

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

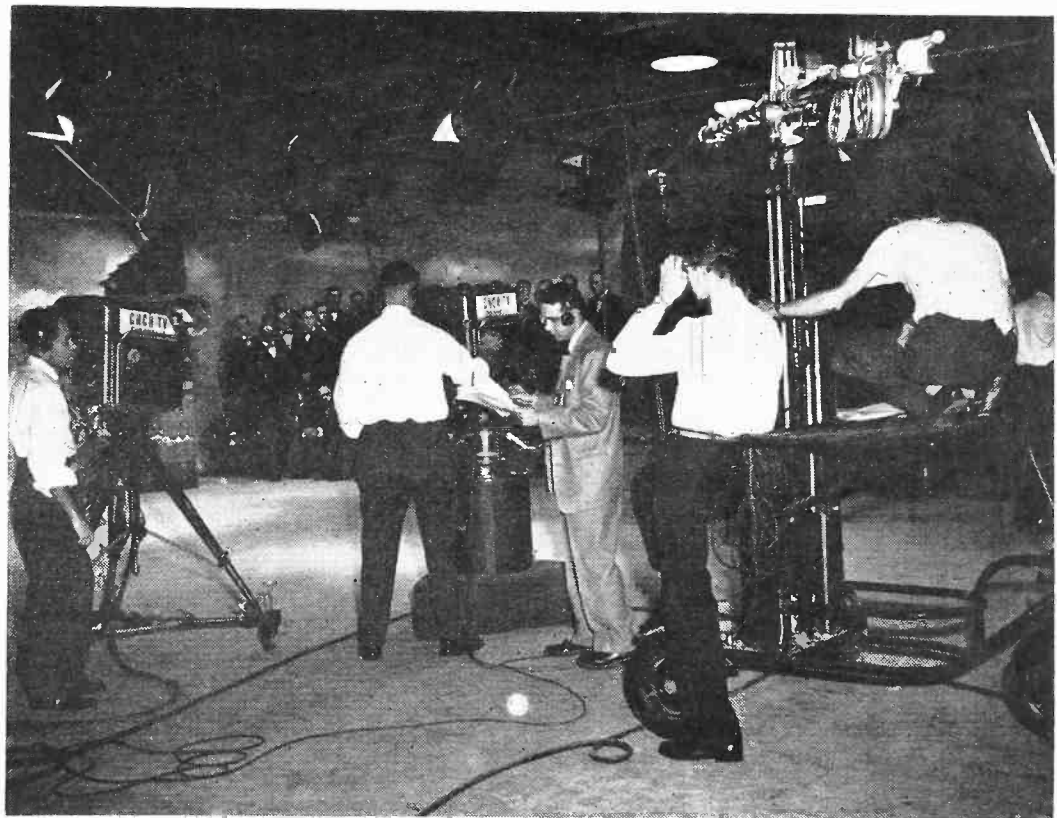
Vol. 13, No. 12

TORONTO

June 16th, 1954

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



—photo by Hamilton Spectator

ANOTHER PRIVATE TV STATION, CHCH-TV in Hamilton, went on the air last week, bringing programming on channel 11 to the populous South-western Ontario area bounded roughly by Fort Erie, Woodstock, Toronto and Orangeville. From a 540-foot tubular antenna at Stoney Creek, the station will air 13 hours of programs daily during the week (10 hours on Saturday and Sunday), much of it produced in its studios in downtown Hamilton. The "opening night" shot above shows, left to right: cameramen Barry Gordon and George McLagen; floor manager Ray Arsenault; unidentified spare cameraman; and mike boom operator Gerry Bennett. In background is Dofasco Choir doing a turn-of-the-century number in "This Is Hamilton" documentary.

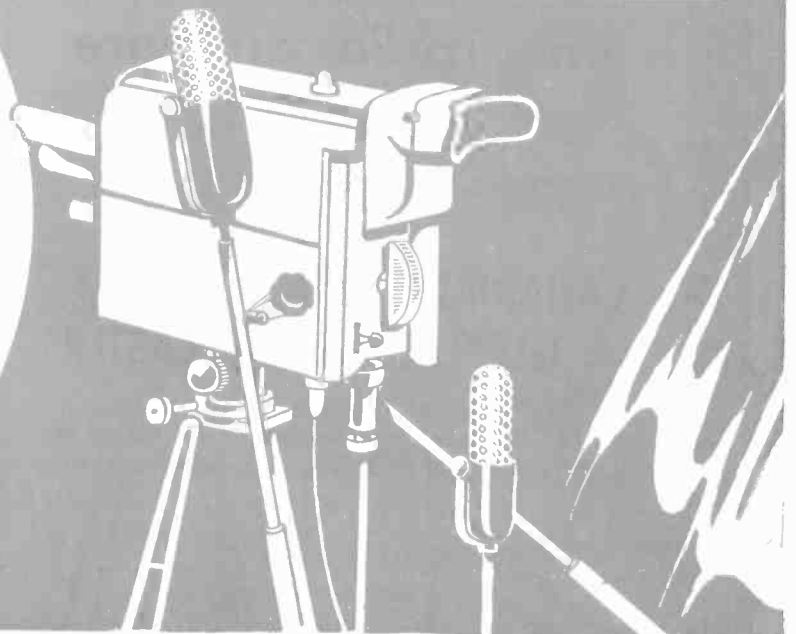
## In This Issue:

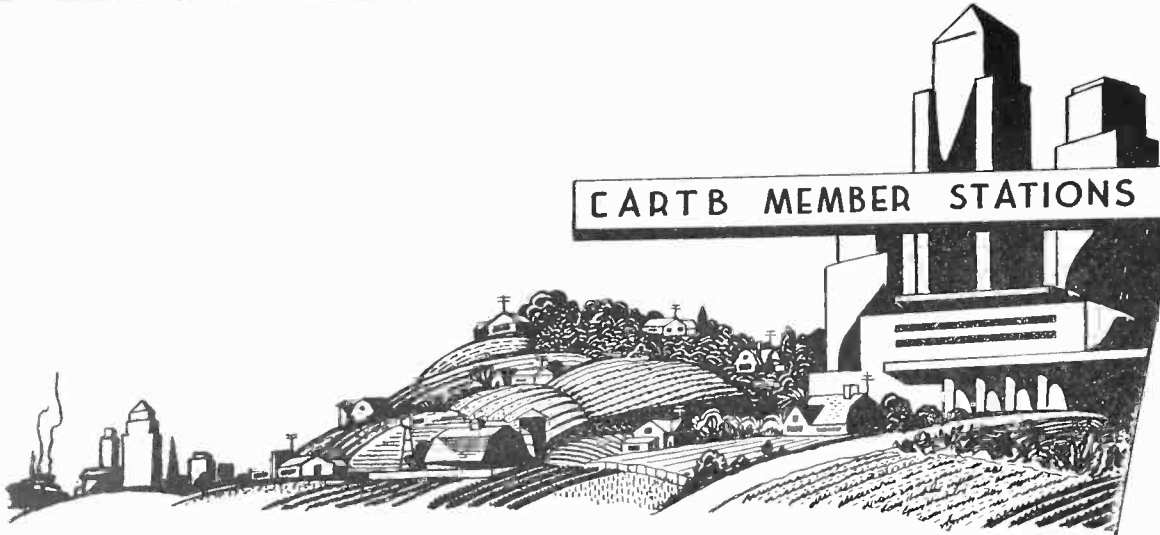
**A LIFETIME FIGHTER** for radio freedom in Cuba — Goar Mestre — delivered the encouraging keynote address at the CARTB convention. Part I begins on Page 6.

**COPY CLINIC NOTES** of Lee Hart are continued on Page 10.

**NEWS SEMINARS** are being conducted across the country by Broadcast News. First reports are on Page 20.

*All the regular features as well.*





# What Price Broadcasting?

Here are five facts\* which show the importance of radio in the Canadian home:

- 52.2 per cent own a car
- 61.6 per cent have a bath or shower
- 66.3 per cent own a refrigerator
- 90.6 per cent have electrification

## B-U-T

96.6 per cent own one radio or more

\* Dominion Bureau of Statistics

### The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE  
108 Sparks Street  
Ottawa 4  
Phone 34036

SALES OFFICE  
373 Church Street  
Toronto 5  
Phone EM. 4-8244

#### CARTB Member Stations

##### ATLANTIC (17)

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

##### FRENCH LANGUAGE (27)

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

##### CENTRAL CANADA (40)

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

##### PRAIRIES (24)

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

##### PACIFIC (17)

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



# SHORT WAVES

## Winnipeg TV Launched

Winnipeg — CBWT, first television station in the Prairie provinces, went on the air here the last day of last month with an initial three-hour transmission. Owned by the CBC, the station operates on channel four and is estimated to have a coverage radius of about 80 miles, although viewers up to 128 miles away reported good reception. The station's programming will be almost entirely from film and kinescope recordings since construction on studios has just begun. About 60 per cent of programming will be CBC-produced. Plans for linking CBWT with the micro-wave relay system in Ontario and Quebec — and eventually with Vancouver — are now being considered.

grandstand show stalemate resulting from the American Guild of Variety Artists vs. Toronto Musicians' Union war. ACRTA has offered to grant members of both unions six-month memberships in the radio and TV union so that the CNE show and other jobs can go on while the dispute, which has been raging for several months, can be worked out quietly. It has been proposed that at the end of the six-month period the musicians and variety artists would be free to join the union of their choice. Walter Murdoch, Musicians' Union president, turned down the idea; otherwise there was little or no reaction.

## Ban Barroom TV

Winnipeg — Televiewing while elbow-bending is out for Manitobans. TV sets are not to be permitted in beer parlors or anywhere on such premises. But nobody seems to be hollering very much and the cafe owners, who have had TV, point out: "Many persons are just sitting around, looking at TV and not buying much. It slows up service too . . . waitresses often stop to watch shows."

## Unionize Two Stations

Ottawa — NABET (National Association of Broadcast Employees & Technicians) has been certified as bargaining agent for employees of CHRC and CKCV in Quebec City. Certification came from Canadian Labor Relations Board earlier this month. A total of 68 employees are affected, 41 of them with CHRC.

## Defends TV Cost

Vancouver — Ken Caple, CBC regional director, says that the outlay of \$819,000 for the installation of CBUT here was not "out of line". He said that while some TV stations could be put on the air for one-third this price, "in Vancouver we've built a TV production centre with first class studios and equipment, not just a transmitter".

## New Studios For CKRM

Regina — Radio station CKRM opened up its new studios earlier this month. Complete with floating walls, (Continued on page 4)

## Wage Dispute At CBC

Ottawa — A wage dispute between the CBC and an independent union representing 1,100 office and program employees of the CBC has been turned over to the Labor Department for conciliation. Decision to submit the problem to a conciliation board was announced jointly by Eldon Wilcox, chairman of the unaffiliated Association of Radio & Television Employees and the CBC. The issue involves wages only; agreement on working conditions has been reached.

## Color Costs Cut

Chicago — Color television may not be as costly as first believed, according to Robert Shelby, head of color development for NBC. Addressing the NARTB convention here, he said that greatest increases in costs in converting programs to color would be in preliminary training and experience, but these would be reduced in time. Items such as costumes and scenery, additional training for technical crews and increased man hours for setting-up and maintaining equipment "are currently greater by factors of two and three times" normal black-and-white operation. But this is a substantial reduction over early estimates.

## ACRTA Offers "Asylum"

Toronto — Association of Canadian Radio & TV Artists has put forward proposal which may end the CNE

# IN THE NORTH

*They Look To Sudbury*



**CANADA'S FIRST PRIVATE TV STATION**

*They Listen To Sudbury*

**NORTHERN ONTARIO'S**

*Greatest*  
**ADVERTISING  
MEDIUM**

**CKSO**

NORTHERN ONTARIO'S  
HIGH-POWERED  
RADIO STATION

**For AM and TV**  
ALL-CANADA RADIO FACILITIES LTD.  
IN CANADA

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



**What's Cooking in  
Newfoundland?**

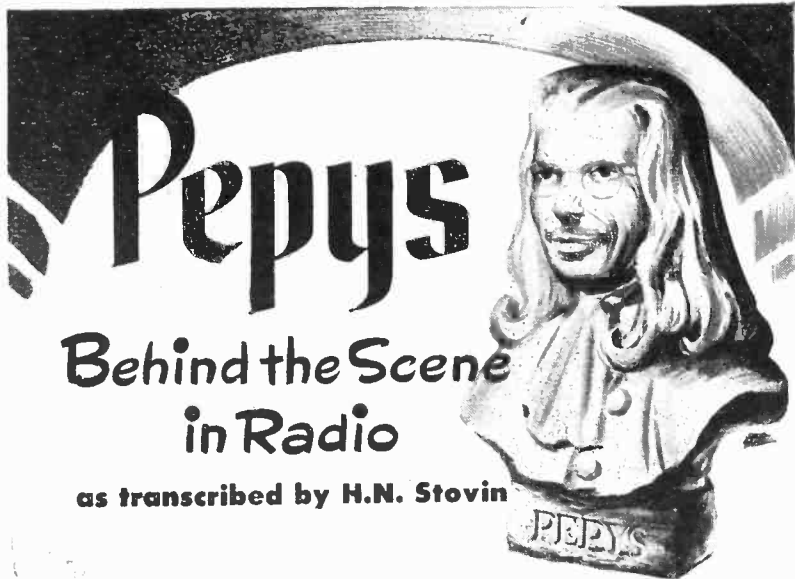
Do you know that the biggest  
Chev. dealer east of Montreal  
is A. E. Hickman Limited of  
St. John's, Nfld., who have a  
daily show on

**CJON**

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS



Turning back the pages of my diary a few days, do find a note of appreciation, doubtless written when comfortably replete with lobster, that Fred Lynds was, as ever, a genial host, and his 1954 Lobster Party a most successful begetter of goodwill for Station CKCW Moncton ● ● ● This community-service minded station also sponsors each year the Moncton Music Festival, which this year was the largest ever with over 4000 participating. Over 10,000 attended this popular 6-day event, enjoying vocal and instrumental soloists, Barber Shop Quartets, and choral groups from schools, university, churches and others. This is true community service, which brings to Fred, and to CKCW, the affection and loyalty of all his listeners ● ● ● While on the subject of public service, do note that CJNB North Battleford and the United Commercial Travellers have just completed their 6th Annual season of amateur shows, raising to date some \$42,000 for the fight against cancer ● ● ● Gordon Smith of CFOR Orillia, reports that the Mayor has turned the sod for the new radio station which is to be ready by September next. CFOR is looking forward to going to 5000 watts on July 1 — a fitting day on which to sing "Wider yet and wider, shall thy bounds be set" ● ● ● CFAR Flin Flon doing good and constant work towards reducing the toll of fire in that area of valuable timber. That CFAR can put across an advertising message with equal effectiveness is again shown, as two recent spot announcements sold a whole carload of fertilizer in the Carrot River development ● ● ● In Brockville, where industrial developments are going forward apace, Jack Radford reports that an Automobile Dealer, being concerned lest poor weather hold up the sale of used cars, did purchase a specially-designed "Impact Campaign" over CFJR. The results were so good that the dealer is continuing to advertise over that lively Seaway Station.

