

SUN	MON	TUE	WED	THU	FRI	SAT
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
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29	30					

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

Vol. 13, No. 19

TORONTO

October 6th, 1954

NEWSMEN AT BCARTB CONVENTION



Photo by Hal Rhodes

Newsmen made news at the BCARTB Convention at Harrison Hot Springs, B.C. last month. A four-man panel of news editors laid it on the line for their managers and a daily newspaper publisher, who doubles on CBC, did a spot of home-truthing. From left to right they are: CJOR, Vancouver's Dorwin Baird and Jack Webster, respectively editorial director and news editor; a friendly observer: Stuart Keate, publisher of the Victoria Times; CKWX, Vancouver's director of news and special events Bert Cannings and assistant station manager Sam Ross, who organized and chaired the panel.

In This Issue:

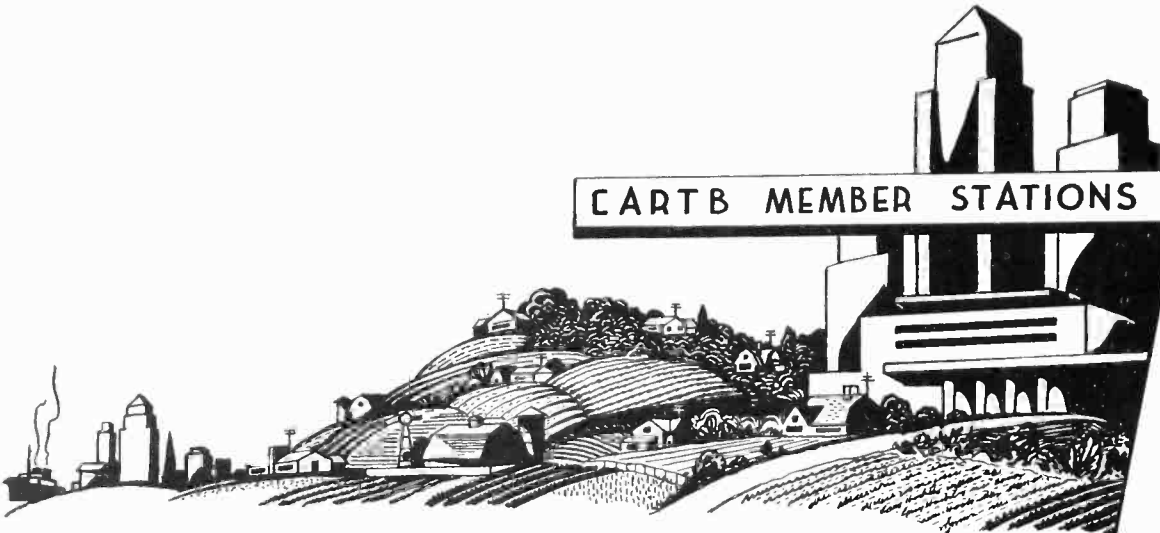
Newsmen held the stage at the BCARTB Convention at Harrison Hot Springs. Full report on Pages 6, 7, 11.

Bert Cannings, director of news and special events at CKWX, Vancouver, puts forward his idea of how a news room should be run. His address to the BCARTB is on Pages 8 and 9.

A licence for a TV station at Barrie has been approved by the Board of Governors of the CBC. Their findings are set out on Page 14.

All the regular features as well.





What Price Broadcasting?

1953 Reports of the Dominion Bureau of Statistics and The Radio-Television Manufacturers Association indicate that:

- In 1953, Canadians bought a radio every 53 seconds.
- Almost a million homes have 2 or more radios.
- The sale of portable radios averaged 2500 a month.

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 125 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

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

CARTB Member Stations

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

- FRENCH LANGUAGE (27)**
- CHAD
 - CJMT
 - CHFA
 - CHEF
 - CKCH
 - CKRS
 - CKLS
 - CKBL
 - CHLP
 - CKAC
 - CHNC
 - CHRC
 - CKCV
 - CJBR
 - CHRL
 - CKRN
 - CKSM
 - CJSO
 - CHGB
- Amos
Chicoutimi
Edmonton
Granby
Hull
Jonquiere
LaSarre
Matane
Montreal
Montreal
New Carlsle
Quebec
Quebec
Rimouski
Roberval
Rouyn
Shawinigan Falls
Sorel
St. Anne de la
Pocatiere
St. Georges de Beauce
St. Joseph d'Alma
Sudbury
Thetford Mines
Timmins
Val D'Or
Victoriaville
Ville Marie

- CENTRAL CANADA (40)**
- CKBB
 - CJBQ
 - CFJB
 - CKFC
 - CFCO
 - CKSF
 - CKFI
 - CKPR
 - CJOY
 - CKOC
 - CHML
 - CKLC
 - CKWS
 - CJKL
 - CKCR
 - CFPI
 - CJAD
 - CFCF
 - CFCH
 - CFOR
 - CKLB
 - CFOS
 - CHOV
 - CHEX
 - CFPA
 - CKTB
 - CHLO
 - CJIC
 - CHOK
 - CJCS
 - CHNO
 - CKSO
 - CKGB
 - CFRB
 - CHUM
 - CKFH
 - CKLW
 - CKNX
 - CKOX
- Barrie
Belleville
Brampton
Brantford
Chatham
Cornwall
Fort Frances
Fort William
Guelph
Hamilton
Kenora
Kingston
Kingston
Kirkland Lake
Kitchener
London
Montreal
Montreal
North Bay
Orillia
Oshawa
Owen Sound
Pembroke
Peterborough
Port Arthur
St. Catharines
St. Thomas
Sault Ste. Marie
Sarnia
Stratford
Sudbury
Sudbury
Timmins
Toronto
Toronto
Windsor
Wingham
Woodstock

- PRAIRIES (24)**
- CKX
 - CFAC
 - CFNL
 - CKXL
 - CKDM
 - CFRN
 - CHED
 - CJCA
 - CFAR
 - CFGF
 - CJOC
 - CHAT
 - CHAB
 - CJNB
 - CKYL
 - CKBI
 - CKRD
 - CKCK
 - CKRM
 - CFQC
 - CKOM
 - CKRC
 - CJOB
 - CKY
 - CJGX
- Brandon
Calgary
Calgary
Calgary
Dauphin
Edmonton
Edmonton
Edmonton
Flin Flon
Grande Prairie
Lethbridge
Lethbridge
Medicine Hat
Moose Jaw
North Battleford
Peace River
Prince Albert
Red Deer
Regina
Regina
Saskatoon
Saskatoon
Winnipeg
Winnipeg
Winnipeg
Yorkton

- PACIFIC (17)**
- CHWK
 - CJDC
 - CFJC
 - CHOV
 - CHUB
 - CKLN
 - CKNW
 - CKOK
 - CKPG
 - CJAV
 - CJAT
 - CJOR
 - CKWX
 - CKMO
 - CKDA
 - CJIB
 - CJVI
- Chilliwack
Dawson Creek
Kamloops
Kelowna
Nanaimo
Nanaimo
Nelson
New Westminster
Penticton
Prince George
Port Alberni
Trail
Vancouver
Vancouver
Vancouver
Vernon
Victoria
Victoria



WAB DIRECTORS 1954-55



Looking over the shoulders of Syd Boyling, CHAB, Moose Jaw, new president of the WAB, are his fellow directors, left to right, F. H. Elphicke; CKWX, Vancouver, past president Gerry Gaetz, CJCA, Edmonton; Maurice Finnerty, CKOK, Penticton; and John Craig, CKX, Brandon.

CKLW-TV Takes The Air

One of the most powerful TV stations in Canada, CKLW - TV, Windsor, has begun booming out telecasts on a permanent basis. Its 650 foot transmitter, tallest structure in south-western Ontario, sends out a signal of 325 kw. strength. The new station and transmitter represent a \$1,250,000 investment.

Official opening of the privately-owned station was a two-nation affair, with both Mayor Arthur Reaume of Windsor and Mayor Albert E. Cobo of Detroit taking part.

Spitting fireworks and the release of helium balloons marked with a No. 9 to indicate the channel on which CKLW-TV is received, marked the opening ceremony.

The station will be fed by two networks and the log includes 12 hours of CBC, 16 of Dumont, 15 of local shows and 30 of motion pictures each week.

YOU CAN'T COVER CANADA'S THIRD MARKET WITHOUT THE 2-STATION MARKET ON THE WEST COAST!

CHUB

Nanaimo, B.C.

CHUB blankets Vancouver Island from Duncan to Campbell River and gives you excellent ALL-DAY RATINGS in the VANCOUVER AREA!

CJAV

Port Alberni, B.C.

CJAV has almost EXCLUSIVE LISTENING in the Alberni Valley and covers the rich MAINLAND area of Powell River.

10% Discount for Joint Campaigns!

TALK IT OVER WITH:
Stephens & Towndrow, Toronto & Mont.
Donald Cooke Inc., United States
John N. Hunt & Assoc., Vancouver, B.C.

HOW CAN YOU KEEP ALL THOSE WILD ANIMALS TOGETHER WITHOUT BARS?

OH, THEY GET ALONG SWEET AS LONG AS I KEEP TUNED TO

CJON
Newfoundland

THE TOP NFLD. STATION

7/3

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

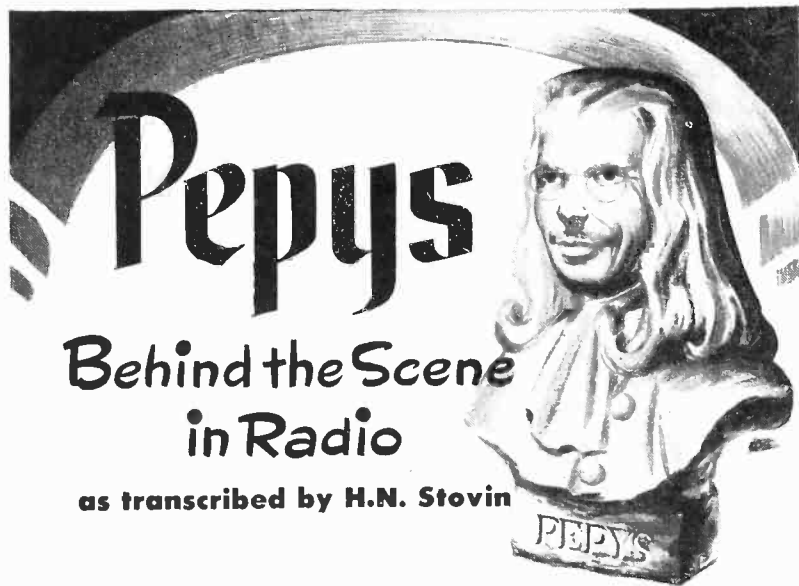
CKSO

NORTHERN ONTARIO'S HIGH-POWERED RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.



