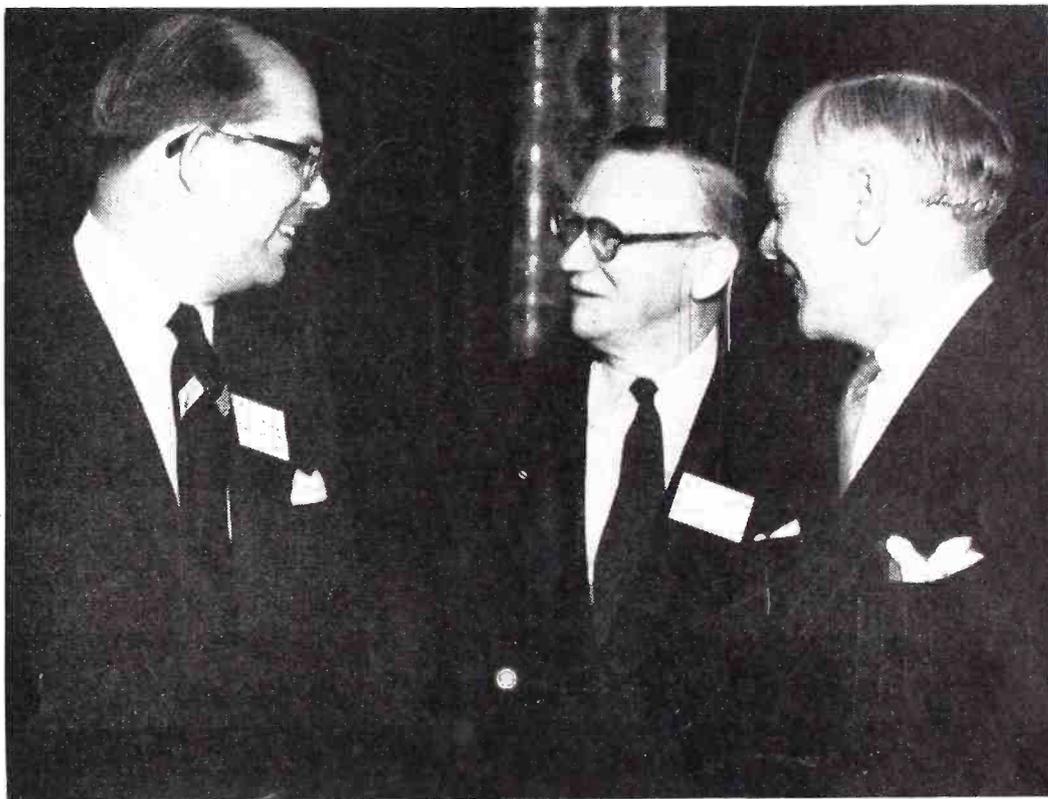


MARCH						
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28	29	30	31			

APRIL						
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THREE FOR FREEDOM



FROM HAVANA, LONDON AND TORONTO, these three speakers came to the CARTB Convention at the Chateau Frontenac last month to help the Canadian broadcasters in their quest for freedom. From left to right, they are Goar Mestre, who operates the Cuban network, CMQ; Don Henshaw, well-known account executive with MacLaren Advertising Company Ltd., Toronto; and Malcolm Muggeridge, champion of private enterprise television in Britain and editor of "Punch" who flew the Atlantic to address annual dinner.

In This Issue:

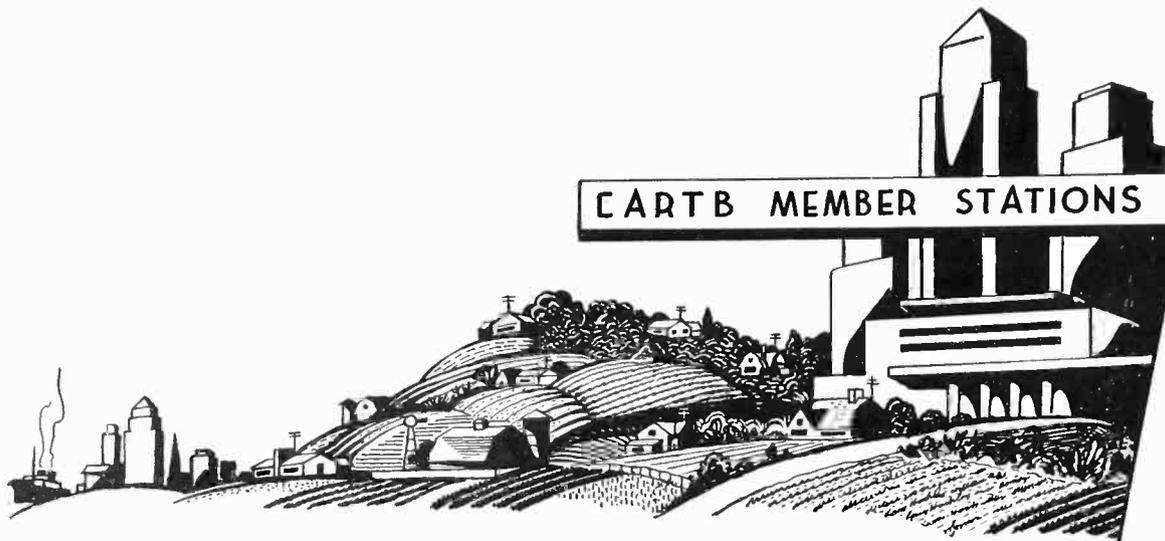
A detailed report of the CARTB Convention begins on page 6.

Malcolm Muggeridge's outstanding speech to the CARTB annual dinner starts on page 16.

"Candid Mike Cops", a story of a station's contribution to traffic safety by David Willock appears on page 20.



CARTB MEMBER STATIONS



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

FRENCH LANGUAGE (27)

- CHAD Amos
- CJMT Chicoutimi
- CHEA 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
- KRRN Rouyn
- CKSM Shawinigan Falls
- CJSO Sorel
- CHGB St. Anne de la
- KRRB St. Georges de Beauce
- CFGT St. Joseph d'Alma
- CHNO Sudbury
- CKLD Thetford Mines
- CFCL Timmins
- CKVD Val D'Or
- CFDA Victoriaville
- CKVM Ville Marie

CENTRAL CANADA (40)

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

PRAIRIES (24)

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

PACIFIC (17)

- CHWK Chilliwack
- CJDC Dawson Creek
- CFJC Kamloops
- CKOV Kelowna
- CHUB Nanaimo
- CKLN Nanaimo
- CKNW Nelson
- CKOK Pentiction
- CKPG Prince George
- CJAV Port Alberni
- CJAT Trall
- CKOR Vancouver
- CKWX Vancouver
- CKMO Vancouver
- CJTB Vernon
- CKDA Victoria
- CJVI Victoria





A journalist is a newspaper man with spats on according to the popular view in the editorial rooms of the dailies of this country. While sharing a distaste for pretentious title and appendages, I wonder if the wider use of this particular word when describing the writing profession might not restore to it some of the prestige it once had in greater degree than it has now.

It has always been a source of satisfaction for me to know one man who hacks a living out of his typewriter and who proudly proclaims that he is in journalism, and has made a substantial success of



—Staff

pursuing its fruits. The man I am referring to is James Montagnes, Canadian correspondent for the US trade paper, BROADCASTING & TELECASTING, who last month marched up to the head table at the CARTB annual idnner to receive his certificate for 25 years' service to the broadcasting industry in Canada.

Besides representing BROADCASTING & TELECASTING since March, 1932, when a wire of appointment came while he was pacing the floor in infanticipation of the arrival of his son Ian, now twenty-two years old, Jim has acted and acts as correspondent for the NEW YORK TIMES, the BOSTON GLOBE, CHRISTIAN SCIENCE MONITOR, TORONTO STAR WEEKLY, MONTREAL GAZETTE, and so forth. He has built a business out of writing, and until lately operated on strict business hours, just like any other business, from a small office in the Harbor Commission Building. He says he writes primarily about Canada, and most of what he turns out is aimed at American and British news and trade papers.

It was 'way back in 1925-6, while still a cub reporter on the TORONTO STAR, that Jim Montagnes started writing news about Canadian radio for the NEW YORK TIMES. Then the STAR transferred him to their radio station CFCA, where he functioned as an announcer-operator. In April,

1928, he went freelance, and has been so operating ever since. It was because he realized that he would have to subject himself to the rigors and disciplines of orthodox business that he took a small \$25 a month office at Bay and Albert Streets, where the City Hall Annex now is. In 1931, he moved to the Harbor Commission Building. Only lately he has given this up, succumbing to the middle-aged comforts of his Colin Avenue home, but he still clings steadfastly to a schedule of nine-to-five-plus.

Jim writes for at least 40 publications every year. He probably contributes an annual fifty major articles. Besides this though, there are heaven alone knows (and Jim swears he doesn't) how many short items. His material varies from banking to aviation besides radio. News, he says, is invariably the essence.

Once — back in 1930 — he wrote a book on Canadian History. It was never published. Then and there, he decided that he would rather write articles and eat.

Jim operates his own ham transmitter VE3BIF. Several times he has been president of the Wireless Association of Ontario. He is an ardent philatelist, and, for six months, he broadcast weekly talks called *Stories About Stamps*.

“Presenting the Moncton Market” is the title of a well written and attractive booklet which has just reached *The Desk*. The material is well put together and the whole is attractive. But the interesting point is that it is sponsored . . . jointly by The Moncton Daily Times, The Moncton Daily Transcript and Radio Station CKCW.

Another broadcaster who is celebrating his quarter century is Fred Bass of CKWX, Vancouver, who has not only devoted twenty-five years to the business, but has piled up something of a record by spending them all at one station.

Fred came to Canada from the UK in 1911. He went into show business as a pianist. In 1915 he joined up and served over three years with the 47th Battalion. Back in show business after the war, Bass was a victim of the talkies. Turning to radio as a possible outlet for his talents, he joined CKWX in 1928 and has been there ever since.

Fred Bass says he did his first broadcast on an experimental station in 1926, when earphones were the thing. “At that time”, he says, “I was orchestra leader in a theatre, and I was asked to play piano for a test program.” Fred did everything he was told, like starting to play when the engineer nodded, and the fact that it went out on what is now the aircraft band but was then out of range of any set, didn't seem to phase anyone at all.

“Broadcasting in the early days seemed to have had more fun in it and we worked seven days a week,” Fred continued. “I think announcers in the early days were closer to the public”, he said, and there were annual popularity contests to keep an announcer on his toes. We didn't have ratings then and mail was very important to everyone in the business”, he said. “People wrote to a station because they wanted to. Today it is different. They write to contests and announcers and artists in areas like Vancouver don't get

(Continued on page 4)

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

Now on the Air with Regular Programs

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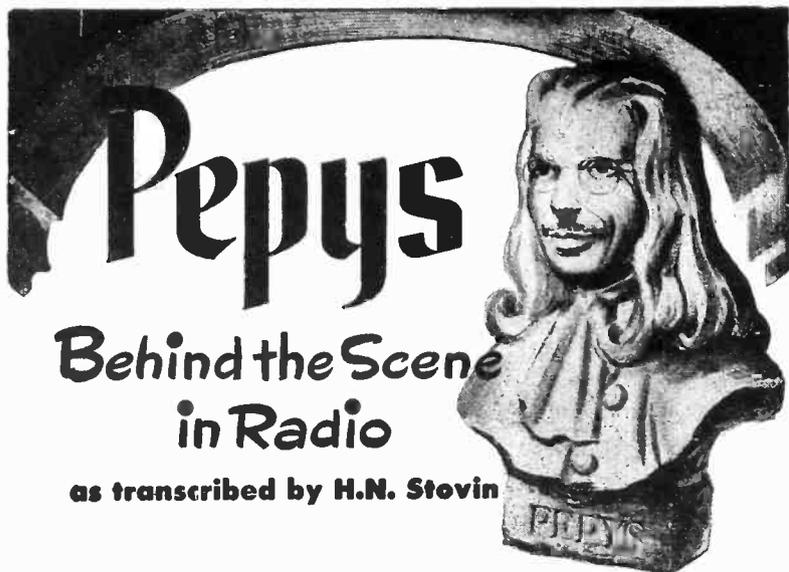
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For AM and TV

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IN CANADA

WEED & COMPANY
IN THE U.S.A.



