

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

Now In Our
Twelfth Year

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

Vol. 12, No. 14

TORONTO

July 15th, 1953



—photo by Ken Hughes.

CKWX IS TRYING A BIT OF SPONSORSHIP itself this year in backing a baseball team in Vancouver's Little League. Seen above are the thirteen good men decked out in their sandlot best, who have made a name for themselves as great scrappers till the last out. The fourteenth in the picture (centre back) is the team coach Don Fraser.

INCREASED SET POPULATION OUTSTRIDES RATE INCREASES

Toronto — Since the end of the war the cost of a class "A" time spot announcement has increased 38.49 per cent, while in the same period, the number of homes in Canada having at least one radio has gone up by 61.77 per cent.

This surprising piece of information is contained in a release to member stations of the Canadian Association of Broadcasters, which will be mailed out in the next few days over the signature of Pat Freeman, CAB director of sales and research.

In this release, Freeman documents the information that during the past twenty months 803 national advertisers have used Canadian radio. Over 180 of them have US affiliations or are of US origin, he says. The figure for 1953 is already 550.

Of the 148 advertising agencies which placed business on Canadian radio stations during the period under review, he discloses that 76 are U.S. agencies and that 15 of them have Canadian offices.

Spot announcements have risen in cost more than any other time unit, so that Freeman's differential between rates and the number of set-owners is the smallest. For example, the average cost of 1 hour class "A" has risen only 21.07 per cent against the spot announcement figure of 38.49 per cent cited above.

Examination of all CAB station rate cards, just issued for the current year, shows that spots went up 6.25 per cent in the year ended June 30th, 1953, and 1 hour class "A" has increased by only 1.85 per cent.

Since the war, Canadians have bought 5,184,459 new radio sets for \$385,449,697, Freeman says, basing his statement on figures issued by the Radio and Television Manufacturers Association. He forecasts that by the end of 1953, it will be \$400,000,000 for over 5,500,000 sets.

Freeman points up the radio home increase by explaining that it is 86 per cent more than the increase in the cost of the one-minute spot.

CCBA Technicians Meet October 7 - 8

Toronto — The second annual two-day conference of the Technical Committee of the Central Canada Broadcasters Association will be held again in Hamilton's Royal Connaught Hotel on October 7th and 8th, it was announced here last week following a preliminary meeting of the Committee's agenda board.

In revealing some completed details of the agenda, committee chairman Les Horton, chief engineer at CKOC Hamilton, said that an annual dinner on the second night of the conference would again be a highlight. During the first evening an extensive tour of the Hamilton plant of Canadian Westinghouse Company has been arranged.

Lead off speaker at the conference will be George McCurdy of McCurdy Radio Industries Ltd., who will talk on the use and operation of station test equipment. Horton added that an engineer from Bell Telephone in Montreal would probably be on hand to discuss equalization of telephone lines for broadcast purposes and the application of micro-wave transmission to radio.

NEW AGENCY ESTABLISHED

Toronto — Gislason-Reynolds Limited has started business as an advertising agency at 651 Church Street, Toronto. Partners in the new enterprise are Guy H. Gislason, president, formerly with J. J. Gibbons Ltd., and Ronalds Advertising Agency Ltd. John A. Reynolds, vice-president and treasurer was formerly with McKim Advertising Ltd., and Ronalds Advertising.

CJBQ Barrages Belleville Balloteers

Belleville, Ontario — CJBQ has invited all service clubs in Belleville and Trenton to assist the station in its big get-out-the-vote campaign. The presidents of the service clubs are recording a series of one minute announcements which are divided into two groups — "Make sure your name is on the voters' list" and "Vote as you like but vote". Each president will also record a five minute talk.

On election day, the station will provide the Belleville Chamber of Commerce with the use of its large air-conditioned studio. It will be equipped with three special phones. Parking space will also be available, thus making the station transportation headquarters. The Chamber of Commerce is being asked to call on its members to provide cars to bring people to the polls, and the station will air numerous announcements reminding listeners of this free public service.

FIRST TV RATE CARD

Sudbury — CKSO-TV has just issued what it claims is the first private station TV rate-card. It calls for a one-time, one-hour class "A" rate of \$150.00 and one-time "A" one minute spots — \$30.

The station has sold its test pattern nine hours a day, starting September 20th, to various TV dealers and distributors in Sudbury. On this date the station starts its test pattern, CBC's kinescope network programs and program commercials on film. Cameras will be in operation October 15th. Official opening ceremony is December 15th.



—photo by Leep Zelones

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

CAB Member Stations

ATLANTIC (15)

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

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (38)

- CKBB Barrie
- CJBQ Belleville
- CKPC Brantford
- CFJR Brockville
- CFCO Chatham
- CKSF Cornwall
- CKFI Fort Frances
- CKPR Fort William
- CJOY Guelph
- CKOC Hamilton
- CHML Hamilton
- CJRL Kenora
- CKWS Kingston
- CJKL Kirkland Lake
- CKCR Kitchener
- CFPL London
- CJAD Montreal
- CFCF Montreal
- CFCH North Bay
- CFOR Orillia

What Price Radio?

DOUGLAS L. TRULL

Vice-President

and

Managing Director

TRULL FUNERAL HOMES LIMITED



—Ashley & Crippen

says:

"This Fall, we begin our twentieth consecutive year of broadcasting. During this time our year-round programme, 'The Trull Sunday Hour', has become practically an institution in homes in Ontario and many adjoining areas in the United States.

"We consider our radio broadcast one of the important factors in the growth of Trull Funeral Homes which is now the largest Funeral Service organization in Toronto and one of the largest on the continent".

The

CANADIAN ASSOCIATION of BROADCASTERS

Representing 117 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto 5

CAB Member Stations

CENTRAL CANADA (38)

(Continued)

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

PRAIRIES (23)

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

PACIFIC (17)

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



At a time of life when most men are thinking of retirement — sixty-five — the president of Colgate-Palmolive Ltd. (Peet got lost some place) took time out last Monday to acknowledge the congratulations of friends on a momentous anniversary, and was back at his desk bright and early Tuesday morning as usual. The subject of this tribute is C.R.



—photo by Jones & Morris

— or may we say Charley — Vint, president of the famous soap company, and the occasion was the celebration of his fiftieth anniversary in its continuous service.

Besides being an example of the kind of stability which wins success, if only at long last, for those who practice it, Charley Vint has, on his Alger-like way up the ladder from office boy to president, gained a reputation for his understanding of those who have emulated him in sticking to their guns. It must be a source of enormous satisfaction to this man who has combined an aggressive business career with as steadfast a loyalty to his church (Christian Science) that he has on his staff 42

employees who have served him, or as he prefers to put it, served with him, for more than twenty-five years, and no less than 154 others who have been with the organization for fifteen years of continuing service. I tried to find the formula, but did not get very far. One young disciple said "Mr. Vint doesn't give orders. He speaks around what has to be done and then gives you enough scope — or rope — to act on your own initiative". He also confided that instead of his energy abating with the years, if anything it gathers greater momentum.

The vital Vint statistics are these: Though Sarnia born, he left Canada at an early age and started his career with the company as office boy in Milwaukee, Wis., in 1903.

Only ten years later, in 1913, he was given the large assignment of organizing the Canadian company in Toronto.

In 1917, he was elected vice-president and general manager of this Canadian company.

In 1940, over 35 years later, he was made president, but retained the post of general manager as well.

From a modest beginning with a few employees forty years ago, the Toronto company has expanded into a huge plant, with a new seven storey addition under construction. Members of over a thousand families are now on the pay-roll.

Besides being a major sponsor in radio, Charley Vint, is president of the Bureau of Broadcast Measurement and a director of Thermos Bottle Co. Ltd. He is a past president of the Association of Canadian Advertisers; the Scarborough Golf Club; a past Principal Royal Arch Mason; a keen member of the Kiwanis Club. Of greater importance to him is his active work with the First Church of Christ, Scientist.

It is needless to say that the radio industry is unanimous in extending congratulations and good wishes to Charley Vint as his business career starts the second half of its first century.

Five years of doing just about everything in radio, culminating with two years selling and servicing time and programs for CKY, Winnipeg, have brought George Hellman (like mayonnaise, not cars) to Toronto, as general sales manager for Horace N. Stovin & Company.

George, who is married and has a daughter of 16 months old, hails from Ontario — head of the lakes.

(Continued on page 4)



Portrait of the man who

SOLD OUT

... he didn't think any advertising had that much pull. Understocked!!!

Now, all our advertisers know that CFAC listeners do buy. We think it's because the programs are planned on a basis to induce the audience to really listen to the entertainment and your advertising message.

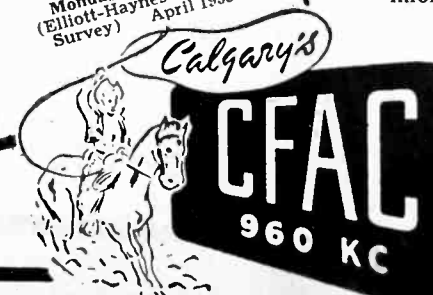
In addition, the ELLIOTT-HAYNES Report shows that almost triple the number of Calgarians listen

to CFAC in preference to any other station.

Just read the latest figures in the box:



Start to reach the people who listen to your advertising ... they're the people who buy. Phone your All-Canada Man for full information on CFAC.



THE NEWFOUNDLAND STORY

... within the past 36 months ...

