In This Issue:

How is Canada's first private TV station faring? Is it paying its way? What difficulties is it meeting? Dick Lewis answers these questions in a feature article on CKSO-TV, Sudbury on Page 9.

Tilting his lance at the cliches of advertising copy writers Alan Chadwick writes of that well-known beast, the GREAT GNU on Page 13.

How one of Canada's Top Ten advertisers, Household Finance Corporation, spends its advertising budget is set out by Sidney Roxan on Page 12.

All the regular features as well.

King Whyte's speckled trout, cooked by Kay Woodill, on the air at CKSO-TV, Sudbury, gets drools from the gang after "Telewives". From left to right: Set-designer Bill Hart; director-producer Jim Boyd; announcer Bill Kehoe; Kay Woodill; tele-cine operator John O'Grady; assistant director Peter Scott; cameraman Larry Cross; audio-video operator Helen Burtnyk. See story Page Nine.
What Price Broadcasting?

Listeners to CFPL, London's breakfast show were recently asked: "What do you like about radio?" Prizes for the best answer ranged from a new car to mantle radios. The first prize-winning letter is at one and the same time the finest and the simplest testimonial to the radio medium that has ever been written. It reads:

"Have you ever visited the UN session?"
"Have you ever brushed your teeth to a mazurka?"
"Or heard a coronation ceremony while eating breakfast?"
"Have you ever mopped the floor to the blues?"
"Or heard Lohengrin while taking a bath?"
"Have you ever been bird-watching with Bing Crosby?"
"Have you ever painted a fence and heard a national political convention?"
"Or trimmed a Christmas tree while listening to the Westminster Boys' Choir?"

I have, because I like and listen to the radio."

The CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

Representing 125 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.
A LOT OF RADIO and TV actors returned to the Stratford Shakespearean Festival this year and assisted in scoring another triumph for this outstanding theatre. However, this year the major work wasn't Shakespeare, but Sophocles' Oedipus Rex, and credit for the success didn't go to the leading actors but to director Tyrone Guthrie and designer Tanya Moiseiwitsch.

Again the festival drew heavily on the ranks of radio-TV talent to round out the casts of all three productions being presented this year, Oedipus Rex of all. But even here, in the small cast, are found the names of William Needle and Douglas Rain, and among the chorus are Robert Christie, Don Harron, and Peter Mews.

GREAT SUCCESS
It is easy enough to say that the Stratford Festival is a great success but how do you measure success in a thing like this? Statistics often help: more than 100,000 people have jammed the little tent, paying some $250,000. In one week well over 15,000 patrons witnessed the three plays. This is fifty per cent better than last year and may mark the beginning of the Festival's financial independence.

But back to Oedipus. Watching this great tragedy you forget about actors as performing individuals. This particular production is a tour de force of direction and staging. You are constantly aware of color harmony and balance and of these strange actors weaving vague patterns on the simple stage. You might say the whole thing was utmost simplicity, except that you remember the effective moments of rigid confusion and the interplay of characters and chorus.

It is here, I think, that Oedipus Rex and the other Stratford productions this year and last and hundreds of others performed on theatre stages throughout the world, have a lesson to teach radio. Every day you can hear idly stated the wonders of television's impact, its immediacy. And considering television in theory you have to say it's true. But how many of the thousands of "stage" presentations on TV since the end of the war have made you feel that immediacy, have made the viewer feel a part of the play and the play a part of him.

SO WHAT?
Some of them have tried to do it, and Kraft's Television Theatre states at the beginning of each production that it is "live", that the action is taking place at the moment the television audience sees it. And the average viewer's reaction is: so what? They have to get it into the play, and so far few, if any, have done it.

This potential power of television, this immediacy which the stage has been putting over for centuries, is not limited to dramatic productions. It should be the power behind everything from news to station breaks. How do you get it? Who alone can say?

One suggestion would be to get into television a couple of hundred Gutheries and a gross or so Moiseiwitschs and things might take a turn for the better—except the balance sheet. A more realistic approach would be to get producers of everything, from hour-long "theatres" to five-minute newscasts, to spend a lot more time thinking about what they are trying to do in terms of theatre.

But this is all wrong, you say. TV is not theatre appealing to a huge audience in a single room; it is aimed at family groups and individuals. Oh? Go to a theatrical production and discover if it isn't true that the more fascinating the production the less you feel a part of the audience; instead you become alone with the production; TV is theatre, certainly enough, with a few advantages and a few drawbacks.

TV CAN'T DO IT
TV can't whip up a masterpiece costing $2.50 per viewer, charge each viewer $3 and make a tidy profit. Nor can TV make people dress up, go out, drive for several miles and arrive at the TV set fired with expectancy. TV can't run for three months on the same play.

TV can attract huge audiences, it hasn't run out of well-heeled sponsors yet and money has never been a substitute for ingenuity anyway. And it still has this unexploited thing called immediacy, the thing that makes you feel a part of what is going on, and not aloof and untouched.

And just between friends, television had better hurry up and find it before radio discovers the secret and makes listening so attractive the screens will stay dark.
This event being most unusual, do find myself much pleased to set it down in my diary. On Friday, August 13th, fire having broken out in Kingston Penitentiary, a special crew from CKLC was, within minutes, on the scene. Reaching a telephone in the main cell block, they did phone out what was probably history's first on-the-spot broadcast of a fire within the walls of a large penitentiary. Again, on the following Sunday, during the second fire and rioting, CKLC scoped the country with broadcasts from a boat cruising near the scene in Lake Ontario, from an aircraft flying low overhead, and from inside the prison. Tape recordings and reports were sent to radio stations, newspapers, and wire services in Canada and the U.S. Moreover, on Sunday evening, CBC Trans-Canada and Dominion Networks carried direct reports from CKLC on the national news bulletin and other newscasts. Pepys salutes CKLC for its enterprise and alert service to its community, and to the whole of Canadian radio.

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

"A STOVIN STATION IS A PROVEN STATION"

FLORENC£ CHADWICK, the long distance swimmer, was defeated in her attempt to swim the tough 18-mile Strait of Juan de Fuca between Victoria, B.C. and Port Angeles, Washington, but that didn't prevent her becoming Victoria's top news personality of the year.

CJVI, through its special events department, kept tight on the American swimmer's trail from the moment she arrived, to start training, until she left the city with a vow that she would return and conquer the Strait next year.

Flo appeared on various CJVI news, sports and feature shows at least 12 times during her six-week stay.

For the actual coverage of Flo's unsuccessful swim attempt, CJVI hired a 36-foot power cruiser for its exclusive use, along with a short-wave transmitter and a special frequency on which other transmissions could be made. With this line-up, CJVI gave listeners frequent direct reports from the swim scene.

Within half-hour of CJVI reporting that Flo had been taken out of the water, thousands of Victorians jammed the dock where she was in town, even overflowing into the downtown business section.

modern business uses PW Teletype

There it is in black and white — question and answer — instant inter-branch communication — no misunderstandings. You can talk in type to one or all of your branches at any time. Whether your business is large or small, PW can easily be installed to meet your needs — to save you money.

www.americanradiohistory.com
Let's Disagree

Show us a man without opinions, or the enterprise to express them, and we'll show you a dullard. Analyze any social conversation and what happens? Somebody says that the Duchess of Kent is coming to Canada. While that piece of information may be interesting, it begins and ends there, unless someone says: "Her visit is going to cost Canada $45,000." That's another piece of information. But next, someone says: "Can't they think of a better way to spend our money?" And someone else says: "I think it's worth it, if it will help maintain the contact with Britain". And they are away to the races.

When somebody says there's a new family in the house on the corner, the logical retort would be: "so what?" But when someone says: "they certainly don't know how to control their children", there is inevitably going to be a discussion on that absorbing topic.

What it boils down to is simply this: If someone says: "The Duchess of Kent is coming to Canada" or "there's a new family in the house on the corner", and the assembled people leave it at that, the conversation peter out in a few minutes, from plain ordinary dullness. On the other hand, if someone throws in a provocative comment or opinion, nine chances out of ten stimulating conversation will ensue which will be highly interesting to everyone present.

This being the case, why is it that broadcasters feel there is something fearful about having opinions and expressing them over the air?

It is generally regarded as sound publishing practice by newspapers to print all sides of contentious matters, without bias, in columns devoted to news. But the same newspapers have definite space, such as this page, set aside in every issue, where they express the opinions of the paper, in the form of leading articles and editorials, on what has appeared in the news columns.

Through this practice, newspapers and other publication become known for their views, just as an individual is known for his politics, his religion, his opinions about business, immigration, education, juvenile delinquency, safety, taxation and sewage disposal.

Granted that broadcasting is a form of publishing, why is it that broadcasters do not follow the same policies in expressing the views of their stations, just as the publisher expresses those of his paper?

The only possible reason is a strange kind of foreboding that such tactics would be bad business, because they would annoy people with whose views the editorials might disagree, and result in lost listeners or lost business.

The fallacy of this view is simple to demonstrate. Let us just think of our own friends and associates, and analyze the basis of our respect for them. We submit that seldom, if ever, is a deep rooted respect born of agreement on general subjects. In fact we suggest that more often the reverse is the case, and close-knit associations and deep friendships result from the stimulating experience of exchanging opposing views.

Worth-while newspapers have the courage to express their convictions, and through this have earned the healthy respect of high officialdom, which lets them proceed along their own sweet ways. Until lately, the broadcaster has hesitated to say what he thinks, and his life is surrounded with a web of bureaucratic do's and don'ts which is nothing short of fantastic.

The only way to be sure you will never put your foot in your mouth is to keep it shut. This may be the safe way, but it is certainly pretty damn dull.

Talent Depends On Talent

There is a situation in broadcasting — primarily radio broadcasting — which has placed three segments of the business behind an over-sized eight ball, and that is the virtual disappearance of radio network broadcasting from a commercial standpoint. This situation obtains both in Canada and the United States, and is looming up as a threat to stations which have depended on network programs to round out both their schedules and their incomes; it is also proving a bête noire to sponsors and advertising agencies, who have been in the habit of tying their campaigns to network programs; and then of course it is proving to be a serious threat to the survival of talent, which has been subsisting on network avails for these many moons.

What has happened is that a serious number of network sponsors have gone over to television, and depleted schedules are discouraging other sponsors, who might otherwise have continued, from re-signing.