"From CKCW Moncton this day a new and admirable booklet presenting the Moncton Market, the which is jointly set out by the two newspapers and one radio station serving the area. Pepys does salute the idea, for it is markets in which we are concerned, rather than the self-praise of individual media ● ● ● In Pembroke, Landen's Men's Wear has been using Station CHOV for these eight years past, but this year did decide to put extra effort behind their annual Spring Sale of Made-to-Measure Suits. Extra daily spots resulted in a 76% increase over last year's sales ● ● ● At opposite ends of the country, Stovin stations are scheduling programs from Universities. CKCW Moncton does broadcast the "Mount Allison Forum" each week, featuring topics of national and local interest. In Saskatoon, CKOM has installed a direct line to the University of Saskatchewan, to broadcast three programs a week of 'University of the Air' — the same being talks by heads of each department ● ● ● Was telephone by Bill Hawkins of CFOS Owen Sound to say that one of the local ladies had won a jackpot on Purity Flour's program 'Going Places'. Did no sooner hang up than Fred Pemberton called from CKSF Cornwall. he and Mrs. P. had been at home (listening to CKSF), and had just been called by Toronto to say they had been picked to answer the question being asked by Mother Parker's "Musical Mysteries". Fred had to say that, he being a station manager, was happy but ineligible. Do myself wonder how popular 'honest Fred' is with his wife! ● ● ● PEPYS SPECIAL. Our Toronto office moves on April 10th to 'Pepys House', at 406 Jarvis Street."

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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

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

(Continued from page 3)
 heavy personal mail". Fred thinks nostalgically of the days when "we were salesmen, writers, operators and announcers. At times we handled an account right through to the finished program", he said. Fred is confident that with twenty years in

heard of back in 1947. But Bill was kept crazy looking for operators during the manpower shortage which went on long after the end of the war. He had cherished the pipe-dream of operating a transmitter by remote control for some time. Now, without putting them into actual



REMINSICING OVER AN ANCIENT SCRAP BOOK, Fred Bass chats with some fellow CKWX'ers, left to right: Dorothy Armstrong, secretary; Cal George, salesman; Bill Ward whose late night "Dog House" is a station feature; and copy writer Patsy Danby.

show business and twenty-five in radio, he could make a competent producer, but, he says, until TV arrives for CKWX, he just isn't giving it a thought.

The whole production staff of the F. H. Hayhurst Company's Toronto office attended the TV Workshop at the Ryerson Institute which has just concluded.

Bill Forst, chief engineer at CKOM, Saskatoon, won this year's Canadian General Electric Award (just renamed the Colonel Keith S. Rogers Memorial Award) "in recognition of



—CPR photo
 Forst receives his award from Don Scholfield, manager of CGE's Electronic Equipment Department.

practice, he conducted innumerable experiments at CJDC, but it was only in 1949 that he secured the approval of the Department of Transport.

There were still hurdles to overcome. Equipment shortage was the major problem. Also, the technicians were not too keen on a project which might reduce employment in their field. But the hot potato cooled off eventually, and Bill has been operating stations by remote control ever since.

From CJDC, he went to Gordon Henry at CKRD, Red Deer. In 1951, he joined Bob Hosie's CKOM where he still is. This station's five kilowatt job went on the air last month with an unattended operation transmitter architected by Bill.

In 1952, Forst was invited by Neil McNaughton, director of engineering for the NARTB, Washington, D.C., to prepare an extensive report on unattended operation in Canada for submission to the FCC, as an exhibit in support of NARTB's application to the Commission for unattended operation in the States.

And now, as one termite said to the other termite, that cleans off The Desk for this issue so buzz me if you hear anything, won't you?

his pioneering efforts in the field of unattended operation of broadcast transmitters." This award is presented annually to a station which has made a major contribution to engineering. It is adjudicated by a committee formed by the CARTB.

Bill, still only twenty-eight years old, started seven years ago building CJDC, Dawson Creek, B.C. Over a portable camera-type radio which he was playing in a cafe, Bill had just met his Julie, who couldn't resist the temptation of asking what the thing was. She used to keep books in the Bank of Nova Scotia in Edmonton, but Bill whisked her away as his wife to his new job at CJDC, and started right in teaching her to understudy him in his work, whether in the studio or at the transmitter.

Unattended operation was un-

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April 7th, 1954

Three For Freedom

Most CARTB delegates and guests returned home from the Quebec Conference last month with the feeling that this year's Convention was the best yet. And there was a reason.

The bulk of the success of this meeting was crowded into the first day, which was open to guests. More than five hundred broadcasters and advertising people heard three outstanding speakers from three widely separated countries discuss current threats to freedom of speech, having special regard to the two broadcast media. The talks were well-delivered, vitally factual and teeming with interest.

Taking them individually, the first speaker to be heard from was Senor Goar Mestre, of Havana, Cuba, founder and president of the five-station CMQ network, whose encounters with governments which wanted to muzzle microphones have been many, all mikes being his own. A broadcaster himself with a substantial stake in the industry, Mestre was able to address the broadcasters as one of themselves, who was known to have fought long and hard both for himself and the industry.

Following immediately on his heels, one of Canada's best known and hardest hitting orators on the business front, Don Henshaw, pulled no punches in his denunciation of the government in its speech muzzling tactics through its CBC. Though he has a background in radio dating back more than a quarter of a century, it was rather as an advertising man — he is a senior account executive with MacLaren Advertising Co. Ltd. — that Henshaw contributed his blow for freedom.

Finally, and delightfully, the man who has championed the cause of free enterprise television in the United Kingdom, and who accepted the CARTB's invitation to fly the Atlantic and tell them about it, Malcolm Muggeridge, editor of PUNCH, held everyone enthralled from the head table at the annual dinner. After devoting the first half of his speech to a whimsical and highly amusing "Apologia of a Humorist," he suddenly, and without changing his placid tone, shed his gentleness and abandoned his merry quips, as he slung shimmering shafts of satire at the whole structure of national broadcasting in general, and the British Broadcasting Corporation in particular. The broadcasters who had that same morning listened to speakers with a personal interest and stake in the issue — a Cuban broadcaster and a Canadian advertising man —



"Honest, my mind went blank and then I thought I was on one of those giveaway shows."

were hearing the same subject treated as a sociological question, by a man who was able to view the problem dispassionately and from afar.

.

The words these three speakers spoke, so vital to anyone connected even remotely with communications, are, starting this issue, and for several issues to come, appearing in these pages, as a permanent record. So much for the individuals.

Collectively, though they all spoke from a different corner of the world, there was one thing their remarks had in common. That was the statement, couched by each in his own vernacular, that if freedom of speech by radio is the end, advertising is the only means to that end.

Finally, and this we believe to be of supreme importance, this year at the Convention a precedent was established. In the past, it has been said that too little intelligent effort has been made to interest the public in radio's fight for freedom. This year, as never before, the first day of the Convention was newsworthy, not alone to broadcasting and kindred industries, but to the public at large. Quick dustries, but to the public at large.

The result was that few if any newspapers or radio stations were not supplied with this challenging material. They printed or broadcast it because it was newsworthy. Co-incidentally — quite co-incidentally mind you — they thereby gave radio what was probably the best press it ever received.

Upsidedown Cake

Isn't there something a little cockeyed about CBC expenditures, especially those disclosed in the House of Commons last week, dealing with two items — foreign travel and press and information? According to a return, the CBC has spent \$86,583.00 during the last two years sending employees on business trips to foreign countries. Another return said the operation of the CBC's press and information division cost \$370,584.00 for the fiscal year ended March 31st, 1953.

According to the press report, the first item, covered two years and included employees' visits to the U.S., the U.K., France, Germany, Italy, Spain, Norway, Finland, Jamaica, Mexico and South America.

The return went on to say that the trips were made to arrange broadcast coverage of events such as the Coronation, the Royal Tour and the Olympic Games, and also to arrange program exchanges with other countries.

This line of activity is very much a part of the right and proper function of a national broadcasting system, and incidentally is one which our own CBC performs quite admirably. The Coronation coverage won acclaim all over the world. So it seems a little staggering to say the least that such an insignificant sum, averaging only a little over \$40,000.00 a year for the past two years, has been spent on travelling to and from such worthwhile projects.

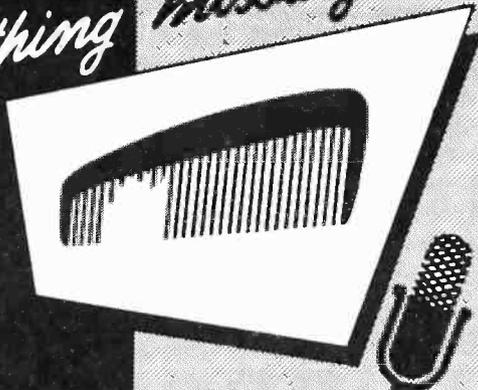
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As opposed to a paltry \$40,000.00 a year for foreign travelling, the CBC's Press and Information Departments employs 42 people in stenographic and clerical jobs and 33 others in its offices in Vancouver, Winnipeg, Toronto, Ottawa, Montreal and Halifax. And this took nearly \$400,000 out of the public purse for the fiscal year ended March 31st, 1953.

Three hundred and fifty thousand dollars is not a tremendous sum of money in terms of nation-wide broadcasting. It could however be used to take CBC microphones and cameras into hitherto unreached hinterlands of information. And if it took this money and used it with good showmanship, it would no longer be necessary for the people of Canada to spend their own money urging themselves to listen to their own programs, because everyone would be eager to hear them.

Something missing...

like
selling
Quebec
market
without

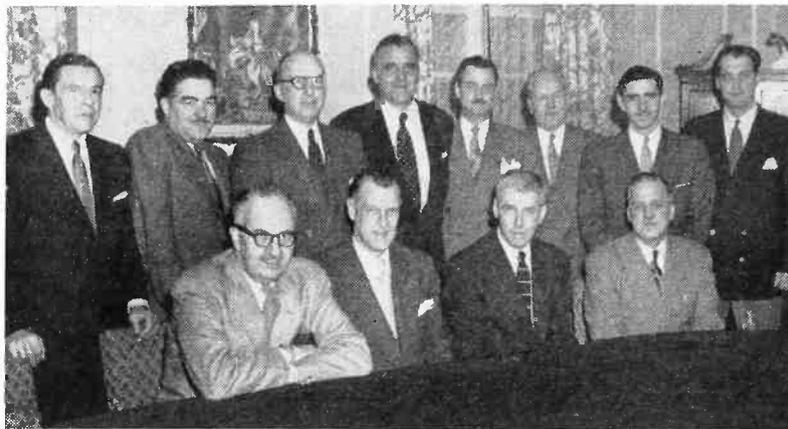


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CARTB

ADVERTISING IS KEY TO DEMOCRACY



—CPR Photo

NEWLY-ELECTED CARTB Board of Directors is seen in the above photo. They are, from left to right: (seated) past-president F. H. Elphicke (CKWX, Vancouver); vice-president Jack Davidson (Northern Broadcasting, Toronto); president E. Finlay MacDonald (CJCH, Halifax); and John Craig (CKX, Brandon); (standing) Ted Campeau (CKLW, Windsor); Baxter Ricard (CHNO, Sudbury); Henri LePage (CHRC, Quebec); Bill Rea, (CKNW, New Westminster); Fred Lynds (CKCW, Moncton); J. Arthur Dupont (CJAD, Montreal); Wally Slatter (CJOY, Guelph); and Sid Boyling (CHAB, Moose Jaw).

By Tom Briggs

Quebec City — Advertising has been able to keep the channels of information in democratic countries free from state control, because "without advertising, all our means of information — newspapers, magazines and broadcasting — would have to depend on some form or another of government subsidy".

