

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Now In Our
Twelfth Year

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

Vol. 12, No. 17

TORONTO

September 2nd, 1953

Summer Stock



MOST OF THE YOUNGSTERS in the studio audience for a production of CJOC's special summertime talent show, *Playtime*, had never heard so much harmless bull — or seen it either — until famed circus and rodeo clown Bobby Hill (right) showed up leading his trained pal Pauncho. In the above shot, CJOC staffer Blair Holland is seen at left trying to convince his young audience and himself that Pauncho has a different disposition from his notorious kin of Stampede fame. *Playtime* is a CJOC experiment to promote young talent and to keep youngsters actively interested in the station during the summer holiday.

Florida Bound



A TWO WEEK TRIP TO FLORIDA for two, all expenses paid, was the prize won by Vera Siblock, blind operator of a CNIB newstand in Oshawa, through CKLB program, *Holiday Ticket*. Thirty-four local merchants participated in the sponsoring the give-away in which their customers sent 10,000 entries to the station for the grand prize draw. Seen above, from left to right, are: Johnny Wacko, "The Holiday Ticket Man" and CKLB announcer; Miss Siblock; Fred Russell of the station's sales staff; and His Worship Mayor Jack Naylor of Oshawa.

CBC ISSUES TV NETWORK RATES

Toronto — A new rate card in which the whole schedule of television time charges and discounts has been revised, was issued here last week by CBC commercial manager Walter Powell. Changes effect all three of the Corporation's stations in operation and will embrace its Vancouver outlet and two privately-owned stations when they go on the air.

Effective September 1st, this rate sheet number 4 deals with stations as a network for the first time.

Still carrying the highest price tag of the group, Toronto's CBUT rate remains unchanged at \$750 per hour of class "A" time. The corresponding rate on CBFT, Montreal has been increased from \$375 to \$490. The basic rate of \$150 per hour on CBOT, established June 1st, also remains the same.

CFPL-TV in London, Ont., and the CBC Vancouver outlet (CBUT), both of which expect to begin operation in November, have the same basic rate of \$160. Sudbury's CKSO-TV will have a base rate of \$120 per hour when it goes on the air, probably in two weeks.

Class "A" time extends from 6 to 11 p.m. daily. Class "B" time is considered to be from 1 to 6 p.m. on Saturdays and Sundays, from 5 to 6 p.m. throughout the week, and will be charged for on the basis of 75 per cent of the "A" rate.

All time periods other than covered by "A" and "B" come within a "C" classification and are worth 60 per cent of the "A" rate.

For periods under one hour length, fractions of the hourly rate have been quoted as follows: 45 minutes — 80 per cent; 30 minutes — 60 per cent; 20 minutes — 50 per cent; 15 minutes — 40 per cent; 10 minutes — 35 per cent; and 5 minutes — 30 per cent.

Station time charges may also be subject to a schedule of regional discounts provided all stations within one or more regions are used. For the rest of this year it is expected that at the most there will only be two regions, consisting of the three interconnected CBC stations plus the non-interconnected CFPL-TV and CKSO-TV in the mid-eastern region, and CBUT in the Pacific region. Using the entire mid-eastern list of stations will carry a 4 per cent discount, while the addition of another entire region jumps the discount to 8 per cent, and so on in multiples of four per cent up to 20 per cent for 5 regions.

A further series of discounts has been drawn up to cover time and interconnection charges used on 13 or more occasions during a 12-month contract period, beginning at a 2½ per cent cut for anywhere from 13 to 25 occasions. Above this and up to 38 occasions, the discount is 5 per cent; up to 51 occasions it is 7½ per cent; and beyond is the maximum of

10 per cent.

Interconnection charges, reduced more than 15 per cent below the June 1st rate card, have been worked out in various combinations for sponsors requiring anything from a two-station hook-up to the full four-leg link from Buffalo to Montreal. The latter is rated at \$280 per hour, \$168 for a half-hour and \$112 for 15 minutes. Most expensive single link is Buffalo to Toronto at \$120 per hour, followed by Toronto to Ottawa (Continued on page 3)

Short-Waves

CHAB IS CITED

New York — Station CHAB, Moose Jaw, captured the first award in the "radio talks" category of the eighth annual radio and television citations staged here by the National Council of Churches of Christ Broadcast and Film Commission. The award was shared by Zion United Church of Moose Jaw and the station's program director, George Price and went specifically to the *Good News* program.

CHAB was the only Canadian station cited in the awards which saw only three "firsts" awarded for radio programs. In all only fifteen awards were made, including seven honorable mentions.

CBC BOARD MEETS SEPT. 23

Ottawa — Next meeting of the board of governors of the CBC will be held in Winnipeg for three days beginning September 23rd. It had originally been scheduled for early this month. Details of radio and television station applications which are to be reviewed by the board have not been announced, but it is believed that a record number of TV applications are pending, as well as re-hearings on some for increased power.

RADIO SALES UP

Toronto — Sales of radio receivers during the first half of this year are well up over the same period last year in the face of unprecedented sales of television receivers. Radio-Television Manufacturers Association of Canada revealed that from January to the end of June 292,171 radios, valued at \$26,776,302, were sold by its members, of which almost half were auto models. Novelty items like clock radios sold well too.

Figures for the same period last year show 211,555 sets sold at a value of \$19,413,396.

A compilation of TV set sale figures shows: 1950 — 29,611 sets; 1951 — 40,615 sets; 1952 — 146,373; and an estimate for 1953 of 350,000. Figures for the first half of 1953 total 125,140 sets, and July, last month for which actual figures are available, 9,332 sets.

CAB Member Stations

ATLANTIC (15)

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

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (38)

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

What Price Radio?

Since the end of the war the cost of a class "A" time spot announcement has increased 38.49 per cent, while in the same period, the number of homes in Canada having at least one radio has gone up by 61.77 per cent.

Examination of all CAB station rate cards, just issued for the current year, shows that spots went up 6.25 per cent in the year ended June 30th, 1953, and 1 hour class "A" has increased by only 1.85 per cent.

Since the war, Canadians have bought 5,184,459 new radio sets for \$385,449,697.

The CANADIAN ASSOCIATION of BROADCASTERS

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

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

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto 5

CAB Member Stations

CENTRAL CANADA (38)
(Continued)

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

PRAIRIES (23)

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

PACIFIC (17)

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

Television

(Continued from Front page)

at \$110 per hour and Ottawa to Montreal at \$85 per hour.

Studio charges for the rehearsal of live commercials begin at \$70 per hour (not including cameras or audio) and includes the services of one producer and, as required, floor managers, script assistants, lighting technicians and studio assistants. With audio equipment and personnel added, the rate jumps to \$90 per hour. This latter price is doubled when a two-camera chain and personnel are used (as well as the projection studio if required) and another \$45 is added for a third camera.

A \$75-an-hour charge is to be made for pre-broadcast run-through use of the projection studio, including necessary personnel, although this does not apply when the studio is used in conjunction with live material coming from a CBC studio or mobile unit. Film editing is charged at \$10 per man hour and in the case of all studio rental, charges are prorated to the nearest quarter hour.

Rates for one-minute spot announcements and 20-second flashes are to be included in a separate rate card being issued this week.

See 20 TV Stations By 1955

Toronto — The first year of Canadian television ended here last week with most Canadians still looking forward to seeing any TV at all, and most Torontonians still looking toward Buffalo. The CBC's other two stations, at Montreal and Ottawa, were doing somewhat better in attracting audience because with no TV competition they virtually captured all sets in use.

But Canada's television horizon was beginning to look brighter. Stations in London, Ont., Sudbury and Vancouver, B.C. are scheduled to go on the air with regular programming sometime before Christmas. CKSO-TV was planning last week to be the first privately-owned station on the air with test pattern transmissions in about two weeks.

Expecting to begin operations early next year are: CKLW-TV, Windsor; CHCH-TV, Hamilton; CKCK-TV, Regina; CFCM-TV, Quebec; CHSJ-TV, Saint John, N.B.; and CJCB-TV, Sydney. These were all among the first to receive TV licenses, with the exception of CKCK-TV, granted two months later CHCH-TV originally

planned a December opening date but was set back some months due to the frequency re-allocation which also involved channels in Toronto and Kitchener.

Qualified observers are now looking ahead to the later months of 1954 when they predict another six stations will be operating. These will likely be in Kitchener, Peterborough and Fort William-Port Arthur in Ontario, and Saskatoon, Calgary and Edmonton in the West. Peterborough will become this country's first ultra-high frequency station.

This estimate does not include a second CBC station in Montreal to telecast in English, while the present CBFT goes completely French-language, and which will undoubtedly start transmission about mid 1954. It also ignores the possibility of private stations being licensed this year for Toronto and Montreal and also starting in 1954.

Sometime during 1955 the opening of another five stations is predicted, including Owen Sound, Victoria, Moncton, Saint John's (Nfld.), and Sherbrooke.

Launch TV Company

Kitchener — Final financing and organizing arrangements for Central Ontario Television Ltd., were made here last week in view of the possibility of the CBC board of governors ruling in favor of granting the company a television license for this city later this month. An application has been pending with the board for some months and has twice been deferred.

Carl Pollock, president of the new firm as well as of Dominion Electrohome Industries Ltd. and owner of the ill-fated CFCA-FM here, announced that anywhere from \$500,000 to \$750,000 would be made available to underwrite the station. All common shares have now been sold.

Besides Pollock as president, the executive will include: John J. Fitzgibbons Sr., head of Famous Players Canadian Corporation, as vice-president; John Wintermeyer, Kitchener lawyer, as secretary; and R. W. Bolstad of Toronto, as treasurer. Earlier plans called for the company to be controlled by Famous Players with 50 per cent of the shares, while the remainder were divided between Pollock and Gilbert Liddle of CKCR here.

IN THE NORTH

They Look To Sudbury



Test Pattern by September 15, 1953
Regular Schedule, December, 1953

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.



What's Cooking in Newfoundland?

