

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 12, No. 1

TORONTO, ONTARIO

January 7th, 1953

CBC to Consider Five A.M. License Bids

Ottawa—The "freeze" on radio station applications for licenses will be over when the board of governors of the Canadian Broadcasting Corporation meets here in the House of Commons building for a three-day meeting beginning January 22.

Six applications for station licenses at various points across the country are to be considered by the Board, one for an FM license.

John N. Hunt, Vancouver sales representative for a number of stations, is seeking a license for a 250 watt station on 1230 kc at Cloverdale, between Vancouver and Chilliwack. A license is being sought by Hugh M. Sibbald for a 1,000 watt station at 1800 kc in Edmonton. In Kingston, Robert S. Grant is attempting to establish a 1,000 watt station on 1380 kc.

For Eastview, a suburb of Ottawa, a French-language station is being sought by Eastview Broadcasting Co. Ltd. for operation on 1240 kc with 250 watts power. A station for New Glasgow, N.S., to operate on 1230 kc with 250 watts power, is being sought by Hector Publishing Co. Ltd.

The FM station is being sought by Queens University for operation in Kingston with a power of 1,000 watts on 91.9 mc. The University has also operated for some time an AM station there, CFRC.

The agenda for the Board's meeting states it "will also consider representations from private stations and other interested persons on the proposed new revised regulations for sound broadcasting at its public session on January 23".

An increase in power for station CKDA, Victoria is being sought, along with a frequency switch. Owner David Armstrong wants a move from 1340 kc with 250 watts to 730 kc with 1,000 watts. Another change to be considered is for CKCW, Moncton, from 5,000 watts to 10,000 with no change in frequency. This application was deferred from the Board's last meeting.

Another frequency change is being sought by station CHNO, operated by Sudbury Broadcasting Co. Ltd., from 1440 kc with directional antenna and 1000 watts, to 900 kc and nighttime directional antenna with same power.

A change in frequency for its FM transmitter is being sought by CHML-FM, Hamilton, from 94.1 mc (channel 231) to 92.1 mc (channel 221). The same station is seeking a license for an emergency

Everybody Gets In Syracuse TV Act

(SEE STORY ON PAGE 13)



THE LEADING PERSONALITIES in and behind the scenes at station WSYR-TV, Syracuse, N.Y., are seen above. Top, station president E. R. Vadeboncouer (who also heads WSYR's AM and FM operations), and vice-president and program director William V. Rothrum (at right) look over some of the thousands of toys which viewers of the "Ladies Day" program sent to emcee Kay Russell (centre) in her annual drive for Christmas gifts for hospitalized children. Bottom, staff and cast members put final touches on a set for a variety production, "The Jim Deline Gang", while program director Jim McDonald (with camera) works out scenes and camera angles. These are the station's two major live shows and are produced daily.

transmitter, as are stations CHRC, Quebec and CHLN, Trois Rivières.

The Board is scheduled to consider a transfer of the license of station CKCK, Regina, from The Leader-Post Limited, Regina newspaper, to Transcanada Communications Limited.

Seeking the Board's approval are: CHNO, Sudbury with recapitalization from 750 common to 153 common, 747 class "B" and 7,500 preferred shares, as well as the transfer of 75 common and 467 class "B" shares; and CJBR, Rimouski with

recapitalization from 100,000 common and 2,500 preferred shares to 86,000 common, 2,500 1st class preferred and 70,000 2nd class preferred shares, as well as transfer of 3 1st class preferred and 1,000 2nd class preferred shares.

