

*Now In Our
 Twelfth Year*

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.
 Vol. 12, No. 15 TORONTO August 5th, 1953

**CBC TV for BC
 Marconi Sells Plant**

A temporary antenna will enable the CBC to start its TV service in Vancouver with kinescope recordings prior to the completion of studio facilities in that city, according to the acting general manager and coordinator of television, Ernest L. Bushnell. He stated, in a prepared press release, that it was impossible to name a specific date but that every effort would be made to have station CBUT engaged in preliminary operations during November.

The station will operate on Channel 2, according to the CBC director of engineering, W. B. Richardson. The initial operation, he said, will be similar to that of Ottawa, which is operating on a temporary basis. The power output of the temporary plant will be 5,000 watts, he says, but this will be increased manifold when permanent facilities are put into operation.

In Vancouver, Kenneth Caple, the CBC's regional supervisor, said the temporary antenna will be installed on the roof of the chalet-type transmitter building on Mount Seymour, which should be ready some time in October. He said that even with temporary power, station CBUT is expected to provide an excellent signal in most parts of the metropolitan area of Vancouver—New Westminster; good reception in the area between Nanaimo and Sidney on the east coast of Vancouver Island (as well as to the south of Bellingham, Washington) and fair reception for Victoria and Esquimalt.

Equipment, which has been ordered from Marconi's Wireless Telegraph Company Ltd. through Canadian Marconi Company, includes, according to the company, a complete transmitter, and studio and mobile broadcasting equipment. The vision transmitter is powered at five kilowatts and the sound transmitter at three. Shipment to Canada from England is called for this month, and the temporary station will be ready to go on the air this year, according to the company, which goes on to say that work on the studios will not begin until later—probably early next year.

The mobile unit consists of a van fitted with two camera channels, monitoring and production equipment, and a micro-wave link for sending the signals back to the station.

Marconi explains the temporary set-up with the information that when it opens, "Vancouver will have a temporary transmitter aerial, which will eventually be replaced by a 12-stack directional high-gain antenna, increasing the effective radiated power to approximately 100 kilowatts in the direction of maximum radiation."



—Ellingsen Photos

LIONEL THE LOBSTER, ambassador extraordinary for CKCW, Moncton, won his chief, Fred Lynds, an elaborate plaque, presented to Fred at the 36th annual Lions' International Convention in Chicago last month. Accompanied by his wife, Helen, and commercial manager, Tom Tonner, Fred's trip to the Windy City was sparked by the various Lions' Clubs in the Maritimes who wanted to do something to boost the Atlantic provinces. Following the feeding of around two hundred presidents, past-presidents and other Lions' top brass, with plateloads of succulent lobster seasoned with lots of subtly applied publicity, Fred accepted for the station the plaque shown in the picture in recognition of his station's efforts in connection with the Moncton Lions' "March of Dimes" campaign this year.

WAB MEETS AT JASPER AUGUST 30 TO SEPTEMBER 2

Preparations for the WAB Convention, which will be held in Jasper this year, a fire at this resort having made a change necessary for the 1952 meeting, are well in hand, according to President Gerry Gaetz. The tentative agenda calls for registrations Sunday, August 30th.

Sessions start Monday morning at 10 a.m. when Gerry Gaetz delivers his president's report. This will be followed by a report from F. H. "Tiny" Elphicke, president of the board of directors of the Canadian Association of Broadcasters, and one from the CAB's executive vice-president, Jim Allard.

Tee off time for the annual golf tournament is 1.00 p.m. on the Monday afternoon.

The CAB Director of Sales and

Research, Pat Freeman, will address the opening meeting on Tuesday morning, September 1st at 10 a.m. At 10.30, delegates will hear a report on the BMI Program Clinics.

The 11.00 a.m. meeting will be devoted to a panel discussion on the CBC regulations. At 2.00 p.m. there will be a special general meeting of the CAB to ratify the change of the association's name to Canadian Association of Radio and Television Broadcasters.

Election of officers takes place at 2.30 and at 5.30 they are holding the WAB reception and presentation of golf prizes. This will be followed by the annual dinner at 7.00 p.m.

Wednesday morning at 10.00 there is a TV Panel, and the meeting moves into its final session, "Unfinished Business" at 11.00 a.m.

Short-Waves

RCA WINS COLOR WAR

New York — With the RCA vs. CBS color TV war concluded, with CBS agreeing — July 23rd — to go along with the RCA system, U.S. viewers will probably be treated to color TV of sorts by the Fall of 1954, though only on a limited scale according to present forecasts. The RCA color system is called "compatible", meaning that its pictures will be receivable by black and white sets in black and white, as well as in color by those sets which have been so built or adapted.

W.A.B. RESERVATIONS

Jasper, Alta. — Reservations for the Western Association of Broadcasters' Convention, which is being held at Jasper Park Lodge, August 30th to September 2nd, should be obtained from Harold Gunning, Manager, Jasper Park Lodge, Alta.

CBC EXPANDS TV BUILDING

Toronto — CBC is about to "finish" the fourth and fifth floors of its Toronto TV building. Work will be completed September when these floors will be used to house various TV departments, air conditioning equipment and film recording units. This will double present space.

WESTINGHOUSE QUILTS NET SHOW

Hamilton — After four years successful sponsorship of the Don Wright Chorus, Canadian Westinghouse will abandon the Sunday night Dominion network feature, after four years which, it says, "have won many friends and a favored attitude for our company." This sponsor will replace the network program with "television coverage, regional radio programming, daily and week-end newspapers." Radio and TV activities for this account will be directed by S. W. Caldwell Ltd. as previously.

GUEST SPEAKERS AT BCAB

New Westminster, B.C. — A Chicagoan and a Puerto Rican are scheduled guest speakers for the BCAB summer convention at Nanaimo, August 21st-22nd, according to President Bill Rea. These are Maurice Mitchell, now of Encyclopedia Britannica Films, in Chicago and Dr. Ramon Quinones, president of WAPA, San Juan, Puerto Rico, and one of the founders of the Inter American Association of Broadcasters.

FRENCH STATION HONORED

Montreal — The French Academy of Paris has awarded Montreal radio station CKAC a medal of merit for its aid in propagating the French language in Canada.

CAB Member Stations

ATLANTIC (15)

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

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (38)

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

What Price Radio?

GONE FISHING

This C.A.B. advertisement may miss quite a few of its readers this issue, because they are at the cottage . . . roaming the country in their cars . . . or just generally "on vacation".

Radio advertisers, on the other hand, have a definite advantage.

This is because, wherever they go for their holidays, people take the radio along, just like a tooth-brush or other standard equipment.

So, instead of being missed by advertisers with something to sell them, they receive the sales messages, interspersed with their favorite programs, when they are completely relaxed, and therefore even more susceptible to the persuasive tones of the commercial announcer than usual.

That is why, at vacation time as much as any other time in the year, we can say . . .

"Wherever You Go, There's Radio!"

The
CANADIAN

ASSOCIATION of BROADCASTERS

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

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

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

CAB Member Stations

CENTRAL CANADA (38)

(Continued)

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

PRAIRIES (23)

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

PACIFIC (17)

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



This is the time of year when married men who have looked forward all year to sending their respective spouses (or should that be spouse or spise?) to the lake for the summer, so that they can have the boys in for an all night poker session (and vice versa), are bawling themselves to sleep every night because they miss the same sweet wives that four short weeks ago they were mentally terming undiscerning old bags.

Ah me! My (January to December) bachelor heart bleeds for you, gentlemen. Come round to the apartment some evening and let's have a bloody good cry in unison. Only let me know when you're coming, so that I can lay in a jug of rye and a case of beer and whip you up a boiler maker just like mother used to make.

Horse feathers!
This scribe has been living alone for all his 51.3332 years. He realizes he is missing much in the lone furrow he plows, not just from July 1 to August 31, but from the womb to the tomb. There are times when he envies you married people the enjoyment you have, in terms of companionship. He wonders who he is going to talk to when he is 65. Then he looks at you, who don't have to wonder, because you know.

One of the main complaints of summer bachelors is eating out.
I eat out more than in. And I like it.

I've a hobby. I collect eating places. This way it's interesting—fun. If you are going to live alone, you might as well like it.

I can take you to a place where you sit down to the most prodigious feed of lobster, and, at absolutely no extra cost, are insulted by an expert. That's Bryan's Lobster Villa on the Lake Shore, if he's still there. Then there's another place, right in Toronto, where they feed you much too much, far too fast. Personally I

think it overdoes just about everything. But holy smoke! Does it impress the visiting firemen? That's Larry's. If you like spaghetti, or other Italian dishes, there's Ciccone's where you get the works, including a continuing stream of stimulating conversation from Il Padrone. For a cold buffet, with hot if you prefer, there's Town & Country, where you eat to bursting point at no extra charge, but just don't get ushered into a seat until you've had the time—and the inclination—to buy a couple of rounds from the bar. Oh, and I ought to take you to lunch at Simpson's Men's Grill, over the Arcadian Court. It's very ree-fined, with its grey-frocked hostesses and decorative but delicate servings. They don't embarrass you by undercharging either. Bacon and eggs run a dollar! But what bacon and what eggs! Besides, if you don't like it, there's always the coffee shop in the basement, and the cafeteria on the seventh floor. Finally there's the place you go when there are no visitors in town. For me that's roast beef without style or trimmings at the King Edward Cafeteria.

But I was talking about summer bachelors.

