

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

FEBRUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
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28						

MARCH						
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Vol. 13, No. 4

TORONTO

February 17th, 1954



Rolly Ford

B.C. COPY PEOPLE AND OTHERS attended a two-day Copy Clinic February 2-3 at the Hotel Vancouver, immediately before the BCAB Convention. The clinic, which was sponsored by the BCAB, was conducted by the radio copy consultant, Lee Hart (now Mrs. Lee Hart Teegarden) who formerly functioned as copy expert for the American Broadcast Advertising Bureau. Attendees at the clinic crowded around the panel for this picture in a way which made them hard to identify, but the panel of copy chiefs, seated at the table, consisted of — left to right: Bob Leckie, James Lovick & Co. Ltd.; Hector McKay, Station 600; Nina Anthony, CKWX, Vancouver; Lee Hart Teegarden herself; Stan Bowdler, Cockfield Brown & Co. Ltd.; Hal Davis, CKNW.



Staff

THE RADIO SOCIETY of the University of British Columbia is closely associated with the B.C. Association of Broadcasters, since its members have been accepted as Associate Members of BCAB. Here are four Radio Society men who participated in the BCAB Convention in Vancouver this month. From left to right, they are Ray Sewell, Campbell Robinson, Jim Gar Woon and Ross Crain. (Robinson is the Society's president).



REPRESENTATIVE DELEGATES AND GUESTS at the BCAB Convention in Vancouver this month posed for the camera in the Hotel Vancouver, where the meetings took place. Here they are, from left to right, starting with the front row: Bill Welwood, Station 600, Vancouver; Dave Armstrong, CKDA, Victoria; Don Laws and Dorwin Baird, Station 600, Vancouver; Bill Guild, CJVI, Victoria; Bill Rea, CKNW, New Westminster; Maurice Finnerty, CKOK, Penticton; I. H. Elphicke, CKWX, Vancouver; Chuck Rudd, CHUB Nanaimo; Roy Chapman, CKOK, Penticton; Cecil Elphicke, CKPG, Prince George; Gil Teabrook, CJIB, Vernon; Bill Hughes, CKNW, New Westminster; Second row: Bob Harkins, CKPG, Prince George; Jack Pilling, CHWK, Chilliwack; Jack Kemp, CKMO, Vancouver; Gordon Reid, CKDA, Victoria; Terry Lynch, Canadian General Electric Co. Ltd., Vancouver; New Roskin, CJDC, Dawson Creek; Cam Perry, CJVI,

Victoria; Pat Freeman, CARTB, Toronto; John Baldwin and Gordon Jones, All-Canada Radio Facilities Ltd., Vancouver; and five emissaries from the Radio Society of the University of British Columbia — Ross Crain, Fred Rayer, Jim Dar Woon and Campbell Robinson. In the back row: Art Chandler, Station 600, Vancouver; Jim Browne Jr., CKOV, Kelowna; Phil Baldwin, CKNW, New Westminster; Walter Harwood, CFJC, Kamloops; Murdo MacLachlan, CHWK, Chilliwack; Fred McDowell, John N. Hunt & Associates; "Doc" Murray, All-Canada Radio Facilities Ltd., Toronto; Clare Copeland, CKWX, Vancouver; Brian Scharf, All-Canadian Radio Facilities Ltd., Vancouver; John Loader, CJAT, Trail, B.C.; Sam Ross, CKWX, Vancouver; George Hellman, Horace N. Stovin & Co., Toronto; Fred Murphy, Broadcast News, Vancouver; John Hunt, John N. Hunt & Associates, Vancouver; Russ Sheppard, CJCA, Edmonton.

Photo by Rolly Ford.

FIGHTING GABFEST FOR BCAB

By Dick Lewis

Vancouver. — Radio broadcasters are selling themselves down the river with the use of giveaway programs. They are cheapening the medium and leaving themselves wide open to be beaten by TV when it comes. This was the gist of a warning sounded before the B. C. Association of Broadcasters, who met here February 4-5, by Peter Downs, vice-president in charge of the B. C. office of Cockfield Brown & Co. Ltd.

Speaking in a quiet, matter-of-fact way, and recognizing the fact that broadcasting is a business and has to be made to pay, Downs fired his opening shot with: "If any of you broadcasters are kidding yourselves that you are making happy sponsors out of the giveaways, you'd better take another look at yourselves, and the serious situation you are creating."

Pointing out that sponsors, who are using segments of Casino and Fiesta type programs, are only "buying a temporary market advantage," Downs went on to say, "I don't think it's sound or smart selling on the part of a basic medium like radio."

Next he explained the problems created by this type of program with an illustration. He pointed out that mail increases in volume as the jackpot grows in value. Then, when it pays off, the mail drops for a while. He explained that clients become troublesome when the mail fluctuates in this way. This, he considered bad business for everyone concerned.

Downs blamed lack of creative pro-

gram development for the unfortunate trend. "I have never heard so much praise for CBC programs as I have in the past six to nine months," he said, urging the private stations to start thinking along similar lines. "Why don't you go out and ask the people what they want to hear?" he wanted to know.

Developing his thoughts along the lines of creative programs, he said that idea only came because "someone sits down and thinks," and there is not enough thinking going on. "The 10.30 news sounds just like the 11.00 news," he said, "We're afraid to say 'this is a little better and it's going to cost you a little more money.' We're selling radio down instead of up."

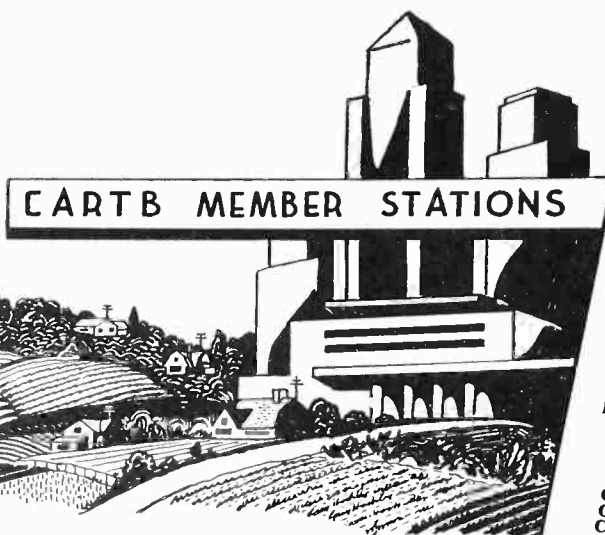
He went on to advocate that they sit down and develop some programs of a little higher calibre, because everyone has to face the fact that "when TV comes, radio goes down." He went on to qualify this statement with: "The man who is doing fine in radio in spite of TV is the man who is doing a little creative thinking about it." The only thing is, you'll have to sit down and T-H-I-N-K.

Television means curtains for the networks, according to retiring president and president elect Bill Rea of CKNW, New Westminster. "This is the year when we are going to have to face TV," he said. Pointing out that there are now 15,000 television sets in Vancouver, Rea went on to say that by Fall, Canada will have a national system of television controlled by the CBC. "September of 1954 may find one-third of Canada's homes reached by Canadian television," he said.

Rea prophesied that: "while network radio will diminish steadily in importance, the day of the local radio station is just dawning." He went on to explain his theory which was that "as network interest wanes, local interest can grow" for the radio broadcaster who "creates good music programming and provides good local news coverage (which) will win the audience formerly enjoyed by radio networks."

Following the usual BCAB practice, nominations for the associations' various offices were called for from the floor, and when none were forthcoming, the slate nominated by the nominating committee at last summer's meeting in Nanaimo was elected nem con. This consisted of a complete re-election: President, Bill Rea, CKNW, New Westminster; Vice-President, Maurice Finnerty, CKOK, Penticton; and Directors-at-Large, Chuck Rudd, CHUB, Na-

(Continued on page 3)



What Price Radio?

Over 20,000 local businesses across Canada invested in radio on their home stations during 1953.

*"Wherever You Go
There's Radio"*

The
CANADIAN ASSOCIATION
of
RADIO & TELEVISION BROADCASTERS

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

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

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

CAB Member Stations

ATLANTIC (17)

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

FRENCH LANGUAGE (27)

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

CENTRAL CANADA (40)

- CKBB Barrie
- CJJB Belleville
- CFJB Brampton
- CFPC Brantford
- CFJR Brantford
- CFCO Brockville
- CKSF Chatham
- CKFI Cornwall
- CKPR Fort Frances
- CJOY Fort William
- CKOC Guelph
- CHML Hamilton
- CJRL Hamilton
- CKLC Hamilton
- CKWS Kenora
- CKJL Kingston
- CKCR Kingston
- CFPL Kirkland Lake
- CJAD Kitchener
- CFCF London
- CFCH London
- CFOR Montreal
- CKLB Montreal
- CFOS North Bay
- CHOV Orillia
- CHEX Oshawa
- CFPA Owen Sound
- CKTB Pembroke
- CHLO Peterborough
- CJIC Port Arthur
- CHOK St. Catharines
- CJCS St. Thomas
- CKSO Sault Ste. Marie
- CKGB Sarnia
- CFRB Stratford
- CHUM Sudbury
- CKFH Timmins
- CKLW Toronto
- CKNX Toronto
- CKOX Toronto
- CKOX Windsor
- CKOX Wingham
- CKOX Woodstock

PRAIRIES (23)

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

PACIFIC (17)

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



BCAB Continued

naimo, and F. H. Elphicke, CKWX, Vancouver. Slated to represent B. C. on the board of the national body, CARTB, were Rea and Elphicke.

Broadcasters should interest youngsters at the high school level in pursuing broadcasting as a career. This was the reflection of Jack Pilling, CHWK, Chilliwack, who has been operating as a committee of one, investigating the personnel problem. He reported that it is amazing how little the youngsters know about the possibilities of the business for the simple reason that no one has ever done anything to define the jobs to them. Also he commented that libraries have no books on the subject of broadcasting as a career.

Pilling recommended that ways and means be found of defining radio jobs to young people, and of making known to them the opportunities and possibilities that lie in the business. He felt that students in high schools and universities should be acquainted with the facts and that they should be "exposed to the mechanics of radio." He would like to see better relationships established between stations and educational bodies and agencies.

Next Pilling advocated that the broadcasters explore the possibilities of helping the Radio Society of the University of British Columbia with their meagre physical requirements along equipment lines, and that they assure them of their moral support. He said that the Radio Society had intimated that it was willing to act as a clearing house for personnel, and that it might be of assistance in procuring students to act as summer replacements, although most of them were looking for the big money offered by Smelters and other similar concerns to finance them through the school year.

Still on the personnel problem, Dorwin Baird of Station 600, Vancouver, opposed organized recruiting of personnel. "The best man we have," he said, "is the man who started with us at the bottom, because he wanted to be in radio more than anything else in the world. We want people who want to be with us," he said.

Maurice Finnerty gave the meeting a report on the standing of the industry in connection with the Provincial Workmen's Compensation Board. This point was raised by a letter which Cecil Elphicke of CKPG, Prince George, had addressed previ-

ously to the BCAB executive, questioning the equity of the amounts levied from the broadcasters by the Board over the past seven years.

Finnerty reported that during this period broadcasters' payments, including penalties and interest, amounted to about \$13,000.00. Claims and administration costs totalled to only around \$1,300.00 or ten per cent. It was felt by the meeting that the Board's attention should be drawn to the fact that the rate of assessment was obviously high in the light of the insignificance of the claims. A resolution was passed requesting the Workmen's Compensation Board to review the assessment in the light of this experience.

