

BROADCASTER & TELESCREEN

TWICE
A
MONTH

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

Vol. 13, No. 5

TORONTO

March 3rd, 1954

FEBRUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

MARCH						
SUN	MON	TUE	WED	THU	FRI	SAT
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CARTB AGENDA HIGHLIGHTS

Ottawa — The first day of the scheduled three-day annual meeting of the Canadian Association of Radio & Television Broadcasters, which is to be held in Quebec City March 22, will be open to agencies, sponsors and friends. It will be highlighted by the CARTB annual dinner, three guest speakers from London, England, Havana, Cuba and Toronto, and three panel discussions of problems of general interest.

F. H. "Tiny" Elphicke will deliver the address of welcome to delegates in his role of CARTB president, following the formalities of the convention's preliminary session, in which the various committees are to be appointed.

Goar Mestre, president of CMQ, Havana, and past president of the Inter-American Association of Broadcasters, will be the day's feature speaker, and is expected to deal at least partly, with the struggles of the IAAB in establishing a measure of freedom for broadcasting in this hemisphere.

A parallel theme will be taken up by Don Henshaw, account executive with MacLaren Advertising Co. Ltd., who will speak on *A Free Broadcast Press* to conclude the morning meeting.

The first of a trio of panel discussions on vital radio questions will deal with *The Sales Problem*. With station representative Paul Mulvihill as chairman, it will include T. S. Marshall, president and general manager of station WOLF, Syracuse and advertising executives: Frank Buckley of W. K. Buckley Co. Ltd.; Harry Curtis, Standard Chemical Co. Ltd.; Howard Whiting, Procter & Gamble Co. of Canada; and George Bertram, Swift Canadian Co. Ltd.

Getting A Product To Sell, a panel chaired by Al Hammond, manager of CFCF, Montreal, will include: WOLF's Marshall; Claude Root, of the Montreal Better Business Bureau, representing the consumer; Jack Howlett, commercial manager of CFCF; and Phil Curran, managing director of British United Press.

A panel on *New Ideas in Broadcasting* will be headed by Don Jamieson, program director of CJON, St. John's, Nfld. Other members of the panel have yet to be chosen.

Guest speaker at the annual dinner is to be Malcolm Muggerridge, recently appointed editor of the British magazine of wit and humor, *Punch*. (See page 4 this issue.) Annual awards will also be a feature of this evening, including the Canadian General Electric Award for outstanding engineering achievement, the John J. Gillin Jr. Memorial Award for community service, and the CARTB Quarter Century Club Awards.

During the second morning of the convention (Tuesday, March 25) there will be no official CARTB sessions. However, a meeting of the Atlantic Association of Broadcasters will be held, followed by the regular annual meeting of the Bureau of Broadcast Measurement, during which three new directors will be elected and three others re-elected.

The afternoon session, and all further ones, will be closed to all but CARTB members. The annual election of directors will be held at this time. Members will also hear reports from the Association's president, F. H. "Tiny" Elphicke, and executive vice-president, T. J. Allard. A review of music copyright matters and the annual report of BMI Canada Ltd. are also scheduled.

Pat Freeman, director of sales and research for CARTB, will also deliver a report to the membership.

Concluding session of the day will be a meeting of the newly-elected board of directors.

Wednesday, scheduled as the final day of the convention, will include a closed morning session on *Building Sales With News*. Speakers on the panel are to be Godfrey Hudson, news director of CFQC, Saskatoon, which won an award from Ohio State University last year for its news department; and Sam Ross, assistant manager of CKWX, Vancouver, a veteran newsman and former manager of Press News Ltd. (now Broadcast News), and William Hutton, director of Radio Press Ltd., Moncton.

A discussion of *Operation Box*, a project of CARTB, will conclude the final morning session.

A special meeting, especially for television members of CARTB, but open to all members, will highlight the final afternoon session.

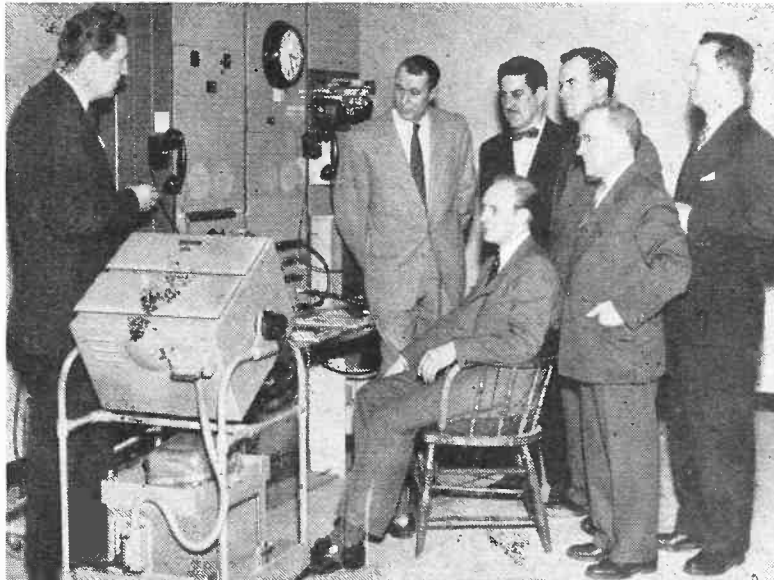
Reports of the Standard Accounting, Resolutions and Legislative Committees will be considered, following which the meeting will be adjourned unless the introduction of other matters prolongs it.

APPEAL CONVICTION

Edmonton. — Dick Rice, CFRN President, says he will appeal the conviction of Trevor Kerbey, a CFRN newsman, who was fined \$20 and costs or 15 days in jail for obstructing police. He was charged with trying to break through police lines to cover a fire in downtown Edmonton, January 31st.

Kerbey was arrested by the RCMP and city police while covering the fire which killed one man and injured 14 people.

Defence Counsel J. A. Ross said that Kerbey had not committed "any arrestable offence". He submitted that the newsman was obstructive only in criticizing the jurisdiction of the police to arrest him.



AN ADVERTISERS' TOUR OF CFPL Television was staged by this new station last month to acquaint members of the industry with the workings of the new medium at the broadcasting end. Over seventy representatives of national advertisers, agencies and others throughout the industry travelled by reserved railroad car from Toronto to London, had lunch "on CFPL", spent the afternoon inspecting the station's facilities, and the evening watching themselves on television. Some of the group are seen in the above photo, from left to right: Bob Reinhart, assistant manager of CFPL-TV, is explaining equipment to Ken Burt (seated), Radio and TV director of Walsh Advertising Ltd.; an unidentified local businessman; Phil Holloway, London sales manager of Canada Bread Co. Ltd.; an unidentified local merchant; Walter McAdam, assistant general manager of Canada Bread; and J. Arblaster, London manager of Canada Bread, which sponsors an evening newscast on the station.



AN EDITORIAL POLICY CONFERENCE at CKWX, Vancouver brings together the station's top executives for a discussion of the day's news events for use on the current *As 'WX Sees It*, the station's daily editorial period. From left to right they are: Jack Sayers, sales manager; Bert Cannings, news director; F. H. "Tiny" Elphicke, vice-president and general manager; Sam Ross, assistant manager; Joe Midmore, news editor.

TV NEWS SPONSORED

Daily news is going to get a whirl on TV — CHCH-TV, Hamilton, when it starts on April 26th — under the sponsorship of a firm that has leaned heavily on news by radio. This is the Shell Oil Co. of Canada Limited whose newscasts are now heard on about 20 stations from coast to coast and who have bought a 37-weeks' run, Monday through Friday, on the Hamilton television station. Telecasts, according to present plans, will consist largely of filmed local news. The

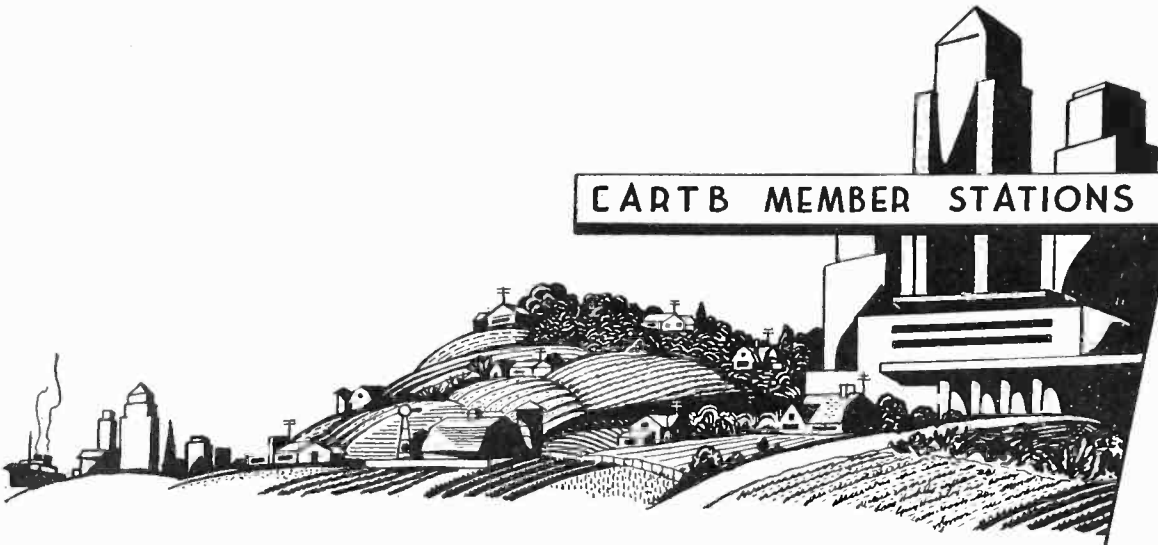
reason for this is that national news is being covered by the CBC telecast which follows immediately.

This sponsor is using this experimental run to determine whether he should go into TV news more deeply, when and as the occasion arises.

Local Hamilton Shell dealers will get their TV baptisms, when movie sequences of each station in turn are shown in commercials.

Release is through J. Walter Thompson Co. Ltd., Toronto.

CARTB MEMBER STATIONS



What Price Radio?

226 new national accounts invested their money in Canadian Radio, to deliver their sales messages across Canada, in 1953.

*"Wherever You Go
There's Radio"*

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 124 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

T. J. ALLARD
Executive Vice-President
108 Sparks St.
Ottawa 4

PAT FREEMAN
Director of Sales & Research
373 Church St.
Toronto 5

CAB Member Stations

- ATLANTIC (17)**
- CKBW Bridgewater
 - CKNB Campbellton
 - CFCY Charlottetown
 - CFNB Fredericton
 - CHNS Halifax
 - CJCH Halifax
 - CKEN Kentville
 - CKCW Moncton
 - CKMR Newcastle
 - CKEC Newcastle
 - CFBC Saint John
 - CHSJ Saint John
 - CJON Saint John
 - VOCM St. John's
 - CJRW St. John's
 - CKCL Summerside
 - CFAB Truro
 - Windsor

FRENCH LANGUAGE (27)

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

CENTRAL CANADA (40)

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

PRAIRIES (23)

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

PACIFIC (17)

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



ACCORD and DISCORD

RADIO CENSORSHIP

(The following letter has been received by Dalton K. Camp, a condensation of whose speech to the Atlantic Association of Broadcasters appeared under the title "Listeners Are The Only Censors", in our issue of February 3. At our request, Mr. Camp has turned over the letter to us with permission to publish it.)

Ottawa.

Dear Mr. Camp: I have read with interest the article in the recent issue of CANADIAN BROADCASTER & TELESREEN titled "Listeners Are The Only Censors".

For the past six years, one of my duties with the (Canadian Broadcasting) Corporation is the servicing of political broadcasts in both the Federal and Provincial fields. In this capacity I naturally work very closely with all political party representatives whenever there is an election. Therefore, I would be interested in knowing where there is a regulation or a demand for submission of scripts twenty-four hours in advance and, in addition, I would appreciate knowing where and how the CBC 'censors' political scripts.

For your information, attached are copies of the regulations and policies and rulings on Political and Controversial Broadcasting.

GEORGE YOUNG,
Manager, Broadcast Regulations,
(Canadian Broadcasting Corporation).

on the BBC ten times between 1930 and 1937, and he did not accept another ten invitations to broadcast. The BBC, by its Constitution, does not broadcast editorial opinions of its own but it is its duty to reflect in its programmes, the full range of public opinion in the United Kingdom.

GORDON WINTER,
Canadian Representative
(British Broadcasting Corporation).

PROMOTION "RACKET"

Charlottetown.

