FIGHTING GABFEST FOR BCAB

By Dick Lewis

Vancouver. - Radio broadcasters are selling themselves down the river with the use of giveaway programs. They are cheapening the medium and leaving themselves wide open to be beaten by TV when it comes. This was the gist of a warning sounded before the B.C. Association of Broadcasters, who met here February 4-5, by Peter Downs, vice-president in charge of the B.C. office of Cockfield Brown & Co. Ltd.

Speaking in a quiet, matter-of-fact way, and recognizing the fact that broadcasting is a business and has to be made to pay, Downs fired his opening shot with: "If any of you broadcasters are kidding yourselves that you are making happy sponsors out of the giveaway, you better take another look at yourselves, and the serious situation you are creating."

Pointing out that sponsors, who are using segments of Casino and Fiesta type programs, are only "buying a temporary market advantage," Downs went on to say, "I don't think it's sound or smart selling on the part of a basic medium like radio."

Next he explained the problems created by this type of program with an illustration. He pointed out that mail increases in volume as a jack-pot grows in value. Then, when it pays off, the mail drops for a while. He explained that clients become troublesome when the mail fluctuates in this way. This, he considered bad business for everyone concerned. Downs blamed lack of creative program development for the unfortunate trend. "I have never heard so much praise for CBC programs as I have in the past six to nine months," he said, urging the private stations to start thinking along similar lines. "Why don't you go out and ask the people what they want to hear?"

Developing his thoughts along the lines of creative programs, he said that idea only came because "someone sits down and thinks," and there is not enough thinking going on. "The 10:50 news sounds just like the 11:00 news," he said. "We're afraid to say 'this is a little better and it's going to cost you a little more money.' We're selling radio down instead of up."

He went on to advocate that they sit down and develop some programs of a little higher level that will cause every listener to face the fact that "when TV comes, radio goes down." He went on to qualify this statement with: "The man who is doing fine in radio in spite of TV is the man who is doing a little creative thinking about his station and thing is, you'll have to sit down and T-H-I-N-K."

Television means curtains for the networks, according to retiring president and president-elect Bill Rea of CKNW, New Westminster. "This is the year when we are going to have to face TV," he said. Pointing out that there are now 15,000 television sets in Vancouver, Rea went on to say that by Fall, Canada will have a national system of television controlled by the CBC. "September of 1954 may find one-third of Canada's homes reached by Canadian television," he said.

Rea prophesied that: "while network radio will diminish steadily in importance, the day of the local radio station is just dawning." He went on to explain his theory which was that "as network interest wanes, local interest can grow" for the radio broadcaster who "creates good music programming and provides good local news coverage (which) will win the audience formerly enjoyed by radio networks."
What Price Radio?

Over 20,000 local businesses across Canada invested in radio on their home stations during 1953.

"Wherever You Go There's Radio"

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 124 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

www.americanradiohistory.com
Broadcasters should interest young people at the high school level in pursuing broadcasting as a career. This was the reflection of Jack Pilling, CHWK, Chilliwack, who has been operating as a committee of one, investigating the personnel problem. He reported that it is amazing how little the youngsters know about the possibilities of the business for the simple reason that no one has ever done anything to define the jobs to them. Also he commented that libraries have no books on the subject of broadcasting as a career.

Pilling recommended that ways and means be found of defining radio jobs to young people, and of making known to them the opportunities and possibilities that lie in the business. He felt that students in high schools and universities should be acquainted with the facts and that they should be "exposed to the mechanics of radio." He would like to see better relationships established between stations and educational bodies and agencies.

Next Pilling advocated that the broadcasters explore the possibilities of helping the Radio Society of the University of British Columbia with their meagre physical requirements along equipment lines, and that they assure them of their moral support. He said that the Radio Society had intimated that it was willing to act as a clearing house for personnel, and that it might be of assistance in procuring students to act as summer replacements, although most of them were looking for the big money offered by Smelters and other similar concerns to finance them through the school year.

Still on the personnel problem, Dorwin Baird of Station 600, Vancouver, opposed organized recruiting of personnel. "The best man we have," he said, "is the man who started with us at the bottom, because he wants to be in radio more than anything else in the world. We want people who want to be with us," he said.

Maurice Finnerty gave the meeting a report on the standing of the industry in connection with the Provincial Workmen's Compensation Board. This point was raised by a letter which Cecil Elphicke of CKPG, Prince George, had addressed previously to the BCA Executive, questioning the equity of the amounts levied from the broadcasters by the Board over the past seven years.

Finnerty reported that during this period broadcasters' payments, including penalties and interest, amounted to about $3,090.00. Claims and administration costs totalled to only around $1,200.00 or ten per cent. It was felt by the meeting that the Board's attention should be drawn to the fact that the rate of assessment was obviously high in the light of the insufficiency of the claims. A resolution was passed requesting the Workmen's Compensation Board to review the assessment in the light of the experience.

CBC purchase of all rights to broadcast the British Empire Games which are to take place in Vancouver came under heavy fire, and Ken Caple, CBC's B.C. Regional Director, defended the corporation's stand from the speaker's table.

The facts are that the CBC have secured all radio and TV rights for $50,000 which they hope to recover, in part at least, by re-leasing them to private broadcasters. Questioned indignantly by broadcasters from the floor, Caple explained that anything that goes out on radio, taped or wired, will have to be cleared by the CBC.

"We're trying to protect the rights of the radio people in Canada," he said, "to get the best possible coverage. We want to get some of our money back." At another time during the heated exchange he said: "Everything to do with radio at the British Empire Games is in our general authority at the present time. That is the agreement we have made with the British Empire Games Committee. It is not our intention to prevent private stations doing a reporting job."

Last Wednesday, a week after the meeting, Caple issued a statement in which he said that the CBC will work with all broadcast stations wishing to broadcast live or by tape recordings, direct from the games, without charge provided the broadcasts were unsponsored. "The CBC sees no reason," the statement said, "why those private stations wishing to broadcast sponsored programs direct from the games should not pay a reasonable fee for the rights to the CBC. Public funds were used by the CBC to buy the over-all rights in the public interest," he said, "and the CBC does not believe these rights..." (Continued on page 4)
BCAB (Continued from page 3) should be given away for private gain." Caple's statement said the CBC had "no choice" but to bid for exclusive radio, television and movie rights. "If private agencies had been successful, there was no guarantee that radio, television and film service would be adequate for Canada or the Commonwealth countries.

Questioned by the Vancouver News Herald that evening, a number of broadcasters and others were quoted as follows:

F. H. Elphicke, CKWX, Vancouver: "We were sold out by the British Empire Games Committee, when that government signed over broadcst rights to the CBC."

Bill Wellwood, 600, Vancouver: "We are basically blaming the BEG for this state of affairs."

Bill Rees, CKNW, New Westminster: "I think this will work out. We can't blame the CBC for trying for entire rights. We are disappointed at the action of the BEG Committee, whom we have boosted all along. The CBC has said private stations will have to give local airtime for a price."

Ken Caple, CBC, Vancouver: The whole idea is to make sure Canadians get good coverage of the games. This is the problem of who gets first right to the games, such as foreign radio. That will be dealt with by our committee." The Statement: "It is most unfortunate the loss of coverage by the CBC so many responsibilities — they have to put on radio shows, govern private radio and lease and re-lease radio concessions in a sporting stadium."

Next day a resolution was discussed, rephrased and passed unanimously. This resolution deplored the action because "such a contract appears to interfere with the activities of independent broadcasting stations in BC in reporting the games to the public." The resolution urged the government to issue a position of rights for all stations by direct line to broadcasting stations or by tape recording, or any similar manner, which be recognized as essential parts of rights of reporting by radio broadcasting stations." The delegates voted to appoint a committee to discuss the matter with the BEG executive committee to seek "essential changes to permit free and more extensive coverage" of the games by independent radio stations.

