

TWICE
A
MONTH

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Vol. 13, No. 20

TORONTO

October 20th, 1954

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

NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

RADIO IS READY



They believe in the realistic touch in the twin towns of Kitchener and Waterloo, Ont. When they held a Civil Defence Week, planes zoomed overhead; smoke bombs, placed on the city hall and other buildings, belched smoke down the main street; fire department and civil defence workers rescued victims from upper stories and evacuation was carried out. Right in the centre of things were Reg. Sellner (with mike) and Dick Austin, of CKCR, Kitchener, seen here reporting "atom bomb devastation" from the city hall steps.

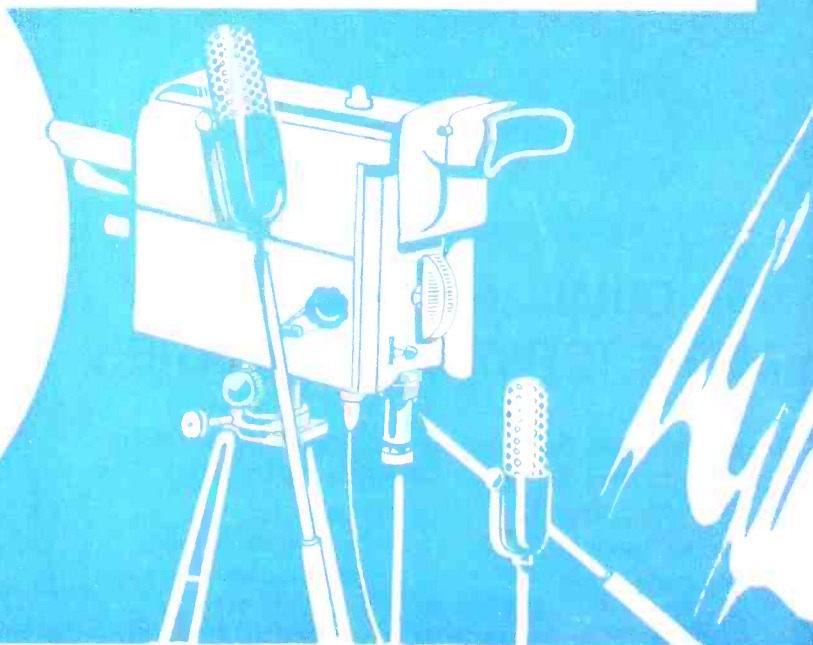
In This Issue:

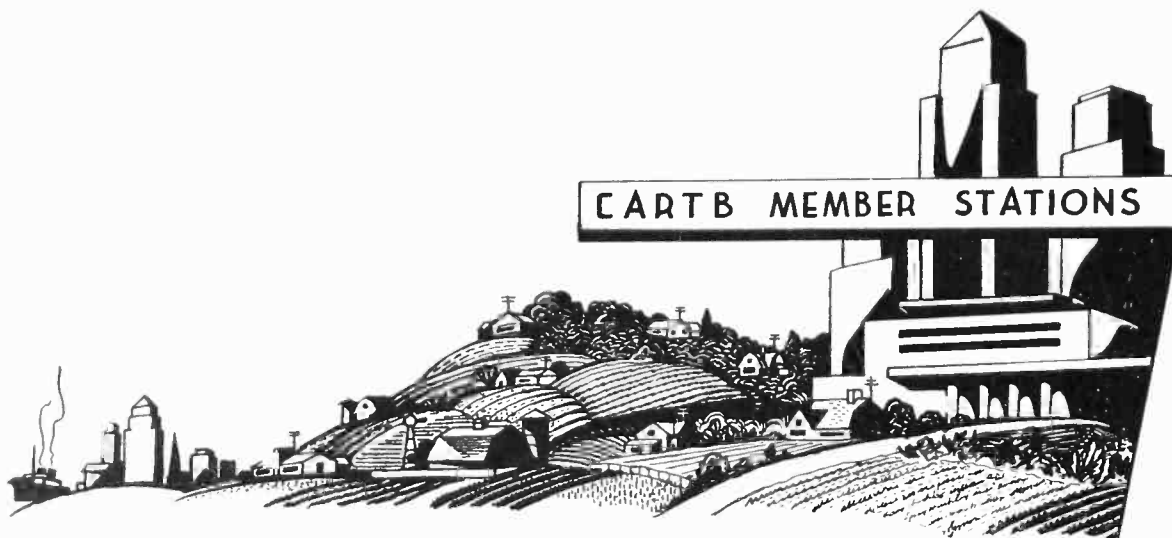
Full report on the first annual meeting of the French-Canadian Association of Radio and Television Broadcasters.

