

BROADCASTER & TELESCREEN

TWICE
A
MONTH

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

Vol. 13, No. 6

TORONTO

March 17th, 1954

MARCH						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

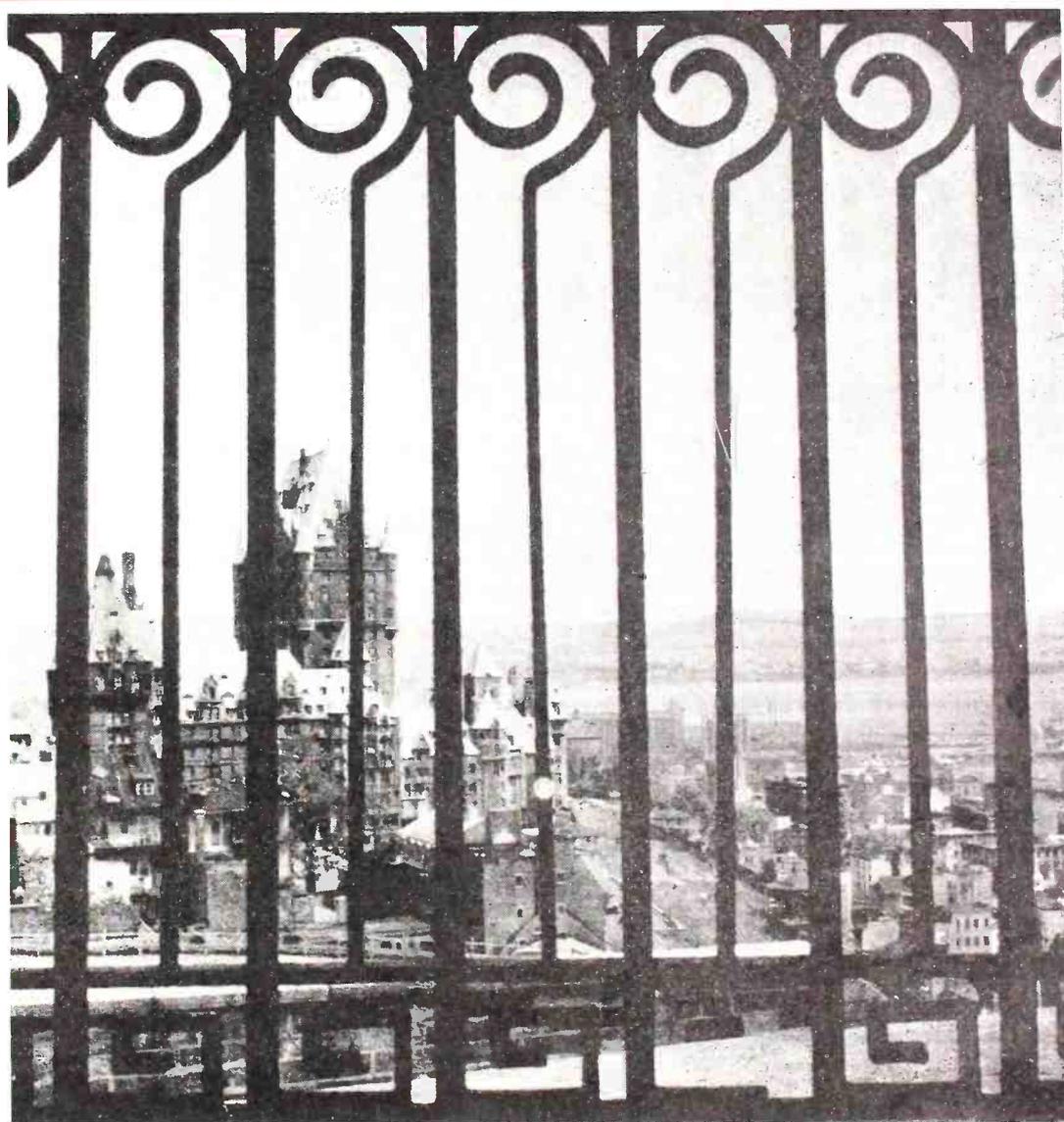


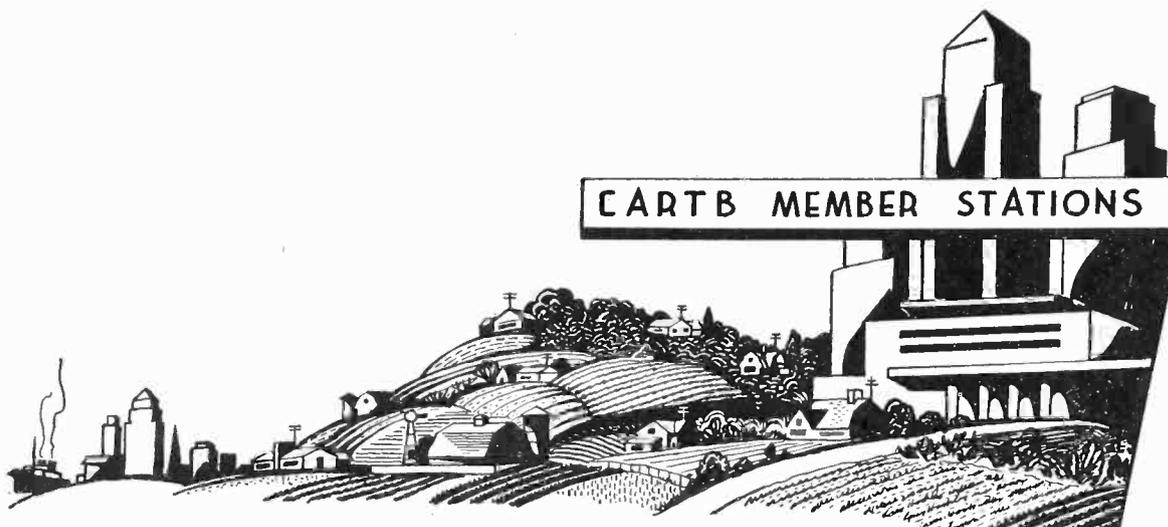
Photo by C.P.R.

THE CHATEAU FRONTENAC AT HISTORIC OLD QUEBEC CITY will serve to dedicate this issue to the 29th Annual Convention of the private broadcasters' trade association recently renamed the Canadian Association of Radio & Television Broadcasters. For the three days, March 22 to 24, the broadcasters will be conferring in this picturesque hotel in its setting of French Canada where so much early Canadian history was lived.

* * *

THIS PAPER'S REBORN "BEAVER AWARDS" get attention in this issue. The last section is devoted to a review of stories concerning the notable activities of stations which appeared in our pages during 1953, and from which our Awards Committee will select the year's winning stations.





What Price Broadcasting?

Making broadcasting do a better job for its sponsors and their advertising agencies is the prime consideration of the 125 member stations of the CARTB. To this end, the main event of the 1954 Convention is "Open Day", March the 22nd, when broadcasters, sponsors and advertising agencies will meet at the Conference Table, to advise one another how the lot of each may be improved by closer mutual co-operation.

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 125 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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

CAB Member Stations

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

FRENCH LANGUAGE (27)

- CHAD Amos
- CJMT Chicoutimi
- CHFA Edmonton
- CHFE 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 St. Anne de la
- CHGB Pocietiere
- CKRB St. Georges de Beauce
- CFGT St. Joseph d'Alma
- CHNO Sudbury
- CKLD Thetford Mines
- CFCL Timmins
- CKVD Val D'Or
- CFDA Victoriaville
- CKVM Ville Marie

CENTRAL CANADA (40)

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

PRAIRIES (24)

- CKX Brandon
- CFAC Calgary
- CFCN Calgary
- CKXL Calgary
- CKDM Dauphin
- CFRN Edmonton
- CHED Edmonton
- CJCA Edmonton
- CFAR Flin Flon
- CFGP Grande Prairie
- CJOC Lethbridge
- CHAT Medicine Hat
- CHAB Moose Jaw
- CJNB North Battleford
- CKBI Prince Albert
- CKRD Red Deer
- CKCK Regina
- CKRM Regina
- CFQC Saskatoon
- CKOM Saskatoon
- CKRC Saskatoon
- 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 Penticon
- CKPG Prince George
- CJAV Port Alberni
- CJAT Trail
- CJOR Vancouver
- CKWX Vancouver
- CKMO Vancouver
- CJIB Vernon
- CKDA Victoria
- CJVI Victoria



Last Two Days Closed At CARTB Meet

Ottawa—The twenty-ninth annual meeting of the newly named Canadian Association of Radio and Television Broadcasters kicks off Monday, March 22nd with an open meeting. First item on the agenda is the address of welcome by the association's president, F. H. "Tiny" Elphicke. Following such routine preliminaries as the appointment of committees and acceptance of proxies the meeting will hear from the feature speaker. This is Goar Mestre, president of CMQ, Havana, Cuba, and past president of the Inter American Association of Broadcasters. Following Mestre comes a popular speaker, well known in radio and advertising circles in the person of Don Henshaw, senior account executive, plenipotentiary and spell-binder par excellence of MacLaren Advertising Company Ltd. Don's address will be on the subject of "A Free Broadcast Press".

Monday afternoon the meeting will still be open, and will be devoted to three discussion forums. Paul Mulvihill, who operates his own national representative business, will take the chair for the first panel, on the subject of "The Sales Problem". He will be supported by T. S. Marshall of WOLF, Syracuse, N.Y.; Frank Buckley, W. K. Buckley Ltd., Toronto; Harvey Curtis, Standard Chemical Company, Toronto; Howard Whiting, Procter & Gamble Co. of Canada Ltd., Toronto; George Bertram, Swift Canadian Company Ltd., Toronto.

The second panel will be under the chairmanship of Al Hammond, Broadcast manager, the Canadian Marconi Company, and CFCF, Montreal. Entitled "Getting a Product to Sell", the chairman will be supported by T. S. Marshall, WOLF, Syracuse; Claude Root of the Montreal Better Business Bureau; Jack Howlett, CFCF, Montreal; Phil Curran, BUP, Montreal.

The third and final panel, with Don Jamieson, of CJON, St. John's, Newfoundland, is called "New Ideas in Broadcasting". Sitting with Jamieson will be Ralph Draper, Leo Burnett Company of Canada Ltd.; Allan Rogerson, CKSM, Shawinigan Falls, Quebec; Fred Pemberton, CKSF, Cornwall; John Hirtle, CKBW, Bridgewater, N.S.; Spence Caldwell, S. W. Caldwell Ltd.

The traditional reception of the Canadian Pacific and Canadian National Railways is scheduled for 6 p.m.

At 7.15 p.m., the delegates and their guests assemble for the annual dinner, with CARTB vice-president E. F. McDonald in the chair. Presentations to be made following the dinner are the Canadian General Electric

Award, the Quarter Century Club membership certificates and the John J. Gillin Junior Award.

Guest speaker will be Malcolm Muggeridge, noted British journalist, champion of the cause of private enterprise television in the United Kingdom and editor of the British publication, *Punch*. Mr. Muggeridge is flying over the Atlantic specially for the meeting.

Tuesday and Wednesday, the meetings will be closed to CARTB members.

There will be no meeting on Tuesday morning of the CARTB. There will however be a meeting at 10 a.m. of the Atlantic Association of Broadcasters.

At 11 a.m., there will take place the annual meeting of the Bureau of Broadcast Measurement.

Closed meetings on Tuesday afternoon will be conducted under the chairmanship of F. H. Elphicke as follows:

- 2.15 Election of Directors.
- 2.30 Annual Report of President.
- 3.00 Annual Report of Executive Vice-President, Jim Allard.
- 4.00 Teen Age Book Parade—Chas. Clay.
- 4.30 Report of Sales Director (Pat Freeman) and Sales Advisory Committee.

Closed meetings scheduled for the morning of the final day, Wednesday, are as follows:

- 10.00 Introduction of new directors and officers.
- 10.15 "Building Sales With News" Godfrey Hudson, CFQC, Saskatoon. Sam G. Ross, CKWX, Vancouver. Wm. Hutton, Radio Press Ltd., Moncton.
- 11.00 Report of Press Rights Committee.
- 11.15 Discussion Period.
- 11.30 "Operation Box".

The following is the agenda for Wednesday afternoon. Meetings, once again, are all closed.

- 2.30 Meeting of Television Members of CARTB, open to all CARTB members.
- 3.15 Report of Standard Accounting Committee.
- 3.30 Report of Resolutions Committee.
- 4.00 Report of Legislative Committee.

The retiring board of directors will be meeting at the Chateau Frontenac in the Wolfe Room, Sunday, March 21 at 4 p.m. The new board will meet Tuesday, March 23, in the same place at 5.30 p.m. to elect its officers and on Thursday, March 25 at 10 a.m. for its post-convention meeting.

ALWAYS MORE Audience in Calgary

Here's another Reason ... CFAC Programs To the Popular Taste with



THE CFAC MYSTERY HOUR



10:30 to 11:00 p.m. EACH NIGHT

Famous Court Dramas (Monday)
 Secrets of Scotland Yard (Tuesday)
 Philo Vance (Wednesday)
 Mystery Is My Hobby (Thursday)
 Michael Shayne (Friday)

Yes, these special features are some of many that result from an imaginative programming policy. It helps sell your product through a dominance of an appreciative Calgary radio audience as witnessed by ...

CANADIAN FACTS LTD. Jan. 18-22, 1954

10:30 to 11:00 p.m. CFAC

Station No.	Program Rating	Share of Audience
Station No. 2	14	44%
Station No. 3	10	32%
	4	13%



JONQUIERE, QUE. — 590 kc — 1000 watts. Serving 211,000 people, 35,000 families in the rich Chicoutimi-Lake St. John area — definitely your advertising buy in this market.

BBM (1952) Day — 24,640 Night — 21,960

JOS. A. HARDY & CO. Ltd.
 RADIO STATION REPRESENTATIVES
 MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

Calgary's

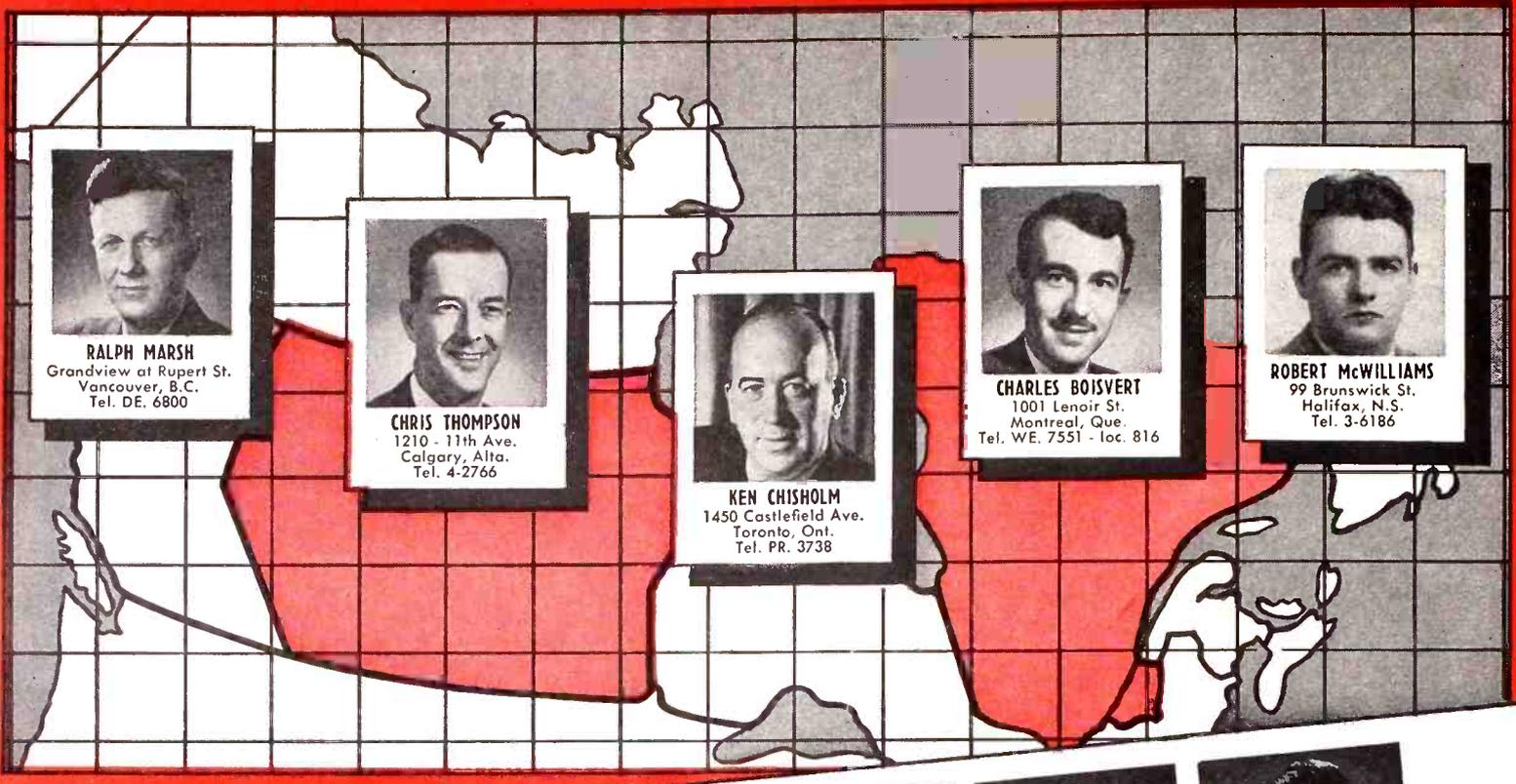
More Listeners



CFAC

960 KC

More Buyers



RALPH MARSH
Grandview at Rupert St.
Vancouver, B.C.
Tel. DE. 6800

CHRIS THOMPSON
1210 - 11th Ave.
Calgary, Alta.
Tel. 4-2766

KEN CHISHOLM
1450 Castlefield Ave.
Toronto, Ont.
Tel. PR. 3738

CHARLES BOISVERT
1001 Lenoir St.
Montreal, Que.
Tel. WE. 7551 - loc. 816

ROBERT McWILLIAMS
99 Brunswick St.
Halifax, N.S.
Tel. 3-6186

J. B. KNOX
General Manager
Engineering Products Dept.

B. J. SIBBOLD
Manager
Commercial Sales Div.

H. B. SEABROOK
Manager
Engineering Division

H. S. WALKER
Manager
Broadcast Sales

G. B. MacKIMMIE
Engineering Supervisor

R. J. NORTON
Broadcast Sales

There's an
RCA VICTOR REPRESENTATIVE
 ready to serve you!

Wherever you are in Canada — from Halifax to Vancouver — there is a seasoned member of the RCA Victor Broadcast team to serve you. Your call to him places at your disposal a combination of research and engineering knowledge unmatched anywhere — a background of success in radio and television that has made RCA Victor the symbol of quality, dependability and progress throughout the world. It's good business to *call in your RCA Victor Broadcast Representative.*



ENGINEERING PRODUCTS DEPARTMENT — RCA VICTOR COMPANY, LTD.
 Halifax • Montreal • Toronto • Calgary • Vancouver

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)
Published twice a month by
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1
EMPIRE 3-5075
Printed by Age Publications Limited, 31 Willcocks St., Toronto 5



Vol. 13, No. 6 25c a copy — \$5.00 a Year — \$10.00 for Three Years March 17th, 1954



With this issue, we are bringing back our "Beaver Awards for Distinguished Service To Canadian Radio". These awards were first established in 1945, when they were awarded to stations, sponsors, advertising agencies, artists and others, for their contributions to our industry during 1944. They were presented again in 1946 and 1947. Then we found that if we were to continue there would be no alternative to turning the record back to the beginning, and repeating with programs like *Wayne & Shuster*, *Singing Stars of Tomorrow*, the *Quatuor Alouette*, stations like CKNX and CKCW and the other performers and performances which now as then grace the air lanes.

It has been a matter of not inconsiderable satisfaction to us that through the seven years which have elapsed since the last Beaver presentations, there has been maintained a trickle of interest — only a trickle but a continuing one — in our awards project, though it was dormant.

Now we have revived them; not quite in the old format, because we now have the advantage of past experience. We have revived them as awards for the most essential part of any radio or television project, the part which is the prime essential, whether the project is a program of entertainment, an act of public service or an excursion into the realm of education and information. That is the sometimes forgotten factor in the business of broadcasting — the station.

Two steps are necessary for stations to be eligible to qualify for Beaver Awards. First they must so act that their behavior reflects distinction and credit on the business of broadcasting. In the second place, they must take the necessary steps to make these acts known. It is to encourage the latter that it has been decided that the qualification for nomination for Beavers will be publication of the station's activity in the editorial columns of CANADIAN BROADCASTER & TELESREEN.

Dr. Mutchmor's Reply

Last issue, we drew attention to a statement made by the Secretary of the Board of Evangelism and Social Service of the United Church of Canada, Dr. J. R. Mutchmor. In our editorial entitled "A Case of Suicide", we pointed out that the United Church of Canada is "wittingly



"Okay, you coaxed me to come. Now what?"

or otherwise Socialism's greatest advocate."

As an example, we referred to the Toronto *Globe and Mail's* report that quoted Dr. Mutchmor as saying "the United Church is strongly opposed to beer, wine or big business". We also drew attention to a resolution criticizing liquor advertising originating on US radio and television programs available in Ontario. Mention was also made of a statement by the Rev. W. G. Berry, Assistant Secretary of the Board of Evangelism and Social Service, who said he was concerned not only with the liquor ads, but also with the general low tone of some other advertising on US television.

While admitting the right of such men to express their views as individual citizens, we pointed out that when they make these statements they appear to be speaking for the members of the church, many of whom are "ordinary, average Canadians, who like to attend local sports functions whenever they occur; to spend an occasional evening around the poker table; and to sit and chat with their friends over a 'social glass' when the spirit moves them".

Dr. Mutchmor has written this paper stating that he was misquoted by the *Globe and Mail* on his use of the words "Big Business". Because we do not wish to misrepresent him, but in no way withdrawing our charge that the general attitude of the hierarchy of the United Church of Canada is socialistic, we are reprinting here Dr. Mutchmor's letter.

"A copy of your March 3rd, 1954, CANADIAN BROADCASTER AND TELESREEN editorial page has been brought to my

attention. I note your reference to my statement about the bad beer business and the extension of the beer, wine or big business.

"This report appeared on the front page of the *Globe and Mail* about February 25th. The afternoon papers both called me to check on the words, 'Big Business' because obviously the report was erroneous. The error occurred due to the reporting of a *Globe and Mail* man who mistook the word 'liquor' for big.

"You will think it strange that such a mistake could be made, but that is what happened. If you wish to check the *Telegram* of that afternoon, you will find that the report in it is correct. More than once I have used the words, 'beer, wine and liquor business', rather than the words 'Beverage alcohol business.' I prefer the former because it is a more realistic description."

Advertising's New Look

It is to be hoped that the CARTB Convention will devote some time to the question of the current trend towards the new style of "mechanized merchandising" replacing the human element at the point of sale. This development, which prevails especially in the grocery chains, where fewer sales people are selling more goods to more customers every day, was touched on briefly by CARTB Sales Director Pat Freeman in his report to the BCARTB Convention in Vancouver a month ago.

The point Freeman made was that, because there are fewer clerks in the stores from whom customers may ask advice and receive sales talks, the new trend is going to necessitate more and more advertising to pre-sell the goods by presenting the arguments which heretofore have emanated from the sales people.

Obviously, this opens a new door to advertising media and advertising agencies, who will have to employ new techniques of presentation to put the advertisers' goods across to the public. Right now it is primarily affecting the grocery business, but it is reasonable to assume that it will quickly spread into drug and other lines. The tendency will be for most retail business to go to brands which are already established in national advertising in its various forms. Manufacturers of products which do not already enjoy the benefits of national advertising on a wide scale will have a problem to face in getting themselves and their wares known, and the longer they take to make the break, the greater the problem will become.

WANT SALES TO BE DANDY? REMEMBER, ANDY* IS HANDY!

Exclusive Sales Representatives For

CKVL, Verdun-Montreal CJQC, Quebec City CFJB, Brampton
 CKTR, Trois Rivières CHRL, Roberval
 CJSO, Sorel CFDA, Victoriaville CHEF, Granby

The French Radio Associates Network

Radio and Television Sales, Inc.

TORONTO

* Andy McDermott
 ** Don Wright

MONTREAL

* Andy Wilson
 * André Rancourt

** Anyways he's handy!



Last month, when Canadian General Electric suddenly ended its sponsorship of the *Leslie Bell Singers* over the Dominion network Sunday nights (the TV version, *Showtime*, is being continued), the CBC didn't have to look far for a worthy replacement. In fact, it went to London and picked up from CFPL a group which has been replacing the Bell Singers for a couple of seasons through the hot hiatus period. This is the Earle Terry Singers.

I guess it started about ten years ago, in a big way, with the Don Wright mixed chorus. Varying numbers of dentists, doctors, executives, machinists, nurses, stenographers and housewives, then and since, have banded together and studied under Don and wife Lillian to create some of radio's liveliest choral music.

Earle Terry and his group are in the tradition. Like Don once was, Earle is director of music for the London elementary and secondary schools, so he isn't exactly unfamiliar with the city's musically talented. To a compact group of no more than twenty voices at a time, he has loaned his special genius, and the combination has won as much acclaim beyond the city and country, in and out of radio circles, as it has at home.

I met the calm and easygoing Terry in New York last fall on "Canada Night" at Carnegie Hall. He and his girls — teachers, students, nurses, secretaries — had just completed a tour of Europe, which was started when they were invited to represent Canada at the first UNESCO "Conference of Music" in Brussels. From there the tour spread to concert halls all over Western Europe, a jet hangar in France, which was the auditorium at the RCAF station in Gros Tenquin, and the BBC's studios in London.

He didn't say so that night last October, but Terry was probably thinking of the time, not long before, when he and his girls had performed memorably in that famous Carnegie Hall during an American tour. Neither did he mention, although he could have, that the trial of Canadian musicianship that night wasn't entirely without precedent; that his and other groups and people had gone before.

Terry's girls have performed on NBC Television, CBS Radio and Maritime platforms. And they've sung for everything from Department of Education concerts to Coronation broadcasts. They sing sweetly, easily and, maybe with radio's limited fidelity in mind, intelligently. And they'll be doing it on Dominion network Sunday nights for at least another 15 weeks.

That's only part of the package. Not all Londoners are adept with vocal chords, but some do very well with horsehair and catgut. And in this field we find Terry's accompaniment, "Clifford Poole and the CFPL Strings."