In 1953 the Canadian public bought more radio receiving sets than they did in 1951 or 1952, and this year they will probably buy in the neighborhood of half a million, according to Pat Freeman, director of Sales and Research for the CARTB. Freeman emphasized the importance of ear sets in computing listener figures. He estimates a Canadian total of around one million.

Freeman asked B.C. broadcasters to co-operate in every possible way in furnishing him with revised station rate cards for inclusion in the annual report and publication which he hopes to get out by June 3 instead of July 1 as previously.

Machinery is fast replacing people in stores, especially chain stores. Freeman said, and this will occasion more and more advertising to pre-sell goods when sales clerks are no longer on hand to present sales arguments. This is going to be a tremendous expansion in advertising, he went on.

Touching briefly on the question of local advertising rates, Freeman said that certain Canadian newspapers have found a solution to the problem. They now give local rates to a national advertiser's deals, if the manufacturer has used a certain number of lines at the national rate. Color television, or its coming, is causing newspapers to plan a comeback of the use of color printing in the States, he mentioned. He also disclosed that manufacturers are redesigning their package labels without the use of white, which does not reproduce well in color TV.

He went on to say that his annual index of national radio accounts has paid off. He pointed out that the service offered through this study is similar to what the publications are doing by means of lineage audits.

He now took particular pride, he said, in announcing the completion of an index of over ten thousand radio users of radio advertising in November 1953 across the country. This, he said, consists of lists received from a per cent of the Canadian private stations through accounts of such accounts — used in conjunction with our continuing listing of national accounts points the areas in which new broadcasting accounts are developed," he said. He went on to point out three ways in which the local major media study could be used (1) by the local station salesmen, (2) as a brand new approach to retail trade associations, (3) in contacting radio accounts.

After outlining his plans for an elaborate presentation on radio to be made before the Association of Canadian Advertisers at the convention in May, he told of several calls he has made on national accounts during the first few weeks of this year. Finally, he cautioned broadcasters about subscribing to what he called "the myth of a summer hiatus peculiar to radio," pointing out that all major media executives know the degree of national advertising recession during the summer months. He went on to point out that radio does not share the December and January "dip" invariably experienced by other media.

"The New TECHNIQUES OF TV PRODUCTION" by Rudy Bretz $12.00 from CANADIAN BROADCASTER & TELESCREEN 163½ Church St., Toronto

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION
The Right To Hear
In the past two weeks the Canadian Broadcasting Corporation has been involved in two incidents which, rightly or wrongly, laid the publicly-owned broadcasting body open to charges of impeding the passage of news and information.

First, at The Pas, Manitoba, newspaper and private radio reporters were kept off the ice by the Royal Canadian Mounted Police, while the CBC was permitted to take photographs of the start of the 200 mile dog-sled marathon.

Secondly, the CBC announced in Vancouver that, in conjunction with the British Empire and Commonwealth Games Committee, it had secured all broadcasting rights to the games which are to take place there this summer, and that before private stations could get a mike onto the scene, they would not only have to secure permission from the CBC, but would also have to pay them for the privilege.

In the case of The Pas incident, it appeared later that it was all a horrible mistake. The authorities were alarmed at what might be the consequences of crowding over a piece of ice and ordered that no one should be permitted onto it. Somehow though they overlooked the fact that the CBC’s camera crews were already there.

In the case of the British Empire games, a representative of this paper sat in the meeting of the British Columbia Association of Radio & Television Broadcasters, while CBC’s head man at the meeting, Kent Cape, explained that the purchase of broadcasting rights had only now been taken by the CBC to make sure that everyone who was entitled to do so would get a chance to get their mike in. He explained that the charges which were being levied were only in the hope that the CBC might recover some, if not all, of the $50,000 it had paid out.

Whether democratic privileges were actually being trampled upon in either or both of these incidents is not important. What really matters is that the people of Canada have permitted their government to get its communications utility into the position where there could possibly be a question of democratic rights being ravished. It is unthinkable, after the holocaust of war into which the world was thrown by a handful of men who believed in the right of government to restrain the passage of news and information, that Canadians are willing to have a state of affairs exist where the recurrence of such a condition was even possible.

In the case of the British Empire Games incident, the B.C. broadcasters were prompt to take the only action open to them, which was to table a resolution recording their disapproval. The B.C. broadcaster fell somewhat short of the mark in the phrasing of the resolution.

In the first part of the resolution there appeared the words: “... and whereas such a contract appears to interfere with the activities of independent broadcasting stations in B.C. in reporting the games to the general public...” Then, in the resolution proper, Clause 3, they said: “Therefore be it resolved... that this convention deplores the action of the British Empire Games Society in making a contractual agreement restricting coverage of the British Empire Games events by independent broadcasting stations.”

Certainly the act of restricting independent broadcasting stations by a government agency is reprehensible beyond belief. Where the broadcasters missed the boat though, or more probably where they did not express their views fully enough, was when they protested against the restrictions being applied against themselves, but failed to make it clear that they were still more incensed by the denial to the public of a source or sources of information, which happened quite coincidentally to be the independent stations.

If Canadian independent broadcasters are going to come out on top of their battle for freedom of expression, they must realize that the issue on which they can win cannot be based on public indignation against their own suppression. The only way the people can be roused in protest against this iniquitous government monopoly, is to convince them, as is most certainly the case, that they themselves are being victimized by the curtailment, not of the broadcasters’ right to speak, but of their own rights to hear.

> **Amplifying The Piling Plan**
> The British Columbia Association of Radio & Television Broadcasters is facing up forthrightly to the universal problem of securing suitable personnel for its member stations. The plans it evolves should be of material assistance to the entire industry all over Canada.

Suggestions advanced at the BCARTB meeting by Jack Pilling, who chaired the investigations of the Committee on Personnel were excellent. More youngsters are going to have to know more about the potentialities of broadcasting so that they will eagerly choose radio as a career rather than being lured into it by station managers who are desperate for help.

Jack Pilling’s suggestions of establishing contact with schools, making books available and generally “exposing students to the mechanics of radio” are all steps in the right direction.

It seems to us that the problem does not lie in attracting young people into the business entirely. This part, with the putting in motion of the Piling plan, plus the glamour which attaches to the business and always will, should turn the trick as far as recruits are concerned. But how about holding them?

> **The Simple expeditious of paying the present crop of announcers and others more money is not the answer. What most youngsters want is more promise of responsibility and promotion ahead.**

Key positions in a large number of stations are held by men who started at the bottom and rose from the ranks. This evidence of opportunity should attract a stable type of man, a fellow looking for a career, rather than the floater kind of character, whose first act after obtaining a new job, is to start looking around for the next. In cases where the machinery breaks down, it can only be because, for some reason or other, probably poor selection, the wrong man was hired at the outset.

Maybe the answer is that announcing and other jobs, as they are now set up, are not important enough to attract and hold career seekers. More duties, greater responsibilities, will do more than more money to make staffers feel that they are part of the organization, and determine to grow with it.
HELP

your librarian and your program department
and your sales staff and your bookkeeping and

HELP YOURSELF

to greater variety — bigger names — better
programming balance with musicals transcribed
exclusively for radio . . . .

HALF-HOURS

Barnyard Jamboree
Beauty that Endures
Gracie Fields Show
Jay Wilbur Strings
Ranch Roundup
Stanley Holloway Show
Vera Lynn Sings

QUARTER-HOURS

Date with Music
Golden Gate Quartet
John Charles Thomas Show
Moondreams
Riders of the Purple Sage
Rhythm Range
Tom, Dick & Harry
Singin' Sam
Westerners, The

FIVE-MINUTE SHOWS

Bowmans, The
Dick & Jeannie
Howdy Pardner
Hymn for the Day
Immortal Love Songs
Layman's Call to Prayer
Westward Ho!

