CJVI OPENS NEW STUDIOS

Honored Guests at CJVI's Opening were standing left to right: Charlie Smith, chief engineer of CKWX, Vancouver, who scored an assist for his technical help; F. H. "Tiny" Elphick, CAB president and CKWX manager; Cam Perry, assistant manager of CJVI. Seated are the provincial minister of Trade & Industry, the Hon. Ralph Chetwynd; Hon. R. W. Bonner, Attorney General in the Sacred Government; CJVI manager Bill Guild; and the president of the Island Broadcasting Company Ltd., Jim Taylor.

Victoria, B.C. — The opening of the new studios of CJVI, Victoria, was undertaken by the Provincial Premier in a five hour program, featuring local talent, and contributions from artists from Vancouver, Calgary and Winnipeg stations. There was also a series of receptions which lasted over four evenings, at which local and regional sponsors had an opportunity of seeing the ultra-modern effects with which architects and decorators have embellished the studios. Members of both provincial and municipal governments came to pay credit to the medium of information they find so essential to them in the discharge of their duties.

Among these was the recently re-elected premier, Hon. W. A. C. Bennett who paid a tribute when he said in his opening address over the air that in its quarter century of existence, radio "has grown from the crystal set we listened to on special occasions to an integral part of every day life."

"It tells us what time it is; it warns us about the weather; it keeps us in touch with every corner of the globe; it even gives such complete political coverage that a political candidate is as far ahead if he stays home and listens to his radio on election day as he would be if he were at headquarters. "Like a friend we have to know well, radio is something we take for granted," he said. "We're used to it. We take it friendly voice and constant service for granted. But what a change it would make in our lives if that friendly voice were to cease. Frankly, I can't imagine a world without radio, and I don't imagine you can either."

Among guests who came from a considerable distance to attend the celebrations was M. V. Chennah who was manager of the station from April, 1941 until last December when the position was assumed by Bill Guild and "Ches" took up new duties with All-Canada Radio Facilities Ltd. in Winnipeg.

He recalled the grim days of the war, when Victoria lived in dread of invasion; when Vancouver Island was sporadically shelled by Jap submarines, and Victorians were facing up to the possibility of the evacuation of the civil population; when the three services retired from their headquarters on the Island to the mainland, because they considered defence of the Island impractical.

Other out-of-town guests at the receptions were CAB President F. H. "Tiny" Elphick; Jim Taylor, of Taylor Pearson Carson of Canada Ltd. and president of the Island Broadcasting Co. Ltd.; and Harold R. Carson, president of All-Canada Radio Facilities Ltd.

CBC BOARD APPROVES TEN LICENSES

Winipeg — Licenses for five new television stations, four AM and one FM radio stations, topped a list of more than a score of items approved by the board of governors of the Canadian Broadcasting Corporation following a meeting here late last month. This brings to 14 the number of private TV stations licensed so far.

The five TV stations approved were for Calgary, Edmonton, Saskatoon, Kitchener and Kingston. AM radio licenses were passed for Brampton, Ont., and Trois Rivières, Chicoutimi and Montmagny in Quebec. The FM station is for Kingston.

The board also approved increases in power for AM stations in Montreal (CJAD), Saskatoon (CKOM) and St. John's, Nfld., (VOWR), as well as CKLW-TV, Windsor, Ont.

Two of the TV license recommendations were vigorously contested.

In both Edmonton and Saskatoon there were three applicants each, and two in Kitchener. TV applications for Par-ehough and Charlottetown were deferred by the board along with an application for an increase in power and change in frequency for CKDA, Victoria, and an AM license for Drummondville.

Approval for the Calgary license went to Calgary Television Limited, a company made up of the three Calgary radio stations: CFCN, CFAC and CKXL. It will operate on channel 2 with an effective radiated power of 100 kw. video and 3.54 kw. audio and an antenna height of 287 feet above average terrain. It is understood that Bill Rees, manager of CFAC, is a strong possibility for the manager's post with the TV station.

In Edmonton, besides CFRN, the successful applicant, bids were also entered by Bill Rea, owner of CKWN, New Westminster, and Edmonton Television Limited, composed of CHED and CJCA and financed largely by All-Canada Radio Facilities interests.

In making its recommendation the CBC board said it "noted the following concerning the three applicants for this area: the Sunwapta Broadcasting Company Limited is entirely (Continued on page 4)

ARTISTS AWARDED

Shirley Harmer

Toronto. — Two young Canadian artists — a singer and an actress — and the president of the Canadian Council of Authors & Artists, were recognized for their outstanding work at the 10th anniversary banquet of the Association of Canadian Radio Artists. At the same time the inauguration of gold, silver and bronze awards for presentation next year was announced.

From among six nominees, actress Kate Reid was chosen for the Maurice Rosenfeld Memorial Award to "the outstanding newcomer to Canadian radio." This 23-year-old actress has spent many seasons in various Ontario summer stock companies and one in Bermuda, and did brief TV work in New York before coming here to star in a number of radio and television productions, including the TV series, Sunshine Sketches.

Shirley Harmer, a 20-year-old Oshawa pop singer, who started in radio on CFRB less than two years ago and is now on a number of CBC network radio and TV shows, captured the S. W. Caldwell Award for "the most outstanding performer in the field of television." She is a regular performer on the TV production, The Big Revue.

Bernard Hogue, president of the CCAA received the Benrus Citation for "outstanding service contributing to the welfare of Canadian artists."
**CAB Member Stations**

**ATLANTIC (15)**
- CKBW - Bridgewater
- CKNB - Campbellton
- CFCH - Charlottetown
- CFNB - Fredericton
- CHNS - Halifax
- CJCH - Halifax
- CKEN - Kentville
- CKCW - Moncton
- CKMR - New-Castle
- CHSJ - St. John's
- VOJM - St. John's
- CJRW - Summerside
- CKCL - Truro
- CFAB - Windsor

**FRENCH LANGUAGE (24)**
- CHAD - Amos
- CHFA - Edmonton
- CHEF - Granby
- CKCH - Hull
- CKRS - Jonquiere
- CKLS - LaSarde
- CHLP - Marane
- CKAC - Montreal
- CHNC - New-Carlisle
- CHR - Quebec
- CKV - Quebec
- CJBR - Rimouski
- CHRL - Roberval
- CKRN - Rouyn
- CKSM - Shawinigan Falls
- CJSO - Sorel
- CHTO - 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
- CJJOY - 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

**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
- CJKW - Vancouver
- CJKM - Vancouver
- CKB - Vernon
- CKDA - Victoria
- CJNI - Victoria

---

**Be Happy! Go Local!**

WE'VE said it before. Now we're saying it again.

WHEN a local station announcer's voice reaches his listeners as they tune in his programs - news, chatter, music - day after day, year after year, it's the voice of an old friend.

THEY see him in church, at the movies and at social affairs. Some of them went to school with him. Others remember his erstwhile predilection for their cookie jars.

AND when he tells them about your products, it isn't a high-pressure "pitch". It's just the voice of a friend, offering advice to his neighbours on what and where to buy.

SO when you advertise, go radio; and when you go radio, go local.

---

**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  
373 Church St.  
Toronto 5

---

(CAD VIA HEALTH ASSOCIATION of BROADCASTERS (Continued))

---

**PRAIRIES (23)**
- CKX - Brandon
- CFAC - Calgary
- CFREN - Calgary
- CKXL - Calgary
- CKDM - Dauphin
- CFBN - Edmonton
- CJCA - Edmonton
- CFAR - Flin Flon
- CFCF - Grande-Prairie
- CJG - Lethbridge
- CHAT - Medicine-Hat
- CHAB - Moose-Jaw
- CJB - North-Battleford
- CKRI - Prince-Albert
- CKRD - Red-Deer
- CKCK - Regina
- CKRM - Regina
- CFC - Saskatoon
- CKOM - Saskatoon
- CKRC - Winnipeg
- CKOB - Winnipeg
- CKA - Yorkton
IN THE NORTH

They Look To Sudbury

The pot had been set atop Geizer's Hill for its Canadian premiere Night; Dr. Hilda L'Anglais, head of the conference is being held to celebrate Canadian Westinghouse's 50th anniversary.

Some of the speakers include: Dr. Norman MacKenzie, president of U.B.C., and Dr. Hilda Neatby, professor of history at University of Saskatchewan, both members of the Massey Commission; Dr. B. K. Sandwell, former editor of Saturday Night; Dr. R. K. Stratford, scientific adviser to Imperial Oil Ltd.; and Douglas Ambridge, president and general manager of Abitibi Power & Paper Co.

