

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

Now In Our
Twelfth Year

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

Vol. 12, No. 19

TORONTO

October 7th, 1953

CJVI OPENS NEW STUDIOS



—Photo by Bill Halkett, Victoria

HONORED GUESTS AT CJVI'S OPENING were, standing left to right: Charlie Smith, chief engineer of CKWX, Vancouver, who scored an assist for his technical help; F. H. "Tiny" Elphicke, CAB president and CKWX manager; Cam Perry, assistant manager of CJVI. Seated are the provincial minister of Trade & Industry, the Hon. Ralph Chetwynd; Hon. R. W. Bonner, Attorney General in the Sacred Government; CJVI manager Bill Guild; and the president of the Island Broadcasting Company Ltd., Jim Taylor.

Victoria, B.C. — The opening of the new studios of CJVI, Victoria was undertaken by the Provincial Premier in a five hour program, featuring local talent, and contributions from artists from Vancouver, Calgary and Winnipeg stations. There was also a series of receptions which lasted over four evenings, at which local and regional sponsors had an opportunity of seeing the ultra-modern effects with which architects and decorators have embellished the studios. Members of both provincial and municipal governments came to pay credit to the medium of information they find so essential to them in the discharge of their duties.

Among these was the recently re-elected premier, Hon. W. A. C. Bennett who paid a tribute when he said in his opening address over the air that in its quarter century of existence, radio "has grown from the crystal set we listened to on special occasions to an integral part of every day life.

"It tells us what time it is; it warns us about the weather; it keeps us in touch with every corner of the globe; it even gives such complete political coverage that a political candidate is as far ahead if he stays home and listens to his radio on election day as he would be if he were at headquarters.

"Like a friend we have come to know well, radio is something we

take for granted," he said. "We're used to it. We take its friendly voice and constant service for granted. But what a change it would make in our lives if that friendly voice were to cease. Frankly, I can't imagine a world without radio, and I don't imagine you can either."

Among guests who came from a considerable distance to attend the celebrations was M. V. Chesnut who was manager of the station from April, 1941 until last December when the position was assumed by Bill Guild and "Ches" took up new duties with All-Canada Radio Facilities Ltd. in Winnipeg.

He recalled the grim days of the war, when Victoria lived in dread of invasion; when Vancouver Island was being sporadically shelled by Jap submarines, and Victorians were facing up to the possibility of the evacuation of the civil population; when the three services retired from their headquarters on the Island to the mainland, because they considered defence of the Island impractical.

Other out-of-town guests at the receptions were CAB President F. H. "Tiny" Elphicke; Jim Taylor, of Taylor Pearson Carson of Canada Ltd. and president of the Island Broadcasting Co. Ltd.; and Harold R. Carson, president of All-Canada Radio Facilities Ltd.

CBC BOARD APPROVES TEN LICENSES

Winnipeg — Licenses for five new television stations, four AM and one FM radio stations, topped a list of more than a score of items approved by the board of governors of the Canadian Broadcasting Corporation following a meeting here late last month. This brings to 14 the number of private TV stations licensed so far.

The five TV stations approved were for Calgary, Edmonton, Saskatoon, Kitchener and Kingston. AM radio licenses were passed for Brampton, Ont., and Trois Rivieres, Chicoutimi and Montmagny in Quebec. The FM station is for Kingston.

The board also approved increases in power for AM stations in Montreal (CJAD), Saskatoon (CKOM) and St. John's, Nfld., (VOWR), as well as CKLW-TV, Windsor, Ont.

Two of the TV license recommendations were vigorously contested. In both Edmonton and Saskatoon there were three applicants each, and two in Kitchener. TV applications for Peterborough and Charlottetown were deferred by the board along with an application for an in-

crease in power and change in frequency for CKDA, Victoria, and an AM license for Drummondville.

Approval for the Calgary license went to Calgary Television Limited, a company made up of the three Calgary radio stations: CFCN, CFAC and CKXL. It will operate on channel 2 with an effective radiated power of 10.9 kw. video and 5.45 kw. audio and an antenna height of 287 feet above average terrain. It is understood that Bert Cairns, manager of CFAC, is a strong possibility for the manager's post with the TV station.

In Edmonton, besides CFRN, the successful applicant, bids were also entered by Bill Rea, owner of CKNW, New Westminster, and Edmonton Television Limited, composed of CHED and CJCA and financed largely by All-Canada Radio Facilities interests.

In making its recommendation the CBC board said it "noted the following concerning the three applicants for this area: the Sunwapta Broadcasting Company Limited is entirely (Continued on page 4)

ARTISTS AWARDED



Shirley Harmer



Kate Reid

Toronto. — Two young Canadian artists — a singer and an actress — and the president of the Canadian Council of Authors & Artists, were recognized for their outstanding work at the 10th anniversary banquet of the Association of Canadian Radio Artists. At the same time the inauguration of gold, silver and bronze awards for presentation next year was announced.

From among six nominees, actress Kate Reid was chosen for the Maurice Rosenfeld Memorial Award to "the most outstanding newcomer to Canadian radio." This 23-year-old actress has spent many seasons in various Ontario summer stock companies and one in Bermuda, and did brief TV

work in New York before coming here to star in a number of radio and television productions, including the TV series, *Sunshine Sketches*.

Shirley Harmer, a 20-year-old Oshawa pop singer, who started in radio on CFRB less than two years ago and is now on a number of CBC network radio and TV shows, captured the S. W. Caldwell Award for "the most outstanding performer in the field of television." She is a regular performer on the TV production, *The Big Revue*.

Bernard Hogue, president of the CCAA received the Benrus Citation for "outstanding service contributing to the welfare of Canadian artists."

CAB Member Stations**ATLANTIC (15)**

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

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (38)

CKBB	Barrie
CJBQ	Belleville
CKPC	Brantford
CFJR	Brockville
CFCO	Chatham
CKSF	Cornwall
CKFI	Fort Frances
CKPR	Fort William
CJOY	Guelph
CKOC	Hamilton
CHML	Hamilton
CJRL	Kenora
CKWS	Kingston
CJKL	Kirkland Lake
CKCR	Kitchener
CFPL	London
CJAD	Montreal
CFCF	Montreal
CFCH	North Bay
CFOR	Orillia



Be Happy! Go Local!

WE'VE said it before. Now we're saying it again.

WHEN a local station announcer's voice reaches his listeners as they tune in his programs — news, chatter, music — day after day, year after year, it's the voice of an old friend.

THEY see him in church, at the movies and at social affairs. Some of them went to school with him. Others remember his erstwhile predilection for their cookie jars.

AND when he tells them about your products, it isn't a high-pressure "pitch". It's just the voice of a friend, offering advice to his neighbours on what and where to buy.

SO when you advertise, go radio; and when you go radio, go local.

The
**CANADIAN
ASSOCIATION of BROADCASTERS**

Representing 117 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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

CAB Member Stations**CENTRAL CANADA***(Continued)*

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

PRAIRIES (23)

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

PACIFIC (17)

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

Short-Waves

PN BECOMES BN

Seignior Club.—A new company supplying worldwide news to many of Canada's privately-owned radio and TV stations was formed here late last month during a meeting of directors of The Canadian Press. Starting January 1st the new company, Broadcast News Limited, will continue the service for radio begun in 1941 by the CP subsidiary, Press News Limited.

All nine directors of Broadcast News are associated with broadcasting stations, directly or because their newspapers own stations. The new company president is Roy Thomson; vice-president is Gordon Love, CFCN, Calgary; the manager is Charles Edwards, manager of PN.

Other directors include: R. J. Rankin, Halifax *Chronical-Herald*; Keith S. Rogers, CFCY Charlottetown; Paul Lepage, CKCV Quebec; Philip S. Fisher, Southam Company, Montreal; Kenneth D. Soble, CHML Hamilton; W. J. Blackburn, London *Free Press* and D. B. Rogers, Regina *Leader Post*.

Increasing use of news by radio and the advent of television in Canada with its need for specialized services led to formation of Broadcast News with the private broadcasters associated in its development.

"CANADA'S TOMORROW" CONFERENCE

Hamilton — A two-day conference featuring noted Canadian and international social, political and economic authorities, is to be sponsored by Canadian Westinghouse Co. Ltd., at the Chateau Frontenac, Quebec City, November 13 and 14. Theme of the conference is "Canada's Tomorrow" and is being held to celebrate Canadian Westinghouse 50th anniversary.

Some of the speakers include: Dr. Norman MacKenzie, president of U.B.C., and Dr. Hilda Neatby, professor of history at University of Saskatchewan, both members of the Massey Commission; Dr. B. K. Sandwell, former editor of *Saturday Night*; Dr. R. K. Stratford, scientific adviser to Imperial Oil Ltd.; and Douglas Ambridge, president and general manager of Abitibi Power & Paper Co.

SMACK "MEDICAL CLAIMS"

New York — The American Medical Association has lashed out at what it considers "cheap attempts" of some advertisers to apparently gain for their products medical acceptance

simply by associating them with white-frosted actors and models with stethoscopes. In the current *AMA Journal* an editorial says it "has received many complaining letters from physicians and others who resent the present trend in advertising circles to feature stethoscopes, white coats and medical claims in advertising programs. They asserted this is a cheap attempt to mislead the audiences into believing that the claims have been proved medically . . ."

The *Journal* pointed out: "The nonsense involved in such obvious deception" is now being vigorously exposed by many doctors to their patients and acquaintances.

DIRECTORS QUIT REDIFFUSION

Montreal — Paul L'Anglais, head of his own radio program production company here, has resigned as production head of Rediffusion Inc. The company's managing director, Real Rousseau, has also tendered his resignation, it was learned here earlier this month.

Both Rousseau, who did much of the groundwork for the firm, and L'Anglais, have been with Rediffusion since its beginning as a wired radio and music service here before the war. It has also been offering a wired television service to Montrealers for the past year. The company is a subsidiary of an English firm operating out of London with similar wired services in many countries throughout the world.

Rediffusion and the Canadian Admiral Corporation are currently awaiting a judgment from the Supreme Court of Canada on a case in which Admiral contends Rediffusion infringed on program rights by sending out to its wired TV subscribers, allegedly without permission a telecast being sponsored by Admiral and originated on CBFT.

TOP JACK IN JACKPOT

Montreal — A jackpot of \$7,150 — believed about the largest in Canadian radio—was won here last week by Mrs. Pierre Peloquin of Sorel. It occurred during the Weston's segment of the program, *Casino de la Chanson*, on CKAC. The pot had been building up for months.

HALIFAX TV NEXT SUMMER

Halifax — Early in January is the probable starting date for construction on the CBC's 550-foot TV tower for its station here. It is to be built atop Geizer's Hill on the city's outskirts and may be ready to beam the first programs next summer.

IN THE NORTH

They Look To Sudbury



Commercial Schedule

STARTS

OCTOBER 18th

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.

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

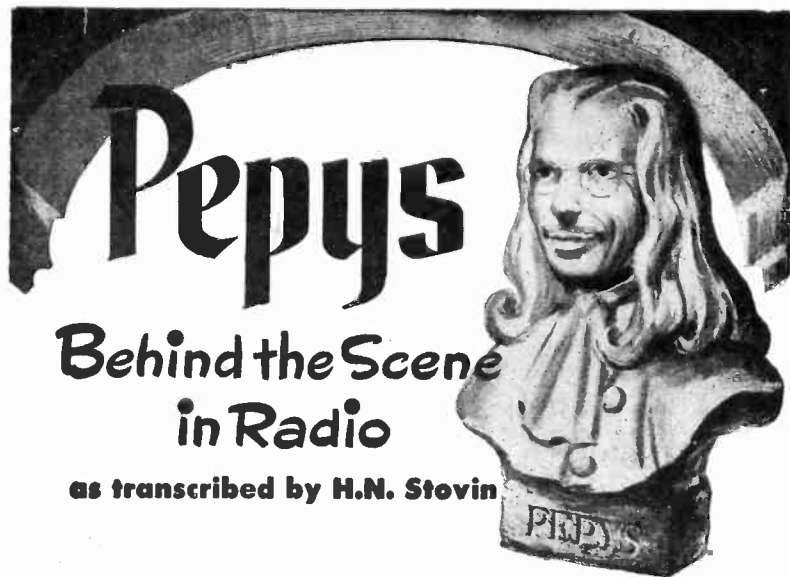
THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

PAUL MULVIHILL
Representative now in both Toronto and Montreal

The NIAGARA DISTRICT STATION

CKTB

ST. CATHARINES



"Do, meditatively, feel a glow of pride that I am associated with one medium of advertising which has not made a bid for added interest in itself by highlighting the Kinsey Report ● ● ● Am glad to extend congratulations to Central Canada Broadcasters Association and to BMI, whose program clinic was recently presented in Toronto. Compliments were heard in all quarters for those participating, both in organization and on the platform, for it was indeed worthwhile ● ● ● Recently St. John's, Newfoundland, staged a 'Walkathon' — covered, of course, by the Mobile Unit of VOCM. When a close finish seemed inevitable, thousands of the station's audience came outdoors, jamming the streets for blocks along the last lap of the route. The result was a complete tie-up of traffic, a dead heat for the racers, and more proof that EVERYBODY does listen to VOCM ● ● ● From North Battleford, Saskatchewan, do gather many heartening success stories which have brought renewals and new advertisers to Radio Station CJNB. Worthy of special mention is the fact that every car dealer in that area is now using CJNB ● ● ● A word of welcome to Martin Kenny, Jr., who does join the Stovin organization in its Sales Promotion department ● ● ● Am amused by the dilemma in which the secretary to an Agency Account Executive does now find herself. The A.E. expects her to try out all the products he does advertise, and the young lady has no complaint over receiving a year's supply of toothpaste. She is apprehensive just now, in that her boss has just taken on a new account for artificial dentures! Did gather this quip in the Corn Exchange."

