

Canadian 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. 10

TORONTO

May 19th, 1954

MAY						
SUN	MON	TUE	WED	THU	FRI	SAT
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

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
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			



—Staff

ROBERT DAY, president of the Bulova Watch Co. Ltd. and newly-elected president of the ACA, and Mark Napier, vice-president and general manager of J. Walter Thompson Co. Ltd. and a winner this year of the ACA agency silver medal, were two outstanding figures associated with the broadcast media at this year's ACA convention. Among those working with Day (above left) on the ACA executive will be: Gordon Ferris, public relations director of Household Finance Corp., as treasurer; Athol McQuarrie, who was re-appointed ACA general manager; and John Galilee, re-appointed secretary. In addition to Napier (above right), winners of coveted ACA medals this year included: A. J. Casson, vice-president and art director of Sampson Matthews Ltd., gold medal winner; Ralph Sewell, vice-president in charge of advertising for Coca-Cola Ltd., advertiser silver medal; Lewis Meyer, publisher of Le Bulletin des Agriculteurs, media silver medal; and Charles Conquergood, president of Canada Printing Ink Co. Ltd., graphic arts silver medal.

In This Issue:

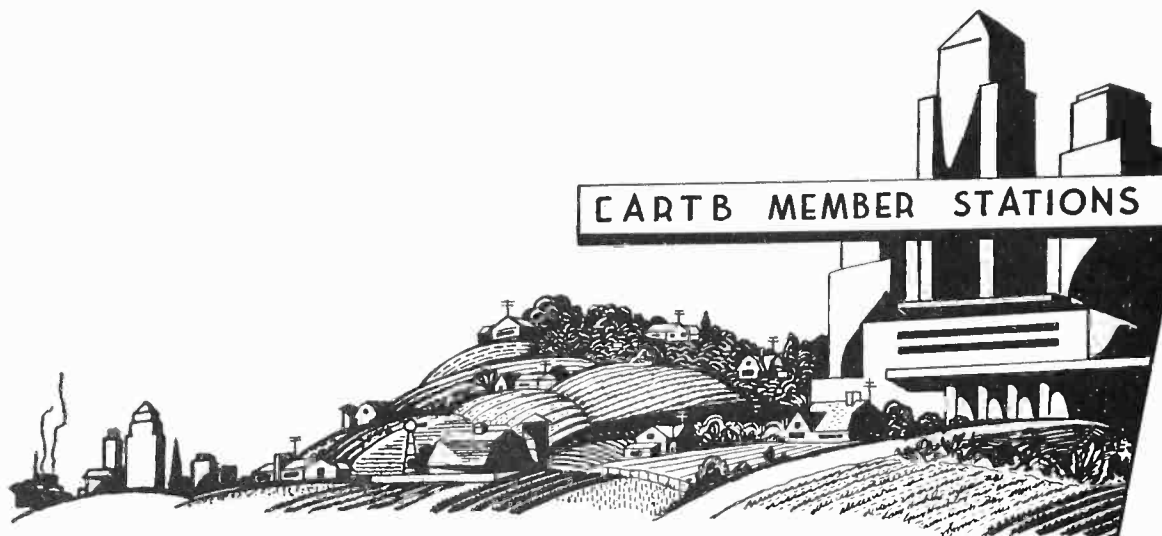
IT IS SAID THIS YEAR'S ACA convention was the "greatest ever". A detailed report of most of the sessions begins on page 11.

RELIGIOUS BROADCASTING in its many forms is a problem. The account of how one broadcaster solved it starts on page 20.

ONE OF CANADIAN TELEVISION's biggest deals has just been signed. Read about it on page 8.

All the regular features as well.





What Price Broadcasting?

Between 1946 and 1953, the average cost of one hour Class A time on the CARTB member stations has risen from \$60.88 to \$73.71 — an increase of around twenty per cent.

B-U-T

In the same period, the number of Canadian radio homes has increased three times as much as this cost—from 2,214,300 to 3,582,000 — or over sixty per cent.

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

SALES OFFICE
373 Church Street
Toronto 5
Phone EM. 4-8244

CARTB Member Stations

- ATLANTIC (17)**
- CKBW Bridgewater
 - CKNB Campbellton
 - CFNY Charlottetown
 - CFNB Fredericton
 - CHNS Halifax
 - CJCH Halifax
 - CKEN Kentville
 - CKCW Moncton
 - 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
 - CHEF Granby
 - CKCH Hull
 - CKRS Jonquiere
 - CKLS LaSarre
 - CKBL Matane
 - CHLP Montreal
 - CKAC Montreal
 - CHNC New Carlisle
 - CHRC Quebec
 - CKCV Quebec
 - CJBR Rimouski
 - CHRL Roberval
 - CKRN Rouyn
 - CKSM Shawinigan Falls
 - CJSO Sorel
 - CHGB St. Anne de la
 - 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 (39)**
- CKBB Barrie
 - CJBQ Belleville
 - CFJB Brampton
 - CKPC Brantford
 - CFCO Chatham
 - CKSF Cornwall
 - CKFI Fort Frances
 - CKPR Fort William
 - CJOY Guelph
 - CKOC Hamilton
 - CHML Kenora
 - CJRL Kingston
 - CKLC Kirkland Lake
 - CKWS Kitchener
 - CJKL London
 - CKCR Montreal
 - CFPL Montreal
 - CJAD North Bay
 - CFCF Orillia
 - CFCH Oshawa
 - CFOR Owen Sound
 - CKLB Pembroke
 - CFOS Peterborough
 - CHOV Port Arthur
 - CHEX St. Catharines
 - CFPA St. Thomas
 - CKTB Sault Ste. Marie
 - CHLO Sarnia
 - CJIC Stratford
 - CHOK Sudbury
 - CJCS Timmins
 - CKSO Toronto
 - CKGB Toronto
 - CFRB Windsor
 - CHUM Woodstock
 - CKFH Woodstock
 - CKLW Woodstock
 - CKNX Woodstock
 - CKOX Woodstock

- PRAIRIES (24)**
- CKX Brandon
 - CFAC Calgary
 - CFCN Calgary
 - CKXL Calgary
 - CKDM Dauphin
 - CFRN Edmonton
 - CHED Edmonton
 - CJCA Edmonton
 - CFAR Edmonton
 - CFGP Edmonton
 - CJOC Film Flor
 - CHAT Grande Prairie
 - CHAB Lethbridge
 - CJNB Medicine Hat
 - CKBI Moose Jaw
 - CKRD North Battleford
 - CKCK Prince Albert
 - CKRM Red Deer
 - CFQC Regina
 - CKOM Regina
 - CKRC Saskatoon
 - CJOB Saskatoon
 - CKY Saskatoon
 - CJGX Winnipeg
 - Yorkton

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



THEY CAME TO THE ACA



Staff Photo

THIRTEEN MEN AND A GIRL who came to the ACA from all walks of advertising. Starting off the top, and reading left to right, they are: a trio on the TV Forum — John D. Campbell, Canadian Westinghouse Co. Ltd.; Ron Potts, Lever Brothers Ltd.; Fred Erickson, Young & Rubicam Inc., New York; next, Rolfe Barnes, of CJCA, Edmonton, came a long way to take in the ACA (and call on a couple of agencies); Don MacMillan, of McKim Advertising Ltd., and CPPL's Doug Trowell; a couple of sponsors, Gordon Morris of Household Finance Corporation and Ken Farthing of Canadian Westinghouse; Hugh Horler, MacLaren Advertising Ltd.; Michael Dann, BC-TV; CARTB President Finlay MacDonald and J. Walter Thompson Co.'s Bob Campbell. Finally, and we don't know why, Alan Ball of Canadian Advertising, unless it was because of the ravishing smile of Cece Long, of Ronalds Advertising.



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

Don't Be Sold Short!

YOU DO NOT HAVE COMPLETE COVERAGE IN MANITOBA WITHOUT **CKX** BRANDON

CKX IS THE ONLY RADIO STATION THAT *EFFECTIVELY SERVES THE WESTERN MANITOBA TRADING AREA

OF

40,234 Urban Families (DBS 1951)
31,469 Rural Families (DBS 1951)

Complete your Manitoba Coverage with **CKX** Brandon

* Check E-H Brandon Surveys

SALES REPRESENTATIVES FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

CONGRATULATIONS

ARE IN ORDER TO

CKBB

BARRIE

CHOK

SARNIA

IN WINNING A BEAVER AWARD

For Distinguished Service
TO CANADIAN BROADCASTING IN 1953

National Advertisers Are Assured of Winning Sales Through the Facilities of All Six Sales - Producing Stations Represented By

PAUL MULVIHILL & CO. TORONTO MONTREAL

CKBB BARRIE

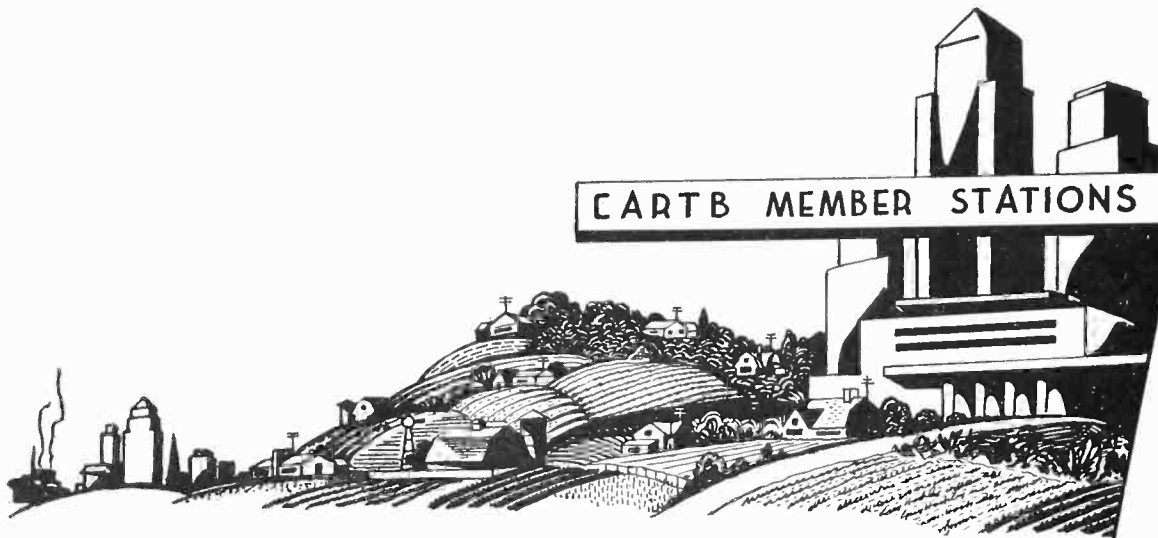
CHOK SARNIA

CJCH HALIFAX

CKTB ST. CATHARINES

CJFX ANTIGONISH

CKOK PENTICTON



What Price Broadcasting?

Between 1946 and 1953, the average cost of one hour Class A time on the CARTB member stations has risen from \$60.88 to \$73.71 — an increase of around twenty per cent.

B-U-T

In the same period, the number of Canadian radio homes has increased three times as much as this cost—from 2,214,300 to 3,582,000 — or over sixty per cent.

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

SALES OFFICE
373 Church Street
Toronto 5
Phone EM. 4-8244

CARTB Member Stations

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

- FRENCH LANGUAGE (27)**
- CHAD Amos
 - CJMT Chicoutimi
 - CHFA Edmonton
 - CHEF Granby
 - CKCH Hull
 - CKRS Jonquiere
 - CKLS LaSarre
 - CKBL Matane
 - CHLP Montreal
 - CKAC Montreal
 - CHNC New Carlisle
 - CHRC Quebec
 - CKCV Quebec
 - CJBR Rimouski
 - CHRL Roberval
 - CKRN Rouyn
 - CKSM Shawinigan Falls
 - CJSD Sorel
 - CHGB St. Anne de la
 - 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 (39)**
- CKBB Barrie
 - CJBQ Belleville
 - CFJB Brantford
 - CKPC Brantford
 - CFCO Chatham
 - CKSF Cornwall
 - CKFI Fort Frances
 - CKPR Fort William
 - CJOY Guelph
 - CKOC Hamilton
 - CHML Kenora
 - CHRL Kingston
 - CKLC Kirkland Lake
 - CKWS Kitchener
 - CJKL London
 - CKCR Montreal
 - CFPL Montreal
 - CJAD North Bay
 - CFCF Orillia
 - CFOR Oshawa
 - CKLB Owen Sound
 - CFOS Pembroke
 - CHOV Peterborough
 - CHEX Port Arthur
 - CFPA St. Catharines
 - CKTB St. Thomas
 - CHLO Sault Ste. Marie
 - CJIC Sarnia
 - CHOK Stratford
 - CJCS Sudbury
 - CKSO Timmins
 - CKGB Toronto
 - CFRB Toronto
 - CHUM Toronto
 - CKFH Windsor
 - CKLW Wingham
 - CKNX Woodstock
 - CKOX Woodstock

- PRAIRIES (24)**
- CKX Brandon
 - CFAC Calgary
 - CFCN Calgary
 - CKXL Calgary
 - CKDM Calgary
 - CFRN Dauphin
 - CHED Edmonton
 - CJCA Edmonton
 - CFAR Edmonton
 - CFGP Edmonton
 - CJOC Film Flon
 - CHAT Grande Prairie
 - CHAB Lethbridge
 - CJNB Medicine Hat
 - CKBI Moose Jaw
 - CKRD North Battleford
 - CKRM Prince Albert
 - CFQC Red Deer
 - CKOM Regina
 - CKRC Regina
 - CJOB Saskatoon
 - CKY Saskatoon
 - CJGX Winnipeg
 - Yorkton

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



THEY CAME TO THE ACA



Staff Photo

THIRTEEN MEN AND A GIRL who came to the ACA from all walks of advertising. Starting off the top, and reading left to right, they are: a trio from the TV Forum — John D. Campbell, Canadian Westinghouse Co. Ltd.; Jim Potts, Lever Brothers Ltd.; Fred Erickson, Young & Rubicam Inc., New York; next, Rolfe Barnes, of CJCA, Edmonton, came a long way to take in the ACA (and call on a couple of agencies); Don MacMillan, of McKim Advertising Ltd., and CFPL's Doug Trowell; a couple of sponsors, Gordon Ferris of Household Finance Corporation and Ken Farthing of Canadian Westinghouse; Hugh Horler, MacLaren Advertising Ltd.; Michael Dann, NBC-TV; CARTB President Finlay MacDonald and J. Walter Thompson Co. Ltd.'s Bob Campbell. Finally, and we don't know why, Alan Ball of Canadian Advertising, unless it was because of the ravishing smile of Cece Long, of Ronalds Advertising.