Please note our new address and phone number  
406 JARVIS ST., TORONTO - WA. 4-5768

**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for  
these live Radio Stations

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

WKOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

(Continued from page 3)  
they are said to be among the most modern in the country. The station has experienced a long period of growth: it started 28 years ago with 100 watts and a staff of two; its present 5,000 watts keeps 42 people busy.

**CBC - NFB To Co-Operate**  
Ottawa — The National Film Board and the CBC are discussing possible use of NFB films on television. Government film commissioner A. W. Trueman said that the Board was "very conscious of the opportunity for distribution which television afforded and was anxious to place on the television screen as much useful and interesting Canadian material as would be practical". Two CBC TV shows are now using NFB material exclusively: *On The Spot*, filmed documentaries made for TV; and *Window On Canada*, produced by Clyde Gilmour, using film already shown in theatres.

**TV Football Okayed**  
Toronto — The CBC will definitely televise all games in the Inter-Pro-

vincial Rugby Football Union schedule this season since a misunderstanding with one of the teams has been straightened out. However, one restriction has been upheld: there will be a TV "blackout" in the city where a game is played. The Hamilton Ti-Cats protested the deal when it was originally signed with CBC on the grounds that the televising of an out-of-town league game to the area where they were playing another league game would tend to cut down their gate.

**TV "Code Of Ethics"**  
Detroit — The chairman of a Michigan legislative committee says he's confident that television stations will adopt their own code of ethics and remove any necessity for a state law regulating TV beer advertisements in the United States. He adds: "My guess is that by next fall you won't see the cap taken off a bottle of beer on any television advertisement."

**CBC Leases Offices**  
Quebec — The Corporation of the City of Quebec and the CBC have signed a contract whereby the CBC will lease offices in the municipal auditorium for ten years at \$8,000 annually. Until now, the offices were rented for \$2,500 a year.

**Columbia Opens Here**  
Toronto — A new Canadian company, Columbia Records of Canada Limited, opened an office here last month. Columbia is entering the Canadian market on a wider scale because of "the dynamic expansion of Canada, which is evident everywhere," said Robert Pampe, vice-president and general manager. Quality Records will handle pressings for Columbia, since the move concludes a long-term agreement between Columbia and Sparton of Canada.

**Firestone Leaves NBC**  
New York — After 25 years on the air, *The Firestone Hour* is leaving NBC radio and television June 7 because of a disagreement between the sponsor, Firestone Tire & Rubber Co., and network over time of broadcasts and audience popularity ratings. The show had a rating of less than half that of *Arthur Godfrey's Talent Scouts*, its opposition program on CBS. Other networks are vying for the show.

**Marconi To Market Sets**  
Montreal — Canadian Marconi's radio and television sets will now be sold in Canada by Emerson Radio of Canada Limited, a new Marconi subsidiary. The new company is establishing a distribution network across Canada. The Emerson line of sets were handled previously by Canadian Fairbanks-Morse, which now turns out its own TV sets and appliances.

Canada's big, booming Eastern Ontario City.

Kingston! In an area where well over 230,000 people are waiting to buy your product!

Listeners, we call them, and CKLC sells them! You can't cover this market without CKLC!

Contact our reps:  
Horace N. Stovin & Co.!

1 3 8 0  
**CKLC**  
1000 WATTS  
**KINGSTON**  
"The Voice of the Limestone City"

**CHRC**

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

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

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June 16th, 1954

## Old Tune In New Key

Apparently the CBC has come to the conclusion that the time has come for it to defend itself against charges that it curtails freedom of speech. This came out last month when the chairman of the State broadcasting system, A. Davidson Dunton, addressed the annual convocation of the University of Saskatchewan. It was on this occasion that he received an honorary Doctor of Laws degree.

Charging that the system of private enterprise broadcasters airing what the public wants, amounted to catering to the majority at the minority's expense, he said that Canada has to have a publicly-owned broadcasting system for reasons of geography. This is the old radio story when an attempt was made to whitewash the creation of nationalized broadcasting with the pretext that it was not possible for commercial interests to send programs to the distant reaches of the country. This was completely contradicted with the TV policy, which said in effect that enterprise could serve the "distant reaches", but only the State system was capable of dispensing programs to the more densely populated areas. This mental dexterity on the part of the CBC is becoming a habit.

• • •

At Saskatoon, Dunton admitted that there does exist "some latent danger" of a threat to freedom growing out of the CBC. He shrugged this off with the thought that "it is no greater than from the existence of any large organisation, whether public or private, occupied in conveying ideas to the people".

In other words, according to the CBC chairman, if there's going to be a breach of freedom, it might as well be perpetrated by an agency of the government as by a large corporation! That's what the man said.

For the purposes of this article, let us assume that Dave Dunton is right in his statement that minorities are not catered to by private broadcasters. If this is true, and if only a State-owned department of broadcasting can afford to take care of the erudites, then isn't the solution clear?

Isn't the whole thing solved by the establishment of a government network to do the kind of programs this minority wants to hear, and the surrender of its rights to the other networks to private enterprise broadcasters, to broadcast pro-



"I was president of this station until I found out what was going on!"

grams to which the majority wants to listen under the sponsorship of manufacturers of soap chips and breakfast foods whose aims are best furthered by bringing contentment to the largest possible number of listeners.

Excuse us if we are a bit reiterative, Dr. Dunton. But yours is an old tune too.

• • •

## A Tribute To Broadcasting

North American advertisers may well sit up and take notice of the excitement, bordering on panic in some circles, which is attendant upon each step in the passage through the British Parliament of the legislation which will establish commercial television in the United Kingdom.

Though they must have known the futility of their efforts, Labor lost no opportunity of yelling its head off as each new point came up for discussion, and it has promised that, come the manana and its return to power, it will immediately reverse the whole thing.

The Labor party proposed an amendment to ban advertising on Sundays, Christmas Day and Good Friday. This was defeated by 226 to 194. One Tory member said this was nothing but an "emotional trap" because Labor holds its meetings on Sundays and the Tory party does not.

An amendment to ban patent medicine advertising was withdrawn, when the responsible minister, the Postmaster-

General, announced that the advertising interests had volunteered to set up a committee to advise the Independent Television Authority and the PMG, and that representatives of the British Medical Association would sit on this committee.

Next they protested against "drink advertisements", on the ground that the "moral training of children was interfered with in America by drink advertisements on TV". This met with the obvious retort of illogicality, because the Labor Party's own paper, the DAILY HERALD, accepts "drink advertisements".

• • •

These incantations ring with a familiar air in Canadian ears, the only difference being that they are chanted in Britain by the party which has swallowed up the Liberals — the Socialists, whereas in Canada, they emanate from the so-called Liberals, who have absorbed the Socialists and, incidentally, have become infected with Statism in the process.

The significant part to us is the fact that so great is the power of the medium known to be that the enemies of competitive enterprise — and however they are politically labelled, they will smell as sweet — are thrown into a state bordering on desperation, not at the thought of government broadcasting being replaced by private broadcasting, but at the suggestion of private television functioning alongside the government variety.

• • •

Here, once again, is proof positive of two things. First, it establishes beyond any question that there is no chance of State broadcasting, with its cults and its cultures, standing up against the kind of broadcasting which produces its programs, just as any other medium of entertainment, by means of a yardstick of public preference. This is why the thought of free competition sends those who would insinuate into the medium propaganda for their sinister isms and ologies, into absolute frenzy.

In the second place, advertisers might do worse than face up to the fact that they are offered a sales weapon which, if it can cause turmoil in the British House — as it has so often caused it in the Canadian one — must be a very potent one indeed.

In Canada, most of the fighting so far has been on the question of radio, while in Britain they are making a *cause celebre* out of TV. It is our opinion that once they have established commercial TV, radio won't lag far behind.

# Your TV EQUIPMENT Shopping Guide

Here are the top names in TV film and studio equipment:

- **HOUSTON-FEARLESS**  
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
- **MOLE-RICHARDSON**  
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **KLIEGL**  
Fluorescent Slimline, scoops, spots, special effects lights, and lighting control equipment.
- **AURICON**  
16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.
- **GRAY**  
Telop — projects Opaque or Transparent Material, Solid Objects, Tape, etc. Telojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**  
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**  
Film Editors, Previewers, Synchronizers; Optical & Magnetic. Standard Equipment throughout the Film Industry.
- **MAGNASYNC**  
16 mm., 17½ mm, and 35 mm. magnetic film recorders.
- **FREZZO-LITE**  
Portable motion picture floodlight. Permits one-man newsreel photography.
- **ACCESSORIES**  
Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

For further information  
Phone, Wire, Write or Hitch-Hike to:  
THE TOP NAME IN THE BUSINESS

*Alex L. Clark*  
LIMITED

2914 BLOOR ST. W., TORONTO 18  
CEdar 1 - 3303

*Verbatim*

## FREE INITIATIVE KEY TO BETTER BROADCASTING

Adapted from an address to the Canadian Association of Radio & Television Broadcasters at their Annual Convention in Quebec City last March

by **GOAR MESTRE**

President of the CMQ radio and television network, Havana, Cuba, and a past-president of the Inter-American Association of Broadcasters

Part 1

Radio and television in Cuba are private industries owned by private capital. They operate with no more government interference and supervision than other industries in our country. They have attained a degree of progress and they fulfill a measure of public service unmatched by any other industry.

Competition in Cuba almost has no limits. Nearly one million radio receivers in operation on the Island are served by no less than one hundred and ten radio stations. These are grouped in five national networks with a total of some forty stations; the remaining seventy stations being independent local operations. Both the national networks and the individual independent stations blanket a territory which is some eight hundred miles long by an average of



about fifty miles. There is not one radio receiver in Cuba that cannot tune in at least six or seven different stations — that is six or seven different programs.

When it comes to television, which started on the Island three and a half years ago, we find that nearly one hundred and forty thousand television homes are served by no less than ten stations, five of which are located in the city of Havana, and the remaining five in the interior of the Island. We have in Cuba more television stations per thousand television receivers than any country in the world.

My two brothers and I own and operate the leading radio network on the Island, consisting of six stations of various powers linked by telephone lines, programmed from

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

PERCENTAGE OF LISTENERS	
CKRC (5,000 watts)	(37.7%)
STATION 'B' (50,000 watts)	(24.1%)
STATION 'C' (250 watts)	(23.1%)
STATION 'D' (5,000 watts)	(15.1%)

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

CKRC

WINNIPEG, MANITOBA  
630 KC 5000 WATTS

REPRESENTATIVES: ALL CANADA RADIO  
FACILITIES - IN U.S.A., WEED & CO.

eleven studios located in our Radio Centre in Havana and offering eighteen and a half hours of programs each day, sixteen of which are live programs of all types.

In Havana, we have, in addition, one 10 kw. station which for seventeen hours each day broadcasts nothing but classical and semi-classical music, all of it recorded. This operation is purely a public service on which we lose each year considerable money but which we put on the air six years ago when the only government station that existed in Cuba at the time and which for years had specialized in classical music, began to fall down on the job and the public became unhappy with it. In less than six months we took away from the government station nearly all of its audience and now we are providing a service which originally was meant to be provided by the government. We get no complaints and only the highest recognition and praise from the public.

We have also in Havana a station that provides another type of public service program. But this station offers the fortunate circumstance of also providing substantial annual profits. It is called *Radio Clock*. Twenty-four hours a day, seven days a week, with the tic-tac of a clock heard in the background, two announcers take turns giving the time every minute on the minute, a very brief commercial, forty seconds of news, another brief commercial, the time again, and so on. We have four news additions daily, each one providing a total of 30 to 35 minutes of news which repeat themselves time and again within each six-hour period.

We are told that our contribution to the punctuality of a people by nature and heritage always late for every appointment, should not be taken lightly. In fact we unknowingly provided the necessary co-ordination for the coup d'etat that took place two years ago. All the participants in this revolution set their watches by *Radio Clock* and a few moments after two-forty-two a.m. the coup was a success, thanks to *Radio Clock* service. I might add that this is a service rendered for which we have not collected from the client and I don't think we are likely to.

But ours are not the only radio stations in Cuba offering what we might call specialized services. There are two other stations which have copied the time and news format of our *Radio Clock*. There is one station in Havana that offers nothing but Spanish music, another that specializes in North American music, another in European selections. Several make Cuban and Mexican popular music their specialty. All in all, the Havana listener has thirty-three stations to choose from.

On the television front our company operates one national network of five television stations programmed from five studios using ten cameras and, in addition, two mobile units with six more cameras. We are on the air a total of ten to eleven hours a day, nine of which consist of live programs or sports events from remote pick-ups, and only one or two hours of film material. Three of these stations are inter-connected by a seven-hop microwave relay system which extends over a distance of one hundred and sixty miles

(Continued on page 9)



How many people listen to CFCY? We don't know. But CFCY does have the biggest B.B.M. of any station east of Montreal, and B.B.M. is at present the only accepted measurement of radio station coverage.

<b>CFCY</b>	— B.B.M. day — 156,380 homes
	B.B.M. night — 149,320 homes
<b>2nd Maritime Station</b>	— B.B.M. day — 98,640 homes
	B.B.M. night — 85,620 homes
<b>3rd Maritime Station</b>	— B.B.M. day — 85,310 homes
	B.B.M. night — 82,010 homes

CFCY reaches 50% - 400% more homes for each dollar invested.

To "guesstimate" audience, B.B.M. is sometimes multiplied by a factor purported to represent the number of people who listen in each home. In the four Atlantic Provinces there are an average 4.5 people per dwelling, 2.9 of whom are over fifteen years of age. Would you use 4.5 or 2.9 as a factor?

Another method of "guesstimating" audience is to apply B.B.M. percentage of penetration figures to population, county by county, and total the column of resultant figures. A further refinement in arriving at this figure, is to use total population figures for those counties or areas where 50% or more homes are reported to listen. It is reasoned that where more than half do, the other half can if the sponsor's program has the proper appeal. How would you do it?