I did not think there was anyone left in the Canadian broadcasting industry that had the courage to write such an excellent editorial as you did on the promotion racket in your issue of February 3. I could go on crying for page after page about how this matter has been abused and mangled by cut-throat activity within the industry itself, but you know this already as your editorial reveals.

R. F. LARGE,
Station Manager,
Radio Station CFCY.

SUGGESTION BOX

Montreal.

If I were you, I'd move my office over to Wellington Street because it's only two minutes walk from Union Station.

WALTER A. DALES,
Radioscripts.

SLIGHTLY PERSONAL

Vancouver.

Listen you contumacious rat:

1. You may misquote me, in fact abuse me in virtually any form, but I do not like having my name spelled incorrectly. It is D O W N E S.

2. I am not excited by the transposition of names on page 18, in the February 17th issue of your rag.

Apart from that I am forced to admit you did a damn good job.

PETER DOWNES,
Vice-president,
Cockfield Brown &
Company Ltd.

DITTO — UK STYLE

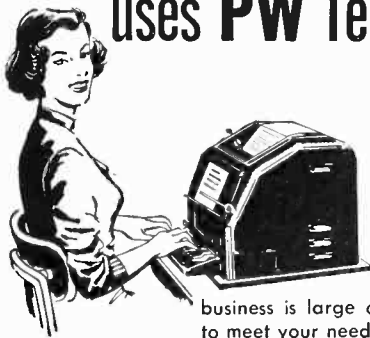
Ottawa.

Sir: Under the heading "In This Corner" in your issue of February 3, 1954, you write:

"In Britain, before Hitler marched into Poland, Winston Churchill and many others who dissented from appeasement were prevented a national audience. The BBC did not allow the broadcast of opinion."

I am sure you would not have printed this statement had you known it to be untrue. The fact is that Mr. Churchill did broadcast

modern business uses PW Teletype



Instant, 2-way communication between branches and departments . . . multiple copies of orders, business forms, etc. . . . Your Canadian National—Canadian Pacific Private Wire Teletype Service can raise efficiency, lower costs. Whether your

business is large or small, PW can easily be installed to meet your needs — to save you money.

Call your nearest
Telegraph Office.

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

PRIVATE WIRE Teletype SERVICE

CANADIAN NATIONAL **CANADIAN PACIFIC**

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION
Now on the Air with Regular Programs

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

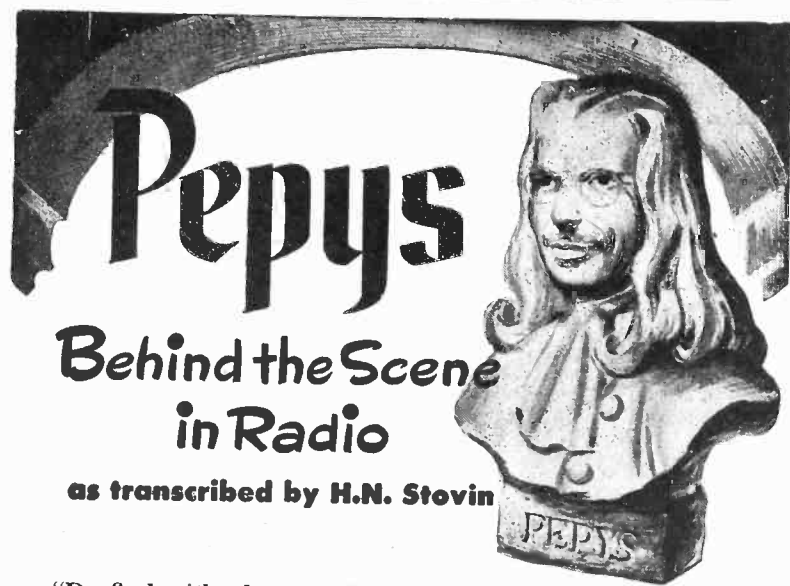
CKSO

**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.



Convention

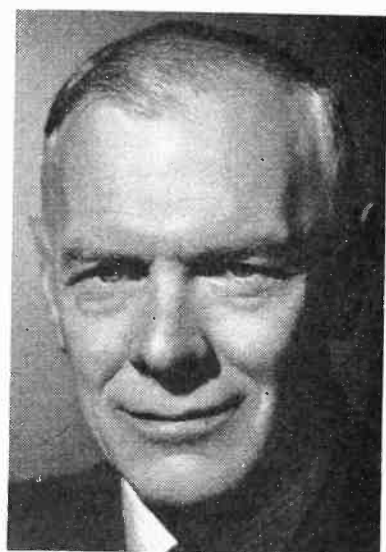
POWER BEHIND THE PUNCH-LINE

Special to C B & T

By MARTIN TAYLOR, Newspaper Features Ltd.

London, England — Malcolm Muggeridge, 51-year old editor of *Punch* who is flying the Atlantic to address the Annual Dinner of the CARTB March 22, is a free-enterpriser from away back. He has worked in the competitive atmosphere of daily journalism in the United States, India and even Russia, as well as on London's Fleet Street.

He has brought to his unashamedly Victorian publication a touch of the liveliness of the newspaper world, designed to establish its whimsical appeal among yet another generation of Britons. For *Punch* is to Britain everything that the *New Yorker* is to America and a little more too.



MALCOLM MUGGERIDGE

While being the accepted organ of British humor, *Punch* does not stop at the hilariously "funny". It has kept alive the art of political satire, both in its original articles and in its reports of the week in Parliament, and has maintained the tradition of the rousing and patriotic in the cartoon field — with such solid material as John Bull and Britannia.

In the sphere of political education *Punch* would hardly be regarded as a major influence. But when the rest of the Press has largely been split between kindergarten and campus, it continues to address the middle grades where the balance of power rests and where it enjoys the same infallible respect accorded to coal fires and cups of tea.

Perhaps it is his background of unfettered private enterprise which has put him recently in the forefront of the battle to break the BBC State monopoly in television. His general political interest in the cause of commercial freedom can be taken from the fact that he served for six years as deputy-editor of London's *The Daily Telegraph*, which holds the undisputed leadership of the anti-socialist British daily press.

Anyway he has fought for commercial television relentlessly in his own and other publications and on the air, ever since the idea became an issue among Britain's rapidly growing and very keen TV public — which is, of course, the oldest TV public in the world.

In *Punch*, Muggeridge has fought his battle both with his own subtle editorials and the work of Britain's foremost cartoonists. Even quotation from Shakespeare has been used — in a caption to a full-page showing the bearded BBC Prospero and the sad Ariel (H-type):

PROSPERO: How now! moody?

What is't thou can'st demand?

ARIEL: My liberty.

Muggeridge sees in the continued TV monopoly an unnecessary restriction on public information; another industry handed to the dead hand of the State; a victory by those who think the public should be educated — the culture-vultures; and a lesson in "How to become a servile state without knowing it."

It is typical of the *Punch* tone that Muggeridge's attacks on nationalized TV are written seemingly in its favor. No one, however, could fail

to see the dash of ridicule and sarcasm with which they are laced.

Under the heading "Sponsors began with Caxton", he wrote:

"If only, for instance, Shakespeare's works, before being published, had been subjected to the careful scrutiny of someone as cultivated, as nice in his judgments and as concerned for the public good as Lord Reith, (most famous BBC Director-General) we should have been spared those passages of violence, lechery and incoherence which mar otherwise admirable plays . . ."

In another article headed "Sponsored Escalation", he wrote in the same strain on ladies' underwear advertisements which appear alongside the "moving-staircases" of London's underground railway stations.

"Let us suppose for a moment that, instead of handing the escalators over to commercial exploitation, their embellishment has been entrusted to some cultivated and experienced public servant—Lord Reith, say. Imagine what he would have done with them. R.A.'s and other artists of high reputation would have been commissioned to portray scenes from our national life — like the opening of Parliament or a folk dance festival."

Muggeridge's campaign is reaching Britons at times when they are probably best placed to judge the blessings of Government monopoly which have been bestowed upon them under two Socialist administrations since the war.

They will be certain to find *Punch* in the doctor's waiting room while they "queue" for their Socialized medicine, and in the dentist's where they wait for their half-price denture fittings, and in the optician's where they are fitted with cut-price spectacles, and in the wig-makers where they are regaled with State-paid wigs. They will read it too as they travel on the much-maligned British Railways.

In all these situations they will not only be reading Mr. Muggeridge but probably reading him avidly to escape their discomforts. No-one could ask for a more receptive audience.

"Do find with pleasure that my Faithful Secretary hath newly mended my quill pens, methinks in reminder that I have much news from our good Stovin Stations to record in this page of my Diary . . . In Owen Sound a group of young actors and actresses making up the CFOS Theatre Guild, in an attempt to revive legitimate theatre, are presenting a group of plays, at the City Hall, the same being sponsored by the Owen Sound Lions Club in aid of charity. Station CFOS reports that the first play was a highly creditable performance . . . United Apparel Limited is an exclusive CKXL advertiser. During the past 3 years they have expanded until they now have 6 stores in the Calgary area, with plans underway for 9 more this coming Spring. Mr. Bill Wool, Owner of United Apparel, says 'I feel without doubt that CKXL is the strongest medium for producing results in the Calgary market.' Another Calgary business man, Ralph Mitcheltree, Manager of the Capitol Theatre, says 'For quick, comprehensive results, I do favor CKXL in the Calgary Market' . . . CKY Winnipeg has a Casino-type program called 'Time to Win', which is drawing greater quantities of mail each week, and — what is more — making more and more sales for its advertisers. If you are interested in selling the Manitoba market, it will pay you to investigate this top-selling feature. A young woman who does indeed deserve much credit for the success of 'Time to Win' is the show's M.C., Wendy Warren — recently termed in a national magazine as 'Winnipeg's Most Familiar Voice'. Pepys would add 'and also Winnipeg's Most Persuasive Voice' . . . From St. John's, Newfoundland, comes word of many sponsors renewing business on VOXM. One of these, Browning-Harveys, franchise bottlers for Pepsi Cola, have for the third consecutive year renewed their nightly Sportscast; and also a two-spot-a-day schedule for the entire year for Suncrest Beverages — both being nice expressions of confidence in 'Newfoundland's Own Station', VOXM."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

Editor & Publisher RICHARD G. LEWIS
News Editor THOMAS C. BRIGGS
Art Editor GREY HARKLEY
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Research Consultant GEORGE E. RUTTER

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March 3rd, 1954

A Wishful Obit

Nobody likes promiscuous radio giveaways, but nobody seems willing to give them the chop. To broadcasters they bring revenue. Sponsors, as a prominent agency man said in Vancouver last month — it was Peter Downes of Cockfield Brown — are eager to get a jump on their competitors. Listeners are drawn to them by a fantastically remote hope that their number will come up. Once a research organization, conducting a survey in a two station city, found a woman who was listening to both stations, so that she could tell what number either was playing should a phone call come. Even the simon-pure CBC, with power to regulate any and all of the private stations' programs, is hesitant to order these shows off, preferring to discuss the matter with the broadcasters.

The fact of the matter is that these programs, devoid in many instances of genuine entertainment, find favor with an alarmingly large number of listeners, just as every week, Britain's "Football Pools" provide millions of Old Country people with the thrill of a mild gamble.

Actually there is nothing wrong, from a moral standpoint, in giving people a chance — of incalculable remoteness — to win two dollars, or a new car, or a house and lot. If there is, it is a wrong which is much farther-reaching than radio. The damage that could result, and probably does, would fall on the heads of the broadcasters themselves, who are sacrificing the esteem and respect even of those who listen and those who sponsor them, and risking serious loss of revenue because of loss of audience, when the craze wears off.

Last issue this paper carried a full account of the Vancouver convention, and the address in which Peter Downes, though admitting that his own clients use these programs, diagnosed the complaints as sheer lack of creative effort on the part of program planners.

In refraining from exercising its right to arbitrarily prohibit shows in which gain is a greater attraction than entertainment, the CBC no doubt has an eye to the danger of being accused of trampling on freedom of speech which is what usually happens when it invokes its extraordinary powers. At the same time though it is unwittingly handing private radio a dare — a dare to show itself big enough to clean its own house, as it has always said it would make a regular practice of doing, if it were not hamstrung by the government body.

It doesn't need an order in council or a resolution from the CARTB. All it requires is for each individual station to demonstrate that it has both the courage and the good sense to outlaw for itself any program or programs which place prizes above entertainment. Stations which took this course might find that there was a sudden surge of contracts lost to the competing station which did not have the foresight to clean house for itself. But this would be a temporary state of affairs, which would right itself almost immediately.

