Summer Stock

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

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

Still carrying the highest price tag of the group, Toronto's CBUT rate remains unchanged at $750 per hour of class "A" time. The corresponding rate on CBFT, Montreal, has been increased from $575 to $690. The basic rate of $150 per hour on CBOT, established June 1st, also remains the same.

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

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

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

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

Station time charges may also be subject to a schedule of regional discounts provided all stations within one or more regions are used. For the rest of this year it is expected that at the most there will only be two regions, consisting of the three interconnected CBC stations plus the non-interconnected CFPL-TV and CKSO-TV in the mid-eastern region, and CBUT in the Pacific region. Using the entire mid-eastern list of stations will carry a 4 per cent discount, while the addition of another entire region jumps the discount to 6 per cent, and so on in multiples of four per cent up to 20 per cent for 5 regions.

A further series of discounts has been drawn up to cover time and interconnection charges used on 13 or more occasions during a 12-month contract period, beginning at a 2½ per cent discount which anywhere from 13 to 25 occasions. Above this and up to 38 occasions, the discount is 5 per cent; up to 51 occasions it is 7½ per cent; and beyond is the maximum of 10 per cent.

Interconnection charges, reduced most recently to 15½ per cent below the June 1st rate card, have been worked out in various combinations for sponsors requiring anything from a two-station hook-up to the full four-leg link from Buffalo to Montreal. The latter is rated at $280 per hour, followed by Toronto to Ottawa.

CBC Issues TV Network Rates

Florida Bound

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

Short-Waves

CHAB IS CITED

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

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

CBC Board Meets Sept. 23

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

Radio Sales Up

Toronto — Sales of radio receivers during the first half of this year are well up over the same period last year in the face of unprecedented sales of television receivers. Radio-Television Manufacturers Association of Canada revealed that from January to the end of June 292,171 radios, valued at $26,716,302, were sold by its members, of which almost half were auto models. Novelty items like clock radios sold well, too.

For figures in the same period last year show 211,550 sets sold at a value of $18,105,399.

A comparison of TV set sale figures show: 1950 — 29,611 sets; 1951 — 40,015 sets; 1952 — 146,373; and an estimated 1953 of 224,513 sets. An estimate for 1952 of 152,140 sets for the first half of 1953 total 215,140 sets, and July, last month for which actual figures are available, 9,332 sets.
### What Price Radio?

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

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

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

### The CANADIAN ASSOCIATION of BROADCASTERS

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

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

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

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### CAB Member Stations

#### ATLANTIC (15)
- CKBW  Bridgewater
- CKNB  Campbellton
- CFCC  Charlottetown
- CENB  Fredericton
- CHNS  Halifax
- CJCH  Halifax
- CKEN  Kentville
- CKCW  Moncton
- CKMR  Newcastle
- CHSJ  Saint John
- CJON  St. John's
- VOCH  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
- CJJR  Rimouski
- CHRL  Roberval
- CKRN  Rouyn
- CKSM  Shawinigan Falls
- CJSO  Sorel
- CHGB  St. Anne de la Pocatiere
- CHNO  Sudbury
- CKLD  Thetford Mines
- CFCL  Timmins
- CKVD  Val D'Or
- CFDA  Victoriaville
- CKVM  Ville Marie

#### CENTRAL CANADA (38)
- CKBB  Barrie
- CJBQ  Belleville
- CKPC  Brantford
- CFJR  Brockville
- CFCO  Chatham
- CKSF  Cornwall
- CKFI  Fort Frances
- CKPR  Fort William
- CJOY  Guelph
- CKOC  Hamilton
- CHML  Hamilton
- CJRJ  Kenora
- CKWS  Kingston
- CJKL  Kirkland Lake
- CKCR  Kitchener
- CPFJ  London
- CJAD  Montreal
- CFCF  Montreal
- CFCH  North Bay
- CFOR  Orillia

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### 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
- CJJB  Vernon
- CKDA  Victoria
- CTVI  Victoria

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[www.americanradiohistory.com](http://www.americanradiohistory.com)
Television
(Continued from Front page)
as $10 per hour and Ottawa to Mont-
real at $85 per hour.
Studio charges for the rehearsal of live commercials begin at $70 per
hour (not including cameras or
audio) and includes the services of
one producer and, as required, floor
managers, script assistants, lighting
technicians and studio assistants.
Audio equipment and personnel
added, the rate jumps to $90 per
hour. This latter price is doubled
when a two-camera chain and per-
sonnel are used (as well as the pro-
jection studio if required) and an-
other $45 is added for a third camera.
A $75-an-hour charge is to be made
for pre-broadcast run-through use
of the projection studio, including
necessary personnel, although this
does not apply when the studio is
used in conjunction with live mate-
rial coming from a CBC studio or
mobile unit. Film editing is charged
at $10 per man hour and in the case
of all studio rental, charges are pro-
rated to the nearest quarter hour.
Rates for one-minute spot an-
ouncements and 20-second flashes
are to be included in a separate rate
card being issued this week.

