They believe in the realistic touch in the twin towns of Kitchener and Waterloo, Ont. When they held a Civil Defence Week, planes zoomed overhead; smoke bombs, placed on the city hall and other buildings, belched smoke down the main street; fire department and civil defence workers rescued victims from upper stories and evacuation was carried out. Right in the centre of things were Reg. Seltner (with mike) and Dick Austin, of CKCR, Kitchener, seen here reporting "atom bomb devastation" from the city hall steps.

In This Issue:

Full report on the first annual meeting of the French-Canadian Association of Radio and Television Broadcasters.

CBC faces charges of subsidizing sponsors on its TV network. Agency men point the finger, but remain anonymous.

Are radio programs playing down too much? Is there a growing demand for more "culture"? Hugh McConkey answers these questions in an article which quotes facts and figures.

All the regular features as well.
What Price Broadcasting?

When you talk to your market by radio, you follow your prospects out of the living room into the kitchen, upstairs to the bedrooms and out to the car.

From room to room, indoors and out of doors

Wherever You Go There's Radio

The Canadian Association of Radio and Television Broadcasters

Representing 125 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day
THE Newfoundland Government has ordered its civil servants not to give information to newspaper and radio station reporters.

Under the new regulation all news from government departments must come from cabinet ministers. A government official said the new order was issued because incorrect information might be released or views expressed which do not follow government policy.

The St. John's Press Club, meanwhile, called an "Emergency Session" to protest the regulation. Club president, Eric Seymour said most reporters gather government news from deputy ministers and department heads. Cabinet ministers, he said, were usually difficult to locate.

The Newfoundland government is headed by Liberal premier Joseph Smallwood, a former newspaper and radio reporter.

An editorial from the Vancouver Herald had this to say of the Newfoundland move: "It is interesting to note this morning that Premier Joseph Smallwood of Newfoundland lost no time in proving Robert J. Rankin was right."

DENIAL OF RIGHTS

"Mr. Rankin, as president of the Canadian Press, warned in his address at the Vancouver Board of Trade luncheon Monday that there is always the danger of persons in authority trying to deny the people their right to information about their public affairs. He said that citizens as well as the press must ever be alert against the threat of such encroachment.

As if designedly to prove Mr. Rankin right, Premier Smallwood at the moment Mr. Rankin was speaking here was in the act of issuing in Newfoundland, an order forbidding government officials from giving any information to newspaper and radio station reporters. Cabinet ministers alone, under this order, are to be permitted to give out news, and then just as little as they like, and what suits their political purposes.

"What more timely proof could there be that the news suppression danger of which Mr. Rankin spoke is real and immediate?"

"This is something in the nature of Newspaper Week in Vancouver, with the directors of the Canadian Press and of the Canadian Daily Newspapers Publishers Association holding their semi-annual executive meetings here."

"Mr. Rankin in his address appropriately set the theme of the week in the principle he enunciated — Freedom of the press is the right of the citizens to know the whole truth. It is to the maintenance of that principle, that all the business and executive discussion of the week are in the last analysis directed."

"If newspapers," said Mr. Rankin, "are to deliver the full truth, it must be made available to them. There should be no closed doors, no obstructions put in their way."

"Premier 'Joe' Smallwood is closing a door. There have been doors closed here in British Columbia. The existing newspaper executives are able to report doors closed in all parts of the country from which they come."

"This door-closing, or news suppression, is the enemy against which the press must wage a never-ending fight."

"Newspapermen in this and other countries have come to realize that suppression of the news has become the greatest single existing danger to Freedom of the Press — and to all our traditional liberties that go with such Freedom."

"At every level of government there are public officials who still refuse to accept the fact that the public has a right to know about its business. There are boards and councils that like to hold secret sessions — and continue to do so — allocating the taxpayer's money and making decisions which affect the public interest."

NOTABLE VICTORIES

"While there have been notable victories, newspapermen are aware that the public has only a scant understanding of the scope of the problem or of its essential importance. It is not always appreciated that any threat to the freedom of the press, is a threat to all the people of Canada."

"The fact as Mr. Rankin emphasized, is that a free people cannot properly exercise their franchise unless they know the fact about public business. Newspapermen are fighting not merely for freedom of the press, but for the people's basic freedom."

"There is on this generation, if it believes in its institutions, an obligation to see that a free and unbacked press is left as a legacy to their children."

THE Newfoundland Government restricts radio, press freedom

IN THE NORTH

They Look To Sudbury

Channel 5

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.

WHERE ARE YOU GOING HONEY?

I'M GOING HOME AND LISTEN TO CJON NEWFOUNDLAND

THE TOP NFLD. STATION

October 20th, 1954

Canadian Broadcaster & Telescreen

Page Three
An entry for our "Is This A Record?" department. CKGR, Galt, had its license approved by the CBC Board of Governors at its June 18th meeting. Cabinet approval came on August 5th. Exactly 43 days later, CKGR went on the air, operating from dawn till dusk with a staff of eleven. The station, under manager Reviews Editor, is featuring strong local news coverage, with sports, music, and a few transcribed programs making up the log.
Public Be Damned

Popular opinion has been quite outspoken of late in regard to the varied functions performed by our national broadcasting body. Various Liberal party groups and a Catholic organization, to mention a few, have expressed their objections to the CBC's continuing to function as both a broadcaster and a regulator of private stations.

Naturally, nobody in government circles has paid any attention to these expressions of public opinion. No doubt the CBC hierarchy regards these outbursts of an angry citizenry as not a little presumptuous. Now comes another, this time from an individual, in the person of C. F. Fraser, economic consultant, CPR, Montreal.

Taking part in a discussion forum on the outlook of the relationship of business and government during the next twenty-five years, at the meeting of the Canadian Chamber of Commerce in Halifax early this month, Fraser said that "what this country needs is an abattoir for governmental sacred cows." He suggested that the first sacred cow to be sent to the slaughter house should be the Canadian Broadcasting Corporation.

"Staffed by a body of zealous and earnest souls", he elaborated, "it is dedicated among other things, to the task of defending some vague entity known as Canadian culture. Unfortunately, some of those invited to play the role of Sir Galahad, as CBC commentators, often seem so sorely confused as to the dragon they are out to slay. Instead of going out after the Communist hammer and tong, they seek instead to bludgeon that mythical creature, 'alien American culture', which some so-called intellectuals wrongly believe threatens to contaminate the Canadian folkways."

Reported in detail in the Financial Post for October 9th, this forthright speaker went on to point the finger at "Ottawa's numerous excursions into the realm of publishing and opinion." He named, specifically, the CBC, the Film Board and the Defense Department's fortnightly Current Affairs as "wholly indefensible and decidedly dangerous."

He went on to say that "the greatest untruth to cloud the horizons of Canada's future is the untruth that this country has devised a means whereby State enterprise can compete on terms of equality with private enterprise without harm to either. To encourage this dangerous myth is to write the epitaph upon the tombstone, not only of private enterprise, but of freedom, progress and prosperity."

There must be a certain familiarity to this paper's readers in the words of this speaker. We can only hope that his voice will resound with a deeper and more penetrating echo than have the voices of those who have spoken before. It is a forlorn hope though, because attention being paid by the Government to the voice of the people would be a reversion to such an archaic and outdated principle as democracy.

A Good Safety Valve

Another meeting of people who do things in broadcasting took place in Toronto this month in the shape of the two day get-together of CCBA station engineers. This was the third year for this event, which is duplicated in other regions, and management is to be congratulated on the opportunity these affairs give technicians to come out of the control rooms and mix with ordinary people.

Staff problems in broadcasting and other businesses centre largely around the apparent inability of employers to hold the interest of their staffs. Radio has always held a lot of glamour for young aspirants when they are on the outside looking in. Once they find out that there is a round of routine jobs to be taken care of between air sessions, the glamour tends to wear off. Now television is showing the same attraction, and will no doubt react in a similar way.

Undoubtedly doing the same things day after day tends to become drab. Deep sea diving, performing the functions of a steeple-jack, applying make-up to movie stars, presenting the national news, all have an element of excitement, but all of them can become equally monotonous if no break is given.

Functions like these engineers' conferences provide a forum for the exchange of technical ideas, it is true, but they do more than this. They give these people an opportunity to bare their souls to their opposite numbers in other stations. They not only enable the equipment and other suppliers to show their merchandise but also give the engineers a chance to see what is developing along these lines, so that they can formulate ideas of their own and make plans for innovations.

Summed up in one short phrase, getting station engineers together gives a group of people, not given to eloquence, a chance to blow off a little steam while they are acquiring new knowledge. When they return to their benches and their control rooms, they have a new feeling that they are much closer than they realized to the industry of which they form such an important part.

Power-Drunk Tribunal

The Telegram's story of how the CBC is subsidizing advertisers on its television stations and network is reported in this issue because we feel that it is significant that at long last someone outside the broadcasting industry — the Telegram — has realized that the CBC dictatorship threatens more than the air waves.

It is too bad that the newspaper's informants — advertising men and others — were afraid to say who they were.

Years ago, the CBC was fashioned to administer the Broadcasting Act. Now this power-drunk tribunal is actually bossing the government. As long as the advertisers, advertising agencies and broadcasting stations are willing to submit to the arbitrary treatment of the CBC, this dictator will continue to dictate.

If the people of Canada want a national broadcasting system — and Heaven knows why they should — why don't they give the CBC the money it needs, and let them stay to Hell out of the advertising business?
LOYAL LISTENING
CKGB
RADIO'S NORTH STAR
sells your product

TODAY as in
1933 the people of
Timmins in this rich
isolated market rely
on CKGB night and
day for News, Entertain-
ment and Information.
— No TV . . . Outside
station reception is
inconsistent.

NO WONDER
CKGB is star
performer in
Timmins.