Did today meet, in the Coffee-houses frequented by merchants, a resident of Belleville who stoutly affirmed that people are afraid not to listen to CJBQ, for if they do not, they miss too much of what is happening! The opening of the St. Lawrence Seaway and Power Project, both at Messina, N.Y. and Cornwall, Ont., were covered by CJBQ's own staffers, which was the only Canadian Station to cover both events. Six other Ontario Stations did gratefully accept hour-long tapes of the event from CJBQ. The Kingston Penitentiary riot and fire was covered and also the Marilyn Bell epic ● ● ● Bill Hawkins of CFOS, Owen Sound, reports that "CFOS Night" at the CNE was a great success, and that the Ex. Management states it drew goodly crowds ● ● ● CHOV Pembroke hopes it is revealing no defence secrets in divulging that both B.B.M. and D.B.S. have omitted two important areas in their coverage, the same being Petawawa Military Camp — which includes some 1200 families, plus troops numbering from 2500 to 7000 — and Deep River Town Site, with a population of 3000 and growing fast — this being the location of the N.R.C. Atomic Plant. No doubt CHOV will soon be calling itself "Ontario's Atomic Powered Station"! ● ● ● CHED Edmonton proving itself once again to be on the alert for service to listeners. Within 20 minutes of the time Marilyn Bell completed her famous swim, CHED had located former Edmontonian Jerry Wiggins, now working for a Toronto Radio Station, and had aired a dramatic phone-recording broadcast direct from the waterfront ● ● ● CKY truly Manitoba's RESULTFUL Station, for to the beginning of September over seven hundred thousand pieces of mail have been received from listeners in eight months. Over 90% of these letters contained proof of purchase of CKY advertised products ● ● ● The several morals of these stories of service, coverage and results will be self-evident to any alert advertiser.

"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		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

STATION MANAGER GIVES TIME BUYERS THE AIR



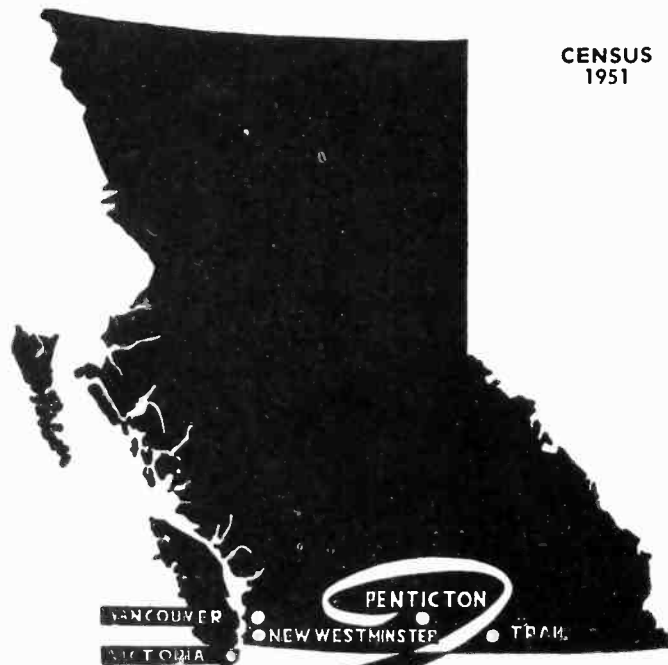
Jim Browne being greeted at Toronto Airport by Pete Harricks of All-Canada Radio. Pete kept time-buyers happy while they awaited their turn aloft, by telling them that the plane's battery was flat and that they would have to get out and crank if the engine stalled in mid-air.

STATION managers, do you find it difficult to sell time on your station? Do you find agency time buyers unco-operative when you make that "business" trip to Toronto? Then take a leaf out of the copy book of Jim Browne, General Manager of CKOV, Kelowna, B.C. Jim literally dropped into Toronto recently, in his four-seater Bellanca Cruisair monoplane, after a 16 hour flight from B.C. He proceeded to cause a pleasant

sensation along Agency Row by taking agency personnel for short flights over Toronto. There is no evidence that Jim took time-buyers aloft, brought out a contract, pointed out that they were 4,000 feet above Lake Ontario, and then handed his passenger a pen. But there was certainly a preponderance of time-buyers among Jim's passengers.

Jim then flew on to Montreal, to "influence" agency men there.

B.C. cities with population over 10,000



where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

Canada
PAUL MULVIHILL
U.S.A.
DON COOKE

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1
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Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

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



Vol. 13, No. 19

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

October 6th, 1954

A Need For Analysis

There are signs in the sky that business conditions are beginning to tighten. Ottawa reports slim hopes of balancing the budget. The west is suffering a severe crop failure. Retail buying is stiffening in most lines. In advertising the advent of television cannot but cut, if only for a period of readjustment, into revenues not just of the radio stations but of all other media.

These plain facts are not indicative of collapse or depression. They are, if properly interpreted, danger signals which, if we give them due attention, can avert disaster.

Through the boom years, business has been contracted on a continuing basis, with the result that many important functions have been forgotten, or, at the most, glossed lightly over.

Take a look at the employment situation. The heat has been on so hard, and the need of help so drastic, that employers have an eye only on the present, as they outbid one another for men, like cattle on the hoof. There has not been time — or at least time has not been taken — to enter into long-term training plans designed for the eventual benefit of both employer and employee. Employers, literally frantic for a replacement for the man who has been lured by the outfit over the road, out-dangle each other in hanging plums before prospective noses, plums that are financially out of all proportion with common sense. Employees, on the other hand, once dazzled by these big offers, have come to regard them as daily bread.

• • •

Sooner or later, the day of reckoning is going to come. You can only keep blowing up a toy balloon for so long, before it bursts. And when it does burst, the result can only be disaster. If you are not old enough to remember the crash of 1929, ask someone who is.

It seems to us that a better plan would be a careful examination of our individual conditions. High salaries are here to stay, but are we getting value for the pay cheques we are paying out, if we are on the hiring side? Or, if we are working on salary, are we giving value for what we get?

This is not a plea for drastic retrenchments which might be as disastrous as continued wastefulness. It is just a gentle suggestion that some of the air has to come out of the balloon pretty soon now, and that it might be a great deal better if we



"Easy, easy, old boy, or you'll strain your commercial."

let a little of it out ourselves, slowly and without confusion, than if we wait for the inevitable thing to happen, and try and pick up the pieces after the drastic and oh, so final BANG.

• • •

The Show Is The Thing

Last month's Harrison Hot Springs meeting of the British Columbia Association of Radio & Television Broadcasters should certainly go down in history as a success. The weather was fine; the golf course was in good shape; and there were plenty of other attractions. Yet none of these temptations seemed to have the appeal of the session on news and editorializing which highlighted the first day of the convention.

Possibly it was the provocative treatment of the provocative question of provocative broadcasting, that captivated the broadcasters. Maybe, though, they were intrigued by the magnanimity of the managements of stations CJOR and CKWX, Vancouver, who generously allowed their news chiefs to bare the details of the operation of their news departments for the benefit of their competitors. Then again, it may have been the audacity of those newsmen who dared tell management, including their own, what they had to do — and, even more serious, spend — to make their news departments work. Perhaps — and this seems highly probable to us — the greatest contributing factor to the success of this undertaking was the focussing of the spotlight onto the activi-

ties of that highly important, but betimes overlooked side of broadcasting, the program department.

After all, newscasts and other programs are to broadcasting what lumber and nails are to carpentering. Is it so surprising then that the station owners and managers found a welcome relief from the usual round of politics and policies in the news sessions presented by their own editors and the no-holds-barred speech publisher Stu Keate dished up for them at their dinner?

Whispered suggestions that they should send this show to Quebec in March for presentation to the CARTB meeting should bear fruit. Other program projects should be devised and presented, provided that they can be handled by the people who regularly put them on the air, so that other stations may share in not just the inside facts about ratings and sales curves, but the mechanics of the programs in terms of their actual performance.

One of the main functions of a broadcasters' convention is to report on and further the continuance of the fight for liberation from unfair government controls. The government's broadcasting machine, the Canadian Broadcasting Corporation, does an extremely able job of publicizing its programming activities, which is not to be wondered at, considering the fact that it has practically unlimited funds for the purpose.

In the case of the private stations, the impression seems to have become quite widespread that, when private stations are not providing the CBC with the facilities for their network programs, they grab a handful of discs from the shelf and throw them in the general direction of the turntable. So rife is this misconception that plenty of the public actually credits the CBC with any program it considers worth while, while it envisages the private broadcaster as a sort of animated cash register pouring forth nothing but spot announcements.

Nothing should be done to stem the tide of information on the big battle for which the conventions form such an ideal forum. Neither should there be any let up from the stimulating discussions on the subject which add so much to the meetings. At the same time it is possible to let such campaigning take on a negative quality if that is all that is done. The addition of demonstrations of programming activities would do something towards dispelling any doubts that may linger about the private stations' ability to justify the freedom they seek.

BCARTB CONVENTION TOLD

Broadcasters Can Help Bring Back Pride In Community

Harrison Hot Springs, B.C. — "As one interested in public life, and also as a broadcaster, I am worried about McCarthyism". So said Maurice Finnerty of CKOK, Penticton, who was pinching as acting president of the BCARTB for Bill Rea of CKNW, who had to resign due to ill health. Later Finnerty, a former Liberal member of the B.C. Legislature, succeeded Rea as president.

Finnerty spoke of a poll which FORTUNE MAGAZINE had been unable to conduct because "seventy-five of a hundred top corporate people were afraid to express an opinion". He went on to point out that people in smaller centres dare not associate themselves with anything political that might stop a customer from coming in the door to do business.

"As broadcasters," he continued, "we should offer our services and facilities to try and bring back the pride that people used to take in active participation in community affairs." He explained that the result of this state of affairs is that a group of mediocre candidates runs for office, and top people in the community have to go out and stump for them. "We in radio can check this trend and reverse it", he said.

SMALL MARKETS FIRST

A warning against over-confidence in the state of business was sounded

by F. H. "Tiny" Elphicke, CKWX, Vancouver, a director of both the B.C. and the national associations, when he said that "national advertisers will cut out the small markets first when they go into TV". He went on to say that (radio) "business is better at CKWX than it was a year ago, but the increase is not as great as it was."

Continuing in the same tone, he went into some of the effects of TV which are already apparent. "TV will take away the afternoon kids' hour on the radio", he said. "The percentage of sets in use is already dwindling a little." As an antidote to this trend, he urged the radio broadcasters to turn their minds to programming.

"We have to think about better service to listeners", he said. "All we've been looking for is ratings instead of trying to build up shows with character." He also advised

keener efforts in local selling.

The president of the CARTB, Finlay MacDonald, pointed out that in the past thirty years radio stations in Canada have increased in numbers, while there are fewer daily and weekly newspapers being published.

He urged station men to take their staffs into their confidence and give them a true picture of their part in the whole broadcasting picture. He said that station staffs should be kept informed "on the basic facts about the relationship of private stations to the national system. Too many misconceptions and fallacious ideas must at all costs be dispelled."

GRAVE RISK

Amplifying this point after the meeting at the request of reporters, he expressed what seemed to be his personal view. "Too many misconceptions exist and we run a grave risk of falling into two camps", he said. "One is a complacency that fails to continually assess the worth and value of the nationally-owned mass communications system. (The other is) irresponsible ignorance that makes us less broadcasters and more witch hunters."

MacDonald prophesied that "we shall live to see an independent regulatory body (presiding over private and national radio) in not too many years. This, he said, was a tribute to the people who have worked so hard. He said the big task was to determine what should be the nature of the board and who should sit on it.