See 20 TV Stations
By 1955
Toronto — The first year of Cana-
dian television ended here last week
with most Canadians still looking
forward to seeing any TV at all, and
most Torontonians still looking to-
ward Buffalo. The CBC's other two
stations, at Montreal and Ottawa,
were doing somewhat better in att-
traction because with no TV com-
petition they virtually cap-
tured all sets in use.
But Canada's television horizon
was one to look brighter. Sta-
tions in London, Ont., Sudbury and
Vancouver, B.C. are scheduled to go
on the air with regular program-
ning sometime before Christmas.
CKSO-TV was planning last week to
be the first privately-owned station
on the air with test pattern transmis-
sions in about two weeks.
Expecting to begin operations early
next year are: CKLW-TV, Windsor;
CHCH-TV, Hamilton; CKCK-TV,
Regina; CFCA-TV, Quebec; CCHJ-
TV, Saint John, N.B.; and CJCB-TV,
Sydney. These were all among the
first to receive TV licenses, with the
exception of CKCK-TV, granted two
months later CHIC-TV originally
planned a December opening date but
was set back some months due to the
frequency re-allocation which also
involved channels in Toronto and
Kitchener.

... Qualifying observers are now look-
ing ahead to the later months of
1954 when they predict another six
stations will be operating. These
will likely be in Kitchener, Peter-
borough and Port William-Port Ar-
thur in Ontario, and Saskatoon, Cal-
gary and Edmonton in the West.
Peterborough will become this
country's first ultra-high frequency
station.

This estimate does not include a
second CBC station in Montreal to
telecast in English, while the present
CBFT goes completely French-
language, and which will undoubtedly
start transmission about mid 1954. It
also includes the possibility of private
stations being licensed this year for
Toronto and Montreal and also start-
ing in 1955.
Sometime during 1955 the opening
of another five stations is predicted,
including Owen Sound, Victoria,
Montreal, Saint John's (Nfld.), and
Sherbrooke.

Launch TV Company
Kitchener — Final financing and
organizing arrangements for Central
Ontario Television Ltd., were made
here last week in view of the possi-
bility of the CBC board of govern-
ors ruling in favor of granting the
company a television license for this
city later this month. An application
has been pending with the board for
some months and has twice been
delayed.

Carl Pollock, president of the new
firm as well as of Dominion Elec-
trohome Industries Ltd. and owner of
the ill-fated CFCA-FM here, an-
ounced that anywhere from $500,000
to $750,000 would be made avail-
able to undertake the station. All
common shares have now been sold.

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

IN THE NORTH
They Look To Sudbury
CKSO TV
Test Pattern by September 15, 1953
Regular Schedule, December, 1953

They Listen To Sudbury
NORTHERN ONTARIO'S
Greatest ADVERTISING MEDIUM

CKSO
NORTHERN ONTARIO'S
HIGH-POWERED RADIO STATION

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

WEED & COMPANY
IN THE U.S.A.

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

CJON
5000 WATTS
HIGHEST RATINGS — MORNING - NOON AND NIGHT

September 2nd, 1953
Canadian Broadcaster & Telescreen
Page Three
“As my old friend Isaac Walton has remarked ‘God never did make a more calm, quiet, innocent recreation than angling’ — a pleasant thought indeed in these warm days when work does become toil • • • Happily, a breath of sea air in this letter from Vancouver’s CJOR. Billy Browne, whose ‘Remember When’ feature brought the sponsor as many as 10,000 letters a week with 98 per cent proof of purchase, is planning a new show called ‘Now and Then!’ It will contrast the singers and bands of yesteryear with those of today, an idea which methinks offers an excellent opportunity for some alert national sponsor • • • A flourish of my best beaver to Station CFJR Brockville on their moving into new and larger quarters in August. Jack and Ethel Radford, who direct the operation, have earned both for themselves and their station the warm regard of a widespread and loyal audience, and Pepys joins in offering sincere good wishes for continued success with CFJR • • • And another dolf of the beaver to KVOS-TV, Bellingham, Wash., who went on full power on August 1st, thus providing a new standard of service to British Columbia’s viewers • • • And so do come to the bottom of this page of my report, and hope to catch me two fat trouts for my breakfast tomorrow.”

“A STOVIN STATION IS A PROVEN STATION”
Canadian Broadcaster & Telescreen

They Couldn't Care Less

The 1953 elections are over, and business finds itself faced with the situation where less than two thirds of the eligible voters, who moched languidly into the polling booths on August 10th, have voted in favor of leaving things lay.

