

Canadian  
**BROADCASTER & TELESCREEN**  
 TWICE A MONTH

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

Vol. 13, No. 15

TORONTO

August 4th, 1954

AUGUST						
SUN	MON	TUE	WED	THU	FRI	SAT
1	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	28
29	30	31				

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## RADIO MOVES IN ON FOREST FIRE



When the biggest forest fire for 30 years broke out in the Kingston district, CKCL covered it in a big way. Dick Harrington, seen here interviewing one of the firemen who fought the blaze, sent in 13 on-the-spot reports in the first nine hours of the outbreak. (Full story on page 16.)

### In This Issue:

CARTB is proposing setting up an advertising code committee. See story on page 9.

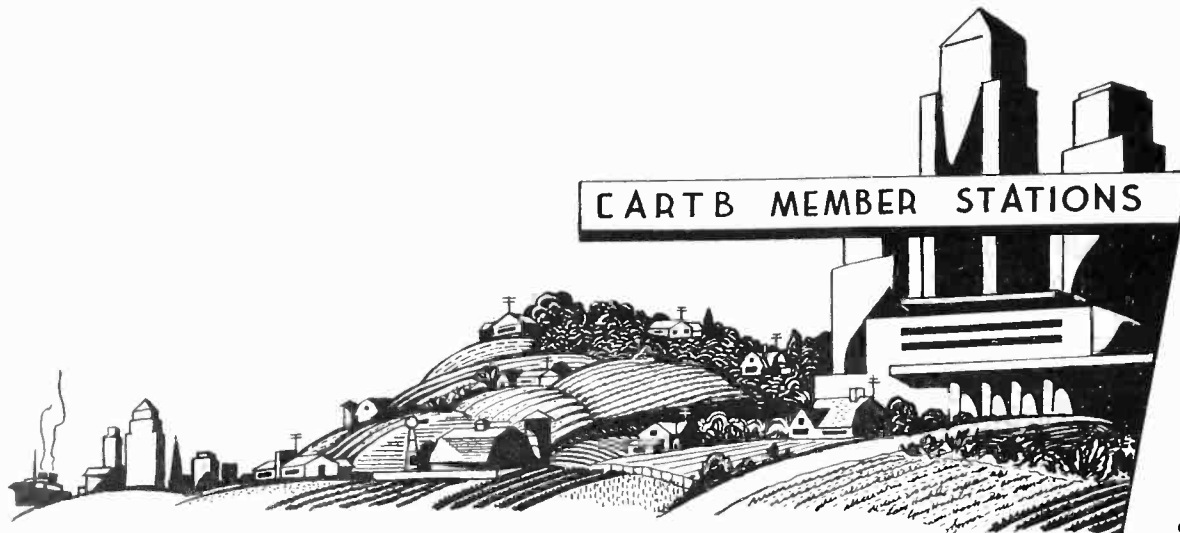
CFCM-TV, another private TV station, is on the air. Story on page 17.

AFRICAN television is a triumph of private enterprise. Details on page 11.

All the regular features as well.



R  
in



# What Price Broadcasting?

Broadcasting gives you more for your advertising dollar . . . more than one radio per household . . . more than one person per radio . . . more hours per day . . . more days per week . . . more impact per dollar.

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 124 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

HEAD OFFICE  
108 Sparks Street  
Ottawa 4  
Phone 34036

SALES OFFICE  
200 St. Clair Ave. West  
Toronto 7  
Phone WA. 2-3334

### CARTB Member Stations

- ATLANTIC (17)**
- CKBW
  - CKNB
  - CFCY
  - CFNB
  - CHNS
  - CJCH
  - CKEN
  - CKCW
  - CKMR
  - CKEC
  - CFBC
  - CHSJ
  - CJON
  - VOCM
  - CJRW
  - CKCL
  - CFAB

- FRENCH LANGUAGE (27)**
- CHAD
  - CJMT
  - CHFA
  - CHEF
  - CKCH
  - CKRS
  - CKLS
  - CKBL
  - CHLP
  - CKAC
  - CHNC
  - CHRC
  - CKCV
  - CJBR
  - CHRL
  - CKRN
  - CKSM
  - CJSO
  - CHGB

- CENTRAL CANADA (40)**
- CKBB
  - CJBQ
  - CFJB
  - CKPC
  - CFCO
  - CKSF
  - CKFI
  - CKPR
  - CJOY
  - CKOC
  - CHML
  - CJRL
  - CKLC
  - CKWS
  - CJKL
  - CKCR
  - CFPL
  - CJAD
  - CFCF
  - CFCH
  - CFOR
  - CKLB
  - CFOS
  - CHOV
  - CHEX
  - CFPA
  - CKTB
  - CHLO
  - CJIC
  - CHOK
  - CJCS
  - CHNO
  - CKSO
  - CKGB
  - CFRB
  - CHUM
  - CKPH
  - CKLW
  - CKNX
  - CKOX

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  - CFAC
  - CFCN
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  - CHED
  - CJCA
  - CFAR
  - CFGP
  - CJOC
  - CHAT
  - CHAB
  - CJNB
  - CKBI
  - CKRD
  - CKCK
  - CKRM
  - CFQC
  - CKOM
  - CKRC
  - CJOB
  - CKY
  - CJGX

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  - CKPG
  - CJAV
  - CJAT
  - CJOR
  - CKWX
  - CKMO
  - CJIB
  - CKDA
  - CJVI

- Brandon
- Calgary
- Calgary
- Calgary
- Dauphin
- Edmonton
- Edmonton
- Edmonton
- Flin Flon
- Grande Prairie
- Lethbridge
- Medicine Hat
- Moose Jaw
- North Battleford
- Prince Albert
- Red Deer
- Regina
- Regina
- Saskatoon
- Saskatoon
- Winnipeg
- Winnipeg
- Winnipeg
- Yorkton



# Talent Trail

by Tom Briggs



Canadian General Electric's television program, *Showtime*, is bringing home a face and voice which streaked to fame and fortune in little over two years. And in doing so Shirley Harmer must have established something of a record.

*Showtime* returns to the Canadian television network early this fall and it will star this 22-year-old vocalist who had to be pried loose from commitments in the U.S. to make it. Her short career makes quite a story.



Shirley Harmer's first regular radio work came early in 1952 when George Murray and Wishart Campbell put together a sustaining show each Sunday night over CFRB. She co-starred with Murray. There had been earlier radio dates for the gal from Thornton's Corners (near Oshawa) in CBC shows.

That summer of '52, Shirley starred in a 15-minute Trans-Canada network series, *Whispering Strings*, with Lucio Agostini. Then television that winter. She joined the musical effort, *Four For The Show*, and hung on until it laid down and died. But those in charge of casting could see her star rising and trotted Shirley over to *The Big Revue* where she was reunited with her old pal of CFRB days, George Murray. And before the year was out the Canadian Society of Authors and Artists had thrown her a medal as one of the most promising radio and television performers on the air. Actress Kate Reid was the other.

You could call that the end of the beginning. As her award was being noised abroad she was on her way south. Paul Whiteman heard her, like her, and she got top part of the premiere performance of *Paul Whiteman's Varieties*. A three-year contract with two U.S. networks followed, covering this Whiteman show, and another, *American Music Hall*. Then she appeared with Dave Garro-way on his great morning show for NBC.

And now temporarily back home for *Showtime*, Shirley will have to commute between Toronto and New York to meet all her engagements. Well, they said she was promising.

A contrast. Ever heard of Max Ferguson? Then maybe you recog-

nize the name "Rawhide". For years Ferguson, or "Rawhide" if you wish, has been holding a regular spot somewhere on the CBC's networks and with it he tries to make people laugh. A lot of them do laugh; and a lot of them wince.

Max is primarily an announcer, because you have to do something to live and making some people laugh doesn't pay very often. But because he was a nice guy with a bit of talent in the humor line, the CBC threw him a bone — consisting of a hunk of time to do with what he wished because nobody else had any ideas — every so often.

So Max took the offer seriously and worked hard with all his ability and came up with some very funny shows. He would write satirical scripts, work in about five parts, and because supporting actors were out of the question, he did all the voices himself. This was part of his great ability. But clergymen didn't like the idea of Max on the air on Sunday morning, because he didn't exactly fit in with the dignity of the day. So Max was moved.

A hell of a storm broke loose. Max never knew he had so many friends until letters started streaming in by the thousand to him. This must have been some encouragement, but he was still kept off the air on Sunday. Instead, CBC gave him a bigger bone — 15 minutes of early-evening time five nights a week. This was okay so Max worked hard, but he did nothing much more than produce the greatest series of one-man shows radio has ever known, especially when you consider his budget; peanuts have never grown that small. This went on for a number of years.

This year Ferguson quit. He told his audience he was through, and so were the five or more priceless characters he had created through the years. This was nothing new, Ferguson quitting, except that this time it had a ring of sincerity that was disturbing, especially to the CBC, because as on several occasions before, the protesting mail poured in. But Ferguson could not be swayed. Or so he thought.

Do you know what the CBC did? Oh, you'll never guess. They offered him the main part, for one evening, of its sacred *Wednesday Night*. Who could resist? Especially for Ferguson this was irresistible, because for years in his quiet, clever, biting way he had been lampooning the CBC's quest for culture on its time and in its pay. The court jester was being given his day to sit on the throne.

This memorable *Wednesday Night* happened last month. If you didn't hear it you should have, and if you did no comment is necessary. Except to say that for a solid hour Ferguson proved his genius beyond doubt, if ever there was any question. He has a way of using radio that no other person has demonstrated and today, when a full realization of what radio is and can do is being sought, Ferguson's approach is important.

As for Ferguson, he'll be back in the old spot on the Trans-Canada network the end of next month, still pouring out the best one-man show heard around here, and probably anywhere.

So if you ever get fed up with everything, tired of it all, burdened with that what-the-hell feeling, just think of Max Ferguson and be comforted by the knowledge that things could be worse.

## IN THE NORTH

*They Look To Sudbury*



**CANADA'S FIRST PRIVATE TV STATION**

*They Listen To Sudbury*

**NORTHERN ONTARIO'S**

*Greatest*

**ADVERTISING  
MEDIUM**

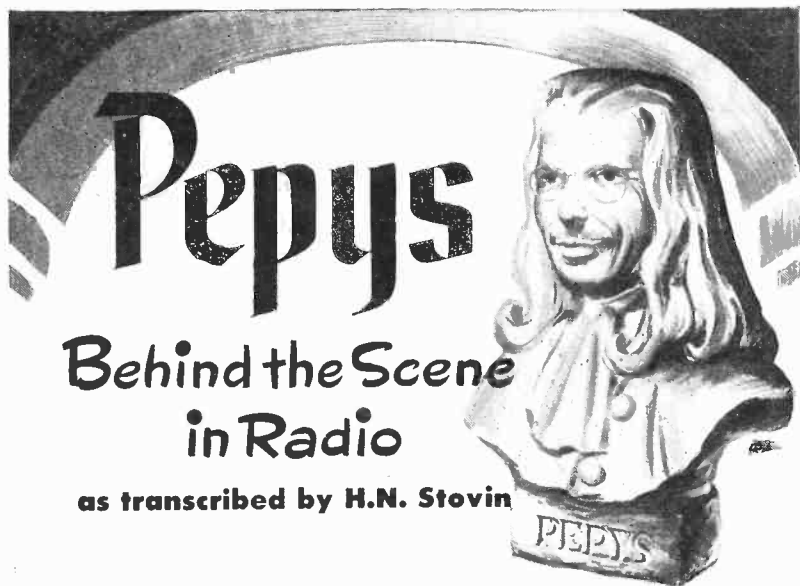
**CKSO**

**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.**



Have been mightily entertained by a story from our good station in Saskatoon, where each morning "Doctor" Red Alix, in his program "Who's New in the Nursery?" does with his "nurse" check on the daily roll of new arrivals. So realistic are the sound effects and script that many listeners are convinced that the broadcast is actually done from a hospital nursery. One such — an irate father — recently walked into CKOM to complain that "Doctor" Alix had mispronounced the family name. He had to be let in on the secret, and ended up on the air himself, presenting the traditional cigar to Red ● ● ● At Rimouski, do learn that equipment installations for the new Television Station CJBR-TV are progressing on schedule. Due to be on the air by the latter part of September, the station has already reserved much time for both national and local advertisers. It is anticipated that the new station will serve an area wherein lives a population of some 375,000 ● ● ● Colgate Palmolive Limited has sponsored a daily half-hour segment of CHAB Moose Jaw's perennially popular "Mailbag" program for the past two and a half years ● ● ● and KCKW Moncton's "The More the Merrier" — a Monday through Friday fifteen-minute feature — for the past two years. Both programs have been renewed for another six months. The Sponsor is more than satisfied that these programs do sell Colgate products, and Pepys is much pleased that they can continue to do so ● ● ● For the same reasons, the manufacturer of one of North America's "Household word" pharmaceutical products will continue to air his sales messages to Newfoundland by way of VPCM during 1954-1955. Since the beginning of 1954, when all his air advertising was consolidated on VPCM, sales have increased consistently. In May of this year, sales were up 33% over May 1953, and Pepys is justly proud to pass on this advertiser's thanks to VPCM. We do regularly say that "A Stovin Station is a Proven Station" — it is a right good thing to find that national advertisers do continue to use the stations that have PROVEN they can produce SALES.

"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	KCKW Moncton
CJGX Yorkton	CFOS Owen Sound	CHSJ Saint John
CHAB Moose Jaw	CHOV Pembroke	VPCM Newfoundland
CJNB North Battleford	CJBQ Belleville	ZBM Bermuda
CKOM Saskatoon	CFJR Brockville	ZNS Nassau

KVOS Bellingham - Vancouver

## RESEARCH WILL SELL MORE GOODS—SAYS NEW BBM MAN

There was a lot of head shaking when the Bureau of Broadcast Measurement drew up a list of qualifications for the director of research it was seeking. It was a long list and few thought such a man could be found. But he was found and, more important, he was induced to give up his position with Young & Rubicam's Toronto office where he was an account executive handling Procter & Gamble's *Cheer*, Max Factor and the Drackett Company (Drano and Windex).