PRESS GALLERY RECORDINGS

The executive vice-president of the CARTB, Jim Allard, told the west coast broadcasters how through its Radio Bureau the association is now using recordings by members of the Parliamentary Press Gallery, during periods when Parliament is not sitting. These recordings, which deal with the radio and TV topics, help get the story over to the public.

The Ilsley Royal Commission on



If you buy sound recording tape you probably know they all look pretty much alike. But when you use them you may find they don't sound alike. Your recorder will soon tell you the difference. This difference makes it important you know and specify the tape that provides the ultimate in reproduction—every time! The strength, flexibility and the right electrical properties built into every reel of Webcor Magnetic Recording Tape means you get fine recording and playing performance always at their best. So insist on Webcor—and be sure!



Webcor Tape comes in 5" reels containing 600ft. of tape and 7" reels containing 1200ft. of tape. Each reel comes in a unique hinge-top carton that helps prevent accidental spilling. The carton has its own easy-to-use recording log, too.



Webcor®

means the best for all your sound recording equipment and supplies

Ask your supplier now or write to

Electronic Tube & Components Division
CANADIAN MARCONI COMPANY

830 BAYVIEW AVENUE, TORONTO 12, ONTARIO
Branches: Vancouver • Winnipeg • Montreal • Halifax • St John's, Nfld.

1,269 Copies Of This Issue Are Going To National Advertisers and Agencies.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE

In June last, CHLT aired a 12-hour "Radiothon" to raise funds for summer sports for children. \$11,000.00 came in as a result, while a survey made during the program showed that nearly all the radios in the Eastern Townships were tuned in to CHLT Sherbrooke. Tell your sales story in this rich market where 496,200 people live in 104,230 Radio Homes.

Representatives:

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

No Matter How You Look At It . . .

statistics show that CFNB is the station most New Brunswickers listen to.

More important than statistics though is what these listeners think of the station. Do they look up to it? Do they buy from the advertisers they hear about?

Local sponsors — 120 of them — give the best answer to these questions. Get the whole story from our reps.

New Brunswick's
Most Listened-to
Station



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

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

Copyright begins its sittings about October 15, Allard said. A brief is to be presented on behalf of the broadcasters recommending several changes in legislation and procedure governing copyright.

Allard urged all broadcasters to submit briefs for the John J. Gillin Memorial Award, stating that the number of entries has been very small in the past, and expressing the hope that the number of entries will increase sharply in 1955 and subsequent years. In the past the award has been given for stations' assistance in charitable endeavors. It had now been expanded to cover any kind of public service.

"Radio broadcast advertising must think now of television broadcasting competition," Allard said, "and both forms of broadcasting must prepare to meet the challenge of a day of harder selling and of very aggressive competition from other media."

Testifying to the "mobility of the radio receiver" Allard spoke of driving 7,000 miles during the past summer in a period of less than three weeks, and of the difficulty he had in finding out the frequencies of the stations in the towns through which he was passing.

He said that few towns, if any, had signs giving station frequencies, either on the outskirts or anywhere else along the highway. He also said that "in virtually no motel or tourist court was there a card beside the radio indicating the call letters and dial position of a local station, let alone a list of the times its news-casts came on." He pointed out that this was a fertile field for a bright-minded promotion man.

MEETING CHALLENGE

He told how many US and Canadian stations, even small ones, are meeting the challenges of the day "by gearing continuity and news departments to new heights of effi-

ency and imagination." He reiterated the frequently expressed opinion that on the program side "the straight news and music approach, which appealed to a preponderance of US broadcasters when the competition first hit them, has begun to cause some second thoughts. These men have become increasingly aware of important minority audiences we haven't begun to consider," he said, adding: "Once you start getting this minority added to that, the number of sets in use is likely to show a remarkable increase.

"The answer to competition," Allard said, "is probably in boldness in the development of new ideas, and a search for profitable, but hitherto largely unexplored areas of both business and audience."

In the dying hours of the meeting the BCARTB went on record with a resolution expressing the stations' appreciation for the co-operative attitude adopted by the CBC in making facilities available for broadcasts of the British Empire and Commonwealth Games, but deploring the fact that the CBC had seen fit to procure exclusive control of such broadcasts rather than leaving it with stations to make their own arrangements.

The following officers and directors were nominated by a committee headed by George Chandler of CJOR, Vancouver; Maurice Finnerty, CKOK, Penticton, president; Chuck Rudd, CHUB, Nanaimo, vice-president; directors at large — F. H. "Tiny" Elphicke, CKWX, Vancouver, and Jack Pilling, CHWK, Chilliwack.

THIS LITTLE AD. BRINGS US MANY CUSTOMERS
OUR WRITING SERVICE KEEPS THEM WITH US

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

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received
Our NEW
Audition Disk?



An Independent
Producing
Company

DON WRIGHT
Productions

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

In Victoria



Most Listened to (Elliott-Haynes)

Congratulations

to

RALPH SNELGROVE
CKBB-TV
CHANNEL 3

Paul
Mulvihill
& Co.

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

TORONTO
21 King St. E.
EM. 8-6554

MONTREAL
1434 St. Catherine
St. W., UN. 6-8105

ASK YOUR
ALL-CANADA MAN
ABOUT

CLUBTIME

The new sound in participating shows heard every weekday afternoon on - - - -



ESSENTIALS OF A GOOD RADIO NEWS SERVICE

By BERT CANNINGS

THERE are many viewpoints and many angles of vision in this radio news game. Let me look at it from the approach of a news editor—the employee, not the employer.

The biggest blessing is a manager who has some knowledge of news and a deep appreciation of what he knows and doesn't know about the subject.

He is the manager who is prepared to put out his money on three things: 1. Most important, a good news editor or editors, a man or men with a nose for news and some experience, with plenty of time to develop his particular field.

2. A good news wire for basic material on international and national news — a sprinkling of local news. And who does not regard that wire as a source of rip and read material alone.

3. Adequate space and equipment with which to operate his newsroom.

SET POLICY

Once a station is prepared to make these commitments, the manager should set the policy in consultation with his newsmen. He should, based on available experienced advice, decide what is to be sacred. Then he should ensure his news staff understands, should delegate responsibility with authority and step out of the way, even while retaining a listening brief in his own interests.

If the editor can proceed with confidence, his first task should be to build his local contacts. He should pay personal visits to all local dignitaries — the mayor or reeve, the councilmen, the police magistrate, police chief, the fire department, local hospital and ambulance heads, the veterans groups, municipal and farmers groups.

Proven reasoning here is that any of them talk more freely

Bert Cannings, director of news and special events at CKWX, Vancouver, puts forward his idea of how a news room should be run in this address to the BCARTB meeting at Harrison Hot Springs, B.C. In it he sets forth the basic essential requirements for building up the best newscasts, together with some pertinent advice to station managers on their attitude towards their news editors.

over the telephone to someone of whom they have a mental picture, than if the contact is purely over the telephone. Nothing can beat the personal contact.

The next step after the brass should be cultivation of the hired help, the city clerk, the court clerk, the cop on the beat, the janitor. You'd be surprised how many tips, maybe not actual stories, but tips, come from these sources. If your management is generous, the odd deck of cigarettes, a meal, or even a cup of coffee which you can throw in the contact's path is really a good investment.

All this takes time, but it's a must and should be tackled and encouraged energetically.

An important link in your local coverage is your correspondent. You can pay them a basic piece, with a

bonus for a smart bit of work, or you can pay them so much per story used. The basic piece can become a pension for some stringers, if you are not wise or lucky in your choice. Paying by the story tends to sharpen up the stringer to what you need, by what you use, out of what he turns in.

Some stations use the dollar a holler method. Depending on how it's handled it can be a blessing or a curse. The blessing might come about by having trained personnel to process the material and check on it before using it on the air. The curse can come by having a staff of announcers and spare parts, thinly-disguised by the name of news editors, who throw everything in the nearest newscast, without checking its authenticity.

Be first with the news if you must. But if being first means any sacrifice of accuracy, then much rather be last, than broadcast something which shouldn't have gone on the air at all.

Finally, in collecting news, one of the most valuable sources often overlooked is your own office staff. Encourage them to phone in tips on anything they see. Encourage the salesmen to pass on possible leads they dig out of their business contacts.

GOOD CONTACTS

Invariably the manager is in a right good spot to uncover excellent news stories. Maybe they are off the record or in confidence, but he should let his news editor in on them. Any manager who withholds good news stories is wetting his own shoetops, as a Chinese once said.

Just a briefie on this. Some managers have set ideas on what is news and how it should be presented. Since he pays the bills, the manager has a perfect right to call his own formats. Then, only God can have mercy on any news editor operating under such blinders. Better the manager should get rid of the alleged intelligence he hires in his own newsroom and buy himself a trained ape.

You can't foretell news. For the love of revenue, don't let your news thinking get global, or national, or local. News must be played as it develops.

A note on equipment. For my money, there's nothing nicer or more practical than the male clatter of a good old Underwood. They're to news what the Model "T" was to the auto trade — a symbol of reliability.

These sexless, noiseless machines — in my opinion — are for the birds.

There's a wide trend these days to use of taped material in newscasts. A good investment in this direction is a portable tape recorder. Another gimmick to reach to faraway places in your area, and save on the car mileage fees, is a simple telephone attachment so you can record over the line. You can use any standard recorder for pick-up at the studio end.

Some comment has been suggested



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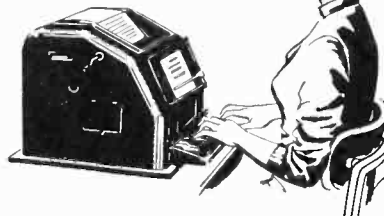
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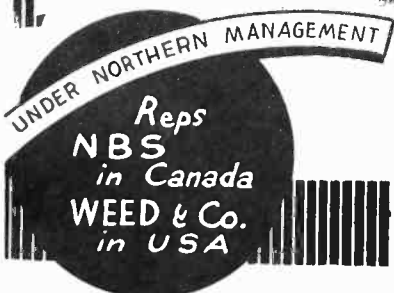
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"News Is The Biggest Show On Earth"

on co-operation with your local people — particularly in use of names. I suggest this should come under the heading of policy — your editor should know in advance what to do.

Logical handling of news means generally, everything should be used that isn't libellous or slanderous or which should be withheld on compassionate grounds or at the request of police. And the good cop will let you know — off the record — what's behind his request. You have before you an up-to-date outline of Canadian libel laws.

The public is entitled to be advised promptly of the news of the day. Radio news renders a public service to radio listeners. Remember, news is the biggest show on earth because two billion people are making it every day.

A note on personnel. Some of you managers may be lucky and have a boy on hand who is naturally inquisitive and persistent and polite. If so, you've got a running start at this game. If you haven't, then you'll find your lack of wisdom in selection reflected in the usual rapid turnover of so-called news editors on your station.

ROUGH DIAMOND

If you've got a diamond in the rough, in the first type I mention, we down on the coast make you an offer — a free one. If your man is in Vancouver on holidays, or if you want to send him down for the spe-



Bert Cannings

cific purpose, CKWX and CJOR would be happy to have him around for three or four days. We'll work the soles off him, but he'll sure have a better idea of news and news development when he gets through.