With local radio running at fuller blast than ever, and television growing in girth and impact from month to month, there is plenty of scope for private broadcasters in their home bailiwicks, and there is an abundance of outlets for the use of advertisers. Talent though is in a sorry plight which is not likely to improve. By no means noted for shouldering its share of the load during radio's years of development, the artists have cashed in on every opportunity which presented itself. And now those opportunities are becoming less in number.

If talent is not interested in putting its shoulder to the wheel, it had better face up with facts and either look to television for a living or get into some other line of endeavor. But if it is interested in deriving revenue from private broadcasters and their clients it had better declare itself as willing to co-operate in whatever way it can.

One obvious suggestion is the program exchange idea which has been tried in a limited way by several small groups of stations, with still more experimenting right now. This consists of stations producing programs onto tapes and pooling them for the general use of the group. It means that talent will have to set aside some of its outmoded demands for exorbitant recording fees, but it can mean opening new doors to them and unfolding new opportunities to earn decent livings in the pursuit of their own vocations.

Television is here to stay. There is no question about that. But this doesn't mean that the radio is going into the discard. A new kind of radio is going to grow up and prosper, as it never prospered before, if it can enlist the co-operation of everyone who depends upon it for all or part of their living — and we do mean talent.
Conventioa Week Out West
WAB- BCAB

CKOY's New Manager

Ottawa — Jack Thompson, Commercial Manager of CKOY, Ottawa, has been appointed Station Manager. He will retain the Commercial management, in addition to his new duties.

Jack broke into radio back in 1936 when he became an announcer with CKOC, Hamilton. From there he went to CKCL, Truro, and subsequently filled the position of News Editor with CKKEY, Toronto. Later he moved in with CHUM, Toronto, as Program Director.

Thompson succeeds Dan Carr, who after seventeen years' association with Jack Cooke's radio in eres, he started as an announcer at CKGB.

RANFF SPRINGS HOTEL

K EYNOTE speech at the Western Association of Broadcasters annual meeting at Bunt, September 9 to 11 will be delivered by Joe Ward of the Advertising Research Bureau Inc. (ARBI) Seattle. It was Joe who told the ACA Convention, in Toronto last May, that "radio is more effective now than ever before because we know how to use it", and also that "the golden age of radio still lies ahead." (CB & T. May 1954, 1954.)

Ward is scheduled to address the Convention at its first meeting, Friday, September 10th, at 10:30 a.m.

The afternoon, delegates and guests will battle it out on the golf course for the large number of prizes in addition to the regular trophies.

Saturday morning, Finlay Mac- Donald and Jim Allard, respectively president and executive vice-presi- dent of the national Canadian Association of Radio and Television Broadcasters, will report to the western association on the activities of the parent association. At 2 p.m., the association will hear and vote upon an amended constitution, presumably incorporating television into the name and activities of this group.

At 2:30 the association will elect its officers for the coming year. Next the committees will report. At 6 p.m., the convention will lean to the social side with the annual reception and cocktail party, followed by the annual dinner, with presentation of golf prizes and trophies.

Bert Cannings, CKWX news chief, is scheduled to talk about "Basic News Coverage and how it can Function". Darwin Baird, program manager of CJOR, who does a five minute opinion piece on the station every evening, will tell "What Is Needed In Establishing And Building Editorial Policy".

Speaker at the annual dinner will be Stuart Reate, publisher of the VICTORIA TIMES and former Canadian editor of TIME MAGAZINE. Finlay MacDonald and Jim Allard will be giving carbon copies of their Banff addresses. And that is all we have been supplied with to date by Maurice Finnerty, president of CKOK, Penicton, who is acting as president in the absence of Bill Rea of CKNW, New Westminster, who is recuperating after a breakdown.

SHERRBROOKE, QUE.

A remarkable change in shopping habits has taken place in the past few years, with the growth of self-service grocery stores over Eastern Quebec. Serving the Sherbrook area are 141 self-service independent grocery stores, plus chain food stores, making 325 of all food sales. Tell housewives about your product before they go shopping, as they'll remember your message in the store. You can reach them best on Stations CHL and CKTS.

Representatives
CANADA: JOSEPH HARDY & CO LTD
Montréal and Toronto
U.S.A. — ADAM J. YOUNG JR., INC.
Television

CBC BOOSTS NETWORK RATES FOR SIX MORE STATIONS

THE CBC has added another six TV stations to those which will up their Class A network rates from October 1st. (CHCH-TV, Hamilton increased announced CB & T Aug. 18th). Included in them is CFPC-TV, Quebec City, which only began operating on July 16th. Its network rate goes up to $200 per hour. Other stations which have the new rate set at $300 per hour are CBWT, Winnipeg, CKCK-TV, Regina, and CHSJ-TV, Saint John, N.B. The rate for CKSO-TV, Sudbury, Ont., goes up to $170.

In the case of CBFT, Montreal the Class A network rate is upped to $600 per hour, while the Class A rate for businesses on a non-commercial basis is increased to $500 per hour. In all cases advertisers will receive rate protection on current contracts at the old rate for six months to March 31st, 1955. The new rates are subject to frequency and regional discounts as per network rate card No. 6.

NEW STATION RATES

Toronto—The CBC has announced the Class A network rates for three new TV stations scheduled to come on the air within the next month. They are: CJCJ-TV, Sydney, N.S. (Sept. 1st) $100 per hour. CFPF-TV, Port Arthur, Ont. (Sept. 5th) $150 per hour. CBFN-TV, Edmonton. (Oct. 1st) $100 per hour. All rates are subject to frequency and regional discounts as per network rate card No. 6. All three will be non-interconnected stations.

50th FILM AWARD

Toronto—Crawley Films Ltd., producer of sponsored films, has just set an enviable record for recognition — its 50th film award in five years. These honors have come from film festivals and competitions all over the world — Edinburgh, Venice, Paris, Brussels, New York, Chicago, Cleveland, Boston and, of course, Canada. Twice it has had the coveted “Canadian Film of the Year” and among other awards are three from the National Safety Council (U.S.), a Golden Reel from the Film Council of America and the Grand Silver Medal at the International Sports Film Festival (Italy). The 50th honor, just received, is the Award of Merit for Age of Turmoil, presented by the Film Council of Greater Boston, “in recognition of exceptional accomplishment in achievement of purpose as an adult education motion picture”.

Miniature Mike

New York—A transmitting microphone that can be concealed on the person of television performers was effectively demonstrated by NBC earlier this month. It was premiered during a special closed-circuit performance of the Broadway musical, Kismet.

This NBC-developed microphone and its accompanying midget transmitter and antenna, permits freedom of movement and action on the part of the performers on a scale not possible with conventional microphones using booms and cables.

In the demonstration the microphone was concealed in the top of the oriental costume of Joan Diener, the show’s star. The transmitter, somewhat larger than a cigarette package, was placed in a rear fold of her costume, and the antenna was worn as a belt. The signal put out by the mike is picked up by a loop antenna encircling the stage area. In the case of outdoor programs the loop can be laid on the ground or suspended from trees.

The entire unit, including mike, transmitter and battery, and antenna, weighs slightly less than eight ounces, made possible by the use of eight transistors. The transmitter, when it goes into final production, will be ½ by 2 by 3½”. Effective range of the device is not known but at least 5,000 square feet can be covered. The system is not subject to interference of the most usual types, but where there is static the range can be reduced.

A similar microphone-transmitter, called Tru-Sonic, was introduced to the industry by Stephen Manufacturing Corp., California, about a year ago.

52-WEEK PACKAGE

All-Canada TV announces that the IDA Division of Drug Trading, through its agency, J. J. Gibbons, has purchased the quarter-hour F. W. Ziv TV film program, Yesterday’s Newswreel. The program is scheduled for 52 weeks on CHCH-TV, Hamilton, commencing September 10th, and on CFPL-TV, London, commencing September 21st. The program was developed from one of the largest film libraries in the world.

WHY you can depend on Webcor sound recording tape

The benefit of years of leadership in the manufacture of electronic equipment is built into Webcor Magnetic Recording Tapes. This priceless experience assures you of the qualities necessary for fine reproduction strength, flexibility and approved electrical properties. They give excellent results with any tape recorder but you’ll get the best results with a Webcor Tape Recorder. These differences make it important you remember that although tapes look alike, they don’t sound alike. Insist on Webcor . . . and be sure!

PENETRATION

That reaches those who do the Buying!

A combination of radio excellence — plus friendly acceptance gives CKX a dynamic power that penetrates right into the homes within our area to influence those who do the actual buying!

EXTRA NOTE: Watch for announcements concerning TV — we’ll soon be Manitoba’s first commercial-TV station!

1951 WAB CONVENTION

Best wishes radio men for a most fruitful and a most successful convention. We’ll be looking forward to telling you all about our new facilities . . . all about TV in Western Manitoba.

1000 WATTS

BRANDON

1150 ON YOUR DIAL

WEBSTER-CHICAGO CORPORATION

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

Branches: Vancouver • Winnipeg • Montreal

Halifax • St. John’s, Nfld.
This is the new high-fidelity Broadcast Transmitter, developed by Collins to provide a 500/250 watt transmitter incorporating the same superior features now found in the widely accepted Collins 300J, 20V, 21E, and 21M transmitters. Available for early delivery, the Collins 550A transmitter features low temperature coefficient crystal control, thermal time delay, arc-over and lightning protective circuit, the use of only seven types of tubes, filtered forced air cooling, and adjustable overload relay protection for both the final audio and RF stages. The Collins 550A may be energized by simply pressing the “ON” button. The filament, bias, and plate power is then automatically applied in the correct sequence with the proper time delay.

Start on the path to transmitter trouble-free days by writing for Collins 550A technical descriptive bulletin today!
They Look By Night
And Listen By Day

By DICK LEWIS

NOW I've been televised and I don't like it. Once I got a bid from CBC to take them apart on their own "Fighting Words." But they insisted on paying me for it, which was more than I could go for. Then CKSO, Sudbury, gave me a bid. They weren't so mercenary just gave me a cool $300,000, which was still the loneliest night in the week.

The reason I didn't like it was because I had to wash my mug and get a shave and haircut before I faced the infernal (from the Latin "in-ferno") light that threw my illuminated knitter onto the telescreens of the 8,500 sets you can reach over Canada's first private TV station, for a base rate of $150 an hour, if you like that sort of thing.