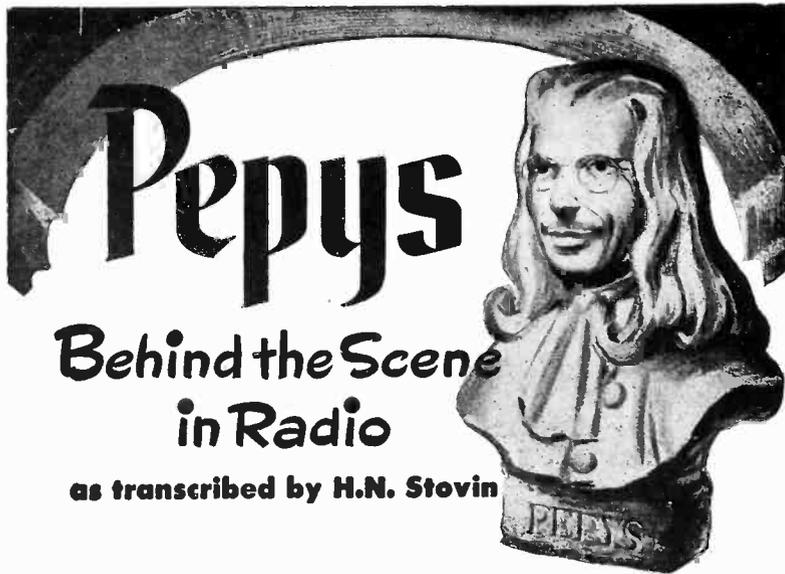
Do you know that the biggest Chev. dealer east of Montreal is A. E. Hickman Limited of St. John's, Nfld., who have a daily show on

CJON



5000 WATTS

HIGHEST RATINGS — MORNING - NOON AND NIGHT



"As my old friend Isaac Walton has remarked 'God never did make a more calm, quiet, innocent recreation than angling' — a pleasant thought indeed in these warm days when work does become toil ● ● ● Happily, a breath of sea air in this letter from Vancouver's CJOR. Billy Browne, whose 'Remember When' feature brought the sponsor as many as 10,000 letters a week with 98 per cent proof of purchase, is planning a new show called 'Now and Then.' It will contrast the singers and bands of yesteryear with those of today, an idea which methinks offers an excellent opportunity for some alert national sponsor ● ● ● A flourish of my best beaver to Station CFJR Brockville on their moving into new and larger quarters in August. Jack and Ethel Radford, who direct the operation, have earned both for themselves and their station the warm regard of a widespread and loyal audience, and Pepys joins in offering sincere good wishes for continued success with CFJR ● ● ● And another doff of the beaver to KVOs-TV, Bellingham, Wash., who went on full power on August 1st, thus providing a new standard of service to British Columbia's viewers ● ● ● And so do come to the bottom of this page of my diary, and hope to catch me two fat trouts for my breakfast tomorrow."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Television (Cont'd.)

MEMORY TUBE

Chicago — A device called a "memory tube", which is said to offer a practical method of trans-Atlantic television reception, was unveiled here last week by Raytheon Manufacturing Company.

In explaining how the tube works, C. F. Adams, Jr., Raytheon's president, said it can be the heart of a system using high frequency circuits similar to short-wave radio, for trans-Atlantic viewing. The tube makes it possible to transmit small portions of an image, piece by piece, so that a complete picture takes from 20 to 30 seconds to form.

Another "memory tube" at the receiving end would then put the picture together and the complete image could be played back over regular TV stations and networks in a few seconds.

But the Raytheon development is still short of completion. At present it can receive only a succession of still pictures at a rate of about two or three per minute. The tube holds the image by storing up tiny electrical charges that remain in it for two months or more.

CBS TO TEST COLOR

Washington — Permission to conduct experimental TV transmissions in color was granted the Columbia Broadcasting System by the Federal Communications Commission here earlier this month. The Commission agreed to waive its rules regarding experimentation in color provided the broadcasts adhere to specifications approved by the National Color Television System Committee last month.

The FCC pointed out that permission to experiment should not be construed as approval of the CBS system.

CBS expects to transmit colorcasts at various times from early in September until before Christmas, although all broadcasts will be made during the day time. Experiments will be limited to sustaining programs and can be fed to the entire CBS network over regular AT & T television wires.

CBC SEEKS ROLLER RINK

Toronto — The CBC proposed to purchase a roller skating arena here late last month for use as a television studio. An increase in the daily hours of operation of CBLT are said to make an increase in its TV studio space imperative.

The CBC took out an option on the Strathcona Roller Drome on Christie St., which when renovated, would provide a studio with more than normal overhead and floor space and accommodate a studio audience of about 500.

At present a zoning by-law prohibits the arena's sale for such use, but Toronto Board of Control recommended an amendment to the by-law which would permit the CBC to close the deal. The recommendation will now go before City Council.

Likely purchase price for the property was not revealed.

ZOOMAR COMES TO CANADA

Montreal — A Canadian affiliate of the Zoomar Corporation of America has been formed here under the presidency of N. J. Fodor. To be known as Zoomar (Canada) Limited it will sell here the parent company's noted lines of special lenses and optical equipment for the television and movie industries. The new company's treasurer will be Dr. Frank Gerard Back, president of the American Zoomar and internationally known optics scientist.

HOW THEY STAND — TV

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

	CBLT	E-H Telerating
Ladies' Softball		26.6
Boxing		25.7
Wrestling		23.8
Feature Film (Friday)		20.9
Feature Film (Monday)		20.9
TV Sound Stage (Campbell's)		20.1
Floor Show		18.6
Stock Car Races		18.5
Feature Film (Monday)		17.3
Promenade Concert		15.8
	CBFT	
Film		75.2
Boxing		74.3
Foreign Intrigue		73.3
Cue For Music		73.1
Wrestling		71.4
TV Playhouse (Goodyear)		70.1
Feature Film (Monday)		66.7
Au Carrefour des Mots		66.7
Feature Film (Saturday)		64.9
Stock Car Races		63.9
	CBOT	
Cue For Music		76.5
French Film		75.0
Floor Show		72.8
Cafe des Artistes		71.0
TV Playhouse (Goodyear)		71.9
Feature Film (Wednesday)		69.1
Feature Film (Tuesday)		67.0
Feature Film (Monday)		66.7
Boxing		66.6
Wrestling		64.2
	WBEN-TV	
Dragnet		65.9
Two For The Money		60.8
Wonderful John Acton		58.1
Boxing (Pabst)		58.0
Martin Kane (Kent Cigarettes)		56.3
Ford Theatre		56.2
TV Playhouse (Philco)		54.6
TV Theatre		54.4
Racket Squad		51.5
March of Time		51.5

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

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

PAUL MULVIHILL
Representative now in both Toronto and Montreal

CKTB
The NIAGARA DISTRICT STATION
ST. CATHARINES

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

Stations

RADIO FOR RETAILERS and FIGHT FOR FREEDOM BCAB Stages Lively Summer Meeting

By Robert Francis

Nanaimo — Radio time salesmen were vigorously criticized at the BCAB summer meeting here late last month for lack of imagination, planning or system, and of operating in a generally slothful manner.

The critic was Maurice B. Mitchell, president of Encyclopedia Britannica Films of Wilmette, Ill., who said 75 per cent of salesmen didn't know the basic facts about their medium.

He said too many salesmen never planned their day any further than the first coffee stop.

Many had no basic understanding of advertising, or deep convictions about radio as "the most powerful and effective selling medium".

"I never heard a pitch from a salesman from any other media that I couldn't top with a radio story," Mitchell said.

His hard hitting talk, which was constructive as well as critical, was the feature of the two-day BCAB meeting. He also spoke at a luncheon meeting, which is covered later in this report.

"The biggest handicap a time salesman can have," he warned, "is to reflect his own inferiority complex about his medium — his feeling radio won't really do the things he says it will.

"He has got to believe in advertising as a way of life in industry, not as the frosting on the cake".

Most salesmen he met, Mitchell said, needed to read a good basic text about advertising.

"You can learn," he said. "If this business was hard to learn, some of the people in it could never have learned it.

"But even knowing what they know now, they could still improve their performance by getting some system into their work.

"Plan your work and work your plan," he advised.

Mitch said salesmen often headed to the day's first prospect without knowing how to tackle him, or even left the station without knowing where they were going.

"While there's a retailer unsold in your community," he said, "you've no right to be in a coffee shop. You're hired to sell enough time to bring back your wages and then some. There are too many of you getting your teeth fixed on the station's time."

The approach to a prospect should be to tell him what you can do for him; not about yourself and the station. "He's not interested in the station or the rate card. He wants to know what effect you're going to have on his business."

Mitchell urged use of the scientific method: first understand the problem facing you; then examine all the possible solutions and attack the most likely one.

He said there are not many born super-salesmen. But a thorough

study of the retail industry you're trying to sell can bring the results

"To be effective," he said, "you've got to live a different kind of life than many salesmen are living today. You've got to ask yourself what your objective is for the week, and at the end of the week see whether you've reached it.

"If you don't want to sell, get out. You'll never be a real success unless you want to sell and have a devotion to your medium."

Business Outlook

In his president's interim report Bill Rea of CKNW said the fall business outlook was good, that new industries were still being attracted to the province, and that he believed stations would be able to do more business with the new Social Credit government than with former administrations.

"Social Crediters are radio minded," Rea said. "They made their start on the air in Alberta, and they're anxious to sell the people of B.C. on what they're doing. You can expect a continued expansion of government business."

He thought the Social Crediters were promotion minded, and said they were reported planning to circulate TV films to U.S. stations.

With the federal election over, Rea said, the CBC will continue to hold its TV monopoly as long as possible. He said that "even with membership of the government on our side," the position was no easier for private operators.

"I feel," he said, "that the public is entitled to freedom of choice in viewing TV."

Since only about ten per cent of the potential audience are CBC radio listeners, and the same would apply to TV, he reasoned that if only CBC-TV is available in major centres, TV set sales would be slower down.

This might seem to be an advantage to radio, he said, but such an assumption would be burying your heads in the sand. We must think of what the public wants. I think they want a choice of TV stations.

Get Out and Vote

The "Get Out and Vote" campaign by BC stations had been a success, Rea reported. There had been a fear of many spoiled ballots after the use of the alternative voting system in two BC elections in a year, but the four day radio campaign had prevented such a development.

A promotion kit, describing the campaign and with space for the specific public service work of individual BC stations in the effort, was being prepared. Rea said he would have a cabinet member show this to the Prime Minister.

BMI Clinic

The BMI clinic at Vancouver was one of the most valuable efforts staged, he said.

Speaking of ideas exchanged at the clinic, Rea said his news men had adopted the idea of a futures book explained by Sam Ross of CKWJ. The following week the book enabled CKNW to beat CKWX on an important story.

CANADA'S FIRST STATION
CFCF

HOW BIG IS MONTREAL?

ONE of our local accounts does MORE business (\$76,000,000.00) than the TOTAL ANNUAL INCOME of VICTORIA, B.C. (\$73,945,000.00)! **THINK OF IT!**

HITCH your wagon to Canada's "Station of the Stars" — Montreal's **CFCF — CANADA'S FIRST STATION.**

• CHECK WITH OUR REPS:
 ALL-CANADA in CANADA
 WEED & CO. in U.S.A.

Personnel

Discussing the proposal to set up a personnel clearing house, Rea said there was no surplus of experienced radio men. "We're still trying to steal each others'," he commented.

He urged a closer liaison with the Washington State Broadcasting Association, represented at the meeting by Bill Simpson of KLAN, Renton. Later in the meeting there was discussion of sending writers from BC stations to a joint copy clinic of the WBSA in Seattle.