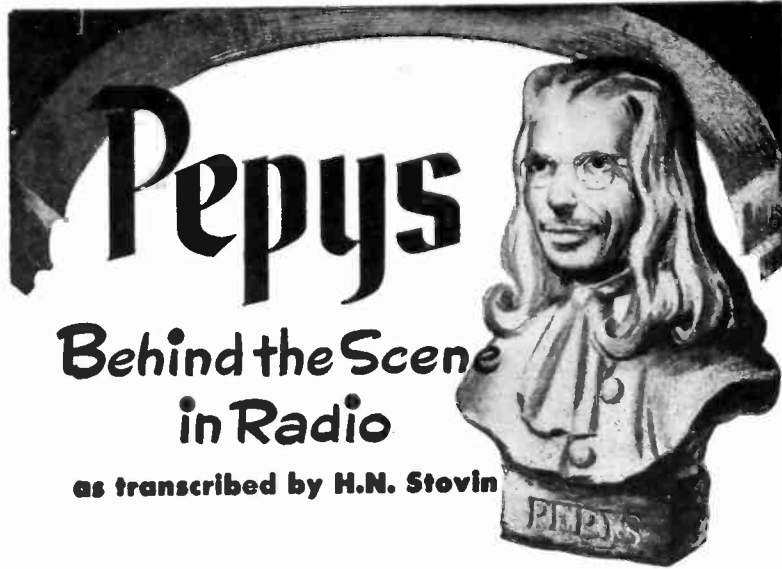
- Domestic Power Consumption up 103%.
- Commercial Power Consumption up 89%.
- Car Sales up 358%.
- Home Construction up 568%.
- Retail Sales up over 80 million increase first quarter.



All surveys show CJON with more listeners than all other NFLD stations morning, noon and night ... plus more local business than all others combined.

CJON 5000 WATTS DAY & NIGHT





"Bass season open, but so far more humidity and thunderstorms than fish, to my sorrow ● ● ● Fred Lynds and Tom Tonner of CKCW Moncton journeying to Lions International Convention in Chicago, where some 56,000 will attend. Lionel's fame as a host has travelled far afield, for he will, on behalf of Lion's District 41-C, feed some 200 of the top brass on July 9th—and get in a word, maybe, about the new and wider coverage CKCW is getting from its 10,000 watts ● ● ● Orchids to Station CKXL Calgary, and to its Promotion Director, Pearl Borgal, for the excellent promotion that station is doing for its clients ● ● ● From all reports, Ottawa Valley Trade Fair a tremendous success, with goodly and appropriate credit being given to CHOV Pembroke. They did broadcast over 40 special programs directly from the fair, as well as many other regular shows. As an aid to their special events department, CHOV recently outfitted a complete Mobile Unit ● ● ● From CJRL Kenora the word that Handford Drewitt Limited—a clothing store—ventured \$33.00 to plug an English sports shirt during a two-day sale, in which period they did sell 252 shirts for a total of well over \$1200.00 This store is now sponsoring a daily 5-minute feature over CJRL. It is too hot to point out the moral, but it is a good one! ● ● ● A welcome from the entire Stovin organization to George Hellman, who joins the Toronto selling staff—to help with that continuous service to stations and clients which marks both ourselves and our 'proven' stations."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
 & COMPANY
 MONTREAL TORONTO WINNIPEG VANCOUVER
 Representative for these live Radio Stations

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

Member of Radio Station Representatives Association

Over the Desk

(Continued from page 3)



He broke into radio at CKPR, Fort William, five years ago. In the spring of 1950, he arrived in Winnipeg, with the flood, and linked up with CKY. Here he ran the gamut as announcer, chief announcer, news editor and advertising sales and serviceman.

Two months ago, George decided to give radio the go-by. After six weeks with a carton manufacturer, he threw in the sponge, heard of the opening with Stovin, came, saw and conquered. His appointment was effective July 1st.

The fact that one of the top-selling magazines is one that is comprised of reprints and digests of articles which have previously appeared in other publications, and that these articles are often of a psychological — well, pseudo-psychological—nature, might be an indication that radio's belief that people don't listen to talks over the air is off the beam. Maybe the failure to listen is attributable to what is said in the talks rather than the talks per se. After all, talks vary from sermons and political speeches to news analyses and humorous commentaries on the passing scene; and their performers mumbling demagogues to the late lamented Will Rogers.

A Canadian publication with an ABC circulation of over 400,000, meaning of course *Maclean's* has succeeded, especially in recent years

in increasing its readership, presumably by the content of its book. An analysis of the current issue might be worth studying by people who put on programs.

The index is broken down into three subdivisions — Articles, Fiction and Departments.

First the articles. One tells in some detail the problems of living with five successive Governors-General. Next comes a regular London letter from a British member of parliament who is also a "journalist". He discusses possible successors for Sir Winston Churchill. A facetious article deals with the complexities of selling a house in the present inflated real estate market. Then readers learn of a bland lawyer whose clients never hang. Finally comes the concluding chapter of a serial about the British Secret Service during the war.

In the Fiction department there are two offerings: a domestic story which would be termed a farce in the theatre and a love story.

Departments are variegated. Taken in their order of appearance, the first is an editorial which justifies the difference of opinion which exist between Britain and the States. A short 150 word) piece talks about personnel on the magazine's staff, and mentions a couple of writers currently appearing in the book. "Mailbag" is self-explanatory. Then comes an Ottawa Letter; a column of criticism of current movies; a cartoon; a gag section in which a lot of "true, humorous anecdotes reflecting the Canadian scene" are bought from readers at \$5 to \$10 apiece. That's about it in the specific 60-page issue under review, except for, by my count, fifty-nine advertisements, about half a dozen of which are "house ads".

What am I trying to prove? Just this. Packed into this publication by actual survey, is a lot of serious reading, which might quite readily be compared with "talks" on the radio. Maybe you like it and maybe you don't, but the fact is, this magazine's twice monthly issues not only goes out to but is bought by over 400,000 families, households, offices or what have you. 'Nuff said?

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

They're Safer than Money

CANADIAN PACIFIC EXPRESS TRAVELLERS CHEQUES

OBTAINABLE FROM ALL CANADIAN PACIFIC AGENTS AND MOST BANKS

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

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

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 Montreal Walter Dales
 Vancouver Bob Francis



Vol. 12, No. 14

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July 15th, 1953

Democracy On The Spot

(The following is a four minute talk, prepared in the BROADCASTER office with the purpose of supplying stations with an "editorial" on the subject of voting. It has been written in such a way that it can be used on the air by announcer or news-caster. Stations or sponsors disposed to using it are invited to do so. Credits are not required).

Elections come and elections go like the days of the week, but until the other day I hadn't given much thought to just what it means, this business of voting that crops up in our lives every once in so often. Then I met a man with ideas on the subject. But he made quite an impression on me. Here is what he said:

(Note: If desired, a second, old voice could be used for the next four paragraphs. This, however, is not essential as it could quite effectively be read by the same man).

"The other day I was a privileged on-looker, when fifty or more new Canadians took the oath of allegiance and became citizens of this country. They were Greeks and Italians, Russians and Poles, Swedes and Danes, Frenchmen and Germans, Czechs and Roumanians. They came in all shades, from the pale white of the Scandinavians to the deep coffee of the Mediterranean countries.

"They were all quite different. Yet they had one thing in common. This was a great light that shone from their eyes, a gleam of hope, a cold confidence of a clear future in a free country, where they would never again fear to open their mouths, lest they be heard by some secret agent lurking in the shadows.

"As they stood and took their oaths, in English which was imperfect yet never faltered, I heard the voices of men and women whose oaths were a prayer, a prayer of thanksgiving that they had become citizens of Canada. The words 'O Canada' took on a new significance — 'my own, my native land'.

"On the way home, I couldn't help thinking what a good thing it had been for me to witness this ceremony, so that I might refresh my memory and remember how great was the privilege I enjoyed myself, the privilege of Canadian citizenship. I thought what a wonderful thing it would be for all of us to sit in on similar functions so that we might keep an awareness of our great fortune burning forever in our souls . . . that we might never again become apathetic and listless, as we all



"Go ahead, Prof., and make him sing."

do, over the affairs of our country".

(Note: If second voice has been used, revert to original one from this point to the end).

He made quite a mark on me, that old man. And the rest is obvious.

On August 10th, it is going to be our privilege, yours and mine, to send our chosen representatives to Ottawa, to govern our country's destinies for the next four or five years.

That old man didn't tell me how I should vote. It is my privilege — and yours — as citizens of this democratic country, to make our choice. I feel that what that old man was saying to me, in so many words, was "Vote! Don't vote for a man who has a pleasing lilt to his voice; don't vote for a man because he tells you what so-and-so's his opponents are; don't vote for a party because that is the one your father always voted for. Vote for the principles and ideals you cherish, the men and women who will work conscientiously to make our Canada a better country, without fear or favor, or thought of personal gain. Through your vote you hold in your hands the future of yourself and your business, your wife and your children, and you children's children."

Just one word more.

How would you feel if, tomorrow morning, the mailman brought you a letter from Ottawa that said: "Dear Sir or Madam: Because you failed to vote, you have forfeited your right to be a Canadian. From henceforth you are a man — or woman — without a country".

Your right to vote is a precious privilege. Cherish it.

Thank you.

On Professing Our Profession

Not just because we are all in the advertising business, but because advertising is the corner stone of our whole competitive system, it seems regrettable that the public is not told more about the function advertising performs in their daily lives and also that more of what is told is not shared with others, who might pass it on too.

We were pleasantly surprised when we were given an opportunity to use the radio address taped by George Akins, president of Walsh Advertising Company Ltd., and made available to a number of stations on the occasion of the agency's quarter century celebration. It appears in this issue, and we commend it to those whose livelihoods are involved with the advertising craft and those who realize that without advertising, private enterprise is a myth.

The topic of advertising is discussed in print with a frequency that borders on monotony, when critics sound forth in denunciation of everything from soap operas to illuminated store signs. Only on the rarest occasions do we talk positively about our own activities. This paper urges its readers to be more vocal in telling the story of advertising to the public. We should like to make our columns available to you, as we have to George Akins, in order that what you write and say may be shared with others.

