrate, in a military vein, the client has provided the incentive and the wherewithal, the agency has come up with the strategy and the ammunition, and the station has the seige guns loaded and set to fire — not only in the wrong direction but at the wrong hour.

Now we all know this won't win the battle against ineffective campaigns and "high cost — low return" advertising. The crying need is for more participation in the basic campaign strategy by the station. This doesn't necessarily mean a consultation of agency, client and station men for basic campaign planning, but it does indicate the furnishing of more reliable and extensive station and market information to the agency so that it may use this to advantage in the all-over campaign plan in your area.

"But," you say, "you have our coverage maps, radio homes figures, total retail sales and so on."

Yes, we have. But have you ever supplied us with such data as shopping habits of your listeners? What day do they shop? What hour of the day is store traffic heaviest? Do they shop once or twice a week, or more? What about rural habits — do they vary? When does the family get up in the morning, go to bed, come home for lunch, eat supper? What about working hours? Are the stores closed Wednesday afternoon or Saturday



Amos at Work.

afternoon?

You can go on and on with vital questions we at the agencies ask ourselves every day, but nine times out of ten lack the required information and the source to obtain it.

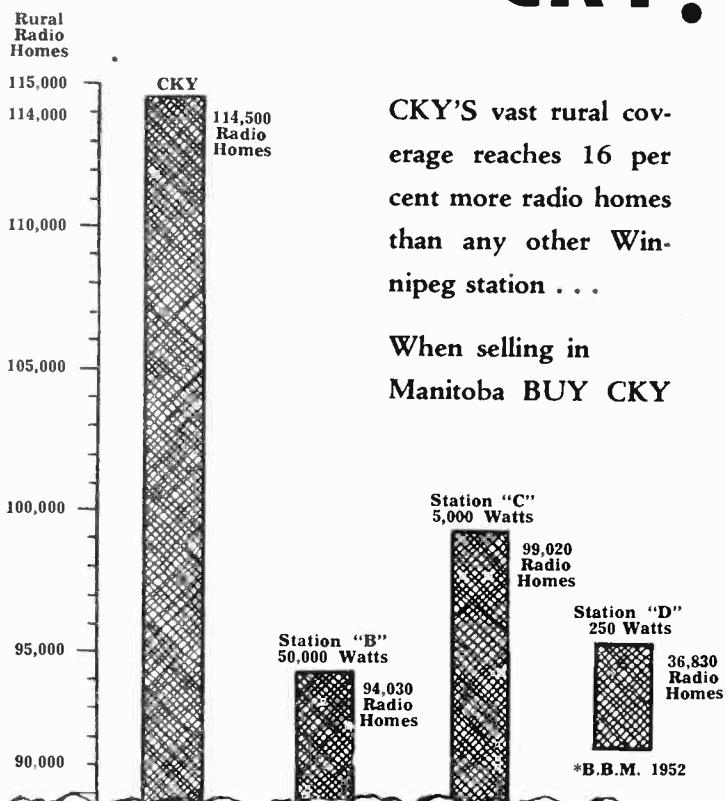
Think of the added potential that lies right at your very door in the use of car radios. Can you give us factual data on this phase of your total coverage? How many cars are radio equipped? When is the radio used? What about out-of-home listening? How about multi-set homes and family listening habits?

It's a big project — mighty big. And here in Canada we've hardly scratched the surface. I understand, in the United States, stations faced with TV competition are coming up with these facts and figures, and more real down-to-earth statistics are becoming available every day. This new research is doing much more to hold the front and keep spot radio in a fairly healthy state.

Surveys are expensive — we know that. We don't for one moment expect you to go home and immediately budget several thousand dollars for such a project and be able to drop the bundle on our desks in a matter of weeks. Rather, I think you should give the project considerable thought and try to keep your survey points to a minimum to avoid waste time, effort and expense.

IN 1954

# STILL THE BIGGEST CIRCULATION . . . CKY!



CKY'S vast rural coverage reaches 16 per cent more radio homes than any other Winnipeg station . . .

When selling in Manitoba BUY CKY

Reps. H. N. STOVIN & CO., CAN. DONALD COOKE, U.S.A.

## To sell ALL B.C. You need ALL B.C. Stations



OVER 30 MAJOR INDUSTRIAL CONCERNS STARTED BUSINESS IN B.C. LAST YEAR

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

Knowing your own market area as you do, you should be able to pin point the survey on those local aspects which may vary from the normal or are unique and might have a vital influence on marketing conditions. When you have it set in your mind what information is most usable, proceed methodically, gathering the data as fits your means, method and man power.

I use the word manpower because I feel much of the required data can be gathered by your staffs through devious means. However, I do recommend the employing of a recognized survey organization if funds permit. Failing that, have your sales staffs make two or three calls a day over a month, or two months, or whatever is required to cover a representative sample of the grocery and drug outlets. Have them question the retailer, store clerks and customers. I'm sure that if the interviews are handled smartly and intelligently that you'll not only get the information you want but help to educate your staff in good merchandising. The retailer himself may be reasonably impressed and, who knows, a new client may be developed. Certainly the time will be gainfully spent.

Proceeding further on the "do-it-yourself" theme, why not put that clock-watching typist or nail-filing receptionist to work a few hours a week querying housewives in a friendly, confident interview by telephone. These girls, after identifying themselves by name and station, could seek the help of the housewife. Note I say "help." You'll flatter the good lady much more than if you come out flat-footed and say "we are conducting a survey." After the information is obtained why not make your phone call pay off even more? Get a plug in for one or two of your newer or better programs. Then, in addition to your survey, you could add another page in your promotion brochure, reporting to the agency this extra telephone promotion for their program or product.

Your biggest job will come in the accurate tabulation of information and the use you make of it after it's collected. As far as accuracy is concerned and its eventual acceptance, you'll have to work from a satisfactory statistical sample if at all possible. What that would be I can't exactly say but I'm sure the information should be available through your national organization. However, I might go as far as to say you wouldn't be far wrong if you were to consider a minimum sample of 10 per cent. This would mean 100 calls for each 1,000 homes. If you have a relatively large number of homes to check you would be fairly safe by starting off with one hundred calls, then break down your percentages, follow this with another group of one hundred, tabulate that, and if at the end of the third group of one hundred you find only slight variation, you can be sure you've got the answer.

Many of you, I know, will have major problems getting at rural listeners, but then I'm very sure that rural living and buying habits probably vary less than those of their urban cousins and a minimum effort would thus be required.

The information thus obtained will be invaluable to the agency and client. They'll make fewer mistakes

when seeking availabilities and, armed with these facts, you'll make fewer errors in submitting availabilities to us. In turn we will be able to do a better job of satisfying the client that your submission is good.

Above all, though, it's going to make every dollar go further — sales are bound to increase — profits will go up — and there's more money for the next campaign. You can't beat a combination like that "where everybody wins, nobody loses."

One more phase of this client-agency-station relationship on which we can do more in '54 is promotion and merchandising. More and more, your clients are becoming conscious of the fact that proper program promotion and product merchandising are vital factors in the success of any campaign. If the listeners aren't told and reminded repeatedly, if the retailer isn't aware of product advertising so he may tie-in effectively, or if the distributor is ignorant of the merchandising support, advertising campaigns are doomed to run like a

three-legged horse.

Over the years we have had dealings with relatively every station in Canada, every day of the week we are in contact with dozens of stations, and we know pretty well before we start just what stations we can count on for promotional and merchandising support. When a client calls for a report of such activities we can always be very sure of a superb job from the faithful few, and sketchy or single page memos from the many.

Perhaps you don't feel it's important. I do. And the client does.

Frankly, I've seen whole campaigns saved from the ashcan by a client's enthusiasm for two or three good, solid promotion brochures. Right now I think you're faced with the necessity of extending your present promotion and merchandising activities. Your competitors are. Your newest "friendly enemy", television, is certainly going to make you sit up and take notice. So, you might as well untape that spavined fourth leg on your doughty filly and get her running on all four — the race is getting tougher every year.

We all realize you can't give all out promotional backing to every campaign, but I do feel most advertising schedules merit an effort proportionate with their dollar value to you. We always hear the old story: "We only promote programs, never spots." True, it's impossible to use your facilities or run newspaper space for spots, but the product they aim to sell can be promoted to the trade.

Isn't it rather ridiculous to think that I could buy a half-hour show once a week for 26 weeks and get spots, flashes, newspaper ads and listings, dealer letters, personal contacts, gimmicks, store windows, and counter cards. But if we placed a 52 week campaign for 10 spots a week we get a letter back saying: "Sorry! We don't promote spots!" Sincerely I think you should promote the product, or the time may come when you might not get the opportunity to schedule the spots.

May I draw your attention to one phase of promotion work that is of inestimable value? This is checking distribution of the client's product

(Continued on page 8)

## discs, diesels & do-nuts



Phonograph records, diesel locomotives and baking products employ the skills and talents of 2,504 wage earners in London. These employees are among the 42,602 earning population, who are little affected by seasonal layoffs or acute labor trouble.

These above average wage earners are susceptible to advertising of National Advertisers. Radio Station CFPL enjoys over 90% of this audience who have confidence in the products and services advertised over 980 CFPL.

In Canada contact  
ALL CANADA RADIO

In U.S.A.  
WEED & CO.

CFPL LONDON, CANADA

**Verbatim**

(Continued from page 7)

at the local retail level. We have found all stations most co-operative. One Maritime station put forward one of the most outstanding efforts on behalf of a client it has been my pleasure to report. Asked by our office to store-check a dozen or so stores in various categories and report on distribution, this station not only gave us this picture but went on from there and contacted every retail outlet in the immediate area by telephone. As a result they were able to pass on the information that, of the 156 contacted, only one in five had the product for sale. As a result, steps were immediately taken to remedy the situation and at the

moment the distribution picture is drastically improved. This is just another example of a job well done and a station that went out of its way to provide a client with merchandising assistance.

By keeping your eyes open and your ear cocked, you can easily get bits of information that can be helpfully relayed to your client, via the agency, for his particular benefit.

One example of this comes from the Maritimes. One station operator, through his retail connections, provided us with information and proof that some fly-by-night operator was posing as the successor to one of our clients who had used the station. He claimed a new improved formula for

the product and had a very similar name. Needless to say, although the information was startling, it was nonetheless welcome and appropriate steps were taken to spray the fly-by-nighter with a little lethal, legal DDT.

An instance like this only goes to prove that you must get to know the distributors, the travelling salesmen and the retailers who handle the client's product in your area. Let them know what you are doing, make them familiar with your operation, with other members of your staff and, most of all, offer to be of assistance in any reasonable way you can.

One more way for stations to do more for themselves in '54 is to try, above all else, to set a higher standard for their staffs. Is there any reason why there shouldn't be more stability within your organization? Do you feel that your key personnel rank on an equal plane with those in other business or industry?

Man for man, let us say, are they as much a part of the community — respected and responsible citizens with a future and a secure feeling of pride in their work and accomplishments — as their equivalent on your local newspaper? Radio people are notorious for their wandering habits, their frivolous life, and the shortness of their careers. Staff turnover can be decreased and station personality increased by setting your standards high, offering opportunity and incentive remuneration, and a real sense of security and a reasonable outlook for the future.