There is one other thing. Generally speaking it is good business practice to give the customer what he wants. If a sponsor wants one of these promiscuous giveaways, who is a station manager

RADIO RBIS... by Harkley



"And here's the freckle champion . . . oops . . . step back, son, you're a little too close."

to tell him he is wrong? And there lies the whole problem.

As has frequently been said in this paper in the past, radio's big mistake is that it has let the advertisers take over. In the newspaper publishing business, there is a brick wall between the editorial department and the advertising department. Radio broadcasters are justly crying for recognition as publishers too. But they won't rate the title until they find a way of keeping the advertisers out of the studios.

A Case Of Suicide

No time should be lost by believers in private enterprise in assessing those who would like to destroy, or at any rate suppress the basic ideal on which they are enabled to function.

Canadian history — and world history for that matter — will show in the years to come that in this era, the virus of Socialism, which stemmed from political parties espousing socialistic ideals, has infected the opposing factions so deeply that Socialism's work is about done. If the Canadian CCF party, or, for that matter, the British Socialists, shut up shop tomorrow, Canada and Britain would remain the strongholds of Socialism which they have become over the past fifteen years.

As those of us who are striving eternally to conserve some vestige of the competitive system do what we can to stem the tide, it might be well if we looked at what is becoming more and more of an enemy of private enterprise as the years go by, and that is the hierarchy of the United Church of Canada, which, wittingly or otherwise, is probably Socialism's greatest advocate.

This extraordinary state of affairs becomes even more fantastic when we realize that an extremely large part of the membership of this church is made up of business people who are right in the front rank of the battle for the competitive system.

As an example of this, last week, Dr. James R. Mutchmor, secretary of the Board of Evangelism and Social Service of the United Church of Canada was commenting on the suggestion made by a member of the Ontario Provincial House that the sale of beer be permitted in grocery stores. Dr. Mutchmor's reply, as reported by the *Toronto Globe & Mail*, was to the effect that the United Church does not want "any combination of the decent bread business and the bad beer business". He went on to say, according to this report: "The United Church is strongly opposed to the extension of beer, wine or big business."

In the same issue of the same newspaper, there is a report of a resolution of the same United Church Board criticizing liquor advertising originating in US radio and TV programs available in Ontario. The resolution urged US churches to abolish TV and radio liquor advertising received in this province. Rev. W. G. Berry, assistant secretary of the Board of Evangelism and Social Service said he was concerned not only with the liquor ads but also with the general low tone of some other advertising on (US) TV.

We know plenty of United Churchmen across the country, who are leaders in their communities, give generously to church and other "good works" and without whom the church would inevitably face financial failure. Most of these people are ordinary, average Canadians, who like to attend local sports functions whenever they occur; to spend an occasional evening around the poker table; and to sit and chat with their friends over a "social glass" when the spirit moves them. If men like Mutchmor and Berry are expressing their own opinions when they talk down "bad beer" and "big business" that is their privilege. But these men are officials of the United Church of Canada, and while they are damning eternally precisely the things that many of their followers do, and the system under which they live, at the same time they are speaking for the Church which means that they are making it appear that they are speaking for its members.

Isn't it time that these business men faced up with reality and put a stop to this boring from within which is being carried on in their names?

Statistics

The latest D.B.S. computation of Federal government civilian employees, including civil servants, temporary and permanent, and employees of Crown Corporations, shows a total of 329,565 in August, 1953.

This is an increase of 16,342 employees since August, 1952. What extra service the taxpayer has received from this increased employment is not revealed by the D.B.S.

If all these employees were gathered in one city, it would rank as the fourth city in Canada, coming just after Vancouver. If their dependents lived with them, the city's population would take first place.

At an average height of five feet, six inches, the employees would reach from Yarmouth to New Glasgow, N.S., if they were laid end to end along the C.N.R. right of way. Some taxpayers may think that this would be a good idea.

— The Printed Word.

The
**WESTERN
RADIO
PICTURE**

is

NOT

COMPLETE ★

without

**OUR
1000
PERSUASIVE
WATTS!**

★ NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT

MEDICINE HAT

An All-Canada-Weed Station

**MORE THAN
MAGIC CARPET
COVERAGE!**

CKRD is everywhere at once in its phenomenal new coverage area, made possible by its booming

1000 WATTS
on the favorable
850 KCS.

We haven't been sending out this power for long, so until we know our own strength, let's just say our new voice is **TERRIFIC!**

It's one more reason why you should use

CKRD

RED DEER

• • •

Radio Representative's men will be around soon to tell you all about it

Copyright

RESERVE JUDGMENT IN APPEAL

Ottawa — The Supreme Court of Canada has reserved judgment in the test case before it, designed to clarify the power of the Copyright Appeal Board, particularly in establishing fees paid by broadcasting stations for the use of music.

Although the appeal, concluded here last week, was made by Maple Leaf Broadcasting Co., operating CHML, Hamilton, against a decision by the Exchequer Court of Canada which awarded the Composers, Authors and Publishers Association of Canada \$500 damages for copyright infringement, the Supreme Court's decision is expected to affect the foundation of the Copyright Appeal Board.

During a two-day appeal hearing, CHML, which represents the Canadian Association of Radio & Television Broadcasters for the purpose of this test case, argued through its counsel, Sam Rogers, Q.C., and Gordon Ford, Q.C., that the Board went beyond its jurisdiction on two vital points. The Board should not have changed the formula for musical copyright fees payable to performing right societies to a percentage of broadcasting stations' gross revenue, they declared. In addition, the Board erred in granting CAPAC the right to inspect stations' books to determine gross revenue, they maintained.

CAPAC counsel, Harold Manning, said the Board had the right to set fees according to percentage of gross revenue, and the copyright laws do

not limit the right of a copyright holder to impose terms and conditions on stations for the performance of music in its repertoire. Manning believed that because the Board set a fee based on percentage of revenue, it was not necessarily endorsing the inspection of books principle as well; the latter was solely a contractual condition set by CAPAC.

The history of the case dates back to January, 1952, when the Copyright Appeal Board was asked by CAPAC to change the copyright fee basis from the five-year-old formula under which CAPAC received 14 cents for each licensed radio receiver in Canada (the total amount divided equally between private stations and the CBC), to a fee based on 1 3/4 per cent of the gross revenue of private stations. This was approved by the Board two months later, along with a new formula for the CBC under which the Corporation would pay 1 3/4 per cent of its gross commercial revenue and one cent per head of Canadian population to CAPAC. For private broadcasting stations the change meant an increase in total fees from \$152,000 to about \$350,000.

It was the validity of this decision by the Board which was tested in Exchequer Court in December, 1952, before Mr. Justice J. C. A. Cameron, even though the case was a suit instituted by CAPAC against CHML for infringement of copyright and non-payment of fees. Mr. Justice Cameron ruled in favor of the Board's decision.

At the hearing last week, Rogers and Ford reiterated before the Supreme Court the private broadcasters' belief that a music performance fee based on gross revenue and providing for the inspection of books, was an invasion of private rights which Parliament did not specifically state were within the powers of the Board. If Parliament had intended to grant the Board such power, it would have been so stated in the Copyright Act, they claimed.

It was also argued by CARTB counsel that it is impossible for radio stations to know their gross revenues for a year on the last day of the year; it is only some weeks later that auditors' reports are available. Yet, under the new fee formula stations are required to pay in advance for a year's use of CAPAC's music, the payment calculated on the previous year's gross. This situation, Ford declared, left private broadcasting stations open to possible legal action for non-payment of fees in advance and indicated that the Copyright Appeal Board must establish a fixed fee calculable before the end of a calendar year.

Manning replied that a damage suit for non-payment of fees could be avoided by stations if they made a formal offer, before the beginning of a year, to pay the fees when calculated later.

• • •

PERSONNELITIES

Of about 5,000 persons employed in radio broadcasting in Canada, three-quarters work for private stations and one-quarter for the CBC.

The Golden Goose In South-western Ontario with studios in both cities

CHLO

LONDON and ST. THOMAS

See Stephens and Towndrow In Toronto and Montreal Adam J. Young in U.S.A.

Screen
PRIVATE ENTERPRISE FILM MEN MEET

Toronto. — W. J. Singleton was named president, by acclamation, of the Association of Motion Picture Producers and Laboratories of Canada at its fifth annual meeting, held here today. He is president of Associated Screen News Limited, Montreal.

A major topic of discussion was the film production and technical facilities likely to be needed in the development of television in Canada. There will be greater responsibilities in providing adequate films-for-television service because of the scattered concentrations of television stations to be expected in Canada for some years to come.

Officers elected at the annual meeting include: vice-president, Pierre Harwood, Omega Productions, Montreal; Hon. secretary-treasurer, Gordon Sparling, Associated Screen Studios, Montreal; directors: E. W. Hamilton, Trans-Canada Films Ltd., Vancouver; Michel J. Sym, Sym Studios, Winnipeg; John Ross, Graphic Associates Film Production Ltd., Toronto; and A. H. Simmons, Gevaert (Canada) Ltd., Toronto.

In submitting his report, Dean Peterson, retiring president, stressed the need for continued liaison with both Canadian Broadcasting Corporation and National Film Board. This would insure that both organizations would have before them continually up-to-date details on facilities available from members of the association for the production of all types of films, as well as the varied technical services required in film production and processing.

It was reported at the annual meeting that representations were being made to the Federal Government, seeking a reduction in sales taxes on Canadian productions, to place them on an equal footing with imported films. Frequent protests had been necessary, it was also reported, against the invasion by government agencies of the fields of activity usually served by private companies in the industry.

The Association will again present a plaque for the best amateur production entered in Canadian Film Awards, to be staged in Montreal on May 13th. In addition to the plaque, the Association is also offering, for the first time, a duplicate print to be made of the winner's film.

Membership in the Association now

includes 29 companies operating in motion picture production and processing across Canada. As a first step to securing permanent headquarters, it was decided to appoint a paid secretary. Don McClymont of Ottawa was selected by the new executive to fill this post. This was one move considered important to further the aims of the Association; to raise the standards of production and technical services provided by the motion picture industry in Canada; to improve the degree of co-operation among its members; to improve methods which will lead to better quality Canadian-made films.

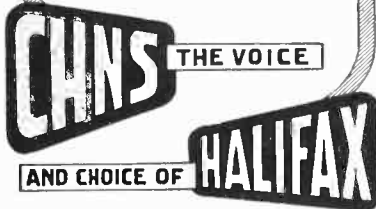
DID YOU KNOW THAT HALIFAX

... actually embraces seven wide districts with twenty towns and villages — each with its own labor force and residential population . . . that all seven districts are growing rapidly and that three of them have an annual rate of growth exceeding 125 % each?

AND DID YOU KNOW THAT CHNS...

... is listened to in MORE homes in each district than any other radio station, Day or Night . . . and that CHNS has undisputed leadership EVERYWHERE within a radius of 80 miles of Halifax.

So for wide coverage and complete coverage, call CHNS.



Only CKTB can sell the rich Niagara Peninsula

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

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

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

in CANADA'S FIRST CITY
LISTENERS CHOOSE
CANADA'S FIRST STATION
FOR
NEWS

Because:

- CFCF maintains the most up-to-date news-room in Montreal.
- With a trained staff of 3 news editors.
- Who have a combined news experience of 25 years.
- Directed by Harry Etheridge.

Montrealers Get
The NEWS On



REPS: ALL-CANADA (Canada)
WEED & CO. (U.S.A.)

THE VANCOUVER MARKET
IS NOW CANADA'S
EASIEST RADIO BUY!

#1 MARKET

In Montreal, you need a good French station like CKVL or CKAC and an English language station such as CJAD.

#2 MARKET

In Toronto, you need CKEY for the city and CFRB to get the area ratings.

#3 MARKET

In Vancouver, CKNW dominates both the city audience and 100 mile radius!

★ CKNW ★ TOP STATION
★ BOTH in Vancouver and ★ NEW WESTMINSTER



**OXO—DELMAR MARGINE—ROBIN
HOOD — ALPHA MILK — CATELLI
and BLUE RIBBON PRODUCTS**

**FOR PROGRAMS
THAT PAY — TRY
980's WAY!**

CKRM
980 - REGINA

are represented in the
pile of mail sorted by
JOHNNY SANDISON
and
VERN BROOKS
Masters of Ceremonies
on CKRM's
"Original Casino Carnival"
featured every week-day
morning on 980 at 9:45.