CBC purchase of all rights to broadcast the British Empire Games which are to take place in Vancouver came under heavy fire, and Ken Caple, CBC's B.C. Regional Director, defended the corporation's stand from the speaker's table.

The facts are that the CBC have secured all TV and radio rights for \$50,000 which they hope to recover, in part at least, by re-leasing them to private broadcasters. Questioned indignantly by broadcasters from the floor, Caple explained that anything that goes out on radio, taped or wired, will have to be cleared by the CBC.

We're trying to protect the rights of the radio people in Canada," he said, "to get the best possible coverage. We want to get some of our money back." At another time during the heated exchange he said: "Everything to do with radio at the British Empire Games is in our general authority at the present time. That is the agreement we have made with the British Empire Games Committee. It is not our intention to prevent private stations doing a reporting job."

Last Wednesday, a week after the meeting, Caple issued a statement in which he said that the CBC will work with all broadcast stations wishing to broadcast live or by tape recordings, direct from the games, without charge provided the broadcasts were unsponsored. "The CBC sees no reason," the statement said, "why those private stations wishing to broadcast sponsored programs direct from the games should not pay a reasonable fee for the rights to the CBC. Public funds were used by the CBC to buy the over-all rights in the public interest," he said, "and the CBC does not believe these rights

(Continued on page 4)

IN THE NORTH

They Look To Sudbury



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

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

**ADVERTISING
MEDIUM**

CKSO

**NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION**

For AM and TV

**ALL-CANADA RADIO FACILITIES LTD.
IN CANADA**

**WEED & COMPANY
IN THE U.S.A.**



**What's Cooking in
Newfoundland?**

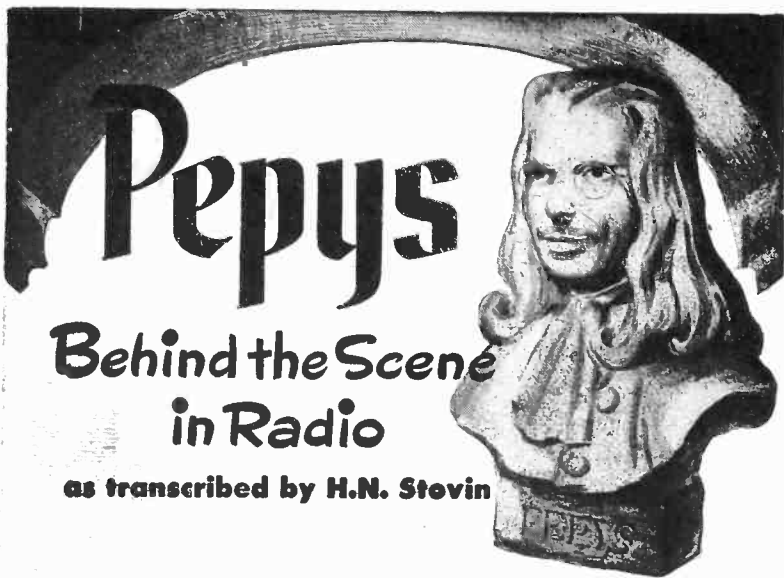
Do you know that the three major department stores in Newfoundland — employing over 1500 workers — ALL have daily shows on CJON.

CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS



"Diogenes should have searched for his honest man in Newfoundland, for on VOCM St. John's daily 'Lost and Found' publick service program, some 80% of articles mentioned thereon find their way back to their owners; which speaks well both for the high listenership for VOCM and for the integrity of its listeners ● ● ● Also on VOCM another program, called 'Ladies Fare' and causing much goodly comment both on its sales results and its unique entertainment. The lady, Ann Cook, hails from the Deep South, while her partner, John Holmes, is an Englishman. My faithful Secretary suggests their opening salutation might be 'Cor blimey, you-all' ● ● ● Lionel the Lobster did indeed play Santa Claws to the Moncton branch of a national department store, which on December 23rd was overstocked with Christmas candy. CKCW did broadcast four announcements, and in a day and a half 1425 pounds of candy were bought as a result, out of the 1500 pounds on hand. Do hope they gave Lionel a piece ● ● ● As a Community Service, CKXL Calgary did buy 1000 tickets for the February 3 hockey game between Calgary Stampeders and Victoria Cougars, donating these to as many Calgary lads between 8 and 14 who wrote a short essay on 'Why I should show good sportsmanship.' The young winner not only received a complete Stampeders hockey outfit, but also 'faced-off' with that team against the Cougars. This project had no commercial sponsorship — and Pepys salutes CKXL's worthwhile desire to encourage good sportsmanship ● ● ● A Moose Jaw jeweller has for 5 years sponsored a daily 5-minute newscast on CHAB. Using no other form of advertising, he did offer a special sale of watches, and CHAB reports that the entire stock of over 30 watches was sold in a very short time. Pepys has pointed out many times before that

A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

BCAB

(Continued from page 3)

should be given away for private gain." Caple's statement said the CBC had "no choice" but to bid for exclusive radio, television and movie rights. "If private agencies had been successful, there was no guarantee that radio, television and film service would be adequate for Canada or the Commonwealth countries."

Questioned by the *Vancouver News Herald* that evening, a number of broadcasters and others were quoted as follows:

F. H. Elphicke, CKWX, Vancouver: "We were sold out by the British Empire Games Committee, when that group signed over broadcast rights to the CBC."

Bill Wellwood, 600, Vancouver: "We are basically blaming the BEG for this state of affairs."

Bill Rea, CKNW, New Westminster: "I think this will work out. We can't blame the CBC for trying for entire rights. We are disappointed at the action of the BEG Committee, whom we have boosted all along. The CBC has said private stations will be able to give local coverage."

Ken Caple, CBC, Vancouver: The whole idea is to make sure Canadians get good coverage of the games. There is the problem of who gets first right to cover the games, such as foreign radio. That will be dealt with by our committee."

This Reporter: "It is most unfortunate the laws of Canada give the CBC so many responsibilities — they have to put on radio shows, govern private radio and lease and re-lease radio concessions in a sporting stadium."

Next day a resolution was discussed, rephrased and passed unanimously. This resolution deplored the action because "such a contract appears to interfere with the activities of independent broadcasting stations in BC in reporting the games to the public." The resolution urged that "actual description of events by direct line to broadcasting stations or by tape recording, or any similar method, be recognized as essential parts of reporting by radio broadcasting stations." The delegates voted to appoint a committee to discuss the matter with the BEG executive committee to seek "essential changes to permit free and more extensive coverage" of the games by independent radio stations.

In 1953 the Canadian public bought more radio receiving sets than they did in 1951 or 1952, and this year they will probably buy in the neighborhood of half a million, according to Pat Freeman, director of Sales and Research for the CARTB. Freeman emphasized the importance of car sets in computing listener figures. He estimates a Canadian total of around one million.

Freeman asked B.C. broadcasters to co-operate in every possible way in furnishing him with revised station rate cards for inclusion in the annual loose leaf publication which he hopes to get out by June 1 instead of July 1 as previously.

Machinery is fast replacing people in stores, especially chain stores, Freeman said, and this will occasion

more and more advertising to pre-sell goods when sales clerks are no longer on hand to present sales arguments. This is going to be a tremendous expansion in advertising, he went on.

Touching briefly on the question of local advertising rates, Freeman said that certain Canadian newspapers have found a solution to the problem. They now give local rates to a national advertiser's dealers, if the manufacturer has used a certain number of lines at the national rate.

Color television, or its coming, is causing newspapers to plan a comeback of the use of color printing in the States, he mentioned. He also disclosed that manufacturers are re-designing their package labels without the use of white which does not reproduce well in color TV.

He went on to say that his annual index of national radio accounts has paid off. He pointed out that the service offered through this study is similar to what the publications are doing by means of lineage audits.

He now took particular pride, he said, in announcing the completion of an index of over ten thousand retail users of radio advertising in November 1953 across the country. This, he said, consists of lists received from 60 per cent of the Canadian private stations. "The tabulation of these accounts . . . used in conjunction with our continuing listing of national accounts pinpoints the areas in which new business can be developed," he said. He went on to point out three ways in which the local accounts study could be used: (1) by the local station salesman; (2) as a brand new approach to retail trade associations; (3) in contacting national accounts.

After outlining his plans for an elaborate presentation on radio to be made before the Association of Canadian Advertisers at their convention in May, he told of several calls he has made on national accounts during the first few weeks of this year. Finally, he cautioned broadcasters about subscribing to what he called "the myth of a summer hiatus peculiar to radio," pointing out that all major media experience the same degree of national advertising recession during the summer months. He went on to point out that radio does not share the December and January "dip" invariably experienced by other media.

The New
**TECHNIQUES OF
TV PRODUCTION**

by Rudy Bretz

\$12.00

from

Books
**CANADIAN BROADCASTER
& TELESCREEN**
163½ CHURCH ST. TORONTO

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

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

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CCAB

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February 17th, 1954

The Right To Hear

In the past two weeks the Canadian Broadcasting Corporation has been involved in two incidents which, rightly or wrongly, laid the publicly-owned broadcasting body open to charges of impeding the passage of news and information.

First, at The Pas, Manitoba, newspaper and private radio reporters were kept off the ice by the Royal Canadian Mounted Police, while the CBC was permitted to take photographs of the start of the 200 mile dog-sled marathon.

Secondly, the CBC announced in Vancouver that, in conjunction with the British Empire and Commonwealth Games Committee, it had secured all broadcasting rights to the games which are to take place there this summer, and that before private stations could get a mike onto the scene, they would not only have to secure permission from the CBC, but would also have to pay them for the privilege.

In the case of The Pas incident, it appeared later that it was all a horrible mistake. The authorities were alarmed at what might be the consequences of crowds milling over eight inches of ice and ordered that no one should be permitted onto it. Somehow though they overlooked the fact that the CBC's camera crews were already there.

In the case of the British Empire games, a representative of this paper sat in the meeting of the British Columbia Association of Radio & Television Broadcasters, while CBC's head man on the coast, Kenneth Caple, explained that the purchase of broadcasting rights had only now been taken by the CBC to make sure that everyone who was entitled to do so would get a chance to get their mikes in. He explained that the charges which were being levied were only in the hope that the CBC might recover some, if not all, of the \$50,000 it had paid out.

Whether democratic privileges were actually being trampled upon in either or both of these incidents is not important. What really matters is that the people of Canada have permitted their government to get its communications utility into the position where there could possibly be a question of democratic rights being ravished. It is unthinkable, after the holocaust of war into which the world was thrown by a handful of men who believed in the right of government to restrain the passage of news and information, that Canadians are willing to have a state of affairs exist where the recurrence of such a condition was even possible.



In the case of the British Empire Games incident, the B.C. broadcasters were prompt to take the only action open to them, which was to table a resolution recording their disapproval. The B.C. broadcasters fell somewhat short of the mark in the phrasing of the resolution.

In the first part of the resolution there appeared the words: ". . . and whereas such a contract appears to interfere with the activities of independent broadcasting stations in B.C. in reporting the games to the general public. . . ." Then, in the resolution proper, Clause 3, they said: "Therefore be it resolved . . . that this convention deplores the action of the British Empire Games Society in making a contractual agreement restricting coverage of the British Empire Games events by independent broadcasting stations."

Certainly the act of restricting independent broadcasting stations by a government agency is reprehensible beyond belief. Where the broadcasters missed the boat though, or more probably where they did not express their views fully enough, was when they protested against the restrictions being applied against themselves, but failed to make it clear that they were still more incensed by the denial to the public of a source or sources of information, which happened quite coincidentally to be the independent stations.