BBM's new man is Clyde McDonald. At 35 he is a down-to-earth individual who believes in research. Not that this belief in the thing he has worked with for many years has allowed him to consider research overly important in itself, because it hasn't. Instead, McDonald regards research as a dynamic, rapidly-developing science that has an astonishing ability to help broadcast advertising sell more goods, and he is devoting himself to that end.

There may have been some preconceived notions throughout the advertising industry about precisely what BBM's director of research and development should be. It was unanimously conceded that he shouldn't be a mathematician and statistician only, although he should know his way around in these fields.

McDonald knows research. For five years he was chief of the merchandising and services section of the Dominion Bureau of Statistics and a lot of what he didn't know about fundamental research when he got there he found out long before he left. Then he joined Young & Rubicam, and for the past three years with *Cheer* and other products he has been able to see and study what research can and can't do to sell soap. He has formed a lot of opinions, but none as unequivocal and concise as his rule: "You can't sell soap with culture".

McDonald carries this same realistic attitude into research. In fact, he is the first to point out that realism, an ability to leave prejudice behind, and never to accept anything as fact until proven, are the prime ingredi-

ents of a normal, skeptical researcher. What of McDonald the dreamer? He is that too, you know, but in such a way that dreaming isn't incompatible with realism. He has big plans for the future of research in its role of aiding advertising which, he believes, have been stated or implied or at least reflected by BBM's board of directors.

But this is future stuff. His first job is to help get out the 1954 BBM Study, which is in the last stages of preparation; radio homes' figures have been published; the first station reports will be completed in the next few weeks.

Next comes the task of analysing the presentation of ten radio stations to the BBM annual meeting last March during the CARTB convention. It was aimed at revealing alleged weaknesses in the BBM survey technique. McDonald believes that BBM's appraisal of this detailed criticism will provide the primary stepping stone from which BBM can move ahead to developing more and better research. This doesn't mean, however, that BBM is going to invade the research business. Instead, McDonald says its future role will be as a central bureau of research ideas qualified to put its seal of approval on the good research being conducted by private companies.

In addition to these pressing problems, McDonald is preparing an extensive tour to include visits with the foremost proponents of advertising media research in North America. (Through long association with research circles, he knows his way around.) He says that new ideas, techniques and methods are springing up so fast it is difficult to get an appreciation of them all. And not inconsiderable number of these developments are springing from Canadian research organizations.

As in other businesses, ideas are the life-blood of research, emphasizes McDonald, and it is today ideas which will solve broadcasting research dilemma tomorrow. McDonald is enough of a romantic to want to be around in radio research when that tomorrow comes.

Something missing...

like selling Quebec market without





1000 WATTS    1280 K.C.

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

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

Published twice a month by  
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1  
EMPIRE 3-5075

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Art Editor . . . . GREY HARKLEY  
Circulation & Accounts . . THOMAS G. BALLANTYNE  
Research Consultant . . . . GEORGE E. RUTTER

CCAB

Vol. 13, No. 15

25c a Copy — \$5.00 a Year — \$10.00 for Three Years

August 4th, 1954

## A Case of Murdoch In The First Degree

The well-worn wails about Canadian musicians not getting a fair break is so much hokey. What the unions — Musicians' (AFM) and Variety Artists' (AGVA) — are really doing, is fighting it out for a complete monopoly in the field of entertainment. AFM President Walter Murdoch is using the members of his musicians' union as live ammunition in his fight to oust AGVA's American artists from the Canadian scene and force them into his union. By so doing, it is our contention that he is depriving Canadians of entertainment and entertainers of employment, and furthering nobody's cause but his own.

Murdoch's latest move is the insistence that all new contracts signed by his members contain a clause stipulating that they will not be required to play for members of AGVA. This includes the CBC, where, by the time the Fall season opens, all contracts will toe the Murdoch line, or else. At the same time, an ultimatum has been handed to all booking agents in North America, licensed by the AFM, ordering them not to send AGVA acts to Canada on pain of losing their vital Musicians' Union franchises. AGVA performers have been warned by the Murdoch office that if they appear with non-union musicians in Canada, they will be posted on the unfair list, which means no union musician in Canada or the U.S. will play for them.

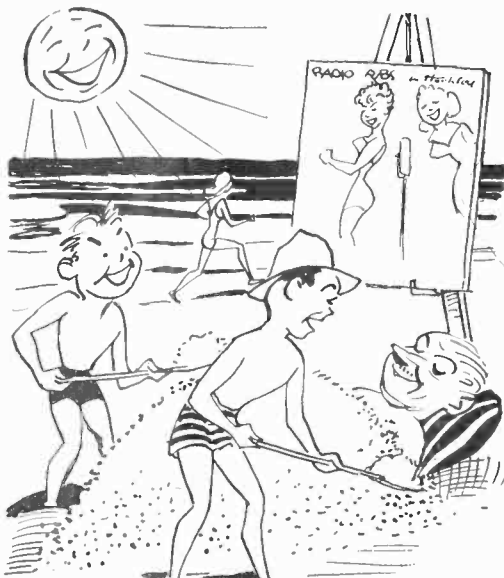
• • •

When these crises arise in Canada, our musicians are wont to shrug their shoulders and say their hands are tied.

While Walter Murdoch rules his musical empire with a nail-studded baton, the fact should be recognized that he is only an officer of his organization — president to be precise — because he is elected in a free vote by these same musicians who plead their impotence against his edicts. When Murdoch speaks, his is the official voice of Canadian musicians. If they were not in accord with him, they would seek the remedy in the ballot box. Other of contenders for the presidency of the union have thrown their hats in the ring in past years, but Walter Murdoch has always carried the day.

• • •

Summing up the situation to date, Murdoch has scored a complete victory in reducing the customary grandstand extravaganza at the Canadian National



Owing to seasonal circumstances beyond our control there will not be a cartoon this issue.

Exhibition, with its wealth of opportunity for Canadian talent, to a singing cowboy and his performing horse.

Toronto's vaudeville house, the Casino, will be out of business in two weeks if it has to depend on Canadian talent, according to its manager, Murray Little.

Nightclubs, which make a habit of bringing in acts from Buffalo and other nearby American centres, are about frantic, because Canadian talent of their type has crossed the border and now qualifies as American.

Obviously the next target will be the Association of Canadian Radio and Television Artists (ACRTA) whose existence on the air seems to depend on the CBC's ability to intersperse their performances with top-flight American offerings, many of whose participants must be members of the hated AGVA.

• • •

Isn't it rather a pity that Mr. Murdoch has so little belief in the quality of the Canadian talent he serves, that he feels that they cannot compete on an equal footing with American artists, and that, in order to survive, they must be protected by a high barrier of restrictions, stretched from coast to coast, along the Invisible Border?

Surely somewhere in Canada there can be found the nucleus of a group of musicians with sufficient pride in their own ability to impel them to tell Mr. Murdoch to go to Hell.

## Making People Care

There are two main purposes that can be accomplished by trade association conventions. With agendas being prepared for the September meetings of both the WARTB and the BCARTB, the second of these purposes seems worthy of bringing to the fore.

It goes without saying that the main objective of these functions is a renewal of business and social contacts. These are always well organized and need no discussion here.

There is another purpose though, which, possibly because it is less apparent, seems less likely to get the consideration it rates in the planning stage, and this is a literal manifestation of the little understood art of Public Relations.

No industry is in as great need of public support in its fight against bureaucracy as is the business of radio and television broadcasting. There is no opportunity to get the story across to the public like the one afforded by these trade conferences. Well attended and covered by news services and radio and press reporters, all that the industry needs to do is to furnish these media, through the items in its convention agendas, with a proper presentation of their story. And by proper we mean not only clear and truthful, but told in a language both intelligible and interesting to people who cherish the democratic freedoms they enjoy as part and parcel of their daily lives, but who just aren't always capable of recognizing the symptoms of dictatorship in the afflictions of the broadcasters.

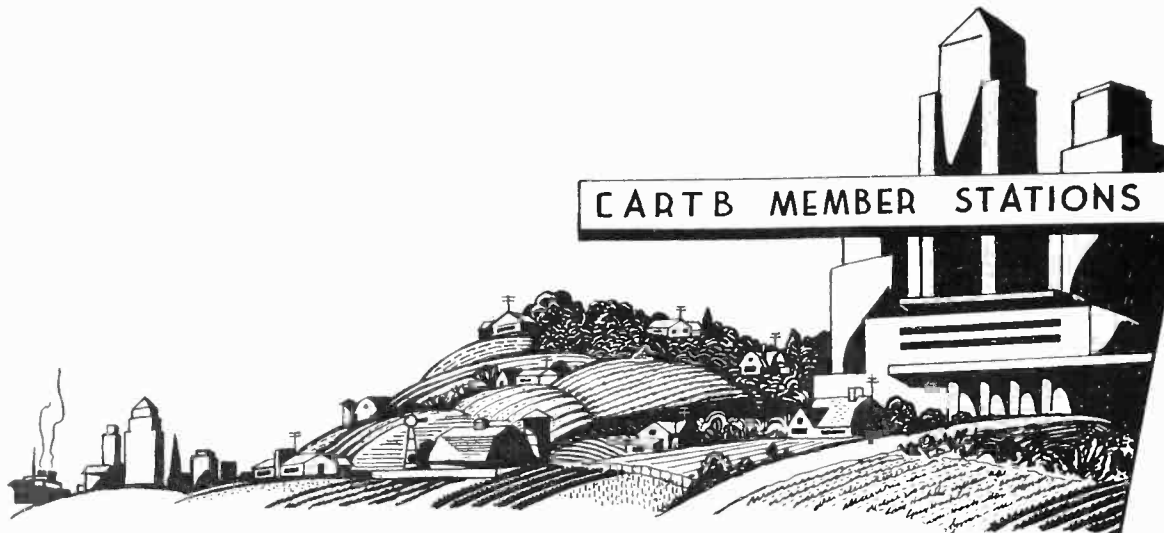
When the broadcasters' meetings are called together next month at Banff and at Harrison Hot Springs, we hope that a studied effort will be made to tell the Canadian public what the government juggernaut is doing, not so much to the Canadian broadcasters, as to the Canadian people.

• • •

## Promising Politician

Grade 8 class in an Ontario town completed the last week of its social studies curriculum with a project in democracy in action — a mock federal election. Maiden aunt, old enough to vote for many a year, asked her thirteen-year-old nephew (leader of one of the two national parties) about his campaign promises. He listed several; added, "I've forgotten the others." His election speech had been made the day before.

—The Printed Word.



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- Charlottetown
- Fredericton
- Halifax
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- CHGB

- Amos
- Chicoutimi
- Edmonton
- Granby
- Hull
- Jonquiere
- LaSarre
- Matane
- Montreal
- Montreal
- New Carlisle
- Quebec
- Quebec
- Rimouski
- Roberval
- Rouyn
- Shawinigan Falls
- Sorel
- St. Anne de la
- Pocatiere
- St. Georges de Beauce
- St. Joseph d'Alma
- Sudbury
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie

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- CJCS
- CHNO
- CKSO
- CKGB
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- CHUM
- CKFH
- CKLW
- CKNX
- CKOX

- Barric
- Belleville
- Brampton
- Brantford
- Chatham
- Cornwall
- Fort Frances
- Fort William
- Guelph
- Hamilton
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- London
- Montreal
- Montreal
- North Bay
- Orillia
- Oshawa
- Owen Sound
- Pembroke
- Peterborough
- Port Arthur
- St. Catharines
- St. Thomas
- Sault Ste. Marie
- Sarnia
- Stratford
- Sudbury
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- Timmins
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- Wingham
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- Calgary
- Calgary
- Dauphin
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- Edmonton
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- Flin Flon
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- Lethbridge
- Medicine Hat
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- CKDA
- CJVI

- Chilliwack
- Dawson Creek
- Kamloops
- Kelowna
- Nanaimo
- Nanaimo
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- Port Alberni
- Trail
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- Vernon
- Victoria
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*Showtime* returns to the Canadian television network early this fall and and it will star this 22-year-old vocalist who had to be pried loose from commitments in the U.S. to make it. Her short career makes quite a story.



Shirley Harmer's first regular radio work came early in 1952 when George Murray and Wishart Campbell put together a sustaining show each Sunday night over CFRB. She co-starred with Murray. There had been earlier radio dates for the gal from Thornton's Corners (near Oshawa) in CBC shows.

That summer of '52, Shirley starred in a 15-minute Trans-Canada network series, *Whispering Strings*, with Lucio Agostini. Then television that winter. She joined the musical effort, *Four For The Show*, and hung on until it laid down and died. But those in charge of casting could see her star rising and trotted Shirley over to *The Big Revue* where she was reunited with her old pal of CFRB days, George Murray. And before the year was out the Canadian Society of Authors and Artists had thrown her a medal as one of the most promising radio and television performers on the air. Actress Kate Reid was the other.

You could call that the end of the beginning. As her award was being noised abroad she was on her way south. Paul Whiteman heard her, like her, and she got top part of the premiere performance of *Paul Whiteman's Varieties*. A three-year contract with two U.S. networks followed, covering this Whiteman show, and another, *American Music Hall*. Then she appeared with Dave Garro-way on his great morning show for NBC.

And now temporarily back home for *Showtime*, Shirley will have to commute between Toronto and New York to meet all her engagements. Well, they said she was promising.

A contrast. Ever heard of Max Ferguson? Then maybe you recog-

nize the name "Rawhide". For years Ferguson, or "Rawhide" if you wish, has been holding a regular spot somewhere on the CBC's networks and with it he tries to make people laugh. A lot of them do laugh; and a lot of them wince.

Max is primarily an announcer, because you have to do something to live and making some people laugh doesn't pay very often. But because he was a nice guy with a bit of talent in the humor line, the CBC threw him a bone — consisting of a hunk of time to do with what he wished because nobody else had any ideas — every so often.

So Max took the offer seriously and worked hard with all his ability and came up with some very funny shows. He would write satirical scripts, work in about five parts, and because supporting actors were out of the question, he did all the voices himself. This was part of his great ability. But clergymen didn't like the idea of Max on the air on Sunday morning, because he didn't exactly fit in with the dignity of the day. So Max was moved.