CBC faces charges of subsidizing sponsors on its TV network. Agency men point the finger, but remain anonymous.

Are radio programs playing down too much? Is there a growing demand for more "culture"? Hugh McConkey answers these questions in an article which quotes facts and figures.

All the regular features as well.





What Price Broadcasting?

When you talk to your market by radio, you follow your prospects out of the livingroom into the kitchen, upstairs to the bedrooms and out to the car.

From room to room, indoors and out of doors

*Wherever You Go
There's Radio*

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

SALES OFFICE
200 St. Clair Ave. West
Toronto 7
Phone WA. 2-3334

CARTB Member Stations

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

FRENCH LANGUAGE (27)

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

CENTRAL CANADA (40)

- CKBB Barrie
- CJBQ Belleville
- CFJB Brampton
- CKPC Brantford
- CFCO Chatham
- CKSF Cornwall
- CKFI Fort Frances
- CKPR Fort William
- CJOY Guelph
- CKOC Hamilton
- CKHM Kenora
- JRL Kingston
- CKLC Kirkland Lake
- CKWS Kitchener
- CKJL London
- CKCR Montreal
- CFPL Montreal
- CFAD North Bay
- CFCF Oshawa
- CFCH Owen Sound
- CFOR Pembroke
- CKLB Peterborough
- CHOV Port Arthur
- CFPA St. Catharines
- CKLO St. Thomas
- CJIC Sault Ste. Marie
- CHOK Sarnia
- CJCS Stratford
- CHNO Sudbury
- CKSO Sudbury
- CKGB Timmins
- CFRB Toronto
- CHUM Toronto
- CKFI Windsor
- CKNX Wingham
- CKOX Woodstock

PRAIRIES (24)

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

PACIFIC (17)

- CHWK Chilliwack
- CJDC Dawson Creek
- CHOV Kamloops
- CHUB Kelowna
- CKLN Nanaimo
- CKNW Nelson
- CKOK New Westminster
- CKPG Pentteton
- CJAV Port George
- CJAT Prince Albert
- CKJW Trail
- CKWX Vancouver
- CKMO Vancouver
- CJBA Vernon
- CKDA Victoria
- CIVI Victoria



NEWFOUNDLAND RESTRICTS RADIO, PRESS FREEDOM

THE Newfoundland Government has ordered its civil servants not to give information to newspaper and radio station reporters.

Under the new regulation all news from government departments must come from cabinet ministers.

A government official said the new order was issued because incorrect information might be released or views expressed which do not follow government policy.

The St. John's Press Club, meanwhile, called an "Emergency Session" to protest the regulation.

Club president, Eric Seymour said most reporters gather government news from deputy ministers and department heads. Cabinet ministers, he said, were usually difficult to locate.

The Newfoundland government is headed by Liberal premier Joseph Smallwood, a former newspaper and radio reporter.

An editorial from the VANCOUVER HERALD had this to say of the Newfoundland move.

"It is interesting to note this morning that Premier Joseph Smallwood of Newfoundland lost no time in proving Robert J. Rankin was right.

DENIAL OF RIGHTS

"Mr. Rankin, as president of The Canadian Press, warned in his address at the Vancouver Board of Trade luncheon Monday that there is always the danger of persons in authority trying to deny the people their right to information about their public affairs. He said that citizens as well as the press must ever be alert against the threat of such encroachment.

"As if designedly to prove Mr. Rankin right, Premier Smallwood at the moment Mr. Rankin was speaking here was in the act of issuing in Newfoundland, an order forbidding government officials from giving any information to newspaper and radio station reporters. Cabinet ministers alone, under this order, are to be permitted to give out news, and then just as little as they like, and what suits their political purposes.

"What more timely proof could there be that the news suppression danger of which Mr. Rankin spoke is real and immediate?"

"This is something in the nature of Newspaper Week in Vancouver, with the directors of The Canadian Press and of the Canadian Daily Newspapers Publishers Association

holding their semi-annual executive meetings here.

"Mr. Rankin in his address appropriately set the theme of the week in the principle he enunciated — 'Freedom of the press is the right of the citizens to know the whole truth'. It is to the maintenance of that principle, that all the business and executive discussion of the week are in the last analysis directed.

"If newspapers," said Mr. Rankin, "are to deliver the full truth, it must be made available to them. There should be no closed doors, no obstacles put in their way."

"Premier 'Joe' Smallwood is closing a door. There have been doors closed here in British Columbia. The visiting newspaper executives are able to report doors closed in all parts of the country from which they come.

"This door-closing, or news suppression, is the enemy against which the press must wage a never-ending fight.