In this statement, delivered to the CARTB convention in his annual report, executive vice-president Jim Allard was summarizing the entire theme of the convention, keynoted by the three first-day speakers. Goar Mestre of Circuito CMQ SA, Havana, Cuba; Do. Henshaw, of MacLaren Advertising Co. Ltd., Toronto; and Malcolm Muggerridge of PUNCH.

The three-day meeting here last month was the 29th annual convention of the association, although the first under its new title, the Canadian Association of Radio & Television Broadcasters. Membership now includes 125 stations and 39 associate members, among which are several television stations and organizations.

Allard, in his report, went on to warn that the trouble with government subsidy is "governments have yet to enter any field without sooner or later assuming control — whether this be conscious or unconscious — and no careful or intelligent student of history can fail to be impressed by the fact that democracy came after a free press, not before it, and was a direct result of it".

The CARTB is continually trying to bring this view of the importance of freedom of information and its reliance on advertising before the Canadian public in all ways open to it, Allard said.

In dealing with the future of the radio industry, Allard took a cautiously optimistic view, warning that the industry would have to consider many things, such as the involved change in economic trends, in the prosperous days ahead, before laying long-range future plans. "Many of the shibboleths of broadcasting that have become cloaked with the respectability of dogma" will soon come in for serious questioning, he said.

As part of its re-evaluation, the industry will have to ask and determine: if high-rated programs are actually "giving better service and

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selling more goods" than lower-rated shows, and if the highly-attractive show is actually the best type for the audience and the time; if there is really such a thing as "popular" music; if a "mass audience" really exists; and the reason behind people's listening and viewing habits.

Regarding the claim that broadcasting is heard momentarily and then forgotten, Allard said that while the assertion is of "doubtful value", the time may have arrived for broadcasting to devise ways of preserving scripts of programs, and distributing the printed forms to libraries, schools and interested persons.

"We undoubtedly will need more true research and more writing — and realistic writing — about broadcasting by people informed about broadcasting and about Canadians," he said. "It is a great challenge and therefore opportunity."

Allard believed "the days ahead represent hard work for our industry, and indeed for all others . . . (It) is just starting its development, and is probably on the threshold of an expansion comparable only to that which took place in the automobile industry in the twenties and thirties."

The radio broadcaster has an undeniable right to operate his business with a reasonable amount of freedom from the fear of having his license taken away from him because he is not liked by the political party in power. This was the considered opinion of Goar Mestre, owner of a chain of Cuban radio and television stations, who delivered the convention's keynote address during the first morning session. He stated this view as the result of years spent

trying to gain a measure of freedom for broadcasters throughout the Western Hemisphere, latterly through the Inter-American Association of Broadcasters, of which he is a founder and past-president.

Mestre said that in a comparison of broadcasting in Cuba and Canada, a Cuban finds "that he cannot reconcile certain Canadian facts pertaining to the fabulous development of this nation in other fields with certain facts pertaining to the radio and television industry". Unlike radio and TV development, the building of Canadian industries was "in no small measure due to Canada's unshakeable faith in the advantages and virtues of private initiative and free enterprise".

Following a detailed account of the growth of radio in Cuba, where there are 110 stations and a million receivers ("and where they have attained . . . a degree of progress and they fulfil a measure of public service unmatched by any other industry"), Mestre said: "If we in Cuba have been able to accomplish as much as we have with our infinitesimal resources as compared to Canada's, I am positive that the individual initiative, the know-how, the courage and the vision of you men in this industry, can give to Canada and to the world a radio and television industry comparable to what you have already shown you can do in other fields of commerce and industry".

Radio's fight for freedom in the Americas is becoming an increasingly important one, he emphasized, because: "The attacks on freedom are now taking new, more subtle forms directed to control and subject by more indirect methods the inde-

pendence of criteria of radio stations and newspapers".

Yet the struggle must be fought and won, he said, declaring: "It can be summed up as one word — freedom; freedom in its varied forms; freedom to choose one's government; freedom to worship; freedom to think and to communicate to others our thoughts; and all the other freedoms that in modern society are better known as a man's civil rights". (A reprint of parts of Goar Mestre's

address will be a feature of an early issue.)

The struggle for traditional "freedom of the press" for the Canadian private broadcasting industry is one which will vitally affect the Canadian way of life, Don Henshaw, dynamic executive with MacLaren Advertising Co. Ltd told CARTB delegates during the first morning.

In a plea to make "broadcasting (Continued on page 9)

CFCO goes over the top again More listeners per watt cost than any other Western Ontario Station

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BBM STUDY NO. 5

CFCO—630 Kcs—Chatham



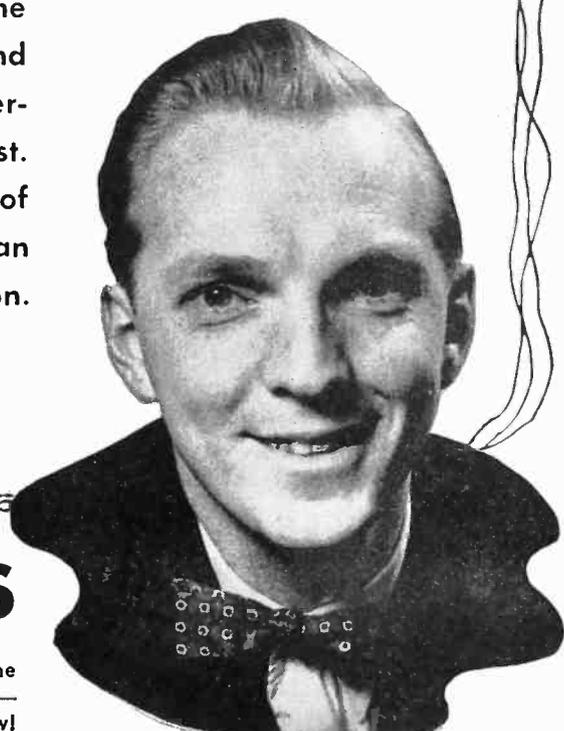
CAMPBELLTON, N.B. — 950 kc — 1000 watts — Income from rich lumbering and fishing industries, added to bonus dollars from a year-round tourist business, puts CKNB's listeners in prime position to buy — you can sell them through CKNB — only English language station in Northern New Brunswick. **BBM (1952)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

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

CAMPBELLTON SELLS THE NORTHERN MARITIMES

KEN ELLIS

Sports director of CFPL-Radio, reports the current happenings in sports throughout the world daily on his Sportscasts at 6:15 p.m. and 11:20 p.m. His sports anecdotes and guest interviews maintain a high rate of listener interest. In addition, his play-by-play descriptions of sports events command a wide audience from an area within a radius of 60 miles around London.



**CFPL
RADIO**

**LONDON
CANADA**

SPORTSCASTS

**DIAL
980**

Put your own sales on the CFPL-Radio winning team — call All-Canada Radio now!

Incorporating
new facilities for
advertising agency
operation
in Canada



Harry Davidson
Builder
Pentland McFarland & Baker
Architects

THE

Cockfield Brown BUILDING

185 BLOOR STREET EAST TORONTO

After thirty-five successful years in downtown Toronto, we have moved to more spacious quarters in this new building, specifically designed for modern advertising agency operation.

In these well-equipped surroundings, personnel previously located in several buildings will all be assembled on the four upper floors.

The new Toronto office facilities will help to improve all operations of our constantly expanding business. This expansion has come, and is continuing to come, mostly from our established

clients, some of whom we have worked with for over 30 years—many others for 10 to 25 years.

We believe that the outstanding abilities, training and experience of our many heads and hands are the reasons why our volume of business is larger than that of any other Canadian advertising agency. They may also be the reasons why so many national advertisers have investigated Cockfield Brown facilities in recent years and now, as clients, have found the service for which they were searching.



Advertising
Merchandising
Public Relations
Commercial Research

Cockfield, Brown & Company Limited

MONTREAL, TORONTO, WINNIPEG, VANCOUVER

CARTB

(Continued from page 7)
free that it may be good", he pointed out that in the economic pyramid, broadcasting was a vital advertising medium and that "advertising is not just a business, it is a way of life".

Our standard of living is based upon our ability to produce, he said, and this is governed by our ability to sell, which in turn is dependent upon advertising to make mass selling possible.

Henshaw answered advertising's critics with: "If the people don't like commercials, how does radio continue to deliver results to advertisers"? He said the advertising agencies, with all their charts, surveys and marketing wizards, would soon let broadcasters know when the public disliked commercials so much it refused to be influenced into buying.

Yet advertising, he declared, has kept all media of mass communication free from political interference, with the exception of radio. On the other hand, charges of advertisers influencing the editorial and news content of the printed media were false, he declared.

Pointing to a fundamental fault with the Canadian radio system as it is presently set up, Henshaw claimed that the CBC officials in the Canadian radio game are more often "line blocking and carrying the ball than blowing the whistle". Instead of pleading at the forums of opinion, the Massey Commission and Parliamentary Committees for a change in law which would provide privately-owned Canadian radio and television stations with freedom to express opinions and freedom from the fear of government intervention, Henshaw believed the industry should set out on a crusade to "liberate" the CBC. He felt the CBC "is seriously embarrassed by regulations and the astonishing degree to which it is compelled to do things which, as broadcasters, they must view as nonsense".

The greatest single forward step the industry as a whole has made was realized during the past year when the Parliamentary Committee on Broadcasting recognized in its report the possibility of a separate regulatory body to govern radio matters, said CARTB president, F. H. Elphicke in his annual report. All former representations to such committees to have the control over broadcasting now vested in the CBC supplanted by an independent authority, have been denied, he noted. But it is felt that last year's Committee report has left the way open for further consideration of this question, Elphicke said.

He condemned the CBC's single station plan for covering Canada with TV, contending that "it drives many Canadian viewers to American stations". Competition in local television service must be allowed, he argued, so that the Canadian public can receive alternate Canadian programs.

At the same time Elphicke pointed out that television is not going to prove the death of radio. "Radio has its own special field of public service that will not be replaced by any other medium", he said.

In touching on the subject of some types of radio giveaway shows, Elphicke earnestly hoped "we may avoid censorship" by making sure quiz shows are maintained "on a

level reasonable to all", if they are to be continued. He pointed out most of the criticism of these programs comes not from broadcasters or listeners in general but what he termed "third party annoyance".

Appointment of a research director for the Bureau of Broadcast Measurement may be announced shortly, probably before the end of the month, Horace Stovin revealed in an annual report to BBM's membership during the second morning of the CARTB conference. Stovin, who is vice-president of BBM, delivered the report for the absent president, Charles Vint, president of Colgate Palmolive Peet Co. Ltd.

The outstanding development of the year for BBM was the decision of Canadian broadcasters to provide the necessary funds to finance a full-time research director as part of the Bureau, Stovin said. An analyst-statistician has been sought for the position and a number of applications are now being considered by BBM's board and its research and development committee.

Stovin also revealed that the first station reports of the survey now being taken throughout the country would be available by August, and a booklet on BBM and the use of its reports is currently being prepared. He added that a great deal of educational work has been done on the industry which has meant a minimum of misrepresentation in the use of BBM figures.

Athol McQuarrie, long time general manager of the Association of Canadian Advertisers, resigned his position as secretary-treasurer of BBM following his presentation of the financial report. With BBM since its inception 12 years ago, McQuarrie said his resignation was prompted by the pressure of ACA business and the knowledge that BBM is in a stronger position now than ever before, with 140 stations as members, and 87½ per cent of the potential membership now enrolled.

BBM's staff will now be headed by the present executive secretary, Charles Follett, another veteran of 10 years with this, the industry's tripartite research organization.

Two representatives from each group supporting BBM were elected to its 12-member board of governors. They are George Bertram (Swift Canadian Co. Ltd.), Robert Campbell (J. Walter Thompson Co. Ltd.), and J. Arthur Dupont (CJAD, Montreal), all for three year terms, and

Lee Talley (Coca-Cola Co. of Canada Ltd.), William Trimble (Baker Advertising Agency Ltd.), and Horace Stovin (H. N. Stovin & Company), for four year terms. Other members remaining on the board are: Walter Powell of the CBC; Charles Vint; A. M. Sanderson (Whitehall Phamacal); Frank Mills (Spitzer & Mills Ltd.); and G. C. Hammond (Cockfield, Brown & Co. Ltd.). Bill Hawkins of CFOS, Owen Sound was elected to the board to replace retiring Bill Cranston (CKOC, Hamilton).