SMACK "MEDICAL CLAIMS"
New York — The American Medical Association has lashed out at what it considers "cheap attempts" of some advertisers to apparently gain their products medical acceptance simply by associating them with white-frocked actors and models with stethoscopes. In the current AMA Journal an editorial says it "has received many complaining letters from physicians and others who resent the present trend in advertising circles to feature stethoscopes, white coats and medical claims in advertising programs. They assert this is a cheap attempt to mislead the audiences into believing that the claims have been proved medically.

The Journal pointed out: "The nonsense involved in such obvious deception" is now being vigorously exposed by many doctors to their patients and acquaintances.

DIRECTORS QUIT REDIFFUSION
Montreal — Paul L'Anglais, head of his own radio program production company here, has resigned as production head of Rediffusion Inc. The company's managing director, Real Rousseau, has also tendered his resignation, it was learned here earlier this month.

Both Rousseau, who did much of the groundwork for the firm, and L'Anglais, have been with Rediffusion since its beginning as a wired radio and music service here before the war. It has also been offering a wired television service to Montrealers for the past year. The company is a subsidiary of an English firm operating out of London with similar wired services in many countries throughout the world.

Rediffusion and the Canadian Admiral Corporation are currently awaiting a judgment from the Supreme Court of Canada on a case in which Admiral contends Rediffusion infringed on program rights by sending out to its wired TV subscribers, allegedly without permission a telecast being sponsored by Admiral and originated on CBFT.

TOP JACK IN JACKPOT
Montreal — A jackpot of $7,150—believed to be the largest in Canadian radio—was won here last week by Mrs. Pierre Peloquin of Sorel. It occurred during the Weston's segment of the program, Casino de la Chanson, on CKAC. The pot had been building up for months.

HALIFAX TV NEXT SUMMER
Halifax — Early in January is the probable starting date for construction on the CBC's 500-foot TV tower for its station here. It is to be built atop Geizer's Hill on the city's outskirts and may be ready to beam the first programs next summer.

Short-Waves
PN BECOMES BN
Seigniory Club — A new company supplying worldwide news to many of Canada's privately-owned radio and TV stations was formed here last month during a meeting of directors of The Canadian Press. Starting January 1st the new company, Broadcast News Limited, will continue the service for radio begun in 1941 by the CP subsidiary, Press News Limited.

All nine directors of Broadcast News are associated with broadcasting stations, directly or because their newspapers own stations. The new company president is Roy Thomson, vice-president is Gordon Love, CFNC, Calgary; the manager is Charles Edwards, manager of PN.

Other directors include: R. J. Rankin, Halifax Chronicle-Herald; Keith S. Rogers, CPCY, Charlottetown; Paul Lepage, CKCV, Quebec; Philip S. Fisher, Southam Company, Montreal; Kenneth D. Schle, CHML, Hamilton; W. J. Blackburn, London Free Press and D. B. Rogers, Regina Leader Post.

Increasing use of news by radio and the advent of television in Canada with its need for specialized services led to formation of Broadcast News with the private broadcasters associated in its development.

"CANADA'S TOMORROW" CONFERENCE
Hamilton — A two-day conference featuring noted Canadian and international social, political and economic authorities, is to be sponsored by Canadian Westinghouse Co. Ltd., at the Chateau Frontenac, Quebec City, November 13 and 14. Theme of the conference is "Canada's Tomorrow" and is being held to celebrate Canadian Westinghouse's 50th anniversary.

Some of the speakers include: Dr. Norman MacKenzie, president of U.B.C., and Dr. Hilda Neatby, professor of history at University of Saskatchewan, both members of the Massey Commission; Dr. B. K. Sandwell, former editor of Saturday Night; Dr. R. K. Stratford, scientific adviser to Imperial Oil Ltd.; and Douglas Ambridge, president and general manager of Abitibi Power & Paper Co.

SMACK "MEDICAL CLAIMS"
New York — The American Medical Association has lashed out at what it considers "cheap attempts" of some advertisers to apparently gain for their products medical acceptance

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

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

PAUL MULVHILL
Representative now in both Toronto and Montreal

IN THE NORTH
They Look To Sudbury

COMMERCIAL SCHEDULE STARTS OCTOBER 18th

.repaint

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.

www.americanradiohistory.com
"Do, meditatively, feel a glow of pride that I am associated with one medium of advertising which has not made a bid for added interest in itself by highlighting the Kinsey Report. Am glad to extend congratulations to Central Canada Broadcasters Association and to BMI, whose program clinic was recently presented in Toronto. Compliments were heard in all quarters for those participating, both in organization and on the platform, for it was indeed worthwhile. Recently St. John’s, Newfoundland, staged a ‘Walkathon’ — covered, of course, by the Mobile Unit of VOCL. When a close finish seemed inevitable, thousands of the station’s audience came outdoors, jamming the streets for blocks along the last lap of the route. The result was a complete tie-up of traffic, a dead heat for the racers, and more proof that EVERYBODY does listen to VOCL. From North Battleford, Saskatchewan, do gather many heartening success stories which have brought new clients and new advertisers to Radio Station CJNB. Worthy of special mention is the fact that every car dealer in that area is now using CJNB. A word of welcome to Martin Kenny, Jr., who does join the Stovin organization in its Sales Promotion department. Am amused by the dilemma in which the secretary to an Agency Account Executive does now find herself. The A.E. expects her to try out all the products he does advertise, and the young lady has no complaint over receiving a year’s supply of toothpaste! She is apprehensive just now, in that her boss has just taken out a new account for artificial dentures! Did gather this quip in the Corn Exchange.”

"A STOVIN STATION IS A PROVEN STATION!"

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION
A Critique of the Critics

One of the most essential ingredients of artistic progress is a free flow of responsible criticism. And by "artistic", we mean music and drama along with the ever more of expression, as well as television along with the other arts.

The growth of the theatrical and musical professions is due to a tremendous degree to those who have viewed their endeavors objectively from the critics' seats and then committed their findings thoughtfully and forthrightly to paper. At the late George Bernard Shaw, George Jean Nathan and a host of others have offered the-expressive arts the benefit of their wise opinions, even as editors, lawyers and other professional people achieving their purpose of serving the public with theirs.

One thing must be remembered clearly, if performers in the arts are to reap the full benefit of the guidance of the critics. It is this. "Mentions" in reviews, be they reviews of books, paintings, recitals or programs, are not "plugs," in which the writer has been bribed, zoned or otherwise bamboozled by the geniuses in some publicity office, to rate a space in any reputable journal—what is to say, one sells its ads and gets its reading matter— a review has to be as the acid test as the report of fire, a political speech or a sporting rent. It has to contain interest which will attract a reasonable proportion of the audience which will be exposed to it. In the opinion of this paper, that purpose is not fulfilled in reviews which deluge an effort with ridiculous gushes of sentimental praise. Neither is it attained when smart-aleck "columnist" stabs it to death with ridicule and then continues to stab the cadaver with poisonous verbal blasts, just to use up some of the overflow from his negative and nasty vocabulary.

No artistic endeavor is worth discussion unless it has some redeeming feature, a which it may be rebuilt. None is so good that it leaves no small flaw to be made or improved. Selection of the vehicles to be discussed on this formula, and then the choice of a reviewer whose opinions on old water and who is beyond corruption produces materials which will serve not one but three purposes. It will supply the paper with material worth printing; it will furnish an "art" and its "artists" with a guide-post for future progress; it will interest the paper's readers.

Publishers who persist in permitting their writers to continue in an unprofitable practice of saying anything they wish about broadcasting as long as it is bad, are simply using their editorial columns to snipe at and if possible disparage and discredit a competitor in the field of advertising. On the other hand, those who make space available for the intelligent criticism of the activities of Canadian talent, will not only gain the approval of their readers, but will also be contributing as greatly to our national culture as the artists and performers themselves.

Dr. Smith Is So Wrong

The president of the University of Toronto, Dr. Sidney Smith, told his new crop of students the other day that there are not enough "characters" in Canada. But Dr. Smith is so wrong. Canada has all the "characters" she needs. The lack rather is for people on the employer level to shake themselves out of the mental cliches in which they stagnate, and give a little recognition to people who would like to try such experiments as eating dessert first and meat after; going to business in a scarlet shirt; only wearing their hats when ascending in elevators; or flattering horse radish with strawberry sundae.

