CARTEB AGENDA HIGHLIGHTS

During the second morning of the convention (Tuesday, March 25) there will be no official CARTEB session, but it is anticipated that the Canadian Association of Broadcasters will be held, followed by the regular annual meeting of Broadcast Measurement, during which three new directors will be elected and three others re-elected.

The afternoon session, and all further ones, will be closed to all but CARTEB members. The annual elections of directors will be held at this time. Members will also hear reports from the Association's president, F. H. "Tiny" Elphicke, and executive vice-president, T. J. Allard. A review of music copyright matters and the annual report of BMI Canada Ltd. are also scheduled.

Pat Freeman, director of sports and news of CARTEB, will also deliver a report to the membership.

Wednesday's schedule as the final day of the convention, will include a closed morning session on Building Sales With News. Sessions on the panel are to be Geoffrey Hudson, news director of CFCF, Saskatoon, which won an award from Ohio State University last year for its news department; and Sam Ross, assistant manager of CKWV, Canada; a veteran newsman and former manager of Press News Ltd. (Vancouver Broadcast News), and William Hutton, director of Radio Press Ltd., Moncton. A discussion of Operation Bar, a project of CARTEB, will conclude the final morning session.

A special meeting, especially for television members of CARTEB, but open to all members, will highlight the final afternoon session. Reports of the Standard Accounting, Resolutions and Legislative Committees will be considered, followed by which the meeting will be adjourned unless the introduction of other matters prolongs it.

PEOPLE

Edmonton — Dick Reo, CFRN President, says he will appeal the conviction of Trevor Kerhey, a CFRN newsman, who was fined $20 and costs or 18 days in jail for obstructing police. He was charged with trying to break through police lines to cover a fire in downtown Edmonton on January 11. He was also arrested for failing to answer police questions.

Defence Counsel J. A. Ross said that Kerhey had not committed "any crime" but had merely been "accused by the police of obstructing them." He said the newsman's obstruction was not the reason for his arrest, which was for resisting the police. He said the conviction was "a gross injustice" and would appeal the case to the highest court in the province.

Kerhey's conviction was announced by the court on January 11, after a trial lasting two days. The newsman was appealing the decision of the court in order to get his job back at the station.

AN EDITORIAL POLICY CONFERENCE at CKWV, Vancouver brings together the station's top executives for a discussion of the day's news events for use on the current At WX Seen It, the station's daily editorial period. From left to right they are: Jack Sayers, sales manager; Bert Cannings, news director; F. H. "Tiny" Elphicke, vice-president and general manager; Sam Ross, assistant manager; Joe Midmore, news editor.

TV NEWS SPONSORED

Daily news is going to get a whirl on TV — CHCH-TV, Hamilton, when it starts on April 20th — under the sponsorship of a firm that has leaned heavily on news by radio. This is the Shell Oil Co. of Canada Limited. Reports of the company's news service are now heard on about 20 stations from coast to coast and who have bought a 37-weeks' subscription to the service. The first Monday through Friday, on the Hamilton television station. Telecasts according to present plans, will consist largely of filmed local news. The reason for this is that national news is being covered by the CBC telecast which follows immediately.

This sponsor is using this experimental run to determine whether he should go into TV news more deeply, when and as the occasion arises.

Local Hamilton Shell dealers will get their TV bait, when movie sequences of each station in turn are shown in commercials.

Release is through J. Walter Thompson Co. Ltd., Toronto.
What Price Radio?

226 new national accounts invested their money in Canadian Radio, to deliver their sales messages across Canada, in 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

CAB Member Stations

ATLANTIC (17)
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ACCORD and DISCORD

RADIO CENSORSHIP
(The following letter has been received by Dalton K. Camp, a condensation of whose speech to the Atlantic Association of Broadcasters appeared under the title "Listeners Are The Only Censors", in our issue of February 3. At our request, Mr. Camp has turned over the letter to us with permission to publish it.)

Ottawa.

Dear Mr. Camp: I have read with interest the article in the recent issue of CANADIAN BROADCASTER & TELESCREEN titled "Listeners Are The Only Censors".

For the past six years, one of my duties with the (Canadian Broadcasting) Corporation is the servicing of political broadcasts in both the Federal and Provincial fields. In this capacity I naturally work very closely with all political party representatives whenever there is an election. Therefore, I would be interested in knowing where there is a regulation or a demand for submission of scripts twenty-four hours in advance and, in addition, I would appreciate knowing where and how the CBC 'censors' political scripts. For your information, attached are copies of the regulations and policies and rulings on Political and Controversial Broadcasting.

GEORGE YOUNG,
Manager, Broadcast Regulations,
(Canadian Broadcasting Corporation).

DITTO — UK STYLE

Ottawa.

Sir: Under the heading "In This Corner" in your issue of February 3, 1954, you write, "In Britain, before Hitler marched into Poland, Winston Churchill and many others who disented from appeasement were prevented a national audience. The BBC did not allow the broadcast of opinion."

I am sure you would not have printed this statement had you known it to be untrue. The fact is that Mr. Churchill did broadcast on the BBC ten times between 1939 and 1937, and he did not accept another ten invitations to broadcast. The BBC, by its Constitution, does not broadcast editorial opinions of its own but it is its duty to reflect in its programmes, the full range of public opinion in the United Kingdom.

GORDON WINTER,
Canadian Representative
(British Broadcasting Corporation).

PRODUCTION "RACKET"

Charlottetown.

I did not think there was anyone left in the Canadian broadcasting industry that had the courage to write such an excellent editorial as you did on the promotion racket in your issue of February 3. I could go on crying for page after page about how this matter has been abused and mangled by cut-throat activity within the industry itself, but you know this already as your editorial reveals.

R. F. LARGE,
Station Manager,
Radio Station CFHY.

SUGGESTION BOX

Montreal.

If I were you, I'd move my office over to Wellington Street because it's only two minutes walk from Union Station.

WALTER A. DALES,
Radio scripts.

SLIGHTLY PERSONAL

Vancouver.

Listen you contumacious rat:
1. You may misquote me, in fact abuse me in virtually any form, but I do not like having my name spelled incorrectly. It is D O W N E S.
2. I am not excited by the transposition of names on page 18, in the February 17th issue of your rag. Apart from that I am forced to admit you did a damn good job.

PETER DOWNES
Vice-president, Cocksfield Brown & Company Ltd.

IN THE NORTH

They Look To Sudbury

CANADA'S FIRST PRIVATE TV STATION

Now on the Air with Regular Programs

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.
Behind the Scene in Radio
as transcribed by H.N. Stovin

“Do find with pleasure that my Faithful Secretary hath
newly nerved my quill pens, methinks in reminder
that I have much news from our good Stovin Stations
in this page of my Diary ••• In Owen Sound a group of young actors and actresses making
up the CFOS Theatre Guild, in an attempt to revive legitimate theatre, are presenting a group of plays, at
the City Hall, the same being sponsored by the Owen Sound Lions Club in aid of charity. Station CFOS reports
that the first play was a highly creditable performance.

••• United Apparel Limited is an exclusive CKXL
advertiser. During the past 3 years they have expanded
until they now have 6 stores in the Calgary area, with plans underway for 9 more this coming Spring. Mr. Bill
Wool, Owner of United Apparel, says ‘I feel without doubt
that CKXL is the strongest medium for producing
effects results in the Calgary market.’ Another Calgary business
man, Ralph Mitchell, Manager of the Capitol
Theatre, says ‘For quick, comprehensive results, I do
favor CKXL in the Calgary Market’ ••• CKY
Winnipeg has a Casino-type program called ‘Time to Win’, which is drawing greater quantities of mail each week, and — what is more — making more and more sales for its advertisers. If you are interested in selling the Manitoba market, it will pay you to investigate this
top-selling feature. A young woman who does indeed deserve much credit for the success of ‘Time to Win’
is the show’s M.C., Wendy Warren — recently termed
in a national magazine as ‘Winnipeg’s Most Familiar Voice’. Pepys would add ‘and also Winnipeg’s Most
Persuasive Voice’ ••• From St. John’s, Newfoundland
comes word of many sponsors renewing business on VOCM. One of these, the Department of Commerce
bottlers for Pepsi Cola, have for the third consecutive year renewed their nightly Sportscasts, and also a two-
spot-a-day schedule for the entire year for Suncrest Beverages — both being nice expressions of confidence in ‘Newfoundland’s Own Station’, VOCM.”