A hell of a storm broke loose. Max never knew he had so many friends until letters started streaming in by the thousand to him. This must have been some encouragement, but he was still kept off the air on Sunday. Instead, CBC gave him a bigger bone — 15 minutes of early-evening time five nights a week. This was okay so Max worked hard, but he did nothing much more than produce the greatest series of one-man shows radio has ever known, especially when you consider his budget; peanuts have never grown that small. This went on for a number of years.

This year Ferguson quit. He told his audience he was through, and so were the five or more priceless characters he had created through the years. This was nothing new, Ferguson quitting, except that this time it had a ring of sincerity that was disturbing, especially to the CBC, because as on several occasions before, the protesting mail poured in. But Ferguson could not be swayed. Or so he thought.

Do you know what the CBC did? Oh, you'll never guess. They offered him the main part, for one evening, of its sacred *Wednesday Night*. Who could resist? Especially for Ferguson this was irresistible, because for years in his quiet, clever, biting way he had been lampooning the CBC's quest for culture on its time and in its pay. The court jester was being given his day to sit on the throne.

This memorable *Wednesday Night* happened last month. If you didn't hear it you should have, and if you did no comment is necessary. Except to say that for a solid hour Ferguson proved his genius beyond doubt, if ever there was any question. He has a way of using radio that no other person has demonstrated and today, when a full realization of what radio is and can do is being sought, Ferguson's approach is important.

As for Ferguson, he'll be back in the old spot on the Trans-Canada network the end of next month, still pouring out the best one-man show heard around here, and probably anywhere.

So if you ever get fed up with everything, tired of it all, burdened with that what-the-hell feeling, just think of Max Ferguson and be comforted by the knowledge that things could be worse.

## IN THE NORTH

*They Look To Sudbury*



**CANADA'S FIRST PRIVATE TV STATION**

*They Listen To Sudbury*

**NORTHERN ONTARIO'S**

*Greatest*

**ADVERTISING  
MEDIUM**

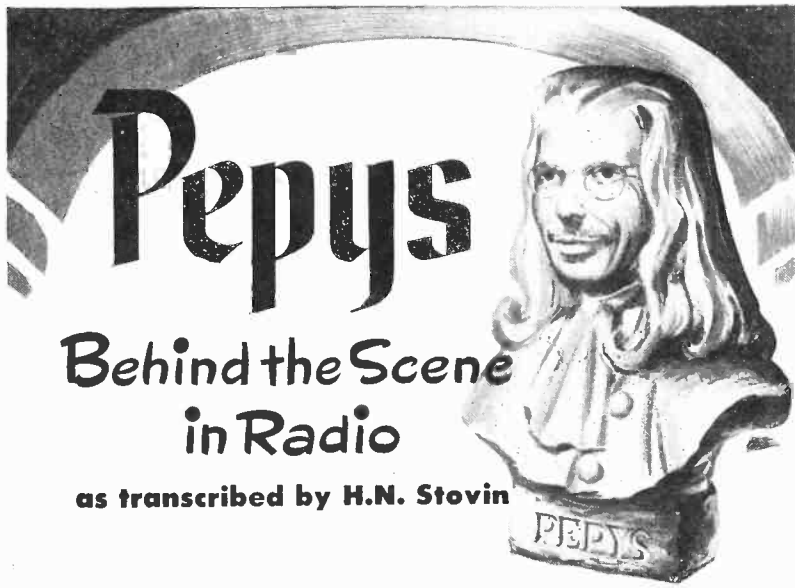
**CKSO**

**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.**



Have been mightily entertained by a story from our good station in Saskatoon, where each morning "Doctor" Red Alix, in his program "Who's New in the Nursery?" does with his "nurse" check on the daily roll of new arrivals. So realistic are the sound effects and script that many listeners are convinced that the broadcast is actually done from a hospital nursery. One such — an irate father — recently walked into CKOM to complain that "Doctor" Alix had mispronounced the family name. He had to be let in on the secret, and ended up on the air himself, presenting the traditional cigar to Red ● ● ● At Rimouski, do learn that equipment installations for the new Television Station CJBR-TV are progressing on schedule. Due to be on the air by the latter part of September, the station has already reserved much time for both national and local advertisers. It is anticipated that the new station will serve an area wherein lives a population of some 375,000 ● ● ● Colgate Palmolive Limited has sponsored a daily half-hour segment of CHAB Moose Jaw's perennially popular "Mailbag" program for the past two and a half years ● ● ● and CKCW Moncton's "The More the Merrier" — a Monday through Friday fifteen-minute feature — for the past two years. Both programs have been renewed for another six months. The Sponsor is more than satisfied that these programs do sell Colgate products, and Pepys is much pleased that they can continue to do so ● ● ● For the same reasons, the manufacturer of one of North America's "Household word" pharmaceutical products will continue to air his sales messages to Newfoundland by way of VOXM during 1954-1955. Since the beginning of 1954, when all his air advertising was consolidated on VOXM, sales have increased consistently. In May of this year, sales were up 33% over May 1953, and Pepys is justly proud to pass on this advertiser's thanks to VOXM. We do regularly say that "A Stovin Station is a Proven Station" — it is a right good thing to find that national advertisers do continue to use the stations that have PROVEN they can produce SALES.

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for  
these live Radio Stations*

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

## RESEARCH WILL SELL MORE GOODS—SAYS NEW BBM MAN

There was a lot of head shaking when the Bureau of Broadcast Measurement drew up a list of qualifications for the director of research it was seeking. It was a long list and few thought such a man could be found. But he was found and, more important, he was induced to give up his position with Young & Rubicam's Toronto office where he was an account executive handling Procter & Gamble's *Cheer*, Max Factor and the Drackett Company (Drano and Windex).

BBM's new man is Clyde McDonald. At 35 he is a down-to-earth individual who believes in research. Not that this belief in the thing he has worked with for many years has allowed him to consider research overly important in itself, because it hasn't. Instead, McDonald regards research as a dynamic, rapidly-developing science that has an astonishing ability to help broadcast advertising sell more goods, and he is devoting himself to that end.

There may have been some preconceived notions throughout the advertising industry about precisely what BBM's director of research and development should be. It was unanimously conceded that he shouldn't be a mathematician and statistician only, although he should know his way around in these fields.

McDonald knows research. For five years he was chief of the merchandising and services section of the Dominion Bureau of Statistics and a lot of what he didn't know about fundamental research when he got there he found out long before he left. Then he joined Young & Rubicam, and for the past three years with *Cheer* and other products he has been able to see and study what research can and can't do to sell soap. He has formed a lot of opinions, but none as unequivocal and concise as his rule: "You can't sell soap with culture".

McDonald carries this same realistic attitude into research. In fact, he is the first to point out that realism, an ability to leave prejudice behind, and never to accept anything as fact until proven, are the prime ingredi-

ents of a normal, skeptical researcher.

What of McDonald the dreamer? He is that too, you know, but in such a way that dreaming isn't incompatible with realism. He has big plans for the future of research in its role of aiding advertising which, he believes, have been stated or implied or at least reflected by BBM's board of directors.

But this is future stuff. His first job is to help get out the 1954 BBM Study, which is in the last stages of preparation; radio homes' figures have been published; the first station reports will be completed in the next few weeks.

Next comes the task of analysing the presentation of ten radio stations to the BBM annual meeting last March during the CARTB convention. It was aimed at revealing alleged weaknesses in the BBM survey technique. McDonald believes that BBM's appraisal of this detailed criticism will provide the primary stepping stone from which BBM can move ahead to developing more and better research. This doesn't mean however, that BBM is going to invade the research business. Instead, McDonald says its future role will be a central bureau of research ideas qualified to put its seal of approval on the good research being conducted by private companies.

In addition to these pressing problems, McDonald is preparing an extensive tour to include visits with the foremost proponents of advertising media research in North America (Through long association with research circles, he knows his way around.) He says that new ideas, techniques and methods are springing up so fast it is difficult to get an appreciation of them all. And not inconsiderable number of these developments are springing from Canadian research organizations.

As in other businesses, ideas are the life-blood of research, emphasizes McDonald, and it is today ideas which will solve broadcasting research dilemma tomorrow. McDonald is enough of a romantic to want to be around in radio research when that tomorrow comes.

Something missing...

like selling Quebec market without

CKCV

1000 WATTS    1280 K.C.

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



# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

Published twice a month by  
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1  
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Research Consultant . . . . GEORGE E. RUTTER

CCAB

Vol. 13, No. 15

25c a Copy — \$5.00 a Year — \$10.00 for Three Years

August 4th, 1954

## A Case Of Murdoch In The First Degree

The well-worn wails about Canadian musicians not getting a fair break is so much hoey. What the unions — Musicians' (AFM) and Variety Artists' (AGVA) — are really doing, is fighting it out for a complete monopoly in the field of entertainment. AFM President Walter Murdoch is using the members of his musicians' union as live ammunition in his fight to oust AGVA's American artists from the Canadian scene and force them into his union. By so doing, it is our contention that he is depriving Canadians of entertainment and entertainers of employment, and furthering nobody's cause but his own.

Murdoch's latest move is the insistence that all new contracts signed by his members contain a clause stipulating that they will not be required to play for members of AGVA. This includes the CBC, where, by the time the Fall season opens, all contracts will toe the Murdoch line, or else. At the same time, an ultimatum has been handed to all booking agents in North America, licensed by the AFM, ordering them not to send AGVA acts to Canada on pain of losing their vital Musicians' Union franchises. AGVA performers have been warned by the Murdoch office that if they appear with non-union musicians in Canada, they will be posted on the unfair list, which means no union musician in Canada or the U.S. will play for them.

• • •

When these crises arise in Canada, our musicians are wont to shrug their shoulders and say their hands are tied.

While Walter Murdoch rules his musical empire with a nail-studded baton, the fact should be recognized that he is only an officer of his organization — president to be precise — because he is elected in a free vote by these same musicians who plead their impotence against his edicts. When Murdoch speaks, his is the official voice of Canadian musicians. If they were not in accord with him, they would seek the remedy in the ballot box. Other of contenders for the presidency of the union have thrown their hats in the ring in past years, but Walter Murdoch has always carried the day.

• • •

Summing up the situation to date, Murdoch has scored a complete victory in reducing the customary grandstand extravaganza at the Canadian National



Owing to seasonal circumstances beyond our control there will not be a cartoon this issue.

Exhibition, with its wealth of opportunity for Canadian talent, to a singing cowboy and his performing horse.

Toronto's vaudeville house, the Casino, will be out of business in two weeks if it has to depend on Canadian talent, according to its manager, Murray Little.

Nightclubs, which make a habit of bringing in acts from Buffalo and other nearby American centres, are about frantic, because Canadian talent of their type has crossed the border and now qualifies as American.

Obviously the next target will be the Association of Canadian Radio and Television Artists (ACRTA) whose existence on the air seems to depend on the CBC's ability to intersperse their performances with top-flight American offerings, many of whose participants must be members of the hated AGVA.

• • •

Isn't it rather a pity that Mr. Murdoch has so little belief in the quality of the Canadian talent he serves, that he feels that they cannot compete on an equal footing with American artists, and that, in order to survive, they must be protected by a high barrier of restrictions, stretched from coast to coast, along the Invisible Border?

Surely somewhere in Canada there can be found the nucleus of a group of musicians with sufficient pride in their own ability to impel them to tell Mr. Murdoch to go to Hell.

## Making People Care

There are two main purposes that can be accomplished by trade association conventions. With agendas being prepared for the September meetings of both the WARTB and the BCARTB, the second of these purposes seems worthy of bringing to the fore.

It goes without saying that the main objective of these functions is a renewal of business and social contacts. These are always well organized and need no discussion here.

There is another purpose though, which, possibly because it is less apparent, seems less likely to get the consideration it rates in the planning stage, and this is a literal manifestation of the little understood art of Public Relations.

No industry is in as great need of public support in its fight against bureaucracy as is the business of radio and television broadcasting. There is no opportunity to get the story across to the public like the one afforded by these trade conferences. Well attended and covered by news services and radio and press reporters, all that the industry needs to do is to furnish these media, through the items in its convention agendas, with a proper presentation of their story. And by proper we mean not only clear and truthful, but told in a language both intelligible and interesting to people who cherish the democratic freedoms they enjoy as part and parcel of their daily lives, but who just aren't always capable of recognizing the symptoms of dictatorship in the afflictions of the broadcasters.

When the broadcasters' meetings are called together next month at Banff and at Harrison Hot Springs, we hope that a studied effort will be made to tell the Canadian public what the government juggernaut is doing, not so much to the Canadian broadcasters, as to the Canadian people.

• • •

## Promising Politician

Grade 8 class in an Ontario town completed the last week of its social studies curriculum with a project in democracy in action — a mock federal election. Maiden aunt, old enough to vote for many a year, asked her thirteen-year-old nephew (leader of one of the two national parties) about his campaign promises. He listed several; added, "I've forgotten the others." His election speech had been made the day before.

—The Printed Word.

Writing

# Copy Clinic Notes

By LEE HART

*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

Most of the things people learn must be established by repetition. A child learns to tie his shoelace by repeating the process over and over. A reader learns an advertising slogan by seeing it over and over. Add the impact of sound to a slogan and you have a radio advertising signature that listeners learn even more quickly and thoroughly because they have heard it over and over.

If Maxwell House had said "Good to the last drop" just a few times and stopped nobody would have remembered it. But mere repetition is only part of the art of creating an advertising slogan — a signature that will catch on, be remembered and reacted to by listeners.

From the discussion we had during the Clinic we can set down four basic qualities as those which add impact to the advertiser's identifying radio-signature trade-mark:

1. The words themselves should be easy to repeat. Make them simple words which can easily be remembered or, better yet, familiar phrases that are already on people's tongues.
2. People will remember better and have more fun repeating a signature when it's set to a simple or familiar melody. Even if your signature has no

This is Part V in a six-part highlight of points covered in the February Copy Clinic conducted by Miss Hart in Vancouver for the British Columbia Association of Broadcasters.

Note: Parts I through IV of this series, run in previous issues, dealt with **Belief In Radio; Curiosity About People; Getting Results; Related Ideas; and What Makes Copy Click.**

music the spoken words can have a natural or familiar rhythm, rhyme, or phrasing that makes them easier and more fun to repeat.