Cakes And Oil

According to one newspaper, acknowledged political organ of one of the federal parties, the philosophy of the welfare state is likely to go on developing to even greater proportions in Canada in the future. Government, it claims, can do nothing to halt what the people want.

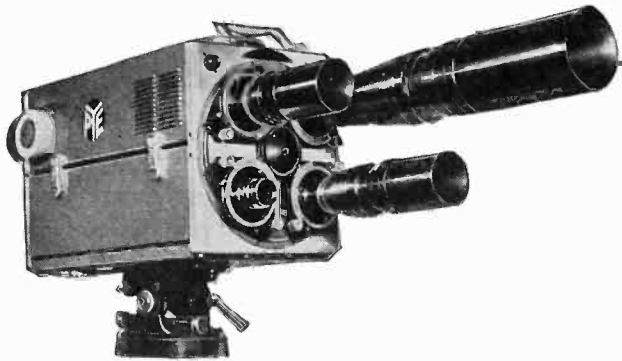
Let's be honest about it. What most of us secretly want is a work week of two or, at the most, three days, at least double our take-home pay, baby bonuses that will take care of the complete cost of feeding, clothing and educating children, taxes frozen at 1939 levels, a roll back of 25 to 50 per cent in the cost of living and, of course, complete personal freedom.

To hint, however vaguely, that any government could achieve such a miracle is either idiocy or intellectual dishonesty.

It doesn't take an economist to realize that if everyone works less there will be fewer goods produced, fewer services rendered. No amount of dollars in the hand of the palpitating voter can buy goods or services that are not produced.

—The Printed Word.

NO LONGER JUST AROUND THE CORNER — CANADIAN TV IS HERE



Specify PYE camera equipment (studio or mobile) and join such users as ABC, CBS and BBC in acclaiming their precision construction and technical excellence. And as an incidental dividend — very substantial savings in initial cost. Discuss your requirements with our engineers.



Division of PYE Canada Ltd., Ajax, Ont.

NOW BUILDING



SUDBURY

Test Pattern by September 15, 1953
Regular Schedule, December, 1953

Verbatim

Advertising is Telling for Selling

By W. George Akins
President, Walsh Advertising Co. Ltd.

Celebrating the 25th anniversary of Walsh Advertising Company Limited, of which he is president, W. George Akins told the story onto a tape recorder of the part advertising has played in the growth of Canada, and how advertising agencies have had an increasing influence on the country's economy. The address is being played over the eighteen privately owned radio stations to whom tapes have been made available. We reprint here an only slightly condensed version.



—staff photo

Akins in Action.

Since the caveman first scrawled a pictured message on the wall of his cave, since the first barber erected his familiar red and white emblem, there have been many definitions of advertising. One short, compact definition is just this: "Advertising is telling for selling". That is what it really amounts to. A man, or a company, if you like, who has something to sell, tells about it. And the man who doesn't have it and who wants it, hears or reads about it . . . and he buys it. Advertising, then, serves the man who produces, by making it possible for him to dispose of his goods. And it serves the man who consumes by telling him what is available.

It is hard to imagine what our life would be like if there was no advertising. How would you find out where to purchase more than the bare essentials of every-day living. How could you compare prices, and models, and sizes, and colors, comfortably and conveniently . . . in your own home? Without advertising, you'd have to accept whatever the nearest store had to offer, or else go far afield, making your own investigation of the merits of the automobiles, the electric ranges, the soaps the clothing, and so on that you wanted to buy. Russia is an excellent example of a country that has struggled along without advertising . . . and even there the state-owned shops have finally yielded to the basic human need for information as provided by advertisements.

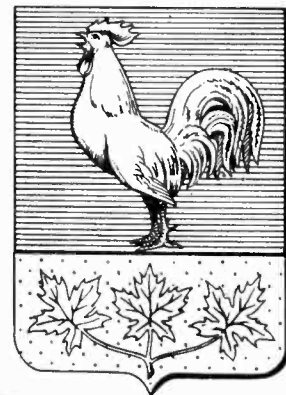
You simply cannot get along without advertising in our way of living. And as our country grows and pros-

pers, advertising has . . . and will continue to have . . . a great part to play in its development. Did you realize that there are four billion dollars worth of new oil reserves in Alberta? Did you know that the production of iron ore has increased thirty-eight times since 1939. Did you know that Canada now produces half a million tons of aluminum a year? And did you know that the Canadian people now buy twice as many refrigerators and vacuum cleaners as they did ten years ago. What a wonderful future there is for us Canadians!

I am proud that the advertising agencies of Canada have contributed to this tremendous growth of business and industry. Advertising agencies have in large part brought buyer and seller together because it is the advertising agency that prepares the manufacturers' advertising you hear or see. This agency business is little known beyond the offices of those who advertise and those who make their advertisements public . . . the radio stations, the scores of publications of every kind, and all the other advertising media. Yet this little known business of ours has grown along with Canada.

In 1941, there were 49 advertising

CHFA



60,000 FRENCHMEN can't be wrong

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

680 KC.

La Voix Francaise De l'Alberta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

agencies in Canada. The advertising they placed totalled \$29,200,000 in value. Ten years later, the amount of advertising placed by Canadian agencies had risen to \$108,500,000. That is the most recent year for which statistics are available. This year, 89 advertising agencies are operating in Canada.

Our advertising agencies have contributed much to the progress of our country. In time of war, when goods and products were scarce, the agencies gave freely of their time and talents to the war effort. Advertising agencies provide service . . . they offer creative thinking . . . they are an invaluable human link between the goods on the counter and the people who need these goods.

Advertising agencies in Canada have come a long way in a comparatively few years. As an example, may I take the liberty of referring to the company of which I have the privilege of being head. The Walsh Advertising Company Limited was established only twenty-five years ago. Four people had an idea. They believed that there was a place for them in Canadian business. They put up \$500 in order to obtain a charter . . . and they found themselves in business. Mind you . . . that was only 25 years ago . . . just a boom and a depression ago.

Today, Walsh Advertising Company handles some \$5,000,000 worth of advertising, not only in Canada, but in the United States and many foreign countries as well. From one little office in Windsor, Ontario, we have grown until we now have three full-sized agencies . . . which we call our branches . . . in Windsor, in Toronto, and in Montreal. That, ladies and gentlemen, is true free enterprise in action . . . from \$500 in 1928 to \$5,000,000 in 1953.

If Walsh Advertising Company can prosper like that in only a quarter of a century, there are similar opportunities for energetic, imaginative, adventurous Canadians in all fields of business. The growth of advertising and of advertising agencies is typical of the growth of Canada.

A great Canadian, Sir Wilfrid Laurier, predicted in 1900 that the 20th Century belonged to Canada. The 20th Century is little more than half over, yet his prophecy has been fulfilled. The opportunities in the next 50 years are limitless for Canadians who look and plan ahead. Thank you.

Programs

Public Provoked By Safety Broadcasts

Vancouver. — Tape recording of police conversations with traffic violators, intended to be used for radio broadcasts, was called "persecution" by city aldermen.

Traffic police have been recording their exchanges with erring motorists, without the motorists' knowledge, for use in a traffic safety program. Drivers' names have not been used on the air, but nevertheless aldermen have protested the practice.

City police in recent months been pushing public relations and driver educating programs, and the traffic radio program for which recordings have been made is a part of the effort.

At last report the program was still on the air and aldermen had not tried to get the Police Commission to halt it.

The program, "Why do they do it," is produced on CKWX by news chief Bert Cannings, and the first show took 106 man hours to turn out. Two traffic officers, Bernie Smith and Ian Mackey, were assigned to listen to scores of recordings and select some for the broadcast which illustrated the points police were trying to emphasize.

Criticisms that innocent persons would be embarrassed, particularly since the recordings are made surreptitiously, have been answered with the statement that only instances involving guilty cases are used on the program.

"Nobody's identity is ever revealed," commented Dick Diespecker in his *Province* radio column, "from listening to various actual cases. I imagine that anyone who drinks and drives after listening to this show would think twice about doing it again."

C. C. OF C. SELLS FREEDOM

Toronto — A 26-week series of five minute programs, titled *Five Minutes For Freedom*, is being aired on 67 stations across the country in co-operation with the Canadian Chamber of Commerce and local Boards of Trade. The series got under way last month.

Produced under the direction of the Canadian Chamber of Commerce and supplied to stations on discs, the series is expected to be scheduled in even more areas as station time becomes available.

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET



The Proof of the Pudding
Sarnia sponsors are finding out when they use Sarnia radio to sell their products in Sarnia, that results are what count, that the proof of the pudding is in the cash register.
The communities in and around Sarnia make up one of the fastest growing areas in Canada's richest industrial belt.
That is why the spotlight is on—
SARNIA
and at its core is
CHOK
Reps: **PAUL MULVIHILL**
in Toronto and Montreal
Donald Cooke in U.S.A.

A Weekly BBM of 74,310
gives
CJBR
Rimouski
The Largest French-Language
Potential Coverage in Canada
after Montreal and
Quebec City
5000 WATTS
ON 900 KCS.
Supplementary
to the
French Network
CJBR
RIMOUSKI
Ask
HORACE STOVIN IN CANADA
ADAM YOUNG IN THE U.S.A.
ANOTHER PROVEN STOVIN STATION

to Sell B.C.

DELTA RICE USES



B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
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- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

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

Programs

111 PEOPLE ATTEND 11th BMI CLINIC

By Bob Francis

Vancouver. — The 11th Canadian BMI program clinic, presented by B.C. Association of Broadcasters here, drew an attendance of 111 from all parts of the province to hear speakers from New York, Phoenix and Philadelphia as well as local radio men.