Looking over the broad scene of our domestic economy, we find that this means that the likelihood is that we shall continue to be over-taxd as we have been in the past. We shall continue to be indulged with welfare measures as has also been the vogue. And the two media of communication called collectively broadcasting will continue to be ravished by the government, as its hierarchy continues to utilize it for its own purposes, while it swears it is only serving and protecting the people. By abstaining from voting, or voting for the status quo, the people of Canada have indicated to the broadcasters that their pleas have fallen on deaf ears and that they could care less.

Just how the private broadcasters propose to continue their efforts to free themselves of the unfair things with which they have been tied by the law of the land is a big question.

Representations to the cabinet through parliamentary committees and whatever other means present themselves will obviously be continued. The long drawn out process of convincing the "authorities" who have been just returned to power has shown signs that a certain amount of impression has been made. It is reasonable to assume that continued efforts along the same lines are the best prescription in that quarter. But there is something else.

Radio has done amazing things in the twenty-five to thirty years of its existence. Maybe it could do one more—shake people from their appalling political apathy. Perhaps this remark belongs in our "Lewisite" department. Possibly though it rates serious consideration for a moment.

Most of the missiles that have been directed at the government by the industry in the past have taken the form of comment and charges levelled against the government for the undemocratic control it exercises when its CBC regulates the private stations and also competes with them for advertising at one and the same time.

This point has been intelligently and continuously brought to bear on Ottawa over a period of years, and is beginning to make its mark. But it is our contention that insufficient pressure is being brought to bear on the public in an attempt to pierce its formidable armor of complacency with certain shafts of knowledge.

The argument that they don't care is a valid one, if we qualify it with the statement that what they have been told so far has failed to capture their interest. That is the whole point. We have failed to interest the people.

Mr. and Mrs. John Canuck have far too many problems of their own to show any concern over the plight of the private broadcasters. Therefore it is incumbent on the private broadcasters to see if they can't switch to a more interesting and therefore more effective tune.

This is to be attained in one particular way more than any other, and that is to make the public aware of the services being rendered it by the private stations through the use of their own facilities.

An article is being prepared for early publication by this paper in which the work of stations along these lines will be discussed. It is to be hoped that stations which believe in the fight for freedom will cooperate with us in its compilation, to the end that successful endeavours along these lines may be shared across the country.

Less Of The Dissa

And More Of The Data

The early reaction to the two articles in our last issue, dealing with the Prairies and British Columbia, has been most gratifying.

There have been protests of a mild order from some who felt their particular corners of their area had been neglected by our writers, but the advertisers and agencies we have heard from in the few days which have elapsed between delivery of the paper to its readers and the time of writing this article have indicated that the information is helpful to them, and that they could do with more along the same lines.

Stations and other advertising media make a practice of bombarding the desks of buyers of advertising with just about anything they can throw that far. Stations talk about the commodious studios into which they have recently moved; the 008 per cent of listeners by which they excel their competitors. All this information is probably of tremendous importance to the people who issue it, but almost always it fails to dispose of the first question a buyer asks, and that is "why should I advertise in this particular area?"

Sometimes an advertiser may follow a policy of using his appropriation to make business even better in areas where it is already thriving. Another will prefer to use it as a filip where sales are slow. You have to have second sight to divine which way your sponsor operates. But one thing is certain. He will only advertise where there is a market for his wares.

Selling a market entails a certain amount of institutional thinking on the part of the station which takes it on, because, while its efforts may reap rewards in the shape of new business for itself, it may in the other hand only succeed in benefitting the other media or the station around the corner. Nevertheless market data, by which we do not mean a collection of meaningless extravagant phrases, but actual facts and figures, is sorely needed right here in Canada, and even more so when an attempt is being made to bring in business from the States or other countries. It is absolutely useless telling the Toronto, Montreal or New York time buyer that Regina is bigger than Saskatchewan unless he knows how big it actually is. And how many do know?

In the course of the next few months, this paper hopes, with the continued cooperation of the industry, to produce factual articles along the lines of those on B.C. and the Prairies which appeared in our last issue, on the other regions. These are Central Canada, including Ontario and English-language Quebec; French language Quebec; and the Atlantic Provinces.
**Stations**

**RADIO FOR RETAILERS and FIGHT FOR FREEDOM**

**BCAB Stages Lively Summer Meeting**

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

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

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

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

“My experience is that there is a lot of truth in what you said,” he added. “I never heard a pitch from a salesman from any other media that I couldn’t top with a radio story.”

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

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

“Get over to believe in advertising as a way of life in industry, not as the frosting on the cake.”

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

By Robert Francis

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

“Even knowing what they know now, they could still improve their performance by getting some system into their work.”

“Plan your work and work your plan,” he advised.

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

“While there’s a retailer unsold in your community,” he said, “you’re no right to be in a coffee shop. You’re hired to sell enough time to bring back your wages and then some.

