

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. 16

TORONTO

August 18th, 1954

AUGUST						
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	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## PETER TELLS THE SCORE



Peter Trites was a keen baseball pitcher until polio confined him to a wheelchair. But, thanks to CKCW, Moncton and sponsors, Lane's Bakeries, Ltd., Peter can still take an active part in the game. He presents the station's daily Little League round-up. (See story inside.)

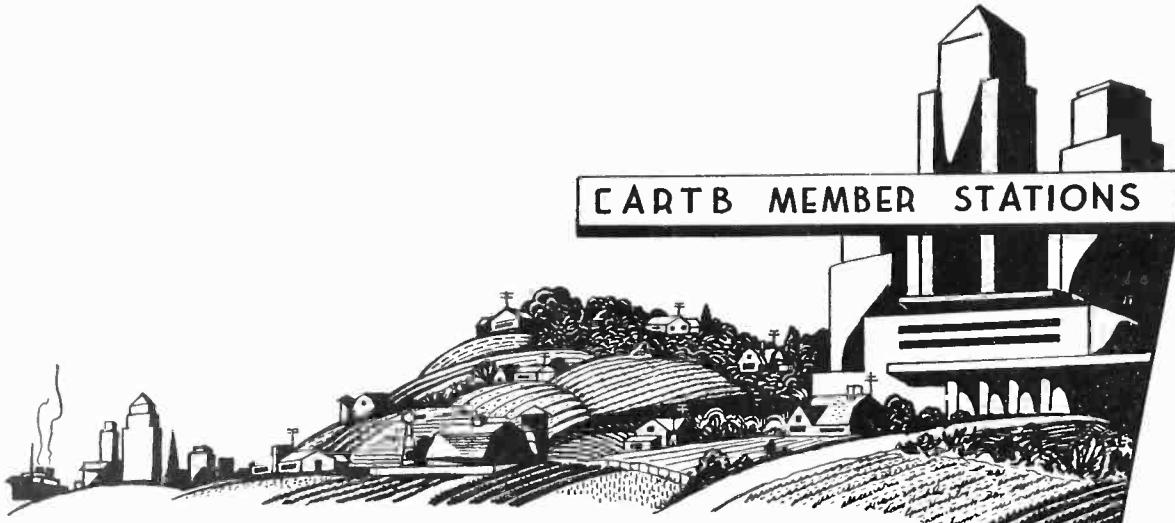
### In This Issue:

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 rediscovered 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.



## *Radios 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

### CARTB Member Stations

#### ATLANTIC (17)

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

#### FRENCH LANGUAGE (27)

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

#### CENTRAL CANADA (40)

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

#### PRAIRIES (24)

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

#### PACIFIC (17)

CHWK Dawson Creek  
CJDC Kamloops  
CFJC Kelowna  
CHOV Nanaimo  
CHUB Nelson  
CKLN New Westminster  
CKNW Pentiction  
CKOK Prince George  
CKPG Port Alberni  
CJAV Trail  
CJAT Vancouver  
CJOR Vancouver  
CKWX Vancouver  
CKMO Vernon  
CJIB Victoria  
CKDA Victoria  
CJVI Victoria



## 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.



Bob Lee

With this change, Allan Waters, who has been president of the Toronto station since the beginning of the year, adds to his duties those of general manager. Bob's wife, Leigh Lee, continues as program manager.

### 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.

**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.



**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!

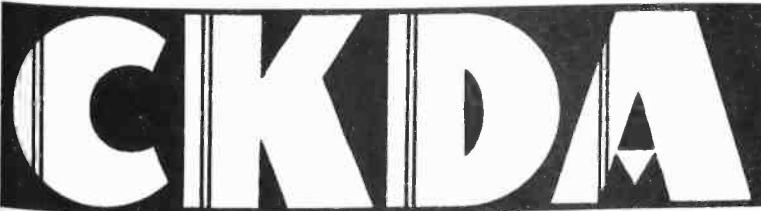
#### FIND OUT MORE!

Contact:  
Horace N. Stovin Co. (Can.)  
Forjoe & Co. (U.S.A.)

**CKLC**  
KINGSTON, CANADA



**In Victoria**



## 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.**

**Pepys**  
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"

HORACE N. STOVIN  
& COMPANY

Montreal

Toronto

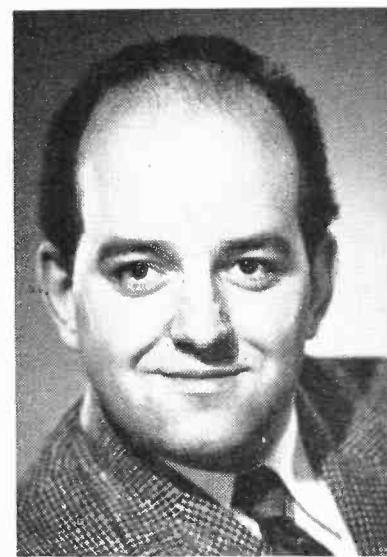
Winnipeg

Vancouver

## BIGGER AD. CUT FOR RADIO AND TV

### 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.



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 \$142,957,-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 \$21,558,551 in 1953. Net revenue before deductions for income tax was \$2,959,389 compared with \$2,535,195 in 1952.

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

*MagneRecord*

Distributors  
*Kingsway*  
FILM EQUIPMENT LIMITED

3569 DUNDAS ST. W. • PHONE RO. 2491 • TORONTO

# Canadian BROADCASTER & TELESCREEN

**TWICE A MONTH**

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

Published twice a month by  
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1  
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**CCAB**

August 18th, 1954

**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 excelling "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 to such a degree that most of them made 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 car 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



"Wake up, you guys. The BE Games are over. Now we have to go back to the old routine of competing with private stations and the press."

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 fulfil 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 devisers 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



- Frequency Response - 40 to 15,000 cps.
- Tape Speed - 7½ in/sec.
- Signal-to-Noise - over 55 db.
- Flutter and Wow - under 0.25%.

### 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.



- Frequency Response - 30 to 15,000 cps.
- Tape Speed - 7½ and 15 in/sec.
- Signal-to-Noise - over 60 db.
- Flutter and Wow - under 0.1%.