ELLIOTT-HAYNES
AVERAGE
RATING

Daytime: 
41.3% - 32.9% - 19.5%

Nighttime: 
43.1% - 33.6% - 16.8%

NOW
Get your share
of this
market

CKGB
TIMMINS
Under Northern Management

Reps: NBS in Canada
WEED & CO. in U.S.A.

21 YEARS
LOYAL LISTENING

THE TELEGRAM
Toronto, Friday, October 8, 1954
Home Edition

UNDER this banner headline on the front page of its Friday,
October 8th, Home Edition, THE TELEGRAM, of Toronto,
launched into the CBC with a story that put the CBC up against
the wall on four counts.

Staff reporters George Brimmel
and John MacLean, quoting "dis-
gruntled anti-CBC interests,"
tabled the four charges thus:

Canadian advertisers must buy
the television productions the
CBC wants them to buy.
They must buy these shows,
whether they want them or not,
to reach the main marketing
areas of Montreal, Toronto,
Winnipeg and Vancouver.
When the programs are pur-
cashed the CBC underwriters or
subsidize up to 40 per cent of
production costs — this is ad-
mitted by CBC chairman A. D.
Dunton;
When the programs are pro-
duced the sponsors have little
say about the talent used.
Quoting the anonymous agency
men who, in the words of one, are
"scared stiff of the CBC," Brimmel
and MacLean set out a sorry story of
coercion and dictatorship. They ob-
tained their information only on
condition that they kept secret the
names of their informants.

SUICIDE
"It would simply be suicide for us," one said. "You have no idea how vindic-
tive the CBC can be. They would
go to any lengths to get us if they
knew we squawked."

They quoted another "Even the
Canadian Association of Broadcasters
really wouldn't say much."

Here are the main points of the
Telegram story as supplied by the
anonymous agency men.

"By pushing Canadian talent,
wrapping it in cotton batting,
the CBC is doing Canadians harm. Cana-
dian talent must compete on an
equal footing with other talent with-
out protection."

"Does the Canadian taxpayer rea-
late that when an advertiser 'buys'
a TV program for about 60 per cent
of the actual production cost that he
(the taxpayer) is paying the other 40
per cent?"

"Does the taxpayer realize he is,
in a way, assisting the advertiser to
do his advertising? The taxpayer is
helping the sponsor advertise his
product.

"The CBC is actually going against
the tide. They want to put on their
super-duper productions. They, and
they alone, decide what they like and
what the public should have.

"When the advertiser approaches
the CBC with a program idea he is
gently told to take the super-duper
production at a reduced price of course — or clear out."

An example of this was given by
one agency man who said:
"One advertiser wanted to spon-
sor the Big Four football games.
He was told the only way to get
assurance he could have the foot-
ball was to sponsor the British
Empire Games — a program the
sponsor did not want. Result —
he can't have the football."

Another summed up the situation
this way: "An advertiser has to
please his potential customers. In
other words he wants the best enterta-
inment he can get. The CBC is
merely interested in pleasing the
CBC. The public will take what they
get — like it or lump it."

TAKES WHAT IS GIVEN
"But the advertiser can't get what
he wants. He takes exactly what
the CBC gives him or he just doesn't

go on TV.

"A prominent but scared stiff" agency
man came up with both points of
view when interviewed.

"I really feel the CBC is trying to
be sincere in what it is doing.
They feel they are giving Canadian
television audiences the best possible
type of program.

"They feel they can only do this by
selling advertisers the programs they
are already sustaining. But if the ad-
vertiser doesn't buy he is put on a
waiting list. While he competitor who
buys — with the 40 per cent subsidy —
cuts into the major Canadian mar-
ket.

"Then we have the ridiculous
situation where a sponsor who
won't buy what the CBC wants
peddle is actually, through his taxes,
subsidizing his com-

petitor.

"The question is basically one of
ethics. I believe the CBC is sincerely
trying to do the best thing. But
should they be allowed to tell their
customers (i.e. sponsors) to buy this
particular program or else? . . .

"Has the CBC the right to sub-
dize?"

DUNTON'S DEFENSE

Buttonholed by Telegram reporters
in Ottawa, CBC chairman A. D.
Dunton went on record with this
defense: "We have a number of TV
shows which the CBC produces and
we permit advertisers to put their
names on them. The shows have a
price tag which the advertiser must pay.

"In some cases the price does not
cover what it costs the CBC to
produce these shows. However, the
advertiser must pay for additional
things like station time, network
language etc."

He said the CBC does not refer to
these as subsidized programs but he
admitted that in a few cases the
CBC pays up to 40 per cent of the
bill.
THE Supreme Court of Canada, in Ottawa, has dismissed the appeal of Maple Leaf Broadcasters Limited, operators of CHML Hamilton, against five-hundred dollars damages awarded CAPAC for infringement of copyright.

In a 3-to-2 decision the Court ruled that Maple Leaf Broadcasters Limited must pay the damages to the Composers, Authors and Publishers Association of Canada for infringement of its copyright.

Maple Leaf had challenged in the courts the right of the Copyright Appeal Board to fix copyright fees on a percentage of the station's gross revenue.

It claimed this basis for copyright fees involved inspection of its books by CAPAC. The majority of the Court found in effect that it was proper to have inspection of books to determine gross revenue.

The appeal was dismissed with costs. Chief Justice Patrick Kerwin and Mr. Justice Robert Taschereau agreed with the majority judgment written by Mr. Justice J. R. Cartwright.

Dissenting opinions were expressed by Mr. Justices J. C. Rand and C. H. Locke.

TEST CASE:
The case came before the courts when Maple Leaf — on behalf of fellow members of the CARITB — and CAPAC agreed that it should serve as a test of the powers given the Copyright Appeal Board in establishing annual performance fees.

CAPAC sought damages from Maple Leaf when the radio station used CAPAC's music in 1952 without paying the fee, established by the Copyright Appeal Board at 1½ per cent of the station's $500 gross revenue. In previous years, the fee for privately-owned radio stations was seven cents for every licensed radio receiver in Canada.

In the reasons for judgment written by Mr. Justice Cartwright note was taken of the claim of counsel for Maple Leaf that the fees based on a percentage of revenue were not fees within the meaning of the Copyright Act and therefore are illegal.

"I agree with the conclusion of the learned trial judge that both these contentions must be rejected ..." the reasons said.

The reasons also note that Maple Leaf's counsel claimed that the radio station could not know January 1st the amount it must pay CAPAC in advance for use of CAPAC works. Many stations ended their fiscal year December 1st and would not know their gross revenues until some time later.

Mr. Justice Cartwright wrote that he assumed there would be a period early in a year when the gross revenue would be unknown and the fee could not be calculated.

INSUFFICIENT REASON
However, he said: "I do not find it a sufficient reason for declaring the certified tariff (of fees established by the Copyright Appeal Board) to be void."

He said the law does not require the Copyright Board to have the exact fees established by January 1st. In fact, he said, it would appear "most unlikely" that the Board could establish a fee until some time after January 1st because of the procedure required under the Act.

He said that all — no radio station would have to do is offer to pay the fee to be established by the Board. In that way the station could use the copyright work and escape prosecution for infringement.

He said the Board's "implied duty" was "to proceed with all possible expedition and that the statements (of fees) if certified later than January relate back upon certification, to the commencement of the year."

Concerning Maple Leaf's objection to fees of a percentage of revenue rather than a fixed sum, the reasons for judgment said the Board has power to establish such a fee as stated by Mr. Justice J. C. A. Cameron in Exchequer Court, when he awarded CAPAC the $500 damages.

"Once it has been held that the Board was acting within its powers in fixing fees at a stated percentage of the gross revenues of a licensee it appears to me to follow that it must be within its powers to approve or prescribe the manner in which the amount of such gross revenue is to be ascertained or certified," Mr. Justice Cartwright wrote concerning the Maple Leaf objection to opening its books for inspection.

Mr. Justices Rand and Locke wrote in dissenting judgments that the Copyright Appeal Board went beyond its powers in authorizing inspection of the station's books. They would have reduced the damages to one-dollar and would relieve Maple Leaf of paying the costs in the Supreme and Exchequer Courts.
LET'S GET TOGETHER

IF YOU HAVE A TV LICENSE OR EXPECT TO HAVE ONE, OR IF YOU ARE A PRODUCER OF MOTION PICTURES, WE HAVE A LOT TO TALK ABOUT.

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ABOUT OUTSTANDING EQUIPMENT BY:

HOUSTON-FEARLESS
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.

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

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

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

GRAY
Top - projects Opaque or Transparent Material, Solid Objects, Tape, etc. Telecine - 2" x 2" Continuous Sequence Projector. Multiplexers.

BELL & HOWELL
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splitters, etc.

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

NEUMADE
Everything for Film Handling.

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

FREZZO-LITE
Portable motion picture floodlight. Permits one-man newsreel photography.

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

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Belmont 1-2303

Engineers Meet In Toronto

THIRTY-SIX OF THE ONE HUNDRED CCB \ENGINEERS, suppliers and others, who registered for \this month's technical conference are seen in the \picture. Starting with the front row, they are, left to \right: M. Marchand, CKLB, Oshawa; G. Faucett, \McCurdy Radio Industries Ltd., Toronto; J. Barnaby, \CFCH, North Bay; H. Wright, CBC, Toronto; W. \Baker, CFRB, Toronto; Bill Stowin, CBBA President, \CJBQ, Belleville; George Birley, Kingsway Films, \Toronto; Bill McGregor, CKCO-TV, Kitchener. Second \row: Cliff Simpkins, George Sleeth and David Stead, \all of CFRB, Toronto; Ted Davis, CPPL-Radio; Dale \Dufield, CPPL-TV, London; Jim Sterling, CPPL- \Radio, London; Ron Turnpenny, CFOS, Owen Sound; \Les Horton, CKOC, Hamilton; Mahlon Clark, CKSF, \Cornwall. Third row: W. A. Nunn and J. Brouwer, \CPPL-TV, London; W. Cuddihy, CFRB, Toronto; Ross \E. Wilson, CPPL-TV, London; J. B. Buchan, CJOQ; \Belleville; Al Collins, CKLB, Oshawa; Gordon Brooks \and Robert Anakin, CFSC, Chatham; Bill Ashby, Mag- \necord Inc., Chicago; Alex Clark, Magnetone Canada \Ltd., Toronto. Back row: Hen Levert, CKOC, Hamilton; \Don McEachern and Clive Eastwood, CFRB, Toronto; \Harold Peerenboom, CFR, Ottawa; Douglas Hinz and \William Owen, CHLO, St. Thomas; Earl Dunn and Reg \Stevens, CFRB, Toronto; Bob Cooke, CHOC, Sarnia.

now you have it!
the CKTB story

"THE CKTB STORY" covers BBM facts and \figures on the rich, rapidly expanding Niagara \District ... and CKTB Station covers the market!