The other day I was taken home by a married friend for "one of those wonderful home-cooked meals". They're wonderful all right—if you like that sort of thing. We hoisted one. Yes it was at least one, on the way home, and made it at 7.15. Wifey greeted us with the note she'd left on the 'frig. "Rustle your own" it read. "I've gone to a movie."

It was hard not to laugh, the way the poor guy looked at me. You'd have thought the bottom had dropped out of everything. He'd been telling me how she could hardly wait to meet me, so you can imagine.

No 'frig door was ever opened with less ardor. He blinked at the contents and then at me. There was a dish of tomatoes, a lettuce, lying forlornly on its side, and a can of one of those meat concoctions. I think it was Pram.

It was easy to see he hadn't the slightest idea where to begin. So after a while I took over. I minced up the contents of the can with a fork, mixed in the tomatoes which I had sliced, seasoned with some garlic salt, a drop of Angostura bitters and whatever else I could find, put it over the heat in a frying pan, and served him the best plate of What's-It-à la Something Or Other he'd ever tasted. Oh yes and coffee. I

(Continued on Page 4)

IN THE NORTH

They Look To Sudbury



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

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.

THE NEWFOUNDLAND STORY

... within the past 36 months ...

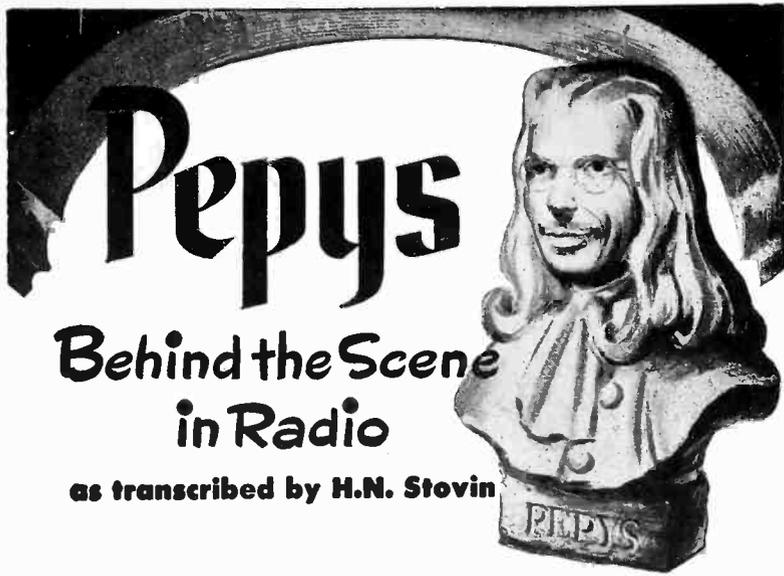
- Domestic Power Consumption up 103%.
- Commercial Power Consumption up 89%.
- Car Sales up 358%.
- Home Construction up 568%.
- Retail Sales up over 80 million increase first quarter.



All surveys show CJON with more listeners than all other NFLD stations morning, noon and night ... plus more local business than all others combined.

CJON 5000 WATTS
DAY & NIGHT





"Having of late read in certain publick journa's of Canada's lack of culture, it pleases me well to pen in my Diary the news that two of our lively Stovin Stations have spanned Canadian culture from its earliest to its most recent stage, as does now follow ● ● ● CKXL Calgary, after 23 days of rain, did call in Sarcee Indian Medicine Men, complete with tom-toms and full regalia, and then broadcast their ancient tribal ritual for fine weather. For good measure the ceremony was repeated. The rain stopped, and there was sunshine for the famous Stampede! My correspondent adds the syllables 'wat-che-yay' — which I do deem to be the Sarcee for 'It ain't going to rain no more' ● ● ● Bob Hosie, of CKOM Saskatoon, mindful of tomorrow's culture, is giving two scholarships to High School students in that city. These will go to the two students getting the highest marks during this year, and are to be used for the entering of the University of Saskatchewan. Pepys awards full marks for enterprise to both these alert stations. ● ● ● CJRL Kenora also able to beat the drums, but in a different manner. The Safeway Store in that city had a sales dilemma. A large shipment of highly perishable watermelons arrived on June 30th, and must be sold that day since the morrow was a holiday. He did wisely call in CJRL to his rescue, who broadcast 8 spot announcements (total cost but \$10.00) which did dispose of the whole shipment, while the cash register tinkled to the tune of over \$500.00. Truly there is no end to these stories of 'proven' Stovin Stations, though if Pepys had been in Kenora, CJRL would have completed the job on the day following by broadcasting recipes for watermelon rind pickle!"

"A STOVIN STATION IS A PROVEN STATION"

Over the Desk

(Continued from Page 3)

made him coffee the way coffee should be made—so strong you just can't quite stand on it. He's still talking about it; says he wants me to make some for his wife, but can't quite face telling her it takes a quarter of a pound to fill the perc.

Oh what's the use? Summer bachelors aren't going to change to please me. No sir! Their wives won't let them.

Toronto and Montreal executives of the CBC have started a steady exodus towards the capital city of Ottawa, and tongues are wagging. Those who have so far left their former domiciles for the capital are the general manager, Alphonse Ouimet; the assistant general manager and television co-ordinator, Ernest L. Bushnell; the supervisor of station relations, George Young; the supervisor of press and information, Ronald Fraser; and many of these top executives' immediate subordinates.

Rumor has it that ultimately the CBC will transfer most departments to Ottawa, leaving only program production people in Toronto and Montreal. Departments believed to be slated for the move are: personnel, administration, press and information, station relations and senior program executives.

Naturally, when Toronto and Montreal are obvious talent centres, and therefore logical places for CBC to headquarter itself, there is a certain amount of curiosity as to why these transfers are being made, and how the government's broadcasting

department is going to justify the inevitable new building it will require to house itself in Ottawa. Memories are short, but not so short that the fracas that was stirred up when the CBC bought the Montreal Ford Hotel has been forgotten.

If we may presume to add our guess to that of everyone else, it seems probable that the people of the CBC are somewhat alarmed over their present standing with the cabinet, which has been raising an occasional jaundiced eye in their direction. It might quite easily feel that closer proximity to the seat of government, whence it's orders must come, and where its final destiny lies, could not harm it and might easily help.

The all-Canadian frxg Gordon Sinclair, has (at this writing) returned from two weeks sojourn in the wilds of Muskoka, covered, we hope, with the trade mark of his favorite fruit, Poison Ivy. At any rate an article which appeared in his column in the *Toronto Daily Star*, bore all the signs. On second reading though, you may find, as we did, if you forget the shaft, and absorb the point, whether you are a sponsor or a broadcaster, you might emerge a more competent user of our maligned medium.

Hold onto the seat of your chair, because here he is, Gordon Sinclair:

"On vacation you let the commercials gently ooze through the inattentive mind and the irritation normally set up by never-ending repetitions of the soap people become tolerable or even amusing.

"Gets clothes 54 per cent whiter' no longer makes you ask yourself 'Whiter than what?' Do they mean whiter than an elephant's whiskers or whiter than Ontario margarine?"

"And soon you begin to understand the copy writers' book of naughty words. The taboos, you discover, have to do with anything that is really different. A cigarette, a flavor or even a tire must not, under any condition, be strong. The cigarette, you can readily learn, is not only mild and always mild, but it's the mildest thing on earth. A cheese has to be mild, too, likewise a sink cleanser. Never, never mention a flavor of any kind in anything. It's bound to offend somebody, because tastes differ. So make the copy insipid. Say it's fast and easy to prepare, or dwell on the word nourishment. But never, never, say it has tang or body or flavor. To be really safe, don't mention taste at all.

(Continued on Page 6)

Good Opening

on

CKCW

MONCTON, N.B.

(Now 10,000 Watts)

for

ALL-ROUND ANNOUNCER

•

Good Salary and Working Conditions

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET

The Proof of the Pudding

Sarnia sponsors are finding out, when they use Sarnia radio to sell their products in Sarnia, that results are what count, that the proof of the pudding is in the cash register.

The communities in and around Sarnia make up one of the fastest growing areas in Canada's richest industrial belt.

That is why the spotlight is on—

SARNIA
and at its core is
CHOK

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

NOW AVAILABLE

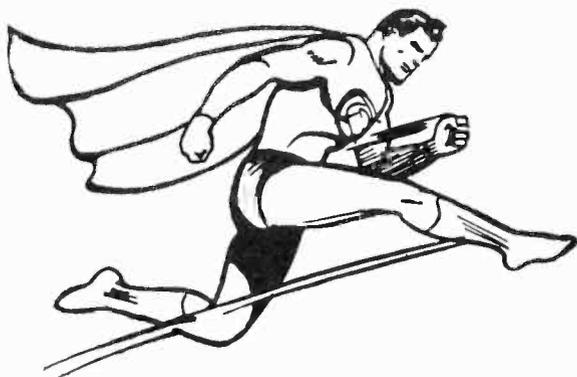
FOR LOCAL SALE . . .

the new half-hour radio version of

SUPERMAN

SUPERMAN is the fabulous crusader against evil-doers whose record breaking salesmanship has achieved peaks far beyond any mere human. Applauded by parents and educators across the nation, every suspense-packed "Superman" episode keeps juvenile ears glued to the radio and draws adult audiences with habit-forming intensity.

An All-Canada 15-minute program for the past eight years, "Superman" is a "proven" show that bears all the features of a high calibre network production. And now, "Superman" offers you a *brand new half-hour series* designed for once or twice weekly presentation. Here's your chance to profit through the name and fame of "Superman" . . . The drama a ready-made audience is waiting to hear.