Rea reported Canadians can now join the Broadcast Advertising Bureau. There will be a special Canadian rate, and only material of value here would be received.

"There are at present no organized co-operative accounts in Canada," he said. "There are over 300 in the U.S."

Retailers' View

Bill Simpson of KLAN, Renton, described how the Washington State Broadcasting Association had a permanent man, Carl Downey, at the State capital, Olympia.

"This is the best investment we ever made," Simpson said. "It's surprising how often he's able to help us liaising with the legislators. Call him a lobbyist if you like."

"He's a liaison man. He's not there to get business. He writes us a monthly letter on developments affecting the industry."

Describing how to get new retail advertisers, Simpson said his station asked four non-radio users to tell them why they avoided this medium. A shoe man said he didn't use radio because the other shoe stores didn't.

"We get a look at ourselves from the retailer's viewpoint," he said. "Too often we look at radio only from our own angle. This way we get big time users among retailers who formerly didn't believe we were here to stay."

Simpson suggested some of the things radio men don't know about their own industry: what kind of copy brings the best results?; where is the point of diminishing returns, the saturation point of advertising?

"I think we often take surveys to prove things we think are true, instead of to find things out."

He said there was no excess of good radio men in the U.S. either. "The need is for good salesmen. But we can take a good insurance man or vacuum cleaner salesman and teach him radio and he can make more money with us."

Civil Defence

Criticism of the federal government's attitude towards the radio industry's offer to co-operate in civil defence measures was heard at the BCAB meeting.

"There's no intention in Ottawa," said George Chandler of CJOR, "that civil defence should be anything except a token effort. In the U.S. they are teed up, with advertising on radio and TV as to what measures to take in an emergency."

F. H. Elphicke of CKWX agreed that "The BCAB has tried to arouse government and public interest in civil defence. We have indicated our willingness to help and have been spurned."

"B.C. radio men have sparked the effort," said Bill Rea of CKNW, president.

(Continued on page 8)

A GROWING MARKET

New Construction in City Passes \$1,500,000 Mark...

Permits issued during the first six months of 1953 indicate that more than a million and a half dollars worth of new construction is currently going on within the city of Prince George, B.C.

Another figure released by City Hall recently is that 220 new homes are under construction inside the city limits.

Permits issued during the first half of this year total \$1,547,700 compared with \$1,154,250 over the same period a year ago.

Largest permit taken out during June was for the \$200,000 addition to the Prince George Hotel.

A permit for \$25,000 was issued for construction of a new Radio Station CKPG building and a \$19,500 permit was issued for a motel.

Reach this growing market over its own station.

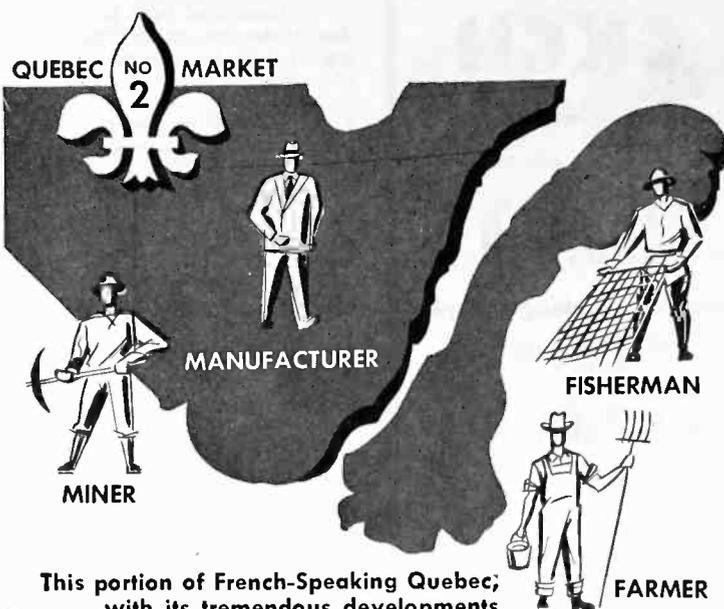
CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

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



This portion of French-Speaking Quebec; with its tremendous developments of natural resources, power and industry is **CANADA'S FASTEST-GROWING MARKET.**

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

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

THIS MONTH'S SPOTLIGHT STATION

CKRS — Jonquière

In the Saguenay — Lake St. John area, CKRS is a choice advertising buy. Their new 1000-watt transmitter, on 590 kc. will be on the air anyday now, providing ample power to reach the entire population of over 211,000 people. The hub of this big market includes the four towns of Jonquière, Arvida, Chicoutimi, and Kenogami, forming a metropolitan area of 70,900 within a radius of only 4½ miles. To get your share of the \$95,711,000 of retail sales made in our coverage area — include CKRS in your Fall Schedules.

QUEBEC NO. 2 MARKET

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

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

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

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

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET



We've Got References!

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

SARNIA
and at its core is
CHOK

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

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary

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

CKCH

HULL and OTTAWA

Representatives

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

BCAB

(Continued from page 7)

dent of the association. "We are willing to co-operate with federal authorities."

Legislature Broadcasts

A committee of Sam Ross, CKWX, Dorwin Baird, CJOR, and one Victoria member was named to study the experience of Saskatchewan and Australia in broadcasting legislative proceedings and to estimate the cost of a similar venture in Victoria.

Discussion arose after Bill Wellwood of CJOR read a letter which Dorwin Baird, absent from the convention, had written Premier W. A. C. Bennett, proposing broadcasts from the B.C. Legislature.

Baird told the premier how CJOR and CKMO had broadcast Vancouver city council sessions. He said reaction had been good from businessmen who often wondered what went on in council but could not attend.

He added:

1. Technical arrangements would not detract from the dignity of the chamber.

2. CJOR was not asking for exclusive rights and if other stations were interested they would negotiate over the convenient use of gear.

3. A man of 15 years experience in radio and news work would handle the job, and arrangements would be subject to the approval of the government.

He suggested that radio and press were entitled equally to cover the chamber for their own media, and that this was a chance to take the government to the people. It would be a public service sustained program.

There was some discussion over the difficulty of selecting a man to edit debates down to size, in view of obvious difficulties of selecting a balance of pro- and con-government speeches.

Wellwood emphasized that Baird's inquiries were on the principle of access to the chamber, and on technicalities, not on programming.

"There would be no commitment to use tapes, by any station which was interested in getting them," he said, "just as we are not committed to use city council tapes we make."

Maurice Finnerty, managing director of CKOK Penticton and former Liberal MLA, thought members would shy away from any scheme which involved selectivity, for fear their own speeches would get less attention than they believed they deserved.

Freedom of Speech

The proposal to broadcast sessions of the Legislature was supported by Hon. Ralph Chetwynd, minister of Trade and Industry, addressing the BCAB's annual dinner at the Malaspina Hotel.

"I advise you to keep on asking for the right to broadcast," he said. "Such broadcasts would create much interest among voters."

"You'll find you have a hard row to hoe before you get it," he warned. "Tradition is the reason you don't have the right now, but it's an excellent idea."

"My department will support you in your effort to do the job. It is a part of the freedom of speech which keeps us alive."

"We must help financially and morally and every other way to keep the private stations alive. The freedom of radio and the press is one of the great safeguards of liberty."

Mr. Chetwynd said that with broadcasts recorded speakers "could no longer complain they were misquoted if the recordings showed quoted reports were correct. On the other hand," he added, "the press would have to report exactly what we did say."

He concluded: "You are free and independent broadcasting people. Such you will remain and get stronger by your determination that it shall never be forced on us what we have to say. Let us never see our sources of information regimented by any government."

Television

Regulations will be needed eventually to control community antenna TV, Maurice Finnerty of CKOK told the meeting.

He said he had asked CBC and Dept. of Transport officials what they had in mind, but hadn't been given any hints.

Controls would be needed, he said, because some would-be TV station operators were afraid some community TV operators intended to edit and re-program, say by deleting commercials from network shows and inserting local commercials.

He said community TV would be the answer in areas not able to support a TV station. The local radio station operator would be the logical man to operate it.

"In Canada at the moment," he said, "we are not sure who legally owns the TV signal once it leaves the transmitter. So far, though, TV operators have welcomed community TV as an enlargement of their audience."

"They haven't given anybody permission to use their signal thus, but they haven't objected."

Bait-and-Switch

Evidence that "bait-and-switch" advertising is being used should be turned over to the CAB immediately general manager Jim Allard said.

He was replying to Denny Reid CKOV Kelowna, who inquired about procedure when it was obvious that advertisers were using this device with householders.

Bill Rea of CKNW mentioned instances where he had put advertisers off the air when similar tactics were discovered, or ridiculous giveaways staged.

Merchants' Menace

Business can keep freedom's lines of communication open.

That was the message to a combined luncheon of the BCAB and the Nanaimo Rotary Club from Maurice B. Mitchell, president of Encyclopedia Britannica Films of Wilmette Ill., the world's largest source of non-commercial films.

"The great war today is for men's minds," Mitchell said. "Those who plant the seeds of freedom in their minds through radio have a grave responsibility."

"The retail merchant is vital to the development of radio," he told his

THINGS STILL EXPANDING!

1. On April 1st Saskatchewan Farmers received a further payment of \$50,000,000.00 on their Barley and Wheat.
2. Mining Activity is terrific!
3. Building permits on houses only, in Prince Albert in 1953 amount to \$3,000,000.00 to date.

This market is booming. When setting your 1953 campaigns remember to add the CKBI Market.

CKBI

5000 WATTS

PRINCE ALBERT - SASKATCHEWAN

CKCV listeners become buyers

1000 WATTS 1280 K.C.

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

CKCV

QUEBEC CITY

businessmen audience, "and radio is the voice of the businessman. You must keep this medium economically free. Radio must be supported by the businessmen of the community."

He told his audience the market place is the touchstone of freedom. He said activity in the market place was continually growing, and improving the standard of living which itself was one of the bases of freedom.

"All our destiny is decided in the market place," he said.

"With the cost of doing business rising, the retail merchant seeks means of expanding his business and attracting new customers."

Retail men, he said, told him radio meant these things:

1. Buying radio time gave them credit for the first time for paying for the frame around the advertising.

"So you can select your frame," Mitchell said. "Use your own voice if necessary. More and more retailers are using their own voices on tape in their ads."

2. You can illustrate something better in words on the air than in type. The voice alone is even better than TV.

"The voice creates the dimension of desire," Mitchell said.

3. The housewife, the most important buyer, is available all day by her radio. You advertise your product so that she hears of it at the time of its use.

"In the newspaper," Mitchell said, "the advertiser has of course paid for the picture of the bathing beauty in one corner of the page, though he wants the reader's attention on his ad in the opposite corner."

"When he's ready to spend in radio, everything else stops when his ad goes on. Every word he buys is a headline. There are no distractions from his message."