I'm not fooling about this complaint about being up for the show either. Both radio and television depend upon an easy informality to win their wires around their audiences' hearts. And it's damn sight easier to be informal, especially when the studio is shimmering in the eighties, if you have a loosened collar, or, better still, are stripped to the waist. When you go on television, though, they dress you up as if you were off to a source in your aunt Emily's front parlor.

THEN THERE'S STATISTICS

Way back in the twenties and thirties, people just fell into radio by a process of elimination. That's the way it was with me in 1930. I'd tried everything else, and radio was all there was left. Now it's different — with the TV ogre especially. You have to graduate! Or learn to tie Windsor knots! And look nice and cool with the sweat pouring down your face! And then there's statistics. Holy mackerel!

Wiff Woodill, general manager of both the radio and TV operations, persuaded TV-Program Director Don Martz to drive us out to president George Miller's cottage. (Wiff had lent his car to photographer Pete Orlandos to get married in. I guess they're short of churches up there.)

On a natural and rocky terrace overlooking Lake Ramsay, I got an overall picture of the administrative side of the business.

George M. Miller Q.C. was founder W. E. Mason's friend and legal adviser originally and came into the picture, first as executor, and later as president-owner, six years ago, when "Pappy" Mason cashed in his chips.

After ten months on the air, CKSO-TV is just about holding its own. With the old-established radio station absorbing some of the overhead — CKSO-Radio was throwing a 20th birthday party when I blew into town — the books actually show a small profit. But without this help, they would come out even.

"This, is not too bad," Miller mentioned modestly, "seeing that we originally budgeted for at least eighteen months' operation in the red, or a good three years before we would be in the black after allowing for depreciation"

Delivery of the TV infant took a cool $300,000 in capital, while, at present prices a 5 Kilowatt radio job could be built and equipped with the best of everything for a mere hundred thousand.

 Asked for a comparative breakdown of revenue by sources, Woodill came up with the following:

<table>
<thead>
<tr>
<th>Source</th>
<th>Radio</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>National Network</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>National Spot</td>
<td>35%</td>
<td>30%</td>
</tr>
<tr>
<td>Local</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

and TV stations under the same ownership, and the audience pattern being to listen by day and look by night, developing day television would be a case of robbing Peter to pay Paul.

Also, as I was told by both Miller and Woodhill, soap companies, and similar national, or rather interational sponsors who are the mainstay of daytime radio, just aren't interested in these Canadian markets until stations can deliver TV sets at the rate of ten dollars per thousand per hour. Allowing for a normal rise in set population to 10,000 by the end of the year, CKSO will be delivering at the rate of $17 per thousand instead of $10.

The use of spots on TV by local advertisers is in about the same proportion as on the radio in Sudbury. A rough estimate says four spot users to one program user. One minute spots on TV will sell for $30.00 after October 1. There will be no frequency discounts on spots. There is a 20 per cent premium charged if the studio camera is used for a live announcer or demonstrator. Talent like models runs from $2 to $10 an appearance depending on time and effort required in production.

COST PLUS BASIS

Slides are made by the studio for $2.00 but this does not include art which is handled on a cost-plus basis. The production department is not paying its way, but should do so this fall with extra volume of business. In the meantime it is functioning as a service department on a sort of loss-leader basis.

For an inside look at programming policies, I went to Don Martz, who was Kitchener born and bred and sowed his radio (and other) oats at CKCE. He told me that the station's top revenue producer is Televisits.

This is a ninety minute (sixty in off seasons) daily participating program in which the sales messages of from six to a round dozen sponsors — at least half of them national ones — are scattered between Kay Woodill's cooking, Judy Jacobson's

The WESTERN RADIO PICTURE

is

NOT COMPLETE

without

OUR 1000 PERSUASIVE WATTS!

WATCH? YES, WATCH FOR WHAT?

OSHAWA'S OPERATION

BIG SWITCH OF COURSE!

An All-Canada-Weed Station

Page Nine
They Look By Night...

Cartoonist Barney Stewart, at left, with Larry Cross, holding the puppets, Buttons and Booboo, and storey-teller Bill Kehoe.

Photo by Peter Orlankas

modelling with co-ordination of a verbal type by Bill Kehoe.
Kay prepares dishes in front of the camera, and explains her actions as she adds, or stirs or folds in each ingredient. It may be a lunch box, for the well-nourished workers in the Inco mines. Possibly she whips up an Irish stew or a mess of Ukrainian cabbage rolls. Then there's Italian spaghetti in all its guises, gulyas for the Hungarians; soap soup for the French Canadians; and — it's an idea anyhow — haggis for the Scots.
The day I was there, she stuffed and baked a six pound speckled trout, caught and presented to her by ex-radio-agency-man King Whyte at his Shoofly Camp on the lake of the same name, sixty miles north of the nickel metropolis.
The same day, Judy modelled some hats for Regency Hat Shop, a local milliner, and demonstrated a washing machine for Westinghouse. She also did commercials for Milko and Canada Packers Bill did a local furniture store (Evoy) commercial, and spots for Aylmer, Purity Flour and others.

After the show the cleaning up is done fast, when just about everyone fortunate enough — or smart enough — to be in the studios, polishes off Kay's delicacies of the day in no time flat.

A feature within this feature is Trudy's Tele-Pics. In this, Trudy Manchester, director of public services for both stations, adds a daily 5-minute-smidgen of social news, in the city, where the top social event is probably the Steammiters' Ball. Trudy gets still pictures of social events such as weddings, showers, dances and even funerals. She describes these as they are flashed on the telescreens to the tune of from twenty to forty a day.

As an added source of revenue — to help with the considerable cost — the station offers prints of these stills, matted into the shape of a TV screen, and brings into the offices from ten to fifteen dollars a day. One woman actually bought $200 worth of prints of a fiftieth anniversary "do" to use as Christmas cards.

At first, Trudy took a photograph with her on her rounds. Now she does her own pictures, flashing her Leica like a veteran news photographer.

Back in Toronto, when CBLT's puppets, Uncle Chichimus and Holly-hock, were stolen last year, Bill Hart, CRSO artist-set designer, made a couple of replicas, just for the gag. Manipulated by Larry Cross, they bobbed up on CKSO weather forecasts, saying they were tired of government TV and wanted to take a crack at the private kind — "where the money is."

PUFFET RASH

Then Hart developed his own two puppets, they started breaking out all over the schedule. Promoted with name contests and prizes — they settled on Buttons and Booboo — they soon caught on, and now they have their own show which goes fifteen minutes on Mondays and Fridays.

With Larry Cross, really a cameraman, still manipulating the dolls, and a twelve-year-old local cartoonist named Barney Stewart caricaturing the characters in chalk-talk style, Bill Kehoe reads traditional fairy and other children's stories.

Fashion Shows are regular events at CKSO-TV. Right now it's Furs for N'Ladies, sponsored by Richmond Furs, against the approaching winter season. During the winter, a local dress shop, Roselyn Ladies Wear, has a weekly ten-minute fashion show in which Judy Jacobson comments, while Emily Tomcik and Marilyn McFarland (respectively secretary and traffic jill) model.

Ralph Connor emcees a regular weekly amateur half hour on Thursdays at nine. Four artists appear each week to battle it out for the prizes — totaling $350 — which the station presents at the end of the season.

Monday nights, Woodill himself struts both his chins (one for TV and one for radio) before the cameras for Behind the Scenes. In this he answers the fan mail, especially
Listen By Day

grapes, introduces some of the gang whose jobs don't normally expose them to the camera, and talks generally about forthcoming programs.

Twenty-six-year-old Don Martz adds news and sports to his program director's duties, and generally understudies Woodill in running the station.

under the same ownership, reports a parallel situation. This compares closely with the growth of radio as an advertising medium back in the twenties and thirties.

Under the guiding hand of Ken Dobson, CKSO-Radio is fighting fire with fire and making a pretty good fist of it.

For one thing, the station is starting its own news and special events department with accent on actualities and immediacy. Dobson says the best way to meet and beat TV is to get the microphone to the man on the street. "Nothing TV can do. Actually it could by sound movie, but sound-synch (tonization) is too costly, at least in this market, where filmed actualities have to be done silent, with an announcer voicing them in the background.

MORE PLAY-BY-PLAYS

Sports coverage is handled on television in this way, but even then, it doesn't get out till later, by which time radio has "beaten its pants off." Dobson gloats. Radio is doing more and more play-by-plays right onto the air, Dobson says.

The whole thing seems to boil down to radio having to give its advertisers greater individual attention. Dobson was speaking from the local level when he said this, and he went on to point out that specials like sales have become well worth following up, not only for the station's benefit but for the sponsor's as well.

... Make your station STAND OUT! 

With these exclusive radio features

NOW AVAILABLE FOR LOCAL SALE

THE CISCO KID
BOSTON BLACKIE
DON MESSER AND HIS ISLANDERS
THE BILL RING SHOW
I WAS A COMMUNIST FOR THE FBI

Build a program schedule that your competition can't match with these tested and proven audience-builders now available for local sale.

BOSTON BLACKIE and I WAS A COMMUNIST FOR THE F.B.I.—two outstanding mystery half-hours; CISCO KID—the most popular western-type half-hour in Canada; DON MESSER AND HIS ISLANDERS—a Canadian group known from coast to coast; THE BILL RING SHOW—a real country hoe-down to music.

*Read about All-Canada's big Ten Plan on page 14

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

VANCOUVER CALGARY WINNIPEG MONTREAL TORONTO

September 1st, 1954

Canadian Broadcaster & Telescreen

Page Eleven

www.americanradiohistory.com
"18,000 HOURS and still within specs"
says Francis Brott, Chief Engineer, KOMO, Seattle

"Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex — that's why we've added four Ampex 350's."

NOW an Ampex for every broadcast need

With the addition of the new lightweight Model 600 series, Ampex now offers your broadcast station a superior machine to meet every tape requirement... from distant field pickups to major network recordings. For top-ranking performances and rehearsals and programs involving extensive editing, dubbing and "spot" announcements, choose from the Series 350... for recordings "on location" that assure studio fidelity and accuracy, choose from the Series 600. All Ampex recorders have the same basic head design.

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent (± 0.2%) that tapes are always on speed — without program crowdings or cutoffs. Ampex reproduction is so faithful that it is indistinguishable from a live broadcast — the result of an unsurpassed combination of broad frequency response, wide dynamic range and imperceptible flutter and wow.