A word of caution. If you can specialize in your newsrooms, then you're fortunate. But don't advertise Charlie Klunkhammer by name as your news editor, council reporter, police reporter, sports editor, farm editor and staff announcer. In the long run,

the stretching won't do you much good.

Three pages back I urged a wire service not, repeat not, be treated as a rip and read venture and I'll tell you why.

Overnight, and on the weekends, the wire services get most of their news from remote spots. Local and regional news is non-existent other than violence in the form of sudden death, fires, police and ambulances. The wire output is largely international crappo.

Stations across Canada and the States have found they can increase listener interest by weaving into the newscast local and regional reports. Too often, your audience is more interested in your local weather prospects or the fact that the neighbor's cow had twin calves. Who in British Columbia can get interested in seven Frenchmen killed in a plane crash in Morocco — unless they are big names.

DULL REPETITION

Therefore, unless you do something, your news output during the weekend, that is most of Saturday and all day Sunday, is a dull repetition of what the diplomats are thinking.

If you can appreciate that local news development is the station's responsibility, then you'll lean more kindly to the suggestion of getting some sort of trained man in your newsroom.

Here's one way he can fend off

that weekend news famine. First a clipping box. Clip the local or provincial papers of upcoming events, file the clippings in dated envelopes and make a notation in any calendar book. Get a list of sources from which you can receive mail handouts. I've already distributed a list.

Mind you, you won't have news caviar every weekend, but the diet can be built up to something palatable.

I can offer a long list of suggestions on how to guide your news policy. One or two might be:

Be accurate, fast, clear and brief. Never express an opinion of your own in a newscast — let the source say it. You merely report what's said.

Keep conversational. Do not exclude crime or religious news because it might offend.

If you have editor-announcers, don't work 'em too long at one time.

If they are at a mike or a news desk too long, they start braying or singing the news. If you boast of being a news and music station, be honest enough to distinguish between the two.

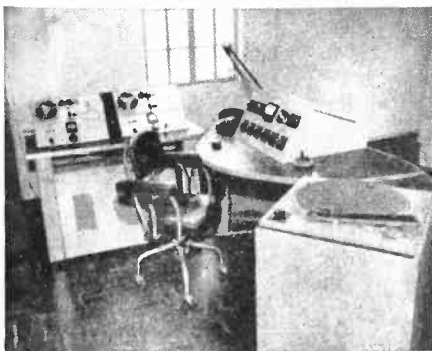
Spell out between one and nine; use numerals from 10 to 999.

And so on and so on.

I leave you with one thought.

A definition of news is a statement of new facts, on something of interest which has happened, is happening, or about to happen, or hasn't happened, isn't happening and won't happen.

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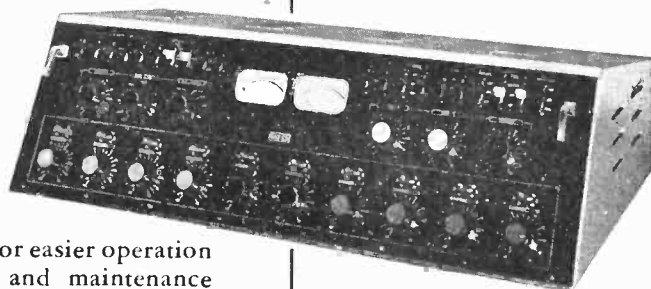
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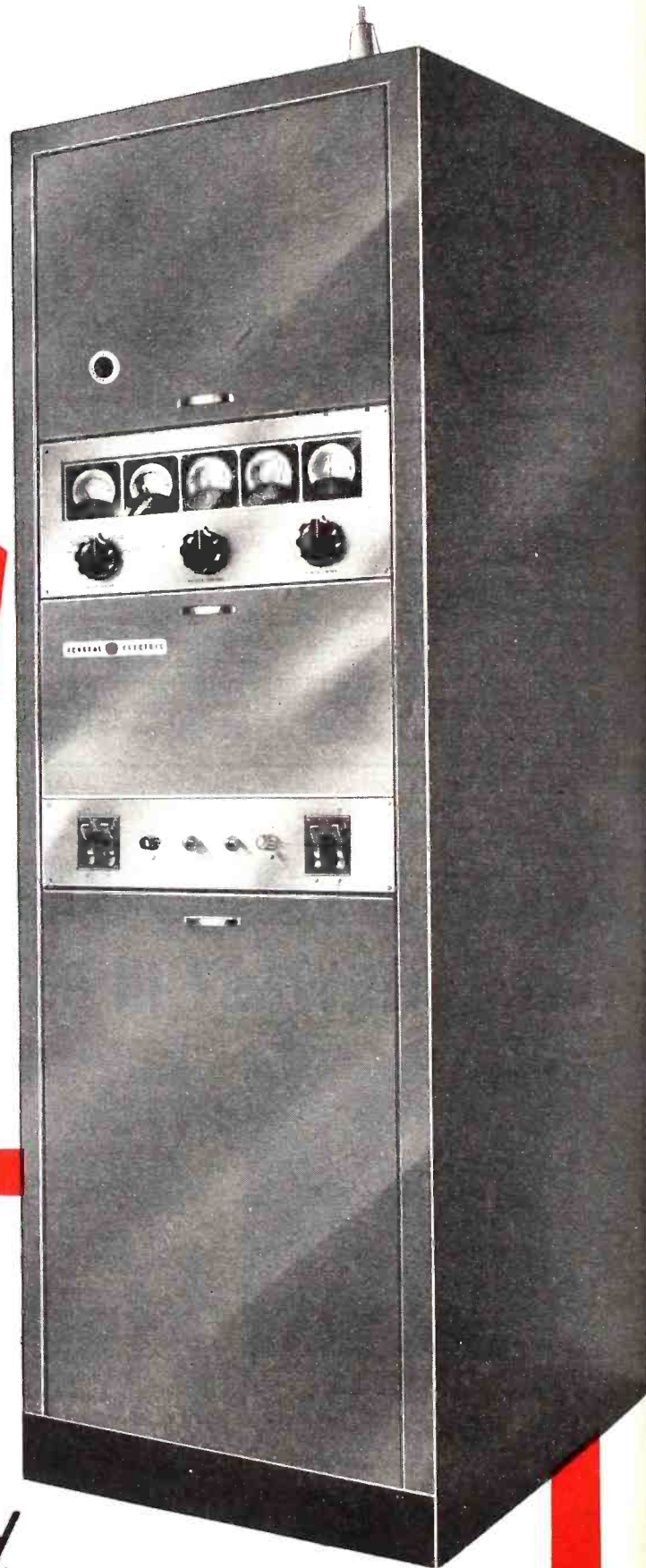


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Newsman Want To Know Where They Stand

HARRISON Hot Springs, B.C. — The people who put on the radio programs got the whole stage here the first day of the BCARTB meeting, when they held a panel on news and editorials.

The assistant manager of station CKWX, Sam Ross, a former Canadian Pressman, said that the panel's assignment was to make management cognizant of (I) news, (II) news commentary and (III) editorial policy.

Jack Webster, showmanesque news editor at CJOR, who one year ago left a career in the newspaper business for radio, forgot his Scottish beginnings, but not the accent, when he said that management had better give its reporters more money, suitable quarters, strong backing and keep its libel insurance in force.

Bert Cannings, CKWX director of news and special events, delivered himself of a comprehensive pattern for the operation of a news department. His highly informative talk appears as an article elsewhere in this issue.

MUST MAKE UP MINDS

Dorwin Baird, probably the first broadcaster to write and voice editorials in western radio — he is editorial director of CJOR, Vancouver — said that management must make up its mind whether it is going to be a theatre manager or a publisher. Radio has discovered something new, expression of opinion, and stations which are going in for it need a staff man who is capable of taking on the responsibility.

He must be a person of some standing, so that he carries weight, and, preferably, a reasonably long-time resident of the community, so that he knows his way around.

According to Baird, editorials should not be delivered in a monotone, but rather should be given punch where the sense calls for it. (This statement did not become an issue at the meeting, but those responsible for editorializing at CKWX are known to hold the opposing view.)

Baird said that an advisory board of station officials sits in with him, as editorial director, to advise daily or weekly on over-all policies.

"Radio is being urged to become a more responsible medium", he said. "An editorial stand is one phase of this. Management must test itself to determine whether it is capable of doing the job."

FREE PASSAGE

Jack Webster mixed oratory, showmanship and shirtsleeves to illustrate the importance of the free passage of information. He impressed on his audience the need for a newsman to know what is privileged and what is in contempt of court. He submitted that often freedom really exists, though authority ordains otherwise.

He said that when he was a newspaperman, he was responsible to his publisher and the libel section of the criminal code. In radio, he has to account to the same authorities, plus the responsible minister, and his minion, the CBC.

Webster said that radio newsmen

have a great advantage over their counterparts on the newspapers, in the form of the tape recorder.

"The only way anyone is going to get any honest reporting is through radio and television with its tape recorder," he said, adding: "Editorial broadcasts must contain a certain amount of basic information. There is practically no piece of public information you cannot get, if you try hard enough."

PULLED NO PUNCHES

The publisher of the VICTORIA TIMES doubts very much if radio station managers will ever be called publishers. Stuart Keate, who came to that post from that of Montreal correspondent to TIME MAGAZINE pulled no punches, when, as guest speaker at the BCARTB's annual dinner, he told the broadcasters that eighty per cent of a newspaper's non-advertising content is education and information, and the remaining twenty per cent is "comics" and other entertainment, while radio reverses this ratio. He claimed that a survey of local stations from 6 to 12 p.m. daily gave an average of 45 minutes for news, a blank for education and the rest of the time solid music.

Next day CARTB executive vice-president Jim Allard came back with the statement that the daily average amount of news produced by a station in one day exceeds a daily newspaper's output. Finlay MacDonald, the same organization's president, said he did not see where the amount of information broadcast had any bearing on whether or not a broadcaster is a publisher.

Keate, shortly to launch his own series of commentaries on the CBC, started his talk with the disarming statement that broadcasters and newspaper publishers are not in conflict, and that their services are complementary. "We help you and you help us", he said. "You whet the public's appetite for the complete story he will read in the paper."

MUST DO BETTER JOB

After upbraiding the broadcasters for the lack of information in his schedules, he continued: "I believe that radio can and must do a much better job of news. Too many of your boys don't know the news business", he said, adding: "The rip-and-read system (of presenting news right off the teletype) must go."

Claiming that the CBC is far ahead of the private stations in handling the news, he shrugged off the private stations' claim that they are hampered without having a network of their own as "hard to believe and short sighted".

He believed that private stations could develop their own experts as he claimed was the case with his own paper.

Charging that the broadcasters place too much emphasis on voice quality, he wanted to know why it is that "brains should be relegated to second place."

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TRIUMPH OR DISASTER RADIO COVERS THEM ALL

WHETHER its a national triumph or a national disaster Radio, with its immediacy impact, can—and does—provide the best news coverage. Here is how Radio provided that all-embracing service for its listeners; on the one hand Marilyn Bell's triumphant swim of Lake Ontario, on the other the devastating effect of Hurricane Edna on the Maritimes.