### 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, factories and other users of pre-recorded programs. It plays continuously for 8 hours. Starting, stopping, reversing and repeating can be controlled automatically.



- Frequency Response - 50 to 7,500 cps.
- Tape Speed - 3¾ in/sec.
- Signal-to-Noise - over 50 db.
- Flutter and Wow - under 0.4%.

**AMPEX**  
CORPORATION

WRITE FOR FURTHER INFORMATION AND COMPLETE SPECIFICATIONS TO DEPT. GG-1723

DISTRIBUTION IN CANADA by Canadian General Electric Company

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

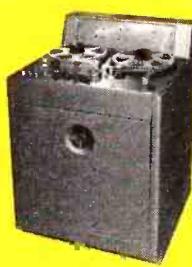
The Ampex 600 is a portable model that weighs less than 28 pounds. It is an Ampex in design and performance and gives the same class of fidelity, accuracy of timing and reliability as other Ampex recorders. It is the ideal instrument for radio stations, music conservatories, educators, high fidelity enthusiasts and other professional and semi-professional users.

### SERIES 350 • THE MOST VERSATILE AMPEX



- Frequency Response - 30 to 15,000 cps.
- Tape Speeds - 7½ and 15 ips, or 3¾ and 7½ ips.
- Signal-to-Noise - over 60 db.
- Flutter and Wow - under 0.2%.

### 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."

- Frequency Response - 30 to 15,000 cps.
- Tape Speed - 30 and 60 in/sec.
- Signal-to-Noise - over 45 db.
- Flutter and Wow - under 0.2%.

# REDISCOVERING RADIO: STILL GOING STRONG

By HUGH NEWTON

**I**T was a little over two years ago that they brought the big shiny box into the house, to change the pattern of my living. Oh, they say you can take TV or leave it alone, but if you abide in a five-room bungalow, the thing's right on top of you. You can't avoid it completely; some damn' fool, probably yourself, wants to see something, and there it is.

We recently moved, however, and the big glass eye is downstairs in the recreation room, staring at a plastered basement wall.

Separated adequately from The Thing, I've doubled my reading, added ten per cent to my sleeping time — and I've rediscovered an old friend, to wit, the wireless.

Apart from a bit of light music and an occasional flick to a newscast 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 a congenial and entertaining companion.

Let's slip in 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 old 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 *Stella Dallas* to bring the flash on the invasion of Austria? That, kiddies, was in 1938. The first time I listened to *Ma Perkins* the old harridan was worried about the NRA; now she's all edgy over the hydrogen bomb. My guess is that the end of the world will be announced sometime between *Pepper Young* and *Helen Trent* — and I'll give civilization another millenium at least.

Conceded that a few people in radio die of old 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 brot. For instance again, the new station up at Brampton, 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.

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

Radio may be going down with all

flags flying, but it's still the more mature, the more varied and the better balanced medium. Radio is lazy and set in its ways, and the old, bold experimentation of the days of Oboler and Corwin and of Esse Ljungh and the late Rusty Young out in Winnipeg, have gone. But it's more grown up and it works a lot longer hours than TV.

#### SOME GOOD TV

You can run across the gamut of programming and compare, if you like, and you'll come up with some things, like sports, maybe, where TV shines with 21-inch brilliance. Or even some comedy, like Durante, and the incomparable Caesar and Coca, where radio can't touch it with a ten foot dipole. Even some drama carries a great weight on TV. But emphasize "some".

Take drama. TV drama is slick, often beautifully presented, but it's becoming as stereotyped as the magazines in a dentist's office. There's a big cheese manufacturer and there's

**After two years of being out-stared by the big glass eye of TV, Hugh Newton rediscovers 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".**

a big tire maker who can't seem to give the listener anything but psychological nonsense, in which, inevitably a junior school daughter is all confused up because her shiftless, bibulous (but lovable ol') father can't get along with her hypochondriac hashish-addicted (but kindly li'l) mother. This can be switched around to where the kid is the junkie and mother the dyspeptic and father the straight-and-narrow type, but it all comes out the same.

Radio drama, on the other hand, although it has skidded a little from the lofty heights of the *Stage '48* and *Studio One*, is still more flexible, more imaginative and, in its way, more polished. Surprising, too, how the "mind's eye" is still a wider, more exciting stage than the biggest TV setting in Hollywood.

#### MORE INSIDIOUS

News. There's no comparison. Even with film and actualities, TV doesn't come anywhere close to radio news, in my book, either for speed, delivery, or impression. This last point, one with which the psychologists and testers may find fault, is one that I will stick to: I can remember much more of what I heard in a radio newscast than of what I saw

and heard on a TV news report. I think it may be the distracting use of an extra sense with TV that causes this. (Or, of course, it may be because I am an unsuspected schizophrenic.)

I was pretty well convinced a couple of years ago that the use of two media of communication—sound plus sight — created a more lasting and more effective impression on the subject, than did one. Perhaps it does, and, as I said, I am not going to quarrel with the bigdomes of Madison Avenue or Bloor Street over it. But I have a rather sneaking suspicion that this citizen and taxpayer is getting a little more out of radio, impressionwise, than he does out of television.

I believe the message in a radio commercial burrows just a little deeper — perhaps because it's more insidious — than does a TV commercial. An exception is a demonstration of something like a floor wax or a kitchen utensil.

But fugueing this theme, I find that all refrigerators, with their simpering, unconvinced demonstrator-models, look exactly alike on my TV screen. If someone would open up a nine-foot 'frig and out rolled a dead cat or six empty beer bottles. I would remember that make.

On the other hand, if a radio plunger tells me that the Glexxo Super Freezer is better because it makes ice cubes faster or costs less to operate, I'll pay attention. I think.

My large beef against radio is the jamming of spots. The cheating that goes on. The guy who's a terrific morning disc jockey because he can — and does — jam 17 spots into a half hour. If I don't like Ottawa's fusion of private radio's overwhelming competitor with radio's policemen, I also wish the log-checking authorities at Ottawa would show a little guts and crack down on some of the offenders.

