

Canadian
BROADCASTER & TELESCREEN
 TWICE A MONTH

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

Vol. 13, No. 17

TORONTO

September 1st, 1954

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
5	6	7	1	2	3	4
12	13	14	8	9	10	11
19	20	21	22	23	24	18
26	27	28	29	30		25

OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
3	4	5	6	7	1	2
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

THEY EAT SHOW-PIECE



Photo by Peter Orfankos.

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.

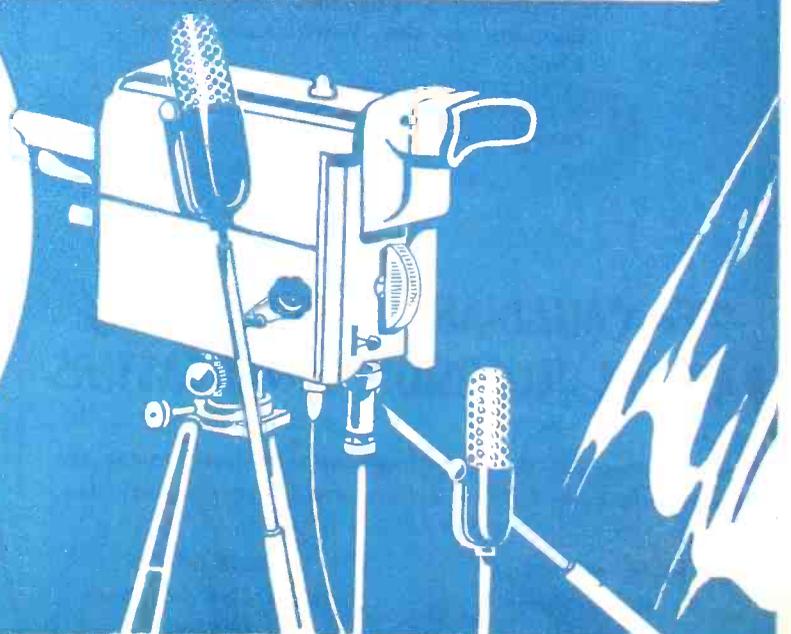
In This Issue:

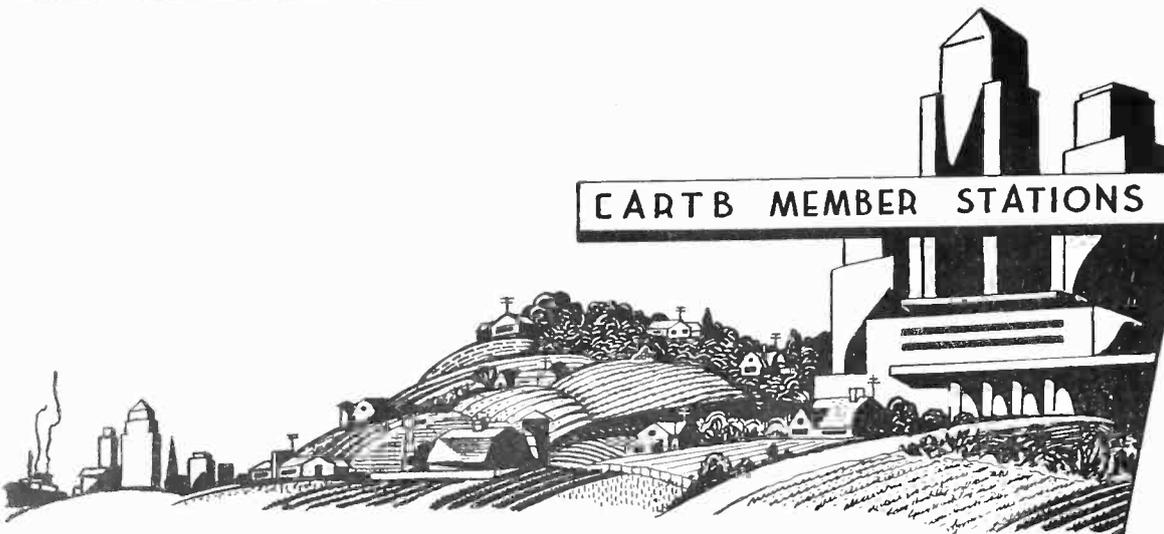
How is Canada's first private TV station faring? Is it paying its way? What difficulties is it meeting? Dick Lewis answers these questions in a feature article on CKSO-TV, Sudbury on Page 9.

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.





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 mantel 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.

HEAD OFFICE
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Ottawa 4
Phone 34036

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

CARTB Member Stations

- ATLANTIC (17)**
 - CKBW Bridgewater
 - CKNB Campbellton
 - CFCY Charlottetown
 - CFNB Fredericton
 - CHNS Halifax
 - CJCH Halifax
 - CKEN Kentville
 - CKCW Moncton
 - CKMR New Glasgow
 - CKEC Saint John
 - CFBC Saint John
 - CHSJ Saint John's
 - CJON St. John's
 - VOCM Summerside
 - CJRW Truro
 - CKCL Windsor
 - CFAB
- FRENCH LANGUAGE (27)**
 - CHAD Amos
 - CJMT Chicoutimi
 - CHFA Edmonton
 - CHEF Granby
 - CKCH Hull
 - CKRS Jonquiere
 - CKLS LaSarre
 - CKBL Matane
 - CKLP Montreal
 - CKAC Montreal
 - CHNC New Carlisle
 - CHRC Quebec
 - CKCV Quebec
 - CJBR Rimouski
 - CHRL Roberval
 - CKRN Rouyn
 - CKSM Shawinigan Falls
 - CFDA Sorel
 - CKVM St. Anne de la
 - CKRB St. Georges de Beauce
 - CFGT Pocietiere
 - CHNO St. Joseph d'Alma
 - CKLD Sudbury
 - CFCL Thetford Mines
 - CKVD Timmins
 - CFDA Val D'Or
 - CKVM Victoriaville
 - CKVM Ville Marie
- CENTRAL CANADA (40)**
 - CKBB Barrie
 - CJBQ Belleville
 - CFJB Brampton
 - CKPC Brantford
 - CFCO Chatham
 - CKSF Cornwall
 - CKFI Fort Frances
 - CKPR Fort William
 - CJOY Guelph
 - CKOC Hamilton
 - CHML Hamilton
 - CJRL Kenora
 - CKLC Kingston
 - CKWS Kirkland Lake
 - CJKL Kitchener
 - CKCR London
 - CFPL Montreal
 - CJAD Montreal
 - CFCH North Bay
 - CFOR Orillia
 - CKLB Oshawa
 - CFOS Owen Sound
 - CHOV Pembroke
 - CHEX Peterborough
 - CFEA Port Arthur
 - CKTB St. Catharines
 - CHLO St. Thomas
 - CJIC Sault Ste. Marie
 - CHOK Sarnia
 - CJCS Stratford
 - CHNO Sudbury
 - CKSO Sudbury
 - CKGB Sudbury
 - CFRB Timmins
 - CHUM Toronto
 - CKFH Toronto
 - CKLW Toronto
 - CKNX Toronto
 - CKOX Windsor
 - CKOX Woodstock
- PRAIRIES (24)**
 - CKX Brandon
 - CFAC Calgary
 - CFCN Calgary
 - CKXL Calgary
 - CKDM Dauphin
 - CFRN Edmonton
 - CHED Edmonton
 - CJCA Edmonton
 - CFAR Flin Flon
 - CFGP Grande Prairie
 - CJOC Lethbridge
 - CHAT Medicine Hat
 - CHAB Moose Jaw
 - CJNB North Battleford
 - CKBI Prince Albert
 - CKRD Red Deer
 - CKRM Regina
 - CKRC Regina
 - CFQC Saskatoon
 - CKOM Saskatoon
 - CKRC Winnipeg
 - CJOB Winnipeg
 - CJGX Winnipeg
 - CJGX Yorkton
- PACIFIC (17)**
 - CHWK Chilliwack
 - CJDC Dawson Creek
 - CFJC Kamloops
 - CHOV Kelowna
 - CHUB Nanaimo
 - CKLN Nelson
 - CKNW New Westminster
 - CKOK Pentticon
 - CKPG Prince George
 - CJAV Port Alberni
 - CJAT Trail
 - CJOR Vancouver
 - CKWX Vancouver
 - CJIB Vancouver
 - CKDA Vernon
 - CJVI Victoria