“There are too many of you getting your teeth fixed on the station’s time.”

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

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

He said there are not many born super-salesmen. But a thorough study of the retail industry you’re trying to sell can bring the results.

“Many of our methods are out of date,” Mitchell warned. “It’s not in the day of the salesmen who come into the field and take orders. It’s in the day of the salesman who understands the medium and is in daily contact with his prospect.

“Your teeth must be in your mouth. The salesman in the grocery store who can sell is your prospect.”

Mitch suggested a system of stops and of visits at the station.

The objection was met with the reply that such a system was undesirable because it might lose the prospect.

Mitch advised the salesmen to set out their work for the day, plan a long range and to know where they were going.

“I’ve found,” he said, “that the public can be sold once. The man who can sell is the man who can sell again.”

Mitch advised the salesmen to slow down in their business and to adopt a system of selling.

The meeting was adjourned after the presentation of another project by Bill Rea of CKW.

**Business Outlook**

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

Social Creditors are radio minded, Rea said. They would give CKW the air in Alberta, and they’re anxious to sell the people of B.C. on what they’re doing. You can expect a continuation of past expansion of government business.

He thought the Social Creditors would be in advertising minds, and said they were planning to circulate TV films to U.S. stations.

With the federal election over, Rea said, the CBC will continue to hold its monopoly as long as possible.

He said that “even with members of the government on our side,” they need no new position for private operators.

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

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

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

**Get Out and Vote**

The “Get Out and Vote” campaign by BC stations had been a success, Rea reported.

There had been a lot of many spoilt ballots after the use of the alternative voting system in two BC elections in a year, but the four-day radio campaign had prevented such a development.

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

**BMI Clinic**

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

Speaking of ideas exchanged at the clinic, Rea said his news men had adopted the idea of a fortunes box, explained by Sam Ross of CFW.

The following week the book enabled CFW to beat CKW on an important story.
Civil Defence

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

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

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

"B.C. radio men have sparked the effort," said Bill Rea of CKNW, presi - (Continued on page 8)

A Growing Market

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

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

Another figure released by City Hall recently is that 220 new homes are under construction inside the city limits. Permits issued during the first half of this year total $1,547,700 compared with $1,154,250 over the same period a year ago.

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

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

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

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

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

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

Freedom of Speech

The proposal to broadcast sessions of the Legislature was supported by Ben Ralph, Chetwynd, in view of Trade and Industry, addressing the BCAB’s annual dinner at the Malaspina Hotel.

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

“Don’t you find you have a hard row to hoe before you get it,” he warned. “The reason is you don’t have the right now, but it’s an excellent idea.”

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

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

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

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

Television

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

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

Control would be needed, he said, because some would-be TV station operators were afraid some community TV operators intended to edit and re-program commercials from network shows and insert local commercials.

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

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

“They haven’t given anybody permission to use their signal thus, but they haven’t objected.”

Bait-and-Switch

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

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

Bill Rea of CKMN mentioned instances where he had put advertisers off the air when similar tactics were discovered, or ridiculous give-away stages.

Merchants’ Menace

Business can keep freedom’s time of communication open.

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

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

“The retail merchant is vital to the development of radio,” he told his audience.

BCAB

(Continued from page 7)

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

Legislature Broadcasts

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

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

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

He added:

1. Technical arrangements would not detract from the dignity of the chamber.
2. CJOR was not asking for exclusive rights and if other stations were interested they would negotiate over the convenient use of gear.
3. A man of 15 years experience in radio and news work would handle the job, and arrangements would be subject to the approval of the government.

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

Things Still Expanding!

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

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

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. McGillivra in U.S.A.

CKBV

5000 Watts

Prince Albert - Saskatchewan

CKCV

1000 Watts 1260 K.C.

Montreal

Omer Renaud & Co.

In U.S.A.

Weed & Co.
businessmen, audience, "and radio is the voice of the businessman. You must keep this medium economically free and let the businessman, the businessmen of the community." He told his audience the market place is the test of freedom. He said activity in the market place was continually growing, and improving the standard of living which test was the basis of freedom. "All our destiny is decided in the market place," he said.

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

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

1. Buying radio time gave them credit for the first time for paying for the frame around the advertising. "So you can select your frame," Mitchell said. "Use your own voice if necessary. More and more retailers are using their own voices on tape in their ads."

2. You can illustrate something better in words on the air than in type. Your voice alone is even better than TV. "The voice creates the dimension of desire," Mitchell said.