If Canadian independent broadcasters are going to come out on top of their battle for freedom of expression, they must realize that the issue on which they can win cannot be based on public indignation against their own suppression. The only way the people can be roused in protest against this iniquitous government

monopoly, is to convince them, as is most certainly the case, that they themselves are being victimized by the curtailment, not of the broadcasters' rights to speak, but of their own rights to hear.

Amplifying The Pilling Plan

The British Columbia Association of Radio & Television Broadcasters is facing up forthrightly to the universal problem of securing suitable personnel for its member stations. The plans it evolves should be of material assistance to the entire industry all over Canada.

Suggestions advanced at the BCARTB meeting by Jack Pilling, who chaired the investigations of the Committee on Personnel were excellent. More youngsters are going to have to know more about the potentialities of broadcasting so that they will eagerly choose radio as a career rather than being lured into it by station managers who are desperate for help.

Jack Pilling's suggestions of establishing contact with schools, making books available and generally "exposing students to the mechanics of radio" are all steps in the right direction.

It seems to us that the problem does not lie in attracting young people into the business entirely. This part, with the putting in motion of the Pilling plan, plus the glamor which attaches to the business and always will, should turn the trick as far as recruits are concerned. But how about holding them?

The simple expedient of paying the present crop of announcers and others more money is not the answer. What most youngsters want is more promise of responsibility and promotion ahead.

Key positions in a large number of stations are held by men who started at the bottom and rose from the ranks. This evidence of opportunity should attract a stable type of man who will be looking for a career, rather than the floater kind of character, whose first act after obtaining a new job, is to start looking around for the next. In cases where the machinery breaks down, it can only be because, for some reason or other, probably poor selection, the wrong man was hired at the outset.

Maybe the answer is that announcing and other jobs, as they are now set up, are not important enough to attract and hold career seekers. More duties, greater responsibilities, will do more than more money to make staffers feel that they are part of the organization, and determine to grow with it.

HELP

your librarian and your program department
and your sales staff and your bookkeeping and

HELP YOURSELF

to greater variety — bigger names — better
programming balance with musicals transcribed
exclusively for radio

HALF-HOURS

Barnyard Jamboree
Beauty that Endures
Gracie Fields Show
Jay Wilbur Strings
Ranch Roundup
Stanley Holloway Show
Vera Lynn Sings

QUARTER-HOURS

Date with Music
Golden Gate Quartet
John Charles Thomas Show
Moondreams
Riders of the Purple Sage
Rhythm Range
Tom, Dick & Harry
Singin' Sam
Westerners, The

FIVE-MINUTE SHOWS

Bowmans, The
Dick & Jeannie
Howdy Pardner
Hymn for the Day
Immortal Love Songs
Layman's Call to Prayer
Westward Ho!

Strip music across the board . . . reserve special "music nights" . . . put new Names on your station . . . let your production people devote more time to your locally-built features . . . give your spot accounts distinctive *program* identification . . . relieve your librarian from much of the selecting, pulling and filing of records . . . supplement your jockey's hits of the moment with exclusively *broadcast* music that adds fresh dimensions to *sound* programming.

Let's negotiate. Package Programming is an economical key to profitable operation.

S.W.
Caldwell
LTD.

447 JARVIS ST. (across from CBC-TV), TORONTO 5

Television

COMMERCIALS CAN CLICK OR CLUCK

Vancouver. — Anyone can put on a TV spot which will do some good, but there are ways and means of making them do more good. Or so it would seem from a fast-moving address delivered to the BC Broadcasters in convention here last month by a one-time British Indian Army officer who turned TV producer and worked for NBC-TV on such programs as *The Dave Garroway Show*.

Maurice Dallimore, now putting in time and overtime on the new medium, with O'Brien Advertising Agency, told the west coast convention how to make TV commercials tick — after you have a station to put them on, that is.

He told how NBC retained the Schwerin Research organization of New York, whose Toronto affiliate is Canadian Facts Ltd., to study 2,000 TV commercials. The technique was similar to the one employed by Horace Schwerin in radio, and consisted of gathering 300 people in his research theatre, where they see a complete show and then complete a questionnaire to determine the effectiveness of the commercials.

"There is no right way of presenting a TV commercial," the speaker said, "but there is certainly a wrong way." He then proceeded to present his examples from the Schwerin surveys, dividing them into five groups.

CORRELATE AUDIO AND VIDEO

You can't show a picture of one argument and have the announcer speaking another.

When they showed an X-Ray of a mouth of teeth, while the announcer soliloquized on "breath," the remembrance quotient was 19%. When the announcer was seen as he spoke, holding a card imprinted "breath" the score rose to 44.

A girl proclaiming the high quality of a cake mix rated a lowly 8. Add a picture of fresh milk, eggs, etc., being added, and it went up to 21.

DEMONSTRATE! DEMONSTRATE! DEMONSTRATE!

A housewife holding a clean pan and a package of the sponsor's pan cleanser rated 6. A demonstration (1) dirty pan; (2) application of product; (3) clean pan — ring up 28.

A simple demonstration of a shampoo rated 20. Showing the sponsor's brand and a competitor's too, with results, doubled it to 40.

A demonstration pointing up the fact that only the finest parts of a side of beef went into the can was improved, by showing unwanted parts pared off a drawing of the animal. This bumped the quotient from 3 to 48.

KEEP IT SIMPLE

When the production of a cigarette was demonstrated in a one-minute spot in ten scenes, the rating was 13. Simplified into three elements it soared to 32.

When the announcer demonstrated the money-saving qualities of insulation on refrigerators with two



People
sell people best!

. . . and Station 600 (CJOR) in Vancouver specializes in *person-to-person* radio selling. From the written testimony of our sponsors, we know that the sales effectiveness of Station 600 cannot be equalled in Western Canada

Station 600 Radio Personalities sell products by personal endorsement. To sell more merchandise in British Columbia . . .

Put the Station 600 Personalities on your Sales Force!

Station **600**
C J O R
Vancouver - Canada

Representatives:

In Canada
HORACE N. STOVIN & COMPANY

In U.S.A.
ADAM J. YOUNG JR., INC.

stories—one in each hand—the score was 26. Illustrated with two "boxes," first point one and then point two, it rose to 48.

In another case, using a technique of counting off sales points on the fingers boosted the box score from five to 17.

Trick photography is very valuable if used sparingly. Complicated montages to illustrate the age of beer rated 11. Simplified it rose to 24.

USE THE RIGHT PRESENTER

The right person to put over a commercial is not necessarily good looking. A better choice is someone who looks like a "good Joe"—someone you'd like to have around the house.

Just saying a woman announcer is a housewife is not enough. This rated her only 63. When the audience also saw her doing housework, 100 people remembered 108 sales points for a score of 108%.

They wanted to demonstrate that a razor blade shaves a tough beard easily. When a steel worker did the demonstrating, 13% were convinced. When they used an office-worker, it rose to 32. The reason given was that it was more important for an office-worker to be clean shaven than a steel worker.

A shot of a doctor giving advice stirred 8% of the audience. But when they added a picture of the patient taking it, it scored a three-fold 24.

A top-flight hotel chef demonstrating a baking mix inspired 16. But when a little girl of about eight years old prepared it and put it in the oven, the score was 73, because the fact that even a little child could do it was more effective than when the demonstrator was an expert.

Don't undress your demonstrator if she is a girl. A scantily-clad lass scored two. She distracted them from the product. When thoroughly clothed it was 13.

Demonstrating a headache by having a victim yell at a stranger got a 51 for the remedy. But when the same performer apologized for his condition, it rose to 91.

KEEP THE SETING AUTHENTIC

Keep the comic out of the commercial. When a male emcee put on a funny chef's hat and pranced gaily into the kitchen to prepare the product, the score was 42. The same actions by an average housewife rang up 88.

A mother bringing pancakes to the table rated 32. Add a shot of pancakes sizzling on the griddle and you have a comfortable fifty.

COURTS BAN TV

Montreal—Television coverage of a court trial here was flatly refused by Judge Gerald Almond late last month. A CBC television crew was

denied permission to film the proceedings in the trial of Jaocb Kusmierski and Moses Mandel, who face charges of international jewel smuggling.

Judge Almond declared: "I have nothing to say against television, but on the other hand court activities aren't shows. With all due respect to the public investigations made in the United States in the presence of photographers, broadcast and television set-ups, I must say for my own part, I don't like the same idea becoming the vogue here."

At almost the same time the Supreme Court of Ohio ruled against radio, TV and photographic coverage of its court sessions. This ban—one of a set of rules adopted by the court—applies to all courts of record, including municipal courts.

According to the Supreme Court's opinion, broadcasting and telecasting detract from the essential dignity of the proceedings, tend to distract witnesses and create misconceptions in the public mind. The ban does not apply to events at the court before or after sessions.

Tell Us Another

No matter how many people are enjoying the swim, it's always a bit chilly when you first jump in. Radio is a bit like that. Only we can't always manoeuver a prospect until he's in a position to be pushed off the dock.

A typical example — Clarke Motors, Orillia Pontiac-Buick dealer. For years this wily fellow has wet his toes with a few spots and an occasional program on our air, but he didn't submerge himself in broadcasting.

But last August he forgot himself, slid in up to his ears with a daily, morning newscast. He's still in and the water's fine.

So if your sales need swimming lessons, call on Life Saver Stovin and his crew.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

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

#1 MARKET

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

#2 MARKET

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

#3 MARKET

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

CKNW TOP STATION
 BOTH in Vancouver and NEW WESTMINSTER

CJDC - Dawson Creek

Mile 0,
 Gateway to the North

DID YOU KNOW:

- (1) In 1952 Dawson Creek was the largest shipping point for grain in the British Commonwealth.
- (2) Peace River honey rates premium prices in U.S. markets.

No daily newspapers: No TV
 Captive listening to CJDC.

SALES REPRESENTATIVES
 FOR A DISTINGUISHED GROUP
 OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

CKVM

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

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

Something missing...

like
selling
Quebec
market
without

CKOV

1000 WATTS 1280 K.C.

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



DATELINE:
ST. THOMAS

By Helen Craig

When I was twelve my father took me out to roads rutted into Saskatchewan prairies for one purpose: to teach me how to drive our seasoned Chevy. Unfortunately I did not inherit dad's love of automobiles and to this day I always tremble at the thought of having to drive. However, like all women who suffer from male jokes about female drivers, I still admire those fortunate people who buzz along the highway as if driving a car is as natural to them as breathing. This admiration was revived recently when I heard about touring enthusiasts who participated in the British Empire Motor Club Rally.

I heard about this saga of driving

skill when Ken Deas, CHLO London, described the rally and how CHLO went a-touring with entrants over slippery Ontario and Quebec roads. The British Empire Motor Club Rally is not a race, but a test of endurance in an individual's driving ability and navigation under adverse conditions. The event took place from January 18 to 20 with 60 entrants starting from Toronto and six from Montreal. Even though the club itself is the oldest of its kind in Canada, having been founded in 1928, this was the second annual Canadian winter rally, organized by Fred Hayes, Toronto. Touring is an accepted thing in Europe where petrol and rubber companies sponsor trips, but in Canada the second annual rally took the form of a re-birth of an old sport, sponsored by the club. (I can't figure out how the "British Empire" part of the title came in. Perhaps someone will enlighten.)