Richard M. Pack, director of programs and operations, WNBC and WNBT, New York, delivered one of the most interesting and useful talks, "Which Comes First, Music or the Deejay?"

Disc jockeys from this area, who did not turn up in droves to hear Pack, missed a presentation which, while light-hearted in delivery, struck too close to home for comfort for the types who Pack said "run over at the mouth."

Bill Rea, president of CKNW, New Westminster and of BCAB, introduced the clinic chairman, Harold Moon, assistant general manager of

BMI Canada Limited.

Other speakers were Sam Ross, CKWX Vancouver, on "Essentials in Local News"; Jack Williams, program director, KOY Phoenix, on "Making an Asset of Public Service Programs;" Phil Baldwin, assistant manager, CKNW, on "The Difference is Promotion;" Murray Arnold, program director, WIP, Philadelphia, on "Programming Aids and Twists;" and Glenn Dolberg, vice-president in charge of station relations, BMI, New York.

Richard Pack, who said he was a frustrated disc jockey, suggested that the best program directors and jockeys love and live with records.

Answering the question "does the jockey or the music come first?" he said the program director came first. In a station where the jockey is program director, the manager comes

first.

Pack warned that it was deceptively easy to program records.

"Some jockeys think," he said, "they just have to put on the turntable and they're in business. But programming records takes as much knowledge and experience and preparation as programming anything else."

He said no other media had the world's greatest talent available so cheaply. Movies, TV and the theatre could not use recorded talent with such facility.

"I wish TV had a type of program material as easy to handle as recorded music," he said. "Your problems are nothing beside those of TV."

Pack warned the radio men that too many operators "are abrogating tomorrow's audience to TV."

He said children are tomorrow's radio audience, but today they are looking at TV. Stations should program for children, even one day a week. "Go after tomorrow's audience today by programming radio for children," he advised.

Discussing disc jockeys, Pack illustrated, with recorded examples, the types of jockey which annoyed him. There was the bop talk specialist, the name dropper, the classical specialist and the cliché expert, among others.

Pack said he wished jockeys and program directors knew their towns as well as sales managers. "Sales managers understand the different strata and attitudes, the economic and national backgrounds of their listeners," he said. "They understand the type of music which should be played at certain times of day."

He said few jockeys knew how to produce programs with records, how to employ simple tricks of production which add to the tone and class of a station or how to employ change of pace.

Pack also said that though many people think they can't build stars in a small city, "the best radio talent has come from the small places."

Sam Ross, assistant manager of CKWX, discussing "Essentials in Local News," said organization is the key to effective coverage.

News room organization is built around the assignment book, he said. Stories should be noted for the future and brought up to date frequently. Noting stories for a month hence and checking them usually brought out new angles.

Ross outlined rules of thumb which were applied to CKWX news writing. Is it so clear as to leave no ambiguity?

CFCO goes over the top again

More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: 76,950 homes

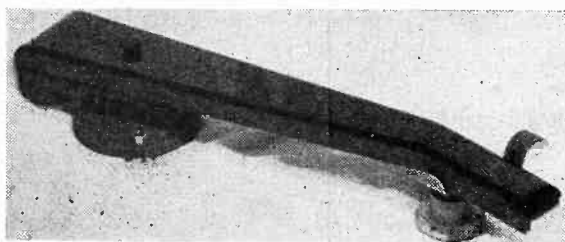
¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes

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

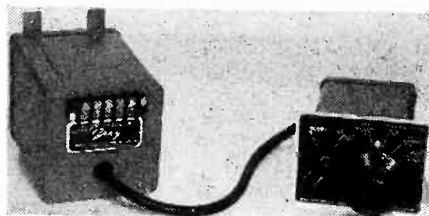
BBM STUDY NO. 5

CFCO—630 Kcs—Chatham



The GRAY "Viscous-Damped" 108-B Tone Arm

The entirely new suspension principle of the GRAY 108-B makes it hug the grooves . . . prevents stylus skidding on worn records . . . overcomes groove-jumping caused by floor vibrations . . . prevents any possibility of record damage if the arm is dropped.



Model 603
 The Newest GRAY
 Equalizer For GE or
 PICKERING

By means of a convenient control, the same frequency response is instantaneously available for professional GE or PICKERING cartridges.

Five Control Positions:

- Position No. 1 is for records without high-frequency pre-emphasis.
- Position No. 2 provides moderate roll-off for such records.
- Position No. 3 is for recordings made in accordance with NAB standards.
- Positions No. 4 and No. 5 have roll-off to reduce noise from worn NAB recordings.

For further details write:

MCCURDY RADIO INDUSTRIES LIMITED
 74 YORK STREET
 TORONTO

Look to the Leader!



Mobile Merchandiser

See Page 18

Could it have been said in fewer words? Is any sentence too long to be easily read? Are there any tongue twisters? Is the story easily grasped?

The entire story did not have to be told in the first paragraph, but the most interesting fact had to be in the first paragraph, to tempt the listener to stay with it and to let him know what might follow.

Ross discussed geographical make-up of a news broadcast — tying one region to the top story and following with news of other regions; there was also the topical division, as with a milk subsidy story from Ottawa, buttressed with follows from each region. Reaction to the Ottawa story obviously could not be used later in the broadcast in each regional division, so that this altered the makeup of the broadcast.

The geographical division of news is best nine times in ten, Ross said.

Referring to the CKWX practice of putting taped interviews into news broadcasts, Ross said putting actuality quotes into a story gave the broadcast life, the same as a picture helped a newspaper story.

"Don't worry about TV news competition," he said. "With good coverage and handling, radio can hold its own. Telling a story is still the basic method of reporting."

Ross held that the calibre of day to day reporting in the long run was the criterion on which a station's news work was judged. He said listeners were not concerned with one particular news beat, or impressed by it, since they did not listen to two stations simultaneously in the way they might see newspapers side by side.

Jack Williams, program director of KOY Phoenix, told the clinic that "the public service program is a reflection of the community."

Describing his own station's public service programs, he said, "We don't make all the money in the world, but we get along and we have friends."

"Public service programming can be an asset. It means being a good neighbor. You're going to have to do it when TV arrives."

Williams said many station men didn't like public service programs because they didn't make money and drove away audiences.

"But this isn't true," he insisted. "A public service program isn't hurt by being sponsored — though sponsorship is not the criterion and the

program should be on the air anyway.

"Only bad programs drive away the audience. But if they're bad, they shouldn't be on the air. A public service program doesn't have to be dull. You can take the gist out of a long dull club speech and put it on the air.

"When the long dull club speakers don't clamor to get on the air over your station — that's bad. Maybe it's a nuisance — but it's lonely if you don't have it."

Murray Arnold, program director of WIP Philadelphia, faced the problem of "how to program radio in a TV world" with the proposition that radio in the U.S. has been going (Continued on page 10)



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- CONLEY, Corinne
- DAVIES, Joy
- DOOHAN, James
- EASTON, Richard
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service at Radio Artists Telephone Exchange

CKCV listeners become buyers

1000 WATTS 1280 K.C.

CKCV
QUEBEC CITY

Representatives
MAGNET INDUSTRIAL
CORP. BERAUD & Co.
IN U.S.A.
WEED & CO.

CANADA'S FIRST STATION
CFCF

HOW BIG IS MONTREAL?

ONE of our local accounts does MORE business (\$76,000,000.00) than the TOTAL ANNUAL INCOME OF VICTORIA, B.C. (\$73,945,000.00)! THINK OF IT!

HITCH your wagon to Canada's "Station of the Stars" — Montreal's CFCF — CANADA'S FIRST STATION.

• CHECK WITH OUR REPS:
ALL-CANADA in CANADA
WEED & CO. in U.S.A.



in the studio
in the field
it's the ANNOUNCER that counts

Ekotape "ANNOUNCER" MODEL 102-9

... for broadcast stations is a high fidelity tape recorder with exceptional performance. Widely used and recommended for both Studio and Field use. A powerful over-size motor, heavy flywheel and special drive, combine to maintain a constant tape speed, free from "flutter" and speed variations. 500 ohms output and input facilities. Separate record and playback amplifier.

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal
BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver

Please forward data

Advertising Department, Dominion Sound Equipments Limited, 4040 St. Catherine St. West, Montreal, Que. DS-53-22

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

You can't cover Simcoe County without CKBB

BARRIE

REPS — PAUL MULVIHILL TORONTO
RADIO TIME SALES MONTREAL
ADAM YOUNG U.S.A.

Program

(Continued from page 9)

nowhere and we have been using TV as the scapegoat of ourselves.

"I indict our town total lack of progressiveness," Arnold said. "People are saturated with our fare. We want new sounds and services to overcome the lassitude of the public. People are radio-deaf."

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He described some of the "programming twists and aids" which helped his station cope with the competition of 25 AM stations, 12 FM stations and three to seven TV stations covering the area.

Station breaks, which had been the same for 30 years, were the first

feature which WIP attacked. Thirty times daily, he said, the announcer on a station break said, "These are the headlines," and gave ball scores, weather, headlines, the time, and the time of the next news broadcast.

"This is a vehicle for service to the audience," Arnold said.

Celebrities who visited the station, or civic officials, cut special station breaks, for drives or other enterprises.

"It added tone and character to the station," Arnold said, "and it cost nothing. It gave us new sounds on the station. It avoided the old staff voices. I'm tired of staff announcers."

Arnold was specially emphatic about the added importance of the early morning shows in the face of TV. He said too many had a helter-skelter format, whereas listeners wanted to rely on when they would hear certain information.

He suggested giving the time every five minutes, the weather every ten, keeping commercials to 60 seconds. There should be bright music, vocals for companionship. Listeners did not want hot jazz or new tunes on the wake-up shows. They preferred familiar tunes.

"The wake-ups need more service and less useless talk," he said. "Most early morning announcers talk too much. There's enough talk in the commercials."

