

Canadian
BROADCASTER & TELESCREEN
 TWICE A MONTH

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Vol. 13, No. 14

TORONTO

July 21st, 1954

JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
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

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

BUSIEST BROADCASTER



HERE IS THE STAR (of the same name) of "The Denny Vaughan Show", which returns to its waxes network of thirty stations October 4 for its third season under Imperial Tobacco's banner. In addition to this, these Canadian music makers do a weekly summer sustainer Saturday evenings on Trans-Canada. They are also currently facing the TV cameras, Wednesdays at 10.30, out of CBLT, Toronto. See review on page 20.

In This Issue:

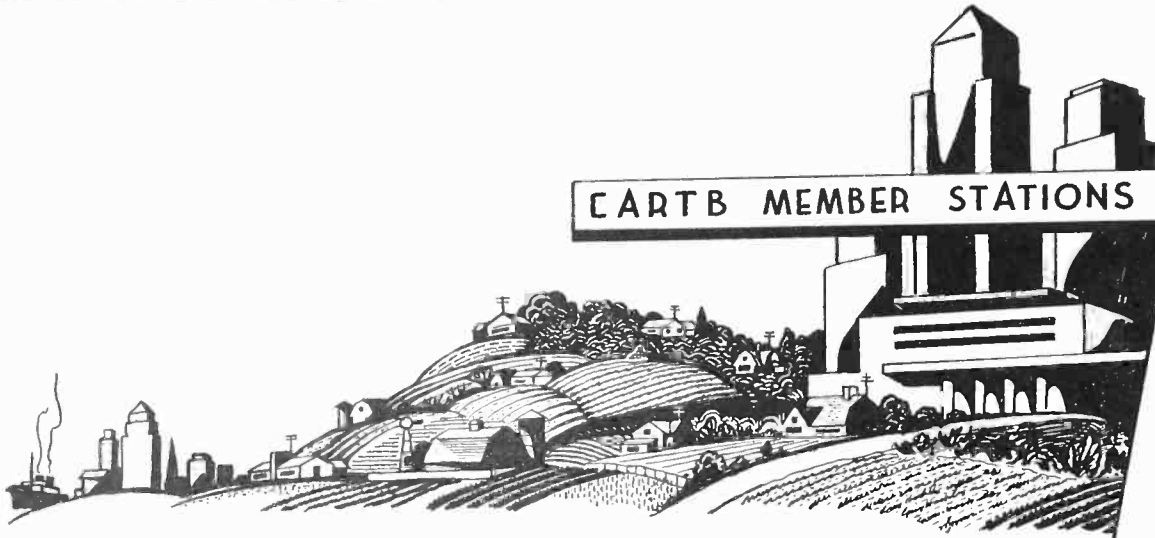
CLARENCE F. MACK, Public Service Director at CFAC, Calgary says that public service programs can pay their way and tells how on page 6.

THE RE-ADJUSTMENT between radio and TV now taking place is set out by Sidney Roxan on page 17.

EXTENSIVE HEARINGS on UHF are almost over. Some of the results are discussed on page 10.

All the regular features as well





No Other Medium* Can Make This Claim

In the summertime they listen in their cars they listen in their summer cottages they listen in their gardens they listen in their boats they listen on the beaches.

*Wherever You Go
There's Radio*

** Not even your mother-in-law*

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

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

CARTB Member Stations

- ATLANTIC (17)**
 - CKBW
 - CKNB
 - CFCY
 - CFNB
 - CHNS
 - CJCH
 - CKEN
 - CKCW
 - CKMR
 - CKEC
 - CFBC
 - CHSJ
 - CJON
 - VOCM
 - CJRW
 - CKCL
 - CFAB
 - Bridgewater
 - Campbellton
 - Charlottetown
 - Fredericton
 - Halifax
 - Halifax
 - Kentville
 - Moncton
 - Newcastle
 - New Glasgow
 - Saint John
 - Saint John
 - St. John's
 - St. John's
 - Summerside
 - Truro
 - Windsor
- FRENCH LANGUAGE (27)**
 - CHAD
 - CJMT
 - CHFA
 - CHEF
 - CKCH
 - CKRS
 - CKLS
 - CKBL
 - CHLP
 - CKAC
 - CHNC
 - CHRC
 - CKCY
 - 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
 - CKML
 - CHRL
 - CJRL
 - CKLC
 - CKWS
 - CKKL
 - 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
 - Brantford
 - Chatham
 - Cornwall
 - Fort Frances
 - Fort William
 - Guelph
 - Hamilton
 - Hamilton
 - Kenora
 - 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
 - Flin Flon
 - Grande Prairie
 - Lethbridge
 - Medicine Hat
 - Moose Jaw
 - North Battleford
 - Prince Albert
 - Red Deer
 - Regina
 - Regina
 - Saskatoon
 - Saskatoon
 - Winnipeg
 - Winnipeg
 - Winnipeg
 - Yorkton
- PACIFIC (17)**
 - CHWK
 - CJDC
 - CFJC
 - CKOV
 - CHUB
 - CKLN
 - CKNW
 - CKOK
 - CKPG
 - CHWK
 - 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
 - Victoria





CKWX, Vancouver, rang the bell, not once but twice, with one award and one honorable mention, from the Advertising Association of the West. The awards were presented at that organization's 51st annual convention which just concluded at Salt Lake City, Utah. The two programs which copped the award and the hon. menseh, were, respectively, *Why Do They Do It?* and *This Happened Today*.

The former is the safety program which was described in detail when we ran an article in our April 7, 1954 issue entitled *Candid Mike Cops*, which had appeared in *Week End Picture Magazine*.

This is the program in which tape recordings, made by Vancouver Police when dealing with traffic offenders, are put on the air. Interviews are put together in a half hour program of safety education, which is aired Sunday evenings under sponsorship of a local automotive dealer, Empire Motors.

The other program, *This Happened Today*, is a nightly ten minute news-

cast in which the actual voice of the person in the news is heard. Sponsored by Roxy Television Sales of Vancouver, these programs consist of local reports covered by the 'WX-Radio news room staff. National and international events are taken off the Mutual Network of which CKWX is an affiliate, or else obtained by means of long distance telephone calls.

The CBC recorded a TV interview with U.S. Defence Secretary Charles Wilson when he came to Ottawa to meet the Cabinet early this month. But the CBC forgot to switch on the sound recorder. So Mr. Wilson went through the whole procedure for the second time, just for them.

There's a new face in the Broadcaster office, and up and down Toronto's Radio Row, in the person



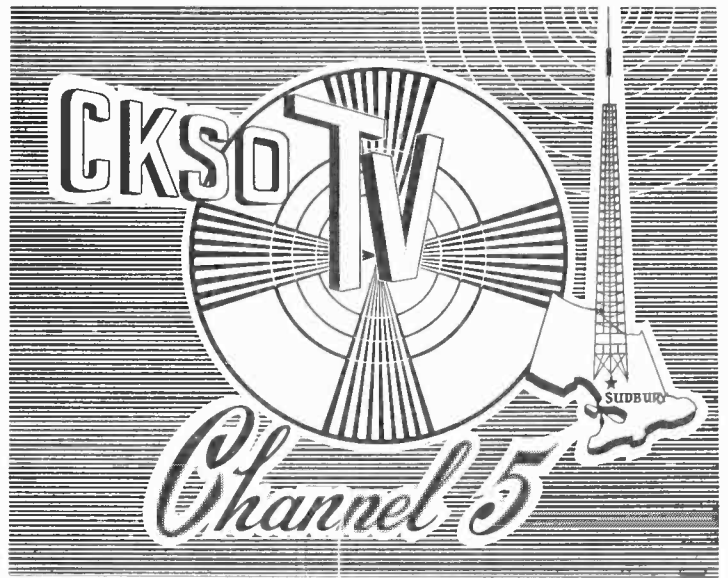
of one Sidney Roxan, new news editor of this journal.

Two months ago, Sidney packed
(Continued on page 4)



IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

They Listen To Sudbury

NORTHERN ONTARIO'S

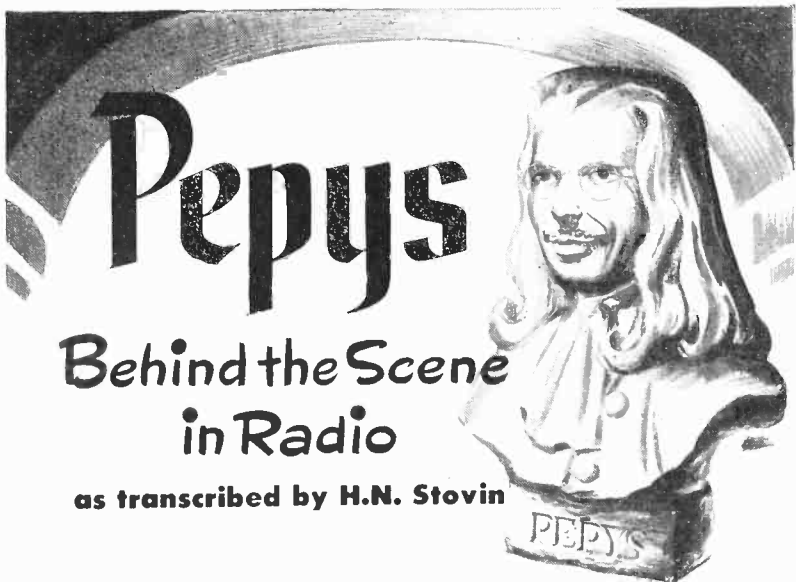
Greatest
**ADVERTISING
MEDIUM**

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.



An experience of much frustration this day. Did plan to enter in my diary how accurate B.B.M.'s radio homes study had been proven to be, in that it showed an increase of 230 radio homes in Pembroke, while Gordon Archibald of CHOV reports house building permits for 1953 to be exactly 230. Having just read this same item in Canadian Broadcaster & Telescreen, do request Dick Lewis to stop scooping this column! ● ● ● In Vancouver, a chirurgeon did have the inspiration that an old-fashioned wooden sock darning might serve as a model for the fashioning of a surgical instrument to be used in an intestinal operation, but not a shop in Vancouver did stock this ovoid item. Station 600 was asked to broadcast an appeal, which it did to such good effect that the doctor ended up with over a dozen to choose from. Do now wonder how the darned patient feels! ● ● ● A doft of my Sunday beaver to the enterprising and alert news staff at CKY Winnipeg. Being justly impatient with conflicting reports concerning the recent uprising in Guatemala, they did manage to contact an American war correspondent on the scene, via long distance telephone, "underground" radio, and "walkie-talkie". CKY recorded an interview with this correspondent, and, later, another interview with an attaché of the Guatemalan government at U.N. headquarters in New York. In a publick-spirited way, CKY gave the news story to the wire service bureaus in Winnipeg, with the result that many major newspapers and radio wire services in Canada and the U.S.A. did pick up the story and give it top priority ● ● ● Most gratified to learn that Campbell's Soups' highest per capita consumption in the world is Bermuda, and that the major share of their advertising budget is spent on newscasts and a women's program over ZBM ● ● ● And a right hearty welcome to Manager G. W. (Gerry) Lee, and to Galt Broadcasting Company Limited, to the family of Proven Stovin Stations. The new station, which has applied for the call letters CKGR, will start broadcasting in the early Fall of this year, on a frequency of 1110 Key, and 250 watts power.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY VANCOUVER

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Desk

(Continued from page 3)

his belongings and, along with eight years' experience on British newspapers, set sail for Canada, to establish a home for his wife, who will be following him as soon as a passage can be obtained.

Apart from the odd news item which trickled from his typewriter into the last issue, he makes his bow in this number with the results of a private investigation he's been conducting to determine what TV is doing to Radio and vice versa. It appears on page 17 under the title, TV And Radio — A Place For Each.

