

At the second annual CCBA Engineering Conference held at Hamilton October 7 and 8, the engineers chose an executive of three—Bill Baker, CFRB Toronto; Jack Barnaby, CFCH North Bay; and Bill Marchand, CKLB Oshawa. Secretary of the Technical Committee of CCBA is Buck Buchanan, CJBQ Belleville.

Pictured above are some of the engineers who attended the meeting. They are as follows:

Front Row: Bud Cruickshank, CKNX; Bill Allen, CKTB; Jack Barnaby, CFCH; Buck Buchanan, CJBQ; Les Horton, CKOC; Scott Reid, CKNX; Gordon Barber, CHLO; Douglas Hinz, CHLO; Frank Flood, CGE; Cy Spence, CJKL; Harold Sleeth, CFRB.

Second Row: John Grigg, CJCS; George Slinn, CFOR; Edward Hachaj, CFCO; Bill Marchand, CKLB; Larry Holleran, CKTB; Arch Slater, CKOC;

Leo Schrader, CKPC; Rock Demers, CFCL; Wm. Baker, CFRB; Frank Lehman, CFRB; Jasper Smith, CFRB.

Third Row: Cliff Simpkins, CFRB; Ted Davis, CFPL; Al Collins, CKLB; Ken Marshall, CHML; Ed Victor, CHML; W. A. Nunn, CFPL-TV; G. W. Ballantyne, CKOY; Ron Turnpenny, CFOS; Clive Eastwood, CFRB.

Fourth Row: Elmer Purdon, CKNX; Glenn Scheifele, CKNX; Ross E. Wilson, CFPL; Ernie Mott, CKGB; Mahlon Clark, CKSF; H. R. Julseth, CKOC; Eric Hicks, Canadian Marconi; Rod Steward, Canadian Marconi; Bert Cobb, CKWS.

Top Row: Dale Duffield, CFPL; Glen Robitaille, CFPL; Wm. Harris, CKNX; Hugh Potter, CHML; Jim Stanley, CFPL; Bob Cooke, CHOK; Roy Dunlop, Rogers Majestic; K. R. Stock, R. H. Nichols Ltd.; G. E. Jones, CHUM.

SHORTWAVES

THE BEAVERS ARE BACK

The "Beaver Awards," for distinguished service to Canadian radio, instituted by the trade paper *Canadian Broadcaster & Telescreen* in 1945, have been streamlined and will be resumed when awards for 1953 are announced early in 1954.

Named for Canada's national animal, the "Beavers" will be awarded to stations whose actions, in the opinion of a committee of judges, have gained distinction, prestige, renown and other honors for the broadcasting industry. There are no prescribed categories for the awards and there is no limit to the number which can be awarded, but "purpose" will keynote the projects for which they are given, and it is likely that stations will be selected for undertakings indicating superlative showmanship, citizenship, sportsmanship, fellowship, and, of extreme importance, salesmanship.

"Beavers" will take the form of attractively engraved plaques which will be presented to the winning stations, and which will be suitable for displaying in studios and offices. Individuals directly involved in the winning stations' exploits, whether as employees or otherwise, will receive individual citations.

No briefs or other presentations will be required. Winning stations will be selected by the committee, which will be named shortly, on the strength of the reports of their activities which have appeared in the news—not advertising—columns of *Canadian Broadcaster & Telescreen* during the previous calendar year. Winners will be chosen on the basis of performance and in no way on the literary merit of the news story which appears, whether it is staff written or sent in by a station.

Station press relations and other promotion people are urged to keep sending in news of their stations' activities. They are advised to send in the plain facts rather than dressed-up articles. Photographs will be considered for use where applicable. Material must be submitted as news, when it happens, if it is to be considered for publication. And only stories which have been published can be considered "Beavers."

CAAA ELECTIONS

Montreal.—G. C. Hammond, vice-president of Cockfield Brown & Co. Ltd., Montreal, a director of BBM and of the Canadian Council of the International Chambers of Commerce, was elected president of the Canadian Association of Advertising Agencies at the CAAA meeting here

last week. He succeeds Russell C. Rondalds. Elected vice-presidents were: Mark Napier, J. Walter Thompson Co. Ltd., Toronto, and Harry E. Smith, Stevenson & Scott, Ltd., Montreal; secretary-treasurer: W. H. Reid, Spitzer & Mills Ltd., Toronto; directors: W. George Akins, Walsh Advertising Co. Ltd., Toronto; Palmer Hayhurst, F. H. Hayhurst & Co. Ltd., Toronto; Elton Johnson, Locke Johnson & Co. Ltd., Toronto; Alec Phare, R. C. Smith & Son Ltd., Toronto; E. V. Rechnitzer, MacLaren Advertising Co. Ltd., Toronto; J. E. McConnell, McConnell, Eastman & Co. Ltd., Toronto; D. E. Longmore, McKim Advertising Ltd., Montreal; A. R. McGill, Young & Rubican Ltd., Montreal; Warren C. Reynolds, E. W. Reynolds Ltd., Toronto. Alex. Miller was re-elected manager.

REP. SWITCH

Ottawa.—Announcement will shortly be made that national representation of CFRA, Ottawa, will go to the firm of Stephens & Towndrow at the first of the year. This station is at present repped by All-Canada Radio Facilities Ltd. Stephens & Towndrow are also about to announce the opening of a Montreal office and the appointment of a Montreal manager.

REORGANIZATION

Toronto.—The position of director of the Canadian office of O'Neill, Larson & McMahon, formerly held by Bob Kesten, has been taken over by John H. Roberts, formerly creative director of the agency, prior to that ad manager of Reliable Toy & Plastics Ltd. The new address is 928/67 Yonge Street, Toronto. Neil Leroy, account executive of the same agency and Toronto radio personality, has been named radio director. He will maintain an office at 519 Jarvis Street, Toronto.

MUSICIAN PASSES

Toronto.—News of the sudden death of Jack Allison, producer of the *Denny Vaughan Show* came as a shock to friends and associates in Canada and the States. Death, which was attributed to internal causes, came October 9. He was thirty-nine and left his wife and three children. Burial was in Mt. Pleasant Cemetery, Toronto.

CCBA MEETING

Toronto.—The Central Canada Broadcasters Association meets at the Royal York Hotel, Toronto, November 2-3. There is a meeting of CCBA program directors at the same hotel November 1. Details on page 8.



WITHOUT WINNING A GAME, CFCF's baseball team was awarded a trophy recently that will be cherished by the players as much as any victory cup. It was donated by the Shriners to CFCF's "No Stars", for general sportsmanship and assistance in public service during the three years the team has been organized. The trophy presentation was made during an exhibition benefit game last month between the "No Stars" and a team made up of players from most teams in the league. About 2,500 spectators helped swell the coffers of the Shriners' Crippled Children's Hospital. In the above photo, from left to right are: (front row) Martin Conroy (traffic manager), Dave Rogers (news editor), and Frank Fitzgerald (a ringer); (back row) Gilles Rousseau (another ringer), Russ Taylor (coach and recording room engineer), Pat Murray (announcer), Mike Wood (production supervisor), Terry Garner (announcer) and Peel Stevens (announcer).

CAB Member Stations

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

- FRENCH LANGUAGE (24)
- CHAD Amos
 - 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 Rouyn
 - CKSM Shawinigan Falls
 - CJSO Sorel
 - CHGB St. Anne de la Pocatiere
 - CHNO Sudbury
 - CKLD Thetford Mines
 - CFCL Timmins
 - CKVD Val D'Or
 - CFDA Victoriaville
 - CKVM Ville Marie

- CENTRAL CANADA (39)
- CKBB Barrie
 - CJBQ Belleville
 - CKPC Brantford
 - CFJR Brockville
 - CFCO Chatham
 - CKSF Cornwall
 - CKFI Fort Frances
 - CKPR Fort William
 - CJOY Guelph
 - CKOC Hamilton
 - CHML Hamilton
 - CJRL Kenora
 - CKLC Kingston
 - CKWS Kingston
 - CJKL Kirkland Lake
 - CKCR Kitchener
 - CFPL London
 - CJAD Montreal
 - CFCF Montreal



Wherever You Go

PEOPLE LISTEN TO THE RADIO

In cities and towns . . . in villages and rural communities
 . . . while they are eating . . . driving . . . hobbying
 . . . relaxing . . .

RADIO SELLS FOR ALL BUSINESS

Corner stores and departmental stores . . . jam factories and foundries . . . bicycle dealers and railroads . . . automobiles and roller skates . . . funeral parlors and summer resorts . . . perfumes and fertilizers . . . medicines and health foods . . . sporting goods and foundation garments.

RADIO SELLS AND SERVES

WITH ALL KINDS OF PROGRAMS

Symphonies and sob stories . . . news and nonsense . . . dramas and disc jockeys . . . contraltos and crooners . . . church services and sportscasts . . . quiz shows and kids' shows.

RADIO SELLS TO ALL KINDS OF PEOPLE

Poets and peasants . . . dressmakers and dowagers . . . laborers and lawyers . . . singers and seamstresses . . . managers and mailmen . . . policemen and politicians . . . hairdressers and housewives . . . jockeys and jurists . . . ladies and lumberjacks.

*Everybody Listens
 To The Radio*

The
**CANADIAN
 ASSOCIATION of BROADCASTERS**

Representing 120 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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 Executive Vice-President
 108 Sparks St.
 Ottawa 4

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

CAB Member Stations

- CENTRAL CANADA
 (Continued)
- CFCH North Bay
 - CFOR Orillia
 - CKLB Oshawa
 - CFOS Owen Sound
 - CHOV Pembroke
 - CHEX Peterborough
 - CFPA Port Arthur
 - CKTB St. Catharines
 - CHLO St. Thomas
 - CJIC Sault Ste. Marie
 - CHOK Sarnia
 - CJCS Stratford
 - CKSO Sudbury
 - CKGB Timmins
 - CFRB Toronto
 - CHUM Toronto
 - CKFH Toronto
 - CKLW Windsor
 - CKNX Wingham
 - CKOX Woodstock

- PRAIRIES (23)
- CKX Brandon
 - CFAC Calgary
 - CFCN Calgary
 - CKXL Calgary
 - CKDM Dauphin
 - CFRN Edmonton
 - CJCA Edmonton
 - CFAR Flin Flon
 - CFGP Grande Prairie
 - CJOC Lethbridge
 - CHAT Medicine Hat
 - CHAB Moose Jaw
 - CJNB North Battleford
 - CKBI Prince Albert
 - CKRD Red Deer
 - CKCK Regina
 - CKRM Regina
 - CFQC Saskatoon
 - CKOM Saskatoon
 - CKRC Winnipeg
 - CJOB Winnipeg
 - CKY Winnipeg
 - CJGX Yorkton

- PACIFIC (17)
- CHWK Chilliwack
 - CJDC Dawson Creek
 - CFJC Kamloops
 - CKOV Kelowna
 - CHUB Nanaimo
 - CKLN Nelson
 - CKNW New Westminster
 - CKOK Penticton
 - CKPG Prince George
 - CJAV Port Alberni
 - CJAT Trail
 - CJOR Vancouver
 - CKWX Vancouver
 - CKMO Vancouver
 - CJIB Vernon
 - CKDA Victoria
 - CJVI Victoria

Talent Trail

by Tom Briggs



Two good things happened recently which make it impossible to ignore any longer the existence of CBC television as an artistic and dramatic force; its stature as a medium of sheer entertainment was established, but overshadowed. First of the two notable productions was an item in the Playbill series of summer fillers, called *Suspicion*. The other: a 90-minute TV version of *Faust* from Montreal.

Suspicion was simplicity of the highest order, and that's good television. You say you enjoy the subtlety of an arched eyebrow, the eloquence of a shrug, the lift of inuendo? Sorry — not for TV Television, they say, has to be obvious, but not infantile, or even melodramatic. And in its peculiar open way, it can be secretive, too. All this is good, and all this was *Suspicion*.

The quality of the play had to start with the script. (Twenty years of experimentation has shown this to be necessary in radio). Writer George Robertson apparently felt compelled to send a shaft of reason into the air knowing that wherever it fell it would strike fear-driven stupidity and the injustice born of hysteria. Fortunately he chose the light weapon, irony, and not the ponderous battering ram of righteous indignation.

Bill Needles was in the lead role of the brilliant young scientist named Foley. You were never sure where he was, nor positive of what he was working on; the only thing certain was the reality of the invisible force that suddenly hemmed him in. There were no signs, saying "Los Alamos" or USA thataway; no mention of that little fellow, atom.

The pompous, weak, but likable Weatheringale was well done by one of the greatest radio voices of all (attached to a body and beard for TV), Frank Peddie. Weatheringale was the non-scientific administrative head of a branch of "the project". He couldn't understand the scientist's view that a breach of security to get an interchange of ideas would be worth the risk, (a point well-taken by Robertson). And so was bred suspicion.

Both Foley and his lab assistant, Anderson (Bob McLeod) were highly

believable characters who reacted humanly, especially when the European genius Goldberg (Joseph Furst) was imported to understudy Foley. Foley finally figures it; he's suspected! Of what wasn't made clear here. It wasn't mentioned openly until after he had gotten himself fired by demanding that the board of directors state their beliefs so that he could defend himself.

Of course, in the end Foley finds out the whole thing is a mistake — his mistake — but nevertheless he's fired, and under such strange circumstances that he can't get hired again, having unwittingly enmeshed himself deeper in the web of suspicion.

There were two others in the cast: Pegi Loder as Foley's secretary, and Alice Hill, Foley's wife, and they acted with ease.

