In This Issue:

Radio and TV are getting a larger share of the advertiser’s dollar, according to latest statistics. Details on Page 4.

The merits and otherwise of radio are re-discovered by Hugh Newton. His views are set out in an article on Page 7.

U.S. Army engineers have developed a TV Super Channel which might make the coaxial cable obsolete. Story on Page 9.

All the regular features as well.
**Radio's Radiance**

WARMTH does not come from a fireplace or a blazing sun.

WARMTH comes out of a radio's loudspeaker in the form of the familiar voice of a friend.

WARMTH cannot be replaced by glamor when it comes to selling merchandise.

WARMTH is the common quality in the voices of the radio announcers who advise their friends what kind of clothes, of foods, of medicines, of cars to buy, over the privately-owned radio stations of Canada.

WARMTH is only faintly descriptive of the glow radio's sponsors experience when the results start pouring in.

---

**The Canadian Association of Radio & Television Broadcasters**

Representing 125 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**
200 St. Clair Ave. West
Toronto 7
Phone WA. 2-3334

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**CARTB Member Stations**

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**PACIFIC (17)**

| BCFB | Chilliwack |
| BCB | Dawson Creek |
| BCD | Kamloops |
| BCK | Kelowna |
| BCT | Nelson |
| BCI | New Westminster |
| BCJ | Port Alberni |
| BCW | Prince George |
| BCX | Quesnel |
| BCY | Victoria |
| BCB | Vancouver |
| BCL | Vancouver |
| BCJ | Victoria |
| BCV | Victoria |

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**PRINCE EDWARD ISLAND**

| CBFR, CIRN, CIRQ | Charlottetown |

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**HEAD OFFICE**
108 Sparks Street
Ottawa 4
Phone 34036

**SALES OFFICE**
200 St. Clair Ave. West
Toronto 7
Phone WA. 2-3334

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**WEB:**
www.americanradiohistory.com
Forms New TV-Film Service

Toronto — Bob Lee has left CHUM after three years as manager. He is forming a TV industrial and educational film service to be announced later.

Roskin Replaces McGuire

CFCN, Calgary has appointed a new assistant manager, in the person of Lew Roskin, formerly manager of CJDC, Dawson Creek. At the same time, CFCN president Gordon Love has announced that E. H. McGuire is retiring after 19 years with the station, and, for the time being at least, will be living in Victoria, B.C.

Ed. Fairey Moves to CKNW

Vancouver — Ed Fairey, program director of CKDA, Victoria, has joined the staff of CKNW, New Westminster. He will take over as administrator of CKNW's Orphan Fund, and will also handle two daily daytime shows.

Fairey, the 1954 Cosmopolitan Club's International Good Citizen award winner, is a radio veteran of 17 years. He began his career at CFCT, Victoria (now CJVI) in 1937 and he has also worked at CFAR, Flin Flon, CKRC, Winnipeg and CJOB, Winnipeg.

SAY HE'S USING TWO Rackets!
SURE, HE WANTS TO GET THROUGH, SO HE CAN GO HOME AND LISTEN TO

CKDA

Most Listened to (Elliott-Haynes)

1st
IN KINGSTON!

CKLC

1st With the News in Kingston and Eastern Ontario!
1st In Local Advertisers with Over Twice as Many Local Sponsors as Kingston's "Station B"!
1st In Results Both Local And National With The Biggest Success Stories In The Kingston Area!
1st In Community Service With Exclusive On-The-Spot Broadcasts of All Major Local Events! Public Service Interviews Every Day!

FIND OUT MORE!
Contact: Horace N. Stovin Co. (Can.)
Forjoe & Co. (U.S.A.)

CKLC
KINGSTON, CANADA

In the North
They Look To Sudbury

CANADA'S FIRST PRIVATE TV STATION

NORTHERN ONTARIO'S Greatest ADVERTISING MEDIUM

CKSO
NORTHERN ONTARIO'S HIGH-POWERED RADIO STATION

For AM and TV
ALL-CANADA RADIO FACILITIES LTD.
IN CANADA
WEED & COMPANY IN THE U.S.A.
Behind the Scene
in Radio

as transcribed by H.N. Stovin

Do this day salute, and call to the attention of both local and national advertisers, these "proven" Radio Stations, which we are proud to represent.

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

And Also KVOS-TV Bellingham

"A STOVIN STATION IS A PROVEN STATION"

BIGGER AD. CUT FOR RADIO AND TV

MORE and more money is being spent on advertising in Canada, and radio and TV are getting a larger slice of this lucrative cake, according to a report published by the Dominion Bureau of Statistics.

Reviewing the work of the country’s advertising agencies during 1953 the report states that the 88 agencies are now handling $142,057,916 worth of advertising, an increase of $22,329,089 over 1952. Radio and TV’s share of that was 18.7 per cent as against 17.6 per cent in 1952.

The gain by radio and TV was partly at the expense of newspapers, magazines and other publications, their take dropping from 59.9 per cent to 59.1 per cent.

It is interesting to note that radio and TV are responsible for almost 40 per cent of the business handled by the agencies in the $2,500,000 and up class. At the other end of the scale they account for only 24 per cent of the business of the smallest (under $100,000) agencies.

The number of agencies operating in 1953 was 88, the same as in 1952 but the number doing more than $5,000,000 business a year increased from five to seven. They accounted for almost 48 per cent of the total business of all agencies.

Gross revenue on commissionable billings totalled $21,558,531 in 1953. Net revenue before deductions for income tax was $2,959,389 compared with $2,535,195 in 1952.

European Interviews

The program manager of CKCH, Hull, Yvon Dufour, left Dorval Airport August 17, by RCAF plane, to interview French-Canadian service men from the Hull-Ottawa area, who are now serving in the United Kingdom, Germany and other European points.

While he is in Europe, he is interviewing Canadian and French radio and TV artists. He is taping his interviews and they are being flown home for airing on CKCH.

A TAPE RECORDER IS A SOUND INVESTMENT
SO INVEST IN THE BEST

BUY Magnecord

Distributors

3569 DUNDAS ST. W. • PHONE RO. 2491 • TORONTO
Looking Behind The Research

Last issue we carried an article headed "Research Will Sell More Goods". As has been pointed out by one of our more meticulous readers, this statement is literally incorrect. What our writer should have said is: "The Correct Application Of Research Will Sell More Goods". And we are inclined to agree with this comment.

What we think our reader means is that research uncovers facts. That is all. For example, a survey in the United States recently disclosed that the TV audience for the thrillers aimed at the kids in the supper hour consists of two adults to one child. There is a fact. The sponsors of those programs will have to act on the facts before they can cash in. They can change the shows to ones with more adult appeal. This might not be such a hot idea seeing they already have an audience for them. So possibly they should aim their commercials a little higher, or at least older. Maybe they should stop giving away Lone Star badges and replace them with trick bottle openers. Whatever they decide to do must be done before the research that disclosed the fact can be said to have served its purpose.

Program research is research in a simpler form. As it now exists, it simply compares the size of audiences to different programs. When program "A" rates a bare 6 and program B rings up 17, there is a tendency to ditch "A" and either buy "B" or steal its idea.