READ
- the two-year gain of 65,250 radio homes!
- the huge number (73.7%) of homes owned!
- lists of national and local advertisers who used \CKTB to tap Niagara in 1953!

Call Paul Mulvihill for the story on all six markets!

Paul Mulvihill & Co.

now you have it!
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PRINCIPALS

CKTB ST. CATHARINES
CKBB BARrie
CHOK SARNIA
CJCH HALIFAX
CJFX ANTIGNISH

CKOK PEMTCTION

P.S.--See you at The Central Canada Broadcasters' Association Convention in Niagara Falls!
French Broadcasters Say 'Stick To News, Music, Public Service'

The French-Canadian Association of Radio and Television Broadcasters says the radio industry should concentrate on news, music and public service.

A statement issued by the Association at the conclusion of its first annual meeting at the Seigniory Club, Montebello, Que., October 11-13, said the fullest possible use of the three fields will consolidate radio's position in public information and entertainment and will assure the industry a sound and healthy future.

Appearance of television is proving an incentive to radio to reap benefits from its advantages as a medium providing rapid news information and public service in its immediate community. A resolution was passed drawing the radio industry's attention to opportunities for public service particularly at the community level.

The statement by the board of directors capped the three-day meeting attended by 21 of the 23 French-language member stations in Quebec and Ontario. David Goud, of Radio Nord, Rouyn-Noranda is association president.

Place of Radio

During the sessions, experts in various branches of the broadcasting industry discussed the present place of radio as a means of information, education and entertainment, its contribution to the development of local talent, methods of radio management and latest developments in radio equipment.

Close to 100 representatives of radio stations and allied enterprises were on hand for the sessions. The Association was set up two years ago for exchange of information and discussion of mutual problems among Canada's French-language stations. It is in good standing with its member stations as Les Radiodiffuseurs Français du Canada.

Pioneering Role

The Directors' statement said that discussion at the meeting revealed that local radio stations are performing a pioneering role in radio, demonstrating local talent and that they should make more widespread attention to the facet of radio activity.

Rene Lapointe, CKBL, Matane, outlined during the sessions what he has done in his own station to develop local talent and how he makes the best use of it.

Lapointe said his station uses local programming nine and 10 hours a day and seven and a half per cent of productions aired by CKBL originate in the station's studios.

Local talent and local production means higher net profit and higher salaries for staff, Mr. Lapointe said. Four of his five announcers earn $100 per week, which made for staff harmony and interest in the operation of the station.

Phil Lalonde, CKAC, Montreal, said the day is fast approaching when thanks to the use of transistors, many people will be carrying a tiny radio set the size of a wristwatch or a cigarette case. Lalonde said the fact that such a development is within immediate reach is new proof radio will not only survive but will continue to gain ground.

Lalonde said that more than 96 per cent of Quebec families listened to radio one full day each week. This great listening audience made radio the most important advertising medium available and surveys show that radio is the most used medium in advertising.

Paul Gélinas, CKAC, Montreal, said television is a challenge that must be met by radio. The first thing was to have confidence in radio. One had to look across the border to realize that radio in the United States is as healthy as ever despite television competition. Millions of radio sets are sold yearly in the U.S.

Baxter Ricard, CHNO, Sudbury, said that presence of a television station in his city but not affected local radio advertising. He said cost of TV advertising is high and there was reason to believe whatever was lost to radio on the national scale could be regained on the local level.

Local sales can be increased by intelligent programming that will please advertisers and organization of an efficient sales staff. He said radio representatives should make it a point to call on prospective clients who never use radio in their advertising budgets. His own experience was that once they were won over to radio they became steady clients.

Aurèle Pelletier, CHRC, Quebec, discussed radio station administrative methods and two CKAC Montreal staff members, Robert Jougleur and Louis Belanger, talked on the use of recorded music and the duties of a radio announcer. Other speakers included Conrad Lavigne, CFCL, Timmins, and Ferdinand Biondi, CKAC.

Guests of the Association at its annual dinner were George C. Mar- ler, newly-appointed Federal Transport Minister and A. D. Dunton, chairman of the CBC board of governors.

Representing the Canadian Association of Radio and Television Broadcasters were E. Finlay MacDonald of CJCH, Halifax, president, and T. J. Allard, executive vice-president.

New Station Manager for CJIC

E. G. Vance, Commercial Manager of CJIC, Sault Ste. Marie, has been appointed station manager. He will retain the commercial management, in addition to his new duties.

Vance joined CJIC in 1946 after his return from overseas with the Canadian Army.
NEW! UNI-LEVEL AMPLIFIER

Call it a Uni-Level amp or a “station attendant”... either name tells the total potential value to both large and small audio operations. This unit is ideal for controlling level changes encountered between different program sources such as remotes, network, transcriptions, and film projection.

Yes, in any studio, you can count on the BA-9-A to provide higher average output levels. Count on it to save time and effort while performance is greatly improved.

Get all the facts today on this important new audio development. Complete information will be on the way to you as soon as we receive the coupon below. Be sure to fill it in now!

Progress Is Our Most Important Product

Broadcast Television Sales
Canadian General Electric Co. Ltd.
830 Lansdowne Ave., Toronto
Please send me information and price of the new G.E. Uni-Level Amplifier.

NAME ____________________________
ADDRESS ____________________________
CITY ____________________ PROV. (CB)

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SASK. SERVICE STORY
RADIO HELPS FIGHT T.B.

RADIO has a reputation for community service. It is a reputation unmatched by any other single industry in Canada. It is a reputation which has been built up over many years by such fine selfless service as we now bring to your attention.

This is a story from Saskatchewan. Its characters are five radio stations and their staffs, six clubs of the Association of Canadian Travellers, and many thousand ordinary people. In time it covers the 16 years from 1938 to the present day. Its happy ending is the fact that more than $1,600 was raised to help fight tuberculosis in the province. But let us follow the correct pattern in such cases and begin at the beginning.

In the early fall of 1938 a group of members of the Prince Albert branch of the ACT were discussing with Bill Hart, staff announcer of CKBI. Prince Albert, ways and means of raising money for preventive and educational work in the fight against TB. They were discussing the idea of conducting weekly dances each Saturday night for the young people of Prince Albert who were cheated of and finally adopted.

S SMALL DONATION
A small donation was asked from all attending and part of the evening air was over CKBI. During the broadcast time some of the young people had a chance to go on the air with a song or other entertainment.

Donations were to be given to the attention of the public the fact that these young people were helping in their own way to reduce the deadly annual toll of TB.

Within a few weeks invitations were coming in from the smaller towns and villages around Prince Albert for the ACT and CKBI to bring in their show.

The first out-of-town broadcast was held at the village of Parkside where $50 was raised. Now each Saturday night broadcast brings in hundreds of dollars, and is considered one of the most-listened-to Saturday night winter shows in Saskatchewan, with four other radio stations copying the idea for the same cause.

CKBI staff and members of the Prince Albert ACT have travelled over 80,000 miles in the 6 years in which more than 400 shows have been staged. Nearly 12,000 contestants have taken part in these "Amateur Hour" programs, and many contests have come to be called. No rehearsals have been held and anyone may enter who wishes to do so — the whole contest being run on the spur of the moment.

So far, $162,607 has been raised for the prevention of TB. CKBI has contributed more than $50,000 worth of radio time.

FROM PLANES TO HORSES
The Prince Albert ACT — CKBI crew has used just about every kind of transportationimaginable in the 16 years it has been operating. Cars, trucks, railway sectionmen's gas cars, planes, trains, tractors and teams of horses have all been pressed into service — often in temperatures of 30-40 degrees below zero. On one occasion the crew started out by plane and arrived at their destination by horse-drawn sleigh.

CFQC, Saskatoon and the local ACT entered into the picture in 1942 and again there was one man who played a big part in getting this money-raising show going and keeping it going. Wif Gilbey, staff announcer. They raised $500 with their first show held at Aberdeen, a small town in the east of Saskatchewan. Since then $175,901 has been turned over to the Saskatchewan Anti-Tuberculosis League, and 860 hours of free air time given by CFQC. Of the last count 212 towns had been visited, 5,788 entries heard and 58,680 miles covered.

On only two occasions have shows been cancelled because of weather conditions. One, scheduled for Kerrohert (with the boys marooned at Herschel, 50 miles away) and put on later and raised $1,600.

Typical of some of the conditions encountered was the trip back from Unity. Three miles from Wilkie the ACT-CFQC gang ran into a blizzard and their van was bogged down in snow to the fenders. The five occupants drew lots and poor Wif Gilbey and one of the drivers were left with the task of summoning assistance. Wrapping a blanket around their heads they plunged through the snow and arrived at Wilkie at 7 a.m. The party arrived back in Saskatoon at 8 p.m. on Sunday, but they were all there for the next week's show.

The year 1945 saw another station, CJGX, Yorkton, and the local ACT come into the act. Since then this combination has raised more than $108,000, and some 568 hours of air-time have been donated by the station.

MORE PUSH THAN DRIVE
Their most vivid we-must-get-there-at-all-costs memory is of the trip when they took seven hours to travel 20 miles through thick, glutinous mud that bogged down the two cars so much that it was more push than drive.