What's Cooking in Newfoundland?

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

CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS

Don't Be Sold Short!

YOU DO NOT HAVE COMPLETE COVERAGE IN MANITOBA WITHOUT **CKX** BRANDON

CKX IS THE ONLY RADIO STATION THAT *EFFECTIVELY SERVES THE WESTERN MANITOBA TRADING AREA

OF

40,234 Urban Families (DBS 1951)
31,469 Rural Families (DBS 1951)

Complete your Manitoba Coverage with **CKX** Brandon

* Check E-H Brandon Surveys

SALES REPRESENTATIVES FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

CONGRATULATIONS

ARE IN ORDER TO

CKBB
BARRIE

CHOK
SARNIA

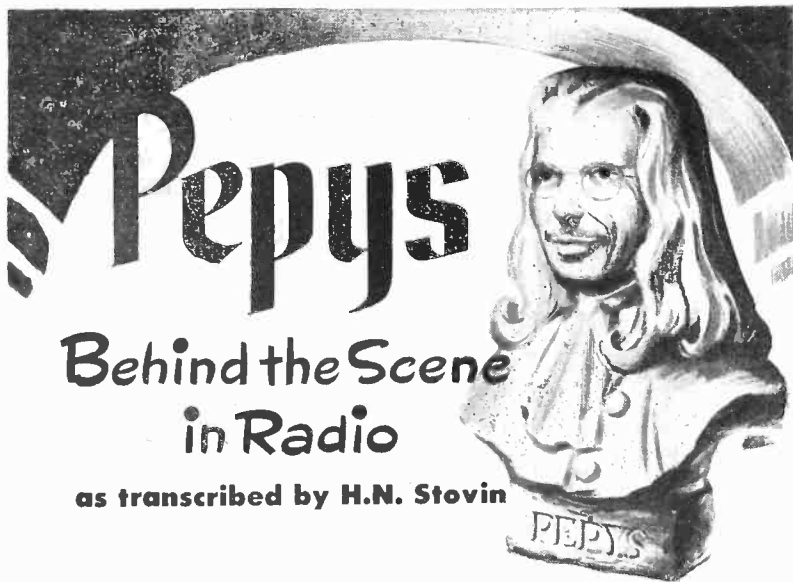
IN WINNING A BEAVER AWARD

For Distinguished Service
TO CANADIAN BROADCASTING IN 1953

National Advertisers Are Assured of Winning Sales Through the Facilities of All Six Sales - Producing Stations Represented By

PAUL MULVIHILL & CO. TORONTO MONTREAL

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



Do find, as I sit down to enter this page of my diary, that all my letters do come from the West, where the handshake is a little warmer, where it is cold but you do not feel it, and where things grow bigger and better. Which does remind me that it was a Westerner who entered a fine display of red currants in an Eastern horticultural show, which to his chagrin took only the third prize. He did learn later that, by mistake, they had been entered in the tomato class

• • • From CHED, Edmonton, a letter sent them by Gateway Aviation Ltd. "We wish to express our complete satisfaction with the results of CHED's advertising. Our 5-minute portion of John Symond's 'Easy Listening' has literally swamped 12 Hangar at the Municipal Airport with Edmontonians who want to go sight-seeing from the air". Another letter from the Radio Director of a large Advertising Agency says, "At the end of the second week of broadcasts on CHED, the cost per order was the lowest of 47 stations carrying the campaign." Your Stovin Salesman will be happy to tell you more about this sales-productive Edmonton Station

• • • Since January 1951, CJOR Vancouver — known on the Coast as "Station 600" — has been airing an editorial broadcast called "Around Home", prepared by Dorwin Baird. In the latter part of 1953 they started broadcasting "City Mike", featuring veteran newsman Jack Webster. Since then Station 600 has received many complimentary letters for thus stimulating interest in public affairs, and the Graduate School of Business Administration now plans to use these broadcasts at the Atlantic Summer School of Advanced Business Administration at Halifax. (I do observe that the East Coast did get into this page after all!)

• • • From CHAB Moose Jaw the word that in one recent week, unsolicited requests for commercial broadcasts came from six distant points, as far away as 200 miles

• • • Do observe that a new song entitled "When Liberace smiles at me", is due to become a hit-tune. Though not a song-writer, am tempted to set down a companion song "When I smile at Liberace, that will be the day!"

Please note our new address and phone number
406 JARVIS ST., TORONTO - WA. 4-5768

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these fine Radio Stations*

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

SHORT WAVES

Microwave For West

Winnipeg — An extensive microwave system, which will carry telephone messages and TV programs throughout the Prairies, is being considered by Alberta Government Telephones. First step, according to AGT officials, will be construction of a chain of microwave relay stations between Winnipeg and Edmonton. Work is ready to start on a string of 45 microwave relay units from Toronto to Winnipeg, which should be finished early in 1956.

AGT spokesmen said Canada has outgrown its present system of coast-to-coast circuits which operate on wires. Microwave can accommodate more traffic and is less subject to weather interference. "Inadequate telephone connections are forcing the West in the project," they said.

Comics Fear Crowds?

Toronto — Fear of losing their radio and television reputations was the reason CNE general manager Hiram McCallum gave when he charged that top Canadian radio and TV stars are afraid to appear before live audiences. He told a Belleville service club that Wayne and Shuster had been approached to headline the Exhibition's Grandstand Show but had just "laughed at us." He mentioned that the show was often referred to by entertainers as "the menace," and he said that even Danny Kaye had butterflies before curtain time. Victor Borge, he said, "was the only guy not scared of the show." Hearing of McCallum's remarks, Johnny Wayne retorted: "Crowds are our last problem," and Frank Shuster snapped: "Ridiculous."

CKNW Burned Out

New Westminster — One of the worst fires ever to hit this B.C. city ravaged the Swan-Rite building on Sunday, May 9th, and burned CKNW off the air. A little over an hour after the lines went dead, CKNW once again hit the airwaves from its transmitter. Announcer Syd Lancaster and control engineer Bill Duncan were alone in the building when the fire broke out and continued to broadcast a running account of the blaze until "the flames ate through our main wires and the fire chief ordered us out of the building".

Single-Station Plan Hits French

Ottawa — Since the government plans to retain its present policy of only one television station in any one area, it looks as if the parlez-vous sections of the Ottawa-Hull (PQ) area will have to content themselves with CBOT, which broadcasts only about 30 per cent of its programs in French. A similar situation — only reversed — existed in Montreal until the CBC established a second station to broadcast exclusively in English.

Two Stations In May

Toronto — Two new television stations — one private and one CBC — are expected to join the Canadian network before the end of this month, although last minute delays may occur. CHCH-TV in Hamilton is having its transmitter tower erected and may be able to meet its latest proposed launching date of May 31st. CBWT in Winnipeg is also expected to begin transmissions about May 31st. Other Canadian TV stations in the offing include: CFCM-TV, Quebec City, with a target date of "sometime in June"; CKCK-TV in Regina, expects to hit the air in July; and August may be the inaugural month for CKLW-TV, Windsor; CJBR-TV, Rimouski will probably begin during the summer.

Radio Backs Korea Drive

New York — Gene Bernald, president of the Pan-American Broadcasting Company, has been appointed chairman of the Radio Industry Committee for the "Help Korea Trains". Object is to fill 1,000 freight carloads with merchandise donations, and Bernald's job will be to obtain gifts of broadcasting apparatus. The trains are part of the American-Korean Foundation's campaign to raise \$10,000,000 in cash to "help the Korean people to help themselves."

Broadcast News Exec

Toronto — R. J. Rankin, of the Halifax Chronicle-Herald and Mail Star was recently elected to succeed Roy Thompson as President of Broadcast News Ltd., which supplies Canadian Press news to Canada's private radio and TV stations. Gordon Love, of Radio Station CFCN, Calgary, was re-elected vice-president.

First Private TV Remote

Kitchener — By beaming a Junior BOHA game from Waterloo this month, CKCO-TV Kitchener became the first private Canadian TV station to stage a remote telecast. The two hour feature was seen clearly 70 miles away.

Assistant Technical Head

Ottawa — New assistant to the CBC's director of engineering in Ottawa is E. Paul Johnson, a University of Alberta graduate in electrical engineering, and former war correspondent engineer with the CBC's overseas unit. His last post was senior engineer of the International Service in Montreal.

Award TV Films

Toronto — Three of five awards presented at the Sixth Annual Exhibition of Canadian Advertising and Editorial Art went to Graphic Associates Film Production Ltd., of Toronto. For the first time, the exhibition included work done in the new field of television commercial film productions. The remaining two awards were won by Tempo Productions Inc. of New York, and Crawley Films, Ottawa.

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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

(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. 10

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

May 19th, 1954

They're Feeding A Trojan Horse

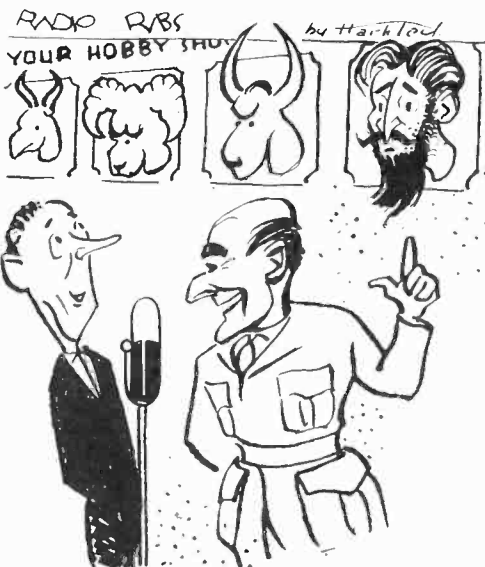
If there is one group of people in the North American community in whose reach it lies to keep democratic principles operative, it is the group that met at the Royal York Hotel here last month — the Association of Canadian Advertisers.

These are the men — and women — who write the advertising messages which keep competition alive, and competition is the main ingredient of democracy. We who live in the Canadian democracy where our free enterprise economy is tempered — or should we say infected — with a sugar-coating of Socialism, masquerading under the alias of public (not government) ownership, should know exactly what this means.

It means that when we want to fly across Canada, we can buy a ticket on the publicly-owned air line or stay at home. It means that when we want to buy an annuity to meet our expenses in our old age, we can buy it from the government or pay a higher price from a private insurance company, because the latter could not meet its taxes and this government competition. When we want to hear or sponsor a radio or television program on the national level, we can use the government's facilities or do without.

The only force against which this sort of enterprise does not seem able to survive is the force of competition. CBC officials admit that they cannot compete for audience with private TV stations, so they secure themselves with monopolies. Presumably the air lines feel the same way, or else CPA would be allowed to compete with TCA. The result is that our requirements along these lines are handed out begrudgingly, on a take-it-or-leave-it basis, and those who would like to fill our needs more efficiently are shut out by act of parliament.

Competition in any field keeps those who must compete on their toes. First they must look to their laurels in their factories or production departments, to make sure that the quality of their product or service is kept at the peak. Then they must see to it that their "public" is kept informed about the product and attracted to its advantages, and this is attained through advertising. You drive the car, wear the clothes and eat the food you want to drive, wear and eat, because competitors are vieing with one another to make you happy. Take away this competition, and you will get what they want to give you, when they want to give it. This is not because most monopolies are of the government order. It is because this is the way of all monopolies, govern-



"To tell the truth, I won that one on a CBC quiz program."

ment or otherwise.

In the fields of broadcasting, radio and television alike, the networks are run by the government's CBC and nothing but the CBC. In radio, the CBC sells the transmission lines for whatever price it likes, and this price is many times that charged them by the wire line companies. It produces programs according to its own desires, be they dictated by whim or politics. It gives the public what it wants them to hear and nothing else. It holds a pistol at the advertisers' heads, and they simply do as they are told.

Every once in a while, the national advertisers get together — usually behind doors closed against the press — and beef about this kind of autocratic behavior. But next morning they are back in their offices booking new time and new programs with the same CBC.

Private business deploras this state of dictatorship which dogs its footsteps. It waxes eloquent at trade meetings and other gatherings. It lodges protests. It does everything except the only thing it might do to stem the tide. It fails to take the one course of effective action, which is simply to stop buying.