This system is scarcely a sound one. Wouldn't it be better to start in to analyze "B" and find out what it has that "A" lacks? Then we could see if it was practical to imbue "A" with a similar ingredient. Also, while it might be a fact that "B" was exceeding "A" by sheer force of artistry, it might also be because "B" was using a kind of music which was more familiar and therefore more acceptable to the listeners. Then again, a more intensive investigation might reveal that while "B"s listeners outnumbered "A"s by 2 to 1, "A"s listeners were attracted to the show by such a degree that most of them made it a point of getting home in time to catch it, while "B"s regarded it as a not too disturbing background to washing the dishes. Finally, the product must be related to the audience. That is to say, if the sponsor is a five thousand dollar ear manufacturer, care must be taken to choose a program which is aimed at potential buyers of the product. Conversely, you don't sell soap chips to the carriage trade. It is easy to criticize and condemn the output of the research agencies and organizations. Before this is done, however, before this criticism is put into words, it would be advisable that research buyers make absolutely sure that the trouble does not lie in its misapplication.

The More We Are Together

Nearly thirteen years ago, when this paper first emerged, it carried beneath its banner the words "A Meeting Place For The Industry And Its Sponsors". Through the years it has endeavored to fulfill this, its declared purpose. Now, to further this idea, it is planning a series of guest articles in which the writers will disclose what they want of their associates in business.

We want to hear from an advertising agency chief executive, just what he looks for from his clients. This might be a little startling, but the reaction should be a positive one. We would like to tell our readers what a radio station wishes its sales representatives would do, and, conversely, what the rep. wants from the station. Does an agency account man want to see the reps., or would he rather they confine their activities to the radio department? And then there's the forgotten man, the client or sponsor? Does he want to leave everything to his agency, or would he like to hear from the station sales representatives directly.

The success of this journalistic venture rests in the willingness of the various components of the industry to state their cases. If they will, we believe that the reaction will be for the good of everyone concerned be he buyer or seller.

Can They Get What They Want?

There is an old saw about the average radio listener having the mentality of a twelve-year-old. It is a maxim which program devisor's like to invoke when they are planning radio fare. We are wondering whether the idea may not have grown a little outmoded.

Recordings of classical music are selling like hot cakes, at about five dollars a disc for the long play variety. Little theatre groups are putting on shows, not without quite marked success, with a distinctly literary flavor. This summer, people have been flocking to Stratford, Ontario, to see dramatic presentations of Shakespeare and Sophocles in a tent, which has been overflowing its capacity at $3.00 a seat and up.

Are these just isolated cases, or are there other signs, along similar lines, which might indicate that people would eagerly welcome radio fare of a somewhat more serious and adult type than much of what they are receiving? And if this theory is incorrect, and the public is receiving the programs it wants to hear, then might it not be a good idea to find out about that other group — and it is by no means a minority one — whose silent sets might be brought to life again, if other programs were added to the stations' schedules?

Purveyors of entertainment by radio tend a little to concentrate their research efforts on finding out whether their audiences prefer this program or that one. A commendable effort is made, at considerable expense, to determine which programs people want of available alternatives. Now, with television and even record players rearing their heads in competition, radio might do well to consider, not only the alternatives it is making available to listeners, but also those it is not currently seeing fit to offer.

It DOES Happen Here

Commission appointed by Prime Minister Nehru at New Delhi to study India's press, recommends complete government control of country's 330 newspapers, including control of content and treatment of news as well as of management policies on employment and advertising. Report of Indian press commission has been properly denounced as blueprint for totalitarian thought control. Strange thing is that few people in this country have noticed similarity between policies advocated by Indian press commission and policies presently practiced by Canadian Broadcasting Corporation.

—The Letter-Review
Ampex magnetic tape recorders
...lasting quality for every professional use

Ampex machines are built with sustained quality and durability — the prime requirements of the major broadcast networks and recording studios. These perfectionists have chosen Ampex, some as long as six years ago, and their machines are still in use today. For example, one Ampex, after 18,000 hours of heavy duty still maintains performance equal to published specifications for new machines! This is the kind of lasting value that is the Ampex standard of excellence in sound recording.

**MODEL 600 • THE NEWEST AMPEX**

The Ampex 600 is a portable model that weighs less than 25 pounds. It is an Ampex in design and performance and gives the same class of fidelity, accuracy of timing and reliability as other Ampex recorders. It is the ideal instrument for radio stations, music conservatories, educators, high fidelity enthusiasts and other professional and semi-professional users.

**SERIES 300 • THE FINEST AMPEX**

The 300 Series comprises the most perfect sound recording machines yet offered by any manufacturer. They are unexcelled for performances deserving the finest recording and reproduction it is possible to make. Superb design and flawless mechanical stability achieve the utmost in program fidelity, operating reliability and timing accuracy.

**MODEL 450 • FOR BACKGROUND MUSIC**

The Model 450 is a reproducer which provides sustained high fidelity background music anywhere. It is ideal for the finer hotels, restaurants, department stores, funeral parlors, theaters and other users of pre-recorded programs. It plays continuously for 8 hours. Starting, stopping, reversing and repeating can be controlled automatically.

**SERIES 350 • THE MOST VERSATILE AMPEX**

The 350 Series is universally preferred for original and delayed broadcasts, exchanging taped programs, and other performances requiring extensive cueing and editing. Tape editing is remarkably fast with "feather touch" controls mounted within easy reach on a 30°-slanted top-plate. The 350 Series is unusually accessible for installation and servicing, and is available in a variety of tape speeds and mounting styles.

**SERIES S-3200 • FOR TAPE DUPLICATION**

This Series of machines achieves true mass duplication of previously recorded tapes while preserving the superb fidelity of the master recording. Up to 10 exact replicas can be made simultaneously, and up to 2500 hours of program material can be produced in an 8-hour day (or one hour in 10 seconds!). The S-3200 Series duplicates both single and double track masters and 2 track stereophonic tapes, of any standard speed, in one pass either "forward" or "backward."

WRITE FOR FURTHER INFORMATION AND COMPLETE SPECIFICATIONS TO DEPT. GG-1223

DISTRIBUTION IN CANADA by Canadian General Electric Company
I t was a little over two years ago that they brought the big shiny box into the house, to change the pattern of TV or leave it alone, but if you abide eight or 11 hours of TV, you probably yourself, want to see something else.

We recently moved, however, and the big glass eye is downstairs in the recreation room, staring at a plastic-covered basement wall. Since then, I've listened to The Thing, I've doubled my reading, added ten per cent to my sleeping time — and I've rediscovered an old friend, radio.

Apart from a bit of light music and an occasional flick to a newcast while riding to and from my office in my car, I've been neglecting radio over the past twenty-four months. And while I can't truthfully say I've lost two years out of my life, I had rather forgotten that radio is congenial and entertaining companion.

Leap (or one qualification here: radio is an unchanging medium: static. With the most minute variations, I find myself listening to the same old voices, the same old commercials and the same ol' yaks — no just of 1952 but of 1942. And if you think 1932 is so far back, just contemplate the fact that Ed Wynn and Eddie Cantor are doing fairly well on television.

SAME SUDSY DRIZZLE

Radio has the same sudsy drizzle of tears at noontime, as when I turned it off — only now it's detergent not soap. And if you think that hasn't been going on for a long time, do you recall that they interrupted a Stela Dallas to bring the flash on the invasion of August? That, kiddies, was in 1938. The first time I listened to Ma Perkins the old hairdresser was worried about the NRA; now she's all edge over the hydrogen bomb. My guess is that the end of the world will be announced sometime between the commercials and the same old yaks and Helen Trent — and I'll give civilization another millennium at least.

Credited a few people in radio die old of age or get shot down by jealous paramours, no one ever retires from it.