The same year brought in the Regina ACT club and CKRM whose efforts have so far raised some $400, 000. CKRM, in addition to donating $50 hours on the air, valued at $48, 600, has even inserted ads in the local newspapers to publicize the shows.

Latest additions to the fund-raising team are Moon Jaw ACT and CHAB. They joined up in 1946 but, before that, CHAB's Bill Shultz was netting a host of dollars for the TB campaign with his Famous Memories program. Bill raised $85,000 in one campaign. With the $108,000 so far huddled in during 600 hours of Amateur Shows CHAB has helped bring in some $250,000 for the TB fund.

Comments the annual report of the Saskatchewan Anti-Tuberculosis League: "In raising funds for the Tuberculosis Preventive Program, in promoting education and a healthy attitude toward the disease and in mass surveys, in unstinted labor for the public benefit, the radio stations and ACT members have earned the gratitude and respect of the whole province."

Have You Heard?
Patterson's of Havre Had a Problem!!
CKLC SOLVED IT!!
Patterson's recently purchased a second store in Wolf Point, Montana, and was faced with the problem of notifying the trading area around Wolf Point of the change in ownership. In addition, they wanted to draw the Canadian tourist trade to their new store. A study of the listening habits in the area brought forth the information that CKLC was the most popular station. One announcement per day was booked on CKCK for one year, and at the end of the first quarter of the campaign Patterson's wrote to CKCK stating that not only had CKLC been responsible for the success of the new store, but, in addition, had increased both local and tourist trade at the Havre store. Patterson's have renewed for another successful year on CKCK, the Mighty Mike of Saskatchewan.

Montana, U.S.A. - 265 air miles from Regina.

IN KINGSTON —
THE BIG SHOWS
ARE NOW ON
CKLC!!

"Denny Vaughn Show" For Player Cigarettes
"Purity Birthday Party" For Purity Flour
"People Are Funny" For Kelloggs
"Smiley Burnette Show" For Ocean's Fine Cut
"Mother Parker's Musical Mysteries" For Mother Parker's Tea & Coffee
"Our Miss Brooks" For Tony Home Permanent
"Voice of the Army" For Dept. of Nat. Defense
"Singing Stars of Tomorrow" For C.L.

Plus many more big shows and campaigns!
Contact Horace N. Stovin & Co. Ask them about CKLC

CKLC
KINGSTON, CANADA

DIAL 620
CKLC REGINA
Representatives: All-Canada Radio Facilities

Walter A. Dales
907 KEEPERS BUILDING
Winnipeg, Man.

WWW.AMERICANRADIODHISTORY.COM
There is no need to push TV in Regina

The TV idea caught on so fast in Regina that promotion projects, aimed at speeding the sale of sets, weren't necessary. When CKCK-TV went officially on the air, September 8, it had a potential audience of 6,000 sets, with a projected 12,000 to 15,000 for the end of the year.

This operation started, and was still housed at this writing, in a nondescript downtown basement store-room. Here copy was written and film was edited for the six hour daily schedule.

"The Dungeon", all 250 square feet of it, housed artists, photographers, continuity, shipping, editing and also Larry Glover, the production manager. Ready for visitors' inspection was the $300,000 highly modern 12,000 square foot building at the eastern limit of the city, in which the $350,000 worth of transmitter and studio equipment was being installed as quickly as possible.

In reply to our question, "Will General Electric have it in by the time this story appears?" Larry quipped, "I'm moving out come hell or high water and they build the partitions around me."

**REPT FAITH**

To keep faith with the TV set distributors, general manager Hal Crittenden had to get going by July 27. He had committed himself to the Regina Exhibition (Saskatchewan's CNE), three weeks previously, to be on the air for the opening of the Ex and so justify the half acre of display space they had leased to the dealers.

They only had the barest necessities ready, but they made the grade and the avalanche of sets sales began. Many of these sales, incidentally, were made for sets to be installed in summer cottages. While the station was still strictly a film operation - mostly sustaining - more than 2,000 four o'clock each afternoon.

In charge of the whole broadcasting operation — AM and TV — is Harold A. Crittenden. On TV, Hal's lieutenants are Lloyd Westmoreland, a native Regilian who just moved back from CKOC, Hamilton to take over sales, and Larry Glover, who has moved over from radio to take over production. Former program director Don Dawson is in charge of radio.

Regina and district families trundled over each other at the Ex and in the stores to buy sets on which to get their first looks.

A dealer survey in operation during September indicated that the goal is well over the 6,000 mark, and the forecast for 12,000 to 15,000 by December is conservative.

CKCK moved into October with only three and a half hours available between 7:30 and 11 p.m., Monday through Sunday. The schedule is filled with national business divided between Canadian and US network shows and spot business, mostly syndicated film. Local advertisers in large numbers were nibbling hungrily at the open periods a month ago.

**EARLIER OPENING**

Last month, the schedule called for a 5 p.m. opening, but with the wild west shows riding herd across the telescreens, and Howdy Doody booked across the board for January, all that was left for local sponsorship was a daily ninety minutes. That's how it was in mid-September. Now the station is getting set to open at

It's still a fact, Station 600, CJOR, has the strongest signal and greatest coverage in British Columbia

In Victoria

**CKDA**

Most listened to (Elliott-Haynes)
Ladies Will Have Their Say At Niagara Falls

The ladies will be crowding the floor at the CCBA convention, scheduled for Niagara Falls, October 25th and 26th. Six of them, under the chairmanship of Phyllis Sivell, media director of J. Walter Thompson Co., Ltd., will form a panel which will get down to business under the all-embracing title "Women Sell — Women Buy."

Making up the panel are Mrs. Mary Ashwell, CPFL-TV, London, Mary Ellen Young, CKBB, Barrie, Wandy Williams, CKOC, Hamilton, Mrs. Claire Bestall, CHLO, St. Thomas, Jane Gray, CHML, Hamilton, and Jean McKinnon, CFCF, Montreal. They will take over during the morning session of Monday, 25th.

Also on the agenda for that session is a panel working under the self-explanatory title "New Ideas in Broadcasting." Putting forward the brainstorms will be J. A. Hammond, CFCF, Montreal, Cam Ritchie, CKLW, Windsor; Fenwick Job, CFJB Brampton and Cliff Winzrove, CPPL, London.

SALESMAN OF THE MONTH

Selling radio to the advertiser will be plugged by James F. Hastings, sales manager of WHDL, Olean, N.Y., who was recently awarded first prize in the BAB's newly inaugurated "Best Radio Salesman Of The Month" competition.

Hastings put an idea into action, did all the spade work and then sold 1 1/2 hours of radio time to a wholesale distributor of radio and TV parts and nine participating retail dealers.

He helped organize a radio dealers' association in Olean which meets weekly, and also developed a new radio program, Radio Repair Time which is broadcast six quarter-hours weekly for a minimum of 13 weeks. He subsequently persuaded the wholesale house and the nine participating retail houses to underwrite the program.

A man who can sell radio to radio should be worth listening to.

SETS OF THE FUTURE

Radio Sets of the Future will be prophesied by J. D. Campbell, general manager of Canadian Westinghouse Ltd., and F. W. Radcliffe, vice-president, R.C.A. Victor Co.

Agency men Talking and Selling Radio will be Ramsay Lees, Ruthrauff & Ryan, Inc., Bob Amos, F. H. Hayhurst Co. Ltd., John McCaughey, James Lovick & Co. Ltd.; Sam Young, Stevenson and Scott Ltd.; Ralph Draper, Leo Burnett Co. of Canada Ltd.; and Cam Logan, Cockfield Brown & Co.

At the closed sessions on Tuesday, T. J. Allard, executive vice-president, CAIRB, will give a Review of Broadcasting and the president, E. Finlay MacDonald will present his report.

'Thank You' Tour By Salvation Army Major

Major Arnold Brown, of the Salvation Army, is making a two months coast-to-coast tour of radio stations to personally thank the radio industry for its tremendous co-operation in connection with the Salvation Army's transcribed series This Is My Story.

He will visit 26 of the 70 stations which have carried the half-hour weekly series on a sustaining basis for more than five years. On each of his visits he will present an Award of Appreciation plaque to the station management.

ALWAYS MORE Audience in Calgary

JOE MARKS, Popular Sports Editor of CFAC's SPORTS DEPARTMENT prepares the following sports features that command a large following in Calgary.

Yes, these special features are some of many that result from an imaginative programming policy. It helps sell your product through a dominance of an appreciable Calgary radio audience as witnessed by...
HIGHER BROWS MAY MAKE CULTURE PAY OFF AFTER ALL

By HUGH McCONKEY

There's a quiet but definite revolution going on in Canada, and one that radio program devisers can't afford to ignore. It comes under the heading of what used to be a dirty word, "culture" and it means something at the cash box.

When the Metropolitan Opera came to Toronto, 54,000 persons attended its six performances, and paid as much as $10 a seat for the privilege. The Sadlers Wells Ballet came to the city for only three performances, and attracted more than 32,000 at an average price of $2.75.

The Shakespeare Festival at Stratford is now too well known to need much explanation . . . but has a wonderful record for hanging up the S.R.O. sign for its performances of plays selected this year more for their artistic, than entertainment merits. In attracting such crowds it must be remembered that these audiences travelled many miles to get there, had to spend more money for travel, meals, etc. than they ordinarily would have . . . and came back for more.

N OT SPECIAL CASES

None of these are special cases, they're not even out of the ordinary. They are simply one more indication that people now want to use at least some of their fifty-odd weekly leisure hours looking for entertainment of a more serious and adult sort. They want to be part of some form of intellectual experience, even if they have to reach for it; they want their senses to be roused to the beauty around them . . . and they are increasingly more able to find it.