Accepted as the Signature of Perfection in Tape Machines

For a convincing demonstration, contact your Ampex Distributor today (listed in Yellow Pages of Telephone Directory under "Recording Equipment")

Canadian General Electric Company in Canada.

Write today for further information and complete specifications; Dept. GG-1880

AMPEx CORPORATION, 934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
BELIEVED to be extinct, and dating back to the "You-100-can-be-the-life-of-the-party" era, a monster advertising everywhere.

Not to be confused with the Great Dane, a noble beast, the Great New belongs to the Lynx family, often called the "King of Boasts." Living in a prime of corn, the Great New is a tireless worker and obviously lives to a very great age.

He seems to be equally at home in any corner of your home by implements, cameras, appliances, food, machinery and above all cigarettes. Almost every cigarette manufacturer features a tired, overworked Great New in the place of honor in TV, Radio, Publication, Outdoor and Point of Sale Advertising. The most popular species are, of course, the "Great New King Size" and the "Great New Filler Tip".

LONG CONTINUED

The origin of the Great New is somewhat obscure. Turning to the dictionary we find: "GREAT large, long continued, vast, pregnant etc." Quite obviously, "long continued" is the right interpretation here, although one of the other words seems descriptive too.

About NEW NO 1 find: "Not before known, recent in origin, invented." There must be a mistake here; with so many Great News about, no single one of them could be recent in origin.

Next time you entertain, if you run short of ideas for a great new party game (Oops! Sorry, see how easy it is for the Great New to sneak in!) why not organize a Great New Hunt. The fields where the Great New appears most prominently are television, radio and magazine advertising. To start a "G.N." Hunt, switch on the TV or the Radio and provide a few recent copies of national magazines. Each guest will need a pencil and paper. Otherwise when the game ends he will not be able to justify his score. A Great New is counted because he will not remember the name of the advertiser showing his Great New. All scores below six for an hour's play denote that the competitor concerned will never make a truly great Great New Hunter.

GREAT NEW OLD

What makes Great New hunting so fascinating in the wide field involved. A Great New is likely to pop up anywhere: the Great New King Size, the Great New Series, the Great New Magic Washing Wonder, the Great New Dynamic Automatic Transmission, and of course, the Great New (Product Name). Amazing ingenuity is shown in methods of finding uses for an advertiser's favorite Great New, the most curious example to date being a reference for a "Great New Old Fashioned." The Great New is no: advertising's only beast of burden which has long paged its career, and it seems a pity that the powers-that-be have ruled that phrases and trade marks consisting of words in every-day use may not be protected by patents or copyright. Just think of the millions of dollars in royalties rolling in every month to the old timer who first registered the use of "The Great New", "The Greatest Name", "The Leading Brand" or "The Giant Economy Size".

It is difficult to believe that experienced advertising managers and agency creative staff unflinchingly support the cult of The Great New because they have been trained to know that the words they use must attract and hold favorable attention.

The amateur interest and create desire for the product advertised.

I am sure that the blame for much of the advertising, that looks just like other advertising, that looks like other advertising, that looks like other advertising, rents with some executive in the top brass section of a company who, while being an undoubted expert on manufacturing and finance is, to say the least, a little out of touch with modern advertising methods.

It seems to be the rule that, where-as decisions on health are left to the doctors, legal matters are referred to lawyers, investments are left to brokers and financial arrangements are submitted to accountants for approval, the last word on important advertising decisions rests not with the advertising manager, but with executives, experienced in other fields of business but amateurs in the profession of advertising.

A horrid thought sometimes occurs to me that some advertising agencies may be taking the easy way. Even if they have not actually grown fond of the Great New they may be making no effort to convince their clients that, although the old favorite is fine for filling holes in the layout, it no longer means anything to the buying public.

Advertising executives never know from day to day when a Great New will pop up in a piece of copy under consideration and having at one time originated the unfortunate phrase "The customer is always right", they are faced with the difficult choice of keeping him in to the detriment of the advertising concerned or refusing to accommodate him, thereby offending the most important customer of all — the client or the Vice-President in charge of salaries.

SPACE TAKERS

Probably the Great New is related to the White Elephant — he takes up valuable space which could be used by words which still mean something — ordinary words used every day by advertisers who don't care whether their advertisements look like advertising or not...so long as they sell goods.

I was discussing my private research into the habits of the Great New with the Vice-President of a manufacturing company. He told me that his pet pevee is another old timer still going strong, the "Friendly Dealer". He insists that he has no inclination to meet one of the thousands of friendly dealers he reads and hears about in the advertising of almost every known kind of product and service.

He says that when he buys he wants good value for his money and fast, polite service. He just hasn't time for 'friendly service involving jokes, small-talk and the kind of good fellowship implied by the official title "Your Friendly Dealer".

NOT SO FRIENDLY

I think he's a little prejudiced. I rather like a friendly dealer but I feel that many dealers should pass a test and indicate by means of a sticker on their windows whether they are friendly or not. Some advertisers should investigate and change their advertising slogan from "Your Friendly Bungo Dealer will be glad to serve you" to read "your grouch, indifferent Bungo Dealer couldn't care less whether he serves you or not".

When I was asked to write this article I intended to be serious, but after considering the innumerable books, articles and speeches on the subject of more truth and salesmanship and less hackneyed phrases in advertising, written by a host of illustrious authors, I just couldn't put my heart in it. After all, if the listeners, viewers, and readers are getting a few laughs out of current advertising practice, why shouldn't we?

The Great Gnu

"Up North" is more than just a place to go fishing and hunting. Here, thousands of Canadians work, build, buy the goods and services you find in southern Ontario — but, it's different, too! There are fewer diversions to woe them away from the fireside — no television, fewer theatres, fewer sports events. The result? Higher Sets-In-Use. More intensified listening to the "Northern" stations.

In Victoria

Most Listened to

(Chisholm-Haynes)
Corner the market on radio listeners—build a program schedule your competitors can’t match.

Increase profit with a money-making plan tailored to fit your budget.

Sell more flashes, spots, segments, and full programs to local sponsors—easily!

Generate new advertiser interest in your station by adding new power to your programming.

You can do all this—and more—with All-Canada's new TEN PLAN!

But—Don’t call us. We'll call you. Your All-Canada Man is on his way to you now—he’ll have all the details. Be ready to cash in on THE TEN PLAN!

(Of course, if you want to start selling right away, a wire or phone call could persuade us to give you the whole story—immediately.)
CKOV SKELTON MYSTERY HAD MOUNTIES GUESSING

IT is not every radio station that can boast that its promotion activities have aroused the curiosity of the RCMP. Way up in this exclusive category is CKOV, Kelowna, their sales department, boosting the Red Skelton show, had the Mounties checking up on red skeletons, trying to match typewritten envelopes delivered to the machine with the machines on which they had been written, and generally bringing their whole detective section into play.

It all began ten days before the Red Skelton show was due for airing. The sales department selected 25 prospective sponsors as "victims" of their mystifying stunt and set about really arousing their curiosity. They certainly succeeded — perhaps more than they ever intended.

Promotion purchased ten sets of plain envelopes, ranging in size from tiny coin envelopes to large 12 by 4¾. To maintain complete anonymity they even went to the lengths of using postage stamps, since a postage meter would tip off the sender, and also had the envelopes addressed in different handwriting or typed on different and distinctive typewriters. Letters were mailed from various points throughout the area and always in residential mail boxes.

RED SKELETONS

When the 25 prospective sponsors began receiving envelopes containing just a small square of red cardboard, to be followed, in the next mail, by a slightly larger envelope containing a red skelton cut-out, it can hardly be wondered that some of them got worried.

CKOV heard just how successful their stunt was proving through a typewriting company. Mounties had been around to the company with some of the promotion letters, asking them to check if they could identify the makes of machine on which they had been typed. The postal authorities were also asked to trace the senders of the mysterious mail.

Minds were put at rest with the final mailing — a red card which, while similar to the others, had printed on the back: "Hope we've had you on your toes! We've been excited ourselves! News is the Red Skelton Show, to be heard on Tuesday through Friday at 5:30 p.m. . . . on C Kov OF course."!

Biggest difficulty, say C Kov, was blocking queries by other staff members — they thought the promotion department had gone nuts and were cutting out paper dolls!

Voice of the People

Vancouver — When Vancouver's City Council set up a special committee, including the Police Chief, to decide whether or not to amend the law to allow boys of 14 and over to enter billiard rooms it was a natural topic for Dorwin Baird, on his morning program Man In The House, over CJOR, Vancouver.

Dorwin asked listeners to write or phone in their opinions and gave his own that boys would be better off in high school halls than they are under the corner light-pole.

Alderman Syd Bowman, chairman of the special committee, heard a couple of his broadcasts and his wife briefed him on the others. Result was that Dorwin got a call from the City Clerk informing him that he had been added to the special committee.

Alderman Bowman explained to his colleagues that programs like Baird's provided an excellent sample of public opinion and that various levels of government should not be too proud to investigate public opinion through this channel.

Radio and TV Award

Toronto — A Canadian student, Robert F. McLaughlin, of Toronto, has won the Sarkes and Mary Tarzian scholarships, awarded annually to encourage the study of radio and television at Indiana University. Bob, who is taking his Bachelor of Science degree in radio and TV, was awarded his scholarship for his work on WFIU (radio and TV) which is owned and operated by the University. During the summer months Bob works on CKFH, Toronto.

Sound Level Control

Ontario — A newly-developed device for radio and television broadcasting stations to automatically control the variations in audio program levels is announced by the Canadian General Electric Co.

The new device, known as the Uni-level amplifier, was designed to relieve the studio engineer from constantly changing the complete audio level controls as the sound levels from a program in progress fluctuate.

A compact, plug-in type unit, the Uni-level amplifier may be used as either an average level control device or as a peak level control amplifier. The audio level differences between recordings, film projectors, microphones or network signals are automatically controlled so that the amplifier audio output level remains relatively constant with no distortion of the sound apparent to the ear.

During many record programs the announcer may wish to talk with low background music. The Uni-level amplifier automatically fades the music into the background as the announcer speaks and then brings the music level gradually up after he has finished. The combination of the signals from the announcer and the record produce the pre-set audio level.

Radio goes over the top again

More listeners per watt cost than any other Western Ontario Station

Total Daytime Audience: 76,950 homes
¾ hr. program class "B" lowest discount. 12c per M. radio homes
Total Nighttime Audience: 43,530 homes
¾ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CKFC—630 Kcs—Chatham

1st IN KINGSTON!