The Guiding Hand

Ralph March of RCA Victor showed the convention the film *The Guiding Hand*, a technicolor treatment on microwave electronic communications.

Resolution

A resolution was adopted asking stations of the BCAB, the CAB and in the U.S. to help publicize the British Empire Games to be held in Vancouver in 1954.

Attendance

Attending were John Loder, CJAT, Trail; F. H. Elphicke and Sam Ross, CKWX, Vancouver; Bill Rea and Phil Baldwin, CKNW, New Westminster; Maurice Finnerty, CKOK, Pen-ticton; Jack Carbutt, CKPG, Prince George; Bill Simpson, KLAM, Renton, Wash.; Maurice Mitchell, Encyclopedia Britannica Films, Wilmette, Ill.; John Baldwin, All-Canada Radio Facilities, Vancouver; George Chandler, CJOR, Vancouver; Terry Lynch, Canadian General Electric; Dave Armstrong, CKDA, Victoria; Roy Chapman, CKOK; Gil Seabrook, CJIB, Vernon; John Hunt, John N. Hunt & Associates, Vancouver; Jack Pilling, CHWK, Chilliwack; D. E. Manders, Canadian Aviation Electronics Ltd.; Ralph March, RCA; Rose Marke, CKNW; Dick McCarty, Advertising Age, San Francisco; Jim Allard, Canadian Association of Broadcasters, Ottawa; Murray Wood-

ward, James Lovick & Co. Ltd., Vancouver; Eric Boak, High Grade Radio; Ken Hutcheson, CJAV, Port Alberni; Dennis Reid, CKOV, Kelowna; Harry Trousdale, CKMO, Vancouver and this reporter.

CKWX IS FOCAL POINT FOR ELECTION RETURNS

Vancouver — With a staff of 51 and 1,808 miles of leased wire, CKWX staged what the station said was "the most ambitious election coverage ever attempted by any radio station in Canada".

Directed by news chief Bert Cannings, and with Sam Ross supplying political commentary on standings and trends, the staff brought direct coverage from 15 of 22 B.C. ridings.

Technical crews and reporters covered 14 key points in Vancouver itself and in seven constituencies outside the metropolitan area.

Results, color and interviews were channelled through the station's election headquarters in the CKWX Playhouse. The mechanics of the arrangements involved 550 miles of private leased lines and 1,285 miles of long distance lines.

To cover ridings in the interior of the province the station leased three special wires from PN, CP and BUP.

Poll results went to a tabulating battery and then to the central rewrite desk manned by Cannings and four writers.

Local party campaign headquarters were covered by staff men, with John Ansell at Liberal headquarters, Cal George with the CCF, Joe Midmore at Progressive Conservative headquarters and Jack Kyle with the Social Crediters.

Poll by poll standings, color reports and Sam Ross' commentary were channelled through Laurie Irving, who controlled the output of remotes and the studio mikes manned by Ken Hughes and Neil Nisbet.

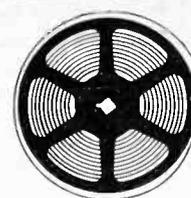
NINE CANADIAN STATIONS JOIN RTNDA

Washington — Nine Canadian radio stations were among the 14 new members admitted to the Radio-Television News Directors Association here last month.

With their news directors, they are: CFPL, London (John Trethewey); CKAC (Paul Boudreau) and CFCF (Dave Rogers), Montreal; CHAB, Moose Jaw (Earl Barnholden); CBC Toronto (Bill Hogg); CHLO, St. Thomas (Robert Evans); CJIC, Sault Ste. Marie (Lionel McAuley); CHRC, Quebec (Guy Rondeau); and CKY, Winnipeg (Jon McManus). This brings Canadian membership in the Association to 21 stations.

The RTNDA will hold its annual convention in Washington at the

Wardman Park Hotel for three days beginning October 26th.



TELEVISION COMMERCIALS

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



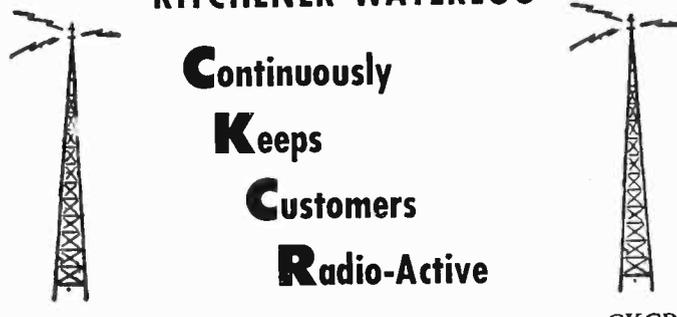
DON WRIGHT
Productions

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

An Independent
Producing
Company

KITCHENER-WATERLOO

**Continuously
Keeps
Customers
Radio-Active**



FOR FACTS ASK OMER RENAUD
Toronto • Montreal

LOCAL ADVERTISERS

120 regular local advertisers can't all be wrong. These advertisers are right on our home ground. They listen to **CFNB** and know first hand what a selling job **CFNB** can do for them. Incidentally quite a few of these local accounts are from towns up to 90 miles from Fredericton. Many have been with us for years. Such faith in **CFNB's** selling power must be justified. Give us a chance to show you what we can do for you.

New Brunswick's
Most Listened-to
Station



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

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

- OUR LISTENERS -



A girl with a heart like the Canadian Army . . . open to all men between the ages of 18 and 45!

Don't be like Debbie!

Pick the one that will do the best job for you, that's

CHLO

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

SECOND IN A SERIES

"FIESTA-CASINO"

☆ The Maritimes' Greatest and Most Successful Mail Pull Quiz Broadcast!

NOW AVAILABLE FOR FALL and WINTER BOOKINGS

SEE OUR REPRESENTATIVES:

NATIONAL BROADCAST SALES - Montreal and Toronto

JOHN N. HUNT & ASSOCIATES - Vancouver

WEED & COMPANY - in the U.S.A.

CFBC

SAINT JOHN

NEW BRUNSWICK

★ FIESTA-CASINO products enjoy point of sale and other proven promotion plans. Ask about them!



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- RAPKIN, Maurice
- STOUT, Joanne
- TELLING, Charles
- THOMAS, Christine

Day and Night Service at Radio Artists Telephone Exchange

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

For six weeks in New York, she did the rounds of the quiz shows, netting a total of four hundred dollars in prize money. She blew this loot on Greyhound bus tickets, jumping off at every whistle stop, first en route for Florida; then west to California; then back to Chicago; and up to Toronto.

During her sojourn in the States she lined up a lecture tour starting in the Fall of '54.

So if you have a berth for a fetching Australian red-head, age 25, doing anything, anywhere, as long as it's interesting, you'll find her at the Nescafé exhibit in the Pure Food Building at the CNE until September 12th, and after that you can contact her through the Broadcaster office.

The trade minister in BC's Sacred government, Hon. Ralph Chetwynd, urged his audience during an address to the BCAB Convention, to "see B.C. first". "For a horrid moment", said Bill Rea, when he rose to reply, "I thought you said 'CBC first'."

What bids fair to becoming a useful annual promotion, with radio playing an important part, is National Letter Writing Week, which will be staged October 4 to 10. While this will be the first time it has occurred in Canada, it will be the fifteenth year in the States, where they are doing the same thing at the same time.

Six Canadian papeterie manufacturers are responsible for the project here, our contact being Glen Turnbull, veepee of National Paper Goods Ltd., Hamilton.

Naturally there is a certain element of public relations for the stationery industry behind the campaign. That is why it seems safe to say there will be funds available for future years. This year though, it is a strictly "Send Happiness" project, in which people are being asked to write a letter to a relative or friend.

Stations and others will be receiving various material if they have not already done so. They are being asked to help — free.

The writing of letters — not business letters but personal ones — plays a big part in most people's lives. The exchange of letters between a small child at camp or boarding school and his or her parents is the beginning. "Dear Mom: I hope you are quite well. I am very well. Aunt Nellie sent me a dollar. If you sent me a dollar, then I would have two dollars. Love from Peter. P.S. If you can't afford a dollar, fifty cents will do."

Puppy love usually defies sage advice and puts itself on paper. The first job away from home . . . letters at birthdays . . . at Christmas . . . letters in hospital . . . just letters.

Easily the greatest morale booster during time of war is the letter the man in the services gets from home. . . . the letter that arrives home from the man in the services.

This scribe can testify to the importance of letters to a family that separates itself permanently more or less. Thirty years ago he left his home in England for Canada. At one time and another, other members have taken off for other parts of the world. At one point, his parents and one sister were at home in England, a brother was planting tea in India, and a sister was painting in Australia while he was in advertising in Canada. And back at home a constant contact was being maintained by means of letters, so that this scattered family was kept a happy family, each member aware of what the others were doing. The letters were funneled from remote corners of the world to a matriarchal news editor, who must have spent most of her time rewriting and relaying the news she felt would be interesting to each of her sons and daughters.

National Letter Writing Week is a worth while undertaking. It can rekindle old family ties and friendships, if nothing else. And if, in conducting "The Week", the papeterie manufacturers sell more stationary to more people, it will be because more of us have written home, more of us have renewed old friendships. And this will be very good.

CKLB Station Manager Gordon Garrison comments that last issue's

report of his latest achievement, to wit, Terri Joanne, was inaccurate in that it said she weighed in at 8 lbs. 13 ozs., whereas in actual fact it was 8 lbs. 5 ozs. Our remorse is tempered by the knowledge that by this time Terri will undoubtedly have made up the deficit.

Versatility is the prime requisite for a program director, but Bill Straiton, recently promoted by Northern to the post of PD at their Peterborough station CHEX, goes to great lengths. We already knew him as a poet, with a contribution to this journal to his credit last year. He blows a saxophone, which is a good idea if you like that sort of thing. Now he goes to Peterborough Kiwanis and hypnotizes the customers in return for his lunch.

Bill first became interested in the hypnotic art at home on the family farm in Kapuskasing, from information gleaned from a University text book belonging to his brother. He read up on what the book termed "conditioned response" and managed to induce a pig to come to the trough everytime he burst vocally into Stardust.

He declined from pigs to people at CJKL, Kirkland Lake, where he succeeded in casting his spell over all the staff except the manager and the salesman.

At the Peterborough Kiwanis, he had a local jeweller riding a non-existent bus over bumpy roads, and every time Bill said "gentlemen", he had a doctor Kiwanian yelling at the top of his lungs: "Aw Shuddup".