CBC is not primarily a dispenser of entertainment. If it were, this complaint would be less valid. CBC is a government agency which, whatever was planned for it by the idealists who created it, is nothing more nor less than an instrument of propaganda, used primarily to perpetuate the reign of this government which has been in power for so long. It might be likened to a twentieth century Trojan Horse, outwardly interested only in the

people's welfare, but harboring within the mechanism through which it is already beginning to control our national thought.

No change of government will remedy this state of affairs though, because no government would fail to see the tremendous weapon it is. Fortunately there is one vulnerable spot in the structure. Unfortunately no one seems to have the courage to take advantage of it.

The CBC's weak spot is the revenue it must derive from sponsored programs if it is going to survive. A thrust at this point need not incapacitate the CBC from its functions in the fields of culture. It would simply remove it from its undemocratic juggernauting in the sphere of business. By letting commercial interests take care of the commercial side of broadcasting, the CBC would be relieved of the commercial responsibilities it is so incompetent to fulfil, and left to broadcast its *Wednesday Nights* and such programs on a purely cultural network.

The CBC is not going to give up its terrific power easily. Neither are its masters in Ottawa, who stand to gain most from it, going to let this happen if they can avoid it. But if that other great power, the democratic power of competitive enterprise, would only withdraw its support and abetment of this instrument, which is founded on principles which are alien to the competitive system, why then the whole problem could be solved almost overnight.

The only question is — has competitive business the guts?

Prescription For A Diagnosis

Besides being the time of year when the young man's fancy lightly turns to thoughts of what women have been thinking about all the winter, spring is the period when regular broadcasts fade from the air to be supplanted by "summer replacements." These programs which are put on to fill in the time as reasonably as possible until the stars come back once again in the fall, are often more attractive to at least some listeners, in terms of freshness, spontaneity and other qualities, which often lack in the accepted "name shows". The thought arises that if even more attention were paid to the "replacements", if in fact they were used as experiments, workshops perhaps, for the development of fresh ideas for which the air lanes seem to be perpetually hungering, nothing but good could result.

Unless the surveys result in improvements in programming, they are doing nothing but whiting the sepulchre.

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest
**ADVERTISING
MEDIUM**

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV
ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.



By Helen Craig

**DATELINE:
MONTREAL**

Across this fair country of ours you often come across women broadcasters whose Italian haircuts have gone wild, men broadcasters whose receding hairlines give evidence to the fact that in moments of panic they have forgotten their TV mc-ambitions and pulled that much-needed pate protection out by the roots. I have often wondered about the reasons for this state of affairs and submit one possibility. There is an exact number of empty minutes that must be filled with material to stimulate listeners to relax, to be inspired, to buy, to escape. The broadcaster's presentation method has evolved after long hours of talking nonsense before a mirror — when everyone is out of the house; after tedious days of reading aloud everything from Pogo to Poe. So method is no problem — they think. But oh — what to say? What material can be used so that a listener will rush home from a poker game to hear their shows?

Walter A. Dales' RADIOSCRIPTS provide one of the answers to a broadcaster's search for material. For 10 years Dales has been supplying Canadian and U.S. stations with scripts and short items on topics from world affairs to quizzical notes. I do not mean to suggest that as soon as a station subscribes to a Radioscript service that the Italian coiffures will be neat again, or that disc jockeys will always have the

composed look of hirsute-headed Jeff Chandler. But the Dales service may help some broadcasters to achieve greater peace of mind.



SCRIPTER DALES

Here is a list of the RADIOSCRIPTS publications available:

To the Women — 36 articles for women's shows.

Listen Ladies — another series of 36 articles for women's shows.

(The reason that there are two script services for women commentators arises from a need that may occur in a competitive market.)

Books of All Years — dealing mainly with self-improvement books.

The World in Print — digest of interesting magazine articles.

Newsstand Novelties — humorous items from magazines.

101 Quiz Questions.

Farmitorials — farm comment material.

I See By The Papers — symposium of editorial thinking across Canada dealing with controversial topics.

The Jerry Green Show — a novel disc jockey program (complete except for musical selection suggestions).

You'll Be Surprised — series of quick Canadian facts.

I Quote — prose and poetry quotes and gimmick twists for music background shows.

Station Break — just that: break in the routine of your station.

RADIOSCRIPTS material is written by Walter Dales, three regular staff writers, and, as Walter put it "a stable of free lance Montreal writers to whom work is farmed out." Dales has established himself as a short story writer for WEEKEND PICTURE MAGAZINE, CHATELAINE, Toronto STAR WEEKLY, and the New York WORLD TELEGRAM. He also writes human interest stories for his syndicated newspaper column appearing in 300 weeklies.

John Whelan is the gag writer for RADIOSCRIPTS. Besides supplying humorous bits for announcers all over North America, he writes for SATURDAY EVENING POST, COLLIERS, and TRUE. Just recently Whelan received word from publishers of the Anthology of Humor (American annual) that three of his stories would be included in their current edition. Gag writers leap with joy if one of their stories is used in this anthology, so you can imagine how high Whelan jumped when he heard the news.

Phyllis Cunningham edits all the women's features which are bought from women commentators broadcasting over Canadian and U.S. stations. Phyllis' editorial activity is brightened by off-the-cuff stories circulating in the 907 Keefer Building offices. The day I popped in to RADIOSCRIPTS, genial Walter D. kept us spellbound as he recalled his adventures with Grey Owl in Prince Albert, Saskatchewan during depression days. I gathered that RADIOSCRIPTS personnel practice what they

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

preach: break the routine.

Harry Bowley came from CJCA, Edmonton. Now he writes, among other things for the script syndicate, *The Jerry Green Show*. This program was originated by Harry when WCAU Philadelphia requested a humorous deejay outline. The result was *The Jerry Green Show*, which was not circularized, but sent to WCAU for their exclusive use. The idea caught on, however, and just before I called on Walter Dales a wire had come from KXYZ, Houston, Texas, requesting that this program be sent to them as well. Incidentally, Harry Bowley writes for SATURDAY NIGHT, MACLEANS, and EXTENSION too.

When Walter Dales started his script service in 1944 he had nine Canadian stations on his mailing list. At the last count in 1954 there were 115 stations in Canada (and countless more in the U.S.) using one or more services. The American coverage is wide. It takes in KGA Spokane, WHO Des Moines, KROD El Paso, WMAL Washington D.C., WCOA Pensacola, besides many

others. RADIOSCRIPTS also supplies material to major advertising agencies and to the Canadian Chamber of Commerce.

Dales advertises for material in American journals and occasionally he gets a real "plum" in response. Walter let me read the prize of 'em all a printed-by-hand manuscript sent in by an aspiring writer who gave his name but no address. This is the article in part.

THE WOMEN MEN ADORE:
written by Mr. X.

Most women who is well dressers wonder, why she can't get Bill or Tom to take much of their time with them. They says to theirselves "I ain't ugly! I am a nice dresser, but yet I don't seem to agree with Bill! What's wrong with me?"

I can plainly tell you lady. Have you ever thought to yourself that the gentlemen is not interested in your clothes or looks! A good man is interested in more than looks. First you must be intelligent. That don't mean you have to use high-polluted words or place yourself above everybody. Those things most men hate! Carry yourself in a

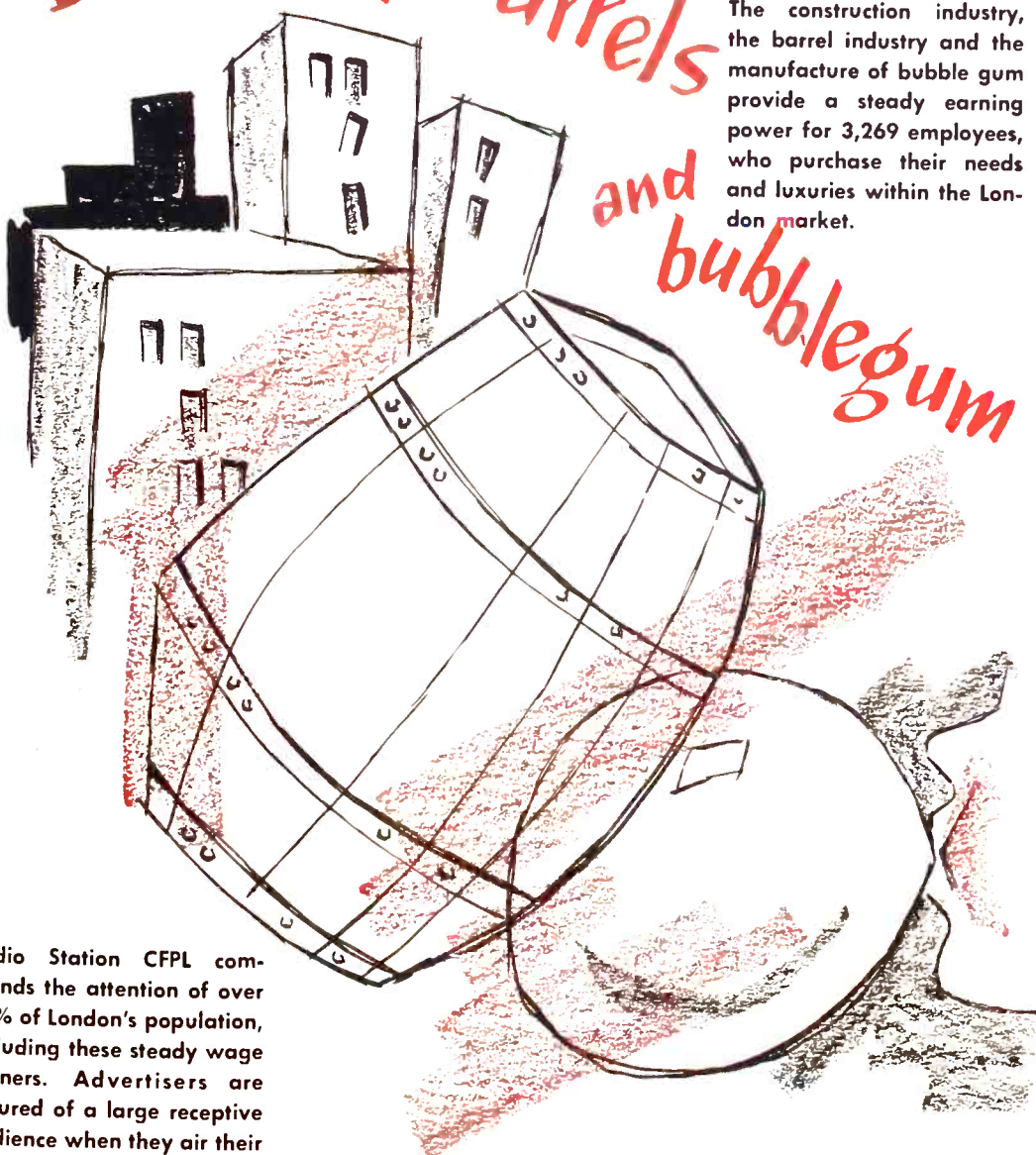
mannable way. Make friends instead of makeing enemies. What I prefer is a beautiful woman. Is the woman who stays clean, her hair must be kept neatly arranged, her skin is as smooth as velvet, and nice clear eyes that shone out the faith and trust you can have in her. When you go out on a date with your boy Friend, don't put to much of perfume on you, and don't use to much of make up. A woman can have such nice ways about herself, and be ugly yet she is better looking than a good looking woman who have ugly dispositions about herself.

So these is just a few helpful hints. For women. Remember, the next time you see Bill or Tom coming down the streets your way, show him that you are a woman, not a queen. And if you don't have him ringing your doorbell every nite, I'll eat this article for my supper.

The end.

On that profound note from a man who is probably still looking for a woman who bathes in Chanel 17, I must signe 30 to Dateline, settle back, and wait for my doorbell to ring.

Building, barrels and bubblegum



Diversification of industry in London accounts for a high rate of employment and the better than average wages. The construction industry, the barrel industry and the manufacture of bubble gum provide a steady earning power for 3,269 employees, who purchase their needs and luxuries within the London market.

Radio Station CFPL commands the attention of over 90% of London's population, including these steady wage earners. Advertisers are assured of a large receptive audience when they air their selling messages over 980, CFPL-Radio.

In Canada contact
ALL CANADA RADIO
In U.S.A.
WEED & CO.

CFPL RADIO LONDON, CANADA



"IT'S AN INSIDE JOB!"

Only the three "Northern" stations penetrate the rich 'Market Behind the Wall' — the markets that can be sold only from the inside; consistent outside station reception is almost impossible.

CFCH
NORTH BAY

CJKL
KIRKLAND LAKE

CKGB
TIMMINS

UNDER NORTHERN MANAGEMENT

Reps
NBS
in Canada
COOKE
in U.S.A.

In Victoria



Most Listened to (Elliott-Haynes)

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 — 23,010 Night — 15,730

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

CAMPBELLTON SELLS THE NORTHERN MARITIMES

Television

\$300,000 FOR BIG 4 FOOTBALL

Toronto — The four teams in the Big Four Football League have just found a way of increasing their incomes by well over 50 per cent. The new money earner is television.

NBC-TV has agreed to pay the Big Four \$150,000 for 13 Saturday games between August 28th and late November. The telecasts will be relayed to 120 stations in the United States, from Maine to California, and will be the first programs of Canadian origin to be carried on an American TV network. NBC will send its own commentators to tailor the telecasts to U.S. football needs but the pictures will be microwaved by CBC to Buffalo, where the U.S. network will take over. Twelve league games and one playoff will be carried by NBC over a 14 week period, the break in continuity being the Saturday of the U.S. World Series baseball game.