3. Even if you include just his store location or his telephone number your advertising impact will increase because you have included some definite information about your advertiser in his signature.
4. Your signature information should peg the "something different" about your advertiser which isn't being said about his competitors.

Check some of the successful slogans and signatures you know against this four-point list. Go back to LS/MFT; consider the steamship

slogan which tells you "Getting there is half the fun". Recheck some of the signatures reported in this clinic such as "Your lumber number 3261" or, for Smith the mover in Washington, D.C., the whispered signature "Don't make a move . . . without calling Smith".

All these slogans and signatures contain at least two of the four qualities we have listed as those which will add impact to your advertiser's signature.

A genuinely effective radio advertising signature for each of your retail advertisers can be the springboard to helping you to write every bit of copy for each retailer easily and convincingly. For example, suppose you are given a furrier account. Instead of writing every piece of his copy as an isolated piece of advertising; instead of picking copy lead-in out of the blue and then ending with that tired beaten-up old saw which warns people that if they don't know furs they should know your furrier why not start by helping him choose a really meaningful radio advertising signature? If the signature really fits him your copy plan will be easy and your writing simplified.

Suppose, for example, your furrier account is the Benjamin Samuel Co. It sounds big and impersonal but it is really a small one-man operation with Samuel himself handling customer contact, supervising the work-room and even teaching out-of-town furriers his craft. He does all this from his off-the-beaten-path combined work-room and show-room.

You start thinking. First what is his over-all objective in using radio advertising? He wants more retail business for new furs, remodelling and storage. But women buy furs only once in a number of years and even have them remodelled infrequently. So, in addition to getting more immediate business, you need a plan which will register the kind of advertising impressions which will make women think first of him whenever they want new furs, remodelling or storage.

This is tough for him to do in print. If a woman doesn't want furs or fur service immediately she will look at something else in the paper or, even if she does see his ad., may not even notice or remember his name. You, in radio copy, can head-line his entire message — to women who are right now in the market for furs or fur service and to women who might not be potential customers for months or even years.

How can your copy do this? You pin-point the job you have to do on each piece of copy down to three specific objectives:

1. Establish Samuel's name and location.
2. Establish Samuel as a dependable skilful authority on furs who will give customers truthful advice and help in all their decisions on furs.
3. Create traffic to Samuel's work-show-room for the specific merchandise or service advertised.

**IN NEW BRUNSWICK — SAINT JOHN'S 'OUT-OF-HOME' LISTENERS FAVOUR CFBC'S PROGRAMMING ALMOST "TWO-TO-ONE!"**

Trends by Elliott-Haynes for July '54 Point Out . . . .

	PROGRAM RATINGS	% OF LISTENERS
<b>CFBC</b>	<b>39.5</b>	<b>60.5</b>
STATION "B"	24.3	37.2

**Booking NOW For Fall Programming!**

Ask Our Reps:  
 National Broadcast Sales  
 John N. Hunt & Associates  
 Weed & Company

**CFBC SAINT JOHN NEW BRUNSWICK**

### Writing (cont'd)

All the time you have been thinking of his account you have been calling your new client Samuel. His customers call him that — "Samuel" the furrier. Only his newspaper advertising says "Benjamin Samuel Company". Why not show him how you can register his name better with listeners if you use the name Samuel in radio copy?

The single name can be spoken more easily, established more quickly in listeners' minds, and repeated more conversationally by them than the stiffer sounding company name. The single name also implies personal attention rather than company attention to the customer's fur problem and Samuel, a person, can be much more convincingly established as an authority on furs.

Why not cinch this two-way connotation of personal attention and authority on furs in a radio advertising signature that can be repeated over and over to associate his name with these two qualities? So far so good. But not if you come up with a signature which says "You can depend on Samuel, the skilled fur craftsman". It is far better for you to go to your listeners with a simple phrase that they might use themselves whenever they register confidence in somebody.

If there is one thing a woman loves to do when she is making an important decision it is to talk to somebody she thinks is an expert on the subject before she makes the decision. Yet even a very poised woman hesitates to waltz up to a fur expert and talk to him until she is absolutely ready to buy. Also there are furriers who do not have the personality to invite such an approach. Your Samuel does — and it is something he does expertly, which his competitors are not promoting.

If you could devise a signature that would make women feel free to talk to Samuel you could get them into his show-room even before they are actually ready to buy. If you create the traffic you have done the lion's share of your job. So why not settle for the simply phrased little radio advertising signature — "Talk To Samuel".

It tells her to do the thing she instinctively wants to do. It reduces the barriers she might have about doing it because it is a quick three-word invitation. It sets the exact name she is to call him when she talks to him. It infers to her that any decision about buying, remodelling or caring for furs can be made carefully and freely by her after she has had an informative discussion with someone who knows furs.

The beautiful part about it is that you never need to call him an expert. The listeners will help you label him that if the rest of your copy proves what your signature promises. So let your simple radio advertising signature set the central theme for all your commercials. Let it even define the permanent format of all your copy. You could, for example, begin every commercial with a suggestion to women that they "Find out now" something that you know a woman likes to find out before she makes a decision about

new furs, storage or remodelling. Your copy might go like this:

Find out now how much it would cost to have your old fur coat remodelled into a good-looking jacket, cape or stole. Just talk to Samuel. Professional furriers from New York come to Samuel to learn how to cut furs, design furs, remodel furs.

Because you're right here in Ourtown you can go direct to Samuel's show-room. Try on actual fur samples — 12 different styles. Some of them can be made from your fur coat for as low as \$35. Try on the muslin patterns too. Talk to Samuel about the exact length jacket, cape or stole you'd like. Just take your fur coat to 100 East Blanko Street . . . 100 East Blanko Street . . . and find out about Samuel's low remodelling prices.

The signature may not be great nor the copy brilliant. It would not fit another furrier. But it shows you how a retail copy writer (often burdened with turning out reams of copy for many different retail advertisers) can simplify the copy job for each advertiser right down to a permanent copy format which can be used regularly for all that advertiser's sales messages.

The quick "find out now" lead-in gets you right into the specific ad message of each commercial. It eliminates those useless, wasteful lead-in sentences about furs being "precious possessions that should be entrusted only to skilled craftsmen", and all those banalities from which women recoil in retail radio copy. It helps you direct your message simply and clearly to the listener and prompts you to use plain, honest information and suggestions to prove that they should "Talk to Samuel" to find out something helpful to them.

Most important — when you use this same copy format throughout the body of all commercials you do more for Samuel. You help him accomplish his objectives — 1. You certainly establish his name and location. 2. You give women specific proof that Samuel offers them personal attention plus skilled advice based on a knowledge of furs and you do it without lectures on the subject. You do it the easy, simple, directed-in-their-interest way that is more convincing to women. 3. You, by your very format, have narrowed each commercial down to a specific sales message on a specific fur or service.

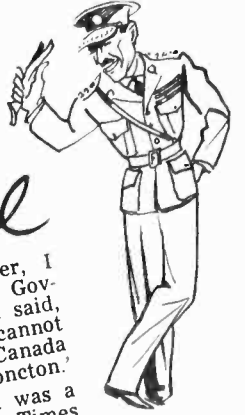
This is the only way you can create immediate traffic for specific merchandise and service. It happens to be, at the same time, the very best way to establish specific impressions in the minds of listeners who are not, right now, immediate potential customers for the merchandise you are advertising.

The woman who does not want her coat remodelled now still hears Samuel's messages. Because they have been believable, convincing ones you have helped put the idea into her mind that she should talk to Samuel first when she does want fur remodelling. Your whole copy plan is easier because you started out with a radio advertising signature which fitted your advertiser.

Next issue Miss Hart will complete her series with more information on copy formats, phrasing, and bids for action.

## "THE VISCOUNT WAS AN EXPERT AT SIZING UP SITUATIONS,"

Says Lionel



"Viscount Alexander, I mean, the former Governor-General. He said, 'It seems that one cannot go anywhere in Canada without visiting Moncton.'"

Mind you, that was a few years ago. Times have changed a little. For instance, they now have a direct stagecoach line between Moose Jaw and Swift Current.

But Moncton is still Hub of the Maritimes; a bustling area full of moneyed Maritimers. Proof? In the four counties that CKCW serves, more than 75% of the 35,420 householders own their own homes!

Start your Maritime campaign plans with CKCW as your hub station!

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

# A Weekly BBM of 74,310

gives

## CJBR RIMOUSKI

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

5000 WATTS ON 900 KCS.

Supplementary to the French Network

## CJBR RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION

and soon to go on the air

## CJBR-TV

## BEAVER AWARD PRESENTED



Mayor Smith hands plaque to Ralph Snelgrove while wife, Val, looks on.

Barrie, Ont. — The Mayor of Barrie, Heber Smith, presented the CANADIAN BROADCASTER AND TELESCREEN'S Beaver Award to Ralph Snelgrove, owner of CKBB, at a town council meeting on Monday, July 26. Here is how The Canadian Press reported the event:

The Mayor of Barrie, Heber Smith, tonight officially presented to Radio Station CKBB Barrie a Beaver Award from the CANADIAN BROADCASTER AND TELESCREEN. It was awarded the station for distinguished service to radio during 1953.

In his brief presentation address before the Barrie council, the mayor specifically drew attention to the citation on the Beaver Award, several of which are given each year by the CANADIAN BROADCASTER AND TELESCREEN to Canadian radio stations chosen by an independent committee of judges.

The citation, the Mayor pointed out to the town council, said that the award was forthcoming to CKBB for its efforts through its Manager, Ralph Snelgrove — to obtain for radio and newspaper reporters wider rights to publish the deliberations and decisions of the Barrie council.

The Mayor then made the presentation to Mr. Snelgrove.

Richard G. Lewis, publisher of the CANADIAN BROADCASTER AND TELESCREEN, extended his congratulations to CKBB and Mr. Snelgrove, and to the Barrie council for what he called the council's far-sighted recognition of the station's fight for a democratic principle.

Mr. Lewis added: "It indicates that in Barrie, anyhow, a free radio station and a free newspaper, while they may battle bitterly for advertising business among the merchants of Main Street, recognize that the uninterrupted passage of information is the people's right, and that insuring it is their responsibility."

In accepting the award, Mr. Snelgrove said: "One of the most interesting aspects of winning this award comes from the members of last year's council. After acceding to our battle for reporting privileges, they not only established a by-law clarifying this freedom but, when the battle was over, remained staunch friends of their community radio station."

## VOCM Man Dies In Crash

St. John's, Nfld. — Joseph L. Butler, managing director of VOCM here, was killed late last month during an attempted take-off in his Aeronca airplane near Torbay. It is understood one of the pontoons struck a submerged object. The accident occurred shortly after the 53-year-old veteran broadcaster had volunteered the use of his plane in the search for a youngster missing in the area. After announcing news of the death, VOCM went off the air for the rest of the evening. Joe Butler is survived by his wife and three children, one of whom is Roma Butler, prominent singer.

Butler began his career in radio as a wireless operator in 1919 and three years later became an instructor at the Boston Radio School. He was instructor with the Radio Corporation in 1930. Upon his return to Newfoundland in 1932 he became associated with The Dominion Broadcasting Co. (VONF, predecessor of CBN) and later acquired controlling interest in VOCM.

He was deeply religious and for many years conducted inter-denominational Bible classes both in the open air and in private.

## ATLANTIC VOYAGE ON TAPES

Cornwall, Ont. — Fred Pemberton, station manager of CKSF, Cornwall, is taking listeners on a 7,000 mile trip over the next six months. In *Trans-Atlantic Crossing*, a weekly half-hour program, Fred is telling the story of the Prins Willem van Oranje, ship of the Dutch Orange Line and its voyaging back and forth across the Atlantic.

Fred, went over with Mrs. Pemberton for a month to collect material for the program and put on tape everything from the pounding of the ship's engine to the tinkling of glasses in the cocktail bar. Recorded interviews ranged from Capt. Kaspers down to Jan a cabin steward.

Mrs. Pemberton who had hardly seen a tape recorder before the trip, acted as engineer throughout the whole journey, making 81 actual recordings on 61 tapes. During the whole trip a microphone was never more than an arm's length away. The Magnemite Portable recorder used was of the latest type, independent of outside electric supply. The tape mechanism is operated by clockwork motor and the amplified by a small dry battery. With this Fred really got into some remote spots; one recording, in mid-Atlantic was made at the extreme rear of the ship's propeller shaft at the point where it disappears through the stuffing box into the ocean.

The 780 minutes the series scheduled to run will not be confined to the voyage. Fred and Mrs. Pemberton collected interviews in Rotterdam, Antwerp, Hamburg, and London. They spent several days touring Holland and their impressions there will also go over the air.

The Market BEHIND THE WALL

"IT'S AN INSIDE JOB!"

Only the three "Northern" stations penetrate the rich 'Market Behind the Wall' — the markets that can be sold only from the inside; consistent outside station reception is almost impossible.

**CFCH**  
NORTH BAY

**CJKL**  
KIRKLAND LAKE

**CKGB**  
TIMMINS

**CFPA-TV**  
will be on Channel 2 in September  
serving  
**PORT ARTHUR and FORT WILLIAM**  
For choice availabilities contact  
ALL-CANADA TV (WEED TV IN U.S.)

*In Victoria*

**CKDA**

**Most Listened to (Elliott-Haynes)**

UNDER NORTHERN MANAGEMENT

Reps  
**NBS**  
in Canada  
**WEED & Co.**  
in USA

### THIRD DAWN TILL DUSKER

Following the CBC's recommendation that Gerald William (Gerry) Lee be granted a license for a dawn-till-dusk station at Galt, Ontario, a license has been issued and work is just about under way.

Gerry, a bachelor of thirty, is working on a 250-watt set up on 1110 kcs. Marconi is supplying a Gaetz transmitter, and studio equipment will be by Canadian General Electric.



Lee is a University of Saskatchewan graduate, and was formerly with Canadian General Electric as a consulting engineer. He says that his station — CKGR for Grand River — will run on a light music and news plan, with accent on local news. His target for opening is September 15th. CKGR will be Canada's third daytime station, the others being CHUM, Toronto and CFJB, Brampton.

