

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Now In Our
Twelfth Year

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

Vol. 12, No. 18

TORONTO

September 16th, 1953

ALL A BOARD



— Rowed, O'Neill & Assoc. Ltd.

THE NEW WAB BOARD seemed happy in the service when snapped in the Jasper Park Lodge. From left to right, they are: Sid Boyling, CHAB, Moose Jaw, Sask.; Bill Rea, CKNW, New Westminster, B.C.; Gerry Gaetz (president), CJA, Edmonton, Alta.; F. H. "Tiny" Elphicke, CKWX, Vancouver, B.C.; and Johnny Craig, CKX, Brandon, Man.

BOREALIS BOUND



EDDIE CHASE COULDN'T TAKE THE HEAT so the CKLW disc jockey took off this month for a five-week Alaskan tour. He is seen above in sweltering downtown Windsor complete with sealskins, snowshoes and Alaskan husky team and sled, receiving the blessing of his sponsor, Glenn Walker of Glenn Walker Motors Inc., outside the showrooms. Later Chase got a civic send-off as Mayor Albert Cobo of Detroit and other dignitaries and officials wished him well in a formal ceremony. During his northern junket Chase expects to do a couple of guest spots on about five radio stations in Alaska and the Far North.

LOCAL AND U.S. SPEAKERS FOR CLINIC

Toronto — At least seven speakers from here and the United States, and known throughout the radio industry, will be heard in the Royal York Hotel September 21st when the Central Canada Broadcasters Association and BMI Canada Ltd. jointly sponsor the eleventh Canadian program clinic in the current series. It will be the second annual clinic to be held in Toronto.

The morning session, commencing at 9:30, will be addressed by the first speaker, Ramsay Lees, director of radio and television, Ruthrauff & Ryan, Inc., Toronto, following general introductory remarks by CCBA president Cliff Wingrove and BMI Canada's assistant general manager Harold Moon. Lees subject will be *The Agency Buys A Spot*.

Murray Arnold, program director of WIP, Philadelphia is scheduled to be next with *Programming Twists and Tweaks*.

Concluding the morning session will be Carl Haverlin, president of both Broadcast Music Incorporated and BMI Canada Ltd., speaking on *Have Your Cake*.

There will be a clinic luncheon. The principal speaker has not been announced.

Reo Thompson, newly-appointed manager of All-Canada Television here, will lead off the afternoon session on the subject *When In Rome*.

He will be followed by M. Wayland Fullington, program director of the Minneapolis station, WIRE, on *Importance of Copy and the Power of the Spoken Word*.

Bill Holm, general manager of WLPO, LaSalle, Illinois, will speak on *Making Local News Pay Off While It Attracts, Holds and Serves Listeners*, an address he has delivered to other Canadian and American clinics.

Last scheduled speaker of the afternoon will be William Kaland, program director of WNEW, New York, with *Music Unlimited*. Concluding the afternoon will be a lengthy discussion period.

So far this year record attendances have been chalked up in Calgary, Regina and Vancouver, out of five Canadian clinics. The other two were at Amherst and Winnipeg early in the summer. In all nearly 4,000 broadcasters have participated in 43 clinics from coast to coast in the U.S. and Canada. All clinics have dealt only with AM radio and delegates have been drawn to them to evaluate radio's advantages and thus strengthen program schedules.

As in the past the emphasis of the Toronto clinic will be on program problems and their solution and is aimed at program production personnel rather than management, pointed out Cliff Wingrove, CCBA president and manager of CKTB, St.

Catharines. He added that agency program producers and radio directors would be welcomed at the clinic.

Financed entirely as a joint presentation of CCBA and BMI, there will be no registration fees for the clinic sessions, although a charge will be made for the luncheon.

Convener for the Toronto clinic is Leigh Lee, program director of station CHUM here, who is handling registrations, said Wingrove.

Composers Submit Works

New York — More than one hundred works by Canadian composers have been submitted for consideration by the jury deciding the program for the Concert of Canadian Music to be held here in Carnegie Hall next month. This was announced in a progress report on plans for the concert made by the Committee on Selections.

Deadline for submissions by composers was August 1st and a committee member, William Schuman, president of the Juilliard School of Music, declared the response was "more than satisfactory".

The concert has been designed to include both new and standard Canadian compositions and will be conducted by Leopold Stokowski on October 16.

Schuman, member of the selections committee which includes such prominent musicians as Sir Ernest MacMillan, Claude Champagne, Wilfrid Pelletier (who this month conducted a concert of Canadian music over the NBC network), Walter Piston, Boyd Neel and Henry Cowell, went on to say: "It is of the utmost importance that Canada be represented in this concert by works truly characteristic of her native composers. For this reason, those of us who have agreed to aid Mr. Stokowski hope that composers will be prompt in sending their works for review".

Another report came from Dr. Claude Champagne, assistant director of the Quebec Provincial Conservatory of Music and Canadian chairman of the selection committee. He said, in emphasizing that there will be no contest involved in the music selection: "Mr. Stokowski wants the concert to be completely representative of the concert music of Canada, past and present, thus entailing a great amount of reading of unpublished works. . . . We are making a preliminary analysis of each work submitted".

Dr. Champagne's office is the clearing point for the collection and distribution of manuscripts.

Both reports were released by the co-chairmen of the concert's steering committee, Ken Soble, president of CHML, Hamilton, and Carl Haverlin, president of both Broadcast Music Inc., New York, and BMI Canada Ltd.

CAB Member Stations

ATLANTIC (15)

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

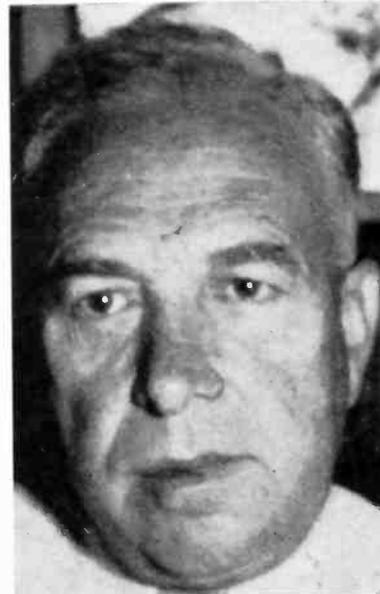
FRENCH LANGUAGE (24)

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

CENTRAL CANADA (38)

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

What Price Radio?



HORACE G. MACK

Managing Director

**GILSON MANUFACTURING CO. LIMITED
GUELPH**

says:

"Our first broadcast by our Old Philosopher, Alec Phare, with his 'Queer Quirks', was on August 18th, 1938. We are still using the same programme, nine months in each year, and have just started our 16th consecutive season.

"For the goodwill it creates, for the valuable name-registration it has given us, and for the volume of direct sales traceable right to our programme, we consider Radio Broadcasting an extremely effective medium for our advertising."

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

WAB

Carnegie Concert Sparked By WAB

By Dick Lewis

Jasper Lodge, Alta. — A move, initiated by the Western Association of Broadcasters last year at their Banff Convention, and developed by the parent Canadian Association of Broadcasters, will result in the works of Canadian composers being heard at a concert in New York's Carnegie Hall and over the radio, through the combined facilities of the Columbia Broadcasting System and most Canadian radio stations. Long-play recordings of the works played in the concert will be made and placed on sale in stores, backed with promotion from private stations.

This concert, which will take place October 16, will be produced by the Canadian-born former general manager of the Metropolitan Opera Company, Edward Johnson, and will be conducted by Leopold Stokowski. Sponsorship of this event should be credited to the broadcaster-owned BMI Canada Ltd., the member stations of the Canadian Association of Broadcasters, and the CBC which will take the feed of the concert from the Columbia Broadcasting System, and make it available to all Canadian stations, whether they are CBC network affiliates or otherwise.

Announcement of this important promotion of Canadian talent, which was made to the WAB Convention here by CAB executive vice-president Jim Allard and BMI Canada Ltd.'s assistant general manager, Harold Moon, got top billing in the proceedings of the western broadcasters' convention. Deemed of paramount importance was the fact that while litigation is at present in process between the broadcasters and the Composers, Authors and Publishers' Association of Canada (CAPAC), the works of composers affiliated with that organization as well as with BMI Canada Ltd. are being considered for inclusion in the program.

Gerry Gaetz, president of the WAB, commented in his address of welcome, on the forward step which had been made in getting private television licenses issued in areas where no CBC TV station will operate. He felt that the industry should now press for private television to be made available in all Canadian markets.

The general manager of the Canadian Broadcasting Corporation, Alphonse Ouimet, was emphatic in

expressing his pleasure at having been invited to attend the meeting. He tendered "the friendliest greetings from the CBC and all those who work for the CBC", and expressed himself as "looking forward to closer and more frequent contacts" with the private broadcasters. CBC's station relations supervisor, George Young, accompanied him.

What he termed "out-of-home" radio listening was given attention by Pat Freeman, CAB director of sales and research. He pointed out that, because of the tremendous number of beach and car radios, as well as radios in summer cottages, there is in actual fact no such thing as a "summer hiatus."

Other media don't even discuss the summer doldrum period which seems to be such a bugbear to radio, he said. Radio hasn't the December and January post-Christmas slump suffered by the printed media, he continued. Neither does it sag as deeply as the others in July which is regarded as a general advertising hiatus.

As a progression from the list of national advertisers using radio which he recently compiled, Freeman said he would attempt to list all accounts using local radio. This, he felt, would amount to around ten thousand firms broken down into twenty-five or thirty categories. He believed that when completed, this list would provide broadcasters with a tremendous aid to local sales.

Canadian stations, generally speaking, charge less than half as much
(Continued on page 4)



— Rowed, O'Neill & Assoc. Ltd. KATHY AND JOHNNY CRAIG (CKX, Brandon) found time between sessions at the WAB Convention, to celebrate their 25th wedding anniversary.

IN THE NORTH

They Look To Sudbury



Test Pattern by September 27, 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?

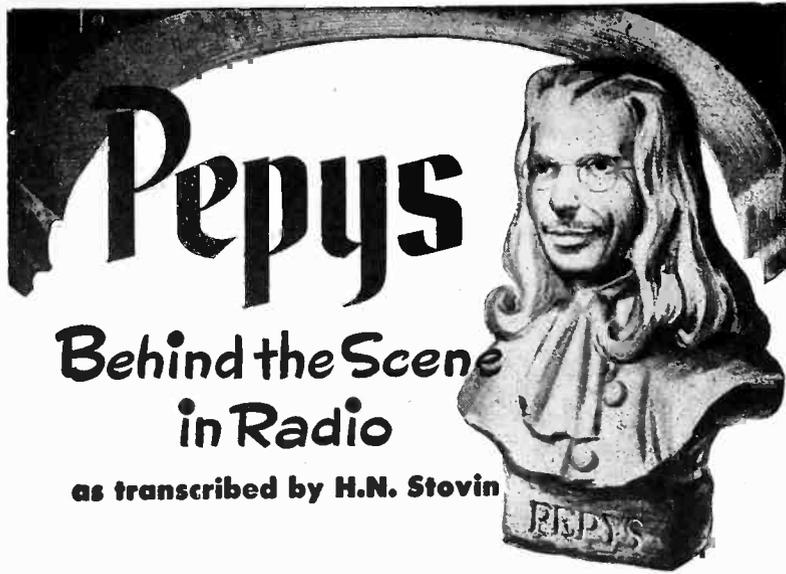
Do you know that the biggest Chev. dealer east of Montreal is A. E. Hickman Limited of St. John's, Nfld., who have a daily show on

CJON



5000 WATTS

HIGHEST RATINGS — MORNING - NOON AND NIGHT



"Did lately enjoy a visit to Brockville, for the purpose of viewing changes made in Station CFJR, of which Jack Radford has indeed reason to be proud. Its new studios include the latest in acoustical treatment and sound-proof construction, as well as expanded technical facilities and a very modern business office suite — yet another step forward for this proven Stovin Station

• • • A doff of my summer beaver to CFOS manager Bill Hawkins, as a member of Owen Sound's Industrial Commission, who have already been successful in influencing new industries to locate in that city. This, surely, is community service at its best — and Bill is still willing to tell other progressive manufacturers of the advantages of Owen Sound for factory establishment. CFOS, at least for the present, does stand for Can Find Outstanding Sites • • • To all peevish critics of radio commercials, Pepys is happy to report that in Vancouver a lady did come into the store of the United Upholstering Company and purchase \$800 worth of drapes and slip covers — which is not a small order! While signing the cheque, the lady told the sales clerk he could thank Ross Mortimer for the order, for indeed she did listen to him on Station 600 and did like him. She is but one of many, who speak kindly of Ross when making purchases. Incidentally, United Upholstering is now in its 8th year of advertising on CJOR Vancouver. The Studio Theatre in that city gives Ross credit for boosting its summer audience 48% over the previous year. There is a skilfully concealed moral here for alert advertisers which I do trust it will not bewilder them overmuch to uncover!"