A period approaching the early morning in importance, Arnold suggested, is the 4.30 to 6 p.m. time. Cars with radios are on the way home, and with kids tuning TV programs the rest of the family is reaching for a radio.

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"Stations are not building enough local characters in the face of TV."

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He said the premise had been that children were doing less reading, but more listening and looking. The idea of having top reviewers review famous youngsters' books, and having them read on local stations by people in the same field as the central character, had been extremely effective.

The reviews had led children to the library and the reading habit, which was a public service by radio for the library.

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Baldwin emphasized it was essential to let the sponsor's staff know what went on before a promotion scheme started, not ten days later.

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He suggested a number of gimmicks to illustrate his thesis that there are inexpensive promotion schemes adaptable to any kind of program. He mentioned printing milk and bread delivery men's cards with a station program plug; use of the station's phone operator; painting 'peepholes' in store windows; a costumed character giving away engraved invitations on the street, and similar devices.

"This is promotion for yourself," he said. "You're selling your station and you're selling radio. That's what we need most."

NO SAG IN SALES

During the Summer for VOCCM Sponsors

Business "As Usual" Booms during the warm weather in the Prosperous East Coast Area of Newfoundland.

Retail Sales in VOCCM's Primary Area are Over a Million and Quarter Dollars Yearly.

Get Your Share of the Business in this Big Nfld. Market.

GET AVAILABILITIES NOW!

CALL OUR REPS:

HORACE N. STOVIN — CANADA
ADAM J. YOUNG — U.S.A.

VOCCM

P.O. BOX 920 — ST. JOHN'S



NFLD'S OWN

590

ON THE DIAL



NFLD'S OWN

1000

WATTS



NFLD'S OWN

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Mobile Merchandiser

See Page 18

to Sell B.C.

McGAVINS BREAD

USES

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

B.C. RADIO

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Stations

GOOD RADIO STILL ONLY MASS MEDIUM

Vancouver — In spite of television, radio will be the only mass medium in Canada for a long time to come. That was the happy note on which Jerry Lyons, Weed & Company's AM expert, lectured to the annual meeting of the All-Canada stations' sales and program managers in Hotel Vancouver here last month. He was speaking on "How to Meet TV Competition".

Lyons contended that since the persuasiveness of the human voice is still the same and radio's circulation, instead of dropping, is actually increasing, the sound medium will continue to be the best advertising buy for as long as he could foresee. This is true in the U.S., he said, and is even more valid in Canada where the building of TV stations and distribution of sets is lagging behind.

He warned, however, that radio must not repeat its mistakes of the past and bury its head (and facts) in the sand. "We have found out so many good things about radio since being faced with television, that we are ashamed to admit what dopes we were for ignoring them until now", he quipped.

Radio, he said, is in such a good position it can be sold positively without knocking television, which is a good thing for most broadcasters, since even if television was assailable they either have to live with it or very close beside it.

"TV's inroads can be cut", he suggested, "by intelligent and hard selling and good programming, plus

sound merchandising".

Radio has a big advantage over all other media in circulation — over 90 per cent in the U.S. and 94 per cent in Canada, he noted. American television, with 23,000,000 sets in use, is available to 56 per cent of the nation. "What advertiser", he asked, "can afford to pass up the other 44 per cent? Or multiply the amount of TV's greater cost by its reduced circulation and thereby figure out

what increased impact it must deliver to equal radio," he challenged.

But even in television areas where there are many TV stations, radio isn't so badly off, he claimed. In areas where there are only one or two TV stations, radio listening has been known to increase.

Lyons pointed out that while network radio was being hit, national (Continued on page 12)



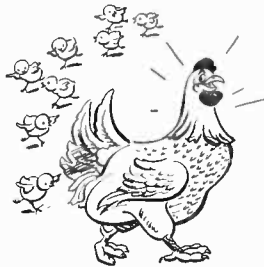
by **EVERY** Survey
 (ELLIOTT-HAYNES - PENN McLEOD)
 Victoria's MOST LISTENED TO Station
CKDA DIAL 1340



only **TOP COVERAGE**



plus **TOP LISTENERSHIP**



Brings the **BEST FOLLOWING**
 in the **MANITOBA MARKET!**

GREATER OTTAWA

is

42%

FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

Studios — 121 Notre Dame St., Hull, Quebec

Representatives

OMER RENAUD in Canada
 J. H. McGILLVRA in U.S.A.

*Over 100,000 French-speaking Canadians.

PERCENTAGE OF LISTENERS		
STATION	WINNIPEG	COUNTRY
CKRC (5,000 watts)	32.2	34.4
Station B (50,000 watts)	18.4	28.4
Station C (250 watts)	29.1	16.3
Station D (5,000 watts)	12.8	16.3

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

TOTAL WEEKLY BBM — 1952 DAYTIME 179,150 NIGHTTIME 172,910

CKRC

WINNIPEG

630 KC 5000 WATTS

representatives: All-Canada Radio Facilities — in U.S.A. — Weed & Co.

You can't cover Simcoe County without CKBB

BARRIE

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- CKOK—Penticton
- CJAY—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

Sations

GOOD RADIO STILL ONLY MASS MEDIUM

Vancouver — In spite of television, radio will be the only mass medium in Canada for a long time to come. That was the happy note on which Jeri Lyons, Weed & Company's AM expert, lectured to the annual meeting of the All-Canada stations' sales and program managers in Hotel Vancouver here last month. He was speaking on "How to Meet TV Competition".

Lyons contended that since the purposiveness of the human voice is still the same and radio's circulation instead of dropping, is actually increasing, the sound medium will continue to be the best advertising buy or as long as he could foresee. This is true in the U.S., he said, and is even more valid in Canada where the building of TV stations and distribution of sets is lagging behind.

He warned, however, that radio must not repeat its mistakes of the past and bury its head (and facts) in the sand. "We have found out so many good things about radio since we've faced with television, that we're ashamed to admit what dopes we were for ignoring them until now he quipped.

Radio, he said, is in such a good position it can be sold positively without knocking television, which is a good thing for most broadcasters, since even if television was assailable they either have to live with it or very close beside it.

"Its inroads can be cut", he suggested, "by intelligent and hard selling and good programming, plus

sound merchandising".

Radio has a big advantage over all other media in circulation — over 90 per cent in the U.S. and 94 per cent in Canada, he noted. American television, with 23,000,000 sets in use, is available to 56 per cent of the nation. "What advertiser", he asked, "can afford to pass up the other 44 per cent? Or multiply the amount of TV's greater cost by its reduced circulation and thereby figure out

what increased impact it must deliver to equal radio," he challenged.

But even in television areas where there are many TV stations, radio isn't so badly off, he claimed. In areas where there are only one or two TV stations, radio listening has been known to increase.

Lyons pointed out that while network radio was being hit, national (Continued on page 12)



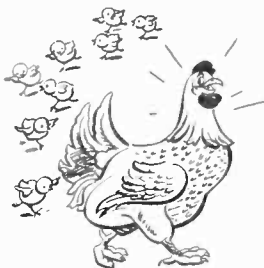
by **EVERY** Survey
(ELLIOTT-HAYNES - PENN McLEOD)
Victoria's **MOST LISTENED TO** Station
CKDA DIAL **1340**



only TOP COVERAGE



plus TOP LISTENERSHIP



Brings the BEST FOLLOWING in the MANITOBA MARKET!

PERCENTAGE OF LISTENERS		
STATION	WINNIPEG	COUNTRY
CKRC (5,000 watts)	32.2	34.4
Station B (50,000 watts)	18.4	28.4
Station C (250 watts)	29.1	16.3
Station D (5,000 watts)	12.8	16.3

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

TOTAL WEEKLY BBM — 1952 DAYTIME 179,150 NIGHTTIME 172,910

CKRC

WINNIPEG
630 KC 5000 WATTS

representatives: All-Canada Radio Facilities — in U.S.A. — Weed & Co.

GREATER OTTAWA

is

42%

FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

studios — 121 Notre Dame St., Hull, Quebec

Representatives

MER RENAUD in Canada
H. MCGILLVRA in U.S.A.

*over 100,000 French-speaking Canadians.

TV commercials

PRODUCED IN OUR STUDIOS AND LABORATORY

motion picture productions

FOR INDUSTRY AND EDUCATION

film services

ANY OF THE FOLLOWING SERVICES IN 35MM AND 16MM

TITLES	PHOTOGRAPHY
STUDIOS	SOUND EFFECTS
RECORDING	MUSIC LIBRARY
EDITING	
RECORDING FROM TAPE TO FILM	
COMPLETE LABORATORY FACILITIES	
16MM KODACHROME PRINTING	
SLIDEFILMS	

experienced department heads

PRODUCTION	A. J. BURROWS
LABORATORY	C. J. R. BOURNE
PHOTOGRAPHY	E. C. KIRKPATRICK
SOUND	G. A. THURLING
NEWSREEL	C. F. QUICK

WRITE OR PHONE WITHOUT OBLIGATION FOR ESTIMATES AND SCREENING OF OUR PRODUCTIONS

SHELLY FILMS

LIMITED

TORONTO 14 · CLIFFORD 9-1193

LEON C. SHELLY PRESIDENT

ESTABLISHED 1924

Stations

(Continued from page 11)

and local spot advertising is climbing to the point where national spot is has increased the sale of small radios responsible for a higher dollar volume now than network. He explained that the advent of television and had therefore created a great many multiple radio homes. This means that even though the home's television set was on, it didn't mean nobody was listening to radio. In fact, father and mother would most often be listening to radio while the children watched their TV thrillers, he said.