Put the powerful selling impact of "Superman" to work . . . in your most profitable markets . . . to a ready-made audience.

Call your All-Canada man today for further details.

ALL-CANADA RADIO FACILITIES
Limited

Vancouver • Calgary • Winnipeg • Toronto • Montreal

Over the Desk

(Continued from page 4)

"And that tire. Don't say it's a strong tire, or a well-made tire, or a tire made of rubber. Rip into them with 'long-lasting'. Hit with hammer-like repetition on a meaningless phrase, but never under any condition be specific. Don't say the tire should be good for 40,000 miles, or even for 40,000 inches. Say it's sturdy, or long-lasting, or blended. That's a word they love: 'Blended'. Blended bread, even.

"If it's a medicine you have to offer you can safely go right back to the days of snake oil and electric belts by promising speed. You dare not say your medicine cures anything, that's forbidden by law. But it gives relief in a jiffy. Emphasize, and never stop emphasizing, that the trusted remedy of old Doc Jungle-juice will give relief before the pill has even dissolved in the bread-basket.

"Deodorants, cake mixes, pills and even hair-dos are all ballyhooed in terms of how speedily they can be handled. None of the copy says they are useful or effective. But they sure are quick on the draw.

"A mechanical moron like me, who needs help to plug an electric fan into the socket, is the ideal target for these commercials. Nothing

in a mechanical way from putting gasoline in the boat to turning on the lights of the car comes really easy to me, and after 35 years of trying I still can't thread a ribbon through a typewriter. So I listen to the joy-boys telling me how to brush my teeth nine times in each direction and I understand. If they ever got into double figures I might lose track. But the only time they do get into double figures is when they go into that midwed pitch about percentage. 'Doctors find Uncle Floogelfinger's furlined bass bait 55 per cent better.' Better than last year's tennis shoes, you mean?

"And, by the way, chaps, what doctors say this? Could you name one milder than mild and whiter than white doctor? Come on chaps. How about a triple-threat singing jingle to overcome those doubts, because I'm rapidly getting 88 per cent more skeptical. I've taken my easy-to-prepare Pepto, smoked my milder-than-everlastingly-mild El Ropo, downed my speedy Chooma-Dooma and still feel safe in declaring that 100 per cent of the columnist's wives interviewed in this survey declared unhesitatingly that they were 54½ per cent more puzzled.

"Puzzled of what? Why, puzzled of what I'm talking about."

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

Stations

SEARCH FOR THE SUN

As told to C. B. & T. by PEARL BORGAL

Calgarians weren't greeting one another with the customary "Howdy pardner". Tempers were ragged. It was on account of the weather. Stampede week was just around the corner, and it had rained for twenty days.

Stampede officials were especially edgy, because all that was required to make the 1953 Calgary Stampede a record breaking year, was a little co-operation from the weather.

Recalling that the Indians have an ancient tribal ritual for good weather, Calgary's CKXL contacted the Sarcee tribe, whose reservation is located south of the city, to see whether the tribe just might be able to bring sunshine back to the City of the Foothills.

Chief Eddie One Spot was spokesman for the Sarcees. One Spot was interviewed by Jack Stewart, CKXL's production manager. Grasshopper, the tribe's Medicine Man does not speak English.

With Chief One Spot and the

Chief's son, Riding On A Pinto, accompanying the old man of medicine, Grasshopper poured out the ancient Sarcee rain-chasing ritual. Into the mike, in the Sarcee tongue, he said a prayer. The throb of the tom-toms grew louder as the medicine man increased the tempo of the chant. The tom-toms were silenced. Grasshopper with a wild shout, brought the fervent plea to the Great Spirit to a close.

The result?

Within 15 minutes the rain stopped in downtown Calgary. The clouds began to lift and the sky cleared in the south. Strange, too, that a shaft of sunlight was reported almost directly over the home of Grasshopper on the Sarcee reserve.

CKXL rebroadcast the ceremonies twice the following day, July 4th.

July 5th dawned and with the dawning came the sun in all its splendour. Yes! at long last the sun had come back to the City of the Foothills.

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



An Independent
Producing
Company

DON WRIGHT
Productions

Let Us Help You

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



The record-smashing Calgary Stampede opened the following day. Ideal weather prevailed throughout the entire week. Officials agreed the weather was the best the Stampede had ever experienced.

The Stampede Queen, Miss Edith Edge, Cochrane, Alberta, broadcast everyone's thanks to the Sarcees for their efforts in bringing a return of good weather to rain-soaked Calgary.

At the conclusion of "The Greatest Outdoor Show in the World," CKXL arranged for Grasshopper—the Sarcee Medicine Man, Chief One Spot and Riding On A Pinto, to broadcast the tribe's Ceremony of thanksgiving. The broadcast was aired following the presentation of awards to the Stampede winners by Rt. Hon. Louis St. Laurent. A rebroadcast of the thanksgiving ceremony was aired on all major newscasts on Sunday, July 12.

High School Student Wins Scholarship Donated By Stations And Sponsors

Kentville, N.S.—A seventeen year old Kentville Senior High School student will have an opportunity to continue her studies of fine arts at Mount Allison University next fall, as the result of her winning a scholarship, valued at \$164.00, in a project organized by two jointly-owned Nova Scotia stations, CFAB, Windsor and CKEN, Kentville.

The scholarship, won by Merle Ann Elderkin, represents a percentage of revenue from the 30-week program, *Teen Junction Radio Scholarship*, which was sold, written, produced and announced by High School students over the two stations. Co-sponsors on the program were T. P. Calkin Ltd.; Mac's Restaurant; Muttarts Ltd.; Campbell's Variety Store; J. H. Cleyle Ltd.; Leopold's; Larry Mason; F. J. McEachern Refrigerator Sales & Service; R. W. Phinney and H. H. Pulsifer Ltd.

The scholarship represents a per-

centage of the revenue the station derived from these co-sponsors of the program. The awards committee was made up of representatives of the High School students, teaching staff, school board and Evangeline Broadcasting Company Ltd. Presentations were made by Jack Lewis, station manager.

CFAC COPS TWO AWARDS

Calgary—One of the features of the annual Stampede Luncheon staged by the Calgary branch of the Canadian Women's Press Club is the announcement of the winners in the local branch's radio and newspaper writing competition. Each year CFAC and CFCN both present a prize and then the stations vie with one another to win them. This year CFAC carried them both away, their own, for radio writing, being won by Jacqueline Nowlin and presented by John Fisher, and CFCN's presented by Jim Love to Florence Thorpe, the Hudson's Bay Shopping Hostess on CFAC.

A station personality brochure entered by Pearl Borgal of CKXL received favourable comment from the judges, but there was no class for this entry.

cics
SELLS
in
Stratford

EXPERIENCED ANNOUNCER? TIRED OF COMMERCIALS?

SEND DISC, REQUIREMENTS

CANADA'S ONLY NON-COMMERCIAL STATION

CKUA EDMONTON

CALLING ALL STATION MANAGERS

NOW IS THE TIME

TO PREPARE FOR THE

BIG FALL KICK OFF



Consult your new programme listing today!

50

NEW SHOWS

- Drama
- Educational
- Variety
- Mystery
- Juvenile
- Musical
- Comedy
- Western
- Sports

Available in segments of

60 Minutes	15 Minutes
30 Minutes	5 Minutes

For full information and audition discs call your All-Canada man today.

ALL-CANADA RADIO FACILITIES Limited

Vancouver • Calgary • Winnipeg • Toronto • Montreal

People

NEW STATION REPS HEAD IS ALEX BEDARD

Succeeding Ralph Judge, who has moved to Montreal, the president of the Canadian Station Representatives Association for the balance of the year is Alex Bedard of Radio Representatives Ltd.

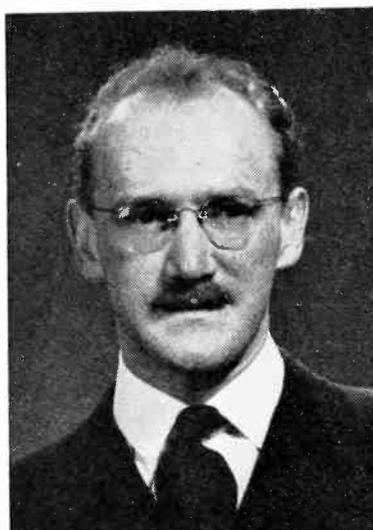
Items under present consideration

by this group are the possibility of a meeting between Canadian and U.S. reps., rate increases on Canadian stations and the growth of co-operative advertising.

VACATION IN EUROPE

Denny Vaughan, star of his own Imperial Tobacco program, is due back after a holiday in Europe with his wife in time to start rehearsals for the Fall series.

Halifax P.C. Candidate Is Radio News Editor



Thirty year old Edmund Morris, news editor of station CJCH, Halifax, has been nominated as a Progressive-Conservative candidate to contest the dual riding of Halifax. His opponent will be John Dickey, Parliamentary Assistant to Hon. C. D. Howe.