Not entirely new to radio, because they did a previous network series with the Terry Singers, "CFPL

more people
listen to
CKRC
than to any
other
Manitoba
station

PERCENTAGE OF LISTENERS	
CKRC (5,000 watts)	(37.7%)
STATION 'B' (50,000 watts)	(24.1%)
STATION 'C' (250 watts)	(23.1%)
STATION 'D' (5,000 watts)	(15.1%)

These figures are taken from a special Summary of City and Areas Listening Trends prepared by Elliott-Haynes Ltd.

CKRC WINNIPEG, MANITOBA
 630 KC 5000 WATTS
 REPRESENTATIVES: ALL CANADA RADIO FACILITIES - IN U.S.A., WEED & CO.

Strings" is a group of eight young musicians originally formed to play the orchestral accompaniments to the piano concerts performed by Music Teachers' College and Western University Conservatory of Music students. Poole is head of the University's pianoforte department, and has carried the group well beyond the original design, encouraged by being heard on radio by large local audiences, then nationally.

These two groups working together are a credit to the vitality of musical education in London's schools and colleges. More particularly they are a fine example of the feasibility and value of close co-operation between a community station and local performers. And they prove it is still possible to pursue entertainment as a hobby, yet sound professional.



— Staff

MEET THE MANAGING EDITOR of Canadian Broadcaster & Telescreen. It's Tom Briggs, who moves up from the news editor's spot. This marks the completion of Tom's fifth year on the paper on which he started as assistant to everyone, March 1st, 1949.

SEEK FOUR LICENSES

Ottawa—Applications for one radio and three TV stations are scheduled to be considered by the board of governors of the CBC when it meets here in the Railway Committee Room of the House of Commons, April 2nd.

One of the TV applications is new. It is Newfoundland Broadcasting Co. Ltd.'s bid for a station at St. John's, to operate on channel 2 with an effective radiated power of 1.06 kw. video and .634 kw audio from an antenna 359 ft. above average terrain.

The two other TV applications — both for a Peterborough station — were deferred from the last meeting. They are Kawartha Broadcasting Co. Ltd., which operates CHEX, and radio and television personality Herb May.

Gibson Brothers Limited is the AM station applicant for a license in North Vancouver. This proposal is for a 1,000 watt station on 1070 kcs. This was deferred from a previous meeting although the original application was for a 250 watt station.



Telephone
Answering
Service

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

Phone for Booklet in
Toronto PR. 4471 Montreal UN. 6 - 6921



VILLE-MARIE, QUE.—710 kc—1000 watts. Serving a population of 193,800 people in Temiskaming, Quebec and Ontario — a station you must buy to cover this trading area.
BBM (1952) Day — 23,830 Night — 17,200

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY



What's Cooking in Newfoundland?

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

CJON
5000 WATTS
HIGHEST RATINGS — MORNING - NOON AND NIGHT



☆ **Brighten** ☆

Your Sales Picture in the Maritimes



☆ **CHSJ-TV**
SAINT JOHN

STARTING TELECASTS MARCH 22

Plot your TV campaign now, and for full details on times and stations, call your All-Canada TV man, today.

● ☆ ●

CHSJ - TV Saint John . . . another link in the chain of television coverage offered by All-Canada TV, representing stations . . .

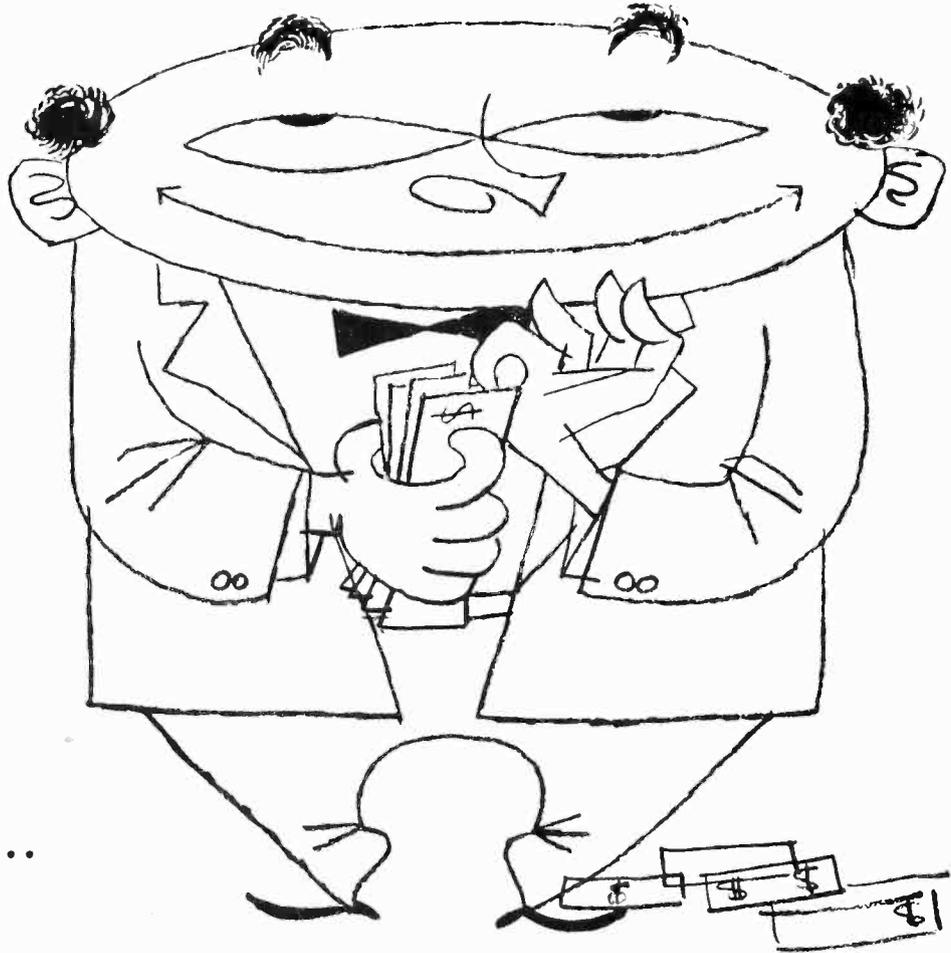
☆ CKSO-TV SUDBURY	☆ CFPL-TV LONDON
CHCH-TV HAMILTON	CKLW-TV WINDSOR
CKCK-TV REGINA	CJCB-TV SYDNEY
CHCT-TV CALGARY	CKWS-TV KINGSTON

★ Now in operation.

ALL-CANADA  TELEVISION

CANADA'S FIRST
TELEVISION SERVICE ORGANIZATION
Vancouver - Calgary - Winnipeg - Toronto - Montreal

SPEND IT WHERE IT COUNTS!



*You reach more buyers,
sell more goods, when you . . .*

SELL THE ALL-CANADA WAY!

Radio reaches more people—big name stars on All-Canada Programs attract those people—and selective radio lets you call your shots in markets, times, and adjacencies. And whenever you plan a campaign, you get maximum results by including these 29 sales-powerful stations in these 28 key markets:

Use the one-two combination . . . a packaged program from All-Canada to showcase your sales message . . . and selective radio to provide market-by-market concentration and control.

GET THEM BOTH FROM YOUR ALL-CANADA MAN!

- | | |
|--------------------|---------------------|
| CHWK Chilliwack | CFJC Kamloops |
| CKOV Kelowna | CKPG Prince George |
| CJAT Trail | CKWX Vancouver |
| CJVI Victoria | CFAC Calgary |
| CJCA Edmonton | CFGP Grande Prairie |
| CJOC Lethbridge | CHAT Medicine Hat |
| CKBI Prince Albert | CKCK Regina |
| CKRC Winnipeg | CJSH-F.M. Hamilton |
| CKOC Hamilton | CJCS Stratford |
| CKSO Sudbury | CFRB Toronto |
| CFPL London | CKLW Windsor |
| CFCF Montreal | CFCY Charlottetown |
| CFNB Fredericton | CHNS Halifax |
| CJLS Yarmouth | CJCB Sydney |
| CJON St. John's | |

*All-Canada salutes the Canadian Association of Radio and Television Broadcasters, meeting March 22-24 in Quebec City to provide even better service to Canadian advertisers.

**ALL-CANADA RADIO
FACILITIES LIMITED**

VANCOUVER
CALGARY
WINNIPEG
TORONTO
MONTREAL

Merchandising and Promotion

PAY OFF PLENTY

By JOHN ROBERTSON

Director of Client Service — Horace N. Stovin & Co.

Twelve years ago, two gentlemen from St. Louis, Mr. Shouse and Mr. Dunville, were called in to WLW, Cincinnati, to see if they could devise means to make it a more revenue-producing business. It wasn't competition at that time but rather a look into the future. The expense was great, but today, the results show its worth. This year the revenue which was coming in when Messrs. Shouse and Dunville first came onto the scene twelve years ago, will, it is confidently expected, be multiplied by four. This, it is only fair to say, includes television, but the plan originated with radio, and radio continues to show increases.

Since the plan originated, one major change has taken place. Formerly, fifteen men worked the area, talking independent merchants and small chains into working along with the station in developing sales and displays. It was realized that the conflict of running a radio station and virtually selling the client's products was too great, so the fifteen has been reduced to three. More recently, another reason presented itself. Chains had taken over on a large scale and were doing 65 to 70 per cent of the grocery business in WLW's merchandisable area. The twelve men released from these tasks, and still others, were formed into what is today known as the Clients' Service Department, in which a staff, that has grown to 35, devotes its time to making up sales presentations, art work, displays, carrying out promotion projects and developing market research.

When WLW is aware that an advertiser is planning a campaign, a sales presentation is made. The reason behind the presentation is that something tangible should be left with the client after the sales approach is made. The presentation is made up of "tailoring" advertising, promotion, and merchandising, to fit the individual client's needs and desires. "Tailoring" of the sales presentation includes:

1. Proposed expenditure of advertising dollars.
2. Product survey showing:
 - (a) Total figures of total product

consumption in market. (e.g. all coffee brands).

- (b) How client's brand has been consumed over the last few years; standing with other brands.
- (c) Present display rating of client's product.
- (d) Market explanation: radio homes; possible effect of programs on buying habits; number of stores handling product and their spread of location in WLW-land.

3. How WLW plans to promote the product and what facilities are at hand.

4. The WLW big merchandising "Point of Purchase" plan. This plan is described below and is only used where the product is carried by grocery or drug chain stores. Advertisers can use this plan to encourage distribution.

5. Submit report of the value of proposed promotion projects, which are born by WLW.

Promotion is broken down three ways:

- (1) Promoting the program
- (2) Promoting the program and the product
- (3) Promoting the product

Program promotion consists of:

- (1) Air promotion
- (2) Newspapers (contra account)
- (3) Display cards on taxi trunks
- (4) Car Cards and Bus Streamers (contra account)
- (5) Press releases on programs and personalities.

Program and Product Promotion consists of:

- (1) *Buy Way*, WLW's house organ, with a circulation of 12,600 dealers and retailers, designed to alert dealers on coming campaigns.
- (2) Billboards

Product promotion consists of:

- (1) Field Representatives, whose job it is to check for both radio and TV displays of products and program promotional material:

- (a) Distribution of point of sale material
 - (b) Surveying public attitude, distribution and product
- (Continued on page 11)

We are pleased to announce the appointment

of

Joe. A. Hardy & Co. L^{tee.} Ltd.

Toronto - Montreal - Quebec

as our

new representatives

effective March 15, 1954

CKSM

SHAWINIGAN FALLS

1220 Kcs.

1000 Watts

Serving SHAWINIGAN, GRAND MERE and LA TUQUE

CKFH

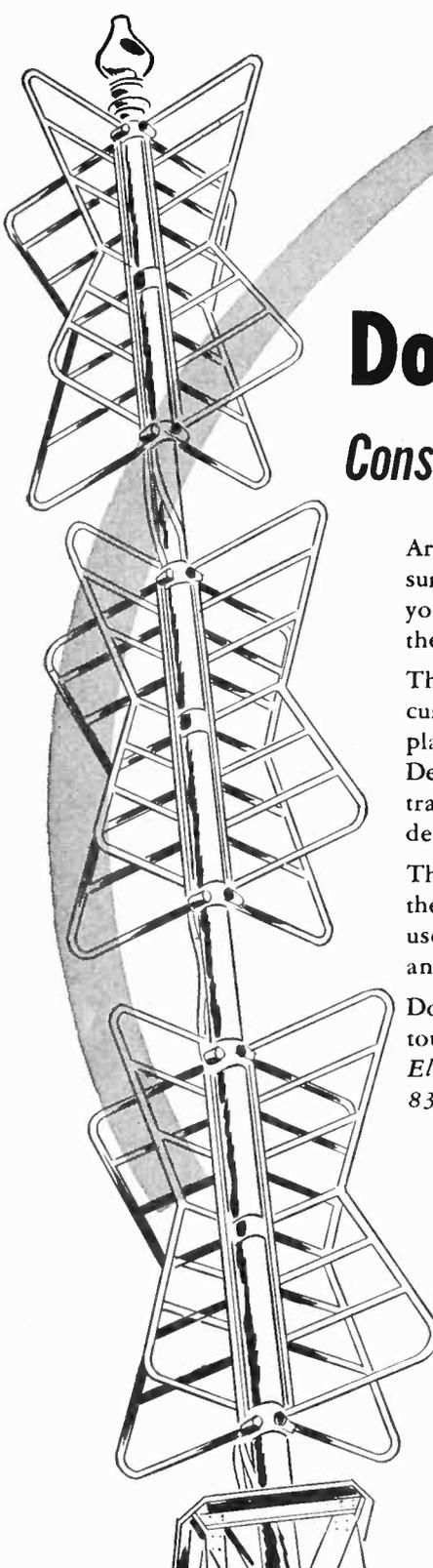
NOW IN OUR FOURTH YEAR OF SERVING METROPOLITAN TORONTO

PROVEN BY

THREE INDEPENDENT SURVEYS

BIGGER and BETTER THAN EVER

Midway 0921 in Toronto - Stephens and Towndrow in Montreal



Don't risk inadequate planning

Consult our Systems and Field Engineering team

Are you planning new facilities or expansion in AM, FM or TV? Then make sure your complete job is engineered to assure success and maximum benefits for your investment. You will save time, money and worry—you'll be sure the job is done right if you use the C.G.E. Consulting Service.

This C.G.E. Systems and Field Engineering team is available to help our customers. Experienced Broadcast Engineers will guide and advise you in the planning of your facilities, will prepare and present your case to the Department of Transport, supervise construction, prove performance and help train your operating personnel. Your station will be planned and designed to give you optimum coverage for your location.

This service is as close to you as your telephone. Discuss your problem with the C.G.E. Field Representative closest to you. He will guide you in the use of this consulting service to establish operation geared to your needs and help to keep your station at peak performance on the air.

Don't risk inadequate planning! If you're considering new facilities get in touch with your C.G.E. Field Representative now, or write to *Electronic Equipment Department, Canadian General Electric Company Limited, 830 Lansdowne Avenue, Toronto, Ontario.*

GENERAL  **ELECTRIC**
Electronic Equipment Department

53-RT-5

Services to Broadcasters

1. Planning New AM, FM or TV Facilities.
2. Planning improvements in present facilities.
3. Preparing and presenting technical submissions for D.O.T.
4. Supervision of installation.
5. Proving Performance.
6. Guidance in operation and maintenance.



CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Merchandising

(Continued from page 9)

movement

- (c) Maintaining contact with dealers and retailers.
- (d) Co-ordinating "Pantry" Activities. (See paragraph 5 below).

(2) Point of Purchase Plan (see below)

(3) "Penny's Pantry". WLW owns and operates stores in each of three TV areas served. Here product sampling is carried out. Programs are listened to. Window and inside store facilities are made available to sponsors. Sales presentations to dealers can be made here (at an additional cost to the advertiser of \$6 a day). In these stores, three hundred women a day sample advertisers' products, which amounts to fifteen hundred a week or sixty thousand a year.

Promotion then is geared mainly to develop audience for the program and sales for the product.

These Audience Promotion activities go under the name of "Standard Service". Also included is what is termed "Exploitation", consisting of "spectacular" contests (offering \$50,000 and Kaiser cars as prizes) as "incentives" to listeners. The purpose of Audience Promotion is two-fold:

- (1) To build audience for specific shows, as well as
- (2) For the station as a whole.

Program and product promotion are undertaken separately, because the station feels that when an advertiser discontinues sponsorship of a show, it may still be a valuable and saleable property to the station.

The P.O.P. (Point of Purchase) plan is designed for grocery and drug products as well as other products sold in grocery and drug stores. It provides mass selling displays in 488 super markets and 203 drug stores in WLW's merchandisable area, representing between 65 and 70 per cent of all retail selling in those two fields. \$386,000,000 a year is the staggering retail sales figure for grocery chains alone!

Displays are put in on a regular schedule, and sponsors are assured of regular space for the product they are advertising for one week in the case of grocery chains and two weeks in drug chains. These will appear with two other WLW-advertised products.

The grocery chains decide who shall have their product displayed each particular week, but guarantee sponsors one week in every thirteen. WLW bears the cost of the displays which are made in the station's own art department. The chains assume responsibility for maintaining the schedules and making up the product displays.

Displays tie in the product with the program. WLW field representatives check the chains to make sure schedules are adhered to and work is done.

When other radio or television stations try to compete in the merchandising field, they find that it is a much more expensive proposition now, since WLW's contacts were established long before merchandising became a successfully recognised function of the broadcasting station. A ten per cent increase in the advertiser's sales is not high when the facilities afforded by the station in merchandising, promotion and market research are used. Considering the size of the WLW area, this represents a large sum. They could easily interpret P.O.P. as "Pays Off Plenty", because it means business for the station and increased sales for the sponsor.

(1) Requests for client services come in with contracts. These state what promotion, merchandising and market research will go to assist an advertiser's on-the-air campaign or program.

(2) Activity Memos are sent out to the office staff discussing proposed plans for sponsor promotion.

(3) Another Memo is sent out soon after, detailing activities, further developing proposals and mentioning who will be in charge of each.

(4) At this stage an account file is opened up, for filing existing or future material.

(5) A promotion brochure is made up of promotion to be used and its value.

(6) All work to be carried out in the promotion campaign is scheduled as to starting and ending time. This is posted on a "Schedule Board" supervised by one girl.

(7) Air promotion is listed daily from a log. Another girl is assigned to this.

The promotion brochure is sent to the salesman, who becomes the hero of the piece as he takes it to the agency. There seems to be some confusion as to who should be the hero next; whether the agency should go to the advertiser with it or the salesman.

Food and drug sponsors aren't the only businesses to benefit from WLW's promotion activities. There is another set-up designed especially for clients wishing to gear sales to rural areas. The farm population, by the way, represents nearly half the total population of their area.

Farm shows are broadcast three times a day. WLW owns a farm of 100 acres. This is not "experimental" but a practical average farm. On the spot programs take place, while experts discuss farm problems. They find it an excellent vehicle for farm

(Continued on page 12)

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

Now on the Air with Regular Programs

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.

MATANE, QUE.—1250 kc—1000 watts—
Covers 6 counties in Quebec, 2 in New Brunswick, solidly selling the North shore of the Gaspé peninsula. CKBL commands a loyal audience—specify Matane in your next schedule for increased returns from this section of French Canada.

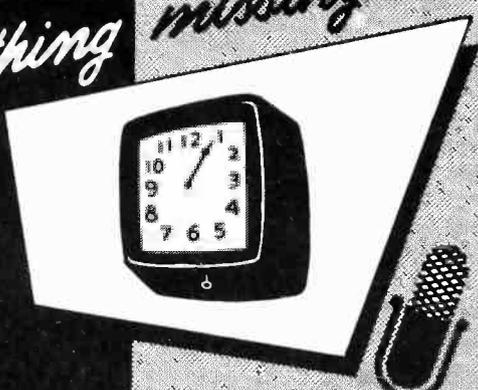
BBM (1952) Day — 25,900 Night — 20,240

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

Something missing...

like
selling
Quebec
market
without



CFKQV
1000 WATTS 1280 K.C.

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

Merchandising

(Continued from page 11)

implements, feeds and kindred products.

A WLW sales executive stated emphatically that negotiations for promotion and merchandising services should be handled directly with the client whenever possible. He gave two reasons:

(1) The inevitable change of agency time buyers.

(2) Sponsors are best qualified to measure merchandising values.

In selling, the same executive maintained that the program or vehicle should be stressed first and the "Client Service Department" second. The program presentation puts you on a par with your competitor, while the promotion picture gives you the jump on him, he said. He testified to the fine results gained from WLW's promotion by mail.

This is an accepted door opener into both agencies' and advertisers' offices. He spoke of the value of knowing your client's product and

distribution details before seeing him. He advocated finding out his problems and deciding on a merchandising plan before approaching him with a proposal. As an example of the success of a merchandising plan, he produced a testimonial from the manager of a variety chain, in which credit was given for the doubling of one product's sales over the same period in the previous year to one window display and one counter display, tying in with the program being aired on WLW.

Here is a list of material sent by the station to agencies and advertisers.

- (1) Direct Mailers (approximately one a week).
 - (a) Selling ideas — programming, sales, surveys.
 - (b) Testimonials.
 - (c) Award Announcements.
 - (d) Program News Releases.

Stress is laid upon the importance of unique showmanship of presentation.

(2) Station promotion material — not necessarily brochures — flows out steadily. In one instance, they conducted a survey to show that a program did hold its summer audience. They ran a contest along with the survey, made the desired showing, publicized it and landed a contract.

(3) A full time staff devotes its attention to Community Service Broadcasts. Information is relayed to the agencies and advertisers through the Client Service Department. As an example of their belief in Community Welfare, they paid out over \$100,000 to buy equipment for the educational groups in the Cincinnati area in order that they might operate their own educational non-commercial television station.

(4) Dealers letters give dealer full information, in a showman like way, of coming campaigns.

(5) Clients' dinners are staged where advertisers are brought in to meet local sales representatives and dealers. They are the guests of the station. They give the advertiser, the agency and the station a chance to explain their part in the client's campaign. The story of the station, in brochure form, is handed to all guests. Besides dinner, the main part of the evening is made light with entertainment supplied by their own talent. Ten or twelve of these functions are held a year. They cement business relationships and at times even create sales.

(6) A "Time Buyer's Quiz" assures readership of WLW's mailing pieces to agencies. A money prize is given each week to one person chosen from the time buyers' list, who supplies evidence, when phoned that he reads their literature.

WLW's Point of Purchase Plan works on the principle that the commercial message should be followed through, with displays which are integrated with the programs, at the point where the customer makes the purchase. WLW executives feel that their obligation to an advertiser does not end when the commercial is aired. They make up some of the cost of these services in increased rates, and feel that as a result, the use of WLW — AM or TV — pays off plenty.

GREETINGS
AND
BEST WISHES
TO
CARTB CONVENTION
DELEGATES *and* GUESTS

FROM



MONTREAL'S FAVORITE STATION

Reps:
Weed & Co. in U.S.A.
All-Canada in Canada

Verbatim

INTERVIEW WITH A SHOPLIFTER

Taken from the actual tape recording used in the program, this is "The Shoplifter", one of the *City Mike* series, prepared and presented by Jack Webster news director of Station 600, Vancouver.

Business men and employees together are worried just now about the prospects of a recession. All the experts, all the pundits are saying very soberly, that there is liable to be quite a setback in retail trade and in the production industry from now until the end of spring next year. So I hope you won't think I'm being too cynical when I bring to you an expert in a different kind of an industry through the stores in Vancouver lose untold thousands of dollars each year. This man is by profession, and I'm not pulling your leg or anything, he is by profession a shoplifter. He's been in and out of prison for a large number of years now. Not always for shoplifting, sometimes for breaking and entering and for other crimes too. But on *City Mike* I feel it is of great interest to you, and, part of the duty of the people to know what's going on — that there are people who live by shoplifting. This man's face is known to many policemen and store detectives in many places and I got him today in a good talking mood. And I'm going to ask him what he thinks of trade prospects in Vancouver just now from his own particular specific point of view.

Webster. Is business good for shoplifters just now?

Shoplifter. Well, it has been better, but you can make a good living at it, especially on days when shopping is better than other days.

W. But just now, for instance, in Vancouver, is business brisk enough for you to do your undercover work?

S. Oh, yes . . . business is no good in the mornings up until noon, the meal hour, and then it starts from then until 5.00 at night.

W. What do you mean, it's good for you? You're able to steal things quite conveniently?

S. Oh, yes.

W. And why do you choose the noon hour? Why does it get good then?

S. Well, because stores have less clerks in there in noon hour than they have at any other time.

W. So at the moment the stores are busy at noon hour with their smaller staffs, you do your work then?

S. Yes.

W. Have you done any shoplifting recently?

S. Oh, yes, I have.

W. How long ago?

S. A couple of days.

W. And what did you get?

S. Well, I tell you, I got two pairs of men's slacks and two cameras — the last time I was working, that is. One afternoon just recently.

W. Which end of town would that be in?

S. On Granville Street.

(Continued on page 14)

You are Cordially Invited to

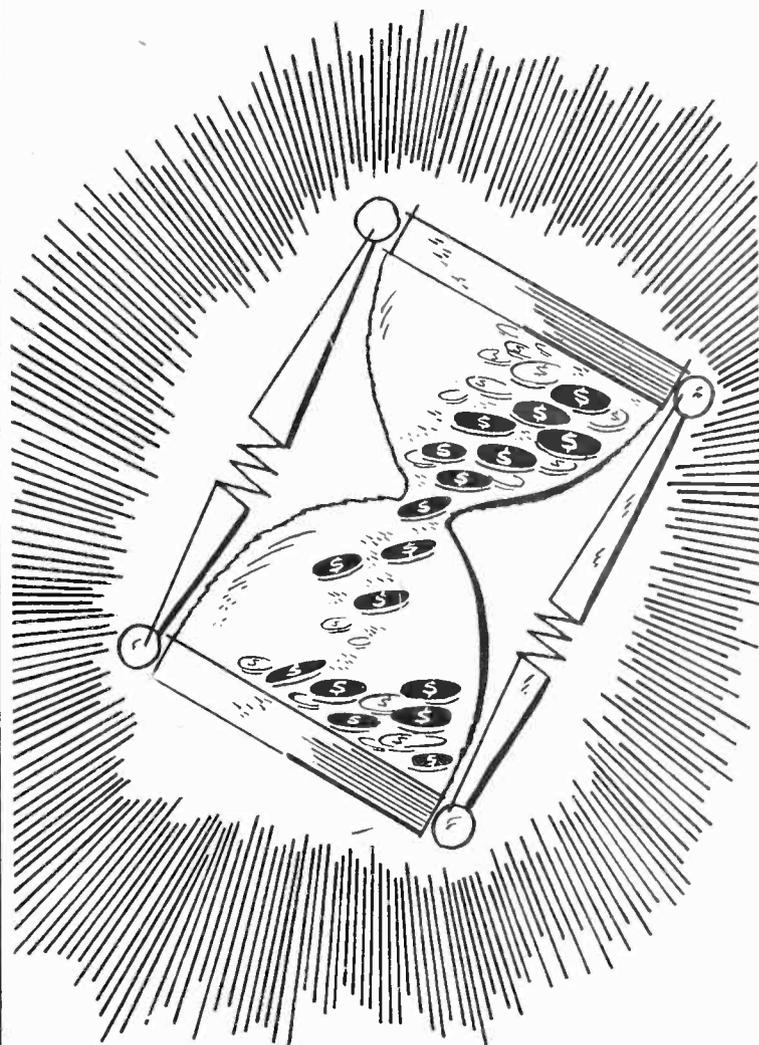
Come and see
Ademonstration of the
Revolutionary New Magnecord
Tape Recorder Model M-80 at the
Broadcasters Convention

Kingsway
FILM EQUIPMENT LIMITED

3569 DUNDAS ST. W. • PHONE RO. 2491 • TORONTO

**TO-DAY
 MORE THAN EVER
 TIME TAKES TIME
 TO BE SOLD . . .**

*We spend more time
 to sell more time*



The True Measurement Is What Our Stations Say . . .