The following are also scheduled for consideration: transfer of 3 common and 87 preferred shares in Acadia Broadcasting Co. Ltd. affecting CKBW, Bridgewater, N.S.; transfer of 2 common shares in Evangeline Broadcasting Co. Ltd., not agree.

affecting station CFAB, Windsor and CKEN, Kentville, both in Nova Scotia; transfer of 1,125 common shares and 160 preferred shares in The Voice of the Prairies Ltd. affecting CFCN, Calgary; transfer of 33 common and 480 preferred shares in La Compagnie Gaspesienne de Radiodiffusion Limitée, affecting station CHNC, New Carlisle; transfer of 6 common shares in Atlantic Broadcasters Limited, affecting CJ FX, Antigonish; transfer of 2,350 common shares in Oxford Broadcasting Co. Ltd. affecting CKOX, Woodstock; transfer of 3 common shares in Sarnia Broadcasting Co. Ltd. affecting CHOK, Sarnia; transfer of 15 common shares in Saskatoon Community Broadcasting Co. Ltd., affecting CKOM, Saskatoon; transfer of 1 common, issuance of 24,786 preferred and redemption of 62,900 preferred shares in International Broadcasting Co. Ltd., affecting CKNW, New Westminster; and transfer of 20 common shares in Northwestern Broadcasting Co. Ltd. affecting CJNB, North Battleford, Sask.

Talent Strikes For Pay As You Play

Toronto.—The Canadian Council of Authors and Artists and its French counterpart, L'Union des Artistes, and also the American Guild of Variety Artists has called a halt to TV film work, effective January 15. The strike has been called because the union has been unable to persuade producers to accede to its pay-as-you-play policy in connection with commercial TV films.

What the artists want is payment of the "live" performing fee at the time the film is made, plus 25% of that fee each time it is run on the air. Scale for "principal performers" ranges from a minimum guarantee of \$25 for 5-minute shots to a minimum guarantee of \$120 for films of from 45 to 60 minutes. For performances in dramatic commercials, the union is asking for minimums ranging from \$20 for 60-seconds or less to \$60 for films of 45 to 60 minute duration.

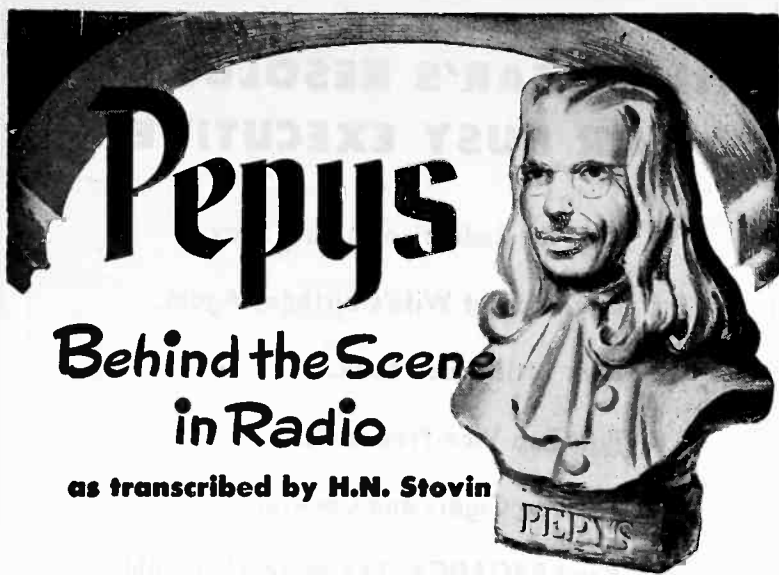
Producers do not appear to be quarreling with the basic rate of pay but with the charges for repeat performances. What they are after is a basis comparable to the agreement signed last summer between the U.S. networks and the Screen Actors' Guild which calls for payment of 20% of the "live" fee in return for which the producer and sponsor have unrestricted use of films made. To this the union will not agree.

MAB CONVENTION

Fort Cumberland Hotel, Amherst, N.S., January 26-27

BCAB CONVENTION

Empress Hotel, Victoria, B.C., February 12-13



"Do somehow feel, and have these many years past as each New Year comes in, that I am a year younger instead of older, as I indeed must be! For each year does turn over a new, unblotted page, even as I do in this Diary of mine, and — unless we are old in spirit, for which there is no excuse — there is gladness in contemplating what lies ahead ● ● ● New friends are there to be welcomed — old friends are still here to be cherished — each year this great Canada of ours grows in stature, with increased production, greater development of its boundless natural resources, the freeing of many of the restrictions which hampered merchandising and sound trade, and goes forward into a new measure of prosperity ● ● ● In the New Year now ahead of us I do see increasing opportunities for service, as we share our growing pay-envelopes with those who, through age or sickness, look to us for help; and in those many services which can be rendered to the communities they serve, I am mightily sure our good Stovin Stations will, as in the past, play a leading part to listeners, advertisers and merchants alike.