To the local station, this increase in the number of multiple set homes means higher selectivity in listening, Lyons contended, and this in turn means a better break for the low-budget local show trying to compete with network productions. He reasoned that when there was only one radio per home, it would most often be tuned to network programs in a family circle where a lot of tastes had to be compromised. But where almost every member of a family has his own radio, it's obvious local programming stands a better chance of being heard, Lyons said.

The fact that 300,000 radio sets are being sold in the U.S. each week proves that radio is far from dead, declared Lyons.

He said that in re-affirming its position among media in this TV era, radio must re-assess a lot of things that have been taken for granted for so long. He cited the need for improved research as just one example. "Radio advertisers have always got more than they've paid for from radio, we all know that", he said. "But now the job is to find

out how much more they've been getting".

In concluding, Lyons urged the station men to sell their time in terms of the station's coverage (or trading) area, not just the town or city. The reason: the coverage of all other media is so limited compared to the average station's 100 mile radius.

He also pointed out that the field representatives of advertisers are becoming more influential in their companies' advertising, and stations cannot afford to allow these people to remain unacquainted with the effectiveness of radio and the "plus product promotion" it offers.

Jack Sayers, sales manager of CKWX, Vancouver, discussed promotion and merchandising, particularly whether or not money should be used for sponsor promotion or station and media promotion. He said there was considerable opinion that stations spent too much for sponsor promotion when magazines and newspapers don't do any.

"We don't take that attitude", Sayers said in continuing the subject opened earlier by Lyons. "We are a highly competitive market and from a listener standpoint we have to get out and spend money on promotion in this market."

He went on: "We used to use newspapers, but with costs at \$7 a column inch in one of the leading papers here, we don't feel we can afford it".

Sayers said the station had gone into the media it felt it could afford: bulletin boards and posters at reasonable cost; neon signs; a fixed bulletin at the junction of two main highways.

"This is strictly for listener promotion", he said. "We also use about 27 weekly newspapers. We use a commercial tie-in each time so we can take tear sheets and use them in promotion reports".

"Our promotion yardstick is dollar volume", he pointed out. "We give so much promotion for an account and the bigger spender gets more promotion".

Sayers continued: "After the war and before TV reared its ugly head, we figured a lot of accounts during the war used radio as an institutional thing. When production started to catch up and newspapers were not short of print, we looked for a way to make sure radio moved merchandise off the shelf", he said. "We thought we would step into what we now call our Sales Service Division and institute promotion at point of sale.

"We have John Boates with a streamlined panel delivery car, who covers an area 40 miles east of the city, Vancouver Island from Duncan north, visiting each point about every six or eight weeks. He covers grocery stores, drug stores, service stations and other outlets".

Through this the station maintains direct contact regularly with every retailer of drugs and groceries of any importance. This is valuable when, on occasion, a new sales manager for a drug or grocery manufacturer comes to town and gets in touch with his salesmen to see what is thought about radio.

Sayers also mentioned the station's promotion booklet, CKWX - TRA, with a mailing list of 4,000, which promotes in each issue products currently advertised on the station. He noted that CKNW, New Westminster produces the same type of booklet, called *Top Dog*.

"Advertisers value this type of service and look on us as being merchandising conscious and doing a job for them at point of sale", Sayers said. "It costs us money but we think it is worth it! It has really paid off in influence on the sales departments of companies".

I Wanna Go Home!

WESTERN gal, age 26, single, with nine years experience in Canada and U.S., writing and presenting women's programs would like to return to the west—coast if possible. Willing to try out for three months at around \$50. Financially able to undertake journey and return if necessary. Station where now employed does NOT know of this advertisement.

Box A-169

CB & T, 163½ Church St., Toronto

HOW THEY STAND

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

	E-H Telerating
CBFT	
Top Coronation Period	84.3
Wrestling (Sat.)	32.7
Jackie Gleason Show (Ipana)	27.5
Little Revue	26.3
Studio One (Westinghouse)	24.6
Now's Your Chance	22.5
Stock Car Races	21.1
Band Concert	18.9
Feature Film (Mon.)	18.5
Space Command	17.8
WBEN-TV	
Colgate Comedy Hour	75.9
Chesterfield's Dragnet	73.4
P & G's The Doctor	68.9
Philco TV Playhouse	68.2
Private Secretary (Lucky Strike)	67.6
March of Medicine (Smith)	66.4
Arthur Godfrey (Chesterfield)	65.4
Stein's Film Feature	64.2
Gillette Sports	62.8
Red Skelton (Tide)	61.8
CBLT	
Top Coronation Period	94.2
March of Time	82.6
Eisenhower Address	81.8
Coronation Revue	72.9
Vacationland America (Fram)	69.2
Tele-Scope	69.2
Cue For Music	67.8
Jackie Gleason (Schick)	66.6
Baseball Game	65.9
Les Jeunes Annees	64.5

GROWING

with

Central Alberta

We'll

soon

be

shouting

with

1000 WATTS

from a

preferred

position

on the dial


One more reason why you should use

CKRD

RED DEER

Watch for our big announcement

Still 1230 on your dial




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

People

Film Man Heads Ad Clubs

Hamilton — Graeme Fraser was elected President of the Federation of Canadian Advertising & Sales Clubs at the Annual Convention held here late last month.



Fraser is vice-president of Crawley Films Limited, a company which has won a number of awards for meritorious Canadian film production, and is now deeply engaged in TV film production. He also has taken awards for the company's monthly newsletter.

As President of the Ad & Sales Clubs' Federation, Fraser will represent 29 clubs from Halifax to Victoria with memberships totalling 8,000. He is a past-president of the Ottawa Ad & Sales Club, and is active on the national public relations committees of the Canadian International Trade Fair, St. John Ambulance and Boy Scouts, besides being a director of Ottawa Rotary, Canadian Film Institute and Canadian Film Producers' Association.

SALES MANAGER

St. Thomas. — Ken Dear, formerly with Radio Representatives Ltd., has been named London sales manager of station CHLO here. The announcement was made last week by CHLO manager Al Bestall.

Dear broke into radio with CHUB, Nanaimo.

VOCM NAMES PD

St. John's, Nfld. — Denys Ferry has been appointed program director of station VOCM here, it was announced last month by manager Mengie Shulman.

Ferry was formerly with CFOS, Owen Sound.

AGENCY SHUFFLE

Toronto — J. M. Bowman has left the Toronto office of Stewart-Bowman-Macpherson Ltd., in which he was a vice-president, to join the Toronto office of the J. Walter Thompson Co. Ltd., in a senior executive capacity. He is vice-chairman of the Canadian Advertising Research Foundation. He also lectures in advertising in the course at the University of Toronto sponsored by the Advertising & Sales Club.

C. W. Duncan has joined the Stewart-Bowman-Macpherson office as executive vice-president and eastern manager. He has resigned as executive vice-president of Harry E. Foster Advertising Ltd.

**RONALDS
ADVERTISING AGENCY
LIMITED**

*Announces the opening of a
new office in the*

**PETROLEUM BUILDING
EDMONTON, ALBERTA**

under the management of

Mr. Hal C. Sparkman



HAL C. SPARKMAN

THE NEW OFFICE in Edmonton is being opened to bring to Alberta advertisers top-notch agency service and to serve our present clients more effectively in an area becoming increasingly important to the entire country.

Ronalds Advertising Agency looks forward to the opportunity to create for Western advertisers the kind of result-producing campaigns that are born of over thirty years' successful advertising experience.

If these new facilities can be of service to you, please contact one of the offices listed below.

Mr. Sparkman has had wide executive experience in newspaper work, advertising and the field of public relations. He is a director of the newly formed Edmonton Ad and Sales Club. A graduate of the University of Texas, he served five years with the Canadian Army overseas and is actively interested in civic affairs.

ADVERTISING  WELL DIRECTED

**RONALDS ADVERTISING AGENCY
LIMITED**

MONTREAL
701 Keefer Building
UN. 6-9471

TORONTO
108 Peter Street
EM. 3-0237

EDMONTON
409 Petroleum Building
2-8667

DID YOU KNOW THAT



Even our Dept. of Sanitation Recommends Using

CKCL

TRURO, N.S.

When you really want to clean up, contact

OMER RENAUD & CO.
Toronto or Montreal
Today

International

UK Private TV Need OK from House

London — Commercial television stations are going to be allowed to operate in Britain, but program content will be under strict control. This decision of the Conservative government was voiced in the House of Lords here late last month by Postmaster General Earl de la Warr. However, the issue still has to go before Parliament for approval.

In outlining government policy, the Postmaster General, by whose ministry all radio and television is controlled, said that if a script for a show is not satisfactory, a TV control board can move to put the offending station off the air. The Minister also said there will probably be regulations limiting the amount of advertis-

ing on commercial stations.

Earl de la Warr's remarks were generally considered to have been aimed at allaying fears recently expressed by high church officials that commercial programs on TV would be offensive to taste and morals. The Bishop of York, Dr. Cyril Garbett, described American television as "a series of murders".

Only a few private television stations will be licensed to operate at first, Earl de la Warr said, and all of them will be of low power and limited range. A limit is to be placed on the number of stations that may be owned or controlled by one company, he said.

It is not known when the first privately-owned station will be able to operate and full details of the government plan will not be available until it issues a White Paper in the fall.

Meanwhile the government-owned and financed British Broadcasting Corporation will push forward its plans for erection of relay stations and creation of a second TV network that will put its programs within reach of another 6,000,000 Britons. There are 2,250,000 sets in operation now.

The proposed expansion is to take place during the next ten years during which 13 new relay stations are to be added to the current five.

Dr. Garbett complained publicly that in his view, unless TV is controlled it might harm the national life of Britain more than the atomic bomb. He declared American sponsored TV shows were a "series of murders, robberies and hold-ups".

The MARITIME MARKET and CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

"The sturdiest of all advertising measurements is penetration-per-skull-per-dollar-of-cost".