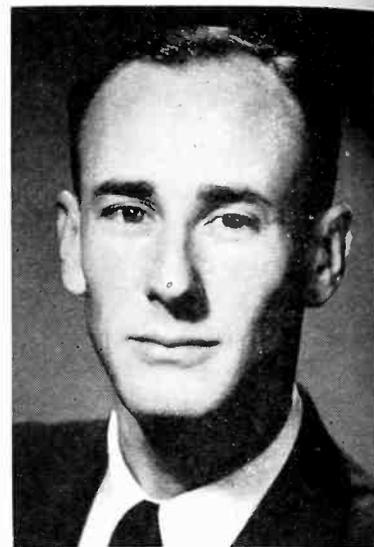
Edmund Morris has been with CJCH since 1951, and besides functioning as news editor, has become quite an editorial voice with his nightly commentary—*The Maritimes Through the Eyes of Edmund Morris*.

At one time, Morris was public relations officer to the CAB, secretary to the Government Leader in the Senate, Hon. Wishart Robinson. He is also a former associate editor of the Halifax Journal and the Halifax Star, in which capacities he saw service in the Parliamentary Press Gallery.

RETURN TO STOVIN

Florence Ward, formerly on the sales staff of the Winnipeg office of the Stovin organization has returned to the fold. She has rejoined the organization again in a sales capacity, but this time in the Vancouver office where she will work in association with Jim Stovin.

'Peg Rep Is Linguist

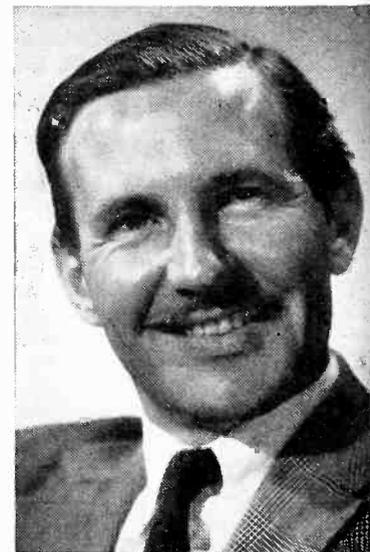


His name is spelled "Tjuk" but it sounds like "Chuck", and he talks like an Englishman, though actually a South African, and he's Godfrey (Tjuk) Tudor who has just moved to Winnipeg, to take charge of the Stovin representation office in that city. Until recently he has been on the Toronto sales force of the same concern.

Tudor has been in broadcasting since 1939, when he started his career with the South African Broadcasting Corporation. He has also worked with the Egyptian State Broadcasting System, Radio Diffusion de Paris, and from 1944-6 he was "voicing" propaganda from London in the French and Italian languages. Following this he had a year with BBC Television and then came to Canada.

Since arriving in this country, Tjuk has played parts in such major radio shows as *Ford Theatre*. In the Stovin office in Toronto, he has been charged with sales promotion duties. His transfer to Winnipeg took effect July 1st.

SLOAN RECALLED



Tom Sloan, for over 4 years Canadian Representative of the British Broadcasting Corporation in Canada, has been recalled to London. On his return, this week, he will be succeeded by Gordon Winter, formerly BBC Chief Publicity Officer, Europe.

Sloan expects that following a two month leave of absence and a month long course of instruction in television, he will be connected for some time to various departments of the BBC's television service.

30 Years Service for CFQC . . .

. . . and this is how we celebrated.

- Over 100 letters, telegrams, tapes and discs of congratulations were aired.
- A page ad in the local Saskatoon paper (circ. 33,000) with pictures of the 46 staff members.
- An hour show outlining the "CFQC story".
- 44 Saskatoon buses and trolleys carried CFQC 30th Anniversary Signs.
- A huge canopied outdoor studio at the Saskatoon Exhibition with signs indicating 30 years of service.
- Give-aways at the Exhibition including fans in the form of a microphone with the slogan "I am a CFQC Fan" on one side and "30 Years of Service" on the reverse.

You Too Will Celebrate

If you contact: RADIO REPS - Canada
ADAM J. YOUNG, JR.,
U.S.A.



THE RADIO HUB OF SASKATCHEWAN



LISTENERS' CHOICE!

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

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

(*Elliott-Haynes March-May 1953 Ratings)

CFBC SAINT JOHN NEW BRUNSWICK

Representatives:

NATIONAL BROADCAST SALES
JOHN N. HUNT & ASSOCIATES
WEED & COMPANY in the U.S.A.

Montreal & Toronto
Vancouver

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

Will Run Ronalds, Edmonton



HAL C. SPARKMAN

Born an American; went into U.S. newspaper business; joined the Canadian army when war came; decided to become a Canadian when it was over. That, in a nutshell, is the record of Hal C. Sparkman, who is running the new Edmonton office of Ronalds Advertising Agency Ltd.

Career-wise, he has thirty years of advertising background. After the war he was managing editor of *Canadian Grocer*, and then went to McKim Advertising Ltd. in Toronto and Walsh Advertising in Windsor, as an account executive. Next he decided to go west, and joined Stewart, Bowman & Macpherson in Edmonton in the same capacity. He is a director of the newly-formed Edmonton Advertising & Sales Club.

PN Appoints First Aide

Toronto — Appointment of Donald Covey, 36, as executive editor of Press News Ltd., radio and TV subsidiary of The Canadian Press, is announced by Manager Charlie Edwards.

Covey joined CP in his native Halifax in 1936 and later served at Charlottetown; Saint John, N.B.; Sydney, N.S.; Montreal; Toronto and New York. During the war he was with Atlantic Command Public Relations, and also edited *The Canadian Press News*, weekly newspaper for the forces prepared by CP.

For five years, Covey ran a restaurant at Moncton, N.B., returning to CP in 1951. He is married and has two daughters.



DONALD COVEY

Tell Us Another

Five years ago, it took a CFOR salesman three months to sell Ben Inch, Orillia Sur-Gain dealer and mill operator, daily spots at 12.19 p.m.

A year later he renewed, not for one, two or five years, but "till desist".

In the four years that have elapsed, the rates have gone up, but Bill just doesn't care. He's still in there, every day, but don't say a word. He must have forgotten.

If you've some spots to forget on CFOR, remember to talk it over with Stovin.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

You Know, He's Probably Right!

An Agency president in a recent article claimed that men who have written saleable short stories make the best copy writers because they are reader-listener conscious and know how to tap basic emotions. Er, ah, if you'll read the current issue of *Chatelaine*, you'll see **HOME ON THE MIDNIGHT**, by Walter Dales. Two other top-circulation magazines also carried stories by him this month—*Weekend Picture Magazine* and *The Toronto Star Weekly*. And another Dalescripter, Harry G. Bowley, is coming up in an early Saturday Night with **LITTLE STORIES FOR BIG FOLKS**. Still another Dalescripter, John Whalen, writes and sells fiction to important magazines. Anybody want some copy written?

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

WEST COAST SPORTS — NEWS — MUSIC STATION

REQUIRES

SPORTS BROADCASTER

Must be capable of taking full charge and handling live and reconstructed baseball and hockey 'casts.

Full Details to
BOX A-172

CANADIAN BROADCASTER & TELESREEN

CKCV listeners become buyers

1000 WATTS 1280 K.C.

Representatives
TORONTO-MONTREAL
OMER DENAUD & Co
111 U.S.A.
WEED & CO.

CKCV
QUEBEC CITY

when it's RADIO...

in Canada's **3**rd market!



look to the leader

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

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

LOOK TO THE FACTS — LOOK TO THE LEADER

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

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

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

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

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

★ 'WX has complete coverage in this rich market.

Vancouver's
CKWX

Reps: All-Canada Radio Facilities
Weed & Company

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

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary

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

CKCH

HULL and OTTAWA

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

Verbatim

HOW TO TELL THE COMPANY STORY TO RADIO

Condensation of an address delivered by Pat Freeman, CAB director of sales and research, to the 82nd annual meeting of the Canadian Manufacturers' Association.

Canadian radio commenced to assume its place in the sun about 12 years ago. In 1946 about 400 national accounts were on the air. But, today over 800 employ radio to sell their goods and services, while over 10,000 local merchants invest in Canadian radio advertising. The total invested in Canadian radio is approximately \$35,000,000 a year. Of this sum only about one seventh is spent in network radio.

One or more radio receiving sets are to be found in 95% of all Canadian homes. It is estimated that 700,000 Canadian passenger cars are radio equipped.

The money invested in the purchase of radio receiving sets is very substantial. Since the war ended, Canadians have spent over 380,000,000 dollars to purchase 5,100,000 sets. This is a country of 3,600,000 homes. Last year, they bought 632,000 sets. The radio set sales for the first five months of this year are substantially heavier than the first five months of 1952.

The production of radio receiving sets dried up towards the end of World War II, and that was less than 10 years ago. I refer to this fact because the life of the average radio set is at least 10 years and this leads us to the little realized fact that, by the end of 1956, there



PAT FREEMAN

will be about 1,000,000 more radio receiving sets in use in Canada than there are today.

Radio is an extraordinary paradox. It is best described by such terms as "massive"; "powerful"; "omnipresent" and "the speed of light." But it is best understood in very much gentler terms—"intimacy" and "simplicity". On the one hand, it is the single medium of mass-communication that can reach all of the people that can be reached by all other media combined. On the other hand, you must think of radio as the medium that talks to people in the intimacy of their homes. It informs, amuses, cautions and persuades people.

How then, will your company present its story in the best possible circumstances?

First of all, formulate plans to present your story on a steady continuing basis. Don't wait for things to blow up at the plant! Don't wait for some material disaster or some adverse personnel situation to develop before you start to tell your story! If you do, you will find it almost impossible to instantaneously "conscript" a sound, public relations plan. P.R. is not a cathartic for the sudden purgation of your previous sins of omission. Rather it is a gentle medication. Applied regularly it will insure a continued state of well-being.