Strip music across the board . . . reserve special "music nights" . . . put new Names on your station . . . let your
production people devote more time to your locally-built
features . . . give your spot accounts distinctive program
identification . . . relieve your librarian from much of the
selecting, pulling and filing of records . . . supplement your
jockey's hits of the moment with exclusively broadcast
music that adds fresh dimensions to sound programming.

Let's negotiate. Package Programming is an economical
key to profitable operation.

S.W. CALDWELL LTD.

447 JARVIS ST. (across from CBC-TV), TORONTO 5

Television

COMMERCIALS CAN CLICK OR CLUCK

Vancouver. — Anyone can put on
a TV spot which will do some good,
but there are ways and means of
making them do more good. Or so
it would seem from a fast-moving
address delivered to the BC Broad-
casters in convention here last month
by a one-time British Indian Army
officer who turned TV producer and
worked for NBC-TV on such pro-
grams as The Dave Garroway Show.
Maurice Dallimore, now putting in
time and overtime on the new
medium, with O'Brien Advertising
Agency, told the west coast conven-
tion how to make TV commercials
tick — after you have a station to
put them on, that is.

He told how NBC retained the
Schwerin Research organization of
New York, whose Toronto affiliate
is Canadian Facts Ltd., to study
2,000 TV commercials. The technique
was similar to the one employed by
Horace Schwerin in radio, and con-
sisted of gathering 300 people in his
research theatre, where they see a
complete show and then complete a
questionnaire to determine the effec-
tiveness of the commercials.

"There is no right way of present-
ing a TV commercial," he said,
"but there is certainly a wrong way." He then proceeded to present
his examples from the Schwerin sur-
veys, dividing them into five groups.

CORRELATE AUDIO AND VIDEO

You can't show a picture of one argument and have the announcer
speaking another.

People
sell people best!

and Station 600 (CJOR) in Vancouver
specializes in person-to-person radio selling. From
the written testimony of our sponsors, we know
that the sales effectiveness of Station 600
cannot be equalled in Western Canada.
Station 600 Radio Personalities sell products
by personal endorsement. To sell more merchandise
in British Columbia . . .

Put the Station 600 Personalities on
your Sales Force!

Station 600

CJOR

Vancouver - Canada

Representatives:
In Canada
HORACE N. STOVIN & COMPANY
In U.S.A.
ADAM J. YOUNG JR., INC.
stories—one in each hand—the score was 26. Illustrated with two "boxes," first point one and then point two, it rose to 48.

In another case, using a technique of counting off sales points on the fingers, boosted the box score from five to 17.

Trick photography is very valuable if used sparingly. Complicated montages to illustrate the age of beer rated 11. Simplified it rose to 24.

**USE THE RIGHT PRESENTER**

The right person to put over a commercial is not necessarily good looking. A better choice is someone who looks like a "good Joe"—someone you'd like to have around the house.

Just saying a woman announcer is a housewife is not enough. This rated her only 63. When the audience also saw her doing housework, 100 people remembered 108 sales points for a score of 108%.

They wanted to demonstrate that a razor blade shaves a tough beard easily. When a steel worker did the demonstrating, 13% were convinced. When they used an office-worker, it rose to 32. The reason given was that it was more important for an office-worker to be clean shaven than a steel worker.

A shot of a doctor giving advice stirred 8% of the audience. But when they added a picture of the patient taking it, it scored a three-fold 24.

A top-flight hotel chef demonstrating a baking mix inspired 16. But when a little girl of about eight years old prepared it and put it in the oven, the score was 73, because the fact that even a little child could do it was more effective than when the demonstrator was an expert.

Don't undress your demonstrator if she is a girl. A scantily-clad lass scored two. She distracted them from the product. When thoroughly clothed it was 13.

Demonstrating a headache by having a victim yell at a stranger got a 51 for the remedy. But when the same performer apologized for his condition, it rose to 91.

**KEEP THE SETING AUTHENTIC**

Keep the comic out of the commercial. When a man emcees put on a funny chef's hat and pranced gaily into the kitchen to prepare the product, the score was 42. The same actions by an average housewife rang up 88.

A mother bringing pancakes to the table rated 32. Add a shot of pancakes sizzling on the griddle and you have a comfortable fifty.

**COURTS BAN TV**

Montreal—Television coverage of a court trial here was flatly refused by Judge Gerald Almond late last month. A CBC television crew was denied permission to film the proceedings in the trial of Jacob Kusmierski and Moses Mandel, who face charges of international jewel smuggling.

Judge Almond declared: "I have nothing to say against television, but on the other hand court activities aren't shows. With all due respect to the public investigations made in the United States in the presence of photographers, broadcast and television set-ups, I must say for my own part, I don't like the same idea becoming the vogue here."

At almost the same time the Supreme Court of Ohio ruled against radio, TV and photographic coverage of its court sessions. This ban—one of a set of rules adopted by the court—applies to all courts of record, including municipal courts.

According to the Supreme Court's opinion, broadcasting and televising distract from the essential dignity of the proceedings, tend to distract witnesses and create misconceptions in the public mind. The ban does not apply to events at the court before or after sessions.

Tell Us Another

•

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

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

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

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

**CFOR**

ORILLIA, ONT.

1000 Watts — Dominion Supp.

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

1 MARKET

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

2 MARKET

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

3 MARKET

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

CJDC - Dawson Creek

Mile 0,
Gateway to the North

DID YOU KNOW:

1) In 1952 Dawson Creek was the largest shipping point for grain in the British Commonwealth.

2) Peace River honey rates premium prices in U.S. markets.

No daily newspapers: No TV Captive listening to CJDC.

[Commercial text and audio representation]
Moderate

The

We've Got What It Takes...

To give your clients MORE for their money when you buy Radio in Nova Scotia.

We Have...

The Listeners . . . 74,940 Radio Homes (D)
68,720 Radio Homes (N)
(Total weekly B.B.M. Report 25)

The Coverage . . . North Eastern Nova Scotia; Cape Breton Island; Northern New Brunswick; Prince Edward Island; Gaspe East, Que.; Magdalen Islands and most of Newfoundland.

Moderate Rates . . . $6.75 is the 260-time rate for a 1-minute Class A spot.

Pulling Power . . . Over 10,000 letters received each week on an average.

There's no better buy in the Atlantic Provinces

Call Paul Mulvihill in Toronto, Murray Maclovor in Montreal for further information about this key Maritime station.

CJFX

5,000 Watts

580 Kilocycles

ANTIGONISH, N.S.

DATELINE:
ST. THOMAS

By Helen Craig

When I was twelve my father took me out to roads rutted into Saskatchewan prairies for one purpose: to teach me how to drive our seasonened Chevy. Unfortunately I did not inherit dad's love of automobiles and to this day I always tremble at the thought of having to drive. However, like all women who suffer from male jokes about female drivers, I still admire those fortunate people who buzz along the highway as if driving a car is as natural to them as breathing. This admiration was revived recently when I heard about touring enthusiasts who participated in the British Empire Motor Club Rally.

I heard about this saga of driving skill when Ken Deas, CHLO London, described the rally and how CHLO went a-touring with entrants over slippery Ontario and Quebec roads. The British Empire Motor Club Rally is not a race, but a test of endurance in an individual's driving ability and navigation under adverse conditions. The event took place from January 18 to 20 with 60 entrants starting from Toronto and six from Montreal. Even though the club itself is the oldest of its kind in Canada, having been founded in 1928, this was the second annual Canadian winter rally, organized by Fred Hayes, Toronto. Touring is an accepted thing in Europe where petrol and rubber companies sponsor trips, but in Canada the second annual rally took the form of a rebirth of an old sport, sponsored by the club. (I can't figure out how the "British Empire" part of the title came in. Perhaps someone will enlighten.)