CKLC

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

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

1st

In the Moncton market area. Never heard of them? Most Canadians haven't. Guess they're not very important then.

But the folks in these towns, plus other towns in the same area, plus Moncton itself, spent over $90 million in 1951 in retail stores.

That ain't hay. And that was back in '51. They're spending even more these days.

Don't sneer at Shediac. Don't give Richibucto the razzberry. Tap that $90 million market through CKCW, the only station covering the entire Moncton market area!
FRIEAD, August 13th started out in a peaceful way as most re-
portedly tdad Friday the thirteenth do. Then at 1:38 p.m. there was an
urgent call from the Kingston Peni-
tentiary reporting that fire had
broken out in the main cell block.
Within five minutes of the dying of
the fire-engines' wa11, CKLC's special
events reporters Al Boliska, Barry
Ogden and Dick Herrington were on
the scene sending their reports into
the station from two vantage points,
via mobile radio and Bell Telephone
phone-recorder systems.
Al Boliska and Dick Herrington, working as a team, gave their fac-
tual reports as the blaze raged through the upper sections of the
auditorium and main cell block, threaten1ng destruction of the cen-
tral tower. To get a closer view,
Dick Herrington flew over the scene
and gave a report after his aerial
observation.

RIOT DANGER
The fire created a tense situation as
700 inmates, some of them Canada's
most dangerous criminals, were
transferred from their cells to a
place of safety by guards who knew
only too well that if the prisoners
got out of control they would have a
mass prison break and riot on their
hands as well as the threat of the
ever-growing blaze.
Seventy guards, local police in-
cluded, armed with rifles, patrolled
the prison carrying out the patrol
without incident.
CKLC's special events crew, Al
Boliska and Dick Herrington finally
gained admittance to the penitentiary
when Warden Walter F. Johnstone,
in charge of operations, could afford
a moment to give them the necessary
permission. They proceeded to the
main cell block and the closest tele-
phone where they gave the inside
story as the water poured down all
around them.

15 ON-SPOT REPORTS
A total of more than fifteen on-
the-spot taped reports were aired,
supplementing CKLC's regular
hourly newscasts and informing the
Kingston public of events as they
were happening. Within minutes of
the first bulletin over CKLC, throngs
of citizens locked to the area where
the Police Department had thrown
up road blocks and had the danger
areas roped-off.
Realizing the significance of the
situation as a news story, CKLC fed
taped and "live" reports to other
radio stations in Ontario, Quebec,
Wattertown, New York State as well
as reporting across the border to the
Wattertown, Daily Times, Syracuse
Post Standard and Associated Press.

THEN CAME RIOT
Two days later, on Sunday, August 15th, 1954, the LaSalle ambulance
department phoned in to say they were
heading for the Kingston Penitenti-
ary, that a further fire had broken
down, and they had been requested to
stand by in case of emergency. Staff
announcer, Al Boliska, on duty, chcked
with the fire department, who in turn
advised that a fire had broken out at the Kingston Peniten-
tary, and he flashed the first local
bulletin at 10:45 a.m.
Staff members of CKLC returned
from their week-end in order to help
man the station. Boliska immediately
left for the penitentiary and the
first of the on-the-spot broadcasts
of the fire and riot occurred at 10:56
a.m. Between the hours of 10:50 and
8:00 p.m. 14 tape reports were given
over CKLC.
To This

**PEN' ON THE AIR SHOW RAN FOR TWO YEARS**

**KINGSTON Penitentiary** on the Air, which started out as a summer "hit" on CKWS, Kingston two years ago, mushroomed into one of private radio's most successful shows and ran on a total of five Ontario radio stations, including CFRB, Toronto, CHML, Hamilton, CFPL, London and CKGB, Timmins, as well as on its parent station.

The KP inmates were first let loose (on the air) in the summer of 1952 when a group of "the boys" approached R. M. Allan, then warden of KP, with the idea of presenting some type of radio program. The inmates felt that, since they already had their own magazine, which is available to "outsiders," the next logical step was to have a radio show.

CKWS Program Director Bill Luxton and announcer Bert Cullen were contacted and the program began to take shape.

The KP boys original plan was to hold some type of panel discussion program where such weighty matters as rehabilitation etc. would be discussed.

**CONVICTS ARE PEOPLE**

The radiomen steered them away from this angle and suggested a variety show featuring the prison orchestra along with individual acts. They felt that this type of program would be just as effective in proving that convicts are "people" as any dull, wordy debate, and a heck of a lot more entertaining.

Auditions soon proved that safe-cracking, bank-robbing, not the only talents of the inmates, and on Saturday, May 31st, 1952, the first radio series from a Canadian penitentiary hit the delighted ears of Kingston and district listeners.

**PEN' GAGS**

From the initial broadcast, Saturday at 7:00 p.m., became a listening habit for many during the summer months who got a big kick out of the program's special brand of humor which included gags like: "Here we are again at the Limestone Hotel on the Hill where any moment someone is liable to steal the show . . . ."

"Now here's Eddie to sing a number that was number one on the Hit Parade when he first came in here . . . Somebody Stole my Gall!"

In October 1952 "KP on the Air" won national recognition when it was awarded Honorable Mention in the annual Canadian Radio Awards of that year.

**CAST RELEASED**

The program was tape-recorded every Tuesday afternoon in the Protestant chapel of the Pen. While CKWS technicians handled the recording of the show, no station personnel appeared on the program which was entirely written, directed and presented by inmate talent.

As only first names were mentioned on the air quite a number of notorious law-breakers appeared before the mike unknown to the listening public.

Each show usually featured the same cast, the only changes occurring when one of the boys was released. The cast was made up of the orchestra, known as the Solitaires, two comedians - Jerry and Pappy, sometimes called "Homely and Death-row" - and a vocal trio, the Pen Pals. The program had the hearty blessing of Commissioner of Penitentiaries, General R. B. Gibson, and KP Warden W. Johnstone. With the show being heard over most of Ontario, listener reaction by mail was plentiful but the boys regretted they would never be able to make guest appearances.

---

**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 JOTVIN IN CANADA ADAM J. YOUNG IN THE U.S.A.

ANOTHER PROVEN STOVIN STATION . . .

and on the air in November

**CJBR-TV**

---

**CKCR**

**KITCHENER-WATERLOO**

1929 - NOW IN ITS 1954

25th YEAR OF RADIO BROADCASTING

Serving Ontario's Richest Market

FOR FACTS SEE - OMER RENAUD

ADAM J. YOUNG, JR.

---

**CKRM**

**Regina**

980 KCS

You'll score more results on your football station . . . CKRM . . . where every program is an entertainment TOUCHDOWN!

Pigskin Preview (sponsored), Filchuck on Football (sponsored), Quarterback Club (sponsored), Actual Play-by-Play Broadcasts (sponsored).

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www.americanradiohistory.com
We Still Love Radio
Says HFC Ad Man

By SIDNEY R. ROXAN

"WHAT do I get for my advertising dollar?'' The number of times a day that question is asked by a client and the number of times an advertising agency man fumbles for the figures which will provide a convincing answer is almost as large an imponderable as the question itself.

Dozens of research organizations have been set up to provide tables of ratings, readership, population, sales per capita and all the other data that might provide some inkling of the true answer but few advertisers feel that they can place as much confidence in the answers as they would in the cost-break-down furnished by other spending departments in their organization.

Advertisers should envy the situation of T. Gordon Ferris, advertising and public relations director of the Household Finance Corporation of Canada who, as the man in charge of an advertising budget which ranks among the top ten in Canada, knows, down to the last cent, just what he is getting for his advertising dollar when he sets out to sell his company's money.

QUESTION TWO

Every time a person goes into an HFC office he — or she — is asked "What is your name and address?'' "How did you hear about us?'' in that order. It is from the replies to that second question that Ferris is able to build up as true an answer as you can get to that $61 question.

The answer is reflected in his spending budget — 70 per cent for radio and TV, 30 per cent for newspapers, magazines, car cards, posters and all other advertising media. "We find that radio is, by far, the cheapest form of advertising, the one giving us the highest return for our money" he reports. "It is 2½ times greater than newspaper advertising, three times greater than direct mail and four times greater than street card advertising."

HFC commercials are heard over 50 radio stations across Canada and they have been seen recently on CHCH-TV, Hamilton and CFPL-TV, London.

Ferris works on a frequency basis with the emphasis on variety. Spots, participation and newscasts, sportscasts and road and weather reports are all part of the plan. New shows being tried out currently include a football forecast program and a Little League baseball set-up.

RADIO EDITORIALS

A favorite, when and where he can get it, is the editorial type of program when a station goes on record with

its views about local matters of interest. But, in a nation-wide survey, Ferris has been able to find only two such programs — CJOR, Vancouver, and CJCH, Halifax.

Now is the time when we all have been standing up and being counted" he claims. "We will climb aboard any program where a station comes out with its views."

So far HFC has made a couple of excursions into the realms of TV but in the Ferris view "We still love radio."

He has found TV too expensive to fit into his frequency formula. HFC is currently sponsoring a weekly half-hour Liberace Show on CPPL-TV, London. It has been running for six months but will be cancelled in September when an increase in rates will, he feels, make it too expensive.

MAIN TV BEEF

"We found that whereas radio was costing us an average of $8 for each loan, TV is costing nearer $80" he said.

His main TV beef is that advertisers need time to experiment with this comparatively new medium, but that present rates are not allowing them time to get their fingers burned a little.

HFC has not turned its back on TV, however. It is sponsoring a who-dunit program on CHCH-TV, Hamilton. It has been going three months and under the policy of not attempting to judge a program's merits until it has been running at least six months, judgment is still suspended.

By November this statistical sleuth will be able to estimate, right down to that last cent, just what he is getting for his TV advertising dollar. Lucky man!
REQUESTS FOR ONE TV, THREE AM STATIONS

APPLICATIONS for licenses to set up three radio and one TV station will come before the CBC Board of Governors at its 92nd meeting to be held in Ottawa on September 21st.

The TV application comes from Ralph Snelgrove, owner of CKBB, Barrie, who asks for authority to use channel 3 with a power of 14 kw's video and 7 kw's audio.

AM license seekers are the Bathurst Broadcasting Co. Ltd. for a station at Bathurst, N.B., Albert A. Bruner for Leamington, Ont., John Lionel Cohen for Sault Ste. Marie, Ont., and Carmen Primo Greco, also for Sault Ste. Marie. The last two applications were on the agenda at the Board's last meeting but were deferred for further consideration.