The surest way that your company can achieve "acceptance" is by telling its story—by talking to people via radio. What story? The story of good products made by fellow citizens who are paid good wages

**HOW
BIG IS
MONTREAL?**



MORE groceries are sold in Montreal (\$346,973,000.00) than in all these cities COMBINED:

- | | |
|---------------------------------------|--|
| VANCOUVER, B.C.
(\$115,340,000.00) | LONDON, ONT.
(\$28,464,000.00) |
| WINNIPEG, MAN.
(\$54,558,000.00) | REGINA, SASK.
(\$18,319,000.00) |
| CALGARY, ALTA.
(\$52,373,000.00) | HAMILTON, ONT.
(\$55,391,000.00) |
| SAINT JOHN, N.B.
(\$16,874,000.00) | TOTAL . . . \$341,319,000.00 !! |

AMAZING? . . . But TRUE!! True too, is that Montreal's 600 CFCF gives you blanket coverage in Canada's largest city. Join the swing to Canada's FIRST station . . . Montreal's 600 CFCF.

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

You can't cover Simcoe County without CKBB
BARRIE
REPS — PAUL MULVIHILL TORONTO
RADIO TIME SALES MONTREAL
ADAM YOUNG U.S.A.

and whose payroll circulates in your city. By telling the story of hygienic working conditions, sports programs, pension plans, safety campaigns, recreation clubs, personnel counselors and so on, to the local radio station. By talking to the people of your community in their own homes.

The local radio station has become an old and intimate friend in those thousands of homes, a friend that talks to them every day, telling them the news of the world and of the community, telling them the time and the temperature, the results of games, keeping them abreast of the world through the unmatched speed of radio news. Day in and day out, it amuses, informs and persuades. But how are you to set about persuading this persuader?

Who is the manager of your station? Do you and the senior officials of your plant know his name? Do you know him personally? Do you call him by his first name? Have you visited and examined the facilities of his station? Has he been all over your plant? Have his newsroom staff or his program director made such a visit? If you can answer "yes" to the questions that I have just asked, then you are off to a big start. If the answer is "no", then you may find yourself sitting with only a pair of deuces when the game takes a vital turn.

The local station takes great pride in the leadership that it gives to the community. So does your company. Public opinion in that community has greatly influenced the course that the radio station has followed. The opinion of that same local public can influence the course that your company can follow. The radio station communicates with that public on a great variety of subjects. Perhaps the affairs of your people should be one of those subjects.

In other words, the responsible people in your company and the people who guide the destinies of that station have many things in common, many subjects that some of your people should be talking over with some of their people. These conversations should result in freer, easier communication which will greatly assist in your ultimately attaining more active public support for your enterprise and its way of life.

Today, in many cities across the land, radio stations frequently present programs of the "Salute to local industry" type. On such programs, a local industry is singled out and its story is presented by radio, some-

times in the form of a dramatic broadcast, but, more frequently, by "special events" programs originating right at the company's plant.

During the middle 1930's, I did a series of "on-the-spot" broadcasts in which we saluted more than a dozen industries operating in Southern Alberta. We took our microphones into flour mills, bottling plants, power dams, telephone exchanges, and so on. We were careful to pre-publicize each broadcast to the schools in that part of the country. We attempted to make each broadcast interesting, informative and educational for the young, as well as for the adult members of our audience.

Do not forget the younger generation. Most of us were born into the pre-radio era. But, today, young people are leaving high schools to enter university or the business world, young people who have spent their entire lives in a world influenced by radio. Make sure that the people who will judge you tomorrow are well briefed today.

By far the greater part of the story that your people have to tell to radio will best be told through the intimate contacts that you will build with the people of local radio. But, should you deem it necessary to seek radio's influence on a broader scale, it still would be told mainly through the voice of the local private stations of which the CBC's networks are principally comprised. (Continued on Page 12)



On August 10th, vote as you like, but vote!

If you want sound results in a progressive, expanding market, mark your ballot on your next advertising campaign:—

CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

BUY in an E-X-P-A-N-D-I-N-G MARKET...

Buy

CKRM

The Capital Station in the Capital City, REGINA

because

Saskatchewan's Production Hits New High! \$1,400 Millions in 1952

Through increased production in

- wheat
- mining
- forestry
- manufacturing
- oil
- retailing

Ask About This Expanding Market NOW!

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

CKRM 980 KCS
Regina

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

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

PAUL MULVIHILL
Representative now in both Toronto and Montreal

CKTB
ST. CATHARINES

The NIAGARA DISTRICT STATION

A GROWING MARKET

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

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

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

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

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

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

Reach this growing market over its own station.

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

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

Verbatim

(Continued from Page 11)

In your preparation of material for radio, always try to emphasize human interest, because radio is such an intimate medium. Emphasize speed in your news stories, because radio is the fastest disseminator of news. Condense those news stories because radio must present succinct news. The longer version may have a better chance of appearing in print.

When a major celebration at your plant is in the offing, or when an important pronouncement concerning your company is about to be made, you should always try to arrange for a very senior official to broadcast directly (or record for later broadcasting) a message that will reflect the occasion. Reported interviews with your VIP's can

cover a lot of ground, but such devices cannot match the impact of the president of your company speaking directly to the people in their homes.

The fact that quite a number of today's executives grew up in the pre-radio age is reflected in their re-actionary behavior. Pen and ink are good weapons, to be sure. But the microphone is a *must* in the machinations of psychologically sound business "story telling".

The written word and the spoken word are parallel and complementary arts. But a release that reads well in print may be difficult to read aloud. A statement or news item written for spoken delivery may not lie comfortably on the printed page. All too often, radio is given a "hand-out" or "press-release" that must be completely re-written before it is broadcast. Perhaps the most unfortunate aspect of this situation occurs when radio is given a written "hand-out" at the time when someone from your company could have "told the story to radio". This approach might result in the broadcasting of this news item, the telling of this particular story about your people, by radio, in the words and by the voice of one of your senior executives.

It would be improper for me to conclude this talk without touching upon the somewhat delicate matter of *free* broadcasting and *paid* broadcasting. But perhaps both our people in radio and the people in your company can best be guided by the summation of this subject recently made by Mr. H. H. Rogge, the President of Canadian Westinghouse. Mr. Rogge was addressing a group of broadcasters and representatives of the press on the subject of public relations in its broadest sense. He stressed the importance of his company's relationships with these two media of mass-communication, but he pointed out that his company did not think of this relationship as a method of getting some "free advertising", but rather as the establishment of better channels through which they would make news available when they thought it was *news*.

In your community, there are other people—people just like your people—who work in a local radio station. Make sure that at least some of these two groups intermingle. And, as time goes by, you'll be surprised at how many thousands of people will hear more and more about your people—your company.

**ANNOUNCER
WANTED**
for
**PROGRESSIVE
CENTRAL ONTARIO
STATION**

Some Experience
Necessary

Apply
Station CKBB
BARRIE, ONT.

Agriculture

Propose Association For Farm Directors

The Central Canada Broadcasters Association, through its Farm Program Committee, is endeavouring to spark an Ontario Farm Directors' Association, modelled on the American National Association of Radio Farm Directors. This information comes from Phil R. Flagler, farm director of CJBQ, Belleville, and chairman of the committee. Other members of the committee are Roy Jewell, CFPL, London; Bob Carbert, CKNX, Wingham; and Jack McPherson, McKim Advertising Ltd., Toronto.

According to the proposed constitution, the purpose of the Association will be to "assist in the improvement and development of Canadian agriculture and to promote better understanding between agriculture and all other groups through the media of radio broadcasting and telecasting".

Flagler suggests that stations without a farm director on the staff should be interested in the move, provided there are farmers in their areas.

The Association is also designed, according to the draft constitution to "encourage cordial relations and better understanding between farm organizations and radio broadcasting stations, advertising agencies and all other groups interested in reaching farm people through the media of radio broadcasting and telecasting". It would also act as an exchange for program material and technical information.

Full membership would be open to "all persons employed in the fields of broadcasting and telecasting who prepare and direct or announce farm programs on a regular basis (at least one per week)". Associate membership would be open to "all other persons directly connected with this type of work, subject to the approval of the membership committee".

Two More Exclusive Features

To Maintain CFRN's Leadership As Northern Alberta's Most Popular Sports Station

- * ROYAL REVIEW—with Darrel Royal from Oklahoma, bright new coaching star of the Edmonton Eskimo Football Club.
- * W.I.L. BASEBALL—Class "A" baseball league comprising the cities of Edmonton, Calgary, Vancouver, Victoria, Wenatchee, Yakima, Lewiston, Tri-Cities, Salem and Spokane, with Edmonton Eskimos holding player arrangements with New York Yankees.

In Edmonton It's

CFRN

RADIO REPRESENTATIVES LTD.