It was revealed that some TV information being gathered by BBM as part of the current audience study will be made available for purchase to BBM members. Stovin also said, in reply to a question by Wilf Woodill, manager of CKSO-TV, Sudbury, that BBM is now trying to establish a study of TV homes.

Following the BBM meeting an elaborate film presentation, sponsored by 10 stations and prepared for them by Elliott-Haynes Ltd., was shown to delegates. The slides were designed to show weaknesses in such facets of the BBM survey technique as the size of sample, and income and other characteristics of respondents. Sponsoring stations were CJCB, Sydney, CJCH, Halifax, CFBC, Saint John, CJAD, Montreal, CKVL, Verdun, CKOY, Ottawa, CKEY, Toronto, CJOB, Winnipeg, CKNW, New Westminster and CKDA, Victoria.

The general opinion expressed following the meeting was that such criticisms should have been submitted to the BBM research and development committee.

The ten stations believe, according to spokesman Bob Bowman of CFBC, that BBM "does not entirely reflect a true picture of the smaller and newer stations which are operating against larger, older stations" in many areas. Also, there is confusion in the public mind about what stations are actually being tuned during any survey period.

Canadian radio and TV stations should be "assured the same rights and privileges with respect to libel and slander as any other publishing media," stated the first of a three-part resolution passed during the final minutes of the CARTB conference, and it urged that the Association "take steps to see that the news departments" of stations be extended these rights.

It also recommended that the same
(Continued on page 10)

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

FRANKLY, WE HATE THE IDEA

of working for a living; but since we must, we can't think of any way we'd rather do it than by writing radio copy.

The psychology books all say you do best in the kind of work you enjoy. Maybe that's why so many of our clients keep coming back for more.

WALTER A. DALES — RADIOSCRIPTS

907 KEEFER BUILDING

MONTREAL, P.Q.

Telephone UN. 6-7105



What's Cooking in Newfoundland?

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

CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS

rights enjoyed by printed media in reporting public hearings be extended, where desired, to tape recordings and actuality broadcasts, both audio and visual.

Compilation of a list of books and pamphlets useful to news departments was approved.

This resolution was drafted by the CARTB Press Rights Committee as part of its report.

In an effort to attract more, high-calibre employees to the broadcasting industry, a resolution was passed calling on the CARTB to "give some thought to the publishing of a booklet or pamphlet" which will outline briefly the present position of radio and its future prospects, describe what stations give to and expect of their employees, and generally convince an applicant of "the worth of private radio as a community service and the value to a man remaining in small station areas as an integral part of the community". When prepared the booklet will be supplied to stations for distribution to job applicants.

A plan for pre-determining the rate to be charged for Dominion Government advertising was set forth in another resolution. It states that, "commencing in April and each April thereafter, each radio station shall decide the terms upon which Dominion Government business will be accepted during the current fiscal year" and inform the agencies placing Government business.

A suggested basis for a station's decision is the total number of announcements sponsored by all departments of the Government on the station during the preceding fiscal year.

The CARTB re-affirmed its intention to press for a separate regula-

tory body, to have broadcasting recognized as a form of publication and to secure private television licenses for qualified citizen applicants in all Canadian markets. These points were covered by three separate resolutions all approved unanimously.

The CARTB also reiterated its desire "to provide necessary and important broadcast services in time of emergency and that (its) board of directors continue their efforts to have the present confused situation resolved at the earliest opportunity". Through this resolution the CARTB hopes to get some clarification from the government of the role of broadcasting in civil defense.

Delegates gave blanket approval to all action taken on behalf of the CARTB in copyright matters to date, and endorsed the activities of BMI Canada Ltd., and its parent company, Broadcast Music Incorporated, "in affording an opportunity for the development of Canadian talent at home and abroad". Delegates pledged wider use of BMI music.

A final resolution urged the new board of directors to consider seriously "the matter of avoiding placing our friends in the CBC" in the embarrassing position of having them present at speeches and discussions at annual meetings when matters "of wide divergence of opinion" between the CARTB and CBC are discussed.

Although not officially members of the CARTB board of directors until the by-laws can be changed to include three new board members, TV stations will be represented by Ken Soble (CHCH-TV, Hamilton), Hal Crittenden (CKCK-TV, Regina) and George Cromwell (CHSJ-TV, Saint John).

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received
Our **NEW**
Audition Disk?



DON WRIGHT
Productions

Let Us Help You

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

An Independent
Producing
Company

- CKCL** Truro
- CKMR** Newcastle
- CHGB** St. Anne de la Pocatiere
- CJFP** Riviere du Loup
- CKRB** St. Georges de Beauce
- CKCV** Quebec
- CJMT** Chicoutimi
- CFGT** St. Joseph d'Alma
- CHLN** Trois Riviere
- CKAC** Montreal
- CKRN** Rouyn
- CKVD** Val d'Or
- CHAD** Amos
- CKLS** La Sarre
- CKCH** Hull
- CFCL** Timmins
- CHNO** Sudbury
- CKCR** Kitchener
- CKOX** Woodstock
- CKSB** St. Boniface
- CFNS** Saskatoon
- CFRG** Gravelbourg
- CHFA** Edmonton
- CKMO** Vancouver

Congratulations

to the CARTB on the best convention yet.

We're preparing for the biggest year in radio's history.

For information and data concerning our list of markets and stations, contact

Omer Renaud & Co.

TORONTO

170 Bay Street - EM. 4-1197

MONTREAL

1411 Stanley Street - BE. 9541

Television

KITCHENER TV IS ON THE AIR

Kitchener — Canada's third privately-owned television station — CKCO-TV — is on the air with a regular schedule of more than 40 hours of programming a week most of it sponsored. Although operating way below peak power, just for the moment, this station makes the third link in a television coverage chain which now provides almost all of southwestern Ontario with good local reception.

The station's programming for the next few weeks will be entirely microwave relayed or filmed programs. As a basic station in the CBC's television network — along with two other "privates", CFPL-TV London and CKSO-TV, Sudbury — slightly over half its programs will come from Toronto over the new CN-CP microwave. Another two hours a week will be news programs and some sports, about half of it local events shot with film cameras, completely sponsored by two local meat packing firms, Burns & Company, and Morrison's Meat Co. Ltd. Remainder of the present schedule will be taken up by film from various sources.

The station was on the air with a test pattern only 20 days after its license was approved by the CBC, and started regular programming only two months later. When its permanent tower and antenna is up on lofty Baden Hill, power of the station's CGE transmitter will be boosted well above the initial 5 kw. This means that CKCO-TV will be reaching beyond a triangle, fixed geographically from mail received bounded by Hamilton, London and Mount Forest, says its casually confident manager, Gene Fitzgibbons.

Gene is the son of John J. Fitzgibbons, head of Famous Players Canadian Corporation which owns a part of Central Ontario Television, the company which operates the station. Another partner is Carl Pollock, president of a local receiving set firm, Dominion Electrohome Industries. Other shares are held by the late Gib Liddle, partner in CKCR, Kitchener. Gene Fitzgibbons left the managership of FPCC's Windsor motion picture interests to take over the station.

Bill McGregor is the station's operations manager. He left CFRB to take over as engineer of CKFH when it went on the air three years ago, and latterly was a technician at CBLT. His wife, Ellen handles traffic and continuity at the new TV station, and she is also a former CFRB staffer. Maintenance engineer is Ken Horne, formerly with Radio Rediffusion in Montreal. Dominion Electrohome's TV engineer, Alexander Day, is CKCO-TV's chief engineer. Don Hildebrand (from CKNX) and George Montgomery (from CKFH) are staff announcers, and Mrs. E. R. Grengross is film editor. The station has a total staff of 22.

From his large but unfinished facilities on the main street and almost beside the boundary which separates the twin cities of Kitchener-Waterloo, manager Fitzgibbons contends that getting on the air early with film and microwave is a good plan. It gives the staff a chance to

live with the problems before they have to be licked. All that is working now from these quarters is the telecine room and control room. The main studio, 35 feet by 45 feet, and two TV cameras, will probably be ready for use at the same time the tower is, which is still "sometime in April".

Heads Dominion TV



Toronto — Richard Hill has joined Dominion Broadcasting Company to head its new TV section, which is initially specializing in the production of television slides. Hill, former television co-ordinator at S. W. Caldwell Limited, will also assist in selling the radio services of Dominion Broadcasting and the Bosworth library of recorded music which it represents in Canada.

An Australian by birth, Hill was with the BBC's television service for two years prior to coming to Canada. While there, he was on the staff of the engineering division and TV film unit. He also wrote and illustrated a number of children's TV programs and was stage manager on the Eric Barker series of light entertainment shows.

Gib Liddle Passes



The president and general manager of CKCR, Kitchener, Gilbert (Gib) Liddle, died in Montego Bay, Jamaica

two weeks ago. The 64-year-old Liddle, who had been with CKCR almost a quarter of a century, recently became a partner in CKCO-TV, Kitchener, which went on the air last month.

Liddle joined W. Clyde Mitchell, who died two-and-a-half years ago, in the operation of CKCR in 1930 when the station was little more than a year old.

He is survived by his widow and five children and one of them, Jack Liddle, is now commercial manager of CKCR.

RRL APPOINTMENTS

Quebec.—Wilf Dippie will continue to manage the Montreal office of Radio Representatives Ltd., while Alex Bedard directs the Toronto operations of the company.

Dippie has acted as manager of the RRL Montreal office since 1941, while Bedard, who has had charge of the Toronto office for the past year, has now been officially appointed manager.

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

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

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

Located in the centre of a rich agricultural and industrial district, Sherbrooke boasts of more than 100 diversified industries, producing goods valued at over \$70,000,000. The manufacturing industries employ some 8000 men and women, paid on a higher scale than the majority of other similar centres in Canada. To tell your sales story in this prosperous market, use CHLT (French) and CKTS (English).

Representatives:
CANADA

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

Local Sponsors

How do you determine whether a station is doing a job in its area? B.B.M. reports? Program ratings? CFNB leads all New Brunswick stations in both.

But we think an even better indication is the way local sponsors regard the station. More local sponsors than ever before, over 120 right now, are using CFNB regularly. These sponsors are located in several centres in our coverage area in addition to Fredericton, some as far as ninety miles away.

If it's New Brunswick coverage you're looking for CFNB is your most effective, most economical buy.