The one impressive thing still remains the show's simplicity, carried from the plot to the dialogue to the scenery, and not a wasted line or motion. And yet the locale, problem and solution were always in doubt. There is only one thing wrong with a simple treatment; all things have to be close to perfect; there are no busy details to obscure the errors. That is why a calendar almost spoiled the play. Robertson had "the project" taking place anywhere, and for many good reasons. It was a bit jolting, when the cameras moved in to show a calendar and convey the impression of elapsed time, to see printed on it in the usual big gold letters: The Royal Bank of Canada. That prop should be given away.

Faust wasn't great but it did give an idea of what can be done in this medium with opera if the time and money are available. Most of the expense will be for experimentation and not elaborate costuming and set design.

The two top performers, Irene Salemka and Pierre Boutet have sung better on C.I.L.'s *Singing Stars of Tomorrow* programs where they were both winners. Jeanne Desjardins in the role of Martha didn't enliven the show either; but Yoland Guerard as Mephisopholes, tried.

TV opera, lacking color, seems to need more action. It would appear then that they have almost to be completely adapted to TV by extensive changes in the arias, more activity by the principals during the choruses, modern sets, and translations to English. *Faust* was okay on this last count for the French-speaking Canadian. But this production lacked the badly needed ballet.

It was a good try.



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... and Station 600 (CJOR) in Vancouver specializes in person-to-person radio selling. From the written testimony of our sponsors, we know that the sales effectiveness of Station 600 cannot be equalled in Western Canada.

Station 600 Radio Personalities sell products by personal endorsement. To sell more merchandise in British Columbia...

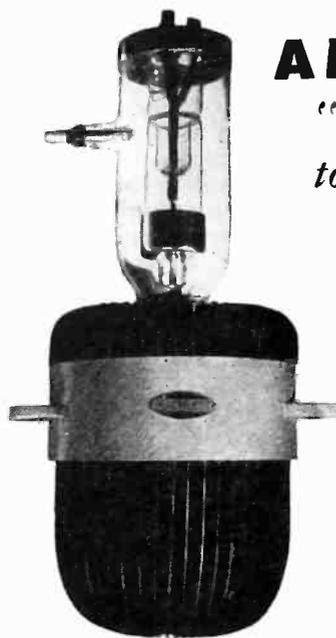
Put the Station 600 Personalities on your Sales Force!



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HORACE N. STOVIN & COMPANY

In U.S.A.
ADAM J. YOUNG JR., INC.



AM OR FM

"You're on the air to stay"

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MACHLETT TUBES

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

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SPECIALIZING IN TUBE
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DS-53-19

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PROCTER AND GAMBLE have switched ALL their Radio Shows from the 4 station Newfoundland network to CJON...

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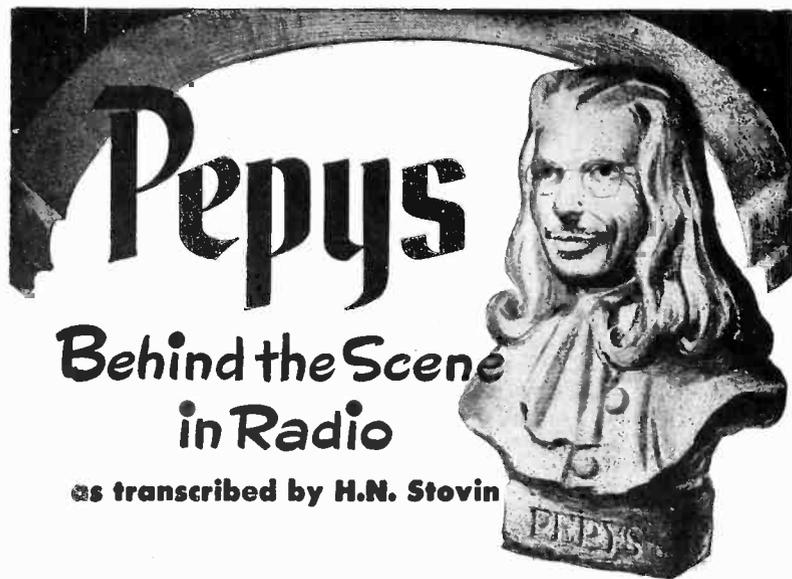
"Road of Life" - "Perry Mason"
"Young Dr. Malone"

CJON



5000 WATTS

HIGHEST RATINGS — MORNING - NOON AND NIGHT



"While musing idly on long ago boyhood days when Pepys did play shinny on the Thames when it froze over, which was once in three years, was aroused by my Faithful Secretary with news from CKXL Calgary, where they do take their sport seriously. All Calgary Stampeders Football games are being broadcast over CKXL, and another popular CKXL show features Bob Snyder, the Stampeders' Coach. All Western Hockey League games will also be aired over this station, and Calgary's 'Mr. Sport' — Joe Carbury — will travel some 30,000 miles to bring listeners direct hockey broadcasts from points as far afield as Seattle and Vancouver

• • • A deferential doff of the beaver to Earle Ross, Sports Director of CKCW Moncton, who has devoted much time to a 'baseball for boys' project, which led to the establishment of a 'Little League'. This has its own daily program, sponsored by Lane's Bakeries, and Earle did coach one 15-year-old player so that he could report all scores and other League activities. A Dodger Scout, in commending CKCW for this interest in youth, said that in all his travels he had not seen another program of this nature for tomorrow's 'Big Leaguers' • • • More advertisers learning what Pepys has always declared, namely, that our proven Stovin Stations do bring quick sales results. A machinery firm commenced a series of announcements over CHAB Moose Jaw, to move three items of heavy machinery. After the first announcement, all three units were sold over long-distance phone. Also over CHAB, a drug outlet found that after airing one announcement for an insecticide, their entire stock thereof was sold by closing time. In each case, the only advertising done was over CHAB • • • Belleville, too, can show fast results. A local appliance store spent \$80.00 in a test of CJBQ and grossed \$4,000.00 in one hour — the equal of a normal good week's business! • • • Many more stories, but the hour is late and the page filled."

"A STOVIN STATION IS A PROVEN STATION"

Agencies

Appointments

Montreal.—Bill Harwood has been appointed director of radio and TV production of the Cockfield, Brown & Co. Ltd. office here, and Bill Hannah has been named manager of the radio and TV department. The appointments were announced earlier this month.



BILL HARWOOD

Harwood has been Montreal radio director for a number of years. He became prominent in radio circles in 1927 when he founded the Canadian Broadcast Bureau. During the war



BILL HANNAH

he produced the overseas version of *Meet The Navy*.

Bill Hannah was at one time assistant to the manager of the RCA-Victor recording division, and later, in 1948, produced *CIL Serenade*. A year later he added *Talking To The Stars* to his list of network productions. He is 44 years old.

Seek Canadian Outlets For Religious Show

Toronto. — A religious radio program "which does not ask for money, does not preach and is non-denominational" is being made available to Canadian stations following its success on 200 stations in United States, Alaska and the West Indies. This statement was made here late last month by Albert Salter, director of The Radio Gospel Fellowship, Colorado, during a Canadian tour in which he is recording material for the *Strength For The Day* program.

Salter said that since the program had been granted an "international circulation" certificate by the U.S. Dept. of State, thereby qualifying under a United Nations article as a program of "international cultural character," the non-profit Fellowship had been anxious to extend its scope. The rating under the UNESCO article entitles the program to preferred treatment by sixteen signatory nations, and has now been passed as a tax and duty free article for Canada, he explained.

This quarter-hour, daily, morning-devotional program is supplied to stations without charge on tape, he said, and is currently being aired over eight stations in Canada as a public service feature. Although the greater part of each program is produced in Hollywood and features Bible readings by Salter, with Joseph Barclay, tenor soloist and Paul Mickelson, organist, short items are recorded by Salter all over the continent and added to the programs for "local flavor."

Salter said "the program format includes the singing of several of the old hymns, with organ accompaniment, (all recognized radio musicians) and the reading of one chapter from the Bible, closing with a hymn and a 'verse for the day'". He pointed out the programs exist because it is a sincere effort by the ten-year-old Fellowship "to supply radio stations with a religious program acceptable to all and is financed by the subscriptions and contributions of interested friends who feel the need for just such a program."

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	VOCM Newfoundland
CJNB North Battleford	CJBQ Belleville	ZBM Bermuda
CKOM Saskatoon	CFJR Brockville	ZNS Nassau

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

KITCHENER-WATERLOO

Continuously Keeps Customers Radio-Active

CKCR CKCR

FOR FACTS ASK OMER RENAUD
 Toronto • Montreal

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada
EMPIRE 3-5075

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

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

Correspondents
Montreal Walter Dales
Vancouver Bob Francis



Vol. 12, No. 20

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

October 21st, 1953

Heigh Ho! Come To The Convention!

If the actual Convention of the Central Canada Broadcasters' Association to be held at the Royal York Hotel in Toronto November 2-3 lives up to its agenda, it will be well worth attending. That goes for industry, agencies and clients the first day, and just the industry for the closed meetings on the second.

What strikes us as so good is that this meeting will discuss sports and news from a program standpoint; will then give an agency man a chance to say where he sits in the picture; a newsman will hold forth on his topic; and finally, most original twist of all, a panel will delve into that little explored stratum of society — the listener.

"Experts" who will hold forth will be far from the text book tycoons who are wont to ascend on these meetings from the States. They will be boys and girls whose claim to knowledge of their subjects lies in the fact that they will be talking about their own daily duties.

Norm Marshall, sports director at CHML, Hamilton, is well qualified from long years before the mike, to talk about how sportcasts can be used to create better community relations and better sales.

At the head of a panel of agency people, Ev Palmer will be right at home as a radio director (McCann-Erickson Inc.) telling the broadcasters how to handle a radio director.

No one is better qualified than Gordon Sinclair, of CFRB and the *Toronto Star*, to talk about Gordon Sinclair, and as he lives, breathes, eats and sleeps news, his topic of handling news should be reasonably adhered to.

A last minute addition to the curriculum of this one-day course in broadcasting is a forum to delve into "New Trends in Programming", details of which are not available at this writing.

The first day's activities close with a well merited cocktail party at which broadcasters will entertain the advertising fraternity.

On paper at least, the CCBA seems to us to have struck a happy formula for a regional convention.

Everything in the first day's agenda seems to have been devised with an eye to interesting and enlightening not only those who sell radio advertising, but those who buy it too. The leit motif is not "Let's make more money out of radio" but rather "Let's make radio better than ever" and so *earn* more money.

The second day is entirely devoted to



3D - TV

closed meetings, when the broadcasters will discuss their own problems. This division of open and closed meetings seems to us to be a sensible one, in that it does not invite people outside the industry to attend and then turn them out every hour or two.

In wishing the CCBA success with its annual meeting, we would urge members to come to Toronto with a determination to *earn* the benefits they derive from the sessions by their intelligent contributions, and to set an example to their associates in other parts of the country by forthright and decisive action.

For Purpose

In reviving its "Beaver Awards" which have been dormant since their third presentation in the spring of 1948, this paper is trying to accomplish a number of things.

In the first place, it is hoping that the "Beavers" will give it an opportunity to centre more attention on the work being done by radio stations, in Canadian commercial radio stations, in Canadian communities from coast to coast.

It hopes to encourage broadcasters to indulge in purposeful projects, in their stations' activities.

It hopes to point up to them the importance of properly publicizing such activities, if only to offset the exceedingly bitter, though often unjustified criticism which is leveled against them.

Finally, it hopes to raise the level of interest in its own pages, thereby not only elevating its own stature, but doing a better job of reporting and chronicling

the ramifications of the two broadcasting industries, for those industries' benefits.

In going back into this awards project, we are in complete awareness of the many hazards the course contains. We have vivid recollections of being told in the old days that a certain award had been given because the recipient was an advertiser, and we wanted to please him, that another winner had been chosen, because the winner wasn't an advertiser and we were trying to get a sale. We were told that our selections were biased in favor of the east . . . the west. We are fully aware of the fact that we are one organization which cannot possibly win.

At the same time, we earnestly believe that if we and the industry view this project as an industry-wide venture in which not just the winners win, but all broadcasting, then we cannot see how good can fail to result.

We bespeak the sincere co-operation of all Canadian stations in keeping us supplied with their factual news material. And we, for our part, pledge ourselves to exploit it widely and impartially, for the good of the industry.

Nationalism Rampant

A recent issue of *Marketing front-pages* news of television shows to be featured on CBC's TV stations during the coming season. In case some readers should overlook the distinctively Canadian flavor of most of these presentations, we hasten herewith to fill in a few gaps.

Garry Moore, of "The Garry Moore Show," once rented a house from a man who has a cousin living in Moose Jaw, Saskatchewan.

Dennis Day, of "The Dennis Day Show" subscribes to a newspaper which is printed on Canadian newsprint.

Dinah Shore, of "The Dinah Shore Show", knows a woman whose father collects stamps and specializes in Canadian issues.

Milton Berle, of "The Milton Berle Show", once shot a Canada Goose.

Dave Garroway, of "The Dave Garroway Show," can hum "Canadian Capers" right through without missing a note.

Douglas Fairbanks, of "Douglas Fairbanks Theatre," is the son of Douglas Fairbanks Sr., who was once married to Mary Pickford, who was born in Canada.

Furthermore, all these performers rose to fame in a country which, if it is not exactly Canada, is at least as close to it as you can get geographically without overlapping. — *Station Break*,

The Eyes of the North
CKSO-TV
SUDBURY

IS ON THE AIR!



Canada's First . . .

*. . . private commercial television station
commenced Test Patterns on October 15th.*

Full Commercial . . .

*. . . schedule - - Network, National and
Local - - will commence October 25th.*

Complete Details . . .