In a separate deal, the CBC agreed to pay \$150,000 for the Canadian

rights to 15 "away" games (including the playoffs) and the privileges of showing kinescopes of the action within five days after a game, although not on the actual day. This sum is the largest ever paid by Canadian television for a sports series. As yet, it is not known who will sponsor the programs.

Last year the CBC offered \$15,000 for the entire season's telecasts, but the Big Four insisted on \$10,000 per game, which is the amount agreed on this year. Negotiations finally broke down and the Big Four banned TV showing of its regular games.

The \$300,000 from both deals will raise the revenues of all four clubs to unprecedented levels and will make football Canada's major sport. According to one executive, each club will get an "almost equal" slice of the wealth, but other sources say the split might be about \$80,000 each for Montreal and Toronto, and \$65,000 each for Hamilton and Ottawa. Although exact figures aren't available, it is believed that the four teams average yearly income before TV was about \$120,000, certainly no more.

Club officials think that the telecasts might possibly convert many U.S. fans to the Canadian game, especially in border areas which are accessible to Big Four cities. "I think this will cause the Americans to eventually change some of their rules," remarked one executive.

Sept. Launching For CFRN-TV

Edmonton — The first test signals may come from CFRN-TV sometime in August, it was revealed here last week by Dick Rice, president of the Sunwapta Broadcasting Co. Ltd. which also operates CFRN here. Rice said he expected regular telecasting of programs has been scheduled to start in September.

Official approval of all specifications and plans for CFRN-TV has been received from the Department of Transport, but a late spring break-up in Northern Alberta has delayed starting of construction.

Although station personnel and sales representatives have not been announced, the station has announced a proposed daily program schedule beginning at 1:30 p.m. with test pattern, and running through to 11 p.m. Live studio broadcasts, newscasts and sport programs will be a major part of the schedule.

A Station That Sells!

CJFX is the station that Sells in Northern and Eastern Nova Scotia and in Cape Breton Island.

Ratings and surveys are fine . . . but, audience response is the only tangible proof of a station's effectiveness. Here is factual evidence of CJFX's audience response:

- 32,467 listeners responded to a charitable appeal;
- 6,130 entries submitted to one quiz in one week;
- 1,000 raincoats sold by two half-hour programs;
- such a demand created for a national soap powder,
- one full carload had to be brought in specially.

No other station in Nova Scotia, outside Halifax, has as extensive a coverage or listenership.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

Representatives:

CAN. — PAUL MULVIHILL & CO.
 U.S.A. — ADAM J. YOUNG, JR., INC.

CJFX

ANTIGONISH, N.S.

5,000 Watts - 580 Kcs.



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

Phone for Booklet in
 Toronto Montreal
 WA. 4-4471 UN. 6-6921

People



JIM BROMLEY (above) assistant general manager of the ACA, was suddenly called upon to execute the plans for the 39th annual convention this month prepared earlier by his chief, Athol McQuarrie, when the latter was stricken with a heart attack following the CARTB convention in March. McQuarrie, under whose general managership the ACA's annual meetings have grown from a one-day meeting attended by a handful of members in 1941, is recovering satisfactorily. At press time he was being moved to a convalescent hospital and it is considered likely he will be back in action in about six weeks. Both McQuarrie and Bromley were paid tribute for their service to ACA by retiring president John O. Pitt, advertising manager of Canadian Fairbanks-Morse Co. Ltd.

HERBERT RECOVERING

Ottawa. — Guy Herbert, vice-president of All-Canada Radio Facilities, is making a rapid recovery from a coronary thrombosis in Ottawa Civic Hospital. He suffered the attack while visiting Ottawa early this month. It was reported that Herbert will return to his home in Toronto about the middle of June.

JOINS AMPEX REVIEW BOARD

Calgary. — Earle C. Connor, chief engineer of Radio Station CFAC here, has become a member of the Ampex Board of Review. A former Beaver Award winner for engineering, he is the only Canadian on the Board, which checks on new Ampex tape recording equipment.

ASN DIRECTOR CITED

Toronto. — Gordon Sparling, director of productions, Associated Screen

Studios, Montreal, has received a certificate of Special Award "In recognition of more than twenty-five years of devoted and enlightened contribution to the motion picture making industry in Canada; and in appreciation of distinguished services rendered."

Sparling has produced more than 80 Canadian Cameo short subjects in 21 years, and has travelled thousands of miles, putting Canada on the screen in its most varied aspects. The only previous award of this nature was in 1950, when pioneer motion picture exhibitor L. Ernest Ouimet, of Montreal, was honored.



If you buy sound recording tape you probably know they all look pretty much alike. But when you use them you may find they *don't sound alike*. Your recorder will soon tell you the difference. This *difference* makes it important you know and specify the tape that provides the ultimate in reproduction—every time! The strength, flexibility and the *right* electrical properties built into every reel of Webcor Magnetic Recording Tape means you get fine recording and playing performance always at their best. So insist on Webcor—*and be sure!*



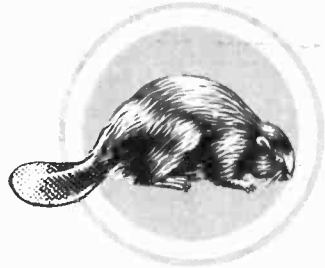
Webcor Tape comes in 5" reels containing 600 ft. of tape and 7" reels containing 1200 ft. of tape. Each reel comes in a unique hinge-top carton that helps prevent accidental spilling. The carton has its own easy-to-use recording log, too.



means the best for all your sound recording equipment and supplies

Ask your supplier now or write to

Electronic Tube & Components Division
CANADIAN MARCONI COMPANY
830 BAYVIEW AVENUE, TORONTO 12, ONTARIO
Branches: Vancouver • Winnipeg • Montreal • Halifax • St. John's, Nfld.



For Distinguished Service to Canadian Broadcasting

All-Canada is proud to congratulate the following radio stations on being singled out for 1953 Beaver distinctions:—

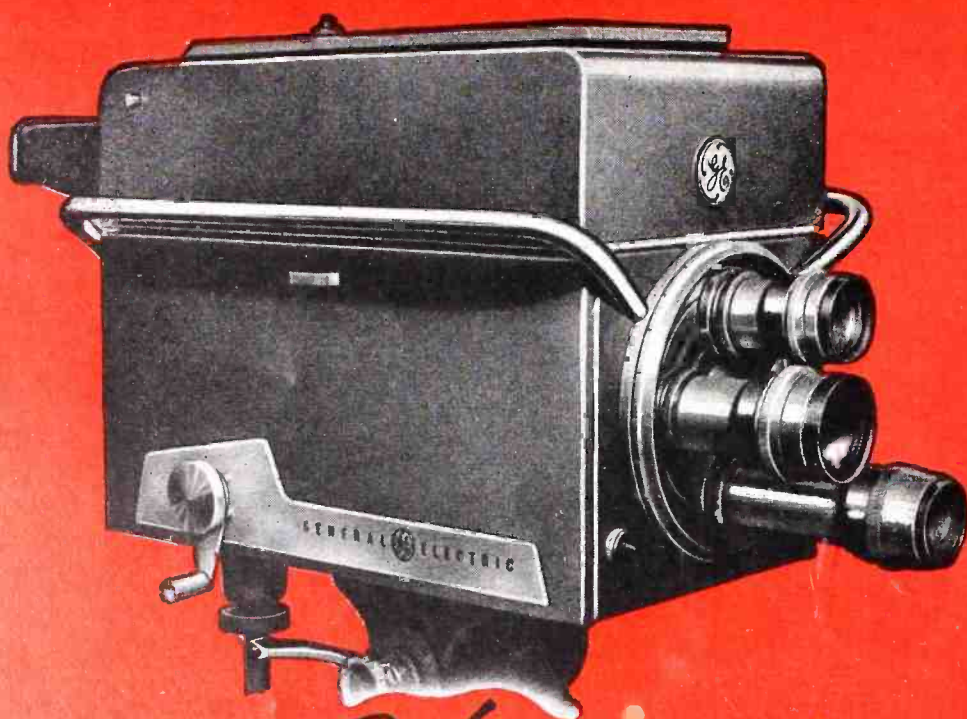
RADIO STATIONS CJOC, LETHBRIDGE—CKWX, VANCOUVER—CJCA, EDMONTON . . . Beaver Awards "for displaying active interest in their listeners by sending their Farm Directors—respectively Omar Broughton, Norman Griffin and Don Clayton—to Toronto to cover the Royal Winter Fair, and send home recorded reports and interviews."

RADIO STATION CFCF, MONTREAL . . . Honourable Mention for devising and producing Steinberg's Good Neighbour Club, a live talent program which, in co-ordination with the sponsor's merchandising projects, has brought pleasure to a wide audience and has done a good selling job on the sponsor's products.

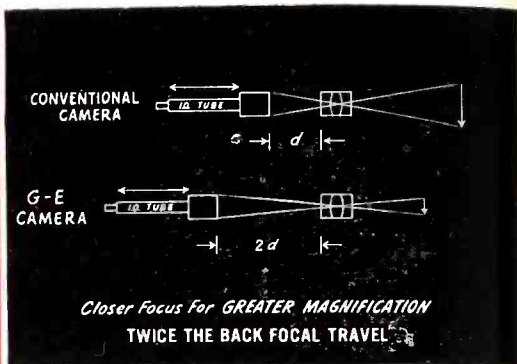
RADIO STATION CKOC, HAMILTON . . . Honourable Mention for the Eaton Good Deed Club, which promotes good deeds among Hamilton's younger citizens and gives talented youngsters a chance to perform in front of an audience and develop their abilities.

All-Canada Radio Facilities Limited

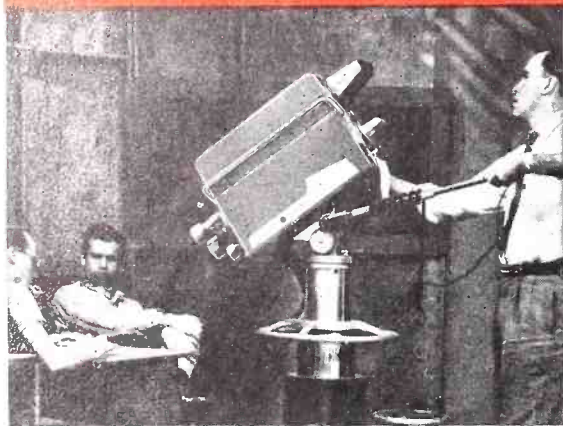
YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE
REPS—
PAUL MULVIHILL - TORONTO - MONTREAL
ADAM YOUNG U.S.A.



Versatile STUDIO CAMERA



- ✓ With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification—up to 25 times.
- ✓ Interchangeable with most existing television cameras.
- ✓ Vibration-isolated blower provides full length cooling of I.O. tube for long tube life and top picture quality.
- ✓ Flush viewfinder window, Removable visor for unrestricted viewing. ✓ Recessed knobs prevent accidental misadjustment.
- ✓ Change I.O. tube in 2 minutes! Remove only thumb screw and turret. ✓ Easy to store lenses for safekeeping.
- ✓ Rapid focus by crank or knob. ✓ Inside coupling knob for "line-up" focus.
- ✓ Silent blower permits close-up operation without microphone pick-up.
- ✓ Special shielding around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- ✓ Faster lenses supplied at no extra cost! 50 mm—f2.3 100 mm—f2.3 152 mm—f2.7. ✓ Lenses are positively indexed.
- ✓ Circuits provide sweep failure protection for your \$1600 I.O. tube. ✓ Quick change sweep expansion switch prevents under-scanning effects on the face of the tube.
- ✓ More than 15 different TV lenses can be mounted without special adaptation.
- ✓ Stabilized and friction-damped turret prevents oscillation or sagging when shifting lenses or tilting camera.
- ✓ Automatic engagement of focus control when side door of camera is closed.
- ✓ Low center of gravity in camera and Fearless pan and tilt head assure stability.
- ✓ Focus handle clutch protects against damage and mis-alignment.
- ✓ Removable I.O. yoke with ball-bearing slide assembly and plug-in electrical connections.
- ✓ Microphonics minimized. No signal circuits included in control console.
- ✓ 13 kv independent power supply for monitor picture tube. ✓ Calibration input terminals supplied.
- ✓ Change-over switch for composite or non-composite signals into monitor.
- ✓ Waveform monitor includes IRE calibration scale.
- ✓ Simultaneous vertical and horizontal waveform presentation.
- ✓ Large quiet blower in monitor console.
- ✓ Counter-balanced "draw-out" and removable panels for monitor accessibility.
- ✓ 12½" aluminized picture tube.
- ✓ Convenient, accessible rack unit. 2-way telephone communication between rack, camera and control console.
- ✓ Entire channel is factory-wired, with all plug-in inter-connections.



FEATURE FOR FEATURE... ON REMOTES OR IN THE STUDIO...

There's no comparison!

Go down the list of its superior design features . . . check any one of the many stations using G-E cameras . . . you'll recognize Canadian General Electric is far ahead of anything in the field today!

Remember, this G-E camera can be modified for color use at extremely low cost. Buy G-E cameras today and save big money tomorrow! Contact your local G-E broadcast representative today or write for complete information to *Canadian General Electric Co. Ltd., Electronic Equipment Dept., 830 Lansdowne Ave., Toronto, Ont.*

Complete Television Equipment for UHF and VHF

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

ACA

RADIO MORE EFFECTIVE THAN EVER ACA LEARNS RADIO'S PLACE IN TV WORLD

By Tom Briggs and Jerry Stewart

Toronto. — There are two markets — one covered by radio and the other by newspapers — and the degree of overlap is negligible.