“A STOVIN STATION IS A PROVEN STATION”

**Pepys**

**BEHIND THE SCENE IN R**

** Convention**

**POWER BEHIND THE PUNCH-LINE**

Special to C B & T
By MARTIN TAYLOR, Newspaper Features Ltd.

London, England — Malcolm Muggeridge, 51-year old editor of Punch who is flying the Atlantic to address the Annual Dinner of the CARB March 22, is a free-enterpizer from around the world. He has worked in the competitive atmosphere of daily journalism in the United States, India and even Russia, as well as on London’s Fleet Street.

He has brought to his unashamedly Victorian publication a touch of the liveliness of the newspaper world, designed to establish its whimsical appeal among yet another generation of Britons. For Punch is to Britain what the New Yorker is to America and a little more too.

While being the accepted organ of British humor, Punch does not stop at battle heavily "funny". It has kept alive, the ane of political satire with both in its original articles and in its reports of the week in Parliament and the Commons, and on the political scene and in the cartoon field — with such solid material as John Bull and Britannia.

In the world of political education, Punch would hardly be regarded as a major influence. But when the world’s press is not large, a large section of the public, at times when it is needed, is available to address the middle ages and where the balance of power rests, and where it enjoys the same infallible respect as accorded to coal fires and cups of tea.

Perhaps it is his background of unfettered private enterprise which has put him openly in the forefront of the battle to break the BBC State monopoly in television. His general political inheit in the cause of commercial freedom can be taken from the fact that he served for six years as deputy-editor of London’s The Daily Telegraph, which holds the undisputed leadership of the anti-socialist British daily press.

Anyhow he has fought for commercial freedom and, in particular, against the BBC monopoly which has been bestowed on him by the British government. He has been subjected to the careful scrutiny of someone as cultivated as himself and as interested in the public good as Lord Reith, (most famous BBC Director-General) who should have been spared these passages of violence, lecherous and insolence which mar otherwise admirable... In another article headed “Sponsored Escalation”, he wrote in the same strain on ladies’ underwear advertisements which appear alongside the “moving-staircases” of Lon-


MUGGERIDGE

to see the dash of ridicule and sarcasm with which they are laced.

Under the heading “Sponsors began with Caxton”, he wrote:

“Let us suppose for a moment that instead of handing the escala-
tions to the BBC, our commercial explota-
tions, their embellishment has been
entrusted to some cultivated and experienced public servant — Lord Reith, for instance. Imagine what he would have done with them. R.T. and other artists of high reputation would have been commissioned to portray scenes from our national life — like the opening of Parlia-
ment or a folk dance festival.”

Muggeridge’s campaign is reaching Britain at times when they are probably best placed to judge the blessings of the Government monopoly which have been bestowed upon them under two Socialist administrations since the war.

They will be certain to find Punch in the doctor’s waiting room while they “queue” for their Socialized medicine, and in the dentist’s where they wait for their half-price denture fittings, and in the optician’s where they are fitted with cut-price spectacles, and in the wig-makers where they are regaled with State-paid wigs. They will read it all too as they travel on the much-maligned British Railways.

In all these situations they will not only be reading Mr. Muggeridge but probably reading him avidly to escape their discomforts. No-one could ask for a more receptive audience.
A Wishful Obit

Nobody likes promiscuous radio giveaways, but some of the most willing to give them are those who provide them. To broadcasters they bring revenue. Sponsors, as a prominent agency man said in Vancouver last month — it was Peter Downes, the CCF employee — are easier to get a jump on their competitors. Listeners are drawn to them by a fantastically remote hope that their number will come up. Once a research organization, conducting a survey in a two station city, found a woman who was listening to both stations, so that she could tell which number either her father or his playing should she phone call come even the Simon—and-power, with power to regulate any and all of the private stations' programs, is helpless to order these shows off, preferring to discuss the matter with the broadcasters.

The fact of the matter is that these programs, devoid in many instances of genuine entertainment, find favor with an alarmingly large number of listeners, just as every week, Britain's "Football Pools" provide millions of Old Country people with the thrill of a mild gamble. Actually these giveaways, from a moral standpoint, in giving people a chance — of incalculable remoteness — to win two dollars, or a new car, or a house and lot. If that is it, it is a wrong to give them the chance.

As has frequently been said in this paper, the radio's big mistake is that it has let the advertisers take over. In the newspaper publishing business, there is a brick wall between the editorial department and the advertising department. Radio broadcasters are justly crying for recognition as publishers too. But they won't rate the title until they find a way of keeping the advertisers out of the studios.

A Case Of Suicide

No time should be lost by believers in private enterprise in assessing those who would like to destroy, or at any rate suspend the basic ideal on which they are enabled to function.

Canadian history — and world history for that matter — will show in the years to come that in this era, the virus of Socialism, which stemmed from political parties espousing socialistic ideals, has infected the opposing factions so deeply that Socialism's work is about done. If the Canadian CCF party, or, for that matter, the British Socialists, shut up shop tomorrow, Canada and Britain would remain the strongholds of Socialism which they have become over the past fifteen years.

As those of us who are striving eternally to conserve some vestige of the competitive system do what we can to stem the tide, it might be well if we looked at what is becoming more and more of an enemy of private enterprise as the years go by, and that is the hierarchy of the United Church of Canada, which, willingly or otherwise, is probably Socialism's greatest advocate.

This extraordinary state of affairs becomes even more fantastic when we realize that an extremely large part of the membership of this church is made up of business people who are right in the front rank of the battle for the competitive system.

As an example of this, last week, Dr. James R. Mutchmor, secretary of the Board of Evangelism and Social Service of the United Church of Canada was commenting on the suggestion made by a member of the Ontario Provincial House that the sale of beer be permitted in grocery stores. Dr. Mutchmor's reply, as reported by the Toronto Globe & Mail, was to the effect that the United Church does not want "any combination of the decent bread business and the bad beer business." He went on to say, according to the report, "The United Church is strongly opposed to the extension of beer, wine or big business."

In the same issue of the same newspaper, there is a report of a resolution of the same United Church Board criticizing liquor advertising originating in US radio and TV programs available in Ontario. The resolution urged US churches to abolish TV and radio liquor advertising received in this province. Rev. W. G. Berry, assistant secretary of the Board of Evangelism and Social Service said he was concerned not only with the liquor ads but also with the general low tone of some other advertising on (US) TV.

We know plenty of United Churchmen across the country, who are leaders in their communities, give generously to church and other "good works" and wish there would be church which would inevitably face financial failure. Most of these people are ordinary, average Canadians, who like to attend local sports functions whenever they occur; to spend an occasional evening around the poker table; and to sit and chat with their friends over a "social glass" when the spirit moves them. If men like Mutchmor and Berry are expressing their own opinions when they talk down "bad beer" and "big business" that is their privilege. But these men are officials of the United Church of Canada, and while they are damning eternally precisely the things that many of their followers do, and the system under which they live, at the same time they are speaking for the Church with which means that they are making it appear that they are speaking for its members.

Isn't it time that these business men faced up with reality and put a stop to getting money from within which is being carried on in their names?

Statistics

The latest D.B.S. computation of Federal government civilian employees, including civil servants, temporary and permanent, and employees of Crown corporations, shows a total of 320,585 in August, 1953.

This is an increase of 16,942 employees since August, 1952. What extra service the taxpayer has received from this increased employment is not revealed by the D.B.S.

If all these employees were gathered in one city, it would rank as the fourth city in Canada, coming just after Vancouver. If their dependencies lived with them, the city's population would take first place.

At an average height of five feet, six inches, the employees would reach from Yarmouth to Red Lake, N. W. T. and would stretch across the C.N.R. right of way. Some taxpayers may think that this would be a good idea.

— The Printed Word.
Copyright

RESERVE JUDGMENT IN APPEAL

Ottawa — The Supreme Court of Canada has reserved judgment in the test case before it, designed to clarify the power of the Copyright Appeal Board, particularly in establishing fees paid by broadcasting stations for the use of music.