**DATELINE:
SARNIA**

By Helen Craig

Wherever you are, you've HEARD of Sarnia. The tornado took part of it off the map but the power of publicity put it back. And if you've ever driven along a US highway at night from Detroit to Port Huron, Michigan, on the approach to the Bluewater Bridge you've certainly SEEN Sarnia for the flares that blaze heavenward are visible from afar. As you come closer to the Chemical Valley City you most certainly SMELL it. But if you live within the listening radius of 5000-watt CHOK you KNOW Sarnia because this station, with manager Karl Monk, at the helm takes seriously the task of informing listeners about activities in the city and area.

As a case in point, take the show *Sarnia Reports to the People*. A rather ponderous title, but it says what it is. Every Thursday night from 8.30 to 9.00 listeners hear this show presented in the interests of good city government. Topics currently in the minds of citizens are batted around by a panel of four to six community leaders. As this sustaining show is put on by CHOK in co-operation with the Sarnia Junior Chamber of Commerce, a Jaycee man usually Art Bradley of Sarnia, is moderator. Program director Phil Clayton outlined some of the topics discussed lately: administration of Sarnia's general hospital; education; "Is the Traffic Ticket a Good Teacher?"; changing one-hour parking meters; city planning; advisability of having a probation officer in Sarnia; legislation re. closing hours of retail businesses. Every fourth week Mayor W. C. Nelson meets the press. Incidentally the mayor is brave enough to ask listeners to send in questions on civic affairs and he answers them over the air. In a rapidly growing community such as Sarnia the show *Sarnia Reports to the People* is an attempt to straighten out the many civic problems as they come up, and listeners like it — not only because it's informative, but also because it's chucklesome when panelists get involved in high-temperature controversy.

Turning to sponsored shows, chief announcer Charlie Doering has a lot of fun in a cafe across the street from CHOK. From 12.15-12.30 p.m. he broadcasts *Saturday Luncheon Date* from Latiner's Restaurant. It's a completely redecorated eating place because the old building, like so many in Sarnia, was wrecked by the tornado. A novel extra course is added to Latiner's luncheon menu: Charlie's chatter. Charlie has evolved an interview technique that is more than: "And who are you? . . . Where do you live? . . . How do you like the food here? . . . Hello little girl what big eyes you have!" After identifying an interviewee he pops questions like: "What would you do if you had a million dollars?" . . . "If you could live anywhere in the world, where would you like to live?" . . . or . . . "If you could BE anyone in the world, who would you like to be?" Slightly inane, perhaps, but we must admit it's different. (I wish Charlie would ask me what I'd do with a million dollars. I'd . . . I'd . . . gee, I don't know! What would you do?) In the course of each quick interview Charlie asks his guest to name the top tune of the week, determined ahead of time by CHOK from juke-box ratings. If the tune is named correctly the guest's lunch is free. Sarnia-ites, or whatever native sons and daughters are called here, must be no strangers to paradise because no less than nine free lunches were given to Latiner patrons at one *Saturday Luncheon Date* recently.

As there is a large rural listening audience around Sarnia CHOK features a program for farmers every day Monday through Saturday from 12.45-1.45 p.m. It's *Home Folks Hour*, a show with requested music, stock reports, farm news, official time signal from Ottawa, plenty of jokes, and plenty of commercials. The whole hour brings in considerable revenue for there are spots all the way through the first 45 minutes and the last quarter hour is sold to businesses in towns near Sarnia. The home folks hear about Petrolia, one of the first places where oil was discovered in Ontario; Wallaceburg and its glass factory; or Bothwell with a furniture factory. (Oil, glass and furniture aren't necessarily the businesses who sponsor the quarter hour. Naturally the segment is open to any business in the surrounding area.) Equally versatile on news from farm or factory, Charlie Doering handles the show. Saturday is in the nature of a good-will day on the *Home Folks Hour* for the *Rhythm*

"I ONCE KNEW A VIOLINIST,"
Lays Lionel...

... who bragged that he played to packed audiences every night. He omitted to mention that there were 97 other instruments in the orchestra as well.

No advertiser wants his radio sales message playing second fiddle — or fifth or sixth fiddle. That's why advertisers who know how to read statistics turn to CKCW — the station that plays solo recitals every day and night to 156,000 people!"

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

FRANKLY, WE HATE THE IDEA

of working for a living; but since we must, we can't think of any way we'd rather do it than by writing radio copy.

The psychology books all say you do best in the kind of work you enjoy. Maybe that's why so many of our clients keep coming back for more.

WALTER A. DALES — RADIOSCRIPTS
907 KEEFER BUILDING MONTREAL, P.Q.
Telephone UN. 6-7105

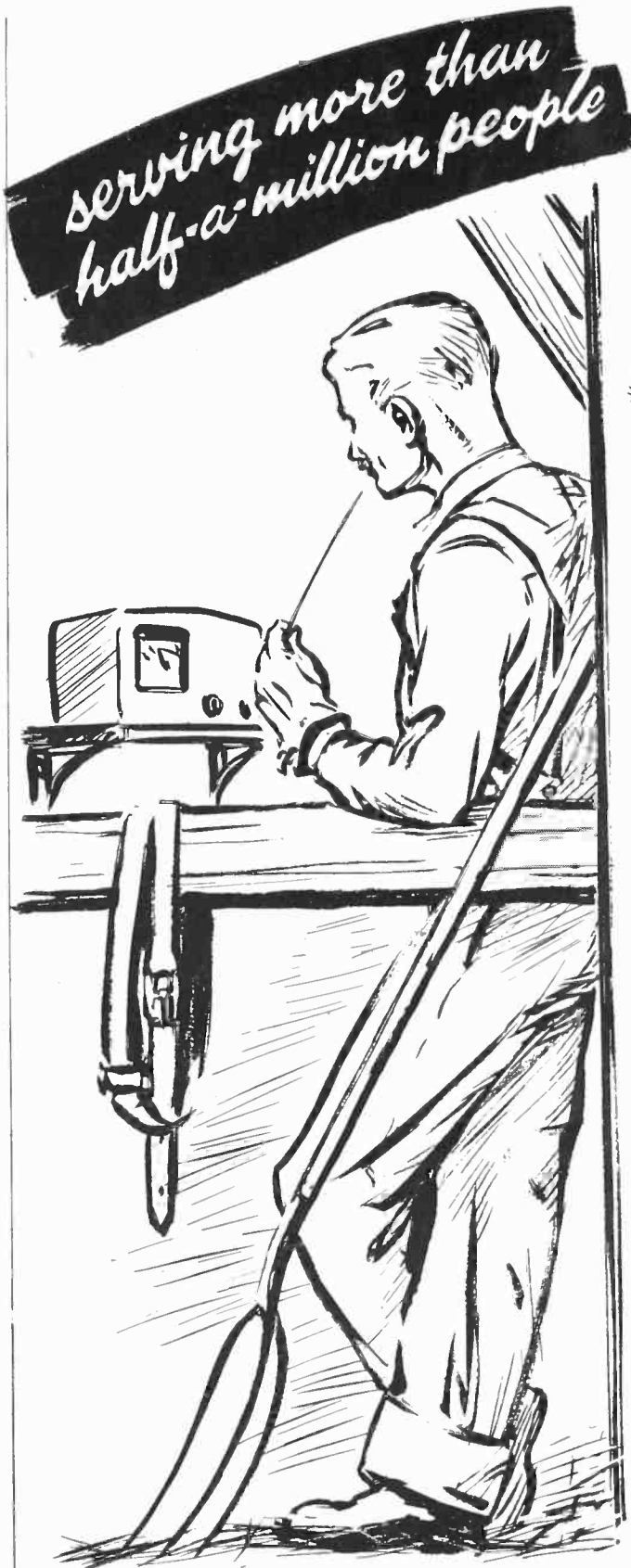
Rangers from Port Huron, Michigan, cross that unguarded frontier and present folksy songs, often with the five Howard sisters from Sarnia. They're all sisters, too. Be assured of that. P. D. Phil Clayton said so.

The Rhythm Rangers aren't the only Americans who use CHOK as a broadcast medium. Even though there are several radio stations in Port Huron and environs, a Port Huron Baptist minister has developed a tremendous listening audience via CHOK, with his daily shows. Often his afternoon quarter-hour broadcasts are taped in his living room prior to air time. American listeners naturally make up a great percentage of this religious broadcast's devotees, but they stay tuned to 1070 for other shows too.

It was rather surprising to hear a Spanish word coming and going like a rotatory wind in conversation with 'OK people. You guessed it: tornado. I learned of CHOK's reaction to the catastrophe when it hit in May of last year, (C B & T, June 17). Four hours after the Machiavellian wind had done its damage, CHOK was on the air. Broadcast equipment was moved immediately to the transmitter, which was out of the path of disaster. The main operating studios were in the wind's wake as it swept from the Ferry Landing on the St. Clair River, through the heart of the city, and Karl Monk, station manager, told me that in his office alone it was impossible to wade through the foot-high debris that covered the floor. After equipment was transferred to the transmitter and broadcasting resumed, radio told of the emergency and aid was rushed in to the stricken area. CHOK continued its public service as the Tornado Relief Fund was established, and appeals for contributions were begun by community and industrial leaders. The city treasurer, to whom contributions were sent, reported that approximately \$75,000 had been raised. And this, because of an idea begun by radio.

I suppose the Home Folks Hour philosopher would say "Taint no use lookin' back; look to the future, pardner." Looking to the future, CHOK is thinking ahead to May of this year when for four days, from 5.00 p.m. to sign-off at 12.05 radio goes to the Jaycee Fair. Fair-goers will see radio action. Frank Stalley, newscaster, will go to the teletype and illustrate how a newscast comes to life. Elaine MacDonald will talk of women's interests. Jim Cooke will do a sportscast. For listeners who have never seen the interior of a radio station, CHOK will reveal its operation methods and all the movable equipment on stage will help to give Sarnia folks knowledge of the inside story.

I'm sorry to leave Sarnia, the city where radio has proven to be an attraction for Canadians and Americans alike. Funny thing about Sarnia. You can't help liking the place. Sure, you can cross the Bluewater Bridge to the American side and buy cigarettes for a song; you can get your beer in a grocery store; and if you like mass-produced socks — 19c a pair. But strangely enough, I'd rather remember the stories I heard of plucky tornado-stricken Canadians; the giant flares piercing the sky at night. I'd rather remember the words of an Italian immigrant whom I met in a coffee shop: "Our radio station? 'OK for me."



CJCA
EDMONTON



There are
70,000 Farmers
in
CJCA's
Trading Area

*Who follow CJCA's
Farm Director,
Don Clayton,
to keep up with
farming progress in
Northern Alberta.*

Don broadcasts

6:00 to 7:00 a.m. EVERY WEEKDAY MORNING
12:15 to 12:30 noon MONDAY THROUGH FRIDAY

★ *If you want to reach farmers*

They'll hear your message

*on **CJCA***

★
CJCA
EDMONTON

★
THE ALL-CANADA STATION

Tell Us Another

There's a guy who sells shoes over our station. No kidding. Name's Dick and he owns Dick's Shoes Reg'd in our town.

You know, we're all in this thing for a buck but sometimes you feel a bit guilty about taking dough from a nice guy like Dick, saying you can sell his shoes on radio. Shoes! Easier to sell rabbits.

Good old Dick goes along with the gag, though. We take it easy for a while, stick him with a spot campaign or two that lasts for a week maybe. Nothing heavy though. He's a good guy.

It was last summer. Maybe it was the weather, vacation coming on and all. So we hit Dick with this newscast, five minutes and three a week. Sure, we got a conscience, but he wanted to sign for four months. He really wanted to.

I forgot about him after that. But at the end of October he was back. And he wanted to buy in for a whole year, same show. Sure, we signed him. What a guy. And he says we sell his shoes. We should argue?

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

People

HEADS TELEMETER

With the Telemeter system now in operation in Palm Springs, California, Famous Players' plans for the development of Telemeter in Canada are emphasized by the election of W. C. Thornton Cran as president of two subsidiary companies — Trans-Canada Telemeter Limited and the Telemeter (Ontario) Limited. The directors and officers of the two companies are all executives of Famous Players Canadian Corporation Limited: John J. Fitz-

gibbons, vice-president; R. W. Bolstad, treasurer and Angus MacCunn, secretary. Jean A. Pouliot is executive electronic engineer.

Famous Players has a 25-year franchise for the licensing of Telemeter in Canada.