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CFPR Prince Rupert	CKY Winnipeg	CKSF Cornwall
CKLN Nelson	CJRL Kanora	CJBR Rimouski
CKXL Calgary	CJBC Toronto	CJEM Edmundston
CJGX Yorkton	CFOR Orillia	CKCW Moncton
CHAB Moose Jaw	CFOS Owen Sound	CHSJ Saint John
CJNB North Battleford	CHOV Pembroke	VOCM Newfoundland
CKOM Saskatoon	CJBO Belleville	ZBM Bermuda

Member of Radio Station Representatives Association

(Continued from previous page)
 Reasons given by the veepee responsible, L. H. Rogers, were: "It violates a provision (in the industry association code) against songs in which children describe parents' misconduct and implies an insult to Santa Claus and the sacred occasion of Christmas."

Two surprising thoughts are that such regulation could be applied simply by force of public opinion, and also that those who complained in this particular case knew how to write.

The Christmas eve luncheon menu at the King Edward Hotel featured "Calf Sweet Bread Pattie Lillian Russell New Peas—\$1.75".

I have been commended. That in itself is news. But to be commended by that arch critic among critics, Leo Hutton, who occasionally functions as joint liaison officer for the C. N. and C. P. Telegraphs, is really something. Leo writes:

"I was very glad to see your item, 'Who's Calling', in 'Over the Desk' in the December 3rd issue of the Canadian Broadcaster.

"I have had two pet hates for a good many years—one, 'Who's Calling', and the other 'Just a moment, Mr. Discourteous wishes to speak to you.'

"I have solved the problem of 'Who's Calling' by saying 'The Prime Minister' or 'The Sheriff', either of which invariably secures immediate connection.

"The technique for handling 'Just a moment' takes a little more time, but the result is most gratifying.

"When I hear 'Mr. Discourteous wishes to speak to you', I hang up. Presently a voice again says 'Mr.—' so I hang up. Presently a reproachful voice says, 'When I say 'just a moment, you hang up.' Then comes my punch line, I say 'I don't give a damn whether I speak to Mr. Discourteous or not, but if he wishes to speak to me, have him on the line before you call', and hang up again. Boy, does that set them back on their heels.

"All the best for Christmas and for 1953, in which you will most doubtless be having another 50th birthday.

Sincerely,
 Leo Hutton"

On the Aylmer Road on the outskirts of Hull there's a hot-dog stand, named in truly bi-lingual tradition. The specialty of the house is Kosher meats. It is called "Chez Sam".

Two of the CAB Awards projects are clamoring for attention. These are the Quarter Century Club and the John J. Gillin Junior Memorial Award.

Those eligible for the Quarter Century Club are, according to a memo from the CAB, "persons who have for 25 years been employed by CAB member stations or in the sales representative field or in similarly allied fields." The CAB (per Jacques Noel, secretary treasurer) asks for information about such people as soon as possible.

For the Gillin Award, stations are requested, also by Noel, to submit their briefs at their earliest convenience (definitely not later than February 1) to the CAB office, 108 Sparks Street, Ottawa. They should be submitted in quadruplicate. The winner is selected by a board of independent judges.

Half way through "The Incredible Canadian", Bruce Hutchison's remarkable biography of the late Prime Minister, I should like to suggest it be retitled "The Divine Right of King".

I think it was early in December that CBLT did a telecast on the *In Town Tonight* series at a Toronto fire hall. The CBC camera caught a TV receiver in the background. Foreground of the CBC shot was a group of firemen being interviewed. Back of that another bunch looking at TV. The program—Arthur Godfrey on WBEN-TV, Buffalo.