All right, I'll grant there are some new things in radio. For instance, as a result of postwar immigration, there are now a number of foreign language programs from Southern Ontario stations, with mazurkas and commercials for pumpernickel boot. For instance again, the new station up at Brantford, which rings in loud and clear to my Credit Valley hacienda, carries spot announcements for septic tanks. And I'll bet you never heard septic tank commercials before 1953. But that's progress for you.

I'll not cavil this you might rightly wonder how to justify mawkish sentimentality over radio. I guess it's something like taking up with an an old town girl friend after a weekend at the Waldorf. Take a second look at her and, if she's not to slick at the edges, she's still pretty good.

Radio may be going down with all

after two years of being out-stared by the big glass eye of TV, Hugh Newton rediscovered an old friend, to wit the wireless, and finds it still pretty good... . like taking up with an old home town girl friend after a week-end at the Waldorf!"
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.

Television
Super TV Channel May Oust Coaxial

A SUPER communications channel, that can transmit a minimum of 30 programs at one time, is being developed by the American Army, according to the New York Times.

Greatly superior to the coaxial cable for multiple TV network operations it is understood that the new channel has reached a high degree of efficiency. Army engineers and scientists are quoted as saying that the new channel already transmits 30 programs at one time and that the limit still seems far away. It is expected to be of greatest use in the ultra-high frequencies which may be used some day by several thousand stations.

The superchannel is known as the "G-Line" and was invented by Dr. George Goubau. Unlike the coaxial cable, which carries programs on the separate wires that make up the cable, the G-Line carries all its programs on a single strand.

Instead of travelling through the wire the waves are carried on the outside of the G-Line. Goubau is quoted as saying that many programs may be thrown in together and sorted out again at their respective destinations.

The new channel is being developed at the Coles Signal Laboratory of the US Signal Corps' Development Center.

TV Set Sales Boom

Sale of TV sets in June was more than double the figure for the same month in 1953, according to figures released by the Radio-Television Manufacturers' Association of Canada. June sales of 22,343 sets brings the total sales for the first six months of 1954 to 181,233. Comparative figures for 1953 were 10,880 and 125,140.

Sets sold like hot cakes in Quebec where the new station CFCM-TV recently began operating. The June figure of 6,770 brings the year-to-date total to 61,977. Next best selling spot was the Prairies where 4,811 sets found customers. Toronto with 3,795 and British Columbia with 2,639 were next on the list.

Home radio sales for June were not quite so hot by comparison with the same month in 1953 — 17,777 against 17,410 — and portable and auto set sales dropped down from 5,741 and 18,861 to 3,897 and 10,100.

5,741 TV Sets In US
29,000,000 television sets in use in the United States but, by network estimates, radio is in a position to catch anyone who isn't in front of a TV screen.

The vice-president of CBS Radio, John Karol, says there are 47,000,000 homes with at least one radio. Add to that 29,000,000 auto sets, at least 10,000,000 portable and 10,000,000 in public places and you have a pretty complete coverage.

Karol figures that, including extra sets at home, there are now 115,000,000 radios in use in the United States, serving a population of 160,000,000.

* * *
First 10 kw. Transmitter

Montreal — The first 10 kw. TV transmitter to be built in Canada is nearing completion for CJCB-TV, Sydney, N.S., in time for the official opening of the station around the end of August. Labelled the PT-10 AL AH, the transmitter is the work of RCA Victor Co. Ltd., Montreal. Planning and production was begun last year and the result is a TV transmitter contained in six small easily handled cubicles occupying approximately half the floor area of earlier 5 kw. TV transmitters.
Television Continued

BIG FOUR NETWORK PLANS

Details of the $150,000 TV Big Four agreement between the CBC, Canadian Rugby Union and co-sponsors National Electric Co. and Formaton Carbon Co. have been released.

Telecasts of the season's games will go out to eight stations on the CBC-TV network from Montreal to Windsor but, to prevent them affecting gates of local games, viewers in towns where they are being played will have to wait a day for a kinescope telecast.

The news means that Toronto viewers will not be able to see "live" telecasts of the Argonauts home Saturday games but they will be screened by kinescope on the Sunday.

The only stations to carry "live" games every Saturday, and on Labor Day and Thanksgiving Day, will be CFTF-TV, London, CKCO-TV, Kitchener, CKWS-TV, Kingston and CKLW-TV, Windsor.

The three-game Big Four Playoffs will be telecast "live" on all eight stations.

The Grey Cup game will see the first nationwide telecast of football, the network being increased to 19 stations for this event. Cities to be included in this set-up, in addition to the original eight, will be Quebec, Sydney, N.S., Saint John, NB., Sudbury, Port Arthur, Winnipeg, Regina, Saskatoon, Edmonton, Calgary and Vancouver.

Color Push in US

New York — The big push for color TV will soon be going full blast in the United States. In the Fall CBC and NBC will step up their color telecasts many times over what they are now putting out, and both companies will have new sets on the market to receive the new shows.

CBS is trying to get in first with a new 19-inch tube and RCA plans to launch a new 21-inch color tube and a simplified set by September 15. RCA says that by the end of the year it will have 5,000 of these sets.

Both NBC and CBS predict that the sale of color TV sets, now going slow under the handicap of the small screens, will step up with the new and bigger tubes.

Old Films Are Obsolete

New York — Somebody has at last begun to recognise that old films are old films, even when shown late at night on TV. No person intrepid enough to use that awful word has come forward but the term "obsolete" is being bandied around.

Public recognition of "the obsolescence factor" is made by editor Julian Dupuy in the current TV film program directory, Serials, Serials and Film Packages.

"What is meant by the obsolescence stage," according to Miss Dupuy, "is that distributors, who, in the past, accepted for television distribution any footage that could be cleared for the purpose, are now dropping hundreds of titles which they feel are obsolete for current viewers — either because of film quality or story line.

"Only in the field of the four-to-eight year old audience does there appear to be no obsolescence factor. Distributors still find an active market for the serials and comies they sold five years ago. The before-teen viewers still disturb family routines by insisting upon seeing them and advertisers are still buying this type of material."

Your tape recorder will tell you the difference

If you buy sound recording tape you probably know they all look pretty much alike. But when you use them you may find they don't sound alike. Your recorder will soon tell you the difference. This difference makes it important you know and specify the tape that provides the ultimate in reproduction — every time! The strength, flexibility and the right electrical properties built into every reel of Webcor Magnetic Recording Tape means you get fine recording and playing performance always at their best. So insist on Webcor — and be sure!

Webcor Tape comes in 5" reels containing 600' of tape and 7" reels containing 1200' of tape. Each reel comes in a unique hinge-top carton that helps prevent accidental spilling. The carton has its own handy-to-use recording log, too.

SUCCESS!

11,200 LETTERS IN ONE DAY!

Radio Representatives Limited

MONTREAL • TORONTO • WINNIPEG • VANCOUVER

A Weekly BBM of 74,310 gives

The Largest French-Language Potential Coverage in Canada after Montreal and Quebec City

5000 WATTS ON 900 KCS.

Supplementary to the French Network

A WEEKLY BBM OF 74,310

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

SUCCESS!

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ADAM J. YOUNG IN THE U.S.A.

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and soon to go on the air

CJBR-TV

SUCCESS!

11,200 LETTERS IN ONE DAY!
COPY CLINIC NOTES

By LEE HART

MONTREAL IS EVEN BIGGER THAN YOU THINK!