"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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

CBC

(Continued from front page)
locally owned and operated. Wm. Rea Jr., while having connections in Edmonton, has his broadcasting and other business interests in another area. Half the control of the Edmonton Television Limited would be held by interests participating in a television station approved for Hamilton and one recommended for Calgary. The application from (CFRN) appeared satisfactory and the board believes there is a place for a television station in this area to function as part of the national system and to serve local needs."

The CFRN application calls for a station on channel 3 with e.r.p. of 23.9 kw video and 14.3 kw audio and an antenna height of 480 feet above average terrain.

In Kingston the license recommendation went to the Brookland Company Limited uncontested. Participating in this company, which also controls CKWS, Kingston and CHEX, Peterborough, are the Kingston Whig-Standard and Senator Rupert Davies, and The Thompson Company.

Technical details of this station include operation on channel 11, with an e.r.p. of 99 kw video and 54 kw audio and an antenna height of 419 feet above average terrain.

With the granting of recommendation for the Kitchener license, the board brought to an end the month-old quest of Central Ontario Television Limited, a company financed principally by Famous Players Canadian Corporation and Carl Pollock, president and general manager of Dominion Electrohome Industries Ltd., Kitchener. The application was contested at this meeting by Grand Television Limited, backed by a group including Senator W. D. Euler Senator Arthur Hardy, Sen. Davies and Roy Thompson interests.

This station is scheduled to operate on channel 13, made available to Kitchener three months ago in a Department of Transport channel switch with an e.r.p. of 17.9 kw video and 10.27 kw audio and a directional antenna at a height of 202 feet above average terrain.

The three contestants in the Saskatoon license race included the successful applicant, A. A. Murphy & Sons Limited which operates CFQC; Saskatoon Community Broadcasting Co. Ltd., operating CKOM; and the daily newspaper, Saskatoon Star-Phoenix.

In announcing its decision in this case the board ruled: "A. A. Murphy & Sons Limited is entirely locally owned and operated. The Saskatoon Star-Phoenix application is in effect made by the same interests fully controlling a television station approved for Regina and having a share in a station approved for Hamilton . . . The Saskatoon Broadcasting Company Limited is also locally owned and operated, but in the opinion of the board the application of (CFQC) was generally more satisfactory."

It is expected this station will operate on channel 8, with an e.r.p. of 51 kw video and 25.5 audio and a directional antenna at a height of 370 feet above average antenna.

CKLW-TV had an increase in power approved from 103 kw video and 61.8 kw audio and an antenna height of 619.5 feet above average terrain, to 250 kw video and 140 kw

audio and a direction antenna at a height of 631 feet above average terrain. This will bring Sarnia within the station's coverage area, the board said, but it will be subject to approval by United States authorities under terms of the Canada-USA TV Agreement.

Two other applications for Peterborough and Charlottetown were deferred by the board. In the former case the Brookland Company, successful in its Kingston bid, is the applicant. The board said action is being deferred to allow another applicant to appear, radio announcer Herb May and Bill Byles of Young & Rubicam.

In Charlottetown the applicant is Island Broadcasting Company Ltd., operating CFCY. Deferment here was to allow the applicant opportunity to provide further necessary information, the board noted.

Topping the list of four new AM stations was a board recommendation for a license in Brampton to go to E. Fenwick Job, president of The Peel Gazette, a Brampton weekly newspaper. The station will operate daytime only with 250 watts power on 1090 kcs.

Job was at one time national sales manager of CKEY, Toronto.

Out of three applications for a station in the Chicoutimi area, the board approved the quest of J. O. Masse for a 250 watter on 1450 kcs. Those turned down were G. Demers and L. Lagace.

Another approved application was for a second station in Trois Rivieres. It was filed by two local businessmen J. F. Rufiange and C. Couture. Rufiange, in his presentation to the board, charged that all present information outlets in Trois Rivieres are "proved to be biased in restriction of expression and opinion." The application was contested by CHLN of this city on the basis there was not enough local business to support two stations. The station as approved will be a 1,000-watter on 1350 kcs.

Another license recommendation went to Radio Alleghanys Inc. for a 250 watter on 1490 kcs in Montmagny, P.Q.

An FM license was recommended for approval by the board for St. Lawrence Broadcasting Co. Ltd. in Kingston. This company also owns CKLC there, which is expected to go on the air this month.

Specifications call for a 250-watter on 88.9 mc. with an antenna height of 100 feet above average terrain. The board said "the establishment of this FM station at Kingston would provide an additional program service to the area and would also serve as a studio-transmitter link for the AM operation."

An application for a new AM station at Drummondville by Daniel Chantal was deferred.

Three increases in power were approved by the board: CJAD, Montreal from 5,000 watts on 800 kc to 10,000 watts on same frequency; CKOM, Saskatoon, from 250 watts on 1340 kc to 5,000 watts on 1420 kc; and VOWR, St. John's, Nfld., operated by the Wesley Church Radio Board, from 500 watts on 600 kc to 1,000 watts on 800 kc.

Two other power increases were deferred: those of CFOR, Orillia, from 1,000 to 5,000 watts; and CKDA, Victoria, from 250 watts on 1340 kc to 1,000 watts on 730 kc.

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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

Published twice a month by
R. G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
EMPIRE 3-5075

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

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V. 12, No. 19

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

October 7th, 1953

A Critique of the Critics

One of the most essential ingredients of artistic progress is a free flow of reasonable criticism. And by "artistic", we mean music and drama along with the other means of expression, and radio and television along with the other settings.

The growth of the theatrical and musical professions is due to a tremendous extent to those who have viewed their endeavors objectively from the critics' seats and then committed their findings honestly and forthrightly to paper—men like the late George Bernard Shaw, George Jean Nathan and a host of others who have offered the expressive arts the benefit of their wise opinions, even as doctors, lawyers and other professional people achieving their purpose of serving a public with theirs.

One thing must be remembered though, if performers in the arts are to reap the full benefit of the guidance of the critics. It is this. "Mentions" in reviews, be they reviews of books, paintings, recitals or programs, are not "plugs", for which the writer has been bribed, coaxed or otherwise bamboozled by the bigger beavers in some publicity office. To take space in any reputable journal—that is to say, one which sells its ads and gives its reading matter—a review has to pass the same acid test as the report of a fire, a political speech or a sporting event. It has to contain interest which will attract a reasonable proportion of the audience which will be exposed to it. In the opinion of this paper, that purpose is not fulfilled with reviews which deluge the effort with ridiculous gushes of synthetic praise. Neither is it attained when a smart-aleck "columnist" stabs it to death with ridicule and then continues to nibble the cadaver with poisonous verbal shafts, just to use up some of the overflow from his negative and nasty vocabulary.

No artistic endeavor is worth discussion unless it has some redeeming feature in which it may be rebuilt. None is so good that it leaves no small flaw to make for improvement. Selection of the vehicles to be discussed on this formula, and then the choice of a reviewer whose opinions are old water and who is beyond corruption produces materials which will serve not one but three purposes. It will supply the paper with material worth printing; it will furnish an "art" and its "artists" with a guide-post for future progress; it will interest the paper's readers.



"Huh? What'd you say, dear? You think something has come between us?"

Publishers who persist in permitting their writers to continue in a not unprevalent practice of saying anything they wish about broadcasting as long as it is bad, are simply using their editorial columns to snipe at and if possible disparage and discredit a competitor in the field of advertising. On the other hand, those who make space available for the intelligent criticism of the activities of Canadian talent, will not only gain the approval of their readers, but will also be contributing as greatly to our national culture as the artists and performers themselves.

Dr. Smith Is So Wrong

The president of the University of Toronto, Dr. Sidney Smith, told his new crop of students the other day that there are not enough "characters" in Canada. But Dr. Smith is so wrong. Canada has all the "characters" she needs. The lack rather is for people on the employer level to shake themselves out of the mental clichés in which they stagnate, and give a little recognition to people who would like to try such experiments as eating dessert first and meat after; going to business in a scarlet shirt; only wearing their hats when ascending in elevators; or flavoring horse radish with strawberry sundaes.

Dr. Smith pointed out that "every day we are adjured, through pictures, print and propaganda, to pursue the same goals, admire the same people, enjoy the same pastimes, wear the same clothes and think the same thoughts. There are hundreds of

clubs and societies—political, social, professional, industrial and even cultural—which tend to submerge the individual in the tide of conventional mediocrity," he went on, and thus far we agree with him. But then he added: "The most valuable member of society is the man or woman who has the capacity for dissent, who sets up a resistance to mass movements and mass ideas!" While admitting his importance, we contend he is only the second most valuable member of society. The signs read "Screwballs need not apply".

If there was room for originality anywhere it would surely be in the business of broadcasting, where audiences wait eagerly to be impressed with something refreshingly new and different, a blessed relief from the tired old bromides they have been listening to over the radio for decades and are now beginning to look at on the television. Or do they?

The same Sunday (and other) evening comedians have been selling the same goods to the same people over the same radio stations since radio began. When one sponsor drops out, another is willing and eager to hitch his wagon to the same old jokes, and every means of measuring audience indicates that the same people are sitting in their living rooms listening, and pounding on the doors of their drug, grocery and other stores for the goods they are plugging. So what happens? Intelligent educators, culture committees, government commissions, yes and even entertainers, good ones, set out to see if they can stem the tide and get a little recognition for something different, and end up listening to each other.

Dr. Smith is so wrong and yet he is so right. Canada needs "characters", "screwballs" or what have you, like nobody's business. But screwballs need screwballs to talk to. Where are they among the 14,000,000 people who think politicians should follow the middle-course, grey suits are the best suits, and carrots and peas are favorite vegetables.

Somebody has to instil in our future citizens while they are still young, a preference for caviar over corn flakes and a desire to try out the church across the road instead of the one their parents attended. Then, Dr. Smith, your admonition to your charges to be "characters" will make sense. Until that time comes, the caviar will rot in the ice box, and dust will gather on the pews of the church around the corner. But don't give up, sir. You're on the right track.

"WESTERN SWING"

+ PLUS +

M.C. GORD. SINCLAIR

= RESULTS: =

TRIPLED SALES!

In an effort to promote their Record Department Hartney's of Montreal started using "Western Swing" with Gord. Sinclair as Emcee. IN ONE YEAR THEY HAD TRIPLED THEIR RECORDING SALES AND FOUND AN APPRECIABLE INCREASE IN ALL OTHER DEPARTMENTS!!! Needless to say, Hartney's "Western Swing" is still going strong! Join the swing to Canada's First station for PROVEN RESULTS . . . Results your Cash Register will tell you about!

CANADA'S FIRST STATION



Books

PASSKEY FOR TV PLANNERS

You can get away with anything in television. And if you can't you shouldn't be in it.

At least that's the impression given by a very interesting and slightly technical volume published not long ago and written by Robert J. Wade. He was with NBC-TV, the man charged with a great deal of the overall responsibility for seeing that things look like what they ain't. Or vice versa.