CKEC, New Glasgow, N.S., first alerted Pictou County residents to the oncoming "Blow" by broadcasting storm warnings. As the hurricane began to sweep across Nova Scotia, CKEC's manager, Howard MacLean kept staff-men Ken Betts, Gary Murphy and Ross Ingram airing bulletins on the storm's progress every quarter of an hour.

When the teletype wires went down CKEC's news room set up a series of regular checks with amateur radio operator Woody MacDonald, on the air as part of the Maritime Amateur Radio Network, an emergency service.

Woody's contacts with other "hams" over a wide area kept CKEC advised of the storm's progress until the station was forced off the air at 11.0 Saturday night by a power failure.

NEWS TOUR

By 7.30 next morning the station staff were compiling estimates of damage, surveys of destruction and other data for newscasts. News Editor Bob Hale undertook a news-gathering tour and when the station again hit the air at 9 a.m. a complete picture of the hurricane's toll was available.

At 9.15 that evening MacLean, on his regular Sunday evening feature *This, Our County*, was on the air with a complete storm round-up.

With the teletype wires out and the daily newspaper not printing again until the following day CKEC demonstrated once again the powerful impact radio's "as-it-happens" news coverage can have.

Stations CFAB and CKEN at Windsor and Kentville provided a similar service for their listeners, following up Saturday night storm warnings with a complete news coverage as soon as power was restored on the Sunday.

Their portable mike travelled 85 miles on Sunday morning recording impressions and on-the-spot reports of fruit growers who had suffered heavy losses in the great blow. Covering the two counties of Kings and Hants, it was the farmers' report of their loss in their own words.

The first-ever swimming of Lake Ontario by 16-year-old Marilyn Bell captured the imagination of Canadians coast to coast and Radio played a great and important part in helping them feel they had a personal interest in this indomitable school-girl's triumph.

Many stations carried an almost stroke-by-stroke sea and air coverage of the event and, while TV

screens ignored it, radio was bang on the spot when Marilyn stepped ashore after her marathon swim.

A number of stations had announcers on board the boats which formed the Marilyn flotilla. Ship-to-shore radio link-ups plus recorded commentaries rushed shorewards by boat and plane, kept listeners right up to date with Marilyn's progress.

During the last hour of her long haul the radio audience was kept on its toes with commentaries from the lake, the shoreline and aircraft. It was largely due to their coverage of the event that one of the largest crowds in Toronto's history gathered at the lakeside to give Marilyn the welcome she had so arduously earned.

One of the stations to cover the swim from start to finish was CHML, Hamilton. Right from the false-start Norm Marshall, George Goodrow and Morris Crump were on hand to keep their audience informed. After using a specially chartered boat for part of the time Marshall and Crump transferred to the BAY QUEEN at the three-quarter mark to broadcast direct reports via

a radio-telephone hook-up. During the last ten hours of the swim CHML had ten reporters covering the event.

A good hour before the swim ended CHML's production manager, Agnes Anderson, had completed arrangements for a *Salute To Marilyn Bell* program to boost a Marilyn Bell Fund. It took the air immediately following the final broadcast of Marilyn's victory and for four hours, with such suitable tribute tunes as "Marilyn" and "The Loveliest Girl In The World" it kept the whole staff busy at the switchboard taking pledges which, on final count, amounted to \$7,000 in cash and prizes.

CFRB, Toronto, also pitched in with a complete coverage of the marathon swim. For an hour, from 7.45 to 8.45, it covered the sensational climax.

FED OTHER STATIONS

CFRB also fed other stations, including a four-hours take by CKJC, Hamilton, and tapes or long-distance telephone commentaries to CKWX, Vancouver, CKNW, New Westminster, CJAD, Montreal, and CFPL, London. WBEN, Buffalo was given permission to pick up and rebroadcast any part of the CFRB commentary.

CKLB, Oshawa also took a hand, giving its listeners a birds-eye-view of the swim. News Editor Burt McCollom flew over the scene with a tape recorder to provide on-the-spot descriptions.

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TV STATION FOR BARRIE 3 AM's APPROVED

THE Board of Governors of the CBC has approved the granting of licenses for three new AM and one TV stations.

Despite opposition from Gordon E. Smith, of CFOR, Orillia, the Board gave the go-ahead signal to Ralph T. Snelgrove of CKBB, Barrie, to set up a TV station in that town. It will have an e.r.p. of 14 kw video and 7 kw audio, operating on channel 3.

The three new AM licenses were granted to the Bathurst Broadcasting Co. Ltd. to operate a 250 watt station at Bathurst, N.B., with an English-French service; Albert A. Bruner, to operate a daytime station of 250 watts at Leamington, Ont.; and Carmen Primo Greco to establish a station of 250 watts at Sault Ste. Marie, Ont. The application by John Lionel Cohen to operate a station at Sault Ste. Marie was turned down.

Power increases were approved for two AM stations — CJOC, Lethbridge from 5,000 watts DA-N to 10,000 watts Day and 5,000 watts Night; and CJBR, Rimouski, Que. from 5,000 watts DA-N to 10,000 watts DA-N.

The following share transfers were approved: 2,000 common shares in Central Alberta Broadcasting Co. Ltd. affecting CKRD, Red Deer, Alta.; 629 common shares in Interior Broadcasters Ltd., affecting CJIB, Vernon,

B.C.; 7,369 common shares in Blick Broadcasting Ltd., affecting CJOB, Winnipeg; 212 Class B and 424 Class A shares in Fundy Broadcasting Co. Ltd., affecting CFBC, Saint John, N.B.; 14,900 common shares in Kitchener-Waterloo Broadcasting Co. Ltd. affecting CKCR, Kitchener; 499 common shares in CKOY Ltd., Ottawa; 4,000 common shares in Radio Station CHLO Ltd., St. Thomas; and 300 common shares in Western Ontario Broadcasting Co. Ltd. affecting CKLW, Windsor.

In no case is control of the company affected.

Radioman's Appeal Succeeds

Edmonton — The appeal of a radio news writer against a conviction on a charge of obstructing a police officer was upheld in Edmonton District Court by Judge Peter Greschuk.

Trevor Kerbey, reporter for CFRN, Edmonton, was arrested January 31st last while covering an early-morning fire. The arrest was made by an RCMP Constable after Kerbey said he had made several attempts to get past police lines. In Police Court February 25th he was convicted and fined twenty dollars.

COMPLETES 25 YEARS IN RADIO



La Photographie Larose

Manager Phil Lalonde, of CKAC, Montreal, has just celebrated his 25th anniversary in radio. Speaking at a staff meeting, held in his honor, Phil warned that in the struggle against the rising competition of television some radio stations will be left trailing behind if they did not use the effective methods that were available to them. He said that the best way to hold the listening audience was to make radio listening easier.

LET'S GO FISSION!!

OR

LET'S GO FISHIN'!!

EITHER WAY IT MEANS BIG THINGS IN
CKBI - LAND

PRINCE ALBERT, May 17: The First Uranium processing mill at Prince Albert's "back door" will swing into operation early this summer in the Lac La Ronge Area, officials of La Ronge Uranium Mines Ltd., announced today.

Equipped with diesel-electrical power, crushing apparatus, steam and plumbing fixtures, the plant at the beginning will cost some \$115,000.00 but this figure may by July 1955 swell to \$10,000,000.00.

Target for processing of concentrated U308 is an estimated 15,677,000 pounds, according to a Company officer, who said that the ore is distinctly different from ore minerals obtained elsewhere in Saskatchewan or Canada.

The Company will mine ore from its 154 claims in the region. At present work has been done on 45 claims and this start will mean a potential Uranium valued at nearly \$114,000,000.00

"P. A. Herald"

Commercial Fishing put \$1,441,000.00 into the pockets of fishermen in the CKBI market last year.

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See your "All-Canada" Man for Details.

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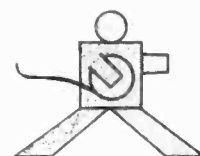
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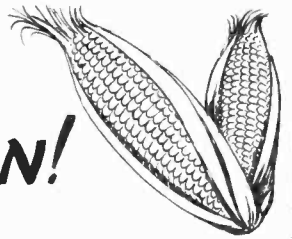
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LESS COSTLY

CKWX Beaver Presented At Pacific National Ex.



The Beaver Awards won by CKWX and its Farms Director were presented to the winners during the Pacific National Exhibition in Vancouver. The presentation on behalf of the "Canadian Broadcaster and Telescreen", was made by Dr. J. C. Berry, Vice-president of the exhibition and a member of the agricultural staff at the University of British Columbia. From left to right in the picture are Dr. Berry; Norman Griffin, CKWX Farm Director; the winning Grand Champion Hereford Bull owned by Col. Victor Spencer; herdsman Bob Bouchard from the Earlescourt Farm, Lytton; Sam Ross, Assistant Manager of CKWX and J. S. C. Moffitt, President of the P.N.E. Griffin accepted the personal plaque, Ross the station plaque.

We're Crazy
'BOUT
CORN!



US, AND SEVERAL THOUSAND LISTENERS WHO ENJOY

MADCAP MELODIES

— the show that dishes up 30 minutes
of CORN every week . . .

. . . and sends plenty of people to the
CLEANERS (who sponsor the show).

Just another bright idea in

TOP PROGRAMMING

that keeps dials set at 600...
... and buyers interested in seeing our reps!

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



THE RADIO HUB OF SASKATCHEWAN

CBC's Free Offer On Bishop Sheen Program

The CBC is offering to carry Bishop Fulton Sheen's weekly program free of charge and without any commercials, but with a single credit line to the United States sponsor.

This follows a campaign organized by the Bishop Fulton Sheen Television Committee in which thousands of people sent postcards to the CBC requesting that they carry the program.

A. D. Dunton, chairman of the CBC Board of Governors, announcing the decision, said "In doing so the corporation is carrying out the recommendation of its National Religious Advisory Council".



Telephone
Answering
Service

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

Phone for Booklet in

Toronto WA. 4-4471 Montreal UN. 6-6921

MORE POWER TO YOU from CKNW!