While on the subject of personnel, is there any reason why a newscaster should not know what he is talking about and sound as though he didn't really care, so long as he

has a deep resonant voice? Is there any reason why a disc jockey should be permitted to play only that music which delights his own juvenile ears? Is there any reason why commercial copy should be written by some teenager just out of school who has a flair for putting a few fancy phrases together, but who never sold a package of bubble gum to a moppet? And finally, there is no excuse for an announcer to read even those non-selling commercials in the much too prevalent "let's get this nasty commercial over with" attitude. The sooner he gets it through his fat head that he's paid to sell merchandise, the better for all concerned.

You know, we often have sales pitches from reps and stations to buy a segment of a popular, local show. The word we get is: "This boy is terrific. He'll do a job for you." Then we hear a tape and, frankly, we're most often disappointed. We're forced to acknowledge his ratings and his popularity, but we're also assured the guy would be tremendous if he could only read a commercial well, and sell what he's talking about.

Radio is a wonderful business. It's had a remarkable past (recently) and it's going to have a good future, despite television. To assure that future, we've all got to start to do those little extras which, because of a feeling of false security, we have come to consider as unessential and beyond the line of duty. May I issue you a sincere warning? Don't kill the goose that laid the golden egg by feeling that just because the national advertiser is a thousand miles away you can accommodate him, along with a dozen others, in a half-hour period. You'll get the cash now, but you won't get results. And results are what keeps the cash rolling in, not only in '54, but in '55, '56 and '57.

\*(NOT BUCKETFULS)

**\*BUCKETSFUL**


Not a radio term it's true!!  
But looking closely you'll see this word is packed with PROVEN radio advertising value.

Note: the letters C-K-S-F appear in proper sequence.

Although we do sell radio by programs and spots . . . many sponsors claim results by the "bucketsful."

**CKSF**

Reps: Horace N. Stovin (Can.)  
Joseph Hershey McGillvra (U.S.A.)



**MATANE, QUE.—1250 kc—250 watts—**  
Covers 6 counties in Quebec, 2 in New Brunswick, solidly selling the North shore of the Gaspé peninsula. CKLB commands a loyal audience—specify Matane in your next schedule for increased returns from this section of French Canada.  
BBM (1952) Day — 25,900 Night — 20,240

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

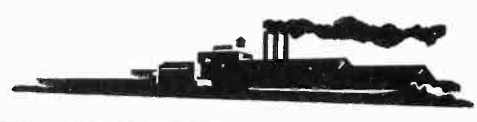
**HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY**

**To sell ALL B.C. You need ALL B.C. Stations**



- CHWK CHILLIWACK
- CJDC DAWSON CREEK
- CFJC KAMLOOPS
- CKOV KELOWNA
- CHUB NANAIMO
- CKLN NELSON
- CKNW NEW WESTMINSTER
- CKOK PENTICTON
- CJAV PORT ALBERNI
- CKPG PRINCE GEORGE
- CJAT TRAIL
- CJOR VANCOUVER
- CKMO VANCOUVER
- CKWX VANCOUVER
- CJIB VERNON
- CKDA VICTORIA
- CJVI VICTORIA

**CANADA'S HIGHEST WEEKLY WAGE SCALE — — — PLUS RAPIDLY GROWING INDUSTRIAL EMPLOYMENT**



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS





But before today's (if broadcast after 5 p.m. use tonight's) news, a word from (name of dealer) at (address of dealer) in (name of city, town or community). You'll note, Mr. Motorist (if afternoon newscast say 'Mr. & Mrs. Motorist') that the weather today is colder (or 'warmer' or 'hotter' or 'the same as yesterday' as the case may be) — remember in weather like this, your car especially needs Jones' Marvellous Motor Oil. (In mid-west Alberta and Nova Scotia, say 'Jones Wonder Motor Oil'). Here's a motor oil you can trust for top performance on the open road (for Newfoundland say 'on any road', for Winnipeg and west say 'mountain road' and for Ontario say 'today's high-speed highways'). So check your oil today at (name of dealer) at (address of dealer) in (city or town) and be sure of top performance under any conditions. And now here's (name of newscaster) for (name of dealer) at (address of dealer) (for cities over 70,000 omit place name here) with the (time of day or night) news."

CKSO-TV, excluding sets out on demonstration, and sales made by certain dealers who refused to divulge information, disclosed that forty-six dealers had made 4,141 sales, an average of just over ninety sets per dealer!

In a circular he sent out with this year's Broadcast News calendars, Charlie Edwards admits being in a dither. "The end of 1953 brought a moment of great decision", he says, "a crisis". The fact is the printers sniffed up his calendars — you know, the red and blue efforts Press News has always used, and which are now slugged with the new handle, Broadcast News. They are especially appreciated hereabouts, because though they lack the hunk of feminine pulchritude which adorns some, the figures — ciphers that is — are large enough that they can be read at a glance even through the bi-focals of this aging sport — provided that he is wearing them, that is.

This column is being written at The Desk immediately before taking off for Halifax and the AAB Convention. It will be rendered into print while I am away. It will appear after I return. How do you keep your am's and shall's straight in a case like this? Oh well!

Yesterday I lunched with Dalton Camp, the Locke Johnson account executive and copy chief who is addressing the Atlantic boys. Of the two titles Dalton prefers the latter, or rather he says he likes best being a copy writer, with accent on radio copy.

Next Dalton will have disposed of this, the lighter part of his diatribe with:

"Having written hundreds of these 45-second opening commercials and having seen them bundled off to the radio stations — and having heard them read by the announcer with all the loop-holes plugged, I'm going to give the palm right now to every radio announcer from coast to coast (except Quebec where Jones Oil Company is sponsoring a soap opera for their new detergent motor oil.)"

But this time they were delivered with the holidays marked as usual, but instead of the Canadian holidays, durned if they didn't give them the American ones.

I don't know what the fuss is all about anyhow, because stations operate on a seven day week, but to Charlie it was a sad and sorry misadventure, which he feels he has partially atoned for, but only partially mind you, with the pitiful and heart-rending paragraph with which he concludes his printed apologia:

Before getting into the meat of his speech, he will have 'fessed up to being "the fellow who writes all those one-minute commercials that run one minute and twenty seconds". Having got this confession off his chest, he will have proceeded — unless he's a two-timing double-crosser — with: "I never wrote a one-minute spot in my life that didn't consist of sixty seconds commercial time and twenty seconds sustaining".

Check of actual sales of TV receivers in the Sudbury area, made Jan. 5th, ten weeks after the opening of

"We give you our 1954 calendars almost on time — complete with American holidays, with exclusively (Continued on page 10)

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

★ NEAREST STATION  
110 MILES DISTANT  
NEXT NEAREST  
200 MILES DISTANT

CHAT  
MEDICINE HAT

An All-Canada-Weed Station



**CKCK** Regina, Sask.

Representatives: All-Canada Radio Facilities



Telephone  
Answering  
Service

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

Phone for Booklet

PR. 4471

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

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

(Continued from page 9)  
Canadian holidays patched in to the current month with red type, and with our best wishes and slight blushes."

So, if you turn up at the office some morning and find it deserted, it will probably be because the boys and girls, who have learned through the years to put sublime and unfaltering confidence in those three great news services in one—thank God they don't all three put out calendars — and are innocently taking a holiday on the anniversary of a bloody battle in which the Americans licked hell out of the British. And whose fault will it be? Why, Charlie Edwards.

We're moving. You might want to make a note that after Feburay 15th the address of our office will be C. B. & T., 305 Peters Building, 54

Wellington Street West, Toronto 1. And while we are on the subject, because of the similarity in the names of this journal and a certain publicly owned broadcasting corporation, it is highly desirable that name of street and number be used when writing to either. We hate having them get our mail, and their letters are so damn dull.

A couple of old Radio Row friends bobbed up the other evening in the shape (or shapes) of Ralph and Betty Bowden. I went to dinner with them at their Weston home, not so much as a result of an invitation, but rather as the outcome of a bit of bluff calling. I was talking to Ralph on the phone when he trotted out the usual. You know — "When are you coming out to dinner?" Usually I reply to such rather vague invitations with: "when I'm invited", and that ends that. This time however I changed the formula, and said: "How about tomorrow?" That fixed his clock — and mine too. There was no way out for him — nor for me, either.

Ralph has just finished incorporating and otherwise setting up his own research office, which he calls Trans-Canada Marketing Studies Ltd., at 11 King Street West, in this holy city. His letterhead proclaims that he does Marketing Research, Opinion Polls and Consumer Surveys.

This is no new field for Ralph. because after leaving the rep business, he went with Elliott-Haynes, and ran their Montreal office for them.

Besides research, Ralph has acquired a press clipping concern, Advertising Research Bureau, which he bought from its founder and former owner, Dick Harcourt, and which he is running as a "division" of his TCMSL.

CHWK, Chilliwack datelines its letters — "January 1st, 1954, in our 27th year".

And while we are hovering over B.C., Chuck Cawdell of CKPG, Prince George, has a gimmick he has used for two years in connection with the annual campaign for the Canadian March of Dimes. In 1953, it brought in \$1,241.90. The year before it was \$440. Here is what happens.

From 5 to 6 p.m., CKPG has a "you name it, we play it" request hour. During the March of Dimes campaign, they put a record on the auction block and ask listeners to send in their bids either to keep the record or break it. The piece runs for a certain period, and if there is enough money to break it, it is broken right on the air and the record isn't played again for the rest of the year. If enough money comes in to keep it, it is kept.

Alberta stations of the All-Canada group are going all out on the development of their farm broadcast departments, and CJCA is just one of them. For the second year in succession, this Edmonton station played host last month to the executive and board members of the Farmers' Union of Alberta when the 25-man board met to prepare for the convention. CJCA manager Gerry Gaetz, and farm director Don Clayton headed the posse from the station, and took the board, who turned out to a man with a few wives thrown in for good measure, for Chinese food in the Mandarin Gardens. The function was strictly informal with accent on conversation on mutual problems and interests.

Broadcaster guests for the occasion were Norm Botterill, manager of CJOC, Lethbridge and his farm director, Omar Broughton; Don McDonald, farm director of CFAC, Calgary; Ken Dunstan, farm director of CFGP, Grande Prairie.

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

... TICKLED  
Pink Telling  
Everyone  
My Name Is  
"CHLOE"  
And I  
Represent  
120,000  
Listeners

**CHLO**

LONDON and ST. THOMAS

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

SHERBROOKE, QUE. — 900 kc — 1000 watts — CHLT's selling voice blankets the French Eastern townships, broadcasting to over 400,000 people daily. Consumer dollars from this highly productive mining and agricultural market are waiting for your sales message — CHLT will deliver it with results!