Talent Trail

by Tom Briggs



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.

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* least of all. But even here, in the small cast, are found the names of William Needles 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 tittle 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 riotous confusion and the interplay of characters and chorus.

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

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING
MEDIUM

CKSO

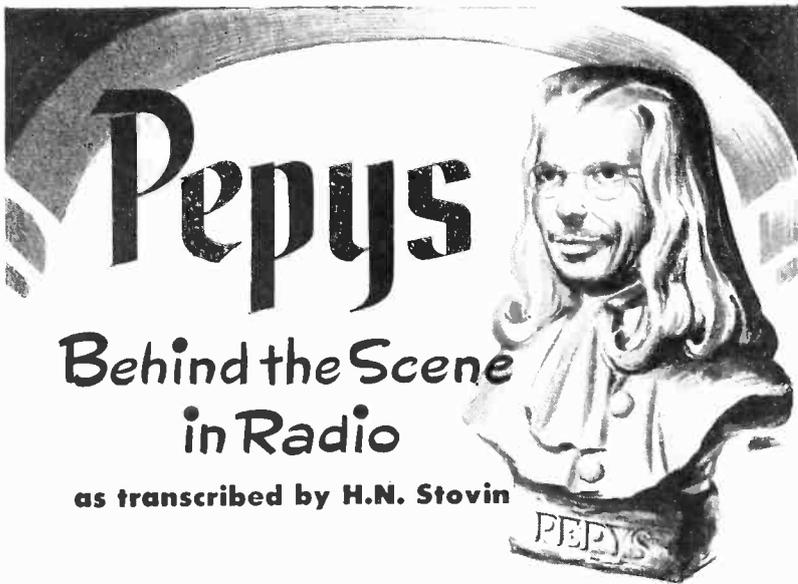
NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.





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 scooped 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 ● ● ● The office of Civil Defense and Public Safety in the town of Madewaska Maine has sent thanks to CJEM Edmundston for the wonderful job done by that station in informing the public during the recent International Test Air Raid Alerts held in area. During the entire alert, not one citizen did violate any of the regulations. The Civil Defense authorities say they are now assured that, in time of real emergency, they have "an excellent medium of public information" in CJEM ● ● ● A reminder from CFAR Flin Flon to the manufacturers of such staples as milk products, canned goods, soaps, cereals, baking products, etc., that they would do well to consider advertising thereon from September to November. This is the time of freeze-up, when the North Country stocks up on supplies. For those who do not know the value of the market served by Station CFAR Flin Flon, Pepys refers them to the words of W. G. Coventry, U.K. Trade Commissioner, who did visit that town recently after a 5 year absence. He expressed amazement at the expansion since his last visit, and said that Flin Flon might well contend with Edmonton for the title of Canada's Fastest-Growing City.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
 & COMPANY
 VANCOUVER

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for
 these live Radio Stations

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

FLO WAS TOP NEWS DESPITE FAILURE



CJVI crew look sleepy but on the job at 4 a.m. when Florence Chadwick was almost ready to jump into the cold salt water to begin her unsuccessful attempt to swim to the United States.

FLORENCE 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 right 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 weeks 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 no 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 to land, even overflowing into the downtown business section.

modern business
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Call your nearest
 Telegraph Office.

Our communications specialists
 will be glad to demonstrate
 how PW can work
 for you. There is no
 obligation.

PRIVATE
WIRE
Teletype
SERVICE

CANADIAN NATIONAL **CANADIAN PACIFIC**

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

EMPIRE 3-5075

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

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 News Editor SIDNEY ROXAN
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 Research Consultant GEORGE E. RUTTER



Vol. 13, No. 17

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September 1st, 1954

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 peters 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 bailliwicks, 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.

Convention Week Out West

WAB --- BCAB



BANFF SPRINGS HOTEL

K EYNOTE speech at the Western Association of Broadcasters annual meeting at Banff, 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 19th, 1954.*)

Ward is scheduled to address the Convention at its first meeting, Friday, September 10th, at 10.30 a.m.

That 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 MacDonald and Jim Allard, respectively president and executive vice-president 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.

R ESPONSIBILITY of management in respect of news and editorials looks like the main item on the tentative agenda for the summer meeting of the B.C. Association of Broadcasters, which takes place at Harrison Hot Springs, September 13-14. Sam Ross, assistant manager of station CKWX, Vancouver, will be chairman of this session. The panel will include Jack Webster, colorful news director of CJOR, Vancouver, whose interview with a shop-lifter will be remembered by our readers. Jack is slated to hold forth on "Freedom of Information and upon what does it Depend?"

Bert Cannings, CKWX news chief, is scheduled to talk about "Basic News Coverage and how it can Function". Dorwin 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 Keate, 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, Penticton, who is acting as president in the absence of Bill Rea of CKNW, New Westminster, who is recuperating after a breakdown.

CKOY's New Manager

Ottawa — Jack Thompson, Commercial Manager of CKOY, Ottawa, has been appointed Station Manager. He will retain the Commercial managership, 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 CKEY, 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 1935 — he started as an announcer at CKGB,



JACK THOMPSON

Timmins in 1937 — has opened his own office in Toronto as distributor of a drug product at 21 King Street East.

Pat Macdonald has resigned a manager of station CKNW, New Westminster. Bill Hughes, it is understood, will act in his place for the time being.

Bill Wellwood, assistant to George Chandler at CJOR, Vancouver, has also resigned. He is opening his own office in Vancouver as a management consultant. His first client, it is said is CJOR.