ASK THEM

- | | |
|------------------------------|-------------------------|
| CFRA Ottawa, Ont. | CHUB Nanaimo, B.C. |
| *CHML Hamilton, Ont. | CJAV Port Alberni, B.C. |
| CHLO London-St. Thomas, Ont. | CKFH Toronto, Ont. |
| | <i>*Toronto Only</i> |



STEPHENS & TOWNDROW
 TORONTO AND MONTREAL

BIENVENUE, C.A.R.T.B. and Guests!

•
•
•
•
•
•
•
•
•
•

And thanks for having helped us make this the greatest year in our entire 32 years of leadership in French Canada.

•
•
•
•
•
•
•

FROM

Canada's
Busiest
Station

CKAC
MONTREAL

Phil Lalonde, George Bourassa, and the Gang

VERBATIM

(Continued from page 13)

W. And where do you concentrate most of your work.

S. Well, along Hastings, the busy part of Hastings and Granville.

W. Do you work alone?

S. No, I don't. I work as a rule with another fellow. He stalls one of the clerks and talks to him while I go to work.

W. When you go to work do you just lift things off the counter?

S. No — in behind cases, I open the show case if there's something valuable there and take it off the racks, or on top of the counters whichever is handy. And you also steal good articles instead of cheap articles because you get more when you sell them.

W. Well, tell me, where do you sell them?

S. Well, we have different places in town, different fellows are willing to pay the price and are always looking for bargains.

W. If you steal a pair of slacks, say, worth about \$21.00 how much do you get for them?

S. Third.

W. You get a third. You'll get \$8.00.

S. \$8.00, yes.

W. Do you find much difficulty in selling the stuff?

S. No, not a bit.

W. Do you concentrate mostly on clothing?

S. No, jewellery, if I can get a hold of jewellery it is very easy to sell.

W. Do you go after jewellery in big stores or little stores?

S. Big stores . . . big stores and little stores. They're all alike . . . whichever store seems to be a profitable make.

W. Tell me — now I wouldn't want you to name any stores, of course, because that wouldn't be fair in the first place — how tough are the detectives in the stores.

S. Some of the stores are very tough.

W. Now supposing you're shoplifting and you're caught, what happens?

S. Some of the big stores will give you a chance to go into the office and they make out a form and you sign out of the store and you swear never to come into the store again as long as you live, and they might give you a chance to go free. That is, if the article is not too big that you stole.

W. If it's under \$25.00.

S. Yes, if it's under \$25.00. And if it's over \$25.00 they'll have to prosecute you.

W. That's a division of the criminal code.

S. Yes, it is.

W. Under \$25.00 is one category over \$25.00 is a more serious category.

S. Yes, sir, that's it.

W. And once you've sworn out of that store you keep out of it for life, eh?

S. Absolutely!

W. Have you ever signed out of a store and gone back into it?

S. No, I haven't. I've sworn out of a store but I've never went back in.

W. And when were you first convicted — caught at shoplifting?

S. Oh, in 19 . . . 23.

W. That was in Vancouver?

S. 1923 in Vancouver.

W. You've always done your business locally, in other words?

S. Well, most of it — most of it. Some of the cities in the States, I've been in there for a short time. Most of it has been done locally.

W. What did you get on your first sentence?

S. I got three months.

W. That was in the old Oakalla, eh?

S. Yes, the old Oakalla.

W. And since then, roughly speaking, how many times have you been convicted for shoplifting?

S. For shoplifting? Oh, six or seven times.

W. What are you doing now? You said you were shoplifting a few days ago?

S. Yes, well I am. That's the only way I have of making a living. The only thing I know.

W. Haven't you got a trade?

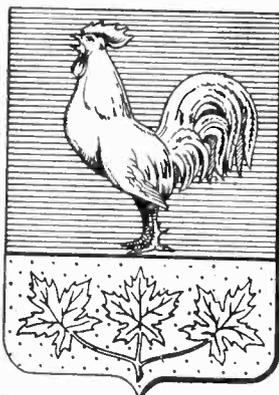
S. Well, I had a trade but I've been sick, I've been sick and I haven't been able to work at it.

W. Tell me, what other kind of things have you done while not being able to work at an honest trade. Apart from shoplifting, have you raised money any other way?

S. Well . . . I've done a little . . . er . . . house-prowling and one thing and another — different things to make a living — stealing.

W. Tell me this, with Christmas time coming, perhaps you can do a good turn for some housewives by warning them about the tactics they must watch for. If you're going to

CHFA



JE CROIS ET JE CHANTE

The West's "Most Progressive French Radio Voice"

serves

EDMONTON

and

NORTHERN ALBERTA effectively!

680 KC.

La Voix Francaise De l'Alberta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

break into the house in daytime, and you're trying to lift something quickly, how do you do it?

S. Well, I'll tell you. You use a piece of celluloid for the front door. First of all you knock at the door. If nobody answers the door, you take a piece of celluloid and try to open the lock.

W. In other words, you slip the piece of celluloid in between the door and the door jamb.

S. That's right.

W. And that goes behind the little — um — what's the word? the little lever?

S. Lever.

W. That pushes the door open?

S. It pushes it back.

W. But surely a simple catch in the door could also foil you, couldn't it?

S. If you have a tack — if you put a tack just above the catch inside the lock . . .

W. On the side of the door jamb?

S. Yes, you stop the celluloid from going in. That's a very good portection. That's very good advice, believe me.

W. Do people like you also go in windows

S. Oh, yes. We jimmy windows lots of times with a screw driver. We just pry the window up and sometimes the lock . . .

W. What kind of stuff do you look for?

S. Well, jewellery most of the time.

W. So, therefore, although you know it's a phony, it's a good thing to leave a light on at night, is it?

S. Very good.

W. Because you're not very sure whether there's really someone there or not?

S. That's correct.

W. I see. It's always worth knowing, isn't it?

S. It certainly is.

W. But tell me, I remember other tactics being used in town where two men were involved in daytime thefts, mostly in the summer time. How does that work?

S. Well, there's one fellow will stay on guard on — post — will stay on post outside — what they call on the point. So he looks for people coming. So if people come, you hear a warning and you can go out the back way.

W. So you can make a quick getaway. What's the biggest sentence you ever had in your life for this type of crime?

S. This type of crime? One year's sentence one time in Oakalla.

W. But tell me, there's another reason — I know without asking you, you might as well tell me — there's another reason you steal each and every day in your life. What is it?

S. Well, I'm using drugs. I have to get the money to supply my habit.

W. How much does your habit cost you?

S. Fifteen dollars a day.

W. In Vancouver?

S. Vancouver.

W. Do you buy your drugs on the street?

S. Oh, absolutely!

W. You use the same guy all the time, do you?

S. No — no, different—

W. Have you been in often for Drugs?

S. I did time in the big house, the penitentiary, for drugs and I did time in Oakalla for drugs.

W. Can't you break this habit at all?

S. Well, it's a very hard thing to break.

W. You've been on it how long?

S. About thirty years.

W. Do you inject it?

S. Yes. I inject it in my veins — arms.

W. These are the scars here, are they?

S. Yes.

W. These are of recent injections?

S. Oh, yes.

W. What can be done to cure people of this habit?

S. Well, I'll tell you what could be done. If they would take the boys in, the addicts in. For instance, if they had a hospital where they give the fellow a reduction cure, taking them down little by little, it would only take a matter of ten days or two weeks and the man could walk away from this habit.

W. After you've been using drugs for thirty years do you honestly think you could walk away from the habit?

S. Well, I don't honestly think I could, because it's the environment that get's you back into it.

W. In other words, you get back into your same old habits of not working and you've got to raise money so you steal and go on drugs.

S. That's it.

W. Or you go on drugs first, and then you steal?

S. That's it.

W. What about the youngsters? I had an addict on this program a few weeks ago and I don't want to labor the point, but the thing that worries me about it is the youngsters. Now in some of these cafés around town, can you spot the youngsters that are on dope?

S. I know them all. I know them pretty near all, and it's a shame. Boys, 17, 18 and 19, I've warned several of them and it's a damn shame.

W. Maybe it's partly your fault. Maybe you've pushed drugs at one time?

S. No! I've never sold a bit in my life. Not one cap. The people that sell it, some of them don't even use it.

W. In other words, they're really depending on the habit to make their own money.

S. Oh, absolutely. It's to their own advantage.

W. Do you want to tell me your age, or would you rather not?

S. Well . . . um . . . I'm close to fifty years old.

W. So when you're finished with me today, what are you going to do?

S. I'm going out to work.

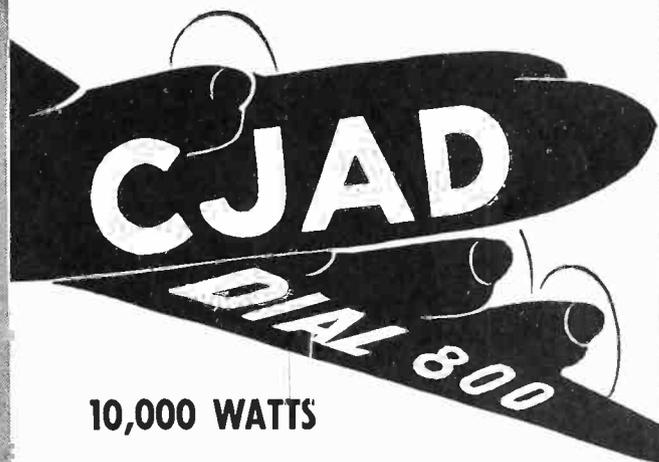
W. To work?

S. Yes . . . (chuckle) Yes . . . to steal

W. And off he goes to steal.

Tragic, isn't it? Because as you can hear, he once had the basic ability and education to make a success of normal living. But as I said the first time I played this, the next time you are downtown shopping you might well brush shoulders with Mr. X. But while you're buying, he's stealing. And that's *City Mike* for tonight. This is your reporter Jack Webster saying "Thank you and goodnight until tomorrow at 9:05 p.m."

RIDING HIGH IN MONTREAL



10,000 WATTS

way up there on top
leading the parade

DAY-TIME

*CJAD OUTRATES ALL COMPETITORS
IN 30 PERIODS OUT OF 38

NIGHT-TIME

*CJAD LEADS AT NIGHT WITH
11 TOP RATINGS OUT OF 15

* Elliott-Haynes Share Of Audience Reports

TOPS in Ratings.

FIRST with the News.

TOPS in BBM.

FIRST with Sports.

TOPS with Listeners in
Canada's largest
metropolis.

FIRST with Public Service.

FIRST with Programs.

JIM TAPP, Station Manager

J. ARTHUR DUPONT, General Manager

Canadian Representatives: Radio Time Sales

U.S.A. Representatives: Adam J. Young, Jr.

NEW! *You can't miss with a*

A new quarter-hour show designed

THE MELACHRINO MUSICALE

Music in a Mellow Mood

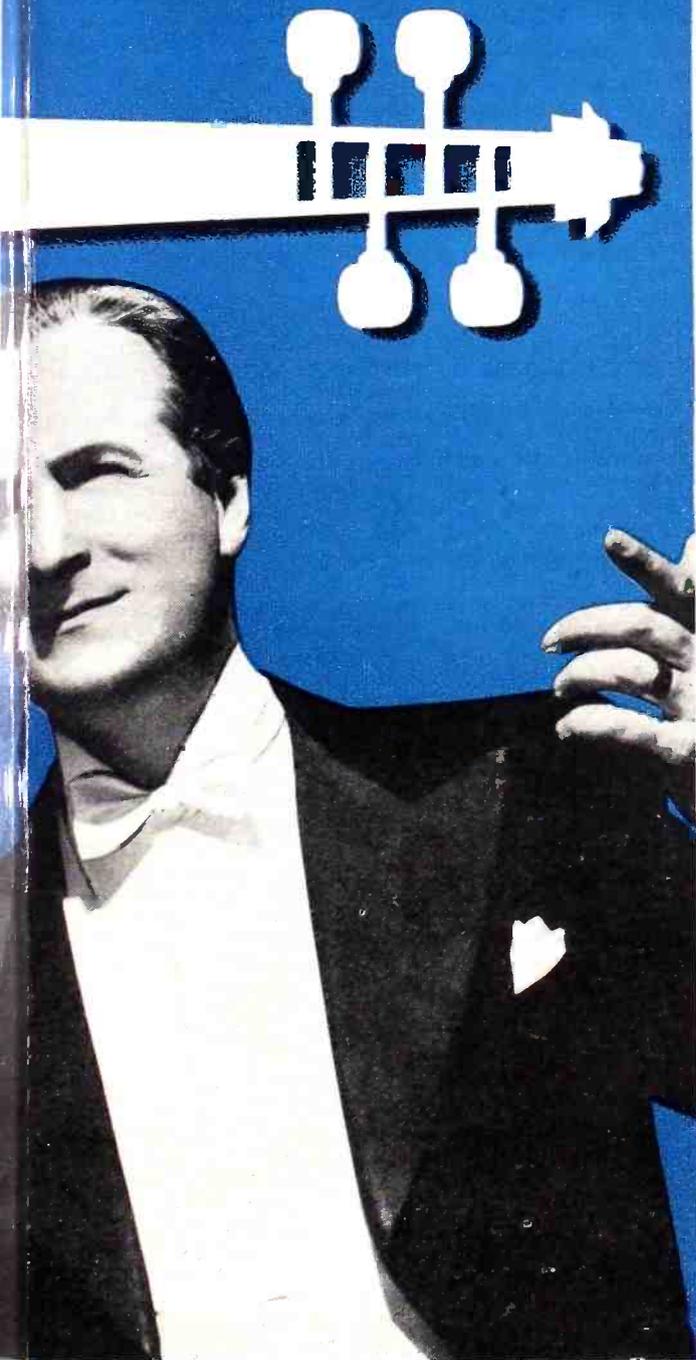
starring
George Melachrino
and **THE MELACHRINO ORCHESTRA AND STRINGS**



Verlye Mills, featured harpist on THE MELACHRINO MUSICALE

RCA Thesaurus show like this!

three times weekly—
sell—to a single sponsor
or participating sponsors



Make money with The Melachrino Musicale . . .

THREE WAYS TO SELL IT!

1. As a BIG-NAME SHOW for a single sponsor*

THE MELACHRINO MUSICALE with its smooth strings and restful, full bodied orchestrations really appeals to hard-to-please sponsors. Tremendously popular, Melachrino's famous music makes THE MELACHRINO MUSICALE easy to sell. And here's an important extra—THE MELACHRINO MUSICALE brings to your audience *performances they have never heard before!*

2. For PARTICIPATING Sponsorship*

Get premium rates for preferred announcement positions when you sell THE MELACHRINO MUSICALE to participating sponsors. Specially tailored scripts provide for as many as 4 sponsors per quarter-hour segment.

3. For ADDITIONAL sponsor time sales

A Thesaurus first! Sample scripted commercials, covering many local sponsor categories, provide the means to sell additional sponsor time. They show how the distinctive flavor and relaxed atmosphere of MELACHRINO'S music can be associated with sponsors' commercials. This helps sell more time!

Any way you sell it, you get:

Voice tracks by George Melachrino, the host of your show. He opens and closes the show, makes lead-in, pre-broadcast and on-the-air audience promotion breaks.

**IMPORTANT—Weekly scripts for single or participating sponsorship, plus special audition disk that enables you to present it to a single sponsor or as a participating sponsorship show.*

SELL ANY OF THESE THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY!

Phil Spitalny's "Hour of Charm"	"Hank Snow and his Rainbow Ranch Boys"
"Date In Hollywood" (Eddie Fisher and Gloria De Haven)	"The Sammy Kaye Show"
"Music Hall Varieties" (Joe E. Howard and Beatrice Kay)	"The Freddy Martin Show"
	"Music by Roth"
	"The Wayne King Serenade"

And many more—complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disk.

Write, wire, phone today: Dept. C-3

 recorded
program
services

TMKS®

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, N. Y.—JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Cal.—HOLlywood 4-5171
522 Forsyth Bldg., Atlanta 3, Ga.—LAMar 7703
1907 McKinney Ave., Dallas 1, Tex.—Rlverside 1371

What the CAPAC license Means to You!

A SINGLE CAPAC license gives broadcasters the right to use practically all of the world's best loved music of the twentieth century.

Almost two hundred composers, authors and publishers residing in Canada make their music available to broadcasters through CAPAC. Membership in CAPAC entitles Canadians to secure payment for the use of their music not only in Canada but in practically every country in the free world.

Much of the music being broadcast in Canada has its origin in United States. This is particularly true in the case of dance tunes and ballads, and surveys show that composers and authors represented by CAPAC wrote 9 out of 10 of the top tunes of the past 10 years.

Broadcasters also enjoy, through the CAPAC license, the privilege of broadcasting the inspired music from the numerous operettas and musical plays written by world-renowned composers.

British and French music comprise an important part of the daily broadcasting schedule of every radio station. Through its affiliation with the Performing Right Society of Great Britain and the Societe des Auteurs, Compositeurs et Editeurs de Musique of France, CAPAC is able to license broadcasters to perform the distinguished music of Britain and France.

Altogether, CAPAC, through its affiliation with composers' organizations in more than thirty countries, represents more than 70,000 composers, authors and publishers of practically all nationalities. This vast reservoir of music, which is made available to broadcasters under a single CAPAC license, includes most of the music broadcast in Canada.

CAPAC is a central bureau established for the convenience of broadcasters and other music users, as well as music writers and their publishers. If no such central bureau existed, it would be necessary for each broadcaster to negotiate separately for licenses with the individual copyright owners wherever they may reside. All the license fees paid by broadcasters, after deducting the cost of administration, are distributed to composers, authors and publishers in proportion to the extent their music is broadcast.

**COMPOSERS, AUTHORS and
PUBLISHERS ASSOCIATION**
OF CANADA LIMITED

182 ST. GEORGE STREET

TORONTO 5

DIG BOP TALK, YOU SQUARES!



Staff

Here Is Revealing Data Relating To The Idiosyncrasies and Peculiarities Of The Kind Of Sound Known In The Jazz World As "Bop", Especially Prepared For The Purpose Of Initiating The Uninitiated.

By HELEN McNAMARA

Toronto Telegram Record Columnist

Ever since bop fables, or dressed up fairy tales told in bop language, appeared on the record scene, musicians' jargon has become popular. Thanks to a couple of radio and TV characters, name of Steve Allen and Al Jazzbo Collins, some people who couldn't tell the difference between a blues and a bop phrase have become so intrigued with the vernacular of the music world that it is just as likely to pop up at a United Nations session as in a night club.

The lingo has been so readily embraced, especially by the teenage set, that only recently it was used successfully in a recruiting campaign. While some service types might take exception to such methods, the Colorado Air Guard found that by sprinkling their campaign speeches with bop phrases, recruiting increased from four to 70 sign-ups per week.

This was all due to a couple of alert admen who were handling the Colorado Air Guard account. The recruits started pouring in after they heard their recorded commercials spouting such come-ons as "Jack, you're not in it. You're just not in it. I mean you're really not in it if you haven't joined the Colorado Air Guard. It's real nervous."

Getting down to the basic facts the admen were merely describing the Air Guard as a good thing. To the newly signed recruits, this was their language.

To the uninitiated, bop talk can be most easily explained as a kind of jargon created by musicians, most of them contemporary jazz cultists, that first began to seep into everyday conversation around 1943 or so. This was when bop music was making itself felt.

(Bop music, in case you're not acquainted with it, is a form of modern jazz which first began to receive acclaim when it was presented to the world by trumpeter Dizzy Gillespie and alto saxophone man Charlie Parker. It was Dizzy, incidentally, who was indirectly responsible for the creation of the word "bop.")

One of the most popular things he did was a number called Salt Peanuts, a triplet in which the first and third note were an octave below the second. Verbalized this became "bu-dee-daht!", then "Bu-re-bop!" As Barry Ulanov states in his *History of Jazz* it was an easy step from there. "Because the emphasis was on the last two notes of the triplet, the tag re-bop was best remembered," he states. From there re-bop became be-bop, and finally plain bop.)

Now that bop jargon has become more or less commercial property (due to Steve Allen's and Al Collins' reading of such fables as "Three Little Pigs", "Jack and the Beanstalk", "Snow White and the Seven Dwarfs", to mention a few) it's difficult to tell just how far it will penetrate into the English-speaking nations, but one can be certain that it will linger awhile. Like the Cockneys who delight in baffling outsiders with their special lingo, bop talk is equally exclusive. Both are equally exasperating. Who, for instance has not wondered what the Cockney meant when he said "up the apples and pairs." (Just his way of saying "up the stairs.") Intrigued with rhymes, he calls his hat "Tit for tat," while anyone in the know should realize that "trouble 'n strife" is his wife.

The bopper's "dig those crazy sounds" has been just as incomprehensible to those outside the pale of the music world.

It's practically impossible to pin down the creation of bop jargon to definite time and place, for musicians have always had a lingo of their own since the days that Jelly Roll Morton pounded out a rag on a New Orleans piano.

Now, as then the musician lived an insular life bred from an upside down existence. He works at night and he spends a great deal of his time travelling. Consequently, a group of musicians live in enforced companionship.

As a result, there is an exclusiveness about musicians that reaches its peak in slang. At the first the use of odd words possibly grew out of a desire to entertain themselves. It could have also been used to set up a barrier against audiences, or merely a means to baffle eavesdroppers. For if a musician wishes to, he can lapse into a lingo that most conventional people find quite incomprehensible.

A mild example might go like this. "Man," says the musician, "I didn't think that cat would make it. He gassed me the last time I heard him blow but I hear he's goofed since then."

In translation "man" is a general term (usually preceding a sentence) and directed to anyone, regardless of sex.

Cat is a jazz musician though it can also mean anyone who has an appreciation of jazz. It is also now more widely used to describe a talented person, particularly a writer or painter.

The phrase "make it," is a pretty popular one, generally defined as accomplishing something one has set out to do. (In this particular example, the speaker wasn't quite sure that the musician in mind was going to play with the proper acumen.)

Enthralled is possibly the best substitution for gassed. Blow is just

another word for play. (Any musician, whether he plays reeds, brass, piano or drums, can blow incidentally.) Goofed can be classified with quitting or stopping, or not paying sufficient attention to the job.

By now some of these words may have waned in popularity for the musicians' lingo is always in a state of flux. At this writing the newest acquisition is the word, "breathing," used as an adjective to describe an excellent solo. Such as: "That's a breathing solo, man."

Since there are some words and phrases that threaten to hang around for a while yet, however, we'd like to insert right here our own miniature Dictionary of "Modern Bop Usage," with apologies to Mr. Fowler.

A break-down of the most over-worked words or phrases might go as follows:

Crazy — or just another word for great or tremendous, often preceded by real for emphasis. Usually describes a musical work, but like most bop expressions can also apply to other works of art. Such as: "That's a crazy picture," or "what a crazy writer." For extra emphasis: "That Dickens is the craziest." (Using the superlative form is a favorite saying.) Latest variation of crazy is the word, wild. Gone can be put in the same category, although it has also been known to describe someone's mental state in not too flattering terms. Nervous is one of the latest additions to the crazy category.

Dig — Nothing to do with shoveling earth or snow, but just another way of saying "I understand" or "I hear", i.e. I dig or Dig that chorus.

Goof — see above.

Go — a word of encouragement, usually repeated several times by musicians or listeners, to urge soloists to great improvisational powers. A variation of go is wail (i.e. "let's wail, man" which can also describe, in complimentary tones, a musician's creative abilities, such as "He's really wailing.")

Hip — an adjective that describes people who have a love and feeling for jazz; understand it and the people who play it.

The most — A familiar habit of the boppers is the use of the superlative form, and ending a sentence right there. Instead of saying "he is the most creative player," the bopper will intone: "He's the most." This also works in reverse, for "the least," is quite often in circulation.

Mixed-up — Applied to characters who are not too bright or comprehending. People who don't dig. See dig.

Pad — In the beginning, this was merely another word for bed (I think I'll hit the pad) but has now grown in stature. A pad can mean anything from a pallet on the floor to a full size apartment.

Swinging — a term that stems back to the late twenties, first used to describe a form of jazz. I.e. Swing music as popularized by Benny Goodman, Count Basie. Now used to describe the rightness of a solo or a band in action. I.e. "what a swinging band!"

Square — One who doesn't dig jazz or boptalk.

As we've pointed out bop talk has gone far beyond the confines of the night clubs. If you'll remember, only last autumn Selwyn Lloyd, Britain's Minister of State made the headlines at a United Nations' session, when

weary of Mr. Vishinsky's long speech, he blurted out: "Dig that broken disc."

To the hip Mr. Lloyd's "dig that broken disc" was just another way of saying "listen to that broken record."

If you'll pardon the expression, most English-speaking people "dug" the phrase but some of the interpreters had quite a time expressing it in their own language.

The Chinese interpreter finally came through with: "Recover the phonograph record which you have discarded," while the French translated it as "Heed the worn out record," all of which leads us to believe that a universal language might not be such a bad idea. The Russian translation, incidentally, was not available.

Out of all the confusion, however, came an apt description. Wrote Toronto columnist Margaret Aitken: It was the "best word-picture of the week."