"Wink" Cran, the new president of the two Telemeter companies, has had a wide experience in the fields of commerce and electronics. As joint managing director of Broadcast Relay Service (Overseas) Ltd. of England he negotiated licenses and formed subsidiary companies in 12 overseas countries for broadcasting



Photo by Henry Fox

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 260 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE

The population of Sherbrooke has increased almost 13% since 1951 — from 50,543 to 56,943, while its Metropolitan Area is well over 60,000. This means more homes — more spending — a bigger market for YOUR Sales Message. You cannot cover Sherbrooke and its prosperous surrounding counties without CHLT (French) and CKTS (English). Include both of them on your Radio Schedules and watch your sales results!

Representatives:

CANADA
 Jos. A. Hardy & Co. Ltd. CHLT
 Radio Time Sales Ltd. CKTS
 U.S.A.
 Adam J. Young, Jr., Inc. CHLT & CKTS

In Victoria

CKIDA

Rates Highest (ELLIOTT HAYNES)

or wired music operations. Recently he returned to Canada where he formed Rediffusion Inc. in Montreal.

He was secretary and comptroller of Broadcast Relay Service Ltd. and Radio & Electrical Developments Ltd. from 1934 until 1940 when he came to Canada. During the years 1940 to 1945 he formed the Small Electric Motors (Canada) Ltd. at Leaside, Ontario and the Semco Instruments Ltd. He purchased and reorganized Rogers Majestic Ltd. and Rogers Radio Tube Ltd. and acted as chief executive of this group until the business was sold to Philips (Holland) in 1945. Next year he returned to England as executive director of Philips Lamps Ltd., in London and in 1947 he became associated with Broadcast Relay Service (Overseas) Ltd. returning to Canada to organize and direct Rediffusion Inc. in Montreal

ON THE AIR — MARCH 1st

CKCO — TV

CHANNEL 13, KITCHENER

Serving 7 Cities in the Heart of Ontario

\$353,000,000 retail sales, 1,043,518 potential viewers, make this Central Ontario region one of the richest markets in Canada.

CKCO-TV's high calibre network and local programs assure you of a large audience for your sales message.

Call us — we'd like to talk it over.

HARDY

JOS. A. HARDY & CO. LTD.



MONTREAL — PLateau 1101

TORONTO — EMpire 3-6009

QUEBEC CITY — 5-7373

People Continued

CFCF NEWS DIRECTOR

English-born Harry Etheridge has become news director of station CFCF, Montreal. In 1939 he joined the United Press of America in London. In 1942, he enlisted with the RAF and trained in Canada as a radio navigator, serving later in Egypt, Palestine, Cyprus, India and Ceylon. During his time in the armed forces, he wrote for service publications.

In 1947, Etheridge came to Canada and joined BUP, serving in Toronto and Montreal bureaus, before joining the BUP parliamentary staff in Ottawa in 1950. In the same year he was transferred to Winnipeg as manager. He was working in BUP's Montreal office before joining CFCF in the summer of 1953.

Etheridge is also the public relations officer for the reserve unit of the Royal Montreal Regiment. This is in addition to the full time post of CFCF news director which he has just assumed.

He succeeds Dave Rogers, who has gone to CHCH-TV, Hamilton.

CALDWELL SALES REP

Kenneth R. Wright has been appointed Ontario Sales Representative of S. W. Caldwell Ltd., Toronto. Formerly of Winnipeg, where he attended the University of Manitoba, Wright's previous positions include: sales director at CFAR, Flin Flon; account executive at CKY, Winnipeg; station manager at CKDM, Dauphin;

radio producer for the BBC, North American Service.

JOINS ALL-CANADA TV

Bill Steer has joined All-Canada Television as Ziv TV program representative.

Formerly with Thomson newspapers as advertising supervisor, Steer also has had seven years' experience in the music and entertainment field across Canada.

BACK ON THE JOB

After three months confinement in hospital and at home, CB & T's genial accountant and circulation manager, T. G. "Bal" Ballantyne is once again back at his desk.

PEPYS WELCOMES CHABy



WELL-KNOWN RADIO REP, Horace (Pepys) Stovin welcomes CHABy the Moose. CHABy is the newly-appointed Promotion Representative of CHAB.

CHAB

800 Kcs.

Moose Jaw, Saskatchewan

5000 Watts

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary

Join the hundreds of local and national advertisers who are reaping benefits from CKCH's quality programming and efficient operation.

CKCH

HULL and OTTAWA

Representatives

OMER RENAUD in Canada

J. H. McGILLVRA in U.S.A.



Telephone
Answering
Service

Answers your phone whenever you are away from your office or residence.

Phone for Booklet in

Toronto Montreal
PR. 4471 UN. 6-6921

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received
Our **NEW**
Audition Disk?



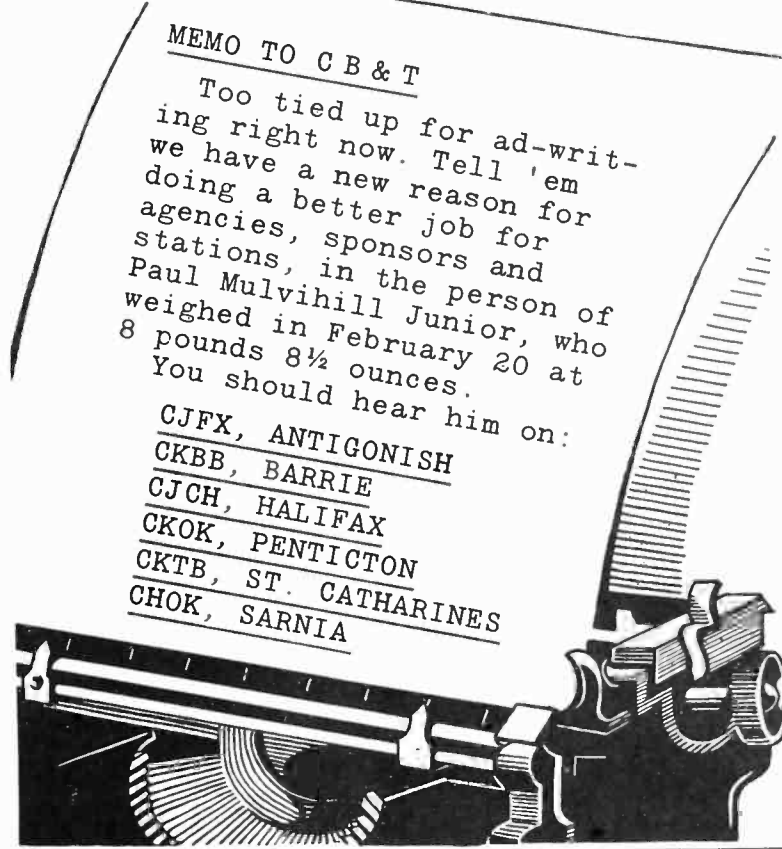
An Independent
Producing
Company

DON WRIGHT

Productions

Let Us Help You

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



MEMO TO CB & T

Too tied up for ad-writing right now. Tell 'em we have a new reason for doing a better job for agencies, sponsors and stations, in the person of Paul Mulvihill Junior, who weighed in February 20 at 8 pounds 8½ ounces. You should hear him on:

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

PAUL MULVIHILL

TORONTO:
21 King Street East
Paul Mulvihill
EM. 8-6554

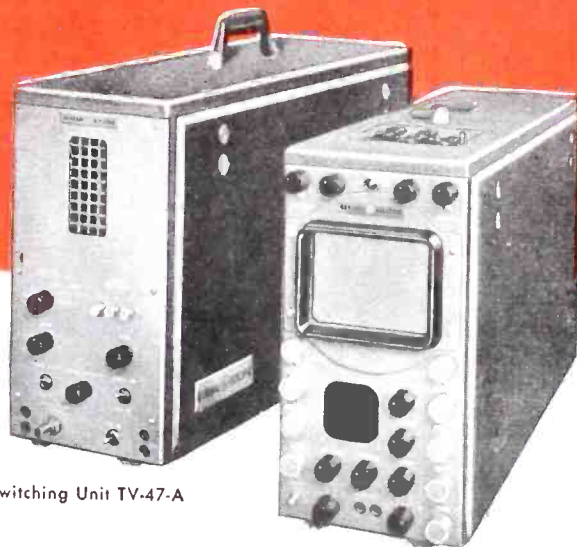
MONTREAL:
1434 St. Catherine Street West
Murray Mac vor
UN. 6-8105

Ready and for remote



right telecasts

New! Portable Camera Chain



Switching Unit TV-47-A

Camera Control & Monitor TM-6-A



Portable Camera PC-4A

Units provided:

- Camera, PC-4-A
- Viewfinder, TV-20-D
- † Camera Control & Monitor, TM-6-A
- † Switching Unit & Panel, TV-47-A
- Sync Generator, PG-2-A
- Camera Cable Assembly, PV-15-A, 50 ft.:
 - a. Metal Tripod
 - b. Friction Head
 - c. Single and Double Phone Headsets
- † Power Supply, TP-10-A
- Power Distribution Box, TC-19-A

† Includes vibration isolation mounting.

TV Baltar Lenses (50, 100, 152 mm)

Accessories:

- † Portable Master Monitor Group, TM-15-A
- Wipe/Insertion Unit, TV-46-B
- Desk, PR-22-A
- Camera Dolly
- Tripod Dolly—3 Wheel
- Special Lenses and Cable
- Single Chain Adaptor, TV-48-A
- Camera Cover, Lens shades and neutral density filters

Get this new booklet!

Contains full details and specifications on the new G-E Portable Camera Chain. Includes systems diagrams, plus complete equipment features and photos. Contact your nearest C-G-E Broadcast Representative, or write: Broadcast and Television Sales, Canadian General Electric Company Limited, 830 Lansdowne Ave., Toronto.





Improved performance and complete program flexibility!

HERE is the most advanced portable camera chain yet developed! Thirteen bonus features! Check them over . . . compare them with any features of other equipment on the market today and you'll specify G-E for your station.

Designed primarily to improve picture quality, this new field chain offers the greatest possible portable equipment maneuverability. All units have

been thoroughly field tested . . . their versatility clearly demonstrated in actual station use.

Call your nearest C-G-E broadcast representative today! Be sure to get all the facts on this new development. Equip your station with a G-E portable camera chain—engineered to meet every studio and remote requirement!

13 Bonus Features

Minimum Weight • Low Power Consumption • Small Size • Interchangeable Sync Generator (station or remote use) • Binary Counters (provide extreme accuracy) • Built-in Wipe and Corner Insertion Control (for special effects*) • Locate Switching Control Panel up to 1000' from Equipment • Electronic Switching (laps and fades both manually and automatically) • Simplified Cabling System • Handle Greater Range of Light Levels (Lenses stop up to $f/64$) • Intercom Amplifier • Audio Level Control and Preview Monitor Selector Switch on Switching Unit • Switching and Control Unit Handles 4 Cameras Plus 2 Remote Composite Signals.

**Wipe/Insertion Amplifier . . . optional accessory unit.*



TELEVISION EQUIPMENT

ADIAN GENERAL ELECTRIC COMPANY, LIMITED

471 W-1254

A Weekly BBM of 74,310

gives

CJBR

Rimouski

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

Quebec City

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR

RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION



Representatives of the Canadian Council of Authors and Artists and the CBC quietly sat around a table two weeks ago and penned assent to an agreement which will probably keep overall relations between the public television system and its performers happy for the next eighteen months. At the last moment, this agreement averted the strike nobody wanted.

The two primary issues of this mild dispute were ones of principle — of significant importance, according to Council president Bernard Cowan. One was: **What is the relation of a union member to union conditions when appearing in non-artistic roles on television? And what is his status when appearing with non-union performers?**

The answer, as far as Canadian television is concerned, until August 14th, 1955, is that members on the union roster before signing of the new agreement will have to be paid recognized rates, whether they perform in an artistic show or simply as members of some sort of news quiz or "expert" panel. Not so with new members, however. They may go on interview-type programs and new shows for other than union rates.

The other issue was obviously tougher, and therefore dodged for the moment. **What happens to all union members' rates if any of these "non-artistic" shows should become sponsored?** Apparently it would take a radical change in CBC policy before a news or news-commentary type of program could become sponsored. Therefore the new agreement allows for complete re-negotiation of the relative clauses, if the policies of either CBC or Council are changed during its term.

The Council embraces about 2,000 artists and writers who belong to the Association of Canadian Radio & Television Artists or L'Union des Artistes Lyriques et Dramatiques, and under this new agreement have also straightened out over a dozen miscellaneous items which fall generally under the category of working conditions.

All in all, everybody seems to be happy about the whole outcome.

On another talent front the situation was unimproved. Locally the results of the international fracas between the American Guild of Variety Artists and the American Federation of Musicians (both AF of L, by the way) were troublesome, particularly for the AGVA people. (See also **CB & T**, January 20th.)