BBM (1952) Day — 40,160 Night — 30,600

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

**To sell ALL B.C. You need ALL B.C. Stations**

**OVER ONE BILLION DOLLARS NEW CAPITAL IN B.C. THIS YEAR**

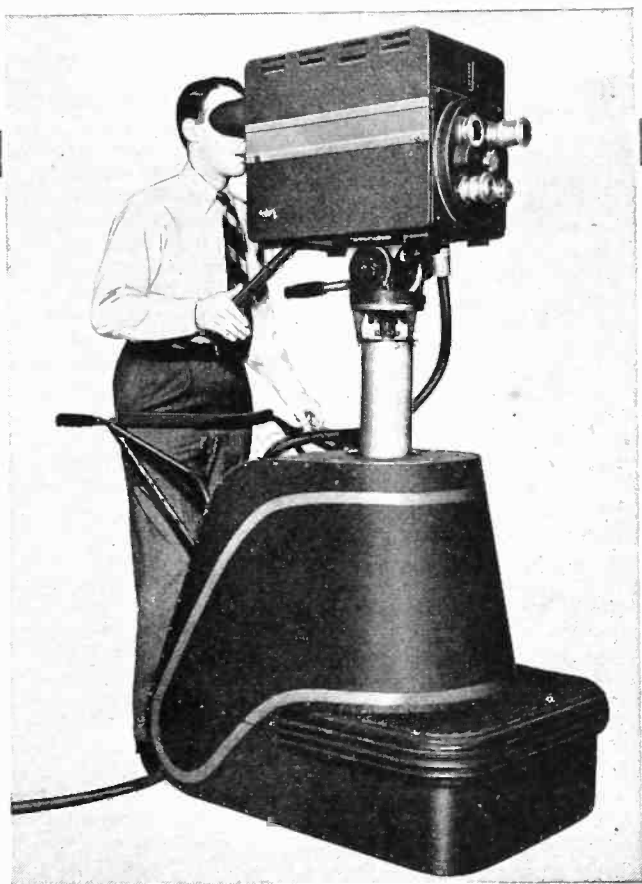
★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK	CHILLIWACK
CJDC	DAWSON CREEK
CFJC	KAMLOOPS
CKOV	KELOWNA
CHUB	NANAIMO
CKLN	NELSON
CKNW	NEW WESTMINSTER
CKOK	PENTICTON
CJAV	PORT ALBERNI
CKPG	PRINCE GEORGE
CJAT	TRAIL
CJOR	VANCOUVER
CKMO	VANCOUVER
CKWX	VANCOUVER
CJIB	VERNON
CKBA	VICTORIA
CJVI	VICTORIA

# cae

## Your call letters for Telecasting needs

T.V. Transmitter  
and Studio Equipment



Consult **cae**  
—exclusive Canadian representatives for

### DUMONT

The Most Respected Name in Television

Call or write the **cae** office nearest you.

### cae places at your disposal —

- Consultation service—to assist you in the preparation of briefs and specifications to obtain your television licence.
- A large and highly-trained staff of television design, installation and maintenance engineers who are ideally qualified to:
  - ... design and install the equipment you require
  - ... provide maintenance and modification services to suit your needs.

**cae** offers the finest in Television Studio and Transmission Equipment.

Look to . . .

# DUMONT

for the finest in Television Studio and Transmission Equipment sold exclusively in Canada by C.A.E.

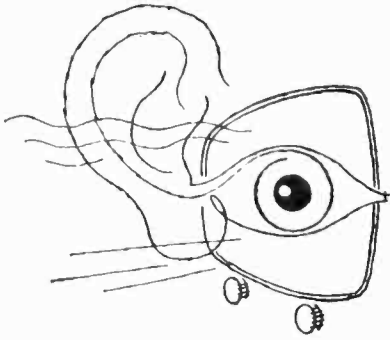
DUMONT Television Studio and Transmission equipment is recognized in North and South America as a leader in the quality field. Developed in the DuMont Laboratories, this equipment has evolved as a result of DuMont's continued pioneer research in the field of high-performance units.

Operating-cost records show that DuMont Telecasting equipment has consistently led the field in low operating expense as well as dependability.

As stations grow, DuMont equipment has again proved itself with its greater versatility. Through the use of DuMont equipment, it is easy to add to the power or facilities of the basic DuMont equipment complement, at any time with no obsolescence. Purchasers of DuMont Telecasting equipment are assured of advanced electronics engineering, reliable and economical operation over its long life and excellent service at all times.

## Canadian Aviation Electronics, Ltd.

MONTREAL      OTTAWA      TORONTO  
WINNIPEG      VANCOUVER



## DOES TELEVISION COST TOO MUCH?

Yes . . . but only when it is compared with mass advertising media on a cost per thousand circulation basis. When you consider TV as more than just an advertising medium . . . as a sales DEMONSTRATION medium . . . the cost factor becomes more relevant. By using TV you can DEMONSTRATE your product, in actual use, in your prospect's own home. We think you'll agree that on a cost-per-demonstration basis, selling by television is not expensive. Call us . . . we'd like to talk it over.

**HARDY**  
T.V. Division

representing  
**CFCM-TV**  
Quebec City  
Channel 4

**CKCO-TV**  
Kitchener  
Channel 13



**HARDY**

JOS. A. HARDY & CO. LTD.

MONTREAL  
PLateau 1101

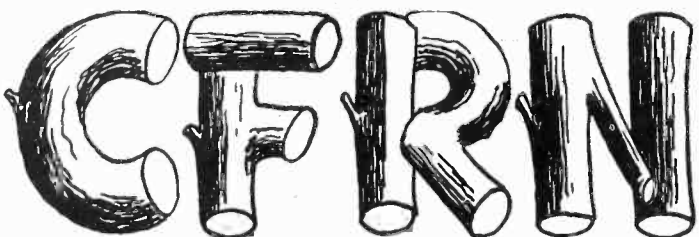
TORONTO  
EMpire 3-6009

QUEBEC CITY  
5-7373

## More In '54

We are entering our 20th year of Service\* to Advertiser and Listener.

\* That's why —  
In EDMONTON  
it's



RADIO REPRESENTATIVES LTD.  
Montreal - Toronto - Winnipeg - Vancouver



By Helen Craig

### DATELINE: TORONTO

There is a movement afoot that has as its directive: be objective, be detached, analyze, pigeon-hole, categorize every experience and person you meet. Before I proceed I must say I believe it would be a dangerous New Year's resolution to carry this too far. However, sometimes it's fun to sit back and make comparisons. We do it, unconsciously, every day, when we say — "Yeah! wasn't as cold last year at this time," or "Sam's last wife sure couldn't 'arbecue spareribs like his new Rosie."

I've just returned from a jaunt out west. What follows is a summary of comparisons—east vs. west. It is as prejudiced as all get-out because I was born in the west. Even so I apologize for being a westerner every time I cross the eastern boundary of Port Credit.

My examples have been plucked out of the air at random. If you want to say I'm as crazy as a Canadian loon, go right ahead, but please let me know if the resemblance is akin to the bird in Loon Lake, Saskatchewan, or the one in Ontario's Algonquin Park.

In school children are taught that food, shelter, and clothing are the basic necessities of life. Let's add to that list money, entertainment and liquor, and see how east and west stack up.

**Food:** Out west the average citizen is a farmer. In harvest-time, with benign smile on face and vacant space in tummy, he attacks fried potatoes, fried sausages, mountains of flapjacks, and 90-degree wedges of apple pie for breakfast. In the east the average citizen is likely a business man. When he forsakes his bed in the morning he opens his puckered lips and breakfasts on a quart of Alka-Seltzer. Then with a growl and groan, he charges out of the house to enlist in the Battle of the Bus. And he doesn't even notice the flamboyant color of Indian-summered leaves.


**Shelter:** Western real estate agents are learning quickly from eastern realtors the lesson of mass-production housing. Many people think the west has nothing but space. (Even if that's all they have, they should use it to better advantage). It is understandable that, in eastern Canada, where industrial plants sneak in

overnight, land for home-building is at a premium, and consequently costs of building the family nest must be cut. You can see rows and rows of unimaginative houses squeezed onto Kleenex-sized lawns. Inside the modern box-bungalow I'll bet you dollars to doughnuts there squats a cherry-colored living room suite, that the walls are a limey chartreuse, and that the radio has been pushed off centre to make room for the instalment-plan TV set. Now, out west, new homes follow one another smugly, row on row, in exact imitation of the eastern "home-of-tomorrow". Of course old eastern homes are far more intriguing than those in western Canada, if you prefer a Victorian becupolaed monstrosity to a virginal white and green clapboard thing. Some homes across the Dominion show an individual character — homes like the fisherman's cottage on a lonely maritime cove or the old and slender stone house in Quebec City that may have been built in the early 1800's. Perhaps in 200 years we shall start being original and develop a nation-wide architectural feeling.

**Clothing:** Eastern secretaries clip along Montreal, Halifax, or Toronto pavements and you'll see them wearing high-heeled patent pumps, English suits, and hats (?). The western secretary? If she's had a vacation in the east, she wears the same ensemble — to point out subtly that she's "different". Otherwise, she wears loafers, a coat that reaches the tops of her shoes at the back, and to cover her sweet and innocent brain, a map-kerchief the boy friend brought back from Montana.

**Garb for men?** In the east the more money a man has the more meticulous is his array. He promenades the Wall Street of his city like a veritable Beau Brummel. In the west the more money a man has the more casual is his get-up. The western oil and cattle magnate is expected to come to his office in tawn-colored gabardine shirt and slacks. If he wears a tie, be assured it is bright, probably boasting an embossed or hand-painted Varga-like girl; failing that, a horse's head in silhouette. Of course if you go right to Victoria, the promising business man (young or elderly) will greet you with reservation and all the while stroke his four-in-hand tie and malacca.

**Money:** Ah! The eternal dollar. If it's green stuff, and not love, that makes the world go round, chlorophyll paper certainly has us all going in circles — easterners and westerners alike. In the basic quest for gobs of money all "civilized" people have dollar signs for eyeballs, whether they live in Chilliwack or St. John's, Tangiers or Hong Kong. But in



**CAMPBELLTON, N.B. — 950 kc — 1000 watts —** Income from rich lumbering and fishing industries, added to bonus dollars from a year-round tourist business, puts CKNB's listeners in prime position to buy — you can sell them through CKNB — only English language station in Northern New Brunswick.  
BBM (1952) Day — 14,850 Night — 9,900

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RADIO STATION REPRESENTATIVES  
MONTREAL QUEBEC TORONTO

**CAMPBELLTON SELLS THE NORTHERN MARITIMES**

Canada, there are sidelights a casual traveller hears about. Western farmers resent the fact that grain exchange big-wigs in the east (including Ottawa parliamentarians) cannot handle the grain-storage situation in a better way. Joe Blowup at Mudville Junction, Alberta, will tell you: "Can't see how I'm going to get money for that squirrel coat the wife wants for our trip to L.A. Those boys in the east don't clear out the grain in Fort William. Still have last fall's crop sitting out in the fields! Can't sell the '53 crop until the '52 grain is moved out. Those big shots down east! Humph! They're too busy putting one big industry after another in Truntuh there. No time to pay attention to us farmers. Why don't they give the west some industries... that's what I'd like to know." (And Joe has a brother working at Kitimat — a brother-in-law who is foreman in Edmonton's new plastics plant.)

In Ontario, where most post-1945 immigrants have settled, you hear rumblings from U.E.L. descendants who are provoked that a European saves enough money from low-prestige jobs to buy a farm in two years. People want and ache for money, yet they're too lazy to get it the hard way: by working for it. And if someone gets it the easy way: via a favorite aunt's insurance policy — who shares the joy? You're right — the recipient's wife. Now she can buy a wild mink stole and join the Country Club.

**Entertainment:** In outlying areas of Canada — east and west — where television hasn't killed the art of conversation, people still talk to and about one another. In places where TV doesn't remind people how old they are (by showing 1930 vintage films) movie-going probably tops the entertainment list. And teenagers emulate their favorite stars. And then there's dancing. Bowling. Reading pocket books. Snooker. Listening to Boston Blackie. Not much difference between east and west. If there is any enmity, it is mainly on the part of westerners, grouchy because easterners had a chance to see Milton Berle before they did.