Toronto — King Whyte, radio and TV account executive for Cockfield Brown Co. Ltd., is forsaking radio for an open-air life. He will be spending six or seven months a year, from spring to freeze-up, in the wild bush of northern Ontario, writing for the Toronto Daily Star's Out of Doors feature. He has also bought an outdoor outfitter's business at Capreol.

## CARTB May Set Up Ad Code Committee

Ottawa — A Standards of Advertising Code Committee may be sponsored by the Canadian Association of Radio and Television Broadcasters. A circular, which has gone out to all member stations, suggests that such a committee might be of assistance to station managers in cases where they receive continuity they are reluctant to broadcast because they consider its claims are "distinguuous or exaggerated or in bad taste".

If the committee agreed with him, that the copy in question was really unsuitable for broadcasting the committee itself would approach the national advertiser or agency concerned and urge rewriting or modification.

Those behind the idea feel that a committee of sufficient stature could gain its point merely by such urging. If a specific advertiser or agency repeatedly refused to co-operate the committee might ask the Association or its Board of Directors for power to push the matter a little further including the giving of publicity to the circumstances of the case.

The committee would not deal with advertising which the manager felt to be deceitful or dishonest.

The circular asks members whether they consider such a committee a good idea and, if so, how they think it should be constituted.

### Westmoreland Goes To CKCK-TV

Lloyd Westmoreland has been appointed commercial manager of CKCK-TV, Regina, which is scheduled to begin regular programming on August 1. Westmoreland's appointment becomes effective August 15th, according to the station's general manager, Hal Crittenden.



Westmoreland, who has been sales manager of CKOC, Hamilton, for the past seven years, began his radio career with CKCK, first as a free lance announcer for three years and, in 1937, as a staff announcer. He moved to CKOC in 1941 to head production and later promotion activities of the Hamilton station and after his return from the RCAF after the War he took on the post of sales manager.

# 2 to 1

IN

## KINGSTON!

Did you know that in the latest weekday survey, CKLC has well over twice as many local advertisers as the second Kingston station?



The Reason: Local businessmen have found that CKLC gives them far better results in Kingston and Eastern Ontario!

It's 2 to 1 that you will too!

Contact our Reps:  
Horace N. Stovin & Co.  
(Canada)  
Forjoe & Co. (U.S.A.)

# CKLC

KINGSTON, CANADA

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

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

# CKCR

KITCHENER-WATERLOO

AM - 1490 kc.  
FM - 96.7 mc.

1929 - NOW IN ITS - 1954

## 25th YEAR OF RADIO BROADCASTING

Serving Ontario's Richest Market

FOR FACTS SEE — OMER RENAUD

ADAM J. YOUNG, JR.

300J Transmitter

AVAILABLE FOR IMMEDIATE DELIVERY AT 20% DISCOUNT

# COLLINS 300J

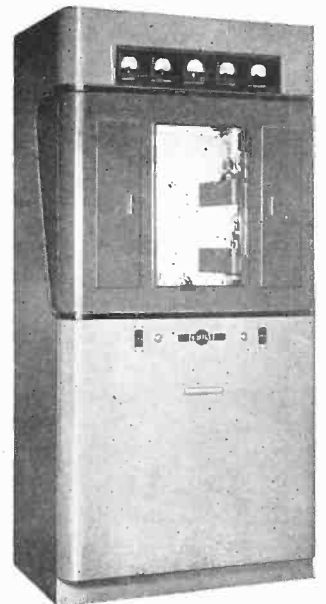
### 250 WATT AM Transmitter

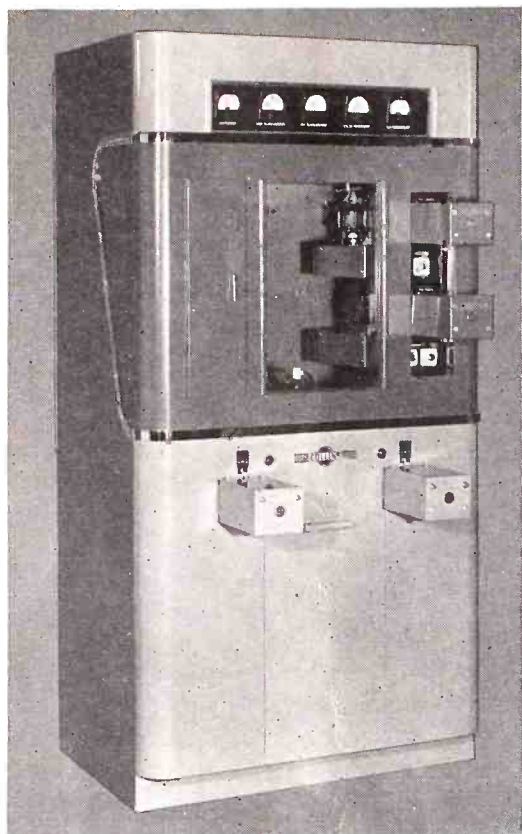
— Range: 540-1600 kc standard Frequencies to 30 mc available

This equipment is brand new in the manufacturer's original packing.

Direct your enquiry by phone or letter to:  
Mr. J. HUTCHESON  
Commercial Sales Division

**Canadian Aviation Electronics, Ltd.**  
P.O. Box 630, St. Laurent, P.Q. - Tel. MEIrose 1-6781

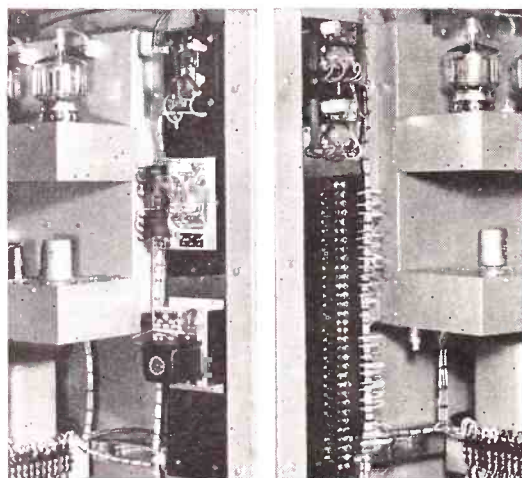




Collins 20V Transmitter showing installation of Remote Control Equipment



Control Unit installed in studio allows complete remote control of transmitter.



Closeup of Remote Control connections in the Collins 20V

**Reduce  
Operating  
Costs**

with a  
**COLLINS  
REMOTE  
CONTROL  
SYSTEM**

**Collins Remote System** can save established stations the expense of two sets of technicians. You can use the operators normally required at the transmitter to better advantage at the studios.

And new stations, with Collins Remote Systems on order, can locate transmitters where real estate costs are low and leave studios and offices "downtown" for convenience and efficiency.

A Collins Remote Control System has paid for itself in as little as ten weeks with these savings.

**This is another example of Collins complete service to broadcasters.** We're in business to serve you. And at Collins that means providing all the equipment a broadcaster needs—from microphone to antenna beacon. Whether you're enlarging your operation, replacing outmoded equipment, or building a new station, when you think of broadcast and speech equipment, call your Collins representative. That one call is all you need to fulfill your every requirement. It's the most efficient way of doing business, and with Collins you're confident of quality.

*We invite you to write Collins Radio Company of Canada for complete descriptive specifications, price and delivery information.*

**AMATEUR • BROADCASTING • AVIATION • COMMUNICATIONS**

**COLLINS RADIO COMPANY OF CANADA, LTD.**  
74 Sparks Street, Ottawa, Ontario

# PRIVATE TV FIRST IN FIELD IN NORTH AFRICA

By ARNO G. HUTH, Consultant to Pan-American Broadcasting Company

Television has gained a foothold in Africa, with the recent opening of a commercial television station in Casablanca, chief seaport of French Morocco. Private enterprise succeeded where governments failed — all other African television projects, some of which were announced years ago, have remained projects, with little hope of an early implementation.

Unusual circumstances made it possible to organize a regular television service in Africa. Many organizations, different in character, joined forces—and capital—leading broadcasting and radio manufacturing companies, motion picture producers, banking concerns, a local public utility service, and even the Suez Canal Company.

Other decisive factors were the granting of exceptional privileges to the licensee; the expansion of public investment, production and trade over a number of years; and the fact that the many Americans presently living in Morocco may constitute an economically important audience.

Three years ago already, the postal authorities of French Morocco granted the *Société Marocaine d'Etudes de Télévision*, a newly established company, a license or concession for the establishment and operation of a television network in the Protectorate. On June 24, 1952 this organization, renamed *Compagnie Marocaine de Radio-Télévision* and commonly known as the *Telma*, was formally constituted, with headquarters in Paris and a capital of 400 million francs. Subject to financial and technical control, it enjoys exclusive and far-reaching rights. The only condition imposed by the Government was the adoption of French Television Standards, i.e. the definition of 819 lines.

The privileges of the company comprise (according to the French daily *Le Monde*, the technical magazine *Toute la Télévision*, and a television survey published recently by Unesco) the monopoly to transmit pictures by wire and by radio; the right to levy a tax of 10,000 francs (\$28.50) for each television set imported; a share of 85 per cent of the annual license fees to be paid by the viewers, 3,000 francs (\$8.50) on home receivers or 5,000 francs (\$14) on receivers installed in public places. Moreover, the company is permitted to broadcast commercials and "sponsored programs of an artistic character".

The opening of a private and commercial television service in French-controlled territory has provoked a heated debate. Opponents of commercial broadcasting repeated once more all the known arguments against private operation, and qualified the privileges granted as "exorbitant". The promoters and supporters of the station, however, stressed that such privileges are essential and might even prove to

be inadequate if a television audience is not growing as rapidly as expected. They assume that there will be at least 50,000 television sets in four or five years, that is one-quarter of the present number of radio receivers.

This controversy in which many of the French newspapers participated, has focussed public attention on the new station and underlined its significance. Television, in fact, has many and important functions in Morocco, as a tool in economic and social development, in which the French Government invested 197,-200,000,000 French francs during the period 1949-52, and as a promoter of foreign trade which valued \$274 million of exports and 516 million of dollars imports in 1952.

The company faces, of course, many and difficult problems. It is the first venture of this kind in the whole continent of Africa, and no one knows how fast it can make advertising pay. Moreover, it must produce programs which appeal to a highly diversified audience, an audience divided into three groups with different economic and cultural backgrounds, speaking even different languages. There is, first, the indigenous Arabic population; second, the French settlers and colonial officers; and, third, a large number of Americans. The original project provided for three hours of programs daily, one hour each in Arabic, French and English. But according to information supplied by the European Broadcasting Union, the company now hopes to develop an ingenious technical solution of the language problem; with the vision signal will be radiated not one but two sound signals, one Arabic and one French.

Plans call for the establishment of a television network linking all the major cities of the Protectorate covering an area of 390,800 square kilometers and comprising a population of about 8,200,000. The first station, at Casablanca, some 7 km from the centre, started experimental transmissions on February 22, 1954, after fifteen months of construction. The number of lines is, as stated

above, 819 per picture, the effective radiated power 100 kilowatts.

Facilities comprise two studios of 300 and 70 square yards respectively, an open-air studio, 8 cameras, 35 and 16 mm Telecine projectors, and a mobile unit. A second station will soon be opened in Rabat, capital of French Morocco, as well as a relay station placed at Boulhaut, half-way between Casablanca and Rabat. Further stations are being established at Fez, Meknes, and Marakech.

The television network will ultimately be connected via Port Lyauté to Tangier where a Franco-Spanish television company has been formed. There is even hope to provide later for a radio and cable link between Casablanca and Paris through Spain.

During the first experimental period (from February to April, 1954) some twenty hours of weekly programs were transmitted. Program time will be increased to thirty hours during the second experimental phase, scheduled to end on October 1st. From then on programs will be stabilized and their amount progressively increased, up to forty and fifty hours per week. It is also planned to enter into a frequent exchange of film programs with television stations in France.

Morocco has become a television laboratory for underdeveloped areas. If successful, the new station may well prepare the way for private and commercial television operation in many countries and territories which otherwise could not afford a television service in the near future.



And, where CHNS makes more and better sales!

Down East, Summer is in full swing but unlike many large cities, Halifax doesn't become "A ghost town" during the summer months. Things are busier than ever. Thousands of tourists flock into town and as we have beaches, bathing and boating right at our back door why should we go away when the sun shines?

Yes, sir. In Halifax we stay at home and enjoy ourselves. Radio listening is a popular summer pastime and according to survey most folks listen to CHNS most of the time. They'll listen to your message too, if you put it on the air through



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

## WHEN HALIFAX MARCHES...

... it has to give more than passing thought to its collective appetite.

And Haligonians have been moving ahead... this rich area has been spreading out... more people are eating more.

Consider this growth: Thriftway Food Stores Ltd., one of the largest grocery chains in the Maritimes, was organized in 1952 by 14 retail grocers. Now the chain includes 22 modern super-markets throughout this trading area. In the past two years 9 Thriftway members have completely remodelled their stores; all the rest have plans for further modernization underway. Just recently 2 new super-markets have been opened in nearby Dartmouth and Canning.

For food sales or any sales, all six of these Mulvihill markets are super-markets.

### PAUL MULVIHILL & CO. TORONTO MONTREAL

CKBB BARRIE

CHOK SARNIA

CJCH HALIFAX

CKTB ST. CATHARINES

CJFX ANTIGONISH

CKOK PENTICTON



Telephone Answering Service

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

Phone for Booklet in

Toronto WA. 4-4471

Montreal UN. 6-6921

# MONTREAL IS A BIG BUY!

12.93% of Canada's Retail Sales are made in Montreal's City Zone!

This is more than the combined city zones of: Edmonton, Calgary, Saskatoon, Regina, Windsor, London, St. John, Halifax, Sudbury, Peterborough, Oshawa, and Port Arthur.

HELP YOURSELF TO A  
PIECE OF THIS  
MARKET ON:



See our Reps: ALL-CANADA WEED & CO.

# CKRM

The Capital Station

in the

Capital City, REGINA

because:

"Relations such as the ones existing between your radio station and our organization are becoming quite rare in the business world today. The main reasons for these fine relations seem to lie with the pride your employees have in their station and the zeal and enthusiasm with which they tackle any task given them."