When you get right down to a serious study of such words and phrases you'll find that many of them come under the heading of word-

picture. What, for instance, could be more descriptive than tagging a tiresome situation with the words: "A real drag."

Or telling a musician who is lagging or not paying attention to his work "to get with it," an expression that can easily be applied to any person who is falling down on the job.

In fact, if every day language needs a bit of bolstering you could easily add some of these words to your vocabulary. If, for example, you are

not quite certain what someone is talking about, you could snap him out of his confusion with a scathing look and a "what's with you, man?"

If you feel it's time for a mid-morning break tell everyone you're taking five (a term used by musicians when they take a brief intermission). Better still, call a halt to the day's activities and tell the boss you're cutting out. He may not understand at first, but he'll soon dig. If you get what we mean.



THETFORD MINES, QUE.— 1230 kc. — 250 watts. Serves a trading area of 150,000 persons, including employees of the largest asbestos mines in the world. Estimated retail sales are over 35 million dollars annually. Reach this prosperous market—in French—through CKLD.

BBM (1952) Day — 27,110 Night — 15,940

JOS. A. HARDY & CO. Ltd.
 RADIO STATION REPRESENTATIVES
 MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

Here's Why You Get RESULTS when you advertise on CJFX

Whether it be a sales or service message, a large and loyal audience Listens—and Responds

When CJFX's "Old Timer"* asked for contributions to the recent Canadian March of Dimes campaign, 32,467 listeners responded with the sum of \$9,400.00!

Contributions came from Antigonish, Pictou, Halifax, Guysborough, Colchester and Cumberland counties on the mainland of Nova Scotia; from all four counties on Cape Breton Island; from Northern New Brunswick; Gaspé East, Quebec; Prince Edward Island and Newfoundland.

This extensive coverage and large, responsive audience ensures SUCCESS for your advertising campaign.

* (4.30 - 6.00 p.m., Mon. - Sat.)

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

Representative

PAUL MULVIHILL & CO.

Paul Mulvihill
TORONTO

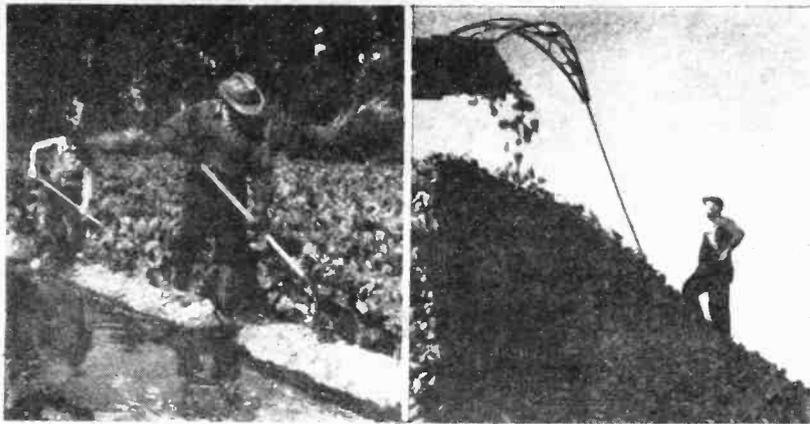
Murray MacIvor
MONTREAL

CJFX

ANTIGONISH, N.S.

5,000 Watts - 580 Kcs.

How Lethbridge Licked The Drought



Where once the soil was parched and barren there is now the ditch for the life-giving streams.

Stack of silver-grey sugar beets dwarfs a Lethbridge worker.

Fear that the *ghostly return* haunts every prairie farmer Lethbridge. Here's *how* it turned southern Alberta in

those who work near *the* best land in the west

OLD-TIMERS in Lethbridge still scoff at a report years ago by the late G. M. Palliser was an English explorer who traveled across western Canada, peering into a fifty-million-acre triangle on his maps and informed Her Majesty's colonial secretary that the area is more or less arid desert. It was expected to be occupied by settlers.

His prophecy was partially fulfilled. Settlers went into Palliser's triangle but two hundred thousand of them were sent trucking back to the drought of the 1930s. Today, despite a year of good crops, the dust-bowl farmers of southern Saskatchewan and eastern Alberta rarely count on security. They feel that sooner or later dry years may return.

By ROBERT COOPER

Living water begins its journey to the city on a trickling Rocky Mountain stream. It flows through the Waterton, St. Mary, Oldman, and Bow Rivers. It bides its time in reservoirs like the seventeen-mile storage Lake St. Mary River Dam, forty miles from the city. Then it hurries through gullies and ravines in thousands of miles into thousands of homes in the city.

CJOC is the only station completely covering this Prosperous Southern Alberta Market

Alberta's lush farms are bathed in the silvery waters of the sprinklers. The city itself is flat with thirty thousand trees planted by the city thirty-three years ago and watered from an old ditch which at that time ran down a hill. Today the streets flow with prosperity and life.

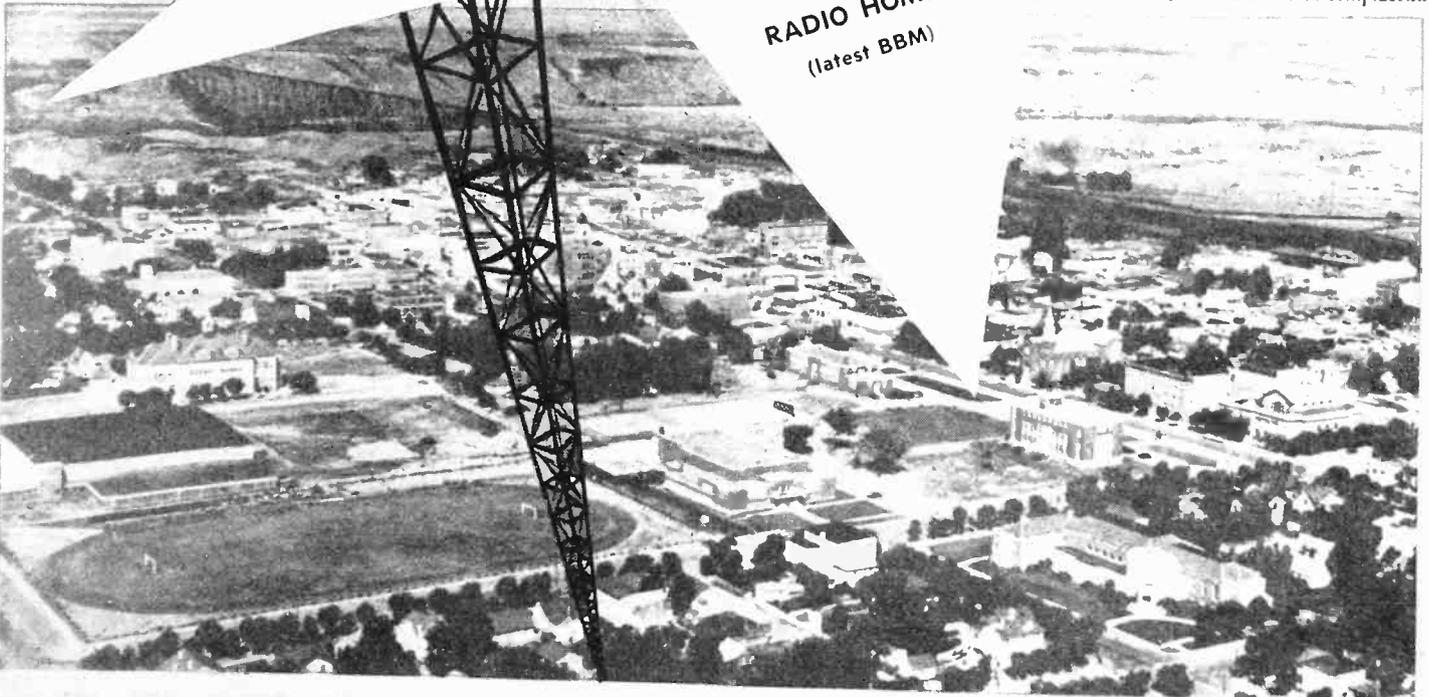
Continued on page 51

Because of irrigation

Years of s

41,480
RADIO HOMES
(latest BBM)

ave made it rich, comfortable and complacent.





J. Arthur Dupont — the "J" is for Joseph — is one year younger than the century and last Monday he celebrated his thirtieth anniversary in radio, by going to his office in the CJAD studios, and trying to get a little work done between the congratulatory calls of his friends.



—Photo by Notman

Arthur has come a long way since he started the process of making a living as a junior in the Canadian Bank of Commerce in 1916. He stayed with the bank until 1920, when he took a job in the publicity department of Canadian Pacific Steamships, where he was to labor for the ensuing four years.

It was the Ides of March in 1924 that Arthur set out on his career in broadcasting. His first assignment was the post of announcer at Montreal's CKAC.

Arthur kept his nose to the grindstone and was rewarded with the managership of that station, but was loaned to the old CRBC (sire of the present CBC) from November, 1932 to May, 1933. It was during this period that he organized the first state-sponsored radio programs which were heard on Christmas Eve, 1932 over a "limited" network of stations including CHRC, Quebec; CKAC, Montreal; CKCO (now CKOY), Ottawa, and CKNC, Toronto. This last station ceased to function when the CBC started oper-

ating its Toronto station in the National Carbon Company's plant on Davenport Road. It also absorbed CKNC's aggressive manager, Ernest Bushnell, presumably because it knew it would want to make him assistant general manager in 1953.

On June 1st, 1933, Dupont joined the CBC as director of programs for Eastern Canada, which took in Quebec, the Maritimes, and enhanced its schedules with exchanges with NBC (Red and Blue), CBS and the Mutual network.

On May 31st, 1945, Arthur left the CBC to set up his own station, CJAD, Montreal. He got it onto the air December 8, 1945, since when its growth has been what he terms "hectic". At this point he waxes eloquent with the kind of statistical superlatives which are so beloved of our advertising department.

Arthur's hair may have lost its auburn splendor through the years, but his heart has lost none of the enthusiasm nor his gait the spring, as he crowds his busy day with the duties of guiding the destinies of his station, as well as those of members of the boards of directors of both CARTB and the Bureau of Broadcast Measurement.

From 1939 to 1952 federal government spending per capita increased from \$49 to \$266.—Quick Canadian Facts.

CFPL, London, has gone off on what seems like a new tangent with the Red Skelton Show scheduled for the 6 to 7 morning slot. Broken down into four-minute skits, they use it on the Lloyd Wright (participating) Yawn Patrol.

This program is pitched at Greater London's 40,000 industrial workers. In keeping with this, they have recorded for playing on the program local factory whistles from such plants as Kellogg's, Kelvinator, McCormick's and others. They use them as time checks. For example, "It is now 6.30. Half an hour from now you will hear this whistle (SOUND) from the Blank factory." CFPL's new assistant manager, Cliff (AM) Wingrove, thinks six to seven is a peak listening time, because most local industrial worker, — their payroll reads something like a hundred million iron men — start work before 7.30.

At the Convention, don't lessen — listen.

Bob Tabor, CKCW's program director, takes off for the UK and Western Europe on March 9th, to tape-record greetings from RCAF personnel whose next-of-kin are in CKCW's listening area. He will also interview Perc Nicklin and other hockey greats of the Moncton Hawks. While overseas he plans to gather material for a summer series of travelogue shows. He will be away from the station for three weeks.

Marconi sent the first trans-Atlantic wireless from Cornwall, England, to St. John's, Newfoundland, in 1901.

Bob Bowman of CFBC, Saint John, writes to tell me about his program called *Stump The Missus* which is carried on twelve Maritime stations. Listeners are invited to address contest entries to P.O. Box 44, Saint John, or "care of the station to which you are listening".

It had to happen, and I suppose

it was an even bet it would happen to Bob. He sent along the envelope to prove it. It was postmarked "Fermuse, Newfoundland", and the address — "c/o The Station to Which you are Listening, Saint John, New Brunswick".

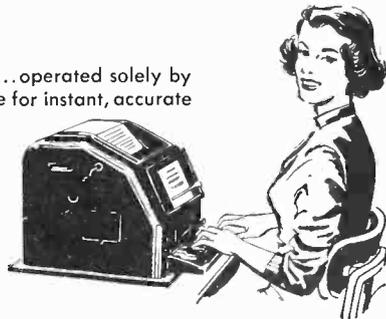
Bob says letters come addressed in many varieties including *Stuff The Mistress* and *Mrs. Stump*.

And speaking of "stuff", buzz me if you hear anything, won't you?



modern business uses PW Teletype

Your own communication system... operated solely by your own staff... always available for instant, accurate transmission of confidential material... duplicated in any or all your branches. Whether your business is large or small, PW Teletype service can easily be installed to meet your needs... to save you money.



Call your nearest Telegraph Office.

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

PRIVATE WIRE Teletype SERVICE CANADIAN PACIFIC CANADIAN NATIONAL

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

SOLID ACCEPTANCE

Conversations with listeners tell of solid acceptance. Co-incident telephone survey, independently supervised taken at 6:00 p.m. and 8:00 p.m. showed CJBQ leading the parade.

6:00 p.m. — Sets in Use: 30.1;
% Listeners CJBQ: 72.2
8:00 p.m. — Sets in Use: 32.2;
% Listeners CJBQ: 72.2

Jaded businessmen revive with potent, positive results from CJBQ's sales messages. January revenues from local and national advertisers show 20% increase over last year.

Bushels of letters from listeners to Christmas turkey giveaway series indicates large, loyal following in Four Counties. 25% increase in mail noted over previous year.

Quality programs and top local newscasts mean attentive audiences to advertisers' sales messages. Listeners kept informed via air promotion, newspaper advertising, direct mail and window displays.

BELLEVILLE - - TRENTON

CHRC

QUEBEC CITY, QUE. — 900 kc — 5000 watts—Covers the 5th largest market in Canada, with buying income of over a BILLION dollars annually. More listeners are tuned to this station — more listeners will buy CHRC-advertised goods. CHRC is a must in French Canada — no campaign is complete without it.

BBM (1952) Day—141,910 Night—132,880

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

DON'T LET 'EM OFF THE HOOK!

THE BETTER THE BAIT . . . THE LARGER THE HAUL!

Maybe true of fishing you say . . . but what about dollar sales? If you're using the medium of radio as your lure, you can be *sure* of increased sales. For no other medium turns up in so many shapes and sizes . . . to reach out to so many customers. And *in summertime especially* no other medium is on such intimate terms that it goes wherever your customer goes . . . *from home to car, to summer resort, picnicing and tripping.* And your best buy in radio is CFRB.

CFRB . . . Canada's most powerful independent radio station gives you complete coverage of 44 counties spending \$66,283,699.00 every week . . . complete coverage of over 1/2 million radio homes every week. CFRB is your key to Canada's richest dollar market where five million people live . . . where 40% of Canada's total retail sales are made. CFRB brings you over 27 years of skill, experience and success in radio showmanship and salesmanship.

Summer Retail Sales are higher than any other time of the year except the pre-Christmas rush. In 1953 total retail sales for June, July and August reached \$1,106,437,000.00.* CFRB is located in the heart of this—Canada's richest dollar market.

**Dominion Bureau of Statistics*

More radio sales!

In the first nine months of 1953 412,330 radio receivers were sold as compared to 338,541 radio receivers sold in the same period in 1952.* And the percentage of these receivers tuned to CFRB will be higher than that for any other station. For CFRB is Canada's most powerful independent station.

**Based on report by Radio Television Manufacturer Assn. of Canada*

More car radios than ever!

24% of Ontario's households operate car radios . . . and of the 818,000 households operating cars, 514,000 operate car radios.* When you use radio, you don't lose your audience when they take to the road.

**Based on Dominion Bureau of Statistics Survey*



More portable radios than ever!

25% of all urban households in Ontario have portable radios.* And CFRB gives you complete coverage of over 1/2 million radio homes every week.

**Based on Canadian Daily Newspaper Survey*

More tourist dollars than ever!

\$230,000,000.00 was the total estimated expenditure of tourists in Ontario during 1953. This figure is based on an average of three persons per car . . . an average stay of five days . . . and an estimated expenditure of \$10 per day per person.* Add this tremendous tourist sales figure to the regular weekly expenditure in CFRB's market—and you've got another reason for buying time in summertime on CFRB.

**Source: Ontario Government Services*

More tourists than ever!

Over a million and a half tourists entered Ontario in 1953 for stays of 48 hours or more. This was an increase of 12.6% over the quoto for 1952.* But aside from this tremendous influx of tourists—Canada's big dollar market—the CFRB market—already swells with over five million permanent residents.

**Based on Dominion Bureau of Statistics Survey*

Radio goes wherever you go

CFRB

T O R O N T O

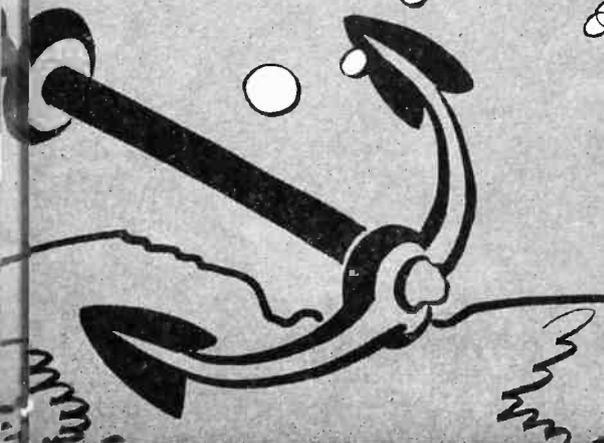
50,000 watts

1010 K.C.

REPRESENTATIVES

UNITED STATES: Adam J. Young Jr., Incorporated

CANADA: All-Canada Radio Facilities, Limited



WE'LL BE LOOKING FOR YOU AT QUEBEC

at the
**ANNUAL MEETING
of the CARTB**

SOONER OR LATER

YOU'LL BE IN TV

Whether you're on the air now or don't expect to be for years, you'll find there are interesting things we can talk about that will eventually make money for you.

We represent the best in

- Lighting Equipment.
- Tripods, Pedestals, Dollies, Cranes and Friction Heads.
- Sound and Silent 16 mm Cameras.
- Film Processors and Printers.
- Editing Equipment and Projectors.
- Kinescope Cameras.
- And a Variety of Associated Items.

Alex L. Clark
LIMITED

2914 BLOOR ST. W., TORONTO 18
CEdar 1-3303



DELEGATES AND GUESTS AT THE SASKATOON ENGINEERS' CONVENTION WERE: *Front row* (l. to r.): W. McAvoy, Magnecord Inc., Chicago; Ian McDonald, Kingsway Film, Edmonton; Harold Wright, TV instructor, CBC, Toronto; Yves Savignac, CJSB, St. Boniface; Andy Malowanchuk, CKY, Winnipeg; Charles Smith, CKWX, Vancouver; Lyn Hoskins, CFQC, Saskatoon; Bob Lamb, CFCN, Calgary; Fred Weber, CKOV, Kelowna; Alex Clark, Alex Clark Ltd., Toronto; Frank Makepeace, CFRN, Edmonton. *Second row* (l. to r.): Harry McRae, CJGX, Yorkton; Ted Cotton, CHAT, Medicine Hat; Jim de Roaldes, CFP, Grande Prairie; Hugh Dollard, Canadian General Electric, Winnipeg; Merv Pickford, CHAB, Moose Jaw; John Lacroix, CFQC, Saskatoon; W. F. "Doc" Souch, Winnipeg; Art Chandler, CJOR, Vancouver; Bert Hooper, CKRC, Winnipeg; Doug Card, CJOC, Lethbridge; Earle Connor, CFAC, Calgary. *Third row* (l. to r.): Ernie Strong, CKCK, Regina; Bill McDonald, CKRM, Regina; M. D. Locke, C.G.E., Toronto; Wilf Baker, Calgary; Ed. Gareau, C.G.E., Toronto; Lorne McBride, CKCK,

Regina; Alex White, CKCK, Regina; Dick Bannard, CFRN, Edmonton; Ross Craig, CKXL, Calgary. *Fourth row* (l. to r.): Leo Haydemack, CHAB, Moose Jaw; Stan Gilbert, CFAC, Calgary; Ian Carson, CHAT, Medicine Hat; R. D. Hughes, CKDM, Dauphin; Bill Pinko, CKUA, Edmonton; Ralph Gillespie, T. Eaton, Saskatoon; Heddle Sinclair, D.O.T., Saskatoon; Ross McIntyre, CHUB, Nanaimo; Tom Van Nes, CKBI, Prince Albert; Ralph Marsh, R.C.A., Vancouver; Ken Chisholm, R.C.A., Toronto; Chris Thompson, R.C.A., Calgary; Humphrey Davies, CKX, Brandon; Wilf Gilbey, CFQC, Saskatoon. *Fifth row* (l. to r.): Clint Nicholls, CHED, Edmonton; Bill Forst, KOM, Saskatoon; Ernie Drouin, CFNS, Saskatoon; Bud Seabrook, R.C.A., Montreal; George Burley, Kingsway Film, Toronto; W.D. Allen, D.O.T., Winnipeg; Ken Martin, CKRD, Red Deer; Ron McNeill, CJGX, Yorkton; Len Cozine, CKRM, Regina; Bill Partin, Instructor of Technical School, Calgary; E. A. Clapp, Canadian Marconi Co., Montreal; Cam MacCaulay, Kingsway Film, Toronto; Jan Vandertuuk, CFQC, Saskatoon.

Saskatoon — Humphrey Davies, chief engineer of CKX, Brandon, was elected chairman of the meeting here last month of the WARTB station engineers who have now formed themselves into a separate corporate body with their own executive. Officers are Bob Lamb, CFCN, Calgary,

secretary-treasurer; Earle Connor, CFAC, Calgary, is manufacturers' liaison officer; W. F. "Doc" Souch, a manufacturer's representative from Winnipeg, and one of the men instrumental in organizing the original engineers' section of the WAB, was made honorary chairman; Lyn Hos-

kings of CFQC, Saskatoon, was named ex-officio officer of the executive. Hoskins acted as chairman of this year's meeting and accepted an engraved gavel presented to the organization by "Doc" Souch. The gavel was later turned over to Humphrey Davies to use during his term in the presidential chair.



BEVERLY BRYAN
of Yorkton 4-H Calf Club

The PIN-UP GIRLS of the CENTURY!

The Farmers' Daughters in CJGX-Land

Yes . . . the girls in CJGX-Land are Pin-up Girls . . . They are not only Style-wise and Beauty conscious . . . as a result of practical experience and training in Home Economics and Progressive Agriculture, there are no more capable and resourceful young women in the Nation. Yes they know Fashions, Cosmetics, Jewellery and Furs . . . but they also know Livestock, Grain, Markets and Machinery. Truly they are the Pin-up Girls of the Century.

As in any modern home they influence the purchasing power of their parents — the business men and women who own and operate their own farms in CJGX-Land — who earn and spend Millions of Dollars annually.

INVESTIGATE THIS RICH FARM MARKET NOW!

CJGX YORKTON

Representatives:

Horace N. Stovin and Co., Winnipeg, Montreal, Vancouver.

Inland Broadcasting Service, Winnipeg.

Adam J. Young Jr. Inc., New York, Chicago, Los Angeles.



GWEN LOWES
of Yorkton 4-H Calf Club

Television predominated over other subjects in the addresses delivered by various experts. They included: "Reaching Television Fringe Area" by Murray Locke, Canadian General Electric Co. Ltd., Toronto; "TV Station Planning" by Harold Wright, CBC technical instructor; "The New Wavestack Antenna" by Bud Seabrook, RCA Victor Co. Ltd., Montreal; "The TV Signal and Video Level" and "Comparison of Multi-vibrator and Binary counter Sync Generators," by Harold Wright; "Color Television — Development and Implications," by Murray Locke.

Other topics were: "Unattended Operation of Broadcast Transmitters" by Don Williamson, Canadian Westinghouse Co. Ltd.; "Automatic Station Operation" by Ed Gareau, Canadian General Electric Co. Ltd.; "Maintenance of Magnecord Tape Recorders", by W. G. Blocki, Magnecord Inc.; "Installation and Maintenance of AM Directional Antenna Systems" by Bud Seabrook; "Audio Systems Design" by Claire Anderson, Northern Electric Co. Ltd.; "How can the Technical Department better assist in Providing Better Production?" by Bob Reagh, CJOC, Lethbridge; "The TD2 Microwave Installation" by A. J. Groleau, chief engineer, Toll Area, Bell Telephone. A film called "Lighting in TV", produced by Columbia, was shown during the meeting.

Some 44 engineers, from Victoria to eastern Manitoba, attended the three-day meeting, as well as 23 representatives of manufacturers and 24 guests. Next year's meeting will be held in Calgary.

how do you buy **TIME?**

coverage?

CKNX penetrates a 12-county area with the largest rural BBM of any of the nine radio stations in the area.

cost per thousand?

this rich farm market is sold on CKNX at the lowest cost per thousand of all district stations.

ratings?

the latest surveys show that more radios are tuned to CKNX than all other stations combined—all day—7 days a week.

market?

retail sales volume in this 12-county area totals \$673,935,000—15.7 per cent of the provincial total.

results?

renewals from more than 40 national advertisers date back five years or longer, and the figure is even larger for local advertisers.

by any yardstick

CKNX makes a terrific impression—on people—on sales. On you?



The **ONTARIO FARM STATION**

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL



LABOR TROUBLE

Safecrackers Strike For Third Time In Two Days.

Headline in
Halifax Mail-Star

• • •

DEAR DEAD DAYS

Youth is wonderful, but I'm glad it can't hurt me again.

Gwenne Holden

• • •

CARTB STUFF

At the Convention, go to bed before 2 a.m. and you'll see more of your friends. You'll live longer.

• • •

LADDER OF FAME

Now that Tom Briggs is managing editor, he'll be able to continue to do all the things he's been doing for the past five years officially.

• • •

HELP WANTED

Middle aged business bachelor wants experienced housekeeper, object housekeeping.

• • •

MIND YOUR MANNERS

We have been asked to request that delegates and guests at the CARTB Convention show deference to speakers by looking at their watches if they must, but never, under any circumstances, shaking them during a speech.

• • •

COFFEE ON THE SIDE

A used car dealer in Jacksonville advertised a free second hand automobile with each package of coffee purchased from him at \$600 the pound.

New York Times Magazine

• • •

ADMONITION TO SPEAKERS

Stand up! Speak up!! Shut up!!!

• • •

NOTE TO BROADCASTERS

Independence depends on dependability.