They are enjoying more classical music at home now . . . with the advent of LP records, manufacturers are paying more and more attention to their classical sections, and new companies are coming into the field, dedicated to such extra recorded works as poetry, verse plays and authors reading their own works.

A good example of this is Caedmon Records, started only a few years ago in New York by two steno-graphers-with-a-mission. They didn't let lack of capital hamper them, ourcrouching whatever they could and making promises do the work of credit. Their sole initial output was long playing recordings of such off-beat selections as Dylan Thomas reading his own poetry.

THEY PROSPERED

From here they stepped into short stories, essays, the spoken word generally. And they prospered. Prospered so much, in fact, that it's said that the two big companies in the field became seriously concerned and frantically built up their own libraries of this type of record.

What the two girls had done, essentially, was to recognize a trend and capitalize on it by doing it well. They followed one of the oldest lessons in commerce, "Find out what the people want, and give it to them".

Alert stations could do the same—and profit. They could, perhaps, not only increase their share of the listening audience, but bring back to life that very large segment of the public whose sets are permanently turned off except in times of national crisis.

We Canadians are basically home-loving citizens, spend much time and money on improving our own houses and have a primary desire to centre most of our entertainment there. The enormous costs of television production prohibit much of a cultural nature from appearing on our screens, and much of what we most want is unsuitable anyway.

NASAL CLOSE-UP

Music, for instance, doesn't gain but loses when we are distracted by intimate views of the hostess's nose, or can see the harpist nervously straightening her skirt. We are interested in good music. Sales of musical instruments in 1952 totalled some twelve million dollars at factory price, in the same period we were buying over 11,000,000 phonograph records, and spending $532,000 for machines on which to play them.

Tours of the Toronto Symphony Orchestra draw huge crowds in every city, and in their own hall they have been forced to add extra concerts each week to accommodate all those who want to hear them.

We're reading more today than we were, and even books by Canadian authors are finding at least a decent sale here . . . magazines are giving us more thoughtful and provocative articles now, and appreciably less "escape" fiction. We have been denounced as barbarians by people who believe themselves to be more civilized, yet, if we are barbarians, we are such with a grin.
GAMBLE IN VERSE

Two of the most popular plays in New York last season were T. S. Eliot’s "The Cocktail Party" and Christopher Fry’s "Venus Observed". Neither of which is in quite the same class as "Ten Nights in a Bar-room".

Both had to gamble that the public would support verse plays; both profited because there was a ready market for them.

They’ve had imitators, of course, and while it’s too early to know, it’s still quite possible that they may ultimately be accused of setting a trend. They won’t have done this — they’ll just have given the public what it wants.

When Charles Allen Smart wrote about radio as it was 15 years ago, he said, “except for news, and as a means of attaching our phonograph to tubes, I still find the radio ... an abomination. This hystericised and senseless racket ... has yet to learn that the world-wide chatter of monkeys is not culture”.

He went on to point out that “this ominous racket” might yet emerge from its preoccupation with hooking up Tibet and Ankara to listeners in Clappison’s Corners, might, in time, get over its wonder at its own technical facilities and use them for Aristotle’s definition of art as something which "pleases and instructs."

TOO LAZY?

If we are not getting more adult programs perhaps it is simply because we’re not demanding enough. It might be because those in authority want the present type of programs to fill the airwaves just because they’re too lazy to accept changes; because they’ve had lush days and sort of hope that if they don’t worry about anything, their troubles will go away.

Or, it may be because as this paper suggested editorially, radio people have been too preoccupied with "research of alternatives now available", whether listeners want this program or that one to continue ... ignoring the programs not currently being offered.

There’s no point in doing the ostrich act. Radio now has some pretty serious competition, but at the same time, it has one great advantage — that of experience.

If it takes a closer look at the $360 million dollars Canadians spend annually for cultural activities, it will see at least small glimpses of the new age, a growing awareness of our need for a more cultural fare.

We have certainly a long-developed habit-pattern favorable to radio. We have the leisure to spend more time with it. We could probably be persuaded to support a more adult programming, not to the exclusion of the soap operas and be-bop sessions, but rather as an alternative offered now and then.

We have amply demonstrated our need for a better form of entertainment. If radio doesn’t provide it, the loss won’t be ours because we can increasingly find it elsewhere. The loss, however, will be that of the radio stations and it will be felt, recorded and wept-over.

---

SOME OF THEM ARE:

- PERRY MASON
  Procter & Gamble
- WHO AM I?
  Colgate
- TAKE A CHANCE
  Atlanta Brand Sales
- WILD BILL MICKOK
  Kelloggs
- MA PERKINS
  Procter & Gamble
- FUN PARADE
  Lever Bros.
- HELEN TRENT
  Boyle Midday
- SHARE THE WEALTH
  Colgate
- 10 P.M. NEWS
  Shell Oil
- ROAD OF LIFE
  Procter & Gamble
- CORINNE JORDAN
  Paulin Chambers
- W.I.F.U. FOOTBALL
  Northern Electric & Prestone Anti-Freeze

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OUR GAL SUNDAY
Whitehall Pharmacal
NANCY DALE
Colgate
PLAYERS SPORTS DESK
Imperial Tobacco
WIDDER BROWN
Sterling Drug
GUIDING LIGHT
Procter & Gamble
6 P.M. NEWS
Peoples Credit Jewellers
WHAT’S ON WALLY’S MIND?
Sharriff’s
TURNABOUT
National Cellulose

---

IN VANCOUVER

all the BIG shows are on

CKWX

5000 WATTS

Check the good company you’re in
when you advertise
on the one station that’s

1ST IN CANADA’S 3rd MARKET

No wonder more people
in B.C. dial CKWX than any
other station!

REPS:
All-Canada Radio Facilities Limited
Weed and Company
**SHORT WAVES**

**12th TV STATION**

J. G. Hyland of CJIC-TV, Sault Ste. Marie, Ontario, has announced the appointment of All-Canada Television as exclusive Canadian Representatives.

Operating on Channel 2, CJIC-TV's basic one-hour Class "A" rate will be $150.00. CJIC-TV will be a basic station to the CBC TV Network.

This appointment of representation brings the total Canadian private TV stations represented by All-Canada Television to 12. These include: CJCB-TV, Sydney, N.S.; CKLW-TV, Windsor; CHSJ-TV, Saint John, N.B.; CKSO-TV, Sudbury; CKWS-TV, Kingston; CJIC-TV, Sault Ste. Marie; CHEX-TV, Peterborough; CFPA-TV, Port Arthur; CHCH-TV, Hamilton; CKCK-TV, Regina; CFPL-TV, London; CHCT-TV, Calgary.

**52 WEEKS SHOW BOOKED**

Reo Thompson, manager of All-Canada Television, Toronto, has announced that B.C. Packers Ltd. and the S.O.S. Mfg. Co. Ltd. have purchased, through the James Lovick Agency, the half-hour "Z" television feature Meet Corliss Archer.

Lovick offices in Toronto and Vancouver worked out a co-operative plan calling for 52 episodes, to be telecast once per week, with eight stations commencing the series in mid-October. Additional major market stations may be added as stations open and as suitable times become available. The markets booked are: Sydney, Saint John, Kingston, Hamilton, Kitchener, London, Regina and Saskatoon. Vancouver commenced the series at the end of September.

**SOAP BOX DERBY**

Three years ago CJON, St. John's, Nfld., in conjunction with the Junior Chamber of Commerce, instituted a Soap Box Derby in St. John's. So successful was it — thousands of kids joined in the fun — that it has become an annual event.

Each year the event has grown in importance and this year 4,000 kids turned out, with their boxes on wheels, to compete for the CJON trophy awarded to the youngest making the fastest time. They brought their parents along and made quite a crowd.

During the time the Derby was in progress all the roads in the area around Robinson's Hill (the venue for the Derby) were blocked off and cleared of traffic.

The Junior Chamber of Commerce conducted the actual running of the race, with CJON providing starting guns and a mobile unit for on-the-spot broadcasting, interviewing the contestants, and providing radio links between the starting and finishing lines.

**THEY’RE NEVER TOO YOUNG OR TOO OLD!***

An old gentleman came up to see us the other day, and announced he'd been listening to us faithfully since we first went on the air — and that was 31 years ago! He even remembered some of our original shows.

Then there's the young lady — must be all of five — who phones us regularly to ask what programs are going to be on the radio today.

We've got all kinds of 'em — loyal listeners, young and old, who stay tuned to 600 because they ENJOY the listening we offer.

* — to be CFQC Fans.

Incidentally, OUR listeners are YOUR buyers! See our reps.

Contact: RADIO REPS - Canada

ADAM J. YOUNG, JR.

U.S.A.

**TWO MULLS PROVE CFCN IS THE BEST RADIO BUY IN ALBERTA**

Thanks to a diversified economy, your selling program will find plenty of BUCKS in Alberta. The most efficient and economical sales getter is CFCN in Calgary. CFCN talks to more people with purchasing power every day in Alberta than any other single media.

**IT'S THE EXTRA TOUCH**

That makes a salad or a cake a sumptuous thing. Same applies to broadcasting. For example, most private broadcasters find lost articles for listeners. So do we. In July alone, we broadcast 90 such announcements with better than 40% recovery. But even in this, we added an EXTRA touch, a unique follow-up system that makes friends and keeps them. That's why you can trust us to go customer-hunting for you via radio. We'll add an EXTRA touch to bring you EXTRA business. Try us!
Choir Welcomed Home After Historic Tour

The big topic of conversation in Kingston, Ontario, this summer was the invitation to the male choir of St. George's Cathedral to sing in Westminster Abbey. This was the first time in the history of the ancient church that an outside choir had been invited to sing at regular services in the place of the Abbey choir.

When after a very successful appearance at the Abbey, and at other churches in England, the choir returned home, CKWS was on hand to greet them at dockside in Montreal as they disembarked from the S.S. Saxonia.

Kingstonians heard recordings of these interviews, and the report of the arrival of the Saxonia with their morning coffee the next morning.