Then there's the half millivolt contour, a measure of actual station signal strength at what is considered consistent listenable power. All the people, old and young inside the big ring are sometimes considered to be listeners. But what happens when a busy industrial area has a high local noise level that drowns out the supposedly ample program strength?

Measuring audience is impossible. "Guesstimating" audience is impractical. When someone gives you the business about audience, give him the Indian sign, meaning, "take it easy," and greet his statistics with — "How?"

With any formula, figure the CFCY audience, and then compare. Better still, forget the formula and compare B.B.M. reports.

CFCY has the largest B.B.M. of any private station east of Montreal.

CFCY combination of power and frequency give it one of the biggest half millivolt contours in the East.

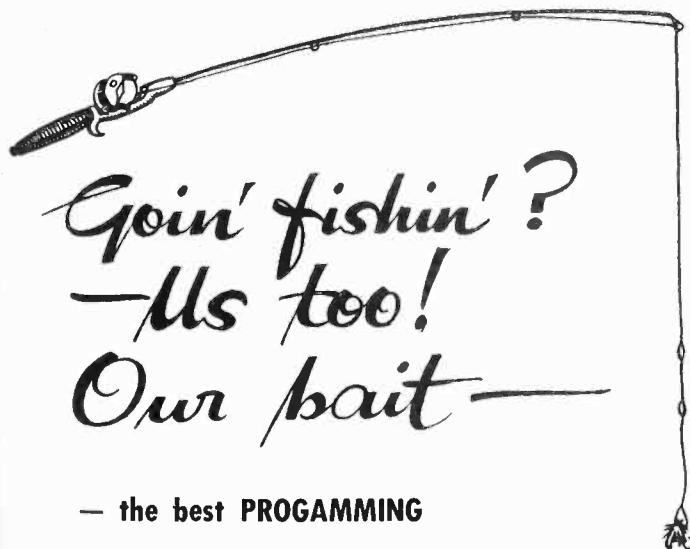
CFCY reaches more than 50% of homes in 26 counties in five provinces. Total population of these 26 counties is 726,399.

In 44 of every 100 radio-equipped homes in four provinces, families listen regularly to CFCY, says B.B.M.

By any method measurement, calculation or "guesstimate," CFCY will still be the most listened-to private station in the East, and will deliver more impressions for each advertising dollar — bar none.

See the  
"All-Canada Man"  
or  
Weed & Co.  
in the U.S.A.

**CFCY**  
THE FRIENDLY VOICE OF THE MARITIMES



— the best PROGRAMMING

PRODUCTION

our 5,000 watts can handle

from the 600 spot

AND OUR CATCH OF LISTENERS PROVES IT!

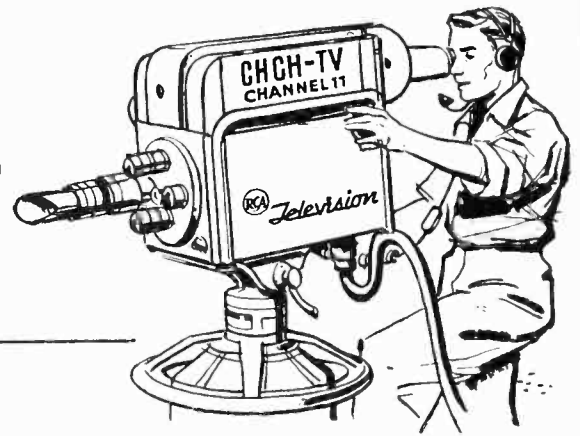
See our reps!

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

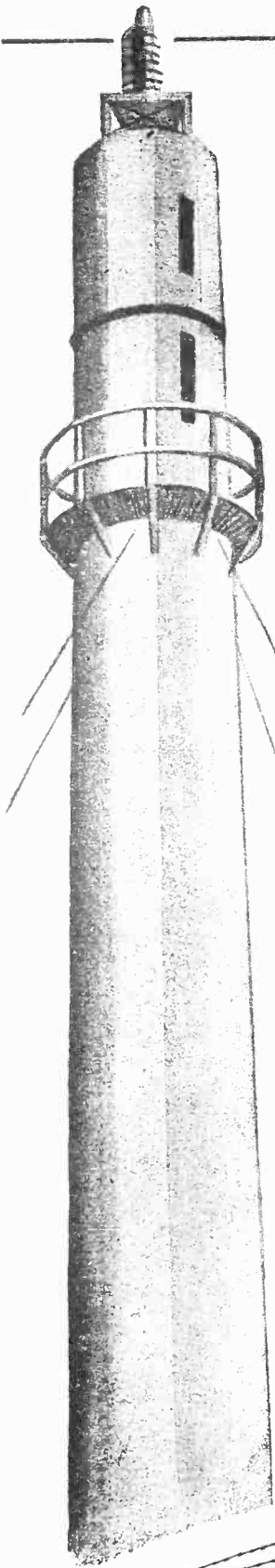


THE RADIO HUB OF SASKATCHEWAN

# More and More Canadian TV Stations Go RCA!

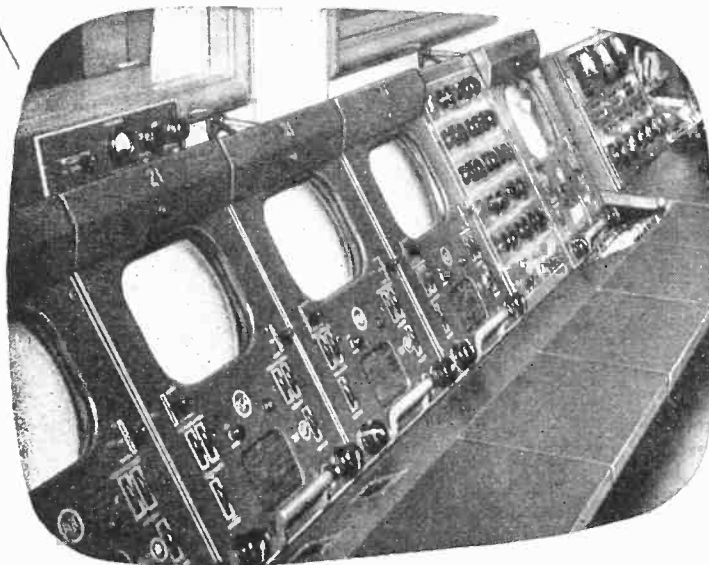
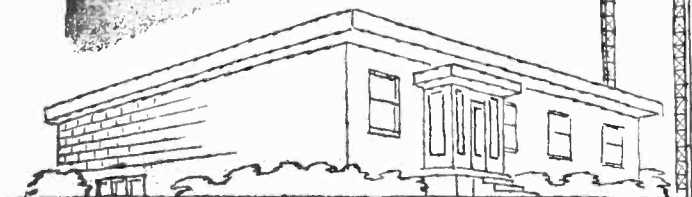
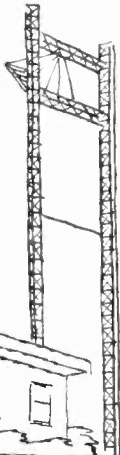


## CHCH-TV HAMILTON chooses **RCA** TELEVISION EQUIPMENT



CHCH-TV's new 560-foot 2-slot "Wavestack" Antenna, RCA Victor-conceived and designed to produce an Effective Radiated Power of 30 kilowatts.

CHCH-TV Transmitter Building and Microwave Tower.



View of Master Control Room of CHCH-TV, Hamilton. Two film control camera units, two preview monitors, remote control panel, RCA TS10A switcher, and a partial view of Audio Control are shown.

• RCA Victor is proud to be associated with CHCH-TV as supplier of the key telecasting equipment for the powerful new Hamilton station. RCA 10 kilowatt Television Transmitter, revolutionary new "Wavestack" Antenna, and related RCA monitoring, input and studio units combine to provide CHCH-TV with ultra-dependable transmission service at the highest quality level, while assuring Hamilton District viewers the finest reception possible in their homes.

### If you are planning a TV station...

call in your nearest RCA Victor Broadcast Engineer. He can be helpful at every stage of planning—from the preparation of briefs to the training of technical personnel. Or write direct to Engineering Products Department, RCA Victor Company, Ltd., Montreal 30.

ENGINEERING PRODUCTS DEPARTMENT

**RCA VICTOR COMPANY, LTD.**

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



(Continued from page 7)

from Havana to Santa Clara. The microwave relays are owned and operated by ourselves in view of the fact that the common carriers were either unwilling or unable to provide this service for us when requested. In order to program the other two stations, located 350 and 550 miles respectively from our Havana production centre, we have had to resort to the use of kinescope recordings.

By mid 1955 we hope to be able to discontinue the use of kinescope recordings as we complete the installation of fifteen more microwave relay stations to make a total of twenty-two, covering a distance of 550 miles from Havana, the capital, to Santiago de Cuba, the second largest city in the south eastern portion of the Island.

Finally we have a second television station in Havana which operates eleven hours a day, offering nothing but film programs. Each day we make up a three-hour show consisting of news, cartoons, a feature motion picture and documentary films. The whole show is repeated several times in the course of the day in the manner of a continuous movie theatre performance. You can tune in this station whenever you wish and leave it after you have seen a three-hour film program.

Our competitors' three TV stations in Havana, and a satellite of one of them in the interior, offer a combination of live and film programs in a free-for-all competitive situation bordering on madness.

Necessity has made us completely self-sufficient, not only in radio but also in television. There was no film laboratory in Havana capable of producing TV film commercials, so we had to install one. We now produce about 80 per cent of the film commercials used over all television stations in Cuba — ours and the competition's. We employ nearly 50 men in this department, which handles anything from animated puppets or animated cartoons to regular filmed commercials using live talent. We now produce all the scenery for all our shows and we have approximately 58 men providing anything from a medieval castle to a simple curtain backdrop. The same is true in our prop and facilities department where we stock thousands of pieces and employ 17 men.

Radio and television in our case are being operated together but the advent of television has meant not only considerably more work for each member of our staff but also a tremendous increase in the number of employees. At the present time the various operations — both radio and TV — require around 480 employees. Before TV came the number did not exceed 170.

Today we employ in both radio and television over 1200 artists, dancers, producers, musicians, announcers and so forth. Before television I don't think our talent staff exceeded 400.

I estimated the total amount of money invested by Cuban advertisers in both radio and television at somewhere between \$12 million and \$15 million per year. Ninety-five per cent of this money is advertising done by private industry and retail merchants and, perhaps not more than five per cent from government sources, official and otherwise.

The backbone of radio and television economy in Cuba is the spot announcement and the Cuban public has to pay the price of multiple spots in order to be able to enjoy the excellent radio and television services which I sincerely believe they are getting and which I very much doubt they could get through any other system. There are very few industries or stores that can afford either radio or television programs and it has been our policy through the years to charge as little as possible for radio and television time, so as to bring the cost of programs within the reach of as many advertising budgets as possible.

Half an hour over the CMQ radio network — six stations — in top evening time costs \$180. On the television network half an hour in top evening time, including a studio completely staffed, equipped with two cameras, lights, mike-booms and everything else that is required for a major production and broadcast over five stations — three of them interconnected and two programmed with kinescope recordings — comes to \$232.

Seventy-two per cent of our radio and seventy-six per cent of our television revenue comes from the sale of spots. Our radio station-breaks last from two-and-a-half to three minutes and the same is true in television. The public stand for that and they think it is the most natural thing in the world. The wide use of toilet articles, the improvement in eating habits and the use of modern conveniences of all sorts must be credited in Cuba to advertising, principally over the radio.

Radio and television in Cuba have progressed and prospered more in less time than in any country of the world that I know of. I attribute this in no small measure to the fact that private initiative has been left alone to do the job within a framework of keen competition that has made constant, never-ending improvement a prerequisite for economic survival and the fact that it has been exclusively financed by private industry through advertising.

I think it is obvious that we have developed our own Cuban brand of radio and television and while I believe in the free exchange of programs between countries, I also be-

lieve that each country must develop its own culture, economy and way of life.

I think Canadian radio and TV should be Canadian. This does not mean that we cannot look upon and admire — and in many cases copy — American radio and television, because it has many good things to be copied. But we must not allow ourselves to fall into the easy temptation of importing American programs wholesale. We must work hard to develop our own talent, our own tastes and our own techniques. This point is particularly important in the case of Canada and Cuba, because we are both geographically so close to the United States, and we are both so attached culturally and economically to that great nation. It is not an easy task and I must admit that it's more difficult for Canadians than it has been for Cubans, merely because you do not have the language barrier to the same extent.

If we in Cuba have been able to accomplish as much as we have with our infinitesimal resources, as compared to Canada's, I am positive that the individual initiative, the know-how, the courage and the vision of the Canadian private broadcasters can give to Canada and to the world a radio and television industry comparable to what you have already shown you can do in other fields of commerce and industry.

The private radio and television industry has a terrific challenge ahead of it, maybe for geographic, social and economic factors, you have needed the paternal hand of your Canadian government to teach you to walk. But so have other industries now flourishing in this great land had the helping hand of your government, and they do not seem to be walking any longer, but running at an incredible pace. There is not the slightest doubt in my mind that you in radio and TV industries can run equally fast. And remember that your running unaided can constitute a wonderful example for those of us who aspire to continue walking by ourselves, because we are not sure that our respective paternal hands will not help us to fall flat on our faces.

(Concluded next issue)



No Television.  
Fewer Theatres.  
Fewer Sports Events.  
The Result?  
HIGHER  
SETS - IN - USE!  
MORE  
PEOPLE  
LISTEN  
OFTENER  
TO  
THE  
"NORTHERN"  
STATIONS

**CFCH**  
NORTH BAY

**CJKL**  
KIRKLAND LAKE

**CKGB**  
TIMMINS

UNDER NORTHERN MANAGEMENT

Reps  
**NBS**  
in Canada  
**COOKE**  
in USA.

## ATTENTION STUDIO OPERATORS

For future schedule expansion CFPL-TV is now looking for applications from present radio control operators, with at least two years experience, who want to get into television as audio-camera and tele-cine operators.

Technical knowledge not necessary.

Write giving full details to:

DALE DUFFIELD  
Chief Operator  
CFPL - TV, P.O. Box 488  
LONDON, ONTARIO

*Writing*

# COPY CLINIC NOTES

## 3. Want To Want To Get Results

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

Note: Part I of this series listed (1) Belief In Radio as a first step to helping copywriters write better radio copy; (2) Curiosity About People—an interest in all types of people — was covered as the second important quality for the radio copywriter.