A note from a Montreal friend, Jim Clough, whom I met on the RMS Empress of Australia, contains a sentence worth handing along. Jim says: "How can you be so cheery living in a city where you have only one official language, I do not know."

Charlie Fenton, Joan St. Croix and Jeanne Alliban, have packed up the furniture, fixtures and goodwill, and

moved the CARTB Toronto sales office to 200 St. Clair Avenue West, just west of Avenue Road. The new telephone number is WALnut 2-3334.

It looked as though it was going to be a black eye for private enterprise, but ended up rather a triumph, it seemed to me from press reports of the death of meat rationing in the U.K.

At first prices soared as high as 800 per cent. Butchers must have been just about frantic. Then something happened. Housewives suddenly realized that the era of restrictive laws was just about over, and that while the butchers were entitled to charge what they liked, as also were their suppliers, at the same time it was their privilege to buy or not to buy. They chose the latter alternative, and within the week prices tumbled to a level just slightly over what they were when the rationing came off.

An AP report told how one London butcher said: "I made a tasty window display of lovely meat with price tags attached". He went on to explain how 13 of the first 14 women who took an interest in the window "turned up their noses and walked away. One came in and bought a kidney . . . I guess the ladies won".

Last year the CBC International Broadcasting Service was asked by Northern Ireland to shortwave an actuality broadcast of the Orangemen's Parade in Toronto. A man was detailed to the job, and so well was he received that a repeat performance was requested for this year's "Glorious Twelfth". The commentator is one Timothy Curran, a Dublin Irishman, whose religion would not qualify him for membership in the Orange Order.

The Desk has just received a belated report of "Radio Fathers' Day" at CJAD, Montreal. This took place the Friday before Fathers' Day proper, and took the form of an invasion of station wives, who walked in and took over. Mary (Mrs. Jim) Tapp fired the first shot when she took steps (undescribed in the release) to make sure that when next Fathers' day rolls around there will be a Mrs. Kihl to oust her then husband from the emcee's seat on the Musical Clock. "And we don't mean Norm's mother", the handout continues. Meanwhile "Daddy Jim Tapp" forgot he was station manager and stayed home in an effort to cope with the children.

Mike (Make Believe Ballroom) Stephens got the treatment from Shirley (Mrs. Jack) Curran.

And so on, and so on, and so on.

And speaking of Fathers' Day reminds me that I'll have to go if I am going to keep my dinner date, so buzz me if you hear anything.

A Growing Market

- \$170,000.00
- In public works
- started on local
- highways after
- delay due to wet
- weather.
- reach this
- growing market
- over
- **CKPG**

Prince George, B.C.
250 Watts on 550 Kcs.

Serving Central B.C.

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

In Victoria



Most Listened to (Elliott-Haynes)

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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

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R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

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



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July 21st, 1954

A Need For Radio News

Two weeks after his appointment — not election — the Mayor of Toronto has ordered the Toronto newspapers to toe the line, under threat of his permanently locking them out in favor of radio.

Obviously his Worship is out of tune with democratic procedure, and a man in a public office such as his cannot operate secretly. Under these circumstances, radio could not possibly line up with an even unwitting dictator, against the press, and continue to hope for the restoration of its own freedom of expression. At the same time, Mayor Saunders may have something of a case.

When the Mayor says that the newspapers only report the fights and bickering, and fail to give proper news treatment to the real legislative accomplishments of a session, he is accusing the press of falling down on its responsibilities to its readers.

Unless such a situation as this is to get the same treatment as it would have at the hands of a dictator, the remedy cannot possibly be sought in suppression of one medium in favor of another. In actual truth, the fault really lies in the fact that radio, in the past, has not elbowed its way into the City Hall, to fulfil its responsibilities to its listeners, by accurate and complete reporting, in the face of which the hit and miss system alleged to be adopted by the press could not survive.

What radio needs to do is this. It needs to follow the example that has been set by those stations, notably western ones, which send trained newsmen to tape-record proceedings in parliamentary and other legislative meetings. This does not mean that they have to play hour upon hour of boring bickerings into their microphones. It does however afford news editors the means of intelligent and impartial selection of what is news.

This paper is not standing in judgment of the daily newspapers in the face of the charges laid against them by Mayor Saunders. It does feel though that, be they true or false, they point up a shortcoming in radio's news-gathering machinery, and it is one which might well be remedied.

Is There A Synonym For Sucker?

Apparently the government of Canada is mightily concerned about discrimination against just about everybody except broadcasters.

The Hon. Milton F. Gregg, Minister of Labor, is responsible for a campaign to eliminate discrimination in employment,



"... and to the private stations of Canada we do bequeath the right — yea the inalienable freedom — to that part of the sphere of broadcasting activities which we from time to time may not want! How's that? Of course we can make out a new one anytime."

because of race, religion, color or national origin. He lined up eight distinguished speakers, who agreed to donate their services. These include Finance Minister Walter Harris, then Minister of Citizenship & Immigration; Ralph Allen, editor of MACLEAN'S MAGAZINE; Dr. D. J. M. Griffin, Canadian Mental Health Association; Lister Sinclair, actor, author, etc.; Rev. Richard D. Jones, Canadian Council of Christians and Jews; E. P. Taylor, well-known industrialist; Claude Jodoin, Trades & Labor Congress of Canada; and himself for the finale. The speakers donated their services as also did the seventy-six independent stations.

Centred around private enterprise radio broadcasting, here was a public service endeavor with the sound medium providing the means of communication in traditionally generous style. The Minister is quoted as saying that the arrangements that were made for airing these programs were a good illustration of the willingness of public-spirited individuals and organizations to join hands in an effort to reduce prejudice and discrimination of all kinds. A pretty tribute, and one that was well-deserved.

But there was one kind of prejudice which this project has not eliminated. and that is an apparent willingness on the part of the Department of Labor to accept radio's offerings only provided they cost

nothing, and where payment is involved, to see that funds are as far as possible diverted elsewhere.

Here are the actual figures.

A check-up of the public accounts of Canada for the year ended March 31st, 1953 shows the Department of Labor spending \$221,580.73 for "films, displays, advertising and other informational publicity". An additional amount appears under the same heading for the Unemployment Insurance Commission of \$16,188.69. This figure is broken down as follows: newspaper advertising \$15,491.16; radio services \$697.53.

Radio always has and always will earn its place in the sun by sheer force of community services rendered. It is perhaps fortunate that, in the case of this particular venture, the seventy-six stations are donating their facilities to the people of Canada. If it were otherwise and they were making this gift to the Department of Labor or the government of which it is a part, it seems to us that it would be forced to wax pretty vocal. The only thing is — just what is a government?

Mr. Garson Is Right

Recent utterances of Social Crediters and Socialists in Canada suggest that both groups believe government has a responsibility to determine prices. Noting this similarity of views between Social Credit and CCF, Justice Minister Garson properly observes that "If the Government once took a hand in the process of price determination, I think it is reasonable to conclude that the determination of prices would eventually become entirely a government function."

Mr. Garson is entirely right. There is already ample evidence of what happens when government takes a hand in price determination. In collective bargaining, government intervention invariably results in organized labor, with a solid group of votes, although with a smaller number of people involved, getting the breaks at the expense of the unorganized consumers. In agriculture, government intervention in price determination results in uneconomic over-production and higher prices to the consumer.

Politics and prices, it is clear, just don't mix. Those who attempt to mix them discover that economic considerations quickly give way to political opportunism, in which the general public is invariably the loser.

— The Printed Word,

Verbatim

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 Parabolos.
- **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 flood-light. 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

PUBLIC SERVICE PAYS

We have learned that no community can grow or thrive without business and industry, and no business or industry, be it soap, soup or syrup, can exist without the support of the people. The public must be kept aware of available products and services, and so we have advertising, and in radio the advertising is sugar-coated with tuneful jingles and melodies over the air, delightfully blended with the melodic jingle of coins and cash registers of local sponsoring business firms. Naturally this is the way we want it, and the way it should be, but let us not forget, in supplying the listener with this sort of programming, we are not giving out with the literal interpretation of the words "Public Service".

It is an undisputable fact, private radio must have its sponsors, but what is even more important, the sponsors must have private radio. Today radio provides that necessary public service wherein the merchant and businessman can conduct his business at a profit so that his business and industry contributes to the community in order that the community may grow and prosper.

In the United States policy and belief stipulates that in order for a feature or program to be of a public service nature it must not be sponsored. In Canada, however, we take a more literal view. We consider that newscasts and sporting events, even though sponsored, possibly even head the list of public service programs. News analysis and talks come next in line, because they provide behind-the-scene information and often a more concise interpretation of events both locally and on an international level. They are programs which contribute to the enlightenment of the community.

Local drama, musical talent, charitable projects, support of service clubs, weather reports, road conditions and many others, are all vehicles which in Canada lay claim to the public service category. And, in presenting these features, every radio station doing so can increase its prestige in the community while, at the same time, increase its income in its own ledgers. This combination is always good business!

By presenting a few case histories



Condensed from an address to the Edmonton BMI Program Clinic by Clarence F. Mack, Public Service Director, CFAC, Calgary.

it can be seen how public service can grow from sustaining features and red ink operating costs to sponsored vehicles and figures in the profit columns.

Back in 1947 I was given the opportunity at CFAC of attempting to organize a group of aspiring radio actors into a presentable group capable of doing a half-hour weekly show. There was a degree of interest shown by certain members of amateur little theatre groups, who felt that they would like to embark on a new field, and so we began.

It was recognized by CFAC that this project was, in the finer sense, an available training scheme and, of course, none of the actors or actresses was paid for their efforts. Our major expenses were paper and stencils for scripting and the occasional fee for script royalty when we were at a loss for royalty-free or public domain plays.

It was a slow beginning but the interest grew. A few more people made themselves available for training and we began broadcasting home-grown drama. It was a natural for local interest, and a short while later the show was auditioned by our sales force for the local office of the Natural Gas Company. Just to show how certain sponsors take to public service features, this company went on to ask for an arrangement whereby a similar dramatic group in Edmonton would also become part of their show.

From this beginning, and by now with some quite well trained and capable people available, C F A C picked up a cue from a 1952 BMI Program Clinic suggestion, as a summer replacement for our regular winter season of *Wednesday Night Playhouses*, we began a series called *The Calgary Story*.

These were all written locally and dealt, each week, with a different firm or industry. They were written in such a way as to dramatise the growth and development of the firm, with a different company each week paying the cost of writing and producing the show. It became a very popular feature throughout the summer and, in all, we presented the story of 26 local industries.

Wednesday Night Playhouse still enjoys a place in CFAC's broadcasting schedule and, since its inception, has seen close to 200 artists and actors take part, some of whom

Tell Us Another

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

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

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

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

CFOR
ORILLIA, ONT.

1000 Watts—Dominion Supp.

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

have left Calgary to embark upon professional careers in drama. It is interesting, too, to note that this series has always run in competition with the CBC's National Network feature *CBC Wednesday Night*, and on a number of occasions when surveys were taken, we have beaten out, not only this national feature, but competitive programs on other local stations. We think this is due to the local interest and, of course, we like to think, too, that the shows have improved in calibre.

Speaking of calibre improvement, by 1952 we felt that we could enter one of our shows from our *Wednesday Night Playhouse* for the Canadian Radio Awards. It was a story by the Edmonton radio writer, Elsie Park Gowan, and we were naturally very pleased when the judges awarded CFAC a first in the non-network drama category.

This series of shows was also part of the CFAC's citation in the 1953 Variety Show Management Awards. And while this feature has not at all times been sponsored, it has shown and proven itself a saleable vehicle, plus one which has added a great deal to CFAC's prestige.