Bill says somnambulists are often good hypnotic subjects, but not necessarily. People from medium to

(Continued on page 13)

TV commercials

PRODUCED IN OUR STUDIOS AND LABORATORY

motion picture productions

FOR INDUSTRY AND EDUCATION

film services

ANY OF THE FOLLOWING SERVICES IN 35MM AND 16MM

TITLES	PHOTOGRAPHY
STUDIOS	SOUND EFFECTS
RECORDING	MUSIC LIBRARY
EDITING	
RECORDING FROM TAPE TO FILM	COMPLETE LABORATORY FACILITIES
16MM KODACHROME PRINTING	SLIDEFILMS

experienced department heads

PRODUCTION	A. J. BURROWS
LABORATORY	E. C. KIRKPATRICK
PHOTOGRAPHY	G. A. THURLING
SOUND	C. F. QUICK
NEWSREEL	

WRITE OR PHONE WITHOUT OBLIGATION FOR ESTIMATES AND SCREENING OF OUR PRODUCTIONS

SHELLY FILMS

LIMITED

TORONTO 14 - CLIFFORD 9-1193

LEON C. SHELLY PRESIDENT

ESTABLISHED 1924

when it's RADIO...

in Canada's 3rd market!



look to the leader

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

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

LOOK TO THE FACTS—LOOK TO THE LEADER

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

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

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

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

★ 61% of B. C. retail sales are in the 'WX area.

★ 'WX has complete coverage in this rich market.

Vancouver's
CKWX

Reps: All Canada Radio Facilities Weed & Company

cics

SELLS

in

Stratford

- OUR LISTENERS -



A girl with a heart like the Canadian Army . . . open to all men between the ages of 18 and 45!

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For six weeks in New York, she did the rounds of the quiz shows, netting a total of four hundred dollars in prize money. She blew this loot on Greyhound bus tickets, jumping off at every whistle stop, first en route for Florida; then west to California; then back to Chicago; and up to Toronto.

During her sojourn in the States she lined up a lecture tour starting in the Fall of '54.

So if you have a berth for a fetching Australian red-head, age 25, doing anything, anywhere, as long as it's interesting, you'll find her at the Nescafé exhibit in the Pure Food Building at the CNE until September 12th, and after that you can contact her through the Broadcaster office.

The trade minister in BC's Sacred government, Hon. Ralph Chetwynd, urged his audience during an address to the BCAB Convention, to "see B.C. first". "For a horrid moment", said Bill Rea, when he rose to reply, "I thought you said 'CBC first'."

What bids fair to becoming a useful annual promotion, with radio playing an important part, is *National Letter Writing Week*, which will be staged October 4 to 10. While this will be the first time it has occurred in Canada, it will be the fifteenth year in the States, where they are doing the same thing at the same time.

Six Canadian papeterie manufacturers are responsible for the project here, our contact being Glen Turnbull, veepee of National Paper Goods Ltd., Hamilton.

Naturally there is a certain element of public relations for the stationery industry behind the campaign. That is why it seems safe to say there will be funds available for future years. This year though, it is a strictly "Send Happiness" project, in which people are being asked to write a letter to a relative or friend.

Stations and others will be receiving various material if they have not already done so. They are being asked to help — free.

The writing of letters — not business letters but personal ones — plays a big part in most people's lives. The exchange of letters between a small child at camp or boarding school and his or her parents is the beginning. "Dear Mom: I hope you are quite well. I am very well. Aunt Nellie sent me a dollar. If you sent me a dollar, then I would have two dollars. Love from Peter. P.S. If you can't afford a dollar, fifty cents will do."

Puppy love usually defies sage advice and puts itself on paper. The first job away from home . . . letters at birthdays . . . at Christmas . . . letters in hospital . . . just letters.

Easily the greatest morale booster during time of war is the letter the man in the services gets from home. . . . the letter that arrives home from the man in the services.

This scribe can testify to the importance of letters to a family that separates itself permanently more or less. Thirty years ago he left his home in England for Canada. At one time and another, other members have taken off for other parts of the world. At one point, his parents and one sister were at home in England, a brother was planting tea in India, and a sister was painting in Australia while he was in advertising in Canada. And back at home a constant contact was being maintained by means of letters, so that this scattered family was kept a happy family, each member aware of what the others were doing. The letters were funneled from remote corners of the world to a matriarchal news editor, who must have spent most of her time rewriting and relaying the news she felt would be interesting to each of her sons and daughters.

National Letter Writing Week is a worth while undertaking. It can rekindle old family ties and friendships, if nothing else. And if, in conducting "The Week", the papeterie manufacturers sell more stationary to more people, it will be because more of us have written home, more of us have renewed old friendships. And this will be very good.

CKLB Station Manager Gordon Garrison comments that last issue's

report of his latest achievement, to wit, Terri Joanne, was inaccurate in that it said she weighed in at 8 lbs. 13 ozs., whereas in actual fact it was 8 lbs. 5 ozs. Our remorse is tempered by the knowledge that by this time Terri will undoubtedly have made up the deficit.

Versatility is the prime requisite for a program director, but Bill Straiton, recently promoted by Northern to the post of PD at their Peterborough station CHEX, goes to great lengths. We already knew him as a poet, with a contribution to this journal to his credit last year. He blows a saxophone, which is a good idea if you like that sort of thing. Now he goes to Peterborough Kiwanis and hypnotizes the customers in return for his lunch.

Bill first became interested in the hypnotic art at home on the family farm in Kapuskasing, from information gleaned from a University text book belonging to his brother. He read up on what the book termed "conditioned response" and managed to induce a pig to come to the trough everytime he burst vocally into *Stardust*.

He declined from pigs to people at CJKL, Kirkland Lake, where he succeeded in casting his spell over all the staff except the manager and the salesmen.

At the Peterborough Kiwanis, he had a local jeweller riding a non-existent bus over bumpy roads, and every time Bill said "gentlemen", he had a doctor Kiwanian yelling at the top of his lungs: "Aw Shuddup".

Bill says somnambulists are often good hypnotic subjects, but not necessarily. People from medium to (Continued on page 13)

TV commercials

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when it's RADIO...

in Canada's 3rd market!



look to the leader

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

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

LOOK TO THE FACTS—LOOK TO THE LEADER

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

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

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

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

★ 61% of B. C. retail sales are in the 'WX area.

★ 'WX has complete coverage in this rich market.

Vancouver's
CKWX

Reps: All Canada Radio Facilities Weed & Company

cjcs

SELLS

in

Stratford



cae-DU MONT

chosen exclusively by

CFCM-TV

Quebec's first privately-owned TV station

- Pioneers in television research and development, Du Mont has always maintained its position as the leader in the field. Quality, dependability and advanced design have earned for Du Mont "the most respected name in Television".
- Operating expenses of Du Mont are exceptionally low, with no sacrifice of quality or dependability.
- Because Du Mont manufactures a completely integrated line of equipment, CFCM-TV's basic Du Mont installation can be added to without any obsolescence.
- Canadian Aviation Electronics is the exclusive Canadian representative for Du Mont, and at the same time has had broad experience in the installation and maintenance of many types of electronic equipment.

To the TV Broadcaster . . .

cae offers a complete service . . . from consultation on the preparation of briefs and specifications necessary to obtain a TV licence, through design, installation, maintenance and modification services to suit your most exacting requirement.

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—exclusive representatives
in Canada for DuMont
TV Equipment.



Gaston Pratte, president of Television de Québec Limitée, signs the DuMont - cae contract for CFCM-TV's complete installation. With him are R. R. Desaulniers, executive vice-president of cae (left) and Henri LePage, general manager of Television de Québec Limitée (right).

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

Canadian Aviation Electronics, Ltd.

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

TORONTO
261 Spadina Ave.,
Tel: EMpire 6-7761

WINNIPEG
387 Sutherland Ave.,
Tel: 522-337

VANCOUVER
2210 Cambie St.,
Tel: FAirmount 111



Desk

(Continued from page 11)

higher intelligence are good too. Those who can't be hypnotized are idiots, imbeciles, morons and those who would rather not. People cannot be hypnotized over the radio.

The membership of the BCAB has been substantially increased. At this month's Nanaimo meeting, president Campbell Robinson and Ross Crane of the University of B.C. Radio Society, told the west coast broadcasters that their society had a program which was taped and distributed to seven stations. They were then made associate members of the BCAB.

Colourful scenes, depicted on post cards, give visitors to New Brunswick (and other) resorts attractive souvenirs for themselves and friends, and should afford said resorts much valuable publicity. I bought one such card the other day captioned "Lighthouse at Shediac, near Moncton, New Brunswick. Color photo — courtesy N.B. Government Travel Bureau.

Pub. by The Book Room Ltd., Halifax Nova Scotia. Printed in U.S.A. Mirro-Krome Card by H. S. Crocker Co. Inc., San Francisco 1, Calif".

And that cleans of The Desk for this issue. Buzz me if you hear anything, won't you?

People

Heads CFAC Farm Service



Calgary — Donald F. McLean has joined CFAC here to head its new Farm Service Department, the station announced last week. His first series of shows, *The Farm Service Program*, started on the air earlier this week as a feature of the noontime period now devoted to material prepared by the new department.

The service is being designed to bring to farmers and ranchers in the area news of the latest agricultural advances, interviews with farm authorities and recorded talks with some of the farmers themselves. It is hoped to expand the service soon to include a daily morning program.

McLean, a B.Sc. in agriculture from the University of Manitoba, has spent the last few years in entomological research and its application to field crops. In addition he has done extensive field work for the government agricultural departments of both Manitoba and Alberta.

CBUT TECHNICAL DIRECTOR

Vancouver — Ross Whiteside, a radio engineer with the CBC here for the past four years, has been given the post of technical director of CBUT, effective sometime in October. He is currently studying television electronics at CBLT in Toronto.

For ten years Whiteside was with station CKMO, where he started as an announcer-operator and later became chief engineer.



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

abcdefghijklmnopqrstuvwxy.z,?!

Pictured above is our entire current line of goods, which is offered to discriminating buyers. All items are available in any quantity and in an infinite number of combinations.

Below is a graphic representation of the results accruing to our customers.

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

WALTER A. DALES

RadioScripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

A Weekly BBM of 74,310

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

5000 WATTS ON 900 KCS.

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HORACE STOVIN IN CANADA
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... for broadcast stations is a high fidelity tape recorder with exceptional performance. Widely used and recommended for both Studio and Field use. A powerful over-size motor, heavy flywheel and special drive, combine to maintain a constant tape speed, free from "flutter" and speed variations. 500 ohms output and input facilities. Separate record and playback amplifier.

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DS-53-22

NAME
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all aboard!
for...

FALL BOOKINGS

Coming after the Maritime market? . . . then

Halifax is the logical centre, and

No other station in town can offer such

Saleswise know-how plus:

top Coverage — High-class production — Night and day leadership or Smart promotion as

C H N S

THE VOICE OF HALIFAX

THE CHOICE OF HALIFAX

Contact the ALL CANADA MAN in Canada and Weed & Co. in the U.S.A.