CHLO's part in the event began in a curious way. It all started when Ken Deas, who is the London manager for CHLO, was talking to Bill Dalglish, owner and manager of Volkswagen Motors in London. This is a new concern, and Ken had met the Volkswagen folks in connection with a quarter-hour program arranged for them by CHLO! Bestall, CHLO station manager, has established the policy that when a new business opens up in the area they appeal to a local concern. Hoever, Ken had the opportunity to say it with a show. So, on the show for Volkswagen, Mr. Werner Jensen, managing director for Volkswagen (Canada), Bill Dalglish, London manager, and a German mechanic, spoke of the concern. Ken Deas, who is certainly not slow when it comes to putting ideas into action, nabbed CHLO's production manager and salesmen and a tape recorder on the way to Volkswagen Motors and they did a spontaneous spot with on-the-spot sound effects for the program. Going through the customary routine of a prospective car-buyer, their spot went something like this:

From Announcer's Introduction... and see for yourself!

KEITH: Honk the horn!

SOUND EFFECT: Actual sound of Volkswagen horn.

KEN: That's cute.

GLENN: Try the doors.

SOUND EFFECT: Open and close of Volkswagen door.

KEN: They work fine.

GLENN: Start 'er up!

SOUND EFFECT: Engine starts.

KEN: Sounds real smooth.

GLENN: Take a drive.

SOUND EFFECT: Car pulls away.

KEN (voice fading with car): Here we go...

As an additional CHLO courtesy the spot was put on wax and sent to Toronto Volkswagen headquarters as a radio souvenir.

Bill Dalglish happened to mention to Ken Deas that the British Empire Motor Club Rally was coming up and that he planned to enter a Volkswagen. Ken, a sales-minded chap, asked if he might come along to cover the rally. Agreed. Then Ken sold the "trip" to DuMont Television with the understanding that CHLO, CHLO sports director, would be the DuMont re-
The route taken was a hazardous one, considering the time of year and road conditions. Snow and ice was nature’s contribution to test the ability of drivers. Consequently, not knowing what was in store, extra equipment was taken along by participants. Ken Deas drove along in the CHLO sound truck, spelling off Cam Church. The truck was equipped with tape recorder, batteries, and a converter for on-the-spot interviews to be done along the way. Interviews were taped or relayed by Bell Telephone. But of course, radio equipment alone would not be adequate for a jaunt as this. The boys added to their supplies: a 40-cup thermos of coffee for chilled drivers en route; a mattress on which they took turns sleeping; five extra blankets; a 30-foot tow rope; extra set of chains; two jack; complete first aid kit which Cam, a Red Cross man, knew how to use; cameras; extra food; all manner of spare parts for the truck from spark plugs to a headlight; and of course, a mammoth shovel.

Most of the contestants were Canadians from Ontario and Quebec, but a Mr. and Mrs. Burns from Buffalo joined the rally too. CHLO was the only radio station represented in a mobile way. CBLT, with Gil Gilchrist directing, traveled part of the outlined route, but often went ahead (as did CHLO) to meet incoming drivers at various rest stops. The route led from Toronto to Peterborough, then to Kingston, Montreal, Manniwalkie, back to Kingston, Barry’s Bay, Peterborough again, Huntsville, and to Toronto for termination. CHLO had arranged for considerable promotion of the event, flashes, spots, and mention in newscasts before the actual reports came in. CBLT’s Sports Pollo, showed cars starting and finishing, and to the pleasure of CHLO their sound truck flashed across the TV screen. Winners were determined by the point system and rules of the rally insisted that an average speed had to be maintained and that the speed limit was not to be exceeded. At control points men checked each driver’s speed. In spite of glare ice in the Laurentians, and a tempting beauty that might make a motorist stop in spite of 30 below zero weather, there were two winners with a perfect score: Dean Goorahin in a Nash Rambler from Toronto, and Peter Mandle, in an Austin from Montreal.

Ken Deas recounted several of his adventures with Cam Church. On the road from Kingston to Montreal their CHLO truck stopped twice to help motorists whose cars had frozen gas lines. The CHLO boys had several cases of special solution in their truck’s supplies, a solution that you mix with gas to prevent freezing. It was given to the motorists so they could go on. Then, north of Montreal on the way to Manniwalkie, they noticed an Austin A 49 convertible had upset. It had done a complete flip but the men and three women who were inside were un受伤. The driver happened to be a young woman, and she continued on the rally route while her three companions returned to Toronto by train. (Who says women aren’t plucky at the wheel?) Later Ken and Cam met the Americans near Manniwalkie when excited French children on the road told them about the fate of the Jaguar from Buffalo. The Americans had slid into the ditch, but after one hour of digging in deep snow, the CHLO chaps once again rescued another car and its occupants so they were able to proceed with their touring comrades.

And all this in 30 below. I suspect the local Boy Scout troop will now make our two hero honorary life members. And it would be deserved!

Looking back at the value of the rally, Ken Deas says: “Well, there were 66 cars and each car drove 1,340 miles over snow-covered roads. More often than not the highway was so icy you could have skated the route. All together 88,440 miles were driven and during that time there was no personal injury or property damage sustained.”

No doubt CHLO listeners, upon hearing these adventures, took back their January dreams of surf-board riding off Florida, or going to New Zealand waters for marlin. And who knows? Perhaps hearing about this exciting rally, made possible by CHLO and DuMont, St. Thomas and London listeners will not be satisfied with vicarious pleasure next winter. In fact, I bet you a year’s subscription to C.B. and T. that many entrants in 1955’s British Empire Motor Club Rally will hail from St. Thomas and London. I want to go next year too. But please don’t ask me to drive.

**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 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.

**CFPL LONDON, CANADA**

Grocery specialty manufacturers, electrical apparatus companies and 149 small companies employing less than 50 people, supply an average earning power to 2,941 families in London. These families can afford the products and services available for better living.

Confidence in nationally advertised products and services is the one big reason why advertisers on Radio Station CFPL count on over 90% of the London population to listen to and react favorably to their sales messages.

In Canada contact

ALL CANADA RADIO

In U.S.A.

WEED & CO.
**Verbatim**

**COMPETITIVE TELEVISION**

**Analogy With The Press**

A letter to the editor of The London Times, by Malcolm Muggeridge, editor of the famed magazine of British humor, PUNCH, and champion of commercial television, who is scheduled to be guest speaker at the annual dinner of the Canadian Association of Radio & Television Broadcasters, in Quebec City, March 22.

Sir,—In a column of your valuable space to-day Lord Radcliffe conveys the mental confusion with which he and, doubtless others, are afflicted regarding “sponsored television” and other proposed devices for modifying the existing BBC monopoly. I shall try to explain.

Lord Radcliffe will certainly have noticed that a substantial proportion of the available space in the issue of your estimable newspaper in which his letter appeared was devoted to advertising of one sort or another. He will likewise be aware that the revenue derived from this advertising makes possible the appearance of The Times in its present form, as of all other newspapers. Without it, the Press would collapse. In totalitarian states, become dependent on Government funds, in which case, of course, like the BBC, it would necessarily become subject to Government control. Thus advertisements may be said, in fact, to make possible the freedom of the Press.