*from: All-Canada Television in Canada - -
Weed & Co. in U.S.A.*

CKSO-TV
CHANNEL 5 - SUDBURY

I Heard - - -



By Helen Craig

DATELINE: NEW YORK

"Wonderful town" . . . "Meet me at Lindy's after the show!" . . . "Do you really have tickets to the *Firestone Hour* for next February?" . . . "Marciano's on TV tonight" . . . "Buddy, is this the bus for Radio City?" . . . These are some conversation snatches this Canadian heard in New York.

It's a city where almost everyone is show-conscious. Certainly there is a keen awareness of what's happening currently in radio and TV. Whether I wanted to be caught up in the show biz whirl or not it couldn't be avoided; so — for what they're worth — I'll give you some of my impressions.

WCBS-TV's *Arthur Godfrey Show* was first on my list of shows-to-see. Apparently Arthur is still Godfrey the Great, judging from the three-block-long queue of ticket holders. You know how chatty some people are in a line-up . . . well, one woman told me she had written in six months ago and considered herself lucky to have a ticket. There was high excitement in the crowd (admitted to the TV theatre 40 minutes before show-time, even though Godfrey was not there in person). He did his part of the show remote, from his Virginia farm.

After this build-up: what was the show like? Frankly, rather disappointing. Perhaps the thrill was in the anticipation; but even considering the technical difficulties involved, televising the three talent scouts and three singers, the emcee, and orchestra (with Archie Bleier from the New York Theatre), then switching to Mr. G. in Virginia, the show seemed to lack co-ordination. But the proof of the pudding is in the eating, and the audience swallowed it greedily. And their mouths were watering too, as Godfrey drank up Lipton's Tea. The audience liked the show. Lipton's undoubtedly liked the show. And everyone was happy.

(Note: The theatre's lighted marquee announced in large black letters: "LIPTON'S TALENT SCOUTS WITH ARTHUR GODFREY." Per-

haps more Canadian advertisers could use their names in a bolder fashion when they sponsor audience-participation radio shows.)

Must tell you about *Twenty Questions* over WOR radio. In spite of the fact that WOR engineers were on strike, the show was beautifully handled from the audience warm-up to the last clap (not one whistle, either). The 70 audience members found *Twenty Questions* entertaining, informative, and interesting. Florence, the gal whose intelligence and intuition amazes everyone, came through at the zero moment several times and it was exhilarating to watch her. Fifteen-year-old Brain Boy Dick was popular with the audience too. Again, the total audience reaction was good, because they heard what they liked.

The *Arthur Godfrey Show* and *Twenty Questions* are selected merely as two examples of the many shows I was able to attend . . . shows in the wide gamut from a U.N. comment show to a suds-serial which I shall leave nameless because they oozed with valentine sediment.

I heard . . . many radio shows from the concealed desk radio in my hotel. Perhaps you can adapt to your local set-up some of these popular New York features. . . .

(1) Husband-and-wife-team on informal d.j. shows, e.g. On the evening of The Robe's world premiere in Cinemascope on (on Broadway), WNBC's Skitch Henderson did a fine tie-in with the movie industry as he and his wife Faye Emmerson discussed merits of the film.

(2) Tie-in with sponsor's name, e.g. *Admiration Cigars* present a daily a.m. newscast and conclude with an "*Admiration Story for Today*" featuring a human interest angle on a singular deed of valor.

(3) Promo announcements re guided tours of radio and TV stations at special times of day and evening. (Your correspondent was lured into taking an ABC-TV and radio tour, and saw, among other things: a sultry 15-year-old girl getting ready to emote for a teen-age show; a bald newscaster seated at a scarred desk — a chappie who held his head in his hands and looked relieved as the Kleig lights moved away; a barn-like studio where props were kept — everything from a can of Johnson's baby powder to gargantuan backdrops of the Empire State Building; an immense radio studio with an air-conditioned glassed-in compartment to seat around 100 spectators.)

(4) Singing weather reports concluded by announcer with a complete weather analysis.

(5) More and more singing commercials—but very delightful rollicking ones.

(6) Girl-of-the-month announce-

ments, e.g. Rhinegold beer spot — ". . . so when you have your next glass of delicious Rhinegold Beer look at the galaxy of Rhinegold girl photographs above the bar . . . and make your selection for the Rhinegold girl of the month" (N.B.—This is a free translation of the commercial.)

I could go on — ad infinitum. Canadian radio budgets being what they are, New York ideas are not always too practical. Even so, some of these notions may be helpful. Generally speaking, in U.S. radio and TV the name's the thing. Even when grade B plots are used on TV, people watch because Loretta Young or Ray Milland along with many other big name Hollywood stars are flocking to video. When you scan radio and TV listings in the dailies you see a preponderance of names: the popular and the trying-to-be-popular. Often competition is too keen and a particular name has no significance, as in the case of an ex-Esso newscaster I met. Said he: "I'm happier as a drug store fountain clerk. At least here my customers know I'm Joe."

Summing it up, it seems as if successful radio and TV folk down here use a 2-point formula. (A) Find out what people like; (B) Do more of it. Judging from talk with those in the know, and from capacity crowds at audience-participation shows, Americans like mystery plays, quiz programs, talent scout shows, on-the-spot sports commentaries, suds-operas, comedy, and d.j. shows. That is what Mr. and Mrs. America LIKE and they're getting MORE of it with every passing year.

You may be interested to know that American advertisers, radio and TV people seem to be more aware of our country now. One fellow said to me: "Oh, a Canadian. The Maple Leaf Forever!" And I want you to know that at that point I did not whisper: "You're so right, brother."

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An All-Canada-Weed Station

CCBA MEETS NOVEMBER 2nd - 3rd

Toronto.—Improved programming will be the general theme under which diverse speakers will deal with radio during the two-day annual meeting of the Central Canada Broadcasters Association in the Royal York Hotel beginning November 2nd. On the previous day a special session of program directors from CCBA stations will study similar topics.

Open to all advertising agency people and anyone associated with broadcasting, the first day's program will be highlighted with addresses by Ev Palmer, radio and TV director of McCann-Erickson Inc. here; Gordon Sinclair, newscaster on CFRB and broadcasting columnist for the *Toronto Star*; and Norm Marshall heading a panel of radio sport directors. Two other panel discussions among groups of representative broadcasters will delve into "Better Public Understanding of Radio" and

"New Trends In Programming."

The second day will be closed to all but CCBA members. Following the annual business meeting and the election of officers, separate discussion sessions will be held for owners and managers, sales managers, and program and promotion people, during which problems peculiar to these phases of station operation will be probed.

The CCBA includes in its membership English-language stations in Quebec and most stations in Ontario as far west as Fort William—Port Arthur, for a total of 39 members.

Sinclair will speak on "Better Handling of News", while Palmer discusses "How Radio Can Better Serve Us and Our Clients," and Marshall on "Sports' Part In Better Programming, Better Community Service and Better Sales."

**Dale Estate Limited
 Sponsors Programs**

Toronto.—A twice-weekly series of fifteen-minute shows sponsored by Dale Estate Limited began over nine Ontario stations earlier this month. It is the first major venture into radio for this company, largest growers of roses in the Commonwealth. The series is slated initially for 13 weeks.



Aired under the title *Meet Rosemary Boxer*, the program features the fashion and beauty editor of *Chatelaine Magazine* in the title role, assisted by Tom Harvey, CKEY announcer. The two discuss such subjects as recent happenings in the world of fashion, new beauty hints, and trends in home decorating, in aiming the show at a woman's audience. The use and arrangement of flowers in the home is also a major item of the program, particularly the Rose department in which Rosemary Boxer recounts the history of that flower.

The series is being aired transcribed over CKEY, Toronto; CHOK, Sarnia; CKTB, St. Catharines; CHEX, Peterborough; CKOY, Ottawa; CKLW, Windsor; CFPL, London; CKWS, Kingston; and CKOC, Hamilton. It is produced by Henry Karpus, radio director for Dale's advertising agency, E. W. Reynolds Ltd.

Participation in the show by members of the air audience is achieved by offering listeners a booklet, "How To Enjoy Flowers In Your Home," if they write for it. Two letters are chosen at random on each show to win a dozen Dale Autographed roses, and a graphologist gives a character analysis of the winners' handwriting.

HOW THEY STAND — AM

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

DAYTIME		
ENGLISH		
Ma Perkins	12.3	+ .1
Pepper Young's Family	10.9	— .1
Life Can Be Beautiful	10.2	+ .1
Road of Life	10.2	+ .2
Right to Happiness	10.2	+ .3
Laura Limited	10.0	+1.1
Aunt Lucy	9.6	— .3
Rosemary	8.6	— .3
Fun for All	8.3	— .3
Stars Over Hollywood	8.0	+ .6
Double or Nothing	6.7	— .2
Brave Voyage	5.4	— .1
FRENCH		
Jeunesse Doree	21.2	+1.1
Rue Principale	21.0	— .9
Francine Louvain	18.5	— .6
Tante Lucie	15.1	+ .6
Lettre a Une Canadienne	12.5	+ .4
Maman Jeanne	12.5	+ .2
Quelles Nouvelles	11.8	+ .1
Quart D'Heure de Detente	11.5	— .1
L'Ardent Voyage	11.2	— .1
Estelle Caron Chante	5.0	—6.8
EVENING		
ENGLISH		
Great Gildersleeve	11.1	+1.1
Denny Vaughan Show*	10.9	— .1
The Tylers	7.9	—1.3
Eddie Fisher Show*	6.5	— .3
FRENCH		
Le Survenant	14.8	—1.3

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EQUIPMENT SALES DIVISION

BROADCASTERS WIN WIDE ACCLAIM FOR N. Y. CONCERT

By Tom Briggs

New York — Last Friday night I sat in Carnegie Hall and thrilled as a near capacity audience of dignitaries and critics, students and lovers of music, vigorously swelled their applause time and again to bring conductor Leopold Stokowski back for repeated bows following the first annual concert of contemporary Canadian music.

Following the concert, Stokowski said he had been pleased with it; the six composers involved were overwhelmed with joy; spokesmen for the sponsoring Broadcast Music Incorporated and BMI Canada Ltd. were sure they had seen Canadian music history made; the two Canadian soloists were quietly proud. Next day the vaunted critics wrote their verdict — an undivided excellent.

The first all-Canadian concert was a success.

The exact importance of the concert was a matter of varying opinion to most. Some felt it would demonstrate forcefully to American musicians and audiences that a wealth of material was available from the country to the north. Others viewed it as a means of impressing sceptical Canadians with the value of home-grown composers. Many were inclined to agree with Hon. Ray Lawson, Canadian consul-general, when he said: "More than 60 international delegations are represented in this audience and the delegates are bound to carry the good news of Canadian music to their countries." Another view was that the concert would serve to promote a deeper understanding between Canadians and Americans and would add materially to the growth of North American culture. And more than a few agreed with the observation that widespread airing of the music of three French-speaking and three English-speaking Canadians would help weld these two national factions together.

Five of the concert compositions, chosen from among well over 200 works submitted, were selected by a committee of prominent Canadian and American musicians, among them Stokowski and Claude Champagne. (Champagne disqualified his own compositions so that he could help with the concert.) A sixth work was decided upon only when it was felt imperative to include the Toronto-born soprano, Lois Marshall. *Two Mystical Songs of John Donne* were

composed for her in the short space of twelve hours by Godfrey Ridout. These replaced Claude Pepin's *Guernica*, originally selected and scheduled.

Pierre Mercure had the misfortune of getting his non-descriptive tonal piece, *Pantomime*, appointed as the opening work. The majority of the audience wasn't ready for it, didn't understand it. It didn't receive the inspired applause given the rest of the program, but it gave balance to the whole concert. Mercure is a 26-year-old Montrealer.

Alexander Brott's *Concerto for Solo Violin and Orchestra* gained for violin soloist Noel Brunet acclaim for his technical excellence.

Most-talked-of work was Colin

McPhee's *Tabuh-Tabuhan*, a three-part impression of the Balinese dance composed eighteen years ago.

Ranked by critics beside the McPhee piece was *Antiphonie*, the work of a 27-year-old Montrealer, Francois Morel. (The concert was the world premier of *Antiphonie* and the New York debut of all others.) Morel explained that a great problem of young composers is getting their works performed by competent full orchestras so that they can hear the differences — for better or for worse — between their thinking and the or-

chestras' interpretation.

Lois Marshall came on stage a sentimental favorite, but after Ridout's two songs she left as a singing star of today. Probably her greatest performance so far.

Dr. Healey Willan's *Coronation Suite* rose above the mediocre performance of the red-robed Westminster Choir of 200 voices and asserted itself as an extraordinary brilliant piece, especially for the occasion to which it was dedicated.

(This brief glance at the broadcasters' concert of Canadian compositions, set on paper in the train on the way home, to beat the deadline, will be expanded next issue.)

Tell Us Another

Can't you see it — a big national organization, big offices, big brains, big decisions — the whole thing a big deal. We figured that was the Canadian Tire Corporation. So when the big directive comes down from on high that branch stores aren't to use radio for advertising, we picked up our marbles and went home. (This was a long time ago, back in '47.)

What we didn't count on was the manager of the Orillia CTC store. He's allergic to vice-presidents. Also he's a nice guy and susceptible to sale pitches. So he thumbed his nose at head office and for two years tried a few series of spot announcements for effect.

He's still thumbing, and he's still buying our time. In fact, he took on a ten-minute newscast in 1949, later added a regular noontime spot, and is always in on special deals at Christmas.

Catch is, the moment CFOR stops selling CTC products, our friend is out on his ear — we guess. Anyway, he's really a nice guy, in spite of the fact he only uses us for what he can get out of us.