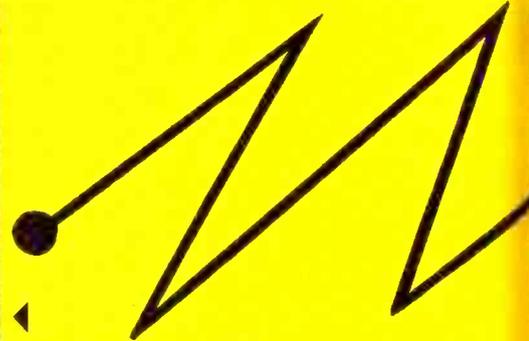
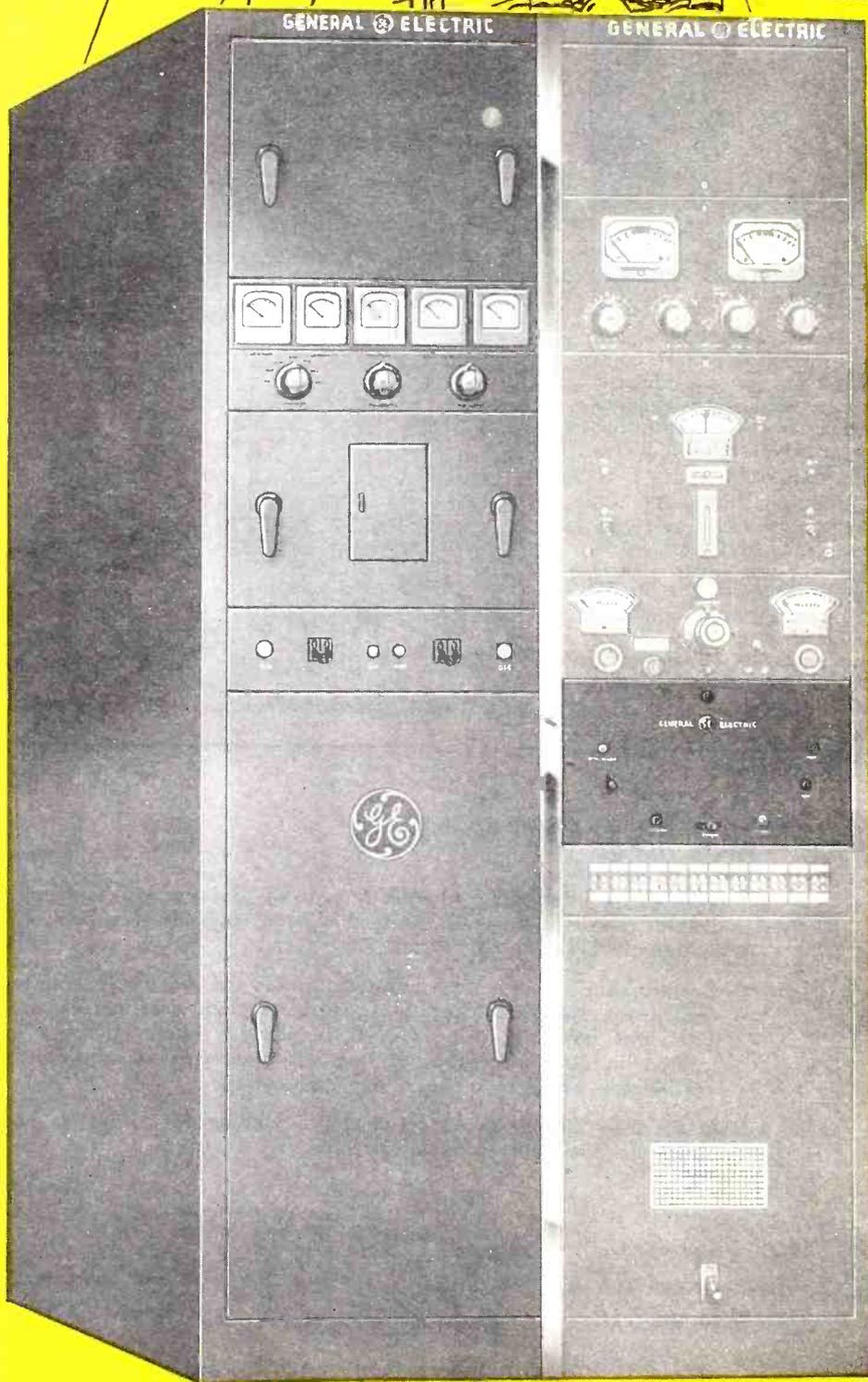
New Brunswick's
Most Listened-to
Station



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

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

New C design



TRANSMITTER REMOTE CONTROL UNIT

The tubes and components in this new C-G-E Transmitter are conservatively rated for plenty of "reserve-power" reliability. There are only 12 tubes, including rectifiers, and only 5 tube types. Size has been reduced to almost half, yet accessibility of parts has been greatly improved. With this neat, rugged standard cabinet, the purchaser pays only for the quality parts and quality construction.

Electronic
CANADIAN GENERAL

Canadian built AM transmitter with remote control at no extra cost

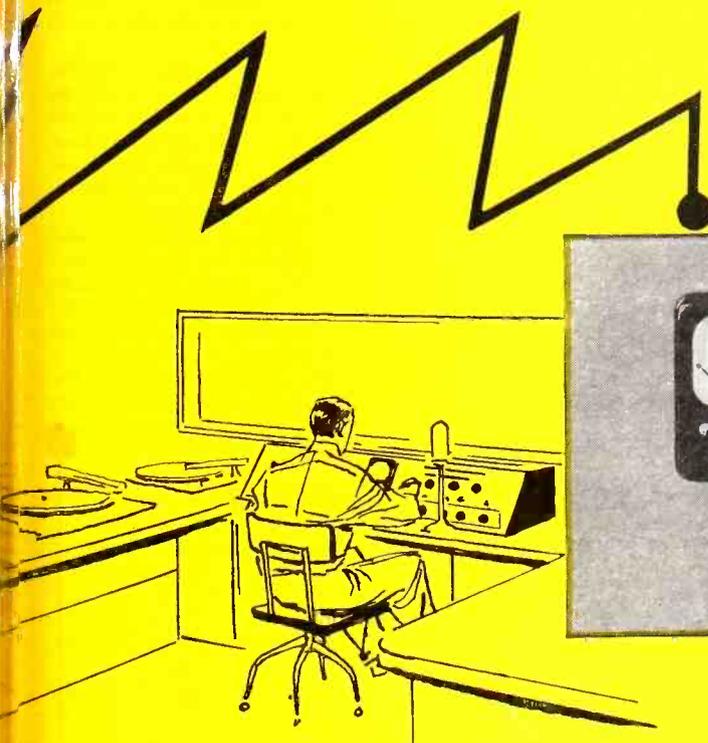
HERE'S Canada's first standard broadcast transmitter designed specifically for remote control at no extra cost to you. This new AM transmitter, available in 250 watt or 1000 watt rating is superior to previous equipment design in reliability, simplicity and size.

The built-in remote control feature eliminates the need for costly remote control modification kits. In addition, the C-G-E Type BCR-1-B remote control unit can be used for trouble prediction. You guard against possible circuit break-down by *telemetered checking*. Nearly two dozen Canadian stations use this equipment now—with one, two and three tower arrays, and up to 5 KW rating.

The use of modern tetrodes in this new transmitter offers high efficiency with no neutralization. High level modulation assures low distortion and easy tuning. Efficient cooling of power tubes assures long tube life, and both 250 and 1000 watt units meet all present or proposed DOT, FCC, RTMA and CSA specifications. For further information, write to: Broadcast Equipment Sales, Canadian General Electric Company Ltd., 830 Lansdowne Ave., Toronto, Ontario.



Broadcast and
Television Equipment



STUDIO REMOTE CONTROL DIAL UNIT

MORE THAN MAGIC CARPET COVERAGE!

CKRD is everywhere at once in its phenomenal new coverage area, made possible by its booming

1000 WATTS

on the favorable
850 KCS.

We haven't been sending out this power for long, so until we know our own strength, let's just say our new voice is **TERRIFIC!**

It's one more reason why you should use

CKRD

RED DEER

Radio Representative's men will be around soon to tell you all about it



By Helen Craig

DATELINE: MONTREAL

If you come to "Little Paris" fresh from the west or even from Toronto, it takes a while to get acclimatized. Does me anyway. Particularly if it's close to a spring that is as pseudo as any season can be. Between shivers and shakes brought on by the St. Lawrence winds, I made a bee-line for what I thought would be the comparative quiet of my hotel room. Alas and alack. Irishmen were celebrating on one side of me, and what sounded like the National Hog Callers of Canada convention was booming on the other side. It so happens that I'm neither Irish nor a hog caller (I beseech you, brethren, no similarity is intended) so, as an escape mechanism, I turned on the radio. Heard something about a 30th anniversary and congratulations. Followed it up next day by calling Jim Tapp, station manager at CJAD, and he told me it was CJAD station owner J. Arthur Dupont's anniversary. Jim wasn't even slightly hesitant in describing the station and some of its program ideas.

CJAD was born on December 8, 1945, and it has made amazing strides since then. It will soon go the 10,000 way to serve better a listening audience that takes in the English-speaking population of Montreal the Eastern townships, lower Ottawa



AP Wirephoto

AMERICAN STUDENTS Richard Reynolds, Beverly Cowan and Mickey Reynolds (left to right) get \$400 between them from CJAD manager Jim Tapp (right). On a visit to Montreal they were robbed and this money, realized through a radio appeal, helped the Harpur College students from Endicott, N.Y., continue their trip.

Valley, and the Laurentians. Jim Tapp describes CJAD as being the dominant station in the area, with 80 to 85 per cent of the English-speaking listeners, which seemed a comfortable figure. There's a family atmosphere around the station, probably due to Papa Dupont's attitude towards the staff. Announcers, particularly, are expected to act on their own, once confronted with the mike. Dupont (from a family of 15) tells them they only gain stature as air personalities when they use imagination and grow along with their shows.

Here's a story that may be responsible for Dupont's insistence on the use of initiative. When Daddy D. was programming at CKAC in the crystal-set days there was a local live show from 7.00 to 9.00 p.m. (9.00 p.m. was sign off time!) Artists on the show were musicians and singers who performed gratis, the only payment being free publicity with pictures in *La Presse*, owned by CKAC. There was never any difficulty in getting artists. You could just reach out your hand on to St. Catherine Street and 10 chances to one you'd pull in an artist. But one night, procuring performers had been left rather late. Too late. Seven o'clock came. No artists. So in stepped young Arthur with the announcement: "CKAC will remain silent for the next two hours in order that listeners can pick up U.S. stations."

There followed 120 minutes of dramatic silence that spoke volumes.

But that was a long time ago. Nowadays, live shows with top-notch entertainers, are very expensive, so a budget that could be appropriated to programming is used for promotion instead. Here are some of the pet promotion notions CJAD has found successful:

- (1) 70,000 color photographs of the royal family were distributed to schools in Montreal last year.
- (2) 79,000 color photographs of the Queen in her coronation gown were given to Montreal school children this year. (Larger mounted photographs, on easels were sent to cabinet ministers, other high officials, and to clients.)
- (3) "I'm a Courteous Montreal Driver" stickers were distributed in conjunction with a civic safety campaign.
- (4) A personalized card, folder-type, is sent to a person who is in the news. The card bears the words: "We were happy to see this about YOU . . . We thought you might like the clipping." And the newspaper clipping is enclosed.
- (5) Courtesy notes, when a celebrity or plain Joe has aired a statement for CJAD. Note reads: "Thanks for your co-operation. We were happy to broadcast your comments on — (date)."

In each of these five instances the CJAD Montreal insignia (call let-

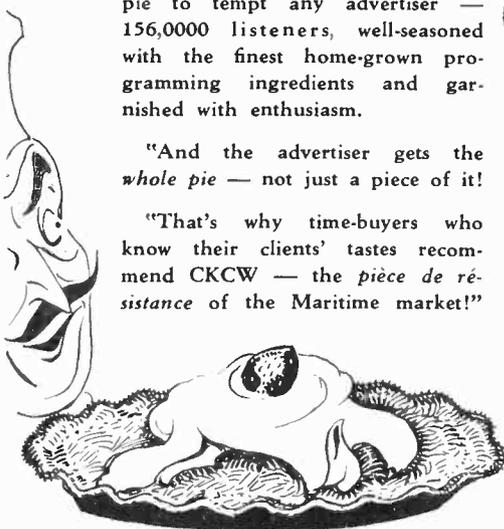
"IT ISN'T THE SIZE OF THE PIE THAT COUNTS," *Says Lionel . . .*

" . . . it's how big a piece of it you get. That's the important thing to remember when you check on what's cooking in Maritime radio.

"Here at CKCW, we serve up a pie to tempt any advertiser — 156,0000 listeners, well-seasoned with the finest home-grown programming ingredients and garnished with enthusiasm.

"And the advertiser gets the whole pie — not just a piece of it!

"That's why time-buyers who know their clients' tastes recommend CKCW — the *pièce de résistance* of the Maritime market!"



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

DID YOU KNOW LEVER BROTHERS LIMITED say "AMAZING RESULTS!!!" over CKCL

They Know That To Sell
CENTRAL NOVA SCOTIA
They Must Use

CKCL — TRURO

CONTACT
OMER RENAUD & CO.
MONTREAL or TORONTO

ters over a star) take a humble position. As Arthur Dupont said: "We can't spend money on concerts. We CAN hit more homes with this type of promotion."