Although the appeal, concluded here last week, was made by Maple Leaf Broadcasting Co., operating CHML, Hamilton, against a decision by the Exchequer Court of Canada which awarded the Composers, Authors and Publishers Association of Canada $500 damages for copyright infringement, the Supreme Court’s decision is expected to affect the foundation of the Copyright Appeal Board.

During a two-day appeal hearing, CHML, which represents the Canadian Association of Radio & Television Broadcasters for the purpose of this test case, argued through its counsel, Sam Rogers, Q.C., and Gordon Ford, Q.C., that the Board went beyond its jurisdiction on two vital points. The Board should not have changed the formula for musical copyright fees payable to performing right societies to a percentage of broadcasting stations’ gross revenue, they declared. In addition, the Board erred in granting CAPAC the right to inspect stations’ books to determine gross revenue, they maintained.

CAPAC counsel, Harold Manning, said the Board had the right to set fees according to percentage of gross revenue, and the copyright laws do not limit the right of a copyright holder to impose terms and conditions on stations for the performance of music in its repertoire. Manning believed that because the Board set a fee based on percentage of revenue, it was not necessarily endorsing the inspection of books principle, as well; the latter was solely a contractual condition set by CAPAC.

The history of the case dates back to January, 1952, when the Copyright Appeal Board was asked by CAPAC to change the copyright fee basis from the five-year-old formula under which CAPAC received 14 cents for each licensed radio receiver in Canada (the total amount divided equally between private stations and the CBC), to a fee based on 1 3/4 per cent of the gross revenue of private stations. This was approved by the Board two months later, along with a new formula for the CBC under which the Corporation would pay 1/4 per cent of its gross commercial revenue and one cent per head of Canadian population to CAPAC. For private broadcasting stations the change meant an increase in total fees from $152,000 to about $350,000.

It is the validity of this decision by the Board which was tested in Exchequer Court in December, 1952, before Mr. Justice J. C. A. Cameron, even though the case was a suit instituted by CAPAC against CHML for infringement of copyright and non-payment of fees. Mr. Justice Cameron ruled in favor of the Board’s decision.

At the hearing last week, Rogers and Ford reiterated before the Supreme Court the private broadcasters’ belief that a music performance fee based on gross revenue and providing for the inspection of books, was an invasion of private rights which Parliament did not specifically state were within the powers of the Board. If Parliament had intended to grant the Board such power, it would have been so stated in the Copyright Act, they claimed.

It was also argued by CARIB counsel that it is impossible for radio stations to know their gross revenues for a year on the last day of the year; it is only some weeks later that auditors’ reports are available. Yet, under the new fee formula stations are required to pay in advance for a year’s use of CAPAC’s music, the payment calculated on the previous year’s gross. This situation, Ford declared, left private broadcasting stations open to possible legal action for non-payment of fees in advance and indicated that the Copyright Appeal Board must establish a fixed fee calculable before the end of a calendar year.

Manning replied that a damage suit for non-payment of fees could be avoided by stations if they made a formal offer, before the beginning of a year, to pay the fees when calculated later.

PERSONALITIES

Of about 5,000 persons employed in radio broadcasting in Canada, three-quarters work for private stations and one-quarter for the CBC.

www.americanradiohistory.com
Screen

PRIVATE ENTERPRISE FILM MEN MEET

Toronto. — W. J. Singleton was named president, by acclamation, of the Association of Motion Picture Producers and Laboratories of Canada at its fifth annual meeting held here today. He is president of Associated Screen News Limited, Montreal.

A major topic of discussion was the film production and technical facilities likely to be needed in the development of television in Canada. There will be greater responsibilities in providing adequate film-for-television service because of the scattered concentrations of television stations to be expected in Canada for some years to come.

Officers elected at the annual meeting include: vice-president, Pierre Harwood, Omega Productions, Montreal; Hon. secretary-treasurer, Gordon Sparling, Associated Screen Studios, Montreal; directors: E. W. Hamilton, Trans-Canada Films Ltd., Vancouver; Michel J. Sym, Sym Studios, Winnipeg; John Ross, Graphic Associates Film Production Ltd., Toronto; and A. H. Simmons, Gevaert (Canada) Ltd., Toronto.

In submitting his report, Dean Peterson, retiring president, stressed the need for continued liaison with both Canadian Broadcasting Corporation and National Film Board. This would ensure that both organizations would have before them continually up-to-date details on facilities available from members of the association for the production of all types of films, as well as the varied technical services required in film production and processing.

It was reported at the annual meeting that representations were being made to the Federal Government seeking a reduction in sales taxes on Canadian productions, to place them on an equal footing with imported films. Frequent protests had been necessary, it was also reported, against the invasion by government agencies of the fields of activity usually served by private companies in the industry.

The Association will again present a plaque for the best amateur production entered in Canadian Film Awards, to be staged in Montreal on May 13th. In addition to the plaque, the Association is also offering, for the first time, a duplicate print to be made of the winner’s film.

Membership in the Association now includes 29 companies operating in motion picture production and processing across Canada. As a first step to securing permanent headquarters, it was decided to appoint a paid secretary. Don McClymont of Ottawa was selected by the new executive to fill this post. This was one move considered important to further the aims of the association; to raise the standards of production and technical services provided by the motion picture industry in Canada; to improve the degree of co-operation among its members; to improve methods which will lead to better quality Canadian-made films.

DID YOU KNOW THAT HALIFAX

... actually embraces seven wide districts with twenty towns and villages — each with its own labor force and residential population ... that all seven districts are growing rapidly and that three of them have an annual rate of growth exceeding 125% each.

AND DID YOU KNOW THAT CHNS...

... is listened to in MORE homes in each district than any other radio station. Day or Night ... and that CHNS has undisputed leadership EVERYWHERE within a radius of 80 miles of Halifax.

So for wide coverage and complete coverage, call CHNS.

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.

Only CKTB can sell the rich Niagara Peninsula

with its constantly expanding diversified industry, its stupendous hydroelectric power developments and its prosperous orchards and vineyards.

Get the whole story from our reps.: Mulvihill in Toronto and Montreal, McClymont in U.S.A.

The NIAGARA DISTRICT STATION

CKTB

ST. CATHARINES

in CANADA’S FIRST CITY

LISTENERS CHOOSE CANADA’S FIRST STATION FOR NEWS

Because:

• CFCC maintains the most up-to-date newsroom in Montreal.
• With a trained staff of 3 news editors.
• Who have a combined news experience of 25 years.
• Directed by Harry Etheridge.

Montrealers Get The NEWS On

REPS: ALL-CANADA (Canada)

WEED & CO. (U.S.A.)
OXO—DELMAR MARGINE—ROBIN HOOD — ALPHA MILK — CATELLI and BLUE RIBBON PRODUCTS

FOR PROGRAMS THAT PAY — TRY 980’S WAY!

CKRM 980 - REGINA

are represented in the pile of mail sorted by JOHNNY SANDISON and VERN BROOKS Masters of Ceremonies on CKRM’s “Original Casino Carnival” featured every week-day morning on 980 at 9:45.

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By Helen Craig

WHEREVER you are, you’ve HEARD of Sarnia. The tornado took part of it off the map but the power of publicity put it back. And if you’ve ever driven along a US highway at night from Detroit to Port Huron, Michigan, on the approach to the Bluewater Bridge you’ve certainly SEEN Sarnia for the flares that blaze heavenward are visible from afar. As you come closer to the Chemical Valley City you must necessarily SMELL it. If you live within the listening radius of 5000-watt CHOK you KNOW Sarnia because this station, with manager Karl Mank, at the helm takes seriously the task of informing listeners about activities in the city and area.

As a case in point, take the show Sarnia Reports to the People. A rather ponderous title, but it says what it does. Every Thursday night from 8:30 to 9:00 listeners hear this show presented in the interests of good city government. Topics currently in the minds of citizens are batted around by a panel of four to six community leaders. As this sustained show is put on by CHOK in co-operation with the Sarnia Junior Chamber of Commerce, a Jaycee man, usually Art Bradley of Sarnia, is moderator. Program director Phil Clayton outlined some of the topics discussed lately: administration of Sarnia’s general hospital, education: “Is the Traffic Ticket, a Good Teacher?”; changing one-hour parking meters; city planning; advisability of having a probation officer in Sarnia; legislation re. closing hours of retail businesses. Every fourth week Mayor W. C. Nelson meets the press. Incidentally the mayor is brave enough to ask listeners to send in questions on civic affairs and he answers them over the air. In a rapidly growing community such as Sarnia the show Sarnia Reports to the People is an attempt to straighten out the many civic problems as they come up, and listeners like it — not only because it’s informative, but also because it’s chucklesome when panelists get involved in high-temperature controversy.