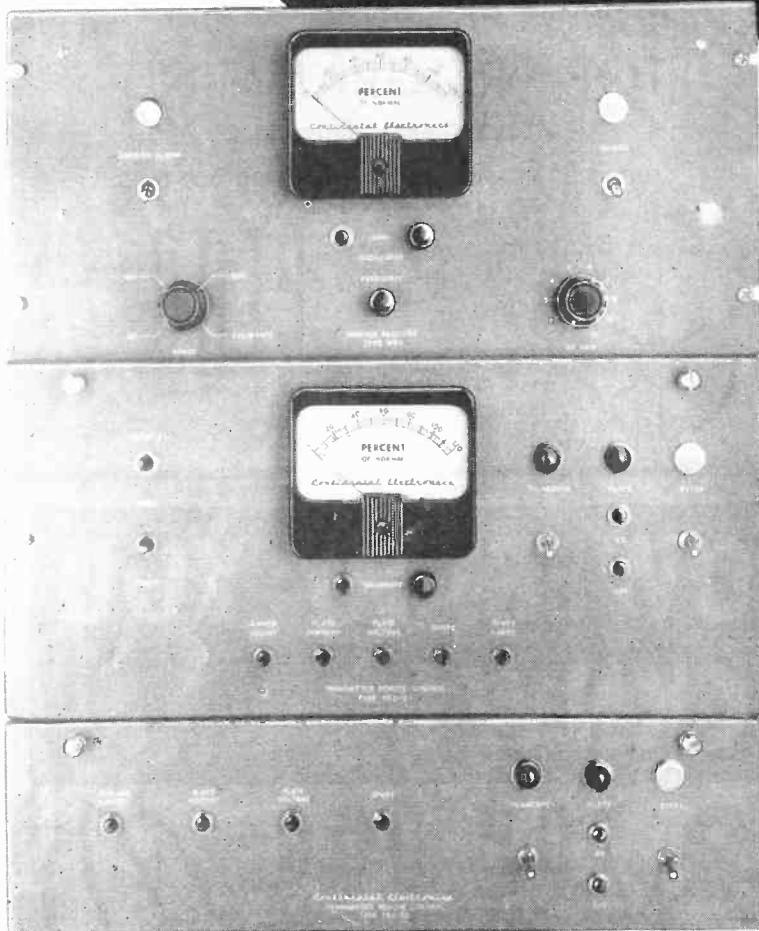
TOP DOG
ON CANADA'S
WEST COAST

5000 Watts!

REMOTE CONTROL *Pays for itself*

quickly with AM and FM operating costs saved

... with the new *Continental* TRANSMITTER REMOTE CONTROL SYSTEM



Type MR-1
Monitor
Receiver



Type TRC-S1
Remote
Control
Unit



Type TRC-S2*
Remote
Control
Unit



Studio Assembly

You can perform all operating, metering, and monitoring functions right at the studio with this reliable, high quality equipment. Units shown at left are for installation at studio or control point . . . units below at transmitter site.

Outstanding Features

- **SIMPLIFIED OPERATION** with no telephone dials or charts.
- **FILAMENT AND PLATE CONTROL** by a toggle switch and PLATE OFF and ON buttons. Supervisory lights show transmitter condition. Time delay protects rectifier filaments.
- **OVERLOAD INDICATION** by supervisory light operated by a return signal from the transmitter.
- **MONITOR RECEIVER** feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

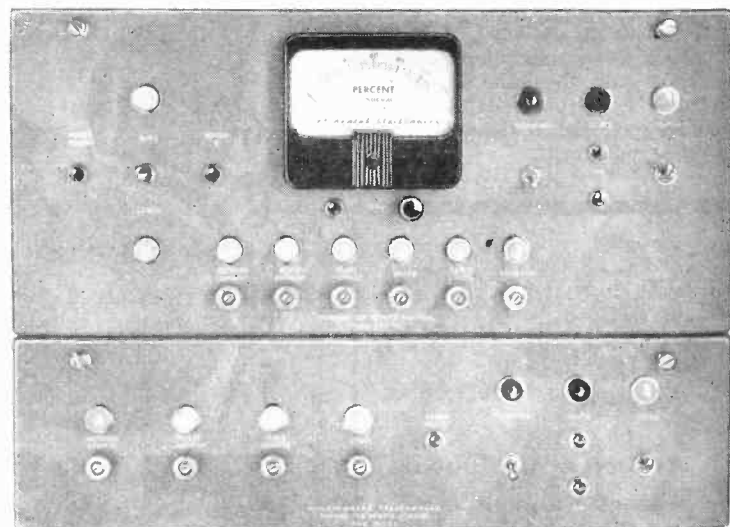
Assembly at Transmitter Location

* TRC-S2 and TRC-T2 Units provide complete, independent control of a second transmitter, either AM or FM, if required. These units can be a part of the initial installation, or may be added later.

Type TRC-T1
Transmitter
Control
Unit



Type TRC-T2*
Transmitter
Control
Unit



YOU CAN BE SURE...IF IT'S



Westinghouse

When planning a new station or modernization of your present facilities, for radio broadcasting at its best, specify a

WESTINGHOUSE CO-ORDINATED INSTALLATION — of both Transmitter and Transmitter Remote Control Equipment. It will bring you greater convenience . . . reliability . . . and economy.



DATELINE — SASKATOON

By HELEN CRAIG

A communicable fever is spreading across the prairies. It is caused by the TV bug and it has bitten many folk who swore up and down "It's all stuff and nonsense—so many people buying television sets! I'M going to wait until it gets really good before I'll invest MY hard-earned money! Besides, if you think I want my wife and kids glued to a TV set when they're supposed to be doing dishes or homework, you're crazy!"

The beef-song has changed. Endless numbers of prairie gophers are sneaking into the appliance stores to price sets, getting ready for the day when they themselves can have an excuse not to go to lodge or curling in 45 degrees below comfortable zero.

In Saskatoon big things are happening at CFQC-TV. The bursting-at-the-seams Hub City refused to be outdone by eastern and Pacific centres where television is accepted.

Even though there are thousands of prairie people who have never seen TV, there are many who have. Some saw sample shows at the Saskatoon Exhibition this summer, where CFQC-TV announced some of Channel 8's programs.

Others have come from Canadian and American cities where their friends and relatives have re-designed their homes, living patterns, meal routines, junior's homework-hours, and entertainment habits — all to conform to TV.

Obviously, these citizens liked what they saw, because there is enough interest for A. A. Murphy of CFQC and CFQC-TV to go full steam ahead with plans for a fall opening.

Studios and offices are being built on to the Murphy Building which houses CFQC radio facilities. There is complete RCA equipment and the new RCA Wavestack antenna. When I saw the large 50 x 38 x 24 studio, not even at the plastering stage, I wondered if the fall opening could be possible, but at the rate workmen are swinging hammers one must be optimistic.

I was told a combine (not a human combine — but the machine that is used for reaping grain) could be driven into the studio space. Good place for a combine this year when many farmers don't even take the trouble to drive their machines into the fields, smitten with rust and rain.

650 FOOT TOWER

CFQC-TV's transmitter is located off Highway 5, 12 miles east and 3 miles north of Saskatoon. The antenna shoots 650 feet above ground, 866 feet above average terrain, and 2,585 feet above sea level. There will be effective radiated video power of 100,000 watts average, and effective radiated audio power 60,000 watts average. Rather amazing to realize that in just 50 years since Saskatchewan was made a province communication progress has gone ahead so rapidly that in that half-century antennas replace Indian trails as landmarks.

Arrangements are made for a client's room where sponsor-conscious salesmen will strut their stuff. They'll have something to talk about for among station facilities are included basic equipment items like

an RCA studio three lens camera, 50 kw studio lighting, slide projector (Gray Dual Disk) 12 slides continuous, two Eastman 16 mm film projectors with RCA Vidicon camera chain, two turntables, standard 2" x 2" slides, and 16 mm film. Additions to this basic equipment will be made as time and TV popularity progresses.

TV STAFF

A. A. Murphy heads the staff as he carries the presidential load. Manager of the TV station is Blair Nelson. Assistant manager is Vern Dallin who will stay on as CFQC radio station manager. The chief engineer is Lyn Hoskins, also in radio. Others on top personnel list include production director Walter Romanow, film editor Wilf Gilbey, art editor Nick Semenoff, photographer John Lumby, continuity and art work Donna Knight, promotion girl Margaret Morrison, news director Godfrey Hudson, sports editor Ed Whelan.

The rest of the staff will be recruited from radio and from the Saskatoon community. It has long been one of A. A. Murphy's policies to use as many local people as possible. In the adventure into TV the same policy will underly selection of staff.

The Big Four on the personnel roster recently visited eastern Canadian and Western U.S. TV stations so they're not in the dark as to what they're doing. Then too, Herb Stewart, a professional TV consultant from Miami, will give the benefit of his know-how to the station as he works with them in assembling staff and crew until opening day.

As far as programming is concerned the pattern will closely follow that of other prairie TV stations. There will be top shows brought in via kinescope, and network features will make up the major portion of Channel 8's TV diet. However, at the 4.00-5.00 p.m. slot, Margaret Dallin attractive wife of CFQC-TV's assistant manager, will be the star personality in a Saskatoon origination of a Woman's Magazine show.

HOUSEHOLD HINTS

Margaret D. will be hostess, and include in her program, cooking schools, household hints, interviews, and fashion notes. The Woman's Magazine show will be the first programmed item on Channel 8's schedule.

Present plans include a long list of well-known shows to follow. Some of the anticipated bits are Toast of the Town, Dennis Day, Amos 'n Andy, Wild Bill Hickok, Sid Caesar, Dinah Shore, Liberace, Roy

Rogers, Kit Carson, Howdy Doody, Variety Show, CBC Drama, Our Miss Brooks, Martha Raye, Canadian Revue, Canadian Drama, Sound Stage, Dragnet, Milton Berle, Duffy's Tavern, Studio One, Bob Hope, Kraft Theatre, Four Star Playhouse, boxing and wrestling, Ford Theatre, What's My Line, G. M. Theatre, and Town Hall. Formidable list, isn't it? There you have it, though — part of the anticipated schedule.

In addition local news and sports will be played up to the hilt, giving viewers from northerly Prince Albert to southerly Davidson (going by the radius map) — from Lake Lenore in the east to Biggar in the west — giving all the viewers in this coverage area an opportunity to see what's happening on the local Hub City scene, in the province, country, continent, and world. CFQC-TV plans are big.

The flat horizontal lines of prairie landscape will soon be dotted with strange vertical lines indicating that TV has come to the Great Central Plain, Canadian side. The man, who, in the old days, was wont to say that he'd wait a good long time before HE'D buy a TV set will likely be hounded by his good spouse for spending so much time watching wrestling from Chicago when he should be mending the leaky faucet in the home kitchen.

A Growing Market

Three new Doctors have established in Prince George.

YOU don't need to establish . . .

GET FULL COVERAGE OVER

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kcs.

SERVING CENTRAL B.C.

All-Canada in Canada
Weed and Company in U.S.A.

A
YO-YO
GOES
UP AND
DOWN
BUT
SALES
GO ONLY
ONE WAY
...UP!



CHLO

LONDON and ST. THOMAS

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

HERE'S PROOF! 14 SPOTS...

aired over Red Deer's CKRD proved CKRD's pulling power by drawing...

1500 PEOPLE...

to a recent Car-Auction in a central Alberta town. More than effective? Listen to this...

45 UNITS...

were sold in one day! Just another example of CKRD's potent selling Power!

CKRD, Red Deer, is the only daily advertising medium exclusively serving the rich Central Alberta market!

CKRD

850 Kcs. 1,000 Watts
See Radio Reps.



EVERYWHERE I went they kept telling me I was putting on weight, as though I didn't know. Here was the agenda: From Toronto to Calgary by plane, a night in the Palliser Hotel and then on to Banff

in the CPR observation car; next, after the Banff Convention, a 1.45 a.m. train takeoff, in a special car where the broadcasters could make their distinctive noises without interruption from people who wanted to sleep, for Agassiz and the B.C. Convention; then a drive to Vancouver; two days calling on broadcasting friends in and near that thriving city; next a drive to and a night's stay at Comox on Vancouver Island, with Tiny and Cecil Elphicke; back to Vancouver to see Tiny and the Vancouver Lions beat the pants off the Calgary Eye-openers (correction, I mean Stampeders) and hear my host, who used to think football was dull, proclaim at the top of his voice that any year now they'd be playing the Grey Cup game in the new Vancouver Stadium. I wonder if I shall be able to keep up the pace when I reach middle age.