*9.67% Of Canadian Retail Sales Are Made In The
MONTREAL CITY ZONE

*9.45% Of Canadian Retail Sales Are Made In The
TORONTO CITY ZONE

HELP YOURSELF TO MONTREAL'S GIANT MARKET ON...

Reps. All-Canada (Canada)
Weed & Co. (U.S.A.)
'Sales Management 1954.'
Writing (cont'd)

makes the most sense for the
advertiser and listener.

One grocery store which could
be featured in an outstanding
meat department and unusual
service in advice on preparing meats,
might be given a copy format which
includes a good food, cooking, or
menu tip and tied it in each week
with a tip on the meat special of the
week.

Come On In . . .

Another market’s ads could feature
a wide variety of merchandise as
outstanding quality buys with a sig-
nature line that’s familiar: “Come
on in the water’s fine”. Your copy
format could then be set down to
the same opening sentence in each piece
of actual copy, i.e., starting “Come
on in the fresh vegetables are
fine”. “Come on in the fresh straw-
berries are fine” etc. and continuing
with a point by point proof that
your opening statement is true.

Note: You’ll have a number of ret-
tail advertisers whose copy formats
will need to be designed to accommo-
date almost continuous price promo-
tions, sales, etc. But even these ad-
vertisers can be given general copy
formats which afford their price and
sale advertising the advantage of
individual character and continuity.
A “three-reason” Copy Format could
easily be adopted for one of these
advertisers and be used for all his
price promotion. The name of each sale
might change but you could always
integrate a direct 3-reason pitch on
that sale giving listeners labelled
points on why they’d like the sale,
why they’d want the values and why
they should act now.

Fashion accounts are no exception.
I personally believe that the reason
so many writers completely flub
results for fashion advertisers is that
they break out into flights of fancy
and fashion description instead of
following the results-getting rules
of radio copywriting. You may have
a fashion account whose outstanding
merchandise characteristic is young
looking clothes. Your signature
would then be “Where you Al-
ways Find Young Looking Clothes
(or Fashions)” but you’d take
that key customer advantage even further
and let it set your Copy Format.
You’d go right down to starting every
piece of copy with “See the young
looking” or “Try on the young
looking T-shirt dresses etc.

Your Copy Format could continue
to be set in form right down to the
last sentence which might always
repeat the words “Don’t just wonder
how you’d look in these junior size T-
shirt dresses. Try them on today at
Blottes where you always
find young looking clothes”.

Spin Out Your Words

When you’re writing about
fashions there is another point to
watch! Don’t start breaking the rules
of writing easily and simply just
because your main sales appeal may
be fashion instead of price or service
or credit. The fashion magazines
may carry beautifully with copy
that says “Why not admit it freely?
You’re a lovely lethal weapon in
an instant waft of black chiffon”. This
is an actual quote, but I’ll bet two
bits that the same women who read
it, and maybe enjoy it, would think
you’d gone off your rocker if you’d
look them in the face and say that
same thing to them!

So, spin out your words just as
naturally as if you were talking
to your listeners face to
face. It
makes no difference whether you’re
talking about home insulation or
fashions, you get through to the
listener better when you tell her
the simple facts about why she’d
like to touch, smell, taste, try on,
wear or own what your’re talking
about.

Get right down to those action
words which help your listener sum-
m up her own pictures of herself
in connection with whatever you’re
advertising:

Not this: “This table has fold-
ing legs which allow for more
convenience and compactness in
the difficult problem of storage.”

But this: “Just fold the legs
and store the whole table in a
two inch wide space in your
closet.”

Speaking of action words, check
your overall bid for action, the speci-
sification or invitation you make
to the listener. If you use the “buy-
two” suggestion be sure it’s a two-
for-one price offer or at least give
her another sensible reason why
she should buy two. If you’re writing
about a low cost item it makes
sense to buy “one for the kitchen
and one for the bathroom or car”
you’ve got a good bid for action.

 Might Be Ridiculous

But remember that some people
don’t have the dough to buy two of
anything. Those who do have will
know it and figure it out for them-
sest if the meantime your “buy
two” pitch for things like a suit of
clothes etc. might sound as ridicu-
los to some listeners as if you’d
told them to go out and by two
Cadillacs or two stepladders. If your
bid for action is reasonable and help-
ful you’re pretty safe.

When you have, for each ad-
vertiser, a Copy Format which is
planned out from the opening sen-
tence right on through to the clos-
ing bid for action, you’ll have an end
the frustration and chain of in-
effective results which hound ran-
dom-inspiration writers. Once you
have a sound Radio Advertising
Signature and format for a retailer’s
copy be sure he doesn’t influence
you to change it every month and
“try something different”. Convince
him that sticking with one format
is as important as his keeping his
store in one location so they know
where to find him. Random trials
at many different radio plans are as
foolish as moving a store every
month. Your High School psychology
books will tell you that people pay
attention to stimuli that are repeated
(the alarm clock or telephone that
rings more than once) and to stimuli
which have duration (the stick au-
tomobile horn).

No retailer can afford to practice
repetition if his copy is as offensive
as a stuck automobile horn for people
can actively demonstrate their ob-
jections by staying away from his
store. But the horn principle stands.
If you’ve found a Copy Format that
says the right thing about your ad-
dvertiser and gives listeners believ-
able, motivating information that’s
helpful to them, keep right on sounding
your horn.

CJGX

Sells

in Saskatchewan’s RICHEST
farm market - Crop District 5

• Crop District 5 had the largest Cash Grain
Receipts in Saskatchewan — $30,906,000.
• Crop District 5 had the largest Livestock Receipts
in Saskatchewan — $12,727,000.
• That’s a total of $43,633,000 in Farm Cash
Receipts in EIGHT MONTHS — August 1/53 to
March 31/54.
• Crop District 5 contains 21,792 farms, making up
practically 20% of the Provincial total.

BUY the station that SELLS to
this richest market and also
covers crop districts 1B and 8A
in Saskatchewan and 10, 11 and
13 in Manitoba.

BUY

CJGX

YORKTON

Representatives: Horace N. Slavin & Co. — U.S.A. Adam J. Young, Inc.
Inland Broadcasting Service, Winnipeg.

“Sanford Evans Survey for April, 1954.”

Ballooning Upwards

OUR

BBM

IN

THIS

AREA

CHLO

LONDON and ST. THOMAS

See Stephens and Townend
In Toronto and Montreal.
Adam J. Young in U.S.A.
More and More Canadian TV Stations Go RCA!

CHCH-TV HAMILTON  CJBR-TV RIMOUSKI  CBHT HALIFAX
CFPL-TV LONDON  CKSO-TV SUDBURY  CKWS-TV KINGSTON
CBFT MONTREAL  CKLW-TV WINDSOR  CJB-TV SYDNEY
CBMT MONTREAL  CFPA-TV FORT WILLIAM/PORT ARTHUR

NOW...

CFQC-TV SASKATOON
CHANNEL 8  100 KW
chooses

RCA TELEVISION EQUIPMENT

- Present at the signing of the contract for the RCA Television Equipment for CFQC-TV, Channel 8, Saskatoon, were, seated centre: A. A. Murphy, President, A. A. Murphy & Sons and Stations CFQC and CFQC-TV; on Mr. Murphy's right, H. C. Thompson, RCA Victor Representative, Calgary, and standing, back row, in the usual order: Lyn Hoskins, Chief Engineer, CFQC-TV; Vernon Dallin, Manager, CFQC-TV; and K. G. Chisholm, RCA Victor Representative, Toronto.