Dr. Smith pointed out that "every day we are adored, through pictures, print and propaganda, to pursue the same goals, admire the same people, enjoy the same pastimes, wear the same clothes and think the same thoughts. There are hundreds of clubs and societies—political, social, professional, industrial and even cultural—which tend to submerge the individual in the tide of conventional mediocrity," he went on, and thus far we agree with him. But then he added: "The most valuable member of society is the man or woman who has the capacity for dissent, who sets up a resistance to mass movements and mass ideas!" While admitting his importance, we contend he is only the second most valuable member of society. The signs read "Screwballs need not apply!"

If there was room for originality anywhere it would surely be in the business of broadcasting, where audiences wait eagerly to be impressed with something refreshingly new and different, a blessed relief from the tired old bromides they have been listening to over the radio for decades and are now beginning to look at on the television. Or do they?

The same Sunday (and other evening) comedians have been selling the same goods to the same people over the same radio stations since radio began. When one sponsor drops out, another is willing and eager to hitch his wagon to the same old jokes, and every means of measuring audience indicates that the same people are sitting in their living rooms listening and pounding on the doors of their drug, grocery and other stores for the goods they are plugging. So what happens? Intelligent educators, culture committees, government commissions, yes and even entertainers, good ones, set out to see if they can stem the tide and get a little recognition for something different, and end up listening to each other.

Dr. Smith is so wrong and yet he is so right. Canada needs "characters," "screwballs" or what have you, like nobody's business. But screwballs need screwballs to talk to. Where are they among the 14,000,000 people who think politicians should follow the middle-course, grey suits are the best suits, and carrots and peas are favorite vegetables?

Somebody has to instil in our future citizens while they are still young, a preference for caviar oven corn flakes and a desire to try out the church across the road instead of the one their parents attended. Then, Dr. Smith, your admonition to your charges to be "characters" will make sense. Until that time comes, the caviar will rot in the ice box, and dust will gather on the pews of the church around the corner. But don't give up, sir. You're on the right track.
In an effort to promote their Record Department Hartney's of Montreal started using "Western Swing" with Gord. Sinclair as Emcee. IN ONE YEAR THEY HAD TRIPLED THEIR RECORDING SALES AND FOUND AN APPRECIABLE INCREASE IN ALL OTHER DEPARTMENTS!!! Needless to say, Hartney's "Western Swing" is still going strong! Join the swing to Canada's First station for PROVEN RESULTS... Results your Cash Register will tell you about!

CANADA'S FIRST STATION

NOT BIG! BUT BUSTLING!

The CKBI market is not big, but the activity is terrific. It is a "4-F" market drawing a year-round income from Farming, Fishing, Forests and Furs — to say nothing of the vast uranium development that has caused so much comment throughout the world.

ADD THE CKBI MARKET TO YOUR NEXT CAMPAIGN.

CKBI
PRINCE ALBERT - SASKATCHEWAN
5000 WATTS

Books
PASSKEY FOR TV PLANNERS
You can get away with anything in television. And if you can't you shouldn't be in it.

At least that's the impression given by a very interesting and slightly technical volume published not long ago and written by Robert J. Wade. He was with NBC-TV, the man charged with a great deal of the overall responsibility for seeing that things look like they ain't or vice versa.

To be precise, Wade, who wrote the book, was executive coordinator of production development, the ultimate fate of a brilliant art director after ten years in any network. So Designing For TV is as much a ten-year history of TV scenic art as it is a TV artist's handbook, producer's guide, and agency man's passkey out of the cellar of bewilderment. (Now Wade is designer and TV production consultant with the P. J. Rotundo Construction Company of New York). A couple of years ago Wade wrote a little book on television scenery which NBC adopted as its official staging service handbook for personnel. The first and only printing sold out in short order. But now, Operation Backstage has become a good part of Designing For TV: it can be assumed it will experience a fair demand also.

Wade appears to be a man of parts. And almost each part is right after the heart of men somewhere in the advertising business struggling with TV. He's an artist who can talk about abstract, impressionistic and constructivist to the satisfaction of another artist or realism and stylized design to please anyone who can't afford to leave any doubt about anything, or economy, to interest everybody.

Scenery and set design obviously will always play one of the most vital parts in the evolution of television, whether it be towards simplicity (the logical choice) or complexity, whether in color or black-and-white. It offers far more room for experimentation than does the actor, the only other element, excluding the camera. But before most of those in the budding Canadian TV industry start wondering where we go from here, they have to worry about how to get caught up to here. In 200 pages Wade offers a comprehensive shortcut.

Deep, intent thinking which usually finds expression in the classical exclamation: "Boy! There's more to television than meets the eye!" should bring from a graduate of the Wade School nothing but derision. Because this author can demonstrate how to do almost as much with nothing as a TV transmitter does. Some things take infinitely more paint and paper mache. It helps to have imagination and a budget.

There are about 200 sketches and photos in this book. One of the most important, along with the accompanying notes: a TV color-gray response chart for the image orthicon camera, which provides a partial answer to one of the medium's greatest dilemmas. The pictures provide some stimulating material for constructive dreaming. And if you're a little short on ingenuity, there are ideas here that can be stolen for years.

Tell Us Another
To sell the Switzer Planing Mills Ltd. of Orillia a nice lot of spot announcements was really simple: we just waited until the mill burned down. Didn't seem so funny at the time — 7 years ago that was — but it's funny now.

You see, Switzer just couldn't figure how radio could sell supplies to building contractors. Neither could we. But when his mill burned down and we put it at the top of our newscasts, Switzer found out that we were able to tell more people that he was temporarily out of business than had ever known he was in business.

When the smoke cleared away he bought a series of spots, three a week, for six months. When that ran out he jumped to six a week on a "trial" basis.

Frankly, we can't figure it out. But if the sentence for arson wasn't so stiff you can bet there'd be a lot more hot times in this old town these nights. However, in our own way we're still kindling a few blazes under many sponsor's sales efforts. For details, consult Firebug Stovin.

CFOR
ORILLIA, ONT.
1000 Watts — Dominion Supp.

KITCHENER-WATERLOO
Continuously Keeps Customers Radio-Active
CKCR
FOR FACTS ASK OMER RENAUD
Toronto • Montreal

www.americanradiohistory.com
News

Special Events

"Special events expenses — $65.00" — that's how the swindle sheet read. It didn't look like a story, but this is what actually happened.

When CKWX listeners heard a half-hour actuality the other evening of the Canadian army's Exercise Buffels 4, which took place at Wainwright, Alta., August 22-29, what lay ahead was a conglomeration of tape recordings made on the spot over five pretty arduous days by Program Manager John Ansell and News Editor Earle MacLeod. A CJCA newsmen, Frank Hutton, was on deck too, phoning in reports to Edmonton each evening in time for the ten o'clock news. But this story concerns the CKWX team.

As far as John and Earle are concerned, the five-day safari should have been named Operations Mud and Mosquito. They left from Vancouver airport the morning of Monday, August 24 on the RCAF's scheduled flight to Tokyo. They landed in Edmonton three hours later in the middle of a torrential rain storm which was to stay with them right through the piece. Next morning they arrived at Wainwright, after battling the mud and other obstructions which caused them to spend six hours on the 136 mile drive.

On their arrival at the base of operations, they were issued with army "bush uniforms", including knee-high rubber boots. Other equipment included a liberal supply of liquid which looked like gin, smelled like Hell and functioned, or was supposed to, as a mosquito repellent. At this writing, the faces of both these men have reassumed their normal shapes.

The actual assignment was to bring back material (or a half hour on-the-spot broadcast. The army, from humble Volkes down, was anxious to help. Due to the weather and the fact that the Exercise was spread over a three hundred square mile terrain, staff cars and station wagons were out of the question. So three-quarter-ton four-wheel-drive army trucks were placed at their disposal.

As army observation aircraft, with pilots standing by to take them aloft for plane-eye views. Before it was ever, they had taped nearly four hours of sound for their thirty-minute broadcast, sound varying from the thundering boom of heavy artillery fire to the troops' colorful comments on the weather.

The CKWX boys attached themselves to each side of the manoeuvring forces. To record a bit of the main engagement, John had to make his way a distance of half a mile through knee-deep mud. When the neutral vehicle in which he was riding bogged down right down, it fell to his lot to clamber out to unhook the winch, because his fellow-travellers, an umpire—major and his driver, were without rubber boots. Leaving the others in the shelter of the car, John scaled an eight-foot barb wire fence, to get at a tree, to which to anchor the cable, which was to pull the heap out of the mud. After two unsuccessful tries, punctuated with encouraging words from the major and more vividly colorful phrases of his own, he made it, just in time to set up the equipment to record the attack. * * *

Earle with "the enemy", had his fun too, in the shape of a six-mile walk through a combination of mud

(Continued on page 8)
You are invited to use our new facilities...

