

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

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

Vol. 13, No. 13

TORONTO

July 7th, 1954

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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JULY						
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CONVENTION CALENDAR

1954

JULY

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BMI

FRENCH-LANGUAGE
PROGRAM CLINIC
OCT. 15
MONTEBELLO SEIGNIDRY CLUB

CCBA
ENGINEERS CONFERENCE
OCT. 6-7
ROYAL YORK
TORONTO

1954

AUGUST

1954

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1954

OCTOBER

1954

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31						

CCBA OCT. 25 - 26
GENERAL BROCK, NIAGARA FALLS

WAB SEPT. 10-11-12
BANFF SPRINGS HOTEL

1954

NOVEMBER

1954

1954

SEPTEMBER

1954

SUN	MON	TUES	WED	THUR	FRI	SAT
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1954

DECEMBER

1954

BCAB SEPT. 13 - 14
HARRISON HOT SPRINGS

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In This Issue:

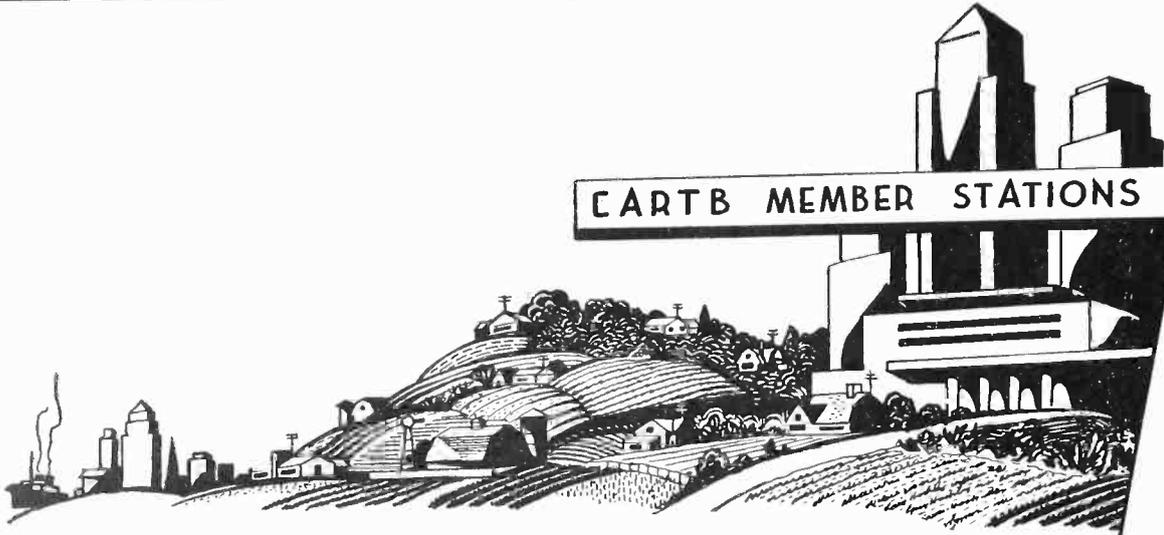
SCOTT YOUNG of Maclean's Magazine doesn't like the way CBC is taking the taxpayers for a ride and some of his reasons are on page 14.

MARTIN TAYLOR begins a regular feature, London Close-Up, in this issue with a few views on England's sponsored TV. See page 22.

THE CBC BOARD approved licenses for three TV and two AM stations last month. Details on page 11.

All the regular features as well.





What Price Broadcasting?

We said it last year and it's still true.

This CARTB advertisement may miss quite a few of its readers this issue, because they are at the cottage . . . roaming the country in their cars . . . or just generally "on vacation".

Radio advertisers, on the other hand, have a definite advantage.

This is because, wherever they go for their holidays, people take the radio along, just like a tooth-brush or other standard equipment.

So, instead of being missed by advertisers with something to sell them, they receive the sales messages, interspersed with their favorite programs, when they are completely relaxed, and therefore even more susceptible to the persuasive tones of the commercial announcer than usual.

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 124 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

SALES OFFICE
373 Church Street
Toronto 5
Phone EM. 4-8244

CARTB Member Stations

ATLANTIC (17)

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

FRENCH LANGUAGE (27)

- CHAD
- CJMT
- CHFA
- CHEF
- CKCH
- CKRS
- CKLS
- CKBL
- CHLP
- CKAC
- CHNC
- CHRC
- CKCV
- CJBR
- CHRL
- CKRN
- CKSM
- CJSO
- CHGB
- Amos
- Chicoutimi
- Edmonton
- Granby
- Hull
- Jonquiere
- LaSarre
- Matane
- Montreal
- Montreal
- New Carlisle
- Quebec
- Quebec
- Rimouski
- Roberval
- Rouyn
- Shawinigan Falls
- Sorel
- St. Anne de la
- Pocatiere
- St. Georges de Beauce
- St. Joseph d'Alma
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie

CENTRAL CANADA (40)

- CKBB
- CJBQ
- CFJP
- CKPC
- CFCO
- CKSF
- CKFI
- CKPR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- CFPL
- CJAD
- CFCF
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHLO
- CJIC
- CHOK
- CJCS
- CHNO
- CKSO
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX
- Barrie
- Belleville
- Brampton
- Branford
- Chatham
- Cornwall
- Fort Frances
- Fort William
- Guelph
- Hamilton
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- London
- Montreal
- Montreal
- North Bay
- Orillia
- Oshawa
- Owen Sound
- Pembroke
- Peterborough
- Port Arthur
- St. Catharines
- St. Thomas
- Sault Ste. Marie
- Sarnia
- Stratford
- Sudbury
- Sudbury
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock

PRAIRIES (24)

- CKX
- CFAC
- CFCN
- CKXL
- CKDM
- CFRN
- CHED
- CJCA
- CFAR
- CFGP
- CJOC
- CHAT
- CHAB
- CJNB
- CKBI
- CKRD
- CKCK
- CKRM
- CFQC
- CKOM
- CKRC
- CJOB
- CKY
- CJGX
- Brandon
- Calgary
- Calgary
- Calgary
- Dauphin
- Edmonton
- Edmonton
- Edmonton
- Flin Flon
- Grande Prairie
- Lethbridge
- Medicine Hat
- Moose Jaw
- North Battleford
- Prince Albert
- Red Deer
- Regina
- Regina
- Saskatoon
- Saskatoon
- Winnipeg
- Winnipeg
- Yorkton

PACIFIC (17)

- CHWK
- CJDC
- CFJC
- CKOV
- CHUB
- CKLN
- CKNW
- CKOK
- CKPG
- CJAV
- CJAT
- CJOR
- CKWX
- CKMO
- CJIB
- CKDA
- CJVT
- Chilliwack
- Dawson Creek
- Kamloops
- Kelowna
- Nanaimo
- Nanaimo
- Nelson
- New Westminster
- Penticton
- Prince George
- Port Alberni
- Trall
- Vancouver
- Vancouver
- Vancouver
- Vernon
- Victoria
- Victoria





Over the Desk

Well I'm back, and because I made the return trip by sea, I think I'm back in one piece — mind and body at one and the same time. I'm not sure if it's an advantage, but it's a fact anyhow.

This return trip was my twelfth one way crossing of the Atlantic since the war, and the previous eleven have been done by air. I am by no means complaining about that speedy way of travelling. In fact I'm all for it, when time is the essence. But there never was a form of relaxation to compare with that full week — it was a little over eight days from Liverpool to Montreal — on the leisurely but oh so comfortable *Empress of Australia*.

When you cross the Atlantic by plane, you are literally whizzed from one world to the other in a matter of hours. The drastic effect of this is evidenced by the fact that on the plane you adjust your watch by five hours in one day, whereas on the ship, we changed them an hour a day for the first five days.

I thought that the voyage on the ship would enable my mind to make the transition at its usual slow pace. This was the case in a way, but in another way it wasn't. What I mean is that we went ashore for the afternoon when we arrived at Quebec City and returned to the ship for the last lap of the trip, up the river to Montreal.

I took advantage of this stop-over to drop into the Quebec stations, and have a look at the not quite complete CFCM-TV. It was a pleasant hiatus from the trip, but somehow or other I couldn't quite feel I was a part of the world in which the stations were contained. Finally, George MacDonald, of CJQC drove me back to Wolfe's Cove where the ship lay at anchor, and I walked back aboard I think I experienced some sort of a feeling of relief — something like after a long trip, wheeling the car onto your home street.

The final docking of the ship which took place the next morning, bright and early, in Montreal, was different. This time I really felt I was getting home, and that afternoon, when Al and Betty Hammond drove me around their Quebec metropolis, with time out for a visit to one of Steinberg's Super Markets where it just happens that the Hammonds do their shopping, I almost forgot I had been away.

I think this year's pattern is the one I shall follow from now on — east by plane and west by ship. Now they'll both love me.

Ontario Provincial Police at Victoria Harbor, Georgian Bay, found a car with a ten-inch television screen installed on the dashboard, and a two-foot extension aerial on the roof. It was ordered removed.

Here's an item that deserves a kinder fate than the over-matter. Two Blighty trips ago — Christmas 1951 to be exact — I took off by plane from New York. I had adjusted my safety belt (in Quebec read "ceinture de surete") and was just settling back into the seat BOAC had allotted me, when a voice at my shoulder said: "How's the broadcasting business?" It turned out to be a Toronto law student named Bill Errington, the same traveller I'd shared seats with just two years previously on a TCA North Star, flying from Malton to London! This time, he said, he was on his way over to spend Christmas with his English wife, and then bring her home to Canada.

Some months later I was driving home from Lake Simcoe when I had a blow-out. I stopped swearing long enough to receive a kindly offer of help from — you've guessed it — Bill Errington.

The other day — June 11 to be exact — I embarked from Liverpool on the CPR's *Empress of Australia*. During the initial period when you decide which of the passengers you are prepared to be spoken to by (correction — by which of the passengers etc., etc.) I got into conversation with a young man on the Promenade Deck. He was a young man by the name of — yah — John Tusting.

Thought you were smart, huh? Well, maybe you were, just a smidgin. It turned out that . . . well . . . you know Bill Errington has an English wife. Sure, that's the one he went over in 1951 to bring home.

(Continued on page 4)

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S HIGH-POWERED RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD. IN CANADA

WEED & COMPANY IN THE U.S.A.

What's Cooking in Newfoundland?

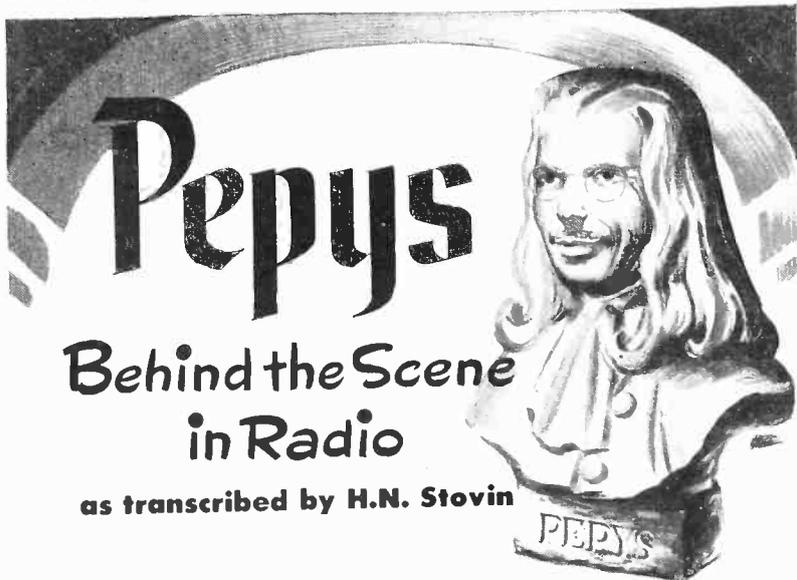
Do you know that the biggest Chev. dealer east of Montreal is A. E. Hickman Limited of St. John's, Nfld., who have a daily show on

CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS



Do from time to time hear the opinion that radio is losing its effectiveness as an advertising medium, though not from those who have recently used our good Stovin Stations, nor do I expect to! In Winnipeg, Factory Products Limited, in their first test of radio, did use a Saturday and Sunday flash saturation on CKY to promote the sale of car radios. The sales on the following Monday did surpass those of a normal Saturday, so more flashes were used during that week. By morning of the following Tuesday, a normal year's supply of radios had been sold and two additional carloads ordered! Three out of four customers stated they heard the advertising on CKY • • • More power to CFOR Orillia, who do expect to have their new 5 kw transmitter operating by early September. Their new studios should be ready by then, as well • • • Lionel reports from Moncton that the rebuilding of CKCW is finally completed and that it does now look like a million dollars — "and well it should", he adds! However, Lionel agrees that it all makes for a happier and more efficient operation, which cannot fail to look good at one end and result in sounding good at the other • • • CJBQ Belleville, whose quietly effective co-operation with national advertisers and their advertising agencies has long been appreciated, has a new service to aid food and drug advertisers to check product distribution — not always an easy task. Before the start of an advertising campaign they will survey Belleville and Trenton retailers to ascertain local distribution of any specified products, and supply a detailed report at least 48 hours before the start of the radio campaign • • • An Owen Sound lady, lacking an envelope for her radio contest entry, did fashion one out of wallpaper. Bill Hawkins, says that when listeners will tear the paper off their walls rather than miss entering a CFOS contest — that's pulling power!