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

Published by
R. G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
 Empire 3-5075



Printed by Spalding Printing Company Limited, 16 Queen Elizabeth Blvd., Toronto 14 — MURRAY 8309-9

Vol. 12, No. 1

25c a Copy — \$5.00 a Year — \$10.00 for Three Years

January 7, 1953

The Jig Is Nearly Up

The latest development on the TV front, CBC's sudden cutting of its time rates, is indicative of the state of dilemma which the nationalized broadcasting system has reached. The fantastic situation is that advertisers who have been charged at the rate of \$1,600 an hour, including "facilities" are suddenly told that rates have been reduced to \$750 plus "facilities". Whereas on the old basis, sponsors had to pay for studios and technical personnel whether they used them or not, it has now been ordained that as from January 1 they need only pay for them if they use them. This change of rates, though the CBC says it really doesn't make any difference, must mean a reduction of over 50% in such cases of film imports as Campbell's Soup TV *Playhouse* and Canada Starch's *March of Time*, should they decide to renew. Nonetheless cost per set is still higher by far than most U.S. stations offer.

If any proof of the utter incompetence of CBC administrators to operate the nation's commercial broadcasting business were needed, surely it is here now.

It seems evident that the first rate card was assembled on a think-of-a-nice-large-number basis. No doubt the civil servants to whom this department of government has been entrusted in our name were encouraged into granting them the same kind of monopoly they were originally designed to protect the public against. What they did not reckon though is that the well-known apathy of the national advertiser stops up very short when it hits him at the root of all his feelings and sensibilities—his bank account. Last week five of the CBC's bigger sponsors cancelled or declined to renew because of the high cost in relation to low set populations. Then came the new rate card, which at this writing has evoked no rush on the part of sponsors to get back in the fold.

One other development worthy of mention is the action of the two US networks which refused to go along with the original rates but have made a deal under the new rate card.

It is somewhat significant that CBC has thus far refused to disclose the details of the deal with CBS and NBC. It seems reasonable to assume that it was their frantic need for the audience appeal of the American chains which induced the CBC to cave in and adjust its



"Radio copy writers love that guy. He always runs to the nearest drug store."

charges in accordance with the networks' demands. An anonymous CBC spokesman told the *Toronto Telegram* that "the subject (of the network deal) quite probably will come up in Parliament, but I doubt that even then will they be revealed." This high and mighty pronouncement of a public servant is typical of their dictatorial "we-know-what's-best-for-you" attitude.

For many years this paper has tried to point out that the iniquities of the Broadcasting Act are contributed to by advertisers every time they buy advertising from the national body. Even though the present trend of boycotting CBC-TV cannot entirely be attributed to a desire to protect the Canadian public, it is encouraging to see this first sign of resistance. When it is deprived of all advertising revenues, CBC will have to dig deeper than ever into John Canucks purse. Then perhaps we may look for similar outbursts of indignation from an outraged public.

Delayed Action

After almost a year, some semblance of decisive action has come out of the efforts of the BBM Research and Development Committee which reported its findings and recommendations to the CAB Convention last March.

The recommendation of the board of directors of the CAB, contained in their resolution which is reported elsewhere in this issue, is almost identical with the recommendation brought down by the committee insofar as the appointment of a full-time research director is concerned. This is most gratifying as is

the opportunity this paper is afforded of turning back to its issue of October 11, 1950 in which it suggested that: "BBM supervise co-incidental surveys and other similar projects so that all research organizations would be working to the same formula."

It is to be sincerely hoped that at its March meeting the CAB membership will adopt the recommendation of its board of directors. The real significance of this is, as we see it, that it leaves the way clear for any station to obtain listener survey service from any organization it wishes. This is in direct contrast to the view propounded in some quarters and which some broadcasters read into the resolution passed at the March Convention that the BBM be asked to administer program research.

We felt then and still feel that such a step would spell disaster, not only for the independent research organizations which are forced to keep improving their services in order to stay in business, but also for the rank and file of the industry and its clients which would be subjected to a form of bureaucracy which would be almost as disastrous as a government one.