Incidentally, ask Horace Stovin about some of the other good guys in this town.

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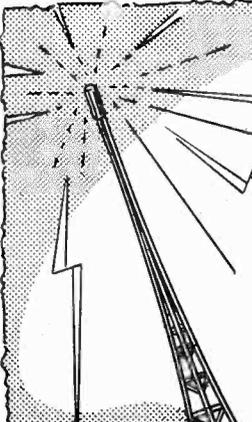
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Travelogue

WESTWARD HIC

by Dick Lewis

It started when I left Toronto, August 27, for the WAB Convention at Jasper in company with that white-capped wielder of the portable typewriter, Chas. B. Edwards. Together we travelled by train, passing the time over the cribbage board (658 games with a net win of twenty-five cents, I forget which way); quaffing Collins (or is that Col-linses?); and discussing the flora and fauna that whizzed by our drawing room window. I remarked—innocently—that there was a patch of Brown-eyed Susans beside the track. To which Chas. informatively replied: "Yes. The Brown-eyed Susans grow wild on the Prairies." Then he sat back in his seat and closed his eyes as if he was sleeping. A seraphic smile appeared on his face. Suddenly the corners of his mouth drooped, then rose, then drooped again. The faintest suspicion of a quiver appeared in his chin. There was a touch of moisture in his right eye. No, I think it was the left one. His lips formed odd curves until he managed to get them open a little. Then his soft voice quavered tremulously: "The Brown-eyed Susans grow wild on the Prairies."

I bribed the porter to get us another bottle of gin at the next stop.

After the Convention, Maurice (CKOK) Finnerty, his charming wife Merle, and their five-year-old daughter, Lesley, took me on a personally conducted drive from Jasper to Penticton, which ran along roads that were really ledges nicked out of the side of the mountains, through mountain passes, alongside lakes and rivers, dipped down into the States and back into Canada again, and added up to a total of over eight hundred miles. Once, while we were on a sort of shelf on the side of the mountain that just left room for the inside wheels of the car too, I said to Maurice: "You don't want me to drive, do you?" He agreed, and I settled down with a sigh of relief to a state of 10 per cent relaxation for the rest of the journey.

We spent the first night in a Motel at Radium Hot Springs and the second at the Crown Point Hotel in Trail. It was perfect photography weather all the way, and I had the Rollei with me and a good supply of color film. Night driving presented problems, because you could never be quite sure whether the shadow ahead was a shadow or a bear out for a stroll. At Radium Hot Springs we saw them hoisting one—a big black one it was—out of a mountain canyon, into which it had apparently fallen and broken its neck.

The scenery is as hard to describe in words as it is in pictures. It is the enormity and infinity of it that creates the effect. I took pictures

though, scads of them. Some of them came out too.

Back in Penticton, Finnerty gave me the Okanagan treatment. All this guy is interested in is bucks, he told me, and then he kept getting carried away by the scenery which he was showing me.

During my few days stay, he ran me over to Kelowna to visit Jim Browne of CKOV. Jim hasn't been very well lately, and I found him in a wheel chair, but smiling and talkative as usual. He was on the verge of celebrating his birthday—his 69th it says here—and I hope he will be well on the road to recovery by the time this is printed.

Part of my stay in Kelowna, where Finnerty left me overnight, was devoted to convincing Jim Browne Junior that flying me on to my next port of call, Vancouver, in his own plane was not such a hot idea. I must have succeeded, because he settled finally for driving me back to Penticton in his Hudson. It wasn't quite the same as flying, because we hit the ground twice.

I took the night train from Penticton to Vancouver, arriving September 8. That was Tuesday. Wednesday noon, I set out, with Tiny Elphicke, for Vancouver Island—Nanaimo by boat, and then, in his car, for Campbell River for the long planned spell of sedentary fishing, sedentary because Elphicke and I take all our exercise sitting down.

Again I must admit the impossibility of translating scenery into words. Suffice it to say this. When Tiny took Arthur Dupont of CJAD, Montreal, for his first tour of inspection of the west coast, Arthur said, so Tiny alleges: "The trouble with you west coast Protestants is that you get to Heaven before us and I'm going to speak to the Cardinal about it when I get back home."

An inspection of Vancouver Island in early September should be compulsory for every Canadian, and there can be no guide, professional or amateur, who knows "The Island" as does Elphicke.

The Malahat and other main highways are pleasant enough, but we went the back roads and the old roads, which were an absolute delight.

The fishing was co-incidental at Painter's Lodge, where Tiny had reserved a two-bedroom cabin. We each had a boat and a guide. Mine was a young University of B.C. student in ichthyology. As far as I could gather, this meant he was going through for a fish.

Tiny caught a number of things called grilse. Grilse are young salmon which don't know any better. When you hook one, the guide looks at you pityingly, dexterously frees it and puts it back in the water.

I wouldn't exactly say that I caught the coho I brought in the second night. The truth of the matter is I was letting my line out again after

by EVERY Survey

ELLIOTT-HAYNES - PENN McLEOD

Victoria's MOST LISTENED TO Station

CKDA 1340

taking the weeds off the hook, when the damn thing got tangled up in my lead. It seemed pretty unsporing to me, when I wasn't even trying. But I couldn't shake it off, so I had no choice in the matter. The guide weighed it when we got it in. It was a wonderfully developed specimen. The fact that it only weighed five pounds, notwithstanding this, seemed to indicate that it came from a long line of dwarfs.

Once Tiny had trouble landing a 47 lb. Tye, drew his revolver and shot it through the head. Then I woke up and found it was all a dream.

On the way home we "did" the four Island radio stations. First stop was CJAV, Port Alberni, where we found Ken Hutcheson up to his neck in Fall Fair. He established us in the cozy Tide Brook Hotel on the banks of the (believe it or not) Lupsi Kupsi, which Ken told us, invoking his rapier-like wit, is the Indian for Lupsi Kupsi.

Ken inveigled us out to the Fair where, among other delights, we had our ages guessed. Elphicke (age 53 he keeps telling everyone and my senior by two years) scored 56! Boy was he mad! He was so mad they didn't want to hurt him more than necessary, so they pretended to guess me at 58. Now, dammit, I can't stop the old boy calling me "Pop".

We found Ken and his partner in crime, Chuck Rudd of CHUB Nanaimo, still recovering from the resounding applause for their job of organizing this summer's BCAB Convention in Nanaimo.

We reached Victoria after a couple of false starts occasioned by the hospitality of Chuck and his sister, Sheila Hassell. We made the capital city just in time for the last three of the four receptions for CJVI's smart new studios. This function or rather these functions were treated with the dignity they deserve in our last issue.

When I dropped in to see the CKDA plant, Dave Armstrong plunked me in his car and whizzed me out to show me to his transmitter.

The trip home was done by stages.

First, Edmonton, where I was cordially received by Rolfe Barnes who was at the helm in the absence of Gerry Gaetz, who was in Winnipeg at the CBC's Board meeting. I was taken to lunch by a dozen CJCA department heads, and so deep was their sense of hospitality that they listened attentively while I taunted

them about not sending in news stories to this paper.

It was here that I was piloted to a hotel which has contrived a few ideas which are new and refreshing. This is the Airlines Hotel where a bell boy wakens you, if you so ordain, with a glass of juice, rolls and a cup of coffee — on the house. Rooms are small, or mine was; the wall paper was a trifle garish, which is all right if you like that sort of thing, but beds and furniture were both new and comfortable, and bathrooms had both tubs and showers.

Fittings include a combination bed lamp and radio. Also beds have electric blankets, with an adjusting switch on the table beside them. Shortly after you check in, half a dozen books of matches appear on the dresser, with R. G. Lewis printed on them in gold ink—that is of course unless your name happens to be A. B. Swackhammer.

Calgary and Lethbridge followed Edmonton in rapid succession, through the courtesy of Don Hartford et al and Norm Botterill. Next came Medicine Hat, where I had succumbed to an invitation to weekend with Bob Buss of CHAT and his wife, Connie, whom Bob calls George for some reason best known to himself. I arrived in the middle of a wedding, a Hungarian one. That was Saturday evening. I left Monday morning at 1.15 a.m., and as far as I know it was still going on.

Twenty-four hours and one editorial page later I got off the train at Winnipeg, where I (1) was greeted by Bruce Pirie of CKRC who thrust a ticket upon me for the Winnipeg-Regina football game that evening; (2) informed me I was stabled in the Royal Alex; (3) piloted me to my room where I found Les Garside waiting patiently with the bottle opener.

I had the mixed pleasure of seeing the Winnipeg Blue Bombers trim the pants off the Regina Rough Riders and also of getting my first look at Winnipeg's new stadium.

While I was in Winnipeg, I bought a hat from a lover of the east who told me he had been to Toronto once and "God how the refineries stunk". I told him he should have stayed longer and got a sniff at the abbatoirs and Eastern Avenue.

They said I should do a western trip once every year. The idea came just before I left, over lunch in the Terminal City Club, Vancouver, from Tiny Elphicke in his usual role of

host, and M. P. Finnerty (it used to be Finnerty M.P. by the way before the Socreds came along). Is there no end to this western hospitality?

I did business on this trip too, but it was hard to tell where the business ended and the holiday began. That's the thing about working on a community journal like this, where you know all your neighbors by their first names. The only thing is when your community is Radioville, and your journal the Radioville Bugle, you can't drive around your coverage area in a buggy, with the result that your visits are all to infrequent.

Oh yes, I was moved beyond words when Tiny and Maurice urged me to come out west once a year. Later though I remembered I'd been coming out not once but twice a year lately. I wonder what they meant.

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Exchange

Harvest Is Over!

And with a bumper crop in the Bins farmers in the CKBI Market are going to relax for the next seven months. With no Television to distract them, their main relaxation will be listening to CKBI.

Is Your Message Beamed At Them?

If not, see the All-Canada Man today. Add the CKBI Market to your campaign.

CKBI

PRINCE ALBERT
SASKATCHEWAN

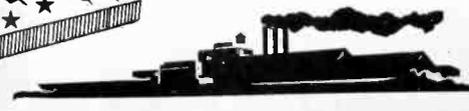
5000 WATTS

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

- CHWK CHILLIWACK
- CJDC DAWSON CREEK
- CFJC KAMLOOPS
- CKOV KELOWNA
- CHUB NANAIMO
- CKLN NELSON
- CKNW NEW WESTMINSTER
- CKOK PENTICTON
- CJAV PORT ALBERNI
- CKPG PRINCE GEORGE
- CJAT TRAIL
- CJOR VANCOUVER
- CKMO VANCOUVER
- CKWX VANCOUVER
- CJIB VERNON
- CKDA VICTORIA
- CJVI VICTORIA



OVER ONE BILLION DOLLARS NEW CAPITAL IN B.C. THIS YEAR



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

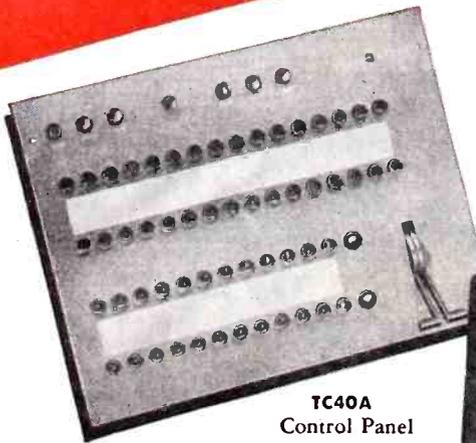
Check



● Fill out this list according to *your* studio's requirements. Then—either show it to your nearest C-G-E Sales Representative or send it directly to Broadcast and Television Sales, Canadian General Electric Co., Ltd., 830 Lansdowne Avenue, Toronto, Ont.

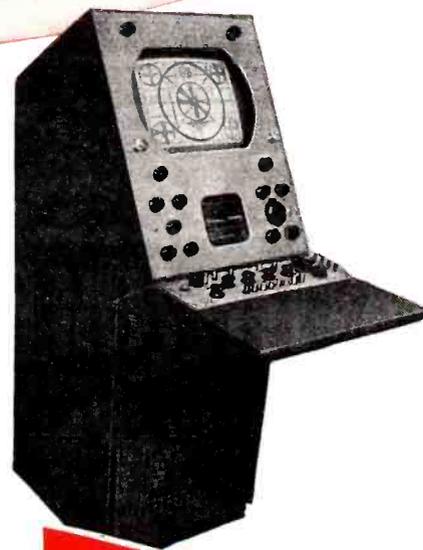
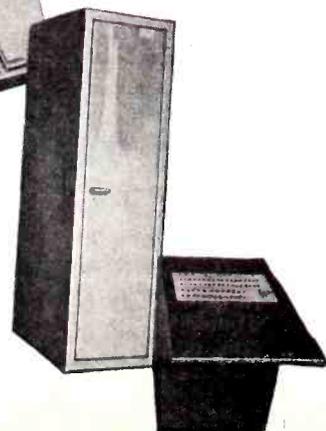
<input checked="" type="checkbox"/> ONE STUDIO	<input checked="" type="checkbox"/> TWO STUDIOS
<input checked="" type="checkbox"/> THREE STUDIOS	
STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	
Special Effects	
Monoscopes	
Film Camera Channel	
Network Operation	
Remote Operation	
EXTRAS	
Studio or Film Camera	

MEDIUM OR LARGE STUDIO OPERATION



TC40A Control Panel

TC41A: Newest and finest G-E Relay Switching System offers outstanding versatility in control of programs and commercials. Provision to switch, fade or dissolve up to twelve non-composites plus facilities for switching three composite inputs! Block-built for easy, economical expansion.