An excerpt from a letter received from

ANOTHER SATISFIED CKRM SPONSOR

Ask About This Expanding Market NOW!

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

**CKRM** 980 KCS  
Regina



There is no extreme to which some stations will (or won't) go to take part in community activities. Take CJOY, Guelph, for example. We asked for a letter outlining the part played by the station in covering a recent community wing-ding. Here's what the letter — penned by manager Wally Slatter — said:

"We really covered the Wellington County Centennial like a tent. Our news editor, Alan Hodge, was publicity director for the deal and so we were in on the ground floor. He actually grew a very excellent beard, to enter the Centennial contest, and dyed it green for the ceremony.



ALAN HODGE

"Here's what Alan did:

"A series of 10 quarter-hour Centennial talks with local historians in Elora, Fergus and other surrounding towns.

"A half-hour broadcast, by line from Cutten Club, of the speeches from a luncheon given by the City of Guelph, for Hayward S. Ablewhite, curator of the Henry Ford Museum at Dearborn, Mich.

"Two hour description of the

parade, speeches, and official opening by Mr. Abelwhite of the Wellington County Historical Museum at Elora and a tour through the museum.

"A taped broadcast of the selection and crowning of Miss Wellington from Fergus, which attracted 3,000 people. (This was a 25 minute show.)

"A complete broadcast coverage, lasting 3 hours and 45 minutes, with four technicians and three announcers, of the mile long parade in Fergus, by FM Mobile Unit. This included the official opening of the Centennial Celebrations from Victoria Park, Fergus! Interviews with just about everyone of note in sight, from Chief Howard Sky and members of Provincial and Federal Parliaments to Boy Scouts and Bearded Wonders. The broadcast included all opening speeches, a special softball game, Miss Wellington of 1900, beard growing contest, float judging, trick horse demonstration, Indian singing and dancing.

"On the Sunday, we did an edited rebroadcast of the whole deal (there were 20,000 people at Fergus) and added a half hour FM pickup of the unveiling of a cairn and plaque in front of the new Guelph Registry Office.

"Regular news coverage was at a peak of course, and we had quite a few excellent scoops which chagrined the local Bugle no end

"We also taped a special 30 minute broadcast from a boys' camp about 250 miles from Guelph with a quick interview from all the Guelph youngsters, and advised parents to listen so they'd know the children were doing fine."

CFAC played host to around half million people during Calgary Stampede Week. They set up a "Stampede Studio" as a combination broadcasting point and a station exhibit where the public could watch announcers in action and meet them in person.

Station personnel staffed the "Studio" during the week and answered the million and one questions that were inspired by the display of personalities. Pamphlets, with pictures of radio types, went over with the folks in a big way.

The station's farm director, Don McLean, grasped the opportunity of meeting many of the agriculturists and stockmen from all over Western Canada who were attending the Livestock Show held in conjunction with the Stampede. Armed with his faithful tape recorder, Don interviewed many of them for his Farm Service Programs, which were

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received  
Our NEW  
Audition Disk?



An Independent  
Producing  
Company

**DON WRIGHT**  
Productions

Let us Help You

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



broadcast from the booth each day.

Another way in which CFAC took advantage of this opportunity of meeting thousands of its listeners in person, was to conduct a running survey throughout the week, digging out interesting facts about listeners' preferences.

The following item is for the record. No responsibility is assumed by anyone.

CFRB announcer Jack Dawson and family have just returned from their summer holidays — in Florida. (I understand they propose spending Christmas at Fort Churchill.)

On their way home, the Dawsons stopped over at Richmond, Va., to visit and consult with Lady Wonder, the famous mind-reading horse which long ago predicted Gene Tunney's capture of the world heavy-weight crown from Jack Dempsey, and quite lately called Eisenhower's election to the US presidency.

After Lady Wonder had shown off in traditional style, punching the right button on her home-made horse size typewriter-cash-register when asked how many beans make five, Dawson waited for a solemn hush to fill the atmosphere, and then asked her when CFRB would get a TV license. The faithful equine pushed the keys again, and up came the numbers 1-9-5-5. Next Jack wanted to know the month. She punched J-U-, and then, Dawson swears, paused in deep thought before she added her N-E.

One hundred and seven miles later, on the outskirts of Washington, D.C., Jack suddenly stopped the car with a jolt. "Oh fudge!" he said. "I forgot to ask her who was going to win the Grey Cup."

A mailing list error has paid off for CKWX Radio, Vancouver and the British Empire Games. Pat Frew of CKWX Radio, received a request from Mutual Don Lee in Hollywood for a 200 word announcement telling about Vancouver's vacation possibilities. If accepted, it would be heard by four million listeners in the United States and Canada. A tremendous plug for Vancouver.

The script has been accepted. Ironically, a slip up in the mailing list, we now learn, had brought the station the request, as there had been no intention of sending Vancouver one.

The letter was read on the Frank Hemmingway program over Mutual on July 29, and will be re-broadcast over CKWX Radio later.

Once upon a time, a young guy walked into the Broadcaster office. He wanted a job; we wanted a boy; so we got together — on March 1st, 1949. Over a period of five years and a bit, the boy grew into the guy you know as Tom Briggs. You've read his *Talent Trail*; lately you've seen his name at our masthead as managing editor. This much you've known about. What you may not have recognized as emanating from Tom, was such hidden matter as that hard-come-by ninth item in the *Lewisite Column*; a liberal two-bits worth in pretty well every editorial that has appeared; most of the news items; convention reports, and so forth. (Perhaps I should mention that Tom did not write these particular paragraphs . . . in fact won't see them, I hope, until they appear in print.)

Now Tom is taking a big plunge. He's going to get married. He bears your good wishes as well as mine, I am sure. The only thing is, Tom is going to do it the hard way. The Jeannie of his choice is taking a course in French at the Sorbonne, in Paris, France. So August 18, Tom sets sail, on the R.M.S. Samaria, out of Quebec City, to wed his Jeannie in Gai Paree. They propose staying a year.

We're going to miss Tom around the office, even though you'll be reading his monthly column from over there. The *Broadcaster* has grown quite a bit in these five years-plus. Tom's contributions — in the news columns and in his daily contacts — have been a major contributing factor. Others of us will gradually take over his daily duties I suppose. But the twinkling sense of humor that always insisted on expressing itself in the face of deadlines and other dire disasters is Tom's. It cannot be replaced, though sometimes it drove us crazy when everything was going haywire and he came out with one of his damn merry quips.

And now Tom is leaving. I'd like to give him a good reference, but I'm afraid I can't. The reason is that I don't think Tom could be depended upon to stick to another job if he took one. You see, eventually, he'll be back here. I'm sure of it . . . Well, I certainly hope so.

And now, still in valedictory strain, I can only add that I shall still be doing business at the old stand, so buzz me if you hear anything, won't you?

### DID YOU KNOW

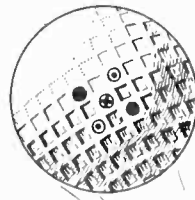
Ad lib spots on CKCL's early morning personality show, *Coffee With Cab*, gave "the biggest week in our history" says one of Truro's leading dry cleaners.

P.S.—This firm is now a daily participating sponsor on this show. There are still some availabilities.

Write — Phone — Wire

### CKCL — TRURO

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



# FORE!

Make way — for

## GOLF and GOOD RELATIONS

as CFQC sponsors its

### Second Annual CFQC Invitational Inter-Club Matches

You shoot par when you play our course!

See our reps!

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



THE RADIO HUB OF SASKATCHEWAN



### YOU BET

## CJRW SUMMERSIDE

### HAS COMPETITION!

With no network affiliation to bolster its programming CJRW had to pitch in and evolve its own program pattern to win audience.

The countless hours of experimentation have paid off. CJRW's 1953 Beaver Award citation reads —

"for the creation and establishment of radio programs combining the elements of entertainment and information in the right proportion to prompt genuine listener enthusiasm."

B.B.M. 1952 gave tangible evidence of this enthusiasm with an increase of 10,890 radio homes over B.B.M. 1950 for CJRW. No effort spared to make your campaign a success when you

## BUY-- CJRW SUMMERSIDE.

SALES REPRESENTATIVES  
FOR A DISTINGUISHED GROUP  
OF CANADIAN RADIO STATIONS

*Radio Representatives Limited*

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

## Tell Us Another

The "Drug Store Cowboys" have a favorite "corral" here in Orillia. It's Price's Drug Store. We take some of the credit for making it a popular place.

Actually our dealings with Price date way back to our early days on the air when he bought the first of many spot announcements. But when you deal with the corner druggist, it isn't an executive with an appropriation you have to convince; it's a neighbor who has to dig into his drawers (both kinds) for the dough to pay for advertising.

Frankly, we'd much rather our sponsors were from Missouri; when they're from Orillia they really have to be shown. It took time — his own time — to show Price what CFOR could do. It is now 22 months since we made him a "regular" with a three-a-week morning newscast. In that time he has renewed once and we expect him to do it again.

So call Stovin and his boys, and find out what we can do for other "drugs on the market".

# CFOR

ORILLIA, ONT.

1000 Watts—Dominion Supp.

## Martin Taylor's

# LONDON CLOSE-UP



London, England — How many stations in the world can claim 11,000,000 listeners and a nationwide commercial radio market virtually to themselves?

One at least. And it exists, of all places, in Britain — or the listeners and the advertisers do. The station is Radio Luxemburg, sole survivor of the big Continental transmitters which elbowed in on the BBC monopoly pre-war.

Fecamp, Lyons, Normandy, Paris, are all gone. Luxemburg is today almost the only spot on the dial for millions of British families who enjoy sponsored radio.

Some enjoy it just for a change, some to get a kick out of cheating the BBC charter, some because they prefer the programs, some simply because they like the novelty of commercials.

Yes, some switch over from the BBC boys, who protect them from vulgar commercialism, just for the pleasure of hearing something plugged — it's as good as that.

So Luxemburg not only survives but prospers, keeps its big-money beam fixed firmly on Britain from the little Grand Duchy across the Channel where the air is free, and

this year celebrates its 21st anniversary.

Just how well does it do? Well, it claims to have sold out all its English winter time before summertime seems to have started over here.

This station, with the sort of market most broadcasters only dream about, has Continental programs as well. It even broadcasts to Luxemburg itself for one hour a day.

Now, according to the many raised voices which have been trying to scare off the monster sponsored TV over here, a station with *carte blanche* like this ought to be committing every atrocity in the book to rake in the ad. revenue.

But the Luxemburg boys are smart enough not to wreck their market with perverted politics, lewdness, excessive plugging, the wrong sort of kids' stories, and the rest.

The fact that doing so would be very bad business, however, is something outside the grasp of the culture-vultures here.

In fact, Luxemburg has laid down a self-censorship which the BBC itself would be hard put-to to follow. Paragraphs like this crop up in the "strictly verboten" section:

"References, jokes or songs concerning any reigning monarch, Member of Parliament, the Cabinet or any branch of Her Majesty's Government or any other government, politics or political figures, religion, other advertisers and their products, physical deformities, or any other reference, joke or song held to be in bad taste . . ."

And here is something in the station's policy statement aimed across the Atlantic:

"Commercial broadcasting elsewhere should not serve as a rigid mould for British programs. To turn commercials loose on a public still unaccustomed to big-scale commercial radio on the American pattern is to ignore the susceptibilities and psychology of the British public to the disadvantage of the sponsor — and Radio Luxemburg."

So much for the programs. But the blue pencil falls on the plugs too. A 15 minute program can include only one commercial of 200 words; a half-hour program, 400-words in two "spots".

These, says the etiquette book, "should be introduced into the program with considerable skill".

Rates range from about \$200 for fifteen minutes to about \$2,800 for a peak half-hour. And time at these prices is snapped-up by the UK agencies and used to advertise almost everything right up to religious movements.

But the British public knows little about Luxemburg except what it hears on the air. The Press has given this remarkable example of radio enterprise the cold shoulder. The associations of newspaper publishers forbid members to print programs

or make any mention at all of Radio Luxemburg.

Papers which are content to boost the BBC at the expense, perhaps, of a few news readers, are compelled to draw the line on plugging or carrying program ads for Luxemburg at the expense of their own long-term ad revenue — again, perhaps.

So, even if no-one else does so, I am sure Canadian broadcasters will wish this veteran station — only seven years younger than 2LO — many happy returns on its coming-of-age.

I was wrong if I gave any C B & T readers the impression last month that the Bill to allow sponsored TV in Britain is now law. In fact it is through the House of Commons and is now receiving the attention of the noble Lords.

First tangible effect has already been felt, however. The BBC are feverishly signing up stars on longer contracts and at higher rates than ever to make sure they are not lured into the other camp.

First to be captured — Gilbert Harding who once served the BBC in Canada, now delights viewers with a peppery temper at parlor games.

Some people are wondering how many of the present stars will even be remembered by the time the sponsors are in a position to be interested. The stars aren't worrying. With the sign of competition loosening BBC purse strings for the first time why should they?

Touched by the lack of appreciation of US television shown by both sides in the sponsored TV controversy which has swept the country, the *American Daily* newspaper published in Britain recently laid on a special showing of this much-maligned entertainment.

The *Daily* patriotically invited to its London office a select group of newsmen to see films specially flown over. They hoped the Fleet Streeters would tell the public it was really good wholesome intelligent stuff after all.

The stunt mis-fired. Most wrote that American-style TV should be kept out of Britain at any price. Wrote Maurice Wiggin, TV critic of the intellectual *Sunday Times*: "It was unbelievably bad."

Show included crime film sponsored by a cigarette firm; *The Robert Montgomery Show* ("the sentiment could be spread on hunks of bread"); and finally the Ken Murray Show sponsored by Budweiser beer.

Mr. Wiggin returned to his office "sadder Budweiser".

CAPTURING THE EARS OF 120,000 LISTENERS IN SOUTH WESTERN ONTARIO

# CHLO

LONDON and ST. THOMAS

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

THIS LITTLE AD. BRINGS US MANY CUSTOMERS

OUR WRITING SERVICE KEEPS THEM WITH US

Try us! **Walter A. Dales**  
907 KEEFER BUILDING  
UN 6-7105 MONTREAL

# RADIO'S GRANDMA KEEPS TALKING

By Jim Sherbaniuk

**Halifax**—Mrs. Anna Dexter, whose 26 years at the microphone have made her the first lady of Canadian broadcasting, says she plans to stay in radio until she is "120 years old".