The advertisers who pay for these advertisements, however, do not control the newspapers in which they appear. They cannot, therefore, be called sponsors. They insert their advertisements on the supposition that the newspaper features and advertisements will be sufficiently interesting to hold the attention of readers, whose eyes will then stray occasionally from the matter provided by the newspaper in question to the matter provided by the advertiser. Such an arrangement involves the advertisers paying more or less for space according to the size and influence of the circulation of the newspaper or periodical in which their advertisements appear. Even within the same newspaper or periodical advertising charges vary in accordance with the importance or otherwise of the site offered.

There is no reason why precisely the same arrangement should not prevail in the case of competitive television. This arrangement would be neither more nor less reprehensible in the one case than the other. Whoever controlled a television station, that is to say, would, like the controllers of a newspaper, do their best, in their own interests, to ensure that the material which was palatable to the public. The advertiser would buy his place on a program as he does in a newspaper, and would have no more opportunity of imposing his views and standards than he does through newspaper advertising. There never has been a sponsored newspaper in the sense of one run by advertisers for advertising, and if one were attempted it would almost certainly fail. When, as in this television controversy, newspapers attempt to promote or defend their own interests in the guise of editorial or other comment, they necessarily become tedious, prolix, and foolish. The same principle would operate in the case of television stations.

May I, in conclusion, briefly define my own position which, incidentally, is not necessarily that of the Popular Television Association, even though, as I agree with its general objectives, I agreed to be one of its vice-presidents. What I consider to be desperately necessary is some form of competitive or non-Governmentally controlled television. As in the case of a free Press, advertising would seem to be necessary to achieve this. They are, however, a means, not an end. Once competitive television is instituted, it will I am convinced, become varied and manifold—the more so the better as far as I am concerned. I also believe that, whatever might be laid down in advance, politics and religion will come within its terms of reference, most fortunately and necessarily. The alternative—a continuance for ever of all television and sound radio being directed by one agency under Governmental control—seems to me most dangerous and a large step in the direction of collective servility.

**Local Sponsors**

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

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

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

New Brunswick’s Most Listened-to Station

**LFNB**

5000 WATTS - 550 KCS - FREDERICTON, N.B.
Your call letters for Telecasting needs

T.V. Transmitter and Studio Equipment

Consult cae — exclusive Canadian representatives for

DUMONT
The Most Respected Name in Television

Call or write the cae office nearest you.

cae places at your disposal —

- Consultation service—to assist you in the preparation of briefs and specifications to obtain your television licence.
- A large and highly-trained staff of television design, installation and maintenance engineers who are ideally qualified to:
  ... design and install the equipment you require
  ... provide maintenance and modification services to suit your needs.

cae offers the finest in Television Studio and Transmission Equipment.

Look to...

DUMONT

for the finest in Television Studio and Transmission Equipment sold exclusively in Canada by C.A.E.

DUMONT Television Studio and Transmission equipment is recognized in North and South America as a leader in the quality field. Developed in the DuMont Laboratories, this equipment has evolved as a result of DuMont's continued pioneer research in the field of high-performance units.

Operating-cost records show that DuMont Telecasting equipment has consistently led the field in low operating expense as well as dependability.

As stations grow, DuMont equipment has again proved itself with its greater versatility. Through the use of DuMont equipment, it is easy to add to the power or facilities of the basic DuMont equipment complement, at any time with no obsolescence. Purchasers of DuMont Telecasting equipment are assured of advanced electronics engineering, reliable and economical operation over its long life and excellent service at all times.
To assure prompt delivery
place orders now with your C-G-E broadcast representative

Ask for bulletin No. 4763 for complete details

VANCOUVER  T. G. LYNCH
1095 West Pender Street
Phone: MArine 5115

EDMONTON  G. A. BARTLEY
Room 613, Northern Hardware Bldg.
Phone: 43709

WINNIPEG  HUGH J. DOLLARD
945 St. James Street
Phone: 7-43581

TORONTO  FRANK M. FLOOD
830 Lansdowne Avenue
Phone: OLiver 6511

MONTREAL  J. D. PUGSLEY
5000 Namur St.
Ville St. Laurent
Phone: Regent 3-9911

HALIFAX  P. B. JOLLOTA
127 Cunard Street
Phone: 5-4264
ANNOUNCES

TYPES

BTC-70A  250 WATTS
BTC-71A  1000 WATTS

FOR LOWER COSTS
check these features

- Designed for inclusion in an unattended system, at no extra cost
- Only three tube types, not including rectifiers
- Modern design with time tested circuits
- Neat, ruggedly designed cabinet
- Quality components, conservatively rated
- Low installation and operating costs

CONDENSED SPECIFICATIONS

Power output: BTC-70A, 250 W; BTC-71A, 1000 W.
- Frequency range: 540—1600 kc standard
- Frequency stability: ± 10 cps
- Audio Frequency Response: within ± 2.0 db from 30 to 10,000 cps
- RF output impedance: 50 to 220 standard. Other impedances available
- Audio input impedance: 150/600 ohms
- Power Source: 208/230 V single phase 50 60 cps
- Weight: BTC-70A, 700 lbs.; BTC-71A, 1000 lbs.
- Dimensions: 22" wide, 83" high, 23½" deep.

Broadcast and Television Equipment

Electronics Division: 830 Lansdowne Ave., Toronto 4, Ontario

CANADIAN GENERAL ELECTRIC COMPANY LIMITED
As time chugged toward the Sunday deadline, when the threatened strike of TV performer members of the Canadian Council of Authors & Artists was scheduled to take effect, nothing but confusion surrounded the whole issue. Both sides—the CBC and Association of Canadian Radio & Television Artists (major section of CCAA affected)—were trying futilely to back out of public view and to get a chance to think clearly about the first real employee crisis to hit Canadian TV.

A look at the brief history of the relations between employer and employed in Canadian television might be useful at this point. CBC stations in Toronto and Montreal were well under construction in mid-1952 when the union problem in United States television was making life in the medium almost unbearable. I don't believe an accurate estimate was ever made of the average number of unions with which an agreement had to be reached for even modest variety productions, but everyone viewed it with despair. And no one seemed to benefit in the long range scheme of things, as every strategic demand by actors, musicians, stagehands, engineers and carpenters, was countered with refusal or bitter acceptance by the networks, agencies and sponsors. The medium was being hurt.

Whether Canadian television benefited enough by the CBC imposed delay in allowing establishment of a domestic service is doubtful. But it seemed to gain a bit by American experience. This was obvious when, in those early planning days, several of the unions—ACRTA, AGVA, CCAA and others—decided to cooperate among themselves and thus co-operate in the management of the new medium. They loosely linked themselves for the purpose of neat negotiation.

The point of contention is not a higher scale of rates or what are usually considered “working conditions.” Rather it centres around the highly controversial question of existing scale pay and conditions for union members appearing on program of the news, opinion, religious or educational types. Allied with this is another clause, but it is considered secondary: if any of these types of shows should become sponsored (there's an optimistic note here) the union’s jurisdiction, privileges and conditions should apply to all persons performing in the show.

There are a number of such shows pilfering CBC television schedules, including three from the daily Tabloid show, to weeklies such as This Week and sport shows.

The question of free speech and expression of opinion is bound to arise in an issue like this. Neil Leroy, secretary of the Canadian Council of Authors & Artists and a radio and TV performer, declared: “We have no desire to curtail free speech or opinion, a condition that could develop if we insisted on union membership by all those appearing on such shows.” This applies only to unsponsored panel and discussion shows.

With sponsored shows, all performers must come within union membership and conditions, according to ACRTA. The difference in attitude towards the two types of shows is that sponsorship is just as big a threat to freedom of speech and expression on such shows, as any requirement that the performers be union members. So they might as well be required to become union members. It’s a case of one threat plus one threat equaling only one threat—apparently, if you see what I mean.