TC30A: Switches, fades and dissolves manually or electronically. Local, remote or network switching with three-position selector switch. Two sets of projector controls for remote operation. Use for rehearsals without disturbing on-air signal with bypass switch. Five-position monitor selector switch.

SINGLE STUDIO OPERATION

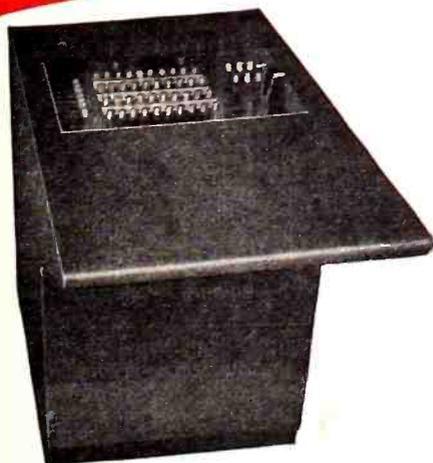
the unit that fits your needs best!

Canadian General Electric offers you switching systems to meet any and all studio requirements!

ONE studio? Two studios? Three studios? General Electric switching systems answer all *your* requirements. With the wide variety of G-E television switching combinations you can quickly pinpoint the unit that best fits your needs, today! And if you plan to enlarge your operation in a few years, also provide that extra margin for expanding

facilities when necessary. Any G-E switching system you buy will not only give you the most for your money, but will also assure you minimum maintenance worries, plus operation ease that's always greatly appreciated. For further, complete information, please write today to: *Broadcast and Television Sales, Canadian General Electric Co. Ltd., 830 Lansdowne Avenue, Toronto, Ont.*

LARGE STUDIO OPERATION



TC31A: Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at *two* different rates. Manual faders permit superposition of any of the non-composite channels. Clamping and sync-mixing save cost of a Stabilizing Amplifier. Instantly by-pass any input to output during rehearsals.



ONE MAN STUDIO OPERATION

TC39A: New broadcasters! Need a one-man TV equipment operation? C.G.E. offers a special minimum investment package just for your purposes. Integral part is new switching panel. Panel provides facilities you need, all the quality necessary for outstanding performance with just a single operator!

Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

471W-1753

**FOR A COMPLETE
COVERAGE OF
CANADA..YOU
MUST SELL ITS
LARGEST CITY..
AND TO SELL
MONTREAL..
FOCUS YOUR
ATTENTION
ON CANADA'S
FIRST STATION**



Our Reps: ALL-CANADA in Canada - WEED & CO. in U.S.A.

FOOTBALL FEVER

..... at a new high!

ATTENDANCE

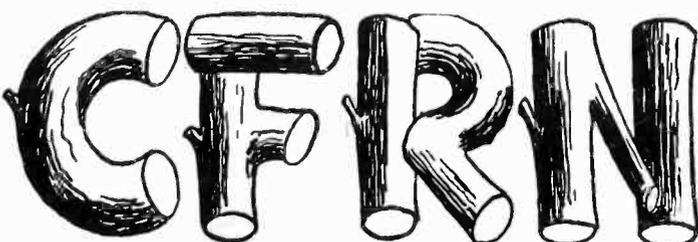
..... Over 16,000 per game —
Edmonton's Clarke Stadium.

AUDIENCE RATING

..... Over 70%.

BROADCASTS

Exclusively Over



RADIO REPRESENTATIVES LTD.

Montreal - Toronto - Winnipeg - Vancouver

Opinion

TV Should Be Concerned

A Review and an Editorial

By Tom Briggs

Take television, film, Hollywood productive capacity, add 3-D, color and a pay-as-you-see method, and the result is the major entertainment medium of the future. This is the way John T. Rule sees it in an article appearing in the October issue of *Atlantic Monthly*. The big question for the broadcasting industry (assuming Rule's reasoning correct) is: where does this leave television as an advertising medium?

Rule, head of the Department of General Science and General Engineering at Massachusetts Institute of Technology, considers Cinerama, Cinemascope and 3-D are weapons that film producers are desperately throwing into the battle in their last ditch stand against television. They are untried, hastily conceived and look it; they have done little more than fascinate momentarily the people who have given up movies for TV.

The theatres are going to lose the battle in terms of current thinking, there can be no doubt of it, Rule believes. The best Hollywood can do for the theatres is to experiment and exploit fully the artistic advantages of Cinemascope (almost the same as Cinerama and more widely applicable) and 3-D, instead of playing with them like new toys.

• • •

What of television? It will have color added to it reasonably soon, and a method of 3-D is being developed. But with these two new features it will still lack a great deal of top rate entertainment if it is going to be denied major sports events and first-run films; being financed instead by the limited budgets of advertisers. Or so Rule thinks.

The answer to him is subscription TV, any or all of the three systems offered: Zenith's Phonevision, Paramount's Telemeter and IBM's Skiatron. This would make the entire entertainment business happy. Here's how:

A top-flight Hollywood feature is shown nationally over subscription TV with all the glamor of color and 3-D. Even if only one-tenth of the present 20 million sets were turned on at a cost of \$1 each, a gross of \$2,000,000 could be split evenly between film producer and TV network operator. Which means that the producer covers the cost of production before his film hits a theatre. In the theatre circuit he picks up the gravy, and it could be substantial, even though the number of theatres is drastically reduced.

The TV viewers, who probably only paid 25 cents each to watch the picture on television, thought it was a good show, said so to their neighbors and maybe go to see it a second time, this time in a movie house.

• • •

Who can deny that Rule's logic is as sure as anything in a business full of paradoxes and devoid of rules?

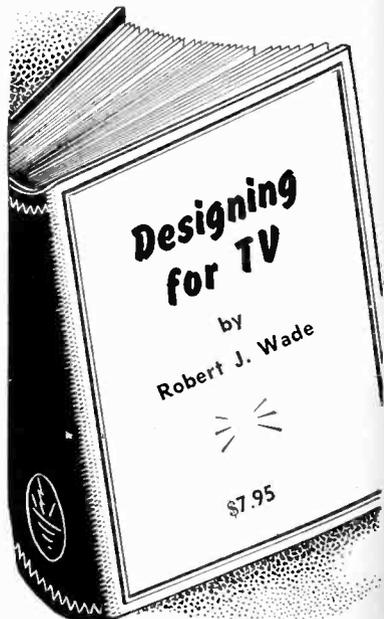
The value and importance of this article to advertising is not so much what is said but the line of thinking established. Again, where does this

leave TV as we know it now? How big a bite is subscription TV going to take out of the potential audience of the future? Will advertisers have to improve the appeal of their sponsored shows to compete with the films and sport events? If so, can the money be found to do it?

Rule didn't say.

He did say: "The motion picture industry has within itself the capacity to survive. Its new forms are imposing on it some very difficult growing pains. The three-dimensional form needs new camera and projector designs, much more careful optical control. The industry's prime consideration, however, should be to foster all those aspects of television which will promote the future of motion pictures. It should view television as the most powerful advertising medium for motion picture theatres. If it needs a saviour, that saviour is much more likely to be television than either 3-D or wide screen or both."

Television should be gravely concerned.



**HANDBOOK OF
TV & FILM TECHNIQUE**

\$3.50

For ALL your book needs contact our re-organized book department. Complete lists of advertising and broadcasting books available.

Books
**CANADIAN BROADCASTER
& TELESCREEN**
163 1/2 CHURCH ST. TORONTO

Television

TV Boom In B.C.

Vancouver. — On the basis of the 20% of home owners in Ontario and Quebec who had TV sets within a year of the commencement of broadcasts, there should be about 55,000 receivers in the Vancouver area within a year of CBC's TV opening this fall.

This was the estimate of Thomson A. Moore, executive vice-president of RCA Victor Co. Ltd., here for the opening of the company's \$250,000 building.

He said that even the big new sales and service building would not keep up with the company's estimate of B.C. development, and he felt that the company would soon be planning to manufacture here.

Abe Usher, national advertising manager of the company, accompanied Moore.

Clare Smith, Vancouver district manager for the company, introduced Moore to local dealers who attended the open house marking completion of the new building.

Discussing prices of TV sets, Moore felt that any price decrease would be very gradual.

"Potential buyers shouldn't hold off because they expect a sudden drop," he said.

Last year, for example, a 17-inch screen model sold for \$350, and this year the same set was around \$320. Color TV receivers will be expensive. They'll sell at from \$800 to \$1000 in the U.S. next year, and will be proportionately more expensive when they reach Canada, perhaps in one to three years.

NEED A MAN?
EQUIPMENT FOR SALE?
USE AN AD. IN
CANADIAN BROADCASTER!



"No wonder we're TOP DOG on the Coast with everybody playing FIESTA ... the Radio Game with the Fabulous Jackpot!"

"Pay-As-You-See" TV Launched In B.C.

Vancouver — The first installations of TruVu, CJOR's wired TV service, have been made in homes in the Fairview district, the station announced. In addition, a demonstration centre has been set up on Oak Street, where manufacturers have been invited to install their sets for public inspection. About a dozen makes of sets are on display.

The first commercial installation has also been made on one dealer's sales floor.

The demonstration centre was set up so that if a potential customer visited a dealer's downtown store where TruVu does not at present reach, he can see a set in action at the centre. It is open from 2 to 10 p.m.

At present TruVu offers KVOS-TV Bellingham on channel 12 and KING-TV Seattle on channel 5. Within a year, the station hopes to offer four Seattle stations, two in Tacoma, one in Bellingham and one in Vancouver.

The service is capable of being expanded to deliver 12 TV channels simultaneously. When there are enough subscribers the station plans to offer, on a toll charge basis, such features as movies and sports events which promoters will not allow to be broadcast or televised except on a closed wire TV system.

70% Canadian Coverage

Vancouver — CBC television will be serving 70% of the Canadian population within two or three years, J. A. Ouimet, general manager, said here.

"That's a higher percentage than American stations are reaching in the U.S." he said.

He revealed a cross country microwave network will be set up as soon as large population areas are served. He called the development of TV in this country "very rapid and encouraging."

The CBC's \$1,000,000 station here, CBUT, is now expected to go on the air in mid-November.

Contests associates PRIZE BROKERS

we have moved to our new home

PHONE CHerry 8451 TORONTO, CAN.

51 FLAMBOROUGH DRIVE • NORTH PARK P. O. • ONTARIO

SELL THIS GREAT FARM MARKET THROUGH CJGX

Compare Prices
Compare Results
..... for Greater Returns per Dollar

INVESTIGATE the Million Dollar* Market served by CJGX YORKTON

Representatives: Horace H. Stovin . . . U.S.A. — Adam J. Young Jr., Inc. Inland Broadcasting Service — Winnipeg

*Farm Cash Receipts in CJGX land 1952 were \$156,073,000

Look At These FIRSTS!

- First radio station in the Maritimes — established in 1923.
- First among New Brunswick radio stations in Elliott-Haynes program rating reports, both city and six-centre surveys.
- First radio station in number of New Brunswick radio homes by latest B.B.M. report.
- CFNB is your best advertising buy in New Brunswick by any standard.

New Brunswick's Most Listened-to Station

CFNB

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

5000 WATTS - 550 KCS. - FREDERICTON, N.B.
1923 - OUR THIRTIETH ANNIVERSARY - 1953

when it's RADIO... in Canada's **3**rd market! look to the leader



★ Rated tops in listener-preference for six years running, 'WX continues to outdistance its competitors in 1953.

★ Time on 'WX is the best buy on the air.

LOOK TO THE FACTS—LOOK TO THE LEADER

Extracts from Elliott-Haynes 6-year percentage of Listener Trends:

Summary of Distribution of Audience (By Total Years—9 a.m. - 10 p.m.)

	Station 2	Station 4	Station CKWX
1947	14.2	18.0	19.9
1948	14.5	16.5	21.6
1949	15.8	19.0	24.6
1950	16.1	21.7	25.6
1951	15.5	20.9	23.5
1952	16.0	22.5	26.1
Average	15.4	19.8	23.6

In B. C.—Canada's third largest market—**LOOK TO CKWX**

★ 61% of B. C. retail sales are in the 'WX area.

★ 'WX has complete coverage in this rich market.

Reps: All Canada Radio Facilities Weed & Company

Vancouver's
CKWX



Toronto.—The possibility of opening in Canada a branch operation of International News Facsimile as a service to television stations is now being explored, it was revealed here earlier this month by David Williams, television specialist of International News Service.

The facsimile service has been operating in the U.S. as a subsidiary of INS for the past four months, Williams said. It is going to 23 station subscribers as far west as Fort Dodge, Iowa.

The purpose and operation of INF is basically the same as any national news service, except that the output is mostly pictures rather than words, Williams explained. Sixty or 70 pictures and captions are being transmitted daily by INF, in addition to a continuous service of weather maps. It currently operates 16 hours daily, six days a week.

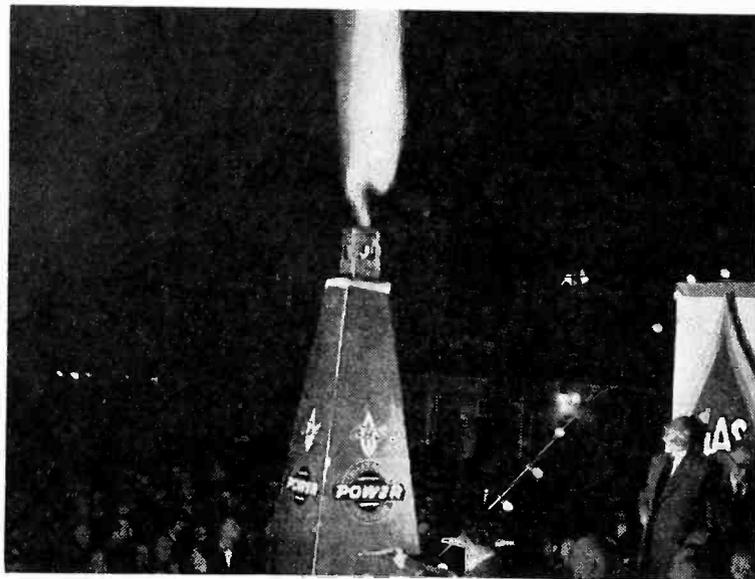
Cost of the service, including rental of the facsimile machine and photo-sensitive paper, has been roughly estimated at three times the cost of a radio news service in similar areas.