#### EXPERT HANDLING

On the plus side again, I like radio's expert handling of actualities, broadcast right from the scene at the moment thousands of miles away; I prefer radio's intelligent and comprehensive background reports from world capitals and from the experts at home; give me radio for good listening to good music; I'll take radio as a quiet, or chatty, background for a book and gin-and-tonic on the porch in the summertime.

Most of all I'll take radio for its enormous variety of programming, and for its wide roster of stations, from one end of the dial to the other. (Why, I've even started to DX again; got KOA the other night.)

Tell Elliott-Haynes to buzz me. I'm back.

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



Television

**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.

MORE  
NATIONAL ADVERTISERS  
USE  
**CKWX VANCOUVER**  
THAN ANY OTHER  
STATION IN  
BRITISH COLUMBIA

**CKWX**

5000 WATTS

**1ST IN CANADA'S 3RD MARKET**

**REPS:** All-Canada Radio Facilities Limited  
Weed & Company

# 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 Gouba. 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. Gouba 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 de-

veloped 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 10,130.

**29,000,000 TV Sets In US**

It is estimated that there are now

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 portables 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 TT-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 football agreement between the CBC, Canadian Rugby Union and co-sponsors Northern Electric Co. and National 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.

This 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 CFPL-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, N.B., 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 Julianne Dupuy in the current TV film program directory, Series, 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 comics they sold five years ago. The before-teen viewers still disturb family routine 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!

FOR YOUR CONVENIENCE

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



**Webcor®**

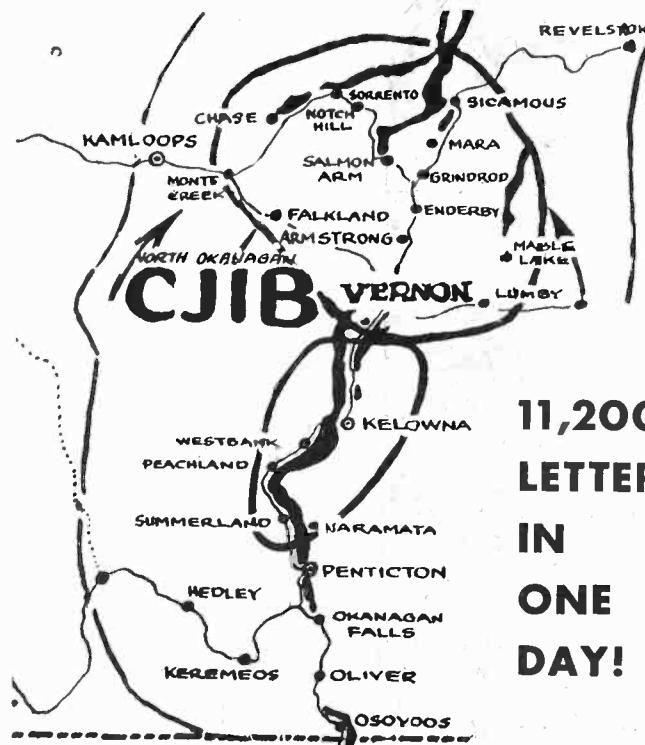
means the best for all your sound recording equipment and supplies

Ask your supplier now or write to

Electronic Tube & Components Division  
**CANADIAN MARCONI COMPANY**

830 BAYVIEW AVENUE, TORONTO 12, ONTARIO  
Branches: Vancouver • Winnipeg • Montreal • Halifax • St. John's, Nfld.

## SUCCESS!



11,200 LETTERS IN ONE DAY!

SALES REPRESENTATIVES FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

*Radio Representatives Limited*

MONTREAL • TORONTO • WINNIPEG • VANCOUVER

## 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**

Writing

# COPY CLINIC NOTES

By LEE HART

**I**f we've done one thing important in this Copy Clinic I believe it's the fact that we've kicked random inspiration out of the window as a completely unsound method of writing radio copy.

Yet I know that in many stations copywriters are still expected to write selling copy without any contact with their advertisers. I know, too, that many of these same writers, who are chained to one spot in an office, are either grossly frustrated in their work or have settled down to a deathly practice of starting their copy with but one thought in mind: "How many words do I have to write?"

The words come out but they should never have been let out. They're merely filler of space for the writer and fillers of time for the announcer. They do little, if anything, for the listener or the advertiser.

There are exceptions. We heard of one operation here where the person who contacts the advertisers and directs the writers has a thoroughly integrated method of transferring information from advertiser to writer. There is a sound plan behind each advertiser's copy. It works for them and everybody is happy.

But, as a general rule, it appears that the copywriter who has the

This is the last article in a six-part highlight of points covered in the February Copy Clinic conducted by Miss Hart in Vancouver for the British Columbia Association of Broadcasters.

Parts I through V of this series, run in previous issues, dealt with Belief in Radio; Getting Results; Related Ideas; What Makes Copy Click; Signature Advertising.

opportunity of advertiser contact is the one who has an opportunity to grow into a better and better copywriter.

## Desire To Get Results

Close association with your advertiser gives you the desire to get results for him. It gives you the facts and information you need to get pertinent related ideas about his advertising signature. It helps you set his copy themes and formats and select the exact words you want to use to create traffic for his merchandise and register impressions about his store.

If you're the lazy type you don't

**CFCH 23 years,  
CJLK 20 years,  
CKGB 21 years  
EXPERIENCE in  
serving and selling  
the great 'Market  
Behind the Wall' —  
the market that is  
self-contained, self-  
sufficient — free  
from outside influ-  
ence. The people  
who live there, buy  
there. It is com-  
pletely penetrated  
ONLY by the three  
'Northern' stations.**

**CFCH**  
NORTH BAY

**CJKL**  
KIRKLAND LAKE

**CKGB**  
TIMMINS



## 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.



care. You'd rather write words than selling copy. If you're enthusiastic about your work you want to be in on the whole deal. Instead of writing words to fill space, you're going to find yourself writing without any thought of the number of words. You're going to start examining copy to see what useless words you can cut out of it so your sales message will be a simple, understandable message written in the listener's interest.

## Simplified Copy

We've defined a lot of copy Do's and Don'ts in this session, and they all say "Write from a plan that's directed to the listener's interest and is designed to get results for the advertiser".