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

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

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

The Guiding Hand

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

Resolution

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

Attendance

Attending were John Loder, CJAT, Trail; F. N. Spicknich and Sam Ross, CKWX, Vancouver; Bill Roa and Phil Baldwin, CKNW, New Westminster; Maurice Finberry, CKOK, Victoria; Jack Carbutt, CKPG, Prince George; Bill Simpson, KLM, Kenton, Wash.; Maurice Mitchell, Encyclopaedia Britannica Films, Wilmette, Ill.; John Baldwin, All-Canada Radio Facilities, Vancouver; George Chandler, CJOR, Vancouver; Terry Lynch, Canadian General Electric; Dave Armstrong, CKDA, Victoria; Roy Chapman, CKOK; Gil Seabrook, CJIB, Vernon; John Hunt, John Hunt & Associates, Vancouver; Jack Pilling, CHWK, Chilliwack; D. E. Sanders, Canadian Aviation Electronics Ltd.; Ralph March, RCA; Rose Marke, CKNW; Dick McCarty, Advertising Age, San Francisco; Jim Allard, Canadian Association of Broadcasters, Ottawa; Murray Woodward, James Lovick & Co. Ltd., Vancouver; Eric Book, High Grade Radio; Ken Hutcherson, CJAY, Port Alberni; Dave Reid, CKOV, Kelowna; Harry Trousdale, CKMO, Vancouver and this reporter.

CKWX IS FOCAL POINT FOR ELECTION RETURNS

Vancouver — With a staff of SI and 1,908 miles of leased wire, CKWX staged what the station said was "the most ambitious election coverage ever attempted by any radio station in Canada".

Directed by news chief Bert Cannings, and with Sam Ross supplying political commentary on standings and trends, the staff brought direct coverage from 15 of 22 B.C. ridings. Technical crews and reporters covered 14 key points in Vancouver itself and in seven constituencies outside the metropolitan area.

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

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

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

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

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

NINE CANADIAN STATIONS JOIN RTNDA

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

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

The RTNDA will hold its annual convention in Washington at the Wardman Park Hotel for three days beginning October 26th.

KITCHENER-WATERLOO

Continuously Keeps Customers Radio-Active

FOR FACTS ASK OMER RENAUD

Toronto • Montreal

LOCAL ADVERTISERS

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

New Brunswick's Most Listened-to Station
WEED JOHN other proven FIE$TA NOW SAINT JOHN for Pick the one ages Army CHLO See N. & -

A girl with a heart like the Canadian Army . . . open to all men between the ages of 18 and 45!
Don’t be like Debbie!
Pick the one that will do the best job for you, that’s CHLO

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

SECOND IN A SERIES

“FIE$TA-CASINO”

☆ The Maritime’s Greatest and Most Successful Mail Pull Quiz Broadcast!

NOW AVAILABLE FOR FALL and WINTER BOOKINGS

SEE OUR REPRESENTATIVES:
NATIONAL BROADCAST SALES - Montreal and Toronto
JOHN N. HUNT & ASSOCIATES - Vancouver WEED & COMPANY - in the U.S.A.

CFBC
SAINT JOHN NEW BRUNSWICK

☆ FIE$TA-CASINO products enjoy point of sale and other proven promotion plans. Ask about them!

“Australian red-head, age 25, single wants interesting employment doing anything, anywhere. Not interested in becoming stenographer, old lady’s companion or wife yet.”

This was the interesting ad which was brought into the office by the party of the first part. Sensing a story, I suggested lunch and here is what happened.

She saw the States on from radio and TV quiz shows. That makes Shirley Duncan’s story fit and proper for this column. Not that it makes any difference, except that we might as well be fit and proper when it costs no extra.

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MILSMON, 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 (ELLIO'T-HAYNES - PENN McLEOD)

Victoria’s MOST LISTENED TO Station CKDA DIAL 1340

Six years ago this Australian lamie set off with a girl friend (Wendy) and a dog (Peter) from their home in Melbourne, Australia, to cycle all over that continent and then see what turned up next.

This unusual trio set out on the great adventure with a total capital of £10 and a subject agency for an Australian magazine.

Two years and eleven thousand miles later they staggered across their respective thresholds. Without delay Wendy latched onto a husband, which put her out of the running. Meanwhile Shirley tried everything to soothe her itchy feet, but without success.

In October ’49, she said goodbye to her family and Peter, and set sail for England. This time she was a paying passenger, she admitted ruefully.

In London, she landed a job right away, which, as she put it, was just as well. She was retained by a lecture agency to talk on Australia to schools and women’s clubs “And men’s clubs too,” she added.

That winter in London, Shirley told over two hundred audiences about the glories of Australia seen from a bicycle. She never netted over ten dollars a talk, but contrived to tour fifteen European countries on her avails during her summer rest periods. Incidentally by this time she had teamed up with a kindred spirit, another Aussie, named Stella, whom she met in London.