A STOVIN STATION IS A PROVEN STATION

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

KVOS Bellingham - Vancouver

Over the Desk

(Continued from page 3)

What you didn't know was that she has a brother . . . John Tusting. The first person who says "small world" will go to his room. But it is, isn't it?

CHOV, Pembroke, provides this unsolicited testimonial to the accuracy of Bureau of Broadcast Measurement figures. BBM's latest report of homes shows an increase of 230. Pembroke City Hall supplies the number of building permits issued in 1953 — 230.

New records were reached late last month at the Ontario Radio and Television Open Golf Tournament at the Islington Golf Club. 150 broadcasters and near-broadcasters sweated it out on the rugged course and many of them practically floated home through the evening deluge. By a strange coincidence most of them floated right into the club house lounge which had been transformed into a mammoth Nineteenth Hole.

There were just about enough prizes to go around, counting something that looked like a toupe polisher for the 49th low gross. There was the 25 lb. wheel of Black Diamond Cheese (courtesy CJBQ, Belleville) which went to Paul Mulvihill because he distinguished himself by putting a ball through a plate glass picture window. Oh yes, and CFRB announcer Jack Dawson got a vase of roses. He ate the flowers and drank the water. (Ugh!) Who does he think he is? Horace Stovin?

The major trophies were won as follows:

- 1st low gross — CBC Trophy — Singer Bernard Johnson — 74.
- 2nd low gross — CFRB Trophy — CHUM manager Bob Lee — 75.
- 1st low net — CKEY Trophy —



JACK DAWSON

CKCR's Jim Czarny — 70.
2nd low net — CHUM Trophy — Singer Wally Koster — 71.
2-man station team — CKFH Trophy — Jim Czarny and Wally Koster of CKCR.

4-man team — CFRA Trophy — Wes McKnight, Wally Crouter, Wis-hart Campbell and Bill Baker, all of CFRB.

Gislason — Reynolds Ltd.'s pewter mug for the champion duffer went to Lee Raeburn of the Horace N. Stovin office.

The whole affair, which included an excellent buffet supper, was so good natured that Gordon Sinclair insisted on buying me a drink. Don Fairbairn and Wes McKnight were respectively chairman and vice-chairman. Securing the large quantity of quite excellent prizes was in the hands of Ken Marsden.

And that brings us to the point where Walter Dales and his Station Break can come out from Under The Desk, because no more scraps are going to fall this issue. Buzz me if you hear anything, won't you?

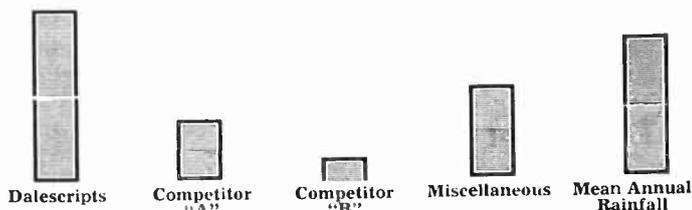
OPPORTUNITY IN AGENCY RADIO-TELEVISION DEPARTMENT

Cockfield, Brown & Company Limited (Toronto Office) has an interesting position for a writer or writer-producer in the Radio-Television Department. Some advertising experience is essential because applicants must be prepared to help plan, write and supervise Radio and TV accounts. Written applications stating full details should be addressed to — Alan Savage, Assistant Manager, Radio-TV Department, Cockfield, Brown & Company Limited, 185 Bloor Street East, Toronto. Your confidence will be respected.

ANNOUNCER WANTED

Major Maritime Radio Station requires experienced announcer. Must have pleasant "selling" voice for commercials and good Newscast style.

Write Box A-201 C B & T stating experience and salary expected.



The above chart, which we dashed off in practically no time while standing in line at a Turkish bath, tells you at a glance the kind of proposition you are up against when you hire us to do your writing. Nevertheless, we have given complete satisfaction to a large number of important clients. This has not gone to our heads; our rates are still extremely moderate.

WALTER A. DALES — RADIOSCRIPTS

907 KEEFER BUILDING

MONTREAL, P.Q.

Telephone UN. 6-7105

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

Editor & Publisher RICHARD G. LEWIS
Managing Editor THOMAS C. BRIGGS
Art Editor GREY HARKLEY
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Research Consultant GEORGE E. RUTTER

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July 7th, 1954

Sell-Out To Socialism

It must have taken the board of governors of the CBC a lot of hemming and hawing to dispose of the application for a TV broadcasting license for St. John's, Nfld., at their meeting last month. Filed by the Newfoundland Broadcasting Co., owners and operators of radio broadcasting station CJON, the governors found favorably, not for the applicant but for themselves. As is reported elsewhere in this issue, they suggested that their masters, the government, reverse previous policy, under which no more CBC TV broadcasting stations would be built beyond the seven already announced, and make the good people of Newfoundland pay the price of joining Confederation, by letting their necks become encircled by this eighth tentacle of *Video*, the government's trained octopus.

Just what is the CBC after?

Last month, when the CBC chairman was given his L.I.D. by the university of Canada's socialist province of Saskatchewan, he stated that since control of broadcasting implies a "latent threat" to freedom, it might just as well be threatened by his body as by a private enterprise concern. Now, presumably in keeping with this theory, he wants Canada to foot the bill for another million dollars for installation, and heaven knows how much for maintenance, of yet another station, when a private enterprise organization, which has proved itself highly competent to serve the public in its radio broadcasting activities, is prepared to give the people the same service at its own expense.

The reason for this flabbergasting behavior cannot be that the CBC is spending sleepless nights fretting that Newfoundlanders may be deprived of its precious productions, because airing ten and a half hours of CBC programs a week is one of the conditions which a TV broadcasting license is issued.

What are they after then?

There can be only one answer. Power. And power brooks no competition.

They have admitted that, in the battle for audience, they cannot stand competition from private broadcasting. Because of their inability to attract a majority, they have canonized every conceivable minority that has raised a h'eyebrow. They have mined and undermined the fields of radio and television advertising



"We couldn't decide on just one sponsor."

to restrict the revenues earned by their competitors. Unable to enlist the support of newspaper publishers, they have curried favor with innumerable columnists, commentators and others from the newspaper world, with performing fees for appearances on everything from interviews to parlor games. Most glaring of all, by keeping private industry from establishing its own networks and then writing a book of conditions under which stations may receive, from them, the high-priced American programs they must have if they are to stay in business, they have kept most of the industry waiting, like seals in a circus, for someone to throw them a fish. Add to this the fantastic situation where the CBC sells advertising in direct competition with those it regulates and rules.

Where is it going to end?

Back to the Newfoundland problem, if the government acceded to this pressure from within — and after several postponements of the TV license application, it probably will — it will be doing far more than just taking the advice of its broadcasting authority. It will be playing right into the hands of its own bitterest enemy which happens to be the CBC's closest friend, that is to say the socialist CCF, which has had so much influence on this country's national broadcasting ever since its inception.

Obviously the establishment of the long sought independent regulatory com-

mittee to preside over both public and private radio and television broadcasting is the only answer to the problem. There is nothing new about this quest, but there has to be if it is going to succeed.

The only way to do it is to get it across by radio to the people and any possible means to their representatives in parliament. Following the past plan of trying to enlist public sympathy with broadcasters for their plight is stupid, because the public couldn't care less. What has to be done is to explain to the public that democracy and the democratic conduct of its government is of grave consequence to it; that when freedom is wrested from broadcasting it is wrested from them; that every tyrannical oppressor or dictator has to control communications before he can control the thought and lives of the people.

Newfoundland is a test case. That is all. But if those who are using it as a test of power are allowed to succeed, then the octopus gains greater strength as it feasts on yet another victim, and it will only be a matter of time before it goes after more.

Proof Of The Pudding

Canadian talent, through its Canadian Council of Authors and Artists, has gone on record with a beef, several of them in fact.

It expressed concern over the fact that, during the peak production month of February, 1954, only 14.43 per cent of the entire TV schedule of CBLT, Toronto, involved the services of the Council's freelance artists. It was distressed by the fact that only 38.32 per cent of material originated in Canada. It decried the use of old films and imported foreign programs for the remaining 61.68 per cent of the schedule.

By way of remedying the situation, the Council advocated the imposition of "equitable tariffs to control the importation of foreign transcriptions to this country". It also discussed "new understandings reached between the leading American Artists' unions and itself" which it hoped would assist in bringing about "an equitable system of exchange between the United States and Canada".

One thing that talent overlooked in its deliberations was, it seems to us, rather a fundamental one. This was the not unimportant question as to whether or not the low "consumption" of the "product" might not have quite a close relationship to its quality.

The
**WESTERN
 RADIO
 PICTURE**
is
NOT
 ★
COMPLETE
without
**OUR
 1000
 PERSUASIVE
 WATTS!**

★ NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT

CHAT
 MEDICINE HAT

An All-Canada-Weed Station

Writing

COPY CLINIC NOTES

by Lee Hart

This is Part III in a VI part highlight of points covered in the February Copy Clinic conducted by Miss Hart in Vancouver for the British Columbia Association of Broadcasters.

Note: Parts I and II of this series, run in previous issues, dealt with: Belief In Radio; Curiosity About People; Getting Results; and Related Ideas.

5. Be A Good Salesman

Out of almost 100 qualities writers mentioned at the opening of this Clinic as being the qualities they thought radio copywriters needed most the ability to be a good salesman was listed more times than any other attribute.

We heard how one station in Victoria uses the term "sales messages" in referring to all their spots and commercials. This phrase helps them influence advertisers to think in terms of the sales job their radio time has been bought to accomplish. Use of this phrase by salesmen and writers is a constant reminder to them that their key job is to sell something for their advertisers.

Some writers shy away from this idea of being a salesman. Maybe they take the word salesman too literally. They summon up a picture of themselves knocking on doors trying to peddle anything from a vacuum sweeper to cosmetics. They think: "I've never done that. I don't think I'm a good salesman."

If you believe this, start listening to yourself and others as you go about your normal daily way. I don't think there's a married woman on this earth who isn't staging a continuous sales campaign on her husband. She has just two objectives in mind for her sales campaign. First, she wants to keep reassuring her husband that marriage is a great deal for him. Secondly, she wants to keep convincing him that marriage to her is the best possible deal for him.

The women who are poor marriage salesmen make the mistake of ruining their whole campaign by

centering their sales points around themselves; what they gave up, what they don't have, what they would like. The medal-rating wives approach the whole campaign from his standpoint. They let him know he's tops for their money. They don't grouse about the ironing, how tired they are and what a grim lot they have. But they don't just put the ironing away and never mention it, either. They sell.

Maybe it's just that the ironing is still draped over the kitchen table and chairs when the husband comes home so he sees concrete proof of what a gem of a woman he has in his home. Maybe they even put the ironing away and don't mention it on ironing day. But the sell will creep in. Just before he gets ready for his golf game the husband may hear something like this: "Sam, your grey flannel shirt is all ready for today. I knew you liked that one best so I did it up before the other things."

This same wife sells even when she tells her ever lovin' about a hat she didn't buy for herself. She'll come home from the store, tell him how she drifted into the Millinery Department just because she had a half hour to kill waiting for her friend, ease it to him that most of the hats she tried on weren't her style at all, build him up to a real concern describing one that looked beautiful on her (it was one of those \$55 French room label hats marked down to just \$23), and then she gets in a gorgeous sales point about her thriftiness, good sense and concern for his budget: "But I just don't believe in buying even such a good hat for \$23 when it's one I can wear only in summer. Anyway, I figured we could get a lot more good out of using the money for the bigger coffee table you'd like to have in front of the sofa."

There are quite a few testimonials here to the sales credit of the wife. She evidently had already clinched the "bigger coffee table" in his mind as something he wanted. She ob-

viously will have little resistance from him when she comes home with a hat that's good for more than "just summer".

But the big point is that she's selling him with specific examples (one at a time, day in and day out) of why he's a lucky man to have her. Here, in a nut shell, is the basis for being a good copy salesman for a department store or any retail account. Stay away from those meaningless generalities and words about the store's "reliability, integrity, wide assortments, big selection of famous brands, friendliness".

Then, get in there and pitch. Present those facts from the listener's viewpoint. Tell her some of the things you already know she likes about this product, dig out some of the good things she doesn't know that she'll like about this product. Tell her why it's different and what it'll do for her. And, put it in simple words like she uses.

Not this:

"Blanks Department Store is proud to present this beautiful array of graceful white hats which will add chic to milady's wardrobe during many seasons of the year."

But this:

"Add new life to your winter clothes with a fresh white hat from Blanks. Get a ribbon-trimmed straw, a flower-covered pillbox, a braided turban. They're all white right for now, for Spring and Summer."

And remember, even if you want to sell a woman on a store's friendliness, you do it in the same way you sell hats — in the same way the wife sells her knack for economy — with examples, not vague general lectures. (We'll go into copy techniques more completely in articles IV, V and VI of this series.)

Here's another example of salesmanship in everyday life. It's about the man who brags about his wife's cooking.