This sounds a bit Gertrude Steinish, but it's another of the important attributes you must have if you want to be a better copywriter.

I once knew a girl who was very beautiful and wanted to be an actress. Actually, that's the only thing she wanted. She got a job when she was out of drama school in a play which

ran on Broadway over two years. After that she began a ten-year marathon looking for work. She got a couple of summer theatre jobs and I believe one stint with a good road show tour. That was all. When I saw her after these ten years she had become so frustrated and mad at the world (because she couldn't get work in the theatre) that she got up mad in the morning, became increasingly peevish during the day, and went to bed at night raging with anger.

I took a couple of stabs at suggesting a philosophy of mine to her . . . that if you can do one thing well, like acting, you can do a lot of things well . . . if you want to and put your time, energy and thinking into it.

The next time I saw her, a few years later, I was ecstatic. I thought my words had given her a new view on things for I found her packing her trunk and getting ready to go to

Japan to join her new husband whom she had met and married on his last leave. She told me about him; showed me the blueprint floor plan of the home he had ready for her and said: "I'm afraid I'll like it over there". When I asked her what she meant she said: "I don't want to like it". It'll be fun to fix your new home. Wonderful to be there and make life pleasant for your husband. You can even stage some plays at the servicemen's clubs and do the directing. It sounds to me as though it's the sort of life you'll just love."

"That's just the point," she said. "I know that. But you don't understand. You see, I don't want to want to like it!"

• • •

You can probably all look back and remember times when you've done an inferior job because you didn't want to want to get results for your advertisers. I remember a particularly inferior job I did once because I didn't want to want to get results for a shoe store account I had.

The shoe store was a slightly borax type of account located on the wrong side of the tracks. I didn't

*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

# THE SIGN FOR EXTRA SALES

..DIAL 580.....DIAL 580.....DIAL 580.....DIAL 580.....DIAL 580.....DIAL



50,000 tourists visited Cape Breton Island last summer by car . . . more are expected this year. All must pass through Antigonish going and coming. To attract the eyes and then the ears of these holiday-goers, CJFX has erected road signs like the above . . . and advertises every day in the only daily newspaper on Cape Breton.

Each tourist spends, on an average, \$8.67 a day . . . meaning total sales mount into the millions. Through promotion and its complete coverage of Cape Breton, Northern and Eastern Nova Scotia, CJFX can help you get your share of this summer bonanza . . . at no extra cost.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

REPRESENTATIVES

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

# CJFX

ANTIGONISH, N.S.

think its advertising should be scheduled in the same women's program hour with another prestige shoe account. My copy almost apologized for the account, skipped lightly over the sales point and tried to ignore the location by saying it was "just two doors off Main Street". What I never mentioned was that it was also so far from north off Main Street that anybody trying to find it from the center of the shopping district would have to walk fifteen blocks before they arrived there!

The advertiser stayed on. Not because I was doing a good job but because he was smart enough to know that he was making many new people aware of his store even with poor radio copy. Finally I realized I was stuck with the account. He just wouldn't cancel so I had to go to his store more often. As I talked with him his enthusiasm for his own business got under my skin. I started wanting to want to do a good job for him. I started thinking of his store in terms of the listener's need and soon my thoughts were going something like this: Everybody is always moaning about the high price of children's shoes and this man has a big stock of them . . . reasonably priced, too. Offers a special four-way fitting service for children, too. He's got lots of shoes of the type the prestige account doesn't stock, now that I really look around. Casual shoes for the whole family. Seems to specialize in sandals, play shoes . . . all those low heeled styles one likes for work and casual wear. He has very inexpensive dress pumps and sandals for women too. The kind a woman can buy when she wants a pair to match one outfit and doesn't

want to pay a lot for them. Why there are many listeners who'd like to know about this place.

You can guess how the copy and the results changed. And oddly enough, the prestige shoe account I had been worrying about didn't mind having another shoe account on the same program at all; said we made such different sales points about that shoe store that they felt it actually created a more definite picture of their store as the first place to look for more expensive, higher quality shoes!

I don't recommend putting copy for the same general type of retail advertisers on the same show but I do believe that if you run into some of these normal copy problems you can turn your handicaps into result-getting advertising if you want to want to get results.

Also, I believe that some of your biggest copy successes come from the little advertiser who is progressive enough to want radio advertising. He spends more time planning with you. He'll promote your advertising with in-store signs and follow-through. He often has 100 times more drive, interest, and enthusiasm than your plushier accounts who are often too busy, too bored or too much in a newspaper rut to bother talking with you about radio copy. And, because the little man is often just what we say a good copywriter should be . . . filled with the desire to want to want to get results. He can be the man who helps you write such good copy that you make the plushier account sit up, take notice and want more of what you have to offer.

#### 4. Produce Related Ideas

Since time began a premium has been placed on "idea" people . . . idea salesmen . . . idea copywriters . . . creative idea thinkers. The emphasis should probably be qualified to read "related ideas". Ideas in themselves are not enough. They can be brilliant, clever, ingenious . . . but unless they are related IDEAS . . . ideas designed to solve a particular problem . . . to meet a particular need . . . or to bring specific results they can be ready for the advertising grave shortly after they're born.

The best recent example of this is the rash of advertising parodies on *Dragnet*. Some of them were clever and served their purpose for a one-shot attention-getter during a campaign. But out of the parodies which have been used for everything from selling used cars to soft drinks probably not more than a handful have been a part of a related idea sales campaign.

Certainly one outstanding example of using this parody in a related manner is the copy we heard during this Clinic. The *Dragnet* take-off in copy for the chain of ladies ready-to-wear stores in B.C., Saskatchewan and Manitoba was copy written only for that group of store's big "Crack-Down" sale. The very term "Crack-Down" sale took it out of the "just cute writing" category and related it to the current newsworthy activity at the stores. But, most important, this parody was just one example in a continuing campaign for these

(Continued on page 12)

## Tell Us Another

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

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

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

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

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

# CFOR

ORILLIA, ONT.

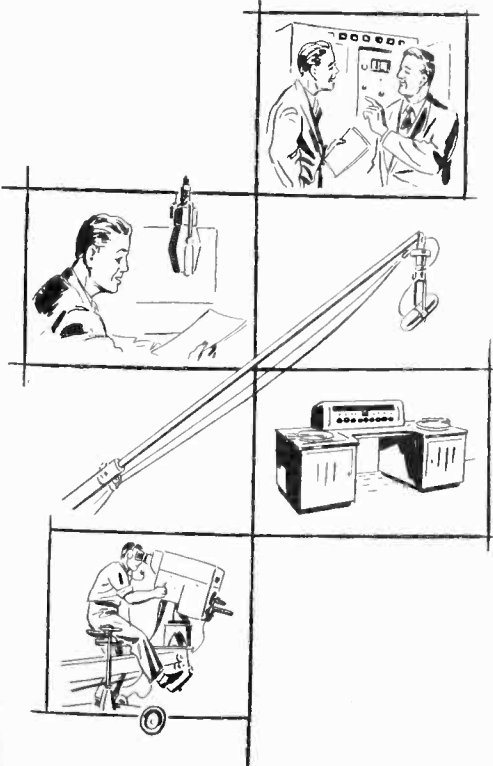
1000 Watts—Dominion Supp.

look to



# Marconi for

## ALL TYPES OF RADIO AND TV STATION EQUIPMENT



Whether you're planning a new Station . . . improvements or expansion of your present one . . . MARCONI has a complete line of Transmitting and Studio equipment to meet all your requirements.

What's more, you have an opportunity to capitalize on MARCONI Engineering Consultant Service. Highly skilled technicians will gladly analyze your station operations and help you to choose the equipment best suited to your needs. Because of the increased demand in Canada for MARCONI TV Station equipment, prompt delivery has been somewhat difficult. But MARCONI equipment is worth waiting for because it's the most up-to-date on the market . . . more efficient to operate . . . easier to service . . . designed and built by a Company that owns Canada's first Radio Station . . . a company that with 50 years experience has a keen operating and technical knowledge of all types of radio and television equipment.

**From camera and microphone to transmitter,  
look to MARCONI for all your needs!**

For further information write to Broadcast and TV Station Equipment Department.

# CANADIAN Marconi COMPANY

MONTREAL 16.

CANADA'S LARGEST ELECTRONIC SPECIALISTS

# "WORTH MAKING A CAN-CAN ABOUT,"

# COPY CLINIC

# People

Says Lionel . . .

"... the way CKCW sells goods in the Moncton territory. That word can-can, by the way really means 'noise' in French. It's a corruption of the Latin *quamquam*, which means 'although'. Confusing, isn't it?"

Luckily, time-buyers aren't confused about CKCW. The station has a whopping record of public service — Music Festivals and such — and puts the same zip into selling sponsors' goods.

Like the case of the Moncton refrigerator dealer who had eight last year's models on his hands. A few spots on CKCW sold 'em in one day!

We'll gladly make a can-can for your clients!"



(Continued from page 11)

same stores in which all copy is based on some current newsworthy subject. Copy may say "Road-block special . . . coats, regular forty-nine ninety five . . . crackdown price . . . thirty-three dollars" . . . during the newsworthy coat sale. But during the first high public interest in 3D this same group of stores was relating its promotion of new coats to a 3D Coat Fabric theme which emphasized: 1. Coat fabrics, 2. Fabric colors and 3. Fabric textures.

Similarly during the time of most interest in politics copy used the style of political announcements, etc. I'm willing to bet that at the station where this copy is written no other advertiser is getting copy based on parodies or developed along this same style! As Nina Anthony of CKWX has told us, this related-idea campaign was conceived after careful study of these stores, their merchandise, customers and competition. It was based on the fact that the best way to attract customers to these stores was determined to be the "no-down-payment" and price appeal copy approach. The excellent copy we've heard here certainly shows you how the regular use of the newsworthy copy format automatically relates itself to the nature of the copy message and places the label "newsworthy" on all the store's advertising.

The result is copy related to the specific advertiser's continuous needs.

In the Seattle Copy Clinic, which followed the BCAB one, we heard of a similarly well-related copy idea. A public address system technique in taped interviews of passengers right at the airport were to be used to promote the three things a particular air-line wanted to establish in the minds of potential customers: A. the line's route; B. its dependability and C. its safety.

So, don't wait until some advertiser drops his advertising and then talk about the copy he should have used to get results. Be sure, before the account goes on the air, that copy campaigns are worked out to solve a specific need of the advertiser. You may not have the benefit of expensive research and it may take valuable time away from the mountain of copy you're turning out daily but (as we'll discuss when we take up points about copy signatures, themes, formats and advertising appeals in Parts IV, V, VI of this series) all your writing will be ten times easier when each account has a pre-set related-idea copy plan.

Next issue Miss Hart is writing about two more copywriting pointers — Salesmanship and "Waitability" — in this series.



## Jim Browne Passes

A man who leaves a trail of achievement behind, both in the broadcasting industry and his community, died at his home in Kelowna early this month. James W. B. Browne, who has been owner - manager of CKOV, Kelowna for 23 years, entered broadcasting through "ham" radio after he had made successes out of a number of other local businesses. The White-Haired Philosopher, as he was known affectionately by many throughout the Okanagan Valley, was 70.

Jim Browne was born in England, but an adventuresome spirit took him to South Africa and the Boer War when he was 15. Ten years later he was in the Orient with the Canadian Pacific Steamship Service at Hong Kong. In Canada, in 1914, he married Tryphena Hardie and joined her father's grocery business in Rutland. Later Jim Browne moved to the Kelowna Grower's Exchange; then he opened a service station, "The Oil Shop", where in the early days an outstanding item was: "Batteries — Made In Kelowna — Guaranteed For 18 Months".

They remember Jim Browne in Kelowna in connection with these things.

Broadcasters remember Jim Browne for his radio pioneering; for putting the Okanagan's first commercial station on the air when ingenuity was building a business while science built an industry. He had worked on amateur radio for several years before he got the license for CKOV in 1931. The first transmitter was a converted 60-watt naval radio.

Jim Browne will also be remembered as the man who organized the first radio farm broadcasts in British Columbia and the first school broadcasts in the Province before the CBC was organized. He originated and promoted many community projects of national significance: the Okanagan branch of the Canadian Arthritis & Rheumatism Society; the March of Dimes in the Valley; and the Vernon Milk For Britain campaign.

He was active in directing CKOV until a couple of years ago when ill health forced him to retire. Even so he found special occasions and reasons for broadcasting from bed — a campaign for a pet project, the March of Dimes, for instance.

He is survived by his wife, his son Jim Jr. who now directs CKOV, and a grandson.

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

## The Biggest in the West

## PRINCE ALBERT'S

— JUNE —

## Fat Stock Show and Sale

One Hundred Forty Thousand Dollars sale price of seven hundred and ninety-one head — buyers from all over Canada in attendance.

ANOTHER REASON WHY

## CKBI — PRINCE ALBERT

SASKATCHEWAN

is a MUST in the West

5000 WATTS



**JONQUIERE, QUE. — 590 kc — 1000 watts.**  
 Serving 211,000 people, 35,000 families in the rich Chicoutimi-Lake St. John area — definitely your advertising buy in this market.

**BBM (1952) Day — 24,640 Night — 21,960**

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

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

### Copyright

## COURT DEFINES TV COPYRIGHT

Ottawa. — There is no copyright in the telecasting of a sport event; but if it is filmed, then telecast, copyright can be claimed. This was one of the several points made by Mr. Justice J. A. Cameron of the Exchequer Court of Canada in a ruling issued last week in the case of Canadian Admiral Corporation against Rediffusion Inc.

The Court decided that copyright could exist only in a relatively permanent record of a news event, not in a live telecast. Mr. Justice Cameron's decision involved consideration of whether or not a telecast was an "artistic" or "dramatic work" and he ruled it was neither.

However, since films of football games were involved in the case, Mr. Justice Cameron also had to rule if Rediffusion's method of telecasting was "public performance" to determine if there was any infringement of copyright, as Admiral claimed. The Court ruled that since Rediffusion employed a wired system of TV, it could not be regarded as radio communication, and in any case the games were viewed in the privacy of the home — the opposite of a public place. But it was found that since the games were also shown on Rediffusion's demonstration sets in its showrooms for viewing by prospective subscribers, this was public performance and a copyright infringement had taken place.

The Court awarded an injunction to Canadian Admiral Corp. against Rediffusion, as well as nominal damages and costs.

The legal battle began almost two years ago, when CBFT, the CBC television outlet in Montreal, first went on the air. Admiral purchased sponsorship of the home games of the Montreal Alouettes as well as certain rights to the films of Alouette "away" games which were being made for Dow Brewery. Rediffusion admitted that it had picked up the CBFT transmissions on its community antenna in Montreal and sent the telecasts of the games to its subscribers throughout the city as well as its demonstration receivers in its showroom.