To be precise, Wade, when he wrote the book, was executive co-ordinator of production development, the ultimate fate of a brilliant art director after ten years in any network. So *Designing For TV* is as much a ten year history of TV scenic art as it is a TV artist's handbook,

producer's guide, and agency man's passkey out of the cellar of bewilderment. (Now Wade is designer and TV production consultant with the P. J. Rotondo Construction Company of New York).

A couple of years ago Wade wrote a little book on television scenery which NBC adopted as its official staging service handbook for personnel. The first and only printing sold out in short order. But now, *Operation Backstage* has become a good part of *Designing For TV*; it can be assumed it will experience a fair demand also.

Wade appears to be a man of parts. And almost each part is right after the heart of men somewhere in the advertising business struggling with TV. He's an artist who can talk about abstract, impressionistic and constructivistic to the satisfaction of another artist; or realism and stylized design to please anyone who can't afford to leave any doubt about anything; or economy, to interest everybody.

Tell Us Another

To sell the Switzer Planing Mills Ltd. of Orillia a nice fat series of spot announcements was really simple: we just waited until the mill burned down. Didn't seem so funny at the time — 7 years ago that was — but it's a fact.

You see, Switzer just couldn't figure how radio could sell supplies to building contractors. Neither could we. But when his mill burned down and we put it at the top of our newscasts, Switzer found out that we were able to tell more people that he was temporarily out of business than had ever known he was in business.

When the smoke cleared away he bought a series of spots, three a week, for six months. When that ran out he jumped to six a week on a "till forbid" basis.

Frankly, we can't figure it out. But if the sentence for arson wasn't so stiff you can bet there'd be a lot more hot times in this old town these nights. However, in our own way we're still kindling a few blazes under many sponsor's sales efforts. For details, consult Firebug Stovin.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

Scenery and set design obviously will always play one of the most vital parts in the evolution of television, whether it be towards simplicity (the logical choice) or complexity, whether in color or black-and-white. It offers far more room for experimentation than does the actor, the only other element, excluding the camera. But before most of those in the budding Canadian TV industry start wondering where we go from here, they have to worry about how to get caught up to here. In 200 pages Wade offers a comprehensive shortcut.

Deep, intent thinking which usually finds expression in the classical exclamation: "Boy! There's more to television than meets the eye!" should bring from a graduate of the Wade School nothing but derision. Because this author can demonstrate how to do almost as much with nothing as a TV transmitter does. Some things take infinitely more: paint and papier mache. It helps to have imagination and a budget.

There are about 200 sketches and photos in this book. One of the most important, along with the accompanying notes: a TV color-gray response chart for the image orthicon camera, which provides a partial answer to one of the medium's greatest dilemmas. The pictures provide some stimulating material for constructive dreaming. And if you're a little short on ingenuity, there are ideas here that can be stolen for years.

—Briggs

NOT **BIG!**
BUT **BUSTLING!**

The CKBI market is not big, but the activity is terrific. It is a "4-F" market drawing a year-round income from Farming, Fishing, Forests and Furs — to say nothing of the vast uranium development that has caused so much comment throughout the world.

ADD THE CKBI MARKET TO YOUR NEXT CAMPAIGN.

CKBI

PRINCE ALBERT - SASKATCHEWAN

5000 WATTS

KITCHENER-WATERLOO

Continuously
Keeps
Customers
Radio-Active



CKCR



CKCR

FOR FACTS ASK OMER RENAUD

Toronto • Montreal

News

Special Events Voucher—\$65

"Special events expenses — \$65.00" — that's how the swindle sheet read. It didn't look like a story. but this is what actually happened.

When CKWX listeners heard a half-hour actuality the other evening of the Canadian army's *Exercise Buffalo 4*, which took place at Wainwright, Alta., August 22-29, what they heard was a conglomeration of tape recordings made on the spot over five pretty arduous days by Program Manager John Ansell and News Editor Earle MacLeod.

A CJCA newsman, Frank Hutton, was on deck too, phoning in reports to Edmonton each evening in time for the ten o'clock news. But this story concerns the CKWX team.

As far as John and Earle are concerned, the five-day safari should have been named *Operation Mud and Mosquito*. The boys took off from Vancouver airport the morning of Monday, August 24 on the RCAF's scheduled flight from Tokyo. They landed in Edmonton three hours later in the middle of a torrential rain storm which was to stay with them right through the piece. Next morning they arrived at Wainwright, after battling the mud and other obstructions which caused them to spend six hours on the 136 mile drive.

On their arrival at the base of operations, they were issued with army "bush uniforms", including knee-high rubber boots. Other equipment included a liberal supply of liquid which looked like gin, smelled like Hell and functioned, or was supposed to, as a mosquito repellent. At this writing, the faces of both these men have reassumed their normal shapes.

The actual assignment was to bring back material for a half hour on-the-spot broadcast. The army, from General Volkes down, was anxious to help. Due to the weather and the fact that the *Exercise* was spread over a three hundred square mile terrain, staff cars and station wagons were out of the question. So three-quarter-ton four-wheel-drive army trucks were placed at their disposal,



ANSSELL AND MacLEOD GOT INTO THE THICK of the fighting during the sham battle, one covering events of each of the opposing forces. They got back together at times and are seen above interviewing the driver of a Sherman medium tank, one of many engaged in the "battle". That's John Ansell seated on "the spout" — the barrel of a 76 mm gun — while at left Earle MacLeod operates one of their portable tape recorders.

as well as army observation aircraft, with pilots standing by to take them aloft for plane-eye views. Before it was over, they had taped nearly four hours of sound for their thirty-minute broadcast, sound varying from the thundering boom of heavy artillery fire to the troops' colorful comments on the weather.

The CKWX boys attached themselves one to each side of the manoeuvring forces. To record a bit of the main engagement, John had to make his way a distance of half a mile through knee-deep mud. When the neutral vehicle in which he was riding bogged right down, it fell to his lot to clamber out to unhook the winch, because his fellow-travellers, an umpire-major and his driver, were without rubber boots. Leaving the others in the shelter of the car, John scaled an eight-foot barb wire fence, to get at a tree, to which to anchor the cable, which was to pull

the heap out of the muck. After two unsuccessful tries, punctuated with encouraging words from the major and more vividly colorful phrases of his own, he made it, just in time to set up the equipment to record the

attack.

Earle with "the enemy", had his fun too, in the shape of a six-mile walk through a combination of mud
(Continued on page 8)

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET

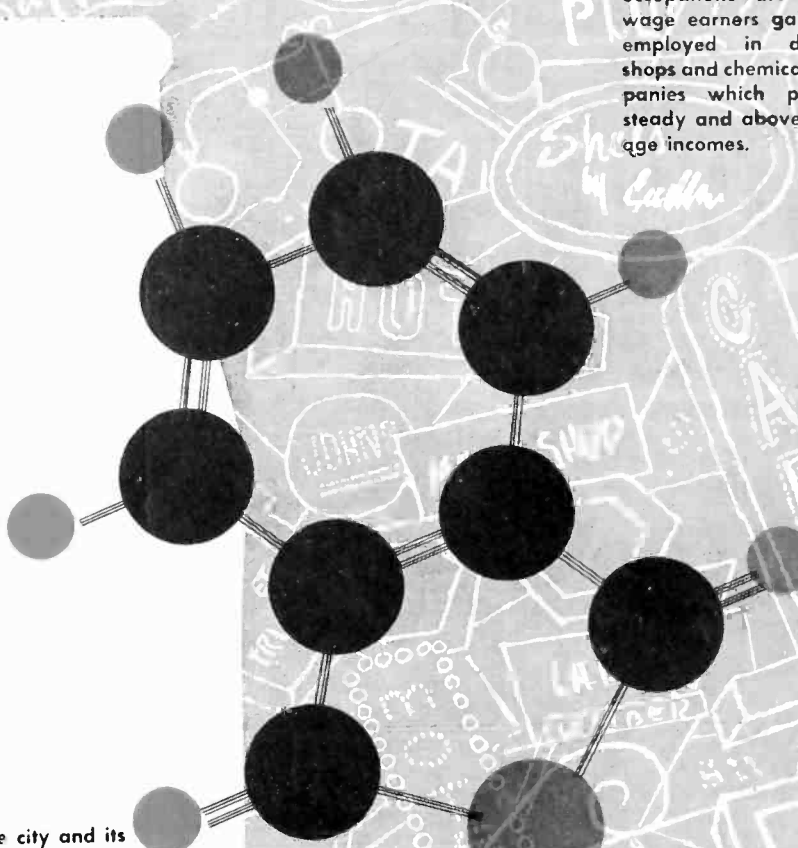


We've Got References!
Ask any of our sponsors what CHOK means to selling in the Sarnia area. Or ask us about them! Situated in one of Canada's richest industrial belts, CHOK has been selling year after year for both local and national accounts. Whether it is shoes or cereals, tractors or drugs; we can sell for you too — fast!
Now more than ever before the spotlight is on —

SARNIA
and at its core is
CHOK

Reps: PAUL MULVHILL
in Toronto and Montreal
Donald Cooke in U.S.A.

milk, merchants + molecules

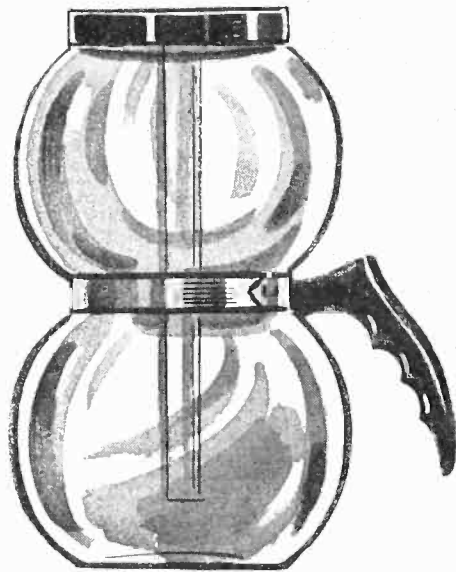


London occupations are many and varied and its wage earners are little affected by seasonal layoffs or acute labour problems. Among these occupations are 5,020 wage earners gainfully employed in dairies, shops and chemical companies which provide steady and above average incomes.

Loyal to the city and its shopping facilities, these 5,020 wage earners are among the total population who purchase over 80% of their needs within the city's boundaries. CFPL effectively reaches this purchasing power!

CFPL LONDON, CANADA

**You are invited to use
our new facilities . . .**



One of three modern units installed in the well-equipped cafeteria of the new CJCH building in Halifax.

Before you get the idea we're throwing hundred dollar bills out the window, just bear in mind that our managing director gave up smoking cigars because he couldn't stand the smell of burning flesh. The cafeteria will keep the staff on location and the five cent charge will show a small profit of four cents.

SO WHAT?

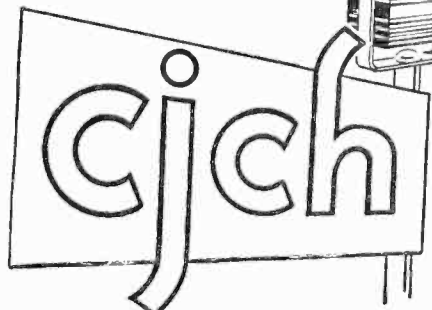
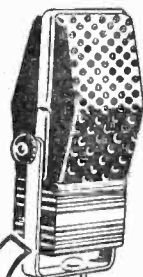
Halifax people aren't going to listen to the gurgling of our coffee makers.

But Halifax people, county and city, Nova Scotia people to the north, east and west in tens of thousands of homes do, and will continue to listen to CJCH programs.

We don't need to claim coverage from Rejkavik to Richibucto in order to build a worthwhile market. Practically under CJCH towers, about a fourth of all Maritime business is transacted.

Are you getting your share?

We'll keep the customers listening, the coffee boiling, the chesterfield dusted, the facilities functioning and the interest paid up, so you can get off to a fast start when you complete your plans to use. . . .



REPS.:
PAUL MULVIHILL
TORONTO
and
MONTREAL

the pay station in Halifax



THE TWO CKWX ROVING NEWSMEN, John Ansell (left) and Earle MacLeod (right) are seen above interviewing the army officers who pilot the light aircraft in the background, used in air observation for directing artillery fire. The scene is Wainwright Military Camp, Alberta, during the exercise known as Operation Buffalo 4. The officers are Lt. Tug Watch of RCHA (left) and Lt. Rumps Dancy, RCASC.

(Continued from page 7)
and underbrush. He was just getting his recording gear stowed away after the engagement was apparently at an end, when some bright character decided to stage a completely unrehearsed and unexpected counter-attack. According to his own version, Earle saw the attacking army converging on him with such realism that he said: "To hell with the equipment" and proceeded to do the traditional take-off "at a terrific speed in all directions." The fact that Earle got back to base complete

with the equipment and the tapes he had made, in spite of his flight, has not been explained.