CHLO's part in the event began in a curious way. It all started when Ken Deas, who is the London manager for CHLO, was talking to Bill Dalglish, owner and manager of Volkswagen Motors in London. This is a new concern, and Ken had met the Volkswagen folks in connection with a quarter-hour program arranged for them by CHLO. Al Bestall, CHLO station manager, has established the policy that when a new business opens up in the area 15 minutes is allotted to it in which its management and staff describe their business. Mr. Bestall could express CHLO's best wishes by congratulatory messages or by sending flowers, but he prefers to say it with a show. So, on the show for Volkswagen, Mr. Werner Jensen, managing director for Volkswagen (Canada), Bill Dalglish, London manager, and a German mechanic, spoke of the concern. Ken Deas, who is certainly not slow when it comes to putting ideas into action, nabbed CHLO's production manager and salesmen and a tape recorder on the way to Volkswagen Motors and they did a spontaneous spot with on-the-spot sound effects for the program. Going through the customary routine of a prospective car-buyer, their spot went something like this: FROM ANNOUNCER'S INTRODUCTION . . . and see for yourself!

KEITH: Honk the horn!
SOUND EFFECT: Actual sound of Volkswagen horn.
KEN: That's cute.
GLENN: Try the doors.
SOUND EFFECT: Open and close of Volkswagen door.
KEN: They work fine.
KEITH: Start 'er up!
SOUND EFFECT: Engine starts.
KEN: Sounds real smooth.
GLENN: Take a drive.
SOUND EFFECT: Car pulls away.
KEN: (voice fading with car) Here we go . . .

As an additional CHLO courtesy the spot was put on wax and sent to Toronto Volkswagen headquarters as a radio souvenir.

Bill Dalglish happened to mention to Ken Deas that the British Empire Motor Club Rally was coming up and that he planned to enter a Volkswagen. Ken, a sales-minded chap, asked if he might come along to cover the rally. Agreed. Then Ken sold the "trip" to DuMont Television with the understanding that Cam Church, CHLO sports director, would be the DuMont roving re-

We've Got What It Takes . . .

To give your clients **MORE** for their money when you buy Radio in Nova Scotia.

We Have . . .

- The Listeners** 74,940 Radio Homes (D)
68,720 Radio Homes (N)
(Total weekly B.B.M. Report #5)
- The Coverage** North Eastern Nova Scotia; Cape Breton Island; Northern New Brunswick; Prince Edward Island; Gaspé East, Que.; Magdalen Islands and most of Newfoundland.
- Moderate Rates** \$6.75 is the 260-time rate for a 1-minute Class A spot.
- Pulling Power** Over 10,000 letters received each week on an average.

A Power-pull Story

From Nov. 13/53 to Jan. 22/54, QUIX QUIZ, presented by QUIX Soap Powder from 5.30-5.40 p.m. Mon.-Fri., has drawn

16,338 Letters

Pleased with the Pulling and Selling power of CJFX, the makers of QUIX have renewed the QUIX QUIZ four times.

They know, as you will find, CJFX gets **RESULTS**

There's no better buy in the Atlantic Provinces

Call Paul Mulvihill in Toronto, Murray MacIvor in Montreal for further information about this key Maritime station.

5,000
Watts

CJFX

580
Kilocycles

ANTIGONISH, N.S.

porter. DuMont's Western Ontario sales manager, Bill Short, was keen on the idea. In this case the idea had wheels. There were wheels belonging to Nash Ramblers, Meteors, Sunbeam Talbots, Jaguar Mark 7's, Vanguards, M.G.'s, Vauxhalls, Volkswagens, and when the trip was finally underway CHLO's 51 Chev delivery sedan was in the ranks too.

The route taken was a hazardous one, considering the time of year and road conditions. Snow and ice was nature's contribution to test the ability of drivers. Consequently, not knowing what was in store, extra equipment was taken along by participants. Ken Deas drove along in the CHLO sound truck, spelling off Cam Church. The truck was equipped with tape recorder, batteries, and a converter for on-the-spot interviews to be done along the way. Interviews were taped or relayed by Bell Telephone. But of course, radio equipment alone would not be adequate for a jaunt such as this. The boys added to their supplies: a 40-cup thermos of coffee for chilled drivers en route; a mattress on which they took turns sleeping; five extra blankets; a 30-foot tow rope; extra set of chains; two jacks; complete first aid kit which Cam, a Red Cross man, knew how to use; cameras; extra food; all manner of spare parts for the truck from spark plugs to a headlight; and of course, a mammoth shovel.

Most of the contestants were Canadians from Ontario and Quebec, but a Mr. and Mrs. Burns from Buffalo joined the rally too. CHLO was the only radio station represented in a mobile way. CBLT, with Gil Gil-

christ directing, travelled part of the outlined route, but often went ahead (as did CHLO) to meet incoming drivers at various rest stops. The route led from Toronto to Peterborough, then to Kingston, Montreal, Manniwalkie, back to Kingston, Barry's Bay, Peterborough again, Huntsville, and to Toronto for termination. CHLO had arranged for considerable promotion of the event, flashes, spots, and mention in news-casts before the actual reports came in. CBLT's *Sports Folio*, showed cars starting and finishing, and to the pleasure of CHLO their sound truck flashed across the TV screen.

Winners were determined by the point system and rules of the rally insisted that an average speed had to be maintained and that the speed limit was not to be exceeded. At control points men checked each driver's speed. In spite of glare ice in the Laurentians, and a tempting beauty that might make a motorist stop in spits of 30 below zero weather, there were two winners with a perfect score: Dean Gooderham in a Nash Rambler from Toronto, and Peter Mandle, in an Austin from Montreal.

Ken Deas recounted several of his adventures with Cam Church. On the road from Kingston to Montreal their CHLO truck stopped twice to help motorists whose cars had frozen gas lines. The CHLO boys had several cans of special solution in their truck's supplies, a solution that you mix with gas to prevent freezing. It was given to the motorists so they could go on. Then, north of Montreal on the way to Manniwalkie, they noticed an Austin A 40 convertible had upset. It had done a complete flip but the men and three women who were inside were uninjured. The driver happened to be a young woman, and she continued on the rally route while her three companions returned to Toronto by train. (Who says women aren't plucky at the wheel?) Later Ken and Cam met the Americans near Manniwalkie when excited French children on the road told them about the fate of the Jaguar from Buffalo. The Americans had slid into the ditch, but after one hour of digging in deep snow, the CHLO chaps once again rescued another car and its occupants so they were able to proceed with their touring comrades.

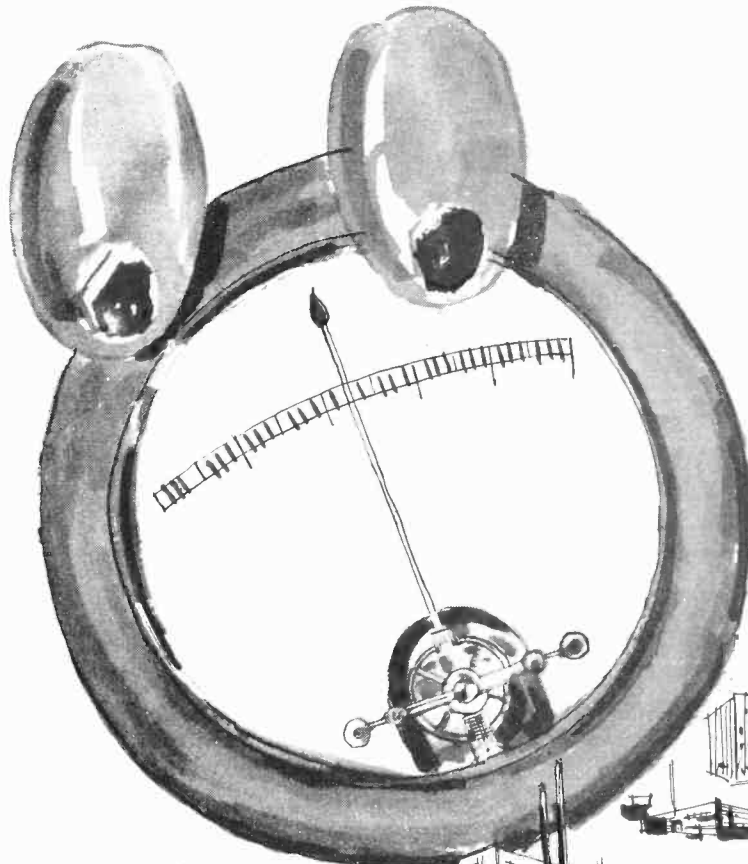
And all this in 30 below. I suspect the local Boy Scout troop will now make our two heroes honorary life members. And it would be deserved!

Looking back at the value of the rally, Ken Deas says: "Well, there were 66 cars and each car drove 1,340 miles over snow-covered roads. More often than not the highway was so icy you could have skated the route. All together 88,440 miles were driven and during that time there was no personal injury or property damage sustained."

No doubt CHLO listeners, upon hearing these adventures, took back their January dreams of surf-board riding off Florida, or going to New Zealand waters for marlin. And who knows? Perhaps after hearing about this exciting rally, made possible by CHLO and DuMont, St. Thomas and London listeners will not be satisfied with vicarious pleasure next winter. In fact, I bet you a year's subscription to C.B. and T. that many entrants in 1955's British Empire Motor Club Rally will hail from St. Thomas and London.

I want to go next year too. But please don't ask me to drive.

olives, ohms + odd ones



Grocery specialty manufacturers, electrical apparatus companies and 149 small companies employing less than 50 people, supply an above average earning power to 2,941 families in London. These families can afford the products and services available for better living.

Confidence in nationally-advertised products and services is the one big reason why advertisers on Radio Station CFPL can count on over 90% of the London population to listen to and react favorably to their sales messages.

In Canada contact
ALL CANADA RADIO
In U.S.A.
WEED & CO.

CFPL LONDON, CANADA

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary


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

CKCH

HULL and OTTAWA

Representatives

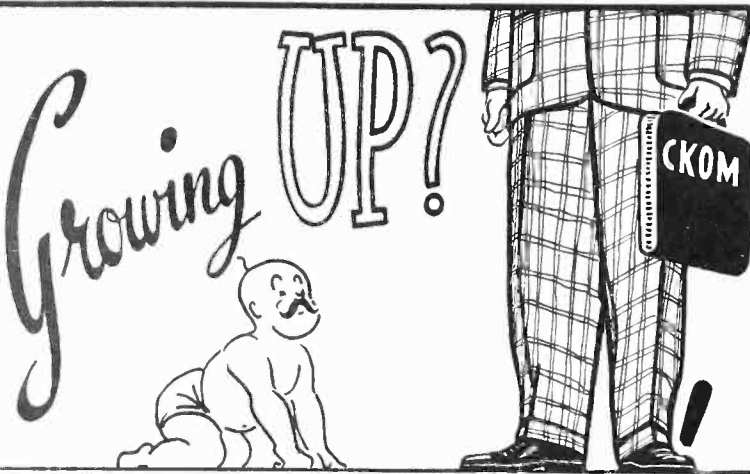
OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.



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

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


CAMPBELLTON SELLS THE NORTHERN MARITIMES



Growing UP?

You Bet We Are!

250 to **5,000 WATTS** IN **CKOM SASKATOON**



Verbatim

COMPETITIVE TELEVISION

Analogy With The Press

A letter to the editor of *The London Times*, by Malcolm Muggeridge, editor of the famed magazine of British humor, *Punch*, and champion of commercial television, who is scheduled to be guest speaker at the annual dinner of the Canadian Association of Radio & Television Broadcasters, in Quebec City, March 22.