In considering the many facets of the case, Mr. Justice Cameron first considered the application of the section of the Copyright Act dealing with dramatic and artistic works. "In my view", he said, "it (live telecasting of sports) is not within the definition of 'artistic work', except possibly to the extent that it may be considered as a 'photograph'..." He went on to point out that "the conclusion seems inescapable... that for copyright to subsist in a 'work' it must be expressed to some extent at least in some material form, capable of identification and having a more or less permanent endurance".

Declaring that copyright could not exist in live telecasts of sporting events, Mr. Justice Cameron considered the film versions of the "away" Alouette games, by saying: "I must reach the conclusion, therefore, that the plaintiff is not entitled to the protection afforded to a cinematograph production, but only to the same protection as a series of photographs — an artistic work".

In dealing with the public performance aspect of infringement, the ruling said: "In none of these cases,

however, can I find a suggestion that a performance in a private home where the performance is given, heard or seen by only members of the immediate household, could be considered a performance in public".

You've  
good reason  
to insist on

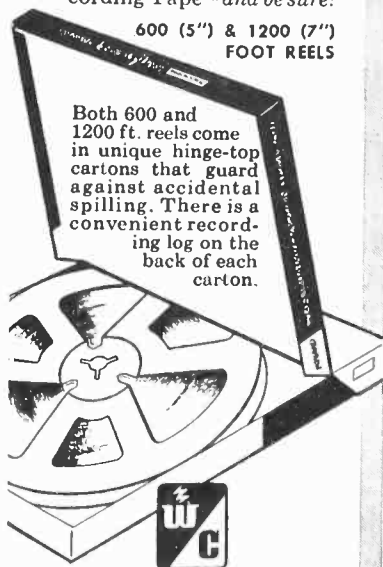
**Webcor**

sound  
recording  
tape

The events and material you record are important to you or you wouldn't record them. This then, is reason enough that you insist on recording tape that will give the ultimate in playback performance. But when you buy, remember, *although tapes look alike, they don't sound alike.* To assure the best reproduction, specify the tape made by America's leading manufacturer of fine electronic equipment — Webster-Chicago. Insist on Webcor Magnetic Recording Tape — and be sure!

600 (5") & 1200 (7")  
FOOT REELS

Both 600 and 1200 ft. reels come in unique hinge-top cartons that guard against accidental spilling. There is a convenient recording log on the back of each carton.



**WEBSTER-CHICAGO CORPORATION**

means the best for all your sound recording equipment and supplies. Ask your supplier now or write to

Electronic Tube & Components Division  
**CANADIAN MARCONI COMPANY**  
830 BAYVIEW AVENUE, TORONTO 12, ONTARIO  
Branches: Vancouver • Winnipeg • Montreal • Halifax • St John's, Nfld.

# Penticton Won't Forget The V's...

who brought home the Allan Cup—Canadian senior hockey championship — last month. Neither will it forget the CKOK loyal, local advertisers who brought the broadcasts of the long season to thousands of fans throughout the Okanagan Valley.

Penticton is also famous as a tourist resort. Close to 20,000 holidayers flock here in the summer. And while they're in that easy-going spending mood they can be reached by CKOK.

Summer is Canada-wide — radio is everywhere — make the Paul Mulvihill group of stations part of your summer sales plan.

## PAUL MULVIHILL & CO. TORONTO MONTREAL

CKBB  
BARRIE

CHOK  
SARNIA

CJCH  
HALIFAX

CKTB  
ST. CATHARINES

CJFX  
ANTIGONISH

CKOK  
PENTICTON

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

### #1 MARKET

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

### #2 MARKET

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

### #3 MARKET

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

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

# CANADIAN GENERAL ELECTRIC

*a new Canadian built*  
**AM BROADCAST  
 TRANSMITTER**

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

*Ask for bulletin No. 4763 for complete details*

**VANCOUVER**

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

**TORONTO**

FRANK M. FLOOD  
 830 Lansdowne Avenue  
 Phone: OLiver 6511

**EDMONTON**

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

**MONTREAL**

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

**WINNIPEG**

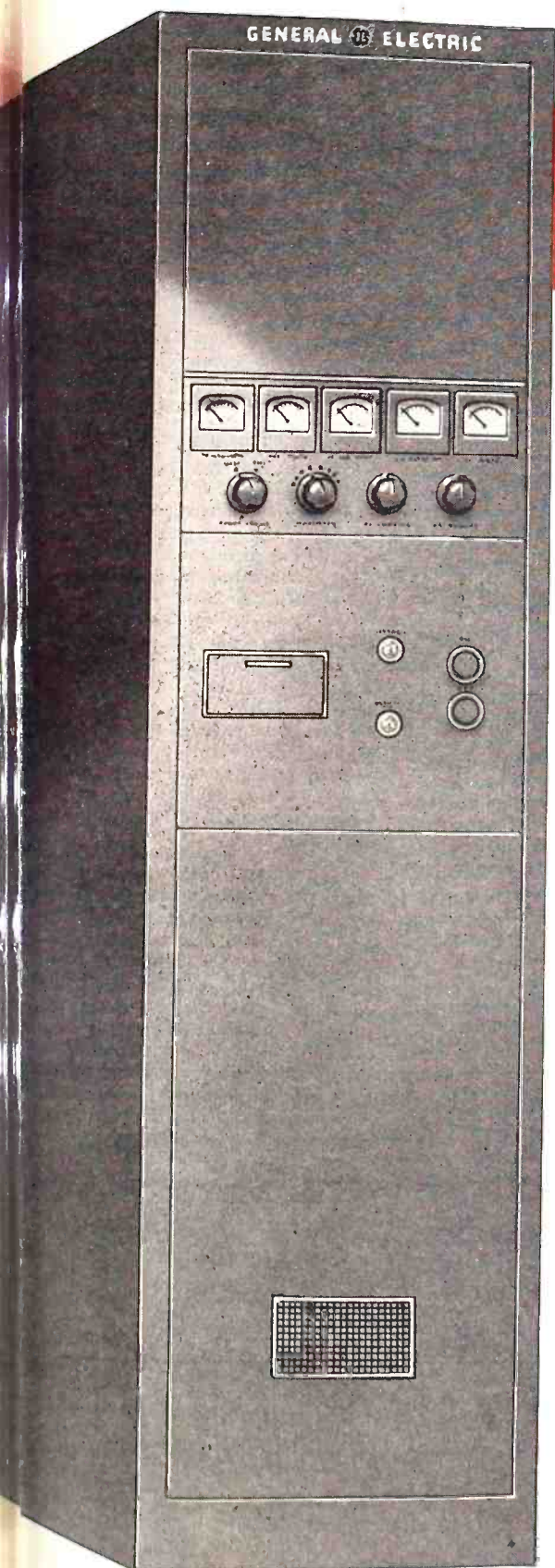
HUGH J. DOLLARD  
 945 St. James Street  
 Phone: 7-43581

**HALIFAX**

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

**BROADCAST • TELEVISION • MICROWAVE • MOBILE RADIO • ELECTRONICS**

# ANNOUNCES



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

**FOR LOWER COSTS**  
*check these features*

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

### CONDENSED SPECIFICATIONS

Power output: BTC-70A, 250 W; BTC-71A, 1000 W.  
 • Frequency range: 540—1600 kc standard • Frequency stability:  $\pm 10$  cps • Audio Frequency Response: within  $\pm 2.0$  db from 30 to 10,000 cps • RF output impedance: 50 to 220 standard. Other impedances available • Audio input impedance: 150/600 ohms • Power Source: 208/230 V single phase 50/60 cps • Weight: BTC-70A, 700 lbs.; BTC-71A, 1000 lbs. • Dimensions: 22" wide, 83" high, 23 $\frac{3}{4}$ " deep.



*Broadcast and  
Television Equipment*

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

471W-654

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**

# MONTREAL IS A BIG BUY!

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

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

HELP YOURSELF TO A  
PIECE OF THIS  
MARKET ON:



See our Reps: ALL-CANADA  
WEED & CO.

## Edmonton's Population Growth in one year —

14,425

Bringing the Metropolitan Area  
Population to —

217,387

1954 Civic Census

A "substantial growth" reason why  
IT'S EDMONTON AND

# CFRN

RADIO REPRESENTATIVES LTD.

Montreal - Toronto - Winnipeg - Vancouver

**CBC**

## Control Endangers Freedom — Dunton

Saskatoon — There exists "an inherent danger to a genuinely free and fair interchange of ideas" in the mass communication media, according to Davidson Dunton, CBC board chairman, who addressed the convocation of the University of Saskatchewan here earlier this month. Dunton also received an honorary Doctor of Laws degree.

The danger "has developed from the concentration of so much power over the means of mass communication in the hands of so few," he said, adding: "I and others of the CBC belong to the few, together with controllers of publishing, film and other broadcasting organizations." Earlier Dunton had phrased it this way: "In effect a small number of men — publishers, broadcasters, film organization heads — can control a large part of the ideas and impressions and opinions that reach the minds of most people."

While stating he was "not at all against advertising or commercial business or people in large numbers", Dunton maintained that since a number of mass communication media are financed through advertising and are therefore interested in attracting the largest number of people at the lowest cost, this presents another "restricting influence" on the "free and fair interchange of ideas".

He continued: "The tyranny of majority taste can be as restricting as any. We are not certainly carrying out our principles if our mass communication facilities put out just those ideas and types of material which happen to appeal at the moment to large numbers of people . . . The essence of freedom lies in freedom to choose from a variety of alternatives; if there are no alternatives . . . there can be no freedom of choice."

In arguing against the theory that giving the public what it wants guarantees freedom, Dunton declared: "Commercial arithmetic alone cannot be a guardian of effective freedom in mass communication . . ."

Admitting that there are many dangers to freedom of idea transmission, and maintaining that the CBC is free from government control

"by law and in practice", Dunton said: "I believe the first safeguard . . . should come from the sense of responsibility of those who control the means."

He concluded: "The best ultimate safeguard for that freedom is the understanding and interest and tolerance of people themselves."

## Merchandising

### AM-TV Dealers Seek Ad Honesty

Unscrupulous and dishonest advertising was one of the themes tackled by the Restrictive Trade Practices Commission at their June 2nd hearing at the University of Toronto.

Delegates representing the Canadian Association of Radio-Television and Appliance Dealers declared: "If all dealers were made to advertise honestly and a heavy penalty imposed for misrepresenting their merchandise, it would be the first step in helping to improve the condition within the industry."

Price control was another subject touched upon at the hearings. The association's brief suggested that the Combines Investigation Act be amended to permit moderate control of prices on merchandise which bears the trade name of a manufacturer.

"Under the present act," reads the brief, "any dealer is permitted to football any product to the detriment of the manufacturer, dealer and the dealer's consumer. The cut-rate dealer advertises much of the merchandise sold at a very low figure, often only to get customers into his store with no other thought than to sell some other manufacturer's merchandise."

Edward F. Black, president of Eddie Black Ltd., endorsed the association's suggestion to tighten the advertising law, but did not agree that the ban on resale price maintenance should be lifted. His brief continues: "Retailers must accept the fact that, good or bad, 'cut-rate' is here to stay. They have touched off a change in retailing that cannot help but lower prices to Canadian consumers and to compete with them the department stores and other

Something missing...

like  
selling  
Quebec  
market  
without

CKQV

1000 WATTS      1280 K.C.

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





THE "STEAK AND UMBRELLA" CJOY golf tournament — 4th annual edition — attracted contestants to Guelph from Toronto ad agencies last month. On hand for tee-off above were: left to right (front), Fred Metcalf, CJOY; Harold Abernathy, Foster Advertising; Cam Logan, Cockfield, Brown; Wally Slatter, CJOY; (back) Bill Ross, Radio Representatives; Ernie Allan, Ronalds Advertising; Don MacMillan, McKim Advertising; and Ian Smith, Cockfield, Brown.

dealers have the onus of cutting down the heavy distribution costs, and of getting the manufacturer's products from the manufacturer to the consumer."

The president of New Era Home Appliances, Cy Lewis, announced that his buying policy was to buy large amounts of merchandise at the cheapest possible price and to buy out of season. He claimed that the manufacturers suggested list prices are too high, unrealistic and confusing to the public.

Other hearings will be held in the nation's major cities, after which recommendations will be submitted to the Department of Justice.

Remember!

8th Annual Ontario Radio & Television Men's Open Golf Tournament

at Islington Golf & Country Club FRIDAY, JUNE 25

For tickets call: Bill Ross, Radio Representatives Ltd., Cy Strange, Ruthrauff & Ryan, Ken Marsden, CFRB

CKVM logo and text: VILLE-MARIE, QUE. — 710 kc — 1000 watts. Serving a population of 193,800 people in Temiskaming, Quebec and Ontario — a station you must buy to cover this trading area. BBM (1952) Day — 23,830 Night — 17,200. JOS. A. HARDY & CO. Ltd. RADIO STATION REPRESENTATIVES MONTREAL QUEBEC TORONTO. HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

Impromptu Broadcaster Quebec City — Last month an irate citizen complained of interference to his television set. Investigation revealed that a few doors down the street 19-year-old Jean Claude Picard was reading news reports and playing request discs for neighbors

over a two-watt radio transmitter in his back yard. Ordinarily the broadcast range would only have been 20 to 50 feet, but an electric wire, used as an antenna, had increased its range to one thousand feet. Picard was charged with operating a radio station without a permit.

SHERBROOKE QUEBEC logo with CHLT and CKTS call letters. Text: The Voice of the Eastern Townships. 900 Kc. 1000 Watts (FRENCH), 1240 Kc. 250 Watts (ENGLISH). Representatives: JOS. A. HARDY & CO. LTD. — CANADA - CHLT RADIO TIME SALES LTD. - CKTS ADAM J. YOUNG, JR. INC. — U.S.A. - CHLT & CKTS

CKCH

With a potential listening audience of over

400,000

French speaking people is a "MUST"

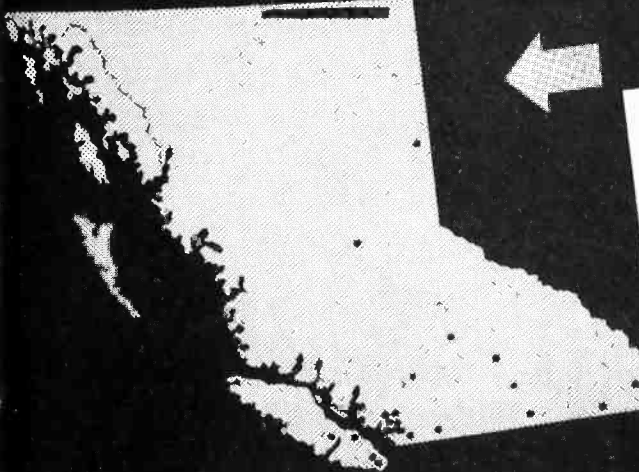
AVERAGE DAYTIME RATING 38.6 (Elliott & Haynes — January 1954)

AVERAGE NIGHT-TIME RATING 36.5 (Elliott & Haynes — December 1953)

CKCH Hull and Ottawa

Representatives: Omer Renaud in Canada, J. H. McGillvra in U.S.A.