**Liquor:** Some folks claim it ain't no necessity. But judging by the national liquor sales, legitimate brew must be one thing most Canadians can't live without. But my oh my! — the quiet desperation with which

they drink their firewater. In western provinces, where a fella and girl can't drink together moderately in a club, immoderation becomes the order of the clandestine evening and its get-drunk-quick, sans refinement, sans good sense. Even though there's still trouble brewing over liquor laws in the east, easterners probably have more reasonable legislation governing them. All depends on your point of view. But a whiskey-lovin' Reginan would think Ontario imbibing rules a bit of heaven.

Certainly you have to agree with Mr. Kipling that east is east and west is west. Perhaps the twain shall meet when westerners realize that Canada goes to the Atlantic beyond the Lakehead, and easterners realize that people sing *O Canada* as far as the Pacific.

**AGVA-A F of M In Tiff**

Toronto. — The differences that have been smoldering for some time between the American Federation of Musicians and the American Guild of Variety Artists threatened to burst into flame last week anywhere that a number of members of both unions are concentrated. And it looked as if AGVA would suffer the most damage.

In this city where AGVA members number about 400, this union's executive has resigned, and it is felt likely the entire membership will follow. In this case they will probably go over to the A F of M. Both unions are affiliated with the American Federation of Labor.

Throughout the general unrest A F of M has stood firm and finally issued an ultimatum that its members would not work alongside Variety Artists after last week. The Variety Artists — including singers, dancers, comedy and vaudeville acts, and some musicians, all working in radio, television and on stage — felt they wanted to keep working, didn't want any trouble, so started moving over to the musicians' side. To join the A F of M will cost them a \$10 initiation fee, plus monthly dues to be established by the membership. AGVA's initiation fee is \$100.

President of the Toronto Musical Protective Association (A F of M), fiery Walter Murdoch, stated his union was not anxious to get new members or their money, but the variety artists would be accepted on the usual terms.

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## The New

## Canadian

# Retail Sales Index

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# RETAIL SALES INDEX

is compiled and edited by

GEORGE E. RUTTER

Market Research Consultant

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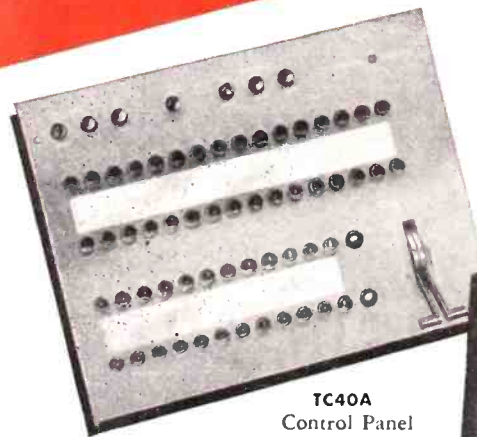
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*Opinion*

**CALL FOR LIBERAL FREEDOM**

Excerpt from an editorial talk broadcast in the series "Sam Ross Reports" on January 3rd, 1954 over CKWX, Vancouver, and repeated on CKOV, Kelowna and CJAT, Trail.

It's doubtful whether there is a better way to open a new year than to offer a constructive policy for freedom of radio and television, and the reasons why such a policy should be instituted without delay.

Radio and television are publishing. They are media for information and entertainment, and they provide newscasts and programs for the enjoyment of all.

If there is one business no government should be in, it is the field of publication, electronic or otherwise. If there is one business no government need be in, it is the business of entertainment.

Radio and television are both of these.

There cannot be a true democracy

where a government — any government — has power to control the making and distribution of news even in a small degree . . . for the small degree can grow and grow until it is all-embracing.

Such control exists today, and because it exists, there is danger it will grow to a point where it becomes dominant and then to a point where it brooks no opposition, and becomes monopoly.

Any government which is in the position to dictate, even indirectly, what the public shall hear and shall not hear, could continue itself in power indefinitely, even through the present legitimate voting processes. It can be done through constantly assuring the public that all is well, and barring any criticism of the government.

This principle was recognized over one hundred years ago in the fight for freedom of the printed press in England. It was the campaign—long and expensive — that led to elimination of the security bond to guarantee a newspaper's good behavior in its relations and comment about the government of the day. It was also the campaign that led to repeal of the stamp tax on newspapers and the advertising tax on newspaper's source of revenue.

Similar control extends over all programs through regulations having the full force of law without being passed by a law-making body, or even without being considered by such a body. They exist and they are altered, but they are not necessary because existing laws are effective and enough.

They are the laws of slander and libel. They are known to all, and available to all, and are the same for one and all. If they are broken, then the individual or the corporation becomes liable to civil or criminal punishment.

The existence of these laws does not violate freedom. They protect individuals against the violation of their freedom by someone who has not respect or consideration for the rights of others. Any other protection is not only unnecessary; it burdens industry with regulation and is discrimination.

Another justification for elimination of regulations is the prevention of growth and development. Private stations are precluded from establishing their own networks, or arranging long-term affiliations between two or more stations for the simultaneous presentation of programs. The rule applies to networks on a regional basis or a national basis, for only the government system is permitted to operate networks.

These — and other powers — are extending into the field of television. Television programming will be under even greater control than radio. Radio is barred from networks, etc., but it can import live and other programs direct, even though such programs are under general control of the government body. In television, however, private

**CJAD**

*first*



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STATIONS

\* **B. B. M. ANALYSIS**  
(1952)

TOTAL WEEKLY  
Day — 227,740  
Night — 223,400

6-7 PER WEEK  
Day — 141,030  
Night — 126,710

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stations are banned from obtaining live programs or kinescope films except through CBC-TV.

And, of course, there is the principle of monopoly in television which has been maintained at all points where television has been established in Canada. There is no sign of any break in this policy, although it should be cancelled immediately to give Canadians alternate programs without tuning in across the international boundary.

The answer lies in complete overhaul of the legislation on which the radio and television system has been built; and a complete over-haul of the methods involved.

The number one step is the appointment of an independent regulatory body with authority over technical matters only. This includes the site, power and frequency of radio stations; and the site, power and channels of television stations.

Such a step would give the independent regulatory body the position of technical authority and arbiter in all technical matters involving either CBC stations or private stations; and would divest the CBC of its control powers.

The next step would be the elimination of program controls and the opening of all sources of program material to all stations without any restriction whatever. It would amount to free access to all program sources.

An additional step would be to open the door for private stations to establish their own networks on a regional or national basis and thus give greater opportunity for growth and development through spreading program costs over more than a single station.

If these three steps were taken in 1954, the broadcasting of news and information and entertainment would be launched into a new phase in Canada; and one that would remove handicaps and permit natural growth regionally and from coast to coast.

The licensing of a radio or television station need not involve the programs carried, provided they do not violate the laws of slander, libel and decency.

An automobile is licensed. It is required to obey the laws of the road, but there is no control over what the driver should say or think. A steam boat is licensed, and it obeys

the rules of the sea. But there is no control over what the crew or the passengers say or think.

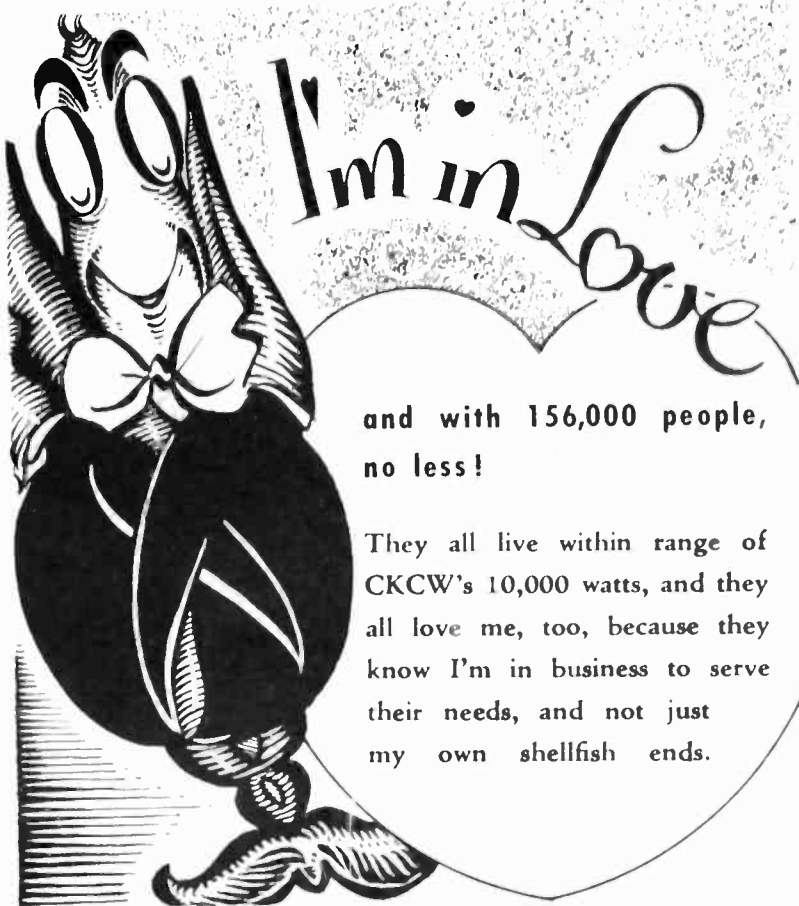
The political point of deep concern in all this is the inability or the failure of the government in Ottawa to continue to live by the traditions of liberty on which the Liberal party was founded, and for which, until recent years, it has always fought and crusaded.

It has always been the defender of freedom of speech and the rights of individuals; yet in the radio and television field it has not kept these beacons alight. And in consequence, the principles have slid backward into darkened areas to affect other principles of freedom in other spheres.

At this point, it would pay the Liberal party to recall its traditions, and also the comments of Herbert Spencer seventy-five years ago. A great student of politics, Herbert Spencer saw the trend to compulsory legislation that curbed individual freedoms. He saw this in the Liberal party, and he emphasized the "system of compulsion" was changing Liberalism into a new form of Toryism.

It wasn't just a play on words... it was emphasis on principles, and a warning against excessive legislation.

What has happened for the last seventy-five years is still happening. And now is the time to apply the brakes and reverse the procedure. Radio and television mark the starting point.



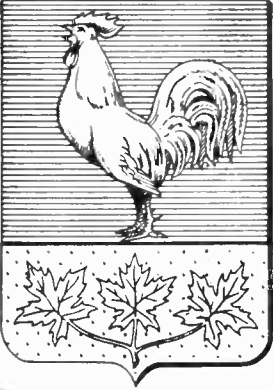
and with 156,000 people, no less!

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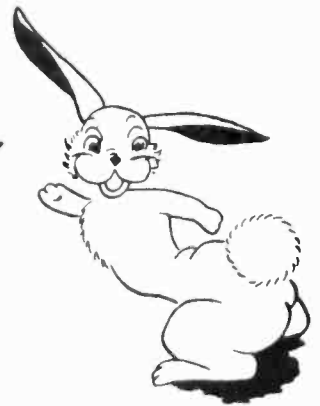
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- The Queen's Men - George Weston Ltd.
- People Are Funny - Kellogg's
- Devitt Drops In - Kellogg's
- Ozzie and Harriet - Listerine
- Pep Talks - Kellogg's
- Sons of Pioneers - Carnation Company



**NATIONALLY** Radio and television business compelled us to expand all departments, add new services, and consolidate our operations in a new location.