• • •



CKLW
 AM AND FM
 50,000 WATTS
 THE GOOD NEIGHBOR STATION
 WINDSOR ONTARIO

**IT SHOULD BE . . .
 FOR PROVEN RESULTS!**

CKLW's powerful 50,000 watt voice covers rich, heavily populated South-Western Ontario completely — as no other Canadian radio station can. Sales successes are every day occurrences when wise advertisers put CKLW to work. The people of Windsor and its large trading area enjoy the highest average weekly wage of any city in Canada — more than \$70 per week. That means they're in a position to buy MORE goods — luxuries as well as necessities. Employment is at an all-time high; population is increasing rapidly (175,000 in metropolitan Windsor alone); planned industrial expansion will exceed \$80 million.

Advertisers can't afford to overlook this big, lucrative market. Be sure CKLW is on YOUR next radio schedule.

Representatives: All-Canada Radio Facilities Limited
 Adam J. Young, Jr., Inc., United States

and soon **CKLW**  **CHANNEL 9**

WITH MAXIMUM POWER
 325,000 watts video - 225,000 watts audio

PRELUDE TO BEAVERS

The remainder of this issue is devoted to "Prelude to Beavers", or, in other words, a selection of stories which appeared in this paper during 1953 and which are chosen for reprinting here on the strength of the contributions to broadcasting they represent. These stories will be closely studied by our Beaver Awards Committee, which will regard them in the light of nominations, and select from them from three to six. To the stations involved in these stories the committee chooses, the 1953 Beaver Awards will be presented.

In selecting these "nominations", our editors have concentrated on stories which point up the broadcast medium's power for good. This may mean the good of the community, in terms of education, meeting of emergencies, public information, public health, citizenship and just plain entertainment. There is also the important economic function of promoting the sale of merchandise.

We believe that the twenty-four stories are typical of the many public services that are being rendered to people wherever radio stations are heard. We regret that more such stories have not been accessible to us, but we hope that the institution or rather the rebirth of "The Beavers" will encourage broadcasters to enhance the fine works they are performing continuously

in the public service with a better job of proclaiming their accomplishments and so encouraging others to follow their fine examples.

There are no categories or specifications for Beaver Awards. All Canadian stations — radio or television — are eligible to receive awards for conduct deemed by the judges to reflect distinction on these two media of communication. Awards take the form of framed copper plaques. Individuals who in the opinion of the judges are directly involved in the award-winning enterprise, will receive miniature reproductions of the award won by their station.

The committee will be appointed and the final selections made in time for the winners to be announced in our issue of May 5th, which will be dedicated to the Association of Canadian Advertisers during their 1954 Convention. Presentation of awards will be made in the home territory of each winner, if possible before such a representative group of influential business people as their Advertising & Sales Club or similar organization.

In commending our Beaver Awards project to the industry, the national advertisers and their advertising agencies, we should like to point out that it is designed to enhance the power of the two media, for the good not only of the industry but of listeners and sponsors as well.

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary

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

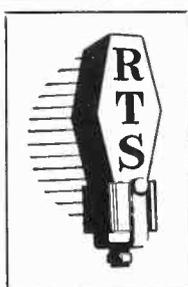
CKCH

HULL and OTTAWA

Representatives

OMER RENAUD in Canada

J. H. MCGILLVRA in U.S.A.



→ **RADIO**
→ **TIME**
→ **SALES**

*We Represent Stations
"à la Carte"*

— that "a la carte" describes our "different" Service exactly. We've borrowed it from a USA National Rep: (Thank you Paul H. Raymer).

It means that Radio Time Sales sell specific Stations according to the Advertiser's *specific* (a la carte) needs, and the Station's *specific* features. No wholesaler's "we" — no "me too's". We take time to "sell" — that means Salesmanship. It means digging, ingenuity by work, hard work.

We sell your Station—a la carte—to the Advertiser—not just another Station on a "table d'hote" list.

We invite Correspondence. (We may tell you the story of the "table d'hote" who didn't want soup).

"WE TAKE TIME TO SELL"

Correspondence invited . . .

RADIO TIME SALES LIMITED

TORONTO
147 University Avenue
EMpire 6-6680

MONTREAL
1231 St. Catherine St. West
MARquette 4684

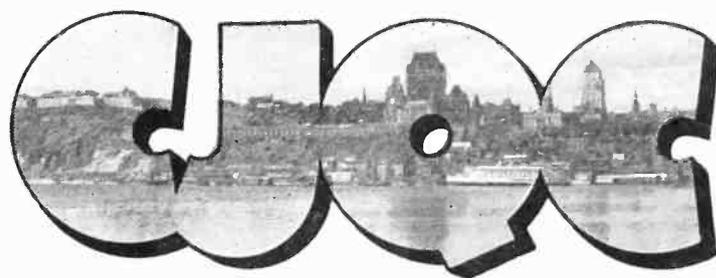
Welcome
to

QUEBEC CITY

WHERE EACH YEAR
MORE THAN

ONE MILLION

TOURISTS
LISTEN ONLY TO





WM. C. HANKINSON
CFPR, Prince Rupert, B.C.
(No Photograph)



G. C. CHANDLER
CJOR, Vancouver, B.C.



ROGAN JONES
KVOS-TV, Bellingham



A. R. RAMSDEN
CKLN, Nelson, B.C.



FRED SHAW
CKXL, Calgary



DON MCKAY
CHED, Edmonton



J. S. BOYLING
CHAB, Moose Jaw, Sask.



H. G. DEKKER
CJNB, North Battleford



R. A. HOSIE
CKOM, Saskatoon



JACK SHORTREED
CJGX, Yorkton, Sask.



C. H. WITNEY
CFAR, Flin Flon, Man.



A. MACKENZIE
CKY, Winnipeg



JIM THOM
CJRL, Kenora, Ont.



BOB MCGALL
CJBC, Toronto, Ont.

Pepys says

"Do, throughout the year, tell buyers and all others who scan the pages of this magazine that 'A Stovin Station is a Proven Station'. Now gather proof of that well-known fact by showing pictures of the friendly and alert faces of those godly radio stations which make up the Stovin family. Each man does his job of radio station with but one objective — to reach his community, their listeners, their advertisers, both national and local. The steady and consistent listenership they have held provides those proven results of which all are proud."

HORACE & Radio Station

MONTREAL • TORONTO

"A Stovin Station"



J. E. BUTLER
VOCM, St. John's, Nfld.



GERRY WILMOT
ZBM, Bermuda



H. R. BETHEL
ZNS, Nassau
(No Photograph)



MAURICE LACASSE
CJEM, Edmundston, N.B.



F. A. LYNDS
CKCW, Moncton, N.B.



EARL McCARRON
CHSJ, St. John, N.B.



TERRY FRENCH
CKLC, Kingston, Ont.



F. H. PEMBERTON
CKSF, Cornwall, Ont.



ANDRE LECOMTE
CJBR, Rimouski, P.Q.

STOVIN

representatives

WEG • VANCOUVER

Proven Station"



F. I. SMITH
R, Brillia, Ont.



WM. HAWKINS
CFOS, Owen Sound, Ont.



E. G. ARCHIBALD
CHOV, Pembroke, Ont.



W. H. STOVIN
CJBQ, Belleville, Ont.



J. R. RADFORD
CFJR, Brockville, Ont.

CFCN

ANNIVERSARY BROADCAST Listen In
Sunday, February 14th — at 9:30 p.m.

COMMENCES ITS 33rd YEAR OF BROADCASTING

With . . .

OPEN HOUSE

TUESDAY and WEDNESDAY
Feb. 16-17 From 7 p.m. to 10:30 p.m.



H. G. LOVE, President

UNDER ITS PRESENT DIRECTION CFCN GAVE MUCH TO RADIO

FROM its beginnings in 1921, CFCN has grown to become one of the largest and most successful radio stations in Canada. Its present facilities, located at 12th Avenue and 9th Street East, are the result of a long and successful history of expansion and development.

Under the leadership of its present management, CFCN has achieved a high standard of broadcasting excellence. Its programming is diverse and appealing to a wide range of listeners.

CFCN has been a pioneer in the development of local radio programming. Its commitment to the community is reflected in its many public service programs.

The station's success is a testament to the hard work and dedication of its staff and the support of its loyal listeners.

It is this opportunity to become better acquainted with CFCN that is the purpose of our Open House.

Don't miss this opportunity to become better acquainted with CFCN. It is the only chance you will have to see the station and meet our staff.

CFCN was the first station to broadcast in color in Canada. It was also the first to broadcast in high fidelity.

CFCN was the first station to broadcast in stereo in Canada. It was also the first to broadcast in high definition.

CFCN was the first station to broadcast in black and white in Canada. It was also the first to broadcast in high resolution.

CFCN was the first station to broadcast in color in Canada. It was also the first to broadcast in high fidelity.

CFCN was the first station to broadcast in stereo in Canada. It was also the first to broadcast in high definition.

CFCN was the first station to broadcast in black and white in Canada. It was also the first to broadcast in high resolution.



J.A. LOVE
Vice President



E.M. MCGUIRE
Commercial Manager



G.L. CARTER
Production Manager



R.W. LAMB
Technical Supervisor



MRS. E. BRUCE
Secretary-Administrator

CFCN GREW UP WITH RADIO IN CANADA

CFCN's history is a story of growth and achievement. From its humble beginnings in 1921, it has become a leading force in Canadian radio.

The station's success is a testament to the hard work and dedication of its staff and the support of its loyal listeners.

CFCN has been a pioneer in the development of local radio programming. Its commitment to the community is reflected in its many public service programs.

The station's success is a testament to the hard work and dedication of its staff and the support of its loyal listeners.

CFCN has been a pioneer in the development of local radio programming. Its commitment to the community is reflected in its many public service programs.

The station's success is a testament to the hard work and dedication of its staff and the support of its loyal listeners.

CFCN has been a pioneer in the development of local radio programming. Its commitment to the community is reflected in its many public service programs.

The station's success is a testament to the hard work and dedication of its staff and the support of its loyal listeners.

CFCN has been a pioneer in the development of local radio programming. Its commitment to the community is reflected in its many public service programs.

The station's success is a testament to the hard work and dedication of its staff and the support of its loyal listeners.

It is this opportunity to become better acquainted with CFCN that is the purpose of our Open House.

Don't miss this opportunity to become better acquainted with CFCN. It is the only chance you will have to see the station and meet our staff.

CFCN was the first station to broadcast in color in Canada. It was also the first to broadcast in high fidelity.

CFCN was the first station to broadcast in stereo in Canada. It was also the first to broadcast in high definition.

CFCN was the first station to broadcast in black and white in Canada. It was also the first to broadcast in high resolution.

CFCN was the first station to broadcast in color in Canada. It was also the first to broadcast in high fidelity.

CFCN was the first station to broadcast in stereo in Canada. It was also the first to broadcast in high definition.

CFCN was the first station to broadcast in black and white in Canada. It was also the first to broadcast in high resolution.

CFCN was the first station to broadcast in color in Canada. It was also the first to broadcast in high fidelity.

CFCN was the first station to broadcast in stereo in Canada. It was also the first to broadcast in high definition.



Artistic conception of CFCN's new Studio Building at 12th Avenue and 9th Street East.



Close to 5000 of our listeners attended our two-day Open House . . . lining up for blocks to see our new studios! The others, from 153,650* radio homes couldn't make it. Only CFCN in Alberta commands such a tremendous audience!

(*See BBM Study #5 — NIGHT TIME RADIO HOMES)

CFCF

CALGARY

CELEBRATES

32

YEARS OF SERVING

AND

Selling Alberta!

- ★ COMPARE THE COST
 - ★ COMPARE THE COVERAGE
 - ★ COMPARE THE RESULTS
- IN ALBERTA . . .

It's CFCF... every time

Ask RADIO REPS in Toronto, Montreal, Winnipeg and Vancouver

Emergency

AIR MONTREAL STRIKE, BLOW BY BLOW



Photo by David Bier

THREE OF THE FOUR CFCF STAFFERS who covered the transport workers' strike can be seen in this photograph. Holding the microphone is Program Supervisor Mike Wood; next to him, wearing glasses and with paper in his hand, is News Director Dave Rogers; seated, with earphones, is Barry Ogden. Missing from picture is PR Director Bill Petty.

Montreal — Last month's transportation workers' wildcat strike got the full treatment from CFCF news and special events men here, from one o'clock on the Saturday morning when the members of the Montreal transportation workers' union decided they would not work. CFCF's newsroom immediately alerted senior station officials who contacted the major firms in the Montreal area. The result was that when the station signed on the air at its normal 6 a.m. opening time, it was able to advise employees of many Montreal firms

was no appreciable difference in the turn-out from previous years.

Three CFCF news teams with portable recording equipment toured the city in the early hours of the morning, talking to the people who were stranded, getting reactions from Montreal citizens and the story from the strikers themselves. These were broadcast in flash form throughout the entire day's schedule and at 11 in the morning and 5 in the afternoon special half-hour programs were broadcast containing statements from the strikers Union officials and officials of the Montreal Transport Commission. One CFCF news team covered the emergency meeting between Union officials and the MTC and so was able to have a report on the air concerning the meeting within five minutes of its completion. The spectacular broadcast however, occurred Saturday night. Some 2,000 members of the Brotherhood of Railway Employees held a mass meeting in a local hall. CFCF had arranged for the only broadcast lines out of this meeting. Interrupting the entire Saturday night program schedule, on the spot broadcasts were made direct from the Union meeting to Montreal listeners. During a portion of these broadcasts, irate strikers attacked CFCF Production Supervisor Michael Wood and tried to take over the broadcast microphone. However, police and friendly Union members rushed to the rescue and the broadcasts were able to continue. The climax came at 11.55 p.m. Saturday, after five hours of almost continuous broadcasting when CFCF was able to broadcast the final vote as it occurred and this was the vote which sent the Union members back to work.



Photo by David Bier

J. EUCHER CORBEIL, chairman of the general adjustment committee of the three union locals involved in the strike, was one of the many speakers to address the meeting.

of the special transportation facilities arranged by their employers, so that most of the bigger factories, department stores and grocery chains in the area were able to function normally.

The strike unfortunately coincided with Montreal's Santa Claus parade but Montreal radio stations consistently urged motorists to form car pools or pick up children and take them to the route of the Santa parade. This was so effective that parade officials reported that there

Special mention goes to chief operator Barry Ogden, senior news editor, Dave Rogers, special events director Bill Petty and production supervisor, Michael Wood, who put in 23 hours of continuous work on the strike coverage.

—December 16th, 1953



NOW OVER 45,000 PEOPLE CALL OSHAWA HOME!

Now OSHAWA'S wage earners draw the 7th highest weekly wage in Canada.

Now OSHAWA can claim more cars per capita than any Canadian city with 72%.

NOW CKLB can do more than ever for your advertising dollars.

In Canada
Consult:
James L. Alexander

In U.S.A.
Consult:
Joseph Hershey McGillvra

We're Proud of Our "P-E" Record!

P-E — that's Past Experience . . . and agencies know that CKX is always ahead when it comes to program promotion. They know from past experience!

Program promotion is an all-important must at CKX — it's a bonus you get every time!

1954 CARTB CONVENTION!

May your sessions be instructive — your decisions wise . . . we know you'll be talking a lot about promotion minded stations!

1000 WATTS
CKX
BRANDON
1150 ON YOUR DIAL

Programs

Second Generation Listens To 20-Year-Old Show



—Photo by Bill Aggus

PLANNING ANOTHER PROGRAM in the 20-year-old *Eaton Good Deed Club* series are above, left to right: organist Howard Jerome; narrator Margaret Pye; the show's originator, Claude Knapman; and Betty Monroe.

Hamilton — One Saturday last month, station CKOC here helped one of its advertisers celebrate an anniversary signifying the rather distinguished record of 20 years on the air, at the same time, on the same day, and with the same station. For 20 years now, the familiar words on Saturday mornings have been: "9.45 and Eaton's on the Air", ushering in another broadcast of the *Eaton Good Deed Club* for the T. Eaton Co. Ltd.

nated by Claude Knapman, who is still as vitally interested and active in it as he was in 1933. The voice which has become familiar to listeners over the years belongs to Wilfred Machin, one of Eaton's department heads, who has emceed the show since its inception.

It started in a "studio" on the fifth floor of the Eaton Hamilton store at a time when there was no office space available for this new organization, and its entire office equipment consisted of a typewriter and a desk. The first program saw a handful of well-wishers on hand to get it underway. Today the Club records an active "writing in regularly" membership of 15,000 a year and a grand total membership of between 200,000 and 300,000. Similar Good Deed Clubs have sprung up in Winnipeg, Calgary, Edmonton and Vancouver and repeated the success of the Hamilton original.

The purpose of the Club has been to promote good deeds among Hamilton's younger citizens and to give talented youngsters a chance to perform in front of an audience and develop their abilities. Today, children of original Club members are taking their places in front of the microphones where their parents once stood, and many of the older members have now found a place in the professional entertainment world.

Eaton's Good Deed Club was origi-

—April 1st, 1953

DEPT. STORE TESTS QUIZ SHOW

Quebec City — Listeners from up to 300 miles away have been investing regularly a total of almost \$1,000 per week in a quiz show that in four years has never ceased to amaze its producers. But all the money goes to Canada's Post Office Department. It gets it for delivering each week an average of 25,000 letters to CHRC's *Que Desirez-Vous* (What do you want?) program from an equal number of listeners, some as distant as Gaspé and the newly-famous gateway to Labrador, Seven Islands.

This is only about one-quarter of the program's total "mail" pull. The rest has to be delivered to the sponsor by the listeners themselves.

Even the station's commercial manager, Aurele Pelletier, has difficulty believing the accuracy of his figures as he adds the program's total mail pull from September last year through to the end of the past June and gets 2,209,000. He explains some of the phenomenon away by pointing out that the program is also fed to CKRS, Jonquiere. "But even so . . ." and he leaves the half-statement

NEW CARLISLE, QUE. — 610 kc—5000 watts. At the tip of the Gaspé Peninsula, the only French station serving a potential audience of over 350,000 people in Quebec and the Maritimes. CHNC will help you get your share of consumer dollars in this market.

BBM (1952) Day — 65,040 Night — 58,190

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

hanging in air.

At one time the show was heard on a four-station regional network, which included CJBR, Rimouski and CHNC, New Carlisle, but results even then weren't what they are now. And to most of those now connected with the show the reason seems to be consistency.

The program's sponsor, La Compagnie Paquet Ltée., Quebec's largest department store, first bought radio time five years ago as something of an experiment. Its initial venture, aimed at increasing store traffic and building a budding mail-order business, was on four 15-minute segments per week of a morning participating show over CHRC, *The Cou-Can Club*.

That lasted one year; the store's directors were unconvinced. Worried, Pelletier gambled on a proposal that would prove the effectiveness of the station in dramatic fashion — if there were no hitches. The details: the store would organize an attractive sale in a few of its departments (as it turned out — nylons, dresses and children's underwear) and keep detailed account of all departments'

sales on the "special" day, while CHRC prepared and aired three spot announcements, one each on the two previous days and one on the sale day. All other promotion was dropped for this occasion.

When the tumult died and the last nylon customer had departed, the evidence was gathered, showing that \$2,500 had been rung up in the cash registers of the three "sale" departments, setting a record, while others reported a slightly - above - normal day, accounted for by the increase in store traffic which was caused by the sale publicity.

La Compagnie Paquet's sponsorship of the four morning-show segments was renewed and *Que Desirez-Vous* was born as a half-hour Saturday night quiz which gives cash and valuable household prizes to lucky members of a theatre audience and its huge mail audience. During its four years, the quiz has been carried alternately on a single station, a four-station network and latterly, when time availability problems arose, two stations.

La Compagnie Paquet is currently spending about 25 per cent of its advertising budget on radio.

—September 2nd, 1953

ENTERTAINMENT PLUS EDUCATION

Summerside, P.E.I.—Believing that radio is to maintain its place in the community in the face of competition from television, when it arrives, station CJRW here says it has started experimenting to determine the appeal of programs designed to offer the listener more than just entertainment.

The stations programming department has set out to create and

establish shows that combined the elements of entertainment and information in the right proportion to prompt genuine listener enthusiasm.

The first of these programs, *Nature's Way*, features a member of the faculty of the local High School in talks on natural history and a professional hunting and fishing guide

(Continued on page 34)

Convention Greetings from Radio Representatives

WORKING WITH

CKDA, Victoria

CJIB, Vernon

CJDC, Dawson Creek

CFRN, Edmonton

CKRD, Red Deer

CFCN, Calgary

CFQC, Saskatoon

CKRM, Regina

CKX, Brandon

CJOB, Winnipeg

CKDM, Dauphin

CKPR, Ft. William

CJOY, Guelph

CKBW, Bridgewater

CJRW, Summerside

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

BMI PROGRAM CLINICS ARE COMING YOUR WAY!

(And within easy travelling distance from your station)

Hotel Vancouver, Vancouver March 15th
Sponsored by the British Columbia Association of Radio & Television Broadcasters.

Royal Connaught Hotel, Hamilton April 12th
Sponsored by the Central Canada Broadcasters' Association.

Royal Alexandra Hotel, Winnipeg June 7th
Sponsored by the Western Association of Broadcasters.

Hotel Saskatchewan, Regina June 9th
Sponsored by the Western Association of Broadcasters.

Macdonald Hotel, Edmonton June 11th
Sponsored by the Western Association of Broadcasters.

Fort Cumberland Hotel, Amherst June 14th
Sponsored by the Atlantic Association of Broadcasters.

MAKE PLANS NOW TO ATTEND!

MANAGERS! Talk with your staff. Bring every available man or woman you can spare. Run your station for a day by tape or robot . . . but by all means attend the Program Clinic. It will mean \$ \$ \$ to you! Watch for announcement of the distinguished speakers.

BMI CANADA

TORONTO
229 Yonge St.

MONTREAL
1500 St. Catherine St. W.

Growing Pains . . .

TOWN & COUNTRY

Our musical talent show with M.C. Tony Biamonte

SATURDAYS — 1.00 to 3.00 p.m.

Originally broadcast from our studios until the visual audience became too large to accommodate, so

WE MOVED

to

EDMONTON'S RECREATION CENTRE

Now, "TOWN & COUNTRY" is again packing the house every Saturday afternoon throughout the year with visitors and artists from city and country.

POPULARITY PROOF

that it's

CFRN

IN EDMONTON

RADIO REPRESENTATIVES LTD.
Montreal - Toronto - Winnipeg - Vancouver

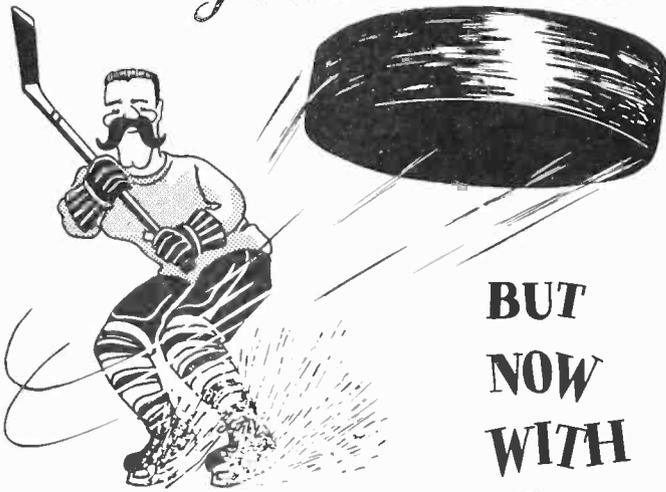
The
**WESTERN
 RADIO
 PICTURE**
is
NOT ★
COMPLETE
without
**OUR
 1000
 PERSUASIVE
 WATTS!**

★ NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT

CHAT
 MEDICINE HAT

An All-Canada-Weed Station

...the game's the same!



**BUT
 NOW
 WITH
 ADDED
 POWER**

250
 b
5000
WATTS

CKOM IN **SASKATOON**

Our Representatives:
 H. N. STOVIN & CO.
 (CANADA)
 WEED & CO. (U.S.A.)

A Weekly BBM of 74,310
 gives
CJBR
Rimouski

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

5000 WATTS
 ON 900 KCS.

Supplementary
 to the
 French Network

CJBR
 RIMOUSKI

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

ANOTHER PROVEN STOVIN STATION

ENTERTAINMENT PLUS

(Continued from page 33)

discussing local wood lore. The guide answers questions sent in by listeners on fish and game conditions; the teacher delivers informative talks on the little-known phenomena of nature.

The guide is also an unofficial weather prophet. An example of his predictions: The mild weather in the Summerside area so far this winter will continue because the bees have built their nests close to the ground, and many crows and robins didn't migrate south this fall as usual. Apparently the bees are credited with knowing in advance about a hard winter, in which case they build their nests high in the trees to avoid the cold and drifting snow.

• • •

Second show on the CJRW experiment list was *Schurman's Scholars*. It passed with honors and became a regular feature early last month. Emceed by program director Bob Schurman, with a panel of four students from High School grades 11 and 12, it serves as a public forum on vocational guidance.

For fifteen minutes each week the students interview a qualified representative of a profession or trade. Through questions they attempt to get their guest to reveal every important qualification, attraction and drawback of his field so that students, as well as parents, can be helped in forming preliminary ideas on their futures.

This program also serves as a public platform since it can be used to support local campaigns, such as an appeal for student nurses, blood donor drives and public support for anti-tuberculosis weeks.

• • •

A similar program undertaken by CJRW is called *Juvenile Jury*. Four children, ranging in age from 8 to 12 years, are assisted by a moderator in answering questions sent in by adults, usually parents. The questions are largely concerned with child-raising problems. It gives the panel of youngsters an opportunity to tell parents and playmates how, in its collective wisdom, to cure such things as thumb-sucking and bad manners and to handle problems like birthday parties, music lessons, and homework.

Two of the children appear regularly on the show and have with them two different guests each week from other schools throughout Prince Edward Island and neighboring New Brunswick and Nova Scotia.

With these three shows well under way and indications that they are appreciated by a growing listening audience, the station is more than ever sure this is the right track. It is not improbable, it says, that programs can be made up covering almost every subject taught in schools and dressed up a bit for adult entertainment. Certainly a lot of people are just waiting to be taught something about something.

— January 21st, 1953.

1,269 OF THIS PAPER'S
 TOTAL CIRCULATION OF
 1,828 ARE NATIONAL
 ADVERTISERS & AGENCIES

Commercial

BI-LINGUAL DAILY SELLS GROCERIES



HERE IS THE WHOLE CAST of "Steinberg's Good Neighbor Club". Standing, from left to right, they are emcee Gordon Sinclair; organist Ronnie Matthews; a Jackpot winner — Mrs. Sample; engineer Barry Ogden; Studio A usher Wally Harris. Back row: announcer Pat Murray; producer Mike Wood and tenor Fred Hill.