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

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

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

A remarkable change in shopping habits has taken place in the past few years, with the growth of serve-self grocery stores all over Eastern Quebec. Serving the Sherbrooke area are 141 serve-self independent grocery stores, plus chain food stores, making 32% of all food sales. Tell housewives about your products before they go shopping, and they'll remember your message in the store. You can reach them best on Stations CHLT and CKTS.

Representatives:

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

U.S.A. — ADAM J. YOUNG JR., INC.

Welcome to

CFOR-ORILLIA
Soon 5,000 Watts

The Dominant Voice in Central Ontario

REPRESENTED SEPT. 1st BY

STEPHENS & TOWNDROW
TORONTO and MONTREAL

Something missing...

like selling Quebec market without

CKOY

1000 WATTS 1280 K.C.

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

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 increase announced CB & T Aug. 18th). Included in them is CFCM-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 \$200 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 business placed on a non-network basis is increased to \$650 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:

CJCB-TV, Sydney, N.S. (Sept. 1st) \$160 per hour.

CFPA-TV, Port Arthur, Ont. (Sept. 5th) \$150 per hour.

CFRN-TV, Edmonton, (Oct. 1st) \$160 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

Ottawa — 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 5/8" by 2" by 3 3/4".

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 Newsreel*. The program is scheduled for 52 weeks on CHCH-TV, Hamilton, commencing September 10th, and on CFPL-TV, London, com-

mencing September 21st. The program was developed from one of the largest film libraries in the world.

COLOR TV SLASH

Camden, New Jersey — The RCA Victor Television Division has announced that it is cutting the suggested retail price of its 15-inch color TV receiver from \$1,000 to \$495 — and anyone who has purchased one of these sets in the past will get a rebate.

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!



Two Sizes—Webcor Tape comes on 5" reels containing 600 feet of tape and 7" reels with 1200 feet of tape.

Hinge Top Carton—Webcor tapes come in unique, hinge-top cartons that guard against accidental spilling. The hinge-top keeps the reel of tape safe until you lift it from the carton. There is an easy-to-use recording log on the back of each carton for your convenience.



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.

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!

1954 WAB CONVENTION

Best wishes radiomen 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

CKX

BRANDON

1150 ON YOUR DIAL

INTRODUCING COLLINS SUPERB NEW

550A

500/250 WATT AM BROADCAST TRANSMITTER

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 over-load 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!

AMATEUR • BROADCASTING • AVIATION • COMMUNICATIONS

COLLINS RADIO COMPANY OF CANADA, LTD.

74 Sparks Street, Ottawa, Ontario

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 Pioneer's Pin. This was Saturday evening, August 21st, 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 "inferno") light that threw my illuminated kisser 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 shining up for the show either. Both radio and television depend upon an easy informality to wind their wiles around their audiences' hearts. And it's a 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 soiree 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 sufferin'!

Wilf 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. (Wilf had lent his car to photographer Pete Orfankos 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:

	Radio	TV
National Network	15%	20%
National Spot	35%	30%
Local	50%	50%

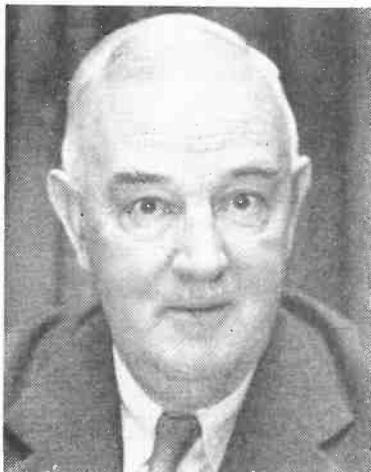


Photo by Peter Orfankos.

GEORGE M. MILLER, Q.C.
President of Radio, Television and Newspaper.

Commercially speaking, CKSO-Television is running to capacity, more or less. October 1st, rates will be hiked from a base rate of \$150 to \$170, and this increase should represent a healthy working profit, if my arithmetic serves me right. As time on the air increases, the potential volume — and profit — will grow too.

ROBBING PETER

Prospects of daytime TV coming to this prosperous stronghold of International Nickel are remote at the moment. Obviously with the radio

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 international 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 sponsor. 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 CKCR. He told me that the station's top revenue producer is *Televives*.

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!**

•
★ NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

•
CHAT
MEDICINE HAT

An All-Canada-Weed Station

**WATCH?
YES, WATCH
WATCH FOR WHAT?**

**OSHAWA'S
OPERATION
BIG SWITCH
OF COURSE!**

ALLADDIN HAD A LAMP

...which got results!



You've got **CFQC**

... which also gets results!

This 5,000 watt station serving Saskatchewan from 600, offers you

An EXCELLENT AUDIENCE . . .

(See our Elliott-Haynes)

An EXCELLENT PROGRAM LINE-UP . . .

(See our schedule)

TRY OUR BRAND OF MAGIC . . . SEE OUR REPS!

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



cont'd

They Look By Night..



Photo by Peter Orfankos

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

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; pea 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 Steamfitters' 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 coffers 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 photographer 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 Hollyhock, were stolen last year, Bill Hart, CKSO 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".

PUPPET 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 M'Lady*, 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 Tomchik and Marilyn McParland (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 — totalling \$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 camera for *Behind the Scenes*. In this he answers the fan mail, especially the



AWAY WITH WOMEN!

No . . . No . . .

What we mean to say is:

JOHN SYMONDS certainly has a way with women — thousands of them — who are faithful listeners to "EASY LISTENING" every afternoon of the week . . . from two o'clock till six!

This well-picked, well-paced show is steadily building a large audience among Edmonton's feminine circles —

And please note: a woman — as often as not, is the purchasing agent for a family — and as such, she can't be overlooked by any advertiser, bless her.

Our reps — Horace N. Stovin & Co. will be glad to provide you with availabilities in our EASY LISTENING show!

RADIO 1080

C.H.E.D.

..... Listen By Day

gripes, 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.



Photo by Peter Orfankos.

WILF WOODILL

Even a general manager gets riled when the heat's on.

Everybody, including the staff, was flabbergasted at the results as soon as the station went on the air. They took a realistic view of it, because obviously novelty had a great deal to do with it. As time has pushed on, people have naturally become used to the newcomer in the living room, but interest has barely diminished.

Complete sellouts of lines featured on TV occur regularly. Once a car dealer had twenty actual offers for a second hand car which one of the station boys had latched onto before the program went on the air.

Weston's put on a campaign for their Saltines, and had to ship supplies from North Bay to keep stores going over the week end. A Mercury-Meteor dealer sold two \$3,600 Country Sedans the morning after a TV demonstration as direct hits. Robt. Brown Jewelry offered Polaroid Land Cameras with a quarter page newspaper ad and one TV spot announcement. Nineteen out of twenty buyers said they heard about it on television. Evoy's demonstrated a Moffat range, scored one definite telephone order while the show was on and received a second within half an hour. As the result of a five weeks' test campaign — a daily spot on *Telewives* — Supreme Aluminum wrote the station to say they had experienced a 275% sales increase in the Sudbury area.