Adventures on these European safaris were numerous. The girls peeled potatoes on a Norwegian freighter on a trip to Lapland to see the Midnight Sun. They hitch-hiked rides, that ranged from Cadillacs to donkeys, through Greece towards Istanbul, and managed to get arrested as spies near Salonika. In Morocco a Belgian baron took Shirley to visit the Pasha of Marrakech in his fabulous palace. In Casa Blanca they ran out of money and ended their travels by working their way back to London as stewardesses on a Finnish ship.

At the end of another winter’s work – another couple of hundred lectures – Shirley gambled her savings on a steamship ticket to Montreal, but passed up this country to satisfy a desire to see the States before she settled.
For six weeks in New York, she did the rounds of the quiz shows, net-
ting a total of four hundred dollars in prize money. She blew this loot
on Greyhound bus tickets, jumping off at every whistle stop, first en
route for Florida, then west to California, then back to Chicago; and up
to Toronto.

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

So if you have a berth for a fetching
Australia, aged 25, doing
anywhere, as long as it's interesting, you'll find her at the Nescafe exhibit in the Pure Food
Building at the CNE until September 12th, and after that you can contact her through the Broadcasters office.

The trade minister in BC's Sacred
government, Hon. Ralph Chetwynd, urged his audience during an address to the BCAB Convention to "see B.C. first!". "For a horrid moment", said Bill Rea,
in his introduc- tion, "it seemed to us that the finest man in the service..."

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

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

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

Versatility is the prime requisite
for a program director, but Bill
Stratton, recently promoted by Nor-
thern to the post of PD at their
Peterborough station CHEX, goes
to great lengths. We already knew
him as a poet, with a contribution to this journal to his credit last year. He
blows a saxophone, which is a good
idea if you like that sort of thing. Now he goes to Peterborough Ki-
wanis and hypnotizes the customers in return for his lunch.

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

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

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

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

when it's RADIO... in Canada's 3rd market!  
look to the leader

★ Rated tops in listener-preference
★ for six years running, "WX con-
tinues 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 per-
centage of Listener Trends:
Summary of Distribution of Audience
(By Total Years—9 a.m. - 10 p.m.)

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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
★ at this rich market.

Reps: All Canada Radio Facilities
Weed & Company

Vancouver's

Canadian Broadcaster & Telescreen

September 2nd, 1953

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

Don't be like Debbie!

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

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said Bill Rea, when he rose to reply,
"I thought I said "BC first" first!"

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

Six Canadian papeterie manufac-
turers are responsible for the project
here, our contact being Glen Turn-
bull, vpspee of National Paper Goods
Ltd., Newmarket.

Naturally there is a certain element
of public relations for the stationery
industry behind the campaign. That
is why it seems safe to say there will
be funds available for future years.
This year though, it is a strict-
ly "Send Happiness" project, in
which people are being asked to
write a letter to a relative or friend.
Stations and others will be receiv-
ing various material if they have
not already done so. They are being
asked to help — free.

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

Report by Bill Rea, and Run-
ning School and others
in 
Stratford.

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

Easily the greatest morale booster
deriving from the war is the letter
the man in the services gets from home.

the letter that arrives home
from the man in the services.

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into Stardust.

He declined from pigs to people at
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<td>26.1</td>
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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.

Rep: All Canada Radio Facilities
Weed & Company
To the TV Broadcaster...

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

cae
— exclusive representatives in Canada for DuMont TV Equipment.

Pioneers in television research and development, DuMont has always maintained its position as the leader in the field. Quality, dependability and advanced design have earned for DuMont "the most respected name in Television".

Operating expenses of DuMont are exceptionally low, with no sacrifice of quality or dependability.

Because DuMont manufactures a completely integrated line of equipment, CFCM-TV's basic DuMont installation can be added to without any obsolescence.

Canadian caе Electronics is the exclusive Canadian representative for DuMont, and at the same time has had broad experience in the installation and maintenance of many types of electronic equipment.

Call or write the caе office nearest you:

Canadian caе Electronics, Ltd.

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

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

WINNIPEG
387 Sutherland Ave.,
Tel: 522-337

VANCOUVER
2210 Cambie St.,
Tel: FAirmount 111
higher intelligence are good too. Those who can't be hypnotized are idiots, imbeciles, morons and those who would rather not. People cannot be hypnotized over the radio.

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

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

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

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

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

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

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

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

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

WALTER A. DALES

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105
all aboard! for... FALL BOOKINGS

Coming after the Maritime market?.. then Halifax is the logical centre, and no other station in town can offer such saleswise know-how plus:

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

THE VOICE OF HALIFAX

THE CHOICE OF HALIFAX

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

---

CFQC Went To The Fair!

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

For an advertising campaign with plenty of ACTION...

Contact: Radio Reps Canada Adam J. Young Jr. U.S.A.

---

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

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

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

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

Food

About 25.5 per cent of the average year's food sales are made during the three summer months, exceeded only during winter and then by only .4 per cent. The other seasons: spring 23.8 per cent and fall 24.8 per cent.