The journey back to Vancouver was uneventful, except for the fact that it was made three miles up in the air, with smoking and talking taboo and oxygen masks a must. Next morning John was back in his office shuffling announcers' schedules as usual. Earle was at the News Desk, rewriting a report of yesterday's garden party of the Ladies' Aid. Never a dull moment!

Reps

PLAN CO-OP SALES PRESENTATION

Toronto — Members of the Radio Station Representatives Association will pool their resources to prepare a general sales presentation on radio, it was decided during a regular meeting here late last month. A format for the presentation was not decided, but each rep firm will prepare one incorporating its ideas, and from them the preferred segments will be chosen for the final production.

Presentations on film, recording (with and without visual aids) and in printed form were all considered.

Members at the meeting came to the conclusion that radio still needs a lot of selling. They were alarmed that a number of advertisers who have never used radio are piling into television, apparently because of the new medium's glamor, they said.

It was pointed out that a major problem in the preparation of the contemplated project to sell the radio medium will be getting actual sales success stories from stations, adver-

tisers and agencies.

The reps expressed concern during the meeting over the growing practice of "blanket contracts" and "till forbid business". It was explained that the former is a contract covering all kinds of advertising placed by a company during a 12-month period, while the latter type can be cancelled on a moment's notice.

It was said that both systems "have plagued the U.S. broadcasting industry" and therefore should be stopped here. Besides being a book-keeping headache, blanket contracts can be interpreted so that the advertiser receives greater protection in the case of a rate increase than is normal; sometimes up to seventeen months. It was felt that cancellation in the case of till forbid business upsets stations' schedules unnecessarily.

Most business placed under these two systems is for spot announcements and flashes, it was noted.

CFCO goes over the top again

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

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

Total Nighttime Audience: 43,530 homes
¼ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

Television

Mechanical Prompter

Toronto — A device which considerably cuts costs of dramatic programs and commercials for television, it is said, by reducing memorization to a minimum, is being promoted in Canada by S. W. Caldwell Limited. This announcement was made here last week by company president Spence Caldwell during a special demonstration for agency and CBC-TV personnel of what is known as Teleprompter.

In use for under two years in the U.S. where it is now standard equipment on a number of shows, including all productions for General Motors and Procter & Gamble, Teleprompter has been designed to provide unobtrusive assistance to anyone who must appear to be speaking at length extemporaneously. It was pointed out that besides benefiting actors and television announcers, it can be used by public speakers and demonstrators.

Here's how it works: from the original script a Teleprompter scroll is typed on an electric typewriter with characters about a half-inch high. If more than one unit is to be used, a carbon copy is made for each extra machine. In the large model, scrolls are fastened to as many as four remote-controlled, electronic drums and, when operated from a master control box, unroll as the speaker or actor talks. All units are automatically synchronized. With the smaller model, units can be added indefinitely.

Units about a foot square — smaller than those available for the

demonstration — can be fastened beneath or above a TV or film camera for reading by the announcer in such things as commercials. The large model can also be used on TV cameras. It is claimed an announcer can read from the scroll without his eyes betraying him after about two hours of practice. In the case of dramas, the large units are placed at strategic points about the sets.

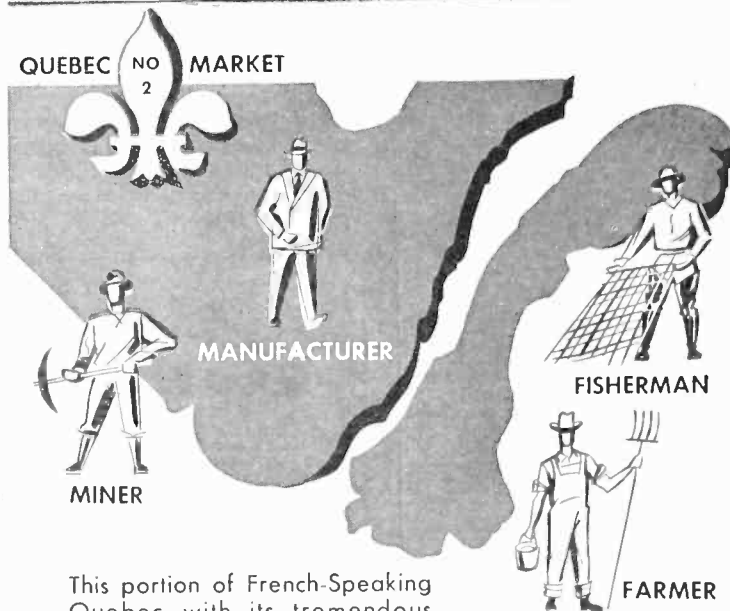
Big Four Bans TV

Toronto — The Inter-Provincial Rugby-Football Union decided to keep all of its Big Four football games off television here late last month despite reportedly high offers in television rights by the prospective sponsor, Imperial Tobacco Company Ltd. (See also Sept. 16th issue). This ban does not include the two-game IRFU playoff series, the Eastern Canada playoff game or the Grey Cup, all of which come under the Canadian Rugby Union.

However Imperial Tobacco and CBC-TV officials made rush arrangements to fill in the holes in their two-month football schedule and announced that televised versions of games in the U.S. professional league would be imported. The first of these, between the Chicago Cardinals and Washington Redskins, was carried late last month.

The same sponsor, with commercials for Sweet Caporal cigarettes, is also backing telecasts of four games in the Intercollegiate loop, the first two of which have already been aired.

Tentative plans call for the televising of the ORFU playoff game on November 15th.



This portion of French-Speaking Quebec, with its tremendous developments of natural resources, power and industry is Canada's fastest-growing market.

Market No. 2 consists of all of Quebec Province east of Montreal, with a large added French audience in North-eastern Ontario, and the Maritime Provinces.

To reach this profitable market, Radio is not only the most resultful and economical medium you can buy, but, in many areas, it is the ONLY one to deliver adequate coverage.

when it's RADIO...
in Canada's 3rd market!



look to the leader

★ Rated tops in listener-preference for six years running, 'WX continues to outdistance its competitors in 1953.

★ Time on 'WX is the best buy on the air.

LOOK TO THE FACTS — LOOK TO THE LEADER

Extracts from Elliott-Haynes 6-year percentage of Listener Trends:

Summary of Distribution of Audience (By Total Years—9 a.m. - 10 p.m.)

	Station 2	Station 4	Station CKWX
1947	14.2	18.0	19.9
1948	14.5	16.5	21.6
1949	15.8	19.0	24.6
1950	16.1	21.7	25.6
1951	15.5	20.9	23.5
1952	16.0	22.5	26.1
Average	15.4	19.8	23.6

In B. C. — Canada's third largest market — LOOK TO CKWX

- ★ 61% of B. C. retail sales are in the 'WX area.
- ★ 'WX has complete coverage in this rich market.



Reps: All-Canada Radio Facilities Weed & Company

THIS MONTH'S SPOTLIGHT STATION

CKLD—Thetford Mines (Megantic County P.Q.)

CKLD serves the region in which are the largest asbestos mines in the world. Since 1948 they have produced over \$42 million yearly — have over 4000 employees — work in shifts 24 hours a day — have an average pay of \$1.15 an hour. There is a population in our trading area of 150,000. Retail Sales (1951 Estimates) were \$35,246,000. Reach this prosperous area — in French — over CKLD.

QUEBEC NO 2 MARKET

CHRC	QUÉBEC	5000 WATTS	CHLT	SHERBROOKE (French)	1000 WATTS	CKBL	MATANE	1000 WATTS
CHNC	NEW CARLISLE	5000 WATTS	CKVM	VILLE-MARIE	1000 WATTS	CKLD	THETFORD MINES	250 WATTS
CKRS	Jonquière-Kenogami	250 WATTS	CKNB	Campbellton (English)	1000 WATTS			

For information on these Leading Regional Stations Write, wire or telephone any of our three offices.

Jos. A. HARDY & CO. LTD.
Radio Station Representatives

1489 MOUNTAIN ST.	39 ST. JOHN ST.	67 YONGE ST.
MONTREAL	QUEBEC	TORONTO
PL. 1101	2-8178	EM. 3-6009

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

Music

Lois Marshall In Canadian Concert

New York — Lois Marshall and Noel Brunet are to be the two Canadian soloists to be heard during the concert of Canadian music broadcast over continent-wide networks on

October 16th from Carnegie Hall. Leopold Stokowski, who will conduct, announced the selection of soprano Lois Marshall and violinist Brunet last week.

Earlier Stokowski announced the decision of the program selection committee which chose the following compositions: *Two Mystic Songs* from *John Donne* by Toronto composer Godfrey Ridout, which will be sung by Miss Marshall; Alexander Brott's *Violin Concerto*, in which Brunet will perform; Healey Willan's *Coronation Suite*, including the 200 voice Westminster College Choir of Princeton; Colin McPhee's *Tabuh Tabuhan*; Pierre Mercure's *Pantomime*; and Francois Morel's *Anti-phone*. Another Canadian selection was *Guernica*, by Clermont Pepin, but it had to be cancelled when the vocal selections were included.

The concert is being sponsored by Broadcast Music Incorporated and BMI Canada Ltd., with the Canadian Association of Broadcasters, CBC and Canada Foundation co-operating and is to be carried on the CBS radio network, CBC's Trans-Canada and a number of privately-owned Canadian stations not normally on this network. The idea for it was originally presented to the Western Association of Broadcasters at their convention last fall by BMI president Carl Haverlin. A concert steering committee was formed including: Ken Soble, president of CHML, Hamilton; Edward Johnson, former general manager of the Metropolitan Opera; Walter Blackburn, president of CFPL; Bob Burton, general manager of BMI; Russell Sanjek, BMI's director of projects; Ralph Foster of Warner Brothers; and E. R. Bellemare of the Canadian Consulate in the U.S.

It is expected the concert will become an annual affair. It is under-

stood that some of the music performed at this one will be recorded for general sale.

Late last week over half of the available boxes in Carnegie Hall had been sold for the concert. One station CJRL, Kenora, bought one and is making the eight seats available to promising and deserving local music students. Other stations are following similar plans.

Although entire costs of the concert have been underwritten by BMI, all profits will be given to the Canada Foundation.

• • •
**Two Hits In Week
 Local Writer's Record**

Toronto — A year ago Whitey Hains was a late-evening disc-jockey on CKCW, Moncton, who liked knocking off a song or two whenever inclined. Today he is manager of the office here of Capitol Records, and is sitting back watching two of his songs gather fame — one under the Decca label and the other on Victor.

It was less than twelve months ago that Whitey got together with a CKCW pianist and wrote the ballad, *Would It Be Wrong*. BMI Canada Limited signed for the song and its general professional manager in New York, Jack Perry, got Decca Records to take it. It has now been recorded by Guy Lombardo and His Royal Canadians.

This wasn't exactly a new experience for Whitey. He has been having his tunes sold by various outfits in Tin Pan Alley for years, and his name is on such labels as Peer International, Irving Caesar and Mills Music.

It was an event for Whitey, however, to have two recordings of his music released in the same week — last week. One was *Would It Be Wrong*, followed immediately by *Isle of Campobello* on RCA Victor records in Canada. Clarence Charters was co-writer with Hains on this latter number.

**A
 GROWING
 MARKET**

Prince George in Central British Columbia, the city that is the crossroads of Railway, Highway and Air Traffic for British Columbia. Thousands of cars each month pass through Prince George and with the new P.G.E. Railway line in from the coast, it is making this Market the main topic among leading business men as they look for expansion. Reach these Markets over the Voice of Central British Columbia.

★
CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

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

LISTENERS' CHOICE!

CFBC — * 53.4% DAYTIME LISTENERS
 Station "B" - 45.5%

CFBC — * 55.6% EVENING LISTENERS
 Station "B" - 42.4%

(*Elliott-Haynes March-May 1953 Ratings)

**CFBC SAINT JOHN
 NEW BRUNSWICK**

Representatives:

NATIONAL BROADCAST SALES
 JOHN N. HUNT & ASSOCIATES

WEED & COMPANY in the U.S.A.

Montreal & Toronto
 Vancouver

"... serving Western Nova Scotia, too!"

CJCA

EDMONTON

525,000 people
in CJCA's trading area
give you a lucrative
market



* An all-Canada
station

CJCA's average
daytime share of
audience is 63%
(1952)

(Sanford Evans' 1952
occupation estimates)

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.