J. P. Cunningham, President
American Association of
Advertising Agencies.

In the Maritimes, sincere application of this proven formula will lead astute advertisers to the use of "CFCY — The Friendly Voice of the Maritimes".

Nearly 50% of Maritime Radio Homes, Population and Retail Sales are in CFCY 50% BBM Area.

BBM — Day 156,380 — Night 149,320

An ESTABLISHED AUDIENCE built up by over 25 years of broadcasting.

CFCY OFFERS THE TOP CIRCULATION OF ANY PRIVATE STATION EAST OF MONTREAL

5000 WATTS DAY & NIGHT 630 KILOCYCLES

REPS. IN CANADA — ALL-CANADA RADIO FACILITIES IN USA — WEED & COMPANY

CKBI Market is Still Growing!

1953 building will include:

- ★ Prince Albert CNR Division \$3,450,450.00.
- ★ Prince Albert Brewery expansion \$500,000.00.
- ★ New Prince Albert Medical Building \$300,000.00.
- ★ Housing \$3,000,000.00.

Start those 1953 campaigns in the CKBI Market Now!

CKBI

PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

Technical

Electronic Success Story

Montreal — An all-Canadian electronics company which in six years has grown from five employees to one thousand, Canadian Aviation Electronics Ltd. announced last week the start of construction on a new two and a half million dollar plant.



K. R. Patrick, CAE's president and general manager, signed the construction contract and turned the first sod last week for what will eventually be the company's head office and main plant. Completion of the building is expected in November.

Starting out as a handful of electronic engineers under Patrick in 1947, the company, entirely financed by Canadian capital, now boasts of a coast-to-coast network of engineering and service depots. Primarily interested in radio and television broadcast and studio equipment of its own manufacture, as well as the sale of DuMont equipment which it now handles in this country, CAE has also contributed to the growth of this country's facilities for basic electronics research through its own laboratories.

• • •

QUEBEC TV OPENS NOVEMBER

Quebec — A contract for the installation of DuMont Television equipment has been awarded by Television de Quebec Ltée, it was announced here last week by the station president, Henri LePage. He also said it is expected the station will be on the air sometime in November and regular telecasts will start before Christmas.

OPENING FOR

EXPERIENCED MAN

as night-supervisor-announcer for radio . . . willing to study for TV. Good salary plus talent fees. Pension, hospital and health insurance. Liberal holiday policy.

CKSO • CKSO-TV
SUDBURY, ONT.

Look to the Leader!



Mobile Merchandiser
See Page 18

METROPOLITAN STATION

has opening for good all round announcer. Good salary. Our staff knows of this advertisement.
BOX A-171
C. B. & T., 163 1/2 CHURCH ST.
TORONTO

Tell Us Another

Some people just don't know enough to lie down. Take Orillia's Maxwell's Drug Store. He was one of the original CFOR sponsors, right when we opened, with nice conservative spot announcements in keeping with his local business. But was this enough for Maxwell's? Did Maxwell know when he was well off? Not on your life.

Four years ago he got big ideas. Bought himself a program — "Bing Sings" no less. Besides this he kept on with spots and flashes for special days like Christmas, Easter, Father's Day and all that.

We knew it couldn't last. So we just sat back and waited for it to blow up. It's four years now. And it's still going. But it can't go on. You wait and see. Just a flash in a pan.

Think you're as smart as Maxwell's? See Stovin. He'll be glad to take your money. Don't say we didn't warn you though.

CFOR
ORILLIA, ONT.

1000 Watts — Dominion Supp.



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

to Sell B.C.

**COLGATE-
PALMOLIVE
PEET
USES**

**B.C.
RADIO**

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- 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

30 Years Service 1923 - 1953



A. A. MURPHY, CFQC Manager-Director

On July 18th, 1923, CFQC came into being as a 50 watt station with a 2½ hour daily broadcasting schedule and a tiny hut-like building on the outskirts of Saskatoon. Today, CFQC is 5,000 watts with a 19 hour daily schedule, beautiful roomy studios and a large modern transmitter.

PROGRESS WITH CFQC

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



THE RADIO HUB OF SASKATCHEWAN



4 PIECES OF

EVIDENCE

THAT CORNWALL IS PROGRESSING

Here are four of our regular sponsors . . .
Cornwall's leading lumber merchants!
We're all growing together!

CKSF CORNWALL, ONT.

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



Copyright

Judgment Deferred In Rediffusion Case

Ottawa — The Exchequer Court has reserved judgment in a case which may decide if property rights exist in a radio or television program. The case involved the Canadian Admiral Corporation of Toronto and Rediffusion Inc. of Montreal.

Appearing before the Exchequer Court, counsel for Admiral maintained that Rediffusion, by relaying television programs sponsored by Admiral to Rediffusion subscribers, had infringed on what were virtually copyrighted telecasts. It was further charged that Rediffusion had performed a copyrighted work in public without the consent of the owner; had reproduced, adapted and presented publicly a copyrighted work by cinematography; and had communicated a copyrighted work by radio, all of which, it was argued, fall within the provisions of the Copyrighted Act.

The infringement was alleged to have occurred last fall when Admiral claimed that its copyright on the telecasting of Montreal Alouettes football games had been infringed when the games were picked up and fed over the "Rediffusion closed-circuit TV system. Admiral stated that it refused Rediffusion permission to transmit the telecast versions of these games, which it sponsored on CBF, but that the wired TV company ignored this refusal and carried the games to regular subscribers and to sets in showrooms where the Rediffusion service was on demonstration.

Rediffusion, which for some years has been supplying a direct wire radio service to Montreal subscribers in co-operation with the CBC from which it picks up programs, countered the charges with the claim that a copyright did not exist on live television broadcasts, and that its method of operation did not infringe copyright on filmed broadcasts. Therefore, the company's counsel declared, the injunction asked by Admiral to prevent the relay of TV shows should not be granted.

In addition to the injunction, Admiral is seeking \$600 damages.

Earlier, a Rediffusion spokesman, Réal Rousseau, stated the defendant's position by explaining that the Admiral telecasts were carried complete with Admiral commercials as part of Rediffusion's working agreement with the CBC which originated the telecasts. Additionally, Rousseau could not understand who his company had been singled out for attack by Admiral when 18 competing set manufacturers had picked up the football telecasts and shown them on their sets in dealers windows.

The two companies first came to verbal blows a year ago when Rediffusion inserted controversial advertisements in two Montreal newspapers. The statements and claims in the ads were attacked by Admiral which claimed they were "grossly misleading". The ads, which appeared in *La Patrie* and *La Presse* were designed to compare the Rediffusion system of wired subscriber sets very favorably with sets that are purchased outright without a continuing program service.

Market Data Book

Vancouver.—Second annual CKWX Market Data Book has been published and distributed to agencies and accounts doing business with the station.

The 13 page booklet, plugging BC with the totem pole motif in the makeup, includes figures on the Vancouver retail trading area, notes the 42 per cent population increase in the province in ten years and the consequent rise in sales, and gives maps and business statistics on the city, its surrounding areas and the province as a whole.

BBM Appointment

Toronto. — Lee Talley, president of Coca-Cola Co. of Canada Ltd., has been appointed to the Board of directors of the Bureau of Broadcast Measurement. He succeeds Lewis Phenner, who resigned following his appointment to the presidency of International Cellucotton Products Inc., Chicago.

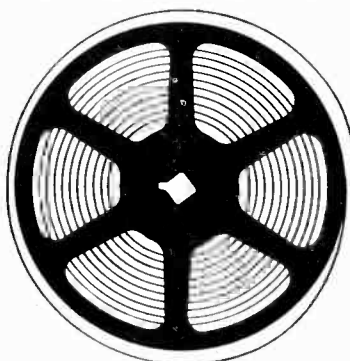
The announcement was made here recently by Charles Vint, president of Colgate-Palmolive-Peet Co. Ltd., and head of the nine-member board of directors of BBM, composed of representatives of the Association of Canadian Advertisers, the Canadian Association of Advertising Agencies and Canadian Association of Broadcasters.

cics

SELLS

in

Stratford



GRAPHIC associates

Film Production Limited

21 Grenville St., Toronto
PR. 3055

FILMS FOR ADVERTISING & TV COMMERCIALS

Talent Trail

by Tom Briggs



by Tom Briggs

Ford set out to spend so much money on radio and television programs in celebrating its 50th year in business that the shows were almost pre-destined to be meaningless jumbles of glitter. But strangely enough, they weren't. And behind it all we have a very interesting situation.

It all began when Ford Motor Company obviously decided that proper celebration of its golden anniversary called for a great out-pouring of the gold. Nothing was spared and the lion's share of the splurge went to radio and TV.

In the U.S., television-wise, we have talent by the cattle carload being corralled from the nation's two entertainment capitals into a two-hour extravaganza aired over the country's two largest networks; money, paint and ulcer remedies all flowed like gasoline. But in spite of Hollywood's notoriety as the producer of star-spangled floperos and New York's renown as a buyer of entertainment antiques for television, Ford's mid-century effort had genuine sparkle and enough originality to make viewers forget that most of the stars have been around since the Ford T model.

However, while all this was going on, a slim guy with a worried look who has been producing the best radio drama on the continent for this same company for some years, was going through the last stages of whipping into shape his own version of a golden anniversary blowout. His name is Al Savage, and he was quite calm and cool in the hot studios of the CBC in Toronto, and he wasn't beating his brains out because he also had those of George Salverson and Lucio Agostini to rely on; he was just putting together another memorable Savage opus.

American Ford spent a million and got a good TV show; Ford of Canada probably tithed that sum, hired Savage, Salverson and Agostini, 20 performers and a chorus, and got a

better radio show. Up here, sound and imagination accomplished more than even excellent TV could. It was, in fact, an amazing example of how much fight the radio medium has left in it, if only the people using it can supply the spark.