By far the best shopping day in the week in the food category is Saturday when 31 per cent of the week's sales are made. Friday ranks second with 23 per cent followed by Thursday with 19 per cent. The other days Monday and Wednesday show 8 per cent each (probably due to half- and full-day holidays), and Tuesday with 9 per cent.

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

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

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

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

In Quebec the summer season leads all others in sales by a wide margin and are considerably higher than the national average for this period. Highest season for food sales in the Maritimes and Newfoundland is also summer where the total exceeds the national average.

Drugs

About 24.5 per cent of all drug sales occur in the summer, which places this season third on the best-seller list. In top spot is winter with 23.1 per cent, followed by fall with 25.1 per cent. Spring lags behind with only 23 per cent.

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

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

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

Appliances

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

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

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

Garage & Gas

Summer accounts for a whopping 28 per cent of this industry's total business. Spring and fall are most tied for second place with 25 per cent and 24 per cent respectively. The winter slump, which hits a low point in mid-January, averages out at 22 per cent.

There is a smaller spread in sales among the days of the week in this
The survey also included lists of the summer’s best-selling items in each merchandise category. For food they are: cooked meats, salad preparations, canned meats, biscuits, juices, jellies and puddings, bread, fruits and dairy products.

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

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

HOW THEY STAND — AM

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the 1-H rating; the second is the change from the previous month.

**DAYTIME**

ENGLISH

Mr. Perkins 12.2 -1.1
Peppy Young’s Family 11.9 -0.4
Life Can Be Beautiful 16.1 -3.2
Road of Life 10.6 -1.9
Aunt Lucy 9.6 -2.3
Right to Happiness 9.9 -2.0
Rosencrantz 9.9 -2.4
Laura Limited 8.9 -3.4
Fun for All 7.4 -3.5
What Am I? 7.3 -3.6
Double Or Nothing 6.9 -4.3
Young Widder Brown* 6.7 -3
Breeze Voyage 5.5 -1.1

FRENCH

Bue Principale 21.0 -2.1
Jesus Christ 20.8 -3.0
Francine Leveau 19.1 -4.3
Enfant Lutin 16.0 -4.3
Grandc Voix 15.1 -5.9
Maman Jeanne 13.5 -5.5
Quart D’Heure de Décant 12.3 -1.8
Lettre À Une Canadienne 12.1 -2.9
Estelle Corne Chante 11.8 -2.7
Quelques Nouvelles 11.7 -3.3
L’Arden Voyage 11.3 -1.8

**EVENING**

ENGLISH

Danny Vaughan Show* 11.0 -2.3
Great, Gildersleeve 10.9 -4.0
The Tylos 9.2 -3.1
Arthur Godfrey Talent 8.4 -2.2
Scouts 8.4 -2.2
Edie Fisher Show* 6.8 new
Roy Rogers 6.2 -1.1

FRENCH

La Survivante 15.1 -1
Jouy Double 12.5 -1.1
La Plume Qui Rafraichi 10.9 -4.7

* Selective
Tell Us Another

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

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

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

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

CFOR
ORILLIA, ONT.
1000 Watts — Dominion Supp.

Now
10,000
Watts

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

Programs
DEPT. STORE TESTS QUIZ SHOW

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

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

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

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

The program's sponsor, La Compagnie Paquet Ltee., Quebec's largest department store, first bought radio time five years ago as something of an experiment. Its initial venture, aimed at increasing store traffic and building a budding mail-order business, was on four 15-minute segments per week of a morning participating show over CHRC, The Cos-Can Club.

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

When the tumult died and the last nylon customer had departed, the evidence was gathered, showing that $2,900 had been rung up in the cash registers of the three "sale" departments, setting a record, while others reported a slightly — above — normal day accounted for by the increase in store traffic which was caused by the sale publicity.

La Compagnie Paquet's sponsorship of the four morning-show segments was renewed and Que De- ziriez-Vous was born as a half-hour, Saturday night quiz which gives cash and valuable household prizes to lucky members of a theatre audience and its huge mail audience.

During its four years, the quiz has been carried alternately on a single station, a four-station network and latterly, when time availability problems arose, two stations.

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

Northern Electric — Prestone Sponsor Football

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

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

Vancouver, which expects to enter a team in the Western group next year, has its wry live from various points on the plains. These go over CKWX.

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

Allouette broadcasts in Quebec are limited to Montreal where Dow-Kingsboer Brewery has Doug Smith doing the play-by-play over CFCC to advertise Kingsboer.

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

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

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

Climax of the season will be November 28 when these two sponsors will finance airing of the Grey Cup Championship game over a network of 66 stations. The Grey Cup final in the West will be carried over an extended list of stations, as well as all playoff games in the East and West.

GOOD DEAL!