The CBC has taken an opposing view, stated by Fergus Mutrie, director of television in Toronto, in these words: “ACRTA wants greater jurisdiction in the realm of public affairs than we feel we can give them.” On the CBC has a lot of jurisdiction over public affairs to give away.

This is the council’s first TV struggle; it is testing its strength cautiously; the outcome may be very important; only the next year will reveal just how much.

**IN CANADA:**

Montreal is — the largest city the 6th largest city in North America the greatest inland port in the world and — the total estimated retail sales for Montreal Island are 12.7% of entire Canada.

**IN MONTREAL:**

CFCF is — the most sales responsive radio station through — news coverage fine entertainment star personalities

**REPS:** ALL-CANADA (Canada) WEED & CO. (U.S.A.)
TELEVISED BLOOD DONATIONS set off the Canadian Red Cross drive for gamma globulin serum with which to fight poliomyelitis, last month over CBLT. Dick MacDougall, emcee of the early evening show, Tabloid, and the program’s weather forecaster, Percy Saltzman (foreground) are seen in the above photo being tapped for blood while a CBC television camera and Red Cross nurse look on.

**Stations**

**NEW STATION OPENED IN KINGSTON**

Kingston — This city’s new AM and FM radio station CKLC, was officially opened here last month, following two months of trial operation. In an evening long ceremony of special programs, punctuated by speeches, messages of good wishes, and tours of the station’s facilities, Kingston’s mayor and representatives in provincial and federal governments officiated at the launching.

Operating with 1,000 watts on 1380 kcs., the station now airs a programming schedule from 6 a.m. to 1:30 a.m. daily. Built largely on a news—every—hour system, the station will also air its own musical shows under such headings as This Is Show Business, Campbell Goes Calling, Date With Joe & Kate and Honor Roll of Hits.

Evening programming will be devoted mainly to national transcribed dramatic, mystery and variety features, and play-by-play accounts of sporting events. Late evening time is given over to a music and news format.

The station is headed by Terry French, managing director of St. Lawrence Broadcasting Co. Ltd. which operates it. His brother John is commercial manager. Program director is John Bermingham. Facilities include a large auditorium-type studio and two studios for general use, as well as two master control rooms, newsroom and recording room.

**CFQC** can offer you the LION’S SHARE of listeners ... and their BBM proves it!

Ask our reps.

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 J. YOUNG IN THE U.S.A.

ANOTHER PROVEN STOVIN STATION
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

Two Slot WAVESTACK
- CBOT Ottawa.
also will be used by:

CHCH-TV Hamilton
CKLW-TV Windsor
CJCB-TV Sydney
CJBK-TV Rimouski

www.americanradiohistory.com
The above column head is a wilful and wanton lie. Hold onto the side of your seats, boys and girls. We've moved into the new office, and the desk — I mean The Desk — is being used for parcel wrapping and other menial tasks. It has been replaced with a brand new — well, reconditioned — mahogany job, which inspires the admiration of everyone who sees it, except me. Personally I like the old one, but maybe — after a while — who can tell?

Our new address, 54 Wellington St. West, is one block Northeast of the Royal York Hotel.

With Quebec’s Château Frontenac ready to burst at the seams, the first annual convention of the CARTB seems to have attracted the crowd which will best all the records established over the past thirty years by its predecessor, the CAB. According to executive vice-president Jim Allard, the “open” day of the three-day meeting, Monday, March 22, will be devoted to a memorable program.

The opening gun will be fired by a private enterprise broadcaster who has time and again proved that he would rather sacrifice his own liberty than the right of his fellow broadcasters to publish. This colorful character is Señor Goar Mestre, owner of Radiocentro CMQ, which operates a network of stations in Cuba in addition to five independent

GOAR MESTRE
AM and two TV stations in Havana. One of these is the famous “Time-Clock Station” which operates 24 hours a day seven days a week, without ever playing a note of music. Instead it dedicates the entire broadcast day, every day, to time signals, weather reports and news, interspersed with — you’ve guessed it — commercials. By all surveys, this station has the highest audience index in Havana, and is reputed to be one of the biggest money-makers in the Americas. Another of his Havana stations devotes its entire schedule to concert music, a third to opera and yet another to sports and special events. Señor Mestre is the founder and president of Publicidad Mestre & Co., which some say is the biggest advertising agency in Latin America. He was also the founder, and for some years, the president of the Inter-American Association of Broadcasters.

Featuring at the annual dinner, also on March 22, will be an eminent speaker, who is flying from London for the occasion. This is Malcolm Muggeridge, a newspaper man who has taken on the somewhat complex assignment of stream-lining Britain’s traditional humor magazine, Punch, as its editor. One way in which this man fits well into the program pattern of this broadcaster’s convention is that he has long been a champion of the application of free enterprise principles to the business of broadcasting, and is about to see his aims materialize with the advent of commercial television to the British Isles.

Between these, the first and last items on the packed opening and (Continued on page 18)

---

CHLT and CKTS, SHERBROOKE
Sherbrooke is gaining prosperity — and prosperity makes MARKETS. The value of changes casted against individual accounts in Sherbrooke for the first eight months of 1953, was $281,861,000 — an increase of 3.4% over the same period of the previous year. Sherbrooke’s building boom is another indication of prosperity — 161 units completed, with 324 units now under construction. Get your share of Sherbrooke’s prosperity by telling your sales story over CHLT (French) and CKTS (English).

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

Now in its 7th Season . . .
And playing to an audience increase of

15%
A.C.T.—CFRN
SEARCH FOR TALENT

The show and broadcast is presented each Saturday night during the winter season, and appears in the 25 largest cities and towns in northern Alberta, within a 100-mile radius of Edmonton.

To date the show has grossed over $80,000 for the Northern Alberta Crippled Children’s Fund.

Another reason why

it's

CFRN
IN EDMONTON

RADIO REPRESENTATIVES LTD.
Montreal - Toronto - Winnipeg - Vancouver

---

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
open day agenda, will be addressed by MacLaren's spell-binder-extraordinary Don Henshaw, who will exercise his prowess when he delves into the knotty question of a free broadcast press.

A panel discussion will play around with the fascinating project of "Building Better (meaning more, presumably "Businesses." On hand to show how radio can perform just this will be Sherman Marshall, of WOLF, Syracuse, N.Y.; Howard Whiting of Procter and Gamble; George Bertram of Swift Canadian Co. Ltd.; Claude Root of Montreal's Better Business Bureau; and Jack Howlett of CFCF, Montreal. Chairmen for this panel are Paul Mulvihill on sales; Al Hammond on programming; Don Jamieson on new ideas in broadcasting.

Besides the guest speaker from England, features of the annual dinner will be the awarding of the John J. Gillin Trophy for charitable services and the Canadian General Electric Co.'s engineering award. Also a dozen or more veteran broad-

The above picture was taken as executives of the J. H. ASHDOWN HARDWARE CO. LTD. and radio station CKRC celebrated 20 years of continuous association in advertising. Since 1933 the J. H. Ashdown Hardware Co. Ltd. has sponsored without interruption the 12.30 p.m. newscast on CKRC. This sales-winning combination offers again proven testimony that:

More people listen to

CKRC

than to any other Manitoba station!
Casters will receive their certificates of membership in the CARRT's Quarterly Century Club.

Carriages at three.

Nearest grog shop to our new address, 54 Wellington Street West, is also on Wellington West, just west of York Street.

A large "Y" for enterprise goes to CFAC, Calgary, for their initiative in establishing a resident correspondent in Europe. Calgary born

Dave Gell, who is filling the berth, is a recent graduate from the University of Alberta. He has worked on the staff of the university station, CKUA, in Edmonton, and also on CPAC.

So far he has been dividing his time between England and France, and is now taping his stuff and sending it to CPAC in that form, by air mail. These tapes are being used on two CFAC programs.