Research SURVEY SUPPORTS SUMMER SALES STORY

Toronto — Summer ranks second in total retail sales among the four seasons, and in some lines of business is undoubtedly the highlight of the year, according to the final report of the Radio Station Representatives Association on summer sales. The report bears out the conclusions outlined in its penultimate report (see *C.B. & T., January 21st issue*) and in some cases increases the importance of the three summer months.

In the food business, summer sales are slightly higher than for any other season; in drug lines, summer ranks third, fairly close to fall in second place, and well behind winter, the leader; appliance sales in summer are considerably lower than the average fall mark, but still ahead of spring and winter; and in the garage and gas business, summer is boom time.

With total retail sales for the summer months only 1 per cent below top-rated fall on the average, and almost 2.5 per cent above winter on the bottom rung, the report points out that "people just don't stop buying because of hot weather — frequently they buy more" and "a heavy portion of fall purchases are planned too, while the weather is hot".

The survey was conducted among all Canadian radio stations, and was based on data gathered from 50 per cent returns.

Food
About 25.5 per cent of the average year's food sales are made during

the three summer months, exceeded only during winter and then by only .4 per cent. The other seasons: spring — 23.8 per cent and fall — 24.8 per cent.

By far the best shopping day in the week in the food category is Saturday when 37 per cent of the week's sales are made. Friday ranks second with 23 per cent followed by Thursday with 19 per cent. The other days Monday and Wednesday show 6 per cent each (probably due to half- and full-day holidays), and Tuesday with 9 per cent.

However, these are national averages and the report points out that in Quebec, Friday enjoys almost equal rating with Saturday as a peak day. In the prairies, on the other hand, Thursday exceeds Friday to take second place behind Saturday.

The report states: "The Prairies: Summer food sales in this part of the country are slightly lower than those for winter and spring, but head the fall season by a small margin".

It goes on: "B.C. enjoys an even bigger increase in summer food sales than those of the national average with spring, winter and fall following respectively".

But in Ontario, sales follow the national average curve where summer and fall seasons enjoy almost equal volume, while spring and winter drop slightly.

In Quebec the summer season leads all others in sales by a wide margin and are considerably higher than the

national average for this period.

Highest season for food sales in the Maritimes and Newfoundland is also summer where the total exceeds the national average.

Drugs

About 24.8 per cent of all drug sales occur in the summer, which places this season third on the best-seller list. In top spot is winter with 27.1 per cent, followed by fall with 25.1 per cent. Spring lags behind with only 23 per cent.

Saturday is almost twice as good a day for drug sales as any other; it is then that 31 per cent of the week's sales are made, compared with 18 per cent on Friday. Thursday is in third place with 16 per cent and Sunday and Monday are tied with 11 per cent each. Tuesday represents 8 per cent of the sales, followed by Wednesday, the lowest, with 5 per cent, the latter probably due to half-day closing in many areas.

"Once again Quebec shows a difference with others parts of the country", the report says, "in that summer drug sales are considerably higher than those in other parts of Canada. Also there is a noticeable difference in the reported peak sales day as Friday is almost equal to Saturday and Monday places third instead of Thursday".

There is also a slight variation in the maritimes and Newfoundland where drug sales are highest during the fall, with winter sales running a close second.

Appliances

Fall is the leading sales season in the appliances field when 26.8 per cent of the year's business is done. Summer and winter are almost tied for second place, with 24.5 per cent and 24.7 per cent of the sales respectively. Spring accounts for about 24 per cent of the year's business. Here the sales curve holds constant throughout spring until mid-summer, where it steadily rises to the mid-fall peak, and then slips gradually back to normal at mid-winter.

Saturday is the busiest day in the week for appliance stores when 34 per cent of the week's business is done. Friday, in second place, is well behind with only 21 per cent followed closely by Thursday's 19 per cent. On Monday about 14 per cent of the business is written up, and Tuesday and Wednesday account for only 8 per cent and 4 per cent respectively.

In the prairies, contrary to the national average, appliance sales are reportedly highest in spring, followed closely by fall and summer. Quebec runs true to form by chalking up most of the week's appliance business on Friday, with Saturday in second place.

Garage & Gas

Summer accounts for a whopping 29 per cent of this industry's total business. Spring and fall are almost tied for second place with 25 per cent and 24 per cent respectively. The winter slump, which hits a low point in mid-January, averages out at 22 per cent.

There is a smaller spread in sales among the days of the week in this

CFQC Went To The Fair!



143,077 people saw us in action at the Saskatoon Industrial Exhibition. And so should you!

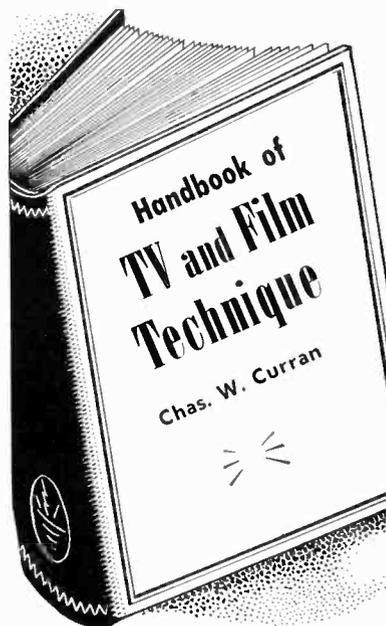
For an advertising campaign with plenty of ACTION. . . .

Contact:

Radio Reps - Canada
Adam J. Young Jr. - U.S.A.



THE RADIO HUB OF SASKATCHEWAN



A volume of basic knowledge on the new advertising art essential to all executives coming in contact with it; written by an expert who has been everything from a New York agency exec to a Hollywood producer.

\$3.50

Books
CANADIAN BROADCASTER & TELESREEN
163 1/2 CHURCH ST. TORONTO

line than any other in the survey. Saturday is again tops with 25 per cent, followed closely by Friday with 24 per cent, but all other days, including Sunday are bunched between 6 and 14 per cent. In order they are: Tuesday — 6 per cent; Wednesday — 9.5 per cent; Sunday — 10.5 per cent; Thursday — 11 per cent; and Monday — 14 per cent.

"Across the country", the report summarizes, "summer is unanimous as the peak sales season. The differences occur only in second and third places; for example in the prairies the fall season is reported second, whereas other sections of the country reported the spring in second place. In the prairies sales are fairly evenly distributed throughout the week, instead of the Saturday sales peak.

"Quebec again reports Friday as a peak sales day holding a slight edge on Saturday's sales. Tuesday's sales on a national average are lowest. However, in the Maritimes and Newfoundland, Wednesday is the lowest sales day".

The report goes on to highlight the estimate that "during the summer season people are on hand to be sold products since only 64 per cent of the population actually take their vacations during the period May 1st to October 1st". It adds that "at any given time during this vacation

period, less than 10 per cent are actually away from home".

The survey also included lists of the summer's best-selling items in each merchandise category. For food they are: cooked meats, salad preparations, canned meats, biscuits, juices, jellies and puddings, bread, fruits and dairy products.

In the drug line: sun tan lotions, cosmetics, films, injury aids, deodorants, bathing supplies, insect repellents, candles and picnic supplies.

In appliances: stoves, refrigerators, radios, fans, washing machines, irons and toasters.

Garages sell best: gas, oil, all minor accessories, tires, batteries, seat covers and polishes.

HOW THEY STAND — AM

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

DAYTIME

ENGLISH

Ma Perkins	12.2	-1.7
Pepper Young's Family	11.0	-1.4
Life Can Be Beautiful	10.1	-1.2
Road of Life	10.0	-1.9
Aunt Lucy	9.9	-2.3
Right to Happiness	9.9	-2.0
Rosemary	8.9	-2.4
Laura Limited	8.9	-2.3
Fun For All	8.6	-1.0
Stars Over Hollywood	7.4	-1.4
Who Am I*	7.2	-1.0
Double Or Nothing	6.9	-1.2
Young Widder Brown*	6.7	-3
Brave Voyage	5.5	-1.1

FRENCH

Rue Principale	21.9	-2.7
Jeunesse Doree	20.1	-5.9
Francine Louvain	19.1	-4.5
Tante Lucie	14.5	-3.3
Grande Soeur	13.1	-4.0
Maman Jeanne	12.7	-1.2
Quart D'Heure de Detente	12.3	-1.5
Lettre A Une Canadienne	12.1	-2.0
Estelle Caron Chante	11.8	-3.7
Quelles Nouvelles	11.7	-3.5
L'Ardent Voyage	11.3	-1.8

EVENING

ENGLISH

Denny Vaughan Show*	11.0	-2.5
Great Gildersleeve	10.0	-4.6
The Tylers	9.2	-3.7
Arthur Godfrey Talent Scouts	8.4	-2.2
Eddie Fisher Show*	6.8	new
Roy Rogers	6.2	-1.1

FRENCH

Le Survenant	16.1	+ .1
Jouez Double	12.3	-5.0
La Pause Qui Rafraichit	10.5	-4.7

* Selective

YOU CAN'T COVER SIMCOE COUNTY Without CKBB

BARRIE

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

Experienced ANNOUNCER-OPERATOR WANTED

for Southern Ontario Station

Send letter and audition to:

Belleville - CJBQ - Ontario

CHLT & CKTS, Sherbrooke, P.Q.

Erection of a new wing of the Sacred Heart Hospital in Sherbrooke, to cost close to a million dollars and house 166 beds, is well under way and should be completed this Fall. According to the most recent "Sales Management" Survey, retail sales for the City of Sherbrooke in 1952 reached \$60,555,000 as compared with \$52,771,000 in 1951. To get YOUR share of sales in this wealthy growing market, tell your story in both English and French, on CHLT and CKTS.

Representatives:

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

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.



FOR BROADCASTING

- Wide frequency response with low distortion
- Light weight with dependability
- Flexible arrangement and use
- Double economy, first cost then operation
- Two tape speeds — One for AM quality of both speech and music; and a faster speed for a frequency response covering the complete range of human hearing, with freedom-from-distortion that makes for "Presence".



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

CKRM

The Capital Station

in the

Capital City, REGINA

because:

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

An excerpt from a letter received from

ANOTHER SATISFIED CKRM SPONSOR

Ask About This Expanding Market NOW!

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

CKRM 980 KCS

Regina

Tell Us Another

The Nancy Anne Shoppe in Orillia is a little ladies' wear store at the bottom of the Main Street hill. People didn't walk by there very often, so they got a crazy idea . . . thought they'd try radio.

That was three years ago. They ran three spots a week. Didn't realize that people don't listen to spots. But gradually more and more people began drifting into the store. After a year they renewed . . . and the second year . . . and the third. The other day they signed again for the fourth year.

And the moral seems to be that if you want to make people walk down hill to buy your goods, just put some spots on CFOR. Crazy, isn't it?