Your job of turning out reams of retail copy is simplified when you:

A. Give each retail advertiser a radio advertising signature that's his alone.

It can be as simple as the spoken "Talk to Samuel" signature we described in article V of this series. That signature, for the furrier, is based on the service he can offer that his competitors aren't promoting. It's simply phrased so the listener can remember and repeat it. It invites her to do the thing she wants to do before making a decision about furs . . . talk to somebody who knows about furs.

Or, your signature can be produced with a sound effect or music. A baker can use the same bell in his radio copy that listeners hear when his bakery trucks pass their homes on their house-to-house routes. A phrase of familiar music or an easy to sing melody can put key words about your advertiser into listeners' minds.

1. The signature words should be easy to repeat.

2. The manner in which they're heard should be easy or fun to repeat.

3. You should include key facts or information about your advertiser (even if it's just his location or telephone number).

4. You should try to peg, in the signature, the "something different" your advertiser's competition isn't promoting.

B. Give each retail advertiser a radio copy format that's his alone.

Whether it's as brief as saying "It's ten o'clock by the town jeweller's clock" or as specialized as presenting a Clothing Store's messages to young people in Bop talk, there is a Copy Format which will help you set the character of each advertiser's messages in a manner that will bring better results for the advertiser and more favorable recognition and reaction from the listener. Know your programming. Know your advertiser. Then plan the format that

**Writing (cont'd)**

makes the most sense for the advertiser and listener.

One grocery store which could centre promotion on an outstanding meat department and unusual service in advice on preparing meats, might be given a copy format which included 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 signature based on the 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 copy with the messages starting: "Come on in the fresh vegetables are fine". "Come on in the fresh strawberries are fine" etc. and continuing with a point by point proof that your opening statement is true.

**Note:** You'll have a number of retail advertisers whose copy formats will need to be designed to accommodate almost continuous price promotions, sales, etc. But even these advertisers 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 go into 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 probably be "Where you Always 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 jersey 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 clearly and simply just because your main sales appeal may be fashion instead of price or service or credit. The fashion magazines may get away beautifully with copy that says "Why not admit it freely? You're a lovely lethal weapon in an innocent 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 you're talking about.

Get right down to those action words which help your listener summon up her own pictures of herself in connection with anything you're advertising:

**Not this:** "This table has folding 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 specific suggestion 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 and 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 themselves but in the meantime your "buy two" pitch for things like a suit of clothes etc., might sound as ridiculous to some listeners as if you'd told them to go out and buy two Cadillacs or two stepladders. If your bid for action is reasonable and helpful you're pretty safe.

When you have, for each advertiser, a Copy Format which is planned out from the opening sentence right on through to the closing bid for action, you'll have an end to the frustration and chain of ineffective results which hound random-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 stuck automobile 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 objections 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 advertiser and gives listeners believable, 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**

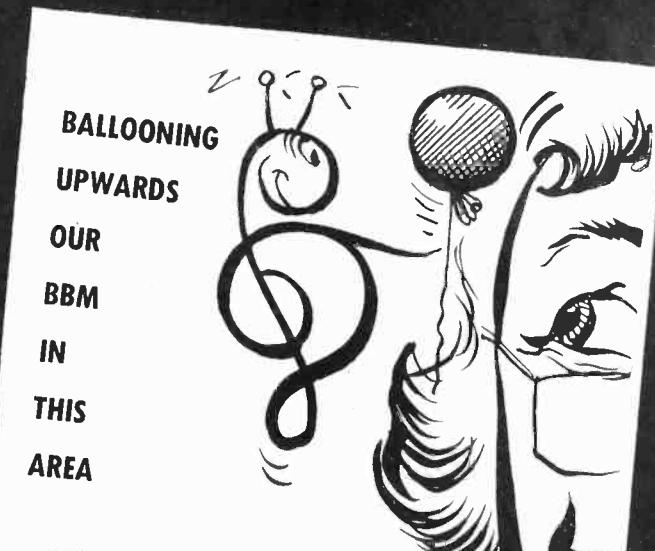
# CJGX

YORKTON

Representatives: Horace N. Stovin & 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 Towndrow  
In Toronto and Montreal.  
Adam J. Young in U.S.A.

# More and More Canadian TV Stations Go RCA!

CHCH-TV HAMILTON  
CFPL-TV LONDON  
CBFT MONTREAL  
CBMT MONTREAL

CJBR-TV RIMOUSKI  
CKSO-TV SUDBURY  
CKLW-TV WINDSOR  
CBWT WINNIPEG

CBHT HALIFAX  
CKWS-TV KINGSTON  
CJCB-TV SYDNEY  
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

**T**HIS is the story of 13-year-old Peter Trites — a sad but courageous story to which radio, through CKCW, Moncton, N.B. has helped add 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 1952, 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 goaltender 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-calibre 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.

## 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 Parabolas.

##### ● 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. Unequalled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.

##### ● GRAY

Telop — 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 flood-light. Permits one-man newsreel photography.

##### ● ACCESSORIES

Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

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

THE TOP NAME IN THE BUSINESS

Alex L. Clark  
LIMITED

3745 BLOOR ST. W., TORONTO 18  
BELmont 1-3303

## 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**

# CJFX

ANTIGONISH, N.S.