Another case in point is a program, the title of which I am sure has been used in many ways over many other stations. It is a weekly news review entitled *This Week*. The idea of the program was to take the news highlights of the week, dramatise where possible, use actuality where possible, and provide listeners with a quarter-hour package that would both inform and entertain. This series of programs has, to date, been on the air over CFAC for nearly 4½ years and during the entire time has never once been without sponsorship.

This public service type of program has become a solid part of our Sunday evening schedule. The program follows an early evening news-cast and, from surveys conducted, we find that it is a popular feature. Reports also reaching our ears tell where school teachers recommend *This Week* to their classes in order that they may better understand current events and news happenings.

This year CFAC had the pleasure of receiving an Honorable Mention for this program when it was entered in the Ohio State University competition. We feel this is a true indication that public service programming can prove itself on two counts - prestige and income.

In citing another form of public service programming we admit at the outset that the idea for the program came from similar shows heard on the CBC National Network and on CBS networks. We changed the title of course but we retained the basic ingredients for a show called *State our Case*.

To sum it up, it is nothing more than a discussion panel wherein four people discuss varying topics on the full understanding that the panel members are not experts but ordinary people with opinions which when expressed, often stimulate interest and further discussion by listeners.

When the program idea was first discussed the feeling was that this type of presentation would appeal to a very limited audience and that this audience, in order to have an appreciation of talks and discussions, would be of a high, or above average, intellectual category. Once again, to begin with, the program was a sustaining feature. Then it began to take hold and we received favorable comments and suggestions.

The following year, when we began another season, I approached certain of Calgary's established and reasonably well-known citizens and asked them to appear as three permanent panels, to be rotated every three weeks. I had no difficulty in obtaining the services of nine people - a psychiatrist, two ministers, a public librarian, a medical librarian, a Shakespearean speaker, a lawyer, a member of Parliament and an electrical salesman. With these people I organized three panels and each week I added one more person by inviting a guest from various walks of life and vocation.

(Continued on page 8)

Something missing...

like
selling
Quebec
market
without

CJKQV
1000 WATTS 1280 K.C.

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

We Are Really Sizzling!

But it isn't the heat. It's the activity!

Local advertisers from New Glasgow to Sydney are giving us the biggest and busiest summer ever.

We like it. It emphasizes further that —

1. Our advertisers get results.
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As some sage said: "Where there's a listener, there's a prospective customer." We have the listeners. Let us turn them into customers for your clients' products.

Our low rates . . . extensive coverage . . . responsive audience . . . regional acceptance . . . mean sizzling results at minimum cost.

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580 Kcs.

Representatives

Can. — Paul Mulvihill & Co.

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

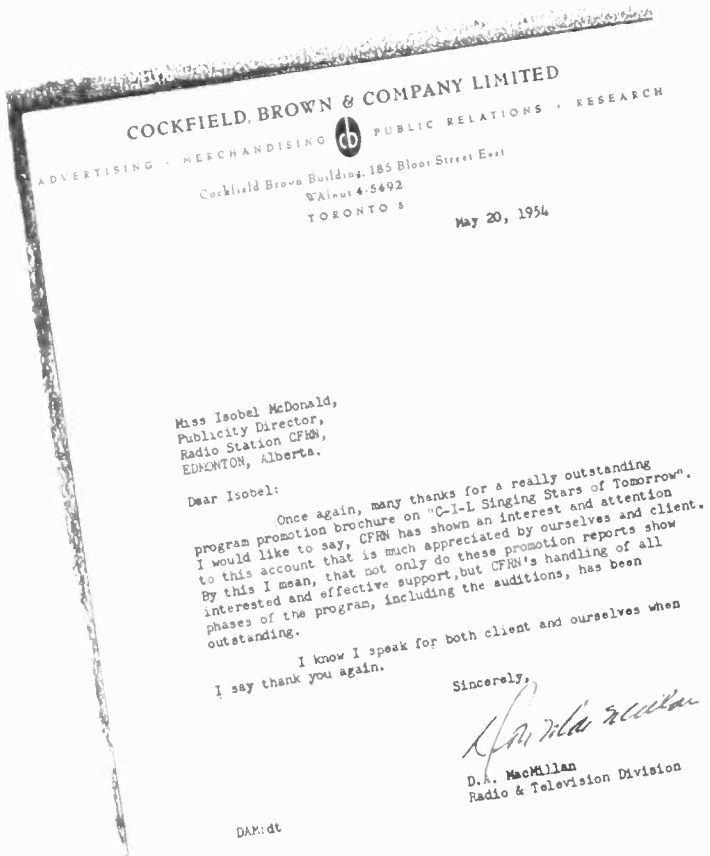
Walter A. Dales
907 KEEFER BUILDING
UN. 6-7105 MONTREAL

Progress Report

CFPA offices and studios are now located in the new building at 87 N. Hill Street, Port Arthur. (Telephone 4-2404.)

The television section (CFPA-TV) will be operating, as scheduled, on Channel 2 this September.

(Advt.)



Another reason why it's

CFRN

IN EDMONTON

RADIO REPRESENTATIVES LTD.

Montreal - Toronto - Winnipeg - Vancouver

(Continued from page 7)

I might say here, that these people receive no payment for their services for this show. Instead an award of \$25 is made each week, either by the radio station when the series is sustaining, or by the sponsor when the program is sold, to some worthy charitable organization.

I mentioned earlier that, at the beginning this feature was a sustainer and during this time we conducted surveys to determine whether or not our experiment would be a white elephant or a possible saleable vehicle. We were more than surprised to find that instead of our audience dropping off or even remaining static, it began to grow. We found too, in a survey of letters sent in, that from the type of subjects submitted, plus the addresses of the senders, our audience was not in what might be called the upper bracket of intelligence alone. We also kept our ears to the ground and discovered that the program was listened to by people ranging from janitors to Supreme Court judges, truck drivers and clergy. On a number of occasions clergymen have confessed that they have found some very good subjects suitable for their own church sermons.

This feature has now had two sponsors—one an automotive wholesale dealer, the other a large electrical firm — and we believe that *State Your Case* will remain long on the schedule of CFAC because, again, it has proven itself an entertaining and saleable public service feature. With it we have built up an audience and we have maintained an income.

And there are many more.

The examples set out so far have shown only those programs which we categorize as true public service vehicles. May I point out, however, that it isn't always necessary to completely divide and segregate these public service programs from the regular entertaining media. They can, in fact, be integrated and made to work together.

For example a local company, operating a chain of grocery stores, has for some years sponsored a morning half hour of light, bright musical selections, separated by strategically placed commercials, time and weather information. In the course of events it became my lot to rise early in the morning, go down to the studio and try to get others off to work on time through the medium of this program. In the

same course of events I began to build up a small feature of the show for the children of the audience, playing a special tune for them, and suggesting that certain safety rules be observed going to and from school. These safety hints were broadened, including warnings about playing near rivers, on ice in spring, careless riding of tricycles. This began to grow, to include older children with bicycles and hot rods ... and so on.

As a matter of fact, from time to time these safety hints were directed toward the city fathers and civic officials for faults in administration which could contribute to accidents and citizen discomfort. Over a period of years these safety talks have become an institutional part of the musical program. Listeners now phone in or write to tell me of accidents they have observed themselves and they feel I might use their observations to prevent further occurrences. The City of Calgary Safety Officer co-operates by sending suggestions and often makes specific requests for help in bringing facts about hazards before Calgarians.

For this particular portion of an already established music type show we were very happy when we were advised by the Calgary Safety Council that this program had been awarded a National Safety Council Award for its contribution to public awareness of safety.

I mention this particular show to point out how a sponsor originally began with a "time, tunes and temperature" morning program but, through the introduction of a few little features of service to listeners, it has become an institutional part of morning listening with a large percentage of Calgary's listening audience.

Public service holds a wealth of meaning plus a wealth of financial return. No radio station need program for public services at a loss. Too many features in our method of living today are necessary features, and, because they may be classified as public service, they needn't be left listed in the column marked "sustaining".

We can, and should, sell our public service features because, when we do, we broaden our available program material, we make available the types of programs the people want and enjoy and, finally, we avail ourselves of greater income for even greater and more improved public service to our communities.

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



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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

Stations

CKCW PROMOTED PARK FOR POETS



Photo by Smith Studio.

SMALLEST PARK IN THE WORLD being dedicated. Left to right: Bill Murray of CKCW, the "Bill" of "Javex Jill & Bill Show"; Amherst Mayor Kauffman, holding blue spruce planted in "park"; Joan Nelson, better known as Javex Jill; and Mrs. Dorothy Moseley, one of contributing poets.

Moncton—Radio broadcasting station CKCW here has had its share of give-away programs, but until last month it had never had a poetry contest or given away a park. It has given away radios, Christmas dinners, paid vacation trips, complete wardrobes and giant cash jackpots, all won by individuals. But the program that had listeners in five provinces teaming up in keen competition to bring honor to their own cities and towns is the *Javex Jill* program.

Javex Jill has been the selling vehicle in the Moncton market for "liquid sunshine" Javex since March, 1952. The team of Javex Jill and Bill (in real life Joan Nelson and Bill Murray of CKCW) form part of the station's major morning listening attraction. The program is on the air at 9:15 five mornings a week and Javex Jill invites lady listeners for many miles around to send along household hints written on the back of Javex labels. These are read on the air and a gift certificate for a bottle of Javex is mailed out to the sender. Each Friday one letter is drawn and a chest of Community silverware is awarded.

The co-emcees conduct this show informally and say they have a lot of fun doing it. A number of the women who send in hints regularly have become correspondence acquaintances of Joan and Bill; their letters to the show read like notes from old friends. Then the listeners took it upon themselves to send poems, humorous stories and even accounts of vacations into the show and they are all read on the air.

The park idea started when someone sent in a poem about Javex. The first poetic contribution attracted a shower of over 40 more hymes, all of which got broadcast. Joan and Bill announced the beginning of a contest with prizes for the most notable poems and this attracted mail from many points in

five of the surrounding provinces. So many entries were received that it was decided to declare an entire town the winner, rather than an individual.

• • •

Amherst, Nova Scotia, was declared winner when the contest closed as the largest number of entries had come from there.

What about a prize? Joan and Bill decided to give a park, nothing pretentious, you understand, just a small park. In fact it was designated "The Smallest Park In The World" and was laid out in Curry Park, in the heart of Amherst.

A lot of promotion was given the date and time of the Park's presentation and on June 16th CKCW's special event station wagon arrived on the scene and was piped into Curry Park by the Amherst Pipe Band and led by the chief of police. Over 200 Javex Jill fans were on hand to witness the ceremony: Amherst Mayor Kauffman turned the sod on the three-foot square Javex Park plot; Bill set a four-foot blue spruce in place; and Joan rimmed the territory with petunias. It was all protected by a wire fence and a black-and-gold sign which read: Javex Jill Park, The Smallest In The World, founded by Javex Jill & Bill of CKCW in Honor of Amherst Poets. One of the ladies on hand was appointed Park Ranger and given the responsibility of watering the Park.

Joan and Bill recorded the ceremony and interviewed some of the ladies who had brought along their Javex labels and household hints. They were awarded Javex credit cards. Mayor Kauffman officiated at a lucky name draw for a chest of silverware.

Tape recordings of the event were rushed back to Moncton and a 30-minute broadcast was on the air the same evening.

Let's Get to the "Heart" of the Matter . . .

The good salesman — the successful merchandiser all have one thing in common: "feeling", or "understanding". They need enthusiasm too, and of course they must be honest. It's the combination that counts. Feeling without enthusiasm, or honesty without merchandising know-how would never do the job.

What is this priceless combination that marks the successful salesman or merchant? We call it a "special brand of enthusiasm". An enthusiasm that includes the feeling and understanding of the other fellow's needs. That's why so many Peterborough retail merchants call CHEX their number one salesman.