AGVA started it south of the border by ignoring a loose "no raiding" agreement with AF of M. The musicians countered by refusing to play on the same stages with variety artists. Result: a lot of variety artists in Toronto took out temporary AF of M memberships, made available by the musicians to keep everybody at work.

But caught in the middle of the muddle, last week, were four capable dancers who did a lot to make the *Big Review* sparkle. Babs Christie, Bill Yule, Bob van Norman and Andy Body claim they have been trying to switch unions for the past month, but couldn't go AF of M until they renounced AGVA, which they wouldn't do because of American engagements where AGVA cards are important.

Lacking AF of M protection, they were fired from the *Big Review* three weeks ago. Last week the quartet said it was ready to take its case against the musicians to court.

Meanwhile, the CCAA was stay-out of the fray by recognizing theatrical performers holding either union card.

After an amazing initial success last summer, the Stratford Shakespearean Festival Committee came out of hibernation for the second time to announce most of the Canadian actors and actresses to be included in this year's venture. As before, many of them are familiar names in radio and television drama.

Tobi Robbins, who has been in drama in both media for the past few years, is to play the leading role of Mariana in *Measure For Measure*. Barbara Chilcott, seen in several *General Motors Theatre* productions on CBC-TV lately, is slated for the role of Bianca in the other Shakespearean part of the Festival, *Taming of the Shrew*, as well as that of Juliet in *Measure*. There are many others: comic Don Harron, radio veterans Lloyd Bochner and Robert Christie (both repeats from last year), William Needles (another second-term man), Douglas Rain, Neil Vipond, Peter Mews and Eric House.

Star of the six-week production, of course, is to be James Mason, who

MEET CKOV SPORTCASTERS

14 WEEKLY SPORTCASTS

FEATURED ON

"The Voice of the Okanagan"



DENNY REID

CKOV



JIM PANTON

KELOWNA, B.C.



What's Cooking in Newfoundland?

Do you know that the biggest Chev. dealer east of Montreal is A. E. Hickman Limited of St. John's, Nfld., who have a daily show on

CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS

is taking the title role in the non-Shakespearean *Oedipus Rex* and the part of Angelo in *Measure*.

Most startling announcement was made earlier when Mavor Moore resigned as chief producer of CBC television in Toronto to devote time to the preparation of the New Play Society's annual *Spring Thaw*, which he writes and produces, then to move on to Stratford as Petruchio in *Taming*. And important though this is, there may be more in store for one of the holders of the most important name in regular Canadian legit theatre.

There have been a few changes which make this possible. Tyrone Guthrie proved his theatrical genius last year, but apparently the Festival's committee has no intention of letting it become a one-man show. Therefore Guthrie is still guest director. Cecil Clarke, former assistant director and production manager, is now Festival director and will direct *Measure*. Tom Patterson, who conceived the idea for the Festival and largely made it reality, has been boosted up from the general managership to director of planning. This leaves a few holes to be filled.

This year's Festival is building up as a bigger experiment than its outstanding predecessor. Mason alone is an experiment, followed by a rather obvious departure from all-Shakespearean productions, and even that is to be done in a strict classical style, masks and all. But even against a glittering background, the new Festival appears bright from here.

There are times when people outside of the industry think about radio listening. One of them is Dr. E. P. Scarlett, chancellor of the University

of Alberta.

Not long ago he said: "As a physician, I am interested in the active business of listening to music. Our psychologists tell us that only 14 per cent of our sensory perception comes to us through our ears. Therefore, if we are to make the most of it, it is of the utmost importance that we devote all our concentration to the act of listening. It is for this reason one can sometimes get more out of music while listening at home in the living room, rather than in a concert hall where the gyrations of the conductor and the presence of the orchestra may divert one from the fullness in concentration".

He was commenting on a program idea being tried out by CFAC, Calgary, in which local people — preferably well-known — who like concert music, prepare an hour-long Sunday evening program each week. Most of the guests have some professional interest in music, like Archie Key, curator of the Coste House Arts Centre who prepared and presented the first in this series.

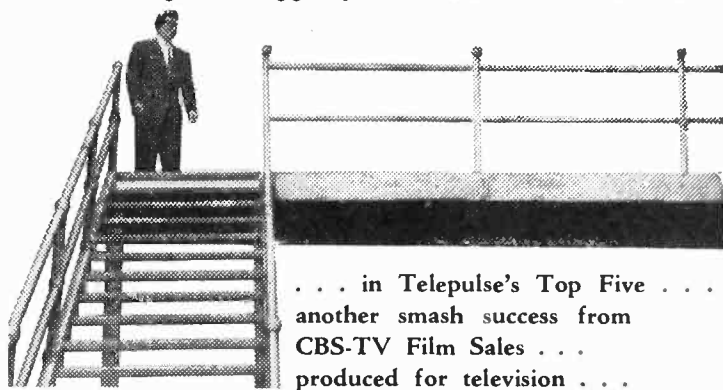
Other guests have come from the Faculty of Music of Calgary's Mount Royal College — John Bach and L. Leacock; the city's top church organists have been heard — Harold Ramsay, Cyril Mossop, Mrs. Phyllis Chapman-Clarke and Dr. Victor Graham. Another source of interested guests is the Calgary Symphony. To give them plenty of scope in working out fascinating programs, they may bring their own recordings, dig them out of the station's library, borrow from a local dealer or use the lending service at Calgary's Public Library.

This sounds like yet another way to make good music more listenable.

Packed with Action

FILES OF JEFFREY JONES

... starring Don Haggerty in 39 HALF-HOUR THRILLERS



... in Telepulse's Top Five ... another smash success from CBS-TV Film Sales ... produced for television ...

LET US ARRANGE AN AUDITION SCREENING TODAY

... and complete your package with Caldwell-produced commercials. We have the trained and experienced staff, the latest equipment and the strategic location to work with your agency and write and produce all or any stage of your tv sales message.

Package Programs • Commercial Production & Writing

S.W. Caldwell LTD.

447 JARVIS STREET (across from CBC-TV) TORONTO 5 WA. 2-2103

THEY'RE LISTENING



TO SOMETHING NEW

ON RADIO 1080 CHED EDMONTON

Radio Representatives ...

HORACE N. STOVIN & CO., Victory Bldg., Toronto

Radio CHED'S programing and new ideas in entertainment are creating a tremendous listening audience in Northern Alberta.

You too can share in this BIG expanding market for so-o-o little cost.



A Growing Market

Prince George is still expanding. The North-West Telephone Company is adding an addition to their present building and increasing the telephone service. The expenditure will amount to \$65,000.

Reach this growing market over

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.

Verbatim

YOU CAN BE SURE IF IT'S ADVERTISING

Adapted from an address to the Young Men's Advertising & Sales Club of Toronto

"Build a better mouse trap, and, though you live in the depths of a forest, the world will beat a path to your door."

Phooey!

People don't make a beaten path to the mouse trap maker's door unless they know he has made a better mouse trap and has a stock for sale at a price they can pay.

This is what the advertising business is all about.

Mouse traps and pig iron, automobiles and breakfast foods are useless, if people remain in ignorance of their existence and unaware of how they may be used. Advertising

serves the man who produces, by enabling him to dispose of his goods; and it serves the man who consumes, by telling him what is available to add to his satisfactions in life.

The question is sometimes asked — and not only by persons with queer economic ideas—"Why advertise?" The answer can be given by drawing three circles: a big one, a smaller one inside it and a smaller one inside that. That little circle indicates the number of prospects that can be met personally by the sales force; the next larger shows the wider group that can be reached by a well-built mailing list; the outer shows the extent to which prospects can be canvassed by advertising.

One of the first positive rules of advertising is that it is an investment — not a speculation.

Another cardinal rule is that advertising is fruitless if the advertiser does not offer something that genuinely serves some legitimate human want.

A third is not to expect overwhelming returns in the way of sales after the first advertisement or two. Advertising does not work that way. It should make impression after impression in the mind of the prospect for the product and what it will do for him.

The fourth cardinal rule, and the last, but by no means the least, is that the advertiser is headed for disappointment who satisfies his ego merely by matching his competitor's advertising appropriation or even topping it. It is not the size of the appropriation, but the quality of advertising that is important.

All advertising should be tailored to the needs and to show off the advantages of the particular business that uses it. There is one person who must always get first consideration and that is the one important to any business, large or small — the customer. It is the customer who puts the goods we advertise to use, who pays the wages, the rent of our factories and stores, and who, if we



By **K. J. FARTHING**
Advertising Manager
Canadian Westinghouse Company Ltd.

want to succeed must be classed as a very important person in our scheme of things.

Now, how is the advertising useful to the consumer? Well, it keeps him informed. Whether your advertisement is on billboards, radio, newspapers, television, a catalogue, direct mail piece, or the classified section of your paper, it should be so designed and written to tell people something they want to know, which will make them buyers of your product, not about something we, the advertisers, want to sell.

In our capacity as consumers, we need to be told what is available for our use, how good it is, that it is made by a reputable company and where we can obtain it. That's how advertising works for the consumer as well as for the advertiser.

It may sound absurd to many persons when we say: "The consumer doesn't know what he wants until he is told about it. But not one of us knew in 1920 that he wanted a radio or had the dollars to purchase one. Then, suddenly, we all wanted radios, and millions of people had money to buy them, and the same will apply eventually to television. Advertising brings new products to our attention and teaches us to use them. First they are novelties, then luxuries, then staples and finally necessities.

The fact that autos, refrigerators, washing machines and a host of other products, considered necessities today, were the luxuries of a generation ago, and not thought of in the days of our grandfathers, is surely an indication of our advancing level of living. It is a paradox that the more a business advertises a product, the less that product eventually costs to consumer.

We in advertising realize the

Radio - TV Opportunity For The Right Woman

CFPL's Women's Commentator, Mary Ashwell, requires secretary-assistant-understudy to train for and assist with her daily "Memo To Milady" radio program and new television homemaker feature starting middle of April.

If interested, type letter telling all about yourself, background, experience, interests, etc., and why you are the one. Interviews and auditions will then be arranged for suitable applicants.

Apply ONLY by mail to
MURRAY BROWN, Manager,
CFPL and CFPL-TV,
London, Ontario.

Steadily Moving Ahead!

STATISTICS

	1952	1953
Bank Clearings . . .	\$92,940,048.00	\$96,605,896.00
Building Permits . . .	\$ 2,035,575.00	\$ 4,000,000.00
Kilowatt Hours . . .	52,665,961	58,620,142
Water Consumption . . .	665,356,000 Gals.	712,860,000 Gals.

RESULTS

TOTAL MAIL — 128,472 letters 426,160 letters

However in the First 7 Weeks of 1954 the Total Mail Received is 103,814 Letters.

1954 will be a banner year. Place your 1954 campaigns in the CKBI MARKET. Get the details from your "All-Canada" Man.

CKBI

PRINCE ALBERT, SASK.
5,000 Watts

REPS: ALL CANADA in Canada
WEED & CO. in U.S.A.

AVAILABLE

to any Ontario radio station:
Experienced radio man, five years as executive in commercial end, familiar with all phases.

BOX A-192
C B & T

54 Wellington St. W., Toronto

NEED A STATION MANAGER or PROGRAM DIRECTOR?

Married man, 39, three children, desires position as station manager or program director in small or medium sized city. 15 years experience in radio programming, 1½ years in television.

Will accept reasonable salary in exchange for opportunity to raise children in pleasant, healthful surroundings.

Box A-193

C B & T • 54 Wellington St. W. • Toronto

importance of research. It is good practice for an advertiser to spend 80% of his time thinking about the prospect he is trying to reach and 20% thinking about what he is going to say. From this, there arises research into buying habits and preferences of the consumer of his products. This many times means an improvement of his product and in the packaging and distribution methods.

The principle of looking at the product from the consumer's view point applies very definitely to advertising. An undelivered message is wasted, so your advertisement — be it space, radio, TV or a mailing piece — must be the kind best calculated to catch attention and hold interest. Do you remember the story of the blind beggar? He had a sign reading: "I am blind and not doing so well". When he changed it to "It is Spring and I am blind", his cup was very rapidly filled up.

The question is often asked: "Is the subtle, quiet type of advertising better than blatant advertising of which we see and hear a lot?" Well, that depends entirely on the audience you are trying to reach. Obviously he would be a daring advertiser who would invest advertising dollars in running advertisements in a blood and thunder pulp magazine, similar to those he used in scholarly journals or a class publication. Your advertising must be tailored to the job that is to be done and done consistently.