5000 Watts

580 Kcs.

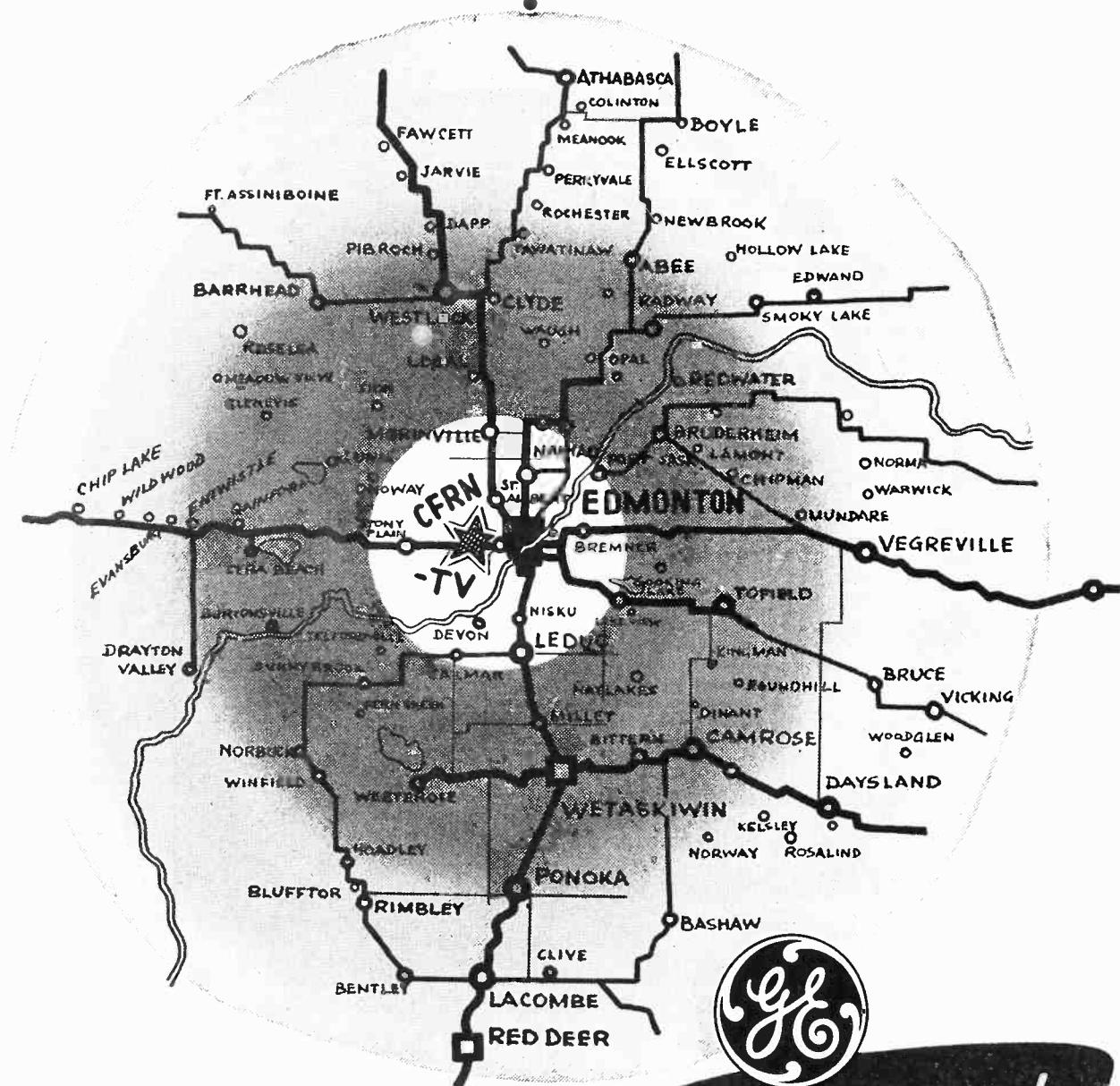
Representatives

Can. — Paul Mulvihill & Co.

U.S.A. — Adam J. Young Jr., Inc.

# CFRN-TV CHANNEL THREE EDMONTON

## FIRST IN NORTHERN ALBERTA



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.



*Broadcast and  
Television Equipment*

Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED



# DATELINE — VICTORIA

**JOHN MASEFIELD'S** "I must go down to the sea again" is an invocation that appeals to many Victorians including Dave Armstrong, CKDA manager-owner. Dave may not use Masefield's words. Even so, the very notion of boarding his miniature yacht, 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 Elliott-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 course 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 Songhee 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 Songhee chief about using part of his island.

The chieftain 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 spanking 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 t'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. Over 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 staid 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 underprivileged 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.

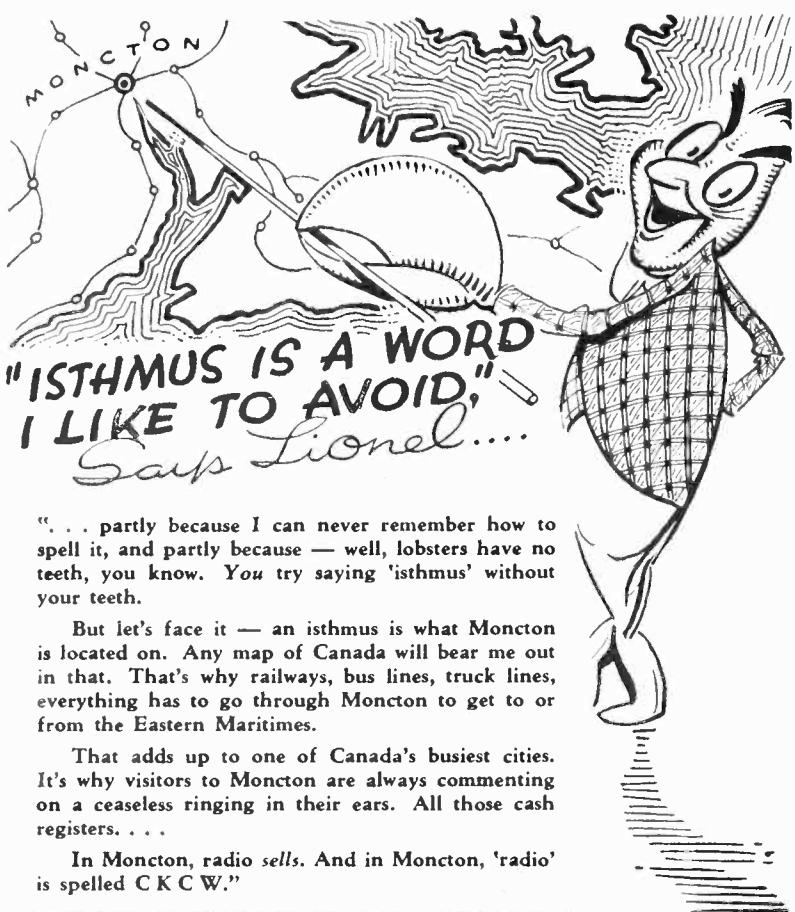
## To sell ALL B.C. You need ALL B.C. Stations