DATELINE: SARNIA

Frankly, we hate the idea of working for a living; but since we must, we can’t think of any way we’d rather do it than by writing radio copy.

The psychology books all say you do best in the kind of work you enjoy. Maybe that’s why so many of our clients keep coming back for more.

WALTER A. DALES — RADIOSCRIPTS

907 KEEFER BUILDING MONTREAL, P.Q.

Telephone UN. 6-7105

Turning to sponsored shows, chief announcer Charlie Doering has a lot of fun in a café across the street from CHOK. From 12:15-12:30 p.m. he broadcasts Saturday Luncheon Date from Latiner’s Restaurant. It’s a completely redecorated eating place because the old building, like so many in Sarnia, was wrecked by the tornado. A novel extra course is added to Latiner’s luncheon menu: Charlie’s chatter. Charlie has evolved an interview technique no worse than: “And who are you? Where do you live? How do you like the food here? “Hello, little girl, what big eyes you have!” After identifying an interviewee he pops questions like: “What would you do if you had a million dollars?” “If you could live anywhere in the world, where would you like to live?” “If you could BE anyone in the world, would you like to be?” Slightly inane, perhaps, but we must admit it’s different. (I wish Charlie would ask me what I’d do with a million dollars. I’d ... I’d ... gee, I don’t know! What would you do?) In the course of each quick interview Charlie asks his guest to name the top tune of the week, determined ahead of time by CHOK from jute-box ratings. If the tune is not telecast directly by the guest’s lunch is free. Sarnia-ites or whatever native sons and daughters are called here, must be no strangers to paradise because no less than nine free lunches were given to Latiner patrons at one Saturday Luncheon Date recently.

As there is a large rural listening audience around Sarnia CHOK features a program for farmers every Friday through Saturday from 12:45-1:45 p.m. It’s the Home Folks Hour, a show with requested music, stock reports, farm news, official time signal from Ottawa, plenty of jokes, and plenty of commercials. The whole hour brings considerable revenue for there are spots all the way through the first 45 minutes and the last quarter hour is sold to businesses in towns near Sarnia. The home folks hear about Petrolia, one of the few places where oil was discovered in Ontario; Wallaceburg and its glass factory; or Belthorn with a furniture factory. (Oil, glass and furniture aren’t necessarily the businesses who sponsor the quarter hour. Naturally the segment is open only to any business in the surrounding area.) Equally versatile on news from farm or factory, Charlie Doering handles the show: Saturday is in the nature of a good-will trip on the Home Folks Hour for the Rhythm
serving more than half a million people

Rangers from Port Huron, Michigan, are that unguarded frontier and present folksy songs, often with the five Howard sisters from Sarnia. They're all sisters, too. Be assured of that. P. D. Phil Clayton said so.

The Rhythm Rangers aren't the only Americans who use CHOK as a broadcast medium. Even though there are several radio stations in Port Huron and environs, a Port Huron Baptist minister has developed a tremendous listening audience via CHOK, with his daily shows. Often his afternoon quarter-hour broadcasts are taped in his living room prior to air time. American listeners naturally make up a great percentage of this religious broadcast's devotees, but they stay tuned to 1070 for other shows too.

It was rather surprising to hear a Spanish word coming and going like a rotatory wind in conversation with "OK people. You guessed it; tornado. I learned of CHOK's reaction to the catastrophe when it hit in May of last year, (C B & T, June 17). Four hours after the Machiavellian wind had done its damage, CHOK was on the air. Broadcast equipment was moved immediately to the transmitter, which was out of the path of disaster. The main operating studios were in the wind's wake as it swept from the Ferry Landing on the St. Clair River, through the heart of the city, and Karl Monk, station manager, told me that in his office alone it was impossible to wade through the foot-high debris that covered the floor. After equipment was transferred to the transmitter and broadcasting resumed, radio told of the emergency and aid was rushed in to the stricken area. CHOK continued its public service as the Tornado Relief Fund was established, and appeals for contributions were begun by community and industrial leaders. The city treasurer, to whom contributions were sent, reported that approximately $75,000 had been raised. And this, because of an idea begun by radio.

I suppose the Home Folks Hour philosopher would say "Tain't no use lookin' back; look to the future, pardner." Looking to the future, CHOK is thinking ahead to May of this year when for four days, from 5:00 p.m. to sign-off at 12:05 radio goes to the Jaycee Fair. Fair-goers will see radio action. Frank Stalley, newscaster, will go to the teletype and illustrate how a newscast comes to life. Elaine MacDonald will talk of women's interests. Jim Cooke will do a sportscast. For listeners who have never seen the interior of a radio station, CHOK will reveal its operation methods and all the movable equipment on stage will help to give Sarnia folks knowledge of the inside story.

I'm sorry to leave Sarnia, the city where radio has proven to be an attraction for Canadians and Americans alike. Funny thing about Sarnia: You can't help liking the place. Sure, you can cross the Bluewater Bridge to the American side and buy cigarettes for a song; you can get your beer in a grocery store; and if you like mass-produced socks - 15c a pair. But strangely enough, I'd rather remember the stories I heard of plucky tornado-stricken Canadians; the giant flares piercing the sky at night. I'd rather remember the words of an Italian immigrant whom I met in a coffee shop: "Our radio station? OK for me."

March 3rd, 1954

www.americanradiohistory.com
Tell Us Another

There’s a guy who sells shoes over our station. No kidding. Name’s Dick and he owns Dick’s Shoes Right? Over our town.

You know, we’re all in this thing for a buck but sometimes you feel a bit guilty about taking dough from a nice guy like Dick, saying you can sell his shoes on radio. Shoes! Easier to sell rabbits.

Good old Dick goes along with the gag, though. We take it easy for a while, stick him with a spot campaign or two that lasts for a week maybe. Nothing heavy though. He’s a good guy.

It was last summer. Maybe it was the weather, vacation coming on and all. So we hit Dick with this newcast, five minutes and three a week. Sure, we got a conscience, but he wanted to sign for four months. He really wanted to.

I forgot about him after that. But at the end of October he was back. And he wanted to buy in for a whole year, same show. Sure, we signed him. What a gu... he says we tell his shoe. We should argue?

People
HEADS TELEMETER
With the Telemeter system now in operation in Palm Springs, California, Famous Players plans for the development of Telemeter in Canada are emphasized by the election of W. C. Thornton Cran as president of two subsidiary companies - Trans-Canada Telemeter Limited and the Telemeter (Ontario) Limited. The directors and officers of the two companies are all executives of Famous Players Canadian Corporation Limited: John J. Fitzgibbons, vice-president; R. W. Bolstad, treasurer and Angus MacCunn, secretary. Jean A. Pouliot is executive electronic engineer.

Famous Players has a 25-year franchise for the licensing of Telemeter in Canada.

"Wink" Cran, the new president of the two Telemeter companies, has had a wide experience in the fields of commerce and electronics. As joint managing director of Broadcast Relay Service (Overseas) Ltd. of England he negotiated licenses and formed subsidiary companies in 12 overseas countries for broadcasting or wired music operations. Recently he returned to Canada where he formed Rediffusion Inc. in Montreal.

He was secretary and comptroller of Broadcast Relay Service Ltd. and Radio & Electrical Developments Ltd. from 1934 until 1940 when he came to Canada. During the years 1940 to 1945 he formed the Small Electric Motors (Canada) Ltd. at Leaside, Ontario and the Semco Instruments Ltd. He purchased and reorganized Rogers Majestic Ltd. and Rogers Radio Tube Ltd. and acted as chief executive of this group until the business was sold to Philips (Holland) in 1945. Next year he returned to England as executive director of Philips Lamps Ltd. in London and in 1947 he became associated with Broadcast Relay Service (Overseas) Ltd. returning to Canada to organize and direct Rediffusion Inc. in Montreal.