For our own sakes, we in advertising must keep high standards, and of all the businesses which have tried to work out standards of ethics, advertising men have had the hardest problems. On the one hand, there are many employers of advertising who are short sighted when dealing with the public. On the other hand, there are the people who leap at everything new, and who will swallow the most outrageous claims without making a face. Between these two, it is no small wonder why some advertising has gone astray.

Most advertisers, whether large or small, are honest concerns, and much of their success has been built on maintaining the quality of the products and services they advertise. They don't stay in business long if they do not.

Advertising men are, in the main,

aware of their responsibility. They have organized themselves into associations and clubs, not one of which is without its ideals. One of the main ones is the Association of Canadian Advertisers, and the ideal of this organization is: "to promote the highest standards of advertising." Of course in this, as in any organization, there are at times those who try to take unfair advantage, but again, they do not last long in such company.

As an assessment of that part which it could and should play in the future, we turn to no less a figure than Sir Winston Churchill, who has said: "Advertising can play an important part in repairing the consuming power of the world. Advertising nourishes the consuming power of men. It creates wants for a better standard of living. It sets up before a man the goal of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production. It brings together in fertile union those things which otherwise would never have met".

Advertising has an important part in our every-day lives. It tends to make for better products. It informs the people about new products and their use. It helps raise our standards of living. It develops employee pride in the company and demonstrates management's pride in the workers. ("You can be sure if it's Westinghouse"). Advertising can be a great force for good if it is approached ethically by the advertiser, and with common sense by the consumer.

Here are four important questions that any advertiser must answer if his advertising campaign is to be a success:

- (1) Is your ad built to catch and hold attention?
- (2) Does the advertisement delineate the product effectively?
- (3) Does the advertisement make the most of the customer benefits of the product?
- (4) Does the advertisement produce the effect on the reader — "I would like to own one of those, or I'd like to do business with that outfit."

If we follow these four points closely, we shall find we are doing successful advertising.

ALMOST DOUBLE

the audience in Calgary


for one reason:
CFAC is the only
Calgary Station
Maintaining its own
DRAMA DEPARTMENT



Under the capable direction of
CLARENCE MACK
such programs as

- CFAC Wednesday Night Playhouse
- This Week
- State Your Case

command a large faithful audience.



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 appreciative Calgary radio audience as witnessed by . . .

ELLIOTT-HAYNES, Radio Rating Report, January, 1954. Evening Summary 6:00 to 10:00 p.m.


CFAC	Average Program Rating	% of Listeners
Station No. 2	17.2	41.1%
Station No. 3	10.1	24.0%
	11.9	28.4%

Something like selling Quebec market without

CKOV
1000 WATTS 1280 K.C.

missing... 

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

More Listeners  **CFAC** 960 KC More Buyers

CFCO goes over the top again

More listeners per watt cost than any other Western Ontario Station

Total Daytime Audience: 76,950 homes

¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes

¼ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

CKRD-Red Deer

1000 WATTS

850 KCS.

Serves

and

Sells

**a wealthy agricultural area
in the heart of Alberta**

CKRD CAN SELL FOR YOU

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER



Over the Desk

"The only trouble with Webster is you can never find him . . . he's always out chasing a story". This compelling sentence leading into CJOR, Vancouver's — excuse me, I mean Station 600's — most recent promotion folder, invited further investigation and out popped the story of an interview with a shoplifter.

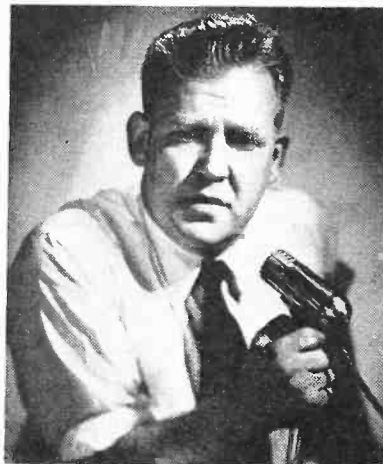


Photo by Tony Archer
JACK WEBSTER

Jack Webster's story can be told like this:

He is a Scotsman who trained with the Kemsley newspapers in the UK, rising to senior reporter on the *Glasgow Daily Mail*, and then went to London to become night editor of the *Daily Sketch*. While still in his twenties, he saw service with the British army, and rose to the rank of major.

Webster landed in Vancouver in

1947, became No. 1 reporter on the city's *Sun*, was elected by fellow newsmen to the presidency of the B.C. Press Gallery.

Then he forsook the newspaper business for Station 600, where he enhances his duties as news chief with a daily program of definitely different interviews which he calls *City Mike*. If you wonder how an ace newspaperman feels about taking to radio, here is the top of one of his *City Mike* broadcasts in which he explained it in his own way to listeners:

"The other day I bumped into my old newspaper boss, and he's the man who warned me a couple of months ago that I was making a big mistake in switching from newspaper reporting to radio reporting. Radio, he feels, for a newspaperman, is just a pool of oral frustration. 'How are you doing, Webster?' he said. 'How's radio? Haven't heard your program. Show me a clipping or something to let me know what you're doing.' So tonight I've decided to show him a clipping, or to be more accurate to give a replay of a *City Mike* which proved conclusively to me that radio reporting isn't any pool of oral frustration, because . . . I feel quite strongly that this type of program on radio is something the newspaper can't match, because when you put (things like) what this man says down in black and white, it loses its authenticity.

The balance of the tape is devoted to a replay of a *City Mike* interview used before, which Webster refers to as "The Shoplifter", because that is exactly what the interviewee was.

Being an incredulous so-and-so, I wanted to know how he ran into this "subject", and here was the explanation. Wandering up Granville Street — or maybe it was Hastings or Seymour — Webster recognized the guy as one he had seen in line-ups in the old days when he was doing the police beat. They stopped for a chat, as one does, or at any rate might, and the conversation reached its climax when Webster succeeded in negotiating for Mr. X's life story for a couple of bucks — or was it five.

The interview consisted of a straight question and answer session in which the anonymous shoplifter disclosed how it's done and why he does it. We're having it taken off the tape right now, and will print it for you in our next issue.

• • •

Jack Webster doesn't confine his utterances into his *City Mike* with such interviews as this. Last September he staged what he calls, justly I think, a triple scoop, when three days in a row he taped exclusive interviews with CIO President Walter Reuther who was in Vancouver attending a loggers' convention; US General Lucius D. Clay of Berlin Lift fame; and BOAC Chief Sir Miles Thomas who was in a tizzy about Vancouver's Marpole Bridge which blocks the Airport Road.

Watch for the shoplifter piece then, next issue.

• • •

As a reward for his discovery of Canada John Cabot was granted £10 by King Henry VII. — *Quick Canadian Facts*.

THE LIST IS LENGTHY...

- GRAVES LTD.
- BIRKS LTD.
- SUPERLINE OIL LTD.
- RINGER MOTORS
- MILNE'S GARAGE
- SIMPSON-SEARS
- BRUCE MOTORS
- DR. A. SHANE
- BERWICK BAKERY
- DITMARS & McNEIL
- CHAS. DARGIE & SON
- ROY'S SNACK BAR
- BEST YEAST
- DIGBY HOME FURNISHERS
- SEVEN-UP

Even though CFBC is listed in New Brunswick — the 'time-buyer' must remember that all of Western NOVA SCOTIA belongs to this Saint John station.

Typical of the Nova Scotian interest in CFBC is the lengthy list of regular sponsors — whose daily retail business depends upon our penetration into the homes of their customers. The list at the left is only a partial tribute to CFBC's thoroughness in covering Western Nova Scotia. . . .

These sponsors depend on CFBC to sell to Nova Scotians!

**CFBC SAINT JOHN
NEW BRUNSWICK**

"Serving"

WESTERN NOVA SCOTIA"

The new face that has appeared recently in Toronto's Victory Building belongs to John C. Robertson,



Staff

Claire finishes her B.C. Salmon Packers programs at the end of March and she and Lillian take off on the big jaunt April 18. They'll be gone three and a half months, and they will visit: London, Pisa, Rome, Athens, Istanbul, Bodrum, Rhodes, Cyprus, Cairo, Luxor, Alexandria, Jerusalem, Baghdad, Karachi, Delhi, Agra (Taj Mahal), Calcutta, Rangoon, Bangkok, Hong Kong, Tokyo, Honolulu, San Francisco, Chicago.

This business of there being 14 instead of seven Wonders of the World intrigued me a bit. I asked Claire to fill me in. She says there are seven "ancient" wonders and seven "Modern" (meaning not quite so ancient) ones. Only one of the "ancient" one is still in existence, and only one of the "modern" ones is missing, she said.



Photo by James B. Hardy
CLAIRE WALLACE

Besides the Pyramids of Egypt, which are still there of course, the "ancient" but no longer existent "Wonders" are: The Hanging Gardens of Babylon; The Colossus of Rhodes; The Temple of Diana the Huntress; The Statue of Jupiter at Olympus; The Lighthouse of Alexandria; and the Tomb of Mausolus, from which is derived our modern "mausoleum".

Of the "modern" ones, only the Porcelain Tower at Nanking has gone. The others are The Colosseum

in Rome; the Catacombs of Alexandria; The Great Wall of China; Stonehenge; The Leaning Tower of Pisa; and the Mosque of St. Sofia. To which we can only add our and your "Bon voyage, Claire and Lillian."

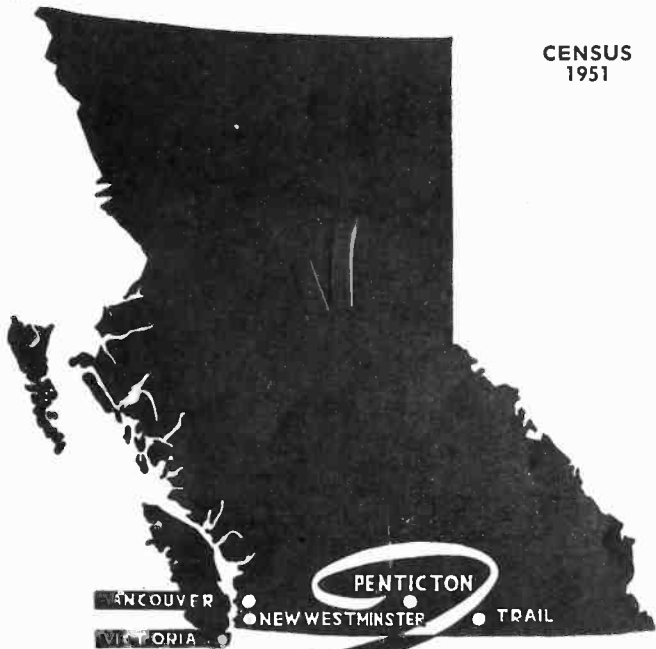
Slammed by the critics, Bing Crosby isn't going to make any more with the TV cameras unless he loses his job in movies. So said Der Bingle, when he got poor notices for his television work. He has just made his second TV film.

CKEN, Kentville has added one

dog to its BBM circulation figures. What happened was that the owner of a valuable dog called the station to say it had strayed from its home. A description was given, and the announcement was broadcast a few minutes later.

Ten minutes after the announcer had read the spot, one of the office staff looked up from her work and saw a male cocker spaniel standing in the doorway. It didn't have a collar or a tag but it did answer to the name Cedar. It was the lost dog all right, and was quickly restored to his owner.

B.C. cities with population over 10,000



CENSUS 1951

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

Canada
PAUL MULVIHILL
U.S.A.
DON COOKE

who joined Horace Stovin's sales rep organization in November and has been getting genned to the stations with an extended tour, including a quick look at WLW's merchandising and program promotion activities in Cincinnati. (This latter project is slated for the treatment in our next issue.)

John is now back in Toronto occupying himself with analysis of and research into the markets of the Stovin stations. His work will take him into the offices of national advertisers where he will display his usefulness by giving them the benefit of his knowledge and experience in merchandising and marketing problems as such problems present themselves.

Winnipeg born and a B. Comm. of the University of Manitoba, John first took his knowledge of marketing and market research, in which he majored, to the Hudson's Bay Company, where he applied what he had learned at University, and increased it considerably, under the merchandise training program the Bay operates in its retail stores.

Last fall John got the TV bug and came up to Montreal to see if the Quebec metropolis held prospects for a rising young executive. In the course of his perambulations he ran into the Stovin crowd, and here he is, hoping to have an opportunity to pop up with his merchandising slide rule and promotion calipers whenever a knotty problem arises.

Foreign "news agencies" are reported to be telephoning some Canadian stations long-distance collect after regular business hours, offering a hot news dispatch for which the station is later billed. CARTB has issued a circular suggesting that appropriate action be taken in posting switchboard personnel and others.