Sir,—In a column of your valuable space to-day Lord Radcliffe conveys the mental confusion with which he, and doubtless others, are afflicted regarding "sponsored television" and other proposed devices for modifying the existing BBC monopoly. I shall try to explain.

Lord Radcliffe will certainly have noticed that a substantial proportion of the available space in the issue of your estimable newspaper in which his letter appeared was devoted to advertising of one sort or another. He will likewise be aware that the revenue derived from this advertising makes possible the appearance of *The Times* in its present form, as of all other newspapers. Without it, the Press would collapse, or, as in totalitarian states, become dependent on Government funds, in which case, of course, like the BBC, it would necessarily become subject to Government control. Thus advertisements may be said, in fact, to make possible the freedom of the Press.

The advertisers who pay for these advertisements, however, do not control the newspapers in which they appear. They cannot, therefore, be called sponsors. They insert their advertisements on the supposition that the news or features beside them will be sufficiently interesting to hold the attention of readers, whose eyes will then stray occasionally from the matter provided by the newspaper in question to the matter provided by the advertiser. Such an arrangement involves the advertisers paying more or less for space according to the size and affluence of the circulation of the

newspaper or periodical in which their advertisements appear. Even within the same newspaper or periodical advertising charges vary in accordance with the importance or otherwise of the site offered.

There is no reason why precisely the same arrangement should not prevail in the case of competitive television. This arrangement would be neither more nor less reprehensible in the one case than the other. Whoever controlled a television station, that is to say, would, like the controllers of a newspaper, do their best, in their own interests, to ensure that the material presented was palatable to the public. The advertiser would buy his place on a program as he does in a newspaper, and would have no more opportunity of imposing his views and standards than he does through newspaper advertising. There never has been a sponsored newspaper in the sense of one run by advertisers for advertising, and if one were attempted it would almost certainly fail. When, as in this television controversy, newspapers attempt to promote or defend their own interests in the guise of editorial or other comment, they necessarily become tedious, prolix, and foolish. The same principle would operate in the case of television stations.

May I, in conclusion, briefly define my own position which, incidentally, is not necessarily that of the Popular Television Association, even though, as I agree with its general objectives, I agreed to be one of its vice-presidents. What I consider to be desperately necessary is some form of competitive or non-Governmentally controlled television. As in the case of a free Press, advertisements would seem to be necessary to achieve this. They are, however, a means, not an end. Once competitive television is instituted, it will, I am convinced, become varied and manifold—the more so the better as far as I am concerned. I also believe that, whatever might be laid down in advance, politics and religion will come within its terms of reference, most fortunately and necessarily. The alternative—a continuance for ever of all television and sound radio being directed by one agency under Governmental control—seems to me most dangerous and a large step in the direction of collective servility.

Local Sponsors

How do you determine whether a station is doing a job in its area? B.B.M. reports? Program ratings? CFNB leads all New Brunswick stations in both.

But we think an even better indication is the way local sponsors regard the station. More local sponsors than ever before, over 120 right now, are using CFNB regularly. These sponsors are located in several centres in our coverage area in addition to Fredericton, some as far as ninety miles away.

If it's New Brunswick coverage you're looking for CFNB is your most effective, most economical buy.

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.

YOU CAN'T COVER SIMCOE COUNTY Without CKBB

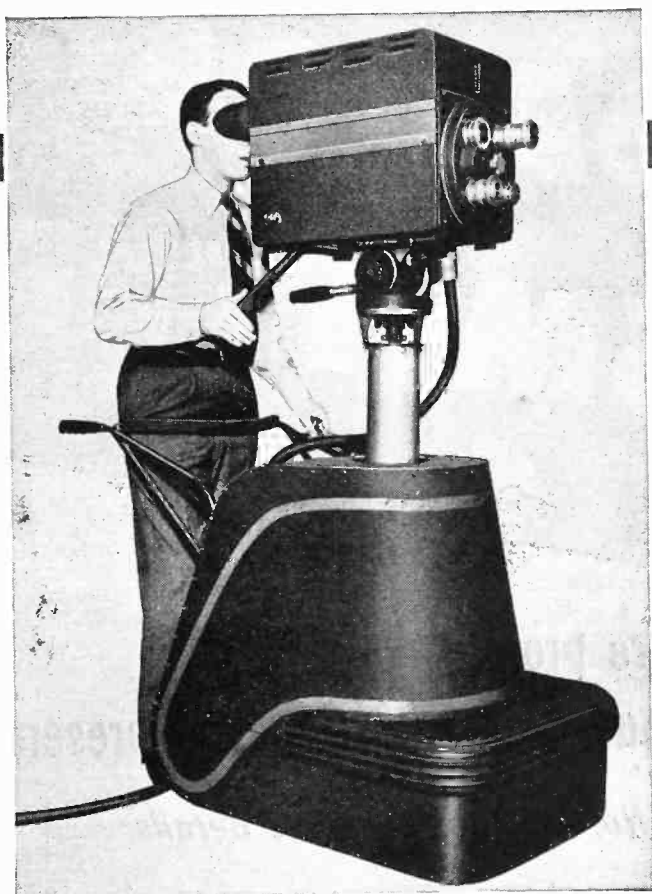
BARRIE

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

cae

Your call letters for Telecasting needs

T.V. Transmitter
and Studio Equipment



Consult **cae**

—exclusive Canadian representatives for

DUMONT

The Most Respected Name in Television

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

cae places at
your disposal —

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

cae offers the finest in Television Studio and Transmission Equipment.

Look to ...

DUMONT

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

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

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

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

Canadian Aviation Electronics, Ltd.

MONTREAL OTTAWA TORONTO

WINNIPEG VANCOUVER 2391A

THE LARGEST CANADIAN-OWNED ELECTRONICS COMPANY

CANADIAN GENERAL ELECTRIC

a new Canadian built
**AM BROADCAST
 TRANSMITTER**

To assure prompt delivery
 place orders now with your C-G-E broadcast representative

Ask for bulletin No. 4763 for complete details

VANCOUVER T. G. LYNCH
 1095 West Pender Street
 Phone: MArine 5115

TORONTO FRANK M. FLOOD
 830 Lansdowne Avenue
 Phone: OLiver 6511

EDMONTON G. A. BARTLEY
 Room 613, Northern Hardware Bldg.
 Phone: 43709

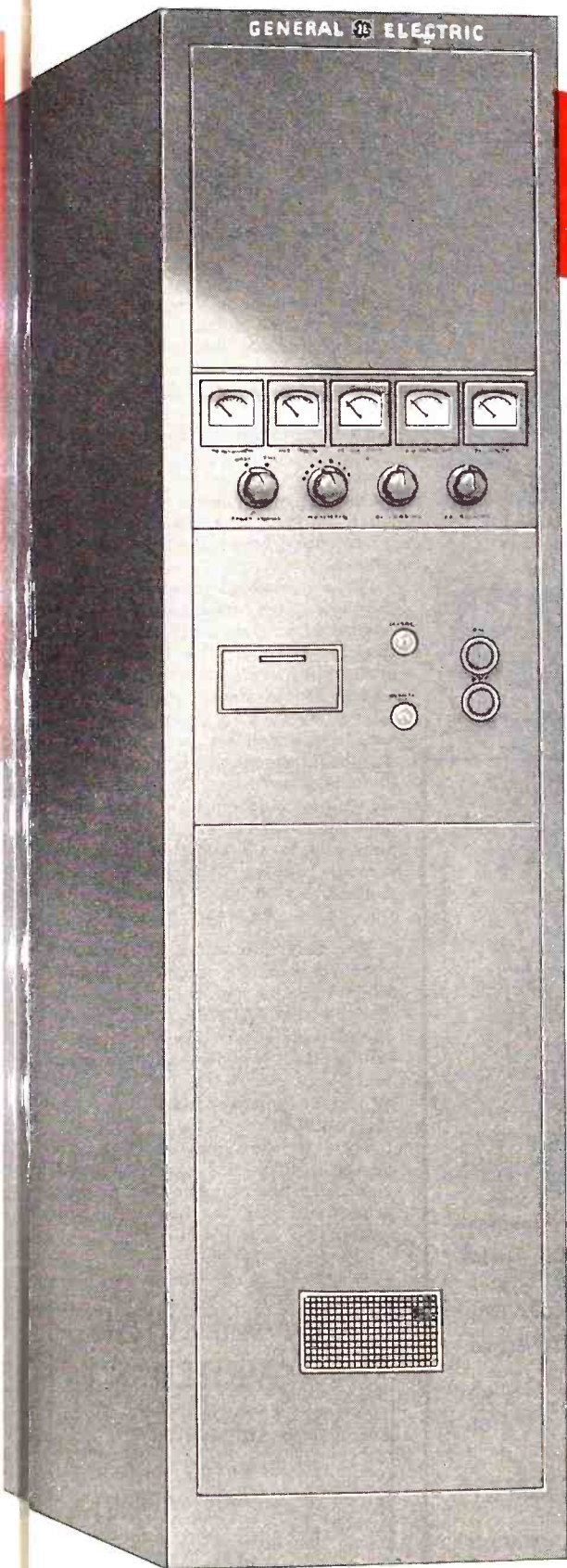
MONTREAL J. D. PUGSLEY
 5000 Namur St.
 Ville St. Laurent
 Phone: Regent 3-9911

WINNIPEG HUGH J. DOLLARD
 945 St. James Street
 Phone: 7-43581

HALIFAX P. B. JOLLOTA
 127 Cunard Street
 Phone: 5-4264

BROADCAST • TELEVISION • MICROWAVE • MOBILE RADIO • ELECTRONICS

ANNOUNCES



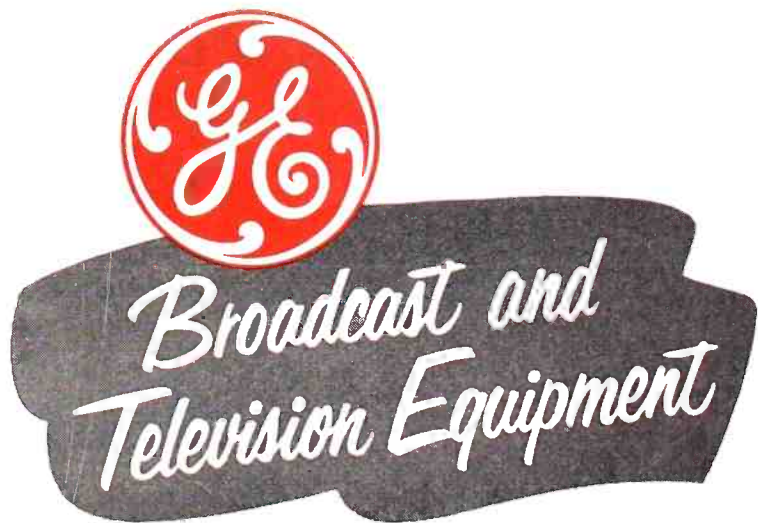
TYPES BTC-70A 250 WATTS
BTC-71A 1000 WATTS

FOR LOWER COSTS
check these features

- Designed for inclusion in an unattended system; at no extra cost
- Only three tube types, not including rectifiers
- Modern design with time tested circuits
- Neat, ruggedly designed cabinet
- Quality components, conservatively rated
- Low installation and operating costs

CONDENSED SPECIFICATIONS

Power output: BTC-70A, 250 W; BTC-71A, 1000 W.
 • Frequency range: 540—1600 kc standard • Frequency stability: ± 10 cps • Audio Frequency Response: within ± 2.0 db from 30 to 10,000 cps • RF output impedance: 50 to 220 standard. Other impedances available • Audio input impedance: 150/600 ohms • Power Source: 208/230 V single phase 50/60 cps • Weight: BTC-70A, 700 lbs.; BTC-71A, 1000 lbs. • Dimensions: 22" wide, 83" high, 23¾" deep.