On the Air - March 1st

CKCO-TV
CHANNEL 13, KITCHENER
Serving 7 Cities in the Heart of Ontario

$353,000,000 retail sales, 1,043,518 potential viewers, make this Central Ontario region one of the richest markets in Canada.

CKCO-TV’s high calibre network and local programs assure you of a large audience for your sales message.

Call us — we’d like to talk it over.
People Continued

CFCF NEWS DIRECTOR

English-born Harry Etheridge has become news director of station CFCF, Montreal. In 1939 he joined the United Press of America in London. In 1942, he enlisted with the RAF and trained in Canada as a radio navigator, serving later in Egypt, Palestine, Cyprus, India and Ceylon. During his time in the armed forces, he wrote for service publications.

In 1947, Etheridge came to Canada and joined BUP, serving in Toronto and Montreal bureaus, before joining the BUP parliamentary staff in Ottawa in 1950. In the same year he was transferred to Winnipeg as manager. He was working in BUP's Montreal office before joining CFCF in the summer of 1953.

Etheridge is also the public relations officer for the reserve unit of the Royal Montreal Regiment. This is in addition to the full time post of CFCF news director which he has just assumed.

He succeeds Dave Rogers, who has gone to CHICH-TV, Hamilton.

Caldwell Sales Rep

Kenneth R. Wright has been appointed Ontario Sales Representative of S. W. Caldwell Ltd., Toronto. Formerly of Winnipeg, where he attended the University of Manitoba, Wright's previous positions include: sales director at CFAR, Flin Flon; account executive at CKY, Winnipeg; station manager at CKDM, Dauphin; radio producer for the BBC, North American Service.

JOINS ALL-CANADA TV

Bill Steer has joined All-Canada Television as Ziv TV program representative.

Formerly with Thomson newspapers as advertising supervisor, Steer also has had seven years experience in the music and entertainment field across Canada.

BACK ON THE JOB

After three months confinement in hospital and at home, CB & T's genial accountant and circulation manager, T. G. "Bal" Ballantyne is once again back at his desk.

---

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. McFULLVRA in U.S.A.

---

PEPSY WELCOMES CHABy

WELL-KNOWN RADIO REP, Horace (Peeps) Stovin welcomes CHABy the Moose. CHABy is the newly-appointed Promotion Representative of CHAB.

CHAB

800 Kcs. Moose Jaw, Saskatchewan 5000 Watts

---

MEMO TO CB & T

Too tied up for ad-writing right now. Tell 'em we have a new reason for doing a better job for agencies, sponsors and stations, in the person of Paul Mulvihill Junior, who weighed in February 20 at 8 pounds 8½ ounces. You should hear him on:

CJFX, ANTIGONISH

CKSB, BARRIE

CJCH, HALIFAX

CKOK, PENTICTON

CKTB, ST. CATHARINES

CHOK, SARNIA

---

Have You Received

Our NEW Audition Disk?

An Independent Producing Company

Keep Us Help You

Write - Wire - or Phone for Details

"STONEGATES," LONDON 5, CANADA
telephone 3-0886

---

www.americanradiohistory.com
Ready and right telecasts for remote telecasts

New! Ge Portable Camera Chain

Units provided:
- Camera, PC-4-A
- Viewfinder, TV-20-D
- Camera Control & Monitor, TM-6-A
- Switching Unit & Panel, TV-47-A
- Sync Generator, PG-2-A
- Camera Cable Assembly, PV-15-A, 50 ft.
  - Metal Tripod
  - Friction Head
  - Single and Double Phone Headsets
- Power Supply, TP-10-A
- Power Distribution Box, TC-19-A

Accessories:
- Portable Master Monitor Group, TM-15-A
- Wipe/Insertion Unit, TV-46-B
- Desk, PR-22-A
- Camera Dolly
- Tripod Dolly—3 Wheel
- Special Lenses and Cable
- Single Chain Adaptor, TV-48-A
- Camera Cover, Lens shades and neutral density filters

Get this new booklet!
Contains full details and specifications on the new Ge Portable Camera Chain. Includes system diagrams, plus complete equipment features and photos. Contact your nearest Ge Broadcast Representative, or write: Broadcast and Television Sales, Canadian General Electric Company Limited, 830 Lansdowne Ave., Toronto.
Improved performance and complete program flexibility!

Here is the most advanced portable camera chain yet developed! Thirteen bonus features! Check them over...compare them with any features of other equipment on the market today and you’ll specify G-E for your station.

Designed primarily to improve picture quality, this new field chain offers the greatest possible portable equipment maneuverability. All units have been thoroughly field tested...their versatility clearly demonstrated in actual station use.

Call your nearest C-G-E broadcast representative today! Be sure to get all the facts on this new development. Equip your station with a G-E portable camera chain—engineered to meet every studio and remote requirement!

13 Bonus Features

Minimum Weight • Low Power Consumption • Small Size • Interchangeable Sync Generator (station or remote use) • Binary Counters (provide extreme accuracy) • Built-in Wipe and Corner Insertion Control (for special effects*) • Locate Switching Control Panel up to 1000' from Equipment • Electronic Switching (laps and fades both manually and automatically) • Simplified Cabling System • Handle Greater Range of Light Levels (Lenses stop up to f/64) • Intercom Amplifier • Audio Level Control and Preview Monitor Selector Switch on Switching Unit • Switching and Control Unit Handles 4 Cameras Plus 2 Remote Composite Signals.

*Wipe/Insertion Amplifier...optional accessory unit.

TELEVISION EQUIPMENT

ADIAN GENERAL ELECTRIC COMPANY, LIMITED
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

MEET CKOV SPORTSCASTERS
14 WEEKLY SPORTSCASTS
FEATURED ON
"The Voice of the Okanagan"

CKOV
KELOWNA, B.C.

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

CJON
HIGHEST RATINGS — MORNING - NOON AND NIGHT

Representatives of the Canadian Council of Authors and Artists and the CBC quietly sat around a table two weeks ago and penned an agreement which will probably keep over all relations between the public television system and its performers happy for the next eighteen months. At the last moment, this agreement averted the strike nobody wanted.

The two primary issues of this mild dispute were ones of principle — of significant importance, according to Council president Bernard Cowan. One was: What is the relation of a union member to union conditions when appearing in non-artistic roles on television? And what is his status when appearing with non-union performers?

The answer, as far as Canadian television is concerned, until August 14th, 1955, is that members on the union rosters before signing of the new agreement will have to be paid recognized rates, whether they perform in an artistic show or simply as members of some sort of news quiz or “expert” panel. Not so with new members, however. They may go on interview-type programs and new shows for other than union rates.

The other issue was obviously tougher, and therefore dodged for the moment. What happens to all union members’ rates if any of these “non-artistic” shows should become sponsored? Apparently it would take a radical change in CBC policy before a news or news-commentary type of program could become sponsored. Therefore the new agreement allows for complete re-negotiation of the relative clauses, if the policies of either CBC or Council are changed during its term.

The Council embraces about 2,000 artists and writers who belong to the Association of Canadian Radio & Television Artists or L’Union des Artistes Lyriques et Dramatiques, and under this new agreement have also straightened out over a dozen miscellaneous items which fall generally under the category of working conditions.

All in all, everybody seems to be happy about the whole outcome.
is taking the title role in the non-
Shakespearean Oedipus Rex and the part of Angelo in Measure

**Most startling announcement was**
made earlier when Mavor Moore
resigned as chief producer of CBC
Television in Toronto to devote time
to the preparation of the New Play
Society's annual Spring Time, which
he writes and produces, then to move
on to Stratford as Petruccio in Taming.
And important though this
is, there may be more in store for
one of the holders of the most
important name in regular Canadian
legit theatre.

There have been a few changes
which make this possible. Tyrone
Guthrie proved his theatrical genius
last year, but apparently the Festi-
vial's committee has no intention
of letting it become a one-man show.
Therefore Guthrie is still guest
director. Cecil Clarke, former assist-
tant director and production manager,
is now Festival director and will
direct Measure. Tom Patterson, who
conceived the idea for the Festival
and largely made it reality, has been
boosted up from the general man-
gership to director of planning.
This leaves a few holes to be filled.

This year's Festival is building up
as a bigger experiment than its
outstanding predecessor. Mason alone
is an experiment, followed by a
rather obvious departure from all-
Shakespearean productions, and even
that is to be done in a strict classical
style, masks and all. But even against
a glittering background, the new
Festival appears bright from here.