Actualities of special events occurring in Europe are presented on two CFAC and other programs of Europe are presented on two CFAC and CKUK, also on Wellington West, is also on Wellington West, just west of York Street.

To Get on the Bandwagon... Get on CKCL, Truro

CONTACT
OMER RENAUD & CO.
MONTREAL or TORONTO

“This and That” with Rita Spicer
Draws 55% of Listening Audience

The appointment of Rita Spicer, well-known Saskatchewan radio personality, as director of women’s activities at CKCK, Regina, will bring added interest to already popular and well-rounded programs with feminine appeal.

Rita Spicer has been in radio for several years, and previously served as women’s committeeman and promotion manager for two Saskatchewan stations. She has a broad concept of the women’s angle, and the production of her personality will give CKCK—Saskatchewan’s greatest selling medium—an additional service to advertisers.

LOOK AT THE FIGURES

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>4:15 p.m.</td>
<td>M-F Variety Fair</td>
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<tr>
<td>4:20 p.m.</td>
<td>M-F Birthday Melody Man</td>
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<tr>
<td>4:55 p.m.</td>
<td>M-F News</td>
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<tr>
<td>5:00 p.m.</td>
<td>MON. Sunday Boy Show</td>
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<tr>
<td>5:00 p.m.</td>
<td>T-T Variety</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>W-F Wild Bill Hickok</td>
</tr>
</tbody>
</table>

P R O G R A M

   (Interviews with prominent personalities from the women’s world)

2. “Quid Coquit”
   (A discussion about food, menus, cooking)

3. “Tips for VIP’s”
   (Helpful hints for Very Important Persons — The Housewife)

4. “From the Bridge to the Bazaar”
   (Calendar of happenings in women’s clubs, church groups, etc., and other “acts” as they happen.)

This is the time when “This and That” with Rita Spicer will be heard. The figures are from the December Elliott-Haynes survey.

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

CANADA’S HIGHEST WEEKLY WAGE SCALE — PLUS RAPIDLY GROWING INDUSTRIAL EMPLOYMENT

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

www.americanradiohistory.com
STILL THE BIGGEST
CIRCULATION • • • CKY!

CKY’s vast rural coverage reaches 16 per cent more radio homes than any other Winnipeg station . . .

When selling in Manitoba BUY CKY

(Continued from page 19) he says are “nominal.” Bill Borrett prepares and presents his Sunday broadcast—“Tales Told Under The Old Town Clock.” Incidentally he has published at least six books containing collections of his “Tales.”

He administers in Nova Scotia the “Last Post Funds” which bury all ex-soldiers, sailors, or airmen who die in the province without financial means.

He is the honorary superintendent of the Halifax Citadel National Historic Site, which is being restored at an estimated cost of well over a million dollars, and is proving to be the greatest tourist attraction in the Maritime Provinces, according to Bill.

He is adjutant and secretary of the Canadian Corps of Commissionaires, which now has nearly 400 men on its strength doing mostly security work.

He is also chairman of the Publicity Committee for the annual drive for funds in Nova Scotia for the St. John’s Ambulance.

“Outside of this,” Bill quips, “I am retired!” He says he is happy and busy as ever, “doing what I want to, when I want to. Still able to get three meals a day and some sleep. I should live a long time.”

If you are thinking of retiring, Bill says: “Don’t. It’s hard work. Too hard.”

Our new office at 51 Wellington Street West, is just three steps west of Bay and Wellington.

Ceramic News Chief, Bert Canning, just got back from assignments in Seattle and Tacoma in time to have lunch with me and tell me about his trip to these Washington State metropolises in search of the gen on TV news. It was during my four-day visit to Vancouver the first of the month to cover the B.C. Broadcasters’ deliberations at their annual convention and upset their digestion with a speech at the annual dinner.

Bill went to Seattle (KOMO and KING) and Tacoma (KING and KMO) to get the dope on just how radio and special events are fighting to hold their own against TV versions of the same type of programs, down there where 85% of radio owners have television sets too.

Here’s what he found:

In the morning people simply ignore TV. When a man is in a hurry for breakfast, Bert explained, “he wants ‘capsule news,’ as dispensed by radio.” If he is among the fortunate who get home for lunch, he is in too much of a hurry to watch while he eats. Also, perhaps of more effect than anything else, radio news is what he has had for years and he likes what he is used to.

At night though, Bert found it was a different story.

The procedure seems to be that he puts on his slippers and relaxes. He looks at the headlines in his paper and then wants to see them animated into life on his television.

But here is the paradox. Bert found that in spite of all this, virtually every radio newscast is sponsored, just as it was before TV came along. He found the answer to his first question—“What is radio news doing to combat TV?”—was “carrying on.”

Question two—“What is TV doing with the news?” was more complicated. TV managers seem to be split up the middle on this point. Some find TV news unsaleable against radio news. So they have written it off. Others have decided to lose money for a year to get TV news working. They are dishing out a lot of cheese to develop TV newscasters and analysts as personalities. KOMO, whose TV operation is said to be still in the red is paying a news editor $700 a month and talent fees. (This, incidentally, is based on a card rate of $852 per hour.)

Besides this, they bend over backwards to win awards like those of Ohio State University. Also they lose no opportunity of attracting

STILLTHE BIGGEST
CIRCULATION • • • CKY!

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When selling in Manitoba BUY CKY

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The procedure seems to be that he puts on his slippers and relaxes. He looks at the headlines in his paper and then wants to see them animated into life on his television.

But here is the paradox. Bert found that in spite of all this, virtually every radio newscast is sponsored, just as it was before TV came along. He found the answer to his first question—“What is radio news doing to combat TV?”—was “carrying on.”

Question two—“What is TV doing with the news?” was more complicated. TV managers seem to be split up the middle on this point. Some find TV news unsaleable against radio news. So they have written it off. Others have decided to lose money for a year to get TV news working. They are dishing out a lot of cheese to develop TV newscasters and analysts as personalities. KOMO, whose TV operation is said to be still in the red is paying a news editor $700 a month and talent fees. (This, incidentally, is based on a card rate of $852 per hour.)

Besides this, they bend over backwards to win awards like those of Ohio State University. Also they lose no opportunity of attracting
attention to themselves by their acts of public service.

Bert says it all adds up to this: Radio news is suffering, budget-wise, because stations are diverting both money and manpower from radio into TV. The sum and substance of it seems to be that at night, TV has supplanted movies rather than radio. Through the day, though, radio is still a strong habit. Sponsors are buying TV news, he says, but the trend seems to be less a case of switching to TV than adding it.

The Union Station is two minutes walk from our office at 54 Wellington Street West, which is two minutes walk from the Union Station.

He used to tread the straight and narrow path as program manager of Vancouver Station 690, when it was still the orthodox CJOR. Now he's promotion manager of the Vancouver Province Monday through Friday, and radio and TV editor of that daily journal, with a by-lined column plunk in the middle of the want ads, on Saturdays.

He's Dick Diespecker, and he's back on the air for his paper, with Behind The Headlines, aired three times a week on CKWx. to build circulation. The current campaign is offering a week's free delivery of the paper. The program consists of interviews, conducted by Diespecker, with members of the editorial staff. He delves into their background, finds out what they do after hours and all that sort of thing.

There's a pile of picture frames in the corner of Dick's office which he says have been there since they moved, and which he is going to hang some day. Reading from the top down they are a 1946 CB & T Beaver Award, a Canadian Radio Award, a Columbus Award.