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



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

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



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



**T**elephone  
**A**nswering  
**S**ervice

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

Phone for Booklet in

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



# Over the Desk

My English holiday is only half way through at this writing, but I don't know if I shall be able to take the pressure. Nothing but decisions. That's all life holds. I don't think I shall be able to stand up

under the strain. "Shall we go to London by train, or take the Green Line Bus?" There's a problem to which to waken. "Is it to be a play, or shall we go to a movie?" There's not to reason why. "Which shall it be: tea in the drawing room or out on the lawn?" I ask you. "Shall we have the tongue cold for lunch or heated for dinner?" Decisions! Decisions! They're killing me.

These visits are becoming a habit, this being the sixth since the war. They are beginning to run to a pattern. Picture of Lewis running around the country being Canadian as all get-out. This time I even have a maple leaf in my lapel to prove it (Note to printer: In keeping with the spirit of the thing, make that Maple Leaf.)

About June 19 or thereabouts I shall be able to revert to type and resume being English all over Canada.

Nearly seven hundred London taxis switched from gasoline to diesel engines in the last six months.

Continuing last issue's random thoughts on the dying days of the food ration era, the DAILY TELEGRAPH told the story pretty graphically the other day. I mean the story of the difficulty of getting people to break a habit, even as unpleasant a one as doing without good things to eat.

Under the heading "Learn To Recognize A Sirloin", this enterprising journal aspired to do two things. It tried to remind people that the butchers have been telling them what they may have for the past dozen years, and that they are soon to be allowed to reverse the process and tell the butcher — if they can remember what to tell him. It also provided an introduction to buying meat to the large numbers of people who have grown up during the take-it-and-like-it period brought on by the war.

Offering its readers the Daily Telegraph Meat Chart, showing various cuts of meat, for seven cents, the paper asks: "... will you be able to recognize a sirloin or tell chuck steakmeat from flank of beef? What is more important, will you know the best way of cooking and carving the meat you buy?"

I keep harping on this sort of thing for just one reason. It is this. Whether regulations like rationing and other government controls come about due to emergencies like war or are created by the left-thinking idealists who are so plentiful these days, they are by no means as easily disposed of when they are proved failures, or when an emergency has passed, as they were to impose. Socialism dies hard. Eggs won't unscramble. I've said it before. I hope to say it again — and again — if I'm spared.

Pressure groups are urging the government to exclude from TV advertising, when it comes, such sponsorship as cigarettes and tobacco, strong drink and bookmakers.

The British Tories have just come out with a book called *Change Is Our Ally*, in which it is pointed out that unless the need for new methods is accepted, British industry will lose more orders abroad and be unable to maintain present living standards at home.

Compiled jointly by a number of young Conservative M.P.'s, the book

## When In Rome ...



## Do As the Romans Do—

WHEN IN CORNWALL . . . . .

The Seaway City (By the way)

Listen to **CKSF**, of course

THEY ALL DO!

REPS:

Horace N. Stovin  
Canada

J. H. McGillvra  
U.S.A.



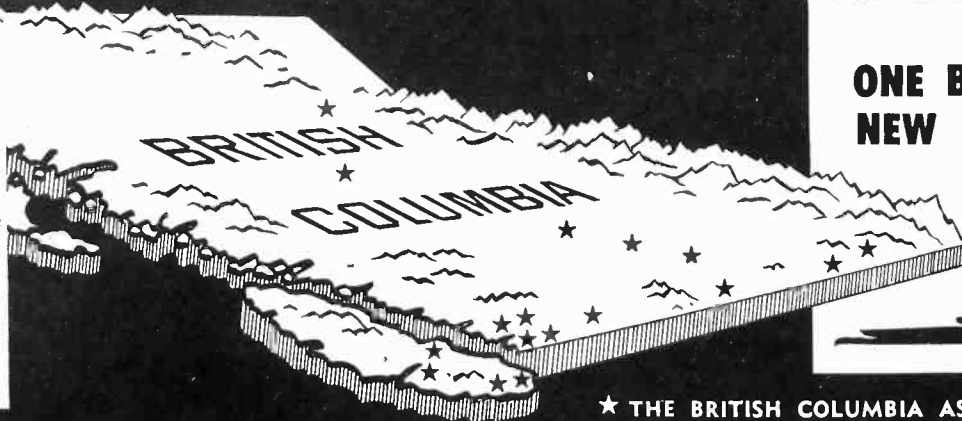
Easily the prime feature of this visit is my introduction to a new nephew, with which is incorporated his introduction to me. Actually (read to sound like "ektulah" if you like local atmosphere) this "colonial" is getting practically no attention at all. (Apologies to the 117 readers who will have received post cards from me containing this gag.)

Everytime I start hunting the house for a piece of carbon paper or a syphon of soda, I get no help from anyone if he is on one of his regular and frequent visits. Everyone is much too busy leaning over him and saying "boojy, boojy booful baby". When this was going on the other day, he looked up at me and said "Can't these dopes speak English?" Well, he didn't actually say it, but he gave me a look that was so eloquent anyone could tell what he meant.

He is a fine specimen. I have to admit that. I can't really blame people for purring about his fine physique and distinguished features. In fact I am self-appointed chairman of the admiration society. The only thing is they're all so blind; can't see for the life of them why he is such a fine little fellow. What I mean is, it's obvious to anyone with an atom of perspicacity that Jeremy (I went all-out for Cuthbert but it was no use) is the spitting image of his Uncle Richard. If you don't believe it, listen to this. At nine weeks he was already a pound overweight. I use the past tense because I gave him a copy of my diet. That should fix it.

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

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



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



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

proposes more effective action, including money penalties, against monopolistic trading practices and the conversion of what is now "common" land to tenant farms. It condemns purchase tax and the tax on gasoline.

During the two months, starting June 29 the BBC will telecast eight different TV panel games, chosen by Brian Tessler, from among 8,000 to 10,000 submitted by viewers and others suggested from within. One will be chosen for weekly presentation next winter.

"Those in their teens need rhythm in their music" is the way a DAILY MAIL reporter sums up the views of the Chancellor of Leeds University, Sir Charles Morris, who has just accepted the chairmanship of the BBC, and who, it seems to me, may have hit on a direct road to what we in Canada call "culture".

Stating that children have been brought up with this rhythm all their lives, Sir Charles said he did not "advocate jazz and jive in broadcasts designed for them". He expressed the view however that "they want modern composers who are able to express the modern idioms. It may be easy then", he continued, "to step to Bach and Haydn, whose compositions are full of rhythm".

He went on to express the opinion that "the 12 to 14-year-olds really do enjoy composers such as these. When they are older — in the 17s and 18s — they seem to need the rhythm a little more pronounced", he said.

Radio taxis are now in fairly general use in London.

A five-point recipe for Canadianization appeared in the DAILY EXPRESS here, in an article discussing the subject as viewed by Brian Anthony Lewless, English personnel manager of MacLean-Hunter Publishing Company Ltd., and a 33-year-old engineer from Glasgow, Jim Nicholson, who is credited with the recipe:

(1) Stop trying to gauge the price of things in sterling. The £ is worth far more than the official exchange rate. But dollars are dollars. You make plenty and you spend plenty.

(2) Get some Canadian clothes, a Stetson, a tartan wind-breaker and gabardines.

(3) Get a car, even if you can't afford it. You'll never force yourself to get on unless you live above your income.

(4) Don't stay put. If you don't see yourself becoming boss at your job, take another.

(5) Forget the British habit of telling everyone how poor you are. If you're poor here, it's your own fault.


The article points out that Jim is one of the thousands who have

"blended". It goes on to say that he "makes £35 (\$105) a week, has a new car, a house and a summer cottage. For him Canadianization has paid off".

On the other hand, for Gerald Peters, who does an English music hall show on CBC radio and another on CBC-TV it pays to be British, says the article. So there you have it.

By the time you read this, I shall probably be sailing up the St. Lawrence in the *Empress of Australia*, so don't buzz me unless it's really important.

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



CAMPBELLTON, N.B. — 950 kc — 1000 watts — Income from rich lumbering and fishing industries, added to bonus dollars from a year-round tourist business, puts CKNB's listeners in prime position to buy — you can sell them through CKNB — only English language station in Northern New Brunswick. BBM (1952) Day — 23,010 Night — 15,730

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

CAMPBELLTON SELLS THE NORTHERN MARITIMES

# A Growing Market

\$1,500,000

Radio Telephone link between Prince George and Vancouver. This link of twelve relay stations will speed messages from Prince George to coast Markets.

Reach this growing market of Prince George, B.C. over

## CKPG

250 Watts on 550 Kcs.

Serving Central B.C.

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

## Local Agency Experts Saturate Guelph Market Via CJOY's "Steak and Umbrella Open" By Radio Reps Limited

Under the careful direction of Radio Station CJOY's Co-Managers Wally Slatter and Fred Metcalf, a fortunate group of advertising executives, on Thursday, May 20th, combined their talents to turn Guelph's Cutten Fields Golf Club into a mangled mass of turf.

Even though attendance was

limited and umbrellas unnecessary, CJOY's "Steak and Umbrella Open" was a big success.

It is hoped by all those who attended that more of this year's "unfortunates" will be able to escape from the rigours of business to attend CJOY's next big "Steak and Umbrella Open".



Pictured above is Stu MacDonald of Vickers & Benson receiving this year's "UGH" Cup from last year's winner, Wally Shubat, Radio Representatives. Stu MacDonald wants it known that he only triumphed this year on a technicality, as the rules state "No golfer may win 'UGH' Cup two years in succession".



Southpaw WIB PERRY of Leo Burnett Advertising won the much-coveted "SO-SO" Cup representing Mr. Average Golfer. Very apropos was that it was also Wib's birthday (105) — score, not age.



Charter members of the newly formed "David and Goliath Mutual Admiration Club" are pictured above. Standing with trophies in hand are — "UGH" Cup winner Stu MacDonald and Ernie Allan, top man in the Tournament. It was rumoured that both these players carried a copy of "BEN HOGAN'S POWER GOLF" book in their back pockets.



Fred Smith of Spitzer & Mills congratulates (?) this year's winner above. Ernie Allan of Ronalds Advertising this year won the "WOW" Cup with a low gross score of 91. The "WOW" Cup is emblematic of his supremacy over all near rivals (cough, cough).

"Caught with their umbrellas down" enjoying a juicy steak is another group of "Steak and Umbrella" enthusiasts below.





# CJGX serves Saskatchewan's Richest Crop District

- Crop District 5 had Saskatchewan's largest cash farm receipts for grain and livestock — \$43,633,000 — period August 1, 1953 to March 31, 1954.\*
- Crop District 5 contains 21,792 farms — practically 20% of the Provincial total.

**BUY the station that has Audience Acceptance.**  
**BUY the station that reaches people able-to-buy.**

**BUY**

# CJGX

**YORKTON**



Representatives:  
 Horace N. Stovin & Company — Toronto, Montreal, Vancouver  
 Inland Broadcasting Service — Winnipeg  
 Adam J. Young Jr. Inc. — U.S.A.

\* Sanford Evans Survey, April 1954.

# NO WONDER MORE AND MORE NATIONAL ADVERTISERS ARE USING CKCK

"Your station produced the lowest inquiry cost of any station on our list and the cost to sale percentage was, I believe, one of the best also."



This letter was received from  
**PHILLIPS - REICK - FARDON**  
 Advertising Agents  
 Kansas City, Missouri

# CKCK REGINA

Representatives: **All-Canada Radio Facilities**

## News

# BROADCAST NEWS LAUNCHES CLINICS

Saskatoon—Annual regional meetings for the news editors of stations subscribing to Broadcast News service were inaugurated at Saskatoon, May 29, when editors of Prairie stations met at the Bessborough Hotel with BN executives. Sixteen stations were represented.

The British Columbia news editors' meeting was held at the Vancouver Hotel, Vancouver, June 5, and the Atlantic meeting at the Fort Cumberland Hotel, Amherst, June 15. Meetings for Central Canada and French-language broadcasters will be held after the summer vacation period.

These regional news meetings are part of the plan under which Broadcast News was established to process and develop THE CANADIAN PRESS news for private broadcasting stations which are represented on the BN board of directors. Purpose of the meetings is to exchange ideas for the improvement of news broadcasting generally and to study the BN service with a view to making it meet the needs of all stations as closely as possible.

At Saskatoon, discussion of main subjects were led by: Larry Heywood of CFAC, Calgary, on news-cast make-up; Nick Roche of CKBI, Prince Albert, on sportscasting; Bill Skelton of CJOC, Lethbridge, on regional coverage; Laurie Graham of CFRN, Edmonton, on local coverage; Russ Sheppard of CJCA, Edmonton on government and legislature coverage; and Bill Love, CFCN, Calgary on news-writing style.

Recommendations coming out of the Saskatoon meeting will be discussed with other regional groups. It was agreed that Prairie region news editors should meet annually, preferably in May or June. An advisory committee, including Al Bready (CJOB, Winnipeg), Francis Church (CKBI, Prince Albert) and Russ Sheppard, was named to consider the program and site of the next meeting. It was pointed out that two-day meetings might be necessary in future because of the broad scope of discussions.

A highlight of the Saskatoon meeting was the formal presentation of a 1953 Beaver Award to CFQC by Charlie Edwards, manager of Broadcast News, during the news editors dinner. It was one of five Beaver Awards made by CANADIAN BROADCASTER & TELESREEN "for distinguished service to Canadian broadcasting during 1953", to stations from Summerside, P.E.I., to Vancouver.

The CFQC Beaver was for "the

pioneering effort of its news department, directed by Godfrey Hudson, in establishing the station's own editorial voice with the program, *Opinion*. Presented on behalf of C B & T by Edwards, the *Beaver Award*—an engraved copper plaque bearing the citation—was accepted by Blair Nelson, CFQC commercial manager, in the absence of station president A. A. Murphy. A replica of the *Beaver* was presented to Godfrey Hudson and his newsroom.