Maybe you thought there were only seven "Wonders of the World", but if you did, you are wrong because there are just twice that number, not including Claire Wallace, who is starting off round the world this spring to take a look at them, or rather those that are left. She will be accompanied by Lillian Spencer, who is going along as travel partner, and they will visit the "wonders" and photograph them. Claire has a book to do for Dent's which will be called, it seems, "The Fourteen Wonders of the World", and she plans also to do a travel book called something like "Back to 3000 BC".

Local Sponsors

How do you determine whether a station is doing a job in its area? B.B.M. reports? Program ratings? CFNB leads all New Brunswick stations in both.

But we think an even better indication is the way local sponsors regard the station. More local sponsors than ever before, over 120 right now, are using CFNB regularly. These sponsors are located in several centres in our coverage area in addition to Fredericton, some as far as ninety miles away.

If it's New Brunswick coverage you're looking for CFNB is your most effective, most economical buy.

New Brunswick's
Most Listened-to
Station



See
The All-Canada Man
Weed & Co. in U.S.A.

5000 WATTS - 550 KCS. - FREDERICTON, N.B.

CJBR-TV RIMOUSKI

chooses

RCA TELEVISION EQUIPMENT

CJBR-TV Channel 3 RIMOUSKI

Signs contract for RCA TV Transmitting & Studio Equipment



Present at the signing of the contract for Television Equipment for CJBR-TV were: Jacques Brillant (centre), La Radio du Bas St-Laurent Inc.; C. Boisvert (left), Eastern Broadcast Sales Engineer, RCA Victor Company, Ltd. and R. J. Norton (right), Broadcast Sales Engineer, Head Office, RCA Victor Company, Ltd.

CJBR-TV Channel 3 Rimouski — Canada's third French-language TV outlet — becomes the ninth RCA-Equipped Television Station in Canada! The signing of the contract for RCA TV Equipment ensures that the Rimouski area will enjoy the benefits of the latest RCA research developments, the very best home reception.

If you are planning a TV station . . .

call in your nearest RCA Victor Broadcast Engineer. He can be helpful at every stage of planning — from the preparation of briefs to the training of technical personnel. Or write direct to the Engineering Products Department, RCA Victor Company, Ltd., Montreal 30.



◀ RCA Victor-designed, 120-foot 4-slot WAVESTACK Television Antenna to be used by CJBR-TV Rimouski

ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR COMPANY, LTD.

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Over the Desk

(Continued from page 19)



GUY VAUGHAN

CHED, Edmonton's new station with a future has a newscaster with a past in the person of Guy Vaughan, whose story reads like an autobiography of Gordon Sinclair.

Born in Port of Spain, Trinidad, and boasting certificates from both Oxford and Cambridge universities, his broadcasting experience includes news commentaries in Italian, French and Spanish as well as English. He was the man at the mike when CBC inaugurated its goodwill broadcasts to the Argentine, holding forth in Spanish on that occasion; during the war, his interviews with German and Italian prisoners were featured on the *Voice of America*; in 1950 he covered the Winnipeg flood disaster, doing among other broadcasts a 45-minute description of the flood scene from a helicopter; his descriptions of the then Princess Elizabeth's visit to Canada with her husband in 1952 were broadcast by the BBC.

At CHED he functions as both editor and reporter.

CBS Radio Network has been voted by American editors the best of the radio network publicity services in "Motion Picture Daily's" 18th annual poll for "Fame Magazine".

And that cleans off The Desk for this issue. Buzz me if you hear anything, won't you?

BMI Clinic Agenda
Toronto. — Five speakers — three Americans and two Canadians — have been announced for the Vancouver BMI-BCAB program clinic at Hotel Vancouver, March 15. They are: Eugene Halliday, gen-

eral manager, KSL, Salt Lake City (*News Has Been and Still Is A Valuable Radio Asset*); Ben Slack, program director, KVOA, Tucson (*50,000 Persons On Your Program Staff*); Elmo Ellis, program director,

WSB, Atlanta (*Getting The Rust Out Of Radio*); Murdo MacLachlan, production manager, CHWK, Chilliwack (*Farm Programming*); Jim Cox, sports director, CKNW, New Westminster (*Local Sports Programming*).

WANTED TV Program Salesman

The man we want will have already proven his ability to sell intangibles and, in all probability, may have gained his experience in the advertising or broadcasting areas.

Address your application to the attention of Mr. Len Headley, giving full details of sales and business experience, and salary wanted.

RCA VICTOR COMPANY LTD.
Radio & Television Program Division
Royal York Hotel
TORONTO

CKCR

KITCHENER - WATERLOO

SERVING
3 OF
ONTARIO'S RICHEST
COUNTIES

WATERLOO - WELLINGTON - PERTH

1952 STATISTICS (TWIN CITIES)

BANK CLEARINGS	\$275,935,832.00	+
POPULATION	62,394	+
PAYROLL	\$30,000,000.00	+
ANNUAL AVERAGE WAGE	\$2,300	

— SELL YOUR PRODUCT IN THIS MARKET —

Hoist Your Sales On Our Smooth C's

COVERAGE

Northern and Eastern Nova Scotia; Cape Breton Island; Northern New Brunswick; Gaspé East, Quebec; Prince Edward Island; Magdalen Islands and Newfoundland.

CONCENTRATION

60% OR BETTER penetration in Antigonish, Pictou and Guysborough Counties and all Cape Breton Island; Kings County in Prince Edward Island; English-speaking Gaspé East, Quebec and Census Sub-divisions 2, 3, 4 and 9 in Newfoundland. (66,090 Radio Homes.)

COST

Only \$6.75 for a 1-minute Class "A" spot, at the 260-time rate.

WITH THESE SALE-IENT FEATURES WE
MAINTAIN THERE IS NO BETTER
BUY IN THE ATLANTIC PROVINCES

For complete information about our salesmanship, see our reps.

PAUL MULVIHILL - TORONTO
MURRAY MacIVOR - MONTREAL

CJFX
ANTIGONISH, N.S.
5,000 WATTS — 580 KCS

YOU CAN'T COVER SIMCOE COUNTY Without CKBB

BARRIE

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

CKCW MANAGER

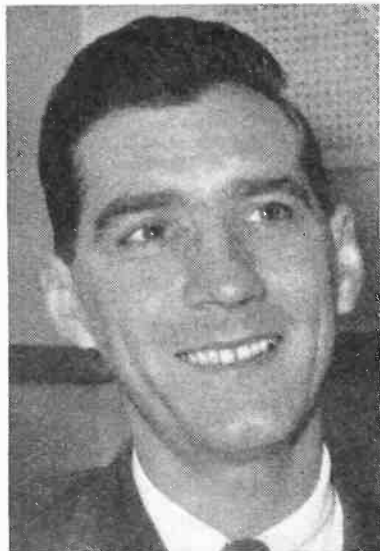


Photo by Reid

Moncton. — Tom Tonner has been moved up to the managership of station CKCW here from his former position of sales manager. He will continue for the present to direct

the station's sales activities as well as the duties of his new post.

Tonner, a native Maritimer, has been with CKCW for the past six years, first as a salesman. He started in radio in Halifax after the last war, and spent a year at CJLS,

Yarmouth before coming to Moncton.

Through his own radio program and service club activities, Tonner has taken a great interest in many phases of youth work. He is also a leading promoter of the annual Moncton Music Festival.

**DID YOU KNOW
LEVER BROTHERS LIMITED**

say
"AMAZING RESULTS!!!"
over **CKCL**

They Know That To Sell
CENTRAL NOVA SCOTIA
They Must Use

CKCL — TRURO

CONTACT
OMER RENAUD & CO.
MONTREAL or TORONTO



A BOW WOW

Just about everyone's telling the one about the dog which looked up at the parking meter and said to its pal: "Dig that crazy mixed up pay toilet!"

DOG-GONE

But did you hear about the pooch out west that peered up at the leering face atop the mammoth totem pole and said: "I'd love to, but I daren't?"

NIL NISI BONUM

We have to credit Bennett Cerf with "You know I wouldnt say anything about Dolly unless I could say something good. And, oh brother, is this good?"

PRO PATRIA

For the benefit of loyal native sons who don't like to la-la, C B & T plans providing CARTB guests and delegates at Quebec this month with copies of the words of "Oh Canada".

GOLDEN STAIRS

Then there's the junior announcer who did six months on the graveyard shift and then got sent for by the president. "Himself" laid a patronizing hand on the boy's shoulder and said: "You've started in at the bottom, my boy, and as from tomorrow you've worked your way up to vice-president at \$15,000 a year." To which the boy grinned up at him and said: "Gee! Thanks Dad."

TWO WAY STRETCH

A man will soon be able to get clear around the world in two hours; one hour for flying and the other to get out to the air port.

— Herb Shriner.

WELCOME SIGN

Now that the furniture's all moved into the new office, the cuts are stowed away, and the cobwebs are beginning to gather on the walls, it's all right for our friends to start dropping in to case the new joint at 54 Wellington Street West.

BETTER THE DAY

We just said goodbye to an announcer whose high principles wouldn't permit him to read commercials on Sundays unless they paid talent fees.

ASSIGNATION

Then there's the girl who was so dumb she went to the lingerie department when her mother sent her to get some curtains for her sitting room.

Sales-WINNING COMBINATION!

Back row, L. to R.:

B. Pirie, CKRC; R. Bagley, CKRC; R. Moss, Store Supt.; R. G. Scott, Office Mgr.; J. Ashdown, Asst. Mgr. (Wholesale); I. T. Hunt, Comptroller; W. Speers, CKRC; C. H. Smith, Mgr. Retail; M. Desourdy, CKRC; J. McRory, CKRC.

Front row, L. to R.:

J. Hill, CKRC; J. Guthrie, Ad. Mgr.; E. Dutton, CKRC; J. Heinitz, Sales Promotion; C. Pederson, Asst. Credit Mgr.; M. Nicolson, Mgr. Wholesale; J. Couper, CKRC.



The above picture was taken as executives of the J. H. ASHDOWN HARDWARE CO. LTD. and radio station CKRC celebrated 20 years of continuous association in advertising. Since 1933 the J. H. Ashdown Hardware Co. Ltd. has sponsored without interruption the 12.30 p.m. newscast on CKRC. This sales-winning combination offers again proven testimony that:

More people listen to

CKRC

than to any other Manitoba station!

5000 WATTS

630 KC.

WINNIPEG, MANITOBA

*for the
"Most Outstanding Radio News Operation"*

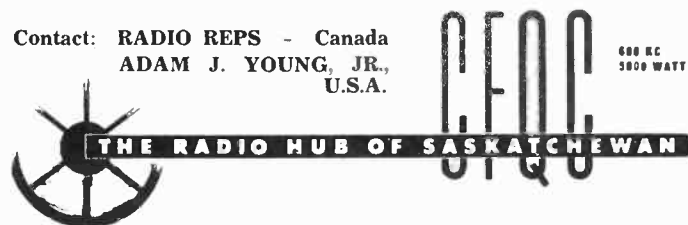


*on the
North American
continent
in 1953 . . .*

To the CFQC NEWS SERVICE, and its director, GODFREY HUDSON, went this handsome gold trophy awarded annually by Northwestern University in conjunction with the RADIO TELEVISION NEWS DIRECTORS' ASSOCIATION. The "most outstanding radio news operation" included consistently excellent news coverage and presentation, plus a regular editorial program — the only one of its kind — and special services such as CFQC's coverage of the federal election last August.

We at CFQC are proud of our News Service and its operation, and proud too of this recognition. There's more to it, though . . . and if you'd like the full story, just see our reps !

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



Are you in the dough?

Bread brings a per capita sale of .29¢*. If you're baking dough to make dough you know your own sales per capita.

Are you getting a large enough slice of the business? If not, extra advertising pressure may raise your sales figure. We can help you apply the extra pressure.

Why we can help you. In Canada today, the largest, richest market is located in Ontario. Here five million people live . . . 1/3 of Canada's population. Here 40% of all retail sales are made. Here is the number 1 market for your product be it bread, bricks or any goods or service. And it follows, that if you sell more of your goods in the richest market, your "dough will rise higher."

How we can help you. CFRB, Canada's most powerful independent radio station is located in the heart of Canada's richest dollar market. CFRB reaches 619,430 homes in daytime and 639,720 homes in night-time. Logically this is the medium to use to intensify your sales in the rich market CFRB covers. You want to sell more. We want to help you do it. Call us—or our representative and let us work out a plan together.

**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