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION



— Rowed, O'Neill & Assoc. Ltd.
THREE PAIRS OF NEWLYWEDS came to Jasper for the WAB Convention. These were, left to right: Bud Prager and his Alice (nee Heinecke) of Sesac Inc., New York; John Hunt, the Vancouver sales rep, and Bobbie; and Wally and Nan Slatter of CJOY, Guelph.

(Continued from page 3)
per listener as U.S. stations, Freeman said, adding that this fact should be communicated to American advertisers, agencies and sales representatives, who may not realize how much cheaper radio is in Canada than it is across the border.

Elected to the board of directors for the coming year were Gerry Gaetz, of CJCA, Edmonton, who will serve his second term as president; CAB President F. H. "Tiny" Elphicke, of CKWX, Vancouver; BCAB President Bill Rea, of CKNW, New Westminster; John Craig, of CKX, Brandon! and Sid Boyling of CHAB, Moose Jaw.

The board of directors of the parent Canadian Association of Broadcasters attended the Convention following a meeting of their own. During the sessions, the WAB adjourned, in order to permit a closed meeting of the Canadian Association of Broadcasters to be held in connection with that body's change of name to the Canadian Association of Radio and Television Broadcasters, which is in process of being effected.

Dates for the 1945 meeting were announced as September 2-4 at the Banff Springs Hotel. If possible, however, this will be changed to an earlier date.

Announcers Wanted

New operation requires new talent with a premium on ideas, ability and experience. Send comprehensive tape or disc plus photograph, to:

CJQC
QUEBEC CITY

Looking For Opportunity?

EDMONTON'S NEW RADIO STATION

CHED

OFFERS EXCELLENT OPPORTUNITY FOR PROVEN

PRODUCTION MANAGER

EXPERIENCED IN ESTABLISHED MARKET AREA

Immediate consideration to party of tested ability. Write to 505 Bank of Commerce Bldg., Edmonton, outlining experience, ideas, promotional activities and salary. Replies confidential.

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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

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Vol. 12, No. 18

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September 16th, 1953

The Husetops Are For Howling

However you look at it, one important story came out of the Western Association of Broadcasters' Convention, and that was the concert of Canadian compositions to be held in Carnegie Hall, New York, on October 16.

The fact that Canadian composers are to be given this terrific break, including, besides the concert, radio coverage across the whole North American continent, is nothing short of terrific.

The fact that this idea grew out of a meeting of private broadcasters at Banff last year, adds to the interest.

The fact that the government-owned CBC is co-operating with the private broadcasters, and they with it, has a man-bites-dog flavor.

But one thing more gives it an unusual twist as far as the broadcasting business is concerned, and it bears closer inspection.

No one with any idea of what goes on in the radio business can convince themselves or anyone else that radio does not earn its place in the sun by sheer force of services rendered. And this includes the encouragement of Canadian talent, wherever and whenever such encouragement is practical.

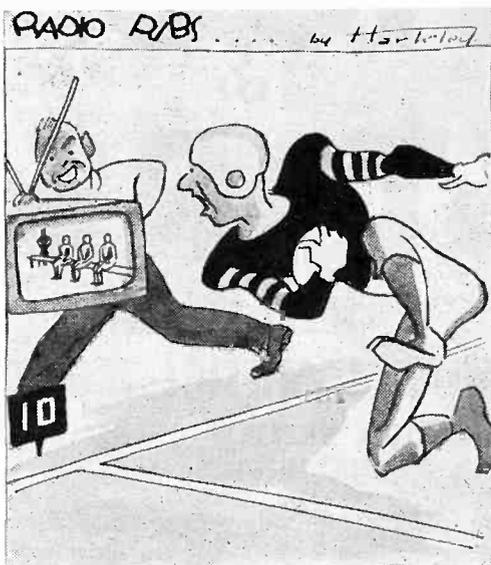
Broadcasters' contributions in time of emergency need no recital in this, the broadcasters' family journal. Their unending activities in keeping their listeners usefully and interestingly informed and entertained needs no amplification here.

Yet, year after year, the radio business is beset with charges of greed and selfishness to the exclusion of usefulness, in the face of a truly remarkable record which is available to anyone who takes the time and trouble to seek it out.

And there lies the problem.

Projects like the Canadian concert are not as out of the way as might seem to be the case. This particular one has a new locale, which gives it added glamor. Otherwise it is a routine affair. This time though, because it is an important investment to its New York producers, it is getting proper publicity. Because seats have to be sold, news that Canada has gone to Carnegie Hall is going to be on thousands of lips. And that is where radio inevitably and invariably falls down back here at home.

The private broadcasters' continuing quest for a fair and equitable system, typified by the long sought independent regulatory committee has not failed



"I told O'Reilly not to call that trick play. You guys never get me on the telescreen till after I've scored".

throughout the years because of any failure of the industry to do the things that would earn it public esteem. This failure is attributable rather to the fact that it has never done an efficient job of telling the public what it does. And it is this paper's contention that a proper recital of the facts is all that is required to curb bureaucratic interference, by sheer force, not of public opinion, but of public demand.

At this present juncture, the radio industry in Canada is changing its tune. It is obviously approaching its mentor the CBC with a gentler tread. The CBC is conscious of this change, and is replying to the CAB's honied phrases with equally sweet verbal confections, fashioned from the hives in its own apiaries.

There is a faction within the CAB which feels this sweetness is improperly refined. They would rather a policy of vilification, to centre attention on the lavishing of freedom in the name of the people of Canada, by a despotism, parading under the misnomer of public ownership. This paper has always been at one with this faction within a faction. Yet it sees some reason in the views the others hold.

Whether the means be sugar or vinegar, the end is the same — liberation from a despotism beyond belief; liberation from a tyranny which, in a country which proudly boasts its freedom, proclaims what may be said and what may not be said. The only issue then is how this end may be attained.

And how shall this end be attained?

It has taken a long time to come to the point of this article. But that point can be made in a few words. It is simply this. If private radio, or any other kind of private enterprise, is going to survive against the forces of socialization that are arrayed against it, it has to do two things. It has to make its presence felt in its communities in terms of usefulness. That's the first thing. And then it has to get it across to the people, that it — the private enterprise in question — is the bestower of the boon.

You Can Please Some of the People

Walking up the main street of what happened to be Penticton, B.C., we stumbled upon a sign in an office window which read: "We specialize in all kinds of insurance". It so happened that at the particular moment in question we were searching for the inspiration with which to utilize this space, and there it was.

"We specialize in all kinds of insurance".

You can please some of the people all of the time and you can please all of the people some of the time, but you cannot please all of the people all of the time.

By the same token, an advertisement can be phrased to appeal to the cocktail crowd or the WCTU. You can specialize in either, but not both. You can play music for jitterbugs, or long-hairs. You can't catch both with the same record. Your customers for tripe and onions won't buy caviar or vice versa. It's no use showing color slides to the blind or whispering to the deaf.

What it all boils down to is that you cannot successfully be all things to all men. And this obtains in the advertising and selling businesses as well as anywhere else. It has a particular application in the copy department, and even more so in the department which dreams up what the copy department is going to be told to write.

In infantry training, men are taught to take a point to march on. In advertising they often seem to be told to try and hit everyone with one shell. Why not try and concentrate the verbal fire on a specific segment of the populace, one that has been chosen as the best target as far as the product being advertised is concerned.

We once met a girl who went steady with the entire Canadian Navy, but she was the exception rather than the rule.

Television

ARGOS HUDDLE WHILE SWEET CAPS BURN

Toronto — Many of the season's top football games will be seen on television this year, sponsored by Imperial Tobacco Co. of Canada Ltd. Sweet Caporal cigarettes is the brand being advertised.

In all, seventeen football games in the Big Four, Ontario and College leagues will be telecast, many over the full three station network of CBLT, Toronto, CBOT, Ottawa and CBFT, Montreal. In addition, the Davis Cup tennis match between Canada and U.S.A. teams in Montreal was staged late last week on all stations by the same sponsor.

Schedule on the Toronto and Ottawa stations is the same, with better than one game a week being aired, for a total of seventeen games. Twelve of them will also be seen on CBFT.

Beginning early this month the schedule of sport telecasts, one of the most intensive aired in this country so far, will run through until November 28th, the date of the Grey Cup game. All play-off games of the Big Four loop will be carried that month as well.

Originations will be almost equally divided between the three TV cities, with Toronto and Montreal getting the edge. One game, between McGill and McMaster, will be aired from Hamilton on October 24th.

However, late last week Toronto Argonauts, who have put more than one pebble in the way of full scale telecasting of their games, threw a boulder into the Imperial Tobacco schedule. It might even mean banning the Big Four playoff series from TV.

In a story in the *Toronto Telegram*, by Bob Frewin, Argonaut and Big Four league officials are reported to have said that at least two of the games and the playoff series were advertised without proper agreement having been obtained by either CBC or Imperial Tobacco with the league. The two games in the regular schedule referred to are Argonaut games, one in Ottawa late this month and the other in Montreal, October 4. Argonauts say they have not agreed to allow telecasts of these games to be sent into the Toronto-Hamilton area.

Argonaut officials look at it this way: relay of the game in Ottawa into the Toronto-Hamilton area

would be an infringement of Hamilton Ti-Cat's territorial rights because the Ti-Cats are hosts to Montreal Alouettes the same afternoon and there is a league agreement forbidding telecasts in such circumstances.

The Big Four playoff series seems to be entirely a matter of money. Imperial Tobacco, through its agency, Cockfield, Brown & Co. Ltd., are said to have offered \$15,000 for the series, which may be either a two-game total-point affair or a straight three-game playoff. However, the Big Four reportedly is holding out for \$10,000 per game.

Stewart Griffiths, director of CBLT replied: "When we advertised the telecasting of the playoff series we understood we had verbal agreement from Mr. McFaddin (Big Four president) at a certain price. It was a fair offer. The league thinks it has the CBC over a barrel and is trying to get all it can. I don't know what will happen. We are meeting today".