To give you a concrete idea of the programming approach used by CJAD, note these show ideas:

Highlights of the Week: 1.15-1.30 p.m. Sunday. This is a round-up of local news made colorful by what Jim Tapp calls the "incentive system". CJAD sends \$1.00 to each listener who provides a news item which the station uses, \$25.00 for the best news story of the week.

Names that Made News Today: included in each 10.30 p.m. newscast are three or four stories about names in the news.

News Quiz: 12.15-12.30 p.m. Monday through Saturday. A copyrighted quiz show based on news. Announcer gives a question arising from morning news and listeners send in answers by mail. Letters are drawn. Listeners are phoned. Prizes for correct answers. Once a month there's a big jackpot. Currently the grand prize is a clear title to a property on a lake front, and a car in which to get to the property.

Gold Stars: 7.05 p.m. each night. Ties in with the sponsor as Danny Gallivan, sports and special events man, interviews a sports personality. If a Canadian Olympic champ arrives in Montreal, he's interviewed. If a phone call to Australia is necessary (as was the case recently), it's made, so listeners can hear another sports personality in the news. I listened to Gold Stars, and between thee and me, what intrigued me most was the commercial about black ebony, and descriptions of men's suitings for the spring. (I might interject here that news editor Hamilton Grant, and Danny Gallivan, along with four news men are really hot on the trail of news that IS news, night and day.)

You'll Enjoy Shopping at Simpson's: 11.05-11.30 a.m. weekdays. Quiz show with a comedy twist, handled by Norm Kihl and Mac MacMurdy. The comedy is derived most often from listeners who are phoned. Take as an example the woman who had listened to the Simpson's show for days and days, hoping to get the grand prize, ALL groceries for her family for one year. By some happy fate she was called and she told Norm and Mac she thought her kids would get rickets before they got the prize. Perhaps that isn't comedy. Dunno. YOU be the judge.

Incidentally, *You'll Enjoy Shopping At Simpson's* won CJAD the 1952 top award over all U.S. and Canadian shows of the same nature from the National Retail Dry Goods Association in Chicago.

CJAD thinks nothing of phoning Bob Hope and using only 5 minutes of a 30-minute taped long-distance interview. And it was all in a day's work (when a mother and father with a family of 10 were left destitute by fire) to ask for clothing. The result? Listener interest was so keen, truckloads of clothing were sent in. But not only clothing. Furniture and money too. Another example of what happens between 6.00 a.m. and sign off at 12.30 p.m.: Sir George Williams College played host to U.S. students recently and in big, bad Montreal the kids were robbed. CJAD sent out an S.O.S. and the result was \$400 for the visitors. "Never a dull moment" is not a trite phrase when applied to this station, it's the plain truth.

And believe me, it's never a dull moment for Montreal city either. As soon as the winds subside and the Irishmen and Hog Callers go to their respective corners of Canada I shall arm myself with a Graphic Map and Street Guide of Montreal and set out to discover Mont Royal with the ghost of Jacques Cartier.

Tell Us Another

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

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

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

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

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

CKCH

With a potential listening audience of over

400,000

French speaking people is a "MUST"

AVERAGE DAYTIME RATING 38.6

(Elliott & Haynes — January 1954)

AVERAGE NIGHTTIME RATING 36.5

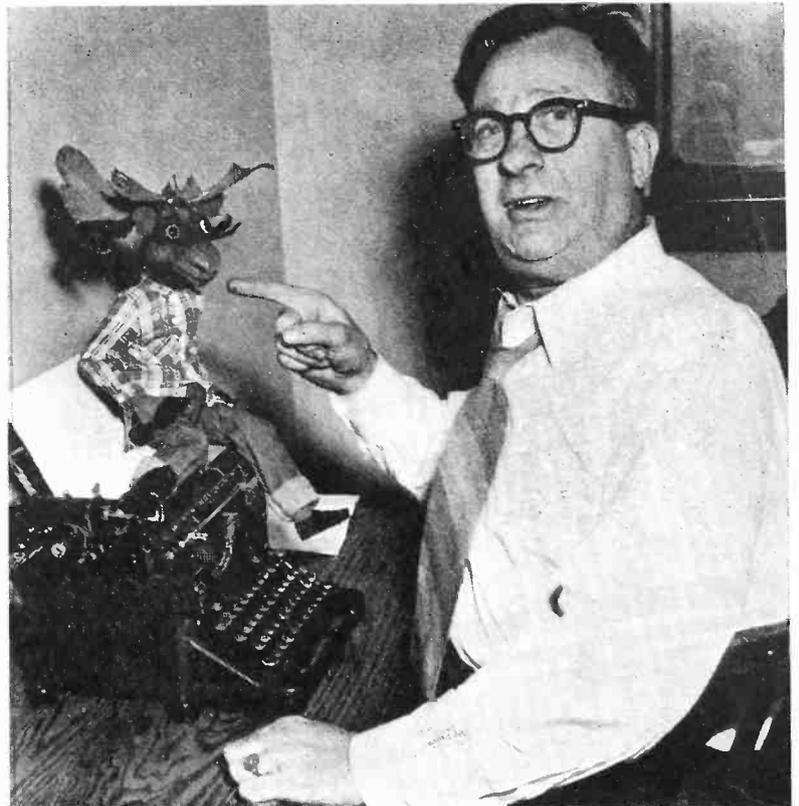
(Elliott & Haynes — December 1953)

CKCH Hull and Ottawa

Representatives

Omer Renaud in Canada
J. H. McGillvra in U.S.A.

CHABY TALKS IT OVER



CHABy, THE "SASKATCHEWAN SALESMAN" for CHAB, won't climb off Dick Lewis' typewriter until he makes sure he gets preferred position for his ad in this issue of C B & T. CHABy works like that for CHAB sponsors too.

CHAB

800 Kcs.

Moose Jaw, Saskatchewan

5000 Watts



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

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

JOS. A. HARDY & CO. Ltd.

RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

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

#1 MARKET

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

#2 MARKET

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

#3 MARKET

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

CKNW TOP STATION
 BOTH in Vancouver
 and NEW WESTMINSTER

Congratulations

CFCN—Calgary

CELEBRATED ITS
32nd ANNIVERSARY
OF CONTINUOUS SERVICE
ON FEBRUARY 16th, 1954

475,964 LETTERS

between September 14, 1953 and
March 26, 1954 to

CASINO CARNIVAL

proves CFCN still rings the cash
register for its clients.

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

SHORT WAVES

Peterborough Gets TV

Ottawa. — A license to build a television station in Peterborough was recommended for approval to the Kawartha Broadcasting Company by the CBC board of governors following a two-day meeting here last week. Another application, filed for a station in St. John's, Nfld., was deferred for further study.

The board also recommended that a new AM station be established in North Vancouver as applied for by Gibson Brothers Ltd.

Applications for power increases and frequency changes, were also approved for the following stations: CFGP, Grande Prairie; CKBL, Matane; CKDA, Victoria; CKLB, Oshawa; CKVL, Verdun; and CKLC-FM, Kingston.

The successful TV bid came from a firm owned by Sena'tor W. Rupert Davies and Roy Thomson, who separately and together a number of separately and together control a number of newspapers and radio stations, one of them the AM station in Peterborough, CHEX.

Seeking a TV license for the same city and channel was radio and television personality Herb May with other financial backers from Lindsay, Peterborough and Toronto. In its ruling, the CBC board said May would not have share control of the company operating the station, and showed much less evidence of local support that the Kawartha Broadcasting Company.

The Gibson Brothers' proposal is for a station of 1,000 watts power on 1070 kcs. This application was unopposed by other radio stations and, in fact, was supported by two from Vancouver.

The CKBL increase in power to 10 kw. was considered by the board to be technically possible and desir-

able. The station announced that it will be broadcasting with this new power day and night beginning September 6 from dual transmitters, and will continue to supply programs to the French Radio Associates network.

Freeman Resigns



Pat Freeman, sales and research director for the CARTB, has resigned. In regretfully accepting his resignation, the board referred to "the severance of a relationship which it feels has been mutually happy and useful". Freeman has made no definite statement of his intentions, except that he is now "exploring the wider field of advertising".

Freeman joined the CARTB five years ago, at which time he was program director at CFAC, Calgary. During the war, he held his majority in the Intelligence Corps, serving for two years on the 11-man secretariat at the Canadian Cabinet.

CHSJ-TV LAUNCHED

Saint John — CHSJ-TV went on the air late last month on schedule, sending a half-strength signal to most points throughout the two mainland maritime provinces and Prince Edward Island. Some reception was reported from Maine.

At present the station is operating on a programming schedule of slightly more than four hours per day during the week and six hours on Saturday and Sunday. There are about 400,000 people in its coverage area.

BMI CLINIC APRIL 12

Hamilton — Six speakers — four from U.S. stations and two from local Canadian stations — will address the third annual program clinic, sponsored jointly by Broadcast Music Inc., and Central Canada Broadcasters Association, here in the Royal Connaught Hotel, April 12th.

YOU CAN'T COVER SIMCOE COUNTY Without **CKBB** BARRIE
 REPS— PAUL MULVIHILL - TORONTO · MONTREAL · ADAM YOUNG USA

In Victoria

CKDA

Most Listened to (Elliott-Haynes)

CBC WOULD CHECK GIVEAWAYS

The CBC Board of Governors will hold public hearings to check radio giveaways unless the number of these schemes is reduced in coming months, it was announced last week by CBC Chairman A. D. Dunton, following the board's meeting in Ottawa. Jim Allard, executive vice-president of the CARTB expressed some doubt as to the CBC board's right to take such a step, rather than "those who make the laws of the land". Meanwhile, in the United States, the Supreme Court has ruled that the Federal Communications Commission's ban on any "giveaways" except those where contestants must ante up money or other valuables, is ultra vires.

Stating that the CBC Board believes that there is "a good possibility of a reduction in the number of these prize-giving schemes," the chairman said that the board intends to watch the situation in the coming months. If there is no improvement, it intends to hold public hearings regarding the possibility and advisability of a regulation which would check such prize schemes depending mainly on chance, on networks and stations, and so would put all concerned on an equal footing."

The statement said that the Board has been concerned for some time about "the expansion of prize-giving schemes in broadcasting. It is particularly concerned about 'contests' in which the main element is chance rather than skill," and "finds the number and extent of such schemes broadcast has been growing recently in different parts of the country."

Delving into the mathematics of the gamble in cases where a box-top has to be submitted with an entry, the board questioned "whether many participants realize how great the odds are against the skill in the entry even being considered." it also doubted in connection with some contests and draws "if many participants fully realize they are listening to a program that has been recorded elsewhere at least several days before."

The announcement continued: "The concern of the Board, however, is whether such drawing and prize schemes constitute good use of broadcast channels. The question has been discussed with some private station broadcasters, advertisers and advertising agencies. Some at least appear to share the view that such schemes do not in general make for good broadcasting fare offered to the public.

"The board has noted that the number of such schemes on the air tends to be heavier where there is

considerable competition among stations, and less where there is only one station mainly serving an area."

The executive vice-president of the CARTB, Jim Allard, questioned the authority of the CBC to make any decisions affecting radio giveaway shows.

Referring to the CBC Board of Governors' announcement, Allard told The Canadian Press that: "If there is any element of chance rather than skill predominating in these contests, it should be a matter for the attorney general's department, not the CBC. The whole issue, if there is any validity in it, should be handled by those who make the laws of the land. . . . All such contests now being run by non-government stations are legal as far as I know."

Contacted later by this paper, Allard expressed surprise that the CBC should be contemplating disciplinary or restrictive action against these programs and the stations which carry them. He pointed out that whether the CBC conducted their enquiries in open meetings or closed ones, they would still find themselves in the embarrassing position of having to adjudicate on the desirability not only of giveaway programs on private stations, but similar broadcasts they carry on their own outlets. He wondered how the CBC chairman could describe such a situation as placing private stations and the CBC "on an equal footing."