During the war Diespecker was radio liaison officer with the Canadian Army. As such he was charged with the army's part of the network program, Cousins In Arms, and other recruiting shows. He is a serious poet of considerable consequence, with two volumes at least to his credit—Between Two Forts Oceans and Elizabeth. He autographed and gave me a copy of his novel Rebound, with its newspaper background, and left me leaf through that typed manuscript of a book with a radio motif he is going to call Background For Eternity.

Come up and see us some time at our new office at 54 Wellington Street West, but bring your parking space with you.

Fred Lynds of CKWx, Moncton, gave us a call last Thursday to tell us he was invited out to lunch last week.

Fred's hosts were the members of the Moncton Ministerial Association who wanted to express their appreciation for his interest in religious broadcasts, especially the great improvement in the morning devotional broadcasts which are conducted by members of the association in turn. Quite unexpectedly they presented Lynds with an engraved copy of the Revised Version of the Bible in recognition of his successful Radio Workshop. (Last summer CKWx secured the services of Rev. Charles H. Schmitz, director of broadcast training for the National Council of the Churches of Christ in the United States to instruct Moncton Clergy.)

And that cleans off The Desk for this issue. Our new office is at 54 Wellington Street West, but the telephone is still Empire 3-5075, so b-m-i-y-h-a-w-y?

STAFF ANNOUNCER WANTED

CFNB has immediate opening for experienced staff announcer, good pay, completely modern facilities, full benefits. Send audition tape or disc to:

The Manager, Radio Station CFNB, FREDERICTON, N.B.

GET THE FACTS ABOUT THE "SEAWAY STATION"

SALES MAN опытлив in radio for VANCOUVER STATION

Salary and commission Box A-191 C. B. & T. 163½ Church St. - Toronto

F R O M

Horace N. Stovin (Canada) Joseph H. McGillivra (U.S.A.)

REPS FOR

CKSF AM FM CORNWALL, ONT.

"The biggest little station in the nation"

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

www.americanradiohistory.com
Opinion

PROGRAMS MUST PLEASE

Vancouver.—Broadcasters in Brit-
ish Columbia were urged to regain
control of the programs their stations
broadcast if they want to resist the
onslaughts of television, during the
BCAB annual dinner here earlier
this month, by Richard G. Lewis,
editor of this paper.

Lewis charged that the radio men
have permitted the advertising a-

Agencies and their clients to "relieve
them of a large share of the responsi-
bility for their programming and to
pay them for the privilege." He said
that "this tendency to over-com-
ercementize at the expense of enter-
tainment has been parallel on the other
side of the fence, which is just as
disastrous. This," he said, "is the
CBC's inclination to place the edu-
cation of its listeners over their
enjoyment."

"Newspaper publishers employ
professional journalists—if I may
be forgiven the word—to write their
articles and features," he pointed
out. "They leave their advertising
writers in the advertising depart-
ment and their professors in their
classrooms. Radio has to set its sails
on a similar tack if it is going to
keep in the swim. A way will have
to be found to keep advertising
people out of the studio and pro-
gram people out of the advertising
department."

I would dare to suggest that the prime function of a
program should be neither to sell
nor to educate. These things should
be secondary objectives. First and
foremost, a program must please," he
said. "Then, paradoxically per-
haps, its selling or educative powers
will be all the greater."

Lewis warned the radio men "they
cannot be all things to all men." He
suggested that they would be better
to cater to all of a certain segment
of society than to some of all seg-
ments. As an example of what he
was advocating, he cited the fact
that, in Havana, Cuba, "there is an
extremely large number of private
enterprise stations which, though
they derive their whole revenues
from advertising, are highly special-
ized. For example," he said, "one
Havana station broadcasts nothing
but opera, another drama, another
concert music, and so on."

He went on to suggest that a similar
situation exists in the magazine pub-
lishing field. Saturday Evening Post
goes after business people," he said,
"and Maclean's Magazine goes after
Saturday Evening Post. Collier's goes
for the young crowd. Atlantic
Monthly caters to the intelligentsia.
And Reader's Digest seems to aim
at people who want to sound as
though they read Atlantic Monthly."

Lewis urged his audience to go
out and tell service clubs and adver-
tising and sales clubs about B.C.
instead of blaming people for not knowing

He made a strong plea for what he
called "characters" on the radio,
advocating to his audience that they
"throw away the jelly moulds and
fashion people who write and speak
their words on a custom-made basis."

WERE MOVING

After February 15, the CB & T
offices will be at 305 Peters Bldg., 54
Wellington St. W., Toronto 1.

AUDREY STUFF

Then there's the girl who was
so dumb she couldn't see why
she should save her pennies to
keep the wolf away, when he
had such nice broad shoulders
and such lovely slim hips.

ADAGE DEPT

Deliver me from the man
whose friendship does me no
good and whose enmity no
harm.

CANDID CRITIQUE

The constant playing of un-
obtrusive music means doing
relatively nothing, but doing
it very quietly so that no one
will be disturbed.

A PLUMBER IN THE HOUSE?

An only partly used orchid to
Chuck Rudd for this part of
his introduction: "If I turn
Dick Lewis on, somebody else
will have to turn him off."

QUESTION BOX

Why waste sympathy on
people who are sorry for them-
selves?

SUCH IS FAME

The other day, in the Lord
Hilton Hotel in Halifax, a
man grasped my hand and said
he had always wanted to meet
the editor of CBC Times.

MARKET INFORMATION

Everyone knows that the sun
never sets on Canada's Pacific
Coast. But did anyone ever tell
you that the reason for this is
that, at this time of year, it
never rises.

MY PAN — YOUR MAIL

Dear Dick: Regarding the pic-
ture you asked me for my
recent article in CB & T
(Feb. 3) ... and to think
people paid to see Mogambo.

— Dalton K. Camp.

NO TRADE IN VALUE

If you're interested in reading
some only slightly worn
Lewiste-type gags, which
didn't quite rate printing, see
"The Station Break" for
February, Page 3.
ALL-CANADA PROGRAMS announce the purchase of the

BING CROSBY SHOW

by FOSTER ADVERTISING LIMITED for

McCormick's
makers of fine biscuits and candies

OVER 40 STATIONS COAST TO COAST!

STARTS EARLY FEBRUARY ACROSS THE COUNTRY!

Another top-notch All-Canada program that has been bought by a national advertiser through their agency, Foster Advertising Limited, on a selective basis.

FOR THE BEST IN PROGRAMS SEE YOUR ALL-CANADA PROGRAMS' MAN!

ALL-CANADA PROGRAMS
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

VANCOUVER
CALGARY
WINNIPEG
TORONTO
MONTREAL
Business in a pickle?

Pickles enjoy a per capita sale of .05¢*. If you’re in the pickle business you know your own sales per capita.

Are you getting a large enough slice of the market? If you’re not, your problem may be solved with increased advertising pressure. We can help you there.

Why we can help you. 1/3 of Canada’s population lives in Ontario. 40% of all retail sales are made in Ontario. These two facts make this province the richest market in Canada... the No. 1 market for your goods be they pickles, ploughs or any product. And it follows that if you sell more of your goods in the richest market, your books will look brighter.

How we can help you. CFRB is the one medium in Ontario that reaches 619,430 homes in daytime and 639,720 homes in night-time. CFRB is the one medium that covers 44 counties. You can see it is logical to use this medium to heavy-up your advertising pressure if you want to heavy-up your sales in the rich market CFRB covers. You want to sell more. We want to help you do it. Call us—or our representatives and let us talk it over.

* Based on Jan.-June 1953 average of a five city study conducted by Dominion Bureau of Statistics on Urban Food Expenditures.

Your No. 1 Station in Canada’s No. 1 Market

CFRB
50,000 watts 1010 K.C.

REPRESENTATIVES
UNITED STATES: Adam J. Young Jr., Incorporated
CANADA: All-Canada Radio Facilities, Limited