One of three modern units installed in the well-equipped cafeteria of the new CJCH building in Halifax.

Before you get the idea we're throwing hundred dollar bills out the window, just bear in mind that our managing director gave up smoking cigars because he couldn't stand the smell of burning flesh. The cafeteria will keep the staff on location and the five cent charge will show a small profit of four cents.

SO WHAT?

Halifax people aren't going to listen to the gurgling of our coffee makers.

But Halifax people, county and city, Nova Scotia people to the north, east and west in tens of thousands of homes do, and will continue to listen to CJCH programs.

We don't need to claim coverage from Rejkavik to Richibucto in order to build a worthwhile market. Practically under CJCH towers, about a fourth of all Maritime business is transacted.

Are you getting your share?

We'll keep the customers listening, the coffee boiling, the chesterfield dusted, the facilities functioning and the interest paid up, so you can get off to a fast start when you complete your plans to use... .

REPS:
PAUL MULVYHILL
TORONTO
and
MONTREAL

the pay station in Halifax

THE TWO CKWX ROVING NEWSMEN. John Ansell (left) and Earle MacLeod (right) are seen above interviewing the army officers who pilot the light aircraft in the background, artillery fire. The scene is Wainwright Military Camp, Alberta, during the exercise known as Operation Buffalo. The officers are Lt. Tug Watch of Bumps Dancy, RCASC.

(Continued from page 7) and underbrush. He was just getting his recording gear stowed away after the engagement was apparently at an end, when some bright character decided to stage a completely unheared and unexpected counter-attack. According to his own version, Earle saw the attacking army converging on him with such realism that he said: "To hell with the equipment" and proceeded to do the traditional take-off "at a terrific speed in all directions." The fact that Earle got back to base completely with the equipment and the tapes he had made, in spite of his flight, has not been explained.

The journey back to Vancouver was uneventful, except for the fact that it was made three miles up in the air, with smoking and talking taboo and oxygen masks a must. Next morning John was back in his office shuffling announcers' schedules as usual. Earle was at the News Desk, rewriting a report of yesterday's garden party of the Ladies' Aid. Never a dull moment!

Reps

PLAN CO-OP SALES PRESENTATION

Toronto — Members of the Radio Station Representatives Association will pool their resources to prepare a general sales presentation on radio, it was decided during a regular meeting here late last month. A format for the presentation was not decided, but each rep firm will prepare one incorporating its ideas, and from them the preferred segments will be chosen for the final production.

Presentations on film, recording (with and without visual aids) and in printed form were all considered.

Members at the meeting came to the conclusion that radio still needs a lot of selling. They were alarmed that a number of advertisers who have never used radio are piling into television, apparently because of the new medium's glamour, they said.

It was pointed out that a major problem in the preparation of the contemplated project to sell the radio medium will be getting actual sales success stories from stations, advertisers and agencies.

The reps expressed concern during the meeting over the growing practice of "blanket contracts" and "forbid business". It was explained that the former is a contract covering all kinds of advertising placed by a company during a 12-month period, while the latter type can be cancelled on a moment's notice.

It was said that both systems "have plagued the U.S. broadcasting industry" and therefore should be stopped here. Besides being a bookkeeping headache, blanket contracts can be interpreted so that the advertiser receives greater protection in the case of a rate increase than is normal; sometimes up to seventeen months. It was felt that cancellation in the case of till forbid business upsets stations' schedules unnecessarily.

Most business placed under these two systems is for spot announcements and flashes, it was noted.

CFCO goes over the top again

More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: 76,950 homes
1/2 hr. program class "B" lowest discount. 10c per M. radio homes

Total Nighttime Audience: 43,530 homes
1/4 hr. program class "A" lowest discount. 31c per M. radio homes

BRM STUDY NO. 5

CFCO—630 Kcs—Chatham
October 7th, 1953

**Television**

**Mechanical Prompter**

Toronto — A device which considerably cuts costs of dramatic programs and commercials for television, it is said, by reducing memorization to a minimum, is being promoted in Canada by S. W. Caldwell Limited. This announcement was made here last week by company president Spence Caldwell during a special demonstration for agency and CBC-TV personnel of what is known as Teleprompter.

In use for under two years in the U.S., where it is now standard equipment on a number of shows, including all productions for General Motors and Procter & Gamble, Teleprompter has been designed to provide unobtrusive assistance to anyone who must appear to be speaking at length extemporaneously. It was pointed out that besides benefitting actors and television announcers, it can be used by public speakers and demonstrators.

Here's how it works: from the original script a Teletypewriter is typed on an electric typewriter with characters about a half-inch high. If more than one unit is to be used, a carbon copy is made for each extra machine. In the large model, scrolls are fastened to as many as four motor-controlled, electronic drums and, when operated from a master control box, unroll as the speaker or actor talks. All units are automatically synchronized. With the smaller model, units can be added indefinitely.

Units about a foot square — smaller than those available for the demonstration — can be fastened beneath or above a TV or film camera for reading by the announcer in such things as commercials. The large model can also be used on TV cameras. It is claimed an announcer can read from the scroll without his eyes betraying him after about two hours of practice. In the case of dramas, the large units are placed at strategic points about the sets.

**Big Four Bans TV**

Toronto — The Inter-Provincial Rugby-Football Union decided to keep all of its Big Four football games off television here late last month despite reportedly high offers in television rights by the prospective sponsor, Imperial Tobacco Company Ltd. (See also Sept. 16th issue). This ban does not include the two-game IRFU playoff series, the Eastern Canada playoff game or the Grey Cup, all of which come under the Canadian Rugby Union.

However Imperial Tobacco and CBC-TV officials made rush arrangements to fill in the holes in their two-month football schedule and announced that televised versions of games in the U.S. professional league would be imported. These, between the Chicago Cardinals and Washington Redskins, was carried late last month.

The same sponsor, with commercials for Sweet Caporal cigarettes, is also backing telecasts of four games in the Intercollegiate loop, the first two of which have already been aired. Tentative plans call for televising of the ORFU playoff game on November 15th.

**When it's RADIO... in Canada's 3rd market!**

**Look to the leader**

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

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

**Look to the FACTS — LOOK to the LEADER**

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

<table>
<thead>
<tr>
<th>Summary of Distribution of Audience (By Total Years—9 a.m. - 10 p.m.)</th>
<th>Station</th>
<th>Station</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKWX</td>
<td>1947</td>
<td>14.2</td>
<td>18.0</td>
</tr>
<tr>
<td></td>
<td>1948</td>
<td>14.5</td>
<td>16.9</td>
</tr>
<tr>
<td></td>
<td>1949</td>
<td>15.8</td>
<td>19.0</td>
</tr>
<tr>
<td></td>
<td>1950</td>
<td>16.1</td>
<td>21.7</td>
</tr>
<tr>
<td></td>
<td>1951</td>
<td>15.5</td>
<td>20.9</td>
</tr>
<tr>
<td></td>
<td>1952</td>
<td>16.0</td>
<td>22.5</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>15.4</td>
<td>19.8</td>
<td>23.6</td>
</tr>
</tbody>
</table>

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.

Reps: All Canada Radio Facilities Weed & Company

---

**CKL D—Thetford Mines**

(Cheticamp County P.Q.)

CKLD serves the region in which are the largest asbestos mines in the world. Since 1948 they have produced over $42 million yearly — have over 4000 employees — work in shifts 24 hours a day — have an average pay of $1.15 an hour. There is a population in our trading area of 150,000. Retail Sales (1951 Estimates) were $55, 240,000. Reach this prosperous area — in French — over CKLD.

**Quebec No. 2 Market**

**MANUFACTURER**

**FISHERMAN**

**Farmer**

This portion of French-Speaking Quebec, with its tremendous developments of natural resources, power and industry is Canada's fastest-growing market.

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

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

**CKL D—Thetford Mines**

(Cheticamp County P.Q.)

CKLD serves the region in which are the largest asbestos mines in the world. Since 1948 they have produced over $42 million yearly — have over 4000 employees — work in shifts 24 hours a day — have an average pay of $1.15 an hour. There is a population in our trading area of 150,000. Retail Sales (1951 Estimates) were $55, 240,000. Reach this prosperous area — in French — over CKLD.

**Quebec No. 2 Market**

**MANUFACTURER**

**FISHERMAN**

**Farmer**

This portion of French-Speaking Quebec, with its tremendous developments of natural resources, power and industry is Canada's fastest-growing market.