CHWK	CHILLIWACK
CJDC	DAWSON CREEK
CFJC	KAMLOOPS
CKOV	KELOWNA
CHUB	NANAIMO
CKLN	NELSON
CKNW	NEW WESTMINSTER
CKOK	PENTICTON
CJAV	PORT ALBERNI
CKPG	PRINCE GEORGE
CJAT	TRAIL
CJOR	VANCOUVER
CKMO	VANCOUVER
CKWX	VANCOUVER
CJIB	VERNON
CKDA	VICTORIA
CJVJ	VICTORIA



OVER  
ONE BILLION DOLLARS  
NEW CAPITAL IN B.C.  
THIS YEAR

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



... partly because I can never remember how to spell it, and partly because — well, lobsters have no teeth, you know. You try saying 'isthmus' without your teeth.

But let's face it — an isthmus is what Moncton is located on. Any map of Canada will bear me out in that. That's why railways, bus lines, truck lines, everything has to go through Moncton to get to or from the Eastern Maritimes.

That adds up to one of Canada's busiest cities. It's why visitors to Moncton are always commenting on a ceaseless ringing in their ears. All those cash registers. . . .

In Moncton, radio sells. And in Moncton, 'radio' is spelled CKCW."

**CKCW**  
MONCTON NEW BRUNSWICK  
The hub of the Maritimes  
ADS: STEVIN IN CANADA: ADAM YOUNG in U.S.A.

## 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 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 TORONTO 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

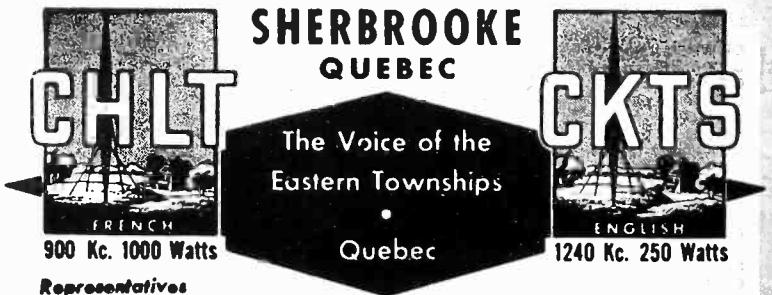
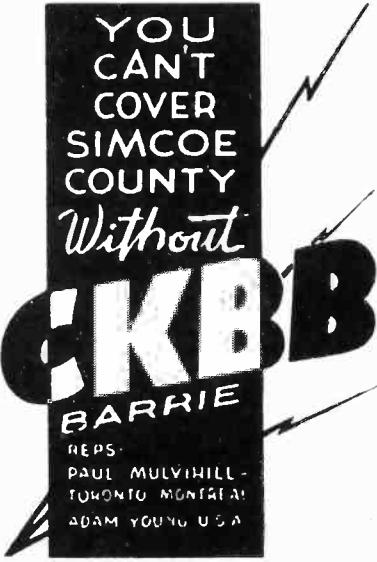
to kill Dominion or maybe sell it to the independent stations who are willing to buy if price and conditions are right.

"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



**SHERBROOKE QUEBEC**

The Voice of the  
Eastern Townships

Quebec

CANADA — JOS. A. HARDY & CO. LTD.  
Montreal and Toronto

U.S.A. — ADAM J. YOUNG JR., INC.

*cont'd*

## Over the Desk

and broadcast on the hardware store's program *Miles Mike* 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 raring 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 some time?

### 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 start 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 sportsmanlike — giving others a chance to pass you, not

"fogging" 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**

## AT THE VORTEX OF THE SEAWAY





**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

**CKSF**  
CORNWALL — ONT.

REPS: Horace N. Stovin (Can.)  
Joseph H. McGillivra (U.S.A.)

... at last the wheels are turning and the men and money are starting to pour in. We stand ready to tell the entire Seaway Market all about your products.

The ground-breaking ceremonies took place at Maple Grove . . . just 3 miles from the CKSF studios . . . the Vortex of the Seaway.

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



**OVER 30 MAJOR INDUSTRIAL CONCERN**  
**STARTED BUSINESS IN B.C.**  
**LAST YEAR**

\* THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



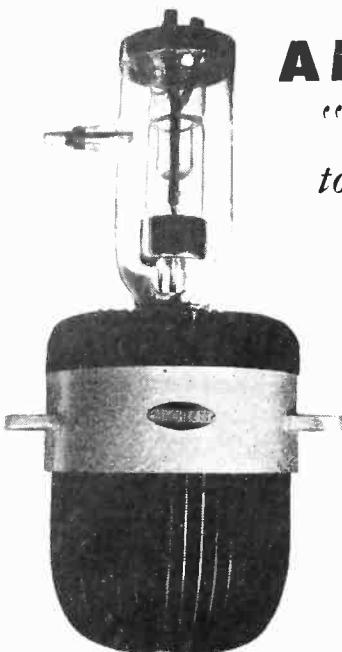
*There are a few vest buttons popping around our place!*

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.



**AM OR FM**  
*"You're on the air to stay"*  
**with**  
**MACHLETT TUBES**

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

OVER 50 YEARS  
SPECIALIZING IN TUBE  
MANUFACTURE EXCLUSIVELY

**DOMINION SOUND EQUIPMENTS  
LIMITED**

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.  
BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa,  
London, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Please forward data

Advertising Department  
Dominion Sound Equipments Limited  
4040 St. Catherine St. West, Montreal, Que.

DS-53-19

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

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

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 out 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 waltzing away with all the bouts!

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 Liggett & Myers Tobacco Co. and its product, Chesterfields.

Pack couldn't see that there was any substantial public interest in the Chesterfield advertising claims 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 Adverttest 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 Schaefer 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.