If you want to see if some of the same will rub off on you . . . or maybe you have another idea that's just as crazy . . . call Horace Stovin. He'll help you spend your money.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

Programs

DEPT. STORE TESTS QUIZ SHOW

Quebec City — Listeners from up to 300 miles away have been investing regularly a total of almost \$1,000 per week in a quiz show that in four years has never ceased to amaze its producers. But all of the money goes to Canada's Post Office Department. It gets it for delivering each week an average of 25,000 letters to CHRC's *Que Desirez-Vous* (What do you want?) program from an equal number of listeners, some as distant as Gaspé and the newly-famous gateway to Labrador, Seven Islands.

This is only about one-quarter of the program's total "mail" pull. The rest has to be delivered to the sponsor by the listeners themselves.

Even the station's commercial manager, Aurele Pelletier, has difficulty believing the accuracy of his figures as he adds the program's total mail pull from September last year through to the end of the past June and gets 2,209,000. He explains some of the phenomenon away by pointing out that the program is also fed to CKRS, Jonquiere. "But even so . . ." and he leaves the half-statement hanging in air.

At one time the show was heard on a four-station regional network, which included CJBR, Rimouski and CHNC, New Carlisle, but results even then weren't what they are now. And to most of those now connected with the show the reason seems to be consistency.

The program's sponsor, La Compagnie Paquet Ltée., Quebec's largest

department store, first bought radio time five years ago as something of an experiment. Its initial venture, aimed at increasing store traffic and building a budding mail-order business, was on four 15-minute segments per week of a morning participating show over CHRC, *The Cou-Can Club*.

That lasted one year; the store's directors were unconvinced. Worried, Pelletier gambled on a proposal that would prove the effectiveness of the station in dramatic fashion — if there were no hitches. The details: the store would organize an attractive sale in a few of its departments (as it turned out — nylons, dresses and children's underwear) and keep detailed account of all departments' sales on the "special" day, while CHRC prepared and aired three spot announcements, one each on the two previous days and one on the sale

day. All other promotion was dropped for this occasion.

When the tumult died and the last nylon customer had departed, the evidence was gathered, showing that \$2,500 had been rung up in the cash registers of the three "sale" departments, setting a record, while others reported a slightly - above - normal day, accounted for by the increase in store traffic which was caused by the sale publicity.

La Compagnie Paquet's sponsorship of the four morning-show segments was renewed and *Que Desirez-Vous* was born as a half-hour, Saturday night quiz which gives cash and valuable household prizes to lucky members of a theatre audience and its huge mail audience. During its four years, the quiz has been carried alternately on a single station, a four-station network and latterly, when time availability problems arose, two stations.

La Compagnie Paquet is currently spending about 25 per cent of its advertising budget on radio.

Northern Electric — Prestone Sponsor Football

Toronto.—As the Canadian senior football season swung into its regular schedule at various points in the East and West last week, radio was busier than ever before carrying reports to fans almost from coast to coast. The bill for all this was being split evenly between Northern Electric Co. Ltd., and the Prestone division of National Carbon Co. Ltd.

Basically, all home and out-of-town games of each of the eight senior clubs in the Western Conference and Big Four will be aired in the city each team represents. But so keen has interest in the sport become throughout the East and West that the sponsors and their agency, Harry E. Foster Advertising Ltd., decided to carry broadcasts to many neighboring cities. In the prairies they include Saskatoon, where both CKOM and CFQC are being used, and Lethbridge on CJOC.

Vancouver, which expects to enter a team in the Western group next year, has two games each week come its way live from various points on the plains. These go over CKWX.

Besides the three major football points of Hamilton, Toronto and Ottawa, football broadcasts by the Northern Electric — Prestone combination go to CKSO, Sudbury; CKTB, St. Catharines; CJKL, Kirkland Lake; CKPR, Fort William; CHLO, St. Thomas; and CFCH, North Bay.

Alouette broadcasts in Quebec are limited to Montreal where Dow-Kingsbeer Brewery has Doug Smith doing the play-by-play over CFCF

to advertise Kingsbeer.

In Winnipeg, home games of the *Blue Bombers* will be called by Jack Wells over CKY. Calgary *Stampeders* games are being voiced by Joe Carbury of CKXL. On a split basis, Johnny Esaw (CKCK) and Lloyd Saunders (CKRM) follow games of the Saskatchewan *Roughriders*. (At press time arrangements for Edmonton *Eskimo* games were not final.)

Other veteran gridiron voices will be back at work with the three Big Four teams from Ontario. Wes McKnight of CFRB, Toronto, will do Toronto *Argonaut* games while Norm Marshall of CHLM covers the exploits of Hamilton's *Ti-cats*. The sport announcer slated to air games of the Ottawa *Roughriders* has not been determined but aired versions will be going out over CKOY.

Each of the season's games (and a few pre-season exhibitions aired late last month) broadcast under the Northern Electric — Prestone tie-up will be sponsored half by Northern Electric and half by Prestone. Northern Electric commercials will deal mainly with its line of household appliances and some institutional messages; with Prestone its anti-freeze.

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Talent Trail

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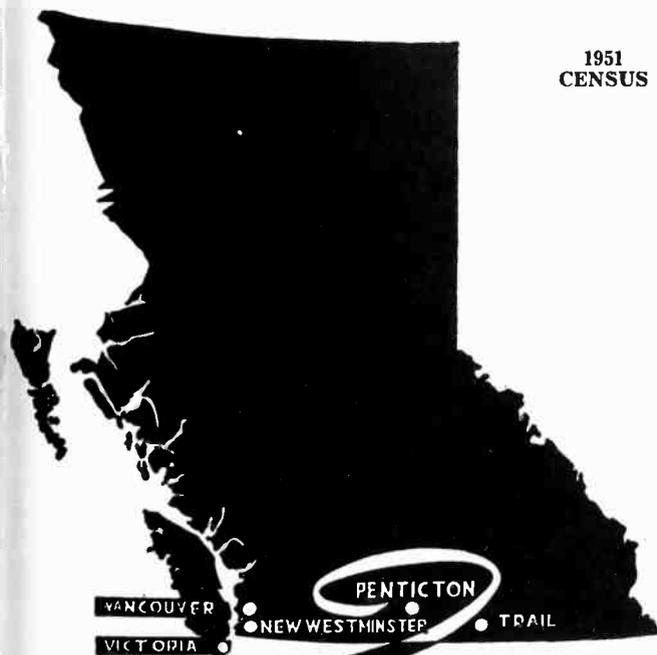
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They flocked from all over to see on of this country's greatest theatrical experiments — the Stratford Shakespearean Festival. You could tell by the licenses — Bahamas, Bermuda, Saskatchewan, Virginia, British Columbia, Florida — and even two old ladies in an early-Thirty-vintage Ford from Texas. They came by the bus load from all over this province. The experts were amazed.

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We are pleased to announce the appointment

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Montreal: 1411 Stanley Street

Toronto: 170 Bay Street

as our new representatives

CHLN

THREE RIVERS, QUE.

550 Kcs.

1000 Watts

Tell Us Another

The Nancy Anne Shoppe in Orillia is a little ladies' wear store at the bottom of the Main Street hill. People didn't walk by there very often, so they got a crazy idea . . . thought they'd try radio.

That was three years ago. They ran three spots a week. Didn't realize that people don't listen to spots. But gradually more and more people began drifting into the store. After a year they renewed . . . and the second year . . . and the third. The other day they signed again for the fourth year.

And the moral seems to be that if you want to make people walk down hill to buy your goods, just put some spots on CFOR. Crazy, isn't it?

If you want to see if some of the same will rub off on you . . . or maybe you have another idea that's just as crazy . . . call Horace Stovin. He'll help you spend your money.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

Programs

DEPT. STORE TESTS QUIZ SHOW

Quebec City — Listeners from up to 300 miles away have been investing regularly a total of almost \$1,000 per week in a quiz show that in four years has never ceased to amaze its producers. But all of the money goes to Canada's Post Office Department. It gets it for delivering each week an average of 25,000 letters to CHRC's *Que Desirez-Vous* (What do you want?) program from an equal number of listeners, some as distant as Gaspé and the newly-famous gateway to Labrador, Seven Islands.

This is only about one-quarter of the program's total "mail" pull. The rest has to be delivered to the sponsor by the listeners themselves.

Even the station's commercial manager, Aurele Pelletier, has difficulty believing the accuracy of his figures as he adds the program's total mail pull from September last year through to the end of the past June and gets 2,209,000. He explains some of the phenomenon away by pointing out that the program is also fed to CKRS, Jonquiere. "But even so . . ." and he leaves the half-statement hanging in air.

At one time the show was heard on a four-station regional network, which included CJBR, Rimouski and CHNC, New Carlisle, but results even then weren't what they are now. And to most of those now connected with the show the reason seems to be consistency.

The program's sponsor, La Compagnie Paquet Ltée., Quebec's largest

department store, first bought radio time five years ago as something of an experiment. Its initial venture, aimed at increasing store traffic and building a budding mail-order business, was on four 15-minute segments per week of a morning participating show over CHRC, *The Cou-Cou Club*.

That lasted one year; the store's directors were unconvinced. Worried, Pelletier gambled on a proposal that would prove the effectiveness of the station in dramatic fashion — if there were no hitches. The details: the store would organize an attractive sale in a few of its departments (as it turned out — nylons, dresses and children's underwear) and keep detailed account of all departments' sales on the "special" day, while CHRC prepared and aired three spot announcements, one each on the two previous days and one on the sale

day. All other promotion was dropped for this occasion.

When the tumult died and the last nylon customer had departed, the evidence was gathered, showing that \$2,500 had been rung up in the cash registers of the three "sale" departments, setting a record, while others reported a slightly - above - normal day, accounted for by the increase in store traffic which was caused by the sale publicity.

La Compagnie Paquet's sponsorship of the four morning-show segments was renewed and *Que Desirez-Vous* was born as a half-hour, Saturday night quiz which gives cash and valuable household prizes to lucky members of a theatre audience and its huge mail audience. During its four years, the quiz has been carried alternately on a single station, a four-station network and latterly, when time availability problems arose, two stations.

La Compagnie Paquet is currently spending about 25 per cent of its advertising budget on radio.

Northern Electric — Prestone Sponsor Football

Toronto.—As the Canadian senior football season swung into its regular schedule at various points in the East and West last week, radio was busier than ever before carrying reports to fans almost from coast to coast. The bill for all this was being split evenly between Northern Electric Co. Ltd., and the Prestone division of National Carbon Co. Ltd.

Basically, all home and out-of-town games of each of the eight senior clubs in the Western Conference and Big Four will be aired in the city each team represents. But so keen has interest in the sport become throughout the East and West that the sponsors and their agency, Harry E. Foster Advertising Ltd., decided to carry broadcasts to many neighboring cities. In the prairies they include Saskatoon, where both CKOM and CFQC are being used, and Lethbridge on CJOC.

Vancouver, which expects to enter a team in the Western group next year, has two games each week come its way live from various points on the plains. These go over CKWX.