When a man tells you his wife is "the best cook in the world", you let the statement go in one ear and out the other, but not without a few negative reactions. First, you don't believe him. You don't believe that

Bonus Market---

In CFNB's primary coverage area approximately 76% of the population lives outside the limits of a city or town. This group, containing approximately 40,000 radio homes, is not, for the most part, able to be reached by magazines or newspapers. They do, however, listen faithfully to CFNB and regard it as their local station.

To sell New Brunswickers effectively, CFNB is a must. Don't miss out on this valuable purchasing group. See our reps.

New Brunswick's
 Most Listened-to
 Station



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

5000 WATTS - 550 KCS. - FREDERICTON, N. B.

he believes it. You think maybe he's saying it to butter-up his wife and you disrespect him because he thinks his wife or you is stupid enough to buy a statement that big. Now you know what happens in the mind of a listener when your copy tells her that a \$100 stove is, in every respect, just as good as a \$400 stove. And, if you're committing the very common mistake of calling this bargain an "unbelievable" one in your copy, you've put the accurate label on your own work and helped close the listener's ears to anything else you might have to say.

Now let's take a look at the husband-salesman who does a good job convincing people his wife's a good cook. He uses examples. He may even choose one example and stick to that one example for the rest of his life. Everybody who meets him will hear about her peach pie. He tells them exactly why it's the best peach pie he ever ate. The bottom is crisp and stays crisp. The peach flavor is brought out with the right touch of lemon and a few other secret things she sticks into the thing. And the top crust! Like eating ribbons of the best French pastry that ever melted in your mouth.

Even if you don't drool and rush straight to the wife and demand a peach pie — nevertheless, you've been sold. You believe the man. He hasn't told you she bakes the best peach pie in the world. He's simply told you it's the best he ever tasted and he's proved it with solid sales points.

So, when you sit down at your typewriter to sell that stove, remember the peach pie. The \$100 stove doesn't have to be "as good as" a \$400 stove. But you can certainly say that it's a downright good stove for \$100 and use your facts even to prove that it's the best stove listeners could buy anywhere in town or \$100.

Out of the hundreds of other examples of salesmanship you find demonstrated every day of your life, let's take the example of dealing with children. Order them to do something and they rebel. Give them the choice and you've avoided a lot of trouble.

Once I was left with a child who had threatened her mother that she wouldn't eat her dinner if the mother went out for dinner and left her with me. Knowing the child, I was pretty sure she meant what she said.

I tried the choice game with her. I left her in the living room for quite a while and didn't mention dinner or talk with her at all. Then, suddenly, I called her. I tried to make my voice sound as though something important were happening in the kitchen. When she got there I opened the oven door and said: "Which one of those baked potatoes do you want?"

It worked. She took her choice

and we sat down to an enjoyable dinner complete with lively, pleasant conversation. Maybe I was just lucky. She may have been planning to eat dinner all the time. But this choice plan does work so consistently with adults as well as children that any copywriter wanting to sharpen his salesmanship technique should certainly consider using it.

You can even use it with the retail advertiser you complain about who wants to advertise everything in his store in one commercial. Don't make the mistake of asking him: "What do you want to advertise today?" That question just invites him to give you the endless list, and once he's given it to you it's tough to argue him down. Instead ask him what two items he plans to do the biggest volume on this month. Maybe you get the answer: "Coats and suits!" Your next question then will be: "Would you like to concentrate on coats or suits for the first two weeks of the month?"

Behind the choice questions you've given this advertiser are a lot of things which help show him, without lectures, how he should use radio advertising. You've emphasized the fact he should play his volume winners instead of his dogs; that he should concentrate his advertising on one type of item for at least two weeks at a time. I've found this technique works miracles in reducing the confusion of dealing with advertisers. But, don't expect this or any other technique to work too rapidly in solving problems you, as a copywriter, have in your association with other people.

6. Art of Waitability

I don't like the word patience. To me it implies that you sit back, do nothing and are generally unhappy while you accept whatever fate may befall you and your copy.

Waitability seems like a better word. To me, it's the art of keeping right after what you want to do in your copy — of deciding, for instance, that you're going to get the "everything including the kitchen sink in one commercial" type of advertiser around to your one-item example sales method even if it takes a year or over to do it. It's a game of inventing new ways of selling the ideas you believe in all the time you're waiting. You present two pieces of copy to the salesman or advertiser to demonstrate how much succinctly you can sell listeners via your method. I think it's this constructive action about points and ideas you believe in, combined with the ability to wait, which eventually makes you the kind of copywriter everybody listens to and has respect and praise for.

Next issue Miss Hart is writing about two more copywriting pointers — Making Copy Click FOR The Advertiser and WITH The Listener.

RADIO REPRESENTATIVES LIMITED

are pleased to announce their appointment

as

NATIONAL SALES REPRESENTATIVES

for

CFQC-TV—Saskatoon

CFRN-TV—Edmonton

call EM. 8-6151 for further information

In Victoria

CKDA

Most Listened to (Elliott-Haynes)

PAINTING THE WHOLE PICTURE FOR YOU.

WHO WE SELL AND WHY?

CHLO

LONDON and ST. THOMAS

See Stephens and Towndrow in Toronto and Montreal Adam J. Young in U.S.A.



A Growing Market

RESERVE
PREIMPOSED ON
PGE RIGHT-OF-WAY

This probably means
Northern Extension
of PGE shortly.

The route is covered
by

CKPG

Prince George, B.C.

250 Watts on 550 Kcs.

Serving Central B.C.

ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.

Verbatim

FREE INITIATIVE KEY TO BETTER BROADCASTING

Adapted from an address to the Canadian Association of Radio & Television Broadcasters at their Annual Convention in Quebec City

by GOAR MESTRE

President of the CMQ radio and television network, Havana, Cuba, and a past-president of the Inter-American Association of Broadcasters

PART II

Our desire in Cuba to keep the Government away from radio and television as much as possible, has been such that almost ten years ago we even went so far as to set up an autonomous body, financed by radio stations, advertisers and advertising agencies, to supervise all radio programs. We saw to it that they conformed to a code of ethics which was set up by a group of trade people and civic institutions.

This body, called *Comision de Etica Radial*, has been empowered to order any program off the air if, after due warning, it does not comply with the rules and code of ethics set for programs in Cuba. In this manner we think we are exerting a self-discipline and self-regulation which is essential to our industry, and we have succeeded in keeping the government bureaucracy from meddling into affairs which they can't possibly know or understand as well as the industry itself.

Our real problems come from other sources and for other reasons. There is a set pattern that seems to go something like this:

The parties of the opposition like free speech, exercise it freely and abundantly and are very happy with the way radio and television are being run. The political parties in power, which were once in opposition, invariably think that too much free-

dom is bad for the people and they generally hold radio responsible for allowing what is commonly referred to as an excess of freedom. Every now and then, somebody in the government pops up with a fancy new idea regarding this problem which often results in a terrible battle between the radio and television stations and the government, which is carried out to the public.

Putting it in other words, this has been the situation. We started out as a private industry. Because we were free to start with, we have been able to enjoy and exercise freedom of information and freedom of speech. This freedom we have used to defend ourselves from government attacks or excessive interference. Having won our battles we have remained free to continue to exercise such freedoms.

You see how closely connected radio and television are to the constitutional right of the modern individual to think freely and to communicate his thoughts to his fellow citizens with absolute freedom? This is nothing new; as a matter of fact it is ages old. It can be summed up as one word—freedom. Freedom in its most varied forms: freedom to choose one's government; freedom to worship; freedom to think and to communicate to others our thoughts; and all the other freedoms

that in modern society are better known as a man's civil rights.

Nothing characterizes the modern man more than his thirst for information. That is what distinguishes civilized man from his brothers who are not, or are so only to a certain degree. He can satisfy his curiosity to learn and to know, whereas for the others that satisfaction is practically non-existent. The well-informed man is alert, dynamic, fully prepared for any activity, whereas the man not well-informed or half-way informed is a man that leads a life of stupor, who seems to be walking in his sleep, who lacks the preparation and the courage to look ahead and meet whatever challenges cross his path. Only the free man is capable of great deeds; only he can reach the sublime ideals of humanity.

In our Western Hemisphere you will find freedom of information and freedom of speech only in those countries where newspaper editors and broadcasting people have had courage to risk things of the stomach for things of the spirit. Where radio has been sufficiently well organized, with proper leadership and with sufficient courage, radio has survived. Where this has not been so, radio has succumbed and has gone from a vehicle of entertainment, information and education operated in the public interest, to become a tool of political

ROY JEWELL . . .

Director of Farm Services for CFPL-Radio meets with his rural listeners at 12 noon Monday through Saturday. His large audience hears interviews with agricultural authorities, news of meetings, market quotations and items of general interest to farmers.

On Sundays at 10:15 a.m. on "Town and Country", Roy Jewell does a roundup of news items from Western Ontario weeklies, which are of interest to both rural and urban listeners.

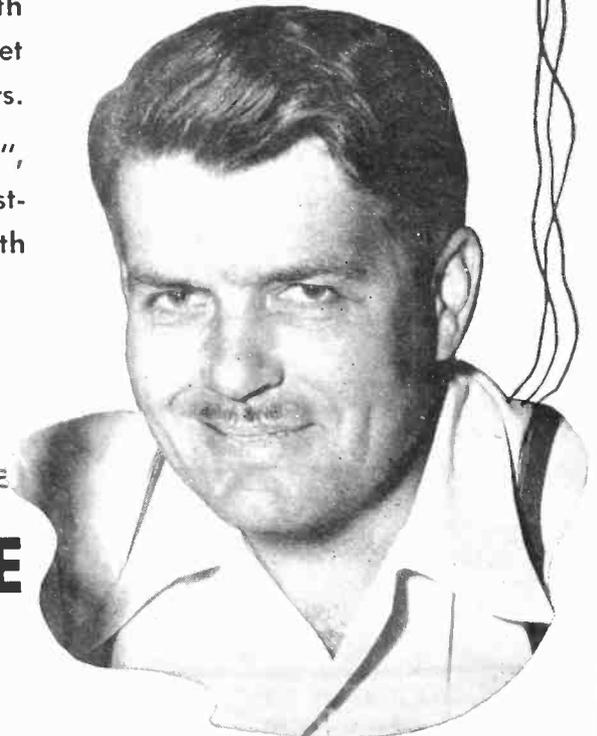
**CFPL
RADIO**

**LONDON
CANADA**

THE FARM PAGE

**DIAL
980**

Contact
All Canada
Radio



control and oppression operated in the interest of the oppressors. I never heard of freedom having been served to any people on a silver tray. Those who have it, not only had to fight to get it, but have to go on fighting in order to keep it.

How vital and important it is, then, for the survival of an industry such as broadcasting to have its members grouped into trade associations. The need and advantages of a collective defense of common interests has led businessmen to form trade associations for many years. Radio broadcasting in the Western Hemisphere could not be an exception. For many years, associations of broadcasters sprouted in many countries but not until 1946 was any serious attempt made to bring together these many national associations into one large international body that could not only co-ordinate the work being done by these associations individually, but that could present a united front of greater proportions and greater force. Since 1946 we have had the Inter-American Association of Broadcasters playing a very important role in the progress and defense of radio and television broadcasting in our Hemisphere.

We do not oppose government-owned stations so long as they do not compete commercially with the private industry and specialize in cultural and educational programs. The radio broadcaster has an undeniable right to operate his business with a reasonable amount of freedom from the fear of having his license taken away from him because he is not liked by the political party in power. We believe that the government should reserve the right to take licenses away, but only for a definite and legitimate reason, not simply because of the whims of some political boss recently gone into power. Also, when there is cause for a license to be withdrawn, there must be proper judicial procedure safeguarding the broadcaster's reputation and rights. If not, how else can a man be expected to invest more money in bettering his broadcasting facilities and improving service that it is his obligation to render his community?

The Canadian Association of Broadcasters is without any doubt one of the best organized associations of its kind in the Hemisphere. It already belongs to the Inter-American Association of Broadcasters, but now we think the time has come for it to do a little work also: pitch in with its experience, give us the benefit of its counsel.

Granted the CAB does not face the same problems that confront the majority of broadcasters in the Western Hemisphere. Remember that most of our countries are not as fortunate as Canada is in that we do not have the political maturity, the efficiency of government nor the moral qualities in government that has.

The United States, Canada, Great Britain and a few other countries are in many ways the exception and not the general rule that applies to the world. Take a good look at a map of the world and with a pencil in your hand mark those countries where there is privately-owned free radio or television or anything resembling it. You cannot use your pencil except around a very small area of the world around the Western

Hemisphere. Then ask yourselves what is going on in the rest of the countries over the map where your pencil has not touched. And ask yourselves what you think you can do or ought to do about that situation.

Not all of the people of the world have the same ideals, the same principles. They do not share the same concept of the relations that should exist among human beings that must necessarily live with one another. If we are lucky in having many points in common with all the Republics of the Western Hemisphere, should we not do our share to strengthen them in a logical attempt to preserve our way of living which perhaps others in other lands would like to destroy?

Can anyone dispute the influence of free radio in preserving the many freedoms that go to make up a democracy? But please, do not misunderstand me. The IAAB is not out to make the world safe for democracy. Nor is it our intention to meddle in international affairs already sufficiently entangled. We can do a great deal, however, in fostering friendly relations that will

(Continued on page 10)

Something missing...

like selling Quebec market without

CJFX

1000 WATTS 1280 K.C.

Representatives
TORONTO MONTREAL
OMER RENAUD & Co
IN U.S.A. WEED & CO.