The "barrel" may turn out to be a legal one. Argonaut officials hinted they may bring a legal suit against CBC and Imperial Tobacco if they go through with the telecasts as announced. The Big Four league will probably back the Argo position.

Meanwhile negotiations were still underway between the three parties with the expectation that a practical answer to the playoff obstacle would be arrived at soon. Observers here, however, were inclined to compare this problem with similar situations all over the United States where sponsors, TV stations and sporting groups have had difficulty coming to terms, with final outcomes varying all the way from complete agreement to utter disagreement. In the latter cases, TV rights have either been refused altogether or have gone to closed-circuit theatre systems.

Launch Participating Show On Daytime TV

Toronto. — A one-hour weekly daytime participating show will be a major feature when the CBC's TV outlet here, CBLT, increases its regular program schedule to include afternoon telecasting the middle of next month. To be called *Matinee Party*, the show will be aired by Ottawa and Montreal stations when

(Continued on page 8)

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET



We've Got References!

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

Now more than ever before the spotlight is on —

SARNIA
and at its core is
CHOK

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

CHOOSE

- CHOOSE the right station for your radio message — choose MONTREAL'S CFCF.

FROM

- FROM Canada's Largest City you will realize your most appreciable benefits.

CCANADA'S

- CANADA'S growth in its FIRST City warrants the coverage that ONLY CFCF can give you.

FIRST

- FIRST in Canada — First with Montreal's Millions.

Check with our Reps: All Canada in Canada . . . Weed & Co. in U.S.A.

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



OVER ONE BILLION DOLLARS NEW CAPITAL IN B.C. THIS YEAR

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK	CHILLIWACK
CJDC	DAWSON CREEK
CFJC	KAMLOOPS
CKOV	KELOWNA
CHUB	NANAIMO
CKLN	NELSON
CKNW	NEW WESTMINSTER
CKOK	PENTICTON
CJAV	PORT ALBERNI
CKPG	PRINCE GEORGE
CJAT	TRAIL
CJOR	VANCOUVER
CKMO	VANCOUVER
CKWX	VANCOUVER
CJIB	VERNON
CKDA	VICTORIA
CJVI	VICTORIA

Your TV EQUIPMENT Shopping Guide

Here are the top names in TV film and studio equipment:

- **HOUSTON-FEARLESS**
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolae.
- **MOLE-RICHARDSON**
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **AURICON**
16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.
- **GRAY**
Telop — Projects Opaque or Transparent Material, Solid Objects, Tape, etc. Telojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**
Film Editors, Previewers, Synchronizers; Optical and Magnetic. Standard Equipment throughout the Film Industry.
- **MAGNASYNC**
16mm., 17½mm. and 35mm. magnetic film recorders.
- **FREZZO-LITE**
Portable motion picture floodlight. Permits one-man newsreel photography.
- **ACCESSORIES**
Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

For further information
Phone, Wire, Write or Hitch-Hike to:
THE TOP NAME IN THE BUSINESS

Alex L. Clark

LIMITED

2914 BLOOR ST. W., TORONTO 18
CEdar 1-3303

(Continued from page 7)
daytime micro-wave service between these cities becomes available, which is expected to be soon.

When it goes on the air it is expected the show will be sponsored by anywhere from four to eight companies on a participating basis. However, Spence Caldwell, president of S. W. Caldwell Ltd., reported that while several possible sponsors are interested in *Matinee Party* their names and time commitments won't be announced till later. This company originated the show in co-operation with the CBC and is writing and producing all commercials for it.

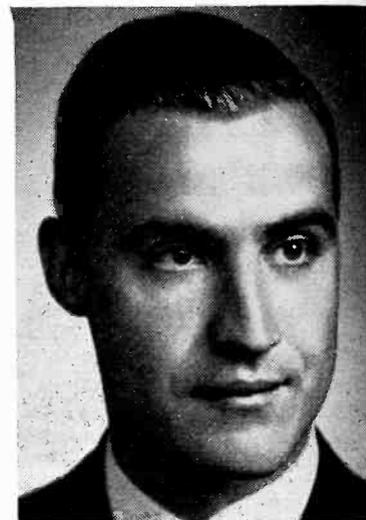
To be staged before a live audience in the 1300-seat Eaton Auditorium

and beamed by a CBC mobile unit to the CBLT transmitter less than a quarter of a mile away, the program is to be an informal variety show. Included in its regular cast will be the Canadian writer and fashion expert Rosemary Boxer, and two Toronto radio personalities, Monty Hall and Larry Mann.

Visiting celebrities and authorities in various fields of particular interest to homemakers, are also slated to come before the cameras on this show when they are available. There will be musical and song numbers by a small orchestra, organ and piano, but the musicians have not been announced. Part of the format calls for a quiz segment

Reps

Named Hardy G.M.



Toronto. — Bruce Butler was appointed general manager of Joseph A. Hardy & Co. Ltd. by the board of directors during a recent meeting. For the past two years he has been manager of the company's Toronto office.

At the same time the opening of a Jos. A. Hardy television station representation service was announced. The Toronto TV office will be managed by Bob Armstrong, formerly on the Toronto staff of H. N. Stovin & Co. and prior to that radio director with McConnell, Eastman & Co. Ltd. here. The Hardy Montreal television office will be headed by Gilles Loslier, former account executive there with E. W. Reynolds Ltd., and Grant Advertising Co. Ltd.

A new station — CFGT, St. Joseph d'Alma in the Lake St. John district — scheduled to go on the air early next month, is to be represented by Jos. A. Hardy & Co. in Toronto, Montreal and Quebec. It will operate with 1,000 watts on 1270 kcs. A brochure of the station's trading area is being prepared.

FALL OPENING FOR CKEC

New Glasgow — Construction on station CKEC is going ahead according to schedule and it will probably be on the air early this fall, it was reported last week by Ralph Judge, manager of Radio Time Sales (Quebec) Limited, the station's national sales representative. It was licensed to operate with 250 watts power on 1230 kcs.

WORLD OFFERS TV SOUND-EFFECT SYSTEM

Toronto — A complete musical production service for use by television stations has been developed by World Broadcasting System and is to be handled in Canada by All-Canada's World Program Sales Division, it was announced here last week by Jack Hulme, All-Canada's sales and service representative.

The service took two years to compile and consists of 800 selections with over 5,000 applications. Special themes and production aids, along with a careful selection of background music, are included.

In explaining the service, Pierre Weis, World's general manager, said it "includes a great variety of dramatically produced musical selections for themes and for special backgrounds, for news programs of local origin as well as for many other types of frequently produced local

shows. We recorded special signatures which include three different news signatures, musical introductions for basketball, football . . . and general sports shows. A variety of special openings has also been recorded for feature films and film theatre programs which are a regular part of most stations' schedules . . ."

Hulme outlined how the service works. Under a general heading, such as news, there are classified over a hundred sub-headings which cover recordings of themes or background noises for use with stills or film clips that fit into such situations as accidents, adventure, air bombing attacks, and airplane crashes.

It was pointed out that 70 per cent of the service's selections are in the repertoire of BMI or are public domain numbers.

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

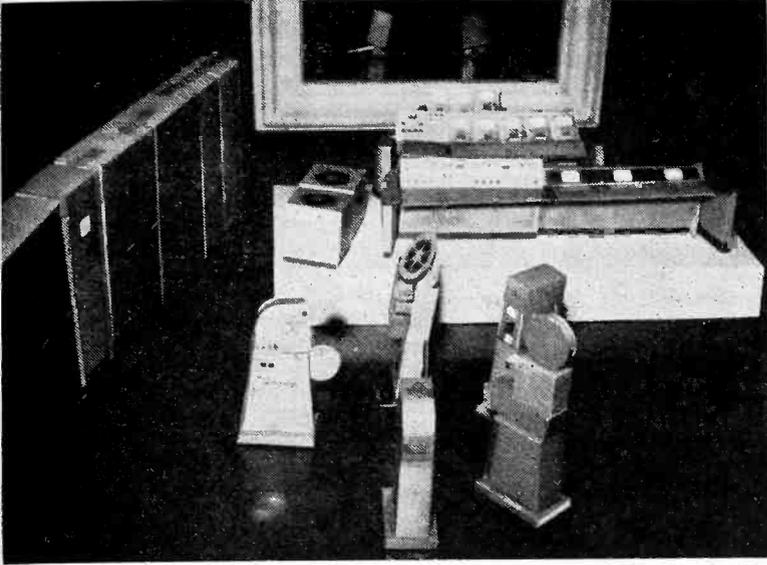
Ask

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

ANOTHER PROVEN STOVIN STATION

YOU CAN'T COVER SIMCOE COUNTY Without **CKBB** BARRIE

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



—Staff

SCALE MODELS OF TELEVISION STUDIO and transmitter equipment are now being produced by RCA in cardboard cut-out form for use in preliminary planning of a station's facilities as well as later in the production of studio programs. Scaled at about a foot to the inch, the models in the studio equipment book are seen set up in a full three camera arrangement. Units are separate and can be removed or added to give any practical combination.

Books

Ad-Man's Handbook For TV Troubles

In an age and medium where an unmodulated track has nothing to do with horses, it is simply darn good business to have such words on the tip of the tongue. It is even handier to know what they mean. That is why a recently-published volume on *TV and Film Technique* by Charles Curran should find a lot of avid readers along Radio Row.

However, increasing the average ad-man's vocabulary is the least important part of Curran's contribution. He is more concerned with acquainting account executives with

a field which, before television, stayed pretty much in the background. Now, it is an essential part of sight-and-sound selling.

Although Curran is twenty years removed from his novice days in the film industry, he hasn't forgotten how little or how much most newcomers know. He saves everybody's time by starting well — but not too far — ahead of zero.

This little (110 pages; reading time — a long fall evening) handbook isn't useful because it teaches a reader how to produce a film for television in four—or even forty-four — short lessons. Curran, you can be sure, doesn't want his field cluttered with half-baked Johnny-Come-Latelies. Instead it's a readable, prac-

tical attempt to show advertising people what goes into a film (with emphasis on the human elements) so that the buyer of films for TV — whether feature length or flash commercial — will at least be walking into it with his eyes as open as his mouth and purse. Film producers have apparently learned to expect little more. Incidentally, Curran is now president of a New York film production studio, hence his biased interest in furthering understanding of the maltreated producer.

Besides an intelligent treatment of film production for television this handbook contains a wealth of specific data. For example, wordage for sight-and-sound should be less than for radio: 100 words per minute is plenty, compared with radio's

average of 120. And in film terms, your 100 words should be spread out over 36 frames of 16 mm. film or 90 feet of 35 mm. film.

Then there's the troubling matter of cost. Curran takes 28 pages to show why films cost as much as they do and why they're a bargain at the price, all of which would probably make enlightening reading for executives bothered by hard-hearted accountants and sceptical directors.

In short, the commercial film industry hasn't just come of age; that happened a long time ago. It's just that nobody noticed until TV was born as its offspring. Just where that leaves film in relation to the average ad-man isn't quite clear at the moment. But Curran has some ideas that shouldn't be ignored.

— Briggs

"A Beautiful Story" in 32 words



CKSF—Cornwall "The Seaway City"

REPS: Horace N. Stovin, Canada
Joseph Hershey McGillvra, U.S.A.