If the membership of the CAB, in its wisdom, elects to pass this resolution it will find itself in the happy position where it can buy research which has been professionally tested and found satisfactory from whatsoever source it chooses. Existing research firms and others which will be formed will thrive or otherwise strictly on their ability to render a service. And this spells democracy in any man's language.

Lonely Places

Few relish having their dwelling place referred to as being remote, yet that is a word used often, and even by usually tactful people. Remote in the sense of being far from the greatest concentration of population would mean that all except the Chinese were remote. Or if by cities, all except those in New York, with Times Square as the centre of the world. Yet Times Square is well known to be a lonely place, especially if one is marooned on the strip in the middle of it, waiting for the next light to permit a dash for the farther shore. And who are on that shore but strangers? The New Yorkers have long since been crowded out by those from everywhere else, strangers to each other, who come to Times Square so they may have for a little while a sense of being less alone. Most of them never felt so lonely. Even their little groups of relatives or friends are torn apart by the crowds.

People of sense don't make much use of the word remote. These are the people who enjoy Times Square and *Ecum Secum*, N.S., Smokey, Labrador, Piapot, Saskatchewan, or wherever they happen to be.

—The Printed Word

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WATTS!

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 and our
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THE CHOICE OF HALIFAX

BOOKS

Something New About News

Nothing appears quite as futile as a scholar attempting to teach a newsman something new about news. But Frank Luther Mott is more than a scholar and his most recent book, *The News In America*, is more than a journalism textbook.

Mott is primarily a teacher of journalism or "dean of the deans of journalism" as a Harvard contemporary put it. He grew up with news, right from the exalted position of paper boy through cub reportership to a pinnacle as respected thinker on problems in the news realm and author of four books, one a Pulitzer Prize winner.

And because it is not directed to newsmen, except incidentally, but to those of the reading public who should be interested in something which affects them vitally, *The News In America*, turns out to be an interesting handbook. Mott has kept his own preaching to a minimum. In so doing he has created a small (218 page) book mainly based on historical analysis and contemporary appreciation, flavored with a sprinkling of prophecy.

The dependency of the American people upon news—in fact nearly all people since the invention of printing—provides a flaming backdrop for Mott's story of the present. For in the past, particularly in America as far as the author is concerned, a great deal of what was printed wasn't news. And a lot of what started out as news got lost in the opinionated shuffle.

These things, plus others like "yellow journalism", launch Mott into the most thought-provoking chapter of the book, "Objective News versus Qualified Report". In hunting for a different, more readable, easily understood journalistic style, Mott hints at his fear that newsmen may neglect or even abandon the few important principles on which a responsible press must be based. Incidentally, radio has been a prime cause of this search for better news styles, a fact which Mott recognizes.

It is here that Mott quotes George Santayana, who was an obscure Italian-American philosopher until death gave him prominence last year. He wrote in one of his thousands of essays: "The most exhaustive account which human science can ever give of anything does not cover all that is true about it. All the external relations and affinities of anything are truths relevant to it; but they radiate in space and time to infinity, or at least to the unknown limits of the world".

Mott's references to the Lazarsfeld studies of news preference are interesting, as well as his interpretation of them and others at various points throughout the book.

"WZZZ Airs The News" is a long chapter giving an intimate glimpse at the news operations of large radio stations and showing, to lesser degree, how radio fits into the general communication scheme. Although just off the press, Mott does not concern himself unduly with the latest development—television.

You may not agree with Mott and his book on many facets of his

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TORONTO

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NO OTHER ADVERTISING medium can deliver your sales message to such a large New Brunswick audience. CFNB is by far your best advertising buy in the New Brunswick market.

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New Brunswick's
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 Station

thesis; most readers probably won't. But he is a hard man to disagree with. He has presented his own views skilfully screened by quotations from many accepted sources. Further, the reader has to admit the author knows what he is talking about.

This is hardly another Pulitzer Prize winner for Mott, but dealing as it does with radio's Number One commodity, *The News In America* is a volume which broadcasters shouldn't ignore.