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- Liberace - Robin Hood Mills
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- Life with Elizabeth - Borden's
- Philco Corporation
- Amos 'n' Andy - McManus Motors
- Nabob Products
- Cases of Eddie Drake - Canadian Westinghouse

. . . and speaking of tv — a few of the accounts which used Caldwell services and facilities to sell live or on film:

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- Adams Gum
- Aero-Shave
- Borden's
- Canadian General Electric
- Canadian Westinghouse
- Carling's
- Elgin Motors
- Frigidaire
- General Foods



- General Motors
- Goodyear Tire
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- Kellogg's
- Kolynos
- Maher Shoes
- Maple Leaf Milling
- RCA Victor
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International

# UNESCO Slams TV Programming

Paris — A sweeping attack on the kind of telecasting which goes on from early morning until late at night was made here by United Nation's television observers last week.

A report, summarizing a survey, said such long hours of programming, as in the United States, lowers the quality of TV in a way which threatens to deaden the public's taste. The survey was issued by UNESCO, U-N's scientific and cultural organization.

It pointed out that there are 7.15 Americans for every TV set in the United States, while in Russia there is only one set for 2,400 persons. In West Germany, which has not yet started regular television service, there is only one set for every 8,000 persons. In Britain there is a set for every 24 persons, while in Canada the ratio now stands at 1 in 30.

"Many countries regard with considerable apprehension the developments in the United States and elsewhere which extend the broadcast day from early morning till late at night," UNESCO said. "The reasons for this apprehension are economic, sociological and artistic."

tionable" whether private stations could cut down their schedules.

3. The tremendously high cost of television appears "to be straining even the comparatively large economic resources of organizations in the United States."

4. Critics of long hours of service are alarmed about TV's effect on book-reading, theatre-going and other forms of entertainment. Educationists fear that television may lead children to "spend much of their time as spectators rather than as active participants in play and learning."

5. The emphasis on mass-appeal might have a bad long-range effect on society, and it omits "valuable broadcasts for minorities."

"If broadcasts only follow the accepted taste of the majority (as calculated by TV producers), television will not contribute to society, but rather level off the peaks of cultural tradition and achievement," UNESCO said.

The survey said the United States has 22-million of the world's 25-million, 750 thousand TV sets.

There is a strong movement for amateur television in Russia, the survey said. At Kharkov, enthusiasts have built their own sets and set up a complete telecasting station. In France, whole villages sometimes buy a co-operative TV set, which is kept in the local schoolhouse. In another of the 21 countries surveyed, Holland, there are 10,000 sets, although programs are telecast only six hours a week.

The survey concluded that research in the United States and Britain had "clearly demonstrated the profound impact which television is making upon modern society."

The survey also said:

1. The 18-hour daily programming causes TV writers, performers and producers to get "stale and exhausted" and "the public is swamped with a flood of programs which deadens its discriminative taste." In Britain and France TV stations only operate about 32 hours a week; in Canada, CBC stations in Toronto and Montreal run about 55 hours weekly.

2. In countries allowing sponsored TV programs there is "an incentive to increase broadcast hours to the limit of profitability" and it is "ques-

## Books

### FOR RAINY NIGHT READING A NEW ENCYCLOPEDIA

When radio was born it came equipped with a nasty, built-in problem that not only hasn't been overcome since, but instead has been heightened with each passing decade. And that is that while it wasn't necessary to be able to spell, announcers had to learn to pronounce. Radio may have shrunk the globe, but it didn't shorten Russian place names.

Then radio created the news analyst, and what a time they now have. Particularly in war time, miserable little foreign villages have the habit of suddenly taking on the strategic importance of national capitals, and the news analyst, having thrown his tongue out of joint on seven consonant syllables, must proceed to comment on these vague locations.

It may have been because of this that William Bridgwater and his editorial staff at Columbia University set out in 1950 to compile a concise encyclopedia in one volume that would bring people up to date with much of the changed world and some of what is in it. It was obviously no small job. It overwhelms the imagi-

nation of all but those familiar with complex organization and, at that, it took the compilers of the Columbia Encyclopedia a long time.

The result — all 1092 pages of it — was published simultaneously in the U.S. by the Viking Press and in Canada by The MacMillan Co. of Canada two months ago. For a single volume it is, above all, timely. And it fills a void by making available to people like newsmen a convenient source of topical, background information on people, places and things, many unheard of ten years ago. It is concise and practical.

And, by the way, it will probably be in demand in the U.S. and other parts of the world, if for no other reason than that it helps bring Canada up to date for the rest of the world. Some Canadians may buy it just to make sure that what it says about us is correct. But then, even a Torontonian will admit that Ontario's capital isn't as populous as Montreal.

It makes interesting reading on a rainy night.

— Briggs.

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!

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CKWX—TOPS EARLY MORNING—7:00 to 9:00 a.m.

CKWX Average 39.2% 2nd Highest 27.1%

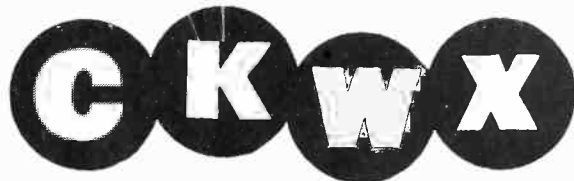
CKWX—TOPS LATE EVENING—10:00 to midnight

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

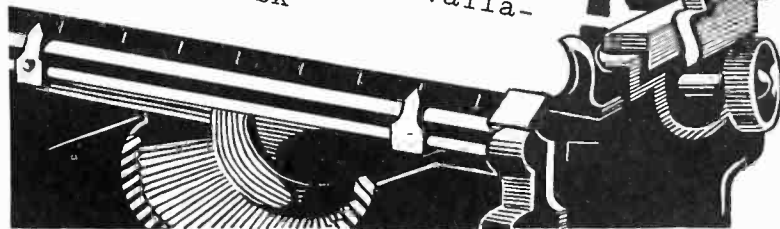
Reps: All-Canada and Weed & Co.

5355-C

...you buy an Audience, not an announcement, when you place your campaign on these sales-producing stations:

- CJFX, ANTIGONISH
- CKBB, BARRIE
- CJCH, HALIFAX
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Sales representatives for national accounts in these areas know about "ad-value" and dollar return on these stations. For top availabilities, ask



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# PAINT UP!

C.I.L.'s spring program, "Paint Harmonies" on CJFX will be reaching an area of 74,940 households.\*

These households and the people who live in them use more than paint. So whatever your product may be, this spring be sure you are getting broadcast coverage from Lunenburg to Mulgrave over

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ANTIGONISH, N.S.

5000 Watts on 580 Kilocycles  
DOMINION NETWORK

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

\* Over 1/2 million amateur painters



## PETERBORO TV TOPS BOARD AGENDA

Ottawa — Competitive applications for a Peterboro TV license, filed by Kawartha Broadcasting Co. Ltd., operator of CHEX, Peterboro, and radio and TV announcer Herb May, are scheduled to come before the board of governors of the CBC during its next meeting at Windsor Hotel, Montreal, on January 29th. The two Peterboro bids are the only TV applications on the meeting's agenda, released here last week. No new AM applications are included.

Both TV applications call for a station operating on channel 12, which has been made available for this area. Formerly only ultra-high frequency channels were available in this city and a previous application by Kawartha Broadcasting Co. Ltd., which came before the board at its last meeting early in December, was for a station on uhf channel 22.

It appears that in assigning channel 12 to Peterboro no other station or city will be affected. Nearest assignment of channel 12 is in southern New York State at Binghamton.

Application of the radio and TV personality, Herb May, who is also a featured performer on Christie's *Wayne & Shuster Show*, calls for a station with an effective radiated power of 32.4 kw video and 17.5 kw audio, with an antenna 651 feet above average terrain.

Kawartha Broadcasting Co. Ltd., is seeking license for a station with an e.r.p. of 20.2 kw video and 10.1 kw audio from a directional antenna 396 feet above average terrain. This applicant is also proposing an alternative power of 102 kw video and 61.2 kw audio.

Station CKNW, New Westminster, is seeking the CBC board's approval of a satellite transmitter proposed for Cloverdale, about 15 miles from New Westminster. The satellite station would have 250 watts power on 1230 kcs. CKNW operates with 5,000 watts on 1320 kcs.

Transfer of control of three stations is scheduled to come before the board at this time. Control of CKRC, Winnipeg and CKCK and CKCK-TV, Regina, now held by Transcanada Communications Ltd., is being sought by Clifford Sifton.

Transfer of 140 common shares, issuance of 13 common and 489 preferred shares, and redemption of 40 preferred shares, all in CKOK Limited, Penticton, is scheduled to come before the board again for approval. This application was deferred from the board's previous meeting.

Other share transfers on the agenda include: transfer of 5 common shares in Atlantic Broadcasters Ltd., affecting CJFX, Antigonish; transfer of 50 preferred shares in Acadia Broadcasting Co. Ltd., affecting CKBW, Bridgewater, N.S.; transfer of 5,000 common and 1,500 preferred shares in Wentworth Radio Broadcasting Co. Ltd., affecting CKOC, Hamilton; transfer of 980 common shares in Radio Saguenay Ltée., affecting CKRS, Jonquiere; transfer of 5 common, 5 class "A" and 3 preferred shares, and redemption of 203 preferred shares in La Tribune Ltée., affecting CHLT, Sherbrooke; and transfer of 20 common shares in The Telegram Printing & Publishing Co. Ltd., affecting CKTS, Sherbrooke.

## CBC TAX REVENUE UP


Ottawa — Although sales of radios during the first nine months of 1953 totalled more than a third above the number of TV sets sold, tax revenue granted the Canadian Broadcasting Corporation came mostly (about three-fifths) from TV sets sales.

From the first of last April (the beginning of the fiscal year when the tax grant to the CBC became effective replacing the radio license fee) until the end of October, the CBC received \$3,938,556 from the revenue department in taxes collected on TV receivers and parts. Radio taxes during the same period amounted to \$2,513,798.

The tax figures were revealed in a return tabled in the House of Commons here last week at the request of Gordon Fraser, Progressive-Conservative member for Peterboro.

Although the revenue already received by the CBC from this source now exceeds the average amount realized from the now defunct license fee, it is expected to go more than proportionately higher between the beginning of last November and the end of next March. Excise collections on only the first three months of 1953 came to \$4,535,516 on radio and TV sets combined. It is expected that during the same period in 1954 total set sales will be considerably higher and, although the average price per set may be down, total dollar value (and thus taxes too) will still be up.

According to the Radio-Television Manufacturers' Association of Canada, 313,633 television sets were sold during the first ten months of 1953 by Canadian manufacturers, while 10,718 sets were imported. During the same period 424,583 radio sales were made. Imports amounted to 17,788. Total television sets in operation in Canada are estimated at 538,444.




**CHLT**  
FRENCH  
900 Kc. 1000 Watts

**SHERBROOKE**  
QUEBEC

The Voice of the  
Eastern Townships

Quebec



**CKTS**  
ENGLISH  
1240 Kc. 250 Watts

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

# Talent Trail

by Tom Briggs



If Edison could be here now what fun he'd have observing the effect of his invention, the recording machine, on mankind. Everybody acknowledged from its squeaky beginning that it was a fantastic mechanism. Soon after, no up-to-date home would think of being without some form of the original "talking machine", now graduated from the roll to the flat disc, but, as always, an imposing piece of furniture. And even the flat discs came in two popular types: the thin, lateral-cut (same as today); and Edison's "special", the hill-and-dale type, half an inch thick, that took a different, diamond-point head, and four bolted together made perfect kid's wagon wheels.

Then came Marconi, followed by radio, which in turn was thankful that Marconi had followed Edison. Records marched on. It was all good fun. Recording was electrified — the result was the tape recorder, and recording continued to march on.