Experienced ANNOUNCER-OPERATOR WANTED

for Southern Ontario Station

Send letter and audition to:

Belleville - CJBQ - Ontario

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



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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



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

Short-Waves

CKWX FORMS TV COMPANY

Vancouver. — Station CKWX here received provincial authorization to set up a separate company to be known as CKWX Television Limited with a capital of \$1,000,000. The company got official sanction "to carry on the business of television broadcasting in all its branches."

CKWX spokesman Sam Ross said the new company had everything now but a television license and "right now the Department of Transport is not receiving applications from private stations." CKWX Television already owns a site in nearby Burnaby where it expects to have its transmitter and studios.

BROADCASTERS ON KINSMEN BOARD

Bigwin Inn — Three radio executives were prominent in the upper echelon of the Association of Kinsmen Clubs when the 32nd national convention ended here last week. They were: Bill Valentine, sales executive with CFRB, Toronto, who was elected national vice-president following a busy year as deputy governor of district 8 (a large part of central Southern Ontario) and manager of this convention; Jack

Weatherwax, commercial manager of CJKL, Kirkland Lake, who became governor elect of district 8; and Blair Nelson, commercial manager of CFQC, Saskatoon, who was named manager of the 1954 convention to be held in Saskatoon next August.

Herb Pinder, treasurer of the Pinder chain of Western drug stores with headquarters in Saskatoon, was elected the National Kinsmen's president.

The national group represents 284 clubs and 10,000 members, all of whom are young business or professional men between 21 and 40 years of age. About 425 delegates attended this convention.

NEWS CLINICS ORGANIZED

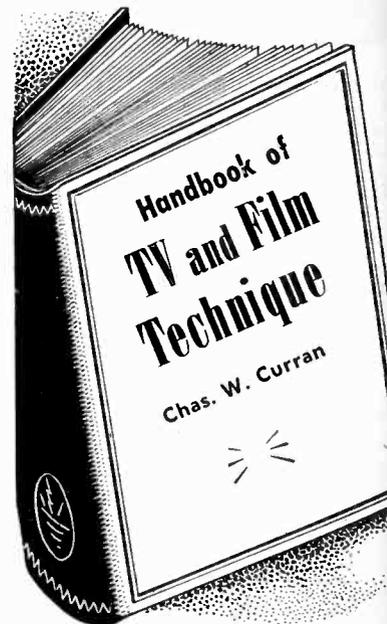
Jasper, Alta. — Organization of annual regional meetings of news editors of stations subscribing to Press News was approved by western PN stations during a meeting here at the WAB convention. One meeting will be held for news editors from Prairie and North Western Ontario stations, and another for B.C. stations, it was decided.

Charlie Edwards, Press News manager, said the first meetings would be held in November, if possible. Similar meetings will be organized for PN subscriber stations in Central Canada,

Quebec (for French language stations) and the Atlantic provinces.

Edwards also reported incorporation of a new Canadian Press company to serve private broadcasters under the name Broadcast News Limited. The company is set up so that broadcasters have four representatives and CP five on the nine-man board of directors. News will be provided to private stations by the new company just as now by Press News, but with broadcasters participating in control.

The meeting re-appointed Gordon Love of CFCN, Calgary to represent Western stations on the Broadcast News board. Other broadcaster directors are: Ken Soble, CHML, Hamilton; Paul LePage, CKCV, Quebec and Keith Rogers, CFCY, Charlottetown.



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

\$3.50

Books
CANADIAN BROADCASTER & TELESCREEN
 163½ CHURCH ST. TORONTO

LOCAL ADVERTISERS

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

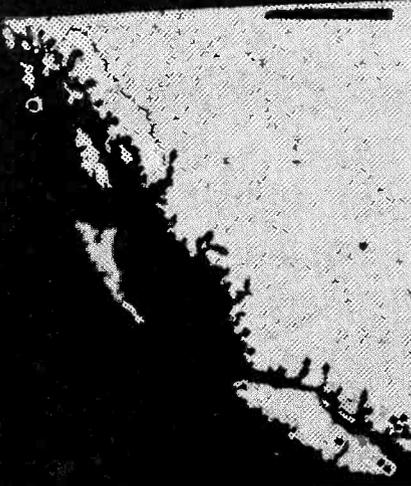
New Brunswick's
 Most Listened-to
 Station



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

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

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



- CHWK CHILLIWACK
- CJDC DAWSON CREEK
- CFJC KAMLOOPS
- CKOV KELOWNA
- CHUB NANAIMO
- CKLN NELSON
- CKNW NEW WESTMINSTER
- CKOK PENTICTON
- CJAV PORT ALBERNI
- CKPG PRINCE GEORGE
- CJAT TRAIL
- CJOR VANCOUVER
- CKMO VANCOUVER
- CKWX VANCOUVER
- CJIB VERNON
- CKDA VICTORIA
- CJVI VICTORIA

CANADA'S HIGHEST WEEKLY
 WAGE SCALE - - -
 PLUS RAPIDLY GROWING
 INDUSTRIAL EMPLOYMENT



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CBC

20 AM & TV BIDS FACE CBC BOARD

Ottawa. — Twelve applications for new television stations and eight for new radio stations will come before the board of governors of the CBC during a three-day meeting beginning September 23 in the Fort Garry Hotel, Winnipeg. A public session will be held September 24.

Among the applications for TV licenses coming before the board for the first time are Kingston, Peterborough, Kitchener, Charlottetown and two from Saskatoon. New radio stations are being sought for Brampton, Ontario and the Quebec communities of Three Rivers, Montmagny, Drummondville and Chicoutimi.

Increases in power are being applied for by CFOR, Orillia and CJAD, Montreal, as well as for the TV station granted to CKLW, Windsor recently. Power boosts and frequency changes are being sought by: CKDA, Victoria; VOWR, St. John's, Nfld; and CKOM, Saskatoon. Many share transfers are also scheduled to be dealt with by the board.

Three TV applications are for a station in Saskatoon. One application, that of the Saskatoon *Star-Phoenix*, came before the board at its previous meeting over three months ago, and was deferred. The board is now slated to hear from two other applicants: A. A. Murphy & Sons Limited, the company which operates CFQC, Saskatoon, and the Saskatoon Community Broadcasting Co. Ltd.

At the same meeting three bids for an Edmonton station will come in for further study by the board, all of them having been originally presented at the previous meeting. The applications are all for Channel 3 and are being submitted by Edmonton Television Ltd., a joint venture understood to be financed by All-

Canada Radio Facilities and the Edmonton *Journal*; Sunwapta Broadcasting Co. Ltd., operator of CFRN, Edmonton; and William Rea, Jr., owner of CKNW, New Westminster. The board promised earlier that a decision on these applications would be reached at this meeting.

A request for a TV license for Calgary will again come before the board, made by the Calgary Television Ltd. This is a joint venture including stations CFCN, CFAC and CKXL, all of Calgary.

The Brookland Co. Ltd., operating station CKWS, Kingston and CHEX, Peterborough, is applying for a TV station in both these cities. The Kingston application is for Channel 11, taken from Ottawa in the Transport Department's frequency shuffle over three months ago. The Peterborough bid is for Channel 22 and, if granted, will become Canada's first ultra-high frequency station.

One Kitchener applicant, Central

Ontario Television Ltd., appears on the agenda for the fourth time, all its previous bids having been deferred. The company's major backers are Famous Players Canadian Corp. and Carl Pollock, president of Dominion Electrohome Industries Ltd., Kitchener. Another application has been filed by Grand Television Ltd.

Applicant for a Charlottetown license is Island Broadcasting Co. Ltd. operator of CFCY there.

of the Brampton weekly newspaper, the *Peel Gazette*. The proposed station is of 250 watts power on 1090.

The Drummondville proposal is for a 250 watter on 1340 kcs. and is being sought by Daniel Chantal. In Montmagny, the applicant is Radio Alleghany Inc. for a 250 watter on 1490 kcs. The Three Rivers application is a joint venture of F. Rufigange and C. Couture, calling for a 1,000 watt station in 1350 kcs.

The three Chicoutimi applicants had their bids deferred from the board's previous meeting.

A new FM station is being sought for Kingston, Ont. by St. Lawrence Broadcasting Co. Ltd.

The Brampton AM license bid is being made by Fenley Job, former national sales manager of CKEY, Toronto and more recently publisher

CKCV listeners become buyers

1000 WATTS 1280 K.C.

Representatives TORONTO-MONTREAL GIBER DENAUD & Co. IN U.S.A. WEED & CO. QUEBEC CITY

YOUR DOLLARS GROW

WHEN YOU SPEND THEM AT

1340

SASKATCHEWAN'S LEADING COMMUNITY STATION

CKOM

SASKATOON

CONSULT HORACE STOVIN

cics

SELLS

in

Stratford

2 MORE

Exclusive features to maintain CFRN's leadership as Northern Alberta's most popular sports station.

★ ROYAL REVIEW

With Darrell Royal, from Oklahoma, bright new coaching star of the Edmonton Eskimo Football Club.

★ W.I.L. BASEBALL

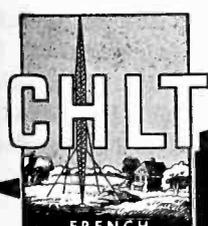
Class "A" baseball comprising the cities of Edmonton, Calgary, Vancouver, Victoria, Wenatchee, Yakima, Lewiston, Tri-Cities, Salem and Spokane. Edmonton Eskimos have player arrangements with New York Yankees.

That's why in Edmonton it's —

CFRN

RADIO REPRESENTATIVES LTD.

Montreal - Toronto - Winnipeg - Vancouver

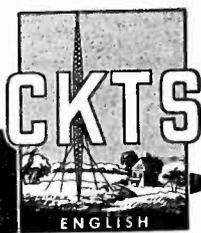


900 Kc. 1000 Watts

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec



1240 Kc. 250 Watts

Representatives

JOS. A. HARDY & CO. LTD. — CANADA - CHLT CKTS
 RADIO TIME SALES LTD. — U.S.A. - CHLT & CKTS
 ADAM J. YOUNG, JR. INC. — U.S.A. - CHLT & CKTS



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

Tell Us Another

It wasn't because he figured radio advertising could sell his coal, wood and building products that the Sarjeant Company Ltd. of Orillia bought a series of 26 spots five years ago. It was because Sarjeant felt sorry for the hungry-looking CFOR salesman. Some time later this same salesman went to him and must have looked a lot worse—our benefactor Sarjeant promptly signed for a series of 13 quarter-hour shows, one a week.

Alas, our hero started putting on weight, so the sponsor cancelled for six months. A long fast later and Sarjeant was back with a contract for daily spot announcements that have been running for the past three years.

The moral is: don't feed the animals, remember us. All donations gratefully received by Horace Stovin.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.



Jasper, Alta. — Just how deep a broadcaster's belief in a free radio can be demonstrated, in few words, during the dying moments of the Western Association of Broadcasters' Convention, when Malcolm Neill, of CFNB Fredericton, had a few words to tell the meeting about radio's battle with government in Paraguay.

Neill, who flew west to attend a CAB directors' meeting, spoke of the Inter-American Association of Broadcasters' (IAAB) assembly at Puerto Rico last April. He startled the radio men with information about the president of the Paraguayan Association of Broadcasters, who seems to spend most of his life in jail because of his firm belief in a free radio.

Following the IAAB meeting four years ago in Buenos Aires, at which freedom of radio for Paraguay was discussed, on his return home he was promptly arrested and jailed. Correspondence is carried on between this champion of free enterprise and the International Association somewhat fitfully, it seems—between sentences. The reason for this is that every time he writes his views to the IAAB, back he goes, because just advocating the replacement of government radio with the free variety is treason in Paraguay.