RCA Victor takes pride in their part in bringing the people of Saskatoon the finest TV pictures possible. With the signing of this contract for a complete RCA Victor Television Station Installation, CFQC-TV, Saskatoon automatically assures its viewers ultra-dependable transmission service at the highest quality level. Congratulations, CFQC-TV, Channel 8, Saskatoon!

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.

HALIFAX · MONTREAL · OTTAWA · TORONTO · WINNIPEG · CALGARY · VANCOUVER
Courageous Story of Peter Trites

This is the story of 13-year-old Peter Trites — a sad but courageous story to which radio, through CKCW, Moncton, N.B. has added a happy ending.

Peter was a real baseball enthusiast. He had good reason to be for he showed great promise at the game. So much so that, when, in 1932, he joined the Little League, coaches selected him as one of the best pitchers on the circuit. Helped by Peter's talent, his team, the Cubs, were doing mighty well in their section of the League.

Then, in August of that year, the dreaded hand of polio struck at Peter. Luckier than some, Peter lived, but he was paralyzed in both legs. He was not there when his team went on to win their section championship.

You can't play baseball from a wheelchair — at least that is what most people think. Not Peter! Last winter he played as goallender for neighborhood scrub games and this spring he kept his pitching arm in shape by joining in workouts from his wheelchair.

Now CKCW and the sponsors of their Little League Baseball Time program, Lane's Bakeries Ltd., have given Peter an even bigger interest in baseball, a role to make him the envy of all the kids in the neighborhood. At 1:05 p.m., Monday through Friday, Peter handles the daily presentation for this programme, his wheelchair drawn up close to the mike.

Taking time out from the Government correspondence course, which has enabled him to study up to the equivalent of Grades Seven and Eight at home, Peter spends 45 minutes preparing for the five minute broadcast which has helped compensate for his not being able to run around the baseball diamond.

CJON Buy Big Package

CJON, St. John’s, Newfoundland, has bought seventy transcribed dramatic program series — a total of over two thousand individual programs of from five to thirty minutes duration — from All-Canada Radio Facilities Ltd. This is in addition to the 24½ hours a week of All-Canada disc shows which the station is already running.

Don Jamieson, CJON’s program manager, says this station depends on these transcribed programs to deliver maximum audience, thereby affording advertisers the prestige and impact of their own network-caliber shows, at prices they can well afford. The success of this type of programming is amply demonstrated he says, by audience reaction, as indicated by the ratings and the mail. Many CJON sponsors took on such shows three years ago, when the station opened, and have stayed with them ever since, he said.

We’re The ONE Station

That effectively covers ALL Cape Breton AND Northern and Eastern Nova Scotia

Our power and frequency give us the range . . .

Our programs and promotion give us the listeners . . .

Our B.B.M. gives the proof.

74% of all radio homes in Cape Breton;
84% of all radio homes in Antigonish, Pictou and Guysborough Counties, listen regularly.

Then there is our extra coverage of Prince Edward Island; Newfoundland; Magdalen Islands; Gaspe East, Quebec; and Northern New Brunswick — delivered at no extra charge.

When planning your Fall and Winter schedules, call our representatives for availabilities.

There is no better BUY in the Atlantic Provinces

CJON BUY BIG PACKAGE

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Let’s Get Together

If you have a TV license or expect to have one, or if you are a producer of motion pictures, we have a lot to talk about.

About what?

About outstanding equipment by:

- Houston-Fearless
  Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolias.

- Mole-Richardson
  Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.

- Kliegl
  Fluorescent Slimline, scoops, spots, special effects lights, and lighting control equipment.

- Auricon
  16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.

- Gray
  Telecolor — projects Opaque or Transparent Material, Solid Objects, Tape, etc. Telojector — 2" X 2" Continuous Sequence Projector. Multiplexers.

- Bell & Howell
  Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.

- Moviola
  Film Editors, Previewers, Synchronizers; Optical & Magnetic Standard Equipment throughout the Film Industry.

- Neumade
  Everything for Film Handling.

- Magnasync
  16 mm., 17½ mm., and 35 mm. magnetic film recorders.

- Frezzo-Lite
  Portable motion picture floodlight. Permits one-man newsreel photography.

- Accessories
  Mixers for developing solutions, staplers, moses and staples for immersion in developers, etc.

For further information Phone, Wire, Write or Hitch-like to:

The Top Name in the Business

Daniel F. Clark

LIMITED

3745 Bloor St. W., Toronto 18

CBelmont 1-3303

August 18th, 1954

Canadian Broadcaster & Telescreen

Page Thirteen
Station CFRN-TV, Edmonton, will soon open a picture-window on a world of entertainment, knowledge and travel for the people of Northern Alberta. With combined television studios and transmitter facilities located on the Jasper Highway, six miles west of the city, this new northern station will telecast on Channel 3 at a power of 27.4 KW video and 13.7 KW audio.

A whole new area will be opened up to TV advertisers. Broadcasts will reach up to 300,000 potential viewers within the calculated "A" and "B" coverage contours shown above, and provision has been made to expand CFRN-TV to the most powerful television station in Canada.

Many outstanding Canadian programs have already been booked for the oil-rich market around Edmonton. Hours of pleasure, information and business opportunity will soon put this wealthy area on the TV map.

Working with the CFRN-TV engineering staff, Canadian General Electric television engineers designed and coordinated the entire system for this new station. The use of the same tower for simultaneous AM and TV transmission will give long efficient service over the widest possible range—representing another Canadian first.

Other studio and transmitter equipment . . . from cameras, microphones, monitors, controls, right through the system to the antenna, also bears the famous G-E Trade Mark . . . the mark of TV leadership in Canada.

Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED
JOHN MASEFIELD's "I must go down to the sea again" is an invocation that appeals to many Victorians including Dave Armstrong, CKNW manager-owner. Dave may not use Masefield's words. Even so, the very notion of boarding his mini-vessel, the Chatham Chief, and heading for Chatham Island while Bob Brewis captains the boat, is appealing.

The appeal lies in more than taking a break in a busy day. For after the 45 minute trip from Victoria's Boat Club on Vancouver Island just to see the three new CKDA towers is stimulation in itself. The towers indicate another achievement: CKDA's going to 5000 watts and a coverage that takes in Canada's third largest market.

In 1947 when he was CKNW's sales manager, Dave Armstrong made his first application for a Victoria radio station. The license was granted after three subsequent applications and in January, 1950, CKDA went on the air with a staff of seven.

There was great acceptance of Victoria's second station the first year it operated. Then came a drop in popularity. But 'DA picked up speedily and in its third year it became the most listened to station in the Victoria area, according to El-Ioott-Haynes. In four and a half years the staff went from seven to 27, and it is expected that it will be doubled within the next year.

TOWER ISLAND

Passengers on the Princess boats that cross Pacific waters between Vancouver Island and the mainland may be amazed to see on a lonely little island three 200-foot towers thrusting their spidery steel towards heaven, but Songhees Indians living near the island have ceased being surprised at any of the white man's doings. After it was decided to build the new CKDA transmitter and towers on an island, a speck of land surrounded by salt water (for greater effectiveness and wider range) Dave Armstrong went to see the Songhees chief about using part of his island.

The chief agreed, so long as the sheep farm on the proposed transmitter site would be re-located, and as long as the graveyard of his forebears would be left undisturbed. Armstrong agreed. Today, when you visit the rugged bijou of land, once called Discovery Island, you see sparking new transmitter equipment and a trio of towers, with a sheep farm for the mangy animals' shearing on one side, and an unkept graveyard on the other.