Ford of Canada's radio salute to its U.S. parent was a potpourri of sketches supposedly typical of earlier days in this century and how the motor car affected the average North American. All of which appears only mildly interesting. But when Salverson does the script, throws in four songs of his own composition, and the whole hour is backed by Agostini's arrangements and Gino Silvy's chorus, Ford of Canada and the venerable "T" take on a romance not usually associated with forests of smoke stacks and a pile of tin and bolts.

Behind the natural narration of Larry McCance, almost a score of veterans of a few years of Ford Theatre kept the hour moving at proper pace. Most of the characters were unidentified, but the two responsible for the spooning scene—so completely different from the material fore and aft, and adding a vital touch of humor—deserve credit: Peggy Loder and Frank Perry. Bernard Johnson's bass voice singing "Old Model T" (an original) was effective in establishing this as the show's theme. Others included: Tommy Tweed, Ruth Springford, Jo Barrington, Doug Master, Ed McNamara, Murray Westgate, Al Pearce, Jim Doohan, Maxine Miller, Jack Mather, Richard Gilbert, Paul Klignman and Bud Knapp.

One thing — fortunately avoided — could have ruined the whole show. For some time at the beginning of the script everything was just so wonderful about a Ford you began to wonder if any of the old stories about high gas consumption and low service stations, temperamental carburetors and exasperated drivers, flat tires and rough roads were true. But the script went on to include these and more, added a valuable and all too rare touch of realism. Leave it out and this 60-minute commercial would have been just that; but by recognizing that everybody knows that all these things did happen, that there are many unrosy things about man's astounding creations, Ford's salute became a musical comedy, a

documentary and a light-hearted (and handed) sales pitch all in one.

Wonder what they'll be doing when Ford's a hundred?

STATION PRODUCTION JOB OPPORTUNITY

Opening for experienced air performer with proven listener appeal, some promotional sense and leadership potential. This opening which is more than a run-of-the-mill announcer's job, both in responsibility and remuneration, is on a progressive Manitoba metropolitan independent station.

Our staff knows of this ad.

Box A-170

Canadian Broadcaster & Telescreen

163 1/2 Church Street

Toronto



SASKATCHEWAN



REGINA IS GROWING —

The Building permit value in the first five months of 1953 has surpassed the totals for all but TWO years in Regina Building history. In May alone, \$2,413,555 in Building Permits has been issued. Of this total, \$1,570,350 was for housing units.

CKCK REGINA

Representatives: All-Canada Radio Facilities

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

to Sell B.C.

EX-LAX

USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- 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



Murray MacIvor

will open a

MONTREAL OFFICE

for

PAUL MULVIHILL, Radio Representative

on August 1st

He will be representing the following stations:

CJCH Halifax CKBB Barrie
CHOK Sarnia CKTB St. Catharines
CJFX Antigonish

For Quick and Complete Information Contact

Paul Mulvihill

21 King St. East
TORONTO
EM. 8-6554

Murray MacIvor

1434 St. Catherine St. West
MONTREAL
UN. 6-8105

Religion

Clerics Urged To Study Radio

Vancouver.—The power of radio is only being used partially by the church in getting its message over, Reg. Rose, secretary of the Vancouver Board of Trade, told a religious workshop at Union Theological College here.

He said ministers must train experts among their numbers to use radio and TV effectively.

"Too many church radio programs are improperly planned, ineptly produced and inadequately cast," Rose said.

"The Christian church today is only partly and most inadequately using the power of press and radio as aids to delivering its vital message to the world."

He said churchmen must get rid of the idea that every cleric who wants to be is ipso facto a broadcaster. They must realize that radio is a highly technical medium and that training, planning and experience are necessary.

"As an educative device," Rose said, "radio can be effectively used by the church. For the mature Christian it can be a sustaining and encouraging voice. For the young Christian it can be a guiding and counselling voice. For the non-Christian it can be an urging and persuading voice."

A visiting speaker, Rev. E. C. Parker of New York, said TV is one of the most powerful communication media ever created.

"It is one of our jobs," he said, "to see that it is used in the interests of all the people, not just in behalf of commercial projects that can best afford to pay for time and talent."



PAN MAIL

We appreciated your sending out copies of the new CBC regulations, to private stations, but why didn't you finish the job and send them to the CBC officials too?

— Station Manager

• • •

SHRINKING VIOLET

Did you hear about the bathing beauty who wanted office work, but didn't like to apply for the post of secretary to the program director, because she couldn't type?

• • •

RECIPROCAL AGREEMENT

When visiting station managers feed fancy food and lavish lovely liquor on time buyers and others and then thank them for coming, the least said T. B's et al could do is say "You're welcome."

• • •

DISCRIMINATION

Then there's the station on the barb-wire network which says it doesn't care about the new CBC regulations because they are only for "sound broadcasting."

• • •

EXPERIENCE UNNECESSARY

We just had a visit from a would-be announcer, who thought you had to have station experience before breaking in. Then he listened to Gordon Sinclair, and decided it wouldn't be so tough after all.

• • •

READERSHIP SURVEY

Sir: I have received a great deal of comment on the picture you ran last issue. But it wasn't on the picture of me. It was that front page effort.

— Harvey Freeman.

• • •

UNJUSTIFIED DISMISSAL

Then there's the guy who, believe it or not, got fired for trying. The boss said he was one of the most trying people he knew.

• • •

EDITORIAL COUNSEL

Sirs: Why don't you embark on an editorial policy advocating complete freedom for the radio stations, but a tight code of CBC regulations for the listeners?

— Mother O'Nine.

• • •

THE BIG QUESTION

Which shade of pink will you have?

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



The only
5000 watt station
in Quebec City

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

REPRESENTATIVES:

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

What it means to YOU!

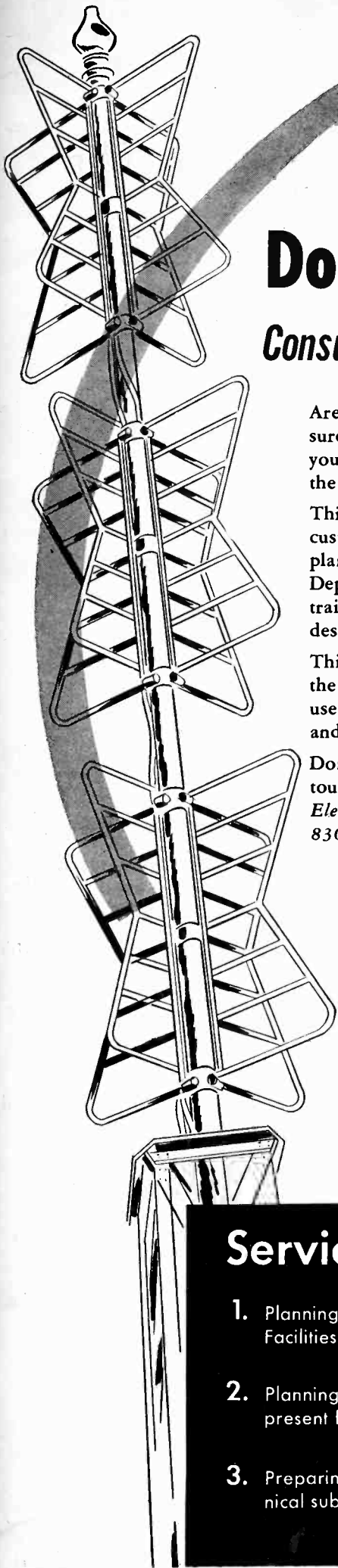
★ **MOBILE
MERCHANDISER**



The "Mobile Merchandiser" is "sales on wheels" for your clients, Mr. Time Buyer.

This smart-looking panel truck . . . and the sales-minded merchandising representative who drives it, make individual, personal calls on every grocer and druggist in the CKWX area. Retailers are advised of the products advertised on CKWX . . . eye-catching displays, price tickets, window streamers, stickers, etc., are put up. Merchants are reminded to keep stocks full, and, the CKWX mobile merchandiser makes a regular check on sales of CKWX advertised products. These reports, with all their informative figures are made available to all CKWX clients. No other station in the CKWX area has this service.

↑ **LOOK
TO
THE
LEADER!**



Don't risk inadequate planning

Consult our Systems and Field Engineering team

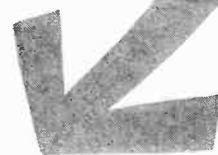
Are you planning new facilities or expansion in AM, FM or TV? Then make sure your complete job is engineered to assure success and maximum benefits for your investment. You will save time, money and worry—you'll be sure the job is done right if you use the C.G.E. Consulting Service.

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

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

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

GENERAL  **ELECTRIC**
Electronic Equipment Department



53-RT-5

Services to Broadcasters

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



Broadcast • Television • Microwave • Mobile Radio • Electronic Tubes
CANADIAN GENERAL ELECTRIC COMPANY LIMITED



"You mean all the family will hear my sales talk!"

EVEN the most perceptive advertiser, 25 years ago, found the tremendous selling power of radio hardly conceivable.

Today, everyone accepts as fact the enthusiastic, hard-hitting, on-the-spot sales force of radio. For radio is the most persuasive selling power ever to pervade the hundreds of thousands of homes that make up our country.

For example, take a favourite Sunday night comedy* program on CFRB. This particular show has a total potential audience of 639,000 radio homes. Twenty-five years ago, who could have foreseen an audience that size!

CFRB was first to comprehend the colossal sales power of radio. Now, confident in over 25 years of experience, CFRB has the background *and* the foresight to help you sell.

What's your problem? Want to move more blowers, mowers, rakes, cakes? Then call in a CFRB representative and let him show you how radio can be your best salesman.

As ever,
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



OZZIE & HARRIET
(night-time B.B.M.)

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