Free enterprise broadcasters from Chile and Uruguay have decided to risk a visit to Paraguay to encourage this martyr to the cause of free radio.

Two years ago, when the reins of government in Cuba were seized by Baptista, the new ruler became displeased with reports contained in news broadcasts which were critical of his dictatorship. So he ordered government censorship of all radio news. But the Cuban broadcasters weren't having any. Through their association, they refused point blank to accept this legislation, and, in protest, discontinued all news broadcasting on the Island. This "strike" lasted only two days. Then government gave in. Now Cuba has the free-est radio in all the Americas.

It is interesting to note that this country, which thumbed its nose at the thongs of the bureaucrats, has created an extremely large number of private enterprise stations which, though they derive their entire revenues from advertising, voluntarily serve all minority groups. For

instance, one Havana station broadcasts nothing but opera; another concert music; another drama; and so forth.

We in Canada, Neill said, can help further the cause of the liberation of radio in these other American countries. We can actively support the IAAB, of which the Canadian Association of Broadcasters is already a member. He urged the broadcasters to see to it that the CAB continues this support.

Harold (BMI) Moon has shed seventy-four pounds. His method rates a mention in this column. He eats liberally of dishes he dislikes, and not so liberally of ones he likes. I'd try it myself, except for one thing. I like all eating!

History will be written when thirty-two year old Don McKay (no relation



DON MCKAY

to the radio-mayor of the same name) opens CHED early in December as manager of the new Edmonton station. And the reason for the history will be that Don's experience as a radio man is precisely none.

A family man, whose wife, Greta (as in Garbo) has already given him a son and daughter, Don claims he remembers when he was a boy who knew what it was to "make do and get by."

He started out chasing copy for the display department of the *Edmonton Bulletin*, of blessed memory. Next he worked for the Workmen's Compensation Board.

When he wrote finis to a five year spell with the RCAF, Reg Rose, executive secretary of the Edmonton Chamber of Commerce, took him on as an assistant and then promptly got himself moved to Vancouver. Left in acting command for a time, Don eventually took over officially and proceeded to develop a philosophy of usefulness which he is confident will serve him in good stead in his new work.

Don, as I see him, is a young man who is going into a new business with an eye to profit and a heart

(Continued on page 14)

**COLLINS
BROADCASTING
EQUIPMENT**

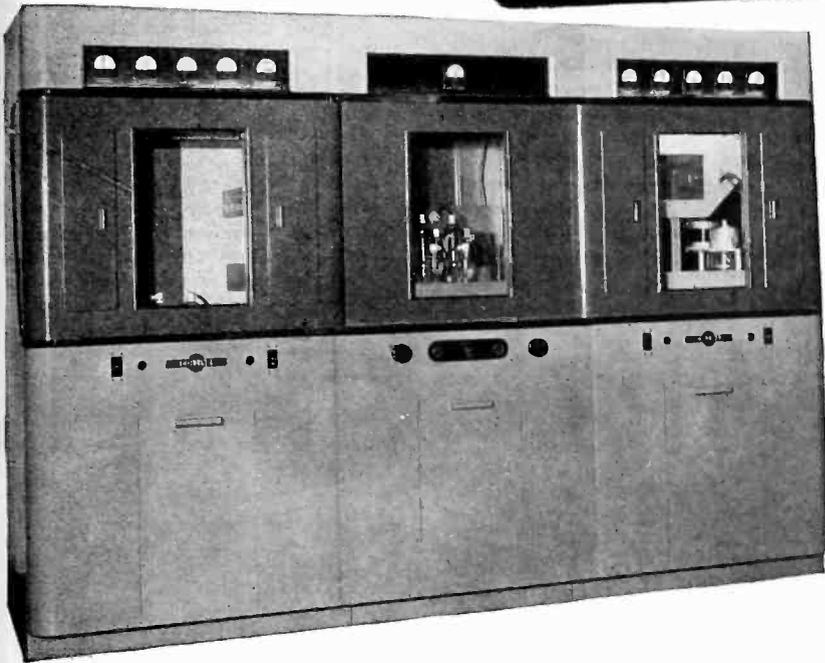


**NOW
AVAILABLE
FROM
cde
AT
NEW
LOW
PRICES**

Effective immediately, prices on the Collins 21E and 21M Broadcast Transmitters have been substantially reduced.

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

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 Ave.
Tel.: FAirmount 1111

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



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

Over the Desk

(Continued from page 12)

full of ideals. Some people may feel this to be a contradiction in terms. For my money, he stands in no need of the good wishes these paragraphs tender him.

Under a Halifax date-line, a newspaper story has been telling how tourists complain about poor meals offered by restaurants, thereby jeopardizing the tourist revenue of Nova Scotia. The *Nelson Daily News* headed the story: "Ont. Cafés Drive Tourists Away." Just how can we win?

As everyone knows, we are living in an era of controls to the point where there is a risk of freedom becoming obsolete. Sometimes controls take violent forms, and there is opportunity for equal violence on the part of those who wish to resist them. Others, more subtle and therefore more dangerous, function by

passive suppression, depending on public forgetfulness for their success.

Along these lines, I should like to quote, verbatim (with punctuation marks added) a telegram which was received during the WAB Convention.

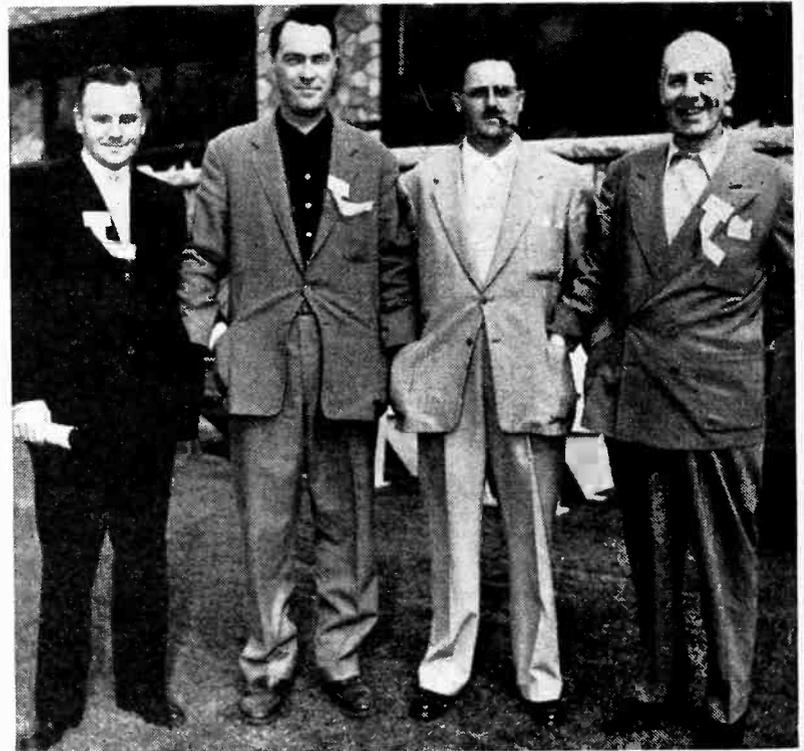
It came from Milestone, Sask., and it read:

"The Chairman, the Western Association of Broadcasters Convention, Jasper Park.

"Greetings and success to your convention. As we have absolute proof that cigarettes cause delinquency, cancer, heart trouble, tuberculosis, please do your utmost to stop this criminal advertising over the radio and TV. These advertisements are the highest treason towards our nation, specially our youth.

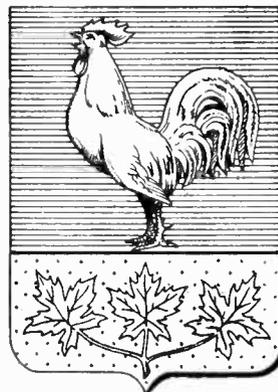
"World Betterment Foundation
— D. V. Rondeau."

And that cleans off the desk for this issue. Buzz me if you hear anything, won't you? On second thoughts, don't bother. I've gone fishing — in a sedentary fashion.



— Rowed, O'Neill & Assoc. Ltd.
AT LEAST FOUR WESTERN AGENCY MEN were guests of the broadcasters at their Jasper meeting. In characteristic pose with hands in one another's pockets, they are, from left to right: "Scotty" Shoultz, Jas. Lovick & Co. Ltd., Calgary; Murray Turner, Cockfield, Brown & Co. Ltd., Winnipeg; Wally Kerr, Stewart-Bowman-Macpherson Ltd., Edmonton; Brydon McCrea, McConnell, Eastman & Co. Ltd., Winnipeg. When they separated to count their loot, it included four cigarette butts and a street car transfer. Also, McCrea claims he recovered his watch.

CHFA



60,000 FRENCHMEN can't be wrong

CHFA, "the West's Most Progressive French Radio Voice," opens over 60,000 customer sales doors for your product!

680 KC.

La Voix Francaise De l'Alberta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

Verbatim

NEWS: THE GREATEST PROGRAM FACTOR

Almost everywhere you go and listen to news broadcasts, every radio station is supposed to be "First with the News." I have come to the conclusion that all this means is that some announcers run faster than others, and are particularly adept at ripping news off the teletype and sprinting it to the microphone.

The real test — and in fact the only yardstick that merits any bragging — is when that station seeks out, discovers, writes and presents to its audience, news stories before the competition is even aware that a story exists.

News can be the greatest single factor in a radio station's programming, if the following are held as objectives:

- (1) To build audience.
- (2) To create prestige.
- (3) To wield influence in the community.
- (4) To increase station revenue.

What is news? To the poor station it is something that is ripped off the teletype by whoever happens to be on shift at the time. To this station's listeners, it is an ill-prepared interlude between musical selections, and is tolerated only because the competing station is no better.

But to the good station, news is the golden opportunity to intelligently prepare, edit and present the international, national and local events which are playing such an important part in our daily life. This station realizes fully the importance of keeping its audience informed and of building its own reputation for integrity, reliability and maturity. This station, consequently, wields influence in the community which it serves. Its news services constitute a carefully prepared presentation, properly edited by competent people who are mature enough to insure fair and just consideration of all viewpoints affecting the problems facing the audience.

Let's look at the good news station and see how it operates.

For one thing it has competent news editors. These people are probably the most important link in developing a good news policy. They should have journalistic training, and not only the ability to edit news, but more important still, the training to develop news sources, discover news and write both news stories and editorials.

By MAURICE FINNERTY
Managing-Director
CKOK, Penticton, B.C.

Condensed from an address to a recent series of BMI Program Clinics in Oklahoma City; Houston, Texas; and New Orleans.

This type of person is probably a lot easier to obtain than many think. Contrary to general impressions, competent news people, trained and working for daily and weekly newspapers, are the most underpaid professional group in the country. In almost any city, for salaries that would amaze and delight broadcasters, there are men — and for that matter, women—whose training and talents can be adapted to radio station requirements and whose news connections would be invaluable to a station in building a real news bureau.

Since the coverage map of practically any station takes in many small communities surrounding the city from which the station operates, and since it is not practical from an economic point of view to maintain full time news people in these smaller centres, some system of local correspondents must be assembled. In almost every small community there are one or more individuals who have been writing for newspapers on a part time basis and who are eager to supplement their incomes.