The broadcasting grandmother has seen Canadian radio grow from 32 stations to more than 150. She has been on the air longer than any woman in Canada and, so far as anyone knows, is the only woman in North America who has been making regular, scheduled broadcasts since 1928.



Mrs. Dexter broadcasts from her home now and gets around with a cane, but she maintains her youthful interest in people and she still says what she thinks six days a week.

What has she been talking about during the last 26 years? A little bit of everything — gardening, books, government, anything so long as it's interesting. But there are no interviews.

Her program over the years on CHNS, Halifax, has always been strictly ad lib. The first and only script she ever used lasted 10 minutes on her introductory broadcast. While still on the air she tore it up and settled down for a homey, quarter-century talk.

But don't get the idea it's strictly a woman's show. Apparently her half-hour program is just as popular with male listeners.

Most of all, she figures, she just says a lot of things other people would like to.

"Mind you, not everyone agrees with me, but no one ever sends me nasty letters.

"People usually write unpleasant things in the hope of changing the other person's views. Nobody bothers with me; they know I'm hopeless."

She didn't even own a radio when Major William Borrett, a founder of radio station CHNS, was looking for a woman broadcaster in 1928. Mrs. Dexter, then active in women's work and acquainted with everyone in the district, was mentioned to Major Borrett by a government worker whom she did not know. She is still with CHNS.

A woman in radio was a special touch then, and Mrs. Dexter is still a special sort of person. Last fall she was awarded membership in the Canadian Association of Radio and Television Broadcasters' Quarter Century Club.

"I'm not old by any means," she tells fellow employees at the station, leaning on her cane and steadying herself on the chair. "Can't get around as much as I used to though — arthritis of the hip — thank God it isn't in my tongue.

"I plan to stay in radio until I'm 120 years old, then I think I'd like to travel."

The main feature of the Dexter living room is a radio control board and a microphone, connected directly with the main studio downtown. There is no special routine around the house before broadcast time. Mrs. Dexter gets her cue from the announcer over the radio receiver in her kitchen. Then she just stops whatever she's doing and sits down at the microphone for a while.

More than once the show has been interrupted when Mrs. Dexter has had to answer the doorbell. Her casual approach is primarily what makes the program so popular. During the Second World War, soldiers in England used to tune her in on the CHNS short wave transmitter for a rare taste of home life.

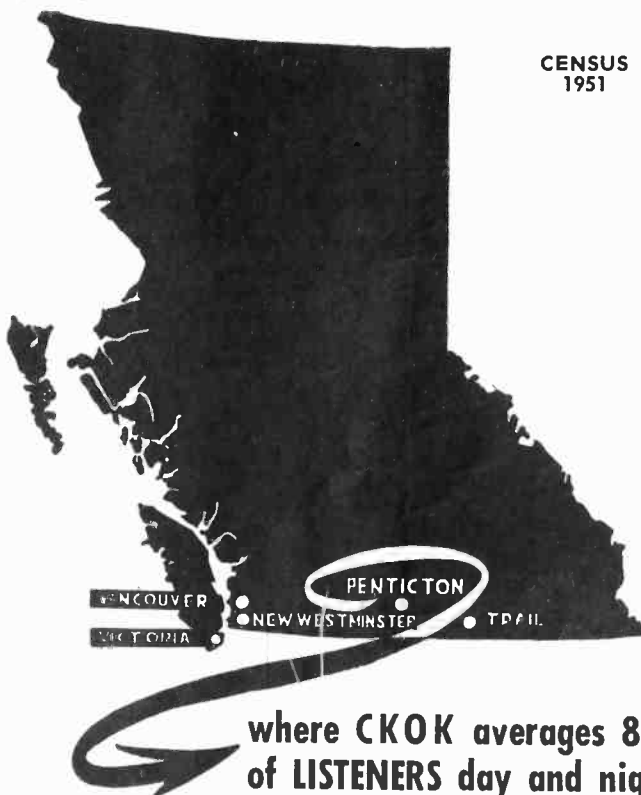
Mrs. Dexter says her secret of success is just being genuinely interested in everybody she has ever met.

"You know, for 26 years I've been talking about people's personal problems. I've listened to their life stories, told of them to thousands of radio listeners, and I've asked intimate questions of little people and important ones, too.

"But I'll tell you a little secret," she said, leaning closer and whispering.

"As for myself, I like privacy!"

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



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

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

## FIVE THOUSAND WATTS

You'll agree that you want the best possible coverage for your advertising dollar.

Then it follows that the most powerful station in the Kingston market will give you the kind of coverage you want.

That station is **CKWS**

In the area surrounding Kingston, CKWS is away out in the lead over all other stations.

Ask NBS in Canada

Weed in the U.S., about

Kingston's 5000 watt station

# CKWS

### CFCO goes over the top again

More listeners per watt cost than any other Western Ontario Station

Total Daytime Audience: 76,950 homes

¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes

¼ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

**CFCO—630 Kcs—Chatham**

# 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

Another record year of construction for

## CENTRAL ALBERTA

More and more industries recognize the importance of this agricultural and oil-rich area.

Reach this fast growing wealthy market through

# CKRD

The only advertising medium exclusively devoted to serving

## CENTRAL ALBERTA

on a daily basis

850 KC. 1000 WATTS

# CKRD

RED DEER, ALBERTA

SEE RADIO REPS.

# CKLC Calls Out Fire Fighters

Kingston, Ont. — Volunteers, to fight the district's biggest forest fire for 30 years, were mobilized by urgent appeals over CKLC, Kingston which scooped the pool by being both first with news of the blaze and by providing the best on - the - spot coverage for its listeners.

News of the fire, which was located near Westbrook, just five miles west of Kingston on Highway No. 2, broke at 1.10 p.m. on Sunday July 11. The fire was spreading rapidly and, for a time, threatened the whole village of Westbrook.

CKLC's news department sprang into immediate action. Urgent appeals by announcer Doug. Whelan were made over the station asking people to volunteer to help fight the flames. Hundreds responded quickly.

Dick Harrington, CKLC's special events reporter, was despatched to the scene immediately with his mobile telephone. Between the hours of 1.15 and 10 p.m. on Sunday, 13 of his on-the-spot reports were broadcast over CKLC. At one point the flames were so close to Harrington's mobile telephone unit that firemen had to spray his car to keep it from catching fire. The actual splashing of water on the roof could be heard in the broadcast.

Meanwhile CKLC's chief engineer, Barry Ogden, portable tape recorder in hand, rushed out to the Kingston airport, hitched a ride in a light plane, and his comprehensive aerial description of the fire was broadcast over CKLC within minutes of his landing.

By 10.05 Sunday night the blaze had been brought under control and again CKLC was the first to give the news to Kingston and district.

However, at mid-day on Monday and Tuesday the fire broke out again on a smaller scale and more on-the-spot reports were broadcast over the station, including an exclusive interview with Fire Chief Vince Peirce, who thanked volunteers and CKLC for their valuable help in bringing the fire under control.

CKCL was the only station in the Kingston area to give on-the-spot reports of the blaze. Well over 100 calls and letters of thanks, appreciation and interest from people concerned with the fire have been received by CKLC.

## BALDWIN MOVES TO CKDA

Victoria, B.C. — Phil Baldwin, formerly with CKNW, New Westminster, has been appointed promotion manager at CKDA, Victoria. A veteran radioman, Phil became chief announcer at CKMO, Vancouver, in 1938 and dreamed up and conducted a teen-age show with 8,000 club members of the Musical Grab Bag.

He served overseas with the Canadian Intelligence Corps and was



awarded the British Empire Medal. While awaiting repatriation he did a stint at the British Broadcasting Corporation, dishing out programs for Canadian repat. centers via 50 watt transmitters sprinkled around England, in Holland etc.

Phil became promotion manager at CKMO in 1946 and then musical director at CKNW in 1947. Later after a stint as assistant manager, he managed CKNW's franchise for CBS Columbia TV and radio sets but, short while ago, after the station had a bad fire, this distributorship was closed down.

He has been very active in Vancouver community affairs; is former chairman of Vancouver Advertising Club.

## NEWS FROM THE AGENCIES

Toronto. — Two changes of agency are being talked about here. Simpson's-Sears Ltd., the mail order and out-of-town part of the Robert Simpson Co. Ltd., are said to have tied up with J. J. Gibbons Ltd. Junket Brand Foods have gone to Tandy Advertising.

Toronto—Florence Asson has been appointed sales and service representative in British Columbia for all radio and TV activities of S. W. Caldwell Ltd., program distributors and commercial producers, of Toronto. Their new Vancouver office is at 1240 West Pender Street, telephone MARine 8733.

Miss Asson's experience includes time buying and writing-producing in the Vancouver office of James Lovick and Co., sales promotion at CFCF, Montreal, and radio and TV timebuyer in the Toronto office of McKim Advertising Ltd.

Toronto. — A change in the distribution of product advertising between two Canadian agencies has been announced by General Foods Limited. R. R. McIntosh, vice-president of General Foods, said that the changes have been necessitated by the development of new products and the expansion of the overall group.

Baker Advertising Agency Ltd., which had been assigned three new products (Instant Maxwell House Coffee, Jell-O Instant Puddings, and Jiffy sweetened cocoa mix) will, in addition to these, continue to handle the advertising for: Jell-O Puddings, Jell-O Pie Fillings, Maxwell House Coffee, Instant Sanka and Sanka Coffee, Instant Postum, Walter Baker Chocolate Products, Walter Baker Cocoa, and Certo and Certo Crystals.

In line with General Foods' agency development policy, McConnell, Eastman & Co. Ltd. have been assigned Post's cereals line of products, effective January 1st, 1955 and Minute Rice, effective October 1st, 1954. Under these two brand names this agency will then handle: Post's Sugar Crisp, Post's Grape-Nuts Flakes, Post's Bran Flakes, Post's Grape-Nuts and Minute Rice, as well as Swans Down Cake Flour and Gaines Dog Food.

Toronto—Reliance Petroleum Ltd. take their first step into TV with sponsorship of the first half of the ABC Baseball Game Of The Week over CFPL-TV, London and CKCO-TV, Kitchener. They have also purchased spots adjacent to the All Star Game and World Series. Supervision and production is in the hands of McConnell, Eastman and Co. Ltd. and is being handled from their London office.

The Voice of the Eastern Townships

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

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

**SHERBROOKE, QUE.**

## SHERBROOKE

One significant index of business activity and prosperity is the number of motor vehicle registrations. In figures just released by the Provincial Bureau of Statistics, there is a considerable increase in the Eastern Townships — the area dominated by Sherbrooke. In 1951 there were 43,644, while in 1953 there were 53,575 — an increase of 22.7%. Place your sales messages where business is good — and use CHLT and CKTS.

Representatives:

CANADA — JOS. A. HARDY & CO. LTD.,  
Montreal and Toronto  
U.S.A. — ADAM J. YOUNG JR., INC.

**THIS LITTLE AD. BRINGS US MANY CUSTOMERS**

**OUR WRITING SERVICE KEEPS THEM WITH US**

**Walter A. Dales**  
907 KEEFER BUILDING  
UN 6-7105 MONTREAL

*Try us!*

Television

# \$650,000 QUEBEC STATION OPENS

Quebec City — The \$650,000 TV station, CFCM-TV, is now on the air in Quebec City and for 50 miles around. The 440-foot tower began beaming programs on July 16th after an inauguration ceremony at which Chief Justice Antonin Galipeault was the ribbon-cutter.

CFCM-TV is on the air for 35 hours a week but plans call for longer broadcasting periods later on. Station manager and program director is Claude Garneau who, after 13 years with CBC, returned to his native Quebec to take over the job.

The company running CFCM-TV is half owned by Famous Players Canadian Corporation and half by local interests including the two French language stations, CHRC and CKCV. They were granted the license a year ago but the project was delayed by a court action by Laurier-avenue residents who objected to the company building their tower at that point, which was 350 feet above sea level. They finally settled for a site 265 feet above sea level in suburban Ste Foy.

Technical Supervisor E. W. (Ernie) Miller, predicts that within a year 20,000 TV sets will be sold in the area served by the new station, bringing business worth \$6,000,000 to \$8,000,000 to local dealers.

A full-scale official opening celebration is planned for September.

A micro-wave link from Montreal was put into operation last week.

## French TV For Ottawa

Ottawa — The government has amended its original policy for Canadian television coverage by authorizing the CBC to set up a second TV transmitter in Ottawa to carry French-language programs. CBOT here, which has been on the air for a year, has been filling about 25 per cent of its schedule with French-language programs, while the remainder have been in English, originating in Toronto or on film.

This government decision was announced in the House of Commons by revenue minister McCann who mentioned that three Liberal MP's urged this action: Mayor Alexis Caron of Hull, J. T. Richard of Ottawa East and J. O. Gour of Russell.

Transmitter of the proposed station will probably be housed in the present CBOT structure, and programs will be microwaved from Montreal or carried by film, since live production facilities in Ottawa have not been completed.

## Bra's On TV

New York — Live models displaying Exquisite Form Brassieres will be seen on 67 stations of the ABC TV

network, starting September 7. This bras' company has contracted for the sponsorship of the TV show, *Stop The Music*, and the commercials will be built around live models and product demonstrations.

This isn't the first time Exquisite Form have paraded their wares on TV. About four years ago they ran a series of spots which featured live models.

Says Robert Heyn, vice-president in charge of sales for Exquisite Form: "We believe that for the first time we have (indicated) the sales features of brassieres in the home in the presence of the entire family with good taste".

## TV In Halifax In 1955

Halifax—Construction of the transmitter building for the CBC's last definitely planned TV station will start early in August. To be known as CBHT, Halifax, the station is still in the early construction stages and probably will not get on the air this year, although no target date has been set.

## Tune In To Hamilton

Toronto — Canadian commercial TV programs are coming into Toronto, despite the CBC's refusal, so far, to allow a private TV station

in the city. Programs from CHCH-TV, Hamilton, which went on the air last month, are coming through clear and bright on Toronto screens. TV installation engineers in the city report that large numbers of viewers are having attachments to their antennae and their sets adjusted to receive Hamilton. The Toronto TV Co. says that so far they have put 2,000 sets on the Hamilton beam and Ava Television Service Ltd. a further 700.