And what of radio? What has the coming of television done to the older medium?

The first days of TV disorganized radio severely. It took a set back in revenue of least fifteen per cent. Now, it is climbing steadily back again, not at TV's expense, but in extra business.

The **SUDBURY STAR**, which operates

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, something TV can't do. Actually it could by sound movie, but sound-synch(ronization) 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.



Photo by Peter Orfankos.

DON MARTZ

TV Program Director.

When television first came to town, 24 of the 32 man staff of the radio station moved to TV. This was the first major problem to overcome. Something had to be done, it was generally felt, to restore some of the glamor with which radio was once surrounded. Whether they realize it or not they seem to be accomplishing this by giving the radio boys more and more featured spots on the air.

"I don't know how long it is going to last", Dobson said, "but we still reach the greater mass coverage by radio. It's 8,500 television homes to 38,000 radio according to BBM. In this market, television doesn't go on in the morning, so no one can say they don't listen during the day".

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.

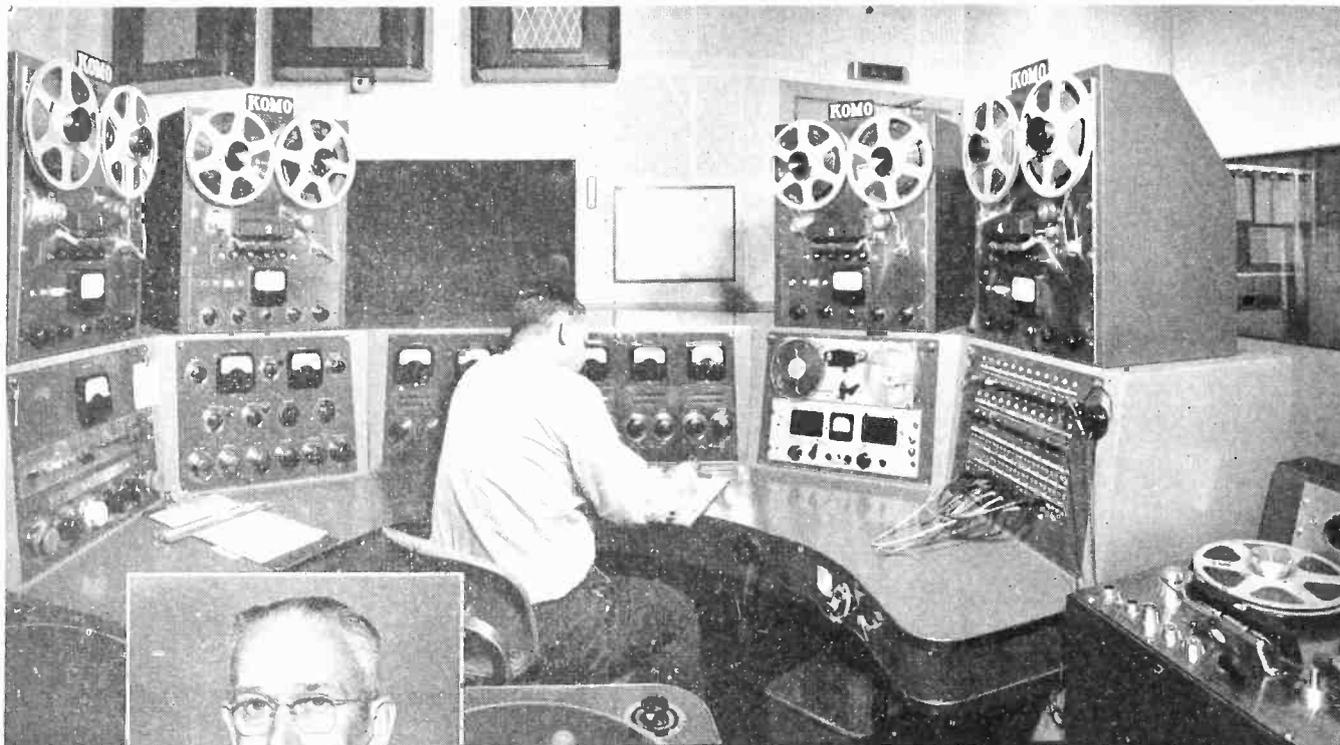
*Read about All-Canada's
big Ten Plan on page 14

ALL-CANADA PROGRAMS

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

YOUR
ALL-CANADA MAN
WILL GIVE YOU
THE WHOLE STORY.
CONTACT HIM NOW!

VANCOUVER CALGARY WINNIPEG MONTREAL TORONTO



"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."



This new
Model 600
weighs 28 pounds
— price \$498 (\$545
including carrying case.) (A matching amplifier-speaker
unit, Model 620, weighs 16 pounds, price \$149.50.)

• 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 ($\pm 0.2\%$) 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

THE GREAT GNU-SPELLED 'NEW'

By ALAN CHADWICK

BELIEVED to be extinct, and dating back to the "You-too-can-be-the-life-of-the-party" era, a monster is being seen again, destroying good advertising everywhere.

Not to be confused with the Great Dane, a noble beast, the *Great New* belongs to the Lyin' family, often called the "the King of Boasts". Living on a diet 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 field: cars, soap, farm 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 Filter 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 we 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 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 of *Great News* 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 is 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 recipe for a "Great New Old Fashioned".

The *Great New* is not advertising's only beast of burden which has long passed its prime, 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 willingly 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, arouse interest and create desire for the product advertised.



The Great Gnu

I am sure that the blame for much of the advertising, that looks just like other advertising, that looks like other advertising, rests 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, whereas 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, being 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 peeve 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 'riendly 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 grouchy, 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?



"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 woo 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.

CFCH

NORTH BAY

CJKL

KIRKLAND LAKE

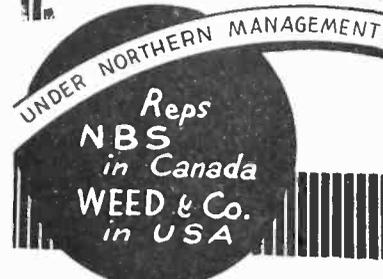
CKGB

TIMMINS

In Victoria



Most Listened to (Elliott-Haynes)



All-Canada's New

Ten Plan



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.)

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

MORE big programming news in this issue. See page 11

VANCOUVER CALGARY WINNIPEG MONTREAL TORONTO

Radio

CKOV SKELETON 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 up typewritten envelopes 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 4's. To maintain complete anonymity they even went to the lengths of buying 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 skeleton cut-out, it can hardly be wondered that some of them got worried.

CKOV heard just how successful their stunt was proving through a typewriter company. Mounties had been around to the company with some of the promotion letters, asking them 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 tenterhooks! We've been excited ourselves! News is the Red Skelton Show, to be heard on Tuesday through Friday at 5.30 p.m. . . . on CKOV of course . . .".