Then it happened, some time last year, to be exact, when nobody was looking. Among all the fine noble applications of the sound recording device, some cad realized that it was possible to store sound of not one voice, not two, not a choir, nor an orchestra, but the reaction of a real, live audience.

But radio had been revolutionized again. That was the important thing. No more audiences that coughed in the winter time, shuffled about in the summer time, half-heartedly applauded as a sickly-sweet announcer vigorously waved a bony hand aloft, laughed at the wrong time or, more usual, not at all. Away with the rabble! Radio was manufacturing its applause.

And that brings us to *The Tyler Touch*, sponsored by Toni on Dominion network each Sunday evening. This is the program that has blazed a new trail by offering to listeners, without charge, laughter made to order. Laughter comes in two popular sizes: hilarious or "regular"; and riotous, without the joke. The necessity behind this astounding invention may have been the lack of auditorium space, the problem of administering tickets, or simply that a thousand slushy feet in winter leave a lobby in a mess that would straighten even a Toni. Or even that the dullards who took up auditorium space in the past didn't appreciate the true humor of *The Tyler Touch* and weren't provoked to thunderous, gasping laughter. No wonder.

Now that's all changed. The cast is the same. The gags are the same

— if anything a little more tired. But there's a new gay spirit about the show. Science has found a way. It takes only a well-trained operator with his hand on a knob controlling the volume of recorded applause to send forth from radios across the nation a vibrant roar for a joke that formerly rated only two titters and a hmph. But it's all carefully and artfully controlled. Presumably this is done by a system of laughter rating in which the writer probably assigns to each of his mirthful gems a number corresponding to those on the volume dial. I suspect he's run out of numbers at least twice.

This device has managed to stay alive for some time now. It calls to mind the remark of an old Indian philosopher who once said: "How".

Actually about the first time recorded audience reaction, as such, came into prominence was when reconstructed sportcasts were started some years ago. And then a big Briton with an idea and flair for radio landed here and finally talked CBC officialdom into a show that eventually landed this emcee in television. The radio show was *Memory Music Hall* in which Gerald Peters used recorded reaction as the key to the illusion.

Peters created out of sound a facsimile of the turn-of-the-century music hall — or what most of us have been led to believe it was really like. And he did it with records and ingenuity. Too bad there aren't more ideas like that being developed.

And for those who believe radio is doomed in the face of television's overwhelming impact, an objective comparison of Peter's shows in both media is recommended. Both are good shows, imaginatively planned and well executed. They are also different. The radio version is a calmer, more comfortable production. On television it's exciting and brassy. But sometimes just listening is nicer than looking.

It may not be purely a Canadian show, but it comes very close. The stories for it were lived here, now written here, exported, then imported on tape as a dramatic feature called *The Queen's Men*. This series of weekly, half-hour episodes taken from the records of the RCMP began earlier this month over 25 stations, coast-to-coast, sponsored by George Weston Limited. The story of the show itself is about as elusive as each true program plot.

It had to come. After all the whodunits and true detective sagas, the revered RCMP was bound to come in for consideration. But using a Redcoat for a hero was one thing; getting authentic information on which to base stories quite another. Understandably the RCMP is reluctant to endorse any such private undertaking, but the public relations value of such a series could hardly have been overlooked. At any rate, Spence Caldwell and Gordon Keeble,

of S. W. Caldwell Limited, the firm which negotiated the production and sale of the show, claim the material is genuine. John Adaskin agrees. He is in charge of script preparation.

The show is produced in London by Harry Allen Towers, president of the leading British distribution house for syndicated radio programs, Towers of London. And who can doubt but that economy is the motive for this production system. The general objection to many British productions aired in this country has been deftly overcome by calling in members of the extensive Canadian acting fraternity in England to take the roles. Music for the series — well-arranged but not dramatically effective — is performed by Sidney Torch and a 40-piece orchestra.

Back in this country the series is reproduced and distributed by Caldwell. Commercials from Weston's agency, Vickers & Benson Limited, are being read by Bernard Cowan.

So far the episodes, which are complete adventures each half-hour, have been interesting enough, although not startlingly different. Scripts are obviously being influenced by such successful techniques as *Dragnet* (who can argue with \$5 million?), *21st Precinct*, et al. But *The Queen's Men* also avoids some of the sidewalk rhetoric which ill-fits many of these shows after it's worn for awhile. *The Queen's Men* hasn't started to develop a character of its own yet, but there's still plenty of time. And, while it may be quite true, the familiar adage about a Mountie always getting his man swings a little to the corny side now, and it wouldn't be missed as much as it is noticed.

## Tell Us Another

There's a guy who sells shoes over our station. No kidding. Name's Dick and he owns Dick's Shoes Reg'd in our town.

You know, we're all in this thing for a buck but sometimes you feel a bit guilty about taking dough from a nice guy like Dick, saying you can sell his shoes on radio. Shoes! Easier to sell rabbits.

Good old Dick goes along with the gag, though. We take it easy for a while, stick him with a spot campaign or two that lasts for a week maybe. Nothing heavy though. He's a good guy.

It was last summer. Maybe it was the weather, vacation coming on and all. So we hit Dick with this newscast, five minutes and three a week. Sure, we got a conscience, but he wanted to sign for four months. He really wanted to.

I forgot about him after that. But at the end of October he was back. And he wanted to buy in for a whole year, same show. Sure, we signed him. What a guy. And he says we sell his shoes. We should argue?

# CFOR

ORILLIA, ONT.

1000 Watts - Dominion Supp.

## FOR A COMPLETE COVERAGE OF CANADA..YOU MUST SELL ITS LARGEST CITY..

### AND TO SELL MONTREAL.. FOCUS YOUR ATTENTION ON CANADA'S FIRST STATION



Our Reps: ALL-CANADA in Canada - WEED & CO. in U.S.A.

by EVERY Survey

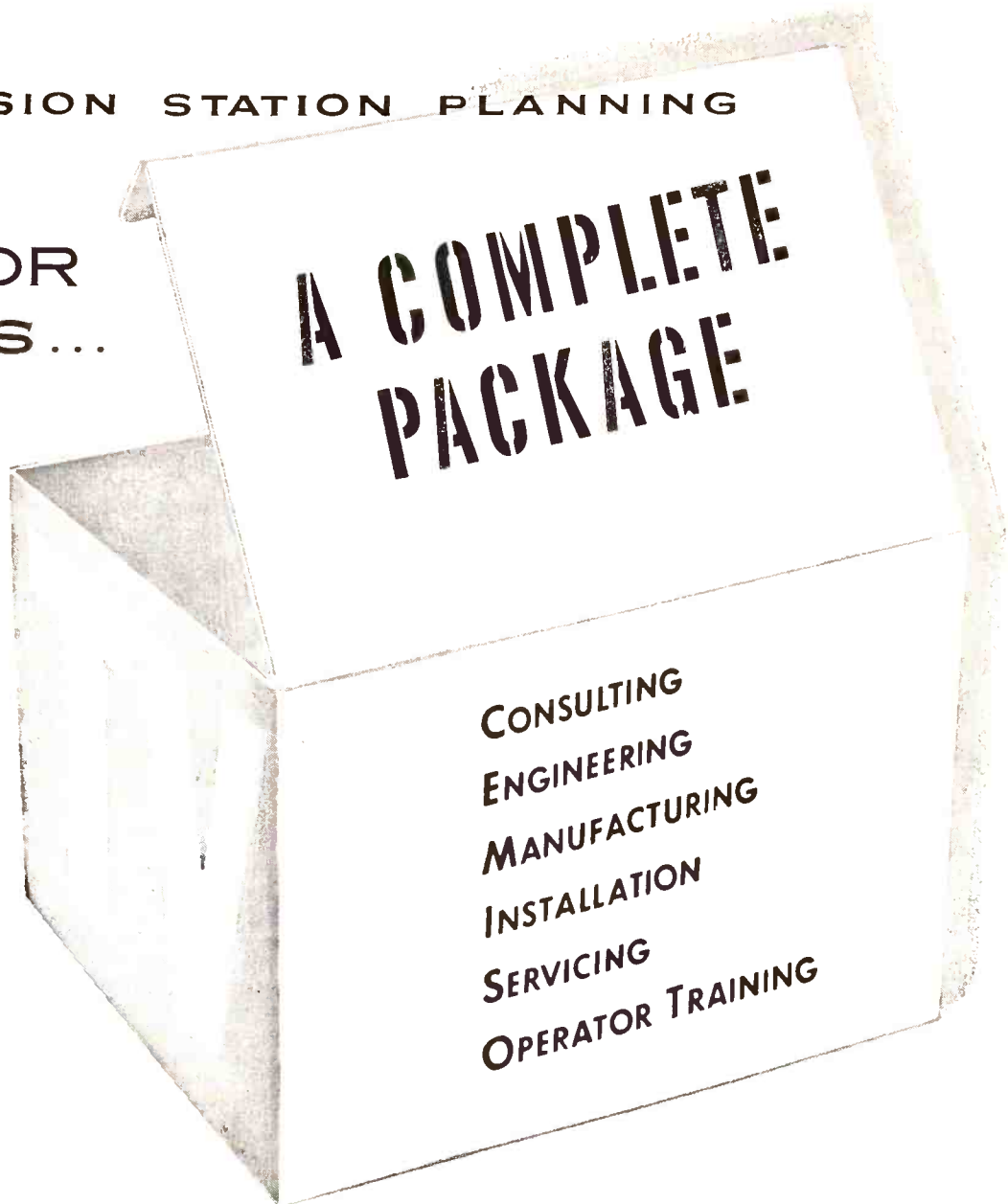
(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's MOST LISTENED TO Station

**CKDA** DIAL 1340

FOR TELEVISION STATION PLANNING

RCA VICTOR  
offers...



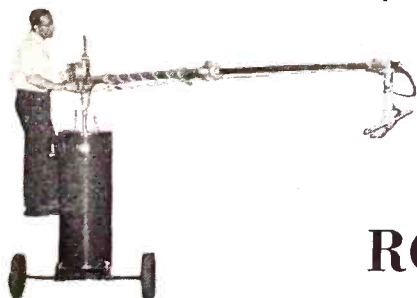
**RCA VICTOR TELEVISION SPECIALISTS**

can help you get "on the air" according to plan at minimum investment. RCA Victor goes the whole way in its services to prospective TV station operators. These services include:

- Preparation of briefs for applicants for TV station licenses.

**WHEN YOU GET THE GREEN LIGHT!**

- Design of station facilities.
- Installation, supervision and measurements of transmitting, studio and accessory TV equipment.
- Instruction and training of station operating personnel.
- Prompt help in emergencies. Technical advice, service and assistance on special problems.



RCA Victor makes *everything* for TV — and when *everything* is matched from transmitter to antenna, you can be sure of a completely integrated, efficient operating system.

**ENGINEERING PRODUCTS DEPARTMENT**  
**RCA VICTOR COMPANY, LTD.**

MOST FAVOURED AROUND THE WORLD IN TELEVISION

HALIFAX    MONTREAL    OTTAWA    TORONTO    WINNIPEG    CALGARY    VANCOUVER

**RCA VICTOR EQUIPPED  
TV STATIONS NOW  
IN OPERATION**

**CBMT Montreal  
CBFT Montreal  
CFPL-TV London  
CKSO-TV Sudbury**

For a complete engineering analysis of your station requirements, write Engineering Products Dept., RCA Victor Company, Ltd., Montreal. Or call in your nearest RCA Victor Sales Engineer

Music

ANNUAL HASSLE OVER COPYRIGHT

Ottawa — A 20 per cent increase in performing right fees charged privately-owned Canadian radio stations by BMI Canada Ltd., has been applied for through the Copyright Appeal Board. The proposed increase is being sought for performance of musical works in the BMI repertoire during 1954.