A sun-bronzed French Canadian with laughing eyes, short, wiry Joe LaChance, built the three towers alone. From Chicoutimi to Halifax, to the Prairies, to a Pacific Island, Joe travels with his mobile unit, building towers by himself. His neat home on wheels contains living quarters, a modern workshop, and all the equipment needed for tower erection.

by HELEN CRAIG

I asked Joe if heights ever bothered him. The answer: "No no. It is nothing. I have been doing high construction work since I was twelve. But one time it was not so good. I fell 90 feet into soft cement and almost all my ribs were cracked. They stuck out of my sides like toothpicks. I was in hospital for two years."

One would think such an experience would put an end to this daring work but Joe was not cowed. Three weeks was all the time he needed to build the CKDA towers and to help supervise the plowing under of 18 miles of ground wires.

Dave Armstrong's western hospitality included an excellent Chinese dinner replete with chopsticks, egg rolls, breaded shrimps, and exquisitely blended sauces I learned something of the CKDA family. Bachelor Dave is more like Papa Dave when the conversation turns to his staffers.

Long and lanky Dave Hill is special events man and his dry wit creeps into just about every show, including broadcasts from the staed and sober Legislative sessions. Then there's Gordon Reid, assistant manager, a fluent persuasive speaker whether he's talking to a prospective client or to CKDA broadcast fans.

I felt that if Gordon were to tell me he had just come in from a flying saucer trip I would be prone to believe him. (No, Reid never worked for the North Bay, Ontario, Chamber of Commerce.) Hill, and Reid are just two of the original seven that started out with CKDA at its birth.

CKDA is radio-active for charity too. Beginning in October each year it starts a Milk Fund Christmas drive. Actually the Milk Fund goes on all year round, and the Christmas-gifts-for-charity is just one part of it. However, it deserves mention because CKDA raises around $6000 for Christmas each year, and does all the shopping so under-privileged children are not left under-privileged on December 25th.

Renowned entertainers, studio parties on the matinee show, and outside-the-studio events are all arranged for fund-raising purposes. Then there's the Help the Pensioner's Fund in which a roster of 150 members contribute two items each. Items are non-perishable foods. Hampers worth $20.00 are packed by CKDA and sent to pensioners as names are provided by welfare organizations.

GETTING OLDER...

and sounding better!

After eleven years in the business,

CHEX

STILL HAS A FRESH SOUND.

Peterborough and district merchants know where to go when they want direct sales action.

It's the CHEX programming with the fresh, lively sound that get results.

Programs are keyed to local interests, they're informal and friendly.

It's the station with that

"special brand of enthusiasm"

CHEX

PETERBOROUGH

NBS in Canada

Weed in U.S.A.

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

OVER

ONE BILLION DOLLARS

NEW CAPITAL IN B.C.

THIS YEAR

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

--

www.americanradiohistory.com
IT'S a tough pill to swallow, but I am forced to agree, with some reservations of course, with what Gordon "Poison Ivy" Sinclair has to say in his Star column about the lack of commercials on the CBC networks. Wishfully, or suggestively perhaps, he says, "Perhaps at the high policy level, they will now decide to group all sponsored shows on the one web, or to kill Dominion or maybe sell it to the independent stations who are willing to buy if price and conditions are right.

"For one thing," he continues, "independent stations would instantly sell coast-to-coast news shows, the one feature of radio that hasn't of late, been dropping in audience."

"At present, all national or even regional news is on a deadpan level of delivery that is tiresome to hear and monotonous to speak."

"Somebody, when the holiday ends, will have to review the future of CJBC-Dominion or order a new load of red ink."

This columnist, who doubles as a newscaster, is obviously touting his own services as a personality newscaster (who some say is more of an entertainer) on a coast-to-coast network. It is indeed a fact, though, that the time cannot be far distant when the CBC networks — both of them — will have to start thinking up just why they are able to broadcast the American comedians for the greater good of Canada than the private stations can or could, when their revenue from commercial programs completely disappears.

Incidentally, to set G. S. right on one point, he'll have to persuade the CBC to amend the regulation under which a network newscast cannot be sponsored.

One final question: just how would you appraise a radio network devoid of commercials, and with its only audience that of its private station affiliates?

In 1953 the federal government spent $26.3 million on administration of the federal contributory unemployment insurance plan and in addition contributed $31.9 million to the fund out of tax revenues.

SUMMER SNOW

Anything can (and usually does) happen to Chuck Rudd, who manages station CHUB, Nanaimo, when he isn't rhyming music makes his voice sound like he concocts yet another ballad for CBC Wednesday Night. (When last heard from, he was noshing his tonsils on "I wonder where my baby is tonight".)

This time it's a duel, staged in the Vancouver Island city on this summer's hottest day. The weapons? Snowballs. The duel was the culmination of a challenge made by Nat Martin, manager of Terrace Vals, which I think is a super market-grocery, but I'm not sure.

Unknown to Rudd, Martin had kept snowballs in his deep freezer at the store. The Islanders involved would like it believed that these munitions had to be imported from the east. This Scibler, was a visitor on the west coast last winter, when it was wrapped in a Christmas cake icing that looked like snow, so the import idea is out.

Referee was Ed Miles, of the hardware store of the same name. With his umpire's traditional neutrality, he directed against Martin, he supplied Rudd with a catcher's mask and mitt, leg guards and chest protector.

Following the exchange of snowballs, both contestants drew water pistols, secreted about their persons, and let each other have it in earnest. The event was recorded by CHUB'S special events director, Vic Fergie,
Over the Desk

and broadcast on the hardware store's program Mike's that evening.

(The above item comes in the category of "summer replacement").

The artists' management office, which Edna Slatter has been running for some time, moves into high gear this fall season, with her long string of radio, TV, night club and theatre talent tiring to go wherever she sends them. Headed by no less a luminary than Lorne Green, whose affairs Edna is handling in Canada, the list includes actors, singers, orchestras, musicians, ensembles and what have you?

Edna's office is at 400 Jarvis Street, immediately north of the CBC's TV building. Why don't you drop in and see her sometime?

SELLING CANADA IN UK

There's a first time for everything, and this is the first time this scribe has used this space to extol an — if you will pardon the expression — newspaper.

The paper in question is Roy Thomson's Of the five radio stations, two television stations and twenty-three newspapers the Thomson Company owns, operates and manipulates, the one I have in mind is the least known, makes the least money but, in my humble estimation, does the most good. It is called Canada Review, and it consists of news about Canada for consumption in England.

It has a small editorial department in London, which seems to exist to process the Canadian-prepared news so that it appears in the Canadian language but with an English accent. It is widely distributed both among the large number of Canadians who are living in England, as well as British business people who have exporting or other interests in the Canadian panorama.

Quite shortly — October 15 to be precise — Canada Review is devoting an issue to the system of independent radio and television broadcasting, in the hopes of getting across to national advertisers and advertising agencies in the United Kingdom just what these two media can do for them over here.

A slightly different approach to the safety problem appears in the July issue of CANADIAN MOTORIST. Maybe readers of this space could absorb it to advantage. Maybe some commentators would like to hand it on to their listeners.

It is a self-rating scale for drivers, recently evolved by Dr. H. J. Stack, director of the Centre for Safety Education of New York University. The scale, if the questions are honestly answered, gives an illuminating picture of the driver's competence in the matter of safety — and if it proves him not too competent, points the way to correction.

Each question may be answered in one of four ways: Always-5; Generally-3; Rarely-1; Never-0, and scored as shown.