Why don't you try our "special" brand of enthusiasm?

CHEX PETERBOROUGH

NBS in Canada

WEED in the U.S.A.

CKBW BRIDGEWATER, N. S.

has increased

National and Local business

54.2%

during the past year

because

CKBW produces results — 113,675 letters to CASINO Carnival September 20/53 - June 12/54

Average cost per return

.061 cents!

Pulp and paper, fishing, tourist trade provide major sources of buying power in CKBW's trading area of over 40,000 people.

Insure your south shore sales

Buy CKBW BRIDGEWATER

SALES REPRESENTATIVES FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

U.S. SENATE PLANS TO SAVE UHF

Washington. — The pendulum of opinion swung from one extreme to the other during the lively session the Senate Communications Subcommittee had with members of the Federal Communications Commission here this month. But as time wore on the weight of ideas on UHF-VHF survival settled into a central region of compromise.

The meeting was decidedly informal and, as it turned out, somewhat unrehearsed as one of the commissioners, Robert Bartley, revealed a project for dropping UHF television allocations and crowding all stations into an enlarged VHF spectrum. This, of course, is in direct contrast to Commissioner Frieda Henneck's idea of abolishing VHF and going all-out UHF. (See also C B & T, June 2nd issue.)

However, such drastic views which would lead to a complete shake-up of

stations in large sections of the country, were laid aside for the time being, and attention concentrated on other issues which will bring the struggling UHF broadcasters some immediate relief. Both FCC and Subcommittee members seemed to favor taking action from three different points, two of which may make UHF more interesting to the public and the broadcasters.

The 10 per cent excise tax on TV receivers could be lifted from sets equipped for UHF reception, the majority of members in these two official groups believe. It was proposed by one of the senators on the Subcommittee. This might overcome one of the prime problems facing the industry, namely the public's reluctance to spend extra dollars for UHF adaptors in a standard set, except in areas where only UHF is available.

The FCC maintains a multiple-ownership control over TV station licensing which limits to five the number of outlets one company may own. But it is believed UHF might be made more enticing to broadcasters if this limit were increased to include two additional UHF stations, thereby ensuring the two new UHF outlets resources in finances and programs which a single-station operator could not provide. Obviously the FCC and the Subcommittee hold the view that UHF is definitely a very long term investment.

A third recommendation which appeared likely would call for the organization of a group of industry experts and government members, or even a governmental body, which would undertake a continuing study of the inter-related problems affecting UHF and VHF. One of its specific tasks would undoubtedly be an analysis of portions of the VHF band which have been reserved for government and other non-public communication. This is the first step toward the serious study of Commissioner Bartley's plan.

This is about as much as the FCC-Subcommittee talks were expected to produce. The industry-government advisory group, as proposed, will be charged with the responsibility of working out any necessary long-range plans for the more ambitious schemes which have been put forth, if it considers them warranted. It will have to kick around such sticklers as: the possible benefit to be gained by sorting the country into UHF-only and VHF-only territories after licensing has been done on the intermixture plan; another "freeze" in either UHF or VHF grants, or even both; and maybe a gradual curtailment in VHF grants, confining them to single-station markets, or even the same treatment to UHF grants, depending on whether a one-band policy prevails.

Most imminent move is the 10 per cent tax removal. It is slated to go before the Senate Finance Committee within a few days. Other measures will certainly take longer, maybe a lot longer. Meanwhile a few UHF broadcasters are hanging on the ropes, grimly holding on in hopes that some government action will revive them. For some it is a question of time before they throw in the towel.

A few new proposals and the promise of some definite action will probably come to light when the Subcommittee meets next week in executive session. A complete report on the series of lengthy hearings it has held is expected at this session.

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

SHERBROOKE

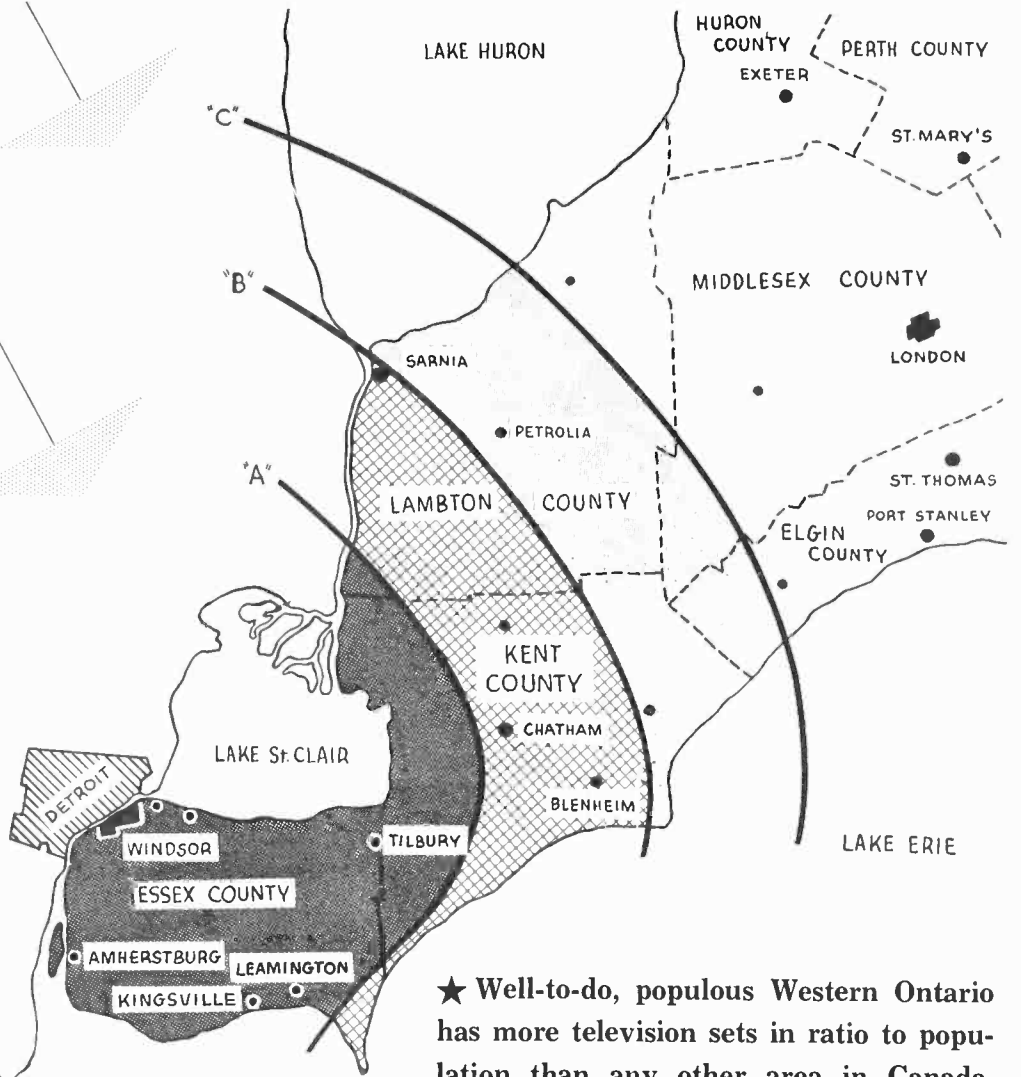
Two contrasting items of Sherbrooke news both point to the same thing! A group of twelve ultra-modern homes, out of a projected thirty, in Sherbrooke's northern residential district, are already occupied. By contrast, Sherbrooke is to have its own University for French-speaking Canadians, with Bishop G. Cabana as Chancellor. New people, new wealth, new spending power, all mean more business. To tell your sales message, use CHLT (French) and CKTS (English).

Representatives:

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

this is the MARKET

this is the MEDIUM

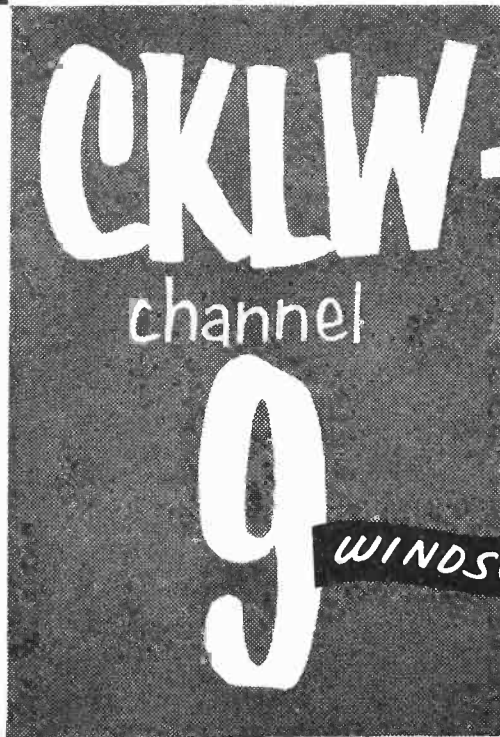


★ Well-to-do, populous Western Ontario has more television sets in ratio to population than any other area in Canada. Latest estimate shows almost **90,000** receivers in the CKLW-TV signal area, with a population of 393,510. Average weekly wage is ***\$68.14**, far higher than the national average of \$58.42. CKLW-TV viewers have the MEANS to buy your products, from cars to camisoles . . . from cough drops to concert grands.

*Metropolitan Windsor.

Put this great selling force to work for you . . . put CKLW-TV on your next schedule.

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



CKLW-TV

WITH MAXIMUM POWER

325,000 WATTS

This Is The MEDIUM . . .
CKLW-TV With Maximum Power
325,000 Watts
Channel 9 - Windsor

★ Regular programming will begin about September 1.

New! Practical! Economical!



PYRAMID PLAN FOR COLOR TV

◆ Here's how to take color TV *in stride* at your station. Here's how to capture any part of the rainbow you want and have it fit your purse perfectly. The G-E Pyramid Plan For Color applies to all broadcasters—small or large alike—because it stair-steps equipment facilities...because it stands for realistic color telecasting.

With G-E Chromacoder systems you enjoy not only exceptional performance but maneuverability on remotes...stable operation...and greatly reduced maintenance costs. Only with G-E do you stand a chance of converting black & white cameras to color application—a tremendous potential saving. For film or slide facilities, nothing on the market today approaches General Electric's inherent quality.

Add up all these advantages and you'll decide to *plan your color future with General Electric.*

1.

NETWORK COLOR and SLIDE COMMERCIALS. Step one requires low cost conversion of existing transmitters. New G-E units will incorporate the color provision. If you've progressed to this point and corrected your transmitter already, G.E. makes it easy to telecast local commercials with an exceptional 2" x 2" color slide scanner and scanner channel.

2.

COMPLETE FILM and SLIDE FACILITIES. G-E's basic slide scanner was designed for integrated use *with one or two* continuous motion film scanners. The complete combination occupies just 32½ square feet of floor space. Here is the ultimate in versatile equipment for local commercials and film programming in full color.

Consult your C-G-E Representative . . .

Take steps now to have the Pyramid Plan for Color presented to you. Consider this Plan for tops in color in growth from the G-E Black and White Television Package. Ease of modification and economy of expansion are the primary considerations.

Consult your C-G-E representative or write to:

Electronic Equipment Department,
Canadian General Electric Co. Ltd.,
830 Lansdowne Ave, Toronto, Ontario.