NABET Certified Bargaining Agent

The Canada Labor Relations Board has certified the National Association of Broadcast Employees and Technicians (CIO-CCL) as bargaining agent for units of employees of CKFS, Jonquiere, Que., and CFGT, St. Joseph D'Alma, Que.

The Board has also ordered a representation of employees in another case affecting the same union at CJMT, Chicoutimi, Que.

Shirriff's New Quiz Program

It's My Living, new ten minute recorded radio quiz program, is sponsored over 25 local stations by Shirriff's. Produced by S. W. Caldwell Ltd., Toronto, for Willis Advertising, Ltd., Toronto, the program supplies clues to various occupations, requiring listeners to guess the correct name of the job. Starring Larry Mann, Canadian radio personality, the show is scheduled to run for 42 weeks.

NEILL MAY HELP SET RADIO FREE IN GUATEMALA

On his return from a mission to Guatemala in the interests of free broadcasting, D. Malcolm Neill, manager of CFNB, Fredericton, B.B., described as deplorable the poverty in the country which overthrew a five-year Communist regime in this summer's revolution.

"The women and children were sleeping in the doorways because they had no homes," Neill said. "The chief cause of the poverty is that Guatemala has always been a mecca for American tourists and that source of income was cut off when the Communists were in power.

"The hotels were empty and our delegation of the Inter-American Association of Broadcasters was among the first visitors since the Communist regime," he stated. "We visited the penitentiary which was packed with political prisoners. There were long line-ups of women and children waiting to see their husbands and fathers."

RAISE STANDARD

Neill, past president, represented the CARTEL at a board meeting of the Inter-American Association of Broadcasters in Mexico City earlier this month. The purpose of that meeting was to form an association of Central American broadcasters in order to raise the standard of broadcasting in that area. It has always been oppressed and retarded by governmental control and interference, he explained.

"We heard reports from Central American broadcasters that they had been thrown into prison and tortured, their stations smashed because of their insistence on freedom of speech," Mr. Neill stated.

In Mexico City a delegation of representatives from United States, Mexico, Cuba, Puerto Rico, San Salvador, and Neill from Canada, was appointed and from there it went to Guatemala to interview the new anti-Communist president, Costello Armas, who still has a heavy bodyguard.

FAVORABLE RECEPTION

"He seemed to be very favorable to our proposition that his country should have free broadcasting," said Neill. "We offered our assistance in drafting appropriate broadcasting legislation. The situation at the present time is very bad. Government-owned radio stations are operating commercially in competition with privately-owned stations and also controlling them."

Neill said that President Armas was interested in his people having the truth and agreed that the free enterprise system of broadcasting seemed to be the best way to ensure this as 80 per cent of the people are illiterate.

The next meeting of the Inter-American Association of Broadcasters, the only communications association in the world having full membership in the United Nations, is to be held in March in Lima, Peru.
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...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.

By HELEN CRAIG

T is a happy thought that, when radio becomes a truly competitive industry, new ideas or adaptations of old ideas are born.

Such is the case when you consider the sports broadcast picture in Ottawa. Sports makes timely news now, in the nation's capital and elsewhere.

We've just finished losing money on World Series pools; now it's full steam ahead as the pigskin parade is upon us; and we look forward to intensified interest in N.H.L. during blustery months ahead.

Ottawa radio stations and CBOT television have capitalized on sports lately, but no communications unit has made the round-the-town grapevine headlines as CKOY has done.

Why? Simply because they've taken a front seat on the bandwagon of reconstructing sportscasts in a manner that commands respect.

PERFECT OPPORTUNITY

Jack Thompson, the new station manager at CKOY, firmly believes that, in the reconstruction technique there is the perfect opportunity for radio to fulfill its prime functions—to inform and to entertain. He believes this because in reconstruction a sportscaster who is on his toes can give a more exciting report, using devices that communicate a greater fervor, and hence, a greater interest in the game.

Now, for the first time in Ottawa, reconstructed football broadcasts come over CKOY giving the competitors a run for their money.

CKOY established this new pattern in football reporting because they wanted to keep in the sports picture. NBC ran into the same difficulty when college games were lost to ABC, so NBC inaugurated reconstructed football south of the border.

It has paid off for CKOY; too, in introduced reconstruction in his race broadcasts. White knew a race would run, say, one minute and thirty-eight seconds, and he embellished a race he had just seen with enough sound effect, and heightened voice pitch to make the reconstruction sound "more real" than a report at the actual running. Thompson said it was an aesthetic delight to watch White as he devoted his energies and mental acuity to this type of broadcasting.

ACADEMIC

This I do not doubt. But the whole idea of reconstruction being "more real" than a report that is absolutely simultaneous with the actual race strikes me as being academic (academic in the sense of being abstract) statement. When we come to the realm of "real" and "more real" your "umele scribe backs out (graciously, I hope) and lets the philosophers and general semantists take over.

Nonetheless, at the time Jack White began reconstructed race broadcasts way back in the mid-thirties, CKTB had one of the best audiences in Toronto. So, for winning audiences, there is, obviously, considerable merit in the system.

For many a moon it was generally admitted in radio sports circles that reconstructing hockey and baseball games was not too difficult a hurdle to jump. When it came to football, though, the consensus was that rebuilding was like a mountain you couldn't walk over.

Prof. Daly, CKOY's sports director, has met his Everest, and he hasn't stood back to admire the scenery. After deliberation with Jack Thompson and P. D. Keith Sterling, the Prof has climbed the formidable peak and has conquered it.

Prof. Daly started out in radio 11 years ago at CKCL (now CKEX, Toronto) and as early as 1945 he worked on reconstructed baseball, with sound effects, teaming up with Hal Kelly and Joe Crysdale. Now, happily married, living in an attractive home near the new CKOY studios in Ottawa's Westboro area, he struck me as being one of the most unlikely sports directors I have ever met.

If you met Prof at a party and had to guess what he did for a living, you might say: "Oh, he's a research scientist, maybe, or a teacher—Maybe a government statistician." But I doubt if you'd guess he's a sportscaster.

RADIO BABIES

Big Four Football games are his radio babies. That is, all games not...
Paralyzed Announcer Still Carries On

CAM LANGFORD, aged 26, is an announcer with CHUM, Toronto. His favorite hobbies are painting and phonograph recordings. He shaves himself every morning before putting in a full day as a radio announcer. He is marrying Ruth Winters on October 30th.

Nothing out of the ordinary in that thumbnail biography — until you add one other detail: An auto accident two years ago robbed him of the use of 75 per cent of his body. He is almost completely paralyzed from the shoulders down.

With the use of gadgets, most of which he designed himself, Cam is able to do almost all the everyday things he could do before that fateful car crash.

Cam has been with CHUM for nearly a year. Before that he had his own recording program which was transcribed for several Ontario stations. He has worked from his home since CHUM moved to third-floor studios in a building which has no elevator. A direct telephone line links him with the studio. With his home mike he sits in with his announcements, reading commercials he has typed himself with the use of specially designed hand-splints.

An hydraulic lift assists Cam in and out of his station wagon and into his wheelchair. After his marriage to Ruth they will move into a home which has been built to enable Cam to lead as normal a home life as possible — it is all on one level, has specially wide doors to take his wheelchair and another hydraulic lift to help him get in and out of bed.

Ruth agrees with Cam's philosophy that "a paralyzed person is not a crippled person. He is only disabled." Cam praises his doctors for one of the quickest and most remarkable recoveries on record. They give all the credit to Cam's courage.

FANS BEHIND STATION

Regardless of this fact, fans in he CKOY listening radius are behind the station, mainly because of the Ottawa team's poor showing; because there are many ex-To-onto, ex-Montreal, and ex-Hamilton people living here; and because, if they wish, they can watch the Ottawa game on CBOT and at the same time listen to a reconstructed version of the feature Big Four game on CKOY.

This feature game has for the them the plus quality of football fever that fans demand. The time element of CKOY football is not important to fans. They want a more complete schedule, and they get it with Prof. Jolly!

Manager Jack, Sportman Prof and D. Keith all expect that the excellence of reconstructed broadcasts will create a demand on the part of those who control the broadcasts, and the general public who hear them, so that, one fine day the two-way pressure will bring back live baseball, hockey, and football to their destination. But in the meantime, initiative and acceptance of the challenge get in there and pitch does not aunt 'OY.

power

listenership

CKRC

Sweet Sixteen

The sales power of CKRC was proven again by the results of CKRC's exclusive radio promotion of Sweet Sixteen's 26th Birthday Sale. Mr. Robert Tinck, Manager of the two Sweet Sixteen's stores used 30 spot announcements spread at 10 spots per day. The results were amazing. Both stores were jammed to capacity for three days. Needless to say, Mr. Tinck is more than convinced of CKRC's "Sales-pull" when no other medium of advertising was used.

more people listen to

than any other Manitoba Station

TV Sales Phenomenal

Canadian television manufacturers are planning to produce, during the three months September to November, almost as many sets as were sold during the first eight months of 1954.

Projected production for the three months is 217,810 sets compared with 202,903 sold during the period January-August, and that shows a 65 per cent increase over the January-August 1953 sales of 158,736, according to statistics released by the Radio-Television Manufacturers Association of Canada.

Sales of TV sets for August was 53,179, a comfortable 150 per cent increase over the August 1953 figure of 22,264.

Radio sales were not so good — 26,462 in August 1954 as against 39,330 in 1953. Year-to-date figures are also way down with 250,633 this year, see against 366,575 in the first eight months of 1953.
Two power outputs — 250 and 100 watts — either instantly selectable ... in a full-size cabinet to accommodate future conversion to higher power ... with capability of 100% sine wave modulation. These needs are fulfilled in Collins' high fidelity 300J AM Broadcast Transmitter.

Dependability is assured by its simplified oscillator, which eliminates use of a crystal oven, associated thermostats, and other complexities often sources of frequency failures. All stages of the 300J — from Oscillator to Power Amplifier — are precisely metered.