1. When making left and right turns do you use hand or directional signals?

2. Do you give a pedestrian the benefit of a doubt, even though you have the right of way?

3. Do you obey posted or legal speed limits?

4. Do you refrain from driving after having several drinks?

5. On a highway where there are centre lines, do you pass only when lines indicate that it is permissible?

6. Do you slow down when you see pedestrians or bicyclists on the highway?

7. Do you refrain from weaving back and forth from one lane to the other?

8. Do you stop at stop signs and red lights, and not until the coast is clear or the light is green?

9. Do you adjust your speed to weather conditions, slowing down when it rains or is icy?

10. Are you sportsmanship — giving others a chance to pass you, not "hogging" the road, and attempting to "beat" lights, sharing the road?

A score of 40 or over is superior, 35-40 good, 30-35 fair, under 20 poor.

How many people remember what US newscaster used to say — "... and now I'm going to buzz off". I'll tell you next issue, and in the meantime, I'm going to buzz off myself, so buzz me if you hear anything, won't you?

SOON!

OSHAWA'S OPERATION

BIG SWITCH

SOD TURNING AUG. 10th

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

Canada Spreaders

Guaranteed Complete B.C. Radio Coverage

OVER 30 MAJOR INDUSTRIAL CONCERNS

STARTED BUSINESS IN B.C.

LAST YEAR

* THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
Canada's first nation-wide telecast has not been so hot. At least that is the general verdict in Eastern Canada, 2,000 miles away from Vancouver and the British Empire Games.

Northern Electric Co. put up the cash to enable viewers in Toronto, Ottawa, London, Kitchener and Hamilton to get a nightly look-in on the Games, but picture troubles coupled with uninspired coverage by both cameramen and commentators, prevented this important step forward in Canadian TV from being as firm as it might have been.

To begin with the micro-wave link-up through Seattle and Buffalo to Toronto had its teething troubles. There were three breaks in transmission on one evening alone, one of them lasting several minutes. Reception was often spotty and bright sunlight at Vancouver didn't help any.

**WELCOME BREAKS**

Newspaper columnists and the man in front of the screen seem to agree that at times the breaks in transmission were almost welcome. Coverage of the Games, according to reports, was anything but inspired. There was, for instance, the interview with the chief instructor of the British fencing team — after all the fencing events were over. We didn't even get a look in at the British team walking away with all the boufs!

Coverage of the cycling seemed to be confined to the screening of an exhibition race while the commentator recapped on the day's events which had gone before.

Surely somebody could have whispered in the ear of the Canadian boxer who wore white. He was like the Invisible Man on TV screens; it just wasn't apparent what he was hitting his opponent with. The situation was in no way helped by the commentator who ambled on about previous bouts while viewers could dimly see that hell was being let loose in the ring.

**Permissible Puffing**

Washington — Apparently in U.S. advertising it is perfectly legal to say that cigarettes are milder, cooling, soothing, relaxing and pleasant-tasting, even though these things are not necessarily so. That is the opinion of William Pack, hearing examiner of the Federal Trade Commission who studied the case of FTC against Lagetti & Myers Tobacco Co. and its product, Chesterfields.

Pack couldn't see that there was any substantial public interest in the Chesterfield advertising claim to which FTC was objecting. He viewed it more as "permissible puffing," and felt that it was entirely a matter of personal opinion whether or not these claims were true or false.

Chesterfields drew the ire of FTC when their advertising continued to be based on medical-type claims after other cigarette manufacturers had agreed to drop this approach.

However, Pack's ruling does not dispose of the major charge against Chesterfields: that they employed false advertising when they claimed that Chesterfield cigarettes have no bad effect on vital organs such as the nose, throat and lungs. This part of the FTC's case is still being heard.

The outstanding effectiveness of the Chesterfield campaign has just been measured by Advertest and the verdict: second highest remembrance score of all commercials on TV. Chesterfields were topped by Lucky Strike and third and fourth place went to Philip Morris and Schieffel Beer. The audience remembrance test was conducted during June. One of the features of the test is that it measures both sight and sound remembrance factors separately, so that in the score for June, 90 per cent of the commercials remembered were identified by their visual content, 85 per cent by the audio.

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**B.E.G. LOOK-IN NOT SO BRIGHT**

Godfrey Hudson, Director of the CFQC News Service, was selected by the C.A.R.T.B. to be the only news representative of privately-owned English-speaking radio in Canada to accompany the Duke of Edinburgh on his Canadian tour.

No wonder we feel honored!

P.S. — We don't like to brag, but our reps can tell you lots more about us!

Contact: RADIO REPS - Canada

ADAM J. YOUNG, JR., U.S.A.
CFCF NOSTARS AID CHARITIES

Montreal — Baseball is doing a public relations job for radio station CFCF here. But in this case the station is participating, not just reporting, and it does it through the CFCF Nostars, made up of microphone impresarios turned bat swingers.

It all started three years ago when recording engineer Russ Taylor, who is an avid baseball fan himself, decided to organize a team from among the station's would-be athletes. After a long search for bundles of well-coordinated biceps, Taylor assembled a team.

Meanwhile, CFCF's management had dug into its finances for enough to buy the team uniforms, mitts, bats and balls. Somebody else dug into the local baseball leagues and came up with a game schedule.

The Nostars emphasize public relations and sportsmanship in their games and give little concern to the excellence of their athletic prowess. A lot of the games are for the benefit of needy local organizations.

One of these was played in June when the Nostars met a team from Sherwin Williams Paint Co. Ltd. This was a benefit game for a Little League Baseball team in suburban Verdun. The station publicized the game on the air and 3,000 spectators turned out to see the contest. The score: $400.00 for the Verdun Leaguers and an undetermined number of runs by both teams.

Trounced Police

In Montreal North another game played recently with an industrial team brought in $50.00 for this district's Little League team of youngsters who need the financial help to play organized baseball. Later, in the township of Valois the CFCF Nostars performed as part of a carnival for the Valois Citizen's Association. And at another benefit — this as much for the benefit of the Nostars as anyone — CFCFers soundly trounced the Montreal Police Department team.

But in spite of its lighthearted attitude toward the quality of play, the CFCF team is developing a fair record this year. With about one-third of the season left, the Nostars have chalked up fourteen wins and twelve losses. This compares favorably with last year when the team won a trophy, although it failed to win a game, from the Montreal Shriners for general sportsmanship and assistance in public service.

THE POTENTIAL IS THE IMPORTANT FACTOR!

...and the potential effective buying income for Saskatchewan is among the highest per capita in Canada!

To capitalize on this great market, you must use CKCK, with the greatest number of radio homes of any private station in the province.

*Sales Management 1954. 1 BBM 1952.
YOU’LL HAVE THE RIGHT TIME

...if you book now!

When you book well in advance you’re sure of being able to obtain the very best selling time for your product. Contact us today for fall and winter availabilities on these six important stations.

Public Service Moves Up

JOHN F. HARTRY

London, Ont — CFPL-Radio and CFPL-TV, London, have appointed a full-time public service supervisor to co-ordinate all broadcast activities for charitable organizations and other community interests for both stations.

John F. Hartry, previously public service and promotion supervisor for CFPL-Radio, will now devote his time to public service work on both AM and TV stations. His first task in his new position has been to prepare a double-barreled Community Chest Drive for the Red Feather in London, which will kick off shortly.