I look upon good news stories as a commodity of value. And if that commodity arrives at our station first, it has added value. Consequently, having dotted the coverage area with local correspondents who phone us the story first and who are paid on a basis of every story broadcast, we pay only for the usable stories. And we get them first.

It has always been a matter of amazement that so much money could be wasted right in the stations on national news services, I do not mean a waste of money in buying the services, but rather the great waste in the use — or mis-use — that is made of them. How many times have you heard newscasts that were compiled hundreds of miles away in the capital centres, and half of which had about as much local news value as last year's election results? Any news service is of no more value

than the amount of time and effort that the station's staff puts into the editing and re-writing of its items.

Today, throughout this continent, there is a tendency to program news as though everyone living was a Torontonion or New Yorker, so busy that he has to be shot at with one-minute news capsules on the quarter-hour if news and advertising messages are to penetrate his hurly-burly life.

The length and frequency of newscasts should be determined by the customs, habits and working conditions of the audience which we serve. I believe that if advertisers and radio stations are going to develop audience with news, they must have major newscasts in which there is time to get behind the headlines and tell the news. They should also have newscasts edited for and aimed at specific groups such as farmers, businessmen, geographical groups, or just women generally.

News — news that is listenable, that will gain audience and produce revenue — costs money. This may come as a surprise to some people. But it means that station news bureaus must have an objective and they must have the funds to gain this objective.

Perhaps no phase of radio news policy is more debatable than this question of editorializing. There are some who stoutly maintain that broadcast stations should limit them-
(Continued on page 16)

A Real COMBO!

GOOD MARKET plus LISTENERS

July Elliott-Haynes shows CKBI to HAVE 91.8% of the LISTENERS

CKBI
PRINCE ALBERT SASKATCHEWAN

5000 WATTS

- OUR LISTENERS -



A real navy type. On duty, he is a sub-chaser; off-duty, he isn't so particular!

Spends all his free time listening to

CHLO
ST. THOMAS

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

THIRD IN A SERIES

RADIO STATION

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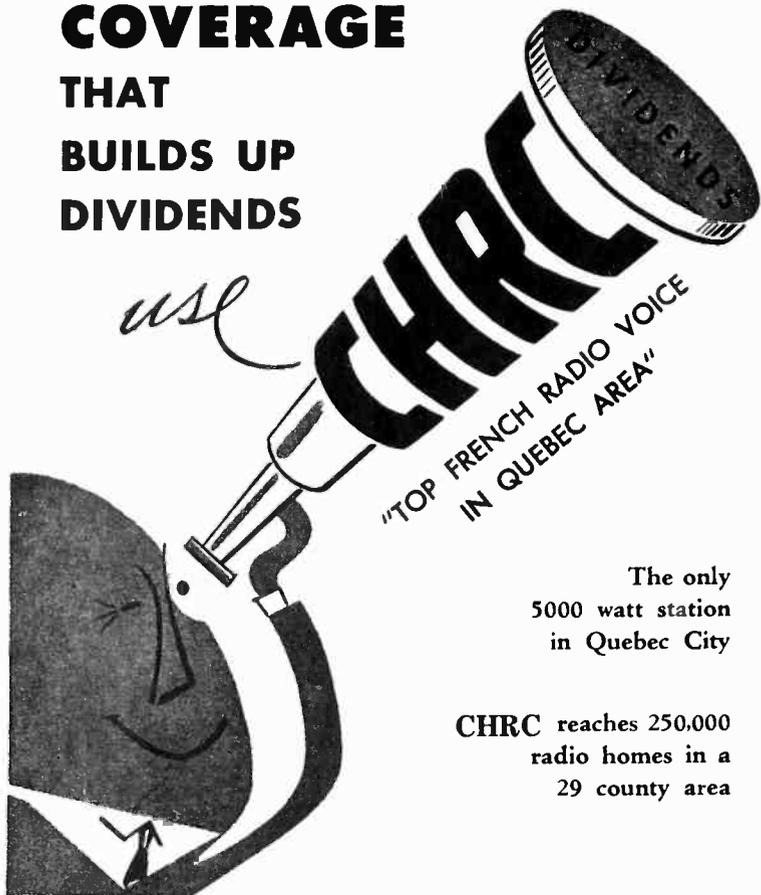
EDMONTON, ALTA.

INVITES APPLICATIONS FOR POSITION OF

COMMERCIAL MANAGER

Background of radio sales experience in established and competitive markets essential. Should have good knowledge of staff training. Write immediately giving complete particulars in confidence of experience, status, and salary to 505 Bank of Commerce Bldg., Edmonton, Alta.

**FOR SURE FIRE
COVERAGE
THAT
BUILDS UP
DIVIDENDS**



The only
5000 watt station
in Quebec City

CHRC reaches 250,000
radio homes in a
29 county area

REPRESENTATIVES:

Canada: Jos. A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young Jr., Inc.

Verbatim

(Continued from page 15)

selves entirely to factual reporting of the news. To many, this represents a viewpoint that is largely responsible for the position that does exist in regard to the average broadcasting station's secondary position in terms of influence and prestige when compared to its newspaper rival.

Some stations strike a half-way not by hiding behind the skirts of so-called commentators whose personal editorializing is backed up by the stations when they find favor among the audience, but are quickly repudiated as a matter of expediency when their big mouths alienate a sponsor or local group.

Editorials should be public service features without sponsorship, which express the opinions of the ownership and management of the station. Here again we run up against the problem of obtaining trained, competent writers. One station I know leaves the actual writing of the editorials in the hands of a competent staff member who discusses with the management the points of view and the stand to be taken as station policy on all controversial matters. The station's management makes the decision whether the editorial policy shall be for or against any given subject of importance. The writing and voicing of that opinion are left in charge of the editorial writer.

If there was more broadcast editorializing there would be fewer attempts to influence radio news and programming by government and their agencies, sponsors and their agencies, and highly vital minority groups. Freedom of the press too often applies to the publisher of the written word only. That publisher maintains his freedom because he expresses his opinions and in so doing influences people and their representatives. Broadcasters, often because they are afraid to express opinions, fail to influence anyone and consequently fail to enjoy the freedom of the competing medium.

One of the most fertile fields for gaining audience is by both the reporting of sports news and by editorializing on sports. Here again is the type of broadcast that can and will alienate listeners, most of whom are "experts" in their own way and can easily identify any unfamiliarity or lack of knowledge on the part of the sportcaster. The success of the station, then, will depend to a great

deal on the knowledge and personality of the sportcaster.

While a few stations serve almost entirely metropolitan audiences, almost all have some farm areas in their coverage patterns. Because of their relative inaccessibility to department and chain stores, farm folk are highly subject to influence through radio advertising. Special attention to programming farm news will do much to consolidate this segment into your listening audience.

We used to think that farm news might alienate some urban listeners but I have come to the conclusion that almost half of the people who live in cities originally came from farms, and the other half would like to go to farms. Experience has shown, therefore, that special farm news services build and hold their ratings with almost any type of audience.

Other miscellaneous news services include the following: a bulletin board of the air; coming events; station program bulletins; roving reporter programs; reports on civic affairs; reports on local education boards; labor forums; special events and weather reports.

Some stations do not carry, and many do not seem to realize, that these types of programs are in reality news programs. All of them require reporting, editing and competent preparation. All of them, if properly managed, will build audience, inform the public and build a station's reputation.

Radio's competitor in the news field is the newspaper. It may be a weekly or a daily. But regardless of its size or publication dates, it is competing against radio for audience and revenue. Too many stations, because of their limited news programs and policies, compete only with the front page of the newspaper. It would do many of us a lot of good to read a newspaper through, comparing it with the news services of the average station.

Competition for audience becomes keener every day. If AM broadcasters intend to retain their audiences in the face of this competition they must concentrate their efforts on those phases of programming in which radio excels. No other medium has the flexibility of radio and this is particularly true in news coverage. I suggest that if a station is suffering ill effects from competition, a complete re-organization of its news services will quickly and effectively recapture audience and revenue.



NFLD'S OWN

**V
O
C
M**

**The '590' Listener
is the Buyer You're
Looking For!**

**Sell Newfoundlanders
Successfully and Sincerely
by Scheduling Your
Campaign on VOXM**

Local Features - Special Events
News - Sports
are available for sponsorship

Ask Our Reps For Auditions
And Availabilities

HORACE N. STOVIN & CO.
ADAM J. YOUNG, JR.

COLONIAL BROADCASTING SYSTEM
ST. JOHN'S NFLD.
1000 WATTS — 590 KCS.

**DID YOU KNOW THAT
THE NET EFFECTIVE BUYING POWER
of CKCL's Listening Audience**

IN 1952 WAS OVER

\$52,000,000.00

CKCL listeners buy products that are
advertised regularly over CKCL.

For YOUR SLICE of this rich market contact

OMER RENAUD & CO.
MONTREAL or TORONTO

HOW FAR AWAY IS COLOR TV?

Predictions and counter-predictions, placing the advent of color television anywhere in the future from next year to a decade, have been rife recently. To the advertising industry it is an all-important question, affecting such things as whether or not a spot film made today should be in color, and the color scheme of next year's refrigerators. To the public and the entire radio-television manufacturing industry the problem means uncertainty expressed in another question: Will black-and-white television become obsolete? To the prospective television station operator, it means a difference of thousands of dollars; perhaps the difference between success and bankruptcy.

Here are the latest views of two of the most vitally affected companies, NBC and CBS, to whom color is nothing new, but rather a fifteen year old search that is about to end.

NBC

New York — The first publicly announced experimental broadcast of a network show in compatible color television presented late last month by the National Broadcasting Company, featured the Kukla, Fran and Ollie production of the opera, "St. George and the Dragon", with the NBC Symphony Orchestra, Arthur Fiedler conducting. Dave Garroway of NBC-TV's Today acted as commentator.

Following the broadcast, Sylvester L. Weaver, vice-chairman of the NBC board, confirmed that according to special temporary authorization granted by the Federal Communications Commission for experimental purposes, several regularly scheduled sustaining shows have been colorcast without previous announcements in the last few months.

At the same time Weaver revealed plans for commercial colorcasting which will go into effect if the FCC approves color broadcast standards for the RCA compatible color television system.

(Continued on page 18)

CBS

New York—CBS urged the prompt adoption of the National Television System Committee color standards by the Federal Communications Commission last week despite the view that at the present time the proposed method for color television broadcasting meets only five of the seven criteria set forth by the FCC.

In presenting comments to the FCC urging the prompt adoption of the new color television standards to replace the currently authorized field sequential system, Richard S. Salant, vice-president of CBS Inc., pointed out that CBS, a pioneer in the field of color television development for the past decade and a half, has always maintained that its primary and overriding interest is not in advancing its own color television system but rather in bringing to the public this significant and exciting advance. In order to help accomplish this primary objective, CBS-Columbia Inc., a subsidiary of CBS Inc., in co-operation with CBS Laboratories, has designed and built color television receivers for the new

(Continued on page 21)

CFQC Federal Election Coverage



Organized by Godfrey Hudson, CFQC News Service Director (pictured above), this was the largest operation of its kind ever attempted by CFQC.

Results were broadcast direct from Studio A at CFQC (a corner of which is shown above), and the returning offices at Prince Albert, North Battleford, and Saskatoon. Also aired directly were telephone conversations with CFQC correspondents from various constituencies, winning candidates and returning officers.

Just another example of CFQC's services to its listeners.

Contact:

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



Joe. A. Hardy & Co. L^{tee.}td.

wish to announce

the opening of

their new

TELEVISION OFFICES

in

MONTREAL • QUEBEC CITY • TORONTO

under the direction of...