In accepting the award, Nelson expressed appreciation of the broadcasting industry generally that the *Beaver Awards* have been revived as an incentive to better broadcasting in Canada. Edwards commented that the award to CFQC reflected honor on all Canada's news broadcasters who were fulfilling the responsibility of good news reporting on the air.

Gordon Love, president of CFCN, Calgary and BN vice-president who attended the meeting as western representative on the BN board of directors, told the news editors that success of the meeting emphasized the importance of their meeting annually to discuss news problems.

Others attending the meeting were: E. V. Dutton, CKRC, Winnipeg; Ted Pulford, CKY, Winnipeg; Jim Struthers, CKX, Brandon; Hugh Delaney, CKCK, Regina; Art Kinneard, CKRM, Regina; Godfrey Hudson, Vern Dallin, Harvey Tait, CFQC; Dave Bradley, Art Henderson, Joe Campbell, Bob Brown and Bob Hosie, CKOM, Saskatoon; Lorne Thompson, CHAT, Medicine Hat; Al Slight, CHED, Edmonton; Ron Evans, CFRN, Edmonton; Walt Rutherford, CJCA, Edmonton; George Kitchen, The Canadian Press, Edmonton; Eric Dunn and Charles Edwards, Broadcast News, Toronto.

After the meeting the news editors were entertained by CFQC at a cocktail party and by BN at dinner in the Terrace Lounge.

At the Vancouver meeting, nine B.C. and one Alberta stations were represented as 30 radio and BN newsmen exchanged ideas on news and sports broadcasting and studied the set-up of the BN news report. It was decided to hold similar meetings here annually, with the 1955 meeting in May or June. Dorwin Baird of CJOR Vancouver was appointed to work with the BN management in arranging the next meeting.

Maurice Finnerty, CKOK Penticton, BCARTB vice-president, was chairman of the meeting. He also presided at the dinner where the editors were entertained by BN.

At the dinner, Finnerty told the

## ANNOUNCING

# CFPA-TV Port Arthur Fort William

Beginning regular schedule in September on Channel 2. Applications are now being considered for positions of cameramen, control operators, etc. Give full details in first letter to

Ralph Parker  
 CFPA - TV  
 Port Arthur, Ont.

radio news editors that news was increasingly important to radio stations because of television competition. Radio could do a more comprehensive news reporting job than television and it was essential that radio news editors accept fully their great responsibility to their stations and communities. He congratulated the editors on the progressive thinking shown in their discussions.

Papers were presented and discussions led by: General news principles and coverage, Sam Ross, CKWX Vancouver; Newscast make-up, Jack Webster, CJOR Vancouver; Sportscast make-up, Jim Cox, CKNW New Westminster; Regional coverage, Andy Stephen, CKDA Victoria; government and legislature coverage, Bert Cannings, CKWX Vancouver; style in writing news for radio, Dorwin Baird, CJOR Vancouver.

Others attending the meeting were John Sharpe, Bob Colling, Mike Siddall, Art Robinson, Roy Jaques and Gordon Forbes, CKWX Vancouver; Ted Oliver, Bill Wellwood, CJOR Vancouver; Ted Reynolds, CJVI Victoria; Sir Michael Bruce, Hal Rodd, CKNW New Westminster; Dave Roegale, CKOK Penticton; Bob Hall, CKOV Kelowna; Bill McLaughlin, CJAT Trail; Ken Hutcheson, Jim Robson, CJAV Port Alberni; Lorne Stout, CFCN Calgary; Charlie Edwards, Eric Dunn, Broadcast News, Toronto; Fred Murphy, Charles Morrow, Broadcast News, Vancouver; and Eddie Johnson, The Canadian Press, Vancouver.

the agency must decide on the value of the research to the problem."

According to Godfrey, the social scientist is both judge and juror in his realm, in that he draws up the rules for research and then declares that they are correct. He also pointed out that social psychologists belong to schools of psychological thought and their findings tend to reflect the theories of the school ("With a Freudian, everything is sex").

The verbatim response technique, was one method outlined by Godfrey as having been employed with some success. With it a respondent who has been exposed to a particular advertisement under study, is prompted by a thoroughly trained interviewer to talk at length about some third party or exterior situation. The ideas and attitudes of the respondent can be gained from his remarks about other people and things.

Heading a quartet intent on applying research findings to advertising generally, was Mrs. H. E. Vautelet, competent president of the Canadian Association of Consumers, a national organization of housewives. With good humor she berated the advertising industry for continuing many of the practices which the members of the CAC generally condemn.

She felt the primary role of advertising is to guide the consumer in making a wise choice, but advertising apparently considers its paramount duty is to make the consumer make a choice — any choice, so long as she buys.

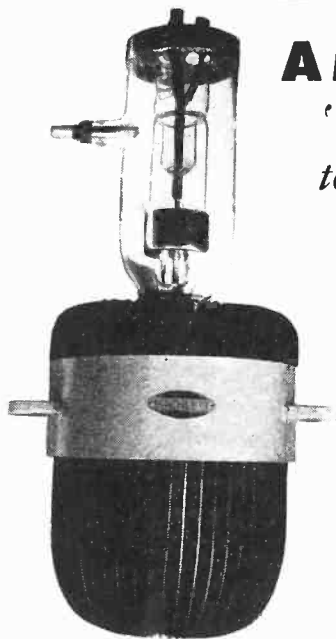
Mrs. Vautelet fears "advertising may be growing up in a vacuum" when industries continue "offering bribes in the form of premiums to make consumers buy . . . and the premiums are often only of nuisance value". She said she appreciates "that maybe bribe advertising is a tiger advertising can't get rid of".

She also rapped: the "hurry, hurry" type of advertising, because most consumers aren't "balls of fire" who will rush out to buy something no matter who tells them; sex in advertising, because sex doesn't register with the one who does most of the family shopping, the wife; and offensive association in advertising, particularly the deodorant type which apparently attempts "to sell marriage on the basis of a smell".

### WANTED

## MANAGER

For successful station in Northwest Canada. Good opportunity. Write Box A-200, C. B. & T., giving complete details. Applications confidential.



## AM OR FM

*"You're on the air to stay"*

with  
**MACHLETT TUBES**

Machlett broadcast tubes are designed to serve all broadcasters—AM, FM and TV . . . and to provide reliable, low-cost operation at all power levels.

OVER 50 YEARS  
SPECIALIZING IN TUBE  
MANUFACTURE EXCLUSIVELY

### DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.  
BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Advertising Department  
Dominion Sound Equipments Limited  
4040 St. Catherine St. West, Montreal, Que.

DS-53-19

Please forward data

NAME  
COMPANY  
ADDRESS  
CITY

### ACA Searching Research

Motivation research — finding out what makes people do the things they do — "isn't a cure-all" for the advertising craft but it holds out promises of important answers to vital questions if used properly, said Henry Godfrey, copy and media research director of J. Walter Thompson Co. Inc., New York.

It is too expensive to be generally employed, for one thing. Another ill is that motivation research is only vaguely understood; it has been used too much as a fad technique, where other methods might have proven as good or better. Even so, this and other types of mass psychological research should be studied and used — if only in a limited way — by those seeking some applicable answers to advertising problems, Godfrey declared.

"We can learn a lot from the social scientists," Godfrey pointed out, but he warned that "the advertiser and

*Resolved:*

*That you must have  
a gimmick!*

insert  
gimmick  
here

A debatable point. There are those who say a gimmick is the "be all" and "end all" of advertising, and there are those who choose the "soft sell" approach. Depending on their special needs, both may be right. So, when a sponsor wants a gimmick, we give him a gimmick. If he wants the quiet approach, we do that too. This way we have happy sponsors and satisfied listeners.

Try our special brand of enthusiasm.

## CHEX — PETERBOROUGH

NBS in Canada  
WEED in the U.S.A.

**YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE**  
REPS — PAUL MULVIHILL - TORONTO - MONTREAL  
AOAM YOUNG U S A

**A Weekly BBM of 74,310**

gives

**CJBR**  
RIMOUSKI

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

5000 WATTS ON 900 KCS.

Supplementary to the French Network

**CJBR**  
RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION

and soon to go on the air

**CJBR-TV**

*Books*

**THE CHARTERED LIBERTINE**

There is now a short course available on the manifold trials and tribulations of operating a national government organization bent on purveying that much muddied commodity known as culture. The price is only \$3.50. The whole thing comes packed between two covers, written by Ralph Allen, published by Mac-Millan and just off the press.

Canadian novels are rare. That goes without saying, but the future looks brighter all the time. Canadian novels by Ralph Allen are indeed scarce; only one other in captivity. But when it suddenly does exist and it deals with the CBC in particular and the mass-communication of ideas in Canada generally . . . there, friend, you have a hot volume. In fact, no one should miss reading it who has anything to do with broadcasting, advertising, merchandising . . . or even railroads and Canadianism.

First of all, Allen doesn't lead with a heavy hand. The same light, but straightforward approach is used in this *The Chartered Libertine* that has been a rewarding feature of the editorial page of *Maclean's Magazine*, or the almost-forgotten sports column of the *Globe & Mail* (remember when he took over from Jim Coleman?). Also, Allen is a newsman and he knows a lot about Canadian national radio from way back when. And obviously he's a guy who gets around and keeps his eyes open, his ears tuned, his mind a sponge for ideas, and his skin thick but hyper-sensitive to the horn digs of the bullocks in our society. That helps to make a satiric novelist.

*The Chartered Libertine* is about a lot of people and a lot of things, most of whom just make lumps in the bundle so it'll look big. The hero is one, Garfield Smith, who owns (not necessarily in the order of their importance), a radio station, a daily newspaper, some vague type of magazine, a novel venture known as Drive-In Dentistry Inc., and a baseball signed by Ty Cobb. Soon a women's baseball team is added. One thing you can say for Garfield is that he knows where he's going. And there's not much doubt about who was used for a pattern.

Allen creates his other characters well enough, especially: Bertram Harvard, chairman of the CBC; the Honorable Peter Rackstraw, M.P., cabinet minister responsible for the CBC; and Dr. Hilary Bonnisteel,

associate professor of English at Ontario University. They are real people, and human in most situations that Allen contrives to lead them into. However, I don't believe one should try too hard to find their counterparts in real life. These are composite personalities, presumably. The year is 1957.

But forget about these and the others for the moment; they do a good job of booting the plot along; and in the end the score is tied and everybody goes home.

What they say is important, not what they are. And two bits of dialogue summarize *The Chartered Libertine*. Dr Darty, president of the University, is speaking to Dr. Bonnisteel: "I don't want to be an alarmist but I quite seriously believe that in your time, if not in mine, the healthy age-old fight over the validity of particular ideas is going to mush out into a fight over the respectability of ideas in general."

Certainly! That's what this book is about! Yet it has been said or implied that this is a powerful, irrefutable commendation of government broadcasting. Nonsense.

There is this other quotation. Darty is again speaking to Bonnisteel and he is pointing out that the enemies of the freedoms, who come in so many guises, don't leave their arguments entirely to logic, but effectively employ fear, prejudice, confusion, emotion, and superstition. Bonnisteel says that the side of reason must not stoop low enough to use the same weapons. Darty: "No. Only that we are too quick to dismiss it as unworthy of serious attention. That we refuse not merely to use the other people's weapons — and I agree we must go on refusing — but that we refuse to examine them. We recoil from any contact with the other people, except on our own pure and reasonable terms, which they will never grant. We never get to know them, or the sources of their strength . . . we might even convert one of them now and then if we weren't in so great a hurry to express our scorn for them."

The point is, who could have said that.

And don't worry about poor Garfield. He gets a rough going over but his kind have proven themselves eminently successful at looking after themselves.

— Briggs

"CHLOE"  
LAID  
AN  
EGG

No  
Copy  
Ready  
For This  
Issue.  
Sorry!



**CHLO**

LONDON and ST. THOMAS

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



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

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

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

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

JNR22

(ATTENTION NEWS EDITORS AND STATION MANAGERS)

-0-

PORT CREDIT, ONTARIO—(BUP)—A TELEVISION MANUFACTURER HAS MADE A SURVEY WHICH SHOWS THAT THE WINDSOR TELEVISION AREA NOW HAS MORE TELEVISION SETS THAN EITHER HOME TELEPHONES OR BATHTUBS.

THE CANADIAN ADMIRAL CORPORATION REPORTS THAT SALES REPORTS SHOW A TOTAL OF 77-THOUSAND SETS IN THE WINDSOR AREA. ONLY 76-THOUSAND HOMES IN THAT AREA HAVE BATHTUBS—ACCORDING TO THE DOMINION BUREAU OF STATISTICS' LATEST ESTIMATE—AND THERE ARE ONLY 42-THOUSAND-500 HOME TELEPHONES.

WINDSOR STILL HAS NO TELEVISION STATION OF ITS OWN—AND WON'T HAVE—UNTIL C-K-L-W--TV BEGINS OPERATIONS LATER THIS YEAR.

F955A

This news release was carried by British United Press on April 15. Later figures show more than 80,000 TV sets in the CKLW-TV signal area.

CANADA'S MOST POWERFUL TELEVISION STATION WILL BLANKET THIS TREMENDOUS MARKET WITH FULL POWER BEGINNING ABOUT AUG. 15

*325,000 WATTS VIDEO*

**CKLW-TV** Channel **9**

**SOON TO COVER THE LARGEST PRO RATA TV AUDIENCE IN CANADA**

REPRESENTATIVES: ALL-CANADA TELEVISION — ADAM J. YOUNG, JR., INC., IN UNITED STATES

this  
summer  
there'll be  
lots of  
extra listening  
to  
Vancouver's  
**CKWX**  
radio

first in Canada's third market

*There'll be a lot of extra ears tuned to your advertising this summer on B.C.'s favorite station—CKWX. The bonus audience will include:*

#### TOURISTS

*Every year the visitor industry pours an estimated \$40,000,000 into Canada's Evergreen Playground.*

#### BRITISH EMPIRE GAMES

*Thousands upon thousands of special visitors will be in town from near and far.*

#### PACIFIC NATIONAL EXHIBITION

*Western Canada's greatest fair draws crowds from in and out of B.C.*

#### FOOTBALL FANS

*People from all the Pacific Northwest will be in Vancouver to see the new B.C. LIONS entry in W.I.F.U. competition.*

#### EXTRA RADIOS

*Local people who take their city listening habits on holiday with them will be listening at summer camps up and down B.C.'s coastline.*

#### REPS:

*All-Canada Radio Facilities Limited  
Weed & Company*



**DATELINE:**

By Helen Craig

**TORONTO**

It seems to me that many adult Canadians adopt a supercilious air when the topic of teens comes into conversation. Many of us think immediately of fetishes that absorb them: San Francisco boys dyeing their hair green; Winnipeg girls placing coins in their loafers to indicate date-status (free lance, going steady, engaged); their unintelligible pop talk. Yet, if we flipped back the calendar to our own teen years we would remember, with chagrin, a craze that held us in its clutches. Psychologists keep reminding us that teens are merely trying to be young adults and that what may seem strange behavior patterns are attempts at the difficult art of growing up.