Meanwhile CFPL-Radio has expanded its promotion department by appointing Harvey M. Clarke as promotion supervisor. Clarke is the former sales promotion and advertising manager of Capitol Records of Canada Ltd. Before that he was with Cockfield Brown and James Fisher advertising agency in Toronto.

CHCH-TV NETWORK RATE INCREASE

Ontario — CBC announce that, effective October 1st, the Class A network rate for CHCH-TV, Hamilton, will be increased to $400 per hour, subject to frequency and regional discounts as per network rate card No. 6. Advertisers will receive rate protection at the old rate for six months up to and including March 31st, 1955.

DON’T CALL US WE’LL CALL YOU!

Something’s cooking in the All-Canada Program kitchen . . . and when it’s ready it’ll be the tastiest radio morsel you’ve ever masticated.

It’s an exciting new way to make more sales to local sponsors—easily. It’s a programming line-up that goes out and digs for listeners—and sales.

It’s your chance to get the jump on competition in your market—with a powerful selling plan that gives you a unique opportunity to promote your station.

But . . . don’t call us. We’ll call you.

Your All-Canada Man will be calling on you within four weeks with the whole exciting story.
THREE STATIONS STEP UP POWER

Verdun, Que. — Contracts have already been let, and work is going on 16 hours a day, in daylight and underground, on CKVL, Verdun's new transmitter site, nine miles from Montreal.

When completed the beautifully modern building will house twin 10,000 watt transmitters, control room, studio, complete library, stand-by power supply and living quarters to house the transmitter staff.

The towers are expected to be completely erected by the end of August.

When the new transmitter comes into operation CKVL will continue its bilingual broadcasting policy 24 hours a day and will move its present dial location of 980 to a new spot - 1020 kcs. It is hoped that the new 10,000 watt operation will start on November 3rd, exactly eight years since CKVL first hit the air waves as a daytime station.

Victoria, B.C. — CJVI, Victoria switched from 1,000 to 5,000 watts just one day before CKDA, Victoria was to increase its power to the same wattage. The CKDA increase in power was accompanied by a change in the dial spot from 1360 to 1280 kcs. The increased power will extend the Victoria stations' range to the greater Vancouver area and north to Nanaimo.

Do YOU need the services of this man?

He's experienced in:
- Station Management
- National & Local Sales
- Programming
- Production
- Engineering

For further details write Canadian Broadcaster and Telescreen, Box A209.

EXPRIENCED RADIO ANNOUNCER WANTED

for station soon to go to 10,000 watts. Excellent working conditions, health insurance plan and union benefits. Should be top disc-jockey, newscaster, and willing to work Greater Montreal's only all-night show.

Send letter and tape to HAL STUBBS
Program Director
CKVL
Verdun, Quebec

COMMERCIAL COPY WRITER
(Male or Female)

Must be experienced in writing large volume of selling radio copy. Apply by letter. No phone calls please.

CHUM
250 Adelaide St. W.
Toronto

SALES ENGINEER
FOR BROADCAST EQUIPMENT

Graduate in Engineering (Communications) or with equivalent training with 3 to 5 years' experience related to broadcasting for sales work. This is an opportunity for an aggressive salesman to advance in an expanding industry.

Reply with full details as to age, marital status, education, experience, and expected salary. All replies are confidential.

EMPLOYMENT MANAGER.
RCA VICTOR COMPANY, LTD.,
901 LENOIR ST.,
MONTREAL.

EXPRIENCED RADIO SALESMAN WANTED

A third man is required to complete our local sales staff. He must be ambitious and anxious to better his position.

We offer excellent starting salary, plus attractive commission and bonus plans, also group life insurance and hospitalization.

This is a permanent position with a good future in Canada’s fastest growing city.

Apply in writing, stating qualifications, salary expected, etc. to:

The Manager,
Radio Station CHOK
Sarnia, Ontario

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

CHWK COQUITLAM
CJUL CANDO CREEK
CJJO KANAKA CREEK
CJOX KANAKA CREEK
CHUB BURNABY
CKLN REGINA
CKNW NEW WESTMINSTER
CHOK PENTICTON
CJAX PORT ALBERNI
CAPG PORT GEORGE
CJAT TV
CJJOV VICTORIA
CKMO VICTORIA
CHWK VANCOUVER
CJIB VICTORIA
CKDA VICTORIA

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

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
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.

QUALITATIVE ANALYSIS

There's a subtle difference between the programs they don't tune out and the programs they do tune in.

SUCCESS DEPT.

If you get up earlier than your neighbor, work harder and scheme more, stick closely to your job and stay up later planning how to get ahead of him while he is snoozing, not only will you leave more money behind you when you die, but you will leave it a hell of a lot sooner.

MAXIMS FOR REVOLUTIONISTS

The most anxious man in a prison is the governor.

—George Bernard Shaw

ENCORE OF THE MONTH

Why bother to be disagreeable when with so little extra effort it is possible to be a complete stinker?

—Remembered by Stuart McKay.

TERMINOLOGICAL INEXACTITUDE

Bennett Cerf likes to tell the one about the bachelor who, when told by the Income Tax Department that his claim for a son must be a stenographic error, replied: “You're telling me”.

AUDREY STUFF

Then there's the girl who was so dumb, she thought that "adulterated" is what happens to you when you climb in the back seat of a new convertible with a disc jockey.

HELP WANTED MALE

Opening for drama producers on progressive radio station. Wife must have steady job.

EVEN STEPHEN

They're telling about the sales man who had a deal for weekly half hours, and reported that it was fifty-fifty. "Was for it," he said, "and the sponsor was against it.

DELAYED ACTION

All hail Chas. Edwards who phoned at 6:15 to say he wouldn’t be able to make it half past five.
Model 5116 is a miniature, plug-in, two stage, low noise, preamplifier or booster amplifier designed for use in radio and TV broadcast systems, recording studios and sound systems. While important space saving has been effected in the design of this amplifier, Langevin sacrificed none of the fine performance and dependability which make the Langevin Model 116-B an industry-wide criterion of excellence. In fact, performance characteristics are considerably improved. Included are such quality features as gold-plated plug-in connectors and push-button metering facilities.

WRITE TODAY — for complete data and specifications on the Langevin line of miniature plug-in equipment including program, booster and monitor amplifiers, power supplies, etc. Please address requests on company letterhead.

Distributed by

CANADIAN WESTINGHOUSE COMPANY, LIMITED
ELECTRONICS DIVISION • HAMILTON, CANADA
HERE'S HOW

2=3

in spending power
when you use CFRB

IN CANADA TODAY

two customers are worth (in spending power) more than three people were in 1938.

IN CANADA TODAY

the largest, richest market is located in Ontario. Here
in the 44 counties covered by CFRB, the people
spend an average of $66,283.669.00 every week. These
people can hear your sales message when you sell
on CFRB.

REACH OUT TODAY

for the share of the market your product deserves.
Take advantage of the 5 BIG "success guaranteed" factors CFRB alone can give you.

1. CFRB is Canada’s most powerful independent radio station.
2. CFRB’s power is located in the heart of Canada’s richest dollar market.
3. CFRB gives you the most complete coverage of Canada’s Number 1 Market, reaching over half a million radio homes every week.
4. CFRB brings to your product over 25 years of experience and skill in radio salesmanship.
5. CFRB, famed for over 25 years for its progressive, scientific and artistic development, has the foresight to help you sell.

No matter what your product or sales problem, CFRB can help you. Call in a CFRB representative and let him show you how radio can move more of your merchandise.

50,000 watts
1010 K.C.

CFRB

REPRESENTATIVES

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