The Mature Mind

It isn't exactly a new book, but three years of age couldn't classify *The Mature Mind* as an ancient tome either. Besides, author Harry A. Overstreet is sufficiently ahead of his time to have this work stay fresh for some time to come.

In it is a chapter on "What We See, Hear and Read" dripping with vituperation and aimed at the communication media in the most good-humored way possible by a man who realizes it takes big guns to batter a strong target.

According to Dr. Overstreet, retired professor and former head of the Department of Philosophy at the College of the City of New York, four major influences are at work continually on most North Americans. They are newspapers, radio, movies and advertising. His concern is with whether or not the result of these influences is good or bad in terms of psychosocial maturity in the individual.

Overstreet's verdict: these four media are only potentially good for civilization's increased stature and not necessarily beneficial. Indeed, he comes to the conclusion they are not. Newspapers, he says, have "a vested interest in catastrophe" while radio's is in mediocrity; Hollywood has "a vested interest in emotional immaturity" and advertising's is in "human self-indulgence". Quite a rebuke.

But Dr. Overstreet, who is considered by many the most influential of contemporary American philosophers, does not assume that these faults are inherent evils of the media. Rather he is inclined to blame principally society as a whole for allowing its weaknesses to develop to the point where it is lucrative for the principal communication media to prey on them.

At the same time, don't look in the pages of this book for a cultural whitewashing or a philosophy which will make a convenient excuse for "mediocrity".

"They may", the professor writes, "through their reliance upon their immature formulae, delay the maturing of the public . . . If and when we want maturity, in brief, they will cater as assiduously to our mature wants as they now do to our immaturity".

What he fails to consider extensively (probably because he felt the editor, broadcaster and screenwriter market was too limited) is the relationship of shepherd and sheep. Leaving economic motives aside, Dr. Overstreet doesn't answer the major issue confronting the proprietors of these media and a large segment of the public: How much should radio and others lead and develop, and how much live off mankind's weaknesses? And from out of the depths of *The Mature Mind* seems to come the reply: With things the way they are, what can you expect but what we've got?

—Briggs

REPS

Reps Name Execs

Toronto—Ralph Judge was elected president of the National Association of Radio Station Representatives during its first annual luncheon held here last week.

Judge, sales manager of Horace N. Stovin & Company, will head an executive comprised of: vice-president Alex Bedard, Radio Representatives Ltd.; secretary Bill Mitchell, All-Canada Radio Facilities Ltd.; treasurer Bruce Butler, Joseph A. Hardy Limited; and publicity chairman, Andy McDermott, Radio & Television Sales Inc.

A vote of appreciation was moved

Writers Wanted!

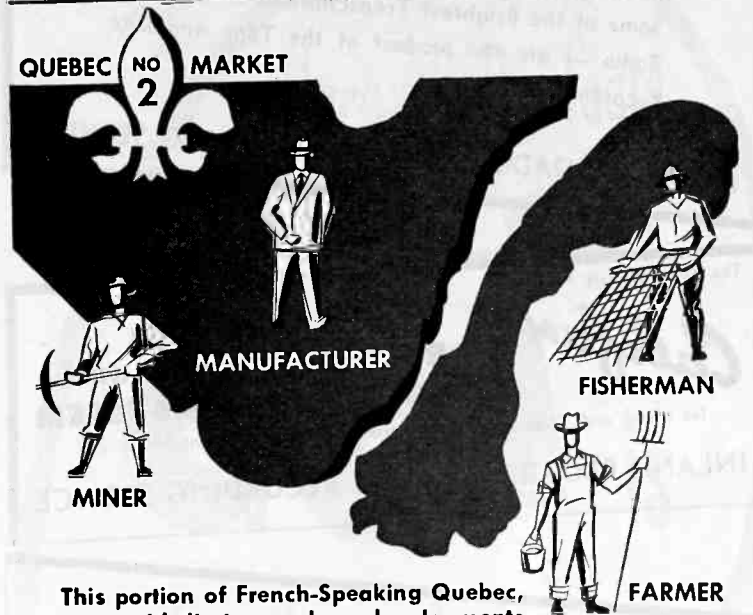
Several highly qualified radio commercial writers wanted for expanding department of prosperous metropolitan station. Enclose outline of experience, photo and sample copy to:

Staff Habberfield

Station CHML

Hamilton

by Horace Stovin for the work of Norm Brown, Radio Time Sales (Ontario) Ltd., in laying the groundwork for the Association. Formed last spring, its first meeting was held in June.