**CHFA**

The West's "Most Progressive French Radio Voice"  
serves  
**EDMONTON**  
and  
**NORTHERN ALBERTA**  
effectively!  
**680 KC.**  
La Voix Francaise  
De l'Alberta  
Our Representatives:  
Omer Renaud & Cie.  
Toronto and Montreal

# CFCF NOSTARS AID CHARITIES



Charlie Fair helps a couple of gals (unidentified) count a little money, during one of the "CFCF NOSTARS" benefit game.

**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 impressarios 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-co-ordinated 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 needly 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 Citizens' 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.

Something missing...

like  
selling  
Quebec  
market  
without

CKCK-TV

1000 WATTS 1280 K.C.

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

OVER  
**25%**  
OF ALBERTA'S  
**RETAIL SALES**  
are made in metropolitan  
**EDMONTON**

And in EDMONTON

it's

**GFRN**

RADIO REPRESENTATIVES LTD.  
Montreal - Toronto - Winnipeg - Vancouver

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.



**CKCK REGINA**  
Representatives: All-Canada Radio Facilities

**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.

CKBB  
BARRIE  
  
CHOK  
SARNIA  
  
CJCH  
HALIFAX  
  
CKTB  
ST. CATHARINES  
  
CJFX  
ANTIGONISH  
  
CKOK  
PENTICTON

} **Paul  
Mulvihill  
& Co.**

TORONTO  
21 King St. E.  
EM. 8-6554

MONTREAL  
1434 St. Catherine  
St. W., UN. 6-8105

## Public Service Moves Up



JOHN F. HARTRY



HARVEY M. CLARKE

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-barrelled 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 agencies 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.

**ALL-CANADA PROGRAMS**

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

VANCOUVER  
CALGARY  
WINNIPEG  
TORONTO  
MONTREAL

Radio

## THREE STATIONS STEP UP POWER

**Verdun, Que.** — Contracts have already been let, and work is going on 16 hours a day, in daylight and under floodlights, 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 — 850 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 1340 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.

#### CBC Pay Boost

Ottawa — More than 1,300 CBC office and studio production workers across Canada are to receive a six per cent pay increase retroactive to February 1st. The agreement giving them this pay boost has been signed between the CBC and ARTEC.

### New Vancouver AM Station Now Recruiting Staff For Nov. 15 Opening

#### ALL POSITIONS OPEN EXCEPT MANAGER, CHIEF ENGINEER - ACCOUNTANT

Please Apply in Writing to BOB BOWMAN

303 East Esplanade  
North Vancouver, B.C.

\* \* \*  
Wanted Particularly  
Early Morning Announcer  
Late Evening Announcer  
Control Room Operators

### EXPERIENCED 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

29-year-old writer-newsman with 7 years' experience in U.S. network radio and TV seeks permanent position with progressive Canadian commercial station. Qualified for position as radio or TV program director, news director, sports director, or agency copywriter. No air experience. Available for personal interview Aug. 30-Sept. 10.  
Box A208. C B & T.

## 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

### EXPERIENCED RADIO SALESMAN WANTED

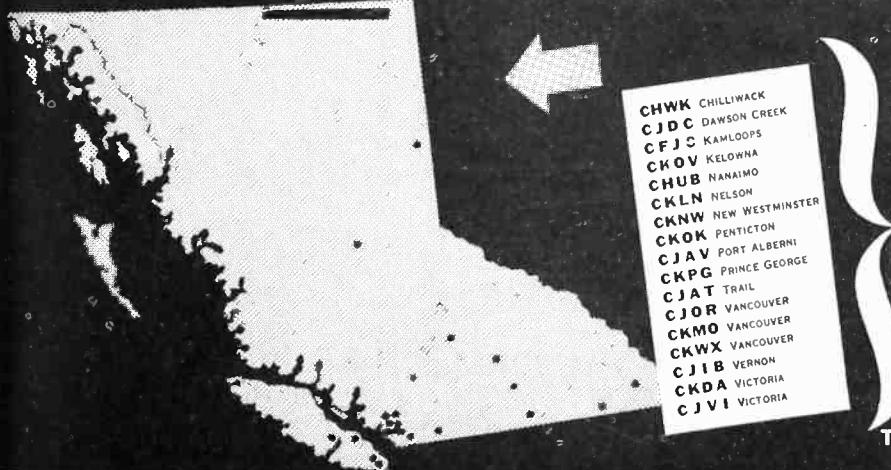
A third man is required to complete our local sales staff. He must be ambitious and anxious to better his position. We offer excellent starting salary, plus attractive commission and bonus plans, also group life insurance and hospitalization.

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



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



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

# 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.



## 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 in the morning 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 producer on progressive radio station. Wife must have steady job.