Two stations are asking for power boosts — CJOC, Lethbridge, Alta, asking for an increase from 5,000 watts DA-N to 10,000 watts day and 5,000 night, and CJFB, Rimouski, requesting an increase from 5,000 watts DA-N to 10,000 watts DA-N.

HI-FI IN PARKS

St. John's, Nfld.—CJON, St. John's, has installed Hi-Fi equipment in parks in the area so that a two hour concert of popular music can be presented to the public each afternoon. In Bowring Park alone, largest in St. John's, Park Superintendent Harry Hamlyn reported that 10,275 people were present at one of the CJON Sunday concerts.

Tourist Show Aids Business

Bridgewater, N.S. — CKBW, Bridgewater has come up with a new summer program series aimed at the tourists visiting Nova Scotia. It has taken a slow afternoon period, 2:00 to 3:00 daily Monday through Friday, and built it into a period of news and hints about Western Nova Scotia.

Called the CKBW Road Show, the program has proved a great success with tourists, local residents and business houses and resorts. The basic idea behind the show is an increased tourist industry in Western Nova Scotia which, in turn, will mean more money and business during the slack summer months.

On the show, owners and operators of hotels, resorts cabins and restaurants are offered a free ad-lib plug, telling tourists where they are, what they are and what they offer. Operating only four months of the year, most of these operators are not advertising conscious. The CKBW Road Show has shown them what a little advertising can do and, as a result, they are coming back for more on a paying basis.

The Road Show is run by Max Ramey, program director of CKBW and Bob Stillwell. They have worked together a fast-moving, one-hour show which incorporates where to stay, what to do, historical notes of interest to visitors, the latest fishing news and some bright music. The tourists listening are invited to drop in to the studio and appear on the program.

3 RELAY LINKS

Winnipeg — Manitoba is building three TV relay stations as part of a 1,200 mile microwave link between Winnipeg and Toronto. Construction which probably will cost more than $5,000,000, may start at the eastern end this fall and completion is scheduled for 1956. The new TV route will link up with that connecting Toronto, Ottawa and Montreal.

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 the Lac 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 $113,000.00 but this figure may by July 1955 swell to $10,000,000.00.

Target for processing of concentrated U3O8 is an estimated 15,000,000 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 $1,000,000.00 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.
THE TYPE 315 5KW AM TRANSMITTER REPRESENTS a deluxe design of the high efficiency power amplifier type of circuitry, in which no features that would improve performance, reliability and ease of installation are omitted. It is especially suited to the requirements of present day regional stations utilizing directional antenna systems. Because of its inherent stability, the high efficiency power amplifier lends itself ideally to this application, and in the Type 315 it is further improved and particularly adapted to this requirement, by the addition of extra equipment for matching the transmitter output to the highly selective load circuit often presented by these directional arrays.

If you are planning a new station or thinking of replacing obsolete equipment—call in one of our engineers. He will tell you about our complete range of broadcast equipment.
DATELINE—EDMONTON

A FEW years ago when I was living in San Francisco I was walking along a fog-drenched San Francisco part of the Golden Gate city’s Wall Street. What my wondering eyes saw might appear placed in the window of a conservative American investment house.

Like most Canadians living in California, the ever-presenting A was a genuine love of the land of frill f one pines who would embrace me occasionally. That night I returned but faded quickly when I saw the poster: the words: “Send your American dollars north! Invest in Canadian uranium.” Technicolor pictures of Leduc oil fields at night and uranium areas north of Edmonton were displayed.

I talked with several Americans who were interested in the opportunity that the city was a new boom town, crude, with muddy streets and the Angel’s Camp (“49 Gold Rush”) atmosphere.

Before we speak our minds on the worn-out topic of American ignorance of Canadian it might be worthwhile for us to be sure we have our Canadian facts straight — let alone join the ranks of those who take maniacal delight in removing specks of incorrect information from others’ eyes.

NORTHERN GATEWAY

Now about Edmonton: charming Win Sutton of CJCA presented me with some enlightening facts concerning the city and listening radius. To outsiders, and to some local citizens, naturally, Edmonton is thought of in terms of “gateway to the north”; valuable minerals hidden in the vast country beyond, slick new airstrips, oil, natural gas, American influence. There are these exciting developments, certainly, but CJCA is concerned with other things too: the colorful history of the city and environment, the everyday life of Albertans who have not been caught up in speculation of new oil finds, the 32,000 farm families in CJCA’s trading area. In fact (and I take this from a brochure cover) “CJCA Edmonton stresses farming, the basic industry in Albertan’s progress”.

Don Clayton is the CJCA farm director. His broadcasts are featured every weekday at 6:00 a.m. and Monday through Friday at 12:15 p.m. Don grew up on an Alberta farm, is a University of Alberta graduate in agriculture, spent five years in the Army, overseas.

For two years Don was fieldman in the II of A’s Dairy Cost Study, and he’s been CJCA’s farm director since February, 1950. Wherever he visits farmers, from Athabasca, in the north, to Consort, in the south-east, he’s welcomed as an old friend.

In the 1954 Farm Survey it was discovered that 62 per cent of the farmers’ CJCA’s area listen to the noon-hour show daily. They know that CJCA searches for answers to their problems; a simple, inexpensive method of removing Tartary Buckwheat from coarse grains, a system of drying grain in storage.

Tell Us Another

Forstbye Pharmacy, Orillia
— This was purchased by the above a year ago, but up until about two months ago, we could not tie him up on anything steady — just small spot campaigns. However, we were able to get him to try a five-minute shot, three times a week, called "NEW ARRIVALS". This program announces the names of children born in local hospital. He took it for two months only. Results have been so satisfactory that he has renewed for a year.

CFOR
Orillia, Ont.
1000 Watts—Dominion Supp.

CKWS-TV—channel 11
257 KW, ERP video in preferred directions

KINGSTON, Ontario

Opening early in October.

The general program structure has been determined.
(subject to adjustment)

Contracts are now being accepted.

See the ALL-CANADA
Man now about availabilities.

September 1st, 1954
Canadian Broadcaster & Telescreen
DATELINE—EDMONTON

You MUST Buy the Halifax Market!

TAKE retail sales—the factor that affects all your market decisions. Over the past year, Halifax retail stores chalked up a volume of $314,725,000 in sales—a figure way above average. And that's not the only reason why Halifax is a "must-buy"... The average net income per City family was $4,621 which is more than $200 above the Canadian average! Now take another fact—the leading morning, noon and night 5000 watt radio station in this truly prosperous area is CHNS. Year in and year out surveys have shown this to be true. So for maximum coverage of this major market, go...

CHNS THE VOICE AND CHOICE OF HALIFAX
See your All-Canada Man in Canada and Weed & Co. in the U.S.A.

CHNS

breath, a princess who married a vee Scot by the name of Grey. In the old days the princess would come into town with her ladies-in-waiting following meekly. While she went a-shopping her husband would saunter off with her darker-skinned friends to trade furs on the site where the Hudson's Bay Company now stands. Their camping ground, replete with tepees, my raconteur told me, was not far from CJCA's studios!

When I heard this story of a Princess going shopping I wondered if similar episodes of Edmonton's early days ever had been gathered together for broadcast purposes. Sure enough, Tony Cashman, of the CJCA news staff, had the idea which bore fruit three years ago in a series called, simply The Edmonton Story. Instead of a premium being placed on highlights, emphasis is on side-light. This is to attract more listeners and to avoid irritating serious students of historical data.

Tony has had no difficulty accumulating material. Some of the best event of current interest serves as a springboard to the past. For example this is an excerpt from one Edmonton's dry broadcast.

BEAVER BEEF

"In Edmonton, recently, government trappers swooped down on nine beavers and hustled them off to Athabaska. The industrious beavers were munching down city trees to put in their underwater housing program. People were complaining

The beavers had to go.

"As they left Edmonton under pressure, the oldest, wisest beaver may have muttered with dark injustice, 'Well, there we go again. We never get a break in this town. Why don't they ever leave us alone? If it weren't for us Edmonton wouldn't be here in the first place.'"

LOAD UP FOR BEAVER

"The wise old beaver was absolutely right. History may relate that this was once Indian country, or that it was buffalo country, but it was really a beaver country. The lure was the lure that brought the North-west Trading Company into the Edmonton district in 1794, and a year later brought the Northwest's huge lethargic competitor, the Hudson's Bay Company.

"The rival traders weren't attracted here by the Indians, or the buffalo, or each other's company. No, they came loaded for beaver. And the Edmonton district was loaded too.

"A beaver skin was legal tender along the Saskatchewan. The trappers kept their accounts with the Indians in beavers. When the Hudson's Bay Company decided to issue coins in 1854 they called the coins beavers, naturally!"

"And so Edmonton's economy grew. The Scotsmen of the Hudson's Bay Company organized it. In the 1860's, discovered gold in beavers. Agriculture stabilized. Frank Oliver promoted it. The C.P.R. accelerated it. The C.N.R. buttressed it. Immigration expanded it. Social Credit cleansed it, and oil guaranteed it. BUT... the beaver started it!"

"If the nine displaced beavers living in exile near Athabaska are a tribe huffed at being strong-armed out of Edmonton, they have every right...."

THE JOLLY UNDERTAKER

Tony Cashman has resurrected many characters from the back pages of Edmonton's history. Perhaps 'フレッシュメン! don't approve of Sam McCopen, the Jolly Undertaker. At any rate, Tony unearths (wups!) the story of Sam who started a summer resort in Edmonton, established the Kiwanis Children's Home, ran a steamboat on the Great Lakes, operated apartment houses in Edmonton in the days when they were a rarity, became an alderman and almost a mayor. Tony tells how Sam decided to become an undertaker in 1915 and worked at his trade until 1934. Tony related in one Edmonton Story:

"Sam McCopen was an improbable sort of man to be an undertaker. But then, he was an improbable sort of man in any case. In hot weather, Edmonton's Jolly Undertaker had a cute little·flick he would enjoy hugely. He used to send fans out to the patients at the Royal Alexandria Hospital. The fans were inscribed, 'Compliments of Sam McCopen, your favorite undertaker.'"

"The phone number: Sam's Funeral Parlor was 69666. Sam used to provide the sick-sounding patient with a sick stick and rub his hands together, as if to say that such a state of affairs was a promise of good business for McCopen, which, quite a wit was Sam McCopen.