There are times when people outside
of the industry think about radio
listening. One of them is Dr. E. P.
Scarlett, chancellor of the University
of Alberta.

Not long ago he said: "As a physi-
cian, I am interested in the active
business of listening to music. Our
psychologists tell us that only 14 per
cent of our sensory perception comes
to us through our ears. Therefore,
if we are to make the most of it, it
is of the utmost importance that we
devote all our concentration to the
act of listening. It is for this reason
one can sometimes get more out of
music while listening at home in the
living room, rather than in a concert
hall where the gyrations of the
conductor and the presence of the
orchestra may divert one from the
fullness in concentration".

He was commenting on a program
idea being tried out by CPAC
Calgary, in which local people
preferably well-known — who like
concert music, prepare an hour-
long Sunday evening program each
week. Most of the guests have some
professional interest in music, like
Archie Key, curator of the Coste
House Arts Centre who prepared
and presented the first in this series.

Other guests have come from the
Faculty of Music of Calgary's Mount
Royal College — John Bach and
L. Leacock; the city's top church
organists have been heard — Harold
Stansay, Cyril Mousop, Mrs. Phyllis
Chapman-Clarke and Dr. Victor
Graham. Another source of inter-
gested guests is the Calgary Sym-
hphony. To give them plenty of scope
in working out fascinating programs,
they may bring their own recordings,
dig them out of the station's library,
borrow from a local dealer or use the
lending service at Calgary's Public
Library.

This sounds like yet another way
to make good music more listenable.

---

**FILES OF JEFFREY JONES**

... starring Don Haggerty in 39 HALF-HOUR THRILLERS

... in Telepulse's Top Five... another smash success from
CBS-TV Film Sales... produced for television...

**LET US ARRANGE AN AUDITION SCREENING TODAY**
and complete your package with Caldwell-produced commercials. We have
the trained and experienced staff, the latest equipment and the strategic location
to work with your agency and write and produce all or any stage of your TV
sales message.

**Package Programs • Commercial Production & Writing**

S.W. **Caldwell**

**LIMITED**

447 JARVIS STREET (across from CBC-TV)
TORONTO 5
WA. 2-2103

Radio CHED'S programing and new
ideas in entertainment are creating
a tremendous listening audience in
Northern Alberta.
You too can share in this
BIG expanding market for
so-o-o little cost.

---

Radio Representatives...
HORACE N. STOVIN & CO.,
Victory Bldg., Toronto
A Growing Market

Prince George is still expanding. The North-West Telephone Company is adding an addition to their present building and increasing the telephone service. The expenditure will amount to $65,000.

Reach this growing market over CKPG

PRINCE GEORGE, B.C.
250 Watts on 550 Kc.
Serving Central B.C.
ALL-CANADA IN CANADA WEED & CO. IN U.S.A.

Steadiiy Moving Ahead!

STATISTICS

<table>
<thead>
<tr>
<th>Year</th>
<th>Bank Clearings</th>
<th>Building Permits</th>
<th>Kilowatt Hours</th>
<th>Water Consumption</th>
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<td>1952</td>
<td>$62,940,048.00</td>
<td>$2,035,575.00</td>
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<td>38,020,142</td>
<td>712,800,000 Gals.</td>
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RESULTS

TOTAL MAIL — 128,472 letters 426,160 letters

However in the First 7 Weeks of 1954 the Total Mail Received is 103,814 Letters.

1954 will be a banner year. Place your 1954 campaigns in the CKBI MARKET. Get the details from your "All-Canada" Man.

CKBI

PRINCE ALBERT, SASK.
5,000 Watts

REPS: ALL CANADA in Canada WEED & CO. in U.S.A.

Verbatim

You Can Be Sure If It’s Advertising

Adapted from an address to the Young Men’s Advertising & Sales Club of Toronto

"Build a better mouse trap, and, though you live in the depths of a forest, the world will beat a path to your door."

Phooey!

People don’t make a beaten path to the mouse trap maker's door unless they know he has made a better mouse trap and has a stock for sale at a price they can pay.

This is what the advertising business is all about. Mouse traps and pig iron, automobiles and breakfast foods are useless, if people remain in ignorance of their existence and unaware of how they may be used. Advertising serves the man who produces, by enabling him to dispose of his goods; and it serves the man who consumes, by telling him what is available to add to his satisfactions in life.

The question is sometimes asked — and not only by persons with queer economic ideas—="Why advertise?" The answer can be given by drawing three circles: a big one, a smaller one inside it and a smaller one inside that. Little circle indicates the number of prospects that can be met personally by the sales force; the next larger shows the wider group that can be reached by a well-built mailing list; the outer great circle to which prospects can be canvassed by advertising.

Radio - TV Opportunity For The Right Woman

CFLP's Women's Commentator, Mary Ashwell, requires secretary-assistant-understudy to train for and assist with her daily "Meno To Milady" radio program and new television homemaker feature starting middle of April. If interested, type letter telling all about yourself, background, experience, interests, etc., and why you are the one. Interviews and auditions will then be arranged for suitable applicants.

Apply ONLY by mail to MURRAY BROWN, Manager, CFPF. & CFPF-TV, London, Ontario.

NEED A STATION MANAGER or PROGRAM DIRECTOR?

Married man, 39, three children, desires position as station manager or program director in small or medium sized city. 15 years experience in radio programming, 1½ years in television.

Will accept reasonable salary in exchange for opportunity to raise children in pleasant, healthful surroundings.

By R. J. FARTHING
Advertising Manager
Canadian Westminster Company Ltd.

Canadian Broadcaster & Telescreen

March 3rd, 1954

www.americanradiohistory.com
importance of research. It is good practice for an advertiser to spend 80% of his time thinking about the prospect he is trying to reach and 20% thinking about what he is going to say. From this, there arises research into buying habits and preferences of the consumer of his products. This many times means an improvement of his product and in the packaging and distribution methods.

The principle of looking at the product from the consumer’s viewpoint applies very definitely to advertising. An undelivered message is wasted, so your advertisement — be it space, radio, TV or a mailing piece — must be the kind best calculated to catch attention and hold interest. Do you remember the story of the blind beggar? He had a sign reading: "I am blind and not doing so well". When he changed it to "It is spring and I am blind", his cup was very rapidly filled up.

The question is often asked: "Is the subtle, quiet type of advertising better than blatant advertising of which we see and hear a lot?" Well, that depends entirely on the audience you are trying to reach. Obviously he would be a daring advertiser who would invest advertising dollars in running advertisements in a blood and thunder pulp magazine, similar to those he used in scholarly journals or a class publication. Your advertising must be tailored to the job that is to be done and done consistently.

For our own sake, let us in advertising must keep high standards, and of all the businesses which have tried to work out standards of ethics, advertising men have had the hardest problems. On the one hand, there are many employers of advertising who are short sighted when dealing with the public. On the other hand, there are the people who leap at everything new, and who will swallow the most outrageous claims without making a face. Between these two, it is no small wonder why some advertising has gone astray. Most advertisers, whether large or small, are honest, concerned, and much of their success has been built on maintaining the quality of the products and services they advertise. They don’t stay in business long if they do not.

Advertising men are, in the main, aware of their responsibility. They have organized themselves into associations and clubs, not one of which is without its ideals. One of the main ones is the Association of Canadian Advertisers, and the ideal of this organization is: "to promote the highest standards of advertising." Of course in this, as in any organization, there are at times those who try to take unfair advantage, but again, they do not last long in such company.

As an assessment of that part which it could and should play in the future, we turn to no less a figure than Sir Winston Churchill, who has said: "Advertising can play an important part in repairing the consuming power of the world. Advertising nourishes the consuming power of men. It creates wants for a better standard of living. It sets up before a man the goal of a better home, better clothing, better food for himself and his family. It spurrs individual exertion and greater production. It brings together in fertile union those things which otherwise would never have met".

Advertising has an important part in our everyday lives. It tends to make for better products. It informs the people about new products and their use. It helps raise our standards of living. It develops employee pride in the company and demonstrates management’s pride in the workers. ("You can be sure if it’s Westinghouse"). Advertising can be a great force for good if it is approached ethically by the advertiser, and with common sense by the consumer.