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

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

**C BK — 1hird Tual Spotiht Statio**

**QUEBEC NO. 2 MARKET**

**CHRC GNP 1000 WATTS CHLT SHERBROOKE 1000 WATTS CKBL MONTREAL 1000 WATTS**

**CHNC 5000 WATTS CKVM YVLE 5000 WATTS CKLD MONTREAL 5000 WATTS**

**CKRS Huntsville 500 WATTS CKBX Coleby 500 WATTS**

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

**Jos. A. Hardy & Co. Ltd.**

Radio Station Representatives:

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

www.americanradiohistory.com
Music
Lois Marshall in Canadian Concert

New York — Lois Marshall and Noel Brunet are to be the two Canadian soloists to be heard during the concert of Canadian music broadcast over continent-wide networks on October 16th from Carnegie Hall. Leopold Stokowski, who will conduct, announced the selection of soprano Lois Marshall and violinist Brunet last week.

Earlier Stokowski announced the decision of the program selection committee which chose the following compositions: Two Mystic Songs from John Donne by Toronto compos- er Godfrey Ridout, which will be sung by Miss Marshall; Alexander Brett's Violin Concerto, in which Brunet will perform; Healey Willan's Coronation Suite, including the 200 voice Westminster College Choir of Princeton; Colin McPhee's Tabuh Tabuhan; Pierre Mercure's Pantomime; and Francois Morel's Antiphon. Another Canadian selection was Guernica, by Clermont Pepin, but it had to be cancelled when the vocal selections were included.

The concert is being sponsored by Broadcast Music Incorporated and BMI Canada Ltd., with the Canadian Association of Broadcasters, CBC and Canada Foundation co-operating and is to be carried on the CBS radio network, CBC's Trans-Canada, and a number of privately-owned Canadian stations not normally on this network. The idea for it was originally presented to the Western Association of Broadcasters at their convention last fall by BMI president Carl Haverlin. A concert steering committee was formed including: Ken Soble, president of CHMI, Hamilton; Edward Johnson, former general manager of the Metropolis Opera; Walter Blackburn, president of CFPL; Bob Burton, general manager of BMI; Russell Sanjek, BMI's director of projects; Ralph Foster of Warner Brothers; and E. R. Bellemare of the Canadian Con- sulate in the U.S.

It is expected the concert will be- come an annual affair. It is under- stood that some of the music performed at this one will be recorded for general sale.

Late last week over half of the available boxes in Carnegie Hall had been sold for the concert. One station CFRU, Kénora, bought one and is making the eight seats available to promising and deserving local music students. Other stations are following similar plans.

Although entire costs of the concert have been underwritten by BMI, all profits will be given to the Canada Foundation.

Two Hits In Week
Local Writer's Record

Toronto — A year ago Whitey Hains was a late-evening disc-jockey on CKCW, Moncton, who liked knocking off a song or two whenever inclined. Today he is manager of the office here of Capitol Records, and is sitting back watching two of his songs gather dust—one under the Decca label and the other on Victor.

It was less than twelve months ago that Whitey got together with a CKCW pianist and wrote the ballad, Would It Be Wrong. BMI Canada Limited signed for the song and its general professional manager in New York, Jack Perry, got Decca Records to take it. It has now been recorded by Guy Lombardo and His Royal Canadians.

This wasn't exactly a new experi- ence for Whitey. He has been having his tunes sold by various outfits in Tin Pan Alley for years, and his name is on such labels as Peer Inter- national, Irving Caesar and Mills Music.

It was an event for Whitey, how- ever, to have two recordings of his music released in the same week—last week. One was Would It Be Wrong, followed immediately by Isle of Campobello on RCA Victor records in Canada. Clarence Charters was co- writer with Hains on this latter number.
525,000 people in CJCA's trading area give you a lucrative market.

70,000 farmers

132,000 housewives

120,000 children

83,000 teen-agers

35,000 business girls

43,000 business men

20,000 laborers

15,000 industrial employees

* An all-Canada station

CJCA's average daytime share of audience is 63% (1952)

(Sanford Evans' 1952 occupation estimates)
CKCH
With a potential listening audience of over 400,000 French speaking people is celebrating its 20th Anniversary.

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

CKCH
HULL and OTTAWA

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

CHNS
The BUSIEST Station in Halifax!
And here's why... .
2. A Broadcasting House designed for radio and radio only, including first rate studio facilities.
3. An adequate staff of trained personnel in all departments. A staff able to undertake whatever type of radio production you may require.

So you see, for effective coverage, for effective production, for effective publicity, CHNS is your MUST buy in Halifax.

THE VOICE OF HALIFAX
THE CHOICE OF HALIFAX

Contact the All CANADA MAN in Canada, or Weed & Co. in the U.S.A.

People

CBC PROMOTES BOYLE AND MCGALL

Harry Boyle

Toronto — Harry Boyle has been named director of programs for the Canadian Broadcasting Corporation in Ontario, including both radio and TV. Bob McCall has been appointed director of radio in Toronto where he will have charge of CBL and CJBC. These announcements were made last month by the CBC director for Ontario, Ira Dilworth.

Boyle has been program director of the CBC's Trans-Canada network for the past eight years, and with the Corporation since 1942. At 38 he is a well-known play and story writer; several of his successful plays have been aired in various Stage series. He started in radio in 1935 at CKNX, Wingham.

Former manager of CJBC, McGall has been with the CBC since 1946, starting as a producer. He was a professional musician for 12 years.

At the same time two other promotions were announced. H. Z. Palmer, former assistant director of Trans-Canada network programs, becomes supervisor of program presentation at Toronto; while W. K. Moyer, former assistant to the general supervisor of programs, becomes assistant to Dilworth.

JOINS CALDWELL

Toronto — Richard Hill has joined S. W. Caldwell Ltd. here as co-ordinator of commercial television production. Formerly with the CBC, where he worked on all phases of TV production both at Alexandra Palace and Lime Grove studios, Hill spent some time working with a mobile unit originating remote telecasts from all parts of England.

Last June his children's series of TV programs, titled Widge, was aired by the BBC. In 1951, Hill was awarded a travelling bursary to Italy by the University of London and during his European trip he made a detailed study of the French Television System.

An Australian by birth, Hill is a graduate of the University of Sydney. • • •

FORGET JOINS V & B

Montreal — Florent Forget, program director of CBFT, has left the CBC and has joined the Montreal office of Vickers & Benson Ltd. as radio and TV director. It was learned here last week. He is being succeeded by Fernand Guérard.

Forget had been associated with the CBC for over ten years and took over as program director of the Montreal TV outlet when it went on the air over a year ago.

AN OKANAGAN PEACH is Lynn Acock, staff writer with CJIB, Vernon. Or so the judges thought when they gave her the crown in the Miss PNE competition during the Pacific National Exhibition, held recently in Vancouver. The 17-year-old CJIB staffer took the title against fourteen other competitors, but it took a lot of coaxing on the part of CJIB manager Gil Seabrook to get her to enter the contest. Besides many incidental gifts, Lynn received $1,000 and a place in the Miss Canada contest next year. This makes her the third noted beauty to be discovered in the Okanagan Valley recently: Penticton supplied Miss PNE last year; the current Miss Canada comes from Kelowna.

by EVERY Survey

(ELLIOTT-HAYNES - PENN MCLvor)

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 I (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.

COLLINS SPEECH INPUT EQUIPMENT

provides

- convenience of operation
- maximum versatility
- simplicity of installation

Call or write
the cae office
nearest you.

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.

Canadian Aviation Electronics Ltd.

MONTREAL
8250 St. Lawrence Blvd.
Tel.: VEndome 6211

TORONTO
201 Spadina Ave.
Tel.: EMpire 4-7961

WINNIPEG
387 Sutherland Ave.
Tel.: S22-327

VANCOUVER
201 Cambie Ave.
Tel.: FAirmount 1111

www.americanradiohistory.com
For still greater service to you in Radio and TV...

All Caldwell operations are now consolidated at 447 Jarvis Street
Established divisions enlarged
New divisions added

Radio Division
Canadian talent programs: Live-tape and voice-track Syndicated programs — new productions from U.S., U.K., and Commonwealth producers Writing Services Music Libraries Special Features and Jingles

Sound Engineering Division
Professional studio recording on tape Duplicating services: choice of Stancil Hoffman, Ampex Magnecorder; editing and splicing Sound-on-Film (single or double system) Airchecks Studios with standard and optional accessories

Equipment Sales Division
Stancil-Hoffman tape recorders (studio and portable) Califone Portable Playbacks and Sound Systems “CineSalesman” — For TV film auditioning — “See the show as the viewer sees it” Standard Super Sound Effects “Scotch” magnetic tape Mood music for TV and film

Studio and Rehearsal Facilities

"It's easy to do business with Caldwell"

BIG RADIO NEWS!