As recorded in the official government publication, the *Canada Gazette* BMI is seeking approval to charge private stations \$55,534 for the coming year, an increase of \$9,256 over the approved 1953 levy of \$46,278.

The Copyright Appeal Board headed by Mr. Justice J. T. Thorson, is meeting here this month to consider the BMI application, along with proposals of the other performing rights society governing musical performances on radio stations in Canada, the Composers, Authors & Publishers Association of Canada.

BMI Canada Ltd. is owned jointly by Canadian privately-owned radio stations and the Canadian Broadcasting Corporation, and is affiliated with Broadcast Music Incorporated owned by United States radio stations. BMI's fees for CBC stations were not announced.

CAPAC has not filed for an increase in performing fees for music on radio in its repertoire for 1954. Last year its application for fees based on the gross revenue of private stations — amounting to about \$350,000 — was approved by the Copyright Appeal Board. However this award and the collection system on which

it is based, is currently the subject of an appeal by the Canadian Association of Broadcasters, representing most Canadian private stations, to the Supreme Court of Canada. The Supreme Court's decision is expected soon.

CAPAC is again filing for a flat monthly fee of \$500 for non-dramatic use of its music over television stations. Originally made at the Board's sitting here a year ago, a decision was deferred.

BMI Suit Launched

New York — Thirty-three songwriters, all members of the American Society of Composers, Authors and Publishers, have brought a \$150,000,000 anti-trust suit against Broadcast Music Inc., and 42 other defendants. The action was instituted last month before Judge John Clancy of the U.S. District Court for the Southern District of New York.

Among the 42 other defendants named in the action were the country's major users of music for radio and television — networks, recording companies and program producers, and the National Association of Radio & Television Broadcasters.

As the action got underway, it was believed BMI had scored a minor victory in the first legal skirmish. The Court ruled in favor of the defendants' right to examine the plaintiffs before trial, contrary to the songwriters' motion against such procedure.

Under terms of this initial ruling, defendants have the right to examine any ten of the 33 plaintiffs over a two month period ending February 21st or another date to which all parties agree. At that time defendants must show the Court necessity for further examination, otherwise plaintiffs may begin examination.

People

HEADS RADIO FOR B.E. GAMES

Ottawa — Jack McCabe will be in charge of co-ordinating the radio, television and film coverage of the British Empire Games to be held in Vancouver from July 30th to August 7th this year. The announcement was made here last week by the CBC which has just purchased exclusive world rights for complete coverage of the games. McCabe, a CBC sports producer, will be headquartered in Vancouver.

McCabe has been with the CBC since 1937, becoming a drama and variety show producer in Winnipeg. He transferred to CBC Toronto in 1942 and switched to producing sports and special events in 1947.

TO PROMOTE WINTER FAIR

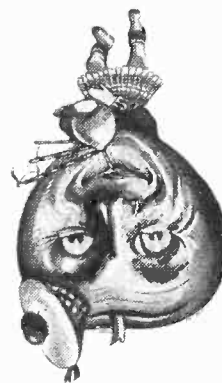
Toronto — Harry M. Savage, public relations counsel, has been appointed publicity director for the 1954 Royal Agricultural Winter Fair, to be held here for ten days beginning next November 12. The announcement was made here last week by the Fair's general manager, Brig. C. S. McKee.

Savage, former newspaperman, has become known in radio and advertising circles across Canada for his direction of publicity of a number of organizations, including the Association of Canadian Advertisers annual convention for the past years. He will continue to direct publicity for the Canadian National Sportsmen's Show and the National Home Show.

MaCK-OVee says:

ONE mention for Simpson-Sears on Christmas Show sells Sewing Machine within hour.  
\$98.00 spent by Heather's sells \$4,000 worth of women's coats.

"You Don't Have To Stand On Your Head To Get RESULTS On CKOV!"



SELL on CKOV

KELOWNA - B.C.

Contact our REPS: ALL-CANADA WEED & CO.

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary

Join the hundreds of local and national advertisers who are reaping benefits from CKCH's quality programming and efficient operation.

CKCH

HULL and OTTAWA

Representatives

OMER RENAUD in Canada

J. H. MCGILLVRA in U.S.A.

Advertisement for CFCN radio station featuring statistics and promotional text. Includes: 'Here's the SQUAREST RADIO DEAL in the West', 'Night Time 57.2% More Than STATION #2 with 39,200 Radio Homes', 'Daytime 109% More Than STATION #3 with 38,240 Radio Homes', 'Night Time CFCN covers 61,630 Radio Homes', 'Daytime 50.2% More Than STATION #2 with 53,220 Radio Homes', 'IT'S CFCN CALGARY 10,000 WATTS', 'A TERRIFIC AUDIENCE IN A TERRIFIC MARKET', '\*6-7 days Per Week Radio Homes', '\*BBM Study 5', 'ASK RADIO REPS.'

# A BIGGER AND A BRIGHTER YEAR

Building goes on at a great rate in this NON-BOOM city. 1953 hit the four million mark. 1954 started with a three million dollar expansion order for BURNS & COMPANY plant and the SICKS BREWERY.

Don't miss this expanding market. Add CKBI to your 1954 Campaigns.

# CKBI

PRINCE ALBERT  
SASKATCHEWAN

5000 WATTS

## Television

### CBMT Debut Brings Dual Station Service

Montreal — CBMT here became this country's seventh television station to begin operations — the CBC's fifth — when it went on the air last week. It becomes this city's only totally English-language station, taking part of the programming load from CBFT which, for the past sixteen months has been bilingual.

Operating from studios in the Radio Canada Building and transmitting from the same tower atop Mount Royal, the two stations will end the former problem of 50-50 English-French programming which CBFT tried to sustain. But their separate existence creates the greater problem of supplying from 50 to 60 hours of French-language productions each week to CBFT.

The new station's program schedule will be filled largely with U.S. productions, supplied on film or over the micro-wave relay system from Buffalo through Toronto, and CBC-produced shows from Toronto. A few regular shows originate in Montreal and are fed to the Ottawa-Toronto network, mainly children's programs, personality shows and a variety revue.

However, sources of TV programs in French are non-existent, except for a limited supply of film. CBLT in Toronto, is CBC's major production centre, yet supplies only 50 per cent of its telecasts; CBFT will have to prepare all of its programs.

In establishing a rate structure on

the basis of language group population, the CBC has added to its French program problem. Basic hourly rate on the English-language CBMT has been set at \$300 (class "A" time), compared with \$530 for a similar period on CBFT. While it is assumed that the English and French speaking factions of this city split into roughly a one-third to two-thirds ratio, this overlooks the fact that a large number of French-speaking Montrealers also easily understand English, and more can at least appreciate entertainment in English. Therefore, with the advantage of better shows it is considered likely a large majority of Montrealers will keep their TV sets tuned to channel 6 (CBMT).

Further breakdown of the rate cards for the two stations shows a five minute slot on CBMT (class "A" time again) valued at \$90, alongside CBFT's \$159; 60 seconds are rated at \$60, as against \$106.

Prospective advertisers, agencies and CBC officials all believe the rate cards are stacked against the possibility of better programming on the French service. However, easiest to change of the madly whirling triangle — lack of programs, audience and rates — is rates, it is believed. Until that happens nobody here will predict any mad scramble on the part of advertisers for the ample time on CBFT.

Another French-language TV station is now being planned by the CBC for Ottawa. It may be in operation late this year. It will be created to take over the French-language programming, now being aired, along with English-language programs, over CBOT.

However, the Department of Transport has not issued a license for this station. It is likely it will be officially a Hull station, operating across the river from the capital.

Creation of such a station is presumably being considered to ease the TV program situation, since the cost of French-language programs could be spread between two outlets. Also, the Ottawa (or Hull) outlet would probably originate some programs for airing over CBMT.

### CFPL-TV Joins Network

London—Television station CFPL-TV became the fourth and newest link in Canada's network of TV stations last week as the micro-wave relay system constructed and operated by the Bell Telephone Company was completed to this city. It now stretches from Toronto to Montreal, via Ottawa, servicing CBC TV stations in each city, and four new

micro-wave transmitters complete the span from Toronto to London.

The three Bell transmitters, which will be used to carry thousands of long distance calls between London and Toronto as well as 22 or more hours of network television programming a week to CFPL-TV, are located at Milton, Galt and Woodstock, almost equi-distant intervals of about 25 miles.

Immediate future plans call for further extension of the system. Short additions to the micro-wave link will bring network TV service to CHCH-TV Hamilton, slated to go on the air in April, and from the Galt unit to Kitchener, 15 miles away, where CKCO-TV is expected to make its debut early this summer. From London the system will be extended to Windsor when CKLW-TV begins operations later this year.

### Telemeter Here Soon

Toronto — Experiments with the Telemeter system of subscription television in Canada were promised for the "not far distant" future by John J. Fitzgibbons, president and general manager of Famous Players Canadian Corporation which holds the Canadian franchise on Telemeter.

Telemeter went on trial last month in Palm Springs, near Los Angeles, in an effort to determine its appeal to the coin-paying public as well as the system's technical efficiency.

Fitzgibbons termed the test "a significant experiment" and revealed that similar trials in this country are only awaiting the full results of the Palm Springs showing.

Telemeter is owned by the International Telemeter Corporation, which in turn is half-owned by United Paramount Theatres Inc.

At Palm Springs, Telemeter's first showing was a brand new feature film, *Forever Female*, which opened in local theatres on the same night. Telemetered sets were installed in 72 homes and viewers had the opportunity of seeing the film via Telemeter in their homes for the same price being charged at the theatre. However, the theatre price (\$1.25) was "per head" while Telemeter collected on a "per set" basis.

Famous Players Canadian Corporation already has a large interest in orthodox television. It has large financial interests in stations already under construction at Kitchener (CKCO-TV) and Quebec (CHCH-TV).

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

## THE VANCOUVER MARKET IS NOW CANADA'S EASIEST RADIO BUY!

### #1 MARKET

In Montreal, you need a good French station like CKVL or CKAC and an English language station such as CJAD.

### #2 MARKET

In Toronto, you need CKEY for the city and CFRB to get the area ratings.

### #3 MARKET

In Vancouver, CKNW dominates both the city audience and 100 mile radius!

★ **CKNW** ★ TOP STATION  
★ BOTH in Vancouver  
and ★ NEW WESTMINSTER

## SUCCESSFUL SELLER

If you are a successful seller of radio time on a local basis and have executive ability, CKOC has a proposition to offer you.

An All-Canada station, it offers a wide range of opportunity to an ambitious, capable man. As well, he will have the benefit of an excellent health and pension plan. Contact by letter. . .

Lloyd Westmoreland  
Sales Manager  
CKOC, Hamilton





Photo by Bollinger, Halifax, N.S.

AAB OFFICERS ELECTED AT HALIFAX were, left to right, Fred A. Lynds, manager of CKCW, Moncton, N.B., president; Gerry Redmond, manager of CHNS, Halifax, vice-president; E. Finlay MacDonald, manager of CJCH, Halifax, retiring AAB president, will represent the four eastern provinces on the CARTB Board along with Fred Lynds; John Hirtle, manager of CKBW, Bridgewater, N.S., was named secretary; Arthur Manning, manager of CKCL, not in the picture, becomes treasurer.