All tubes are operated far below their rated dissipation levels to insure safe operation and long life. With only seven tubes employed, the replacement supply is greatly simplified.

Write for your booklet describing in detail the finely styled, dependable 300J.
Dancers and Race Fans Are Happy

CKW, Moncton’s Lionel the Lobster, must have been transformed into Solomon the Salmon when it came to planning Saturday night listening in the Moncton area. He certainly found a Solomon-like solution to a difficult problem.

The local race track had a face-lift recently with new grand-stands plus a CKCW broadcast booth built on top of the judges’ stand. Sports Director Earle Ross took over his new quarters and every Saturday night covered the racing events from 8 to 10:30.

Prior to that, Saturday night had always been dance night on CKCW and non-race-fan listeners let out a howl that even at the most hilarious Saturday night party girls couldn’t dance to a race commentary. The race fans, however, were not keen to give up their share of the program, so what to do.

That’s where Solomon the Salmon (Lionel without his clippers) came into the picture. Saturday nights CKCW now presents Hits and Heats. Bill Murray presides over the Hits from the studio and turns it over to Earle at the track for each Heat as it is run off.

Now everybody’s happy and CKCW has eliminated the 20 minutes of fill chatter between each heat.

31,000,000 TV Sets Sold In U.S.

Television sets in use in the United States totalled 31,080,000 at August 1st, according to an estimate released by Hugh M. Beville, N.B.C. director of research and planning. Beville said 319,000 sets were installed in July, an increase of 13,000 over the previous month.

EXPERIENCED
in announcing, copy-writing, promotion. I have done almost everything to be done in a radio station. Desire permanent position in broadcasting or advertising. Married, children, not a drifter. Let’s talk it over.

Box A217, C B & T.

CKTB Celebrates Double Birthday With Flash Back

CKTB, St. Catharines, celebrated a double birthday this month with a 75 minute flash-back extravaganza. Staff members came up with a neat package entitled, The CKTB Story, revolving around events from 1930 to 1954 in ten 75 minute packages. The show traced the first fifteen years of broadcasting as “The Silver Spire” and the ten years as the Niagara District Broadcasting Company.

The format introduced the voices of former station announcers with greetings for perennial listeners. Some of these voices from the past were: Allan Savage (1933), Norm Marshall (1938 and 1947), Jack Whyte (1934), now newscaster at WJR, Detroit, and many, many more. They recalled the news events reported on CKTB over the years interspersed with the music of the day.

GROWING PAINS

The growing pains of the Peach Country voice were re-lived from ghost station to new studios, and new transmitters. A quick moving preview of future programming was included with congratulatory messages. This segment was pre-recorded and contained a direct New York phone call from movie star Jeff Chandler and from Hubert Stone head of Decca Records in the New York area. Elwood Glover sent best wishes via phone from Toronto.

Wind-up of the show featured the very first voice heard opening the station in 1930, W. B. Rollason, who was vice-president of the Silver Spire Broadcasting Co. Miss Mary Burgoyne, managing director, pledged the station’s continued support of Niagara District activities and told of some of the future plans during this anniversary year.

Station personnel and studio guests then retired to privacy for an “in person flash-back”. All agreed that both on the air and off . . . memories would fill several volumes of “The CKTB Story”.

CBC Boosts Power At Two Stations

CBC’s Trans-Canada network, is to have a new transmitter in operation sometime during the winter. The new equipment will mean an increase in power from 1,000 to 5,000 watts. The station’s signal will be directional to protect other stations in the area.

CBL, the Corporation’s station at Sydney, N.S., will also have a power boost this winter. It has been using a 1,000 watt transmitter since it began operation in November, 1948. This will be increased to 5,000 watts.

MR. GARDINER SAID IT!...

Speaking in Yorkton recently, The Rt. Hon. J. G. Gardiner said: “The fact that the Yorkton district has an annual farm income of well over one hundred million dollars is something any district could be very proud of.”

Needless to say, we ARE proud
And you’ll be proud of your sales figures, when you advertise on Western Canada’s Farm Station, located in THE PRAIRIES’ RICHEST FARM MARKET.

CJGX
YORKTON SASKATCHEWAN
Reps: Horace N. Stovin and Co., Toronto, Montreal, Vancouver Inland Broadcasting Service, Winnipeg
Canadian Station Reps., U.S.A.

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

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

* THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
**Tom Briggs' LETTER FROM PARIS**

**COMPAR**ed with North America and England, television in France reminds one of that old Negro spiritual which begins: "Nobody knows the trouble I've seen". However, it may now be moving into a period of relative prosperity if remote and unforeseen incidences don't completely upset the bright prophecies.

You'd never know it, but French television went on the air way back in 1928 with experimental transmissions from the Eiffel Tower, at the same time that the BBC across the channel, and RCA-NBC and Columbia across the ocean, were preparing to invest millions in sight and sound. But television in France was under the aegis of a government group, obviously the forerunner of Radiodiffusion Television Française, the broadcasting monopoly which took over after the war, under a charter from the National Assembly and responsible to the Prime Minister.

A few French equipment firms were actively interested in those experimental days, also. Money was low and incentive even lower, so very little happened of note on top of the Eiffel Tower.

**HELPED BY WAR**

Strangely enough, the war, in one respect, assisted French TV. The Germans, during the occupation of northern France, put the obvious propaganda force of television to work in their favor, and for the purpose they imported millions of dollars worth of their own fine equipment for the Paris transmitter.

There was only one fault with this plan: Parisians didn't have many sets — at most a handful of home-made gadgets and a few experimentally produced receivers — and during the war they had little chance of getting them even if they could be induced to admire Jerry's programs. But French television, after the war, became heir to a fortune of German transmitting gear.

Then the same problem which has concerned all of Europe, was daringly decided in France. RTP took a bold step in numbering the days of 450-line TV in France in favor of 819-line definition. The difference isn't very great to the eye, especially since up until now the advantage has been lost on the small screen popular in this country. But there is a marked effect on the Frenchman's patience and good humor now that he finds himself stuck with a 450-line set which he must get rid of by 1958, because that is when 450-line transmissions end.

At the moment there is a dual system of 450- and 819-line transmissions, but in 1958, the old type of set won't even have trade-in value.

There have been other retarding factors, as well. The high-cost living here, coupled with low incomes and too-expensive TV sets, has kept the number of TV homes in this country to about 100,000 at the moment. The lack of transmitters hasn't helped, either: Paris and Lille have been on the air for years, but Marseille and Lyon started only this summer. And that is all. Eleven other stations are under study by RTP, but it isn't sure it can get the money out of the government for all of them.

**LACK OF MONEY**

Money, or the lack of it, is TV's biggest obstacle here as elsewhere. The government system, RTP, is supposed to subsidize mainly on receiver license fees. On a TV set here the annual fee is 4,500 francs (about $141), but anyone remembering the defunct Canadian system knows very well how it works here, human nature being what it is universally. So the government has to hand over grants to begin where the pitance realized from licenses ends.

But the money problem extends into the average Frenchman's pocket and here it isn't easy to cure. Economists see a bright year ahead for France; industry in general is getting on its feet and the country now has some semblance of a stable government, and this combination is beginning to mean comparative prosperity for the working man.

Manufacturing concerns in the consumer field are accepting this optimistic view. They have very good reasons for trying harder than ever to sell: one, obviously, is to capture as much of the new buying power as possible; the war as we've seen, was a good but obscure, is that these companies figure the taste of a bit of prosperity will be bound to lead to new demands and therefore they are anxious to get production into high gear.

The 17th National Salon of Radio & Television which was held early this month, demonstrated this full. It is being judged the best exhibition yet; never before have Parisians been treated to a showing of radio and television sets so different from those of the year before.

Never before have the prices been so low or the monthly installment, so generous. Every Francoise is going to have to think twice before investing in the TV set which he obviously wants so badly.

Radio is considered expensive enough here; television seems fabulously to the average man earning about the equivalent of $50 a month, so little that the substantial does not even staves off real poverty. Nevertheless, television manufacturers made things mighty attractive at this year's Salon.

They have brought out big 18-inch and 21-inch receivers, seldom seen before here. These cost over $100, so at the down payment of $75 and eighteen monthly installments of $35. This is a lot of money, so the emphasis remains on the 14-inch sets, smaller which sell for $50 or slightly less.

**SUPERIOR MOVIES**

Programming here is generally good or excellent. The Paris and Lille stations are on the air the early afternoon until shortly after midnight, with a few one or two-hour pauses. French films now shown on television are far superior to anything which Hollywood has allowed to be used on TV in U.S.

News coverage is the same an any other. RTP has trouble getting good upper-to-the-minute film coverage, so much of it is read while a globe revolves on the screen; much of the local and regional filmed news is fairly recent and excellent; international news comes from the same sources as any other. Live drama on TV is usually excellent.

They use one idea here which seems novel. In this land of the low-cut gown there is no public objection at necklines that just keep plunging. So the most popular TV disc-jockeys here are women — daecorous bales who know how to put on a bold front. They introduce their records, put them on the turntable, and while they play the DJ's lead and swoon at the music.

This is the point at which true artistry enters their work. If you don't think so, just see how many different facial expressions you can execute in three minutes without bursting into laughter at the whole ridiculous business.
Radioman’s Slander Law Guide—When In Doubt, Leave It Out

Speaking to delegates at the BCARTB convention at Harrison Hot Springs, Jack Webster, news editor at CJOR, Vancouver, advised station managers that if they were organizing a newsroom one of the points to remember was always to keep their head when it came to the Canadian law of libel and slander can hit you in the pocketbook. To help you we print below a pertinent guide (as used in the newsroom of CKWX, Vancouver) through the intricacies of this law. Cut it out. It might save you the expensive pastime of fighting a suit for slander—and perhaps losing it.