Procter and Gamble have switched ALL their radio shows from the 4 station Newfoundland network to CJON...

Including:

"Road of Life"  -  "Perry Mason"  
"Young Dr. Malone"  

CJON LTD.

447 Jarvis Street, Toronto 5, Ont.
Kingsdale 2103

HIGHEST RATING — MORNING - NOON AND NIGHT

Programs

Clinic Hears Remedies for Radio

By Tom Briggs

Toronto — A one-day open season on radio programming was declared here last week as eight speakers blasted away with both barrels at everything from announcers to singing commercials during the 11th BMI Canada Ltd., program clinic last week. Joining in the slaughter were 160 staffers from stations all over Ontario and Montreal, and local agencies and reps, who didn't stop fixing questions until sundown.

This clinic and ten others in this country during the past two years have been sponsored jointly by Broadcast Music Incorporated and the particular broadcasters' regional association concerned, in this case, Central Canada Broadcasters Association. The Toronto meet broke all attendance records.

Ramsay Lees, radio director of Ruthrauff & Ryan Inc. in Canada and the clinic's first speaker, sadly said that in programming even the singing commercial isn't what it used to be. There are now too many "experts" in the singing commercial and jingle field, Lees complained. The result is that they are over-written, over-arranged and over-produced.

Then he recalled the good old days — an era when jingles for Fleischman's Yeast and Hoover vacuum cleaners were the latest in haunting melodies — and singing commercials paid off at the cash register. "(Do you know how much yeast it takes to sponsor Rudy Vallee?" he asked). He believes that "pretty" jingles don't sell merchandise as well as short, punchy, jarring ones.

Getting back closer to his subject, "The Agency Buys A Spot", Lees said that to some a spot announcement "is the longest distance between two programs", but to broadcasters and sponsors they are the key to low-cost radio and blanket coverage. The spot announcement "is the leach of the broadcasting industry", he said, but it is essential.

Lees urged everyone on stations' staffs to take a greater interest in what goes out over the air. The result would not only be better programming generally, but he felt that a lot of stupid errors, which make radio sound amateurish, could be avoided.

Radio programming has been going nowhere in the last 20 years, but instead of indicting their own lack of progressiveness, radio men have used TV as the scapegoat. This was the complaint of Murray Arnold, program director of WIP, Philadelphia, a station which has been operating with TV competition for the past 12 years, latterly in the face of 90 per cent TV saturation. He criticized radio for its "stale program features that create a void" which is promptly invaded by television where it is available.

Arnold exemplified the remedy for sound broadcasting's lethargic state by revealing the WIP plan for injecting new life into such simple things as station breaks which elsewhere "have been the same for 30 years." He said at times they take the form of capsule newscasts, called "These Are The Headlines", and maybe including an announcement about a future feature program. At other times they are public service announcements aiding organizations like Red Cross or Boy Scouts, safety campaigns or income tax return announcements.

These announcements, Arnold said, are done by everybody and anybody; visiting celebrities are asked to record announcements for future use; prominent local citizens often do the appeals for local institutions and organizations; and a disc-jockey's youngster is used to advertise his father's show. The voices of persons brought into prominence by new items with a local aspect are often aired on station breaks, and these always are slated to call attention to the station or a program.

All these things "add something fresh to our tons", Arnold pointed out. He declared that the old "music, news and sports" formula isn't all radio can do well. He said WIP recently undertook to air a program called "Mystery Playhouse" at the supposedly poor time of 10:30 p.m. It consisted of the mystery show chosen as the best from various program sources. Soon after it began the station held a contest in which a prize was offered for the best written comment on the program. A thousand letters were received, most of which stated the program was "a listening necessity."

Announcers also came within Arnold's subject, "Programming Elvis and Tweebs". "Radio," he said, "can
The Voice of the Eastern Townships

CHLT & CKTS, Sherbrooke, P.Q.
The latest figures in Sales Management's 1953 Survey of Buying Power show Sherbrooke and district to be growing in importance as a market. Per family income is $1,130.00 — a very high figure. Their "Quality of Market Index" shows Sherbrooke as 164 — again a very high figure. To reach this prosperous area, keep your sales message, use CHLT (French) and CKTS (English).

Representatives:

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

The GRAY "Viscous-Damped" 108-B Tone Arm
The entirely new suspension principle of the GRAY 108-B makes it hug the grooves... prevents stylus skidding on worn records... eliminates jumping caused by floor vibrations... prevents any possibility of record damage if the arm is dropped.

Model 603
The Newest GRAY Equalizer for GE or PICKERING
By means of a convenient control, the same frequency response is instantaneously available for professional GE or PICKERING cartridges.

Five Control Positions:
Position No. 1 is for records without high-frequency pre-emphasis.
Position No. 2 provides moderate roll-off for such records.
Position No. 3 is for recordings made in accordance with NAB standards.
Positions No. 4 and No. 5 have roll-off to reduce noise from worn records.

For further details write:
MCCURDY RADIO INDUSTRIES LIMITED
74 YORK STREET
TORONTO

Look At These FIRSTS!

First radio station in the Maritimes — established in 1923.
First among New Brunswick radio stations in Elliott-Haynes program rating reports, both city and six-centre surveys.
First radio station in number of New Brunswick radio homes by latest B.B.M. report.
CFNB is your best advertising buy in New Brunswick by any standard.

New Brunswick's Most Listened-to Station

CFNB

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

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

The Voice of the Eastern Townships
CFQC International Inter Club TROPHY

4 man teams from Saskatchewan's major golf clubs competed for this CFQC TROPHY. At the end of three rounds, played on various courses, CFQC presented this cup and individual prizes to the winners at a dinner held in their honour.

Just another example of how CFQC keeps in the public eye

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

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

Programs

(Continued from page 13)
tween $200 and $1,000 per year. He maintained that if half of this sum was invested in training programs, stations would not only be that much better off, but would also avoid the loss of audience occasioned by poorly-trained announcers.

There are still good people wanting to get into the industry," Thompson continued. "You may have to look for them, but they are there. Just remember that we have to find them and train them. And they are worth it. It is far more economical to train a good man and have him ready than to go through a series of bad street corner bargains."

He said: "The golden era of giving the listener anything that's handy is over. It just isn't good enough today." Announcers are a "station's personality and reputation" and broadcasters owe their listeners a better deal than they have been giving them.

Thompson asked the broadcasters: "Isn't it true that you don't really know where your next announcer is coming from?" He noted there are "still a few stations which keep a training program in operation. (CF-CF is one of them; it maintains a course at McGill University). But there are very few places in Canada where announcing training is offered. The sad part of it all is this: every time you haul a youngster off the street and put him to work you are inflicting another misfit on the whole industry. After you fire the kid, he drifts from station to station. He never gets any better; no one ever tries to salvage him; but he poses as a radio man and looses his gross lack of training and know-how on the suffering audience from coast to coast."

Thompson claimed that radio announcing as a profession, "has slipped a good 30 per cent in the past ten years." In comparison with former years, Thompson found the announcer of today sadly lacking. "The top announcers ten years ago were working ten or twelve hours a day, seven days a week, 51 weeks of the year, at an average of something under $1500 a month," he said. "They created their own shows, wrote their own scripts, did their own operating, selected their own music, conducted tours of the studios, answered the phone, and they were so wrapped up in the profession that they usually spent any spare time talking shop or listening to other stations... They were radio men."

For the would-be "big time" announcer, Thompson had this advice: "Have something to say; always know what you're talking about and if you don't understand it, don't say it. Say it in a language and manner that will register with the people you want to reach. Be sincere in your approach; you must let it be known that you want to talk to these people."

"The possibility of Canadian broad- casters participating in the use of the U.S. Broadcast Advertising Bureau material and sales aids is open to discussion," announced William B. Ryan, head of BAB and the clinic's luncheon speaker. Ryan made the announcement at the end of a speech which dealt mainly with the work of the BAB in compiling statistics and analyzing the results of research, which by radio undertakers to provide a realistic picture of radio in the face of TV competition.