Radio is more effective than television, dollarwise.

With these two statements, Joe Ward, who differentiates sharply between fact and opinion, put the various media in their respective places. He was the principal speaker during the radio and television afternoon at the 39th annual Association of Canadian Advertisers' convention held here two weeks ago. Ward is president and founder of the Advertising Research Bureau, Inc., which has tested the comparative effectiveness of advertising in 201 customer-interview studies made at the point of sale.

Ward contends: "Radio is more effective now than ever before because we know how to use it better". He said "the golden age of radio still lies ahead".

Warning the largest of the four-day convention's audiences that radio has been ruining itself with ratings, Ward emphasized that while circulation and listenership figures reported in surveys may be factual, the sales results of radio or newspaper advertising predicted on the basis of such figures is purely opinion. "Ratings have very little to do with a station's ability to perform at the point of sale", he said.

Ward's appearance at the ACA was arranged by the Canadian Association of Radio & Television Broadcasters.

Citing many statistics which are the result of the consumer interview studies made by ARBI researchers, Ward established that in almost all tests of sales effectiveness, radio and newspaper advertising were within a few percentage points of being equal. Widest divergence was in duration of effectiveness.

Newspaper advertising has greatest impact and remembrance value on first day of ad's exposure (33.2%) it drops suddenly on second day to 23.9%; and by the third day rates only 18.1%.

Radio starts off with 22.5%; climbs

to 30.5% on second day, and hits 33.2% a day later.

In dollar volume of purchases by customers crediting their sales inspiration to one of these two advertising media, radio scored 39.5%, compared with 23.5% for newspaper.

Major point revealed by these studies, Ward stated, was that only an average of 7.8% of the people who examined the merchandise in the stores during the tests were attracted by exposure to advertising in both media. Of the people who ultimately bought, only 12.9% were influenced jointly by messages in radio and newspaper. Ward admitted, however, that doubly-influenced prospects were much more likely to become customers than those subjected to advertising in only one medium.

Ward concluded that "audience quality and audience loyalty have much more to do with a program's sales ability than ratings", and he feels that advertisers must re-evaluate both high-rated and low-rated programs and time periods on the basis of sales they produce.

Considering the merchandising of the future, Ward said that "impersonal, mass selling" would be commonplace, and "personal selling will never return". In such an age "brand consciousness will be unprecedented" and "advertising and interior displays will do all the selling". He felt "radio and TV are in their infancy and will come of age in this new era of automatic selling".

DON'T BUY TV LIKE RADIO

Television was a contentious issue Wednesday afternoon at the ACA as two American speakers sparred away at the economics of the medium. Primarily the conflict was in viewpoint: Michael Dann, the TV sessions first speaker, is manager of television programming for NBC; Rodney Erickson heads account planning and supervision (radio & TV) at Young & Rubicam Inc.

(Continued on page 13)

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

#1 MARKET

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

#2 MARKET

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

#3 MARKET

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



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

CKCH

With a potential
listening audience of over

400,000

French speaking people
is a "MUST"

AVERAGE DAYTIME RATING **38.6**

(Elliott & Haynes — January 1954)

AVERAGE NIGHT-TIME RATING **36.5**

(Elliott & Haynes — December 1953)

CKCH Hull and Ottawa

Representatives

Omer Renaud in Canada
J. H. McGillivra in U.S.A.



Something missing...

like selling Quebec market without

CKCH

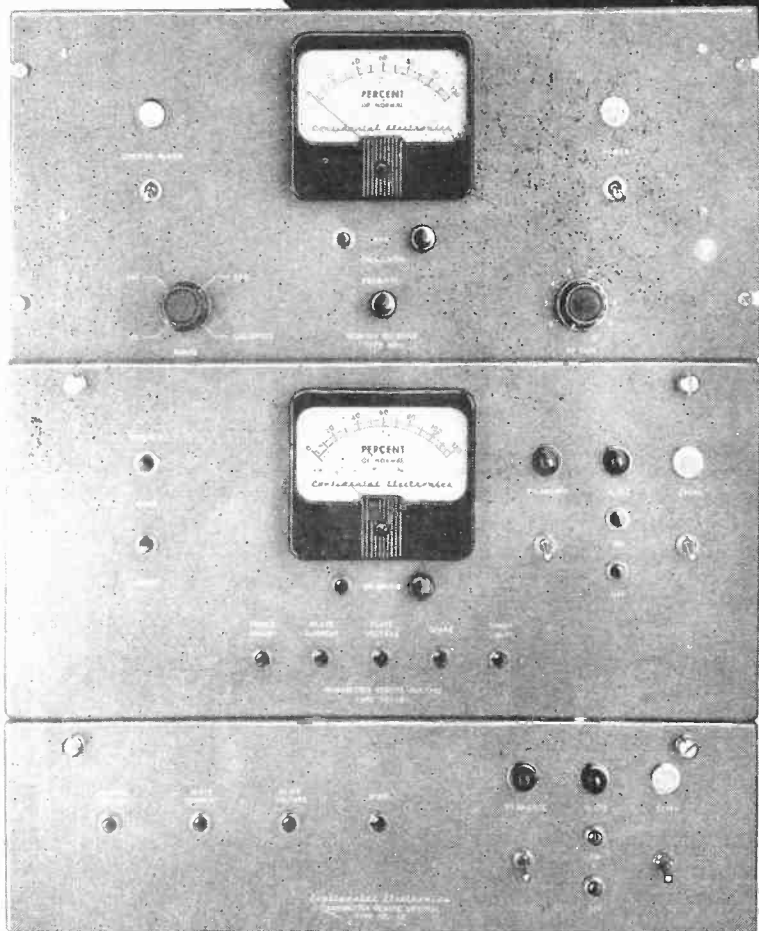
1000 WATTS 1280 K.C.

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

REMOTE CONTROL *Pays for itself*

quickly with AM and FM operating costs saved

... with the new *Continental*
TRANSMITTER REMOTE CONTROL SYSTEM



Type MR-1
Monitor
Receiver



Type TRC-S1
Remote
Control
Unit



Type TRC-S2*
Remote
Control
Unit



Studio Assembly

You can perform all operating, metering, and monitoring functions right at the studio with this reliable, high quality equipment. Units shown at left are for installation at studio or control point . . . units below at transmitter site.

Outstanding Features

- **SIMPLIFIED OPERATION** with no telephone dials or charts.
- **FILAMENT AND PLATE CONTROL** by a toggle switch and PLATE OFF and ON buttons. Supervisory lights show transmitter condition. Time delay protects rectifier filaments.
- **OVERLOAD INDICATION** by supervisory light operated by a return signal from the transmitter.
- **MONITOR RECEIVER** feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

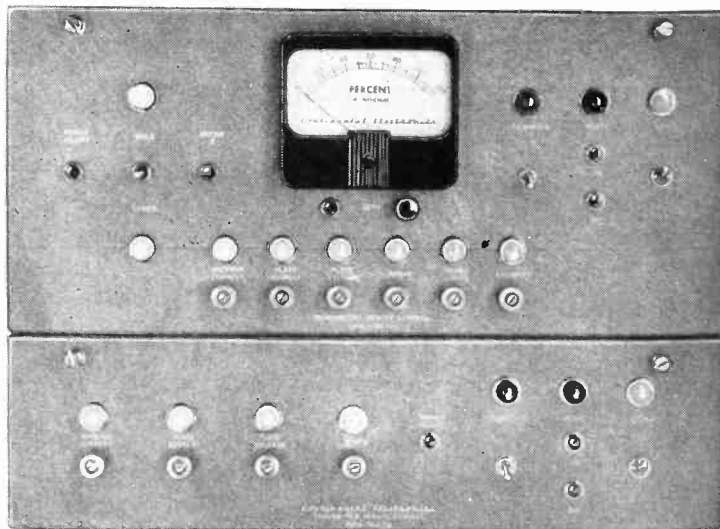
Assembly at Transmitter Location

* TRC-S2 and TRC-T2 Units provide complete, independent control of a second transmitter, either AM or FM, if required. These units can be a part of the initial installation, or may be added later.

Type TRC-T1
Transmitter
Control
Unit



Type TRC-T2*
Transmitter
Control
Unit



YOU CAN BE SURE...IF IT'S



Westinghouse

When planning a new station or modernization of your present facilities, for radio broadcasting at its best, specify a **WESTINGHOUSE CO-ORDINATED INSTALLATION** — of both Transmitter and Transmitter Remote Control Equipment. It will bring you greater convenience . . . reliability . . . and economy.

CANADIAN WESTINGHOUSE COMPANY LIMITED Branch Offices in All Principal Cities

ACA

(Continued from page 11)

The NBC approach to television sponsorship is to make TV a medium used by all sizes and types of advertisers. This network has decided that TV cannot and should not become dominated by a few large advertisers, which is what has happened to network radio. So it has adopted a policy of producing lengthy, big-name programs in which advertisers buy participating segments. In addition, there is a trend toward the spectacular, single program, two or more hours long, and probably costing \$500,000 apiece.

Erickson of Young Rubicam felt that television is a good medium, but even more than radio, it is primarily for the advertiser who can afford to sponsor a regular program. He pointed out that the cost of reaching a thousand homes with a minute of commercial has been as low on television as with any other medium. He cited successful TV programs which have achieved a cost-per-thousand-homes-per-commercial - minute ranging from 79 cents to \$2.08.

Dann warned advertisers and agency men to avoid buying TV like radio, because TV is distinctly different from all other media. He urged: "Forget all your media habits and reach your own conclusions about television".

He said that the mammoth, one-time "spectaculars" that NBC is now advocating sell merchandise as never before. They draw audiences much larger than normal and the impact of the programs and commercial content have a lasting effect.

In emphasizing the growth of the participating show on TV, Dann noted that the NBC show *Today*, starring Dave Garroway, broadcast daily 7 to 9 a.m., has an annual billing of \$12.5 million and its sponsors range from General Motors to the Westchester Peet Supply Co.

Erickson largely disagreed on the value of "spectaculars". He said they cost too much - anywhere from \$22.50 to \$100 per thousand homes for a commercial minute. Besides, they lack repetition, the prime ingredient in most advertising successes.

Erickson also warned against buying spot time on the basis of audience delivered by the adjacent programs. "Spots are dandy", he said, "if you have a captive audience. But in TV, when the commercial comes on, people are peculiarly nomadic".

Erickson's predictions included: lower time costs due to increased

station competition; static talent costs, levelled off due to increased supply of repeat films, and new magnetic tape which will reduce ultimate production costs; color will cost from 10% to 25% more than monochrome TV, until 1960 when there will be only one price.

The age of super research leaves Erickson unimpressed. "You can research things after the fact, but there has yet to be an automatic brain that created successful radio and TV shows".

TOO MUCH TALK

In CBC's television there "is not enough time and space, not enough equipment, not enough money and not enough trained people", according to its commercial TV co-ordinator, J. M. Reynolds. He also felt that in TV commercials generally "there is too much talk and too little demonstration and animation".

Reynolds said that Canadian companies going into television "are almost certain to be producing their commercials here" and that they "must respect the intelligence of the viewer - don't sell him short".

MILLION SETS SOON

Canadians will be watching television on more than a million receivers by the end of this year, said John D. Campbell, general manager of the consumer products division of Canadian Westinghouse Co. Ltd. He also said that the 600,000 wired Canadian homes already TV equipped represent one-quarter of all wired Canadian homes and one-third of the wired homes in TV areas.

As far as color television can be predicted, a large screen color set selling for under \$1,000 is a long way off, Campbell said. Even further away, he went on, is the advertiser who can sustain a program series in color. Eventually the basic screen size of color sets will be 21 inches. Meantime, color sets will cost over \$1,300 for 13-inch picture tubes.

Campbell noted that television may be at least a partial answer to the prayer of the home appliance industry. This industry has always relied heavily for sales on store demonstrations, but dwindling quality of sales has meant that appliance manufacturers need television as a demonstrator to stimulate sales.

SOCIAL SCIENCE IN ADVERTISING

National expenditures for advertising in direct relation to the value of the gross national product may (Continued on page 14)



And we're singing to most of Saskatchewan...

...with 5,000 WATTS

...from the 600 SPOT

We can sing YOUR SONG too!

It's a natural...

If you'd like your tune on our TOP RATED station - see our reps!

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



THE RADIO HUB OF SASKATCHEWAN



600 KC
5000 WATTS

LOCAL BUSINESS COUNTS! - - -

At CFCF, local business is up 424% in the past five years.

(February, 1949 - February, 1954)

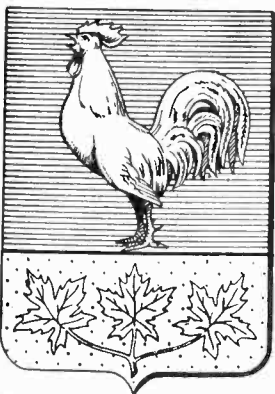


In Montreal you get ACTION on - - -



Ask our Reps: ALL-CANADA WEED & CO.

CHFA



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

*serving more than
half-a-million people*



CJCA
EDMONTON

CJCA's
variety of
daily programs
helps 132,000
housewives
get through the
day's work ...