CHNS

The **BUSIEST** Station in Halifax!

And here's why . . .

1. Top rating by B.B.M. and Elliott-Haynes Surveys.
2. A Broadcasting House designed for radio and radio only, including first rate studio facilities.
3. An adequate staff of trained personnel in all departments. A staff able to undertake whatever type of radio production you may require.

So you see, for effective coverage, for effective production, for effective publicity, CHNS is your **MUST** buy in Halifax.

C THE VOICE OF HALIFAX
H
N THE CHOICE OF HALIFAX
S

Contact the All CANADA MAN in Canada, or Weed & Co. in the U.S.A.

People

CBC PROMOTES BOYLE AND MCGALL



Harry Boyle

Toronto. — Harry Boyle has been named director of programs for the Canadian Broadcasting Corporation in Ontario, including both radio and TV. Bob McGall has been appointed

director of radio in Toronto where he will have charge of CBL and CJBC. These announcements were made last month by the CBC director for Ontario, Ira Dilworth.

Boyle has been program director of the CBC's Trans-Canada network for the past eight years, and with the Corporation since 1942. At 38 he is a well-known play and story writer; several of his successful plays have been aired in various *Stage* series. He started in radio in 1936 at KKNX, Wingham.

Former manager of CJBC, McGall has been with the CBC since 1946, starting as a producer. He was a professional musician for 12 years.

At the same time two other promotions were announced: H. Z. Palmer, former assistant director of Trans-Canada network programs, becomes supervisor of program presentation at Toronto; while W. K. Moyer, former assistant to the general supervisor of programs, becomes assistant to Dilworth.

JOINS CALDWELL

Toronto. — Richard Hill has joined S. W. Caldwell Ltd. here as coordinator of commercial television production. Formerly with the BBC, where he worked on all phases of TV production both at Alexandra Palace and Lime Grove studios, Hill spent some time working with a mobile unit originating remote telecasts from all parts of England.

Last June his children's series of TV programs, titled *Widge*, was aired by the BBC. In 1951, Hill was awarded a travelling bursary to Italy by the University of London and during his European trip he made a detailed study of the French Television System.

An Australian by birth, Hill is a graduate of the University of Sydney.

FORGET JOINS V & B

Montreal — Florent Forget, program director of CBFT, has left the CBC and has joined the Montreal office of Vickers & Benson Ltd., as radio and TV director, it was learned here last week. He is being succeeded by Fernand Guérard.

Forget had been associated with the CBC for over ten years and took over as program director of the Montreal TV outlet when it went on the air over a year ago.

AN OKANAGAN PEACH is Lynn Adcock, staff writer with CJIB, Vernon. Or so the judges thought when they gave her the crown in the Miss PNE competition during the Pacific National Exhibition, held recently in Vancouver. The 17-year-old CJIB staffer took the title against fourteen other competitors, but it took a lot of coaxing on the part of CJIB manager Gil Seabrook to get her to enter the contest. Besides many incidental gifts, Lynn received \$1,000 and a place in the Miss Canada contest next year. This makes her the third noted



beauty to be discovered in the Okanagan Valley recently: Penticton supplied Miss PNE last year; the current Miss Canada comes from Kelowna.

|||||
COLLINS
BROADCASTING
EQUIPMENT



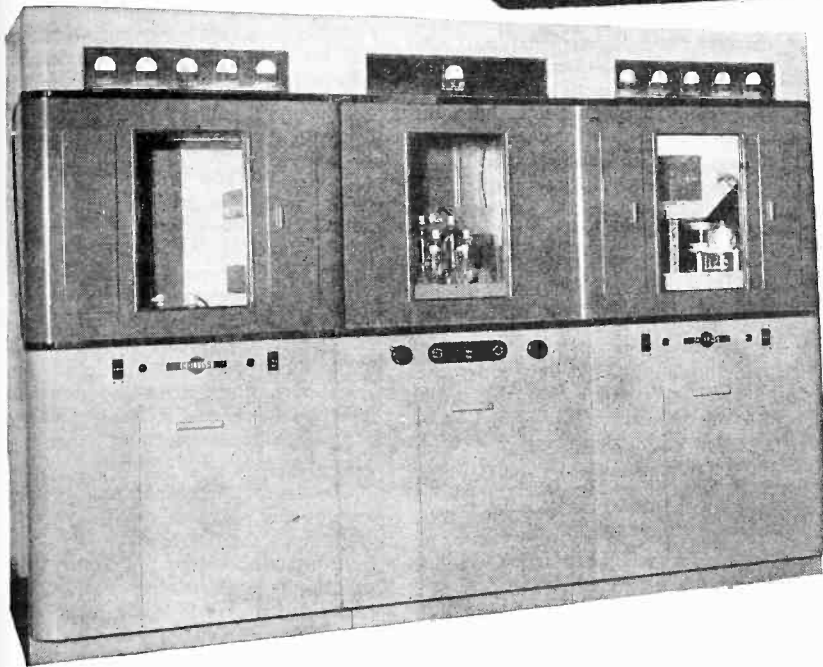
NOW
AVAILABLE
FROM
CAE
AT
NEW
LOW
PRICES

Effective immediately prices on the Collins 21E and 21M Broadcast Transmitters have been substantially reduced

by **EVERY** Survey
 (ELLIOTT-HAYNES - PENN McLEOD)
 Victoria's **MOST LISTENED TO** Station
CKDA DIAL **1340**

|||||

the latest in transmitter design...



COLLINS 21E and 21M BROADCAST TRANSMITTERS

The new 21 E/M transmitters along with the 300 J (250 watt) and 20 V (1 KW) complete the line-up of Collins ultramodern broadcast equipment that has progressed from the laboratory to the production line to you in recent times.

Advanced design techniques and careful selection of component parts have resulted in transmitters with—

- ▶ reduced power consumption
- ▶ greater stability and reliability in the oscillator circuits
- ▶ self-contained power components
- ▶ dry type high voltage transformer
- ▶ peak limiting circuits in modulator
- ▶ fewer tubes—all visible during operation
- ▶ features ideal for remote control operation

21 E/M

The new 21 E/M is designed for continuous high fidelity broadcast operation at any specified frequency in the band from 540 to 1600 kilocycles or any of the high frequency broadcast bands up to 18 mc. The 21E is conservatively rated at 5,500 watts—the 21M is conservatively rated at 10,600 watts. Provisions are made for reduced power operation. The AC power is obtained from a 208/230 volt three-phase 60 cps source.

The 5,000 watt 21E can be converted into a 10,000 watt 21M in a few hours.



cae, as representatives for Collins from Manitoba to the Maritimes, brings you a complete Collins line of ground, aviation, broadcast and amateur communications equipment.

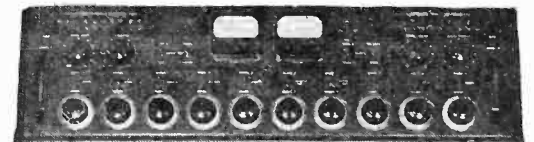
There is a competent consultant service at your disposal especially qualified for the design and development of communications systems for regular or custom requirements.

*Call or write
the cae office
nearest you.*

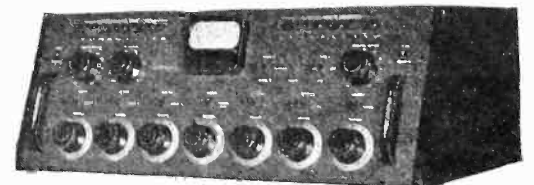
COLLINS SPEECH INPUT EQUIPMENT

provides

- ▶ convenience of operation
- ▶ maximum versatility
- ▶ simplicity of installation



212A-1—Speech Input Console for audio control of AM, FM and television broadcasting.



212B—Speech Input Console has the same fine features as the 212A-1 and differs only in that it is smaller, with fewer amplifiers and functional facilities.



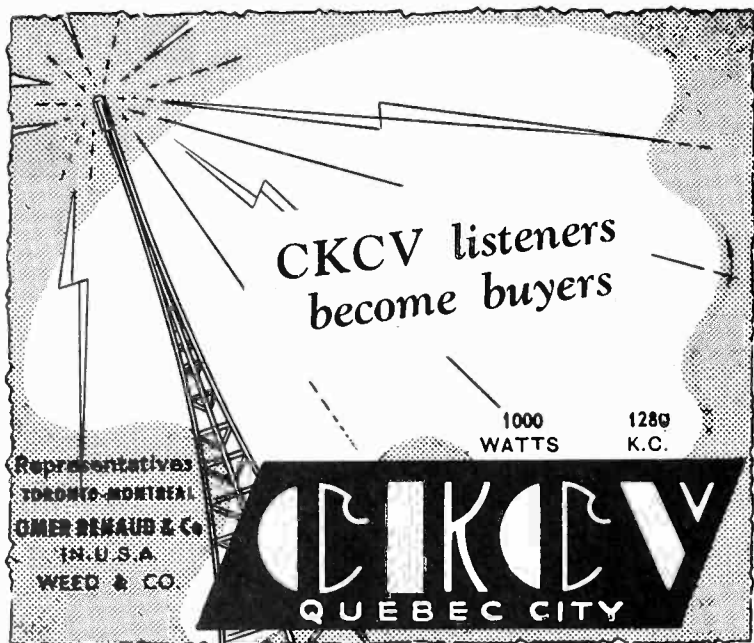
Canadian Aviation Electronics Ltd.

MONTREAL
8280 St. Lawrence Blvd.
Tel.: VEndome 6211

TORONTO
261 Spadina Ave.
Tel.: EMpire 6-7961

WINNIPEG
387 Sutherland Ave.
Tel.: 522-337

VANCOUVER
2210 Cambie Ave.
Tel.: FAirmount 1111



Programs

Clinic Hears Remedies for Radio

By Tom Briggs

Toronto — A one-day open season on radio programming was declared here last week as eight speakers blasted away with both barrels at everything from announcers to singing commercials during the 11th BMI Canada Ltd., program clinic last week. Joining in the slaughter were 160 staffers from stations all over Ontario and Montreal, and local agencies and reps, who didn't stop firing questions until sundown.

This clinic and ten others in this country during the past two years have been sponsored jointly by Broadcast Music Incorporated and the particular broadcasters' regional association concerned, in this case, Central Canada Broadcasters Association. The Toronto meet broke all attendance records.

Ramsay Lees, radio director of Ruthrauff & Ryan Inc. in Canada and the clinic's first speaker, sadly said that in programming even the singing commercial isn't what it used to be. There are now too many "experts" in the singing commercial and jingle field, Lees complained. The result is that they are over-written, over-arranged and over-produced.

Then he recalled the good old days — an era when jingles for Fleishman's Yeast and Hoover vacuum cleaners were the latest in haunting melodies — and singing commercials paid off at the cash register. ("Do you know how much yeast it takes to sponsor Rudy Vallee?" he asked). He believes that "pretty" jingles don't sell merchandise as well as short, punchy, jarring ones.

Getting back closer to his subject, "The Agency Buys A Spot", Lees said that to some a spot announcement "is the longest distance between two programs", but to broadcasters and sponsors they are the key to low-cost radio and blanket coverage. The spot announcement "is the leach of the broadcasting industry", he said, but it is essential.

Lees urged everyone on stations' staffs to take a greater interest in what goes out over the air. The result would not only be better programming generally, but he felt that a lot of stupid errors, which make radio sound amateurish, could be avoided.

Radio programming has been going nowhere in the last 20 years, but

instead of indicting their own lack of progressiveness, radiomen have used TV as the scapegoat. This was the complaint of Murray Arnold, program director of WIP, Philadelphia, a station which has been operating with TV competition for the past 12 years, latterly in the face of 90 per cent TV saturation. He criticized radio for its "stale program features that create a void" which is promptly invaded by television where it is available.

Arnold exemplified the remedy for sound broadcasting's lethargic state by revealing the WIP plan for injecting new life into such simple things as station breaks which elsewhere "have been the same for 30 years," he said. At times they take the form of capsule newscasts, called "These Are The Headlines", and maybe including an announcement about a future feature program. At other times they are public service announcements aiding organizations like Red Cross or Boy Scouts, safety campaigns or income tax return announcements.

These announcements, Arnold said, are done by everybody and anybody: visiting celebrities are asked to record announcements for future use; prominent local citizens often do the appeals for local institutions and organizations; and a disc-jockey's youngster is used to advertise his father's show. The voices of persons brought into prominence by news items with a local aspect are often aired on station breaks, and these always are slanted to call attention to the station or a program.