For bright, breezy personality announcer with early morning and deejay experience for one of Canada's top stations.

RUSH AIRCHECK AND ALL DETAILS TO:
BOX A-175
C B & T - 163½ Church St. - TORONTO
They flocked from all over to see on of this country's greatest theatrical experiments - the Stratford Shakespearean Festival. You could tell by the licenses — Bahamas, Bermuda, Saskatchewan, Virginia, British Columbia, Florida — and even two old ladies in an early-Thirty-vintage Ford from Texas. They came by the bus load from all over this province. The experts were amazed.

So great was the demand for tickets that in six weeks—42 performances—hardly a seat went unsold. The Festival, in its first year, had to run one week overtime and probably grossed $200,000, enough to set the wheels in motion for a more ambitious one next year. Shakespeare was never more popular. Or, more likely, good theatre was never so popular or novel.

Exactly what made this risky undertaking such a striking success isn't clear yet and may never be. Publicity—a potent force in this field particularly — cannot stand as the lone reason. Neither for that matter can the plays themselves — Richard III and All’s Well That Ends Well. Director Tyrone Guthrie, for all his brilliant plans, was relatively unknown here except among those familiar with London and The Old Vic. It was different with the lead performer, Alec Guinness, because of his noted and extensively shown

films, but the same isn't true for the female lead, Irene Worth. And the supporting players, gathered largely from Canadian radio ranks, are not noted for their mass appeal.

But when it was all put together, what a show! And the people who saw it are still talking about it, and those who didn't wish they had. The artistic (and maybe in a few years the financial) success of the Festival has been established.

There are two points of significance to the Festival important to radio. First was the overwhelmingly common denominator of radio in the background of all the top performers, the only exception being Guinness. They have all been familiar with radio for various periods at many times, ranging all the way from Alex Smith, for whom it is a full-time job since he's the program director at CJCS, to Tyrone Guthrie, little known as one of the first men to produce a drama for Canadian radio back in the days when anything on "the wireless" was an experiment. Then there's George Alexander, a veteran of Montreal radio at home in either English or French, who has been heard in and has stage-managed for years Un Homme et Son Pech. Other names familiar to radio drama artists included Lloyd Bochner, Don Harron, Bob Christie, Bill Needles and Timothy Findley.

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Three Rivers, Que.

CHLN

550 Kcs. 1000 Watts
Tell Us Another

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

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

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

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

CFOR
ORILLIA, ONT.

1000 Watts — Dominion Supp.

Northern Electric — Prestone Sponsor Football

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

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

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BOX A-175
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So great was the demand for tickets that in six weeks 42 performances— hardly a seat went unsold. The Festival, in this its first year, had to run one week overtime and probably grossed $200,000, enough to set the wheels in motion for a more ambitious one next year. Shakespeare was never more popular. Or, more likely, good theatre was never so popular or novel.

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We are pleased to announce the appointment of

OMER RENAUD & Co.

Montreal: 1411 Stanley Street
Toronto: 170 Bay Street

as our

new representatives

CHLN

THREE RIVERS, QUE.

550 Kcs. 1000 Watts
You are invited to use our new facilities...

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

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

SO WHAT?

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

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

You are interested in cost.

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

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

Local and national sponsors spent a record total with CJCH in 1952, 85% of it repeat business, so CJCH apparently affects the buying habits of its listeners. You are invited to use any one or several of our new dual controls, triple channels, four johns or many pickups.

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

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

Radio stays because it pays.

In Halifax, CJCH is the pay station.

CJCH—
the pay station in Halifax

(Continued from page 17) this was a local production. By far the great majority of the audience for each performance was Stratford folk, or people within a 30-mile radius. Of the localites Smith got top billing, but many served as “extras”. Besides, Guthrie could get the best and it’s hard to say how many good actors found there just weren’t enough parts to go around.

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

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

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

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

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

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

OJCH DEPT.

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

CIRCULATION PLUG

Only 100 more shopping days until Christmas. Send a year’s subscription of the Broadcaster to everyone you hate.

NO COMPLEX HERE

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

NEGATIVE APPEAL

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

NO OTHER PAPER...

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

POWER OF THE PRESS

JAIL FATHER OF ELEVEN
HAD BAD RECORD

Newspaper Headline

Quitter!

BROAD COVERAGE

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

DEFINITIONS DEPARTMENT

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

PHARE THEE WELL

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

Alec Phare
MARCONI has it!

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

As television grows in Canada, Marconi world-wide experience and "know-how" in furnishing all studio and transmitter requirements will help assure that the technical quality of TV broadcasting in this country will be without compare.

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

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

Control room as installed by Marconi for CBC in Montreal.

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

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

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CFRB now offers a newer-than-tomorrow recording service that costs less yet has more uniform quality than former transcription methods! Check these big advantages:

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

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