Electronics Division: 830 Lansdowne Ave., Toronto 4, Ontario

471W-654

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

YOUR TV EQUIPMENT SHOPPING GUIDE



KINESCOPE RECORDING
with **Guaranteed Results!**
OR YOUR MONEY BACK

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

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

- USE AURICON "TV-T" KINESCOPES FOR:**
- ★ DELAYED RE-BROADCASTING
 - ★ SPONSOR PRESENTATIONS
 - ★ COMPETITION CHECKS
 - ★ PILOT KINESCOPES
 - ★ SHOW-CASE FILMS
 - ★ "HOT KINES"
 - ★ AIR CHECKS
- Auricon 16 mm Sound-On-Film Cameras are sold with a 30-day money-back guarantee. You must be satisfied!

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

Alex L. Clark
LIMITED
2914 BLOOR ST. W., TORONTO 18
CEdar 1-3303

Talent Trail

by Tom Briggs



As time chugged toward the Sunday deadline, when the threatened strike of TV performer members of the Canadian Council of Authors & Artists was scheduled to take effect, nothing but confusion surrounded the whole issue. Both sides—the CBC and Association of Canadian Radio & Television Artists (major section of CCAA affected)—were trying futilely to back out of public view and to get a chance to think clearly about the first real employee crisis to hit Canadian TV.

A look at the brief history of the relations between employer and employed in Canadian television might be useful at this point. CBC stations in Toronto and Montreal were well

under construction in mid 1952 when the union problem in United States television was making life in the medium almost unbearable. I don't believe an accurate estimate was ever made of the average number of unions with which an agreement had to be reached for even modest variety productions, but everyone viewed it with despair. And no one seemed to benefit in the long range scheme of things, as every strategic demand by actors, musicians, stagehands, engineers and carpenters, was countered with refusal or bitter acceptance by the networks, agencies and sponsors. The medium was being hurt.

Whether Canadian television benefited enough by the CBC imposed delay in allowing establishment of a domestic service is doubtful. But it seemed to gain a bit by American experience. This was obvious when, in those early planning days, several of the unions—ACRTA, AGVA, CCAA and others—decided to co-operate among themselves and thus co-operate in the management of the new medium. They loosely linked

themselves for the purpose of neat negotiation.

The point of contention is not a higher scale of rates or what are usually considered "working conditions." Rather it centres around the highly controversial question of existing scale pay and conditions for union members appearing on programs of the news, opinion, religious or educational types. Allied with this is another clause, but it is considered secondary: if any of these types of shows should become sponsored (there's an optimistic note here) the union's jurisdiction, privileges and conditions should apply to all persons performing in the show.


There are a number of such shows filling CBC television schedules, everything from parts of the daily *Tabloid* show, to weeklies such as *This Week* and sport shows.

The question of free speech and expression of opinion is bound to arise in an issue like this. Neil Leroy, secretary of the Canadian Council of Authors & Artists and a radio and TV performer, declared: "We have no desire to curtail free speech or opinion, a condition that could develop if we insisted on union membership by all those appearing on such shows." But this applies only to unsponsored panel and discussion shows.

With sponsored shows, all performers must come within union membership and conditions, according to ACRTA. The difference in attitude towards the two types of shows is that sponsorship is just as big a threat to freedom of speech and expression on such shows, as any requirement that the performers be union members. So they might as well be required to become union members. It's a case of one threat plus one threat equalling only one threat—apparently, if you see what I mean.

The CBC has taken an opposing view, stated by Fergus Mutrie, director of television in Toronto, in these words: "ACRTA wants greater jurisdiction in the realm of public affairs than we feel we can give them." Of course the CBC has a lot of jurisdiction over public affairs to give away.

This is the council's first TV struggle; it is testing its strength cautiously; the outcome may be very important; only the next year will reveal just how much.




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

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

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY



IN CANADA:

Montreal is — the largest city
the 6th largest city in North America
the greatest inland port in the world

and — the total estimated retail sales for Montreal Island are 12.7% of entire Canada.

IN MONTREAL:

CFCF is — the most sales responsive radio station through — news coverage
fine entertainment
star personalities

REPS: ALL-CANADA (Canada)
WEED & CO. (U.S.A.)

COMMERCIAL WRITER

Top salary to experienced man or woman, willing to shut the clock off and
W - O - R - K.

KEN DOBSON
Station CKSO
Sudbury



—photo by Milne

TELEVISED BLOOD DONATIONS set off the Canadian Red Cross drive for gamma globulin serum with which to fight poliomyelitis, last month over CBLT. Dick MacDougall, emcee of the early evening show, *Tabloid*, and the program's weather forecaster, Percy Saltzman (foreground) are seen in the above photo being tapped for blood while a CBC television camera and Red Cross nurse look on.

Stations

NEW STATION OPENED IN KINGSTON

Kingston.—This city's new AM and FM radio station CKLC, was officially opened here last month, following two months of trial operation. In an evening long ceremony of special programs, punctuated by speeches, messages of good wishes, and tours of the station's facilities, Kingston's mayor and representatives in provincial and federal governments officiated at the launching.

Operating with 1,000 watts on 1380 kcs., the station now airs a programming schedule from 6 a.m. to 1:30 a.m. daily. Built largely on a news-every-hour system, the station will also air its own musical shows under such headings as *This Is Show Business*, *Campbell Goes Calling*, *Date With Joe & Kate* and *Honor Roll of Hits*.

Evening programming will be devoted mainly to national transcribed dramatic, mystery and variety features, and play-by-play accounts of sporting events. Late evening time is given over to a music and news format.

The station is headed by Terry French, managing director of St. Lawrence Broadcasting Co. Ltd. which operates it. His brother John

is commercial manager. Program director is John Bermingham.

Facilities include a large auditorium-type studio and two studios for general use, as well as two master control rooms, newsroom and recording room.



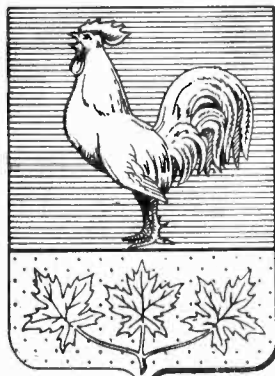
Telephone Answering Service

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

Phone for Booklet in

Toronto PR. 4471 Montreal UN. 6-6921

CHFA



The West's "Most Progressive French Radio Voice"

serves

EDMONTON

and

NORTHERN ALBERTA effectively!

680 KC.

La Voix Francaise De l'Alberta

Our Representatives: Omer Renaud & Cie. Toronto and Montreal

WHETHER



COMES IN LIKE

A LION

or

A LAMB

CFQC

can offer you the LION'S SHARE of listeners. . . .

. . . . and their BBM proves it!

Ask our reps.

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



THE RADIO HUB OF SASKATCHEWAN

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



World leader in Radio.. First in Television

NOW.... first with the

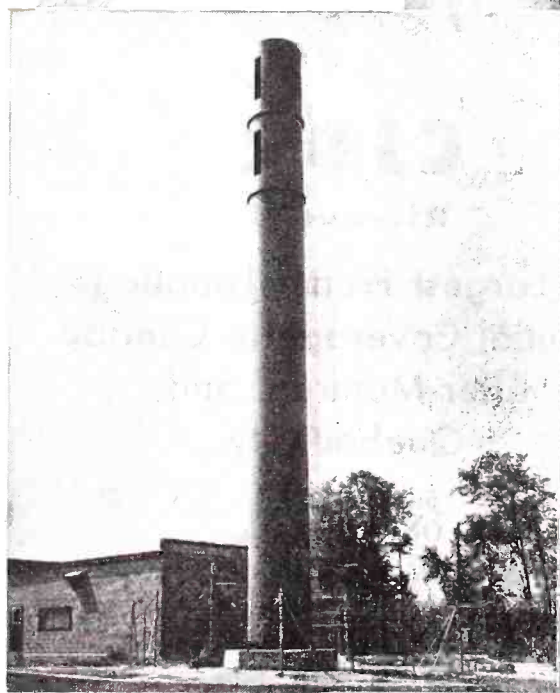
WAVESTACK!

the revolutionary antenna for VHF TV stations

**A CANADIAN DEVELOPMENT
WITH THESE ADVANTAGES:**

- supports itself
- built for any power
- can be erected to *any* height
- RCA Victor-engineered for all VHF TV channels
- any gain up to 19.6 in power
- extremely low power loss in transmission
- eliminates costly transmission lines
- eliminates complex coaxial distribution harnesses
- no expensive de-icing equipment needed

WRITE NOW FOR FULL INFORMATION



Two Slot WAVESTACK
— CBOT Ottawa.

also will be used by:

- CHCH-TV Hamilton
- CKLW-TV Windsor
- CJCB-TV Sydney
- CJBR-TV Rimouski

ENGINEERING PRODUCTS DEPARTMENT



RCA VICTOR

COMPANY, LTD.

MOST FAVORED AROUND THE WORLD IN ELECTRONICS

Halifax • Montreal • Ottawa • Toronto • Winnipeg • Calgary • Vancouver



The above column-head is a wilful and wanton lie. Hold onto the side of your seats, boys and girls. We've moved into the new office, and the desk—I mean The Desk—is being used for parcel wrapping and other menial tasks. It has been replaced with a brand new—well, reconditioned—mahogany job, which inspires the admiration of everyone who sees it, except me. Personally I like the old one, but maybe—after a while—who can tell?

Our new address, 54 Wellington St. West, is one block Northeast of the Royal York Hotel.

With Quebec's Chateau Frontenac ready to burst at the seams, the first annual convention of the CARTB seems to have attracted the crowd which will beat all the records established over the past thirty years by its predecessor, the CAB. According to executive vice-president Jim Allard, the "open" day of the three-day meeting, Monday, March 22, will be devoted to a memorable program.

The opening gun will be fired by a private enterprise broadcaster who has time and again proved that he would rather sacrifice his own liberty than the right of his fellow broadcasters to publish. This colorful character is Señor Goar Mestre, owner of RadioCentro CMQ, which operates a network of stations in Cuba in addition to five independent



GOAR MESTRE

AM and two TV stations in Havana. One of these is the famous "Time-Clock Station" which operates 24 hours a day seven days a week, without ever playing a note of music. Instead it devotes the entire broadcast day, every day, to time signals, weather reports and news, interspersed with—you've guessed it—commercials. By all surveys, this station has the highest audience index in Havana, and is reputed to be one of the biggest money-makers in the Americas. Another of his Havana stations devotes its entire schedule to concert music, a third to opera and yet another to sports and special events. Señor Mestre is the founder and president of Publicidad Mestre & Co., which some say is the biggest advertising agency in Latin America. He was also the founder, and, for some years, the president of the Inter-American Association of Broadcasters.

Featured at the annual dinner, also on March 22, will be an eminent speaker, who is flying from London for the occasion. This is Malcolm Mugeridge, a newspaper man who has taken on the somewhat complex assignment of stream-lining Britain's traditional humor magazine, *Punch*,

as its editor. One way in which this man fits well into the program pattern of this broadcasters' convention is that he has long been a champion of the application of free enterprise principles to the business of broad-

casting, and is about to see his aims materialize with the advent of commercial television to the British Isles.