Mr. GILLES LOSLIER
Montreal Manager



Mr. R. C. (Bob) ARMSTRONG
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EFFECTIVE SEPT. 14

... For complete information and service,
Write, Wire or Telephone any of our three offices.

Joe. A. Hardy & Co. L^{tee.}td.

TELEVISION DEPARTMENT

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1489 Mountain Street
PL. 1101

TORONTO
67 Yonge Street
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39 St. John Street
2-8177

NOW AVAILABLE FOR LOCAL SALE

THE GUY LOMBARDO SHOW

NARRATED BY DAVID ROSS
and featuring

- THE TWIN PIANOS
- DON RODNEY
- KENNY GARDNER
- THE LOMBARDO MEDLEY
- THE LOMBARDO LOCAL TRIO
- THE FAMOUS PICTURE STORY



THE SWEETEST MUSIC THIS SIDE OF HEAVEN . . . can mean dollars in your cash register when Guy Lombardo and his Royal Canadians get behind your product.



- Here's your opportunity to capitalize on the amazing record of this proven show; to hitch your sales message to a star who knows salesmanship and showmanship.

- For 16 years the Guy Lombardo Show has proven, market-by-market, its outstanding popularity. It has been voted North America's Number 1 band . . . Number 1 box office attraction . . . Number 1 radio show . . . and largest Decca record salesman to date.

- Each Lombardo Show presents 3 outstanding features.

- The Twin Pianos . . . the magical fingers of Fred Kreitzer and Paul Richenback in their thrilling interpretation of light classics.

- The Lombardo Medley . . . a radio game

- that is a sure-fire audience builder. Three originally-introduced songs are presented without titles by Guy Lombardo, who urges listeners to identify them.

- The Lombardo Picture Story . . . narrated by David Ross, then played by the entire ensemble . . . a sparkling 4 minute highlight of each show.

- A tremendous ready-built listening audience is waiting to hear this famed Canadian, Guy Lombardo. "The Prophet" they call him, because Guy has picked and introduced more hit tunes than anybody else in music history. With uncanny astuteness Guy picks the winners on the Hit Parade. And here's your opportunity to pick a promotional and merchandising winner to back your salesmen — your product. Call your All-Canada man today!

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER

• CALGARY

• WINNIPEG

• TORONTO

• MONTREAL

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

(Continued from page 18)

to be used in the painting of basic sets, the color to be passed on for artistic harmony.

Richard Day, whose "Oscars" were won as an art director, has developed special TV color techniques in scenery, costumes and makeup, and is working with paint and makeup firms in the development of special materials for the new medium.

Beginning September 28, experimental "color premieres" of major shows will be held, each moving into the Colonial in turn. The shows will be given a dress rehearsal in color and then put on the air in black-and-white. If FCC approval is received, the shows will be sent out in color over the NBC network.

The series of "color premieres" will be held at the rate of one or two a week with top NBC programs — *Your Show of Shows*, the Eddie Fisher, Bob Hope, Kate Smith and Dinah Shore programs, *Robert Montgomery Presents*, *The Colgate Comedy Hour*, *The Camel Newsreel*, *TV Playhouse*. Shows ordinarily originating in Hollywood and Chicago will come to New York for their color premieres.

An opera, to be announced later, will be broadcast in color in October.

As a special event in color, an NBC mobile unit is planning to go to California to colorcast the Rose Bowl parade in Pasadena on New Year's Day. Other colorcasts in connection with the holiday season are also planned.

• • •
FACILITIES: All NBC experimental color broadcasts now originate from the Colonial Theater, which is operating seven days a week. Equipped with four RCA color cameras,

special lighting equipment and monitoring and testing facilities, the Colonial has been the training ground for almost a year for color production crews.

Studio 3-H in Radio City is equipped for experimental work. It was from this studio that experimental color programs were originated for use by engineers experimenting in development of the National Color Television Committee.

The Warner Brothers sound stage in Brooklyn, recently acquired by NBC, will be available for color-casting and will offer greatly expanded facilities for color. In addition, the NBC audience studios in Burbank, Calif., will be set up as originating points for color programs, and these programs will be brought across the country.

One mobile unit is now nearing completion, and others are on order, to provide coverage of special events ranging from football games to the New Orleans Mardi Gras; cherry blossom time in Washington, brilliant autumn foliage in New England.

Also included in available color facilities will be a 300-seat theatre for projecting colorcasts on a movie-size screen. This theatre, the Bijou just off Broadway, will be used to demonstrate NBC color programs to thousands both in and out of the trade. This theatre, Weaver said, will be very busy until mass production of color sets is achieved.

• • •
ADVERTISING: A series of commercial color clinics is under way, with advertising agencies invited in for familiarization with the new technique. In one typical clinic, held last week, one of the leading agencies sent art directors and other creative

personnel to the Colonial for work with an NBC producing team on the preparation of sample commercials on three of the agency's accounts. Commercials were piped into the Center Theater for viewing on RCA color sets by 90 representatives of the agency. Clinics will continue until all advertising agencies and NBC clients will have had an opportunity to work in color TV.

A special showing of an NBC color program to a mass audience will occur on September 21 and 22, when a half-hour show starring Nanette Fabray and the Hit Parade Dancers will be piped from the Colonial to the annual convention of the Association of National Advertisers in Chicago. Viewing the demonstration will be 400 members. Several sample commercials developed during the clinics will be included in the show. The occasion will mark the first demonstration of the RCA color system in the Middle West. The show will not be broadcast.

• • •
NETWORK PLANNING: Experimental programs originating in color cameras have been going out over the NBC network. Thus, colorcasts have been seen in black-and-white on receivers all over the country. Fifty-five stations in the TV network already have signed colorcasting amendments to their affiliation agreements. Affiliates as well as the NBC owned - and - operated stations in Hollywood, Chicago, Cleveland and Washington are ordering the extra equipment needed for monitoring and adjusting their color signals. The cost to a station of this extra equipment is about \$25,000.

Within the next six months, NBC plans to be originating some of its major shows in color from Hollywood and Chicago, and soon thereafter from other points along the network.

• • •
PERSONNEL TRAINING: More than 90 per cent of NBC operating personnel in New York have completed a color indoctrination course, featuring demonstrations in staging, direction, make-up, costuming and set designing. Lectures are based on techniques researched by NBC during many months of intensive developmental work in the medium.

A representative of the NBC color corps conducted courses in the Chicago and Hollywood production centers. Representatives of other network stations have come to New York for training, and the program is continuing.

The Colonial Theatre has already developed two complete 15-man camera crews, and is training additional camera and engineering personnel.

"Color adds a new dimension to television," concluded Weaver. "It also adds a new dimension to our opportunity to serve the public by enhancing the quality of the programs the public will continue to see on existing black-and-white sets as well as on the color receivers of the future."



**CJGX SERVES 96.4% of
 the RADIO HOMES in
 SASKATCHEWAN
 Crop Dist. No. 5**

Some Facts... Crop Dist. No. 5:

Farm Population 86,078
 (Next highest in province, No. 9 - 65,224)

Number of Tractors 19,451
 (Next highest in province, No. 6 - 11,129)

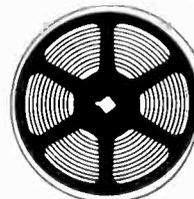
Income per cultivated acre, 10 year average — \$14.88
 (Average for the province — \$12.95)

Wheat Yield per acre — 10 year
 average — 23.1 bushels
 (Average for the province —
 16.5 bushels)

**INVESTIGATE THIS
 CONSISTENT FARM MARKET
 — NOW!**

CJGX—YORKTON

Western Canada's Farm Station
 Located in the Heart of Saskatchewan Crop District No. 5
 Representatives: Horace N. Stovin & Co. - U.S.A.: Adam J. Young, Inc.
 Inland Broadcasting Service, Winnipeg
 Basic Station - CBC Dominion Network



**GRAPHIC
 associates**
 Film Production Limited
 21 Grenville St. Toronto
 PR. 3055

TELEVISION COMMERCIALS

(Continued from page 17)

NTSC system, one of which was demonstrated to CBS-Columbia distributors on June 15.

"CBS-Columbia and CBS Laboratories," Salant said, "are now completing the design, construction and preparation for production of color television receivers. It is expected that such production will begin in the late spring of 1954." He also reported to the FCC that CBS-Hytron, the tube division of CBS Inc., is working on the development of various types of tricolor tubes and that "commercial production of tricolor tubes is scheduled to begin in the second quarter of 1954."

Commenting on his reservations concerning two of the seven criteria set forth by the FCC as necessary requirements for an acceptable color transmission system, Salant said: "Whatever the ultimate capabilities of this system, and whatever the possibilities of future equipment development, CBS does not believe that it can now be said either (a) that presently known receiver apparatus is 'simple to operate in the home . . . and is cheap enough in price to be available to the great mass of the American purchasing public,' or (b) that 'the costs of purchase, operation and studio maintenance' of presently known studio equipment are not 'so high as to restrict unduly the class of persons who can afford to operate a television station'."

Salant urged, however, that these equipment difficulties should not delay the adoption of NTSC. He pointed out that the risk of such delay might postpone indefinitely and threaten the successful realization of color television. He stated that adoption of standards now would provide the greatest likelihood of solving the equipment problems since such action by the Commission will supply direction and challenge to the industry. He stated his belief that once standards are adopted "the Commission can be reasonably certain that solution will, in the relatively near future be found for these remaining problems."

In dealing with receiver equipment, Salant said: "We believe that the two major questions which arise concern: (1) its stability and operability in the home without continuous expert service attention; and (2) its costs.

"The major receiver concern for present purposes, however, must be the 'display device' — the color tube and its associated circuitry. While the difficulties here can be exaggerated, they also should not be minimized by generalized optimism. For the difficulties of presently known devices are real and substantial, in terms of both price and stability. CBS experience with the only tube on which there has been even minimal production — the only one which has had general use in the field tests and demonstrations thus far — establishes that while the tube is considerably improved over its predecessor versions, it still presents serious problems of stability, arising out of difficulties of initial alignment and maintenance of alignment once achieved. The day-to-day practicality in home use of a receiver with such a display device is reasonably open to question."

Salant stated that the complexity of the 14-inch color picture tube, together with its associated circuitry,

and the difficulties of manufacturing on a truly mass basis, are inevitably reflected in the price of the home receiver. For example, the current price of the 14-inch color picture tube at the first level of sale to manufacturers is \$175. The best estimate of CBS is that the first color receivers, as presently known, will retail for about \$1,000 — and even this price excludes all engineering, tooling, or starting load costs.

"CBS analysis of, and experience with, the present three-tube color cameras and associated equipment — the only studio equipment utilized thus far — also indicates the serious disadvantages of such equipment," Salant declared.

"The three-tube cameras are cumbersome and bulky; they are of dubious utility for normal remote pick-ups without impractically extensive advance preparation and, in effect, semi-permanent housing. They are expensive: a first complete camera chain costs \$95,000; additional camera chains cost \$65,000. Their low light sensitivity requires a four-fold increase in studio lighting — a fact which, in turn, necessitates air-conditioning any color studio in which the cameras are used. The cameras are complex and delicate, requiring many additional hours of servicing, and additional personnel both for operation and for maintenance. Alignment and warming-up are exacting and time-consuming tasks. The necessity of using three

special image orthicon tubes in the camera increases not only initial costs of such tubes by more than 50 per cent (three individual image orthicons cost \$3600; a special trio costs \$5700) but also increases overall tube costs: CBS engineers have estimated that use of the three-tube camera presently in existence will multiply CBS' current tube costs for black-and-white operations by 12½ times — from \$2 per hour average tube cost to \$25 per hour."