Technically the INS facsimile service works much like television, Williams pointed out. The original picture is broken up, or scanned, horizontally and the electrical impulses sent over special telephone circuits to the subscriber station where another machine, not unlike the radio teleprinter, puts the picture back into visible form on light sensitive paper.

Until now it has been INF practice to relay two sizes of the same picture. The smaller 3¼" x 4½" picture is for use in Balopticon projectors, while the larger 5½" x 8" picture is preferred for news programs where a live camera is used. Williams said that most stations now have live cameras available for their news shows.

Installation of special telephone or telegraph lines capable of carrying the service is one problem faced by INF in its Canadian plans, but a similar obstacle has been overcome in pushing the service westward in the United States.

Saskatoon Now "Cooking With Gas"



Get on "The Front Burner" with **CFQC** in this Major Market

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

CFQC 600 KC
5000 WATTS



THE RADIO HUB OF SASKATCHEWAN

DID YOU KNOW THAT THE NET EFFECTIVE BUYING POWER of **CKCL's** Listening Audience

IN 1952 WAS OVER

\$52,000,000.00

CKCL listeners buy products that are advertised regularly over CKCL.

For YOUR SLICE of this rich market contact

OMER RENAUD & CO.
MONTREAL or TORONTO

Back Sponsored TV In Britain

London, Eng.—The Conservative Party here has voted overwhelmingly in favor of the principle of competitive, commercial television for this country. The vote was recorded during the Party's annual conference at Margate.

The British broadcasting system, which up until now has given the government-owned British Broadcasting Corporation a complete monopoly in radio and television, may be changed soon. Postmaster-General Earl de la Warr, under whose department broadcasting is controlled, told delegates to the Conservative conference that the government is about to announce plans for the granting of private commercial television station licenses.

However, even under the proposed new system, television advertising will not be unrestricted. The Postmaster-General outlined a plan whereby private TV stations could accept commercial "spots", but the sponsoring of complete programs would not be permitted. The production and control of all program material will remain with the stations and independent program producers, rather than with advertising agencies or sponsors, it was noted.

The BBC will continue to be non-commercial in both radio and TV, and no change in the overall radio system in Britain is contemplated.

Private commercial television for this country has been debated in Conservative government circles for the past three years. The whole question was brought to a head last year when the expiration of the BBC's ten-year charter called for an investigation by the Beveridge Committee on Broadcasting. This committee's report recommended private commercial television.

News Service For TV

Toronto.—Formation of a national television news service for Canadian TV stations was announced here last week by the Canadian Broadcasting Corporation. It was coupled with the appointment of Gunnar Rugheimer as manager of the new CBC department creating the service, under the general direction of the chief news editor of the CBC news service, Bill Hogg.

Probably within the next year this TV news service will be going to 21 Canadian stations—14 privately-owned and seven CBC. As outlined in preliminary plans for the service, all stations will be able to carry a ten-minute newsreel package on film supplied six days a week. Private stations will also receive the weekly CBC News Magazine. Other features will be added as they are produced.

Rugheimer joined the CBC's Toronto television staff when CBLT went on the air a year ago and has been largely responsible for developing news sections of the daily TV network feature *Tabloid* and the Sunday news review, *News Magazine*. He will head up a staff of 12 at the national newsroom here and will co-ordinate activities of regional newsrooms at other CBC television points as they are established.

Films of the news shows are being airmailed to stations for the present but network facilities will be used as they become available.

Color Costs Cut

New York.—A series of demonstrations of color television picture tubes and camera equipment was begun here earlier this month by Columbia Broadcasting System. Main CBS claim for the new equipment is that it will reduce costs of color TV to stations.

Viewed simultaneously on black-and-white and color receivers, pictures on one model of the new color tube receiver were pleasing to the eye, reporters said. However, most viewers felt the color did not appear to be entirely lifelike or the definition as fine as that of the monochrome set.

Tonal values among the three color sets—all made by the CBS manufacturing subsidiary, CBS-Columbia Inc.—appeared to vary considerably, but company officials said this could be remedied.

The new camera equipment depends on an electronic device known as a chromacoder. CBS spokesman said this makes possible the use of single-tube color cameras, instead of three-tube cameras, in which each tube has a different color response.

It is claimed a large television station using this type of equipment could save about \$250,000 in initial installation in cost compared with triple-tube cameras used for all-electronic color telecasts up until now.

Frank Stanton, CBS president, said the estimated cost of the first CBS color receivers to the public would be \$1,000 each.

HOW THEY STAND — TV

The following appeared in the current Elliott-Haynes Telegatings as the top television programs based on coincidental surveys in the Toronto, Hamilton, Niagara and Montreal areas.

CBLT	E-H Telegating
Holiday Ranch	42.0
Feature Film	30.3
Wrestling as you like it	27.6
Playbill	27.1
Feature Film	25.4
Outboard Motorboat races	25.1
TV Sound Stage (Campbell's)	24.6
Ladies' Softball	23.6
Feature Film	22.2
Toast of the Town (Ford)	21.7
CBFT	
Foreign Intrigue (Dow)	82.9
Wrestling	79.5
Holiday Ranch	79.3
Regal Theatre	70.7
Le Roi Dagobert	70.6
Impompiu	70.4
Football	66.7
Aut carrefour des Mots	66.7
Film (French)	65.1
Film (French)	64.5
CBOT	
Holiday Ranch	85.7
Ladies Championship Softball	84.5
Les jeunes annees	84.2
Film (French)	81.6
Playbill	80.0
French Film	78.3
Feature Film	76.6
Fighting Words	76.0
Conference de presse	75.0
Feature Film	75.0
WBEN-TV	
TV Playhouse (Philco)	76.1
Ford Theatre	70.9
Dragnet (Chesterfield)	70.1
Nothing but the Best (P & G)	68.0
TV Theatre (Kraft)	64.0
Circle Theatre (Armstrong)	63.4
Treasury Men in Action (Borden's)	62.3
Fireside Theatre (P & G)	61.5
The Big Payoff (Colgate)	61.2
The Jack Benny Show (Lucky Strike)	60.8



TELEVISION COMMERCIALS



Representatives: HORACE N. STOVIN & CO. (CANADA)
JOSEPH H. MCGILLVRA (U.S.A.)

ASSISTANT RADIO DIRECTOR

Toronto.—Tommy Church has been appointed assistant to radio director Don MacMillan at McKim Advertising Ltd., it was announced last week. Church was on the program and time division staffs of All-Canada Radio Facilities since 1951 and prior to that

was production manager at CFBC, Saint John.

LEAVES CKNW

Vancouver — Fin Anthony has left the sales staff of CKNW New Westminster to become retail advertising manager of the morning *News-Herald*, a Roy Thompson paper.

CONGRATULATIONS

TO



CANADA'S FIRST

Privately-owned Television Station from

CANADA'S FIRST

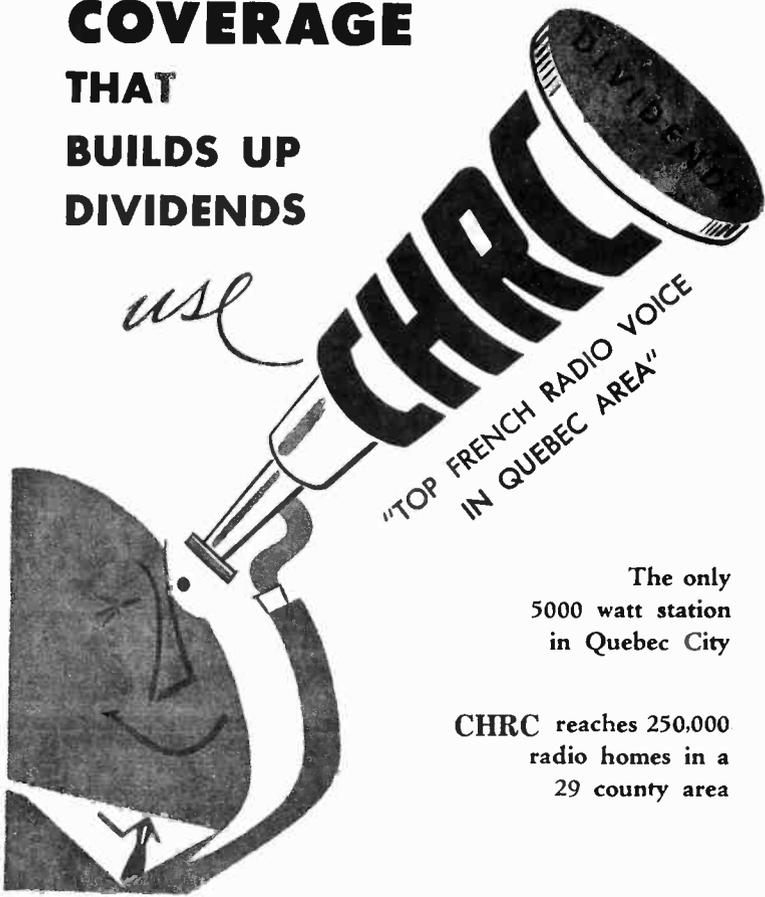
Television Service Organization representing

- CKSO-TV Sudbury
- CFPL-TV London
- CHCH-TV Hamilton
- CKSJ-TV Saint John
- CJCB-TV Sydney
- CKCK-TV Regina
- CKLW-TV Windsor



Vancouver - Calgary - Winnipeg - Toronto - Montreal

**FOR SURE FIRE
COVERAGE
THAT
BUILDS UP
DIVIDENDS**



The only
5000 watt station
in Quebec City

CHRC reaches 250,000
radio homes in a
29 county area

REPRESENTATIVES:

Canada: Jos. A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young Jr., Inc.

Verbatim

ALL THINGS CONSIDERED

A Reprint in full of an Article in The
"Calgary Herald" for September 15, 1953.

by BASIL DEAN

It is quite astonishing how readily even the most thoughtful minds will forget or ignore the principles of our democracy when they get involved in arguments about public and private ownership of radio and television. We have seen plenty of this in Canada, and the British are now seeing plenty of it too, since the Churchill government mentioned that it was thinking about permitted sponsored TV.

Here in Canada, we live day by day with both publicly and privately owned radio. Any discussion of the basic principles involved—the chief of which, of course, is freedom of information and the next is freedom of enterprise—invariably gets confused by the fact that the CBC undoubtedly does an excellent job, the quality of its programs on the whole being higher than the quality available from most private stations. (The comparison, incidentally, is quite irrelevant, but it is always thrown at you if you dare to argue the case for freedom in principle).

In Britain, they have had no experience of sponsored radio, let alone television, at all; and the issue is further clouded there by the fact that the BBC, with its total monopoly, is incomparably the best broadcasting system in the world—a proposition which I will defend against all comers. But here again, the fact that the BBC is supreme in the field of high-quality broadcasting has no real bearing on the question whether private interests ought to be allowed to operate radio and television stations. If the government of Canada decided to put out a daily newspaper, I have little doubt that, given the kind of money available to the CBC, it could put out the best newspaper on this continent; but how many people would accept that as an argument against a free press?

A good example of the kind of twisted thinking that the radio and TV argument is apt to generate appeared in a recent leading editorial in *The Times*, which is perhaps the most thoughtful and responsible newspaper in the world. *The Times* (whose editor used to be the boss of the BBC, incidentally), simply threw up its hands in horror at the first mention of sponsored TV.

"Television," it said, "is likely to be one of the most powerful influences of the next 50 years. It should

be as unthinkable to hand it over to sponsoring as it would be to give advertisers a decisive say in school curricula. This... is not far-fetched. Television will affect the morals, the values, and the outlook of many of the children of today and tomorrow as much as will their formal education."

Now the dangerous character of this paragraph can be more readily seen if you make a couple of small changes. Assume that it was written in 1903, instead of 1953, and substitute the word "press" for the word "television." It then reads as follows:

"The press is likely to be one of the most powerful influences of the next 50 years. It should be as unthinkable to hand it over to private enterprise as it would be to give advertisers a decisive say in school curricula. This... is not far-fetched. The press will affect the morals, the values, and the outlook of many of the children of today and tomorrow as much as will their formal education."

• • •

The Times, being an important part of the press of the free world, would scarcely concede that its operation under private ownership has given advertisers a "decisive say" in what it prints. It would doubtless concede that newspapers have a lively effect on the morals, values and outlook of the literate public. But unless it is also prepared to concede that this effect has been in general bad—and that would include the effect of its own columns as well as those of lesser journals—and unless, following that, it is prepared to argue for public ownership of all newspapers, then it is, with great respect, talking through its hat on television.

In any free-enterprise system there will be good firms and bad firms. There are good newspapers, and bad newspapers, good radio stations and bad radio stations. The answer to the problem is that this is one of the prices we have to pay for freedom, just as free speech requires that some people will be permitted to say very silly things. It is astonishing that while any newspaper editor can recognize this when you are talking about the freedom of the press, even the editor of *The Times* can't recognize it when you are talking about the freedom of the air—although the two are indivisible.