Biggest difficulty, say CKOV, 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 most billiard 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 program 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.

THIS LITTLE AD. BRINGS US MANY CUSTOMERS
OUR WRITING SERVICE KEEPS THEM WITH US

Walter A. Dales
907 KEEFER BUILDING
UN 6-7105 MONTREAL

1st
IN KINGSTON!

CKLC

1st With the News in Kingston and Eastern Ontario!

1st In Local Advertisers with Over Twice as Many Local Sponsors as Kingston's "Station B"!

1st In Results Both Local And National With The Biggest Success Stories In The Kingston Area!

1st In Community Service With Exclusive On-The-Spot Broadcasts of All Major Local Events! Public Service Interviews Every Day!

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

CKLC
KINGSTON, CANADA



"... or maybe an Iroquois poet trying to make like Gertrude Stein.

Actually these are towns in the Moncton market area. Never heard of them? Most Canadians haven't. Guess they're not very important.

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 this \$90 million market through CKCW, the only station covering the entire Moncton market area!"

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

CFCO goes over the top again
More listeners per watt cost than any other Western Ontario Station

Total Daytime Audience: 76,950 homes
¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes
¼ hr. program class "A" lowest discount. 31c per M. radio homes
BBM STUDY NO. 5

CFCO—630 Kcs—Chatham



NO BOOMING ALLOWED!

CJGX-land is NOT a "boom-and-bust" area!
It's a farm area that consistently earns AND
SPENDS \$150 million annually.*

**SELL YOUR PRODUCT
WHERE THERE'S MONEY TO BUY IT**

BUY

CJGX

**YORKTON
SASKATCHEWAN**



Representatives:

Horace N. Stovin & Co. U.S.A. — Adam J. Young.
Inland Broadcasting Service, Winnipeg

Santford Evans Survey. April 1954.

Complete MANITOBA COVERAGE

**Costs Less
When You Use**

CJOB—WINNIPEG

CKX —BRANDON

CKDM—DAUPHIN

GIVE US A CALL. . . .
WE CAN HELP SAVE YOU MONEY IN MANITOBA

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

This Put An End

PEN' RIOT AND FIRE ON-SPOT REPORTS



Photo by Dick Herrington

Warden Walter F. Johnstone (center), Deputy Warden S. Davidson and Chief Keeper R. Pindred interviewed by Al Boliska.

FRIDAY, August 13th started out in a peaceful way as most reportedly lated Friday the thirteenth do. Then at 1.58 p.m. there was an urgent call from the Kingston Penitentiary reporting that fire had broken out in the main cell block.

Within five minutes of the dying of the fire-engines' wail, 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 factual reports as the blaze raged through the upper sections of the auditorium and main cell block, threatening destruction of the central 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 included, 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 telephone 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 flocked 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, Watertown, New York State, as well as reporting across the border to the Watertown Daily Times, Syracuse Post Standard and Associated Press.

THEN CAME RIOT

Two days later, on Sunday, August 15th, the LaSalle ambulance department phoned in to say they were heading for the Kingston Penitentiary, that a further fire had broken out, and they had been requested to stand by in case of emergency. Staff announcer, Al Boliska, on duty, checked with the fire department, who in turn advised that a fire had broken out at the Kingston Penitentiary, 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 10:50 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 "fill" 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 and bank-robbing were 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

The other night the CHML, Toronto, announcer said of the 'Kingston Penitentiary On The Air' show "Due to circumstances needing no explanation this program was the last of a series." For the very last show, instead of the usual fun and games, Jim Charley, of CKWS, interviewed guards and prisoners and gave their account of the riot.

here... Somebody Stole my Gal!" 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

THIS LITTLE AD. BRINGS US MANY CUSTOMERS
OUR WRITING SERVICE KEEPS THEM WITH US

Walter A. Dales
 907 KEEFER BUILDING
 UN 6-7105 MONTREAL

CKCR

AM - 1490 kc.

FM - 96.7 mc.

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.

A Weekly BBM of 74,310

gives

**CJBR
 RIMOUSKI**

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

5000 WATTS ON 900 KCS.

Supplementary to the French Network

**CJBR
 RIMOUSKI**

Ask

HORACE STOVIN IN CANADA
 ADAM J. YOUNG IN THE U.S.A.

ANOTHER PROVEN STOVIN STATION

and on the air in November

CJBR-TV



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).

**CKRM 980 KCS
 Regina**

A Growing Market

Premier Bennet just announced that work on the PGER extension will begin next year . . . another line of communication will be added to B.C.'s Communications Hub.

REACH THIS GROWING MARKET OVER

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kcs.

SERVING CENTRAL B.C.

All-Canada in Canada
Weed and Company in U.S.A.

We Still Love Radio Says HFC Ad Man

By SIDNEY 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 \$64 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 car cards."

HFC commercials are heard over 99 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, participations and newscasts, sports-casts 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 to stand up and be 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 CFPL-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 whodunit 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!

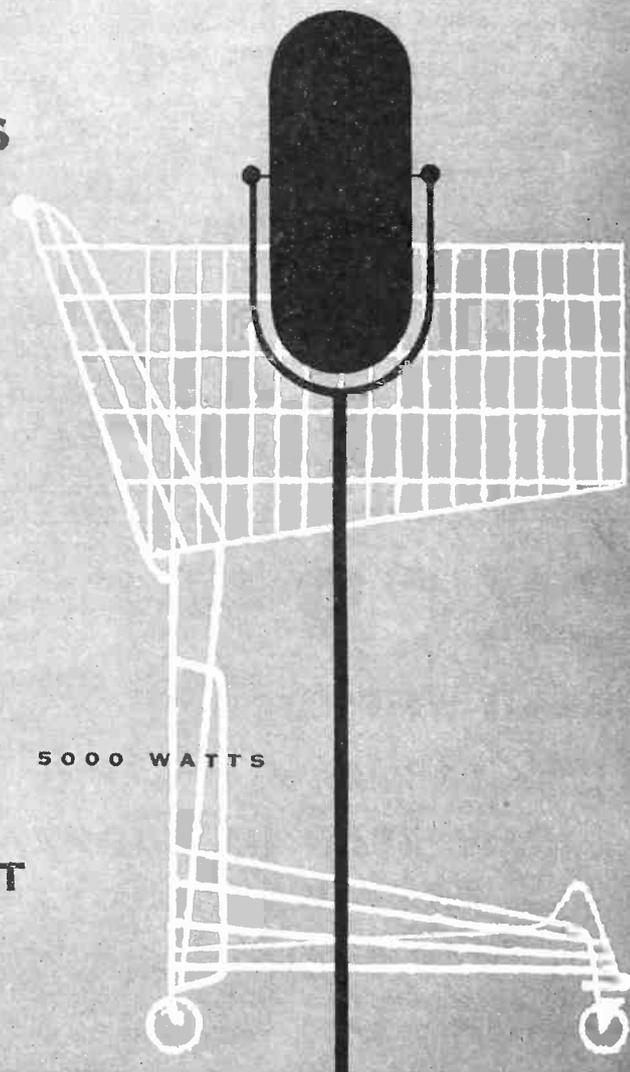
MORE NATIONAL ADVERTISERS USE CKWX VANCOUVER THAN ANY OTHER STATION IN BRITISH COLUMBIA

CKWX

5000 WATTS

1ST IN CANADA'S 3RD MARKET

REPS: All-Canada Radio Facilities Limited
Weed & Company



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 CJBR, 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 10,375 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.