"Over-all, because of the complexity of the NTSC system and the requirements of the current three-tube camera, it is our estimate that capital expenditures for a studio utilizing such cameras and other necessary equipment will be approximately two or three times as high as the expenditures for an equivalent black-and-white studio. Operating costs will also be considerably increased, both because of the higher tubes costs and because of the necessity for additional personnel," said Salant.

Salant noted in his comments that CBS is engaged in all aspects of television other than the manufacture of transmitter and studio equipment. Through the CBS Television Division, it is engaged in network broadcasting and in operation of television stations. Through its subsidiary, CBS-Columbia Inc., it is manufacturing television receivers; through the CBS-Hytron Division,

(Continued on page 22)

SASKATCHEWAN'S TRIPLE THREAT STATION

Serving the Prairie West



PASSING

When CKCK passes your sales message, you are guaranteed 156,380* receivers per week.

* CKCK Daytime Radio homes



KICKING

Kick-off your Prairie advertising campaign on CKCK and get top coverage.



RUNNING

Your sales score will go soaring whenever you let CKCK carry the ball for you.

CKCK

REGINA, SASK.

Representatives:
ALL-CANADA
RADIO FACILITIES

THE INDEX IS OPEN

WE'VE NOW GOT the Census Data required for this year's Canadian Retail Sales Index.

BUT THERE IS STILL TIME to include your advertisement in this well-used annual statistical study.

YOU CANNOT SUBSCRIBE for the Canadian Retail Sales Index. It is included in your subscription to Canadian Broadcaster & Telescreen.

\$5 a year - \$10 for 3 years

R. G. LEWIS & CO. LTD.

163½ CHURCH STREET

TORONTO 2

When you travel carry...



CANADIAN
PACIFIC
EXPRESS
TRAVELLERS
CHEQUES

OBTAINABLE FROM ALL
CANADIAN PACIFIC AGENTS AND MOST BANKS

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.

(Continued from page 21)
CBS is making television picture and receiving tubes, diodes and transistors. It is also carrying out research and development.
Salant said that as a result of CBS' continuous activities in the field, from the world's first on-the-air color television broadcast was conducted and through 1950 when the FCC adopted the field sequential system and consequently on June 25, 1951, when CBS began the first regular commercial color broadcasting, in color programming, and in other phases of color television which is unmatched by any organization.

"While between 1940 and 1950," he said, "the activities of CBS in color television were concentrated on the field sequential system, more recently CBS has been intensively engaged in work in the various phases of the NTSC color system."

"Although for a considerable period handicapped by the unavailability of three-tube color cameras, which are currently manufactured only by the Radio Corporation of America, in recent months CBS has acquired appropriate pickup equipment and has been working actively with such equipment", said Salant. "CBS Television has broadcast NTSC standards over the air under FCC experimental authorization and has also engaged in many hours of closed circuit broadcasting under the standards. It has completed a fully equipped color studio and is now engaged in training program and technical personnel in order to gain knowledge and experience for the regular broadcasting of NTSC color. It is equipping each of its owner stations to transmit NTSC color. CBS Television will shortly begin experimen-

tal network broadcasts; and next month it will begin special demonstrations and clinics for its affiliates and for advertisers.

Promptly upon the effective date of the proposed standards, CBS will begin regular commercial network color broadcasts."

Salant continued: "Notwithstanding the fact that we do not believe that it can be said that present studio and receiver apparatus satisfy the Commission's criteria, CBS is nevertheless of the opinion that prompt adoption of the proposed NTSC standards would be in the public interest. A number of considerations, we believe, warrant this conclusion."

He said they are:

The central fact that both theoretically and actually in extensive field tests the proposed color system has been established to be basically sound and fundamentally capable of producing entirely satisfactory color and black-and-white pictures.

CBS believes that basic changes in circumstances warrant less rigid application of the criteria now than in 1950 and 1951.

Conversely, prompt adoption of the NTSC standards will provide the greatest assurance possible that, sooner or later, the fourth and fifth criteria will in fact be fully satisfied. If standards are now set the direction and challenge will have been supplied. All the enormous engineering and production ingenuity which is so characteristic of the industry can be focussed; the virtually unanimous industry support of the new system, together with the competitive phases which create the incentive to be first insure that this ingenuity will be focussed on the remaining problems.

Salant said that for these reasons CBS believes that "the risk to the successful realization of color television in the foreseeable future is too great if the Commission, by literal application of its criteria, should refuse now to adopt the one available color system, which has general industry sponsorship." He said it is, "in basic principle, completely developed, and is fundamentally capable of producing satisfactory color pictures. To reject the NTSC system now might well be to blunt industry interest and activity in color, and postpone color television indefinitely.

"It is still too early for CBS to be able to represent to the Commission when or how these equipment problems will be solved," he pointed out. "Subjective pessimism, or equally subjective optimism, mark the lower and upper limits of prediction, both in respect of when the problem will be solved and in respect of the future course of prices. CBS frankly does not know when the costs of receivers will be low enough to be within the reach of 'the great mass of the American purchasing public,' nor can CBS provide any reasonable assurance of the relationship which will ultimately prevail between color receiver costs and black-and-white receiver costs. Developments, applications of new techniques and methods, and future refinements — none of which can now be safely predicted — will determine the pattern of the next years."



CONVENTION AGENDA

One of the most important ingredients for a convention agenda is an agenda.

DEPT. OF REASSURANCE

Parents who brought their children to the WAB meeting this year have no cause for concern over their behavior — the children's that is.

QUESTION BOX

Does anyone know the names of any more nationally-owned summer resorts, suitable for future meetings of the private enterprise broadcasters of Western Canada?

WE MET OUMET

We are inclined to the view that most of the WAB members, who met CBC general manager Al Ouimet at Jasper, would gladly recommend him for a private station license if the occasion should arise.

WESTERN WELCOME

Signs in Crown Point Hotel bedrooms at Trail, B.C., read: "Checking-out time 5 p.m. No exceptions".

AUDREY STUFF

Then there's the girl who was so dumb she thought that the western broadcasters have a convention every year to discuss matters pertaining to western broadcasting.

PS AND IBID

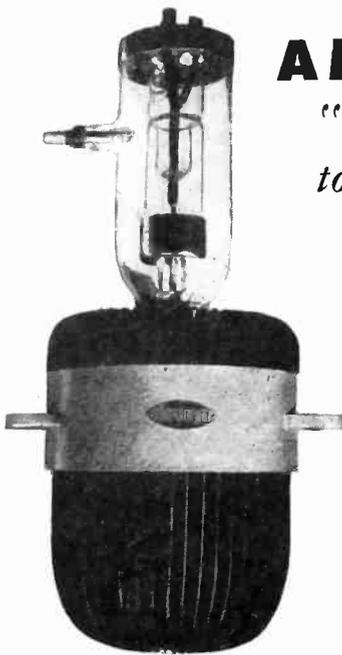
The same wench is firmly convinced that the name for the No. 1 Bathing Beauty at the famed Colorado resort is "The Grand Canyon Sweet".

SEPARATE ASSOCIATION

There are possibilities of further developments along religious association lines in the *Nelson Daily News* pronouncement that Bill Rea has been made a director of the RCAB.

WE NEVER KNEW

This column was typed at CJAT, Trail, through the courtesy of Lucille Lepine, who says she once went to night school with Walter Dales.



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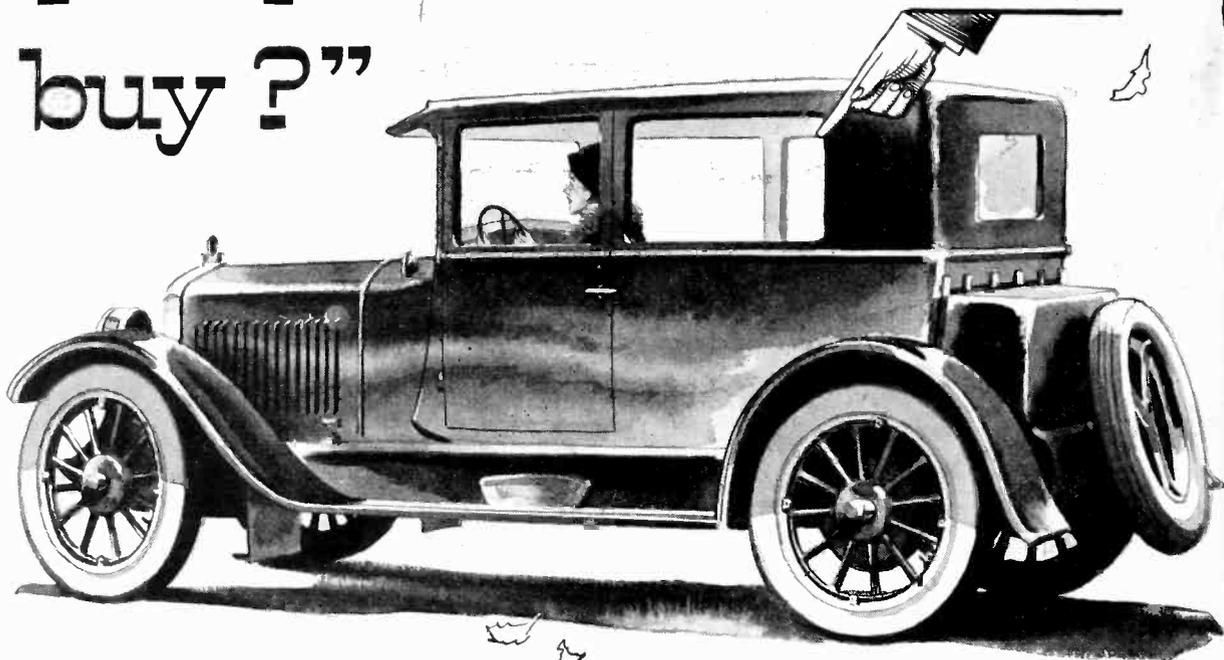


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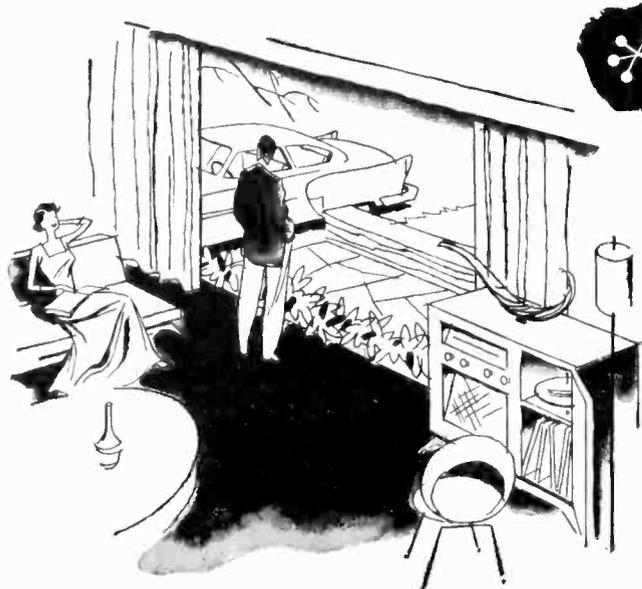
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