Between these, the first and last items on the packed opening and (Continued on page 18)

The Voice of the Eastern Townships

CHLT
(FRENCH) 901 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

CHLT and CKTS, SHERBROOKE

Sherbrooke is enjoying prosperity — and prosperity makes **MARKETS**. The value of cheques cashed against individual accounts in Sherbrooke for the first eight months of 1953, was \$281,961,000 — an increase of 3.4% over the same period of the previous year. Sherbrooke's building boom is another indication of prosperity — 161 units completed, with 224 units now under construction. Get your share of Sherbrooke's prosperity by telling your Sales story over **CHLT** (French) and **CKTS** (English).

Representatives:
CANADA

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

Now in its 7th Season . . .

And playing to an audience increase of

15%

A.C.T. — CFRN

SEARCH FOR TALENT

The show and broadcast is presented each Saturday night during the winter season, and appears in the 25 largest cities and towns in northern Alberta, within a 100-mile radius of Edmonton.

To date the show has grossed over \$80,000 for the Northern Alberta Crippled Children's Fund.

Another reason why

it's

CFRN

IN EDMONTON

RADIO REPRESENTATIVES LTD.
Montreal - Toronto - Winnipeg - Vancouver

by **EVERY** Survey

(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's **MOST LISTENED TO** Station

CKDA DIAL **1340**

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

B.C.'s 17 Radio Stations

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

Guarantee Complete B.C. Radio Coverage . . .

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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

(Continued from page 17)

open day agenda, will be addresses by MacLaren's spell-binder-extraordinary Don Henshaw, who will exercise his prowess when he delves into the knotty question of a free broadcast press.

A panel discussion will play around with the fascinating project of "Building Better (meaning more, presumably "Businesses." On hand to show how radio can perform just this will be Sherman Marshall, of WOLF, Syracuse, N.Y.; Howard Whiting of Procter and Gamble; George Bertram of Swift Canadian Co. Ltd.; Claude Root of Montreal's Better Business Bureau; and Jack Howlett of CFCF, Montreal. Chairmen for this panel are Paul Mulvihill on sales; Al Hammond on programming; Don Jamieson on new ideas in broadcasting.

Besides the guest speaker from England, features of the annual dinner will be the awarding of the John J. Gillin Trophy for charitable services and the Canadian General Electric Co. Ltd.'s engineering award. Also a dozen or more veteran broad-



Rolly Ford

TWO VANCOUVER AGENCY MEN contributed to the BCAB Convention Agenda with talks. These were Peter Downs, at the right, vice-president in charge of the B.C. operations of Cockfield Brown & Co. Ltd., and Maurice Dallimore, a former NBC producer of such TV shows as the Dave Garroway Show, now with O'Brien Advertising Ltd. in Vancouver. While the latter propounded upon the building of TV commercials, the former followed him with a down to earth talk on how to keep radio working in the face of TV.

Sales-WINNING COMBINATION!

Back row, L. to R.:

B. Pirie, CKRC; R. Bagley, CKRC; R. Moss, Store Supt.; R. G. Scott, Office Mgr.; J. Ashdown, Asst. Mgr. (Wholesale); I. T. Hunt, Comptroller; W. Speers, CKRC; C. H. Smith, Mgr. Retail; M. Desourdy, CKRC; J. McRory, CKRC.

Front row, L. to R.:

J. Hill, CKRC; J. Guthrie, Ad. Mgr.; E. Dutton, CKRC; J. Heinitz, Sales Promotion; C. Pederson, Asst. Credit Mgr.; M. Nicolson, Mgr. Wholesale; J. Couper, CKRC.



The above picture was taken as executives of the J. H. ASHDOWN HARDWARE CO. LTD. and radio station CKRC celebrated 20 years of continuous association in advertising. Since 1933 the J. H. Ashdown Hardware Co. Ltd. has sponsored without interruption the 12.30 p.m. newscast on CKRC. This sales-winning combination offers again proven testimony that:

More people listen to

CKRC

than to any other Manitoba station!

5000 WATTS

- 630 KC.

- WINNIPEG, MANITOBA

casters will receive their certificates of membership in the CARTB's Quarterly Century Club.

Carriages at three.

Nearest grog shop to our new address, 54 Wellington Street West, is also on Wellington West, just west of York Street.

A large "E" for enterprise goes to CFAC, Calgary, for their initiative in establishing a resident correspondent in Europe. Calgary born



Dave Gell, who is filling the berth, is a recent graduate from the University of Alberta. He has worked on the staff of the university station, CKUA, in Edmonton, and also on CFAC.

So far he has been dividing his time between England and France, and is now taping his stuff and sending it to CFAC in that form, by air mail. These tapes are being used on two CFAC programs.

Actualities of special events occurring in Europe are presented to Alberta listeners, whenever they

occur, in a program called *Dateline—Europe*. So far, these have included the unveiling of the United Nations Air Force Memorial at Runnymede; an interview with Defence Minister Brooke Claxton who gave his observations on the Canadian Army on the Continent; a broadcast from an RCAF station in North Luffenham, with interviews and Christmas messages from boys on that station hailing from Calgary and that area. Recently *Dateline—Europe* featured a NATO report. This was a documentary on the NATO ministers' conference and included the opening address of French Foreign Minister Bideault, the speech by John Foster Dulles and comments by Lord Ismay, the Secretary General of the Council.

The other program series, *Europe 1954*, was instituted two weeks ago and brings CFAC listeners weekly comments and observations on customs and conditions on the Continent today. A local travel agency eagerly signed up for this package and reported highly favorably reactions after the first show. This was devoted to Gell's comments on French eating habits . . . French restaurants . . . French menus . . . French cooking. He told of the reactions of the dishes on his Canadian palate, and compared prices between Paris and Calgary.

An elevator will land you almost at the door of our new office which is at 54 Wellington Street West.

The shock of inertia may sometimes prove fatal to a man who retires from business after a life-time of activity, but you'll never be able to prove it by Major William Coates Borrett, erstwhile managing director of radio station CHNS, Halifax, who, two years ago "retired" from that post after 26 years in the business.

Besides fulfilling the duties of vice-president of the station, which

(Continued on page 20)

DID YOU KNOW

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

The New Quiz is Bound to be a Success

BECAUSE . . .

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

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

CONTACT

OMER RENAUD & CO.
MONTREAL or TORONTO

"This and That" with Rita Spicer Draws 55% of Listening Audience



Rita Spicer

The appointment of Rita Spicer, well-known Saskatchewan radio personality, as director of women's activities at CKCK, Regina, will bring added interest to already popular and well-rounded-out programs with feminine appeal.

Rita Spicer has been in radio for several years, and previously served as women's commentator and promotion manager for two Saskatchewan stations. She has a broad concept of the women's angle, and the projection of her personality will give CKCK—Saskatchewan's greatest selling medium—an additional service to advertisers.


LOOK AT THE FIGURES

	% of audience
4.15 p.m. M-F Variety Fair . . .	52.7
*4.30 p.m. M-F Birthday Melody Man . . .	55.5
4.55 p.m. M-F News . . .	52.3
5.00 p.m. MON. Sunny Boy Show . . .	48.8
5.00 p.m. T-T Variety Fair . . .	54.6
5.00 p.m. W-F Wild Bill Hlckok . . .	63.6

* This is the time when "This and That" with Rita Spicer will be heard. The figures are from the December Elliott-Haynes survey.

PROGRAM

1. "The Gabfest"
(Interviews with prominent personalities from the women's world.)
2. "Quid Coquit"
(A discussion about food, menus, cooking)
INTERLUDE
Good Music
3. "Tips for VIP's"
(Helpful hints for Very Important Persons — The Housewife)
4. "From the Bridge to the Bazaar"
(A calendar of happenings in women's clubs, church groups, etc.) and other "acts" as they occur.



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

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY



CKCK REGINA


Representatives: All-Canada Radio Facilities

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



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

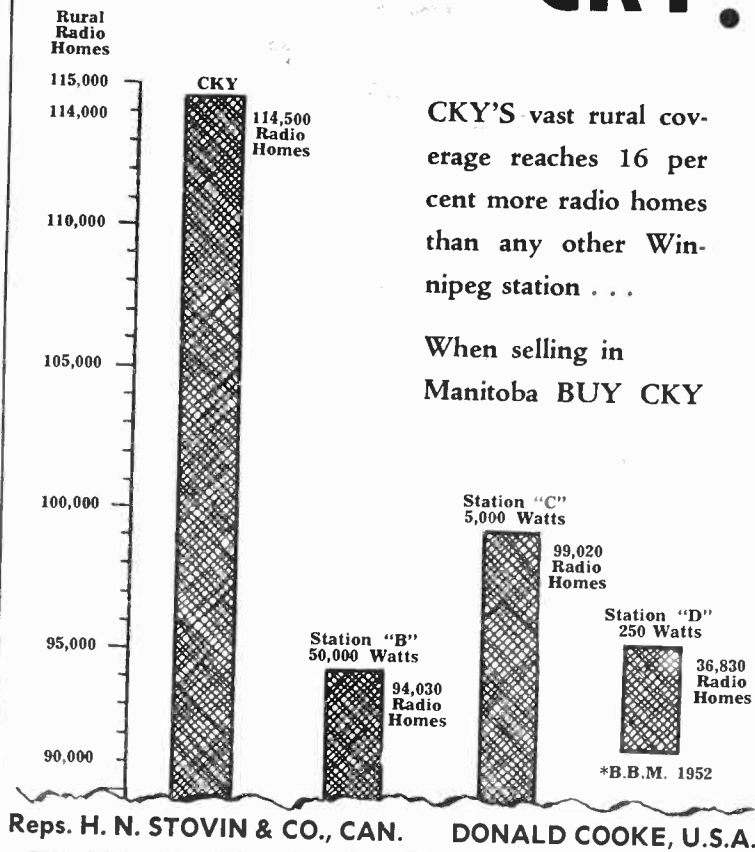
CANADA'S HIGHEST WEEKLY WAGE SCALE — — — PLUS RAPIDLY GROWING INDUSTRIAL EMPLOYMENT



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

IN 1954

STILL THE BIGGEST CIRCULATION . . . CKY!



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

When selling in Manitoba BUY CKY

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

(Continued from page 19)

he says are "nominal," Bill Borrett prepares and presents his Sunday broadcast—*Tales Told Under The Old Town Clock*. Incidentally he has published at least six books containing collections of his "Tales."

He administers in Nova Scotia the "Last Post Funds" which bury all ex-soldiers, sailors or airmen who



MAJOR BILL BORRETT

Staff

die in the province without financial means.

He is the honorary superintendent of the Halifax Citadel National Historic Site, which is being restored at an estimated cost of well over a million dollars, and is proving to be the greatest tourist attraction in the

Maritime Provinces, according to Bill.

He is adjutant and secretary of the Canadian Corps of Commissioners, which now has nearly 400 men on its strength doing mostly security work.

He is also chairman of the Publicity Committee for the annual drive for funds in Nova Scotia for the St. John's Ambulance.

"Outside of this," Bill quips, "I am retired!" He says he is happy and busy as ever, "doing what I want to, when I want to. Still able to get three meals a day and some sleep. I should live a long time."

If you are thinking of retiring, Bill says: "Don't. It's hard work. Too hard."

Our new office at 54 Wellington Street West, is just three steps west of Bay and Wellington.