"Business is good! (signed) Ben Dobrinsky." That's how letters end when they come from the advertising manager of Steinberg's Ltd., a chain of 33 Super Market Grocery stores which are said to sell one fifth of all the groceries sold in Montreal.

One of the reasons why this company's advertising manager signs his letters that way may easily be that he is responsible for the spending of an annual appropriation which cannot fall far short of a hundred thousand dollars on a daily morning radio program on two stations. It is heard on CFCF in English, and the same thing runs in French over CKAC. In addition, this account uses a profusion of daily spots on CFCF, CKAC, CJAD and CKVL.

The program, devised through the conglomerate ingenuity of Reo Thompson and Jack Howlett (respectively past and present program directors of the Marconi station) with an assist from manager Al Hammond, is called Steinberg's Good Neighbor Club. The French version, a replica of the original English one, is produced by Omer Renaud & Co.,

and is called Club des Bons Voisins Steinberg.

For years Steinberg had resisted the slings and arrows of just about every station salesman and agency man in Montreal. In January, 1953, they decided to capitulate. They approached CFCF with a request for a live daily program that would sell groceries. It must, according to this willing but demanding sponsor's standards, be different to anything else on the air and better too.

The consumption of considerable midnight oil brought forth a live musical, audience-participation quiz. This program is designed to attract air audience with a combination of organ music (Ronnie Matthews), vocals (light tenor Fred Hill), humor (emcee Gordon Sinclair), human interest (interviews with contestants) and profit (opportunity to win a telephone jackpot which has at times pyramided to over \$800). For the

benefit of the 150 people who crowd Studio A daily, there are quiz prizes of groceries and fruit baskets, besides Sinclair's antics and the music of Matthew's and Hill. From time to time, guest stars such as Johnny Desmond and Vaughan Monroe have appeared. It will be noticed though that, for obvious reasons, the cast is always completely stag.

It is a half hour show with a round dozen musical numbers, including a daily solo (usually a ballad) by Fred Hill; four contestants who have to identify tunes; and five commercials, all with a humorous hook, handled by Pat Murray.

One of the rules of Steinberg's Good Neighbor Club is that every product they advertise has to be self-liquidating. This means that the five commercials on each show plug five different products. The five manufacturers come into the cost picture on a co-operative basis with Steinbergs, and supply samples of their products for distribution to the studio audience. If a case-count of the product after the show does not disclose adequate "results" from the plug, that product may well be dropped.

The formula for these commercials is that they must be well integrated into the show. "Your husband will sing like Fred Hill if you pile a plateful of Gattuso's spaghetti into him at supper tonight," or "It may not be good to eat, but DREFT sure does the dishes." The sponsor takes name credit only, plus the slogan — "Food news is good news from Steinbergs."

Part of the plan proposed by CFCF, and strictly adhered to by the sponsor, is the maintenance of point-of-sale displays in each of the 33 stores of the five products being plugged each week. The program itself is promoted from the same location in both languages. Regular newspaper ads promote the show. Also the English show was broadcast from Steinberg's Cooking School, attended by ten thousand people, October 20-3; and the French one for a similar function for five days of the following week. As a result of the popularity of such personal appearances, it has been

decided to do the show from various community halls in suburban areas this winter.

Originally booked for a trial spin of thirteen weeks from April 6 to July 3, on CFCF only, the sponsor elected to carry on for a further year without breaking for the summer. In September, the advertising campaign was expanded to cover the French audience via CKAC.

—November 18th, 1953

A BIGGER AND A BRIGHTER YEAR

Building goes on at a great rate in this NON-BOOM city. 1953 hit the four million mark. 1954 started with a three million dollar expansion order for BURNS & COMPANY Plant and the SICKS BREWERY.

Don't miss this expanding market. Add CKBI to your 1954 Campaigns.

CKBI

PRINCE ALBERT SASKATCHEWAN

5000 WATTS

MINNESOTA MINING AND MANUFACTURING OF CANADA LIMITED

Cordially Invite You

TO VISIT THEIR EXHIBIT AT THE

CARTB CONVENTION • MARCH 22, 23, 24, 25 • CHATEAU FRONTENAC HOTEL

QUEBEC CITY

Smooth paced programs are guaranteed, production problems are simplified with "SCOTCH" Brand Sound Recording Tapes. Changes can be made and dubbed in without reassembling the entire cast. Shows can be recorded a portion at a time, fluffs and miscues can be edited out, recordings can be lifted from tape to tape without noticeable loss of quality.

The 3M service organization works daily with radio station engineers, electronic engineers and industries using tape recording in process or quality control. The same electronic and engineering "know how" that produced and perfected the famous "SCOTCH" Brand Sound Recording Tape, offers you the technical assistance in every phase of sound recording.



How is your diction and voice control? Do your words flow freely or tumble and roll? Can you repeat the above without error or slip? Come see us, you'll find it's well worth the trip!



Ben Dobrinsky "Business Is Good"

Actuality

PROGRAMS ARE WHERE YOU FIND THEM

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 record-

ers, 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 — Lanchashire (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 D O S C O; gathered around me wartime naval officers to retell me 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 Edward 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 Orange* 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 turn 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 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 *Orange 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'."

—October 21, 1953

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec

900 Kc. 1000 Watts (FRENCH) CHLT

1240 Kc. 250 Watts (ENGLISH) CKTS

Representatives

JOS. A. HARDY & CO. LTD. — CANADA - CHLT

RADIO TIME SALES LTD. - CKTS

ADAM J. YOUNG, JR. INC. — U.S.A. - CHLT & CKTS

From Newfoundland to Victoria by way of Flin Flon

THE SESAC TRANSCRIBED LIBRARY
Works and Sells For Stations in Canada

- CJON . . . Geoff Stirling and Don Jamieson
- CJFX . . . Clyde Nunn
- CFCY . . . Bob Large
- CJEM . . . Maurice Lacasse
- CKCH . . . Paul Lemire
- CJBR . . . Jacques Brilliant, Andre Lecomte, Francois Raymond
- CHGB . . . G. T. Desjardins
- CHLN . . . Leon Trepanier and Maurice Dansereau
- CKVM . . . Louis Bilodeau
- CKTS . . . Dr. A. Gauthier
- CHOV . . . Gordon Archibald and Ramsay Garrow
- CHLO . . . Al Bestall and Pete Dickens
- CKFH . . . Howard Caine and Bob Pugh
- CHNO . . . Baxter Ricard and Rene Riel
- CFCL . . . Conrad Lavigne and Rene Barrette
- CKBB . . . Ralph Snelgrove and Dave Wright
- CKY . . . Lloyd Moffat and Allen Barker
- CKSB . . . Roland Couture
- CFAR . . . Buck Witney and Ev Smallwood
- CFCN . . . Gordon and Jim Love
- CHFA . . . Leo Remillard
- CKMO . . . Mrs. K. M. Willis
- CKDA . . . Dave Armstrong and Gordon Reid
- CJIB . . . Bud Seabrook and Don McGibbon
- CHLT . . . Dr. A. Gauthier

MANY MORE ON THE WAY

THE SESAC LIBRARY

WORKS AND SELLS FOR THEM BECAUSE IT IS THE BEST
LOWEST IN COST, TOO! Ask them!

SEE ALICE, LOU AND BUD AT THE CARTB IN QUEBEC

SESAC INC.

475 FIFTH AVENUE — NEW YORK 17, N.Y.

Emergency

ALL WIRES LEAD THROUGH CHOK DURING SARNIA DISASTER

Sarnia — Millions of dollars in damage was caused as a freak tornado tore through the heart of this city late last month. In its wake it left scores of injured, one death, many crushed buildings and a city without a voice. Four hours later this voice — station CHOK — was back.

Sixty buildings in Sarnia's business section were damaged; some demolished beyond repair, while others lost one or two floors. One of the damaged buildings housed the offices of CHOK. The office of station president Claude Irvine was invaded suddenly by a large neon sign which was ripped from the outside wall of the building and hurled through the window by the gale. It ended draped over his chair and desk.

The second-storey office of station manager Karl Monk was littered with flying bricks and cement blocks wrestled from other buildings and flung across the street, but Monk was in the adjacent American city of Port Huron at the time. Librarian Orma Armstrong was cut about the hands and face by shattered glass while at her post in the library. Program director Frank Stalley suffered shock and narrowly missed serious injury when he was buffeted about the street on his way home.

All this happened in thirty seconds. Amidst the chaos the power lines went dead. That put CHOK off the air and if it hadn't, loss of telephone lines shortly after would have. But Ontario Hydro workers gave priority to the job of restoring power to the station's transmitter and soon had emergency lines run in. Meanwhile chief engineer Bob Cooke, who had been laboring through the various stages of a pre-arranged "in the even of disaster" plan, got all the undamaged equipment set up, made emergency repairs, and had the station ready to go again within four hours of the "big blow".

A temporary telephone line was put in to the transmitter but it couldn't carry sound from the downtown studios, so the staff moved out to the transmitter.

Offers of assistance came from everywhere. Both Port Huron stations — WHLS and WTH — also silenced by the storm, but with transmitters and towers more severely damaged, had their news staffs working along with CHOK's so that information concerning every part of the international twin cities could be aired. One station was doing the work of three.

CFPL in London, both Windsor stations — CKLW and CBE — Chatham's CFCO and WJR, Detroit, picked up important messages from CHOK and re-broadcast them throughout the area, a device credited with helping to keep roads into the area clear of the curious, and in organizing outside aid. Many other stations offered to help in many ways, even as far away as CJCA, Edmonton.

CHOK remained on the air under emergency conditions for three days, with its staff and volunteers (including former employees who pitched in) working around the clock, most with little sleep, to receive, compile, edit and broadcast messages from

City Hall, city and provincial police and fire departments, and welfare organizations. They also shared the task of launching the Sarnia Tornado Relief Fund, which was started by the station when a listener in Windsor telegraphed a \$25 pledge to whatever fund might be set up. Irvine, who is also president of the Greater Sarnia Branch of the Canadian Red Cross, went on the air offering the facilities of the station in an appeal for funds to help those made homeless in the destruction of 200 houses. This and broadcasts by representatives of civic, YMCA, industrial and religious groups, drew contributions totalling \$12,500 some from as far away as Lake Forest, Illinois.

The Station's sports editor, Mac McKenzie, was one of the few people who actually saw the twister swoop across the St. Clair River from Port Huron. He was on the 'phone in the station's outer office when he saw it coming and, seconds later found

himself dodging the flying glass, masonry and splintered window frames, unhurt. Later, by telephone,

he did the first description of the storm for the CBC and CKEY in Toronto. —June 17th, 1953

WE WISH SUCCESS to C.A.B., and those at the convention, To help make this a bigger year for all, is their intention, The broadcaster . . . the client . . . the ad man, all combine, To make for better listening for folks all down the line, We too, believe in radio . . . we know what it can do, We have ideas and "know-how" that will sell a product too. So if some prospective client has read this thing so far . . . Please look below, and you will know just *who* and *where* we are.

ART MCGREGOR
FRANK DEAVILLE

Woodhouse and Hawkins

advertising

1175 BAY ST., TORONTO
KINGSDALE 4864

Building The Nation . . .

The increasing flow of broadcast news ensures building of fast-growing Canada by a people fully informed on world and domestic events. Ninety-eight private stations are joined in operation of Broadcast News Limited for further development of radio and television news services.

- ● *Fast* — News speeds 24 hours a day on the trans-continental Broadcast News teletype circuit from St. John's to Victoria serving stations, advertisers and listeners with flash-fast reports.
- ● *Accurate* — Broadcast News, its stations and advertisers insist on accurate, objective reporting.
- ● *Comprehensive* — Broadcast News combines the national and world news output of three unparalleled services: The Canadian Press, The Associated Press and Reuters.

Broadcast News Service is patterned exclusively for the private stations who appoint their representatives to its Board of Directors.

BROADCAST NEWS

C. B. Edwards, Manager Head Office, 55 University Avenue, Toronto

Programs

"THE PEOPLE'S CHOICE" IS PEOPLE'S CHOICE



Photo by Joe Michaud

THE EMERGENCY PHONE INSTALLATION and staff of eleven high school students required to handle the flood of incoming calls occasioned by The People's Choice program, is seen in the above photo. CFBC's accountant Doug Neal and staffer Gladys Sullivan supervise the tabulation of votes on the evening's question.

Saint John — A radio poll of public opinion has been started here by station CFBC. The first known program of its kind, it was launched early last month with results that were both amazing and disastrous. At least that is what station manager Bob Bowman and his staff thought as they wondered what kind of monster they were holding by the tail.

The first question submitted for listeners' consideration on the new

The People's Choice show seemed ordinary enough: "Who was doing the most for the public good in your community?" Listeners were invited to phone in their nominations and votes to a special telephone number between 5.45 and 7.30 p.m.

Then it happened. An untold number of calls caused the New Brunswick Telephone's buzzers to jangle and lights to flash until the whole system sagged in the middle. When it was all over officials of the phone

company estimated the damage caused by the overload at about \$5,000.

From the calls that were completed, however, an extensive slate was chalked up which included the local Member of Parliament, a Baptist minister, a sports promoter, and a Catholic bishop. Embarrassed, Bowman saw his own name on the list at one point in the race but promptly withdrew.

There were some changes made for the second night of *The People's Choice*. The telephone company had to be talked into renewing the station's phone service and finally agreed after installing an extra battery of trunk lines. To handle the anticipated calls the station supplemented its staff with eleven part-time operators recruited from the local Vocational School.

After the question for the evening had been posed: "If there was to be a general federal election next week, how would you vote?" the deluge began. Calls at the rate of one every four seconds per operator — far more than could be handled — flooded in and by the time the poll closed some 5,460 votes had been tabulated.

Incidentally, the consensus of opinion showed a close split between the two major political parties. Liberals got 2,758 favorable calls while Progressive - Conservatives polled 2,469. The balance went to other parties and in a poll of this kind there could be no "undecided" category.

In addition to phone calls, listeners in Nova Scotia or people without phones can register their feelings by mail. A tally of the mail vote is added to the phoned total and announced in the broadcast two days later.

Bowman believes that as long as he can keep the New Brunswick Telephone Co. Ltd., happy and the capacity of their equipment ahead of the incoming calls during this show, his brainwave is going to be a great success. With all the impact of a quiz show — although the only people paid are those who send in questions that get used — plus interest generated by the timeliness of the questions, Bowman doesn't think he will have much trouble getting listeners and keeping them. Even for those who are not interested in the poll there are still the newscasts, music, announcements and programs during the polling period.

Up to this point *The People's Choice* has been on safe ground with questions, but the station is scheduled to deal with some hot issues in the near future. One evening's subject will question the desirability of having taverns in tavernless New Brunswick, while another will suggest the removal, in whole or part, of the province's sales tax or the advisability of imposing one in Nova Scotia.

—January 21st, 1953

**PLANNING
A
GIVEAWAY
SHOW
?**

WE SUPPLY VALUABLE

**MERCHANDISE
PRIZES**

AT

**75%
DISCOUNT**

....

**CONTESTS
ASSOCIATES**

— PRIZE BROKERS —

51 Flamborough Drive
NORTH PARK, Ont.

Phone:

(Toronto) CHerry 1-8451

subsidiary of

**SELL-A-VISION
FILMS**

Producers of syndicated film
commercials for local Televi-
sion sponsors and stations.

**ASK
TO
SEE
OUR
PILOT
FILM**

**CKNW's
Proof of Performance**

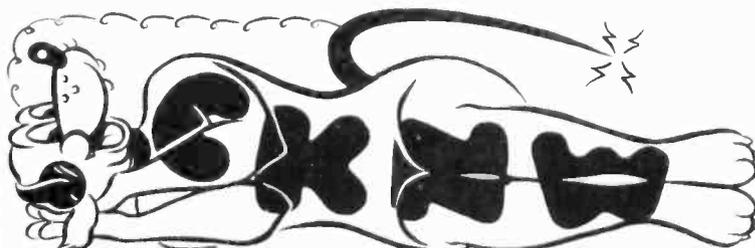
**OFFICIAL ELLIOTT-HAYNES REPORT
FOR VANCOUVER LISTENING**

OCTOBER - DECEMBER, 1953

	CKNW	Station "X"	Station "R"	Station "U"
MORNING	31.2	29.1	13.0	12.1
AFTERNOON	28.7	28.5	18.8	8.5
EVENING	25.0	23.6	16.3	13.9

**CKNW LEADS MORNING, AFTERNOON AND NIGHT
IN THE CITY OF VANCOUVER !**

Top Dog on the Pacific Coast



Now more than ever — B.C.'s MOST LISTENED TO STATION

Education

CKNW Donates TV Scholarship

Vancouver. — College graduates of the future will have a real opportunity in Canadian TV, Bill Rea of CKNW told the University of B.C. Radio Society.

Rea donated a \$1,000 scholarship for a commerce graduate eager to study radio and TV, with the idea of starting to develop Canadian TV specialists. Dr. Norman McKenzie, president of U.B.C., called the scholarship "a long step forward in the development of Canadian television." He was a member of the Massey Royal Commission.

"The future holds wide opportunities for grads in TV," Rea said, "both in retail selling and service and in production."

He figured 50,000 TV sets would be bought in this area in the next two years, each needing \$72 worth of parts and maintenance annually.

This, he said, would employ 500 men alone, apart from the other fields of selling and production.

The scholarship will provide transportation, tuition and living expenses for a graduating U.B.C. commerce student to attend summer courses in TV at Northwestern University, Chicago. The student selected must indicate an aptitude for work related to radio and television and a desire to follow a career in these fields.

— February 4th, 1953.

High School Student Wins Scholarship Donated By Stations And Sponsors

Kentville, N.S. — A seventeen year old Kentville Senior High School student will have an opportunity to continue her studies of fine arts at Mount Allison University next fall, as the result of her winning a scholarship, valued at \$164.00, in a project organized by two jointly-owned Nova Scotia stations, CFAB, Windsor and CKEN, Kentville.

The scholarship, won by Merle Ann Elderkin, represents a percent-

age of revenue from the 30-week program, *Teen Junction Radio Scholarship*, which was sold, written, produced and announced by High School students over the two stations. Co-sponsors on the program were T. P. Calkin Ltd.; Mac's Restaurant; Muttarts Ltd.; Campbell's Variety Store; J. H. Cleyle Ltd.; Leopold's; Larry Mason; F. J. McEachern Refrigerator Sales & Service; R. W. Phinney and H. H. Pulsifer Ltd.

The scholarship represents a percentage of the revenue the station derived from these co-sponsors of the program. The awards committee was made up of representatives of the High School students, teaching staff, school board and Evangeline Broadcasting Company Ltd. Presentations were made by Jack Lewis, station manager.

—August 5th, 1953

A Few Facts

NEARLY 50% more New Brunswick radio homes listen to CFNB 6-7 times a week than to any other station. The 1952 BBM station report shows that CFNB has the third largest total audience among all Maritime independent stations.

BUSINESS FIRMS in towns as far away as ninety miles from Fredericton advertise regularly on CFNB with excellent results. There are advertisers in the State of Maine who use CFNB regularly. CFNB has an estimated 10,000 listeners in Maine who do not appear in any survey reports.

THESE ARE just a few facts to keep in mind when your plans call for New Brunswick coverage.

New Brunswick's
Most Listened-To
Station



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

1,145,561 ENTRIES

IN

The Original Pot O' Gold Program

The Original Pot O' Gold Program on CKGB, CJKL and CFCH during the first year on the air drew more than one million letters from happy fans throughout Northern Ontario and Northwestern Quebec.

Get the fabulous Pot O' Gold Sales story from:

NATIONAL BROADCAST SALES Toronto
Montreal

CKGB
TIMMINS

CJKL
KIRKLAND LAKE

CFCH
NORTH BAY

As the CAB holds its annual meeting . . .

We could tell you how CKCK is the dominant station in Saskatchewan, with 156,390 weekly daytime homes receiving your sales message in the province.

We could tell you Saskatchewan is heading for boom in the the oil industry as new oil fields are discovered.

We could tell you that Regina had its biggest building boom last year, when over twenty-seven million dollars in building permits were issued.

We could, and did . . . but, we will also wish the CARTB the best in their undertakings . . .



DIAL 620

CKCK REGINA

Representatives: All-Canada Radio Facilities

"CARMELITA ISN'T A BAD-LOOKING BABE,"

Says Lionel . . .

"Carmelita's a chorus girl who's quite proud of her nice round figure, especially her BBM. But as the fifth cutie from the left, she doesn't get the undivided attention of the audience. Too many other comely distractions share the stage.



In radio, as in other branches of show business, it's the solo performer who gets the concentrated, unshared audience response. That's why smart time buyers pick CKCW — the station that gets the undivided attention of 156,000 interested Maritimers!"

"P.S. — While you're at the Convention, ask my helper, Fred Lynds, for your copy of the facts about my personal life. We lobsters get around more than you'd suspect!"



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

Programs

HALIFAX TEENAGERS TAKE OVER

Halifax — To produce a top-notch radio show is one thing, but when a group of teenagers tackle the task and come up with a bright production — well, that is something else again. But they have been doing it here for the past eight months on CJCH with a program called *Teen Review*.

The kids handle it entirely themselves. *Teen Review* has a staff of teenage announcers, commentators, reporters, musicians and everything else that is necessary to the organization and presentation of the many special features that are attempted. They all come from Queen Elizabeth High School here and they have worked out a format for their show that is second to none. At least their public relations member looks at it that way.

Each week the show is signed-on with a "different" sort of introduction, such as poetry, unusual sound effects and dramatic skits interesting enough to make people sit up and listen. Many Haligonians turn on their radios on Saturday afternoons just to hear what new stunt the kids will come up with. The Teeners conduct interviews on the show, do on-the-spot broadcasts of special events on the Teen-Age calendar, and recently they received high praise for their recording and adaptation of local high school dramatic and musical productions.

Last Christmas the group showed local theatrical troupes a thing or two about radio drama with their adaptation of Dickens' *Christmas Carol*, according to Station Manager Finlay MacDonald, not exactly a novice himself at theatrical staging.

Another recent conquest for these young producers was their *Teen Review Teen Talent Show*, an ambitious and successful project completed a short time ago.

It got started when leaders of the *Teen Review* group approached MacDonald with the germ of an idea one morning last January. He liked it,

gave approval and three days later they had all the arrangements and technicalities worked out in detail. An auditorium was rented, auditions were held and only the best talent accepted. The show was thrown open to the public and one week later the *Teen Talent Show of Teen Review* origin hit the air with all jobs handled by Queen Elizabeth High School students.

"Don't get the idea that these productions were 'really good considering they were done by teenagers,'" warned MacDonald. "They were 'really good' by any standards." By the time the series ended a month later, Halifax had been made conscious of its latent talent by these kids, he said.

Nor have they stopped there. Plans are underway already to combine the musical talents of young Haligonians in a broadcast adaptation of some popular Broadway musical comedies. Occasionally they go on tour to let out-of-town groups get a chance to work on *Teen Reveiw* in all its phases. And at the moment they have top secret ideas brewing for a special documentary which they think is going to interest and entertain a lot of people, although they are not talking about it much yet.

Producer of *Teen Review* is sixteen-year-old Paul MacDonald, who for the past three years has been spending a lot of his spare time tackling chores for CJCH in the library, technical and feature production field. But he isn't a relative of the boss. He has hopes of getting established in television someday, or even following in the footsteps of his uncle, Wallace MacDonald, prominent Hollywood picture producer.

MacDonald senior concluded that *Teen Review* just goes to prove that almost anything can happen when you give a bunch of capable teenagers an hour of air time — all of it for the best.

—April 15th, 1953

RADIO AT EASTERN REGION DRAMA FESTIVAL



— Photo Modern Enrg.

THE EASTERN REGION DRAMA FESTIVAL at Quebec City, sponsored by radio station CHRC, was again a highlight in the dramatic circles of the Province this year. Three plays — two in French and one in English — reached the semi-final of the competition and were judged by John Allen, English actor, stage-manager, lecturer, script-writer and producer. In the above picture, during the Festival, from left to right are: adjudicator John Allen; CHRC announcer Albert Brie; CHRC program director Magella Alain; Guy Roberge, president of the Quebec Eastern Region Festival and French-language legal counsel for the Canadian Association of Broadcasters; Richard MacDonald, secretary of the Dominion Drama Festival; and Henri Lepage, CHRC general manager.

—February 18th, 1953

Summer Stock



MOST OF THE YOUNGSTERS in the studio audience for a production of CJOC's special summertime talent show, *Playtime*, had never heard so much harmless bull — or seen it either — until famed circus and rodeo clown Bobby Hill (right) showed up leading his trained pal Pauncho. In the above shot, CJOC staffer Blair Holland is seen at left trying to convince his young audience and himself that Pauncho has a different disposition from his notorious kin of Stampede fame. *Playtime* is a CJOC experiment to promote young talent and to keep youngsters actively interested in the station during the summer holiday.

—September 2nd, 1953



—photo by Leep Zelones

MOCK ATOM BOMBING OF NIAGARA FALLS last month tested radio's role in the much-discussed Conelrad plan, along with other vital civil defence services. It was the largest full-scale defence test yet to be carried out in the U.S., and one Canadian station and two American stations in the Conelrad Niagara Falls group, connected by direct line with the nearest United States Air Force Command, co-operated in the manoeuvre. Pictured above during planning sessions for the scheme are, left to right: Charles Daniels, program director, Tom Talbot, manager, and Ralph Krueger, all of WJLL; Jack Burghardt, Welland manager of CHVC; Dick Robbins, program director of WHLD; and Art Blakely, production director, Bill Killough, assistant production director and Hershel Harris, chief announcer, all of CHVC. Although staged by U.S. authorities, the test became international in character, not only because of the close proximity of the border and Niagara Falls, Ontario, but because of the close co-operation of vital services and exchange of information. Observers from as far away as Woodstock and Oshawa, as well as a military contingent headed by Maj.-Gen. Worthington from Ottawa, watched this first major execution of Conelrad.

—July 15th, 1953

Your STRONG LINKS Between Toronto and Montreal

At this very moment thousands of Canadian Families are listening to CHEX, Peterborough, and CKWS, Kingston, their "home-town" stations: . . . listening to their favorite program, their favorite local personality.

Check the surveys. Listen in your hotel room or in your car. You'll discover that between Toronto and Montreal you are in CHEX - CKWS Territory.

Here is one of Canada's most prosperous areas where diversified manufacturing, and sound, progressive farming combine to form lucrative MARKETS with exceptionally high retail sales.