CFCF's AUDIENCE IS EVEN BIGGER THAN WE THINK!

Recently, CFCF's Sports Director, Keith Dancy, offered free baseball rule books on one of his programs. Requests came pouring in from every corner of Montreal.

BUT, requests also came in from **134** other cities, towns and villages in Quebec and Ontario!

MONTREAL AND GIANT VICINITY . . .

THE AUDIENCE YOU REACH ON

ASK: ALL-CANADA WEED & CO.



YOU'LL MAKE PROFITS WITH
the Ten Plan

Only CKTB can sell the rich Niagara Peninsula

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

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

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

LET'S GO FISSION!! OR LET'S GO FISHIN'!!

EITHER WAY IT MEANS BIG THINGS IN
CKBI - LAND

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

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

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

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

"P. A. Herald"

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

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

See your "All-Canada" Man for Details.

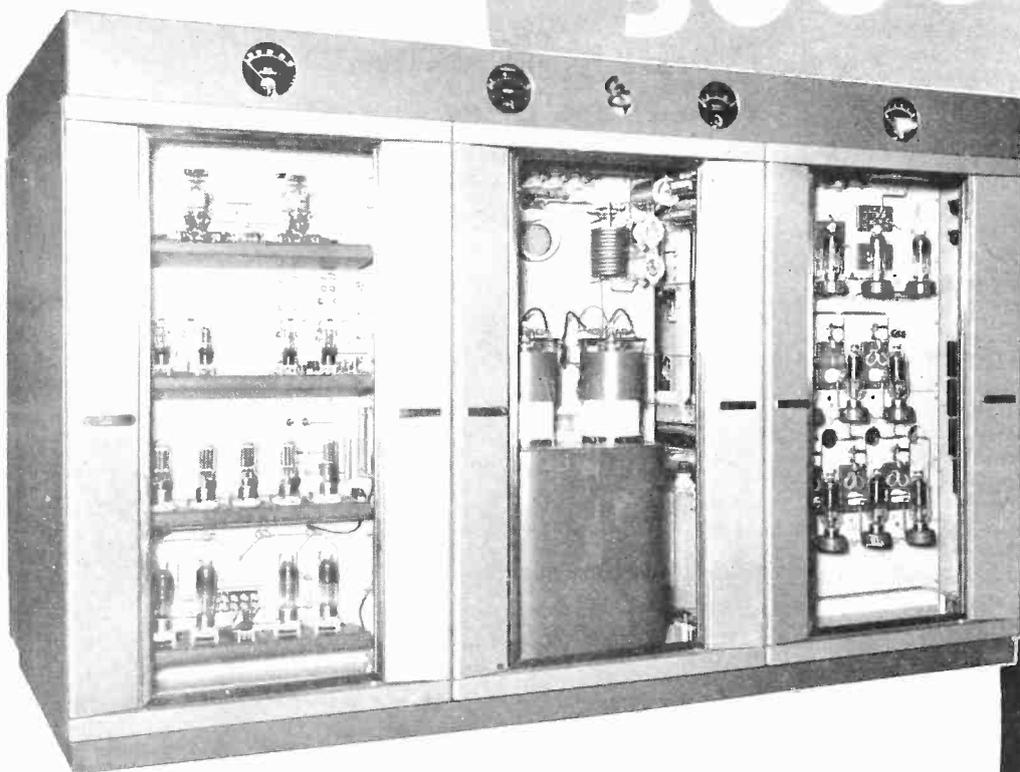
CKBI

PRINCE ALBERT, SASK.
5,000 WATTS

WESTINGHOUSE *now presents*

The *Continental* Type 315

5000 WATT AM TRANSMITTER



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.

- 1 Unexcelled performance — very low inter-modulation distortion.
- 2 Built-in corrective network for matching transmitter to highly selective loads often presented by directional antenna arrays.
- 3 Simplicity of installation. Self contained — no enclosure required — interconnecting cables furnished.
- 4 Automatic, electronically controlled, line voltage regulator.
- 5 New type, high speed, plate circuit breaker.
- 6 Two complete — new type — crystal oscillators.
- 7 Electronically controlled time delay.
- 8 Electronic type of arc-back indication and protection.
- 9 Vacuum capacitors — fixed and variable — in power amplifier circuit.
- 10 DC control system — eliminates buzzing and vibration of relays and contactors.
- 11 Built-in oscillograph for tuning and neutralizing.
- 12 Transview styled cabinet — permits observation of all functional equipment while in operation.
- 13 Matching type cabinets for phasing equipment available.
- 14 Increase to 10 KW output possible with no change in cabinet or floor space.

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.

YOU CAN BE SURE...IF IT'S **Westinghouse**



DATELINE — EDMONTON

A FEW years ago when I was living in San Francisco I was walking along fog-drenched Sansome, part of the Golden Gate city's Wall Street. What to my wondering eyes should appear but a gigantic poster, strategically placed in the window of a conservative American investment house.

Like most Canadians living in California, a genuine nostalgia for the land of fir tree and pine was wont to embrace me occasionally. That nostalgia returned but faded quickly when I saw the poster bore the words: "Send your American dollars north! Invest in Canadian oil . . . 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 possibility of putting money into investments around and north of Edmonton and all of them had the idea 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 things 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 environs, the everyday life of Albertans who have not been caught up in speculation of new oil finds, the 52,000 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 Alberta'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 U. of A.'s Dairy Cost Study, and he's been CJCA's farm director since February, 1950. Wherever he visits farmers, from Athabaska, 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 in CJCA's area listen to the noon hour farm 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.

They hear Don Clayton tell of his travels to the Royal Winter Fair in Toronto, news of a Lacombe Bull Sale, or a Hobby Fair at Sangudo. There's news from farm association conventions, items of note supplied

By HELEN CRAIG

by the newsroom, information about awards for junior and senior farmers.

Above all, farm programs provide variety services to farm families including livestock and market reports, the weather, lost-and-found notes, buy-and-sell items, and bulletins of interest available because of the close liaison with the U. of A.

PRINCESS GOES SHOPPING

Why this CJCA interest in the farmers? Simply because they welcome the service, and because it's big business. In what CJCA calls its primary trading area there are 62,115 farms, covering 9½-million cultivated acres, producing more than \$140,000,000 in farm cash receipts annually. Edmonton business men

know that retail sales go with farming and they follow closely CJCA's informative farm broadcasts.