Across the border, under circumstances which were not dissimilar, the United States Supreme Court affirmed a New York Federal Court ruling that the FCC could apply a ban only to shows where contestants were required to put up money or other valuables, or to have a sponsor's product in their possession.

In handing down the court's unanimous ruling — eight to zero with one abstention — Chief Justice Warren said: "The Commission (FCC) has overstepped the boundaries of interpretation and hence has exceeded its rule making power." He added that, regardless of doubts held by the Commission and others as to the social value of giveaway programs, the Commission lacks authority to expand the power given it under the Federal Communications Act.

The special three-man New York Court, whose ruling has now been upheld by the Supreme Court, said the FCC could not prohibit programs which directly or indirectly require contestants to listen to the shows to become eligible to win prizes.

Success Story?

A Food Plan Company recently ran a series of announcements over CFCF. After the first announcement the sponsor requested that the station cancel the next scheduled announcement as they were not in a position to handle all the business resulting from one announcement over CFCF!

You Get Action

in Montreal on



REPS: ALL-CANADA WEED & CO.

SOOTHING to SPONSORS and AGENCIES

CHLO

LONDON and ST. THOMAS

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

THETFORD MINES, QUE. — 1230 kc. — 250 watts. Serves a trading area of 150,000 persons, including employees of the largest asbestos mines in the world. Estimated retail sales are over 35 million dollars annually. Reach this prosperous market—in French—through CKLD. BBM (1952) Day — 27,110 Night — 15,940

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

A Growing Market

\$189,209.00

in added water-works contracts has just been awarded by City Council to local Construction firm in Prince George.

Reach this Growing Market over

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kcs.

Serving Central B.C.

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

Show Case

CANDID MIKE COPS

Story by David Willock

Photos by Jack Long

(for Canada Wide)

Vancouver traffic officers Bernie Smith and Ian MacKay were making a slow trip up Main Street around midnight in a black "ghost car," so-called because there is no outward evidence that it belongs to the police.

Suddenly at the point where Kingsway runs into Main, two civilian jeeps came racing abreast down the street. Smith, who was driving, made a quick U-turn. As he did so MacKay switched on a tape recorder in a long, black box on the seat beside him and began speaking into a hand microphone: "We are following two speeding jeeps down Main Street ... they are increasing speed ... we are clocking them at 60 miles per hour ... they have just passed on either side of a taxi ... another inch and the one on the right would have been on the sidewalk ..."

By now, Smith had swung the hinged red flasher light up into position and turned on the siren to bring the jeeps to a halt.

The drivers were sober but mildly indignant. Said one: "We weren't bothering anyone, were we?" Said the other: "We didn't endanger anyone except ourselves, did we?"

Smith had plenty to say, pointing out, among other things, what might have happened to pedestrians had either of the jeeps taken to the sidewalk.

"I've been driving eight years,"

said one of the jeepsters, "and never had an accident."

"Was that good luck or good driving?" asked Smith.

The long black box slung over his shoulder, microphone in hand, MacKay recorded the conversation. After the drivers appeared in court and were each fined \$100 the tape was played over radio station CKWX as part of a regular half-hour Sunday-night program called Why Do They Do It?, which, for more than a year now, has been one of Vancouver's most-listened-to air shows.

For six months before the show went on the air, Smith and MacKay were carefully coached by CKWX's Bert Cannings in the use of the portable equipment. When he was convinced they could handle it without prejudice to their normal duties as traffic officers, he assembled an audition show which was endorsed by Police Chief Walter Mulligan, the Vancouver Police Commission and traffic and safety organizations.

Carefully edited by Cannings to delete profanity and any references to names, jobs or license numbers, Why Do They Do It? has made Smith and MacKay two of the best-known names on the traffic detail. They have become synonymous with the heavy penalties awaiting traffic violators in the constant fight against death and injury on the roads, yet they have also achieved a sort of reluctant popularity with the public.

One day when they were off duty and did not have their recording equipment with them, they stopped a woman driver for flagrant traffic violation. After they had handed out the ticket she said, coldly: "It's a pity you can't be polite as those men Smith and MacKay on the radio."

In the beginning Smith had a tendency to talk too fast. One night they pulled up an offender who, recognizing Smith's voice, said cheerily: "Hey, slow down, Bernie, or you'll ruin the tape."

More often than not, though, drivers do not spot the machine, hidden behind the officers' broad backs, or the microphone. If they do, and object, the tape is rarely used.

Smith and MacKay are a couple of cheerful, 30-year-old, six-foot extroverts who went to the same Vancouver public school and joined the police force together when they came

out of the services after the war. They are intensely serious about their job, however, and give up much of their free time to address service clubs and youth organizations on the need for traffic safety.

They have plenty of experience, tragic, dramatic, humorous and poignant, on which to draw.

The tragic follow an all-too-familiar pattern: the screeching of brakes suddenly applied, the rending of metal and, by the time the officers arrive on the scene, the moans of the injured, perhaps a body, often an impaired driver at the wheel.

There was the accident on Powell street where the driver of a 1930 Ford with defective brakes had slammed into a telephone pole to avoid hitting a train at a crossing. The woman beside him was badly injured. As she was lifted into an ambulance she cried into Smith's microphone: "My baby! Who's going to look after him? I can't leave him!"

Yet she had left her 18-months-old son alone at home that night to go joy-riding.

• • •

There was the incident on Main street where a man "driving like a maniac" hit a slowly-moving car and knocked it 200 feet before Smith and MacKay — who had to touch 80 m.p.h. in the chase — caught up with him. The front seats had been wrenched loose from their bolts and forced to the back by the impact. The man was drunk and taken away in the wagon. His wife became hysterical and refused to go home or be looked after.

"It's no wonder she was hysterical," said Smith. "She was eight months pregnant."

Her husband was given 15 months in jail without option of a fine.

One night the pair saw an ambulance on call and followed it to Prince Edward and Broadway. There they found that a 1935 Ford, driven by a soldier, had according to witnesses, weaved down the street at 60 m.p.h. and struck a Chevrolet coming from the opposite direction. The soldier had head cuts which required stitching, so they accompanied him to hospital.

He kept on arguing and would not lie still while the nurse tried to attend to him. At one stage in the recorded interview, which was subsequently broadcast, MacKay was



We've got a MILLION of 'em!!

... At least we got 11,527 of 'em in one DAY ...

... for CASINO alone!

Incidentally, OUR listeners are YOUR buyers, so see our reps!

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



THE RADIO HUB OF SASKATCHEWAN



600 KC
5000 WATTS

CKCR

KITCHENER - WATERLOO

SERVING

3 OF

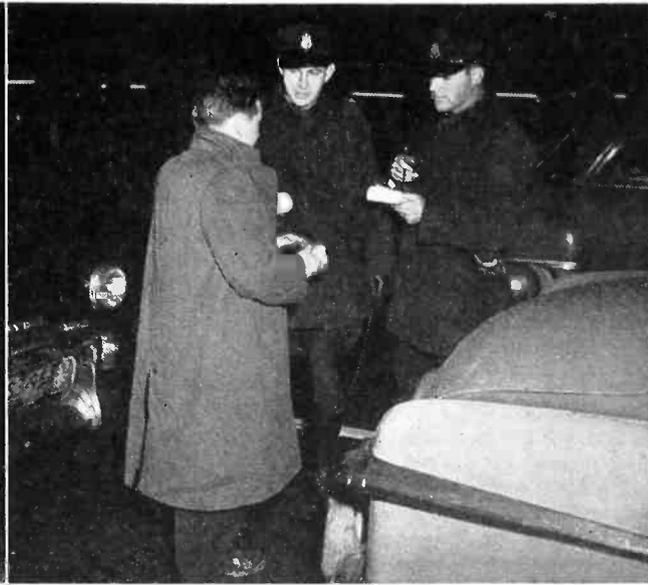
ONTARIO'S RICHEST
COUNTIES

WATERLOO - WELLINGTON - PERTH

1952 STATISTICS - (TWIN CITIES)

BANK CLEARINGS	\$275,935,832.00	+
POPULATION	62,394	+
PAYROLL	\$30,000,000.00	+
ANNUAL AVERAGE WAGE	\$2,300	

— SELL YOUR PRODUCT IN THIS MARKET —



CONSOLING A TRAFFIC VICTIM TILL AMBULANCE COMES, they record her version of the accident. Vancouver traffic officers MacKay and Smith (R) question a speeder and record conversation.

heard to say sharply: "Get your hands off that nurse!"

The soldier's spree cost him \$100. He was lucky. It could have cost him his life.

Fortunately, because of the vigilance of Smith, MacKay and their fellow traffic officers, the majority of speeders, weavers and other offenders are stopped before they can hurt anyone. Then, what might have been tragedy, frequently turns into serio-comedy.

There was the motor-cyclist they stopped one dark, rainy night who was steering with one hand while the other held an umbrella over his head. "It might have worked if you had radar," Smith told him.

Then there was the time they answered an accident call. A driver had crashed into a hydrant, but instead of backing away, he remained there. Smith and MacKay found him sitting watching in fascination while water spouted 40 feet into the air.

One impaired driver wrapped his truck so securely around a telephone pole that two heavy wreckers were needed to free it. Yet before he was

taken away in the wagon the man carefully and elaborately put on his hand brake.

(Continued on page 22)

Artistic Recording

FOR SALE or PARTNERSHIP

Finest Quality Equipment

Write or Phone

ARTISTIC RECORDING
7th Floor, Heintzman Bldg.,
195 Yonge St.
EM. 6-6429

COMMENTATOR — COPYWRITER

Gal presently employed in one of radio's dead-ends desires commentator or copywriting slot in progressive station or ad agency. Has newspaper experience, Arts degree and a sense of humor. Will go anywhere for the right opportunity.

Box A-195
C B & T, 54 Wellington W.,
Toronto 1

DID YOU KNOW THAT HALIFAX

... had the first newspaper in Canada — "The Halifax Gazette", published March 23, 1752, and that it advertised everything from slaves to shipments of dry goods from Europe...

AND DID YOU KNOW THAT CHNS...

... was the first 5000 watt radio station in Halifax ... that CHNS has led in Halifax radio for the past 27 years by maintaining highest standards of programming ... that Elliott-Haynes reports give CHNS audience leadership?

So for selling in Halifax, don't make a guess, use CHNS!



WANTED

CFOS has an opening for an experienced announcer for general announcing duties only. Please apply by letter, stating qualifications, to W. Hawkins, Radio Station CFOS, Owen Sound, Ontario.

ANNOUNCER-WRITER Experienced

Staff announcer-writer, 3 years experience with Western and North-Western stations, desires position with Ontario station.

Box A-194
C B & T
54 Wellington St. W., Toronto

CONTINUITY WRITER Required at CKX Brandon

CKX is a progressive Station with plans for expansion in the near future. Excellent working conditions. No night work. Salary and bonus. Group insurance. Daily hours: 9 to 5 with 1½ hours for lunch. Saturdays 9 to 12 noon.

Apply to: Mr. J. B. Craig, Managing Director, Radio Station CKX, Brandon, Manitoba.

TELEVISION TRANSMITTER & STUDIO ENGINEERS

for CONSTRUCTION and OPERATION OF NEW TV STATION

Apply: MR. BERT COBB
CKWS-TV
KINGSTON



You Bet We Are!

250

5,000

WATTS

CKOM IN SASKATOON



(Continued from page 21)

The driver of a car stopped for going the wrong way in a one-way street accepted his ticket calmly. Not so his passenger. "I don't believe in your under-handed methods," he told the ghost-car officers. "I'm going to vote Labor-Progressive (Communist) next time."

One night, in the Hastings Park area, Smith and MacKay spotted a car pulling out from the curb without a signal from the driver. Within three blocks he had accelerated to 45 m.p.h. "I notice you're not quite steady on your feet," MacKay remarked after they had stopped him. "You're fortunate we pulled you up as soon as we did. Another two beers and you'd be drunk."