Sell Rich Eastern Ontario With

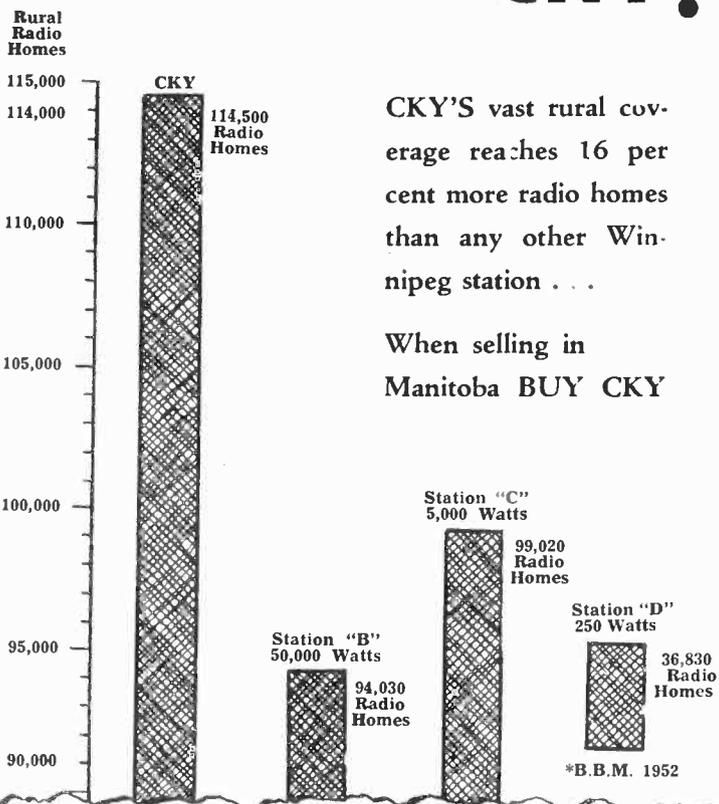
CHEX **CKWS**
PETERBOROUGH KINGSTON

REPS:

National Broadcast Sales, Toronto - Montreal
Don Cooke Incorporated, U.S.A.

IN 1954

STILL THE BIGGEST CIRCULATION . . . CKY!



CKY'S vast rural coverage reaches 16 per cent more radio homes than any other Winnipeg station . . .

When selling in Manitoba BUY CKY

Reps. H. N. STOVIN & CO., CAN. DONALD COOKE, U.S.A.

TAKING THE FAIR TO THE FARMERS



Rose & Colwell Ltd.

THE THREE WESTERN FARM DIRECTORS, who came east for the Royal Winter Fair, are seen with 4H Club Member Murray Gaunt of Lucknow, Ont., whose shorthorn steer, the son of Kaymor Outrider, won the Queen's Guineas. From left to right, they are the three farm directors, Omar Broughton, CJOC, Lethbridge; Don Clayton, CJCA, Edmonton; Norm Griffin, CKWX, Vancouver; and Murray Gaunt.

Three radio farm directors from Western Canada travelled a total of nearly ten thousand miles to Toronto and back, to cover the Royal Winter Fair and send back recorded interviews with winners and other interesting people for the listeners back home. These were Omar Broughton, who has been covering the Fair for four years for his station, CJOC, Lethbridge; Don Clayton, from CJCA, Edmonton, was able to report on the large number of prize winning entries from people in and around his home city; and Norm Griffin, an agricultural graduate of the University of Alberta, just like the other two, but who has left his native province and now heads up the farm department of CKWX, Vancouver.

The purpose of this major excursion is not so much to get the news of the Fair, because this is flashed to stations across the country by news wire, so that it can be broadcast while it is still happening almost. What this trio was after was taped versions of the stories behind the news, the personality and character of the winners, and the sound of the whole affair, which radio and only radio can convey. As Broughton put it, "our farmers and ranchers back home want to know more about what's happening than they can hear in a newscast or read in a paper, and we're here to feed it to them."

The way it works out is like this.

They arrived with the weekend between themselves and the opening. This gave them a chance to get the feel of the place, recording some background material and so forth.

At a pre-Fair reception, Don latched onto Lawrence Rye, from Namao, just north of Eglinton, Alta. Rye is a farmer himself, but he didn't come to Toronto as an exhibitor. He was nurse-maid to eighteen box cars of livestock, sent to the show by various cattlemen. They got him to tell the people back home how the cattle fared on the long railroad journey. Rye gave them the inside track on just what you do with heaven knows how many head of train-sick

cattle — and because he made this tape during the reception, he did it to a background of soft chamber music.

Norm Griffin button-holed Bill Savage, a breeder of Ayrshire and Jersey cattle from Ladner, B.C. The purpose behind this rancher's trip seemed to be to make up his mind where he was going to replenish the Ayrshire breed for British Columbia cattle men. After the Fair he proposed flying over to Scotland to look at them on their native heaths. Then he would make the decision.

Don talked to Dick Secord of Wintertown, Alta.; helped him wash his cattle, in specially constructed showers. The rub was they had to do it at 3 a.m., because the water is warmest then, while no one is drawing on it.

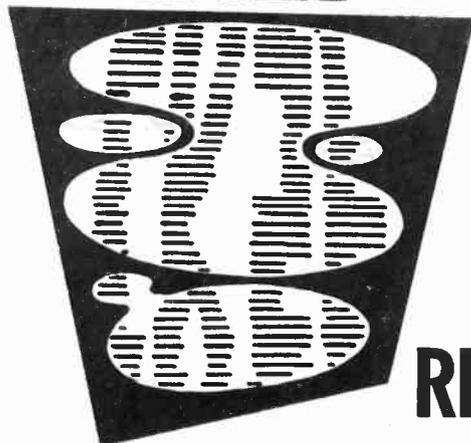
Meanwhile word had gone out to lasso Omar Broughton, the Lethbridge representative and bring him into our corral for an interview. But Omar was much too busy looking for subjects of his own to submit to becoming one himself. When we did find him, he turned out to be the same quiet spoken dedicated guy he was when we talked to him on his first visit, four years ago.

Farm directors it seems, unlike other broadcasters, spend most of their time out of the studios. They do their shows of course, but most of their time is spent driving out into the country to find farmers for special interviews on special timely subjects. Usually they ring in his wife and family too, because farming, like no other business in the world, is strictly a family affair. They go to the fairs, attend meetings, speak publicly at banquets and other functions. One farming group comes in for more than average attention and that is the 4H (Junior Farmers') Clubs.

It is the result of all this activity that goes into the programs.

Don Clayton begins his day on the air at six in the morning. This program lasts till seven o'clock, with talks on machinery, interviews, market reports, music and just about everything in the book. Norm, whose

CKSF



REFLECTS

The optimism and enthusiasm of Cornwall "The Seaway City" in anticipation of the gigantic Seaway Development here.

CKSF—CORNWALL, ONT.

AM - FM

REPS: Horace N. Stovin & Co. (Canada)
Joseph Hershey McGillvra (U.S.A.)

routine is roughly the same, mentioned a live group that sings and plays on his show, and is available for social functions too. These are the *Rhythm Pals* who liven the program with their popular numbers, a hymn every day, and a certain limited amount of western music. Norm stressed that it was not what might be called a "hick program", and the other nodded their agreement with Norm.

"The sales department estimates an audience of 400,000 on the noon show", Clayton said. In Edmonton, he explained, the rural and urban audiences are about fifty-fifty and the mail comes in the same ratio. Norm explained how, in Vancouver where the urban audience definitely predominates, 40% of the letters bear the city post mark. "City people seem tremendously interested," he said, and mentioned a Vancouver baker of his acquaintance with whom the *Farm Program* was a daily must on the mantel receiver he kept in the bake shop.

Commercially speaking, the western farm programs attract a wide variety of sponsors, who have found how interested people are in infor-

mation on agricultural pursuits which vary from filbert and herb growing, to geese and holly, to grain, dairy and cattle farming. To be specific, Don listed some of his sponsors. He mentioned Canada Packers, Cockshutt Implement Company, Waterloo Machinery, W. K. Buckley Ltd., Bayers Aspirin, Rislone and innumerable local concerns, such as car dealers, auctioneers, feeds, lumber and so forth.

Asked for a formula for successful farm broadcasting, they all three agreed that the main purpose should be to provoke constructive thought, to invite problems and find their solutions. They play their parts in the shaping of opinion in an indirect way — by interviewing people with strong views on both sides of contentious subjects.

How do they know when they succeed? By the warmth of their welcome from farmers and their whole families, whom they have never met, but who know their voices and appreciate their friendly usefulness.

—December 2nd, 1953



CAMPBELLTON, N.B. — 950 kc — 1000 watts — Income from rich lumbering and fishing industries, added to bonus dollars from a year-round tourist business, puts CKNB's listeners in prime position to buy — you can sell them through CKNB — only English language station in Northern New Brunswick. **BBM (1952) Day — 14,850 Night — 9,900**

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
 MONTREAL QUEBEC TORONTO

CAMPBELLTON SELLS THE NORTHERN MARITIMES

CHABy MEETS THE PRESIDENT



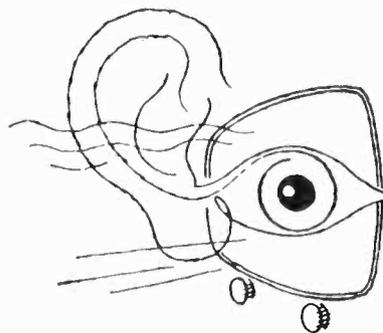
CHABy, GO-GETTING promotional representative for CHAB, shakes hands with CARTB president, "Tiny" Elphicke, as he wishes him a successful convention.

CHAB

800 Kcs.

Moose Jaw, Saskatchewan

5000 Watts



A COINCIDENCE— YES

But we are very pleased that the CARTB Convention is in Quebec City. Because Advertisers, Agency and Station Personnel have the opportunity to see Quebec's First Independent Television Stations CFCM-TV in the final stages before programming. You are cordially invited to join the CFCM-TV tour.

If you can't make it, we have the details — call us, we'd like to talk it over.

HARDY



JOS. A. HARDY & CO. LTD.

MONTREAL
 PLateau 1101

TORONTO
 EMpire 3-6009

QUEBEC CITY
 5-7373

Representing
CFCM-TV
 Quebec City
 Channel 4
CKCO-TV
 Kitchener
 Channel 13

**We'll Be Seeing You . . .
 At the C.A.R.T.B. Convention**

It's a pleasure to have this opportunity to congratulate the Canadian Association of Radio & Television Broadcasters on the fine work they carry on, year after year. And it's a pleasure, too, when each year we meet so many C.A.R.T.B. members at the annual Convention. So when you are 'between' committees and general sessions, drop in on your friends at DSEL. See our display room — talk shop or tell jokes — but come around! And that's an invitation! We'll be seeing you at the Convention!

DOMINION SOUND EQUIPMENTS
 LIMITED

THE PRESTO RECORDING CORPORATION

of Paramus, N.J.

in conjunction with their exclusive Canadian Representative

WALTER P. DOWNS

announces the appointment of

ED. J. PIGGOTT

owner of

INSTANTANEOUS RECORDING SERVICE

42 LOMBARD STREET, TORONTO

as distributors of

PRESTO PRODUCTS

in Saskatchewan, Manitoba, Ontario, Quebec, The Maritimes and Newfoundland

Branch Offices of Instantaneous Recording Service have been opened in Winnipeg and Montreal.

THE KEY PERSONNEL OF INSTANTANEOUS RECORDING SERVICE

make their formal bow to Radio Station and Agency folks in Saskatchewan, Manitoba, Quebec, The Maritimes and Newfoundland, new territory for which we have been appointed exclusive distributors of PRESTO Products.

and

say a hearty "Hello" to our host of friends in Stations and Agencies in Ontario whom we have been privileged to serve with PRESTO Products for the past sixteen years.



Alan Poapst
Man. & Sask. Rep.



William Wilson
Office Manager



Miss Ryerson
Secretary



ED. PIGGOTT
Owner



J. Tardiff
Recording Technician



D. Moncrieff
Recording Engineer



Jim MacPhillips
Eastern Canada Rep.

A complete range of Presto Equipment will be on display at the CARTB in Quebec City, plus many other items of associated broadcasting equipment. We will be looking forward to meeting you in Quebec City.

Manitoba and Saskatchewan Branch
1650 Pembina Highway
Winnipeg, Man.

HEAD OFFICE
Instantaneous Recording Service
42 Lombard Street
Toronto 1, Ont.

P.S. We forgot to mention that we are Canada's Distributor of "Scotch" Brand Recording Tape. Orders for "Scotch" Products shipped anywhere in Canada express or parcel post prepaid. Collect telegraphic orders accepted. All orders shipped the same day as received.

Eastern Canada Branch
3921 Berri Street
Montreal, P.Q.

Good Works



WHEN THE CIRCUS CAME TO TOWN, CHLO, St. Thomas picked up a hundred under-privileged children and played hosts, with fluff candy, clowns and all the trimmings. Pictured in the back row from left to right are CHLO salesmen John Blaser and Jack Thurlow, who thought up the idea; receptionist Pat Devine; traffic manageress Mary Snell; and librarian Shirley Gifford. A few days later, when they were showing a Coronation picture at a local movie, the station took all the old people from the Elgin County Poor Farm and Home for the Aged to see it. Another CHLO project is turning over the station for an evening to the Minor Baseball Association when it was in need of funds. —August 19, 1953

SANTA CLAUS IS COMING TO TRURO

Truro. — Station CKCL here played Santa Claus and Good Samaritan unexpectedly just before Christmas when it secured a house, furniture, clothing, food and over \$1,500 cash for a burned-out family in less than 36 hours.

On December 22 fire destroyed the home and possessions of Joseph Rafuse and his family in a small village 15 miles from here. The family, consisting of five children under age eleven and the two parents, were attending a school Christmas concert when the fire broke out.

Rafuse, a mechanic with a trucking firm, found himself suddenly homeless and helpless.

Shortly after CKCL went on the air next morning, news editor Roy Chaisson, who had reported on the fire, outlined a plan for helping the family. This was immediately approved by the station's manager, Art Manning. Minutes later a campaign was launched, appealing to the public for donations of clothing, food and cash. An hour later over \$300 had been pledged.

By four p.m. the following day — Christmas Eve — a vacant house had been loaned to the family for the winter, enough furniture was on hand to set up housekeeping, and enough fuel, clothing and vegetables were available. Even a Christmas tree was up and decorated.

— January 21st, 1953.

FLASH! FLASH! FLASH! FLASH! FLASH! FLASH! FLASH! FLA!

FIRST WITH THE NEWS

in SUDBURY and DISTRICT

C H N O
 COMPLETE COMMUNITY COVERAGE

11 EDITIONS DAILY

NEWS As It Happens

TAILORED TO SELL

ONLY AT CHNO CAN YOU

PURCHASE LOCAL NEWS

REPS: OMER RENAUD & CO. (CANADA)
 ADAM J. YOUNG JR. INC. (U.S.A.)

FLASH! FLASH! FLASH! FLASH! FLASH! FLASH! FLASH! FLA!

Tell Us Another

You think you've got a three day convention? And you think conventions are fun? Up here at Orillia, we've got 'em all the time.

We don't think our 24,500 radio homes (we just found that extra 500) are worth the trouble, but here's 36 national sponsors (count 'em) who like to get together with 'em day after day, year after year. Don't blame us. Blame Horace Stovin. It's his fault. Now read 'em.

- Bardahl Lubricants Ltd.
- W. K. Buckley Ltd.
- Canada Packers Ltd.
- Canadian Automobile Chamber of Commerce
- Canadian General Electric
- Canadian Industries Limited
- Crosley Radio & Television Ltd.
- Department of National Defence
- Department of Highways
- Dorcas Sewing Machines Ltd.
- Ex-Lax Ltd.
- Ford Motor Car Co. of Canada Ltd.
- General Motors of Canada Ltd.
- Gillette Safety Razor Co. of Canada Ltd.
- Glidden Company Ltd.
- S. C. Johnson & Son Ltd.
- Household Finance Corporation
- Hydro Electric Power Commission of Ontario
- Kraft Foods Ltd.
- Lever Brothers
- Maher Shoes
- Martin Senour Co. Ltd.
- Michigan Bulb Company
- McColl Frontenac Oil Company
- Mother Parker's Tea & Coffee Co. Ltd.
- National Home Show
- Ontario Retail Farm Equipment Association
- Pinex Company in Canada
- Singer Manufacturing Co.
- Templeton's Ltd.
- Toronto Daily Star
- Toronto Telegram
- Vick Chemicals Inc.
- George Weston Ltd.
- White Laboratories Ltd.
- Charles Wilson Ltd.

CFOR

ORILLIA, ONT.

1000 Watts—Dominion Supp.

Good Works

RAISE 20G's FOR FLOOD AID

Toronto — At least three Canadian radio stations rallied their resources and raised almost \$20,000 last week to aid flood victims in Europe.

In a 3½ hour program CHML, Hamilton ran up a total of \$11,981 to add to the city's fund, while CKFH Toronto staged a three-hour drive around midnight one night last week to which listeners responded with \$4,200. It was a big night in Saint John, N.B., when CFBC went all out to boost the European Food Relief Fund by \$3,000.

At least five-thousand people had to be turned away from the packed Palace Theatre in Hamilton from which CHML staged its Flood Relief Show ten days ago. From late Sun-

day evening until 2 a.m. the following morning, the station's staffers went before the microphones with jokes, music and pathos to attract their listeners' contributions.

CFBC and the local Kinsmen's Club joined forces to rouse Saint John in an evening that won't soon be forgotten. The station's regular performers and other musicians from all over town poured forth music for 3½ hours while other members of the staff formed the telephone brigade. Kinsmen in their cars, their radios tuned to the station, were kept posted on the latest money pledges and sped about town collecting.

Twelve telephones were kept busy by listeners who would phone the station and "bet" money that the musicians couldn't play the tune requested. Strangely enough, none of them won, even though pianist Mal Allen, Harry Rigley and his orchestra and Joe Haschi and his New Brunswick Ramblers sounded puzzled at times.

The town's biggest "jam session" broke up about 1 a.m., making EFR \$3,000 richer.

Announcers and entertainers of CKFH aired their work from the municipal building of East York, a Toronto suburb, for two hours around midnight on Friday. They closed their drive off with \$4,200 pledged when incoming calls dropped off to nothing. The crew was disappointed; their objective was \$10,000.

—March 4th, 1953

CONTINUITY WRITER

Required at
CKX Brandon

CKX is a progressive Station with plans for expansion in the near future. Excellent working conditions. No night work. Salary and bonus. Group insurance. Daily hours: 9 to 5 with 1½ hours for lunch. Saturdays 9 to 12 noon.

Apply to: Mr. J. B. Craig,
Managing Director,
Radio Station CKX,
Brandon, Manitoba.

ONE OF THE MANY GOOD REASONS . . .

WHY

CFCY

IS THE MOST LISTENED TO STATION IN THE MARITIMES.

Any radio engineer will confirm that there is greater efficiency on the low end of the dial.

To match the coverage of CFCY's 5000 watts at 630 k.c., a station at 1260 k.c., double the frequency, would require power of over 100,000 watts.

That more people can listen to CFCY on 630 k.c. is a mathematical certainty. That more people do listen is an actual fact.

CFCY
ENJOYS THE LARGEST B.B.M. OF ANY STATION EAST OF MONTREAL

SEE THE "ALL-CANADA" RADIO MAN

B. B. M.
Day 156,300
Night 149,320
5000 watts
630 k.c.

THE FRIENDLY VOICE OF THE MARITIMES

MONTREAL'S LITTLE SANTA LADY



There's a warm, Christmassy feeling behind this picture of Jeannie Duquette, chief switchboard operator at CJAD, receiving a French leather hand bag from Jack Clifford, supervisor of advertising and display for the T. Eaton Co. Ltd., Montreal. Here is the story.

Three years ago, Jeannie who acts as receptionist as well as functioning at the switchboard, and is also a general Encyclopedia for listeners, took it on herself to find transportation and seats for crippled children at

the annual Eaton Santa Claus parade. This has become such an accepted procedure that this year Jeannie's drivers received special CJAD volunteer car stickers, so that the police would recognize them and speed them on their way, notwithstanding heavy traffic.

The picture shows Jack Clifford giving Jeannie her purse, and also Harold Corken, store superintendent and Peggy Colton.

—Over The Desk
December 16th, 1953

In Victoria

CKDA

Rates Highest (ELLIOTT HAYNES)

JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building
100 Adelaide Street West
Toronto, Ontario
Telephone EM. 3-9594

Drummond Building
1117 St. Catherine Street West
Montreal, Quebec
Telephone HArbour 6448

Good Works

TROPHY FOR NON-WINNERS



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 (front row) Martin Conroy (traffic manager), Dave Rogers (news editor), and Frank Fitzgerald (a ringer); (back row) Gilles Rousseau (another ringer), Mass Taylor (coach and recording room engineer), Pat Murray (announcer), Mike Wood (production supervisor), Terry Garner (announcer) and Peel Stevens (announcer).
—October 21, 1953



ILLUSTRATED ARE NEARLY 1,000 CARS ON ONE OF THE STEEL COMPANY'S PARKING LOTS

67% of Hamilton's 60,000 industrial employees work on the MORNING shift and are at work by 8.00 a.m.

Approximately 20,000 automobiles are used by this industrial force going back and forth to work.

AND

a good 60% of these cars are

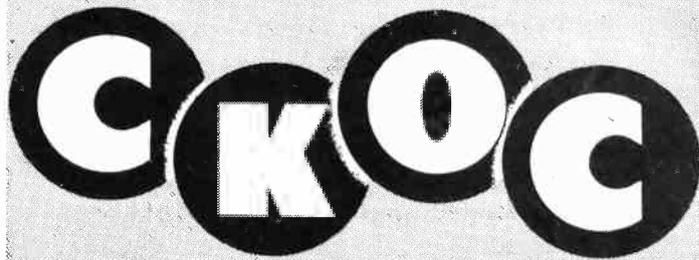
RADIO EQUIPPED . . .

Reach them in the home —
reach them on the road —

IN

the key early morning time from
6:00 to 7:30 a.m.

ON



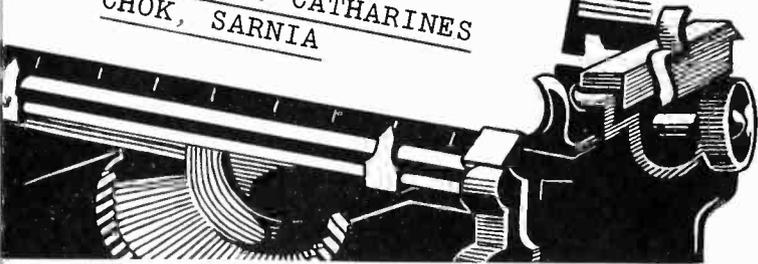
where you'll ALWAYS find
RADIOS GREATEST SHOWS

Represented by:

ALL-CANADA RADIO FACILITIES
WEED & CO. IN UNITED STATES

A MULVIHILL STATION
has listeners with:
BUYING POWER.
It has the know-how for
AUDIENCE and
PROGRAM
PROMOTION

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



PAUL MULVIHILL & CO.

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

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

CANADIAN GENERAL ELECTRIC

Congratulates

**Mr. William D. Forst, Chief Engineer, Radio Station CKOM,
Saskatoon, Sask., choice of the Canadian Association of Radio and
Television Broadcasters for their 1953 Award**



Canadian General Electric joins with the Awards Committee in recognizing Mr. Forst's contribution to the Canadian Broadcast Industry and congratulates him as this year's recipient of the C.A.R.T.B. Award.

THE C.A.R.T.B. AWARDS COMMITTEE

this year consisting of: Mr. Wilber Smith, Department of Transport; Mr. Keith McKinnon, Radio Consultant and Mr. George McCurdy, Equipment Manufacturer, have awarded the C.A.R.T.B. citation —

"In recognition of his pioneering efforts in the field of unattended operation of broadcast transmitters".



Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

571W-1254

News

Special Events Voucher—\$65



THE TWO CKWX ROVING NEWSMEN, John Ansell (left) and Earle MacLeod (right) are seen above interviewing the army officers who pilot the light aircraft in the background, used in air observation for directing artillery fire. The scene is Wainwright Military Camp, Alberta, during the exercise known as Operation Buffalo 4. The officers are Lt. Tug Watch of RCHA (left) and Lt. Bumps Dancy, RCASC.

"Special events expenses — \$65.00" — that's how the swindle sheet read. It didn't look like a story, but this is what actually happened.

When CKWX listeners heard a half-hour actuality the other evening of the Canadian army's *Exercise Buffalo 4*, which took place at Wainwright, Alta., August 22-29, what they heard was a conglomeration of tape recordings made on the spot over five pretty arduous days by program Manager John Ansell and news Editor Earle MacLeod.

A CJCA newsman, Frank Hutton, was on deck too, phoning in reports to Edmonton each evening in time for the ten o'clock news. But this story concerns the CKWX team.

As far as John and Earle are concerned, the five-day safari should have been named *Operation Mud and Mosquito*. The boys took off from Vancouver airport the morning of Monday, August 24 on the RCAF's scheduled flight from Tokyo. They landed in Edmonton three hours later in the middle of a torrential rain storm which was to stay with them right through the piece. Next morning they arrived at Wainwright,

after battling the mud and other obstructions which caused them to spend six hours on the 136 mile drive.

On their arrival at the base of operations, they were issued with army "bush uniforms", including knee-high rubber boots. Other equipment included a liberal supply of liquid which looked like gin, smelled like Hell and functioned, or was supposed to, as a mosquito repellent. At this writing, the faces of both these men have reassumed their normal shapes.

The actual assignment was to bring back material for a half hour on-the-spot broadcast. The army, from General Volkes down, was anxious to help. Due to the weather and the fact that the *Exercise* was spread over a three hundred square mile terrain, staff cars and station wagons were out of the question. So three-quarter-ton four-wheel-drive army trucks were placed at their disposal, as well as army observation aircraft, with pilots standing by to take them aloft for plane-eye views. Before it was over, they had taped nearly four hours of sound for their thirty-minute broadcast, sound varying from the thundering boom of heavy

artiller fire to the troops' colorful comments on the weather.

The CKWX boys attached themselves one to each side of the manoeuvring forces. To record a bit of the main engagement, John had to make his way a distance of half a mile through knee-deep mud. When the neutral vehicle in which he was riding bogged right down, it fell to his lot to clamber out to unhook the winch, because his fellow-travellers, an umpire-major and his driver, were without rubber boots. Leaving the others in the shelter of the car, John scaled an eight-foot barb wire fence, to get at a tree, on which to anchor the cable, which was to pull the heap out of the muck. After two unsuccessful tries, punctuated with encouraging words from the major and more vividly colorful phrases of his own, he made it, just in time to set up the equipment to record the attack.