CKWX News Chief, Bert Cannings, just got back from assignments in Seattle and Tacoma in time to have lunch with me and tell me about his trip to these Washington State metropolises in search of the gen on TV news. It was during my four-day visit to Vancouver the first of the month to cover the B.C. Broadcasters' deliberations at their annual convention and upset their digestions with a speech at the annual dinner.

Bert went to Seattle (KOMO and KING) and Tacoma (KNT and KMO) to get the dope on just how radio news and special events are fighting to hold their own against TV versions of the same type of programs, down there where 85% of radio owners have television sets too.

Here's what he found:

In the morning people simply ignore TV. When a man is in a hurry for breakfast, Bert explained, "he wants 'capsule news,' as dispensed by radio." If he is among the fortunates who get home for lunch, he is in too much of a hurry to watch while he eats. Also, and perhaps of more effect than anything else, radio news is what he has had for years and he likes what he is used to.

At night though, Bert found it was a different story.

The procedure seems to be that he puts on his slippers and relaxes. He looks at the headlines in his paper and then wants to see them animated into life on his television.

But here is the paradox. Bert found that in spite of all this, virtually every radio newscast is sponsored, just as it was before TV came along. He found the answer to his first question—"What is radio news doing to combat TV?"—was "carrying on."

Question two—"What is TV doing with the news?" was more complicated. TV managers seem to be split up the middle on this point. Some find TV news unsaleable against radio news. So they have written it off. Others have decided to lose money for a year to get TV news working. They are dishing out a lot of cheques to develop TV newscasters and analysts as personalities. KOMO, whose TV operation is said to be still in the red is paying a news editor \$700 a month and talent fees. (This, incidentally, is based on a card rate of \$825 per hour.)

Besides this, they bend over backwards to win awards like those of Ohio State University. Also they lose no opportunity of attracting

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

ATTRACTING More Listeners And Advertisers In London

CHLO'S New LONDON STUDIOS

CHLO

LONDON and ST. THOMAS

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

attention to themselves by their acts of public service.

Bert says it all adds up to this:

Radio news is suffering, budget-wise, because stations are diverting both money and manpower from radio into TV. The sum and substance of it seems to be that at night, TV has supplanted movies rather than radio. Through the day, though, radio is still a strong habit. Sponsors are buying TV news, he says, but the trend seems to be less a case of switching to TV than adding it.

The Union Station is two minutes walk from our office at 54 Wellington Street West, which is two minutes walk from the Union Station.

He used to tread the straight and narrow path as program manager of Vancouver Station 600, when it was still the orthodox CJOR. Now he's promotion manager of the Vancouver Province Monday through Friday and radio and TV editor of that daily journal, with a by-lined column plunk in the middle of the want ads, on Saturdays.

He's Dick Diespecker, and he's back on the air for his paper, with Behind The Headlines, aired three times a week on CKWX, to build circulation. The current campaign is offering a week's free delivery of the paper. The program consists of interviews, conducted by Diespecker, with members of the editorial staff. He delves into their background, finds out what they do after hours and all that sort of thing.

There's a pile of picture frames in the corner of Dick's office which he says have been there since they moved, and which he is going to hang some day. Reading from the top down they are a 1946 CB & T Beaver Award, a Canadian Radio Award, a Columbus Award.

During the war Diespecker was

radio liaison officer with the Canadian Army. As such he was charged with the army's part of the network program, Comrades In Arms, and other recruiting shows. He is a serious poet of considerable consequence, with two volumes at least to his credit—Between Two Furious Oceans and Elizabeth. He autographed and gave me a copy of his novel Rebound, with its newspaper background, and let me leaf through the typed manuscript of a book with a radio motif he is going to call Background For Eternity.

Come up and see us some time at our new office at 54 Wellington Street West, but bring your parking space with you.

Fred Lynds of CKCW, Moncton, gave us a call last Thursday to tell us he was invited out to lunch last week.

Fred's hosts were the members of the Moncton Ministerial Association who wanted to express their appreciation for his interest in religious broadcasts, especially the great improvement in the morning devotional broadcasts which are conducted by members of the association in turn.

Quite unexpectedly they presented Lynds with an engraved copy of the Revised Version of the Bible "in recognition of his successful Radio Workshop." (Last summer CKCW

secured the services of Rev. Charles H. Schmitz, director of broadcast training for the National Council of the Churches of Christ in the United States to instruct Moncton Clergy.)

And that cleans off The Desk for this issue. Our new office is at 54 Wellington Street West, but the telephone is still Empire 3-5075, so b-m-i-y-h-a-w-y?

STAFF ANNOUNCER WANTED

CFNB has immediate opening for experienced staff announcer, good pay, completely modern facilities, full benefits.

Send audition tape or disc to:

The Manager,
Radio Station CFNB,
FREDERICTON, N.B.

GET THE FACTS ABOUT THE "SEAWAY STATION"



FROM

Horace N. Stovin (Canada)
Joseph H. McGillvra (U.S.A.)

REPS FOR

CKSF AM FM CORNWALL, ONT.

"The biggest little station in the nation"

SALESMAN

experienced in radio

for

VANCOUVER STATION

Salary and commission

Box A-191
C. B. & T.

163 1/2 Church St. - Toronto

WRITER-PRODUCER

with private station experience
desires to locate permanently

in

EASTERN ONTARIO or MARITIMES

Box A-190

C B & T

163 1/2 Church St.

Toronto, Ont.

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

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



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



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

Memo to TIME BUYERS.

You get straight FACTS--
and no fiction--from Paul
Mulvihill in Toronto and
Murray MacIvor in Montreal
on these six top-flight
Community Stations:

- CJFX, ANTIGONISH
- CKBB, BARRIE
- CJCH, HALIFAX
- CKOK, PENTICTON
- CKTB, ST. CATHARINES
- CHOK, SARNIA



PAUL MULVIHILL

TORONTO:
21 King Street East
Paul Mulvihill
EM. 8-6554

MONTREAL:
1434 St. Catherine Street West
Murray MacIvor
UN. 6-8105



Yipes!
I'M SURROUNDED!

Yep, I'm ringed in by 156,000 people with big ears for CKCW. They're jammed right up to CKCW's transmitter, too—55,000 in Moncton alone! That's a great spot for me — or for an advertiser — to be in. Try it for real selling!



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

Opinion

PROGRAMS MUST PLEASE

Vancouver.—Broadcasters in British Columbia were urged to regain control of the programs their stations broadcast if they want to resist the onslaughts of television, during the BCAB annual dinner here earlier this month, by Richard G. Lewis, editor of this paper.

Lewis charged that the radio men have permitted the advertising agencies and their clients to "relieve them of a large share of the responsibility for their programming and to pay them for the privilege." He said that "this tendency to over-commercialize at the expense of entertainment has its parallel on the other side of the fence, which is just as disastrous. This," he said, "is the CBC's inclination to place the education of its listeners over their enjoyment."

"Newspaper publishers employ professional journalists — if I may be forgiven the word—to write their articles and features," he pointed out. "They leave their advertising writers in the advertising department and their professors in their classrooms. Radio has to set its sails on a similar tack if it is going to keep in the swim. A way will have to be found to keep advertising people out of the studio and program people out of the advertising department. . . . I would dare to suggest that the prime function of a program should be neither to sell nor to educate. These things should be secondary objectives. First and foremost, a program must please," he said. "Then, paradoxically perhaps, its selling or educative powers will be all the greater."

Lewis warned the radio men "they cannot be all things to all men." He suggested that they would be better to cater to all of a certain segment of society than to some of all segments. As an example of what he was advocating, he cited the fact that, in Havana, Cuba, "there is an extremely large number of private enterprise stations which, though they derive their whole revenues from advertising, are highly specialized. For example," he said, "one Havana station broadcasts nothing but opera, another drama, another concert music, and so forth." He went on to suggest that a similar situation exists in the magazine publishing field. *Saturday Evening Post* goes after business people," he said, "and *Maclean's Magazine* goes after *Saturday Evening Post*. *Collier's* goes for the young crowd. *Atlantic Monthly* caters to the intelligentsia. And *Reader's Digest* seems to aim at people who want to sound as though they read *Atlantic Monthly*."

Lewis urged his audience to go out and tell service clubs and advertising and sales clubs about B.C. instead of blaming people for not knowing.

He made a strong plea for what he called "characters" on the radio, advocating to his audience that they "throw away the jelly moulds and fashion people who write and speak their words on a custom-made basis."

WE'RE MOVING

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



AUDREY STUFF

Then there's the girl who was so dumb she couldn't see why she should save her pennies to keep the wolf away, when he had such nice broad shoulders and such lovely slim hips.



ADAGE DEPT.

Deliver me from the man whose friendship does me no good and whose enmity no harm.



CANDID CRITIQUE

The constant playing of unobtrusive music means doing relatively nothing, but doing it very quietly so that no one will be disturbed.



A PLUMBER IN THE HOUSE?

An only partly used orchid to Chuck Rudd for this part of his introduction: "If I turn Dick Lewis on, somebody else will have to turn him off."



QUESTION BOX

Why waste sympathy on people who are sorry for themselves?



SUCH IS FAME

The other day, in the Lord Nelson Hotel in Halifax, a man grasped my hand and said he had always wanted to meet the editor of CBC Times.



MARKET INFORMATION

Everyone knows that the sun never sets on Canada's Pacific Coast. But did anyone ever tell you that the reason for this is that, at this time of year, it never rises.



MY PAN — YOUR MAIL

Dear Dick: Regarding the picture you took of me for my recent article in CB & T (Feb. 3) . . . and to think people paid to see Mogambo.

— Dalton K. Camp.



NO TRADE IN VALUE

If you're interested in reading some only slightly worn Lewisite-type gags, which didn't quite rate printing, see "The Station Break" for February, Page 3.

ALL-CANADA PROGRAMS
announce the purchase of the

BING CROSBY SHOW

by FOSTER ADVERTISING LIMITED for

McCormick's

makers of fine biscuits and candies

**OVER
40 STATIONS
COAST TO
COAST!**

**STARTS
EARLY FEBRUARY
ACROSS THE
COUNTRY!**



Another top-notch All-Canada program that has been bought by a national advertiser through their agency, Foster Advertising Limited, on a selective basis



FOR THE BEST IN PROGRAMS
SEE YOUR ALL-CANADA PROGRAMS' MAN!

ALL-CANADA PROGRAMS
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

VANCOUVER
CALGARY
WINNIPEG
TORONTO
MONTREAL

Business in a pickle?

Pickles enjoy a per capita sale of .05¢*. If you're in the pickle business you know your own sales per capita.

Are you getting a large enough slice of the market? If you're not, your problem may be solved with increased advertising pressure. We can help you there.

Why we can help you. 1/3 of Canada's population lives in Ontario. 40% of all retail sales are made in Ontario. These two facts make this province the richest market in Canada . . . the No. 1 market for your goods be they pickles, ploughs or *any* product. And it follows that if you sell more of your goods in the richest market, your books will look brighter.

How we can help you. CFRB is the one medium in Ontario that reaches 619,430 homes in daytime and 639,720 homes in night-time. CFRB is the one medium that covers 44 counties. You can see it is logical to use this medium to heavy-up your advertising pressure if you want to heavy-up your sales in the rich market CFRB covers. You want to sell more. We want to help you do it. Call us—or our representatives and let us talk it over.

** Based on Jan.-June 1953 average of a five city study conducted by Dominion Bureau of Statistics on Urban Food Expenditures.*

Your No. 1 Station in Canada's No. 1 Market

CFRB

50,000 watts 1010 K.C.

REPRESENTATIVES

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