Next day the three of us set forth for the Okanagan Valley and Kelowna. At first we'd planned driving Cecil back to CKPG, Prince George, where he belongs. It was a nice little

five hundred mile jaunt through the Cariboo, and ditto back again. Unfortunately though, we were looking out of the train window on the way to Agassiz and got a look at the road — they said that was what it was — along the side of the mountain. So we decided that Kelowna would be far enough. Next year we're going to take the train from Jasper to Prince George; deposit Cecil there; take another train to Prince Rupert; then a boat to Vancouver. But that's another story, or will be — if we are spared.

UPWARD TILT

We left Vancouver in the pouring rain for that climb up the coast range and down the other side. Besides winding through the mountains the road had a definitely upward tilt, because before long we were above the clouds in the bright (not liquid) sunshine. I had developed a terrific cold and took a lot of abuse from the gentlemen in the front seat. It only took me about 24 hours to infect them though, and then they shut up.

Three hundred miles later we checked in at the El Dorado in Kelowna. It is a delightful spot, I found out the next day. I hit the hay right after dinner, because I knew how embarrassed they were to sit yawning.

Next morning after breakfast we set forth to visit Mrs. Jim Brown Senr. who says I may call her Triph. She was so pleased to see us I think

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

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

200,000 PEOPLE WITH \$200,000,000 TO SPEND

THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

PAUL MULVIHILL
Representative now in both Toronto and Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

"It's in the book*"

CHNS LEADS AGAIN

(*Elliott-Haynes Survey)

Once again the book reports that CHNS is the leading daytime station in the Halifax metropolitan area. Its lead is so great that the combined figures of the other two local stations fall far behind in comparison. Which means that CHNS is the logical place for you to buy Mr. Advertiser, if you want results in this bustling, booming market. Yes, daytime airtime is CHNS time in most Halifax homes. Night and day it's CHNS for advertising action.

It's all in the book (Elliott-Haynes again). Why not look it up and see for yourself that for the best buy — buy CHNS.

CHNS THE VOICE
AND CHOICE OF HALIFAX

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

Something like selling Quebec market without

CKBY

1000 WATTS 1280 K.C.

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

COVERAGE?

CKLC

Covers 236 Communities in Eastern Ontario!
(Over 250,000 people)

- 1st with the news in Kingston and Eastern Ontario.
- 1st in local advertisers with over twice as many local sponsors as Kingston's station "B".
- 1st in RESULTS both local and national with biggest success stories in the Kingston area.
- 1st in community service with exclusive on-the-spot broadcasts of all major local events, public service interviews EVERY DAY!

FIND OUT MORE!
Contact:
Horace N. Stovin Co. (Can.)
Forjoe & Co. (U.S.A.)

CKLC

KINGSTON, CANADA

she must have thought we were a quorum of new sponsors for CKOV. We sat and chatted in the garden for a time, and then she insisted that we stay for lunch. It was just going to be a light snack, she informed us, so we capitulated. The light snack consisted of consomme, roast beef and Yorkshire pudding, pan roast potatoes, cauliflower, carrots and, finally, a plate of whipped cream with a spot of strawberry shortcake nestling beneath it.

Everywhere I went they kept telling me I was putting on weight, or have I mentioned that before?

As a matter of fact, it was just as well Triph did us as well as she did. After a visit to the studio, we dropped over to the house on the lake where live Jim Junior, his wife, Barbara and young Jimmy III. Jim II was in Toronto frightening time buyers into using CKOV by taking them up in his plane, but Barbara aided and abetted by Freda Woodhouse of CKOV, received us royally and liquidly.

Time passed so fast, as Tiny regaled the assembly with his version of my latest stories that we forgot not only dinner, but restaurant closing time. Barbara and I set forth for fish and chips and everyone lived happily ever after . . . except the fish that is.

ULTRA MODERN HOME

Tiny and I left Cecil on the corner trying to hitch a ride the remaining 250 miles to Prince George (He had arranged to meet CKWX engineer Charley Smith at the Okanagan metropolis) and set forth to the other end of the Lake where Maurice Finnerty operates his CKOK,

Penticton. There we saw (1) the studio, (2) the dining room of the Prince Charles Hotel and (3) Maurice and Merle's nearly completed so - goddam - modern - it - makes-you - wonder - where - they - will - live - in - the - winter house, which is strictly out of tomorrow and perfectly ecstatic — if you like that sort of thing, which Merle and Maurice quite evidently do, or I certainly hope so. It has . . . well, as you go in the front door . . . oh, take a run over and have a look for yourself.

Next stop was Jack Pilling's principality of Chilliwack, famous for CHWK-Radio.

After entertaining us for dinner, Jack drove us home to his charming wife, Normie, who was awaiting us regally in their oh so modern new house it makes you . . . oh you finish it.

PREVIEW BEST YET

Bill Byles' previews are getting to be a habit. This time it was Borden's TV show the Y & R Radio and TV director was touting to the press. It was a good one too — the best yet for my money. It was launched on the air October 4th, a few day after the preview and it is called *Mr. Showbusiness*. Actually it is the Jack Arthur Story with Jack, the veteran showman of half a century's entertaining in Britain, the States and Canada playing the part of himself.

Borden's will be remembered for their *Canadian Cavalcade* of blessed memory (they used to air the presentation of our Beaver Awards) which aspired to portray the Canadian scene, or rather the people in it.

Now this Canadian subsidiary of an American company, in con-
(Continued on page 21)

NEWS KINGSTON CKWS-TV

**GOES ON THE AIR SOON
TO SELL IN A
196 MILLION DOLLAR MARKET**

Help make television history and a lasting product impression . . . be a charter sponsor on CKWS-TV Kingston. In this vast and prosperous area there are an estimated 253,500 people, more than 20,000 television sets. 1953 retail sales reached almost \$196,000,000. It's a sound television market ready made for you.

GET YOUR SHARE NOW

**CKWS-TV
KINGSTON**

* All-Canada Television Survey.

Reps.
All-Canada Television in Canada
Weed & Co. in U.S.A.

An Important Announcement

from

INSTANTANEOUS RECORDING SERVICE

"Presto" Distributors for Canada

In order to provide an even more comprehensive sales and service organization for their many customers in the Radio Broadcasting and Advertising Agency fields, Instantaneous Recording Service take pleasure in announcing that they have entered into a sales agreement with the Electronics Division of Canadian Westinghouse Co. Ltd.

In accordance with this agreement, Presto equipment will now be sold and serviced not only through the various branches of Instantaneous Recording Service but also through Westinghouse District Sales Offices from Coast to Coast.

This arrangement becomes effective immediately. Remember, your Westinghouse representative is now also a "Presto" man.

INSTANTANEOUS RECORDING SERVICE

TORONTO

MONTREAL

WINNIPEG

*Proof - - -

**CENTRAL
ONTARIO**

IS

SOLD

BY

CFOR**5000 WATTS**

Call . . .

STEPHENS

and

TOWNDROW'

Toronto & Montreal

*155 Out-of-Orillia sponsors since
last January.**MARTIN TAYLOR'S****LONDON CLOSE-UP**

Britain May Learn From Canadian TV



LONDON, England — As the first Commonwealth nation to have commercial and State television side-by-side, Canada clearly has a few things to teach Britain just now.

At least one man realizes this. He is Stanley Maxted, Toronto-born former CBC broadcaster who was loaned to the BBC as a war-correspondent and has since made a big name as broadcaster, actor and writer on both sides of the Atlantic.

Maxted has just been appointed head of J. Walter Thompson's new TV section in Britain. He leads a team of half-a-dozen copywriters and producers trying to make sense out of the recently-passed Act which aims to put sponsored TV on the air in about 12 months time.

JWT, determined to move into TV in a big way as soon as a little more is known about how the commercial set-up is going to work, will eventually use the Maxted team as the core of a full-size agency department. Meanwhile its members are out exploring for firms likely to supply programs and assessing their capacities.

Maxted will be looking to Canada for much of his inspiration.

"Obviously we will be better advised to follow some of the lessons learned back home than to attempt to interpret the situation in the 'States,'" he told me.

This forceful Anglo-Canadian with strong facial resemblance to Lord Beaverbrook, Canada's greatest gift to Fleet Street, thinks there may be more good opportunities here for experienced Canadians.

"Generally speaking Canadians do well in Britain anyway," he said. "As long as there are not too many, there is every reason why they should be able to get on in this business."

"See How" Tour

London's NEWS CHRONICLE clearly shares Maxted's views. The paper has sent TV critic James Thomas across the Atlantic to learn something about this "vulgar commercialism" so dreaded by the BBC.

He will be laying particular stress on the State vs. Private Enterprise situation in Canada on the basis that this is about the nearest thing in the world today to what Britain will be experiencing next year.

Sir Kenneth Clark, chairman of the new Government-appointed Independent Television Authority, which will closely supervise commercial telecasting, apparently thinks otherwise.

He too is scheduled to head West about the middle of this month, but I understand from his department that he has no plans for studying CBC or the experiences of independent Canadian TV stations.

"Sir Kenneth is going to study television in the United States. As far as we know he has no intention whatever of visiting Canada", was the brisk reply of an ITA press officer.

So far, I have been unable to get Sir Kenneth on the phone to find out why.

This is not the only question which ITA has posed recently in the minds of its many observers. The Beaverbrook SUNDAY EXPRESS has put forward some forceful points about the appointment of another Knight to the new Authority.

Socialist Boss

He is 49-years-old Sir Robert Fraser who has landed the plum \$22,000-a-year job of director-general. Sir Robert has been a prominent Socialist and for a time wrote editorials for his Party's mouthpiece, the DAILY HERALD.

Sir Robert, until getting his present appointment, chief of the Central Office of Information (a propaganda

outfit started by the Socialist Government) was quick to tell the Press:

"Don't run away with the idea that I know nothing about TV. My department has been making films which have regular showings on North American networks".

Broadcasters, more enlightened than I, by having sampled some Central Office of Information films, will be better able to judge Sir Robert's technical skill. The big question, of course, is: How does a man, whose political doctrine is dead set against free enterprise, preside over de-nationalization of one of the world's most progressive industries?

Lucky Firms

One of Sir Robert's first jobs is selection, from 29 applications, of lucky firms who will be allowed to broadcast over the ITA network of, initially, three transmitters.

Among those interested, of course, is Roy H. Thomson who gained control of the SCOTSMAN newspaper group just 12 months ago and now hopes to add to his Canadian broadcasting interests with television rights in Scotland.

Those applicants fortunate enough to meet with ITA approval will be known as Program Contractors. It will be up to them to supply their own studio and relay their programs to the ITA transmitter by landline.

Among the many conditions laid down for firms seeking approval as contractors is capital backing of between \$5,500,000 and \$8,500,000. Roy Thomson is one of many who regard this as quite unnecessarily high.

"What would a contractor need that sort of money for?" he asks. But he makes it clear that the Thomson organization is still keenly interested.