## U.K. Microwave Contract

London, England — A UK firm has clinched an order to supply microwave relay equipment to carry TV programs between London and Windsor, Ont. The new link of four relay stations can handle color TV as and when it comes.

## NEW STATION

in Southern Ontario will require

**TOP-FLIGHT SALESMAN**

Excellent Basic Salary and Commission

Box A-206 - C B & T

## RADIO-TV TIMEBUYER WANTED

Toronto agency requires experienced time buyer for Radio-TV Department.

Must be quick and accurate on figures and detail with a good knowledge of markets and stations.

Written applications giving complete detail on age, experience and salary requirements should be addressed to:

Mr. R. D. Amos, Radio & TV Director,

F. H. HAYHURST CO. LTD.,

7 King Street East, Toronto, Ontario.

## SPORTS-NEWS MAN WANTED

Must Have Experience and Ability to Write

Local Coverage Stressed

**GOOD WAGES**

Can Start Immediately

SEND TAPE AND DETAILS TO:

**CKNX - WINGHAM**

## WANTED

**EXPERIENCED ANNOUNCER-PRODUCER**

To take charge of programming and studio personnel

**TWO EXPERIENCED ANNOUNCERS**

Fluent French essential, preferably bi-lingual. Experience on studio shows, remotes, disc and tape recording desirable. We would like to hire an announcer with some news experience.

Please state schooling, experience, age, marital status, salary expected and references. Replies confidential.

**RADIO STATION CHRD**

248 LINDSAY STREET - DRUMMONDVILLE, QUE.

OPENING FOR

## SALES MANAGER

for

## Maritime Radio Station

Excellent opportunity for big earnings on salary-plus-commission basis. Full particulars, in confidence, to

Box A-207 - C B & T

## WOMEN'S COMMENTATOR AVAILABLE

Fully experienced to handle women's activities and department of radio station. Public Relations background. Television experience.

Address replies to: Box A-204, C B & T

## COMMERCIAL

(AND STATION)

## MANAGER

Excellent potential in central Canada market. Salary plus incentive, expenses, car. Must have proven sales record in broadcasting. All replies confidential.

BOX A-205, C B & T

## Television

## A GROWING MARKET \$551,000.00

A one hundred prisoner jail is being built just east of the City Limits.

This means more money for the area.

reach it  
over

# CKPG

PRINCE GEORGE, B.C.  
250 watts on 550 kcs.

Serving Central B.C.

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

## U.S. STATIONS BEAMED ON MONTREAL

Montreal — Radio Time Sales Ltd., have been appointed Canadian sales representatives for WMVT, the Burlington, Vermont, television station which expects to begin telecasting by mid-September. C. P. Hasbrook, president of WMVT, says that engineering contour maps show Montreal and other important Canadian areas as well within satisfactory reception and Canadian advertisers are showing interest in the new station. Another U.S. television station soon to beam in on Montreal screens is WIRI, Plattsburg, N.Y. It will be coming in on channel 5 in October, but Montrealers will have to spend money on outside aerials and antennae to bring it in good and clear. WIRI is represented in Canada by Andy McDermott of Radio and Television Sales Inc., Toronto and Montreal.

### TV Sales Up, Radios Down

Ottawa — Canadian manufacturers sold more TV sets but fewer radios in the first four months of this year, according to statistics released by the Dominion Bureau of Statistics. TV sales were up 32 per cent in April and 42 per cent for the January-April period while radio sales crashed down 34.5 per cent in April and 25 per cent in the four months.

TV sets sold in April numbered 26,349, some 6,400 more than in the same month last year. In the first

four months of 1954, 136,723 TV sets were sold, 40,705 more than for the same period of 1953. Radio sales in April numbered 39,282, a drop of 20,727 on April 1953. January-April sales of radios totalled 152,703, a decrease of 50,550.

### TV Viewing Drops In U.S.

Chicago — The TV screen has lost some of its glamor for children in the United States and their parents are also spending less time in front of their 21 inch screens. These are some of the findings of Prof. Paul A. Witty, of Northwestern University in his fifth annual study of what goes in TV south of the border. From a survey of 1,500 elementary and 400 high school children in Chicago and Evanston and their parents and teachers Prof. Witty learned that the average elementary school child now spends 21.5 hours a week watching TV as compared with 23 hours in 1953. Viewing by high school pupils has gone down from 17 to 14 hours a week.

Parents now devote 16.5 hours to TV each week as against 19 hours in 1953 and teachers have cut it down from 12 to 11.5 hours. About one in three parents and teachers reported in 1954 that children read less now than when there was not the counter attraction of TV. But the average amount of reading has not changed to any great degree and some children even read more.

### UHF By 1956

Toronto. — UHF television transmitting equipment capable of an output of 1,000 kilowatts effective radiated power could be made available to broadcasters in 1956, according to officials of the General Electric Company and announced by the Canadian company here. It would therefore attain the maximum power allowed by the U.S. Federal Communications Commission.

The GE development is viewed as a possible answer to the problem of getting adequate coverage from UHF transmitters, which is only one phase

of the UHF dilemma facing broadcasters. Paul L. Chamberlain, general manager of GE broadcast equipment, said the situation is not entirely new, but rather the same or similar to the introduction of other new public communication services, including radio and VHF television.

He described the difficulties as both technical and economic, and said GE is assisting broadcasters in both areas. On the technical side he pointed out that UHF television requires higher effective radiated power than VHF to achieve the same degree of coverage in a given area.

Chamberlain said GE recognized that few UHF stations would become financial successes as soon as they went on the air, and so it developed long-range financing to help new station operators.

L. R. Fink, manager of engineering for GE radio and television department, said that about 22 per cent of all TV sets made by the Company last year were equipped with UHF as they left the factory and UHF conversion kits were shipped to distributors for attachment to 8 or 10 per cent more.

### \$41,000 TV Spot Deal

Montreal — One of the largest spot deals in Canadian television broadcasting has been signed between Steinberg's Limited, prominent Montreal super-market chain, and the CBC. Beginning September 13 four spots a day for five days a week will be aired on both CBFT and CBMT under Steinberg sponsorship. The series is scheduled to run for 26 weeks and it is said about \$41,000 are involved. Filmed commercials are being prepared by Clark TV Commercials of Toronto. Once a week one of the spot announcements will feature a special brand name product in conjunction with Steinberg's stores' special promotion. This chain is a heavy sponsor on several Montreal radio broadcasting stations and is reputed to do more business per store unit than any other super-marketing organization in the world.

## ANNOUNCEMENT TO ADVERTISING AGENCIES

Television Station WMVT, Burlington, Vermont, will start telecasting in mid-September, and have appointed R.T.S. as their Canadian Sales Representatives. Particular attention is now being given to accommodating Canadian placements. Ralph Judge, in Montreal and Norm Brown, in Toronto, are eager to discuss your time requirements now while schedules are being made up by WMVT at "The Top of Vermont".

### RADIO TIME SALES LIMITED

"WE TAKE TIME TO SELL"

MONTREAL  
MA. 4684

TORONTO  
EM. 6-6680

## CKTB Sells St. Catharines, the Niagara Peninsula and Away Beyond

Check the BBM Reports and see the tremendous Central Ontario bonus audience you get at no extra cost.

Copies available from our reps: Paul Mulvihill & Co., in Toronto and Montreal; J. H. McGillvra in U.S.A.

The NIAGARA DISTRICT STATION

**CKTB**  
ST. CATHARINES



**ATTENTION PRESIDENTS**

With WARTB and BCARTB Conventions around the corner, it is to be sincerely hoped that deliberations and decisions will include — something.

• • •

**WORDS AND PHRASES DEPT.**

Think you're sophisticated? Maybe you are. The dictionary says: "mixed with some foreign substance, not pure or genuine, adulterated; falsified to a greater or less degree."

• • •

**PAN MAIL**

Dear Dick: Nice to have seen you. We'd have had a few people in to meet you but we didn't know how you'd look.

—Ralph Snelgrove.

• • •

**JEST PROPULSION**

"A man will soon be able to get around the world in two hours: one hour for flying and the other to get out to the air port."

—Herb Shriner

• • •

**PROGRAM PROMOTION**

Look in on TV tonight. Twenty beautiful girls — nineteen lovely costumes.

• • •

**REPLACE THE DIVOT**

Then there's the time-buyer, who had all he could take, so he turned in his ulcer and quit.

• • •

**CAREER COUNSEL**

When applying for a job, don't pile it on too thick. Station managers aren't trying to stir CBS and NBC into competition.

• • •

**SKIN DEEP**

Then there's the husband who persuaded his wife to try a mudpack to improve her appearance, and thought it was a swell idea for the first few days, and then it wore off.

• • •

**SAFETY THOUGHT**

When a train is approaching a level crossing and you try to get across, you probably will — a granite one.

# Business is Good . . .

New Brunswick's economic picture was never brighter. Work is going ahead rapidly on Camp Gagetown, Canada's largest Army training establishment and the province's sudden rise to prominence in the mining industry is a well known story by now.

Don't overlook the steadily increasing value of the New Brunswick market. CFNB offers the most effective, most economical means of getting your sales message across to New Brunswickers. See 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.

# We're The ONE Station

*With all the features that combine to give  
selling effectiveness — maximum results*

- unmatched frequency power combination  
— gives us largest coverage area of any station in Nova Scotia.
- loyal and responsive audience  
— largest audience outside of Halifax.
- programs with regional appeal  
— local artists in Scottish, Irish and French programs, plus numerous educational features.
- extensive promotion  
— includes 1764 lines of newspaper per week.
- low rates  
— less than 12c per 1,000 homes.

When planning your Fall and Winter schedules, call our representatives for availabilities. We'll sell for you.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

# CJFX

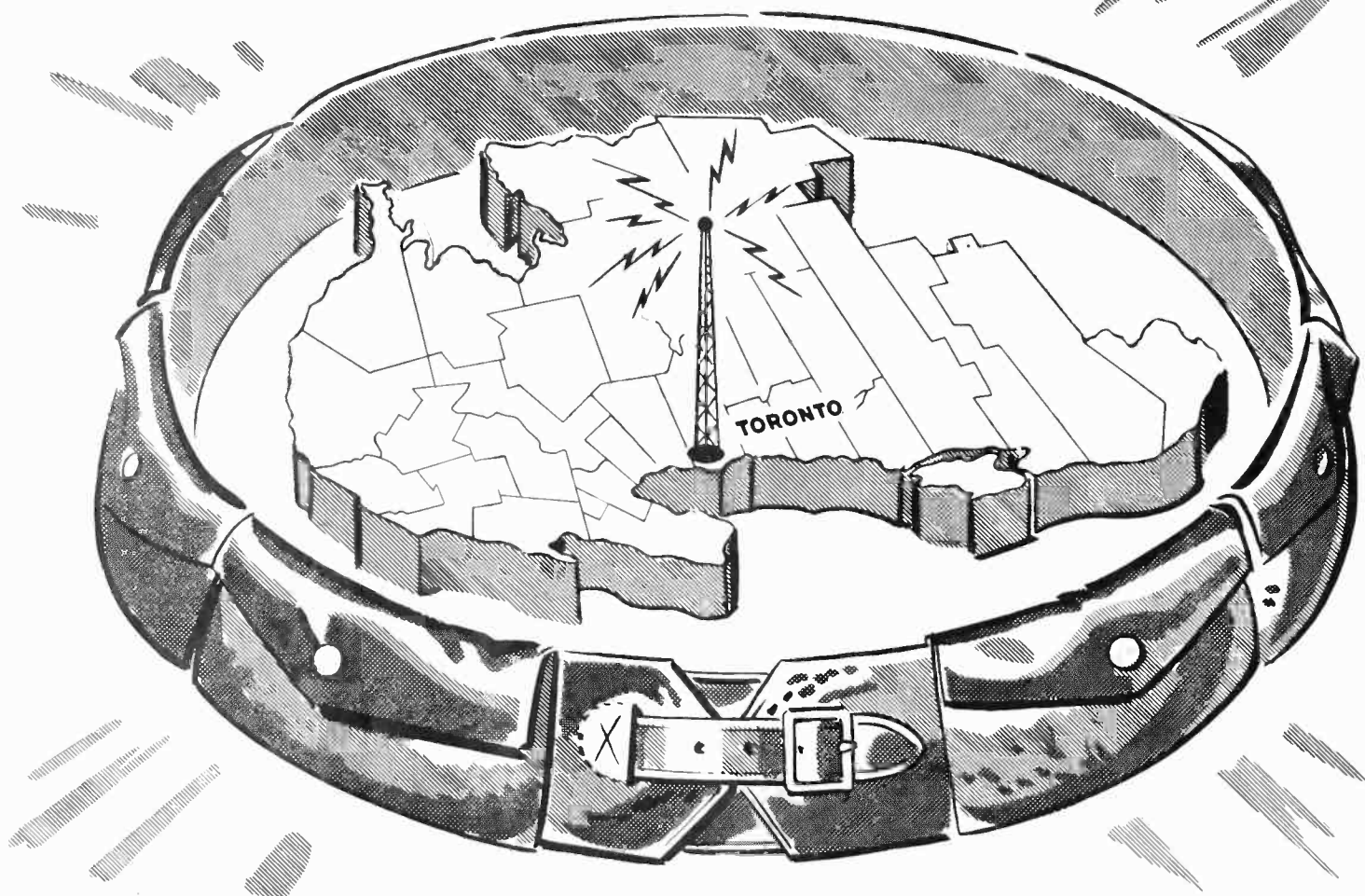
Representatives

Can. — Paul Mulvihill & Co.  
U.S.A. — Adam J. Young Jr., Inc.

ANTIGONISH, N.S.

5000 Watts - 580 Kcs.

# HERE'S HOW...



## to get inside Canada's money belt

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

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

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

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

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

50,000  
watts

**CFRB** 1010  
K.C.

REPRESENTATIVES—UNITED STATES: Adam J. Young Jr., Incorporated CANADA: All-Canada Radio Facilities, Limited