"I'm drunk now," the man replied. Then: "I wish you guys wouldn't

give me a ticket," he went on. "After all, I stopped and needn't have."

"Then we might just have had to fire a couple of shots," said Bernie Smith, handing him a ticket.

"This'll really fix me," the man said gloomily. "I'm a bootlegger out on bail."

Smith and MacKay were perplexed one night when a car they were following kept going up to 40 m.p.h. easing back to just over 30, then going up again. They stopped the driver and asked him what the trouble was.

"I'll show you what the trouble is," he said, got out and raised the hood. The officers saw an array of three down-draft carburetors, full racing cams and other high-speed gear.

Smith whistled. "How many horsepower?" he asked.

"Too damn much for any human being," replied the man. "I'm trying get rid of this heap for 600 bucks."

After the broadcast, CKWX and the Vancouver police received several inquiries from persons interested in purchasing the hot rod.

"Had that guy ever chosen to take off," muses Smith, "no police car could have caught up with him."

Two East Indians who scattered the road markers on Lions Gate Bridge like minepins and then turned their new truck over in a Stanley Park ditch, provided material for a tape so comical that CKWX has had many requests for a re-play. Each, very drunk, insisted that the other had been driving, yet they also insisted that they were the best of friends. Eventually, after the police had become as confused as they were one was charged as being the driver and fined \$50. The other, charged with being in a state of intoxication in a public place, paid the usual small fine.

Down in the Skid Row area one day Smith and MacKay could hardly believe their eyes. After almost hitting a jay-walking pedestrian, a car backed up and nearly hit him again.

When they pulled up beside the driver he was blazing mad. "Did you see that fellow?" he cried. "He thumbed his nose at me."

Quietly, Smith and MacKay pointed out that, whatever the provocation, there was no open season on pedestrians, and handed the man a ticket for driving without due care and attention. Meanwhile, the nose-thumbing jay-walker had weaved his way into the Skid Road shadows.

As well as looking for bad drivers, Smith and MacKay try to find good drivers to win the awards presented at luncheon meetings of the Vancouver Traffic and Safety Council. Even when they stop a driver who has obeyed all the traffic rules for the mile or so in which they have trailed him to break the good news, the result is not always sweetness and light.

One man, on being informed of the honor and told that he and his wife would probably get their picture in the newspapers, looked at the girl beside him in alarm and yelled: "This isn't my wife. You can — your award." Then he drove off.

Jay-walking is a \$5 offence in Vancouver, rigidly enforced since the crack-down on traffic offenders began. Smith and MacKay admit to letting one man off with a warning however. "He started to cross on a red light," relates Smith, "but stepped back when we yelled at him. Before we could give him a ticket he gave us an explanation.

"It's like this, officer," he said. "As you can see, I'm a cigar smoker. I usually wear glasses, but today I happen to have mislaid them. Thus, without them, I couldn't see the color of the light through the smoke of the cigar."

Asks Smith: "Could you have given him a ticket?"

Appropriately enough, it is an undertaker, pinched for speeding, who qualifies most for the dumb-bunny award in the books of Smith and MacKay. He told them he was hurrying to the cemetery to decorate a grave before the burial party arrived.

Why do they do it? Don't ask Smith or MacKay.



AS SHE IS SPOKE

Malcolm Muggeridge, editor of the British Punch, scored such a hit as CARTB speaker, that one American guest remarked: "He speaks good English for a foreigner."

IT PAYS TO ADVERTISE

People have been going to church for centuries but they still ring the bells on Sunday morning

—Harold Fellows, President, NARTB

TV SLOGAN

Wherever you go, there's Buffalo.

POT CALLS KETTLE

CB & T reached a new high when two private broadcasters complained that we carry too much advertising.

HOME CHAT

Life doesn't begin at forty . . . if you go like sixty . . . at twenty.

—Bob Buss, (CHAT)

POWER OF THE PRESS

Then there's the guy who was so upset by a magazine article on the dangers of smoking, that he gave up reading it.

PRINTED WORD

Ignoring the trend to reduce TV to tv, we're currently campaigning to raise am to AM.

QUESTION BOX

With the coming of color television, what's happened to off-color radio?

THEY SHOULD LIVE SO LONG

. . . members of parliament decided that old age pensioners could live on \$480 per year . . . but that they themselves could not live on \$6,000 and needed an increase of \$4,000."

—Patrick Nicholson, Report from Parliament Hill.

CKTB Sells St. Catharines, the Niagara Peninsula and Away Beyond

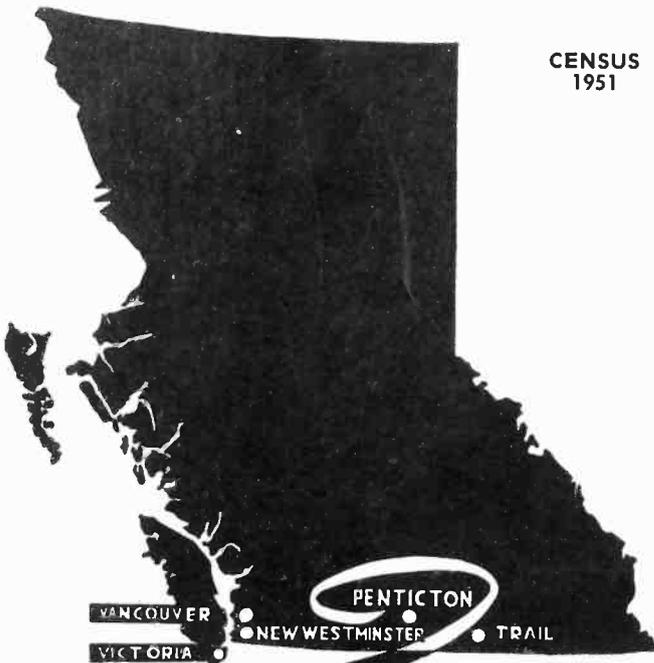
Check the BBM Reports and see the tremendous Central Ontario bonus audience you get at no extra cost.

Copies available from our reps: Paul Mulvihill & Co., in Toronto and Montreal; J. H. McGillvra in U.S.A.

The NIAGARA DISTRICT STATION

CKTB ST. CATHARINES

B.C. cities with population over 10,000



CENSUS 1951

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY Managing Director ROY CHAPMAN Station Manager

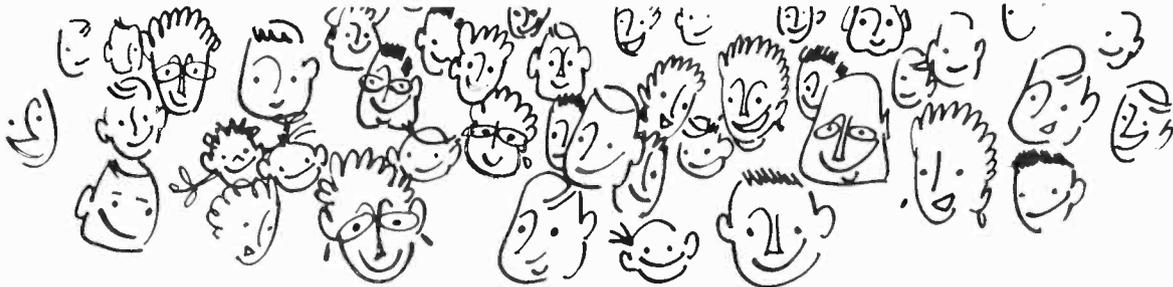
Canada PAUL MULVIHILL U.S.A. DON COOKE

MOTION PICTURES FOR



TELEVISION (CANADA) LTD.

THE **1ST CHOICE** FOR COMPLETE **TV** FILM SERVICE



YOU HAVE A TREMENDOUS **READY-MADE AUDIENCE**

WHEN YOU USE THESE FAMOUS SHOWS!

Here is Canada's 1st complete Film Service for Television — the world's largest selection of Feature Films with the top stars of the motion picture industry.

DUFFY'S TAVERN



Starring Ed. Gardiner as "ARCHIE"

1ST IN ENTERTAINMENT

1ST IN SYNDICATED FILM SHOWS

1ST IN FEATURE PICTURES FOR TV



Col. **TIM MCCOY**

TV's Fabulous Teller of Western Tales



Featuring **STEVE HOLLAND** as "FLASH GORDON"

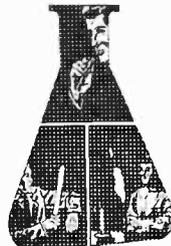
IRENE CHAMPLIN as "DALE"

JOE NASH as "DR. ZHARKOV"



FLASH GORDON

JUNIOR SCIENCE



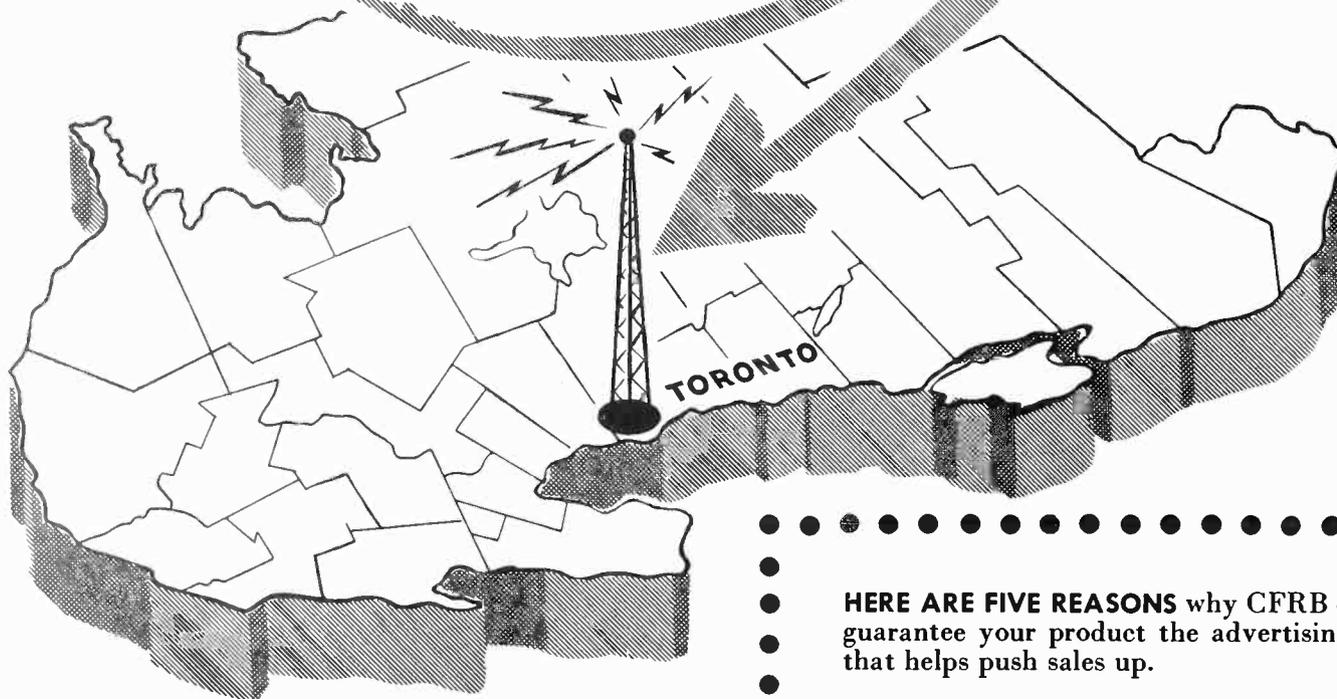
ALSO THIS GREAT LINE-UP OF SYNDICATED SHOWS:

"JANET DEAN, R.N." — "SHERLOCK HOLMES" — "FUNNY BUNNIES" — "PARIS PRECINCT" — "THE CLUE"
(Starring ELLA RAINES) (BASIL RATHBONE - NIGEL BRUCE) (Puppet Shorts) (Starring LOUIS JORDAN) (26-15 MINUTE MYSTERIES)

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HERE'S HOW TO COVER 44 COUNTIES



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

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

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

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

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

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

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

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

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