Earle with "the enemy", had his fun too, in the shape of a six-mile walk through a combination of mud and underbrush. He was just getting his recording gear stowed away after the engagement was apparently at an end, when some bright character decided to stage a completely unrehearsed and unexpected counter-attack. According to his own version, Earle saw the attacking army converging on him with such realism that he said: "To hell with the equipment" and proceeded to do the traditional take-off "at a terrific speed in all directions." The fact that Earle got back to base complete with the equipment and the tapes he had made, in spite of his flight, has not been explained.

The journey back to Vancouver was uneventful, except for the fact that it was made three miles up in the air, with smoking and talking taboo and oxygen masks a must. Next morning John was back in his office shuffling announcers' schedules as usual. Earle was at the News Desk, rewriting a report of yesterday's garden party of the Ladies' Aid. Never a dull moment!

—October 7th, 1953



ANSSELL AND MacLEOD GOT INTO THE THICK OF the fighting during the sham battle, one covering events of each of the opposing forces. They got back together at times and are seen above interviewing the driver of a Sheman medium tank, one of many engaged in the "battle". That's John Ansell seated on "the spout" — the barrel of a 76 mm gun — while at left Earle MacLeod operates one of their portable tape recorders.

CJDC

is going u-u-u-p

with

DAWSON CREEK

... and we at CJDC are proud to serve the fastest-growing northern territory in Canada. Here are some of the strides our community has been making.

It's the greatest distribution centre in the Canadian Northwest. Highways from Edmonton and Vancouver terminate here, where the Alaska Highway begins.

Northern Alberta Railways report Dawson Creek will again be the Commonwealth's largest primary shipping point when four million bushels of grain have been handled.

Westcoast Transmission's gas pipeline converges on Dawson Creek and a new 2,000-barrel-daily oil refinery is to be built here.

The asbestos discovery at McDame Lake, north west of here on the Alaska Highway, has been valued at two hundred million dollars.

Three new housing subdivisions are going up and next month a million dollars will be spent on new local schools.

Pouce Coupe municipality (or Dawson Creek) now has twice as many autos and four times as many commercial vehicles as Grande Prairie County.

Last year, thirty thousand American tourists visited us.

Retail and wholesale business is increasing by leaps and bounds.

CJDC

provides community service to all of the Peace River country and has gained the confidence of local advertisers and listeners.

See
Radio Representatives Ltd.
in Canada
Donald Cooke Inc. in U.S.A.



CLEARER RECEPTION . . .

. . . INCREASED AUDIENCE!

CJEM Edmundston - 1000 WATTS

N O W 570 KILOCYCLES

... the pick of the Frequencies ...

Deliver your message through the
GATEWAY TO NEW BRUNSWICK

and the heart of the

"REPUBLIC OF MADAWASKA"

See or write the STOVIN boys

To Members of the
C·A·R·T·B·

MAY WE WISH YOUR
CONVENTION EVERY
SUCCESS . . . and

We're looking forward to
seeing you—with or without
Audio-Equipment
Enquiries or Problems

Northern Electric

COMPANY LIMITED

News

DATELINE SASKATOON

By Helen Craig

Walking down Saskatoon's main street, Second Avenue, I heard two businessmen talking. One said, "Did you hear about Hudson winning that award in Washington?" And the other replied, "Yeah, he's done it again. Guess he isn't such an ape after all!" "Mmh?" queried his friend. Whereupon the informed one answered, "A woman wrote in to his program, Opinion and called him an ape. It was quite a joke, specially when Godfrey asks listeners to send in their opinions."

Facetiousness aside, Godfrey Hudson, news service director for CFQC, and the station he represents, have been presented with a unique bouquet (along with a Miami television station, WTWJ), — a citation from the Radio and Television News Directors' Association for "outstanding news operations in 1953."

It was the first time a Canadian station has won the top radio news award in the association's annual competition conducted by the Radio and Television Department of the Medill School of Journalism, Northwestern University.

It's always fun being in on a jubilation, so, because I happened to be in the city by the river, I hied me down to the glamorous CFQC studios to chat with the gang. All the people I met were excited: Eileen Hodgson, newly-appointed promotion gal; Marg Morrison, commentator; Roy Currie, program director (who just recently took the place of Harry Dekker, now the CJNB North Battleford station manager); Harvey Tate, news editor . . . in fact, the entire QC crew was basking in Godfrey's glory.

By way of general information CFQC has the largest news service for any 5000-watt station in the world. Godfrey Hudson is the director; Ed Whelan is assistant director and covers local sports as well; Bill Cameron is another assistant and newscaster; Harvey Tate handles news editing and newscasts; the four reporter-editors are Arlene McPherson, Les Edwards, Jo Campbell, and Ean Bickle, who, respectively, look after women's news, sports and on-the-spot tape recordings, civic affairs, and labor. The always-efficient secretary for the group is Marjorie Gilliland. It is a versatile staff, and each member is well able to do air work and news gathering.

Harvey Tate, news editor, gave me the inside story about the award. At the annual Washington convention of the Radio and Television News Directors' Association, CFQC was declared as having top radio news operation in Canada, the United States, Australia, Japan, and Europe. When Professor Baskett Mosse, head of the Radio and Television School at Northwestern presented the award to Godfrey Hudson (before a galaxy of TV cameras), he requested that tape recordings of Opinion be made available to the School of Journalism as models of what radio stations can do for their communities through editorializing. Professor Mosse described Opinion as "courageous" and said that A. A. Murphy, president of CFQC, was a most enlightened radio station owner to have such a feature. Professor Mosse suggested that U.S. radio stations follow the example set by CFQC to editorialize on a regular basis. An additional honor was given to Godfrey Hudson when he was elected a board member for a three-year term of the RTNDA.

When Godfrey came back to Saskatoon with the mammoth golden trophy, it was not the first time he returned with honor preceding him. CFQC's News Department has already won three international radio awards under his direction, and in 1946 he was named the outstanding student at the NBC Radio Institute.

Perhaps you're wondering what is the nature of Opinion. Harvey Tate described it as a 15-minute editorial feature, in which Godfrey Hudson presents views on local, regional, and international issues, and reads letters of listeners' freely expressed opinions. Here are a few examples of subjects included in recent broadcasts: Fluoridation was a local issue and it became a topic for Opinion; there is a regional controversy in the prairies on equalization of time zones, another topic for Opinion; on the international scene, one and a half hours after the story of Beria's purge broke, Godfrey was on the air with complete background notes, highlighting what he considered to be the reason behind Beria's struggle for power.

Opinion deals with nonsensical items too. For example, there has been comment on the high cost of dog houses in New York City, chit-chat about a University of Saskatchewan snake dance that literally snaked its way through garages and movie theatres to the Big Ben in the centre of Saskatoon.

Opinion is an entirely scripted show. Furthermore, it is sponsored

by Stewart Warner Television. (A franchise for Stewart Warner TV has been given to CFQC owner, A. A. Murphy, who runs an automotive, radio, and electrical supply company as well as the radio station.) There is or will be a further tie-in, for in the early fall of 1954, Saskatoon will have CFQC-TV, Channel 8.

How do the local people react to Opinion? Well, some like it, and some don't. Mayor J. S. Mills stated that CFQC's winning the award has put Saskatoon on the "radio map of North America." Another listener disregards the mayor's view and says that Hudson is "water-boy to the mayor." Other excerpts from listeners' letters: "I believe it is an example of true democracy" . . . and . . . "In Opinion, Mr Hudson is stamped-

ing the people of Saskatoon." Both Mervin Woods, the president of the Saskatchewan Progressive Conservative Association, have spoken favorably of the show. Judging from conversations I had with members of the back-fence sorority and teenagers at a local collegiate, most Saskatonians know what Opinion is, and it is often a conversation topic at afternoon tea sessions, in pool halls, and at youngsters' clambakes.

If I may pretend for a moment that I have a crystal ball for a head, CFQC's clearing house for Opinion will continue to flourish as long as it is in essence democratic . . . giving Godfrey Hudson and his listeners an opportunity to sound off fairly and squarely on issues from the ridiculous to the sublime.

—November 18th, 1953

You Can Pull In a Flock of SALES RESULTS by using **CHLO** LONDON and ST. THOMAS

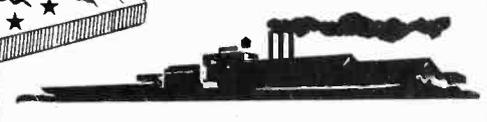
See Stephens and Towndrow In Toronto and Montreal Adam J. Young in U.S.A.

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

- CHWK CHILLIWACK
- CJOC 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

Serving more and more **ADVERTISERS...**
 more and more **EFFECTIVELY...**
NETWORK RADIO and **TELEVISION**

CBC Network Radio...

A major selling medium . . . combines the advantages of economy and flexibility. Through CBC and privately-owned affiliated stations, CBC network radio extends from Newfoundland to British Columbia.

CBC Network Television...

Is expanding every month, with CBC stations in Toronto, Ottawa and Montreal already covering over 400,000 TV homes. CBUT, the CBC's Vancouver station, is now in operation. CBFT and CBMT in Montreal permit separate French and English programming. CBWT - Winnipeg will open soon. CKSO-TV in Sudbury, CFPL-TV in London and CKCO-TV in Kitchener are now in operation. March 15th will see the opening of CHSJ-TV in Saint John. CHCH-TV in Hamilton will be on the air April 15th. Other privately-owned stations will be opened this year in Sydney, Quebec City, Sherbrooke, Rimouski, Kingston, Windsor, Port Arthur, Regina, Saskatoon, Calgary and Edmonton.

IN RADIO AND TELEVISION . . . the CBC looks forward to working with advertising agencies and their clients in originating and producing Canadian-talent programs . . . in French or English.

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 JARVIS STREET, TORONTO 5, ONT.

1425 DORCHESTER STREET, MONTREAL 25, P.Q.

News

COUNCIL DOORS OPENED TO RADIO REPORTERS

Barrie — A resolution permitting radio and newspaper reporters to cover Barrie Council discussions when in committee as a whole, was passed here recently. It came as a direct result of a campaign waged by Ralph Snelgrove, manager of station CKBB, to have Council events made available for reporting on radio and newspapers while in committee as a whole.

Before passage of the resolution, only regular council meetings had been open to reporters.

The resolution read: "That this Council clarify the position of the reporters as to what may be reported when Council is in committee as a whole and that any part of business conducted in committee as a whole may be reported".

Snelgrove pointed out, in representations to the council, that because it had the right to deny reporting privileges, it did not have to use it. He said council had the power to move into committee as a whole at will — a power frequently exercised when contentious issues arose—and thereby forbid publication of the discussions, although regular council meetings were freely reported.

The problem came to a head some weeks ago, Snelgrove said, when a joint meeting of the Town Council and Public Utilities Commission was held to discuss a proposed expenditure of half a million dollars on a new sewage disposal plant for Barrie. A few minutes after the meeting came to order, he went on, "it went into committee and so the radio and press boys sat there for three hours without being able to report on the discussions."

The following day, during a news-cast, CKBB took exception to the closed-door practice of the Council, observing that "it would appear from this that Council either places very little confidence in the press or radio reporting of so important an issue, or that ratepayers are sufficiently informed on Barrie's sewage disposal requirements".

The broadcast editorial noted: The meeting (on sewage disposal)

had barely got under way when Council moved to go into committee as a whole which, according to municipal rules of procedure, prevented a report of the deliberations. Two hours and thirty-five minutes of discussion took place in which pertinent information was given on one of Barrie's major problems — both on cost and health factors. However, as far as the ratepayers are concerned, this information is not available".

Later before the Council, but prior to the passage of the resolution, Snelgrove declared: "On far too many occasions in recent years, reporters have been excluded from discussions which many of us have felt should not have been kept from the public. I know it's very simple for one of you to jump up and move discussions into the protective shroud of committee. I ask you, how often is it in the public interest to do so? What actually do you accomplish, but shake the public's confidence in your actions?"

He continued: "While the Municipal Act permits you to exclude reporters from committee meetings, it does not demand that you do so. I am not bringing you news when I state that many communities invite reporters to all committee meetings and only ask them to ignore certain discussions of such a nature that the obvious public interest would best be served by no publicity."

"We are all interested in the welfare of Barrie", he said, "and I strongly suggest that sober consideration be given to any future decision to exclude reporters. The calibre of the men who cover your deliberations cannot be questioned. To exclude them places them in the category of second-class citizens."

"Weigh your responsibility carefully", he urged the councillors, "and do not be swayed by the frequent quick motions of members who are prone to hide their thoughts and statements behind the screen of secrecy."

—June 3rd, 1953

PROMOTION & PROGRAM MAN

We have an opening for a man interested in promotion and program development for radio and some television. If you are interested, send particulars to:

Wilf Woodill, Manager - Station CKSO - Sudbury

MEMO

Will see you all at the Convention!

AA Murphy

Be seeing you on the 22nd

New Dalling

Looking forward to seeing you!

Blair Nelson

P.S. See our reps anytime!

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

THE RADIO HUB OF SASKATCHEWAN

600 KC
5000 WATTS

KEITH A. MACKINNON

CONSULTING RADIO ENGINEER

VICTORIA BUILDING

Mail Box 542 Phone 4-5905

OTTAWA

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

B.C.'s 17 Radio 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

Guarantee Complete B.C. Radio Coverage

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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

Serving more and more **ADVERTISERS...**

more and more **EFFECTIVELY...**

NETWORK RADIO and TELEVISION

CBC Network Radio...

A major selling medium . . . combines the advantages of economy and flexibility. Through CBC and privately-owned affiliated stations, CBC network radio extends from Newfoundland to British Columbia.

CBC Network Television...

Is expanding every month, with CBC stations in Toronto, Ottawa and Montreal already covering over 400,000 TV homes. CBUT, the CBC's Vancouver station, is now in operation. CBFT and CBMT in Montreal permit separate French and English programming. CBWT - Winnipeg will open soon. CKSO-TV in Sudbury, CFPL-TV in London and CKCO-TV in Kitchener are now in operation. March 15th will see the opening of CHSJ-TV in Saint John. CHCH-TV in Hamilton will be on the air April 15th. Other privately-owned stations will be opened this year in Sydney, Quebec City, Sherbrooke, Rimouski, Kingston, Windsor, Port Arthur, Regina, Saskatoon, Calgary and Edmonton.

IN RADIO AND TELEVISION . . . the CBC looks forward to working with advertising agencies and their clients in originating and producing Canadian-talent programs . . . in French or English.

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 JARVIS STREET, TORONTO 5, ONT.

1425 DORCHESTER STREET, MONTREAL 25, P.Q.

News COUNCIL DOORS OPENED TO RADIO REPORTERS

Barrie — A resolution permitting radio and newspaper reporters to cover Barrie Council discussions when in committee as a whole, was passed here recently. It came as a direct result of a campaign waged by Ralph Snelgrove, manager of station CKBB, to have Council events made available for reporting on radio and in newspapers while in committee as a whole.

Before passage of the resolution, only regular council meetings had been open to reporters.

The resolution read: "That this Council clarify the position of the reporters as to what may be reported when Council is in committee as a whole and that any part of business conducted in committee as a whole may be reported".

Snelgrove pointed out, in representations to the council, that because it had the right to deny reporting privileges, it did not have to use it. He said council had the power to move into committee as a whole at will — a power frequently exercised when contentious issues arose—and thereby forbid publication of the discussions, although regular council meetings were freely reported.

The problem came to a head some weeks ago, Snelgrove said, when a "joint meeting of the Town Council and Public Utilities Commission was held to discuss a proposed expenditure of half a million dollars on a new sewage disposal plant for Barrie. A few minutes after the meeting came to order," he went on, "it went into committee and so the radio and press boys sat there for three hours without being able to report on the discussions."

The following day, during a news-cast, CKBB took exception to the closed-door practice of the Council, observing that "it would appear from this that Council either places very little confidence in the press or radio reporting of so important an issue, or that ratepayers are sufficiently informed on Barrie's sewage disposal requirements".

The broadcast editorial noted: "The meeting (on sewage disposal)

had barely got under way when Council moved to go into committee as a whole which, according to municipal rules of procedure, prevented a report of the deliberations. Two hours and thirty-five minutes of discussion took place in which pertinent information was given on one of Barrie's major problems — both on cost and health factors. However, as far as the ratepayers are concerned, this information is not available".

Later before the Council, but prior to the passage of the resolution, Snelgrove declared: "On far too many occasions in recent years, reporters have been excluded from discussions which many of us have felt should not have been kept from the public. I know it's very simple for one of you to jump up and move discussions into the protective shroud of committee. I ask you, how often is it in the public interest to do so? What actually do you accomplish, but shake the public's confidence in your actions?"

He continued: "While the Municipal Act permits you to exclude reporters from committee meetings, it does not demand that you do so. I am not bringing you news when I state that many communities invite reporters to all committee meetings and only ask them to ignore certain discussions of such a nature that the obvious public interest would best be served by no publicity."

"We are all interested in the welfare of Barrie", he said, "and I strongly suggest that sober consideration be given to any future decision to exclude reporters. The calibre of the men who cover your deliberations cannot be questioned. To exclude them places them in the category of second-class citizens."

"Weigh your responsibility carefully", he urged the councillors, "and do not be swayed by the frequent quick motions of members who are prone to hide their thoughts and statements behind the screen of secrecy."

—June 3rd, 1953

PROMOTION & PROGRAM MAN

We have an opening for a man interested in promotion and program development for radio and some television. If you are interested, send particulars to:

Wilf Woodill, Manager - Station CKSO - Sudbury

• MEMO •

Will see you all at the convention!

Al Snelgrove

Be seeing you on the 22nd

then Dallin

Looking forward to seeing you!

Blair Nelson

P.S. See our reps anytime!

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



THE RADIO HUB OF SASKATCHEWAN



KEITH A. MacKINNON

CONSULTING RADIO ENGINEER

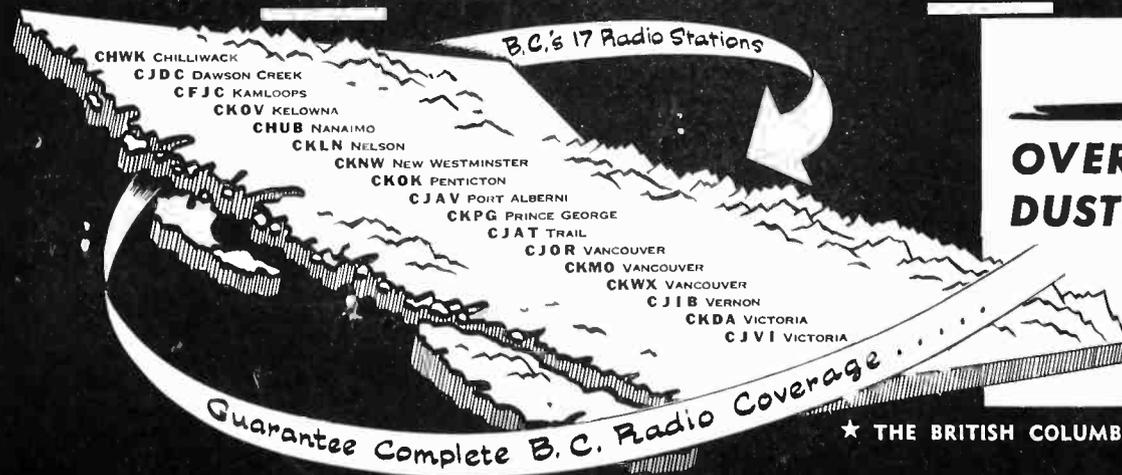
VICTORIA BUILDING

Mail Box 542

OTTAWA

Phone 4-5905

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



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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

A Complete Radio-TV Research Service

- ★ Daytime Regional Reports
- ★ Evening Regional Reports
- ★ National Ratings Reports
- ★ Teleratings Reports
- ★ Area Studies (Rural)
- ★ Early Morning - Late Evening
- ★ Auto Radio Listening
- ★ Sets-In-Use Reports
- ★ Sunday Afternoon Listening
- ★ Share of Audience
- ★ Out-of-Home Listening
- ★ Special Qualitative Analyses
- ★ Sell-Ability Reports
- ★ Coverage Surveys

In Radio Research since 1940

ELLIOTT-HAYNES LIMITED

TORONTO — MONTREAL

DID YOU KNOW

That LEVER BROS. LTD., are Presenting A Big New Quiz on CKCL.

The New Quiz is Bound to be a Success

BECAUSE . . .

1. CKCL Has A Big Loyal Audience.
2. CKCL Is The Station That Sells To The Rich Heart Of Nova Scotia . . .
3. CKCL Sales Dept. Will Help Make The Quiz Successful By Building And Maintaining Store Displays Of GOOD LUCK MARGARINE . . .
4. CKCL Suggested 5 Pairs Of Nylons Per Day Be Given Away As Consolation Prizes, AS WELL AS THE BIG CASH PRIZES . . .

To Get on the Bandwagon . . . Get on CKCL, Truro

CONTACT

OMER RENAUD & CO.
MONTREAL or TORONTO

News

RADIO IN B.C. PRESS GALLERY

Victoria, B.C. — One of the serious moments on this western ramble was a two-hour visit to the B.C. house while Sacred Premier W. A. C. Bennett and the new Liberal leader Art Laing did battle across the floor about Doukhobors, drinkin' likker, and the alternative vote.

I was sitting in the commodious speaker's gallery, from whence it is an optical impossibility to see the Speaker. Right below me was the Press Gallery where radio has four accredited representatives, viz and wit: Bert Cannings of CKWX, Vancouver; Bruce Lowther and Dave Hill, respectively CJVI and CKDA Victoria, and Jim Nesbitt, reporter at large with at least two decades of experience in the Gallery, who strings for a number of news media including the CBC.



RADIO MEMBERS OF THE PRESS GALLERY of the B.C. Legislature, left to right, are Bruce Lowther (CJVI, Victoria), Dave Hill (CKDA, Victoria), Jim Nesbitt (CBU, Vancouver), Bert Cannings (CKWX, Vancouver).

Radio got its first representation in the Gallery in 1945, when Sam Ross, now assistant manager but then news director for CKWX, joined other veteran newsmen as his station's accredited correspondent in the Provincial House. In 1948, when Ross was kicked up to assist station management, Bert Cannings, his red headed first aide, played Lou Gehrig to Sam's Babe Ruth, and took over the fourth seat from the left where, among other things, he has found fame as the expediter of cushions to ease the strain for less generously upholstered reportorial rumps.

Bert Cannings held the fort all on his own, as far as radio was concerned, until the beginning of this

year. Then Bruce Lowther, who has been vacillating between CKWX and CJVI news rooms since 1946, joined the gallery, not only to cover the sessions, but also — and this was an innovation — to report for his capital city station (CJVI) on the deliberations and machinations of the Sacred cabinet and government from January through December.

Dave Hill, formerly at CJOR, Vancouver, is now accredited to the Gallery as correspondent for CKDA, Victoria. Jim Nesbitt (see above) does his stuff for the CBC.

It took a long time to make the ministers of the British Columbia Cabinet and their deputies realize that radio is a separate news entity. Credit for this must go to Sam Ross, his progeny agree. Now not only do government officials hand their news tips to radio just as they do to press, but up there, right beside the Gallery, there has been established the Radio Room, specially sound-proofed and otherwise furnished for recording interviews with and statements by cabinet ministers and members of the legislative assembly.

A committee was formed during the summer, at the BCAB Convention, to explore the possibilities of broadcasting at least part of each day's sitting of the B.C. Legislature, as was reported in a recent issue of this journal.

—Over The Desk,
October 7, 1953

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

REPS—
PAUL MULVIHILL - TORONTO - MONTREAL
ADAM YOUNG USA

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

CANADA'S HIGHEST WEEKLY WAGE SCALE — — — PLUS RAPIDLY GROWING INDUSTRIAL EMPLOYMENT



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

Caldwell at EVERYBODY'S SERVICE

.....without attempting to be

ALL THINGS TO ALL BROADCASTERS

(We do not own nor represent nor especially favor any radio or television station or group)

Caldwell sells transcribed, taped and filmed programs and supplies special services to Canada's national and regional advertisers . . . and offers a complete catalogue of radio and tv features to all stations in every market.

AT THE C.A.R.T.B.

Spence Caldwell, Norris Mackenzie and Gord Keeble are on hand with your Caldwell Carnation. But, more important, they will brief you on the Current, the New and the Upcoming in package programming.

ask to hear

TARZAN

new radio adventures of Lord of the Jungle. Ready now: SIXTY-FIVE HALF HOUR SHOWS; more in production. Rates on U.S. network with Jack Benny, Our Miss Brooks, Amos 'n' Andy, Charlie McCarthy. Newest package by producers of Hopalong Cassidy.

ask to see

TV SPORTS LIBRARY

a complete package of almost every well-known sports personality. A basic station service of 400-plus silent film clips, each about 30 seconds. New clips every month, new scripts every week. Fully catalogued and card indexed. Unlimited Use.

Record, Tape and Film auditioning units at the Caldwell Suite in the Frontenac

WE'RE AT THE CONVENTION ON BUSINESS....HOW ABOUT YOU?

*It's Easy to Do Business
With Caldwell
Independent But Not Aloof*

Package Programs • Commercial
Production & Writing

S.W. **Caldwell** LTD.

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

Got a sales beef?

Beef has a per capita sale of 69¢*. If you're bartering beef for dollars, you know your own sales per capita.

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

Why we can help you. Of Canada's total population, five million live in Ontario—that's 1/3 of the nation's people. And this group is responsible for 40% of all retail sales. These two facts make Ontario the richest market in Canada . . . the number 1 market for your product be it beef, boots, or *any* goods or service. And naturally, the more of your goods you sell in the richest market, the faster your sales beefs will disappear.

No seasonal slump. When your customers go on holidays, radios go with them—or are already at their destination. It follows when you sell by radio, your selling messages can be heard by your potential customers wherever they are.

How we can help you. CFRB, Canada's most powerful, independently-owned radio station reaches 619,430 homes in daytime and 639,720 homes in night-time. CFRB is the one medium that covers 44 of Ontario's heaviest spending counties. Sound business sense dictates that this is the medium to use for increased advertising pressure in Canada's big dollar market. You want to sell more. We want to help you do it. Call us . . . or our representative and let us talk it over.

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

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

CFRB

TORONTO

50,000 watts 1010 K.C.

REPRESENTATIVES

UNITED STATES: Adam J. Young, Jr., Incorporated

CANADA: All-Canada Radio Facilities, Limited