The Libel and Slander Law is the protection given a good name or reputation. In essence a libellous statement is one that exposes the person written about to public hatred, contempt or ridicule, or which imputes to one shortcoming in his trade, office, calling or profession. It is anything published that tenduces good character.

The principal defences to an action for libel or slander are:
1. Justification
2. Motions and qualified privilege
3. Fair and bona fide comment
4. Apology (which goes only to mitigation of damages).

(No. 2 and 3 apply to broadcasting stations only in those provinces which have the Uniform Defamation Act, namely, Manitoba, Alberta, Prince Edward Island, Yukon, North West Territories and New Brunswick.)

Left to Jurisdiction

But it is left to the jury, or presiding judge, to say whether the publication on the air has gone beyond the limits that would be protected by the above defences.

The following principles are based on the Common Law as modified by statutes of provinces other than Quebec. (In Quebec the law of libel is based on the Civil Code and particular care should be exercised in cases of doubt concerning a Quebec resident.)

When a story is known to be libellous, kill it at once.

When even a slight doubt exists, withhold the story from broadcast pending check.

Every editor should remember this cardinal rule.

(4) Any meetings (except where neither public nor press is admitted) of a board or local authority constituted under a public act, or of any committee of such bodies. Included are any municipal council, school board, board of education, department of health, local board of health.

A fair and accurate report need not be textual or complete. It may be textual in part or a fair synopsis or both. Also privileged is fair and honest comment on matters of public interest, made in good faith and without malice. It is sufficient if the comment be fair and honest, whereas statements of fact to be privileged must be true.

MINORS AND JUVENILES

Under certain circumstances trials of children of more than 14, charged with grave offences such as murder, are held in ordinary courts. There is no prohibition against publishing a fair and accurate report of such trials.

Anyone under the age of 18 years is a juvenile. Anyone under the age of 21 years is a minor.

Any juvenile, charged with an offence, is tried in the juvenile court, from which the public is barred. If the seriousness of such a case warrants its transmission to police court, the juvenile’s name can be published.

Privilege in writing: The fact a writing has been issued against a person may be published but care should be taken not to reproduce defamatory allegations in a writing since such statements are allegations which may or may not be true. When challenged in court by the defendant, they may be wholly unfounded.

The above information is for guidance. It is not a blanket approval of the types of stories outlined. On any doubtful points legal advice should be obtained by the editors at once.

Meantime, “When in doubt, leave it out.” Because another source such as a newspaper, wire service or another radio station uses a story falling in any of the aforementioned categories, is no excuse for using the story on your station.

The West’s “Most Progressive French Radio Voice”

EDMONTON

and

NORTHERN ALBERTA effectively!

680 KC

La Voix Francaise

De l’Alberta

Our Representatives:

Omer Renaud & Cie.

Toronto and Montreal

---

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

OVER ONE BILLION DOLLARS
NEW CAPITAL IN B.C.

THIS YEAR

* THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
Disc jockeys have been cornered by the dozen and some of them should have been stoned without question, but here is the story of a deejay who was asked to lay a corner stone for a sponsor's new building.

C. M. Richardson, who is building a Super-Market for his furniture and electrical appliance business, invited Wally Crouter, CFRB, Toronto's morning show announcer, to lay the corner stone.

In his address at the opening ceremony, he said that Wally was there to lay the corner stone as a tribute to both Wally and CFRB. This building would not have been possible, he said, "without the sales impetus provided by CFRB's advertising and the sincerity with which Wally Crouter delivers my message on his morning program."

PETERS PRESENTS

When Gerald Peters landed in the CB & T office from London four years ago, we told him he'd never make it, but we reckoned without the Dominion Network, which promptly made a liar out of us and put him on the air with his Memory Music Hall. No doubt you have listened to this program of familiar discs, which he dishes up with a seasoning of what he calls modern jokes (because everyone has forgotten them). Anyhow it's still on.

His TV offering of the same type of show, called just Music Hall, had a 39 weeks run, and while it is "resting", Gerry is back with his first love as an impresario.

That's what he used to do in London, and now he's trying his hand into complaints that a CBLT announcer ended a commercial on Ford Theatre a couple of weeks ago with "we certainly b - - d that up beautifully."

Having determined why the announcer made such a sensationally terrible utterance over the sacred facilities of the CBC, I should like to suggest that Dr. Dilworth indulge in a further investigation, to find out why that announcer did b--r it up, which he did, as he said, beautifully.

"JOHNNY" WALKER

RCA Victor Co. Ltd. reports personnel movement in the person of H. S. "Johnny" Walker, formerly Manager of Broadcast Equipment Sales, who has been appointed, ac-

Nov. 1, 1954

Our 20th Anniversary

Selling and serving Northern Alberta for 20 years

EDMONTON'S

CFRN

RADIO REPRESENTATIVES LTD.
Montreal - Toronto - Winnipeg - Vancouver
TINY ELPHICKE at right looks not a little pleased with the gift of a pair of binoculars he received at the hands of president Finlay MacDonald from the CARTE. The presentation was made during the WARTB Convention in Banff last month in recognition of his contributions to the industry.

CONVENTION MEMORY

This one, a flashback to the WAB Fiesta, centres around Bob Buss, of CHAT Medicine Hat, who helped a bunch of revelers drink up all Jack (CJGX) Shortreed's amber fluids—those mickeys don't last worth a damn, do they?—and offered to kick in with a jug he had cached in his own room.

Bob left to get it, returned, looked at the doors and their numbers, trying frantically to remember which was Jack's. He strained his ears, but it was after midnight, a time by which some people are in bed and asleep, even at Banff. Just as he was bending down to hold his ear to the levohole, a quiet but frightening voice said: "Looking for someone, sir?"

Bob admitted that such was the case. He explained about the errand he was on and what had happened. He satisfied the house sleuth that he was a respectable guest, registered in the hotel, with the result that the Law became highly practical and cooperative. He asked Bob the name of the friend he was looking for, and Bob said: "Name? Oh yes of course... Why, it's Mister..." His face went blank. "How silly of me! Mister—uh—Dammit, I know his name as well as I know my own..."

ESPECIALLY RELATIVES

I came across this one in the PERFECT STARS in which it appeared as a display advertisement.

NOTICE

NO HUNTING OR TRESPASSING
On any lands known as the Anderson Stock Ranch. All trespassing, with or without firearms, will be prosecuted, especially friends and relatives.

Price Anderson
Emily Anderson
Fred Anderson

And that completes my investigation of The Desk for this issue. So buzz me if you hear anything, won't you?

AM OR FM
"You're on the air to stay"

with
MACHLETT TUBES

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

OVER 50 YEARS
SPECIALIZING IN TUBE
MANUFACTURE EXCLUSIVELY

DOMINION SOUND EQUIPMENTS LIMITED
HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

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

"CHLOE" RINGS THE BELL AGAIN!
MORE POWER!
MORE COVERAGE!
MORE RESULTS!
WHEN YOU USE
CHLO
LONDON AND ST. THOMAS

See Stephens and Towndrow
In Toronto and Montreal.
Adam J. Young in U.S.A.
Here’s How We Know We Have
Extensive Coverage—Responsive Audience

READ WHAT OUR LISTENERS WRITE:

Sydney, N.S. — Sept. 1/54
"Just a note to tell you how much I enjoy your program
‘Under Scottish Skies’. It really is a wonderful program. . . ."

Fairview, N.S. — Sept. 12/54
"A very short note to ask when ‘Minute Money’ will be back
on CJFX? We are all anxious to have this very interesting program
on the air and would also like to know what quiz programs are on
the air now, or presently. . . ."

Souris, P.E.I. — Sept. 27/54
Re IRISH AIRS: "This is a favourite program at our house
but most particularly when John McCormack is featured . . . very
best wishes and thanks for the program."

Local programs with strong regional appeal give us a
large, responsive audience . . . maximum selling power.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

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

Representatives
Can. — Paul Mulvihill & Co.
U.S.A.—Adam J. Young Jr., Inc.

BILINGUALISM
In honor of the new French
Canadian Association of
Broadcasters, the name of this
paper is changed, for this issue
to Canadian Broadcaster et
Telescreen.

WHAT PRICE YOUTH
No shirt too young to stuff.

SEE WHAT I MEAN DEPT.
Some of these characters who
never stand up in judgment of
their fellow man may not
spend their time forming opin-
ions of others because they
are too busy thinking of them-
selves.

POWER OF TV
TV films are the best films, be-
cause it is so nice to see the
stars when they were thirty
years younger.

PAN MAIL
Sir: Will you come and address
our club? Our members have
expressed a keen desire to
meet and hear the editor of
the CBC Times. J.J.J.

SHOP TALK
The eye wash you make in the
most important thing in the
world to you. To Mr. and Mrs.
John Public, it is so much eye
wash.

FIFTY FIFTY
A good office boy and a presi-
dent have the same investment
in the company — all they
own.

TO HAVE AND TO HOLD
What the great stars need in
their private lives is a lot more
high fidelity.

THOUGHT FODDER
Isn’t it a fact that the main
issue in the fight for free
broadcasting is YOUR JOB?
"18,000 HOURS and still within specs"
says Francis Brott, Chief Engineer, KOMO, Seattle

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

NOW an Ampex for every broadcast need

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

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent (± 0.2%) that tapes are always on speed — without program crowding 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".

Ampex Corporation, 934 Charter Street, Redwood City, California
Has your sales curve turned "chicken"?

Chicken and poultry have a per capita sale of .23c. Plucking your profits from the poultry business you'll know your own sales per capita.

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

Why we can help you. Of Canada's total population, five million people live in Ontario — that's ¼ of the nation's population. And this group is responsible for 40% of all retail sales. These two facts make this province the richest market in Canada . . . the No. 1 market for your product be it poultry, pickles, or any saleable goods or service. And naturally, the more of your goods that you sell in the richest market, the greater will be the profits that come home to roost.

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

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

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

CFRB
TORONTO

50,000 watts 1010 K.C.

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