A few of the little-known facts un- eaten, included: there are now twice as many multiple-set radio homes in the U.S. as single-set homes; half of radio-TV homes have extra radios; more than two-thirds of all radios are outside the livingroom, with bedrooms and kitchens favored in that order. Ryan noted also that 84 per cent of all new cars are factory-equipped with radios, while 75 cent of all cars on the road have radios.

Ryan counselled the broadcasters to stop talking about such vague things as "radio's universal coverage"; instead stress its specific audiences. In this connection he revealed that frequent studies have shown that few people get an advertising impact concerning one product from both newspapers and radio. Ninety per cent of them are influenced either by radio or newspaper, only about ten per cent are susceptible to exposure to both. He recommended therefore that radio be sold on the basis of its exclusive coverage.

Taking another tack, Ryan empha- sized that radio be sold on the basis of potential coverage and not estimated on actual audience "ratings." He admitted that there are "the lowest common denominator among stations."

The retailer, Ryan thinks, is an impor- tant link in the marketing chain and is beginning to affect advertising on the national level as well as the local. The retailer used to be content to let the manufacturer worry about advertising and more often than not he didn't know how much advertising was behind a product in his area.

We have so many different scripts available now, that half the time we can't remember them all ourselves.

Small wonder if you don't know about some of them.

Drop us a line, and we'll send you a list of shows available. Stations across the continent, on both sides of the border, have been using Dalescripts for eight years now. Frankly, this impresses us.

WALTER A. DALES
Radioscripts
907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

www.americanradiohistory.com
But now he not only welcomes products vigorously backed by advertising, but is prepared to demand advertising and to recommend specific media. Here, said Ryan, is where the local radio salesman must be prepared to sell radio firmly, and then follow through with intelligent service.

Ryan pointed out that to the average salesman, programming on a station is the important thing; to programmers, sales are the key. He reiterated earlier remarks by emphasizing that a great deal can be accomplished through imaginative programming, notably in the field of serious drama.

The Writer

The copywriter was put on a pedestal by M. Wayland Fullington, program director of WIRE, Indianapolis, who spoke to the delegates on how this station maintains a steady flow of words that keep clients happy and sell merchandise. Some of this station's copy department's output is program scripts, but the ratio of commercial announcements to program continuity is about 9 to 1, he said.

Finding writers isn't as difficult as supposed, said Fullington. "It's quite true that only a few people can write truly inspired, successful, truly effective radio copy, but the basic principles of good radio writing can be adopted by anyone who has a decent education, a way with words and the ability to touch some responsive chord in the emotional makeup of the people he is trying to reach. And this is true whether the writer is attempting to sell a service, a product or an idea," he said.

Foremost in the radio copywriter's book of rules is the necessity for his messages to carry conviction to the listener, said Fullington. "The copywriter cannot hope to convey conviction unless he too is convinced."

"We have found it very effective to expose thoroughly our copywriters and our announcers to the firms that advertise with us and to the products advertised," Fullington declared. "Our time salesmen have found it very easy to convince our advertisers that it will pay well in better advertising results if a few minutes can be given to our copywriters and announcers, and if they are permitted to visit the store, examine the product and sample it."

He went on: "The person writing the copy and the person reading it should be required to use the product or at least listen to a number of enthusiastic users expound the merits of the item, service or idea."

The WIRE writing staff consists of a senior writer, called editor or director and who carries about 40 per cent of the work load, another writer responsible for about half the writing output, and a clerk typist who does a few simple writing assignments. Special program writing is done on a fee basis and on her own time by the station's traffic manager, who is a continuity department graduate. All promotional writing comes from the promotional department.

A great believer in the conference method of organizing a station's service — "an application of agency techniques within the limits of our means and manpower" — Fullington said that the WIRE policy of having writer, announcer, salesman and, at times, top executives, working in coordination on sponsors problems has paid off.

When a typical conference begins under way, he said, "the first thing decided is the style of the commercial — will it be a straight commercial or is a combination of sound effects and dramatics to be used?" The size of the budget usually provides the answer, he said, although the type of product is often a factor.

"But the commercial's style is only part of the conference's job," he emphasized. "We have given our best thoughts to what we think will be best for our new account. But he may have other ideas. So our salesman gives us a run-down on the man who controls the advertising — tells us whether he thinks he can swing him around to our approach." Fullington also admitted: "We then confer further to see whether we need to compromise our ideas with what this man will consider the proper approach in selling his product."

Both staff writers attend each conference. "Most accounts are assigned to a single writer," he said, "but quite a few are the combined work of both writers, and we like each writer to know what the other is doing, what his problems are and how he is handling them."

The announcer is in on the conference because whenever possible we temper our writings to the man who will do the voicing. If this, if the time purchased is not in any one man's shift, we often write reading instructions on the copy or talk personally about the desired style with all the men who will read the announcements."

(Continued on page 19)
World leader in Radio...First in Television

NOW.... first with the

WAVESTACK!

the revolutionary antenna for VHF TV stations

A CANADIAN DEVELOPMENT
WITH THESE ADVANTAGES:

• supports itself
• built for any power
• can be erected to any height
• RCA Victor-engineered for all VHF TV channels
• any gain up to 19.6 in power
• extremely low power loss in transmission
• eliminates costly transmission lines
• eliminates complex coaxial distribution harnesses
• no expensive de-icing equipment needed

WRITE NOW FOR FULL INFORMATION

ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR
COMPANY, LTD.

MOST FAVORED AROUND THE WORLD IN ELECTRONICS

Halifax • Montreal • Ottawa • Toronto • Winnipeg • Calgary • Vancouver

www.americanradiohistory.com
he pointed out.

Fullington declared: "This is not a waste of time; it does not irritate our announcers; co-operation is the keynote of our operation. We never write dramatized announcements just for the sake of drama; never include sound effects just because we delight in seeing how far-fetched a tie we can create between a sound and the message we want to convey. The commercial copy we pass along to our announcers is designed for one purpose only: to sell a product, a service or an idea."

Turning again to the writer Fullington said: "Good copy and well-spoken words are important in both radio and television. But I am sure you'll agree that good copy and well-spoken words — words that have the power to move people to do what you want them to do — are more important in radio. For copy, and the words that come through radio speakers from that copy, is the only prop a radio announcer has."

News

Speaking on establishing local news coverage for a station was Bill Holm, general manager of WLPO, LaSalle, Illinois, a station which is licensed only for daylight operation.

"Local" to Holm means getting all news from within a 40-mile radius of LaSalle, approximately the station's coverage area. To do this correspondents are a necessity. He hires them in communities "wherever the business potential justifies it," he said. They are paid on a salary basis, rather than for the number of words filed or broadcast.

To prepare material for seven major newscasts daily, WLPO has two fulltime newsmen. It also has a farm news editor for three daily farm programs, and a sports editor takes care of four daily sportscasts.

Holm said that ideally every word of news should be written by the station's staff from facts gathered over the phone from city sources, also by phone from the correspondents, and the national news wires. And no news item should be aired twice without a re-write, he said, adding that WLPO attempts to come close to the ideal.

In no way are bribes offered to get news tips from the station's immediate area, declared Holm. He said that in addition to the usual, established news sources, such as police stations, listeners co-operated by phoning news tips which can be followed up by the station newsmen. He could recall no instance of an entirely false news lead having been received. He also pointed out that "local politicians are extremely co-operative to make sure they don't get misquoted"; "unions are very helpful"; but "company executives could stand to take a good public relations course."

To prove this news department pays off, Holm revealed these figures: cost — $344.50 per week; income — five times the expense.

Sparkle

The New York hall of fire that concluded the clinic was Bill Kaland, program director of WNEW. He disagreed flatly, but not categorically, with much of what had been said before, forthrightly declaring that radio should be run without rules and formulas.

He claimed WNEW had thrown the rule book out years ago; would now air anything provided it sounded "right," in itself an indefinable thing. Kaland said: "We sell one thing only, and that's sparkle!" And the only way to get sparkle "is to become ashamed of some of the things that go out over your air," he said.

He said phony to those who would ignore radio's vaunted and maligned "music and news" formula, claiming it was the most elastic program combination that could be found.

He proudly proclaimed there was probably nothing airable that WNEW hadn't broadcast: hour-long talk programs; peppy morning shows in the evening and smoother evening shows in the morning; promoted the arts with singing jingles ("You must always have a gimmick in the jingle"); and reviewed books. Radio people, he claimed, were so worried about specifics that they overlooked the concepts and their imaginative adaptation to almost any situation.
An excerpt from which they tackle any task fine station and our organization. "Relations such as their.
tured in Canada, creating a major source of employment which would help keep Canadian technicians from emigrating to the United States. His children, who moved to California, were marked as 146,000 sets, valued at $35,000,000, were produced last year, while almost as many (145,000 sets worth $58,000,000) were made in the first seven months of this year.