- TWELVE DAYTIME SERIALS • CASINO
- SHIRLEY SPEAKING • NEWS AND WEATHER
- CURLEY'S CORRAL • THE HAPPY GANG
- SIX FASCINATING CONTEST PROGRAMS
- CLUB CALENDAR

★
CJCA
EDMONTON

★ THE ALL-CANADA STATION ... *Where*
It's easy to reach housewives every day

ACA

(Continued from page 13)
be the key to the future economic health of North America, believes Frederic R. Gamble, president of the American Association of Advertising Agencies. He stated this view during the luncheon address which opened the ACA convention.

Opening day was also "agency day", the first time that the Canadian Association of Advertising Agencies has been so honored.

While hesitant about establishing any precise percentage, Gamble felt that, at least in the United States, the total amount of money spent on all forms of advertising should be about 3 per cent of the gross national product if the economy is to be maintained at present level. This will mean expenditures of \$9 billion on advertising this year, since the United States' gross output is currently estimated at \$300 billion.

In relating his remarks to Canada, Gamble said advertising will become an increasingly important factor in this country's economy as expanding industry requires more customers, both here and abroad. But he warned that it will be up to the advertising industry to see that advertising is made to pay off to an increasingly greater degree.

And adding a note of optimism, he said: "Advertising will come closer to fulfilling its ultimate goal of mass selling in the days ahead".

Gamble called upon advertisers and agencies generally to strive toward the "full partnership type of relationship" between agency and client which can improve the effectiveness of advertising. He warned that advertisers and their agencies are not always working together

Tell Us Another

Take smartness for example. Ever notice the most important item in good grooming, outside of a shoe-shine? A clean shirt, right? Right!

Unfortunately, CFOR can't claim credit for all the clean shirts in Orillia, Midland, Gravenhurst and Barrie. But Wagg's Laundry almost can, and we bring in the business for Wagg's. We like to tell about Wagg's because up until we increased our power to 1,000 watts 3 years ago they wouldn't have much to do with us. They have branches in these four main cities of ours and outlets all over the country.

On the basis of our new strength, however, we sold them a five-minute newscast, 3 days a week, and they've held it ever since. They also like our special Xmas and seasonal deals.

The point is: Wagg's knew what business was before; they know what it's like now. Think it over. Then call Horace Stovin and the boys and ask for case histories — they'll take you to the cleaners.

CFOR
ORILLIA, ONT.

1000 Watts—Dominion Supp.

closely enough, or sufficiently informed about each other to get most out of the advertising.

Advertising, he said, is still primarily concerned with people, and it can only be as good as the people who create it. Gamble said that since the end of the last war the AAAA has been concerned with the growing difficulties of attracting as many of the best people as the industry can absorb. He outlined the success his Association has had with annual personnel examinations "designed to attract high-calibre young people to the advertising orbit". Of 5,000 tested during the past eight years, half are now engaged in some branch of advertising and selling. He also noted that the employers of the people who took the test now say the same things about them that the tests originally revealed.

On research, Gamble contended that this science has led to most of our great modern inventions, but its application to distribution "is pitiful by comparison". He said "forward looking advertising people are beginning to keep in touch with the whole field of social science for the ideas on which to base tomorrow's advertising".

CAVALCADE OF ADVERTISING

The presentation of the Canadian Association of Advertising Agencies, which took the entire Wednesday afternoon session, was a series of dramatic sketches portraying the past 50 years of advertising in Canada.

TEACHING CONSUMERS TO BUY

The problems of production have been largely solved; it is in the field of distribution and consumption where the problems are unmastered, Carrol Shanks told the Wednesday luncheon meeting of the ACA. He is president of Prudential Insurance Co. of America.

Shanks pointed out: "Our entire economy is founded on confidence.

It is a major ingredient of prosperity. Selling it should be considered part of every business; it should be actively cultivated by all executives and sold by all salesmen. It should be an ingredient in all advertising".

The importance of confidence was emphasized by Shanks when he stated: "Half our national production consists of things people can manage to do without, if pressed, or can postpone buying. The difference hangs by the slender thread of the consumer's willingness to buy freely instead of hoard — to go forward rather than retrench".

Shanks predicted that business activity in Canada and the United States during the rest of the year would top even 1953's record levels, and he felt that the prosperity we are now enjoying is within our control. With able and intelligent management he believes we should be able to maintain a prosperous economy.

Referring to the last few months of doubt about business, Shanks maintained an optimistic note by saying: "We are looking at the decreasing activity as a recession rather than as a tapering off from what was actually one of the greatest boom years of our history. We were going from a great boom year into a good boom year — and that is nothing to get alarmed about".

Advertising men "are men of responsibility", he said. "They have an important part to play in maintaining confidence and in keeping the channels of distribution full... they can do far more than they think to maintain public confidence".

Canada, he pointed out "has the rare combination of vast unexploited resources and proved business sense. Canada can be a source of strength to the whole world".

One thing everyone should remember, he emphasized, was that an economy like that of Canada and the

United States is built upon the capacity to make people want a better, fuller life. "The habits of the people do not change", he counselled. "If we let them, they become timid and afraid. And if that happens the recession that could follow would be partially our fault because we, as advertisers, must shoulder more responsibility for the people's state of mind than almost anyone else".

MORE THAN THE COMMERCIAL

Greg Clark paused, scratched his head and said: "How can I penetrate the tone of this gathering to point out that there is more than the commercial?"

As one of two featured luncheon speakers on Thursday, he was disturbed that, having searched among the high-sounding titles and jargon

of the advertising craft on the ACA agenda, he could find no mention of the program content of radio and television, the news portion of newspapers and the articles of magazines.

"We", he said (including the other luncheon speaker, Dr. Hugh Templin, publisher of the Fergus News Record) "can print our papers without any advertising, for a cent — maybe two cents — or five cents. And we'll sell them. But you print only your ads and try to sell them. I'd like to see your readership figures".

ADVERTISING HELPS SELL

The lifeblood of motor car merchandising since its beginning 50 years ago has been advertising, said Theodore J. Emmert, executive vice- (Continued on page 16)

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

and soon to go on the air

CJBR-TV



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

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

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



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



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

ATTENTION STUDIO OPERATORS

For future schedule expansion CFPL-TV is now looking for applications from present radio control operators, with at least two years experience, who want to get into television as audio-camera and tele-cine operators.

Technical knowledge not necessary.

Write giving full details to:

DALE DUFFIELD
Chief Operator
CFPL - TV, P.O. Box 488
LONDON, ONTARIO

ACA

(Continued from page 15)

president of Ford Motor Company of Canada Ltd.

Addressing the ACA luncheon Friday, Emmert told the audience of advertisers that during 1953 advertising had helped to sell 7,132,000 new cars and trucks in Canada and the United States. He said the automotive industry was by far the largest buyer of national advertising in all forms in 1953, that it has held this position of "biggest spender" for many years, and that he saw every likelihood it will go on investing more and more money on advertising in the future.

Recalling the industry's early days, Emmert said that in 1895 the automobile had been practically unknown. Ten years later advertising had helped to make it the product of a \$100,000,000 business.

He pointed out that in Canada today there is a motor vehicle for each 4.5 persons, with some 3,400,000 cars and trucks on the road. He added that almost as much money was invested in motor vehicles as

there is in all the land, buildings, implements and livestock on all Canadian farms.

Emmert said: "The automobile salesman of 25 years ago was a door-bell ringer. He went from house to house, from office to office, searching for prospects, and was lucky to make a sale of some kind every other day. Now advertising is ringing the door-bells and the salesman saves a lot of shoe leather . . . yet produces more sales in a week than many of the old time salesmen yielded in 12 months. He ranks among the nation's top money makers".

Emmert would not agree with complaints that the art of car salesmanship had declined, as it is alleged to have slipped in other businesses. Instead, he thinks that new and improved techniques are now being used to help the salesman, most of them based upon the effectiveness of advertising.

"By creating a desire for better things for better living", Emmert concluded, "advertising helps to provide the vast turnover of purchasing power which is the foundation of the prosperity and happiness of the people".

BELIEVABILITY BEGINS AT HOME

The growing disbelief about advertising in the public mind has forced most advertising executives to conclude that something must be wrong. However, Henry O. Pattison, of Benton & Bowles, Inc., New York, questions whether most advertising men know what is really wrong.

There has been "wrong diagnosis of the disease", he said, addressing the Thursday morning ACA session on "Believability In Advertising". He said that many assume that false and dishonest advertising is to blame when the trouble lies with the borderline "huff and puff" advertising "where each product is said to be the best because it is claimed it can do all the things the others claim".

Pattison referred to the AAAA committee which investigates claims of false advertising, and he noted that out of eight complaints recently investigated, only three were found valid. He argued that not much advertising is actually untrue because the public is not as gullible as is sometimes thought and, besides, false advertising is easy to detect.

But Pattison lashed out at exaggeration in advertising, claiming: "We play too much follow the leader", and the result is that "most advertising is not so much untruthful as dull". It has reached the point where "sometimes simple statements of truth sound phoney, so we have to clothe the truth in an imaginative fashion to make it sound believable", he said.

"Believability begins at home", Pattison contended. "First you have to believe in advertising, then you have to put faith in the public". He

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.

SITUATION WANTED

RADIO ANNOUNCER,
graduate Midwestern Broad-
casting School, Chicago.
Excel in news and D.J.

Box A-199
Canadian Broadcaster
& Telescreen
54 Wellington St. W., Toronto



lence to leadership. Each man who has held this office has made a contribution to the good of advertising in Canada. Each president has seen some facet of our industry that needed improvement, emphasis or development. His leadership has been devoted to that purpose and the present enviable position advertising occupies in Canada's economy is, in part at least, a tribute to the ACA and the men who have held its high offices. I acknowledge the challenge their record of achievement holds for your new executive.

"As a point of departure for our program for 1954-55, I am recommending a meeting for the near future. To that meeting we shall invite the responsible officers of all media associations; newspapers, magazines, radio and outdoor, together with the agency association. The purpose of that meeting will be to take an honest look at the present confused and conflicting methods of presenting the claims of the several media; to openly speak our minds on what we, the advertisers want to know about media; to frankly discuss the frequently contradictory attacks made by one medium on another; and, above all, to establish a common front and pride in the achievements of all advertising.

"It is my hope that this meeting will be useful to all who advertise and that all who come to it will do so with a sincere desire to elevate advertising to an even higher and more powerful place than it now occupies in Canada."

Fifty Years ago, when municipal taxes were nothing to speak of, cities were not expected to provide for off-street parking for the citizens.

The carriage trade expected no more than a few hitching posts, and racks for bicycles came in a little later.

There's been a typed memo on *The Desk* for quite a time. It is captioned *Y & R Night On TV* and came from Bill Byles of the Young & Rubicam office. It is quite a document. It says:

"Sunday night, March 28, undoubtedly set a new record for either radio or television on a single agency's virtual monopoly of an entire evening's programming. Agency in this instance is Young & Rubicam, which single handedly dominated the networks clear through from 6:30 p.m. to 11 p.m., with Y&R clients represented by eight different shows (only one of them local) within the four and a half-hour span.

"At 6:30 the *Roy Rogers Show* on NBC-TV for General Foods:


"At 7 o'clock the *Paul Winchell Show* on NBC-TV for Procter & Gamble:

"At 8 (to 9:30) the *Rodgers &*

Hammerstein Cavalcade spectacle on all networks for General Foods:

"At 9:30 the *Television Playhouse* on NBC-TV for Goodyear Rubber Co.:

(Continued on page 18)

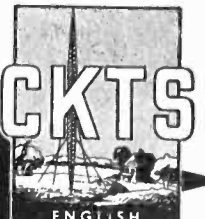


CHLT
FRENCH
900 Kc. 1000 Watts

**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships

Quebec



CKTS
ENGLISH
1240 Kc. 250 Watts

Representatives

JOS. A. HARDY & CO. LTD. — CANADA - CHLT
RADIO TIME SALES LTD. — U.S.A. - CKTS
ADAM J. YOUNG, JR. INC. — U.S.A. - CHLT & CKTS

WANTED

TV TIME SALESMAN
WITH GOOD
RADIO BACKGROUND

GUARANTEED
WAGES
AND
LIBERAL
COMMISSION

APPLY

CKSO-TV

SUDBURY - ONT.

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

B.C.'s 17 Radio Stations

- CHWK CHILLWACK
- 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

"THE CRUST OF THAT CRUSTACEAN!" Says Lionel



"I was spending a quiet evening with five or six of my wives, when up comes this smart-alecky young lobster. He gives my harem an appreciative eye and says, 'Goodbye, Lionel. I'm here as your summer replacement.'

"I threw him out in a hurry. It's a CKCW tradition to keep going strong all summer. Those 156,000 people in our market area are still there — still hungry for entertainment — still drawing pay cheques — still eager to buy. Building sales at CKCW is a year-round proposition.

"Summer replacement, indeed!"



"Also at 9:30 *The Man Behind the Badge* on CBS-TV for Bristol-Myers: "At 10 o'clock, *The Web* on CBS-TV for Kent cigarettes: "At 10:30, *What's My Line* for Remington-Rand Co. (In addition there was the locally-sponsored *City Detective* series on WPIX, N.Y.)"

"Whether it is giveaways, or cartoon strips or animation", editorializes **ADVERTISING AGE**, or any number of a host of other advertising devices, the tendency for all to rush in with the same treatment is a bad one, because it is an effective one."

This is Omar Broughton, of CJOC Lethbridge, one of the three western farm directors whose coverage of the Royal Winter Fair in Toronto last year won their stations a joint Beaver Award. (The others were Don Clayton of CJCA, Edmonton, and Norman Griffin of CKWX, Vancouver.)