A Famed Nova Scotia Tradition ...

THE HIGHLAND GAMES HELD ANNUALLY AT ANTIGONISH



This comely lass is typical of the dancers taking part.

From eight to nine thousand people will witness the 91st Annual Highland Games being held July 14 in Antigonish.

The colour and pageantry of the Games, with its parade, dancers, pipers, bands and athletic events, create tremendous interest throughout the Maritimes.

For the benefit of those unable to attend, CJFX will broadcast on-the-spot descriptions of all activities the entire day. The only radio station to do so.

People look to CJFX for coverage of such major events — one more reason why CJFX has established a large and loyal listenership in its 11 years of operations.

CJFX

ANTIGONISH, N.S.

5,000 Watts

580 Kcs.

Representatives

Can. - Paul Mulvihill & Co.

U.S.A. - Adam J. Young Jr., Inc.



On July 17th, 1954, Dean Kaye will broadcast his 1000th 6:30 p.m. newscast for Brading Breweries.

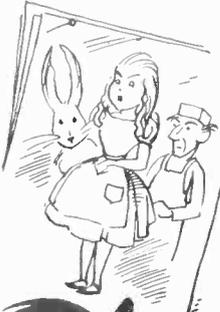
— **DEPENDABILITY** — **RELIABILITY** —

These features keep sales consistently high on



Ask our Reps: **ALL-CANADA WEED & CO.**

"I'M GOING TO REWRITE ALICE IN WONDERLAND," Says Lionel.



"Instead of the Walrus and the Carpenter, it's going to be the Lobster and the Carpenters. My life has been cluttered up with carpenters for weeks.

But now they've gone, and I must say the place looks like a million dollars! Two big studios, an announce booth, a mammoth-size master control room and a sub-control room — brand new offices throughout, and a reception room that'll knock your eye out!

Even the ladies' and gents' reading rooms have new decor, new plumbing, and lighting that's easy on the eyes.

Yep, I feel like Lionel in Wonderland now — and ready to set brand new records for CKCW advertisers!"



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

Free Initiative

(Continued from page 10)

lead to something practical and really work among nations and a better knowledge of each other's problems. It is widely admitted that radio properly handled with enough responsible self-discipline, without too much government interference, can do its full share in the betterment of a modern society. There is no reason why such a spirit should be limited to national boundaries and should not spread over all friendly nations who share the same ideals.

Unfortunately, many of our governments stand by idle and remain indifferent while democracy falls by the wayside even in our part of the world. We know the fabulous cost and the tremendous sacrifices required to combat totalitarian forms of governments once they have been permitted to take firm hold. Let us never forget for one minute that government control of radio in most countries is invariably the first step in any offensive against democracy.

Dictatorships move in first on radio, later into newspapers and finally into every single human activity. However, we observe and experience teaches us that direct attacks on freedom of speech or freedom of information, destroying or closing up radio stations or newspapers, or jailing newspaper editors, have been rapidly falling in disuse. Those in power nowadays are frightened and shy away from the spectacle of a station or newspaper closed down, or a newspaper man in prison, because these things constitute living testimonials of intolerance and oppression.

The attacks on freedom are now taking new more subtle forms directed to control and subject by more indirect methods the independence of criteria of radio stations or newspapers. Freedom of information or the editorial independence are no longer attacked directly. The attacks are now directed at the finances of radio stations and newspapers. Dollars and cents of income, essential to the survival of any industry, are made to go in one direction or another by indirect methods of exercising pressure which

I would prefer not to describe in detail. In other words, you can kill a man by hitting him over the head with a club or you can gradually starve him to death over a period of months without laying a hand on him. We must be alert to detect and denounce these new tactics whenever and wherever they appear.

The world today presents anything but a pretty picture. The ultimate survival of the things we believe in will require the mobilization of all the moral forces within our reach. This great nation of Canada will play in years to come an increasingly important role. May it discharge it to its own satisfaction and to that of the rest of the free world.

Businessman's Show

Calgary — Radio Station CFAC has instituted a special weekly program for an almost forgotten section of today's radio audience — the businessmen.

Today In Business is the title of this feature, an hour and a half in length and heard at 2:00 each Saturday afternoon. The program brings, in a concise package, all the pertinent facts of the past week in politics, markets, the news, in business, and includes one of the top speakers of the week.

James Richardson & Sons, large stock brokerage firm operating throughout Canada, put together for this program a five-minute resume of stock market activities over the past week, which is taped and fed into the program each Saturday. One section is devoted to business trends, as well as a talk prepared by the Chamber of Commerce, entitled *The Way I See It*. The CARTB's Report from Parliament Hill is also carried on the program, in addition to a five-minute news summary covering the highlights of the past week, and the latest up-to-the-minute developments from CFAC's newsroom.

The program has given the station a boost. Letters have been pouring in from businessmen, commending it on the move and putting CFAC on their mailing lists. Among the letter writers were local business heads, members of the Chamber of Commerce, and the Mayor.

When you travel carry...



**CANADIAN
 PACIFIC
 EXPRESS
 TRAVELLERS
 CHEQUES**

OBTAINABLE FROM ALL
 CANADIAN PACIFIC AGENTS AND MOST BANKS

CBC

TWO AM AND THREE TV APPS. APPROVED

St. John's, Nfld. — Granting of two new radio broadcasting station licenses were approved and applications for three other new stations were turned down by the board of governors of the Canadian Broadcasting Corporation following a regular meeting here last month.

The board's approval went to a proposed station for Galt, to be established by The Galt Broadcasting Co. Ltd. headed by Margaret G. Spohn. The application was for a 250 watt transmitter operating on 1110 kcs. The other new station approved by the board is for Peace River, Alta. and will operate with 1,000 watts on 630 kcs.

An application by CKDA, Victoria to operate an FM transmitter of 370 watts on 98.5 mc. was also approved.

The board turned down applications for stations at Leamington, Ont., and two from London, Ont., and stated that further applications for these areas would not be considered for another year. The board also rejected a bid by CJNB, North Battleford for a satellite transmitter at Lloydminster.

Two applications for stations at Sault Ste. Marie, one filed by Ilvio Anthony Vannini and John Lionel Cohen and another by Carmen Primo Greco, were deferred. Both call for a 250 watt station on 1400 kc.

Power increases were approved for three AM stations: CJVI, Victoria; CKNW, New Westminster; and CHLN, Three Rivers. All increases

are from 1,000 to 5,000 watts without change in frequency.

A proposed increase in power for CHLO, St. Thomas, also from 1,000 to 5,000 watts daytime only, was turned down by the board. Other bids for power increases were deferred: CJOC, Lethbridge and CJBR, Rimouski.

A 1,000 watt emergency transmitter was approved for the new Montreal AM stations CJMS.

The following share transfers were approved: 10,000 common shares in The Albertan Broadcasting Co. Ltd., affecting CKXL, Calgary; 7,500 common shares in Standard Broadcasting Co. Ltd., affecting CHUB, Nanaimo; 3 common and 10 preferred shares, issuance of 55 preferred and redemption of 10 preferred shares in CKOK Limited, Penticton; 150 common and 400 preferred shares in Kootenay Broadcasting Co. Ltd., affecting CJAT, Trail; an unstated number of common and preferred shares in Dauphin Broadcasting Co. Ltd., affecting CKDM; 100 class "A" shares in Fundy Broadcasting Co. Ltd., affecting CFBC, Saint John, N.B.; one common share in Atlantic Broadcasters Ltd., affecting CJFX, Antigonish; 8 common and 152 preferred shares in Acadia Broadcasting Co. Ltd., affecting CKBW, Bridgewater; issuance of 660 common, 220 preferred and transfer of 2 common shares in Broadcasting Station CFJB Ltd., Brampton, Ont.; one common share in CKOY, Limited, Ottawa;

25,518 common shares in York Broadcasters Ltd., affecting CHUM, Toronto; and redemption of 253 preferred and issuance of 255 preferred shares in CHRC Limitee, Quebec City. The proposed transfer of one common share in Newfoundland Broadcasting Co. Ltd., affecting CJON, St. John's, was deferred.

The change in name of the license-holding company for CKXL, Calgary, from The Albertan Broadcasting Co. Ltd., to CKXL, Ltd., was approved along with that of CKDA, Victoria from David M. Armstrong to Capital Broadcasting System.

Green Light For TV

St. John's, Nfld. — Three new TV stations have been O.K.'d by the Board of Governors of the Canadian Broadcasting Corporation. They are Western Manitoba Broadcasters Ltd., who get a set-up at Brandon, Man., with a 19.3 kw video and 9.65 kw audio output on Channel 5; Moncton Broadcasting Ltd. at Moncton, N.B., with 5 kw video and 3 kw audio output on Channel 2; and Hyland Radio-TV Ltd., at Sault Ste. Marie, Ont., with 5.16 kw video and 2.58 kw audio output on Channel 2. All grants have been made to companies operating AM stations in these cities.

The Board gave the thumbs down sign to Franklin and Herschorn Theatre Co. Ltd.'s request for a station which would have vied with the Moncton Broadcasting Ltd. project. Both were after Channel 2.

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

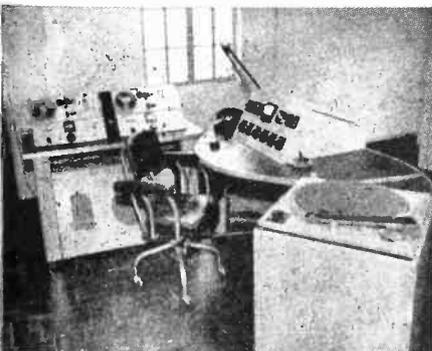
REPS—
PAUL MULVIHILL—
TORONTO-MONTREAL
ADAM YOUNG U.S.A.

Deferring an application from the Newfoundland Broadcasting Co. Ltd. for a Channel 2 station at St. John's, Nfld., the Board recommended "to the Government of Canada that the Canadian Broadcasting Corporation be authorized immediately to establish a television station at St. John's, Nfld., which should be built as quickly as possible."

If this is not forthcoming the private Newfoundland TV station will be given the go ahead signal.

The Board granted power increases to CHCT-TV, Calgary, Alta., to boost output from 10.9 kw video and 5.45 kw audio to 100 kw video and 50 kw audio. CFQC-TV, Saskatoon, Sask., also step up power with a jump from 35.8 kw video and 17.9 kw audio to 100 kw video and 60 kw audio.

look to **Marconi** for the **NEWEST IN RADIO AND TV STUDIO EQUIPMENT**



A Typical Gates Studio installation with tape recorders and turntables.



The famous GATES DYNAMOT features automatic changeover from power to batteries in case of power failure.

Ease of operation . . . greater serviceability . . . reliability . . . versatility, and all round greater economy, are what you enjoy when you use the newest Radio and TV Studio equipment provided by MARCONI. Whatever your needs, be it for a new station, improvements or expansion of your present one, the complete new line of MARCONI studio equipment will meet all your requirements and help to make your operation more efficient.

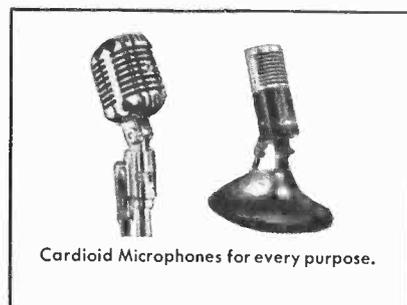
- Microphones for Radio and TV;
- Recording apparatus;
- Remote Amplifiers;
- Control panels;
- TV cameras;
- Telecine equipment;
- Monitors.

MARCONI can also supply you with the most advanced Transmitting equipment . . . the Gates line . . . newly designed for easier operation and servicing, lower operating and maintenance costs, higher quality all round performance.

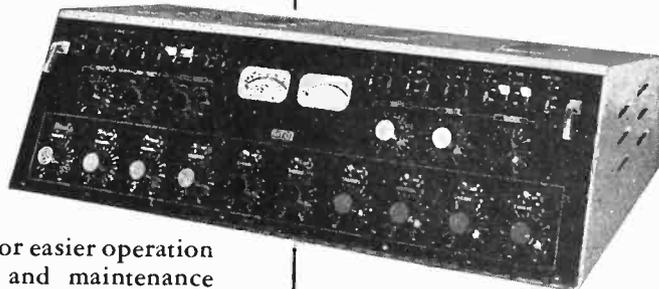
From microphone or camera to antenna, look to MARCONI, the greatest name in radio

For further information, write to:
Broadcast and TV Station Equipment Department.

CANADIAN Marconi COMPANY
MONTREAL 16
CANADA'S LARGEST ELECTRONIC SPECIALISTS



Cardioid Microphones for every purpose.



Model CC-1 Gates Input Console.

Use our Consultant Engineering Service. Skilled technicians will analyse your operation and recommend the type of equipment that will best serve your particular operation.