"Well, they finally got Sam McCopen. The Jolly Undertaker passed on last March. But it took them 80 years to get him."

FREE TO BE ORIGINAL

Just as CJCA's letterheads, promotion pamphlets, continuity sheets, in fact almost everything that is unusual (everything being done in green and white) are the staff members unusual. CJCA personnel isn't done up in a black suit and white necktie, nor do the women wear green nail polish. Far from it! The people who work at Edmonton's Jolly Under-1000-gan-to-station are proud they work there, and they are given freedom to develop original ideas.

Manager George Clayton, Assistant Manager Rolfe Barnes, Programming Manager Dart Elton, and Sales Manager Joe McKenzie may be the big four but other staff members have an important part to play in the station's mission.

There's Shirley Higgison who does a women's show, Shirley Speaking; Curley Garlock of Curley's Corral, a program of the best in Western music with special portions featuring guest stars and musical groups who visit the station; Dan Clayton, mentioned earlier, who rounds out farm director activities with reports of his recent trip to the British Isles; Maurice Carter, sport editor who broadcasts sports events four times daily; Keith Rich, news announcer for the wake-up, wake-up show; Steve Woodman, late evening d.j.; and a master of voice impersonation, Jack Wilson, news announcer with four daily newscasts; Andy Phillips, whose forte is in shows for children.

Then, there are announcers John Mackin, Al Brooks, and George Payne. In the news department you'll find Russ Sheppard, director, and Walt Rutherford, Tony Cashman, Frank Hutton, and Joe Hutton. Bill McAfee is continuity editor. Last, but certainly not least, Win Sutton has a high place on the CJCA ladder.

Oil wells come and oil wells go. New fields are being built almost overnight. Planes go out on treasure hunts. The wilderness is still inexhaustible, and condescending to assimilate the state we call civilization. Beyond the flare of an oil field and crimson of a Beaver flying northward, the C.J.A. sees a province with a rich past that broadcasting brings alive. It sees a city with a growing cosmopolitanism with which radio must keep in step. And it sees $2,000 farm families with real needs that broadcasting can help to meet.
DON'T let anyone tell you Young & Rubicam's Bill Byles isn't right in there punching with both elbows. The other day it was Lever Brothers' new TV effort, called tentatively On Stage, or at least Bill said it was tentative, to get the press interested enough to give with their suggestions. And did it work? Bew- other!

BILL BYLES

What happened was this. Hep to the press "do's" that take place every hour on the hour, around this time of year, and knowing that nine out of ten of them want to tell about something viral, like the president's birthday or a new filing cabinet, Bill asked us all up for a drink and a bite and a look at the show. Then, with a tearful choke, he told us he was in desperate need of our advice. What should the show be called? Was there too much comedy? Too little? What about the tempo? How were the commercials? And boy did they fall for it?

Hard-bitten news types like Alex Barris and Herbert Whitlaker of the Globe & Mail; Helen MacNamara (subbing for Ron Pouiton) of the Telegram; Bob McStay of Variety; Jim Montagnes of Broadcasting & Telecasting; and of course Gordon (You-don't-have-to-twist-my-arm) Sinclair of Gordon Sinclair and the Toronto Star — they were all there with bells on.

Like the well-trained "journalists" we are, we rewrote the show for them, named it and renamed it. (I'll give nine to five it's still On Stage, suggestions notwithstanding.) But the point is, the preview got a good press in just about every column around town. It's slated for CBLT September 8, and will be sent by network and kinescope to the other stations, with additions when, as and if they get on the air.

I have one thought on the subject: Bill apologized profusely for the slap happy filming of the audition. That slap-dash quality is something it seems to me we could do with more of. That's my two bits worth. I've said it and I'm glad.

SUPPORT TALENT

Casual mention was made during this "do" about the large amount of Canadian talent that has been used through the years by Lever Brothers. The total is a formidable one, and the figures mentioned are for talent only — not time or lines or promotion. There have been six English language shows produced in Canada with Canadian talent, since 1946. Here they are with the total talent bill in brackets following each title: Laura Ltd. ($600,000); Braze Voyage ($250,000); Let's Start an Argument ($55,000); Alan & Me ($35,000); Fun Parade ($210,000); Kete Atken ($288,000); Bod's Scrapbook ($48,000). That's a total of $1,418,000. But that's only the first installment.

On the French network, there's an almost equally formidable total for the same period — $1,290,000.

In addition to this, there is another total of $178,000 for Canadian cut-in commercials on US produced shows. These are Aunt Lucy and Lux Radio Theatre.

Canadian programs on the hook for 1964-5 are two features on Trans-Canada. Kate Atken and Laura Ltd. and a rubber network of 30 odd private stations for Roy Ward Dickson's Fun Parade. This makes a total talent bill of $185,000, and then for French Canada there are Francine, L'Ardent Voyage, Tante Lucie and Un Homme et son Péché, accounting for a further $105,000. And that doesn't count On Stage, budget for which has not yet been disclosed.

Nearly $300,000 in eight years and still going strong this year. Quite a record.

AGENCY POSTS

MacLaren Advertising Co. Ltd. are celebrating the completion of their move to 111 Richmond Street West with the announcement of a number of appointments.

Of prime interest to radio and its friends will be the information that Hugh Harlor, one time office boy in the Winnipeg branch, who, at the age of 31 presides over radio and television billings which must count up into the millions, is now an assistant manager of the agency, as well as director of radio and television. (His fellow assistant managers are D. C. Linton, director of media.

(Continued on page 24)

Another record year of construction for

CENTRAL ALBERTA

More and more industries recognize the importance of this agricultural and oil-rich area.

Reach this fast growing wealthy market through

CKRD

The only advertising medium exclusively devoted to serving

CENTRAL ALBERTA

on a daily basis

850 KC. 1000 WATTS

CKRD

RED DEER, ALBERTA

SEE RADIO REPS.

B.C. cities with population over 10,000

CENSUS

1951

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

Canada
PAUL MULVIHILL
U.S.A.
DON COOKE

www.americanradiohistory.com
Canadian Retail Sales Index will be ready for Broadcaster subscribers early in November

It will contain estimates of retail expenditures in 20 business categories, broken down into counties & census divisions.

Cont'd

OVER THE DESK

G. G. Sinclair, director of creative services.
Jack MacLaren remains president; E. V. Rechnitzer is senior vice-president; and James Ferris is vice-president and general manager.

AIDING HANDICAPPED

Good works come easiest in small towns where everyone knows everyone and shares the good and the bad. This is why there should be a special round of applause for Toronto's dawn-to-dusk station CHUM for programs like Helping Hand.

Sports director Phil Stone, whose brainchild it was, gives a generous assist-credit to program director Leigh Glen for the plan.

Instead of haphazard one-shot programs, supporting the innumerable welfare agencies which are forever looking for and receiving radio boosting, Stone devised a 13-week half-hour series devoted entirely to such efforts. But Stone went further. On these programs, he got to the root of each "cause" by talking to the handicapped people themselves, as well as to their doctors and nurses.

Early this year, it was a familiar spectacle to see CHUM's doors opening to deformed people on crutches and in wheel-chairs. This started with the first program of the series, which was dedicated to the Ontario Society for Crippled Civilians.

They made a special effort in the case of this particular cause, wrote and produced case histories of handicapped people in dramatic form, and perpetually asked people to send the society any articles of clothing, or anything else for that matter, which they could fix up and sell in their store.

Next came the blind, the deaf, the many people afflicted with cerebral palsy, mental cases, arthritics, epileptics. Community Chest comes next and then alcoholism.

The program is announced by Cam Langford, who being a quadruple himself, signs the program on and off from his wheel chair.

GREAT SMALL POWER

"Canada: A Great Small Power is a 64-page, 35 cent pamphlet by Tom Twitty and Mason Wade, published by the Foreign Policy Association, 215 East 46th Street, New York 17. " . . . a fair and accurate introduction to our economy, history and outlooks", the comments the Globe & Mail, adding: "Unfortunately many Canadians are not as well informed as the authors of this carefully planned and written pamphlet."

VISIT FROM MAGGIE

A recent guest who appeared at me Over The Desk was Maggie Morrison, promotion manager of CFRC, Saskatoon, who descended on Toronto for her two-weeks vacation to convince herself that Saskatoon was the place for her.

First she said that she'd rather be a big fish in the Saskatchewan puddle than a minnow in Toronto's mighty ocean. Then she told me to say that really she liked Toronto because a strange man tried to pick her up the other day (right across from the

S. O. S.

There's been an unprecedented run on our issue of August 4th. We are in urgent need of twelve copies for our files. To earn our gratitude, please mail them at哈利 as possible to Canadian Broadcaster & Telescreen, 34 Wellington Street West, Toronto 1.

CB & T office. Actually he was a butter and egg man from Smut, Sask., masquerading under an Ontario license.

On the serious side, Maggie has been having a bit of a busman's holiday, getting a preview of the network programs that will be coming on CFQC-TV in October. Maggie's comment — hold onto your seats boys and girls of ACRTA — was that she enjoyed the commercials more than the programs. Pressed for an explanation, she said that the commercials were faster and snappier than the programs, and seemed to have had more thought put into them. (She was speaking of American film shows which the CBC was using while she was in town, in their tireless efforts to encourage Canadian talent.)

WORDS, WORDS, WORDS

A small English magazine called Lookout, in its May issue, answers a correspondent who wants to know how many words are in the English language, and how many are in common use. The reply, which I thought might interest you, went as follows:

"The English language contains more than half a million words. Most people use only 3,000 to 5,000 of these, and this is known as Basic English. The average educated man or woman uses from 8,000 to 10,000 words. Doctors, clergymen and lawyers use an approximate 25,000. Editors use 40,000 Shakespeare uses the richest vocabulary used by any Englishman, used only 16,000 words and the poet Milton 8,000. In Victorian days, rural dwellers used 200 words to carry them through life."

FARMER ATHLETES

Norm Griffin, CKWX, Vancouver, Farm Director, doesn't concentrate all his efforts on cows and crops. The other day he descended on Empire Village, where all visiting athletes for the British Empire and Commonwealth Games were billeted, to see if he could find any farmers.

The hunch must have worked, because Norm came out with interviews from Uganda, Fiji, the Bahamas, Trinidad, Jamaica and Pakistan.