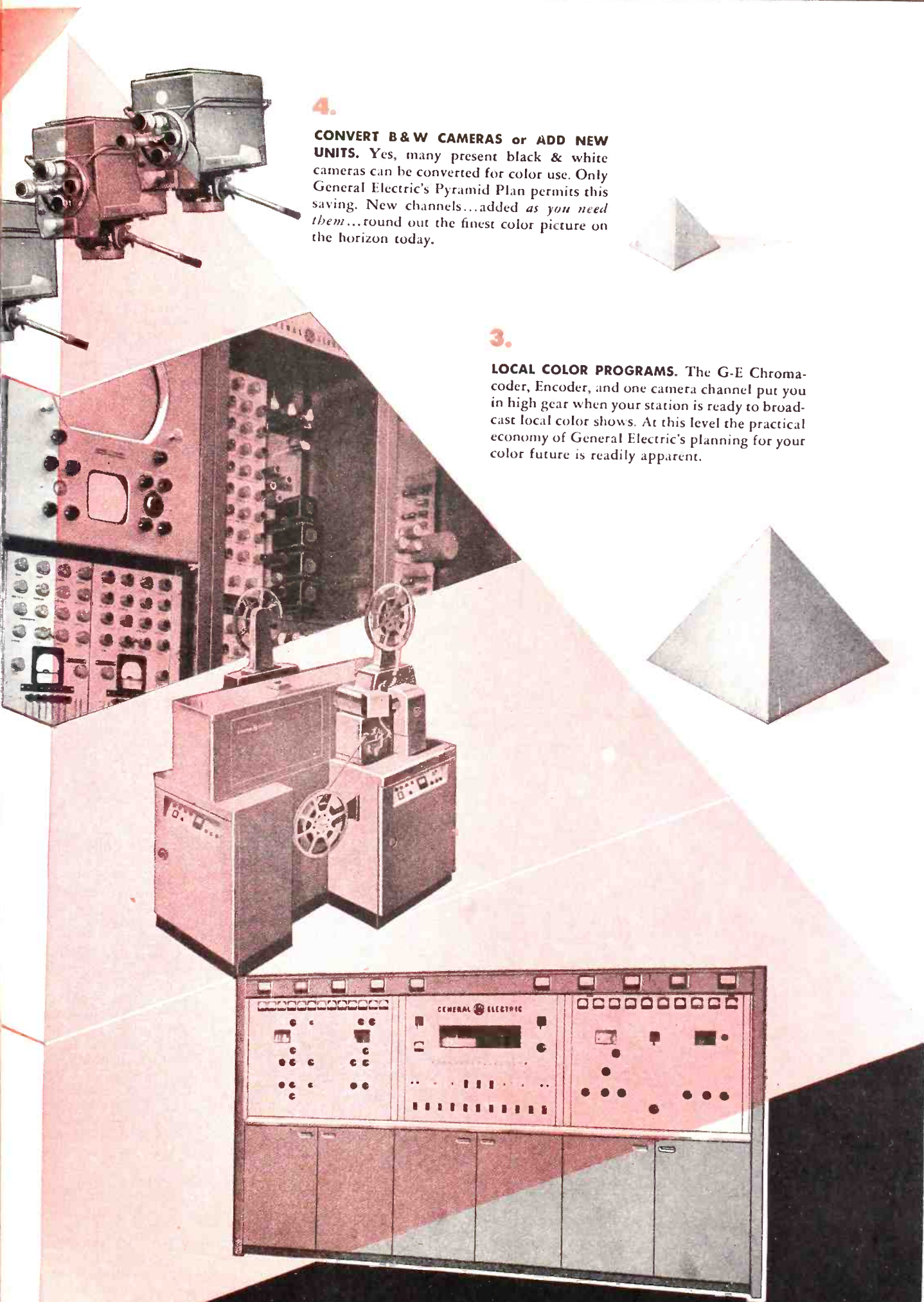
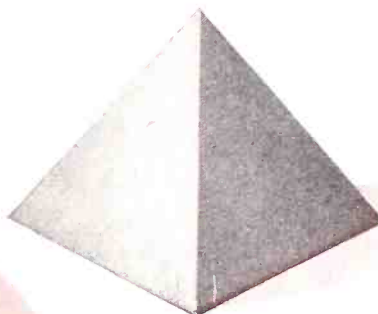
4.

CONVERT B & W CAMERAS or ADD NEW UNITS. Yes, many present black & white cameras can be converted for color use. Only General Electric's Pyramid Plan permits this saving. New channels...added *as you need them*...round out the finest color picture on the horizon today.



3.

LOCAL COLOR PROGRAMS. The G-E Chroma-coder, Encoder, and one camera channel put you in high gear when your station is ready to broadcast local color shows. At this level the practical economy of General Electric's planning for your color future is readily apparent.



Progress Is Our Most Important Product

Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

A GIANT MARKET!---

Of Greater Montreal's total population (1,395,400), 1,012,410 speak either English alone or both English and French!

Within CFCF's TOTAL COVERAGE, there are well over one million people potential audience.



Cover this densely populated area

on---



See our Reps: ALL-CANADA WEED & CO.

Writing

COPY CLINIC NOTES

by Lee Hart

This is Part IV 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: Parts I, II and III of this series, run in previous issues, dealt with: Belief In Radio; Curiosity About People; Getting Results; Related Ideas; Salesmanship and Waitability.

7. What Makes Copy Click WITH The Listener

If you have a quick answer to this question you should have attended our Copy Clinic. You'd have gone home feeling like a king or queen. For there was no writing royalty among us who could give a ready answer to the puzzler question. Neither did we think of any copy rules which could not be broken effectively by a brilliant copywriter. But we did, after much debate, come to some general conclusions about copy that clicks.

Certainly copy that clicks should click two ways: for the advertiser and with the listener.

The retail advertiser wants just two things: he wants to create sale of the merchandise advertised and he wants to establish specific impressions about his store, merchandise or service. To accomplish these two things for the advertiser you must write so the listener responds favorably to what you say. This is a big order. But, even if you're not in an operation plush enough to research listener reaction to copy, you can still go a long way toward making copy click with your listeners simply by putting yourself in their shoes and finding out what they do and don't like about copy.

Before you start trying to please or appease listeners, sift the big, broad generalizations out of their criticisms and stop worrying about these. The listeners who tell you they don't listen to radio commercials or never react to radio copy believe they're telling the truth. But when these people are questioned, via scientific ARBI surveys, you find the deeper truth coming out:

"I just happened to have the radio on. It really was an accident that I heard it."

"You don't concentrate on radio. I almost missed this, then I heard: 'fall wedgies in brown'."

"I wasn't even listening, but I heard all about these stoves."

Then there are those listeners who know they like and react to radio commercials. They say:

"I like radio commercials because they explain it to you in your own words."

"It sounds more exciting, as though it were really an event."

"When you advertise on the radio it has to be good; that is what I think or you wouldn't go to that expense."

For a more specific clue to writing copy, though, you have to dig deeper than any of these general "for" or "agin'" radio comments. After you eliminate the general critics — the ones who are "against" radio

commercials perhaps because they prefer to classify themselves in that category — you discover certain pet peeves which are significant, not because of their number, but because they are specific and there's a depth and intensity of feeling about them.

I can honestly say that out of 6,800 customer comments about radio commercials analyzed in preparing the BAB report, *Count Your Customers*, I found only one comment that registered a specific and violent objection to the radio copy. One man was really mad because the refrigerators he came to see didn't look like they sounded in the copy. He'd driven over 25 miles; wanted a refrigerator and felt taken-in because the refrigerators didn't live up to the mental picture he conjured up when he heard the advertising.

Here, in this reaction, is a clue to the huge responsibility you have as a writer of radio copy. If this same man had seen a real photograph of the refrigerator, he probably wouldn't have made the trip to the store. So you, as a radio writer, have a big advantage over space writers. Many listeners will actually help you visualize the product as the kind they want by summoning up pictures in their own imaginations. But if you want listeners to go on reacting favorably to the radio copy you write, don't make the mistake of disrespecting their imaginations. Don't lie them into thinking the \$100 sofa is the best they can buy for \$100. They may not buy the \$100 sofa when they get into the store, but they won't be angry because they've been taken-in. They may even stay to buy a better sofa.

But truth alone will get you nowhere when it comes to writing copy that clicks with the listener. The listener demands quite a bit more of you.

One of the more specific criticisms I've heard listeners voice often about retail radio copy is that they "can't understand it because it goes too fast".

I'm convinced this is not a criticism of the announcer reading your copy too fast, or even of the fact that you may have given that announcer too many words to read in the time allotted. I'm convinced it goes down to the content of your retail radio copy. I think it warns you again to read your copy aloud and cut all the vague sentences, the meaningless words, the long lists of colors and prices, and so forth. I think it's a brand new reminder to talk with your listeners instead of at them.

Stop and think about it from their standpoint. If you clutter, say new tire copy, with all the vague general sales appeals which you pick out of the stale air (you might have an accident; your car was expensive so care for it, vacation time is coming so get new tires now) you're just filling your copy with words and ideas they've heard a million times before. You've stated no one sales point clearly so the listener doesn't know what you want him to believe. You may have to narrow your sales appeal down to one main point, maybe "1-hour service on new, longer-wear tires". But at least when you state that one point clearly you'll



CJGX SELLS to a \$43,633,000* Market

• CJGX SELLS in Saskatchewan's Richest Market — Crop District 5.

- Crop District 5 had the largest Cash Grain Receipts in Saskatchewan — \$30,906,000.*
- Crop District 5 had the largest Cash Livestock Receipts in Saskatchewan — \$12,727,000.*
- Crop District 5 contains 21,792* farms — practically 20% of the Provincial total.

BUY the station that serves this rich Market and covers crop districts 1B and 8A in Saskatchewan, and 10, 11 and 13 in Manitoba as well.

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, covering 8 month period of Aug. 1, 1953 to Mar. 31, 1954.



give your listener a chance to know what you want him to believe. The same thing goes when it comes to helping your listener remember what you want him to believe. You can announce to him a string of eight figures on tire tread and prices of various sizes of tires carried by the Blotto Company, but he'll end up confused and won't remember. Or you can concentrate your proof into one tread and price example with a phrase which lets him know he can drive his car to the Blotto Company and, at a similarly low price, have brand new, longer-wear tires put on his car in just one hour. In other words, listeners believe you more when you tell them the truth. They believe you more when you write clearly so they can understand what you want them to believe. They believe you more when you write simply so they can remember what you want them to believe.

But even belief will get you nowhere until you write in the listeners' interest. If, when you read your copy aloud, you can honestly say you're talking with the listener about his or her life instead of at the listener about your company's merchandise, you're on your way to learning.

8. What Makes Copy Click FOR The Advertiser

Don't let your retail advertiser pressure you into writing something you know is wrong for him. Show him that if Westinghouse is satisfied with "You Can Be Sure If It's Westinghouse", he's wasting money

to go aloft and insist that "The Blotto Department Store Is The Home of Reliability And Advancement In Modern Merchandising". Convince him that if Westinghouse is doing all right by advertising one of its products in each commercial he too can attract more traffic and sales by taking the everything-and-the-kitchen-sink approach out of his copy.

Tell him that if Westinghouse has researched its refrigerator down to Food File as the key sales point which they state clearly, simply and in the listener's interest, you can sell any of his products better if you're allowed to use the same approach. He'll tell you he's different, that he has more products than Westinghouse, and that under his one roof is a completely different sales problem. But keep after him. The answer to the question, What Makes Copy Click For Advertisers? is: Copy That Clicks With Listeners. If you allow your advertiser to ignore this, he's dead, and his dying words will cost your station future business. He'll be able to say: "I tried radio once and it didn't work".

Next issue Miss Hart will discuss such copywriting pointers as: Radio Advertising Signatures and Themes, Copy Formats, Lead-ins and Phrasing.

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

Try us!
Walter A. Dales
 907 KEEFER BUILDING
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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

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.