Here are four important questions that any advertiser must answer if his advertising campaign is to be a success:

(1) Is your ad built to catch and hold attention?
(2) Does the advertisement delineate the product effectively?
(3) Does the advertisement make the most of the customer benefits of the product?
(4) Does the advertisement produce the effect on the reader — "If I would like to own one of those, or I’d like to do business with that outfit."

If we follow these four points closely, we shall find we are doing successful advertising.
CFCO goes over the top again
More listeners per watt cost than any other Western Ontario Station

Total Daytime Audience: 76,950 homes
1/4 hr. program class "B" lowest discount. 3ic per M. radio homes
Total Nighttime Audience: 41,530 homes
1/4 hr. program class "A" lowest discount. 3ic per M. radio homes

CFCO—630 Kcs—Chatham

CKRD - Red Deer
1000 WATTS  850 KCS.

Serves
and
Sells

a wealthy agricultural area in the heart of Alberta

CKRD CAN SELL FOR YOU

THE LIST IS
LENTHY...

Even though CFBC is listed in New Brunswick—the 'time-buyer' must remember that all of Western NOVA SCOTIA belongs to this Saint John station.

Typical of the Nova Scotian interest in CFBC is the lengthy list of regular sponsors—whose daily retail business depends upon our penetration into the homes of their customers. The list at the left is only a partial tribute to CFBC's thoroughness in covering Western Nova Scotia.

These sponsors depend on CFBC to sell to Nova Scotians!

CFBC
ST. JOHN
NEW BRUNSWICK
"Serving . . . . .
WESTERN NOVA SCOTIA"

"The only trouble with Webster is you can never find him—'he's always out chasing a story'. This compelling sentence leading into CJOR, Vancouver’s—excuse me, I mean Station 600's—most recent promotion folder, invited further investigation and out popped the story of an interview with a shoplifter.

He is a Scotsman who trained with the Kemsley newspapers in the UK, rising to senior reporter on the Glasgow Daily Mail, and then went to London to become night editor of the Daily Sketch. While still in his twenties, he saw service with the British army, and rose to the rank of major.

Webster landed in Vancouver in 1947, became No. 1 reporter on the city's 2AM, was elected by fellow newsmen to the presidency of the B.C. Press Gallery.

Then he forsook the newspaper business for Station 600, where he enhances his duties as news chief with a daily program of definitely different interviews which he calls City Mike. If you wonder how an ace newspaperman feels about taking to radio, here is the top of one of his City Mike broadcasts in which he explained it in his own way to listeners:

"The other day I bumped into my old newspaper boss, and he's the man who warned me a couple of months ago that I was making a big mistake in switching from newspaper reporting to radio reporting. Radio, he feels, for a newspaperman, is just a pool of oral frustration. ‘How are you doing, Webster?’ he said, ‘How’s your radio? Haven't heard your program. Show me a clipping or something to let me know what you're doing.' So tonight I've decided to show him a clipping, or to be more accurate to give a replay of a City Mike which proved conclusively to me that radio reporting isn't any pool of oral frustration, because I feel quite strongly that this type of program on radio is something the newspaper can't match, because when you put (things like) what this man says down in black and white, it loses its authenticity.

The balance of the tape is devoted to a replay of a City Mike interview used before, which Webster refers to as ‘The Shoplifter’, because that is exactly what the interviewee was.

Being an incredulous so-and-so, I wanted to know how he ran into this 'subject', and here was the explanation. Wandering up Granville Street—or maybe it was Hastings or Seymour—Webster recognized the guy as one he had seen in line-ups in the old days when he was doing the police beat. They stopped for a chat, as one does, or at any rate might, and the conversation reached its climax when Webster succeeded in negotiating for Mr. X's life story for a couple of bucks— or was it five.

The interview consisted of a straight question and answer session in which the anonymous shoplifter disclosed how it's done and why he does it. We're having it taken off the tape right now, and will print it for you in our next issue...

Jack Webster doesn't confine his utterances into his City Mike with such interviews as this. Last September he staged what he calls, justly I think, a triple scoop, when three days in a row he taped exclusive interviews with CIO President Walter Reuther who was in Vancouver attending a loggers' convention; U.S General Eisenhower's Clay of Berlin Lid fame; and BOAC Chief Sir Miles Thomas who was in a hazy about Vancouver's Marpole Bridge which blocks the Airport Road.

Watch for the shoplifter piece then, next issue...

As a reward for his discovery of Canada John Cabot was granted £10 by King Henry VII. — Quick Canadian Facts.
The new face that has appeared recently in Toronto's Victory Building belongs to John C. Robertson, who joined Horace Stovin's sales rep organization in November and has been getting gowned to the stations with an extended tour, including a quick look at WIL's merchandising and program promotion activities in Cincinnati. (This latter project is slated for the treatment in our next issue.)

John is now back in Toronto occupying himself with analysis of and research into the markets of the Stovin stations. His work will take him into the offices of national advertisers where he will display his usefulness by giving them the benefit of his knowledge and experience in merchandising and marketing problems as such problems present themselves.

Winnipeg born and a B. Comm. of the University of Manitoba, John first took his knowledge of merchandising and market research, in which he majored, to the Hudson's Bay Company, where he applied what he had learned at University, and increased it considerably, under the merchandising training program the Bay operates in its retail stores.

Last fall John got the TV bug and came up to Montreal to see if the Quebec metropolis held prospects for a rising young executive. In the course of his perambulations he got into the Stovin crowd, and here he is, hoping to have an opportunity to pop up with his merchandising slide rule and promotion calipers whenever a knotty problem arises.

Foreign "news agencies" are reported to be telephoning some Canadian stations long-distance collect after regular business hours, offering a hot news dispatch for which the station is later billed. CAETB has issued a circular suggesting that appropriate action be taken in posting switchboard personnel and others.

Maybe you thought there were only seven "Wonders of the World", but if you did, you are wrong because there are just twice that number, not including Claire Wallace who is starting off round the world this spring to take a look at them, or rather those that are left. She will be accompanied by Lillian Spencer, who is going along as travel partner, and they will visit the "wonders" and photograph them. Claire has a book to do for Dell's, which will be called, it seems, "The Fourteen Wonders of the World", and she plans also to do a travel book called something like "Back to 2000 BC".

Claire finishes her B.C. Salmon Packers programs at the end of March and she and Lillian take off on the big jaunt April 18. They'll be gone three and a half months, and they will visit: London, Pisa, Rome, Athens, Istanbul, Bodrum, Rhodes, Cyprus, Cairo, Luxor, Alexandria, Jerusalem, Baghdad, Karachi, Delhi, Agra (Taj Mahal), Calcutta, Rangoon, Bangkok, Hong Kong, Tokyo, Honolulu, San Francisco, Chicago.

This business of there being 14 instead of seven Wonders of the World intrigued me a bit. I asked Claire to fill me in. She says there are seven "ancient" wonders and seven "Modern" (meaning not quite so ancient) ones. Only one of the "ancient" one is still in existence; and only one of the "modern" ones is missing, she said.

Besides the Pyramids of Egypt, which are still there of course, the "ancient" but no longer existent "Wonders" are: The Hanging Gardens of Babylon; The Colossus of Rhodes; The Temple of Diana the Huntress; The Statue of Jupiter at Olympia; The Lighthouse of Alexandria; and the Tomb of Mausolus, from which is derived our modern "mausoleum".

Of the "modern" ones, only the Porcelain Tower at Nanking has gone. The others are The Colosseum in Rome; the Catacombs of Alexandria; The Great Wall of China; Stonehenge; The Leaning Tower of Pisa; and the Mosque of St. Sofia.

To which we can only add our and your "Bon voyage, Claire and Lillian."

Slammed by the critics, Bing Crosby isn't going to make any more with the TV cameras unless he loses his job in movies. So said Des Bingle, when he got poor notices for his television work. He has just made his second TV film.

CKEN, Kentville has added one dog to its BBM circulation figures. What happened was that the owner of a valuable dog called the station to say it had strayed from its home. A description was given, and the announcement was broadcast a few minutes later.

Ten minutes after the announcer had read the spot, one of the office staff looked up from her work and saw a male cocker spaniel standing in the doorway. It didn't have a collar or a tag but it did answer to the name Cedar. It was the lost dog all right, and was quickly restored to his owner.