✓ **ONE STUDIO** ✓ **TWO STUDIOS**
 ✓ **THREE STUDIOS**

STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	
Special Effects	
Monoscopes	
Film Camera Channel	
Network Operation	
Remote Operation	

EXTRAS

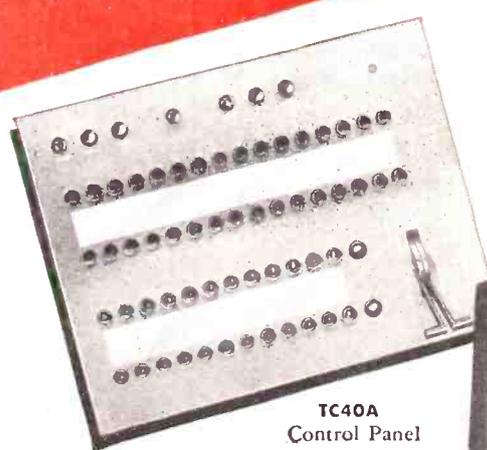
Studio or Film Camera

Check



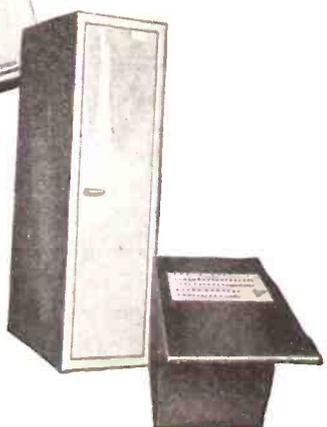
● Fill out this list according to your studio requirements. Then show it to your nearest C-G-E Sales Representative or send it direct to: *Broadcast and Television Sales, Canadian General Electric Co., Ltd., Lansdowne Avenue, Toronto, Ont.*

MEDIUM OR LARGE STUDIO OPERATION



TC40A Control Panel

TC41A: Newest and finest G-E Relay Switching System offers outstanding versatility in control of programs and commercials. Provision to switch, fade or dissolve up to twelve non-composites plus facilities for switching three composite inputs! Block-built for easy, economical expansion.



TC30A: Switches, and dissolves many electronically. Local remote or network operation with three-position selector switch. Transfer of projector control to remote operation. Rehearsals without interrupting on-air signal. Five-position pass switch. Five-position monitor selector switch.

SINGLE STUDIO OPERATION

the unit that fits your needs best!

Canadian General Electric offers you switching systems to meet any and all studio requirements!

ONE studio? Two studios? Three studios? General Electric switching systems answer all your requirements. With the wide variety of G-E television switching combinations you can quickly pinpoint the unit that best fits your needs, today! And if you plan to enlarge your operation in a few years, also provide that extra margin for expanding

facilities when necessary. Any G-E switching system you buy will not only give you the most for your money, but will also assure you minimum maintenance worries, plus operation ease that's always greatly appreciated. For further, complete information, please write today to: Broadcast and Television Sales, Canadian General Electric Co. Ltd., 830 Lansdowne Avenue, Toronto, Ont.



TC39A: New broadcasters! Need a one-man TV equipment operation? C.G.E. offers a special minimum investment package just for your purposes. Integral part is new switching panel. Panel provides facilities you need, all the quality necessary for outstanding performance with just a single operator!

ONE MAN COOPERATION



Electronic Equipment Department

711W - 754

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Tell Us Another

There's a village not far from here called Moonstone. We've helped a bit to put it on the map, but not nearly as much as Dunlop Appliances, Moonstone's merchant extraordinary.

Living almost in the shadows of the big Orillia main street, our retail hero Dunlop simply ignores all the economic rules that say he can't do the things he's been doing for years — successfully selling to people from Midland, Barrie, Coldwater, Victoria Harbour and Orillia.

Maybe it's his products; maybe it's Dunlop's personality; maybe it's our big noise. Anyway, Dunlop's reputation gets around.

If you have something worth shouting about, have Stovin's boys tell you about our electronic lung.

CFOR

ORILLIA, ONT.

1000 Watts—Dominion Supp.

Opinion

NATIONAL TELEVISION AND BROKEN PROMISES

In 1952 the CBC painted a mighty rosy picture for the televiewer. True they intended to monopolize the television scene, but it was to be for the benefit of all. Without actually ramming culture down our throats, the CBC was going to stimulate and broaden our minds. Good taste was to be the keynote of all programs and the emphasis was going to be on things Canadian. One official said: "We don't want to smother native effort with American imports," and another said: "The emphasis will be on intelligence and not on custard pie." The price tag was \$22 million.

That sounded really fine, and it would have been if the Corporation had kept its promise. But it didn't. Scott Young, in an article for MACLEAN'S (May 1st), dealt with some of the present programs on CBC today. In *Let's Stop Monopoly Television*, he wrote: "... But who among the men responsible would care to watch CBC-TV for a week now and repeat those promises? I personally would like to have the rededication ceremony arranged for one of the Ontario stations on a Saturday night. Eleven-fifteen would be a good time to have it begin. My choice for people to take part would be the cabinet ministers who formed our television policy and the CBC people who spoke so convincingly of what they would do with it. For 75 minutes, until 12:30 a.m., they could sit in a row watching the grimaces and listening to the canvas-flailing of midget wrestlers in Chi-

cago, their images being micro-waved into Canada at a cost to the taxpayer of about a thousand dollars an hour, presumably to help us maintain our nationality against all odds.

"Even if such a program could be justified (like other special-interest shows — cooking, boxing, puppets) under the heading of serving all tastes, it also could be disqualified under most other headings of the CBC's blueprint for Canadian television. And many viewers would feel that if there is one thing worse than having culture jammed down their throats (which Dunton promised would not be done) it is having U.S. midget wrestlers jammed down their throats, especially at the end of a long evening of cowboys, Indians, comics, dancing girls, Douglas Fairbanks Jr. and the thickly populated ice surface of Maple Leaf Gardens.

"If they lasted through that first Saturday night, nothing for the next seven days would be quite as hard to rationalize, although if they kept records some of the figures would startle them.

"For instance, if the week were average and they were watching CBLT-Toronto they would see about 65 hours of television. They would see 17 elderly movies, mostly American and some quite good, and in the time not taken up by movies they would see 24 commercial programs produced in the United States and sponsored here by American companies whose products also sell in Canada. They would see six Canadian commercially sponsored programs, a fraction of the number CBC had hoped to sell. On a time basis, only about 45 per cent of what they saw would originate in Canada, 50 per cent or more in the United States, the rest in Britain — a very broad interpretation of the CBC's feeling that a majority of its programs should be of Canadian content.

"Of all the major Canadian shows, viewers would be most impressed with *General Motors Theatre*, a drama running 60-90 minutes every Tuesday night. It's produced by CBC-TV for about \$10,000 a week, one third of the cost of similar shows in the United States. It has a standard as consistent as most of them — which means that if your taste is like

mine you'll like something better than half of their productions. This show is usually a British or American play or novel adapted by a Canadian for television. American stars are brought in every few weeks for large fees (Ethel Waters got \$2,500 for a sometimes stumbling performance in a secondary role in Truman Capote's *The Grass Harp* late in February) while the union scale for Canadian leads and secondary leads is about \$300, with some top Canadians getting up to \$400. That is scarcely living up fully to the promise 'to create and stimulate things Canadian'."

"If the gentlemen responsible for national TV were to hit the other biggest budget Canadian show, *The Big Revue*, on a bad week they would get truly a terrible shock. It is probably the spottiest show on television. The singing is generally good, the MCing nice and easy but the comedy and skits... well, the time they spent watching it would be particularly poignant if they happened to recall that statement of Stuart Griffiths that CBC-TV comedy would be sophisticated and free of custard pies. You can't shoot a man for not being funny but *The Big Revue's* featured comics have been on television for more than a year now without, it seems to me, making anyone but the show's staff laugh — and have achieved this almost impossible feat by copying often and ineptly from the very American comics they are supposed to be saving us from. The CBC's most expensive variety show manifestly isn't giving us 'something better'. It isn't even giving us something different. *The Big Revue* is an imitation — I contend a bad imitation — of a dozen American variety shows which are being paid for by sponsors, not by taxpayers."

And how are Canadian televiewers reacting to this? Well, according to Scott Young, in another part of his MACLEAN'S article, in southern Ontario the average viewer only watched Toronto for 27.2 per cent of his viewing time in 1953. This year he is watching Buffalo (and other U.S. stations) 65 per cent and Toronto roughly 35 per cent. But if you live outside the range of the U.S. Stations, you can take CBC's efforts or — you've guessed it — stare at a blank screen!

(This space reserved for drawing of a Summer Slump)

"Although exhaustive research into the nature and living habits of the common Summer Slump has now been carried out, eminent authorities are of the opinion that the rarity of verifiable observances of this creature must inevitably lead to the conclusion that it is purely a myth. Furthermore, they contend there is no record of its reported existence which cannot be explained by other natural phenomena."

This is what Professors Bye and Sehl have to say about the pesky Summer Slump or "hiatus bug" as it is commonly known.

Use these six stations now and prove to yourself that there is no such animal as a summer slump.

RADIO IS BIGGER AND BETTER THAN EVER

PAUL MULVIHILL & CO. TORONTO MONTREAL

CKBB BARRIE

CHOK SARNIA

CJCH HALIFAX

CKTB ST. CATHARINES

CJFX ANTIGONISH

CKOK PENTICTON

CKTB Sells St. Catharines, the Rich Niagara Peninsula BECAUSE

it has more audience in this market than all other Canadian stations combined.

Get the whole story from our Reps; Mulvihill in Toronto and Montreal, McGillyvra in U.S.A.

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

SHORT WAVES

Radio Value For Money

Toronto — Advertisers will be interested in a "What you get for your money" survey carried out by CARTB. Comparison of newspaper rates and readership with radio broadcasting rates and audience potentials since 1946 put radio right out in front in the value market. Daily newspaper circulations rose by 18.18 per cent from 1946 to 1953 but advertising rates went up by 67.51 per cent over the same period. Farm papers upped circulation by 23.16 per cent and rates by 43.89 per cent. Against this the radio industry can report that during the same period the number of Canadian homes having at least one radio went up by 61.77 per cent but the cost of a Class A time spot announcement was boosted by only 38.49 per cent.

CKSF Whip Up Fiesta

Cornwall — A celebration on the eve of final approval for the St. Lawrence seaway, rapidly organized by CKSF here, grew into a full scale fiesta before the night was over. Realizing the importance of the deep seaway to Cornwall and environs, the station whipped up plans for a parade and street dance which drew the community's praise. Said Mayor Aaron Horovitz: "We depended almost entirely on the radio station to get the word to the people and it did a magnificent job. It was late in the afternoon before the plans were made and CKSF had only a few hours to get the message to the people. Yet by the time the parade started there were crowds along the route and many thousands more were on hand for the street dance. . . You don't have to convince me now that Cornwall people listen to our local radio station".

TOP MONEY FOR RIGHT MEN

- News Editor
- News Reporter
- Sports Editor

For new News Dept.

CKSO — SUDBURY
RADIO & TELEVISION

Teen Junction Scholarships

Kentville, N.S. — Patricia Christine Walsh and Allison Bishop have collected \$75 apiece as winners of the 1954 Evangeline Broadcasting Company Limited's *Teen Junction* scholarships. The scholarships represent a 25 per cent cut of the revenue from *Teen Junction*, a program written, produced and sold by high school students over a 40-week fall, winter and spring period and aired by radio broadcasting stations CFAB, Windsor and CKEN, Kentville, N.S. Eleven sponsors participated in the program.

Allison, aged 19, M.C.'d the *Teen Junction* show. Seventeen-year-old Patricia had an average mark of 75 in six required subjects and is also quite an athlete.

Vancouver Station Manager

Vancouver — Robert Bowman has been named to manage the new Vancouver radio broadcasting station which is expected to go on the air about Christmas. Owned by the Lions Gate Broadcasting Company, the station has not been assigned call letters, but it is expected they will be CKLG. Bowman, who has been manager of CFBC, Saint John for the past five years, has spent most of his 44 years working with news organizations. At various times he has been a BBC news editor, news film commentator, CBC director of special events and World War II correspondent in Europe and the Far East. Bowman will join the Vancouver station about July 15th.

Weed Reps Northern

Toronto — The U.S. rep organization, Weed & Co., have been appointed to handle time sales in the U.S. for the "Northern" group of five stations, including CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CHEX Peterboro and CKWS Kingston. Weed's TV division will promote CHEX-TV and CKWS-TV. Appointments became effective June 1st.

Agency Move

Toronto — The office of Dancer-Fitzgerald - Sample Advertising (Canada) Ltd., here has moved to 200 St. Clair Avenue W., from its former location in the Royal Bank Building. The new telephone number of this agency is WA. 4-8425.

CKPR Fort William

the Lakehead's basic Trans-Canada Network outlet serves a market that

- *1. Listed bank clearings of \$158,254,749.
2. Produced 720,000 tons of pulp and paper valued at \$75,000,000.
3. Shipped approximately 400,000,000 bushels of all types of grain.
4. Is enriched with 54 industries employing 15,000 people for a gross annual production of \$50,000,000.
5. Issued 570 building permits valued at \$2,822,187.
6. Has an average family income of \$63.49 weekly. (Canada — \$60.08.)