—*The Calgary Herald.*

DAY BY DAY—IN EVERY WAY

GOOD PROGRAMS



GET

BETTER AUDIENCES

WITH

BEST RESULTS

Sell Successfully in Nfld's Prosperous and Densely Populated Areas with a 'Spot' Schedule or Program on the Friendly '590' Station!

Call Our Reps: Stovin & Co. — Adam Young Jr., U.S.A.



590 KCS. **VOCM** 1000 WATTS

COLONIAL BROADCASTING SYSTEM LTD.
P. O. BOX 920 - ST. JOHN'S - NEWFOUNDLAND

SALESMAN for TORONTO

Position in Toronto station for bright, aggressive radio time salesman. You are probably employed at present in the same capacity in a smaller market. Best of working conditions with good salary and top commissions. All replies confidential. Our staff knows of this ad.

Box A177, C. B. & T., 163½ Church Street, Toronto

Your Trade Paper Advertising

Year after year, whether an industry likes it or not, its trade paper does a continuing job of keeping its readers posted on the activities and developments of that industry. These readers are not exclusively either buyers or sellers. Rather they comprise a select family of those who buy and sell a related number of products and services.

The phrase "public relations" is one of the most abused and over-used in the English language. But if you will give it some thought, you will agree that the function of a trade paper is public relations to the n'th degree.

When some new development occurs, when a new technique of fertilizing tomatoes is developed, when someone discovers a new means of selling goods by radio, when a business which forms an important part of the industry is bought or sold, the industries concerned learn about it first from their trade papers.

When legislation is introduced which will militate against an industry's interests, it is the trade paper which reports the facts and often uses its editorial columns with which to help influence a more favorable decision. When a program director gets married, or has a baby, or both, the news is carried in the columns of the trade paper.

Trade papers devote considerable space to reporting promotions and moves of key personnel, often from the selling side to the buying side of the industry, or vice versa. They also report the advent of new arrivals into the ranks of the industry. In this manner, they act as a constant liaison between employer and employee, between buyer and seller. In our particular case, we go a little farther on the employment side, maintaining an employment department, which, we hope, works out to the mutual advantage of those who are seeking the right kind of personnel, and those, in the ranks of the employed, who are looking for the right kind of berth.

Finally, in this present era, when there are those who would have people believe that all business is a greedy monster, interested exclusively in its own gain, no matter what the cost to its victims, an industry is

able to have its good works recorded in print, in its trade papers, if it will be far-sighted enough and institutional-minded enough to co-operate by supplying the information.

So a trade paper becomes an agent of liaison, and an information service between members of the industry it serves, and also a perpetual salesman for that industry among that large proportion of its readers who are in some capacity or other on the buying side. (In our case this group represents two-thirds of our total circulation.)

A trade paper is a friend of the family—a friend of those who buy the product as well as of those who sell it. It spends its time expressing kind thoughts about you and your customers. Yet, if it is worth its salt, it maintains complete independence from each.

Then what?

Your trade paper advertising.

People advertise their wares on a radio station because they feel that the people they want to reach feel kindly towards that station. They know the announcers and performers like friends and neighbors. They even know where the recordings stick.

The logical place for you to reach national advertisers with your sales stories is through the advertising trade press, whose readers feel they know our writers just as your listeners feel they know you.

Whatever you do, it is of absolutely vital importance to see to it that copy is written in the language of those who read the paper. When a national advertiser addresses your listeners in the parlance of Bay Street, Toronto, you are rightfully indignant. But in the case of your trade paper advertising, you are talking to those same national sponsors.

So see that your messages are composed in their lingo, if you want them to have ready acceptance.

Actually advertising and selling are synonymous. When one of your salesmen is selling a show personally, the potential sponsor asks him a lot of questions, which he answers. When you are using advertising as

your salesman, you have to dream up the questions that would be asked, and answer them in your ads. In this way, your ads can be made to perform the same function on a less intense but wider scale as is achieved by the live salesman.

Naturally it's a lot easier to say the right thing when someone says: "Everyone listens to the other station," or "I've been using newspaper for years and get good results." Unfortunately—or perhaps fortunately—your sales staff can't cover nearly as many prospects as your trade paper.

Here are three questions, at least one of which should be answered in every ad you run.

1. Why should I advertise in this area?
2. Why should I advertise by radio?
3. Why should I use your station?

First, why should I advertise in this area?

This question doesn't get all the answering it might, presumably for two reasons. (1) Stations feel that time buyers know all about their market, which may or may not be the case. (2) They feel they will be plugging for their competitors.

Outside of the larger and better-known centres at any rate, it is important to impress on advertisers that here is a potential market.

You can't take it for granted that anyone knows anything about your market.

Second, why should I advertise by radio?

Tell them what *all* radio, not just your own station, does in your area. Maybe you should give them comparative figures with other media—if you dare. But at any rate, sell the medium, even if someone else earns some of the gravy you bought and paid for.

Everyone climbs on the No. 3 Bandwagon—*why should I use your station?* This is your cue for ratings, mail pull, success stories and all the ads that come the easiest. They are valuable, of course.

Ask yourself if you are satisfied that the first two questions have been answered. Are they sold on the idea that your's is a worthwhile market? Are they sold on the idea that radio is a worth-while medium?

Richard H. Hines

Publisher.

(An Advertisement of Canadian Broadcaster & Telescreen)



Over the Desk

Talking is Freddie Pemberton's business. Words are his stock in trade. Get him in a corner and give

this erstwhile BBC sportscaster an inch, and he'll throw the dictionary at you. It will be loud, emphatic and long. It will be a lot of other things, too, if I know my Freddie. But one thing I can promise you is that if you get him on his own topic, it won't be dull—that is if you like that sort of thing.

Right now Freddie, who is manager of CKSF, Cornwall by the way, is overflowing with two program ideas which indicate that there's a journey in his tea-leaves. These are *Trans-Atlantic Crossing* and *Around Britain Now*. He says he's going to cross the Pond and bring back material for these shows with the use of a couple of battery-operated portable recorders, and alert mind (I

guess he means his own) and all the people, hundreds of them he hopes, who will submit to being interviewed.

But let's let him tell his own story. Here he is—Lancashire (or is it Yorkshire) accent and all:

Programs of this nature are popular on CKSF. It can generally be stated that every worth-while industry in the three united counties of Stormont, Dundas and Glengarry have been covered in the series *CKSF Goes Calling*.

"We have made cheese; churned butter; canned tomatoes; projected movies; sorted Christmas mail; ridden the fire engine; driven locomotives; visited cold storage plants; flown with the local flying school; smelt chlorine; dodged sulphuric acid; seen fabric, shirts, dresses and underwear manufactured; navigated ships. Then it was felt that the CKSF microphone should move farther afield.

"The CKSF microphone has visited nine of Canada's ten provinces . . . from Victoria to St. John's, Newfoundland. I have sat at the controls of the Trans-Continental for 112 miles between Nakina and Armstrong in Northern Ontario (and when the temperature was 38 degrees below). I recorded Premier Smallwood; visited DOSCO; gathered around me wartime naval officers to retell their stories in the world's most famous club "The Fifty Nine Steps," better known as the "Crow's Nest."

"Just before I tell you about the two 1954 projects, I should mention that invitations are on hand to produce a series about Prince Ed-

ward Island and also a big undertaking to be called *Canada from the Air*, details of which are, at present, on the "secret list."

"*Trans-Atlantic Crossing* will consist of between ten and thirty minute programs recorded aboard the *Prins Willem Van Oranje* during a journey from Montreal to Rotterdam. A new vessel yet to make her maiden voyage, she is reputed to be the future greyhound of the North Atlantic crossing. This large motorship will carry sixty-seven passengers in absolute luxury together with many thousand tons of general cargo.

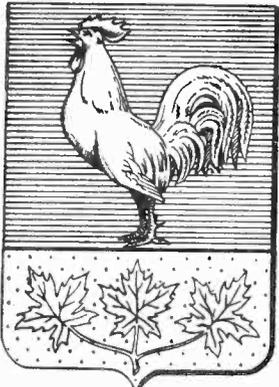
"The recordings will commence with the loading of cargo in Montreal and end with its discharge in Rotterdam. During the seven days at sea, every point of the vessel will be visited by the recording microphone.

"Nothing that makes the wheels of a large ocean going liner will be missed, nor will any members of the crew be forgotten. Together the microphone and I will see everything and record it on tape using the officers and men as the cast.

"Lessons in navigation will be recorded, visits to the wireless operators made, including actuality recordings. I shall help to oil the engines, make the beds, bake the bread, cook the food, steer the ship, read the R/T, take D/F bearings, serve in the bar; all this despite travelling as a VIP in luxury accommodation.

"A brief stay in Holland will be a prelude to flying to London. Here, in co-operation with the British Travel Association I shall record about six, thirty minute programs under the title *Around Britain Now*. Principal locations in Britain will be

CHFA



60,000 FRENCHMEN can't be wrong

CHFA, "the West's Most Progressive French Radio Voice," opens over 60,000 customer sales doors for your product!

680 KC.

La Voix Francaise De l'Albarta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

JE CROIS ET JE CHANTE



You Can't Fool The Local Sponsor

WHEN MR. LEONARD A. MATHEWS transferred his interest in L. A. Mathews Motors Limited to Mr. Gordon T. Martin, he had been on the air for seven years and four months with a daily one-minute announcement at 12:29 P.M. Monday through Saturday, with additional features from time to time, such as special programs at Christmas, Easter and the broadcast of highlight sports and a two-hour broadcast of a Major Bowes' Audition.

Mr. Martin, as Chrysler representative for the Ottawa district, observed the results; discussed the matter with Mr. Mathews and renewed the contract when he became president of Martin-Mathews Ltd.

One of his observations, based on his experience with many Chrysler dealers, was that an exceptionally large percentage of people visiting the show-rooms, were pre-sold and actually came in to buy.

With this in mind, Mr. Martin felt that an additional feature might well increase the pre-selling and be of institutional and prestige value, so he increased his radio budget and added the "Philo Vance Show" to his schedule.

Perhaps you can fool "Some of the people some of the time," but you can't fool the local sponsor . . . the man who is right on the job . . . all the time for almost eight years.

Certainly, consult the B.B.M. . . . Study any figures you like . . . Talk to the Stovin lads, but remember . . . "You can't fool the local sponsor."

THE OTTAWA VALLEY BROADCASTING CO., LTD.

Radio Station **CHOV** Pembroke

"The Heart of the Valley Market"

HORACE N. STOVIN, CANADA

ADAM J. YOUNG, U.S.A.

A Sponsor Says: As a Chrysler representative for seven years, calling on L. A. Mathews Motors Limited, I had ample opportunity to observe the excellent value of radio for the car dealer. For this reason, I naturally renewed the contract for a daily one-minute announcement over CHOV. Since becoming president of Martin-Mathews Ltd., I am more than ever convinced about radio, and already know that it was a wise move to increase my radio budget, with the sponsorship of a feature half-hour Sunday evening.

Our daily one-minute announcement at 12:29 p.m. coupled with our Philo Vance show Sunday evening, gives us a well-rounded radio schedule that definitely brings results.

Gordon Martin.

London, Aberdeen, Criccieth and Belfast. These have been selected so that coverage may be given to England, Scotland, Wales and Ireland.

"It is anticipated that the time spent from Montreal back to Montreal will be about 32 days, 14 of which will be in Britain.

"Should any other stations be interested in these programs they will be available at a small nominal charge, just to cover cost of making extra tapes or discs.

"The whole expense of the journey will be paid for by myself and, of course, the *Oranje Lijn*, who are making the sea trips available as a courtesy for producing *The Prins Frederik Willem*. I shall be going in my own time (vacation) and will no doubt be several hundred dollars down, but this will be amply repaid by the experiences I shall add to the many tucked away in my "grey matter."



The picture alongside is that of John Smith, age two, son of Gordon E. Smith, owner-manager of CFOR Orillia who seems to be starting his radio career early. The picture was taken at this year's Orillia Fall Fair outside the CFOR booth. On this occasion the station's full technical gear, and personnel (only half full we are assured) was on hand to answer questions and originate shows. Incidentally CFOR's gear went also to Fall Fairs in Oro, Coldwater, Severn Bridge and Midland.

A new face at the Stovin rep office is that of Art Harrison, former advertising manager at CKBB, Barrie. His new berth is in sales.



Guelph-born and raised, Art served as a navigation officer in the RCAF during the war. He went over to the U.K. for the first phase of the battle of Britain in 1940. In '41, he returned to Canada, and three weeks later was on his way to the Arctic on a detail which was to last 18 months, and which consisted of installing radio bases as far north as Baffinland.

Back to civvies in 1945, Art took a flier at the insurance business in Barrie. He joined Ralph Snelgrove

when he opened CKBB in August, 1949.

Art boasts a wife, Eileen; two sons, Brian and Craig; and a daughter, Gail. He says he can beat this reporter at crib. (*Ten minutes hiatus*). He can.

A cousin of mine in England — a motion picture director name of Charles Saunders in case you're interested — included this gem in a recent letter:

"Since you were here, I have been hard at work continuously, much to my satisfaction. While I am incurably lazy, I hate having nothing to do and no money to do it with. The result is that I am always trying to work in order to be able to laze; a system which never works out right, since as soon as I start to laze I start also to worry about my next job!"

Call him what you will — Mr. Ego-mania, Old Poison Ivy, Stinker or, perhaps worse than anything else by his own name — Gordon Sinclair, who will probably appear for his speech to the CCBA in a suit or orchid tulle, shot with orange sharks' teeth, does his column in the *Toronto Star* like the good craftsman he is, so much is this the case that, without prejudice to the future of our feud, I want to state that he was the last person we had in mind when our editorial page in the last issue let out a blast at the negative type of columnists in a piece called "A Critique of the Critics."