Montreal Toronto Winnipeg Vancouver



TELEVISION COMMERCIALS



CKCR

KITCHENER-WATERLOO

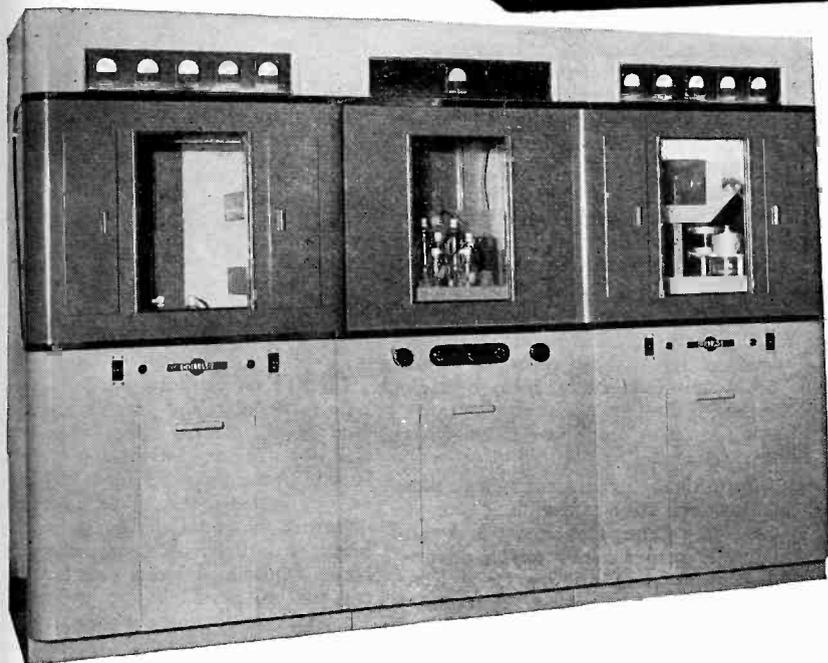
Continuously
Keeps
Customers
Radio-Active



CKCR

FOR FACTS ASK OMER RENAUD
Toronto • Montreal

the *latest* in transmitter design...



COLLINS 21E and 21M BROADCAST TRANSMITTERS

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

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

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

21 E/M

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

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



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

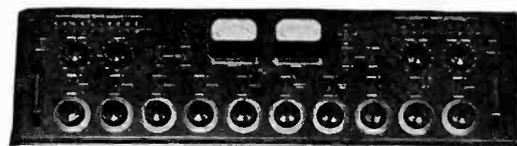
There is a competent consultant service at your disposal especially qualified for the design and development of communications systems for regular or custom requirements.

*Call or write
the cae office
nearest you.*

COLLINS SPEECH INPUT EQUIPMENT

provides

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



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



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



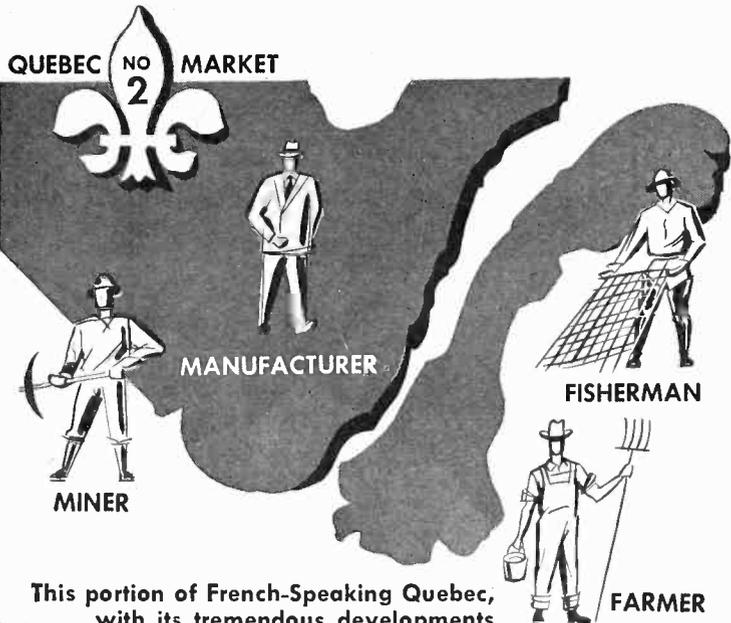
Canadian Aviation Electronics Ltd.

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

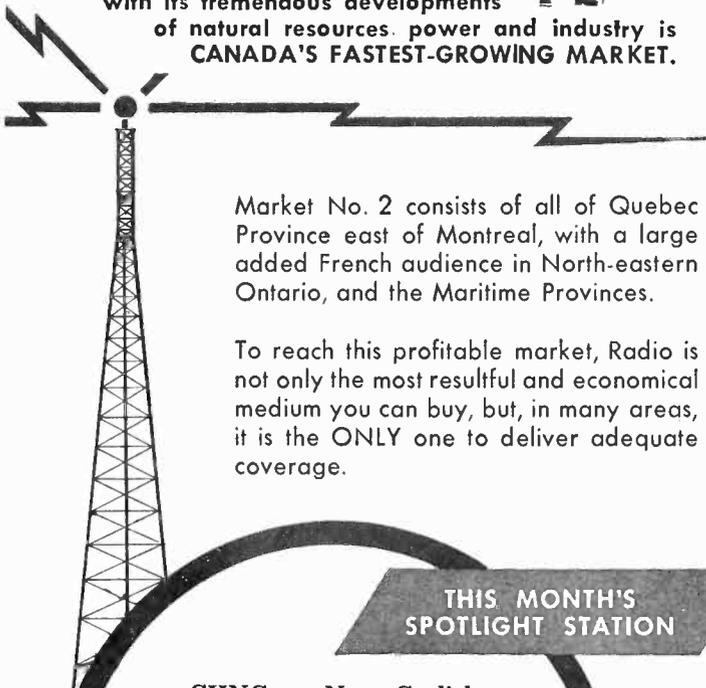
TORONTO
261 Spadina Ave.
Tel.: EMpire 6-7961

WINNIPEG
387 Sutherland Ave.
Tel.: 522-337

VANCOUVER
2210 Cambie Street
Tel.: FAirmount 1111



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



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

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

THIS MONTH'S SPOTLIGHT STATION

CHNC — New Carlisle

This 5000-watt station (day and night) at the tip of the Gaspé Peninsula, is the ONLY French station in the area to serve a potential audience of more than 350,000 persons in Quebec and the French Maritimes.

Our whole area is prospering, and has money to spend. Gross Revenue for fishing is up, Building activities are brisk, there is considerable new development in lumber and minerals . . . with the possibility of oil deposits as well. CHNC stands ready to broadcast your sales message to this growing audience.

QUEBEC NO. 2 MARKET

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

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

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

DOMINION SQ. BLDG.	39 ST. JOHN ST.	67 YONGE ST
MONTREAL	QUEBEC	TORONTO
UN. 6-8915	2-8178	EM. 3-6009

Television

Sudbury Engineers In Bet To Beat Sept. 15 Opening

Sudbury—The line of applicants for jobs on a TV station forms from the right. Then you find out that half of them are still working for the old boss, who wants them to take on a TV job for a year and then go back and set it up for him.

That's the way it is with Canada's first private TV station, according to Wilf Woodill, who has been an active part of radio since he started in the business in Regina way back in the cats' whisker era of 1928, and is now playing the leading part in the establishment of CKSO-TV in this northern metropolis.

Wilf says he's been inundated with applicants for every job, but he's had to weed out those who think they are getting a free year's course in TV, from those who want to make a career at the station.

The staff has now been completed, incidentally, partly from the AM operation and partly from outside sources. Preparations for programming are now occupying most of his time.

Two highly experienced cinematic technicians have moved in. One of them is a European import and the other a former instructor in photography at the Sudbury Collegiate. They are wheeling the cameras—16 mm for movies and 35 mm for slides—around town, shooting high, wide and handsome. They are building a backlog of about three thousand shots which will be available at a moment's notice for programming and commercial use. Shots include ones of business places and important buildings. They are

also photographing citizens prominent in the social, political, cultural and business life of the city and other fields.

Until the video cameras are in operation early in September, studio staff, announcers and others are undergoing intensive training, rehearsing before movie cameras.

The building which will house the studios, offices and transmitter is nearing completion. It is a two storey brick structure with nine thousand feet of floor space on the two floors. There is one large studio, 58 by 27 feet, with a 20 foot ceiling; an off-camera announce studio; a film projection room; two film editing rooms; storage vaults; a large clients' viewing room; dressing rooms; business offices; art and dark rooms; transmitter and engineering quarters.

The initial investment for land, buildings and equipment is around \$250,000.00.

CKSO's transmitter, an RCA two Kilowatt job, and sundry other equipment, arrived from Camden, N.J., by tractor-trailer last month. It was promptly assembled and put on the air for a test. It is now undergoing its final tune-up before being installed in its permanent home. Official opening day for the test pattern period is September 15. The station engineers are being coaxed into beating this deadline with a bonus which is being dangled in front of them of \$10 for every day by which they precede it.

A rate card has already been published. (See CB & T July 15) and a tentative 5 hours a day program schedule, plus nine hours of test

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

CHLT & CKTS, Sherbrooke, P.Q.

Retail Sales — the surest index of a market's worth — are UP in the district served by CHLT and CKTS, having increased 33.3 percent over the previous year. The percentage spent on food is higher than in any other part of Canada. Automobile and parts sales are up by 22%, and sales in departmental and drug stores also show increases. Tell your sales story where the money is—tell it over 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

HALIFAX IS THE MARITIMES No. 1 CITY

and

HALIFAX'S No. 1 SALESMAN IS CHNS

Both BBM and Elliott-Haynes Show CHNS Leadership!

In Canada Contact the All-Canada Man
 In the U.S.A., Weed & Co.

pattern, has been issued for the October commercial opening.

When CKSO received its TV license, the TV set population in Sudbury was five! At this writing it has passed the three hundred mark, although screens are still dark. Set manufacturers say that by March 15, they expect 10,500 sets will have been sold in the area. They have tagged 15,000 for September, 1954, when the station will be celebrating its first birthday.