This portion of French-Speaking Quebec, with its tremendous developments of natural resources power and industry is CANADA'S FASTEST-GROWING MARKET.

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THIS MONTH'S SPOTLIGHT STATION

CKVM, VILLE MARIE

1952 B.B.M. figures tell the sales-story of this vigorous French-speaking radio station serving Northern Quebec: 97% of French radio homes in Temiscamingue County, including 100% in Ville Marie; 97% in Rouyn; 57% in the county of Abitibi West, including 57% in La Sarre, 36% in Amos, 31% in Val d'Or; and 58% in the county of Abitibi East. Besides these are 43% in Cochrane East, 100% in Nipissing, and 67% in Temiskaming Counties. CKVM has 1000 shareholders — all listeners!

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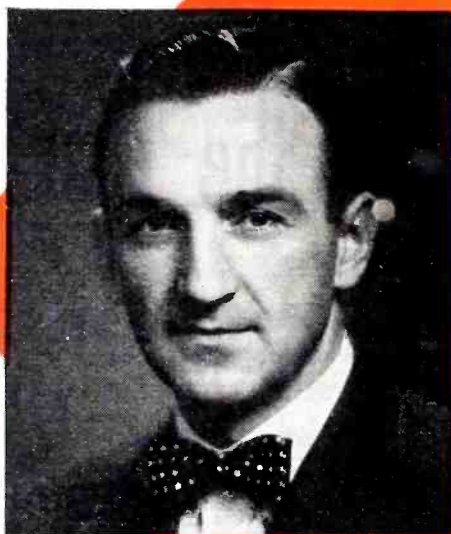
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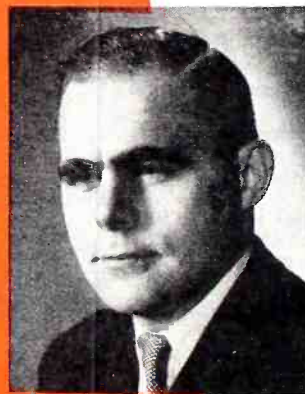
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We wish you all an extraordinarily happy New Year. And why wouldn't we? It doesn't cost anything and you are still deluding yourselves into the belief that the 24,000 radio homes can be reached with flashes, spots and programs on this station which had to be equipped with a new transmitter last year before the old one fell completely apart.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.
*Horace N. Stovin & Co.

SATIRE

Shakespeare Soap Opera

By Derm Dunwoody

Reprinted from *The Toronto Telegram*

News Item—Beginning Jan. 5, Shakespeare's Hamlet will be presented as a soap opera program over television station WABD, N.Y. outlet for the Dumont network. About half of the TV play will be Shakespearian prose, verbatim and the other half will be in simple, straightforward American English.

Well, Something like this maybe?

Announcer: Washo Flakes now brings you Hamlet, the true-to-life story of an average Danish prince. Yesterday we left our Hamlet feeling moody, listless and depressed. He had run through Polonius, a kindly old man he found hiding behind the arras. He thought it was his step-father.

As we find him today, he has half a mind to run through a few others and the way it looks he just darn well may. Right now he's running through the morning newspaper. Ophelia enters.

Ophelia: What do you read, my lord?

Hamlet: Words, words, words—and the racing results from Hialeah.

Ophelia: (worried) Was it not monstrous, Prince, that you should choose, to run through old Polonius while he snooze.

Hamlet: The guy had it coming. Methinks he was a peeping Polonius and was tied in with the Fortinbras mob over in Norway.

Ophelia: (making conversation) There's Rosemary. That's for remembrance.

Hamlet: I got nothing against

Rosemary.

Ophelia: There is pansies. That's for thoughts.