On your next campaign be sure to include

CKPR—Fort William

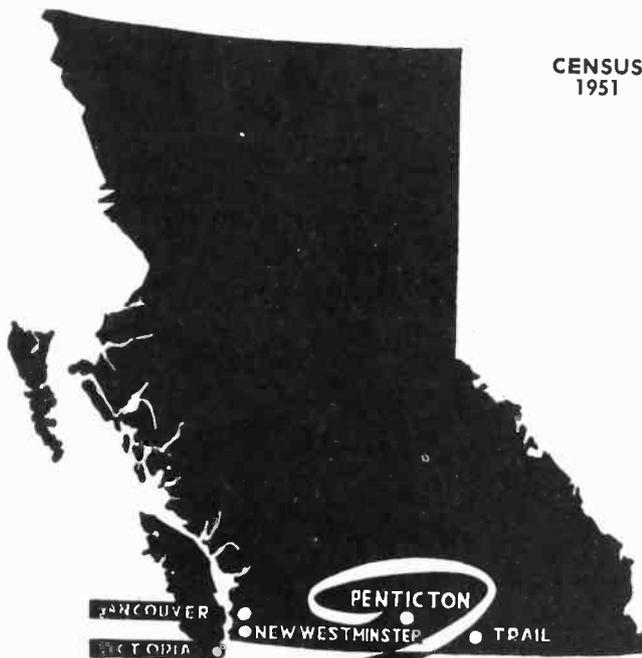
*Fort William Chamber of Commerce 1953

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

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 MULVIHILL
U.S.A.
DON COOKE

DID YOU KNOW

Ad lib spots on CKCL's early morning personality show, *Coffee With Cab*, gave "the biggest week in our history" says one of Truro's leading dry cleaners.

P.S.—This firm is now a daily participating sponsor on this show. There are still some availabilities.

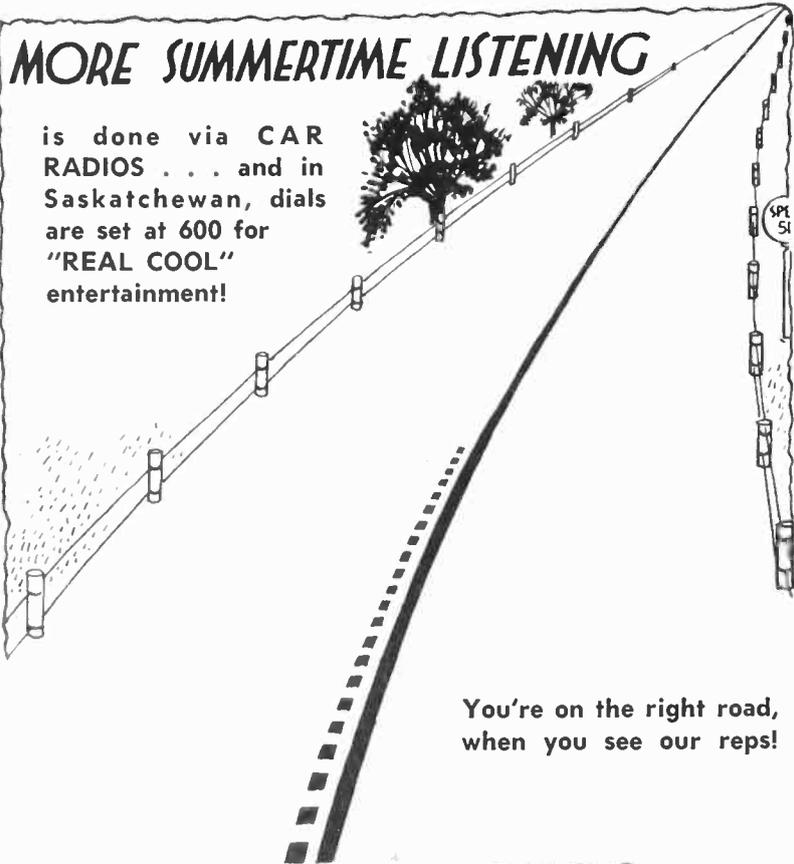
Write — Phone — Wire

CKCL — TRURO

CONTACT
OMER RENAUD & CO.
MONTREAL or TORONTO

MORE SUMMERTIME LISTENING

is done via CAR RADIOS . . . and in Saskatchewan, dials are set at 600 for "REAL COOL" entertainment!



You're on the right road, when you see our reps!

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



By Helen Craig

DATELINE: VANCOUVER

People make news. People also make for higher BBM ratings. In the lower level offices of Station 600 (CJOR, Vancouver) you'll find that this maxim is providing a good pay-off, for CJOR's lucrative business is founded on personalities. To quote directly from a mailing piece Station 600 proclaims: "The proof of the sales effectiveness of Station 600 is in the continuing support of local and national Vancouver sponsors. Manu-

facturers, distributors and retailers who live in the Vancouver area know the sales power of Station 600 radio personalities from personal experience . . . These men know that their advertising placed on Station 600 sells more retail traffic and branded merchandise. They know because they live here . . . they can count the effect in customers . . . in dollars and cents. They can see their families and friends responding to the sales messages of Station 600 Radio Personalities."

Station manager Bill Wellwood, sales manager, Bus Ryan, and commercial manager, Don Laws are all firm believers in sponsor promotion geared to produce sales, providing any merchandising that positively re-enforces air selling. They are believers, too, in constantly originating merchandising ideas tailored to specific marketing problems of each sponsor. Station 600 personalities are identified with products at point-of-sale when their pictures appear on posters displayed among products, ranging from Irish stew to English marmalade. This is only one of the techniques used so that each promotion dollar directly promotes the sponsor, rather than the station. Billboards? Street car ads? Gargantuan neon lights calling attention to CJOR? Not this, but an approach that means greater sponsor satisfaction for each sponsor knows Station 600 means business — for him.

Station 600 works hard at its philosophy of merchandising, at building up and standing behind personalities who develop in their own way, at trying to become a broadcasting station that has a definite responsibility to the community. It is trying to present intelligent programs; it is trying to become an advertising medium that stands behind the spoken word which describes products that listeners may find necessary to modern living. And Station 600 believes that the secret of successful broadcasting of advertising messages, news, sports, and general entertainment and educational features rests, in the final analysis, with the personality of the announcer before the mike.



These personalities that Vancouver and Station 600 talk about: Who are they? What are they like? What do they do?

First, let me tell you about Jack Short, "The Voice of the Races in B.C." Jack's background is not unlike something you might read about in a "Boy's Own Adventure Book" (spiced version). At the tender age of twelve Jack began a career that

355

Local Advertisers are now using CKLC with results!

In a recent one day survey, CKLC had over twice as many local accounts on the air as any other station in the Kingston market!

Why have the majority of local advertisers changed to CKLC?
THEY GET BETTER RESULTS!

Since December, a total of 54 National Advertisers have found the same results!

How about you? Contact HORACE N. STOVIN & CO.

CKLC KINGSTON

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

and soon to go on the air

CJBR-TV

CKCR

AM 1490 kc.

FM 96.7 mc.

KITCHENER-WATERLOO

CELEBRATING ITS

25th BIRTHDAY

IN RADIO BROADCASTING

SERVING ONTARIO'S RICHEST COUNTIES

WATERLOO

• WELLINGTON

• PERTH

See Our Reps For Facts

carried him to umpteen jobs: news-boy, jockey, trainer, owner of thoroughbreds, vaudeville dancer, bandleader, Alaska steamboat steward, refrigerator salesman, theatre doorman, and sports announcer. Jack isn't what you'd call middle-aged, yet he's been in radio doing racing broadcasts for twenty-two years. Most of his sponsors have been on his shows (4 a day for 70 days in the summer) for the two and twenty years he's been in the industry. His half-hour night show called *Jack Short's Racing Highlights* is a complete re-running of the entire racing card recorded at the races while they're run.

Jack's ability in race reporting won him the top award from the Western Association of Advertisers (1950), in competition with selected announcers from cities such as Los Angeles, San Francisco, Seattle, and Portland, as well as many Western Canadians. He still considers the leaky-roof circuit paradise on earth. He recalls a time when as an apprentice jockey going up and down the coast from Tijuana, Mexico, to Alaska, he was sold for \$300 in a crap game. The man who held his contract was a confirmed gambler. When he had lost, literally the shirt on his back, his gambling blood suddenly boiled over into his brain. At the last ditch stand he asked his opponent (is that what you call the winning guy in this game?)—anyway, he asked the winning fellow if he'd take the apprentice jockey contract. The fellow said: "Yep, 300 bucks." Well, the opponent kept his money. But Jack Short had a new owner.

Jack Webster is Station 600's newest personality. Jack W.'s accent is indubitably Glasgow — but that is good in this area where so many Britishers have settled. After gaining invaluable newspaper experience in Britain (top reporter for London DAILY GRAPHIC) and in Canada (six years with the VANCOUVER SUN), Jack decided to chuck newspaper work because, as he says, "I was sick and tired of it." At Station 600 his ability to present the facts, pretty and unpretty, stands out in the *City Mike* broadcasts—when as a reporter he interviews people in the news (Monday through Friday 9:05-9:15 p.m.) — and his Sunday broadcast where he makes comments on significant news of the preceding week. You need only to look at Jack Webster to realize that he could specialize in nothing but the sharp approach. This stocky, forthright Scot is adamant in his desire to present, in a crisp, fearless way, news and comment items for truly adult listeners, not the 40-year-old folks with a 4-year-old mental age.

Through Webster's rapid-fire questioning on *City Mike* his guests have revealed extraordinary bits of infor-

mation. Tim Buck, one of his recent guests, gave the car license number of two R.C.M.P. chaps who were following him hither and yon. (Buck was uncommonly flattered at the attention). A CBC bigwig, being interviewed, balked at a question concerning government monopoly. In fact he refused to answer. Jack Fearless Fosdick Webster used the whole portion of the tape and the dead silence with unofficial CBC spluttering told more than any vehement denial.

A few weeks ago, at the Pacific National Exhibition grounds, thousands of citizens were streaming through the gates around 7:30 in the evening. Part of the human avalanche went to hear Dr. Charles Endicott, and others went to hear Dr. Charles Templeton. Endicott made an attempt at justifying "Peace" Council tenets, and just across the way, speaking to more peaceful looking people, Templeton, a down-to-earth intelligent Christian evangelist, talked about the power of the good life. This twin P.N.E. feature was news, and Webster made the most of it with *City Mike*. Lately he has interviewed Joe E. Brown who appeared in a Vancouver theatre; the head of the Japanese Trade Commission; the Right Honorable Peter Thorneycroft, Trade and Industry man for the British Government; and the 72-year-old spinster from Philadelphia who finally married her childhood sweetheart after paternal objection had gone to the grave. Malcolm Muggeridge, editor of Britain's *Punch* magazine, was another recent guest. Mr. Muggeridge was quite candid in his opinion that Webster was doing a type of broadcasting that it would

(Continued on page 18)

IN June, the Chrysler Corporation opened a new \$650,000 Parts Plant and Regional Sales office in Red Deer — further proof of the importance of this growing market of Central Alberta.

CKRD is the only advertising medium serving this market exclusively on a daily basis.

CKRD

RED DEER—ALBERTA

850 ks. 1000 watts

SEE RADIO REPS.

ANNOUNCER

Wishing to better \$300 a month desires position with progressive radio or TV station. Ten years experience in staff announcing, specializing in news-casting, news writing and commercial announcing. Age 34 — married — steady and reliable. Available on 2 weeks notice. Reply to Box A-202, C B & T.

ALWAYS MORE

Audience in Calgary

Here's two CFAC features that are recognized not only by the Calgary listener: In 1954 Clarence Mack's show



"Toast & Marmalade" was the only promotion in Canada to be recognized with a PLAQUE from the National Safety Council.

AND A CITATION from "Variety" magazine for the only PRIVATE station in North America to maintain its own **EUROPEAN CORRESPONDENT—** DAVE GELL.



CFAC's consistent listener-leadership is a by-product of this effective programming. And, impressive as CFAC's decorations are, CFAC's bigger share of audience in the Calgary area impresses sponsors more. Why? Figures prove it — CFAC sells!