• • •

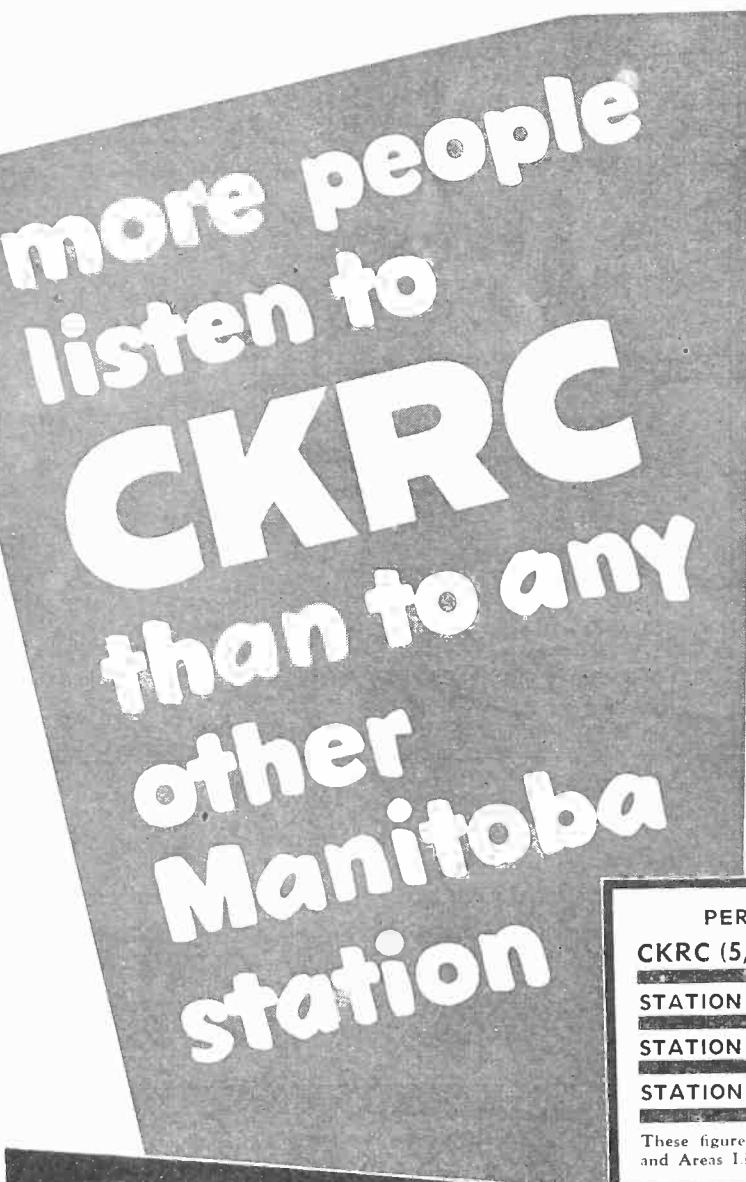
## EVEN STEPHEN

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

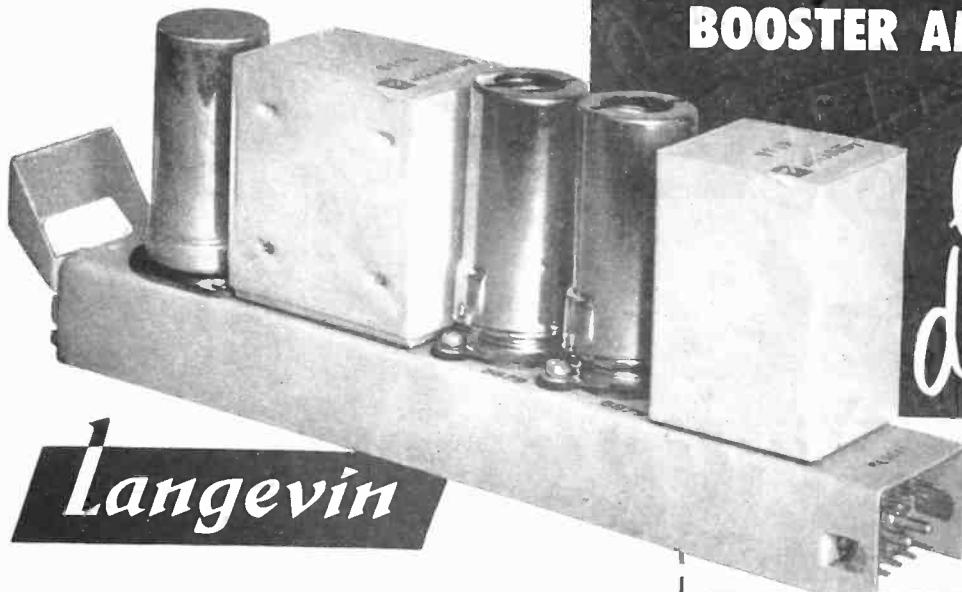
• • •

## DELAYED ACTION

All hail Chas. Edwards who phoned at 6:15 to say he wouldn't be able to make it half past five.



**CKRC** WINNIPEG, MANITOBA  
630 KC 5000 WATTS  
REPRESENTATIVES: ALL CANADA RADIO  
FACILITIES - IN U.S.A., WEED & CO.



*Smallest high performance*

**BROADCAST PRE-AMP,  
BOOSTER AMPLIFIER**

*ever  
developed!*

**Langevin**

**MODEL 5116**

LENGTH 9"

WIDTH 1 1/8"

HEIGHT 3 1/8"

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**

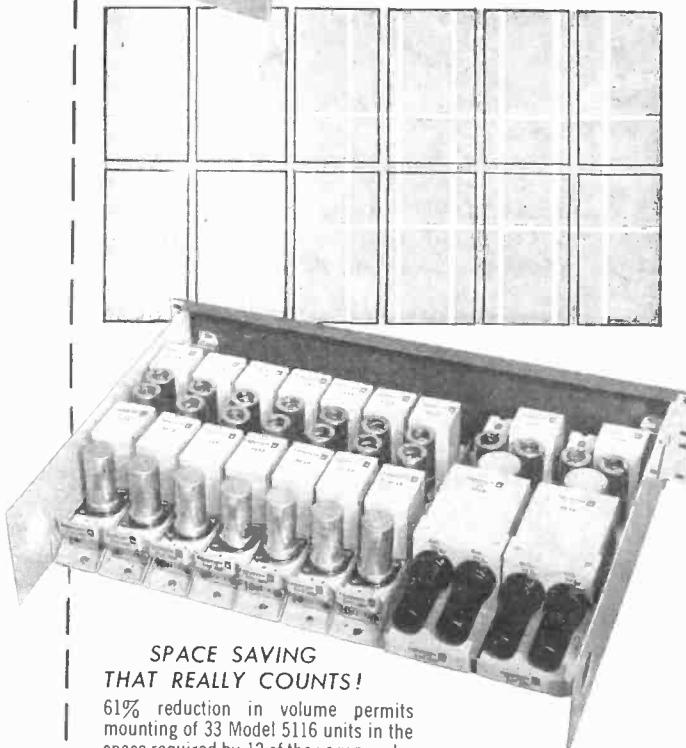
**CANADIAN WESTINGHOUSE COMPANY, LIMITED**

ELECTRONICS DIVISION • HAMILTON, CANADA

**SPACE SAVING  
THAT REALLY COUNTS!**

61% reduction in volume permits mounting of 33 Model 5116 units in the space required by 12 of the very popular Langevin Model 116-B amplifiers.

Photo illustrates the extremely compact racking possible with the new Model 5116. Note complete accessibility and uncluttered appearance. Units at extreme right are Langevin 5117 Program/Monitor Amplifiers.



# 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