Besides the three major football points of Hamilton, Toronto and Ottawa, football broadcasts by the Northern Electric — Prestone combination go to CKSO, Sudbury; CKTB, St. Catharines; CJKL, Kirkland Lake; CKPR, Fort William; CHLO, St. Thomas; and CFCH, North Bay.

Alouette broadcasts in Quebec are limited to Montreal where Dow-Kingsbeer Brewery has Doug Smith doing the play-by-play over CFCF

to advertise Kingsbeer.

In Winnipeg, home games of the *Blue Bombers* will be called by Jack Wells over CKY. Calgary *Stampeders* games are being voiced by Joe Carbury of CKXL. On a split basis, Johnny Esaw (CKCK) and Lloyd Saunders (CKRM) follow games of the Saskatchewan *Roughriders*. (At press time arrangements for Edmonton *Eskimo* games were not final.)

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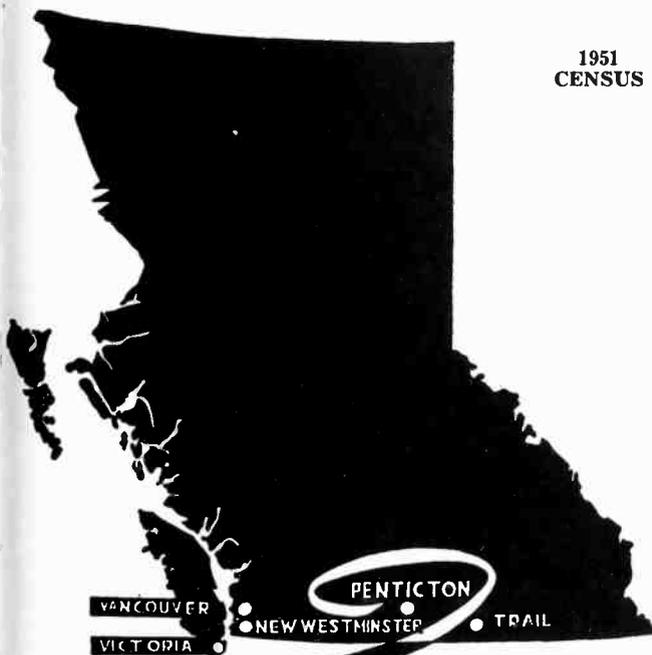
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You are invited to use our new facilities . . .



One of four modern units installed in the new CJCH studio building in Halifax.

At staggering cost, CJCH has built and equipped a modern studio building. It has dual controls, triple channelling, quadruple johns, multiple pickups and compound interest.

SO WHAT?

You are interested in audience, its income, buying habits and spending plans.

You are interested in sell-ability of the people who will operate the new set-up.

You are interested in cost.

CJCH has an audience. This statement will come as no surprise to our competitors.

Sales Management estimates the people of Halifax city and county spent close to 200 million in 1952, so the CJCH audience has income.

Local and national sponsors spent a record total with CJCH in 1952, 83% of it repeat business, so CJCH apparently affects the buying habits of its listeners.

You are invited to use any one or several of our new dual controls, triple channels, four johns or many pickups.

We'll take care of the compound interest without raising the rates.

Don't believe the sceptics who say radio is not here to stay.

Radio stays because it pays.

In Halifax, CJCH is the pay station.

REPS.
PAUL MULVIHILL
TORONTO
and
MONTREAL

CJCH

the pay station in Halifax

(Continued from page 17)

this was a local production. By far the great majority of the audience for each performance was Stratford folk, or people within a 30-mile radius. Of the localites Smith got top billing, but many served as "extras". Besides, Guthrie could get the best and it's hard to say how many good actors found there just weren't enough parts to go around.

It was "local" in certain other clever ways, too. No matter how good the productions turned out they couldn't play before huge audiences because there wasn't a large auditorium available—so they built a tent and for many in the 1500 audience, it became a personal thing. Some would call the stage settings—simple things of obvious solid quality—and the treatment "modern", as it was indeed; the world "economical" could also have been used. In short, every natural liability was made an asset.

What does all this seem to mean? Just that the time has arrived when radio—local radio—should produce just as many meaningful programs, as maintained high quality will allow, with drama heading the list. These will be limited in "cultural weight" only by the ability of the performers, and not the supposed intellectual level of that vague thing called a mass audience.

Because there are no longer any masses. The pseudo-mass media have all contributed their share to enlarging the average North American's sphere of experience, and in the process changed themselves from mass-media to local media. A sure test of this: try to point out or get acquainted with a member of the mysterious order of the masses; invariably he's an individual.

None of this is new. But the Stratford Shakespearean Festival has proven what a lot of program people have believed all along. And in doing so it exploded their other pet theory, the one that said it couldn't be done. It has in fact been done, and everybody is better off for it.

Awards

Annual awards for radio and television performers are to be carried on under new sponsorship beginning next year. At the tenth anniversary Banquet and Ball of the Association of Canadian Radio & Television Artists being held in Toronto on September 25, detailed plans are to be revealed under which such awards will be jointly sponsored by ARCTA and the Canadian Council of Authors and Artists.

In announcing this move, ACRTA said it believes that a primary purpose of the awards will be to arouse public interest in the creative work and achievements of the people coming before the microphones and cameras of Canadian radio and television. With this they are adopting the aim of their predecessors—this paper which originated the Beaver awards in 1945 and staged them for three years, and the Canadian Association for Adult Education which made similar presentations under the name of Canadian Radio Awards for four years until last fall. There were also the annual *Radio Monde* awards. It points out that another prime function of the awards will be to establish an added incentive for the artists themselves.



OUCH DEPT.

My current Hillman is a little put out at the statement (New Yorker I think) that a hard-top convertible is a convertible that won't convert—for the aging sport.

CIRCULATION PLUG

Only 109 more shopping days until Christmas. Send a year's subscription of the Broadcaster to everyone you hate.

NO COMPLEX HERE

There's always the disturbing thought that people who are reputed to have an inferiority complex may be perfectly right.

NEGATIVE APPEAL

Does anyone recall the name of the proprietary medicine which tripled its sales overnight by inserting five words in its advertising—"not recommended for expectant mothers."

NO OTHER PAPER . . .

Sir: Your new column, *Short Waves*, is good and pithy; but that's nothing; the Broadcaster is always full of pith. "Mr. X"

POWER OF THE PRESS

JAIL FATHER OF ELEVEN
HAD BAD RECORD
Newspaper Headline
Quitter!

BROAD COVERAGE

Then there's the girl who was so dumb she thought a test pattern was a dress design you used when you were trying to get your man.

DEFINITIONS DEPARTMENT

An eligible bachelor is an unmarried man who is old enough to have amassed a few bucks, which are eagerly sought by left-over ladies, who are willing to wager he won't live much longer.

Contributed

PHARE THEE WELL

Dear Dick: I like *Over The Desk* best when you say "Buzz me if you hear anything." Then I know it's really over.

Alec Phare

T.V. calls for "Know-How"



MARCONI has it!

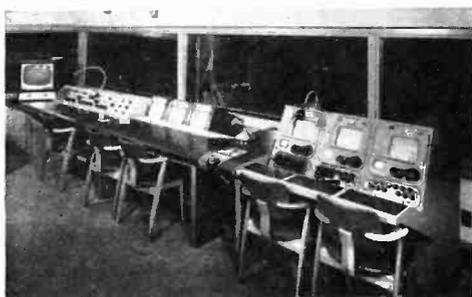
The engineering, research and manufacture of television broadcasting and station equipment is one of the most highly demanding in the field of communication. For many years before TV broadcasting reached North America, Marconi's Wireless Telegraph Company of England was designing and installing such equipment throughout Britain and the Continent.

As television grows in Canada, Marconi world-wide experience and "know-how" in furnishing all studio and transmitter requirements will help assure that the technical quality of TV broadcasting in this country will be beyond compare.

- MOBILE UNITS
- TRANSMITTERS
- CONTROL DESKS
- CAMERAS
- VISION SWITCHING
- VISION MIXERS
- AMPLIFIERS
- SYNCHRONIZING GENERATORS
- MONITORS
- TELECINE



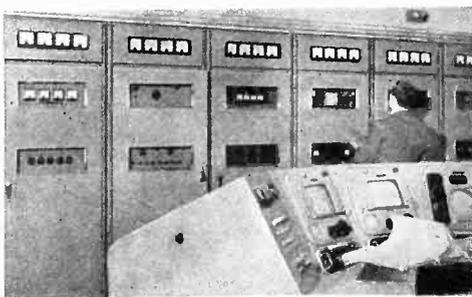
Mobile unit equipped by Marconi for CBC stations in Montreal and Toronto.



Control room as installed by Marconi for CBC in Montreal.



Interior view of the most up-to-date mobile unit, equipped by Marconi.



Typical medium power installation with all control and monitoring equipment housed in the desk in foreground.

Write today for further data and illustrated booklet on the complete line of Marconi television equipment.

CANADIAN MARCONI COMPANY
2442 Trenton Avenue, Montreal 16, P.Q.

Established 1902

VANCOUVER • TORONTO
MONTREAL • HALIFAX • ST. JOHN'S

Marconi

the greatest name in Radio and Television

CFRB presents ...

another recording "FIRST"



MICROGROOVE TRANSCRIPTIONS

CFRB now offers a never-than-tomorrow recording service that *costs less* yet has more uniform quality than former transcription methods! Check these big advantages:

Quality of Microgroove Transcriptions does not change as the needle plays into the centre of the disc.

Top response is obtained from *any* playback with the N.A.R.T.B. Standard Equalization used by *all* broadcasting stations.

Easier to cue! Even 5-minute show can be neatly spotted on a Microgroove disc . . . and there can be no accidental erasure through pushing the wrong button.

Economical! Cost comparisons show that Microgroove cuts initial costs way down! What's more discs can be bicycled

around to more stations or stored for playing in other markets at later dates. 12-inch Microgroove pressing can be used for 5-minute and 10-minute programs, because over 20 minutes can be put on each side of a single disc.

Easier to store. Microgroove Transcriptions are shipped and mailed at lower cost, too! Complete packaging and shipping facilities are available direct from Quality Records.

Almost unbreakable! Pressed of pure Vinylite, Microgroove Transcriptions eliminate "bad-splice" and "breakage" problems.

Take advantage of Canada's newest recording service at CFRB. Contact your CFRB representative for complete details and rate card.

- ★ COSTS WAY LESS!
- ★ OVER 20 MINUTES ON A 12-INCH DISC!
- ★ EASIER TO STORE!
- ★ UNIFORM QUALITY!
- ★ STANDARD EQUALIZATION!
- ★ PURE VINYLITE —ALMOST UNBREAKABLE!
- ★ EASIER TO CUE THAN TAPE!

CFRB

50,000 watts — 1010 K.C.