All these things "add something fresh to our tone", Arnold pointed out. He declared that the old "music, news and sports" formula isn't all radio can do well. He said WIP recently undertook to air a program called "Mystery Playhouse" at the supposedly poor time of 10:30 p.m. It consisted of the mystery show chosen as the best from various program sources. Soon after it began the station held a contest in which a prize was offered for the best written comment on the program. A thousand letters were received, most of which stated the program was "a listening necessity."

Announcers also came within Arnold's subject, "Programming Twists and Tweaks". "Radio," he said, "can

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Live—tape and voice-track
Syndicated programs — new productions from U.S., U.K., and Commonwealth producers
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Stencil-Hoffman tape recorders (studio and portable)
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"Scotch" magnetic tape
Mood music for TV and film

Studio and Rehearsal Facilities

"IT'S EASY TO DO BUSINESS WITH CALDWELL"

S.W. **Caldwell** LTD.

447 Jarvis Street, Toronto 5, Ont.

Kingsdale 2103

BIG RADIO NEWS!
In NEWFOUNDLAND!

PROCTER AND GAMBLE have switched ALL their Radio Shows from the 4 station Newfoundland network to CJON . . .

including:

"Road of Life" - "Perry Mason"
"Young Dr. Malone"

CJON



5000 WATTS

HIGHEST RATINGS — MORNING - NOON AND NIGHT

no longer afford the luxury of announcers who cannot sell." The medium is fighting for its life so it is imperative that mike men at least sound honest, sincere and develop a belief in the commercials they read.

He urged broadcasters to adapt their programming to a new radio audience that is springing up in television areas during the 4:30 to 6 p.m. period. Until now this has been noted as a children's listening period. But with the children watching television, their mothers have to listen to radio. In addition, at this same time the number of adults who are also listening to auto radios on their way home enhances the commercial value of this time segment more than ever before.

In a market where there is competition from 25 AM, 12 FM and 3 to 5 TV stations, Arnold maintained the key to success was "to get rid of pre-conceived notions." He also emphasized that in spite of the competition, WIP has never cut a rate or allowed a sponsor to overrun by one second his purchased time.

He said the record business, theoretically doomed by radio, had to be admired for bringing new sounds and musical ideas into its product, something that radio must learn to do. He warned that most stations, for one thing, aren't building enough local personalities. Instead, he said, they are content to let dull morning disc-jockeys go on talking too much.

The WIP plan for solving morning-show problems is a general format which stipulates when news, weather and time signals are to be given: time every five minutes; weather comment every ten; and news on the quarter-hour.

Arnold concluded by calling on stations to share their program and promotion ideas, although he warned against borrowing without adding to the basic idea a bit of local originality.

Concert Music

In a plea for the greater use of classical or concert music on the air, Carl Haverlin, president of Broadcast Music Inc., and BMI Canada Ltd., declared that broadcasters could air better programs and still enjoy all the other good things of life which come with commercial acceptance. But to do it, the industry would have to shake loose from the grossly undemocratic conspiracy that was a throwback from the middle ages; that is "that the finer things cannot be enjoyed by the common people." This is obvious in radio's treatment of concert music, he said.

In the last few years, Haverlin noted, 300 popular tunes which were stolen from classical melodies have made the hit parades. Why then, he argued, should the original bore the people? He quoted a survey made by Fortune magazine which revealed that out of a \$200,000,000 yearly gross of the record business in the U.S., 35 per cent was spent on classical record-

ings. The Fortune article, he said, attributed the rise in popularity of the classics to three things: music appreciation courses in public schools; the growth of community symphony orchestras; and the increase in classical music broadcasts by radio stations.

Haverlin cited other statistics which showed that more money was spent on classical music in the U.S. in one year than on baseball, the national sport.

Is classical music programming a good commercial prospect? Haverlin thought so if Blatz could double the sale of its beer "beer, the great common denominator" in Green Bay through sponsorship of a half-hour noontime concert. Also, a BMI survey proved 1,300 U.S. stations were broadcasting an average of 5 3/4 hours per week of concert music, much of it sponsored.

But much remains to be done, he warned. Radio had to remove from concert music the longhair stigma which it is largely responsible for creating. "Classical music announcers try too hard to sound like funeral directors," Haverlin complained. He also warned against introducing concert music with long diatribes on the technique, style, history and interpretation of the music that "even the composer wouldn't recognize." Instead, he said: "Let the music speak for itself — keep out of its innards."

Haverlin also noted a peculiarity in the record buying habits of the public; that of their own choice people are inclined to reach successively higher in music taste.

Announcer Training

Canadian radio stations should have on their staffs "as insurance, at least one trainee announcer who has been carefully selected and has shown the enthusiasm and willingness to make the big time," according to Reo Thompson, manager of the newly-formed All-Canada Television and formerly program director of CFCF, Montreal. They should also "get together with the others in the industry and formulate a plan that will rid radio of the misfits," he said.

Thompson estimated that announcer turnover costs most stations be-

(Continued on page 16)

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 260 Watts

SHERBROOKE, QUE.

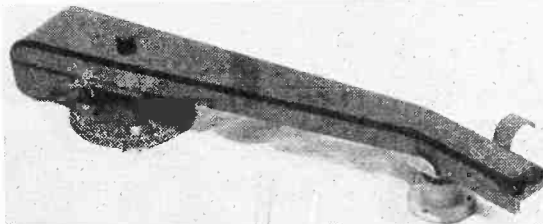
CHLT & CKTS, Sherbrooke, P.Q.

The latest figures in Sales Management's 1953 Survey of Buying Power show Sherbrooke and district to be growing in importance as a market. Per family income is \$4,131.00 — a very high figure. Their "Quality of Market Index" shows Sherbrooke as 106 — again a very high figure. To reach this prosperous area with your sales message, use CHLT (French) and CKTS (English).

Representatives:

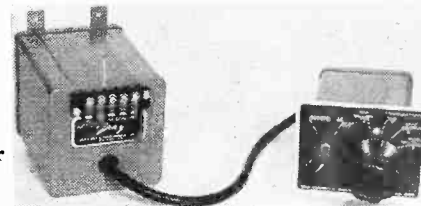
CANADA
 Jos. A. Hardy & Co. Ltd. . . . CHLT
 Radio Time Sales Ltd. . . . CKTS

U.S.A.
 Adam J. YOUNG, Jr., Inc., CHLT & CKTS



The GRAY "Viscous-Damped" 108-B Tone Arm

The entirely new suspension principle of the GRAY 108-B makes it hug the grooves . . . prevents stylus skidding on worn records . . . overcomes groove-jumping caused by floor vibrations . . . prevents any possibility of record damage if the arm is dropped.



Model 603
The Newest GRAY
Equalizer For GE or
PICKERING

By means of a convenient control, the same frequency response is instantaneously available for professional GE or PICKERING cartridges.

Five Control Positions:

- Position No. 1 is for records without high-frequency pre-emphasis.
- Position No. 2 provides moderate roll-off for such records.
- Position No. 3 is for recordings made in accordance with NAB standards.
- Positions No. 4 and No. 5 have roll-off to reduce noise from worn NAB recordings.

For further details write:

McCURDY RADIO INDUSTRIES LIMITED
74 YORK STREET TORONTO

Look At These FIRSTS!

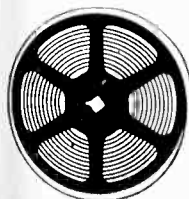
- First radio station in the Maritimes — established in 1923.
- First among New Brunswick radio stations in Elliott-Haynes program rating reports, both city and six-centre surveys.
- First radio station in number of New Brunswick radio homes by latest B.B.M. report.
- CFNB is your best advertising buy in New Brunswick by any standard.

New Brunswick's
Most Listened-to
Station



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

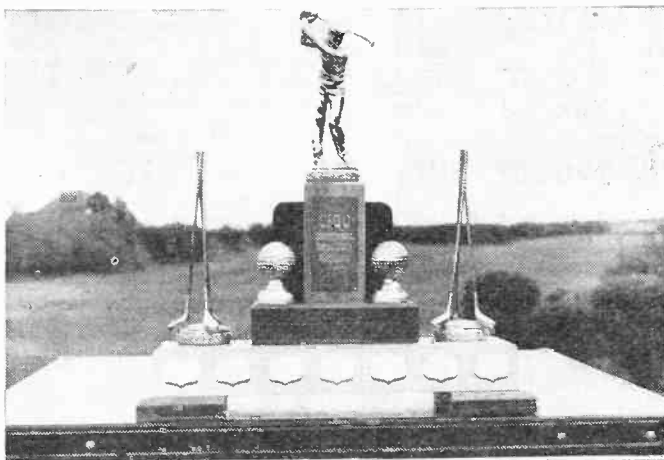
5 0 0 0 W A T T S - 5 5 0 K C S . - F R E D E R I C T O N , N . B .
1 9 2 3 - O U R T H I R T I E T H A N N I V E R S A R Y - 1 9 5 3



GRAPHIC associates
Film Production Limited
21 Grenville St., Toronto
PR. 3055

TELEVISION COMMERCIALS

CFQC International Inter Club TROPHY



4 man teams from Saskatchewan's major golf clubs competed for this CFQC TROPHY. At the end of three rounds, played on various courses, CFQC presented this cup and individual prizes to the winners at a dinner held in their honour.

*Just another example of how
CFQC keeps in the public eye*

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



THE RADIO HUB OF SASKATCHEWAN



Programs

(Continued from page 15)

tween \$200 and \$1,000 per year. He maintained that if half of this sum was invested in training programs, stations would not only be that much better off, but would also avoid the loss of audience occasioned by poorly-trained announcers.

"There are still good people wanting to get into the industry," Thompson continued. "You may have to look for them, but they are there. Just remember that we have to find them and train them. And they are worth it. It is far more economical to train a good man and have him ready than to go through a series of bad street corner bargains."

He said: "The golden era of giving the listener anything that's handy is over. It just isn't good enough today." Announcers are a "station's personality and reputation" and broadcasters owe their listeners a better deal than they have been giving them.

Thompson asked the broadcasters: "Isn't it true that you don't really know where your next announcer is coming from?" He noted there are "still a few stations which keep a training program in operation. (CF-CF is one of them; it maintains a course at McGill University). But there are very few places in Canada where announcing training is offered. The sad part of it all is this: every time you haul a youngster in off the street and put him to work you are inflicting another misfit on the whole industry. After you fire the kid, he drifts from station to station. He never gets any better; no one ever tries to salvage him; but he poses as a radio man and loses his gross lack of training and know-how on the suffering audience from coast to coast."

Thompson claimed that radio announcing as a profession, "has slipped a good 30 per cent in the past ten years." In comparison with former years, Thompson found the announcer of today sadly lacking. "The top announcers ten years ago were working ten or twelve hours a day, seven days a week, 51 weeks of the year, at an average of something under \$150 a month," he said. "They created their own shows, wrote their own scripts, did their own operating, selected their own music, conducted tours of the studios, answered the phone, and they were so wrapped up in the profession that they usually spent any spare time talking shop or listening to other stations... They were radio men."

For the would-be "big time" announcer, Thompson had this advice: "Have something to say; always know what you're talking about and if you don't understand it, don't say it. Say it in a language and manner that will register with the people you want to reach. Be sincere in your approach; you must let it be known that you want to talk to these people."

• • •

"The possibility of Canadian broadcasters participating in the use of the U.S. Broadcast Advertising Bureau material and sales aids is open to discussion," announced William B. Ryan, head of BAB and the clinic's luncheon speaker. Ryan made the announcement at the end of a speech which dealt mainly with the work of the BAB in compiling statistics and analyzing the results of research, which has been undertaken to provide a realistic picture of radio in the face of TV competition.

A few of the little-known facts unearthed, included: there are now twice as many multiple-set radio homes in the U.S. as single-set homes; half of radio-TV homes have extra radios; more than two-thirds of all radios are outside the livingroom, with bedrooms and kitchens favored in that order. Ryan noted also that 94 per cent of all new cars are factory-equipped with radios, while 75 per cent of all cars on the road have radios.

Ryan counselled the broadcasters to stop talking about such vague things as "radio's universal coverage"; instead stress its specific audiences. In this connection he revealed that frequent studies have shown that few people get an advertising impact concerning one product from both newspapers and radio. Ninety per cent of them are influenced either by radio or newspaper; only about ten per cent are susceptible to exposure to both. He recommended therefore that radio be sold on the basis of its exclusive coverage.