CKSO is doing everything it can to speed up set sales by co-operating with dealers, Woodill says. A meeting of more than 150 television and appliance dealers was held at the Sudbury Memorial Hall. There plans were laid to make the station inauguration in September synchronize with the Sudbury Exhibition. It was also hoped to arrange a Sudbury "Television Week" in January.

Woodill says his organization is keeping careful track of receiver sales and installations. All dealers have been supplied with stamped post cards addressed to the station. Set salesmen fill in these cards each time they make a sale. Information includes name of customer, address, number of people in family, and type of receiver installed.

The station is cataloguing this information as it comes in so that it will be available as accurate market data for advertisers when the time comes. When the card reaches the station, a letter goes out welcoming the buyer into the CKSO Television family. To encourage salesmen to fill in the cards, a draw is made every six months for a television receiver or an outboard motor for the lucky salesman whose name appears on the card drawn.

All-Canada In TV

Toronto. — Opening of a Television Division by All-Canada Radio Facilities Ltd. has been announced by Guy Herbert, general manager. It will start with the Canadian representation of the following privately-owned stations: CHCH-TV, Hamilton, Ont.; CFPL-TV, London, Ont.; CKCK-TV, Regina, Sask.; CHSJ-TV, Saint John, N.B.; CKSO-TV, Sudbury, Ont.; CJCB-TV, Sydney, N.S.; CKLW-TV, Windsor, Ont.

TV operations will be headed up by Reo Thompson from special offices at 129 Adelaide Street West, Toronto. Thompson has worked with All-Canada at CJCA, Edmonton, and CKWX, Vancouver, and latterly with CFCF, Montreal, as Program Manager. Working with him on TV time representation will be Ross McCreath, who is transferring to TV from the AM Time Sales Division. In Montreal, time representation will be handled by John Cameron, formerly of Trans-Canada Air Lines. Dick Carson will work in the Toronto office on TV programs.



YOU CAN MAKE A DATE with Canadian General Electric to go to Syracuse, N.Y. and try out this model TV studio there for yourself. It is equipped with all shapes and sizes of gear from the studio camera to a wipe and montage amplifier. There is also stage lighting equipment for any type of program, and several sorts of mikes provide complete sound facilities. Equipment, incidentally, is by General Electric.

death, dollars + deeds



Four head offices of insurance companies, twenty-nine branch banks and six mortgage and trust companies employ 17% of London's total population. These white collar workers, with an average annual income of \$5,151.00 dollars, enjoy an above-average Canadian standard of living.

As steady as their earning power, are the listening habits of this large group of advertising-prone Londoners. Radio Station CFPL commands their attention with over 90% of both day and night audiences.

CFPL LONDON, CANADA



FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

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

A Weekly BBM of 74,310

gives

CJBR

Rimouski

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

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR

RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION



A year ago they were racing neck and neck to make musical history; today they're not even memories for most people. That is the sad tale of the rise and fall of this country's first musical comedies, *Bonanza* and *Timber!!*

Last year *Bonanza* delighted theatre-goers in Halifax for a sell-out one week run at exactly the time that *Timber!!* was packing Vancouverites into the famous open-air theatre. Seven of *Bonanza's* good seventeen numbers were published by BMI — at the instance of the show's financial backer, station CJCH — while the CBC aired a broadcast version of *Timber!!* as part of *Wednesday Night* a couple of weeks after its premiere.

So much for the publicity. Then what happened? Nothing!

It was the same old story: the average Joe didn't seem to know anything about these two important milestones in the country's musical history, and cared less. Give him the "real popular stuff" like *Oklahoma*

and *South Pacific* (which are okay too).

The last chance came a month ago. Then, on Dominion Day, *Bonanza* had its turn on Trans-Canada network on *Wednesday Night*. Who can deny that, all in all, it was a lively show?



For two reasons *Bonanza* had to be cut, which may or may not have been unfortunate. It had to be made to fit both the broadcast time and the broadcast taste, and what looked like tuneful and spicy numbers in the original score weren't heard the other night. However, the cutting did afford one of this continent's greatest arrangers, Lucio Agostini (who conducted the original production in Halifax) an opportunity to overhaul and polish the work of composer Chet Lambertson of Halifax and lyricist Jim Richardson of Vancouver, so the latest production may have run more smoothly than the first. It's hard to imagine what the four missing ballet sequences may have done for the stage version.

Anyway, the songs are the important thing and all of them were handled with intelligence. Top performances were turned in by Bruce Webb and Frank Peddie who, respectively, sang and narrated the role of Pa Slater, a secondary character who actually kept the show moving. The lead role of Linda, sung by Doreen Hulme, got off to a slow start due largely to a mediocre thing called "I Love That Man For Sure", but brightened up perfectly after an impromptu intermission when the transmitter went off the air, with the well-paced "Man That I Marry".

The rest of the cast each had at least one good song before time ran out: Bernard Johnston as Larry with "I'll Always Love You"; Ed McCurdy as Ace doing "Do The Best You Can With What You've Got"; Art Hallman as Henry and Freda Wright as Nancy in the "Country Boy, City Girl" duet; and Webb's "Some People Just Don't Understand About Land". Most of the choruses and particularly the finale, gave the show a loud and lively lift. They were directed by Gino Silvy, while the entire production was in the hands of Arthur Hiller. Trying hard to make their spoken lines sound only half as wordy as the script, and not succeeding very well, were Roxanna Bond, Peggy Loder, Gerry Saracini, Joy LaFleur, Murray Westgate and Fred Diehl. It would have been better if the vocalists had done their own narration, as McCurdy did.



And now it appears that this and other productions are not going to be allowed to die after all — at least not until a few more vigorous attempts to bring them to full prominence have been made. The major recording companies of the U.S. are said to be taking more than a passing interest in the songs of *Bonanza* and their composer and lyricist. It is also rumoured that a motion picture concern can see possibilities for a film.

Meanwhile, with the Coronation out of the way, London theatrical producers are again considering a presentation of *Timber!!* which, if it comes off, should put its name in lights for a couple of moons.

So, whether you realize it or not, you too may soon be humming by heart every bar of the *Bonanza* theme.

**CHIEF ENGINEER
WANTED**

RADIO STATION CHLO

1000 WATTS

TRANS-CANADA NETWORK

Good Salary - Bonus Plan
Hospital Benefits

Reply stating experience and salary expected to General Manager, Radio Station CHLO.

ST. THOMAS, ONTARIO

96.7%

96.7% of the listeners is considered *tops* for any program but CFNB delivers an average daytime audience of 96.7% of the listeners for its advertisers every day all day long.*

Such listener acceptance is no accident. It proves that CFNB programming appeals to listeners.

Let CFNB deliver your message to this receptive audience.

* (June, 1953, Elliott-Haynes daytime report)

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.
1923 - OUR THIRTIETH ANNIVERSARY - 1953

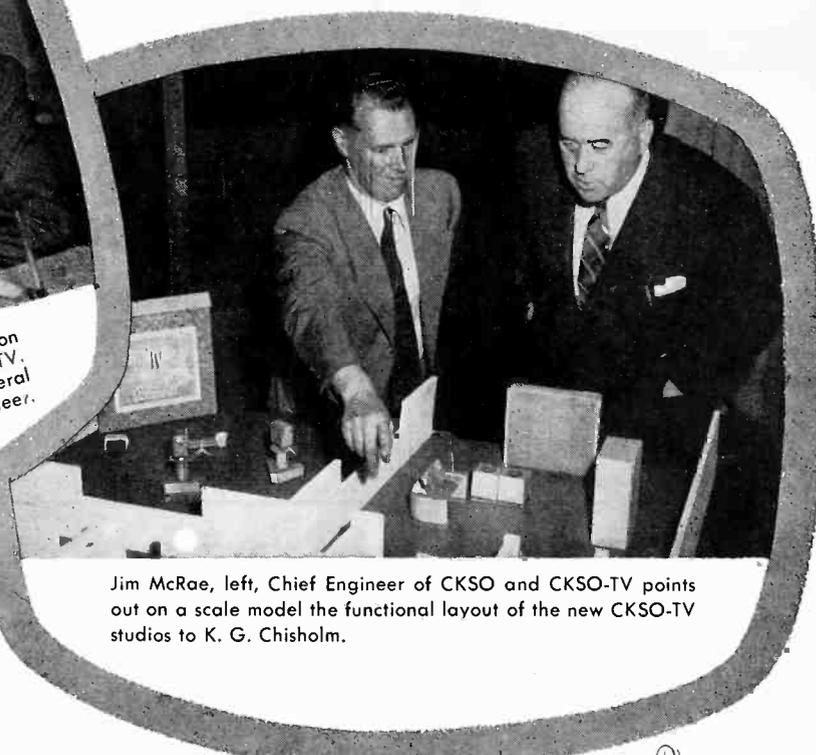
CKSO-TV

Sudbury chooses RCA VICTOR

TV Transmitting Equipment



Here, at right, George M. Miller, Q.C., President of Radio Station CKSO, signs order for RCA Television Equipment for CKSO-TV. Looking on, centre and left, are Wilf. J. Woodill, General Manager of CKSO and K. G. Chisholm, RCA Victor Sales Engineer.



Jim McRae, left, Chief Engineer of CKSO and CKSO-TV points out on a scale model the functional layout of the new CKSO-TV studios to K. G. Chisholm.

SUDBURY DISTRICT TO BE ONE OF THE FIRST IN CANADA TO ENJOY COMMERCIAL TELEVISION!