Broughton was recently elected president of the Lethbridge Branch of the Agricultural Institute of Canada. A graduate in agriculture from the University of Alberta, he is featured on two daily CJOC shows at 7 in the morning, and 12:15 noon. He also manages his own farm.

Are you Torontonians having

trouble remembering the 'other-from-which of the new Walnut telephone exchange confusion? We have a formula which is helping here, provided you can't spell Canadian. Here it is.

The problem is to remember which of the Walnuts (1 to 4) have replaced the old Kingsdale, Randolph, Princess and Midway exchanges. The solution is simple — R - K - M - P. In other words Randolph has become Walnut 1; Kingsdale is Walnut 2; Midway is Walnut 3; Princess is Walnut 4.

Thanks for this one go to our new production man, Ron Turner, and from whomsoever he swiped it.

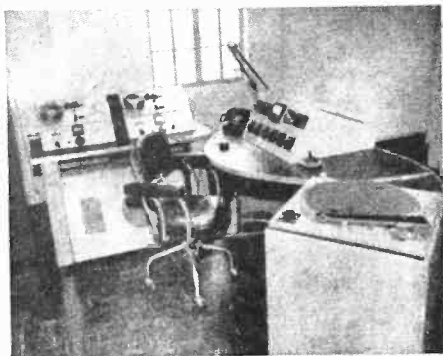


A review of the 1951 census in the 9th annual edition of *Quick Canadian Facts*, reveals that 7,088,873 Canadians are male and 6,920,556 are female.

5,381,176 are termed ruralites and

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

Look to **Marconi** for the NEWEST IN RADIO AND TV STUDIO EQUIPMENT



A Typical Gates Studio installation with tape recorders and turntables.



The famous GATES DYNAMOT features automatic changeover from power to batteries in case of power failure.

Ease of operation . . . greater serviceability . . . reliability . . . versatility, and all round greater economy, are what you enjoy when you use the newest Radio and TV Studio equipment provided by MARCONI. Whatever your needs, be it for a new station, improvements or expansion of your present one, the complete new line of MARCONI studio equipment will meet all your requirements and help to make your operation more efficient.

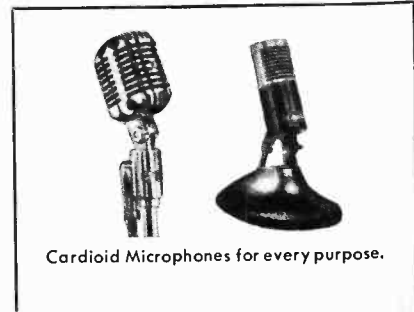
- Microphones for Radio and TV;
- Recording apparatus;
- Remote Amplifiers;
- Control panels;
- TV cameras;
- Telecine equipment;
- Monitors.

MARCONI can also supply you with the most advanced Transmitting equipment . . . the Gates line . . . newly designed for easier operation and servicing, lower operating and maintenance costs, higher quality all round performance.

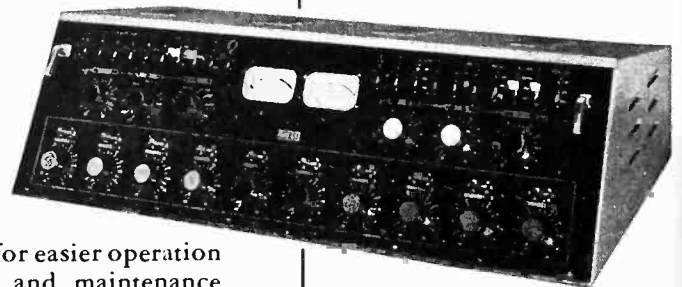
From microphone or camera to antenna, look to MARCONI, the greatest name in radio

For further information, write to:
Broadcast and TV Station Equipment Department.

CANADIAN Marconi COMPANY
MONTREAL 16
CANADA'S LARGEST ELECTRONIC SPECIALISTS



Cardioid Microphones for every purpose.



Model CC-1 Gates Input Console.

Use our Consultant Engineering Service. Skilled technicians will analyze your operation and recommend the type of equipment that will best serve your particular operation.

8,628,253 fall into the urban category. 6,709,685 are of British Isles origins, including English, Irish, Scottish and Welsh; 4,319,167 spring from the French; and the remaining 2,980,577 are divided between nine other national groups.

performances — June 28, 30; July 2, 4, 5, 7, 9, 10, 13, 21, 23, 27, 29, 31; August 6, 9, 11, 21. Matinees — July 17; August 4, 14, 18.

The Taming of the Shrew—Evening Performances — June 29; July 1, 6, 8, 12, 14, 16, 20, 30; August 3, 5, 7, 10, 12, 14, 17, 19. Matinees — July 3, 10, 24, 28; August 21.

Oedipus Rex — July 15, 17, 19, 22, 24, 26, 28; August 2, 4, 13, 16, 18, 20. Matinees — July 31; August 7, 11.

And that cleans off *The Desk* for this issue, and for several issues to come, just in time for the BOAC trans-Atlantic plane. By the time this emerges, I'll be doing my communique's from the parental abode in Kent. So buzz me if you hear anything. Oh yes, the number . . . I guess it's still Farnborough (Kent) 169.

6,069,496 are Roman Catholics; 2,867,271 are members of the United Church; 2,060,720 belong to the Church of England in Canada; 781,747 are Presbyterians; 519,585 are Baptists; 444,923 are Lutherans; 204,836 are Jewish.

7,072,505 are single; 6,261,578 are married; 643,348 are widowed, 31,998 are divorced.

Quick Canadian Facts is a 112-page book. It retails for 35c.

American radio's Broadcast Advertising Bureau, with a budget of \$687,000 allotted for promotion of the medium during the present year, has voted to make available to Canadian stations a "limited BAB service".

A letter has reached *The Desk* from Hugh Curtis of CJVI, Victoria, regarding this column's report of his station's winning the John J. Gillin Memorial Award for Community Service.

Hugh addressed his letter to me personally, and wrote:

"Dear Frank: This letter has two purposes—one which I shall explain, the other which should be obvious to you before you go much further.

"First, may I thank you very much for the fine article and picture concerning me which appeared in the latest issue of your magazine. I was most pleased.

"Well, Sam, that's about all I have to mention at the time. Take care of yourself, George!

"Kindest personal regards,
HUGH CURTIS.

"P.S. Not Fred".

A warning is sounded to the monied erudites in our readership by Stan Tapley of CJCS, who suggests that the sooner those intending to take in the Stratford Shakespearean Festival reserve their seats, the better it will be for them. The procedure is to write for particulars from The Stratford Shakespearean Festival, 109 Erie Street, Stratford, Ont. Reservations for seats, which come at \$1, \$2, \$3, \$4, \$5, and \$6, should be accompanied by a cheque.

Three plays will be done this year — Shakespeare's *Measure for Measure* and *The Taming of the Shrew*, and Sophocles' *Oedipus Rex*. The first will be directed by Cecil Clarke and the other two by Tyrone Guthrie.

Dates are as follows:

Measure for Measure — Evening

A Growing Market

• \$1,500,000

• Radio Telephone link between Prince George and Vancouver. This link of twelve relay stations will speed messages from Prince George to coast Markets.


• Reach this growing market of Prince George, B.C. over

• **CKPG**

250 Watts on 550 Kcs.

Serving Central B.C.

ALL-CANADA IN CANADA
WEED & CO. IN 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

GF

GENERAL FOODS. LIMITED
330 University Ave., Toronto 1. Empire 6-2981

BAKERS CHOCOLATE, COCOA & COCONUT • CERTO • CALUMET • GAINES • JELL-O DESSERTS • LAFRANCE
MAXWELL HOUSE • MINIT TAPIOCA • MINUTE RICE • POST'S CEREALS • POSTUM • SAKKA • SATINA • SWANS DOWN

April 14th, 1954

Mr. A. J. Hopps,
Assistant Manager,
Radio Station CFRN,
Edmonton, Alberta.

Dear Red:

Your latest CFRN promotional brochure, outlining the efforts your people put behind our Bob Hope Show, just arrived.

Its a dandy and only serves to confirm my opinion that, of all the radio stations in Canada, CFRN does one of the best promotional and merchandising support jobs.

Many thanks for your past efforts. We're looking forward to even more comprehensive promotions in the future.

Sincerely,
D. L. Breithaupt
Product Manager.

D. L. Breithaupt

ANOTHER REASON WHY IT'S

CFRN

IN EDMONTON


RADIO REPRESENTATIVES LTD.
Montreal - Toronto - Winnipeg - Vancouver

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

NO WONDER MORE AND MORE NATIONAL ADVERTISERS ARE USING CKCK

"Your station produced the lowest inquiry cost of any station on our list and the cost to sale percentage was, I believe, one of the best also."



This letter was received from
PHILLIPS - REICK - FARDON
Advertising Agents
Kansas City, Missouri

CKCK REGINA

Representatives: All-Canada Radio Facilities

Verbatim

GETTING RATINGS WITH RELIGION

Religious programming is no different than any other type, except you can say the words on a religious broadcast that would make you lose your license if you said them on any other program

At CKCW, it's more than an ideal that our station's programs must have a friendly atmosphere. The listener must feel that we at CKCW care whether they have a good day or not. Furthermore, we want our listeners and indeed our community to be better off because there is a CKCW.

This is not eyewash or smart talk or a plug for the station; and I must bring it in if I am going to make you understand our feeling about our religious broadcasts.

• • •

Each morning — the department heads — including those not concerned with programming — meet with Tom Tonner (the station manager), and I sit in when I'm there. We have coffee and a bull session. Tom plans his topics — but more often than not, the meetings follow a completely different line. Perhaps a letter has come from an agency complaining about poor mail returns . . . What is to be our attitude on quiz shows? . . . an announcer fluffed on a show the previous evening . . . How can we make the production department realize their responsibilities to the listeners, the advertisers and the station? . . . What are we going to do when the CBC opens a French station in Moncton?



By Fred A. Lynds

Adapted from an address to the annual sales clinic of the Horace N. Stovin & Co. stations last March, by Fred Lynds, president of CKCW, Moncton.

... What will happen when CHSJ gets TV?

Every day we try to keep right on top of all the things that might affect the popularity of CKCW. As a matter of fact, we try to keep ahead of these things.

For example, a year ago, we took on Jim Coulter, who had been the CBC's *Neighborly News* editor for the Atlantic Provinces. Jim had built a tremendous following in all of the four Atlantic Provinces since he had been carried by private as well as

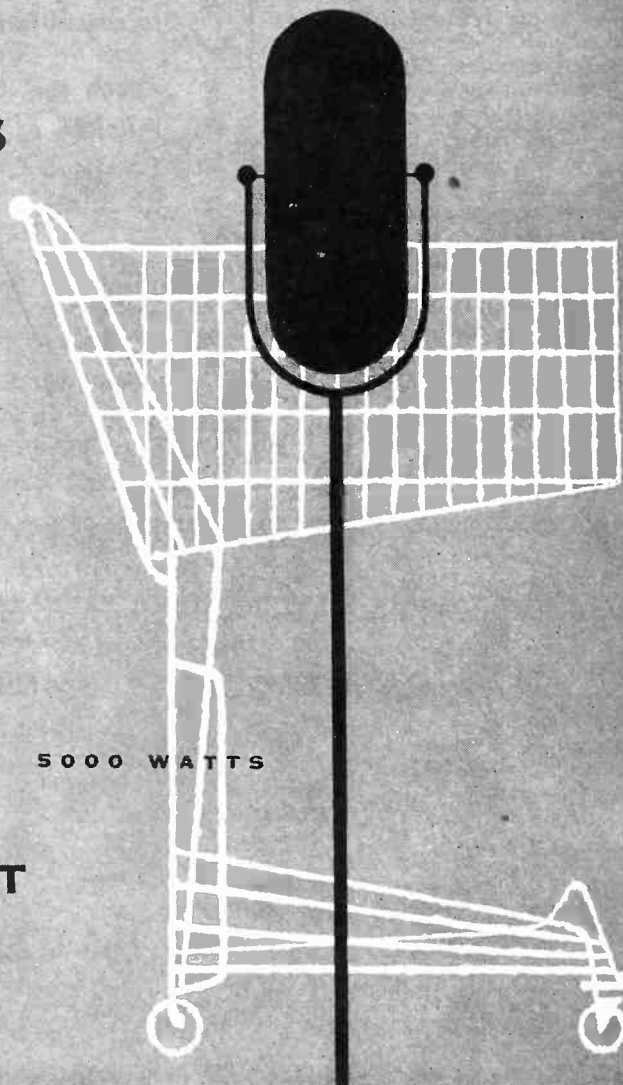
MORE NATIONAL ADVERTISERS USE CKWX VANCOUVER THAN ANY OTHER STATION IN BRITISH COLUMBIA

CKWX

5000 WATTS

1ST IN CANADA'S 3RD MARKET

REPS: All-Canada Radio Facilities Limited
Weed & Company



CBC stations. Jim was given the responsibility of building our morning audience — not only by his broadcasts from 6 to 7 but by personal visits to the rural areas interviewing listeners and speaking at rural meetings. He is a red-headed Irishman with a wonderful personality. Jim's personality and his natural flare for getting into an argument have gotten a lot of radios tuned to CKCW first thing in the morning. Bob Reid takes over from 7 to 9 with a friendly show of news, sports, time signals, weather, commercials and some music.

CKCW is really good listening until 9 a.m. and then some minister says "Let us pray" and click, off go the radios and all our good work is undone.