Every once in a while you hear of adults doing something real in the way of assisting teens in this business of growing happily into adulthood. The name of Barry Nesbitt is often heard in the Toronto West End teen's conversation. He is known for his work on CKFH's teen shows, for introducing young artists to Hit Parade prominence, for the Collegiate Club in Toronto, for varied free lance activity that rounds out his workday schedule.

Foster Hewitt's CKFH, logically labelled the Sportsman's Station, went on the air four years ago with Howard Caine as manager and Bob Pugh, program director. Caine and Pugh still guide air work activity and Barry, who started Toronto announcing when CKFH began, is now one of the most-listened-to voices on the metropolitan station.

Barry's career in radio began as a singer at CHAB, Moose Jaw, in 1942. In 1944 he became an announcer, and, as a sideline, he developed his ability as an actor. Receiving a scholarship to the Banff School of Fine Arts, and being a member of the winning drama team that copped the Saskatchewan Drama Award for three consecutive years, gave him the confidence to try his luck in Toronto radio. So to CKFH.

Though the teen work is on *Campus Call* (4.30 to 5.30 p.m. Monday through Friday) and *Spotlight on Youth* (10.05 to 11.00 a.m. Saturday) are the unsponsored shows that Barry is usually associated with, he does several other programs as well. There's a 55-minute sponsored quiz show each weekday morning; the Monday through Friday 1-hour afternoon *Bar B Hillbilly Jamboree* in which he is the voice of Rog Gebunc, a 78-year old reprobate who claims to be the star of the show; the late afternoon *Kiddie's Corner*, Monday through Friday; sponsored foreign language broadcasts for Ukrainian, Hungarian, German, and Italian listeners; and commercials for boxing broadcasts direct from Maple Leaf Gardens. Just to keep life interesting and profitable, Barry has free lance TV and radio commitments where his forte lies in taking character roles; he writes radio copy for an advertising agency, and does commercial film narration (one as-





BARRY NESBITT

tainers for the Saturday night dances, that the general equipment needs care (spotlights, bandstand backdrops, records are just a few of the physical properties), Al has a big job on his hands.

The main purpose of the Collegiate Club is to provide a place where teens can come on Friday and Saturday nights from 8.30 to midnight — a place where they can dance, associate with young people in their own age group, without worrying parents that they'll whiz off to adult hot spots in Toronto that might be beyond their depth. The caliber of Collegiate Club members is high. Barry had real pride in his voice when he told me that there has never been a single "disturbance" in the four years he has been directing the club. Teens always come in couples. No stag line. The girls always dress in attractive date clothes. The boys always wear neat suits, shirts, ties. Jeans and T-shirts are unthinkable, for they feel they must uphold their club's prestige.


On Friday nights the program is dancing. Collegiate Club members make their own fun. When asked if the teens like the "creep" or other fad dances, Barry was shocked. He said they prefer "more mature, standard-type" dances. Selecting records is a challenge to Al Rose, who maintains that the mood changes every club night. In the main, Artie Shaw, Glenn Miller and Hit Parade tunes that are danceable, are tops with the youthful dancers. There are no organized dances — that is broom dances, square dances, or "mixers". It is felt that the club atmosphere

would be spoiled by the group-worker's "let's organize" technique.

Every Saturday night there is a floor show when young entertainers do their stuff. By having this opportunity to perform before a discriminating yet courteous audience many

Toronto musicians have found courage to develop their talents and move on to recognition provincially and nationally. Barry's phone number must have wide circulation for he constantly receives audition requests

(Continued on page 26)



**THETFORD MINES, QUE.— 1230 kc. — 250 watts. Serves a trading area of 150,000 persons, including employees of the largest asbestos mines in the world. Estimated retail sales are over 35 million dollars annually. Reach this prosperous market—in French—through CKLD.**

**BBM (1952) Day — 27,110 Night — 15,940**

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

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

signment per week lined up for lean summer months ahead). It is amazing, but true, that with all of these jobs, Barry is unhurried and takes each task as it comes.

Being MC of *Campus Call* was a natural entrée to the Collegiate Club, a club for teens in Toronto's West End. The location is 2271A Bloor West, past Runnymede. The club, with its box office, check room, pop bar, dance floor surrounded with tables and autographed pictures of favorite recording artists, is the hangout for 100 to 120 couples each Friday and Saturday night. Barry is MC and promotion man. His partner, Al Rose, takes care of business administration. Considering that there are 700 members, that there are en-

## A Short Life AND A MERRY ONE!

so far, and we are only 3½ months old. We could write a book about what we haven't got — ratings, BBM, market analyses. And as soon as we get them we will write a book.

But even now, we do have three things:

### Listeners—Coverage—Sponsors

\*Consider this: 155,504 letters were received by CHED from more than 200 Alberta communities — all within CHED's trading area!

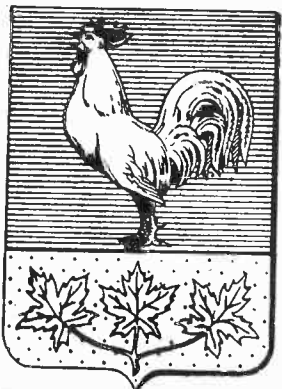
\*Or this: 135 contracts for terms over 3 months have already been signed by CHED. And 75 are for more than a full year.

\*And this: 5 advertisers in Wetaskawin, 40 miles from Edmonton, have already bought an hour participating show on CHED; merchants in St. Albert have done the same, as well as other towns.



**EDMONTON**  
24 HOURS A DAY  
REPS: HORACE N. STOVIN & CO.

# CHFA



The West's "Most Progressive French Radio Voice"

serves

**EDMONTON**

and

**NORTHERN ALBERTA**

effectively!

**680 KC.**

La Voix Francaise De l'Alberta


Our Representatives:  
Omer Renaud & Cie.  
Toronto and Montreal

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

B.C.'s 17 Radio Stations


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

Guarantee Complete B.C. Radio Coverage



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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



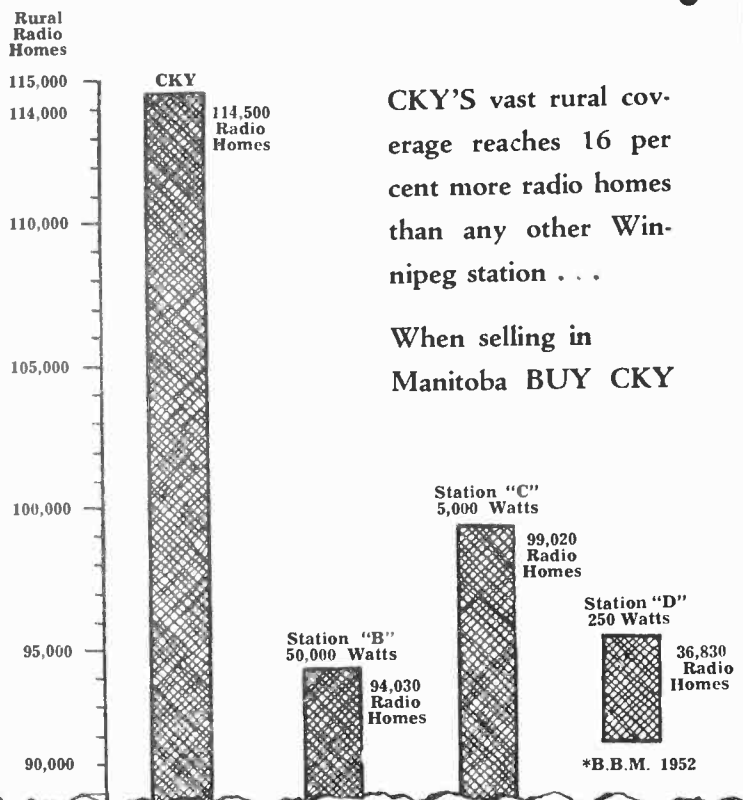
**MATANE, QUE.**—1250 kc—1000 watts—  
Covers 6 counties in Quebec, 2 in New Brunswick, solidly selling the North shore of the Gaspé peninsula. CKBL commands a loyal audience—specify Matane in your next schedule for increased returns from this section of French Canada.  
BBM (1952) Day — 25,900 Night — 20,240

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

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

IN 1954

# STILL THE BIGGEST CIRCULATION . . . . CKY!



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

When selling in Manitoba BUY CKY

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

## Dateline

(Continued from page 25)

from aspiring teen artists. The Canadaires were promoted through Barry's CKFH teen radio shows and the Collegiate Club. The Crew Cuts (*Crazy 'Bout You, Baby*, 15th on top 20 in North American Hit Parade) got their start appearing as Saturday night club guests. The Mello Macs (appearing on Arthur Godfrey's Show) were entertainers too. And so were the Four Lads, impersonator Bruce Davis, comedian Marv Goldhar, Canada's Eddie Fisher — Tom Cannon, and Betty Willis. Betty sings like Sarah Vaughan. Just recently she got a job singing with Jacques Mathé (Blaine's cousin) in Toronto's Casa Loma.

Special events help to keep the Collegiate Club perking. Al Rose plays mystery melodies from the teen's own Hit Parade and record albums are given away as prizes to winners. There are prizes for best attendance throughout the year. In the club there are representatives from each Toronto collegiate and the schools are each offered one night each season for a collegiate dance in which dance proceeds go to school activities. There are fan clubs (e.g. Eddie Fisher Fan Club) that hold dances at 2271A Bloor W., and often proceeds go to charitable organizations like the Christmas Seal Campaign. There are dance demonstrations by professionals from local dance studios. And next fall there will be Saturday afternoon coke dances for younger teens — 12 to 14 — and popular recording stars will visit them. Barry mentioned Tony Bennet as just one of the big name artists who expressed a genuine interest in meeting with Collegiate Clubbers.

CBLT has a series of talent shows called *Now's Your Chance*. Barry Nesbitt, Al Rose, and the Collegiate Club once invited the Harmonaires, an amateur group, to their teen-time sanctum. The quartet, all boys of 15 who do amusing things switching from bass to tenor, built up assurance of their ability and learned some invaluable performance techniques as they entertained Collegiate Club couples. Later, they appeared on *Now's Your Chance*. They won.



## APOLOGIA

For the benefit of those readers who are riled by the irrelevancy of this particular column to this particular paper, it is entitled "Broad Thoughts From Over Home".

## AD VALOREM

Thought on English coffee: "The money is worth it."

## AND NOW, THE WEATHER

English weather is hard to describe. It rains so much, you can't get out to see what it is doing.

## BESIDES WHICH . . . .

In England they don't apologize for their weather. They just say that it is an exceptional season which has broken another record.

## CHEERI-AWFULLY-HO

A correspondent to RADIO TIMES deplores "awfully good", "frightfully good", "terribly good", and wonders when some announcer will come out with "horribly lovely".

## COUNTRY VISITOR

"These traffic lights are all right because if you cross the road when the light is green and get run over and killed, you have the satisfaction of knowing it wasn't your fault."

## WHAT PRICE FREEDOM?

Picture of English child howling his eyes out for margarine when at long last, butter comes off the ration.

## DEFINITIONS DEPARTMENT

Polo is eight horses playing croquet.

## SUMMARY

A quick run-down of the above complaints makes me wonder why I keep coming back every year.

# Bonus Market - - -

Official estimates place the annual tourist expenditure in New Brunswick at \$15,000,000. Car and portable radios put more of these people in range of your selling message than ever before.

Travelling on the highways, in summer camps, on the beaches or wherever tourists are, radio is the way to reach them and in New Brunswick CFNB will reach more of them, far more, than any other radio station.

New Brunswick's  
Most Listened-to  
Station



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

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



## COLLINS COMES TO CANADA

There are so many applications of Collins products to Canada's thriving economy that establishing Collins Radio Company of Canada, Ltd., has been a logical step forward. Facilities are now available to provide you with the products and engineering service for which Collins is famous. Collins-Canada is headquartered in Ottawa.

*Collins designs and manufactures radio-electronic equipment in these fields:*

**Aviation:** Airborne and ground station communications and navigation equipment for the airlines, executive aircraft and the military.

**Broadcast:** Transmitters from 250 W to 10 KW —complete line of speech and remote control equipment.

**Amateur:** Transmitters and receivers, filters and oscillators.

**Communications:** Microwave, point to point systems, FSK equipment.

**Industrial Components:** Mechanical filters, auto-tunes, autopositioners, Hysteresis motors, oscillators.

Send this coupon for complete information and descriptive literature on the Collins equipment in which you are interested.

Send to: W. S. KENDALL, *Resident Manager*,  
Collins Radio Company of Canada, Ltd.  
74 Sparks Street, Ottawa, Ontario

Please send me information on \_\_\_\_\_  
(type of equipment)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROVINCE \_\_\_\_\_

**COLLINS RADIO COMPANY OF CANADA, LTD.**

74 Sparks Street, OTTAWA, ONTARIO



# Are you in the dough?

**Bread brings** a per capita sale of .29¢\*. If you're baking dough to make dough you know your own sales per capita.

**Are you getting a large enough slice** of the business? If not, extra advertising pressure may raise your sales figure. We can help you apply the extra pressure.

**Why we can help you.** In Canada today, the largest, richest market is located in Ontario. Here five million people live . . . 1/3 of Canada's population. Here 40% of all retail sales are made. Here is the number 1 market for your product be it bread, bricks or any goods or service. And it follows, that if you sell more of your goods in the richest market, your "dough will rise higher."

**How we can help you.** CFRB, Canada's most powerful independent radio station is located in the heart of Canada's richest dollar market. CFRB reaches 619,430 homes in daytime and 639,720 homes in night-time. Logically this is the medium to use to intensify your sales in the rich market CFRB covers. You want to sell more. We want to help you do it. Call us—or our representative and let us work out a plan together.

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

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

# CFRB

**TORONTO**

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

**REPRESENTATIVES**

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