Besides handling the above hunk of soft soap to the aging scribe, I want to justify scalping his Saturday column and reprinting a letter he printed from his friend and mine,

Harry Rasky of CBC-TV, who was in Rome when TV got rolling there last week. Said Harry, according to Sinc's column:

"TV may flop here because almost no one has enough money to buy sets. Besides, with that climate, who wants to stay inside and watch TV? Everywhere in the streets of Rome you can see small queues outside appliance stores as the people watch the magic box. Television seems so incongruous in ancient Rome, with the ruins of the Coliseum and the catacombs and awe-inspiring St. Peter's as a back-drop. There just isn't any television scenery like that in the world.

"In France, television is still a novelty . . . and most Parisians seem too preoccupied with making an honest or dishonest buck from the tourists to care, anyway. In Paris these days no one seems to work at anything but the tourist trade . . . except perhaps the students and they're too busy philosophizing and curing the woes of the world over some white wine.

"And then there's Britain, mother of television, but mother goes to bed early. It's seldom you'll find TV on past 11. And there isn't too much of it, either. They do their bit and sign off. From 3.15 to 4.15 with a woman's program or some crime story or other, five to six for children . . . then that's all for junior. 'Off to bed, dear.' Then adult entertainment starting at eight and finishing at about 10.30 or 11. And Buffalo isn't on the other side of the dial."

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

Are you getting
YOUR SHARE
 OF
REGINA'S RETAIL SALES?

Are you getting your share of Regina's Retail Sales. In 1952, over \$160,000,000* was spent in the Queen City. You can get your share by using Saskatchewan's most effective selling medium . . .

The **FIRST** Station in Saskatchewan

* SALES MANAGEMENT, 1953



CKCK REGINA

Representatives: All-Canada Radio Facilities

Your TV EQUIPMENT Shopping Guide

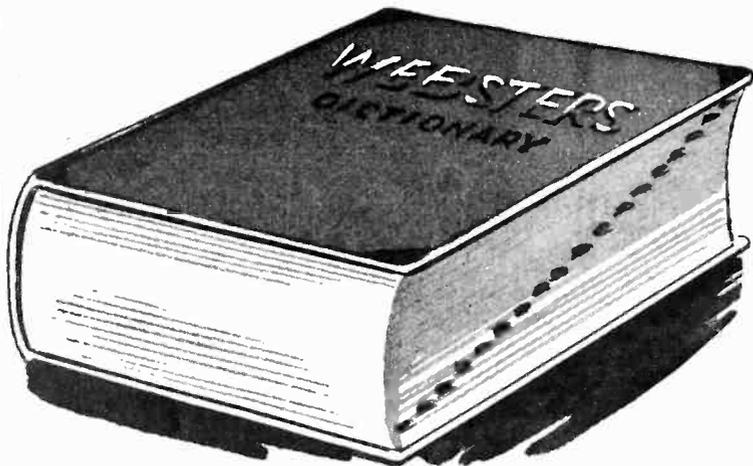
Here are the top names in TV film and studio equipment:

- **HOUSTON-FEARLESS**
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
- **MOLE-RICHARDSON**
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **AURICON**
16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.
- **GRAY**
Telop — Projects Opaque or Transparent Material, Solid Objects, Tape, etc. Teloprojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**
Film Editors, Previewers, Synchronizers; Optical and Magnetic. Standard Equipment throughout the Film Industry.
- **MAGNASYNC**
16mm., 17 1/2 mm. and 35mm. magnetic film recorders.
- **FREZZO-LITE**
Portable motion picture flood-light. Permits one-man newsreel photography.
- **ACCESSORIES**
Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

For further information Phone, Wire, Write or Hitch-Hike to: THE TOP NAME IN THE BUSINESS

Alex L. Clark
LIMITED
2914 BLOOR ST. W., TORONTO 18
CEdar 1-3303

You are invited to use our new facilities . . .



One of twelve copies located throughout the new CJCH quarters where they can be conveniently ignored.

CJCH announcers are probably neither better nor worse than announcers generally, but CJCH announcers are ecstatically happy, highly overpaid, and any ten of them would in an emergency unhesitatingly do the work of five.

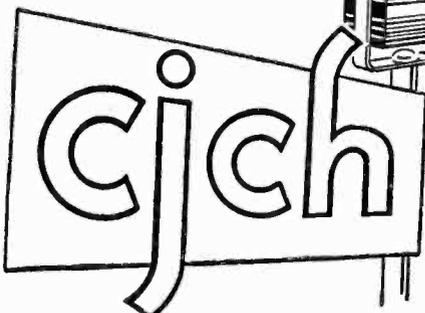
They have "beautified" a Saint; reported a serious fall from a third floor widow; and announced the disastrous failure of the apple crap of the Annapolis Valley.

SO WHAT?

As Will Rogers said, "A lot of people who ain't usin' ain't, ain't eatin'."

We at CJCH, like Halifax people generally, are eating quite well, in spite of the rumour that, between wars, Haligonians take in each other's washing. In fact, retail sales in Halifax County per family were 3rd highest in Canada (S.M. 1952 estimates).

Only a couple of little known western districts, Winnipeg and Regina, finished ahead. Though we understand there are radio stations in one or both, you'll never reach the Halifax market by using them. To cover Halifax you need CJCH.



REPS.:
PAUL MULVIHILL
TORONTO
and
MONTREAL

the pay station in Halifax

Resolution

HANDS OFF P. E.
WARNS C. OF C.

Radio, television and freedom of enterprise were probed in the Canadian Chamber of Commerce's policy statement approved during its annual convention in Edmonton last month.

The record attendance at the Chamber's national meeting came to the conclusion: "Radio and television offer two of the most influential channels of communication. The Chamber believes in the principle that no person or organization in any field should be both competitor and regulator and urges the establishment of a separate regulatory body having minimum essential regulatory powers over radio and television broadcasting in Canada. The Chamber opposes the viewpoint expressed in the Report of the Royal Commission on National Development in the Arts, Letters and Sciences, that private broadcasters have no status 'except as part of the National Broadcasting System'."

The statement also said: "The Chamber believes further that private capital should be given full opportunity to further the development of television as rapidly as possible, subject only to rational regional allocation of channels and the strict maintenance of allocated frequencies by licensees."

In dealing with the film medium and particularly the National Film Board, the Canadian Chamber's convention went on record urging the Board "to place a larger proportion of Federal Government film production with outside film producers."

It also recommended that there should be appointed to the NFB's board of directors two or three members as moderators "with the duty of examining objectively the operations of the board and all plans for expansion." It urged the NFB to stay out of fields of operations adequately served by private organizations.

"The highest standard of living in the world and the fullest development of freedom of conscience and the dignity of the individual have been achieved on this continent in the atmosphere of freedom which is generated by the system of private competitive enterprise," the policy statement declared. "The Canadian Chamber of Commerce again records its unswerving support for that system and its vigorous opposition to socialism or to any other political or economic system which weakens or destroys the responsibilities, rights and freedom of the individual citizen. Further, the Chamber reiterates its intention to do all in its power to encourage a wider public appreciation of the virtues of the democratic system of freedom of enterprise."



DRAFTED

The interview with the banker was like sitting in a cold over-draft.

W.S.

. . .

TWO'S A CROWD

A lone eagle is a person who goes out with the people he wants to, instead of the people he has to.

. . .

PERSONAL NOTE

Following my recent western orgy, I have never been fitter —or fatter.

. . .

GOING DOWN?

See Toronto's new subway when you visit the 69th Annual Convention of the Ontario Funeral Service Association.

Canadian Funeral Service

Have yourself a busman's holiday

. . .

AND VICE VERSA

But doctor, carbohydrates and fats are my bread and butter.

Cartoon in "Lilliput"

. . .

WANT AD

This paper wants office space in building warm enough to make guests feel welcome, and cool enough to speed their departure.

. . .

PERTINENT OR IMPERTINENT?

When is the government going to investigate labour for price fixing?

. . .

FOR WHAT WE ARE ABOUT TO RECEIVE

The time is now ripe to thank the summer replacement programs for graciously surrendering their time to permit the resumption of the advertisers' show and the managers' meals.

. . .

GNAWTY PROBLEM

When is our national animal, the Beaver, going to start giving Broadcaster Awards?

AVAILABLE

Women's editor . . .
Radio . . . TV . . .
What have you? . . .
11 years' experience
. . . Go anywhere.

Box A 178 - CB & T
163 1/2 Church St. Toronto

LONDON STUDIOS

*will be opened
on or about*

November 1st, 1953

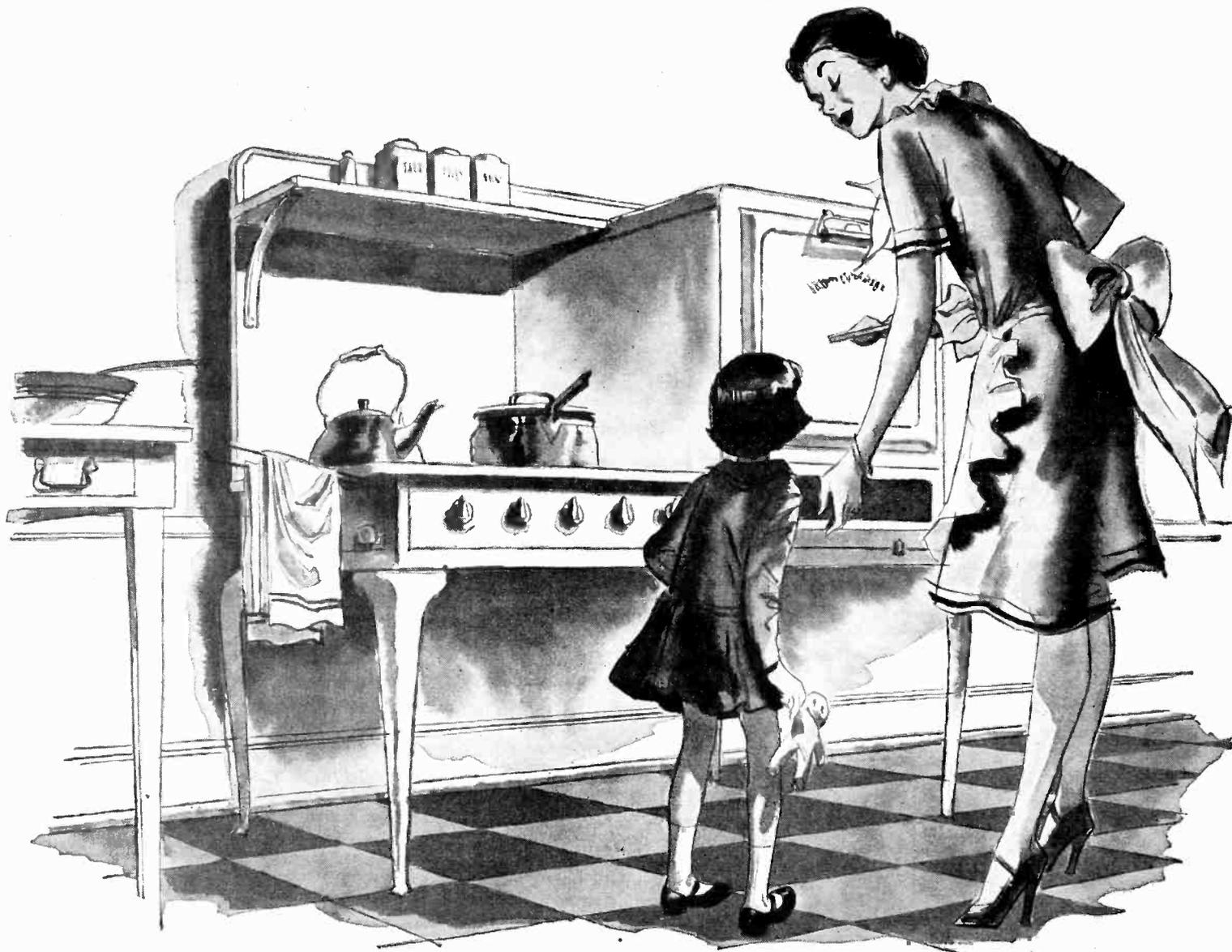
by

★ **CHLO** ★

Representatives:

STEPHENS & TOWNDROW in TORONTO
RADIO REPRESENTATIVES in MONTREAL
DONALD COOKE in U.S.A.

“You need modern methods to sell modern conveniences!”



EVEN a shrewd advertiser, 25 years ago, found the enormous sales power of radio hard to grasp.

Today, they all know that radio is the most persuasive, forceful, on-the-spot salesman ever to invade millions of homes.

Take a favourite Sunday evening comedy program* as an illustration. This show has a total potential audience of 639,000 radio homes. Twenty-five years ago, who would have dreamed of an audience that size!

CFRB was the first to perceive the tremendous sales power of radio. Now, backed by over 25 years of solid ground-work, experience and success, CFRB has the background *and* the foresight to help you *sell*.

What's your problem? Want to move more breads, spreads, hair dryers, humidifiers? Call a CFRB representative. Let him show you how radio can be your best salesman.



**Our Miss Brooks;
of course!**
(night-time B.B.M.)

Your prospects are 'at home' to radio . . . to CFRB. Your radio selling messages *reach, remind, result* in sales of your product.

As ever,
your No. 1 Station
in Canada's No. 1 Market

CFRB

50,000 watts 1010 K.C.

REPRESENTATIVES

United States
Canada
Adam J. Young Jr.,
Incorporated
All-Canada
Radio Facilities,
Limited