Taking another tack, Ryan emphasized that radio be sold on the basis of potential coverage and not estimated on actual audience. "Ratings," he said, "are the lowest possible common denominator among stations."

The retailer, Ryan thinks, is an important link in the marketing chain and is beginning to affect advertising on the national level as well as the local. The retailer used to be content to let the manufacturer worry about advertising and more often than not he didn't know how much advertising was behind a product in his area.

A Weekly BBM of 74,310

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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 YOUNG IN THE U.S.A.

ANOTHER PROVEN STOVIN STATION

We have so many different scripts available now, that half the time we can't remember them all ourselves.

Small wonder if you don't know about some of them.

Drop us a line, and we'll send you a list of shows available. Stations across the continent, on both sides of the border, have been using Dalescripts for eight years now. Frankly, this impresses us.

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

But now he not only welcomes products vigorously backed by advertising, but is prepared to demand advertising and to recommend specific media. Here, said Ryan, is where the local radio salesmen must be prepared to sell radio firmly, and then follow through with intelligent service.

Ryan pointed out that to the average salesman, programming on a station is the important thing; to programmers, sales are the key. He reiterated earlier remarks by emphasizing that a great deal can be accomplished through imaginative programming, notably in the field of serious drama.

The Writer

The lowly copywriter was put on a pedestal as M. Wayland Fullington, program director of WIRE, Indianapolis, spoke to clinic delegates on how this station maintains a steady flow of words that keep clients happy and sell merchandise. Some of this station's copy department's output is program scripts, but the ratio of commercial announcements to program continuity is about 9 to 1, he said.

Finding writers isn't as difficult as supposed, said Fullington. "It's quite true that only a few people can write truly inspired, successful, truly effective radio copy, but the basic principles of good radio writing can be adopted by anyone who has a decent education, a way with words and the ability to touch some responsive chord in the emotional makeup of the people he is trying to reach. And this is true whether the writer is attempting to sell a service, a product or an idea", he said.

Foremost in the radio copywriter's book of rules is the necessity for his messages to carry conviction to the listener, said Fullington. And "the copywriter cannot hope to convey conviction unless he too is convinced."

"We have found it very effective to expose thoroughly our copywriters — and our announcers too — to the firms that advertise with us and to the products advertised," Fullington declared. "Our time salesmen have found it very easy to convince our advertisers that it will pay well in better advertising results if a few minutes can be given to our copywriters and announcers, and if they are permitted to visit the store, examine the product and sample it".

He went on: "The person writing the copy and the person reading it should be required to use the product or at least listen to a number of

enthusiastic users expound the merits of the item, service or idea."

The WIRE writing staff consists of a senior writer, called editor or director and who carries about 40 per cent of the work load, another writer responsible for about half the writing output, and a clerk typist who does a few simple writing assignments. Special program writing is done on a fee basis and on her own time by the station's traffic manageress who is a continuity department graduate. All promotional writing comes from the promotional department.

A great believer in the conference method of organizing a station's service — "an application of agency techniques within the limits of our means and manpower" — Fullington said that the WIRE policy of having writer, announcer, salesman and, at times top executives, working in coordination on sponsors problems has paid off.

When a typical conference gets under way, he said, "the first thing decided is the style of the commercial — will it be a straight commercial or is a combination of sound effects and dramatics to be used?" The size of the budget usually provides the answer, he said, although the type of product is often a factor.

"But the commercial's style is only part of the conference's job," he emphasized. "We have given our best thoughts to what we think will be best for our new account. But he may have other ideas. So our salesman gives us a run-down on the man who controls the advertising . . . tells us whether he thinks he can swing him around to our approach." Fullington also admitted: "We then confer further to see whether we need to compromise our ideas with what this man will consider the proper approach in selling his product."

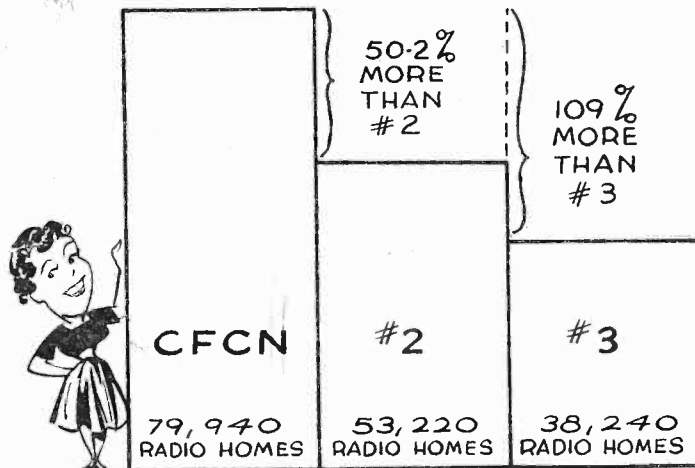
Both staff writers attend each conference. "Most accounts are assigned to a single writer," he said, "but quite a few are the combined work of both writers, and we like each writer to know what the other is doing, what his problems are and how he is handling them."

"The announcer is in on the conference because whenever possible we temper our writings to the man who will do the voicing. If the time purchased is not in any one man's shift we often write reading instructions on the copy or talk personally about the desired style with all the men who will read the announcements,"

(Continued on page 19)

You Get More Circulation For Your Money

on CFCN



DAYTIME 6 - 7 days per week

BBM Study #5

10,000 Watts CFCN Calgary

TAPE RECORDING REEL CABINETS and DISCABINETS

An efficient, practical, and economical method for filing and protecting recordings and transcriptions.

Constructed of 20-gauge steel, spot welded, with baked on Gray Crackle Finish.

For Further Information, Write or Phone.



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

- ★ Live Programmes
- ★ Custom Transcription
- ★ Singing Commercials



DON WRIGHT Productions

Let Us Help You

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

An Independent Producing Company



World leader in Radio..First in Television

NOW.... *first* with the

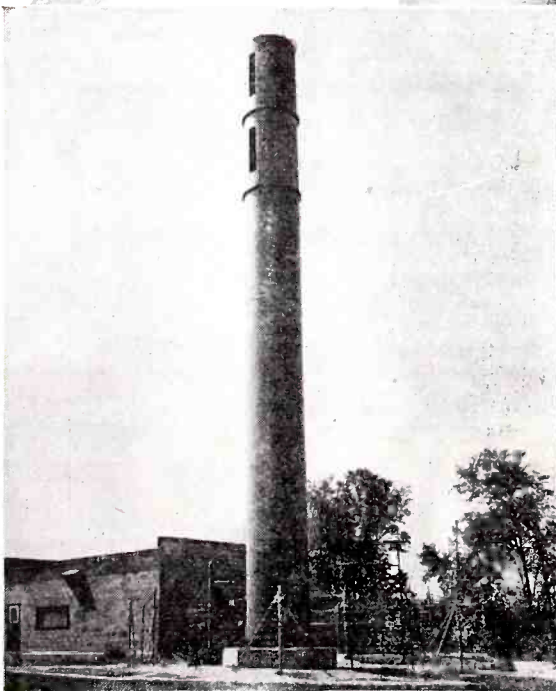
WAVESTACK!

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.

ENGINEERING PRODUCTS DEPARTMENT



RCA VICTOR

COMPANY, LTD.

MOST FAVORED AROUND THE WORLD IN ELECTRONICS

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

Programs

(Continued from page 17)

he pointed out. Fullington declared: "This is not a waste of time; it does not irritate our announcers; co-operation is the keynote of our operation. We never write dramatized announcements just for the sake of drama; never include sound effects just because we delight in seeing how far-fetched a tie we can create between a sound and the message we want to convey. The commercial copy we pass along to our announcers is designed for one purpose only: to sell a product, a service or an idea."

Turning again to the writer Fullington said: "Good copy and well-spoken words are important in both radio and television. But I am sure you'll agree that good copy and well-spoken words — words that have the power to move people to do what you want them to do — are more important in radio. For copy, and the words that come through radio speakers from that copy, is the only prop a radio announcer has."

News

Speaking on establishing local news coverage for a station was Bill Holm, general manager of WLPO, LaSalle, Illinois, a station which is licensed only for daylight operation.

"Local" to Holm means getting all news from within a 40-mile radius of LaSalle, approximately the station's coverage area. To do this correspondents are a necessity. He hires them in communities "wherever the business potential justifies it," he said. They are paid on a salary basis, rather than for the number of words filed or broadcast.

To prepare material for seven major newscasts daily, WLPO has two fulltime newsmen. It also has a farm news editor for three daily farm programs, and a sports editor takes care of four daily sportcasts.

Holm said that ideally every word of news should be written by the station's staff from facts gathered over the phone from city sources, also by phone from the correspondents, and the national news wires. And no news item should be aired twice without a re-write, he said, adding that WLPO attempts to come close to the ideal.

In no way are bribes offered to get news tips from the station's immediate area, declared Holm. He said that in addition to the usual, established news sources, such as police stations, listeners co-operated by phoning news tips which can be followed up by the station newsmen. He could recall no instance of an entirely false news lead having been received. He also pointed out that "local politicians are extremely co-operative to make sure they don't get misquoted"; "unions are very helpful"; but "company executives could stand to take a good public relations course."

To prove this news department pays off, Holm revealed these figures: cost — \$314.50 per week; income — five times the expense.

Sparkle

The New York ball of fire that concluded the clinic was Bill Kaland, program director of WNEW. He disagreed flatly, but not categorically, with much of what had been said

before, forthrightly declaring that radio should be run without rules and formulae.

He claimed WNEW had thrown the rule book out years ago; would now air anything provided it sounded "right," in itself an indefinable thing. Kaland said: "We sell one thing only, and that's 'sparkle.'" And the only way to get sparkle "is to become ashamed of some of the things that go out over your air," he said.

He said phooey to those who would ignore radio's vaunted and maligned "music and news" formula, claiming it was the most elastic program combination that could be found.

He proudly proclaimed there was probably nothing airable that WNEW hadn't broadcast: hour-long talk programs; peppy morning shows in the evening and smoother evening shows in the morning; promoted the arts with singing jingles ("You must always have a gimmick in the jingle"); and reviewed books.

Radio people, he claimed, were so worried about specifics that they overlooked the concepts and their imaginative adaptation to almost any situation.

AVAILABLE Immediately

Young personality announcer, with two years experience on a couple of hard-hitting commercial stations in Ontario and Quebec, is looking for an opening, preferably as an all-night DJ.

Box A-176
C B & T, 163 1/2 Church Street
Toronto

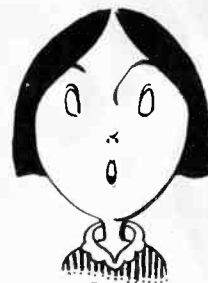


FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- DAVIES, Joy
- FRID, John
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OLSON, Louise
- OULD, Lois
- RAPKIN, Maurice
- STOUT, Joanne
- TELLING, Charles
- THOMAS, Christine

Day and Night Service
at
Radio Artists Telephone
Exchange

- OUR LISTENERS -



ROSIE RITESHUS

A South-Western Ontario belle that has never been tolled.

We will tell her and 120,000 more like her, when you buy

CHLO
ST. THOMAS

See Stephens & Towndrow in Toronto
Radio Reps in Montreal
Donald Cooke in U.S.A.

FOURTH IN A SERIES

B.C. cities with population over 10,000



1951 CENSUS

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
Radio Reps
U.S.A.
Don Cooke



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

CKRM
The Capital Station
in the
Capital City, REGINA

because:

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

An excerpt from a letter received from
ANOTHER SATISFIED CKRM SPONSOR

Ask About This Expanding Market NOW!

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

CKRM 980 KCS
Regina



Victoria, B.C. — One of the serious moments on this western ramble was a two-hour visit to the B.C. house while Socred Premier W. A. C. Bennett and the new Liberal leader Art Laing did battle across the floor about Doukhobors, drinkin' likker, and the alternative vote.

I was sitting in the commodious speaker's gallery, from whence it is an optical impossibility to see the Speaker. Right below me was the Press Gallery where radio has four accredited representatives, viz and to wit: Bert Cannings of CKWX, Vancouver; Bruce Lowther and Dave Hill, respectively CJVI and CKDA Victoria, and Jim Nesbitt, reporter at large with at least two decades of experience in the Gallery, who strings for a number of news media including the CBC.