B.C. cities with population over 10,000

CENSUS 1951

where CKOK averages 88.3% of Listeners day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

Canada
PAUL MULVHILL
U.S.A.
DON COOKE

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 on 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

5 0 0 0 W A T T S - 5 5 0 K C S. - F R E D E R I C T O N, N. B.
CJBR-TV RIMOUSKI
chooses
RCA
TELEVISION EQUIPMENT

CJBR-TV Channel 3 RIMOUSKI
Signs contract for RCA TV Transmitting & Studio Equipment

Present at the signing of the contract for Television Equipment for CJBR-TV were: Jacques Brillant (centre), La Radio du Bas-St-Laurént Inc.; C. Boisvert (left), Eastern Broadcast Sales Engineer, RCA Victor Company, Ltd. and R. J. Norton (right), Broadcast Sales Engineer, Head Office, RCA Victor Company, Ltd.

If you are planning a TV station...
call in your nearest RCA Victor Broadcast Engineer.
He can be helpful at every stage of planning — from the preparation of briefs to the training of technical personnel. Or write direct to the Engineering Products Department, RCA Victor Company, Ltd., Montreal 30.

RCA VICTOR COMPANY, LTD.

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER

CJBR-TV Channel 3 Rimouski — Canada's third French-language TV outlet — becomes the ninth RCA-Equipped Television Station in Canada! The signing of the contract for RCA TV Equipment ensures that the Rimouski area will enjoy the benefits of the latest RCA research developments, the very best home reception.
BMI Clinic Agenda
Toronto. — Five speakers — three Americans and two Canadians — have been announced for the Vancouver BMI-BCAB program clinic at Hotel Vancouver, March 15. They are: Eugene Halliday, general manager; KSL, Salt Lake City (News Has Been and Still Is A Valuable Radio Asset); Ben Slack, program director, KVOA, Tucson (50,000 Persons On Your Program Staff); Eimo Ellis, program director, WSB, Atlanta (Getting The Rust Out Of Radio); Murdo Maclellahan, production manager, CHWK, Chilliwack (Farm Programming); Jim Cox, sports director, CKNW, New Westminster (Local Sports Programming).

Over the Desk
(Continued from page 19)

GUY VAUGHAN

CHED, Edmonton’s new station with a future has a newscaster with a past in the person of Guy Vaughan, whose story reads like an autobiography of Gordon Sinclair.

Born in Port of Spain, Trinidad, and boasting certificates from both Oxford and Cambridge universities, his broadcasting experience includes news commentaries in Italian, French and Spanish as well as English. He was the man at the mike when CBC inaugurated its goodwill broadcasts to the Argentine, holding forth in Spanish on that occasion; during the war, his interviews with German and Italian prisoners were featured on the Voice of America; in 1950 he covered the Winnipeg flood disaster, doing among other broadcasts a 45-minute description of the flood scene from a helicopter; his descriptions of the then Princess Elizabeth’s visit to Canada with her husband in 1952 were broadcast by the BBC.

At CHED he functions as both editor and reporter.

CBS Radio Network has been voted by American editors the best of the radio network publicity services in “Motion Picture Daily’s” 18th annual poll for “Fame Magazine”.

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

Hoist Your Sales
On Our Smooth C’s

Coverage
Northern and Eastern Nova Scotia; Cape Breton Island; Northern New Brunswick; Gaspe East, Quebec; Prince Edward Island; Magdalen Islands and Newfoundland.

Concentration
60% OR BETTER penetration in Antigonish, Pictou and Guysborough Counties and all Cape Breton Island; Kings County in Prince Edward Island; English-speaking Gaspe East, Quebec and Census Sub-divisions 2, 3, 4 and 9 in Newfoundland. (66,090 Radio Homes.)

Cost
Only $6.75 for a 1-minute Class “A” spot, at the 260-time rate.

With these saleient features we maintain there is no better buy in the Atlantic provinces

For complete information about our salesmanship, see our reps.

Paul Mulvihill - Toronto
Murray MacIVOR - Montreal

CJFX
Antigonish, N.S.
5,000 Watts - 580 KCS

Sell Your Product in This Market

Page Twenty-One
CKCW Manager

More people listen to

CKRC

than to any other Manitoba station!

5000 Watts - 630 KC. - WINNIPEG, MANITOBA

DID YOU KNOW
LEVER BROTHERS LIMITED
say
"AMAZING RESULTS!!!"
over CKCL
They Know That To Sell
CENTRAL NOVA SCOTIA
They Must Use
CKCL — TRURO

CONTACT
OMER RENAUD & CO.
MONTREAL or TORONTO

Photo by Reid

Moncton. — Tom Tonner has been moved up to the managership of station CKCW here from his former position of sales manager. He will continue for the present to direct the station's sales activities as well as the duties of his new post.

Tonner, a native Maritimer, has been with CKCW for the past six years, first as a salesman. He started in radio in Halifax after the last war, and spent a year at CJLS, Yarmouth before coming to Moncton. Through his own radio program and service club activities, Tonner has taken a great interest in many phases of youth work. He is also a leading promoter of the annual Moncton Music Festival.

A BOW WOW
Just about everyone's telling the one about the dog which looked up at the parking meter and said to its pal: "Dig that crazy mixed up pay toilet!"

DOG-GONE
But did you hear about the pooch out west that peered up at the leering totem pole and said: "I'd love to, but I daren't"?

NIL NISI BONUM
We have to credit Bennett Cerf with "You know I wouldn't say anything about Dolly unless I could say something good. And, oh brother, is this good?"

PRO PATRIA
For the benefit of loyal native sons who don't like to la-la, C B & T plans providing CABTF guests and delegates at Quebec this month with copies of the words of "Oh Canada".

GOLDEN STAIRS
Then there's the junior announcer who did six months on the graveyard shift and then got sent for by the president. "Himself" laid a patronizing hand on the boy's shoulder and said: "You've started in at the bottom, my boy, and as from tomorrow you've worked your way up to vice-president at $15,000 a year." To which the boy grinned up at him and said: "Gee! Thanks Dad."

TWO WAY STRETCH
A man will soon be able to get clear around the world in two hours, one hour for flying and the other to get out to the air port.

WELCOME SIGN
Now that the furniture's all moved into the new office, the cuts are stowed away, and the cobwebs are beginning to gather on the walls, it's all right for our friends to start dropping in to case the new joint at 54 Wellington Street West.

BETTER THE DAY
We just said goodbye to an announcer whose high principles wouldn't permit him to read commercials on Sundays unless they paid talent fees.

ASSIGNATION
Then there's the girl who was so dumb she went to the lingerie department when her mother sent her to get some curtains for her sitting room.

Sales-WINNING COMBINATION!


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:
To the CFQC NEWS SERVICE, and its director, GODFREY HUDSON, went this handsome gold trophy awarded annually by Northwestern University in conjunction with the RADIO TELEVISION NEWS DIRECTORS' ASSOCIATION. The "most outstanding radio news operation" included consistently excellent news coverage and presentation, plus a regular editorial program — the only one of its kind — and special services such as CFQC's coverage of the federal election last August.

We at CFQC are proud of our News Service and its operation, and proud too of this recognition. There's more to it, though . . . and if you'd like the full story, just see our reps!
Are you in the dough?

Bread brings a per capita sale of .29¢*. If you're baking dough to make dough you know your own sales per capita.

Are you getting a large enough slice of the business?
If not, extra advertising pressure may raise your sales figure. We can help you apply the extra pressure.

Why we can help you. In Canada today, the largest, richest market is located in Ontario. Here five million people live...1/3 of Canada's population. Here 40% of all retail sales are made. Here is the number 1 market for your product be it bread, bricks or any goods or service. And it follows, that if you sell more of your goods in the richest market, your "dough will rise higher."

How we can help you. CFRB, Canada's most powerful independent radio station is located in the heart of Canada's richest dollar market. CFRB reaches 619,430 homes in daytime and 639,720 homes in night-time. Logically this is the medium to use to intensify your sales in the rich market CFRB covers. You want to sell more. We want to help you do it. Call us—or our representative and let us work out a plan together.

* 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
TORONTO
50,000 watts 1010 K.C.

REPRESENTATIVES

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