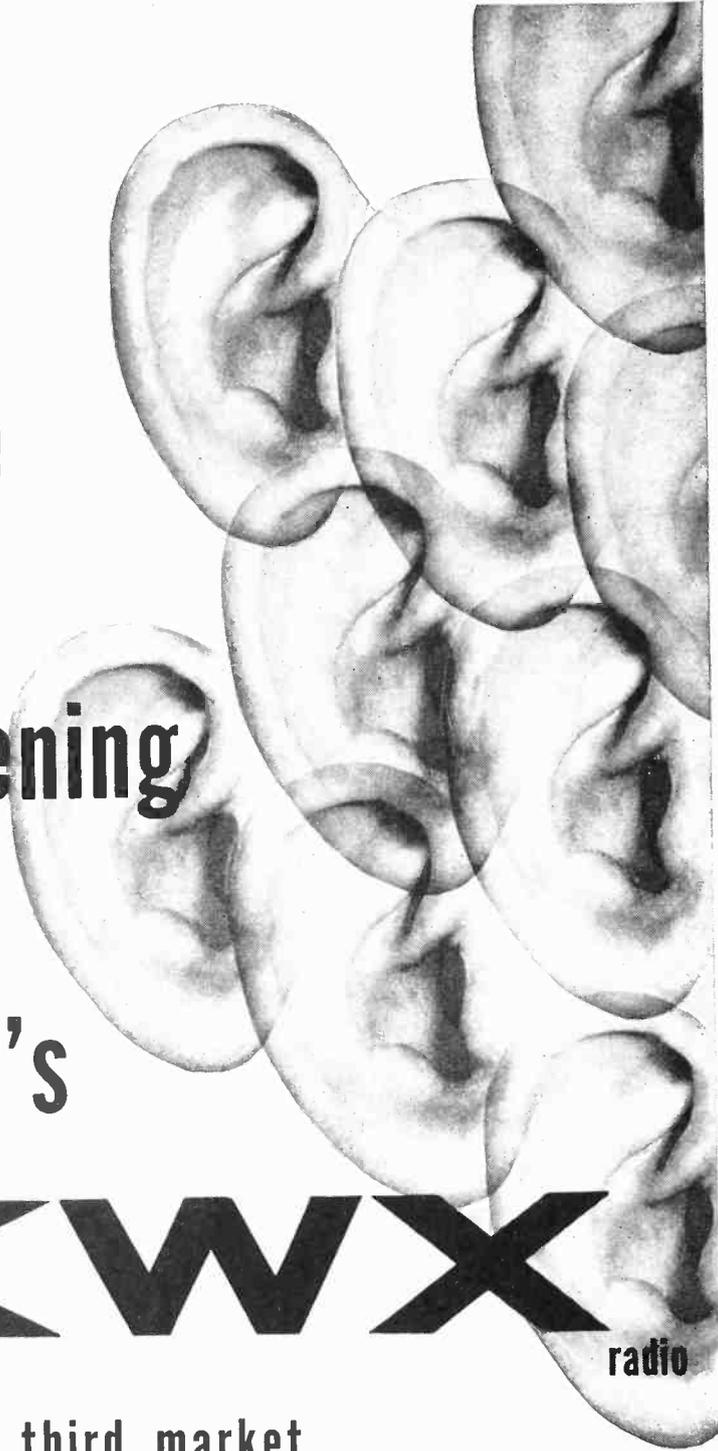
Elliott-Haynes Daytime Radio Ratings Report — April '54

CFAC	Average Ratings	Average % Listeners
Station No. 2	16.2	51.2%
Station No. 3	6.7	20.5%
	7.4	23.8%

Calgary's **CFAC** 960 KC

More Listeners  More Buyers

this
summer
there'll be
lots of
extra listening
to
Vancouver's
CKWX
radio
first in Canada's third market



There'll be a lot of extra ears tuned to your advertising this summer on B.C.'s favorite station—CKWX. The bonus audience will include:

TOURISTS

Every year the visitor industry pours an estimated \$40,000,000 into Canada's Evergreen Playground.

BRITISH EMPIRE GAMES

Thousands upon thousands of special visitors will be in town from near and far.

PACIFIC NATIONAL EXHIBITION

Western Canada's greatest fair draws crowds from in and out of B.C.

FOOTBALL FANS

People from all the Pacific Northwest will be in Vancouver to see the new B.C. LIONS entry in W.I.F.U. competition.

EXTRA RADIOS

Local people who take their city listening habits on holiday with them will be listening at summer camps up and down B.C.'s coastline.

REPS:

*All-Canada Radio Facilities Limited
Weed & Company*

DATELINE

(Continued from page 17)

be completely impossible to undertake in Britain.

Then there's Billy Browne Jr., head man of the longest breakfast table in the world. *Breakfast With Browne* is one of his big shows, and from 8:30 to 9:30 a.m. Monday through Saturday, Sonny Boy and Billie Boy, two canaries "bred" by Bill Jr. himself, keep listeners in a merry frame of mind in spite of the Columbian dew that falls. The Breakfast Club now has 200,000 charter members, and advertisers bet their bottom dollars that sales messages on this show are heard! Billy Browne's exclusive collector's collection of records forms the foundation for *Remember When*, a show that Blue Ribbon has sponsored for seven years.

Ross Mortimer is the well-known friend of every Vancouver child and housewife who keeps the dial set at Station 600. Both *Kiddie's Carnival* and *Take It Easy* started out on a "long range planning basis" seven years ago, and have gained in popularity until, now, the sincerity of Ross Mortimer stands out as his sterling characteristic. Children and housewives who listen to his deep, splendidly-modulated voice believe in him, and they believe that he will not give them hokum.

Editorial director Dorwin Baird is another Station 600 personality who is firmly convinced that only the "responsible approach" will win and keep listeners and sponsors. A 17-year news background qualifies him to present such unusual features as *Your Lawyer* (B.C. Law Society), *Doctor's Viewpoint* (B.C. Medical Association), and *Your City Hall* (broadcasts from the Vancouver Council Chambers). *Town Meeting In Canada* originated with Station 600, and it seems that many of CJOR's editorial policies are spreading beyond B.C.'s borders too. I asked Baird why he had stayed with Station 600 for 17 years, and he replied: "Either I'm lazy and my arteries have hardened or this is a helluva good place to work."

I hear a Pacific coast vessel bleating in the harbour and I must get off to the sea again. So it's blue jeans, discoloured tennis shoes, and a sou'wester. The reason for this beguiling outfit? Have a date with doughty Scot (old enough to be ny paw) who's going to tell me the story of his fleet. So, Station 600, there are other oldtimers in Vancouver who have personality too!



Telephone
Answering
Service

Answers your phone
whenever you are away
from your office or
residence.

Phone for Booklet in

Toronto Montreal
WA. 4-4471 UN. 6-6921

Obituary

Was "Cheerio" on CKGW



DON COPELAND

A voice that was known and loved by Ontario listeners in the 1920's has sounded its final sign-off. In the early hours of July 5th Don "Cheerio" Copeland, who started in radio in 1926 succumbed to a heart ailment.

Born at Hull, England, in 1893, Don joined the old CJYC in 1926, and shortly transferred to the Gooderham & Worts station CKGW on which the CRBC was eventually founded. Here he probably pioneered in the ad lib field in his character of Cheerio. Officially he was chief announcer and program director. He and his associate, Maurice Bodington, were undoubtedly the Messrs. Canadian Radio of the era.

In 1933, Don joined the James Richardson organization in the west, and became manager of their stations in Winnipeg and Regina. In 1936, he came back east to head up the radio department of the J. J. Gibbons Advertising Agency. He joined Associated Broadcasting Company of Toronto and Montreal in 1937, and became associated with the Don H. Copeland Advertising Ltd. in 1938. In 1946, he formed his own radio agency, Broadcast Advertising Sales. He is survived by his wife, Vera, daughter, Bette, (Mrs. Wm. Mitchell) and son, Murray Neil.

His old friend Maurice Bodington paid sincere tribute to the man who gave him his first instruction in the art of preparing and airing a record program, and then regaled him with some of the Yorkshire stories for which he was famous. This was the beginning of their long association and friendship on CKGW.

video about September 1. Located only a few blocks from the heart of Windsor and directly across the river from Detroit, the 650 feet high tubular tower, tallest structure in southwest Ontario, will be of a new design using the actual tower to conduct power to the top of the mast. This cuts out the need for transmission lines.

DID YOU KNOW THAT HALIFAX

... is the market for more than one-third of Nova Scotia's retail sales ... that those retail sales last year were higher than they have ever been ... and that the building boom in Halifax looks like being at an all time high this year?

AND DID YOU KNOW THAT CHNS...

... is right slap-bang in the centre of this activity with the greatest coverage of the City and surrounding district of any 5000 watt station in the Maritimes!

Proof is found in Elliott-Haynes and B.B.M. surveys — month after month they tell the same story ...

In Canada contact the All-Canada Man & Weed & Co., in the U.S.A.



Ugh!

A popular Indian expression which, freely translated, means "Ugh".

Free translations, literary license and fluid phraseology add to the beauty of any language, but can raise hell with accuracy of imparted facts. Figures, for example become distorted when too freely translated. Ninety m. p. h. can be expressed, "too damned fast". It's true, but doesn't give useful information.

Free translation of coverage or circulation figures created such hopeless confusion that A. B. C. and B. B. M. became the "yardsticks" accepted by advertisers, agencies and media.

Still there are some who like to confuse the picture by free translations of published reports. If the information would be more helpful in another form, that's the way it would be published.

Without benefit of poetic license, CFCY is the best buy in the East.

Because

CFCY has the largest B.B.M. of any private station east of Montreal — Day: 156,380 radio homes — Night: 149,320 radio homes.

There are 704,000 people living in CFCY's 156,380 B.B.M. homes — 454,000 of them over 15 years. (DBS — persons per household total 4.5, with 2.9 over 15 years of age).

Population of the 26 countries in five provinces where more than 50% of homes listen regularly to CFCY is 726,399.

CFCY power and frequency combine to give it one of the largest half millivolt contours in the East.

Families in 44 out of every 100 radio-equipped homes in the four Atlantic provinces listen regularly to CFCY.

CFCY gives 50-400% more impressions per dollar than other Maritime radio stations.

See the "All Canada" Man or Weed and Co. in the U.S.A.



The Friendly Voice of the Maritimes

SELL KINGSTON and district with CKWS

A recent coincidental telephone survey was conducted by Elliott-Haynes among 3,147 homes in the area surrounding Kingston, BUT NOT INCLUDING KINGSTON, to determine radio listening trends throughout the area.

THE RESULTS?

CKWS WAS AWAY UP FRONT FAR IN THE LEAD OF THE SECOND STATION!

NBS in Canada



WEED in U.S.

The "TOWN AND COUNTRY" salesman of Eastern Ontario

OPENING NOW

General duties announcer. Good salary for the right guy. Write, wire or phone for audition or send tape to

CJOY
GUELPH, Ont.

VARIETY

NEW YORK CITY

SHOWMANAGEMENT AWARDS

'Showmanagement' Awards Mark Of Distinguished Local Operation

The original and still the fundamental purpose of Variety's annual showmanagement awards is the stimulation of interest by radio and television station management in the incorporation of the best and best of show business as part of the planned operation of the station.

As in previous years, Variety calls the term "Showmanagement" to signify a distinguished blending of the two major aspects of station operation—entertainment and information.

VARIETY BEGAN ITS SURVEYS DURING 1933

Radio broadcasting entered a dozen-year period of growth which may be called the "golden age" of radio. It was the period of pioneering spirit, of pioneering genius, of pioneering in the public mind of what the potentialities of radio entertainment was.

By 1933 the qualities of the broadcasting industry were becoming clearer. It was possible to discern something of the commercial and the social needs. In promotion the networks were beginning to do brilliant work.

First, the networks had virtually taken control of most of their sponsored programs.

In order to fairly rate the shows with specific care, Variety in 1933 made an investigation of the practices and attitudes of local stations in some ABC-rated markets. This was published as a story. The reaction to the information was clear: that the surveys should be repeated because of their immediate ability to stimulate interest in management problems.

After some years the actual reports were given added point and emphasis by the awarding of a series of showmanagement plaques in recognition thereof. This later is a further award in a continuing series, also extending to television.

NOT ON CARD RATES

Leadership, Personality, Vision, Originality, Radio Weave.

Major in the rate cards of stations on air-rates, as in the eyes of the public, is the quality of the show management.

Each individual station faces a problem of its own, unique to itself. Yet all radio stations tend to follow broad principles, which have been verified as sound and useful.

Radio and television are judged in radio as showmanagement. It is the quality of the program, the quality of the talent, the quality of the production, the quality of the presentation.

Each individual station faces a problem of its own, unique to itself. Yet all radio stations tend to follow broad principles, which have been verified as sound and useful.

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PLAQUES GO TO '53-'54 LEADERS

Variety's Annual Showmanagement Surveys, Instituted in 1933, Aim in Recognizing Exemplary in All Branches of Broadcasting

A series of plaques of which this is one is usually presented by Variety to those organizations which during the year just ended have made notable contributions to the advancement of radio and television broadcasting as an art and a business.

These surveys adhere as always to a refusal to be impressed by mere speculations of erratic bursts of energy.

However, Variety has not relied upon its own information and judgment alone but has drawn upon the intimate knowledge of local radio stations, possessed by various periods with leading advertising agencies and upon spot broadcasting experts.

The award of this plaque is applied to every final decision in connection with the showmanagement relations.

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Exemplary Service in Transitional Era Cues Station, Special Citations

RATHER BE THAN SEEN

Recent experience in the industry has been a constant reminder of the fact that a radio station is not a mere utility but a business.

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IN PUBLIC INTEREST

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RECOGNIZED FOR Outstanding PROMOTION

1953-54

To
CKNW
New Westminster, B. C.
For
Outstanding Promotion

FAR-SEEING PERSONS DOMINATE THE AWARDS

Time has shown that the far-seeing persons who dominated the industry in the early years of radio and television are still the ones who are leading the industry today.

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Bill Rea, CKNW owner and president, congratulates Stan Buchanan, CKNW Promotion Director, for winning Variety award. (L to R) Phil Baldwin, former 'NW Promotion Director; Rolly Ford, editor of Top Dog Magazine; Stan Buchanan, Promotion Director; Mel Cooper, Merchandising Director; Bill Rea, 'NW owner-president; and Sir Michael Bruce, Public Service Director.