(Continued from page 4)

of people say they would turn for the news, not to TV but to radio.

Elaborating on the program question, Bill said: "We never allow the music to be interrupted (with commercials) for more than one minute. He told them to play the kind of music their listeners get the least of elsewhere, but said that complicated classics and be-bop are for the record players. He strongly advocated the use of "familiar" music. "I block my hot opposition with familiar music," he said. "I don't listen to other stations to see what they are doing. I just listen to my own station. I like to punish myself."

One other statement which inspired considerable talk between sessions was Bill Rea's promotion policy.

"You've got to promote," he said. "We don't let people forget us — do something different." When you use billboards and others start using them, switch to car cards, he advised. About eight per cent of the station's revenue goes into promotion, Rea said, not just in the busy seasons, but all year round.

Arthur Dupont, owner of CJAD,

without us," he said, "and we answer TV with better programming."

He then discussed a system of local news gathering under which he buys local items which are phoned in by listeners, paying for them according to their value.

He complained that radio is not getting what it is worth for its services. He felt that the threat of wider unionization could best be met by the institution of wider benefits and bonuses.


A meeting of stations affiliated with Broadcast News, was conducted by the manager of that organization, Charlie Edwards. Matters discussed included arrangements for regional meetings of news editors from affiliated stations. It was also recommended that directors be appointed for periods of two years, staggered so that only two of the four would be replaced every year.

At the annual dinner, which was held the first night of the Convention the perennial guest of all Canadian broadcasters' conventions, Louis Tappé of the SESAC Library, New York was given the Freedom of the Convention with a truly maritime uniform of a sou'wester. The following day was pronounced Louis Tappé Day, and throughout the sessions, he sat at the speakers' table. The jocular aspects of the incident were completely eclipsed by the very real feelings of affection which have grown up between this American ambassador and the broadcasters he serves with his library service.

Speaker at the annual dinner was Dick Lewis, editor of this paper, whose subject was *Maritimers Are Still People — Very Still*.

Montreal, who joined CKAC in that city, March 17, 1924, put in some years as commercial manager of CBC, Montreal, and then launched his own station, May 17, 1944.

Right at the start, Arthur was to have had a Columbia affiliation, but it turned out to be only a partial one. For the first five or six years he used the "Block Programming" system. But the thing to which Arthur attributes the greater part of his success is the importance he has attached to the performance of "good works". "We try and endear ourselves to listeners so that they cannot do



**QUEBEC CITY, QUE. — 900 kc — 5000 watts**—Covers the 5th largest market in Canada, with buying income of over a BILLION dollars annually. More listeners are tuned to this station — more listeners will buy CHRC-advertised goods. CHRC is a must in French Canada — no campaign is complete without it.  
BBM (1952) Day—141,910 Night—132,880

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

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

**IT'S IN THE BOOK!**

Average Daytime program rating . . . . . 28.5  
Average Daytime percentage of listeners . . . 80.0

Yes — these figures are "in the book" — the October, 1953 Elliott-Haynes Program Report — and you won't find better ones there.

But listen to this! This survey was made in five important New Brunswick population centres — Sussex, Woodstock, Newcastle, St. Stephen and Fredericton.

It all adds up to this. If you want complete coverage of New Brunswick you need CFNB. Get the full story from our reps.

New Brunswick's  
Most Listened-to  
Station



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

5000 WATTS - 550 KCS. - FREDERICTON, N.B.

**YOUR  
TV  
EQUIPMENT  
SHOPPING  
GUIDE**



**NOW, A DUAL-PURPOSE  
AURICON  
"SUPER 1200" CAMERA**  
with TeleVision-Transcription  
"TV-T" Shutter...

...designed for Kinescope Recording...and also shoots regular Live Action 16 mm Sound-On-Film Talking Pictures with no Camera modification! The "Super 1200" Camera with "TV-T" Shutter (Pat. Appl'd. for 1949) can Kinescope Record a 30 minute continuous show using 1200 foot film magazines. Write today for information and prices.

**USE AURICON "TV-T" KINESCOPES FOR:**

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- ★ SPONSOR PRESENTATIONS
- ★ COMPETITION CHECKS
- ★ PILOT KINESCOPES
- ★ SHOW-CASE FILMS
- ★ "HOT KINES"
- ★ AIR CHECKS

Auricon 16 mm Sound-On-Film Cameras are sold with a 30-day money-back guarantee. You must be satisfied!

Auricon 50 ft. Kinescope "TV-T" Demonstration Films are available on loan to TV Stations and Film Producers. Please request on your letterhead.

*Alex L. Clark*  
LIMITED

2914 BLOOR ST. W., TORONTO 18  
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# TOP SPEAKERS FOR CARTB

Halifax — The editor of *Punch*, who has championed the institution of commercial television in Great Britain, Malcolm Muggeridge, has accepted CARTB's invitation to be the speaker at the association's annual dinner March 22 at Quebec. The invitation was cabled to the editor of Britain's famous magazine of humor during the CARTB board meeting here last week. Mr. Muggeridge cabled his acceptance immediately. Jim Allard also announced that the keynote speaker, scheduled for the opening morning of Monday March 22 would be Senor Goar Mestre, president of the fabulous Radiocentro, CMQ, Havana, Cuba. In the pursuit of the most ardent and continuous campaign against radio censorship and government interference, this man has repeatedly risked everything not excluding his own physical liberty. Senor Mestre is also a past president of the Inter-American Association of Broadcasters.

Allard expressed some concern over the fact that the demand for accommodation at the annual meeting is already in excess of the supply. He said that officials of member stations are being advised to ratify their reservations immediately. He said they are also being urged to get in nominations for the Quarter Century Club to Jack Beardall, committee chairman, not later than February 1. Entries for the John J. Gillin Junior Award should reach the CARTB's Ottawa office by the same date.

Station CFJB, Brampton, Ont., has been accepted as a member of the association. The owner-manager is Fenwick Job.

### WE'RE MOVING

After February 15, the CB & T offices will be at 305 Peters Bldg., 54 Wellington St. W., Toronto 1.



TED PEPLER has been appointed to the Toronto radio division of Jos. A. Hardy & Co. Limited, it was announced last week by general manager Bruce Butler. Pepler was with the Canadian Army until recently, serving in Korea and Japan with the Royal Canadian Horse Artillery. He was one of four Canadian officers representing Canada in the Queen's Commonwealth Escort at the Coronation.



### DEALING WITH DEFINITIONS COMMON DENOMINATOR

A Convention is a gathering of people who have in common the fact that they all chose the same line of business and so are aware that all the others are the same kind of unprincipled jerks as they are themselves.

### FROM THEM THAT HATH NOT

Charity is the most practical means that has been devised to invoke Holy Writ for the purpose of defrauding the Income Tax department.

### AMEN! AMEN!

Religion consists of innumerable groups of people all seeing which can drown out all the others by yelling: "a house divided against itself will fall."

### I SWIPED THIS

A gentleman is someone who, when talking to his obvious social inferior is so unconscious of his own standing that he angers the other immeasurably by not drawing attention to it.

### CREDIT HARRY BOWLEY

An impartial survey of listening is one which gives the program in which you are interested the highest rating.

### STRICTLY FILLER

A tycoon is a black Homburg rampant on a field of Cadillacs.

### SAD BUT TRUE

A press release is the name given a piece of advertising copy extolling a business or its product, which the writer wants to get published free.

### TRUTH WILL OUT

An after-dinner speaker is someone who is overflowing with platitudes that he is willing to travel hundreds of miles for a chance to pour them out and convince himself how clever he is.

### OH WELL!

Tradition is a lot of people who sat on their fannies a couple of centuries ago and have been sitting on them ever since.

more people  
listen to  
**CKRC**  
than to any  
other  
Manitoba  
station

PERCENTAGE OF LISTENERS		
STATION	WINNIPEG	COUNTRY
CKRC ( 5,000 watts)	32.2	34.4
Station B (50,000 watts)	18.4	28.4
Station C ( 250 watts)	29.1	16.3
Station D ( 5,000 watts)	12.8	16.3

These figures are taken from a special Summary of City and Areas Listening Trends prepared by Elliott-Haynes Ltd.

**CKRC** WINNIPEG, MANITOBA  
630 KC 5000 WATTS  
REPRESENTATIVES: ALL CANADA RADIO FACILITIES - IN U.S.A., WEED & CO.

# NOW! YOU CAN OFFER BIG-TIME BIG-NAME COMEDY TO LOCAL ADVERTISERS!



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ "THE RED SKELTON SHOW" ★

★ FIVE HALF-HOURS A WEEK OF RADIO'S FUNNIEST COMEDIAN! ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



## Here's The Funniest Series Skelton's Ever Done!

— And We Can Prove It!!



Comedy has always been the biggest rating-getter in radio. Top-flight comedy has always been the biggest advertising vehicle in radio — but it has always been too costly for local advertisers. Now, you've got the BIGGEST comedy star available to-day, working for your station FIVE days a week!

You KNOW how Red fractures listeners. We can show you proof that he is one of the most-listened-to personalities in radio. If you've ever had him on your station, you know what a job he does.

If you've ever had to program against him, we'll bet you don't want to do it again!

Make sure YOU get his terrific audience-pulling ability on YOUR station. See your All-Canada Man now!

- ★ Never until now have Canadian radio stations been able to offer such a big-name comedy personality to LOCAL SPONSORS! Here, in this five-half-hour-a-week RED SKELTON SHOW, you have a powerhouse of comedy antics that will sell, sell and sell!
- ★ For the past twelve years, Red Skelton has been keeping audiences in stitches with his crazy characterizations of Klem Kaddiddlehopper, Willie Lump Lump, and The Mean Widdle Kid. He's been one of the biggest advertising values national advertisers could get hold of — and they paid plenty for him.
- ★ Now, YOU can offer his great salesmaking value to your own local accounts — and not just one half-hour a week, but FIVE half-hours a week! You can capitalize on his huge following, to boost your ratings through the week and make sale after sale to local advertisers!
- ★ You've never had such a programming powerhouse — such a sure-fire seller — to offer your local accounts. No other program anywhere could give you such an assembly of gags and talent that have convulsed a continent!
- ★ It's all wrapped up in one BIG package — waiting to give YOU the biggest seller, the biggest audience-getter, you've ever had!
- ★ Make sure you have ALL THE DETAILS! See your All-Canada man now!

PROGRAM DIVISION

# ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

# HERE'S HOW

# 2=3

*in spending power  
when you use CFRB*

#### IN CANADA TODAY

two customers are worth (in spending power) *more* than three people were in 1938.

#### IN CANADA TODAY

the largest, richest market is located in Ontario. Here in the 44 counties covered by CFRB, the people spend an average of \$66,283,669.00 *every week*. These people can hear your sales message when you sell on CFRB.

#### REACH OUT TODAY

for the share of the market *your* product deserves. Take advantage of the 5 BIG "success guaranteed" factors CFRB alone can give you.

1. CFRB is Canada's most powerful independent radio station.
2. CFRB's power 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 over *half a million radio homes* every week.
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.

**50,000 watts  
1010 K.C.**

# CFRB

#### REPRESENTATIVES

UNITED STATES: Adam J. Young Jr.,  
Incorporated

CANADA: All-Canada Radio  
Facilities, Limited