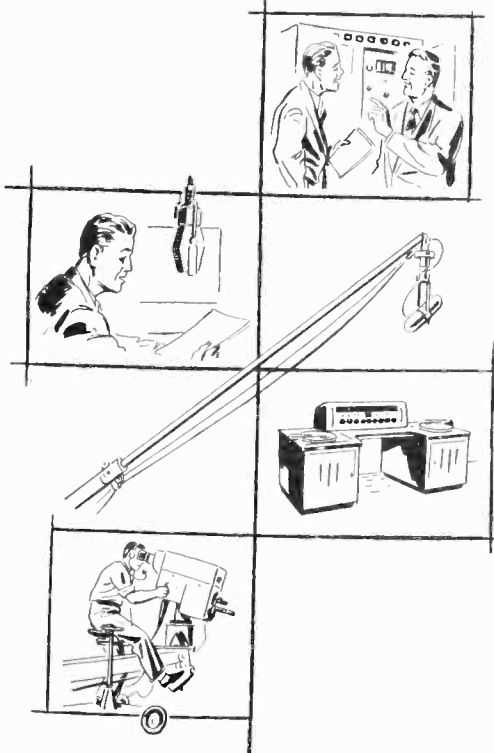
What's more, you have an opportunity to capitalize on MARCONI Engineering Consultant Service. Highly skilled technicians will gladly analyze your station operations and help you to choose the equipment best suited to your needs. Because of the increased demand in Canada for MARCONI TV Station equipment, 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.

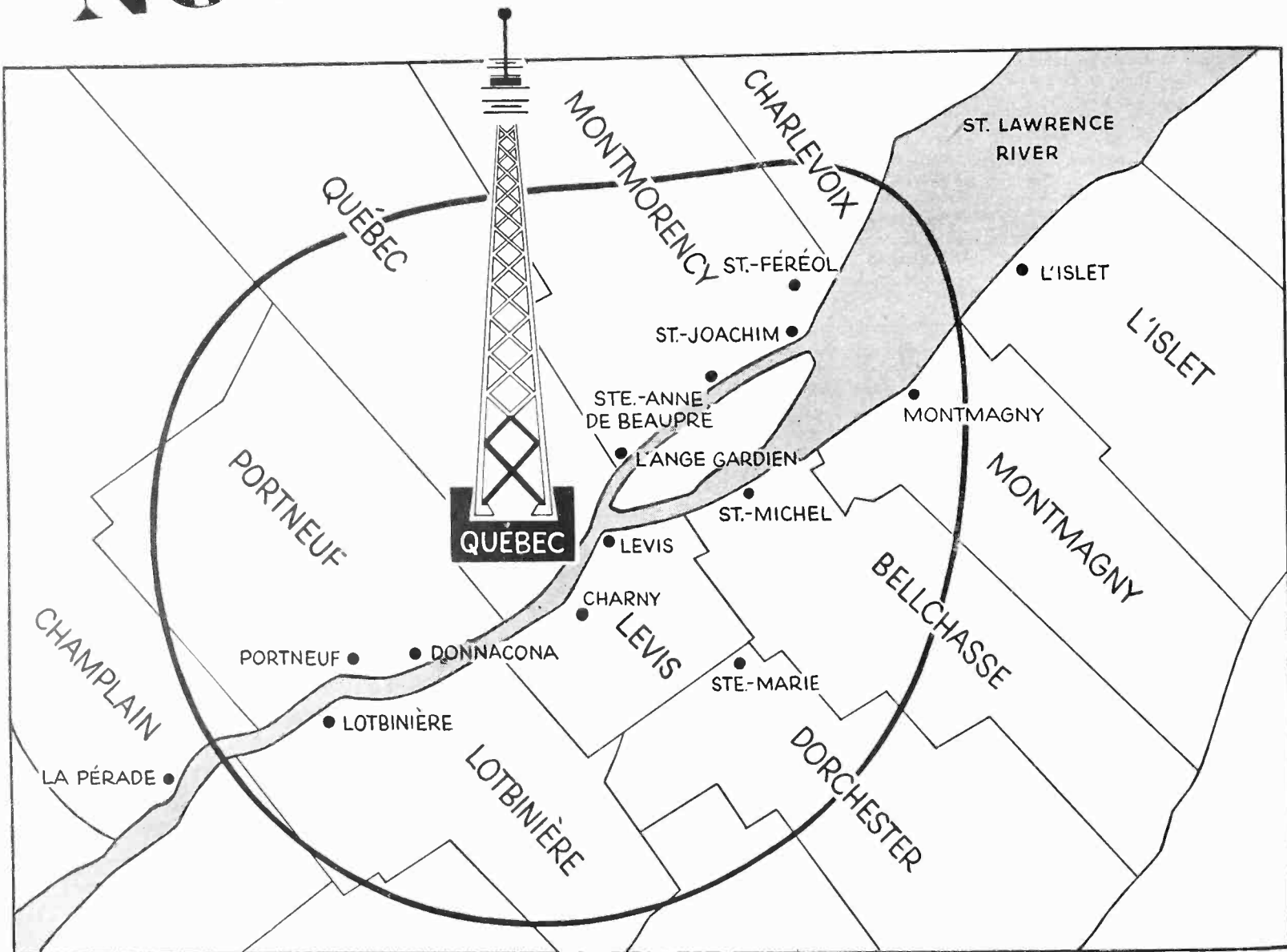
CANADIAN Marconi COMPANY
 MONTREAL 16.

CANADA'S LARGEST ELECTRONIC SPECIALISTS



CFCM-TV QUEBEC CITY

NOW ON THE AIR!



Bringing Television To Canada's Fifth Largest Market

- 629,500 population.
- 127,300 families.
- Penetration in 11 counties.
- Linked by micro-wave with CBC network.
- Completely equipped for all types of production.
- Exclusive TV coverage.

CHANNEL 4
 Video 1270 watts
 Audio 635 watts

ANTENNA
 473 ft. above average terrain.
 685 ft. above sea level.

Represented by **HARDY**



JOS. A. HARDY & CO. LTD.

TORONTO
EMpire 3-6009

MONTREAL
PLateau 1101

QUEBEC CITY
5-7373

Trends

TV AND RADIO— A PLACE FOR EACH

By Sidney Roxan

Winnipeg in May, Hamilton in June, Regina in August, Windsor in September and Kingston in October. TV station masts are springing up across Canada like ears of wheat on the Prairies. No wonder the Men of Radio are looking apprehensively into their crystal balls in an effort to discover what video and the future hold in store for them.

In the past two weeks I have been discussing the subject of Radio versus TV with all types concerned with the industry, from advertisers to radio station men. I find that there are three main theories being put forward as to what will happen when the TV child grows sufficiently to come off baby foods and vociferously demand a solid diet of advertising revenue.

There are the pessimists who see signs of radio taking a beating from TV, but they are few and far between.

At the other extreme are the complacent operators who cheerfully claim that business may be a little difficult this fall and winter but that all they need do is sit back and wait for the novelty of TV to wear off. They consider that the higher the pendulum swings in favor of TV during the coming year the greater will be its return to radio. Within this group are the super optimists who point to billings at least as healthy as a year ago, but these are apt to forget that, while TV is still a new venture, many advertisers are adopting the policy of maintaining their radio expenditure and increasing their budget temporarily to include experimental expenditure for TV. This phase will not last long and the time will come when a more direct choice may have to be made.

The third group and, as far as I can see the largest, is taking a more realistic and positive attitude. It can be summed up in the words of one Rep. who acts for both radio and TV stations. He told me "Why should radio accept the entire responsibility for TV? It doesn't have to be our baby."

He pointed out that TV may be a blessing in disguise for radio in so far as it is acting like a shot in the arm to the industry by making it go out and sell and, most important, back up its salesmen with programs that will bring in the revenue. He also put forward the novel suggestion that the CBC's policy of claiming the main markets for its own TV stations was proving an advantage to the private radio stations.

"Whatever you say about the CBC they are certainly not aggressive salesmen" he said in support of this argument. "Only when the private TV stations get their foot into these big markets will you be able to get a true picture."

Backing up the idea that radio doesn't have to play second fiddle to TV is Charles Fenton, recently appointed Sales Director of the Canadian Association of Radio and Television Broadcasters.

"From observations I have made it

would appear that some radio men are assuming that TV will expand only at the expense of radio but I do not see why that need be the case," he said. "So long as radio selling is really aggressive they have nothing to fear. TV is growing rapidly and the money to pay for it has got to come from somewhere, but the TV slice of the advertising cake can be carved out from the other media in the field. The advent of TV just means one more competitor for the advertiser's budget.

"The growth of TV can work one of three ways — it can be at the expense of radio, at the expense of newspapers, magazines or other forms of advertising, or its demands can be absorbed by an expansion in appropriations business makes for advertising. If we are all determined to sell aggressively the third and best way can become a reality."

Even in a short survey I have found healthy signs of both the development of that aggressiveness and also a solution which will enable radio and TV to live side by side. The Men of Radio are going out and selling radio, not only to their sponsors but also to the listening public.

They are plugging the idea that radio's big advantage is that it can be taken everywhere; that the house-

(Continued on page 18)

A BIGGER AND A BRIGHTER YEAR

Building goes on at a great rate in this NON-BOOM city. 1953 hit the four million mark. 1954 started with a three million dollar expansion order for BURNS & COMPANY Plant and the SICKS BREWERY.

Don't miss this expanding market. Add CKBI to your 1954 Campaigns.

CKBI

PRINCE ALBERT
SASKATCHEWAN

5000 WATTS

Friendly FRED*



For

Fine

Fun in the A.M. †

Females and males

From Regina and this

Flush Province

Find that

Friendly

Fred

Features times,

Frolicking music, and

Fahrenheit

Findings, and at

Fitting moments

Flashes and spots

Float through the air

Fascinating the

Flourishing populace into

Frisking down to be

First to Buy!

*SEAR,

that is

†HELLO,

SASKATCHEWAN

DIAL

620

CKCK

REGINA

A BIGGER AND A BRIGHTER YEAR

Building goes on at a great rate in this NON-BOOM city. 1953 hit the four million mark. 1954 started with a three million dollar expansion order for BURNS & COMPANY Plant and the SICKS BREWERY.

Don't miss this expanding market. Add CKBI to your 1954 Campaigns.

CKBI

PRINCE ALBERT
SASKATCHEWAN

5000 WATTS



The rest of the populace is

— AND SO ARE WE!

We're

ON THE AIR

AT THE FAIR

TO — SEE AND HEAR
BE SEEN AND HEARD

JOIN THE CROWDS — SEE OUR REPS!

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



THE RADIO HUB OF SASKATCHEWAN



(Continued from page 17)

wife can listen to it while doing her chores; the worker can be reached while he is on the job. The motorist is a radio natural, and the family sunning themselves on some beach is just about the most receptive audience an advertiser can wish for.

Proof that this policy is succeeding can be found in the fact that many advertisers, instead of deserting radio for TV, are just switching their times. The run on evening time is being replaced by the call for a spot on that already popular 7-9 a.m. period and afternoon radio programs are also attracting greater revenue.

Selling radio to the public is also forging ahead. A good example of this is a disc of *Listen To Radio* jingles put out by Bob Hahn

Productions, Montreal. "No matter where you are, no matter where you go, You will hear it on your radio". "To be entertained while you work and while you play, It's your friendly companion night or day".

"When breakfast is over and your hubby gone Why not have your radio on.

The tempo of the radio industry in this connection is well illustrated by Ken Marsden, promotion manager of CFRB, Toronto. "We were given exclusive rights for this disc in Toronto but we felt this was something we should not keep to ourselves" he told me. So CHUM and CKEY are also putting them over the air.