Meanwhile CANADA REVIEW, The Thomson weekly started here 18 months ago to sell Canada to Britain, is scheduled to run a special supplement on Canadian radio and television.

Ad-Man's Nightmare

While the boys who went to get plugs on the air have been making all the fuss, those tiresome little men who want to produce gadgets which switch off reception as soon as the commercials come up have been working quietly in the background.

One of the dailies ran a competition for a suitable name for this ad-man's nightmare. Over 300 turned in "Blurb Curb" as a suitable definition. Other entries included:

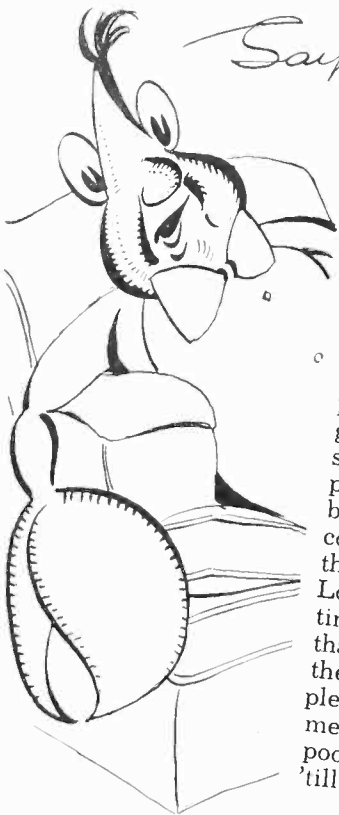
T-Veto; Cackle-Cutter; Wind-jammer; Plug-Plug; Gob-Knob; Yap-Tap; Drivel-Swivel; Wop-per-Stopper; Natter-Knob; and Waffle-Baffle.

The prize went to—Bore Constrictor. It doesn't say much for British copywriters.

WHEN I WRITE MY MEMOIRS—

Says Lionel

... there'll be red faces around CKCW. These CKCW characters don't know when to stop. Files bulge with success stories. Advertisers are delighted with results. They've got 156,000 listeners exclusive! But does that satisfy them? Nossir! They already plan bigger shows, bigger audiences, better sales. They've a swell public service record, but the mutts won't coast on it. I can't stand the pace much longer. Look how thin I'm getting! It's a sweat shop, that's what it is! All they think about is pleasing you advertising men. What about us poor lobsters? Just wait 'till I write my memoirs!

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

Cont'd

Over The Desk

junction with the Canadian branch of an American agency, is off to the races again, this time with a series built around one of the few colorful entertainment names in what has grown up into Canadian show business over the past half century.

One of the handicaps Canada has had to hurdle in her growth to adulthood has been the lack of the tradition which only centuries can create. Here is the exception though, in the shape of this little man with the dominant personality it must have taken to grow from a violin prodigy — protege of the late Harry Lauder; Mississippi Showboat entertainer; theatre-pit orchestra conductor; producer of such efforts as *The Army Show* and those trade union footballs, the grandstand performances at the Canadian National Exhibition.

It was a privilege to sit in on this preview, and watch the film along with the star himself and its able producer, Peter Macfarlane. You didn't need a magnifying glass to detect flaws in the production. Some of these were ironed out and some weren't. The thing was, though, that even in its rough form, this commercial production held interest. In fact it was so good that, just for once, nobody apologized for its being Canadian.

Birth Notice Department: To Harry Sedgwick, a grandson, Ronald Sedgwick Marsden, who

weighed in Monday, September 27 around dinner time at 8 lbs. something or other. Mother — Nena Marsden, and son doing fine; Marsden treading on air.

Social & Personal: Tom Briggs, former managing editor, now columnist with CB & T, was married to Jean Schweigert at the British Embassy in Paris, France, September 30th.

This column was finished back at The Desk, with a vacuum cleaner purring alongside to simulate the familiar sound of the train. So, for a week or two, you'll know where to buzz me if you hear anything.

FOR SALE PORTABLE AMPEX MODEL 401

VIRTUALLY NEW
CONDITION

Box 809
Aylmer West - Ontario

SALES REPRESENTATIVE WANTED

on part time basis, who is now covering Radio stations or allied businesses in British Columbia, to handle well known brand of tape and disc recording and play back equipment, discs, needles and recording tape.

Write to Box A213, CB&T

BROADCASTER WITH 15 YEARS PRODUCTION EXPERIENCE

wishes to invest up to twenty thousand dollars in progressive radio station, or allied endeavour. All replies confidential.

Write Box A216, C B & T

WANTED

Top morning man for CKSO - Radio
Opportunity for TV.

Full particulars to

Ken Dobson - CKSO - Radio - Sudbury, Ont.

CFCO goes over the top again

More listeners per watt cost than any other
Western Ontario Station

Total Daytime Audience: 76,950 homes

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

Total Nighttime Audience: 43,530 homes

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

HBM STUDY NO. 5

CFCO—630 Kcs—Chatham

WRITER-PRODUCER AVAILABLE

with long, overall experience in all branches of radio, and now TV, advertising. Writer seeks wider opportunities with another agency or in partnership.

Write Box A214, C B & T

GREAT OPPORTUNITY FOR YOUNG ANNOUNCER

in Alberta's newest radio station. Duties to commence immediately. Write stating qualifications to:

MR. W. P. DUNBECK
Manager, Radio Station

CKYL

Peace River - Alberta

NATIONAL ORGANIZATION

operating out of Toronto wants to engage services of fully bilingual young man or woman as research assistant. Typing preferable but not essential. Would prefer junior presently employed with research firm, advertising agency, or management consultant firm who has had some contact with either or both of advertising or research. Write giving full details in first letter to

Box A212

Canadian Broadcaster
& Telescreen - Toronto

MALE CONTINUITY EDITOR WANTED

To take charge of fully-developed continuity department of aggressive radio station in metropolitan market. Must have experience as continuity editor, and be fully qualified to handle wide variety of writing assignments.

Write Box A215, C B & T

WANTED

TRANSMITTER STUDIO TECHNICIAN

for

CKGR, Galt

This is an opportunity to work with a Consulting Radio Engineer and the applicant should have one to four years experience, technical ability and willingness to work.

In replying please state age, education, experience, marital status, familiar equipment, salary expected and enclose a recent photo.

RADIO - TELEVISION TIME BUYER WANTED

Cockfield, Brown & Co. Limited require a qualified time buyer for Toronto office Radio-TV Division. Must have good working knowledge of Canadian stations and markets. Please apply in writing — stating background and experience to Alan Savage, Assistant Manager, Radio-TV Department, Cockfield, Brown and Co. Limited, 185 Bloor St. E., Toronto.

CKCR

KITCHENER-WATERLOO

AM - 1490 kc.

FM - 96.7 mc.

1929 - NOW IN ITS - 1954

25th YEAR OF RADIO BROADCASTING

Serving Ontario's Richest Market

FOR FACTS SEE —
OMER RENAUD

ADAM J. YOUNG, JR.

There's been some changes made - - -

CHNO — *Now 900 on Your Dial
Announces a Tremendous Increase in
Coverage with No Increase in Rates.*

CHNO — *Now Your Best Radio Buy in Sudbury...
First with News, Sports, Music and
Shows in the Nickel District.*

REPRESENTATIVES: OMER RENAUD & COMPANY

A Better Buy Than Ever Before!

**WITH NEW PROGRAM AND PROMOTION POLICIES - - - WE'LL
GET MORE LISTENERS, YOUR CLIENTS WILL GET MORE SALES**

On October 4, we inaugurated a completely new program schedule. Gone are the 'dogs' from our daily shows . . . instituted are a host of new programs which we know from experience appeal most to the people we serve.

We also increased our already extensive promotion program, well aware that sound and continuing promotion is of benefit to all.

Our representatives have the full details about our new policies. They'll be happy to outline them to you and to point out that definitely . . .

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

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

CJFX

ANTIGONISH, N.S.
5,000 Watts - 580 Kcs.



EDITORIALLY

The first requisite and prime essential for stations desiring to broadcast their editorial opinions is editorial opinions.

. . .

WHEREVER YOU GO

Sir: What's all this guff about the ravages of TV? At least with radio, you don't have to look at them too.

— B. Y. Stander.

. . .

WAIVER OF COPYRIGHT

Readers are advised that of course they may lift gags from this column and broadcast or print them as their own. How in Hell do they think we got them?

. . .

EN GARDE!

Nobody in British Columbia ever goes to sleep until he goes to the Senate.

— Jim Allard.

. . .

PRO PATRIA

What we need are fewer easterners, fewer westerners and more Canadians.

. . .

FROSTY FRIDAY

Wouldn't it be amusing if the CDNA invited a station manager to go and tell them why publishers can never be broadcasters.

. . .

TV OR NOT TV

With four private telecasters licensed in the region, the WAB has decided to leave TV out of its name, while BC, with no private TV in sight, now has its BCARTB.

. . .

CONVENTION P. S.

The B. C. Convention forgot the resolution thanking the trade press but they were very welcome.

. . .

STOP THE PRESS!

Thanx, thanques and thanks to the co-operative reader who writes suggesting we remove the mask from the head of this column as being too suggestive of poison gas.

3 MORE CANADIAN TV STATIONS GO RCA



**CJIC-TV SAULT STE. MARIE
CHEX-TV PETERBOROUGH
CKCW-TV MONCTON**

choose

RCA TELEVISION EQUIPMENT!

The addition of three more TV stations to the RCA Victor roster swells the growing list of RCA-equipped television stations to 16 across the country! As the major Canadian supplier of dependable TV transmission and studio facilities, RCA Victor is proud to play this important part in the development and expansion of Television in Canada!

If you need additional TV equipment...

call on your nearest RCA Victor Broadcast Engineer for full information. Or write direct to the Engineering Products Department, RCA Victor Company, Ltd., 1001 Lenoir Street, Montreal 30.

RCA-EQUIPPED TV STATIONS IN CANADA:

- | | |
|------------------|----------------------------------|
| CBHT HALIFAX | CKLW-TV WINDSOR |
| CJCB-TV SYDNEY | CHEX-TV PETERBOROUGH |
| CKCW-TV MONCTON | CKSO-TV SUDBURY |
| CBMT MONTREAL | CJIC-TV SAULT STE. MARIE |
| CBFT MONTREAL | CFPA-TV PORT ARTHUR-FORT WILLIAM |
| CJBR-TV RIMOUSKI | CBWT WINNIPEG |
| CKWS-TV KINGSTON | CFQC-TV SASKATOON |
| CHCH-TV HAMILTON | |
| CFPL-TV LONDON | |

ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR COMPANY, LTD.

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG
CALGARY • VANCOUVER



“Cheesed-off” with your profit margin?

Cheese brings a per capita sale of 12c*. If you're in the cheese business you know your own sales per capita.

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

Here are the facts you can't afford to overlook. 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 cheese, chinaware, or any product. And it follows that if you sell more of your goods in the richest market, your profits will grow faster.

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. Here, therefore, is the logical medium to use to step-up your advertising pressure if you want to step-up your sales in the rich market CFRB covers. 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
TORONTO

50,000 watts 1010 K.C.

REPRESENTATIVES

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