The boys from Fiji, who towered over Norm, sang him and CKWX's listeners a farewell song in their native tongues. He learned about bulb-powered waterwheels used for irrigation in Pakistan. He found that Jamaica and Canada have very similar dairying conditions and problems. Uganda produces large quantities of fruit, but the home market consumes nearly all of it; a large migrating force of native Bahamians works on US farms each year and then returns home.

And speaking of home, that's my next stopping place, seeing the office has been deserted for the past hour, so buzz me if you hear anything, won't you?"
MARTIN TAYLOR'S

LONDON CLOSE-UP

LONDON, England — Broadcasters who may come face to face with the Archbishop of Canterbury on this tour of Canada this month will be interested in his views on TV. Among remarks attributed to him:

"The world would be a happier place if television had never been discovered."

"TV is a mass-produced form of entertainment which is potentially one of the greatest dangers in the world today."

"It is another means of wasting time."

They may be interested, too, to know the BBC have just hired a new TV producer—broadcasts producer from several hundred applicants. Name Humphrey Fisher, the Archbishop's 31-year-old son.

But first comment he feels about his father's views "I am not going to say anything about that," was his only comment.

Just what effect does TV have on the national way-of-life? Best answer ever published in this country came out in a book last month titled The Communication of Ideas. It was the result of a survey carried out by the Reader's Digest Association.

Dividing the population into TV-owner and non-owners, it reveals these comparisons:

Fifteen per cent fewer TV owners go to the cinema; four per cent fewer go to the theatre; ten per cent fewer go to church; eight per cent fewer go out to dinner; five per cent fewer visit clubs and societies; eight per cent fewer read books.

TV owners also read slightly fewer daily papers and slightly fewer monthlies but rather more weeklies. The average TV-owner spends 45 minutes less time listening to radio programs daily.

This survey was made in the city of Derby, selected as a typical UK industrial centre.

Looking as though commercial TV will get underway here about September of next year. The Bill breaking the BBC monopoly is now law and the Government-appointed "Independent Television Authority" is set up. But there is still a good deal of doubt on how it is going to work. First comment of ITA chairman Sir Kenneth Clark on appointment: "Practically no members of the authority know much about TV. We are starting from the bottom."

First commercial TV star is Goldie the Goldfish. He is being shown over a closed circuit at the National Radio Show which opened at Earls Court, London, last month.

To demonstrate to spell-bound English welders how you switch from one program set to another, just so they can get in practice, sets are wired to show both the BBC broadcast and the happy goldfish swimming round a bowl.

There will be greater difficulties in getting the new programs into the one-channel sets now used by almost all viewers. Special adaptors are to be marketed shortly by the big manufacturers. But when the switch-over day comes along, there will be a big demand which trade experts fear cannot be met.

Although strong clauses in the new Act limit the amount of overseas matter which can be broadcast over commercial networks, the influx of TV American films has got well under way.

G. F. M. Bailey-Watson, managing-director of agents Hector Ross Limited, recently returned from New York with a heavy haul of American films but reported 80 per cent of American output unsuitable for British market.

Only eight companies controlled the remaining 20 per cent he said. But I understand there are now 18 TV film companies in Canada. Surely a few tie-ups should develop here.

Canadian British Empire Games newreader came in for some distressing criticism when they were shown nightly on TV here. Commentaries got most lampooning from the British newspapers, particularly because accent was on the Canadian competitors.

Smug comment from a reader of London's mass-sale EVENING NEWS: "Seeing the Canadian telefilms of the Empire Games made me realize how good our English sports commentators are."

I am sure many Canadian viewers have said exactly the opposite after seeing some of the British films sent over. Still, it might have been a better idea to have dubbed in a special commentary for overseas distribution.

CBC London office is waiting eagerly for its new chief, Toronto program organizer Bernard Trotter, due here in the middle of the month. He is taking the place of Andy Cowan as the Corporation's European representative.

Andy, who left last month for Ottawa to organize broadcasts to Canadian forces overseas, a newly-created post, was given a big send-off. He had been here eight years. At present the office is being looked after by two London girls, Joan Kimber and Maxine DeFelice.

SALES PROMOTION DIRECTOR WANTED

Must have good knowledge of announcing and production. Flair for selling and merchandising plus creative ideas.

WRITE: RENE RIEL

CHNO

SUDBURY, ONTARIO

Giving full particulars.

DON'T BE JUST ONE OF A CROWD...

Your station gets individual selling attention when you're represented by

PAUL MULVIHILL

Find out how personal selling backed by a fully qualified staff can increase your national advertising billings. See us at the W.A.B. Convention.

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

SALES MANAGER

Must have knowledge of advertising and promotion. Must have good outside selling ability.

WRITE: RENE RIEL

CHNO

SUDBURY, ONTARIO

Giving full particulars.

EXPERIENCED RADIO PRODUCER, WRITER, BOOK-KEEPER, SECRETARY

10 YEARS EXPERIENCE SEeks POSITION IN TORONTO AGENCY OR STATION

MRS. JACK MURRAY

131 DINNICK CR., TORONTO

TEL. MO. 2903

SALES PROMOTION DIRECTOR WANTED

Must have good knowledge of announcing and production. Flair for selling and merchandising plus creative ideas.

WRITE: RENE RIEL

CHNO

SUDBURY, ONTARIO

Giving full particulars.

SALES PROMOTION DIRECTOR WANTED

Must have good knowledge of announcing and production. Flair for selling and merchandising plus creative ideas.

WRITE: RENE RIEL

CHNO

SUDBURY, ONTARIO

Giving full particulars.

EXPERIENCED RADIO MAN SEEKING POSITION

as Announcer or Production Manager. 6 months experience in Metropolitan Areas. Available in one month.

Write Box A-210, C B & T

Prime Time Radio:

RADIO PRODUCER, WRITER, BOOK-KEEPER, SECRETARY

10 YEARS EXPERIENCE

SEeks POSITION IN

TORONTO AGENCY

OR STATION

MRS. JACK MURRAY

131 DINNICK CR., TORONTO

TEL. MO. 2903

SALES PROMOTION DIRECTOR WANTED

Must have good knowledge of announcing and production. Flair for selling and merchandising plus creative ideas.

WRITE: RENE RIEL

CHNO

SUDBURY, ONTARIO

Giving full particulars.
statistics show that CFNB is the station most New Brunswickers listen to.

More important than statistics though is what these listeners think of the station. Do they look up to it? Do they buy from the advertisers they hear about?

Local sponsors — 120 of them — give the best answer to these questions. Get the whole story from 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.

A Station That Sells!

CJFX is the station that Sells in Northern and Eastern Nova Scotia and in Cape Breton Island.

Ratings and surveys are fine . . . but, audience response is the only tangible proof of a station's effectiveness. Here is factual evidence of CJFX's audience response:

32,467 listeners responded to a charitable appeal;
6,130 entries submitted to one quiz in one week;
1,000 raincoats sold by two half-hour programs;
such a demand created for a national soap powder, one full carload had to be brought in specially.

No other station in Nova Scotia, outside Halifax, has as extensive a coverage or listenership.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

Representatives:
CAN. — PAUL MULVHILL & CO.
U.S.A. — ADAM J. YOUNG, JR., INC.

CJFX ANTIGONISH, N.S.
5,000 Watts - 580 Kcs.

ADAGE DEPARTMENT
Let's never be mercenary. Someone will always hand out advice for nothing.

HELP WANTED MALE
Advertising agency has opening for radio-TV producer. Must be heavy enough to chuck his weight around.

NOTE TO BCAB
Isn't the next step in all the discussions about editorializing to go ahead and do some and see what happens?

TO WHOM IT MAY CONCERN
Before he left, he asked for a reference, and the boss, who had fired him, was so overcome with his virtues and abilities, that he begged him to reconsider.

ADVICE TO YOUTH DEPT.
The best place to start in any line of business is at the top, but it's awfully hard to persuade the present president to roll over.

POWER OF THE PRESS
Miss Harshaw's last assignment in London was in June when she sank Brunnhilde at Covent Garden.
—Quoted from "The Scotsman" by "Punch".

LIE DEFLECTOR
One advantage of radio is that when you malign someone on the air, you can always say: "I did NOT".

TURNABOUT
Why doesn't somebody start a game where the audience asks the emcee?

LOOK WHO'S TALKING
"People who object to documentary treatment of medical subjects on the grounds that it alarms the public might be better to direct their attention to some entertainment programs," according to Neil M. Morrison, director of the CBC's audience research department.
MAXIMUM POWER to blanket Essex and western Kent County, carrying strong to the north and east into Middlesex and Elgin. But, what is more important to the advertiser...

MAXIMUM SELLING POWER is yours from the start, since there are 90,000 receiving sets in the area NOW. Based on previous parallel cases, this is expected to increase 10% to 15% in the first six months of CKLW-TV operations. And it will continue to grow.

Population of this busy, thriving territory is 393,510, a steady market for ALL Canadian products. Look at the mechanized farms — look at the new factories, large and small — look at the lively home construction — and you'll see something worth while in solid, *prosperous* Southwestern Ontario.

*In Windsor, for instance, the weekly-salary-wage average is $68.27, as compared with the national figure of $59.06.*

Put this great selling force to work for YOU.

90,000 RECEIVERS IN SIGNAL AREA

AVERAGE WEEKLY WAGE $68.27

REPRESENTATIVES: ALL-CANADA TELEVISION ADAM J. YOUNG, JR., INC., IN UNITED STATES
Are you living off the fat of the land?

The total per capita sales of butter, margarine, vegetable shortening, lard and other fats and oils is 41¢. If you're in the fats and oils business you know your own sales per capita.

Are you getting your share of the market? If not, increased advertising pressure may raise your sales figure—and that's where we can help you.

Let's face facts. Canada's largest, richest market is Ontario. Here live five million people—one third of Canada's population. Here 40% of Canada's total retail sales are made. Here is the number 1 market for your product be it lard, ladders, or any saleable goods or service. And it follows that if you sell more of your goods in the richest market, your profit margin will grow wider and wider.

How we can help you. CFRB, located in the heart of Canada's richest dollar market, is Canada's most powerful independent radio station. CFRB reaches 619,430 homes in daytime and 639,720 homes in night-time. This then, is the logical medium to use for intensified sales in the rich market CFRB covers. You want to sell more. We want to help you do it. Call us—or our representative and let us talk it over.

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

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

CFRB
TORONTO
50,000 watts 1010 K.C.

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

www.americanradiohistory.com