ONE THAT DIDN'T GET AWAY

In fact there are thousands of listeners within range of the six Mulvihill-represented stations who never get away from the familiar, persistent voice of radio — summer or winter, fall or spring. Because these six communities are well-diversified areas. They all have their own summer cottage and resort areas, and it is hard to find one not Hydro equipped, just like home. Their friendly radio station is always with them.

But then these communities also have their winter playgrounds and their spring and fall sport events and fairs, to say nothing of their varied businesses and industries which are growing steadily and healthily and attracting ever-mounting population to these important centres. Wherever they go, there's their radio.

So for selling any product in any season in valuable markets from coast to coast, consult:

PAUL MULVIHILL & CO. TORONTO MONTREAL

CKBB BARRIE

CHOK SARNIA

CJCH HALIFAX

CKTB ST. CATHARINES

CJFX ANTIGONISH

CKOK PENTICTON

SHORT WAVES

Keeps Reds Off Air

Ottawa — Criticism of the system under which free broadcasting time is donated to recognized political parties was aired in the House of Commons by Donald Fleming (PC—Toronto, Eglinton). He complained that the Labor Progressive Party, recognized as communist, makes use of the regulation governing free time to broadcast its propaganda to the Canadian people during election campaigns.

Since it is necessary to have 66 officially nominated candidates in an election campaign to qualify for free air time, Fleming said the Labor Progressive Party puts up the required number only so it can get network broadcasting facilities.

Fleming said that although the Progressive Conservative Party approved this plan for the last election along with all other parties, it was opposed to giving communists free radio time.

Engineers In Conclave

Toronto — The annual meeting of the Engineer's Committee of the Central Canada Broadcasters' Association will be held in the Royal York Hotel, October 6 and 7. Besides an address from a top engineering official from Columbia Broadcasting System, the agenda will include technical papers on tape recording and transistors. A panel including Glen Robitaille (CFPL), Bill McGregor (CKCO-TV), Bill Carter (CKLW) and Hugh Potter (CHML) will discuss *So You Want To Get Into TV*. Richard G. Lewis, publisher of this paper, will be guest speaker at the annual dinner.

Radio Grad Party

Truro, N.S. — Sponsoring a graduation party is pretty unique in radio business. At least they think so at CKCL, Truro, where, for the second year in succession, they have launched students at the local Senior High School, with a banquet and ball. This year 66 graduates were among 102 guests who also included all the faculty members and their wives. Main address of the evening, by Robert L. Stansfield, Q.C., MLA,

on *Citizenship*, was broadcast over CKCL. The party, which cost \$1,400, was sponsored by four local firms. Each of the girls in the graduating class received a sterling silver bracelet, to put in her "memory box", while the boys were given tie clips. "To the best of our knowledge the idea is original" says George Moore of CKCL. "We recommend it to any station. This was not a commercial effort on our part, however, it has come back tenfold in public relations value."

Double Switch

Toronto — Radio broadcasting station CHUM has completed moving its office and transmitting facilities into more modern quarters at 250 Adelaide St. W. They were formerly located at 225 Mutual St. The phone number, EM. 4-4271, remains unchanged.

RCA Victor Recording Division is moving from the top floor of the Royal York Hotel to the Mutual Street building vacated by CHUM.

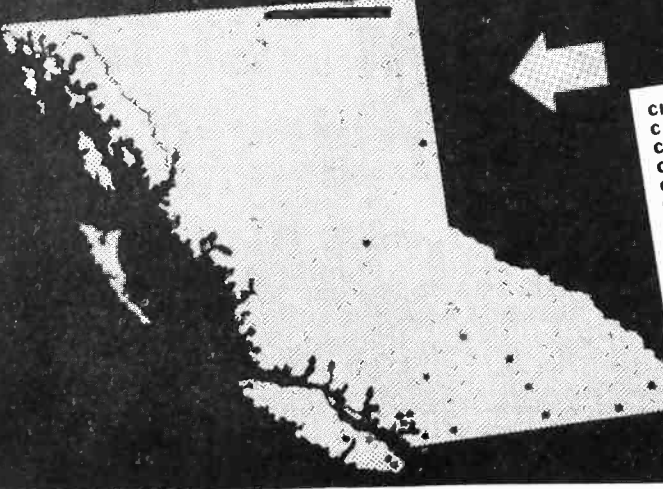
Sponsored TV in U.K. O.K.

London, England — Commercial television broadcasting has been given the final O.K. by Britain's House of Commons, and is expected to be in operation by next year. Even supporters of the move have insisted on elaborate measures to prevent commercial TV going into what they consider the "evils" of sponsored radio and TV broadcasting in the United States. The Socialists still say they intend chucking it out if they get back to power.

Lovick Absorbs Anderson

Montreal — James Lovick and Company Ltd. of Montreal have acquired the Canadian facilities of Anderson and Cairns Inc. the New York advertising agency. Personnel of Anderson, Smith and Cairns, the Canadian offshoot of the New York Agency, joined the Montreal office of James Lovick and Company Ltd. on July 1. They will continue to serve the majority of existing accounts.

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

VARIETY

NEW YORK CITY

SHOWMANAGEMENT AWARDS

'Showmanagement' Awards Mark Of Distinguished Local Operation

PLAQUES GO TO '53-'54 LEADERS

Exemplary Service in Transitional Era Cues Station, Special Citations

The original and still the fundamental purpose of Variety's annual showmanagement awards is the stimulation of interest by radio and television station management in the improvement of the more and more of show business as part of the planned operation of the radio industry.

In the previous years, Variety has the firm "showmanagement" to signify a distinguished standard of the two major aspects of station operation—organization and operation.

In particular, "showmanagement" awards go to those stations which each in its class, are marked by top management which consistently encourages the activities of program creation, general promotion, and concern for community public interest.

NOT ON CARD RATES

Local radio, Promotional, Video, Overseas Radio, Mechanical, and other departments.

Neither in the past nor in the future will the awards be based on the size of the station or the number of employees. The awards are given to the station which has made the most significant contribution to the advancement of radio and television broadcasting as an art and a business. In its broader scope, the award is given to the station which has made the most significant contribution to the advancement of radio and television broadcasting as an art and a business.

RATHER BE THAN SEEN

Exemplary Service in Transitional Era Cues Station, Special Citations

Neither by itself nor as a component part of operation is radio showmanagement to be confused with other "fields" of that character. On occasion, stations, as such, may have their place and their functions but it would be a misnomer to say that they are the primary concern of the award.

IN PUBLIC INTEREST

A series of plaques, of which this is one, is annually presented by Variety to those organizations which during the year just ended have made notable contributions to the advancement of radio and television broadcasting as an art and a business. In its broader scope, the award is given to the station which has made the most significant contribution to the advancement of radio and television broadcasting as an art and a business.

VARIETY BEGAN ITS SURVEYS DURING 1933

Radio broadcasting needed a sounder basis to pass through what may be called the "crisis" period of the late 1930s and early 1940s. It was the period of the "crisis" of the radio industry. It was the period of the "crisis" of the radio industry. It was the period of the "crisis" of the radio industry.

Each individual station faces a problem more or less unique to itself. Yet all radio stations from the smallest to the largest face the same basic problems which are the same for all radio stations.

However, Variety has not relied upon its own information and judgment alone. But has drawn upon the intimate knowledge of local radio stations possessed by various persons with leading technical, editorial and program experience. The award is given to the station which has made the most significant contribution to the advancement of radio and television broadcasting as an art and a business.

These awards adhere to always in a refusal to be impressed by mere speculations of station status or revenues. Variety has not relied upon its own information and judgment alone. But has drawn upon the intimate knowledge of local radio stations possessed by various persons with leading technical, editorial and program experience. The award is given to the station which has made the most significant contribution to the advancement of radio and television broadcasting as an art and a business.

To
CKNW
New Westminster, B. C.
For
Outstanding Promotion

RECOGNIZED FOR

Outstanding PROMOTION

1953-54



Canada's Only '53-'54 Variety Winner!

Bill Rea, CKNW owner and president, congratulates Stan Buchanan, CKNW Promotion Director, for winning Variety award. (L to R) Phil Baldwin, former 'NW Promotion Director; Rolly Ford, editor of Top Dog Magazine; Stan Buchanan, Promotion Director; Mel Cooper, Merchandising Director; Bill Rea, 'NW owner-president; and Sir Michael Bruce, Public Service Director.



TOP DOG IN WEST COAST **Radio CKNW**

355

Local Advertisers are now using CKLC with results!

In a recent one day survey, CKLC had over twice as many local accounts on the air as any other station in the Kingston market!

Why have the majority of local advertisers changed to CKLC? **THEY GET BETTER RESULTS!**

Since December, a total of 54 National Advertisers have found the same results!

How about you? Contact **HORACE N. STOVIN & CO.**

CKLC

KINGSTON

Talent Trail

by Tom Briggs



If the CBC's television programming during the past two years has been disappointing, the present summer viewing is nothing but tragic. Those beyond the reach of CBC stations may complain that they aren't getting their tax money's worth, but at least they are spared the painful experience of discovering exactly how little the Canadian public's millions are buying.

Of course if you think girls softball, stock-car racing (America's national sport) amateur boxing, phoney wrestling and third rate soccer, as they are being dished up on Toronto screens by CBLT, are worth the big money being squandered on the national service, then that's different. But it is a certainty that not many people were thinking of this kind of entertainment when the high-sounding—albeit misguided—program policies were being announced by both CBC and government spokesmen several years ago.

Everybody expects a bit of a slowdown in programming during the hot summer months. But nobody, surely, expected it to roll over and die. It did. And you know what happens to dead things in the heat. CBLT does, doesn't it?

One of the few big, bright spots on TV these past few weeks is a show that got off to a sticky but promising

start and it is really rolling now. That's the *Denny Vaughan Show*, on the CBC network Wednesday evenings at 10:30 p.m.

Denny Vaughan is a guy who has come a long way in the past ten years and it doesn't take a prophet to predict that he's just getting started. Vaughan took a gamble about three years ago by passing up an assured career in the U.S. and staked a lot of his future on Canadian radio—and now TV—audiences responding to a recognized artist who had come back home. They did. At least Imperial Tobacco is putting up a lot of money for the third straight year convinced that Denny Vaughan can sell a lot of Players cigarettes with his daily fifteen-minute recorded radio show on a long list of stations from coast to coast.

In the first production of the TV show three weeks ago, nothing went right. The prop in the opening scene stuck, and for the first time in Vaughan's career the door wasn't wide open for him, so he walked around it. The awkward moments, almost inevitable in a TV premiere, were there. Songstress Carol Starr got left high and rather dry by the wrong key on her first number. Vaughan as emcee was more hesitant than a worried Ed Sullivan and the only time he was really at home was when he got behind his piano. And yet the show wasn't too bad at all.

Last week, though, it had lots of glitter and professional polish. The first number got underway with a bounce, the studio audience reacted and away it went for thirty minutes, non stop. Vaughan had all the finesse and assurance of a Ringling lion tamer, and he was kept almost as busy. He sings two solo numbers each show, and for each one he has to move to a different set and, for one, don a new costume. He plays two piano solos backed by the 16-piece orchestra. He works into a couple of novelty numbers with the comely Joan Fairfax and the three Tune-Weavers. And all the time he keeps up a running repartee with somebody or other, all the while worrying about his arrangement of an upcoming orchestral bridge or watching that he doesn't trip over a camera table.

Vaughan has been able to surround himself with a capable group of artists who do their full share in lifting the show along; people like Miss Fairfax, who is learning to do an effective acting role in the clever settings built around her, in addition to singing; the pick-up orchestra of a lot of good Toronto musicians under Rudy Toth; and the Tune-Weavers, who seem to have fun with their Andrews Sisters' routines. Still a large portion of the credit for the impact of this show has to go to the set designers and the lighting and camera crews. Everything was in the able hands of producer Stan Harris.