Canada's Only '53-'54
Variety Winner!

TOP DOG
IN WEST COAST
Radio

CKNW



PATT McDONALD



BILL HUGHES

NEW WESTMINSTER — Patt McDonald (left) has been named general manager of CKNW, following the temporary retirement of president Bill Rea due to ill health. Rea, who will leave soon for an extended rest in Santa Barbara, California, also appointed Bill Hughes (right) as station manager. The station is scheduled to increase its power to 5,000 watts on August 15th, CKNW's 10th anniversary.

Programs

More CBC TV Productions

Ottawa — The alarming fact that Canadian viewers within range of U.S. stations spend only 30 per cent of their viewing time tuned in to Canadian stations has caused the CBC to expand facilities for "more broadcasting by Canadians for Canadians."

The Hon. James McCann, the minister who reports to Parliament for the CBC, told the Commons last month that this move was being made to counter the increasing demand for more American programs. He pointed out that while it cost very little to import these programs, it was expensive to produce television programs in Canada and also expensive to link the different parts of the country together by television.

At present, four private stations are functioning, in addition to CBC stations in Toronto, Montreal, Vancouver, Ottawa and Winnipeg. Before the end of the year, a CBC station in Halifax will also be in operation, in addition to some 16 more private stations.

Dr. McCann went on to say that direct network connections will be established with all stations in southern Ontario and Quebec just as soon as they go on the air. Stations in other parts of the country will continue to be supplied by means of kinescope records for the time being.

The Hon. George Drew said the main reason for the extension of CBC

television was to insure that Canadians had an opportunity to guard their own culture, but, mentioning some of the programs which are now carried on CBC, such as second-rate boxing and wrestling matches and old U.S. films, he remarked; "The fact is, they could not give us very much less Canadian culture at the amount."

Dr. McCann said that the government had no intention of maintaining a perpetual monopoly in television stations, but that the CBC proposed to allow only one station in any one centre until such time as television facilities were available across Canada. In due course, private stations would be permitted in areas where CBC stations are established.

• • •

Aerobatics on the Air

Moncton — Radio Station CKWC's special events department, headed by director Bob Reid, gave its listeners a graphic account of the Air Force Day celebrations at the jet-fighter training base at Chatham, N.B. on June 12th.

The R.C.A.F. reserved space for the radio news team in the radio-control tower, where they saw T-33s, F-86s, jet equipped Cansos and other jet skybirds go through their paces.

Later, Bob Reid was whisked skywards in a T-33 and was able to transcribe an account of the loops, rolls and dives onto a portable tape machine on his lap. That evening, listeners heard a 45 minute taped show of the proceedings.

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. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes

1/4 hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

CKRM
The Capital Station
in the
Capital City, REGINA

because:

"Relations such as the ones existing between your radio station and our organization are becoming quite rare in the business world today. The main reasons for these fine relations seem to lie with the pride your employees have in their station and the zeal and enthusiasm with which they tackle any task given them."

An excerpt from a letter received from

ANOTHER SATISFIED CKRM SPONSOR

Ask About This Expanding Market NOW!

See or write "RADIO REPRESENTATIVES",
Montreal - Toronto - Winnipeg - Vancouver



LET'S GO FISSION!!

OR

LET'S GO FISHIN'!!

EITHER WAY IT MEANS BIG THINGS IN
CKBI - LAND

PRINCE ALBERT, May 17: The First Uranium processing mill at Prince Albert's "back door" will swing into operation early this summer in the Lac La Ronge Area, officials of La Ronge Uranium Mines Ltd., announced today.

Equipped with diesel-electrical power, crushing apparatus, steam and plumbing fixtures, the plant at the beginning will cost some \$115,000.00 but this figure may by July 1955 swell to \$10,000,000.00.

Target for processing of concentrated U308 is an estimated 15,677,000 pounds, according to a Company officer, who said that the ore is distinctly different from ore minerals obtained elsewhere in Saskatchewan or Canada.

The Company will mine ore from its 154 claims in the region. At present work has been done on 45 claims and this start will mean a potential Uranium valued at nearly \$114,000,000.00

"P. A. Herald"

Commercial Fishing put \$1,441,000.00 into the pockets of fishermen in the CKBI market last year.

Place that next campaign in the market that has farming, furs, forest, fishing and fission.

See your "All-Canada" Man for Details.

CKBI

PRINCE ALBERT, SASK.

5,000 WATTS



"IT'S AN INSIDE JOB!"

Only the three "Northern" stations penetrate the rich 'Market Behind the Wall' — the markets that can be sold only from the inside; consistent outside station reception is almost impossible.

CFCH
NORTH BAY

CJKL
KIRKLAND LAKE

CKGB
TIMMINS

UNDER NORTHERN MANAGEMENT

Reps
NBS
in Canada
COOKE
in USA.

Martin Taylor's LONDON CLOSE-UP

London, England — Strange things are happening in the traditionally undisturbed atmosphere of British broadcasting. As everyone knows, we are going to have vulgar advertising on our television programs.

At this point CB & T readers say: "Who cares?" That is, unless things have changed a great deal since I was last in Toronto twenty weeks ago.

Well, it looks as though this is going to be something which should interest radio men everywhere. It should provide some amusing battles as well as some first class marketing material.

In the first place, of course, it means those pleasant young gentlemen of the BBC who have politely kept the air to themselves for around a quarter of a century are going to have to fight for their living for the first time.

In the second place it is going to give advertisers a ready-made market for their persuasive efforts such as has perhaps never been known before in the history of the science of selling.

They will be able to move overnight into a hitherto completely untouched nation-wide medium in the certainty that they will get the attention of complete families undivided. Their mouths are watering.

But it's not all going to be as simple as switching on the cameras. The Bill passed by Parliament to break the BBC's TV monopoly is packed with ifs and buts.

It is clear that sponsored programs will be subject to heavy censorship. Morals will be closely watched; politics will be right out; advertising time will be limited; foreign or imported matter will be restricted; and so on.

It might seem strange that a country which prides itself on the absolute freedom of its "sponsored"

press should regard so many shackles on its "tele-viewing" as justified. The answer is that public opinion on the whole question is apathetic.

In Britain, when the public isn't sure what it wants, the boys who think they know what it ought to have are off to a quick start. The culture vultures are certainly going to get their beaks into commercial TV.

The average British viewer — and, remember, he was watching TV before anyone else in the world — seems to have no views at all on sponsored programs, or just says he doesn't want "a lot of American stuff" rammed down his throat.

This, I suspect, has left the big agencies in something of a vacuum. Admen, of course, are the last to admit that. But they have little to do in preparing the programs they have been boosting to their clients all these years.

To make a start, most have sent their more visionary executives to study methods in Canada and the States and come back with ideas.

But it must be clear to everyone that American methods by themselves will cut as little ice here as British methods would in America. Generally speaking the big boys in the ad business are going to have to put away their big drums.

It may be that an entirely new selling line will be developed here, with persuasion instead of punch in the limelight.

In any event the competition should produce more and better products from the British TV film industry for the North American market and perhaps even a few jobs for enterprising Canadian broadcasters who don't mind handing half their earnings to the income tax collector.



WHEN THE HAIR HAS TURNED TO CHROMIUM

The appearance at last month's Ontario Radio & Television Open Golf Championship of Ross Hamilton, former announcer, turned undertaker, indicates that broadcasting has reached a new state of maturity.

POWER OF THE PRESS

A U.S. paper is said to have reported that two people were hurt in the car accident — one in the face and the other in the back seat.

PAN MAIL

Sir: When are you making your next trip to England? I have been eagerly scanning your pages for reports.

— Avid Reader.

PERPETUAL PROMOTION

We've just had a visit from a recent arrival from England who says he's learned a lot from the radio commercials, but wants to know why they have to keep on playing music.

DEPT. OF DEFINITIONS

A sale is a thing at which you buy something you don't want at only half the price you wouldn't have paid for it anyway.

PARENTHETICALLY SPEAKING

The above gem was swiped from an English publication called LONDON LIFE. We can't have used it last issue, or I wouldn't have dared return to Canada.

— RGL.

PEOPLE'S CHOICE

And now summer — the time when radio and television broadcasters drop the programs that are strictly from hunger and put on the ones that are strictly from thirst.

MEDICAL ETHICS

The Medical association won't let doctors advertise, but would it prevent a pair of obstetricians displaying a sign reading: "Drs. Jim Smith and Herbert Brown — We Deliver".

A LA CARTE

The sales manager was boasting to the advertising manager about his new secretary. "Looks good enough to eat", he enthused. "Does she?" asked the other. "Take her out to lunch some time and you'll find out" came the reply.

PROGRAM DIRECTOR

New local station in Southern Ontario requires a program director. Apply Box A-203, C B & T, stating age, education, experience, marital status and salary expected. Please include recent photo. All correspondence confidential.

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received
Our NEW
Audition Disk?



An Independent
Producing
Company

DON WRIGHT

Productions

Let us Help You

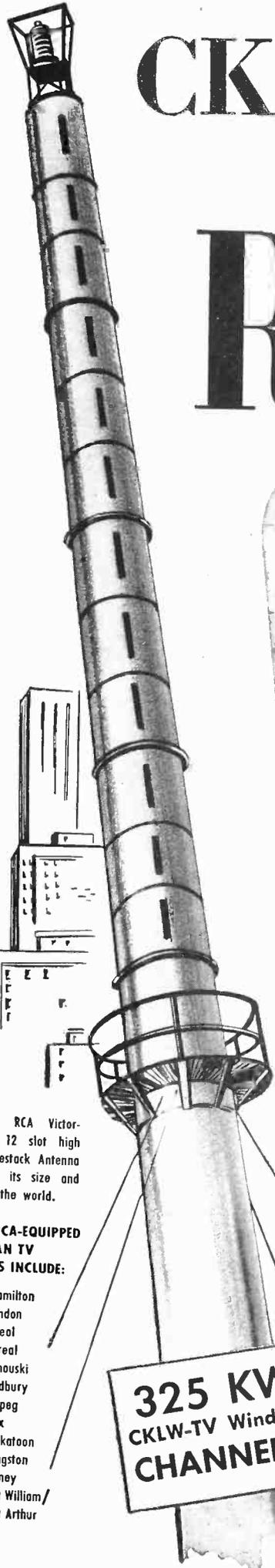
Write — Wire — or Phone for Details
"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886

NORTH AMERICA'S MOST **POWERFUL** TV STATION

CKLW-TV WINDSOR

chooses

RCA TELEVISION EQUIPMENT



325 KW
CKLW-TV Windsor
CHANNEL 9



Discussing plans for CKLW-TV are, left to right: W. J. Carter, Director of Engineering, AM & TV; J. E. Campeau, President and General Manager, AM & TV; S. C. Ritchie, Director of Programme Operations, AM & TV; K. G. Chisholm, RCA Victor Company, Ltd. Representative.



With the signing of the contract between CKLW-TV Windsor and RCA Victor Company, Ltd., Canadian Television moves a giant stride forward in international reputation. For CKLW-TV, Channel 9, Windsor, with its maximum radiation of 325 Kw of video output, is the highest powered station in North America. The choice of an RCA TV Transmitter, Wavestack Antenna and related Studio Equipment is assurance that CKLW-TV will deliver the very finest TV pictures possible to the people of Windsor and district.

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.

ENGINEERING PRODUCTS DEPARTMENT
RCA VICTOR COMPANY, LTD.

CKLW-TV's RCA Victor-designed 12 slot high gain Wavestack Antenna—first of its size and power in the world.

OTHER RCA-EQUIPPED CANADIAN TV STATIONS INCLUDE:

- CHCH-TV Hamilton
- CFPL-TV London
- CBFT Montreal
- CBMT Montreal
- CJBR-TV Rimouski
- CKSO-TV Sudbury
- CBWT Winnipeg
- CBHT Halifax
- CFQC-TV Saskatoon
- CKWS-TV Kingston
- CJCB-TV Sydney
- CFPA-TV Fort William/Port Arthur

Got a sales beef?

Beef has a per capita sale of 69¢*. If you're bartering beef for dollars, you know your own sales per capita.

Are you getting a large enough cut of the market? If not, intensified advertising pressure may boost your sales. And we can help you there.

Why we can help you. Of Canada's total population, five million live in Ontario—that's 1/3 of the nation's people. And this group is responsible for 40% of all retail sales. These two facts make Ontario the richest market in Canada . . . the number 1 market for your product be it beef, boots, or *any* goods or service. And naturally, the more of your goods you sell in the richest market, the faster your sales beefs will disappear.

No seasonal slump. When your customers go on holidays, radios go with them—or are already at their destination. It follows when you sell by radio, your selling messages can be heard by your potential customers wherever they are.

How we can help you. CFRB, Canada's most powerful, independently-owned radio station reaches 619,430 homes in daytime and 639,720 homes in night-time. CFRB is the one medium that covers 44 of Ontario's heaviest spending counties. Sound business sense dictates that this is the medium to use for increased advertising pressure in Canada's big dollar market. You want to sell more. We want to help you do it. Call us . . . or our representative 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

TORONTO

50,000 watts 1010 K.C.

REPRESENTATIVES

UNITED STATES: Adam J. Young, Jr., Incorporated

CANADA: All-Canada Radio Facilities, Limited