Hamlet: (aside) Dig that crazy Ophelia.

HAMLET'S COMMERCIAL

Ophelia: Thou has cleft my heart in twain. I do believe I will get me down to the nunnery and talk to the girls for a bit.

Hamlet: And wilt thou tell them of Washo, the soap with the quick-sudsing action that leaves your dainty things crinkly-clean?

Ophelia: 'Tis true, my lord. To them I'll softly say I do my things the easy Washo way.

Hamlet: Speak the speech, I pray you, as I pronounced it to you, tripping on thy tongue. But if you mouth it, like some of the half-wits around here do, I had as lief the announcer read the commercial. (exit Ophelia).

Hamlet: (picking up a skull from the floor): Alas, poor old Yorick. He never knew what hit him. A fellow of infinite jest, of most excellent fancy. Funnier than Berle.

(Rosencrantz and Guildenstern enter at left. They are doing a soft-shoe).

Rosencrantz: How now, brave Hamlet?

Hamlet: How now what?

Guildenstern: Always the kiddier, eh, Hamlet.

Rosencrantz: What's with you man?

Hamlet: Your frippery, chicanery, flippancy and bop-talk leave me cold, boys. (Sniffing the air). There's something rotten in the state of Denmark.

Guildenstern: Naw, boss. That's Rosy. Hasn't had a bath since we left Norway two weeks ago.

Hamlet: A foul and most unnatural joke. 'Swounds, I'll hoist you on your own petard. (Here Hamlet grabs their petards and hoists both men in one quick motion).

(Dissolve Hamlet. Fade in announcer).

ANNOUNCER AGAIN

Announcer: In a few moments we will hear more from our hero. But first, a word from our sponsor.

2nd Announcer: Washo is the soap for you. When our Shakespearian actors get washed up, they always use Washo. Washo is guaranteed not to injure the lungs and is 100 per cent free. of . . .

Hamlet: (moving into frame): Oh, what a rogue and peasant slave am I. Is it not monstrous that this player here, but in a fiction, in a dream of passion, could force so his soul to his own conceit, that from her working all his visage wanned. Tears in his eyes, distraction in his aspect . . .

Announcer: Until tomorrow then, let's all say good night, sweet prince.



ROUND ONE

To those whose keen perception detects a tinge of ambiguity in some of these jokes, be it known that it was compiled between ice packs on January 1, 1953

. . .

HANGOVER JOKE

Next year they're going to do something about the danger of the guy who tries to drive his car on New Year's day without a drink.

. . .

STERN FACTS DEPT.

If Christmas jokes aren't dead by the time this column appears, most of our readers probably will be.

. . .

PAN MAIL

Dear Dick: You are such a died in the wool Tory, I'll bet you call your sunroom a Progressive-Conservatory.

—Hugh Newton

. . .

TRUE STORY

"What do you sell?" we asked. "Me" replied the announcer. "How's business?" we queried. "Lousy", he replied.

. . .

BRAIN TEASER

A recent appointment to the CBC indicates that there may not be so much beating about the bush.

. . .

LOST AND FOUND

We have been asked to enquire if anyone has found a left shoe, a lower plate, 1 pr. of gay deceivers or three hearing aid batteries.

. . .

GOODWILL AD LIB

This year we're wishing our neighbors well on March 12 and on October 3 too.

. . .

SO LONG, SANTA

Hoping you will enjoy the dull monotony of the every day grind until Christmas 1953.



You Can't Fool All of the People All of the Time

Repeat sales are a reasonably accurate barometer of customer satisfaction in any business, including radio.

The advertiser who continues to use a radio station year after year does so because he is convinced it pays. If that man is operating a local business he knows the day to day effect of his advertising program.

There is no better way to judge the effectiveness of CJCH than to interview a few local advertisers. You'll find the pendulum swings decisively to CJCH.

Russ Bailey is one of the reasons. Russ is a CJCH time salesman, and liaison officer between the sponsor and production department.

It's that close co-operation of individuals that makes the CJCH team so aggressively effective for its advertiser.

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CHECK DICK LEWIS