When last heard from, a New York drama critic, Calvin Hoffman, was waiting at Chichester, Kent, England for leave to open a 300-year-old tomb and get conclusive evidence that Shakespeare was nothing but a has-been actor and that his plays were written by an English Elizabethan dramatist, Christopher Marlowe.

Instead of belittling the teaching profession with her radio and television characterizations of Our Miss Brooks, actress Eve Arden is regarded as a champion of the profession, according to an AP story by Wayne Oliver. Interviewed in New York on her way back to Hollywood after a holiday in Europe with her actor husband, Brooks West, she expressed the belief that teachers' low salaries and equipment shortages, and other horrendous pin-pricking "prepares people for legislation that helps teachers." Another purpose behind the show besides humor is, according to its star, that of helping children to realize that teachers have their own problems outside the schools.

Teachers don't kick, she said, but often write "how true to life Osgood Conklin (Gale Gordon) is — how like our principal."

For many years, Maurice Carter sponsored a CJOA, Edmonton, daily sportscast for his General Motors dealership. Sponsorship of the program only ended when Carter sold his business. The other day, he took on a new assignment. He signed on with CJOA to deliver the sportscast he used to sponsor.

ANNOUNCER REQUIRED
By CFRN—Edmonton

Good salary, excellent facilities and staff benefits. Send detailed application, complete audition and snapshot to CFRN, Edmonton.

WANTED: for TV and Radio

We need immediately an announcer-emcee type of personality, experienced in radio, for both radio and television work. Excellent salary for a good man, plus talent fees. Apply to

Wilt Woodill, Manager

ckso
SUDBURY

WANTED—Top Announcer

This is an exceptional opportunity for the right man in a brand new station going on the air shortly. We want a man with lots of air personality—experience in DJ work. Opportunity to become Chief Announcer if qualifications satisfactory. Please rush tape and background information to: Program Director, P.O. Box 445, Kingston, Ontario. All inquiries kept confidential.

Experienced Announcer Wanted

Apply giving qualifications and sample tape to

CFQC
SASKATOON, SASK.
AM OR FM
"You're on the air to stay"

with MACHLETT TUBES

Machlett broadcast tubes are designed to serve all broadcasters—AM, FM and TV... and to provide reliable, low-cost operation at all power levels.

OVER 50 YEARS
SPECIALIZING IN TUBE MANUFACTURE EXCLUSIVELY

DOMINION SOUND EQUIPMENTS LTD.
HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

Advertising Department
DOMINION SOUND EQUIPMENTS LIMITED
4040 St. Catherine St. West, Montreal, Que.

Please forward date
DS-53-19

NAME

COMPANY

ADDRESS

CITY

NEWS on CJGX is TOPS

... Because CJGX stays on Top of the News with complete coverage of Local — District—National—and World developments.

CJGX YORKTON

Is listened to by 96.4% of the radio homes in Saskatchewan's Crop District No. 5... and the farm families in this district earn and spend millions of dollars annually.

* (Farm Cash Receipts in CJGX-Land in 1952 were $156,073,000).

Western Canada's Farm Station .... Basic Station, C.B.C. Dominion Network.


Public Relations
Ad Industry To Tell Story

Toronto — An all-media campaign aimed at telling the story of advertising to the Canadian public will get under way over radio stations next week, it was announced here last week by T. J. Allard, executive vice-president of the Canadian Association of Broadcasters. The campaign is being prepared by the Canadian Association of Advertising Agencies, backed by the Association of Canadian Advertisers. The Canadian Daily Newspapers Association is co-operating in the newspaper campaign.

Three dramatic radio programs have been prepared in varying lengths; fifteen minutes, ten minutes and five minutes. A series of spot announcements is being prepared.

Complete writing, preparation and production of these programs has been undertaken by the CAAA, which is bearing the entire cost of these phases of the project. The CABA is covering the cost of translation, processing and distribution of the programs, which will be available on records in both English and French.

In making the announcement, Allard pointed out that these programs and spot announcements have been carefully drawn so as to be supplementary to the very useful Brand Names Foundation material.

HOW THEY STAND — TV

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

CLBT    E-H Tele-ratings
Election Coverage                31.1
Wrestling                          30.8
Campbell TV Soundstage            30.3
Amateur Racing                    27.7
Feature Film                       25.3
Election Coverage                 24.5
Election Coverage                 24.4
Feature Film                       23.3
Feature Film                       22.4
Second Feature Film                22.0

WBEN-TV
The Big Payoff                    68.0
Dragnet                           65.5
Ford Theatre                      65.7
Wonderful John Acton              62.3
Television Playhouse              62.2
Place the Face                    62.0
Television Theatre                60.4
This is your Life                 59.3
Your Playmate                     59.3
Arthur Godfrey                    59.0

CBOT (not rated)

CBFT
Wrestling                          76.0
Rapports des elections federale    72.7
Heart Theatre                     72.9
Serenade for Strings              70.3
French Feature Film               79.0
French Film                       68.8
Cue for Music                     67.4
Football                          67.8
Rapports des elections federale    66.6
Au quatre coins du monde           66.7

VACATION REVERIE

The open road... the great outdoors... fishing... eating... drinking... yarning... relaxing... sleeping... and yesterday's newspaper.

CONVENTION HANGOVER

Maybe it was force of habit when the speaker waited for the flowery introduction to end, rose to his feet, cleared his throat, opened his mouth and said: "Don't mind if I do."

QUESTION BOX

What Vancouver Island Chop Suey house tries to attract trade with sweet and sour dancing girls?

FAIR EXCHANGE

Your correspondent would like to hear from someone he met during his recent travels who is currently suffering some degree of discomfort in the region of the lower denture.

ROSSIAN DEDUCTION

The people who leave their offices at 4:30 to avoid the five-o'clock traffic jam are directly responsible for the 4:30 traffic jam.

—H. L. Mencken

AUDREY STUFF

Then there was the girl who was so dumb she thought that "comic strip" was what happens Saturday nights in a nudists' camp.

PRESS-TIGE

"Girl wants board and room in private home. Non smoker, noon drinker, no"

Quoted by "Reader's Digest" from "Winnipeg Free Press."

WHEN DAY IS DONE

For a whole week I went to bed every night at 11 o'clock, and I'm still wondering what I missed.

HOME SWEET HOME

Thanks to ye staff for their devotion to duty while I was away, but did they have to be so DAMN good?
MORE AND MORE NATIONAL ADVERTISERS PROVE SELECTIVE RADIO IS CANADA'S BEST SELLER!

this fall...

SHIRRIFS LTD. — Sponsoring "What's On Wally's Mind" — 5 per week ten-minute quiz program with popular Canadian quizmaster Wally Crouter — currently heard on stations coast to coast.

Caldwell produced and packaged

KELVINATOR OF CANADA LTD. — Sponsoring "Adventures of The Scarlet Pimpernel" — half-hour adaptations of Orczy's famous novels, starring Marius Goring of "Red Shoes" movie fame. Starting Western Provinces early October — Maritimes later with other schedules to be announced.

Produced by Towers of London for NBC.

DISTRIBUTED EXCLUSIVELY IN CANADA
BY CALDWELL

Spoken commercial messages go "home" with personal impact and living immediacy. Products, services and prestige are promoted quickly through radio features with established public appeal.

RADIO ADVERTISES AND SELLS

New U.S., Commonwealth and Canadian talent productions are available exclusively through Caldwell.

THE PROGRAM YOU WANT
IN THE MARKETS YOU WANT
ON THE STATIONS YOU WANT
AT THE TIMES YOU WANT

Let's discuss availabilities and complete details

S.W. Caldwell LTD.

447 Jarvis Street Toronto 5... Kingsdale 2103
"You mean that will help me sell soap!"

Astute business men, even 25 years ago, hardly realized the selling power of radio.

Today, they all know that radio competes with any medium in delivering customers per dollar.

As an illustration, take a very popular Monday evening drama* on CFRB. This particular show has a total potential audience of 639,000 radio homes. Twenty-five years ago, who dreamed of a potential like that!

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

Are you trying to increase your sales of soap, soup, pliers or tires? Then call in a CFRB representative and let him show you how radio can be your best salesman.

Lux Radio Theatre, of course!

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

CFRB

50,000 watts 1010 K.C.

Representatives
United States
Canada

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