The signing of a contract for RCA Victor TV equipment — a powerful RCA Transmitter and antenna, RCA cameras, film projectors and related TV studio equipment — ensures that the Sudbury area will enjoy the benefit of the latest RCA research developments, the very best home reception.

IF YOU ARE PLANNING A TV STATION

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RCA VICTOR

COMPANY, LTD.

MOST FAVOURED AROUND THE WORLD IN TELEVISION

Halifax Montreal Ottawa Toronto Winnipeg Calgary Vancouver

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5000 WATTS - 550 KCS. - FREDERICTON, N.B.
 1923 - OUR THIRTIETH ANNIVERSARY - 1953

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TV Transmitting Equipment



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RCA VICTOR

COMPANY, LTD.

MOST FAVOURED AROUND THE WORLD IN TELEVISION

Halifax Montreal Ottawa Toronto Winnipeg Calgary Vancouver

**TV
commercials**

PRODUCED IN OUR
STUDIOS AND LABORATORY

**motion picture
productions**

FOR INDUSTRY
AND EDUCATION

**film
services**

ANY OF THE FOLLOWING
SERVICES IN 35MM AND 16MM

TITLES	PHOTOGRAPHY
STUDIOS	SOUND EFFECTS
RECORDING	MUSIC LIBRARY
EDITING	

RECORDING FROM TAPE TO FILM
COMPLETE LABORATORY FACILITIES
16MM KODACHROME PRINTING
SLIDEFILMS

**experienced
department heads**

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

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

SHELLY FILMS

LIMITED

TORONTO 14 - CLIFFORD 9-1193

LEON C. SHELLY PRESIDENT

ESTABLISHED 1924

*B.C. cities with
population over 10,000*



1951
CENSUS

**where CKOK averages 88.3%
of LISTENERS day and night**

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
Radio Reps
U.S.A.
Don Cooke



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



PERSONNEL RELATIONS

Hire 'em right out of school;
then teach 'em your way
before they know any better;
no one will want 'em then.

* * *

AUDREYISM

Then there's the girl who was
so dumb, she thinks Frankie-
boy's theme song is "Beet-
hoven's Moonlight Sinatra".

* * *

PAN MAIL

Dear Mr. Lewis: Approxi-
mately ten million people in
Great Britain read Hannen
Swaffer every day. Approxi-
mately fifty million people in
Great Britain have never
heard of you.

—John Barrett

* * *

FAMILY STUFF

In reply to a number of ques-
tions, I have positive assur-
ance that my guano-trading
brother in Kenya is not a Mau-
Mau's Boy.

* * *

POINTS OF VIEW

As Liberal candidate and
agency veepee Bob Campbell
puts it, this election is a case
of "Win, Lose or Drew".

* * *

PENNY PLAIN

People in CCF circles are said
to be asking: "Which kind of
Socialism do you favor?
Liberal or Progressive Con-
servative?"

* * *

DEPARTMENT OF PRESUMPTION

CBC's house organ "Radio"
comes up with this heading:
"THE CORONATION . . . A
CBC PRESENTATION". To
which we would add: "And
what a sweet kid they had
playing the lead".

* * *

**WE'D LIKE TO KNOW DEPART-
MENT**

Would somebody please tell
us how come CBC brass is
moving to the Capital?
Wouldn't it be less trouble to
move the Cabinet into the
Radio Canada Building?

* * *

TELEVIEW

She played her part superbly
. . . except the love scenes . . .
which were too careful . . .
like a porcupine.

EVERYTHING IS "NEW" AT CHLO WHY?

To Give You MORE SALES for Your Dollar . . .
... these "NEW" Executives Seek Your Confidence



GLEN BRICKLIN

Production Manager. Joined CHLO's sales staff in fall of '49. Well-known London musician and M.C., engaged in producing and directing shows in this area for the past 10 years. Present position, May 1953.



PETER DICKENS

Program Director. Fully conversant with the likes of listeners in this area, having started with CHLO as announcer in 1948 when station opened. A.R.A. graduate of distinction. Present position, March 1953.



BILL BESTALL

General Manager. Producer-Director RCAF Entertainment Branch Overseas. Radio Dept. J. J. Gibbons, Calgary. Anncr. CFAC, CFCN. M.C. — Sunnyside Sing-Song. Sales Manager CKCW, Moncton. Manager CJRW, Summerside, P.E.I. Present position, March 1953.



KEN DEAS

London Sales Manager. Sales-promotion department CHUB. With Radio Reps. Toronto, 2 years. His experience in dealing with national accounts and agencies, guarantees our sponsors follow up promotion to produce results. Present position, May, 1953.



DOUG COLE

St. Thomas Sales Manager. Joined our sales staff early in 1950. As well as supervising sales, is in charge of national business at the local level heading up promotion dept. Assures sponsors of point-of-sale display, etc. Present position, May 1953.

To Give You MORE LISTENERS in both Town & Country
... these "NEW" Executives Will Promote Your Products



DOUG HINZ

Assistant Engineer. CHLO trained operator and member of this staff for over 2 years. Keen appreciation of recording problems result in top-notch auditions and air-checks for clients. Present position, May 1953.



ROBERT EVANS

News Editor. Former CBS White House correspondent. Member of CBS "World To-day Team" along with Ed Murrow, Eric Sevareid and William L. Shirer. Director Voice of America. Present position, April 1953.



BILL MCGEE

Sports Director. Broke into radio with CJOY, and since then has gained a wide knowledge of athletic activities and sports commenting with CKSO, CHNO, CKCR and CFOS. Present position, July 1953.



BOB STATON

Farm Director. Announcer CKTB, CFCO. Since joining CHLO late in February of this year he has won a host of friends in the rural areas as M.C. of noon Farm Hour. Present position, June, 1953.



ARTHUR COOKE

Chief Announcer. Anncr., CKPC, Brantford. With CHLO for over 4 years, building up large listening audience as regular 6 p.m. and 11 p.m. newscaster. Present position, May 1953.

To Give You MORE COVERAGE at less Cost per Capita

1000
WATTS
D-N

use

CHLO

ST. THOMAS
through

Our "NEW" Reps.

STEVENS & TOWNDROW

35 KING STREET WEST, TORONTO
(STILL DONALD COOKE INC. IN U.S.A.)

680
on the
DIAL



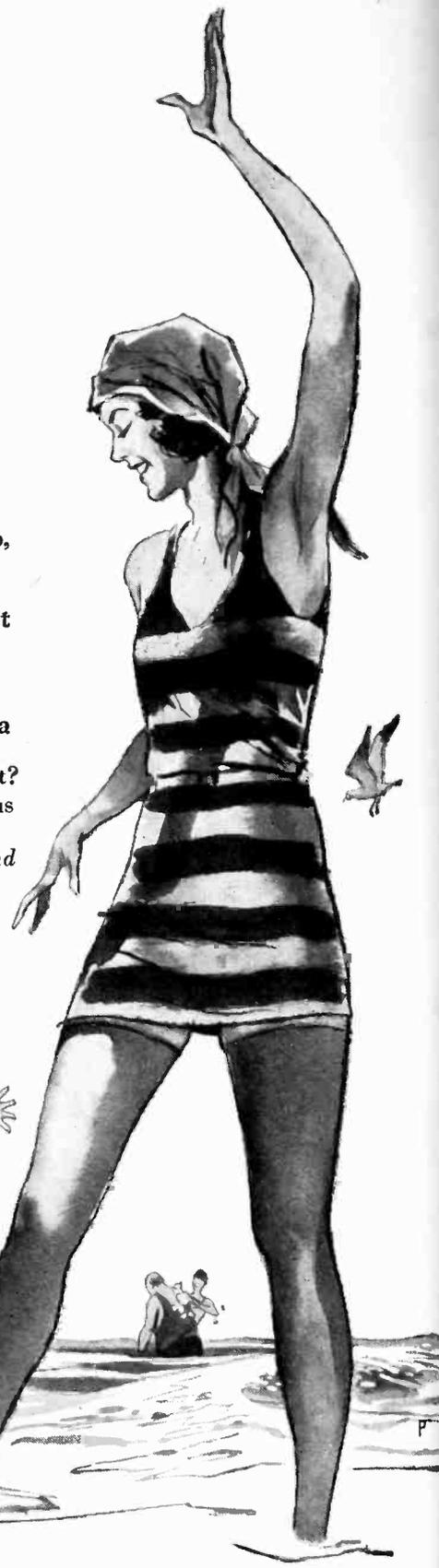
**“ You mean they’ll hear
my sales talk at home —
on vacation — everywhere! ”**

EVEN forward-looking businessmen, 25 years ago, were cautious about radio’s selling power. Today, it’s a fact that radio is the most forceful salesman ever to invade the millions of homes that make up our country. Radio’s persuasive intimacy produces more sales, faster.

As an illustration, take a popular noonday homemakers’ program* on CFRB. This show has a total potential audience of 618,000 radio homes. 25 years ago who could imagine a potential like that?

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

What’s your problem? Want to move more fans, pans, moth-killers, sandwich fillers? Then call in a CFRB representative and let him show you how radio can be your best salesman.



As ever
your No. 1 Station
in Canada’s No. 1 Market

CFRB

50,000 watts 1010 K.C.

REPRESENTATIVES

United States	Adam J. Young Jr., Incorporated
Canada	All-Canada Radio Facilities, Limited

HARRIET’S HOUSE
(daytime B.B.M.)

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