Then came the blow!

Sure they would attend a workshop, but there was one condition. I could have nothing to do with it. I don't mind admitting I was sore and almost told them where to go, but I was more interested in the program, and swallowed my pride and agreed to bring in someone from outside. That was the secret.

I had heard of a Dr. Everett Parker in the National Council of Churches in New York. He had written a book on "Religious Broadcasting."

I wrote to him and found that he was no longer with the National Council, but his successor — Mr. Charles Schmitz — was highly recommended. The United Church Radio Committee made the necessary arrangements and Mr. Schmitz came to Moncton for two days during September.

The ministers arrived both mornings at 9:30 and we kept them there until 5:00 o'clock in the afternoon. The station supplied the meals.

I should tell you that Mr. Schmitz had been a Baptist Minister for 20
(Continued on page 22)

That's the way it was before we found the solution last September. In other words, our devotional periods have been costing us audience and revenue for at least 19 years. And we did try during that time to correct it, but we were continually beating our heads against a brick wall. The clergy knew more about religion than we did and we couldn't convince them that their problem was different on the air than it was in church. Some of them would comment that you couldn't teach old dogs new tricks and perhaps the whole thing was hopeless. I was convinced, though, that the problem was not hopeless and that the solution could be found and that aside from just holding an audience, we had a responsibility to those of our listeners who needed spiritual help. For those reasons, we kept at it. We took the time from the ministers and put on transcribed devotional periods or our own programs of music and poems. We did this on three occasions, and each time the ministers would say they now understood what we wanted and could they please have the time back. Just a year ago we really got fed up with their rushing in at the last minute with an old sermon or not showing up at all. We called a meeting of the executive and told them they would have to take part in a radio work shop to improve their work or we would take the time away from them once and for all.

... NETTING
MORE
LISTENERS
ON THE AIR
24 HOURS
DAILY
WITH
LONDON
STUDIOS

CHLO

LONDON and ST. THOMAS

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

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

Public Opinion...

"... The schedule of air time used for the promotion of Poppy and Wreath Sales which came to us with your letter of November 16 indicates that CFNB is by far the largest contributor to the Poppy Fund of any business or organization in Fredericton ... There can be no doubt that the advertising campaign carried out by CFNB played a very large part in making this campaign a huge success."

This is an extract from a letter from the Fredericton Branch of the Canadian Legion BESL received last Fall and is one of many in our files from various organizations in New Brunswick. It indicates that the people in our audience have a good feeling towards us. They like CFNB and listen to what we say.

Let us tell them YOUR story.

New Brunswick's
Most Listened-to
Station



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

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

Your TV EQUIPMENT Shopping Guide

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

- **HOUSTON-FEARLESS**
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
- **MOLE-RICHARDSON**
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **KLIEGL**
Fluorescent Slimline, scoops, spots, special effects lights, and lighting control equipment.
- **AURICON**
16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.
- **GRAY**
Telop — projects Opaque or Transparent Material, Solid Objects, Tape, etc. Teloprojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**
Film Editors, Previewers, Synchronizers; Optical & Magnetic. Standard Equipment throughout the Film Industry.
- **MAGNASYNC**
16 mm., 17½ mm, and 35 mm. magnetic film recorders.
- **FREZZO-LITE**
Portable motion picture flood-light. Permits one-man newsreel photography.
- **ACCESSORIES**
Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

For further information
Phone, Wire, Write or Hitch-Hike to:
THE TOP NAME IN THE BUSINESS
Alex L. Clark
LIMITED
2914 BLOOR ST. W., TORONTO 18
Cedar 1 - 3303

(Continued from page 21)
years, with a daily radio broadcast the last six of those years, so that he had all the answers. When a Moncton minister said he was too busy, Mr. Schmitz could say that he had been busier and still looked after his radio. When someone suggested that it was difficult to be a pulpiteer on Sunday and a broadcast personality on Monday, Schmitz suggested that he would be a better pulpiteer if he put a little more broadcast personality into his Sunday sermons.

The idea of this session was to make the minister want to get on the air — to recognize the opportunity we were giving them to reach the unchurched — to broadcast something that would help someone who needed a lift for the day.

Mr. Schmitz pointed out that these broadcasts weren't so much a religious service as a pastoral call. He told the ministers to think of a call they had made to some spiritually needy person and then plan their broadcast to help that person.

He warned them against "blue sky" talks — high sounding talks that failed to reach his listeners. He warned them against thinking of his listeners as a large congregation but to consider them as groups of "ones" and to chat with each individually.

We decided on a format, that is flexible according to each minister's plans; and, we decided on a name. This caused some concern because I said I wanted one that didn't carry the "stigma" of religion. Mr. Schmitz agreed with me and after a great deal of discussion decided on "Your Friends". CKCW agreed to hire a soloist and we have an organist on staff, so the music was to be live. (I, personally, don't think you can

use choirs — recorded or live — on devotional periods, and retain the intimacy that is necessary for such broadcasts).

The title of the program is not mentioned on the air because I think it is a poor one — but can't think of a better one. Our soloist sings the first four lines of "What A Friend We Have In Jesus" and then invites the listeners to join Jack Reid and himself in devotions conducted by the Rev. Mr. So-and-So. Then the Minister comes in and sounds quite human and interesting.

Each broadcast is prepared by the Minister two weeks in advance and each broadcast is well rehearsed before it goes on the air.

Some of you might think we have wasted a lot of time and money on a program that will never be for sale, but let me tell you something. Our devotional periods used to cost CKCW money in lost audience. Today "Your Friends" is one of our best audience builders. And it is sparking our entire programming.

Where we were driving listeners away from the station and from the church, we are now contributing something to their lives and giving CKCW some reason for existing.

Our listeners think more of us. The clergy have not only taken me back to the fold, they have given me a Bible for my efforts. The publicity was wonderful, both local and abroad. It was not an expense. It was an investment.

But let me warn you once again; don't try to tell your ministers how to broadcast; get another minister. One of our local men said after the sessions: "Mr. Schmitz didn't tell us anything you hadn't said before, but we believed him."



CAVE FILIUM CANIS

Last week we sat down at the TV to swipe some Lewisites from *The Bob Hope Show*. But the sly dog had been reading this column.

• • •

COLD HAM

We will give him credit for: "Dagnet is the only show where they accused a corpse of overacting."

• • •

COPY TEST

Does your advertising pull or bull?

• • •

ODE TO A MODE

When ratings tumble from the top,
And BBM has scored a flop,
When protest meetings fail to jell,
Put on some programs! What the hell?

• • •

HOME STRETCH

Thanks to Bob Buss for: "and then there's the little girl who would have liked to have worn her mother's girdle, but she hadn't the guts."

• • •

QUALITATIVE ANALYSIS

Scientists have found that the lower you go in the scale of life, the greater the resistance to radioactivity.
—Dr. J. S. Butts,
U.S. Atomic Energy Expert

• • •

CARRIAGE TRADE

Money cannot buy you friends, but it does purchase for you a better class of enemy.
—Bedtime With Braden.

• • •

HORSE SENSE

Then there's the farm director, who was miking a County Fair, and suddenly found himself confronted by a prize Clydesdale across the mike. Without batting an eye, he said: "For the first time, ladies and gentlemen, I am about to interview an entire horse."

• • •

FOOD FOR THOUGHT

If you think the above gags are strictly from hunger, remember, they keep us eating.

• • •



You Can Only **SELL** To The People Who Can **BUY!**

And the people in the Yorkton Area have the money . . . For more than a decade farmers in the Yorkton area have *always* had a good crop. Likewise, this district has one of the highest incomes in Western Canada. When you advertise on CJGX Yorkton, you reach the people who can buy — want to buy!

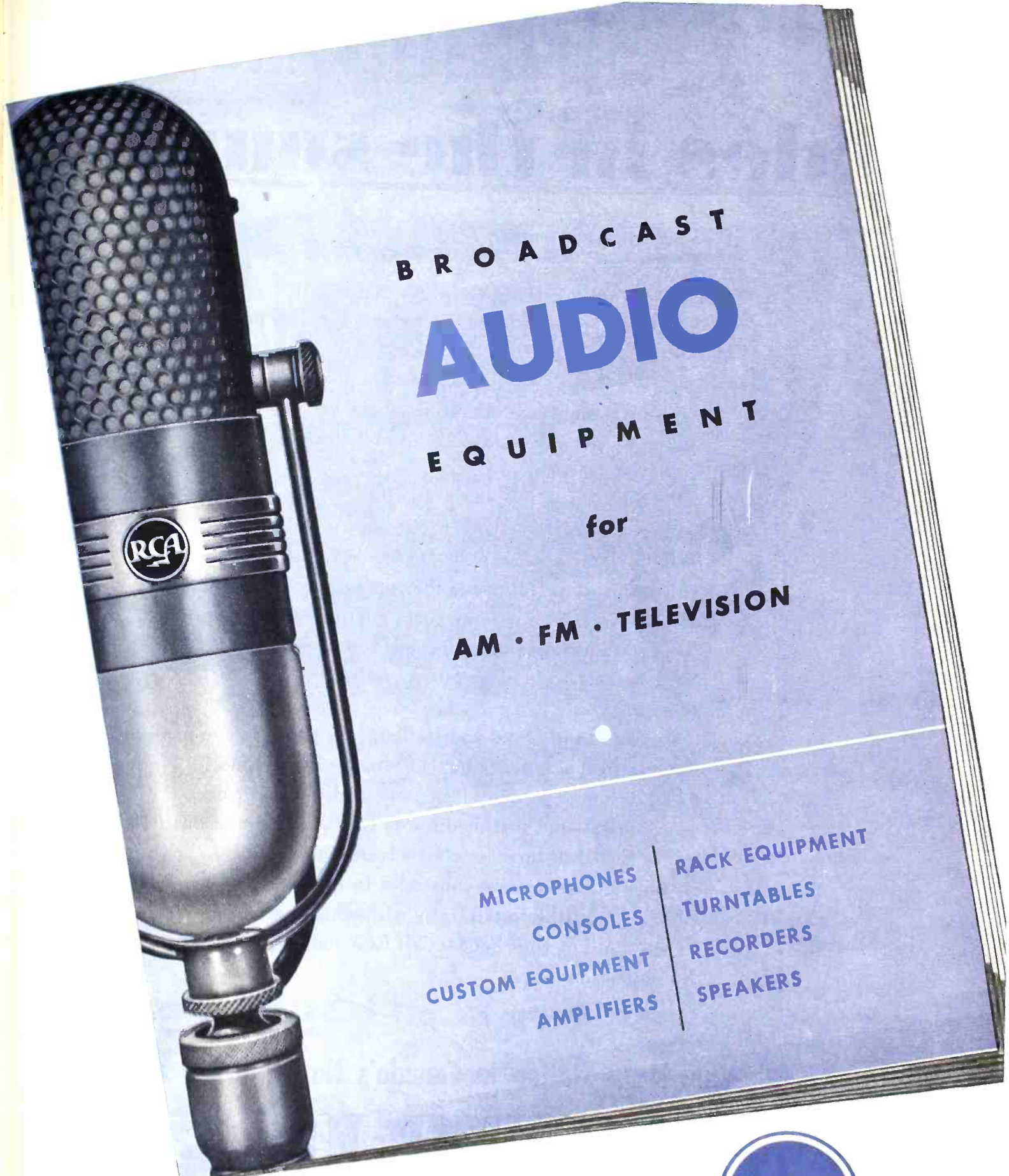
CJGX

YORKTON

Saskatchewan

Basic Station, CBC Dominion Network:
Representatives:
Horace N. Stovin & Co.
Inland Broadcasting Service, Winnipeg.
U.S.A.
Adam J. Young, Inc.





BROADCAST
AUDIO
 EQUIPMENT

for

AM • FM • TELEVISION

- | | |
|------------------|----------------|
| MICROPHONES | RACK EQUIPMENT |
| CONSOLES | TURNTABLES |
| CUSTOM EQUIPMENT | RECORDERS |
| AMPLIFIERS | SPEAKERS |

BROADCASTING IS OUR BUSINESS!

This new, up-to-date catalogue features the very latest information on RCA Broadcast Audio Equipment—the result of over 25 years experience in the Broadcast Field. If you have not yet received your copy, write to the Broadcast Section, Engineering Products Department, RCA Victor Company, Ltd., 1001 Lenoir Street, Montreal 30.



ENGINEERING PRODUCTS DEPARTMENT
RCA VICTOR COMPANY, LTD.

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

Sales in the soup?

The per capita sales of soup* are 9.259¢. If you're selling soup, you know what your own per capita sale is.

Are you getting your share of the market? If you are not, you may need added advertising pressure—and that is where we can help you.

Let's look at facts. 33 $\frac{1}{3}$ % of Canada's population lives in Ontario, where 40% of all retail sales are made. This means that Ontario is the richest market in Canada—the No. 1 market for soup, soap, any product, *your* product. So if you improve the selling job you're doing in this No. 1 market, your sales picture will improve.

How you can improve your selling job. There is one medium in Ontario that reaches 619,430 homes in daytime, 639,720 homes in night-time; one medium that covers 44 counties—and that medium is CFRB. It's sound business to use CFRB to increase your advertising pressure if you want to increase your sales in the rich area covered by CFRB. We'd like to talk over with you ways and means to sell more of your goods. Call us or our representatives. No obligation.

*Based on Sept.-Dec., 1952 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

50,000 watts 1010 K.C.

REPRESENTATIVES

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