He's the same Denny Vaughan of radio fame and he's going to make this the brightest musical show on TV.



"IT'S AN INSIDE JOB!"

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

CFCH
NORTH BAY

CJKL
KIRKLAND LAKE

CKGB
TIMMINS



IT'S TRUE - IT'S THROUGH -
-WITH \$\$\$ FOR YOU!
GET YOUR SHARE OF THIS "TRUNKFUL" OF DOLLARS.

CKSF (CORNWALL)
COVERS THE

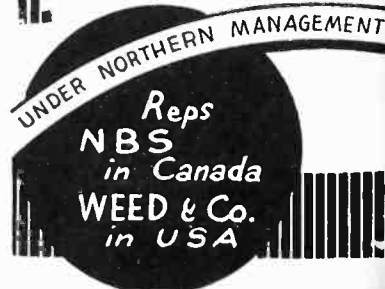
ENTIRE SEAWAY DEVELOPMENT

See HORACE N. STOVIN & CO. (CANADA) about JOSEPH HERSHEY MCGILLVRA (U.S.)

CKSF "The biggest little station in the nation". **CORNWALL**

FOR SALE

RCA Universal Head, Transcription Arm and Equalizer, Diamond Point, in excellent condition. Will take \$85.00. Write E. F. Job, CFJB, Brampton.



People

To Cover Royal Tour

Ottawa — Two radio newscasters have been allotted seats on the plane which will carry the Duke of Edinburgh on his forthcoming tour of Canada. Named by CARTB, they are Godfrey Hudson, CFQC, Saskatoon, for English language and Claude Lapointe, CKAC, Montreal, for French language. Their copy will be pooled and wired to the Ottawa office of CARTB daily for nation-wide distribution to stations.

Hudson and Lapointe are taking tape recorders with them for commentaries and interviews and Spence Caldwell, of S. W. Caldwell, Ltd., Toronto, has agreed to look after the processing of the tapes so that they get out quickly to interested stations.

Tragic Accident

The sympathy of his many friends goes out to Cam Logan over the sad death of his sixteen months old daughter, Joan, who fell off a teeter-totter on which she was playing in the garden. The accident occurred last Sunday, the day on which Cam, who is time buyer for Cockfield Brown & Co. Limited, was starting his vacation.

New CFBC Manager

Saint John, N.B. — Hugh T. True-man, has been appointed manager of CFBC, Saint John, N.B. Better known locally as Uncle Bill — his *Uncle Bill's Junior Radio Stars* show has sold car loads of peanut butter — Hugh has been on the air since he was eleven. He was junior announcer with the predecessor of the *Uncle Bill Show*. Sponsored for the past 18 years by W. H. Schwartz and Sons Ltd., the show has been hitting the waves longer than any other commercial program in Canada.

CKRC Sales Promoter



Winnipeg. — Bill Edge has been named to direct the national sales promotion activities of CKRC here. He has just joined this station's staff from Dorwin Industries Ltd. of Winnipeg where he was sales supervisor. For three years Edge was sales promotion manager of CKOC, Hamilton.

New RTMA President

Toronto — Carl Pollock, president of Dominion Electrohome Industries, was elected president of the Radio-Television Manufacturers Association during its 25th annual meeting in Niagara Falls last month. Pollock is

a director of the Kitchener TV station, CKCO-TV, and was president of the ill-fated FM station there, CFCA-FM. Since 1928 he has been with Dominion Electrohome, a company his father started in 1907.

ANNOUNCER

A top bracket general announcer required for fast growing metropolitan station. The man we want has had at least five years experience and is capable of handling any and all radio assignments in competitive market. Will pay top wages for top man. Send tape and details—experience, salary, etc.—to

CHED - EDMONTON

OPPORTUNITY FOR TOP ANNOUNCER

One of our best men has left for TV. Vacancy offers opportunity for top announcer in Western Canada's biggest metropolitan area. Best conditions in successful station, with free-lance privileges.

Send tape and all details in first letter. Of course, all treated in strictest confidence. Mail direct to:



LINDSAY BUILDING

WINNIPEG, MAN.

WOMEN'S COMMENTATOR AVAILABLE

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

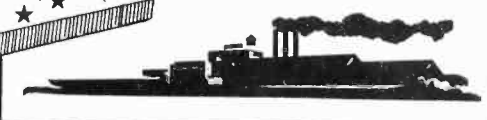
Address replies to: Box A-204, C B & T

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

Business is Good . . .

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

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

New Brunswick's
Most Listened-to
Station



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

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



T-II-I-N-K!

Don't judge things by appearances. The sponsor's thumb may have an account executive under it.

. . .

MENS SANA IN CORPORE SANO

Wasn't it Ford Foundation's Robert M. Hutchins who said that whenever he got an irresistible urge to take some exercise, he always went upstairs and lay down until the feeling went away.

. . .

ADVICE TO LOVELORN

If you want to win the affections of an announcer, laugh uproariously at all his jokes and never waste his time telling him your own.

. . .

AUDREY STUFF

Then there's the girl who was so dumb she just laughed when they took her out sailing and warned her not to fall in the drink. Nobody had ever poured her one.

. . .

CONTRADICTION DEPT.

We have been asked to contradict the rumor that "Skin Squires has taken a job at the Stratford Festival, putting on a ruffle and beard and taking the bow when the audience yells for "author".

. . .

THIN EDGE DEPT.

The boys in the announcer room are complaining about the latest addition to the staff who is such a poor fish that between shifts he spends a lot of his time trying to keep his head under water.

. . .

PAN MAIL

Sir: If the reason for the flatness of your gags of late is the hot weather, all I can say is that your office must be extremely well-heated in the winter.

—Holeinwu

. . .

SGUND ADVICE DEPT.

If you have a temper, say what you want to say before you lose it.

. . .

SAFETY THIRST

When you have "just one off the road", it's no excuse to say "I never knew I was loaded".

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.

WESTINGHOUSE *now presents*

The *Continental* Type 315 5000 WATT AM TRANSMITTER



THE TYPE 315 5KW AM TRANSMITTER REPRESENTS a deluxe design of the high efficiency power amplifier type of circuitry, in which no features that would improve performance, reliability and ease of installation are omitted. It is especially suited to the requirements of present day regional stations utilizing directional antenna systems. Because of its inherent stability, the high efficiency power amplifier lends itself ideally to this application, and in the Type 315 it is further improved and particularly adapted to this requirement, by the addition of extra equipment for matching the transmitter output to the highly selective load circuit often presented by these directional arrays.

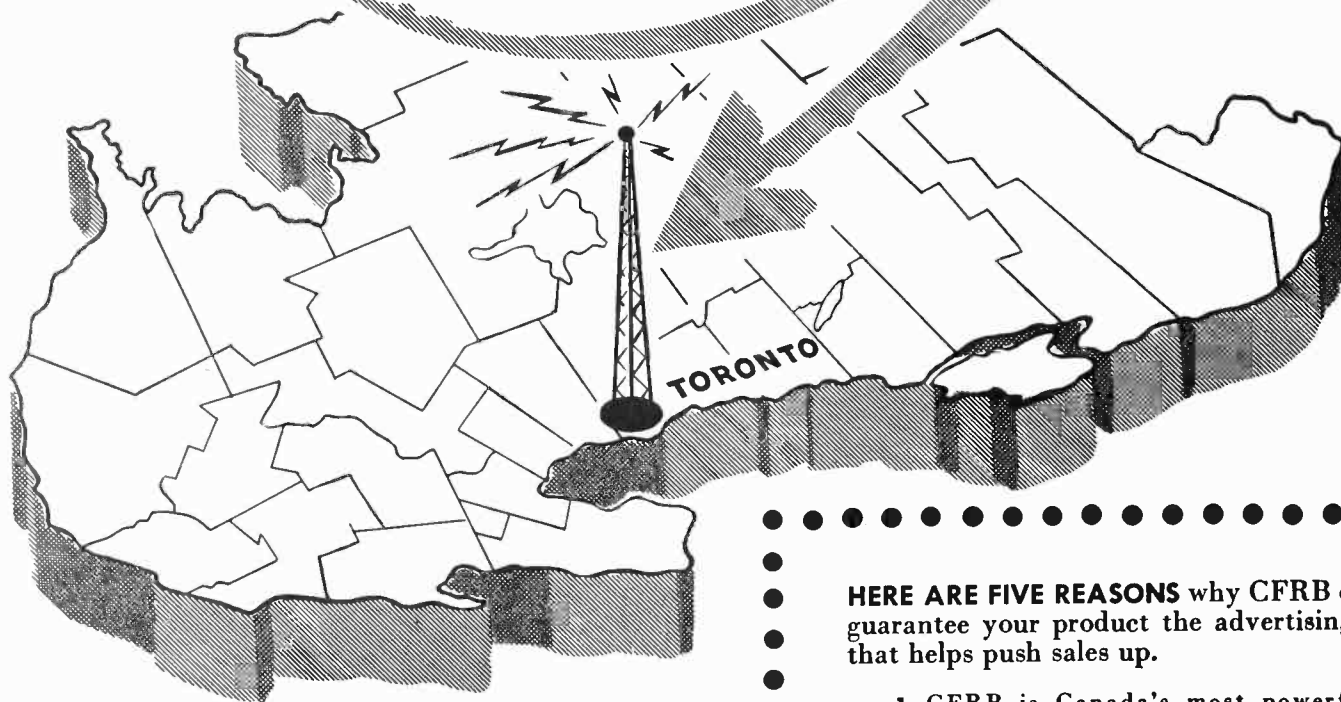
- 1 Unexcelled performance — very low inter-modulation distortion.
- 2 Built-in corrective network for matching transmitter to highly selective loads often presented by directional antenna arrays.
- 3 Simplicity of installation. Self contained — no enclosure required — interconnecting cables furnished.
- 4 Automatic, electronically controlled, line voltage regulator.
- 5 New type, high speed, plate circuit breaker.
- 6 Two complete — new type — crystal oscillators.
- 7 Electronically controlled time delay.
- 8 Electronic type of arc-back indication and protection.
- 9 Vacuum capacitors — fixed and variable — in power amplifier circuit.
- 10 DC control system — eliminates buzzing and vibration of relays and contactors.
- 11 Built-in oscillograph for tuning and neutralizing.
- 12 Transview styled cabinet — permits observation of all functional equipment while in operation.
- 13 Matching type cabinets for phasing equipment available.
- 14 Increase to 10 KW output possible with no change in cabinet or floor space.

If you are planning a new station or thinking of replacing obsolete equipment — call in one of our engineers. He will tell you about our complete range of broadcast equipment.

YOU CAN BE SURE...IF IT'S Westinghouse

CANADIAN WESTINGHOUSE CO. LTD. / SALES AND SERVICE IN ALL PRINCIPAL CITIES • Electronics Division HAMILTON

HERE'S HOW TO COVER 44 COUNTIES



... 44 COUNTIES THAT ARE CANADA'S RICHEST MARKET

... 44 COUNTIES SPENDING AN AVERAGE OF \$66,283,669.00 EVERY WEEK

... 44 COUNTIES YIELDING OVER 1/2 MILLION RADIO HOMES WEEKLY

WANT TO INCREASE YOUR SALES? Then don't overlook added advertising weight in the market where over 40% of Canadian retail sales are made. Don't overlook Canada's largest, richest audience. Don't overlook the medium of radio.

REACH OUT for the share of the market your product deserves. Make sure your advertising dollar buys the *intangibles* as well as *tangibles*. Ask yourself these questions. Is your selling streamlined to '54 proportions? Are you getting complete coverage? Are you advertising in the highest dollar market?

HERE ARE FIVE REASONS why CFRB can guarantee your product the advertising plus that helps push sales up.

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

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

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

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