About a year ago I happened to meet an Edmonton business man who manages one of the oldest retail stores in the city. He told me of the great contrasts one could see: 1883 and 1953. I didn't have to urge my teller-of-history to indulge in his favorite hobby, that of describing the good old Western days to a neophyte.

Right off the bat time was ignored and I heard the tale of an Indian princess of formidable height and (Continued on page 22)

THERE ARE LISTENERS
AND DOLLARS IN
the Ten Plan

Tell Us Another

Forsythe 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.

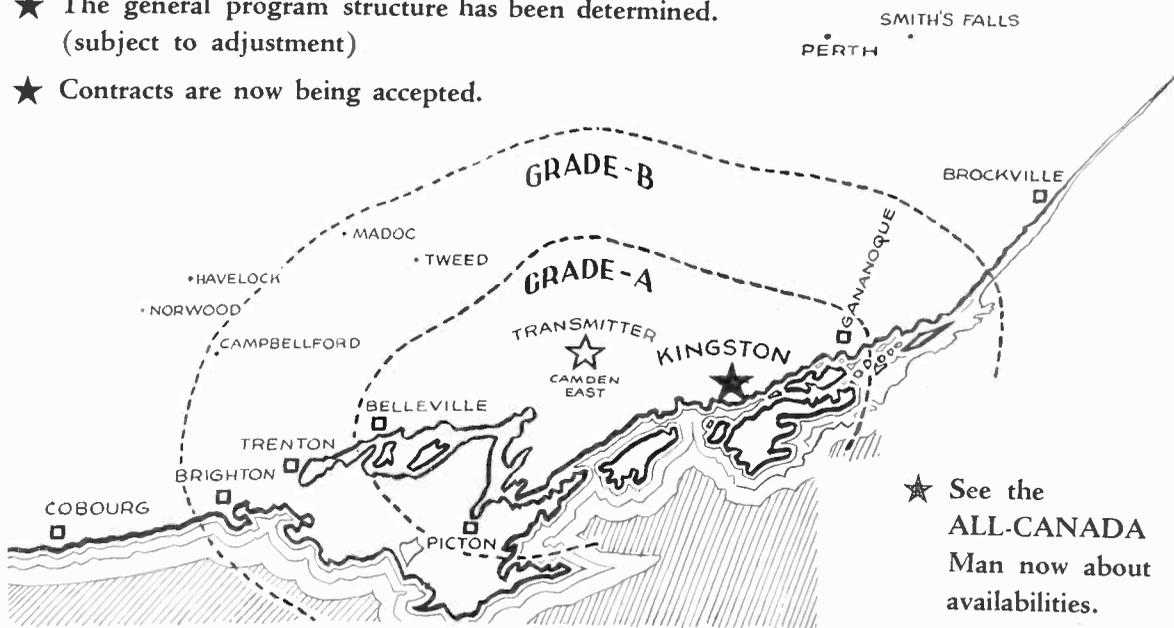
1000 Watts—Dominion Supp.

CKWS-TV — channel 11

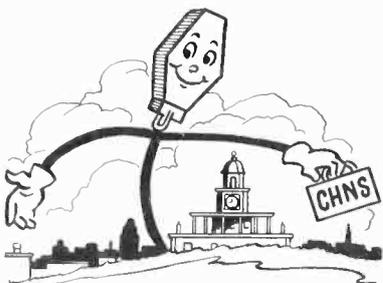
257 KW, ERP video in preferred directions

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.



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 \$114,725,000 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 . . .



See your All-Canada Man in Canada and Weed & Co. in the U.S.A.

cont'd

DATELINE—EDMONTON

breadth, a princess who married a wee 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 his darker-skinned friends to trade furs on the site where the Hudson's Bay Company now stands. Their camping ground, replete with teepees, 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 had ever 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-lights. This is to attract more listeners and to avoid irritating serious students of historical data.

Tony has had no difficulty accumulating material. Sometimes a news event of current interest serves as a springboard to the past. For example here is an excerpt from one *Edmonton Story* 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!'

LOADED 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 beaver country. The beaver was the lure that brought the Northwest 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 with beaver.

"A beaver skin was legal tender along the Saskatchewan. The traders 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, discovery of gold on the river broadened it. Agriculture stabilized it. 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 trifle huffed at being strong-armed out of Edmonton, they have every right to be."

THE JOLLY UNDERTAKER

Tony Cashman has resurrected many characters from the back pages of Edmonton's history. Perhaps "resurrected" isn't apropos of Sam McCoppen, the Jolly Undertaker. At any rate, Tony unearthed (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 McCoppen 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 trick he used to enjoy hugely. He used to send fans out to the patients at the Royal Alexandra Hospital. The fans were inscribed 'Compliments of Sam McCoppen, your favorite undertaker.'

"The phone number at Sam's Funeral Parlor was 66666. Sam used to pronounce it: sick-sick-sick-sick-sick and rub his hands together, as if to say that such a state of affairs was a promise of good business for McCoppen. Ah, quite a wit was Sam McCoppen.

"Well, they finally got Sam McCoppen. The Jolly Undertaker passed on last March. But it took them 88 years to get him."

FREE TO BE ORIGINAL

Just as CJCA's letterheads, promotion pamphlets, continuity sheets, in fact all printed and typed material, are unusual (everything being done in green and white) so are the staff members unusual. CJCA personnel isn't done up in green and white bunting, nor do the girls wear green nail polish. Far from it! The people who work at Edmonton's most-listened-to station are proud they work there, and they are given freedom to develop original ideas.

Manager Gerry Gaetz, Assistant Manager Rolfe Barnes, Production Manager Dart Elton, and Sales Manager Joe McKenzie may be the big four but other staffers have an important part to play in the station's mission.

There's Shirley Higginson who does a women's show, *Shirley Speaking*; Curley Gurlock 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; Don Clayton, mentioned earlier, who rounds out farm director activities with reports of his recent trip to the British Isles; Maurice Carter, sports editor who broadcasts sports events four times daily; Keith Rich, announcer for the wake-up, shake-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 airfields are being built almost overnight. Planes go out on treasure hunts. The wilderness is gradually condescending to assimilate the state we call civilization. Beyond the flare of an oil field and crimson of a Beaver flying northward, CJCA 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 52,000 farm families with real needs that broadcasting can help to meet.

ALAS!
POOR
YORICK!
DRAMATIC!
WELL, YES . . .
LIKE OUR
INCREASED
SALES POWER!
THAT'S
CHLO
LONDON and ST. THOMAS

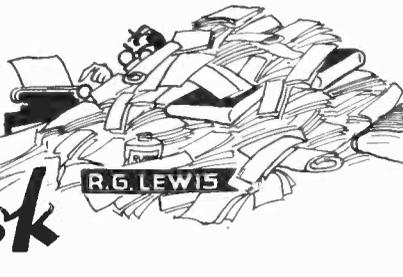
See Stephens and Towndrow
In Toronto and Montreal.
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Over the Desk



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? Berr-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 vital, 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 Whittaker of the *GLOBE & MAIL*, Helen MacNamara (subbing for Ron Poulton) 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.* (\$500,000); *Brave Voyage* (280,000); *Let's Start An Argument* (\$55,000); *Alan & Me* (\$35,000); *Fun Parade* (\$210,000); *Kate Aitken* (\$288,000); *Bod's Scrapbook* (\$48,000). There's a total of \$1,418,000. But that's only the first instalment.