Radio got its first representation in the Gallery in 1945, when Sam Ross, now assistant manager but then news director for CKWX, joined other veteran newsmen as his stations accredited correspondent in the Provincial House. In 1948, when Ross was kicked up to assist station management, Bert Cannings, his red headed first aide, played Lou Gehrig to Sam's Babe Ruth, and took over the fourth seat from the left where, among other things, he has found fame as the expeditor of cushions to ease the strain for less



"No wonder we're TOP DOG on the Coast with everybody playing FIESTA . . . the Radio Game with the Fabulous Jackpot!"

generously upholstered reportorial rumps.

Bert Cannings held the fort all on his own, as far as radio was concerned, until the beginning of this year. Then Bruce Lowther, who has been vacillating between CKWX and CJVI news rooms since 1946, joined the gallery, not only to cover the sessions, but also — and this was an innovation — to report for his capital city station (CJVI) on the deliberations and machinations of the Socred cabinet and government from January through December.

Dave Hill, formerly at CJOR, Vancouver, is now accredited to the Gallery as correspondent for CKDA, Victoria. Jim Nesbitt (see above) does his stuff for the CBC.



RADIO MEMBERS OF THE PRESS GALLERY of the B.C. Legislature, left to right, are Bruce Lowther (CJVI, Victoria), Dave Hill (CKDA, Victoria), Jim Nesbitt (CJVI, Vancouver), Bert Cannings (CKWX, Vancouver).

It took a long time to make the ministers of the British Columbia Cabinet and their deputies realize that radio is a separate news entity. Credit for this must go to Sam Ross, his progeny agree. Now not only do government officials hand their news tips to radio just as they do to press, but up there, right beside the Gallery, there has been established the Radio Room, specially sound-proofed and otherwise furnished for recording interviews with and statements by cabinet ministers and members of the legislative assembly.

A committee was formed during the summer, at the BCAB Convention, to explore the possibilities of broadcasting at least a part of each day's sitting of the B.C. Legislature, as was reported in a recent issue of this journal.

An item which a more cynical reporter might head "Minority Report" is the intelligence that CBC Television is doing good work for a yearling and is steadily improving. This view was expressed in Winnipeg a couple of weeks ago by A. D. Dunton, chairman of the Board of Governors of the CBC.

Only government taxes — 15 per cent excise tax and 10 per cent sales tax, plus provincial and municipal taxes — on television sets made in Canada prevent them from being sold at prices comparable to those in the United States. This opinion was expressed in a talk delivered to the National Office Management Association in Montreal by Stuart M. Finlayson, president of the Canadian Marconi Company.

He predicted that within five years, three hundred million dollars worth of TV sets will be manufac-



Stuart Finlayson

...tured in Canada, creating a major source of employment which would help keep Canadian technicians from emigrating to the United States. He cited statistics that show that 146,000 sets, valued at \$63,000,000, were produced last year, while almost as many (143,000 sets worth \$56,000,000) were made in the first seven months of this year.

...When last heard from, a New York drama critic, Calvin Hoffman, was waiting at Chislehurst, Kent, England for leave to open a 300-year-old tomb and get conclusive evidence that Shakespeare was nothing but a ham actor and that his plays were written by an English Elizabethan dramatist, Christopher Marlowe.

...Instead of belittling the teaching profession with her radio and television characterizations of *Our Miss Brooks*, actress Eve Arden is regarded as a champion of the profession, according to an AP story by Wayne Oliver.

...Interviewed in New York on her way back to Hollywood after a holiday in Europe with her actor husband, Brooks West, she expressed the belief that cracks on the show about teachers' low salaries and equipment shortages, and other humorous pin-pricking "prepares people for legislation that helps teachers."

...Another purpose behind the show besides humor is, according to its stars, that of helping children to realize that teachers have their own problems outside the schools.

...Teachers don't kick, she said, but often write "how true to life Osgood Conklin (Gale Gordon) is — how like our principal."

...For many years, Maurice Carter sponsored a CJCA, Edmonton, daily sportscast for his General Motors dealership. Sponsorship of the program only ended when Carter sold his business. The other day, he took on a new assignment. He signed on with CJCA to deliver the sportscast he used to sponsor.

...CJAV, Port Alberni, copped off first prize for industrial displays at this year's Alberni District fall fair. Manager Ken Hutcheson built this Vancouver Island station's display around the familiar slogan "Wherever you go there's radio." It took

the form of a model studio, equipped with mikes, turntables and a Press News teletype, and broadcast programs from the Fairgrounds almost continuously.

... All these years I have always felt flattered when I received a letter addressed to R. G. Lewis, Esq., instead of just plain Mr. It now appears that anyone can be an Esq., but you have to be a university graduate to rate a "Mr." Oh well!

... It may be a fact that when you hear that an atom bomb is on the way, the best thing to do is to run, not walk, to the nearest cocktail bar (or speakeasy in the less progressive

provinces) and knock back a fast one — or three, or five.

This prescription is not guaranteed, but a British scientist, J. Gordon Cook, writing in the *Family Doctor*, says that "mice with a good stiff dose of alcohol inside them" would stand a better chance of surviving atom bomb effects than those without.

... Makes a fellow think, doesn't it? Experiments have shown, says Mr. C., that drunken mice are better able to survive irradiation. What'll you have?

... By the time this comes out, I'll be back at "The Desk", so buzz me if you hear anything, won't you.

WANTED: for TV and Radio

We need immediately an announcer-emcee type of personality, experienced in radio, for both radio and television work. Excellent salary for a good man, plus talent fees. Apply to

Wilf Woodill, Manager

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S U D B U R Y

ANNOUNCER REQUIRED By CFRN—Edmonton

Good salary, excellent facilities and staff benefits. Send detailed application, complete audition and snapshot to CFRN, Edmonton.

WANTED—Top Announcer

This is an exceptional opportunity for the right man in a brand new station going on the air shortly. We want a man with lots of air personality—experience in DJ work. Opportunity to become Chief Announcer if qualifications satisfactory. Please rush tape and background information to: Program Director, P.O. Box 445, Kingston, Ontario. All enquiries kept confidential.

Experienced Announcer Wanted

Apply giving qualifications and sample tape to

CFQC
SASKATOON, SASK.

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- COMPLETE LABORATORY FACILITIES
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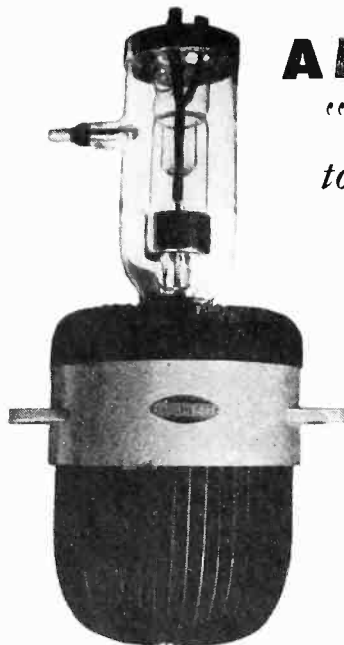
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 "You're on the air
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Machlett broadcast tubes are designed to serve all broadcasters—AM, FM and TV... and to provide reliable, low-cost operation at all power levels.

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NAME
 COMPANY
 ADDRESS
 CITY

Public Relations

Ad Industry To Tell Story

Toronto — An all-media campaign aimed at telling the story of advertising to the Canadian public will get under way over radio stations next week, it was announced here last week by T. J. Allard, executive vice-president of the Canadian Association of Broadcasters. The campaign is being prepared by the Canadian Association of Advertising Agencies, backed by the Association of Canadian Advertisers. The Canadian Daily Newspapers Association is co-operating in the newspaper campaign.

Three dramatic radio programs have been prepared in varying lengths; fifteen minutes, ten minutes and five minutes. A series of spot announcements is being prepared.

Complete writing, preparation and production of these programs has been undertaken by the CAAA, which is bearing the entire cost of these phases of the project. The CAB is covering the cost of translation, processing and distribution of the programs, which will be available on records in both English and French.

In making the announcement, Allard pointed out that "these programs and spot announcements have been carefully drawn so as to be supplementary to the very useful Brand Names Foundation material."

HOW THEY STAND — TV

The following appeared in the current Elliott-Haynes Teleratings as the top television programs based on coincidental surveys in the Toronto, Hamilton, Niagara and Montreal areas.

	CBLT	E-H Telerating
Election Coverage		31.1
Wrestling		30.8
Campbell TV Soundstage		30.3
Amateur Boxing		27.7
Feature Film		25.3
Election Coverage		24.5
Election Coverage		24.4
Feature Film		24.3
Feature Film		22.4
Second Feature Film		22.0
WBEN-TV		
The Big Payoff		68.0
Dragnet		65.5
Ford Theatre		63.7
Wonderful John Acton		62.3
Television Playhouse		62.2
Place the Face		62.0
Television Theatre		60.4
This is your Life		59.3
Your Playtime		59.1
Arthur Godfrey		59.0
CBOT (not rated)		
CBFT		
Wrestling		76.0
Rapports des elections federales		72.7
Regal Theatre		72.5
Serenade for Strings		70.3
French Feature Film		70.0
French Film		68.8
Cue for Music		68.4
Football		67.8
Rapports des elections federales		66.9
Au quatre coins du monde		66.7



VACATION REVERIE

The open road . . . the great outdoors . . . fishing . . . eating . . . drinking . . . yarning . . . relaxing . . . sleeping . . . and yesterday's newspaper.

CONVENTION HANGOVER

Maybe it was force of habit when the speaker waited for the flowery introduction to end, rose to his feet, cleared his throat, opened his mouth and said: "Don't mind if I do."

QUESTION BOX

What Vancouver Island Chop Suey house tries to attract trade with sweet and sour dancing girls?

FAIR EXCHANGE

Your correspondent would like to hear from someone he met during his recent travels who is currently suffering some degree of discomfort in the region of the lower denture.

ROSSIAN DEDUCTION

The people who leave their offices at 4.30 to avoid the five o'clock traffic jam are directly responsible for the 4.30 traffic jam.

—Sam Ross.

AUDREY STUFF

Then there was the girl who was so dumb she thought that "comic strip" was what happens Saturday nights in a nudists' camp.

PRES-TIGE

"Girl wants board and room in private home. Non smoker, non drinker."

Quoted by "Reader's Digest" from "Winnipeg Free Press".

WHEN DAY IS DONE

For a whole week I went to bed every night at 11 o'clock, and I'm still wondering what I missed.

Contributed.

HOME SWEET HOME

Thanks to ye staff for their devotion to duty while I was away, but did they have to be so DAMN good?



NEWS on CJGX is TOPS

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

CJGX YORKTON

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

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

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

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MORE AND MORE NATIONAL ADVERTISERS PROVE *SELECTIVE* RADIO IS CANADA'S *BEST SELLER!*

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SHIRRIFF'S LTD. — Sponsoring "What's On Wally's Mind" — 5 per week ten-minute quiz program with popular Canadian quizmaster Wally Crouter — currently heard on stations coast to coast.

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KELVINATOR OF CANADA LTD. — Sponsoring "Adventures of The Scarlet Pimpernel" — half-hour adaptations of Orczy's famous novels, starring Marius Goring of "Red Shoes" movie fame. Starting Western Provinces early October — Maritimes later with other schedules to be announced.

Produced by Towers of London for NBC.

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Spoken commercial messages go "home" with personal impact and living immediacy. Products, services and prestige are promoted quickly through radio features with established public appeal.

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“**Y**ou mean
that 
will help me
sell soap!”



❁ Astute business men, even 25 years ago, hardly realized the selling power of radio.

Today, they all know that radio competes with any medium in delivering customers per dollar.

As an illustration, take a very popular Monday evening drama* on CFRB. This particular show has a total potential audience of 639,000 radio homes. Twenty-five years ago, who dreamed of a potential like that!

CFRB was the first to envisage the tremendous sales power of radio. Now, with 25 years of experience to rely on, CFRB has the background *and* the foresight to help today's advertisers sell.

Are you trying to increase your sales of soap, soup, pliers or tires? Then call in a CFRB representative and let him show you how radio can be your best salesman.

❁ **LUX RADIO THEATRE, OF COURSE!**
(night-time B.B.M.)



Your prospects are "at home" to radio ...to CFRB. Your radio selling messages *reach, remind, result* in sales of your product.

★ ★ ★
★ As ever ★
★ your No. 1 Station ★
★ in Canada's No. 1 Market ★

★ **CFRB** ★

★ 50,000 watts 1010 K.C. ★

★ REPRESENTATIVES ★

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★ Canada	★ All-Canada Radio Facilities, Limited