On the French network, there's an almost equally formidable total for the same period — \$1,240,000.

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 1954-5 are two features on Trans-Canada, *Kate Aitken* 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 \$195,000, and then for French Canada there are *Francine*, *L'Ardent Voyage*, *Tante Lucie* and *Un Homme et son Pêche*, accounting for a further \$105,000. And that doesn't count *On Stage*, budget for which has not yet been disclosed.

Nearly \$3,000,000 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 Horler, 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, and

(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

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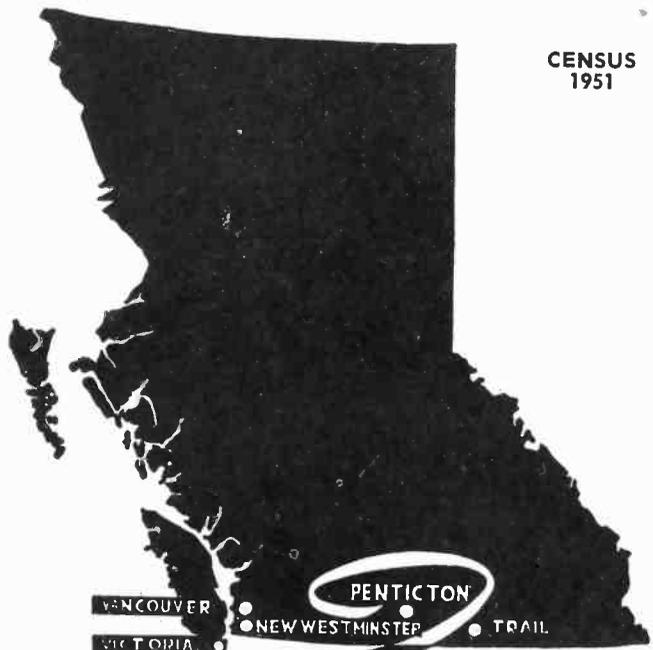
CKRD

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

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received
Our **NEW**
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An Independent
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Company

DON WRIGHT

Productions

Let us Help You

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

Canadian RETAIL SALES INDEX

will be ready for
Broadcaster subscribers
early in November

★ ★ ★

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

★ ★ ★

Advertising forms close
October 1st, 1954

★ ★ ★

R. G. Lewis & Company Ltd.

Publishers

54 WELLINGTON ST. W.

TORONTO

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. That is why there should be a special round of applause for Toronto's dawn-to-dusk station CHUM for a program it calls *Helping Hand*.

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

Instead of hap-hazard one-shot programs, supporting the innumerable welfare agencies which are forever looking for and receiving radio boosts, Stone devised a 13-weeks half-hour series devoted entirely to such projects. 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 mute, 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 quadriplegic 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, 345 East 46th Street, New York 17. "... a fair and accurate introduction to our economy, history and outlooks", 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 peered at me *Over The Desk* was Maggie Morrison, promotion manager of CFQC, 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 Saskatonian 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 as flatly as possible to Canadian Broadcaster & Telescreen, 54 Wellington Street West, Toronto 1.

CB & T office). Actually he was a butter and egg man from Smuts, 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 to CFQC-TV in October. Maggie's comment — hold onto your seats boys and gals 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 *LONDON LIFE*, in its May issue, answers a correspondent who wants to know how many words there 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, who had 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 bullock-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 Bahamans 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 his 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."

"It would be (in the schools) a perfect disaster, and nothing less."

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

How does he feel about his father's views? "I am not going to say anything about that", was his only comment.



To demonstrate to spell-bound English viewers how you switch from one program 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 newsreels 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 televiewers 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.

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

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. 2993

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

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 drink; 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.

Looks as though commercial TV will get under way 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 Earl's Court, London, last month.

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

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.

Paul Mulvihill & Co.

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

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

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

No Matter How You Look At It...

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.*

5 0 0 0 W A T T S - 5 5 0 K C S. - F R E D E R I C T O N , N . B .



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.

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



ANTIGONISH, N.S.

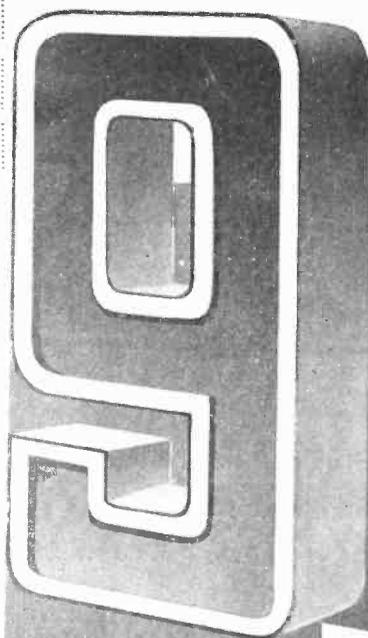
5,000 Watts - 580 Kcs.

Representatives:

CAN. — PAUL MULVIHILL & CO.
U.S.A. — ADAM J. YOUNG, JR., INC.

channel

CKLW



WITH MAXIMUM SELLING POWER

TV

325,000 WATTS VIDEO

CANADA'S LARGEST PRO RATA AUDIENCE

90,000 RECEIVERS IN SIGNAL AREA

AVERAGE WEEKLY WAGE \$68.27

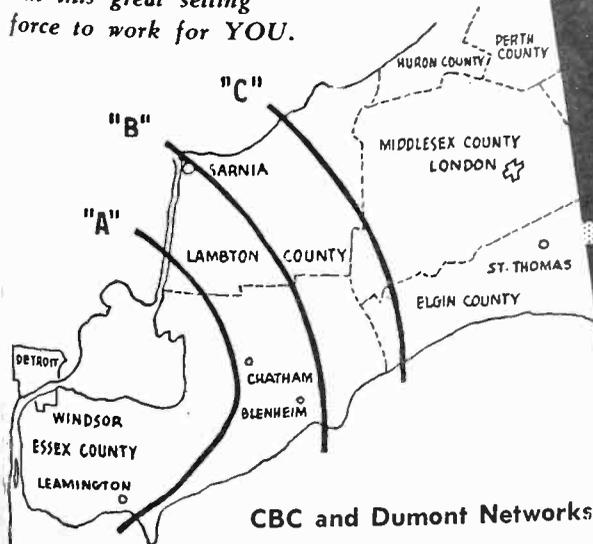
MAXIMUM POWER to blanket Essex and western Kent County, carrying strong to the north and east into Middlesex and Elgin. But, what is more important to the advertiser . . .

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.



CBC and Dumont Networks

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