"Newspapermen in this and other countries have come to realize that suppression of the news has become the greatest single existing danger to Freedom of the Press — and to all our traditional liberties that go with such Freedom.

"At every level of government there are public officials who still refuse to accept the fact that the public has a right to know about its business. There are boards and councils that like to hold secret sessions — and continue to do so — allocating the taxpayer's money and making decisions which affect the public interest.

NOTABLE VICTORIES

"While there have been notable victories, newspapermen are aware that the public has only a scant understanding of the scope of the problem or of its essential importance. It is not always appreciated that any threat to the freedom of the press, is a threat to all the people of Canada.

"The fact as Mr. Rankin emphasized, is that a free people cannot properly exercise their franchise unless they know the fact about public business. Newspapermen are fighting not merely for freedom of the press, but for the people's basic freedom.

"There is on this generation, if it believes in its institutions, an obligation to see that a free and unshackled press is left as a legacy to their children."

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

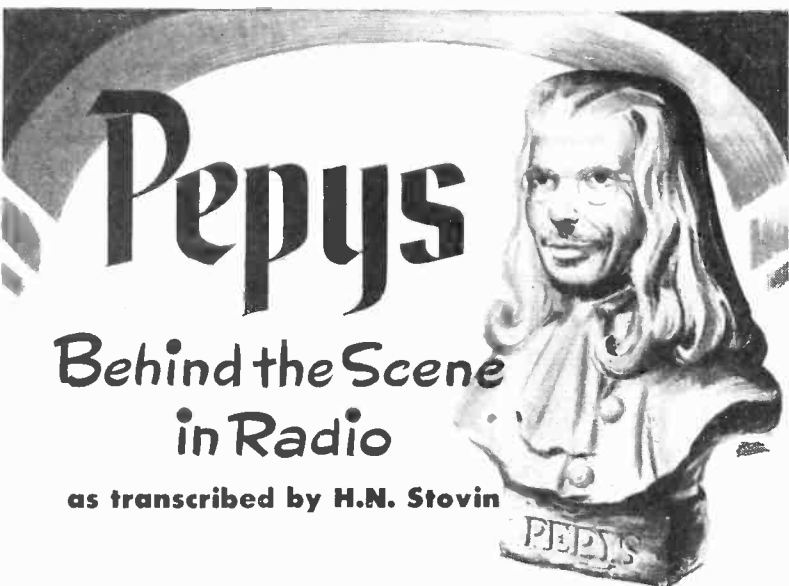
NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.





Though known as a man of grave demeanor, and not given to vulgar display of spirits, have returned from the West Coast with much desire to throw my beaver in the air and cheer! The reason for this is that I did personally observe, while in Vancouver, Station (CJOR) 600's new service to clients in the fields of product sales-promotion and merchandising. Am so truly astounded by its actual and immediate benefits to advertisers that I spare words lest it be thought I have been indulging in strong waters! But Pepy's Client Service Division is now telling the story at head office levels in Eastern Canada, and will go swiftly to your counting-house or other place of business should you summon them by telephone ● ● ● Did find pleasure in attending the Grand Opening, on October 4th, of CHOV's new studios in Pembroke, and extend congratulations to Gordon Archibald, Ramsay Garrow and all the CHOV staff ● ● ● Do note with pleasure that CJBR Rimouski has been granted its application for a power increase to 10,000 watts, and compliment them on expansion of their service as well as improvement of effectiveness to present community of coverage ● ● ● Will shortly be giving out news of a merchandising plan of "XL-ERATED SELLING", to be inaugurated by CKXL, to serve national advertisers in the Calgary trading area ● ● ● CKXL already proven as a live station as this story shows. To move used cars, Calgary Motor Products did air 29 announcements in 4 days, featuring "CKXL Radio Specials", and using no other media. They did sell 102 units at a cost of \$2.58 each, whereon Manager Bill Inch did write: "The unit sales from this exclusive saturation exceeded the extremely high quota we set. CKXL is our choice for RESULTS in the Calgary Market" ● ● ● Do trust that any who have not yet heard the full story of CJOR Vancouver's revolutionary new merchandising plan will telephone our Client Service Division.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

THEY GET UP EARLIER THAN YOU THINK!

EVEN with daylight saving time out of the way people get up much earlier than you think. Certainly much earlier than Al Hammond, manager of CFCF, Montreal, thought before he carried out a survey of Montrealers' rising habits.

Al discovered that 13 CPR and CNR commuters' trains bring 8,000 people into the city each morning before 8 a.m. By comparison only seven trains operate between 8.00 and 9.00

On the road 150 busloads of workers head for the city between 6.30 and 8.00 a.m. and only 99 in the next hour. In the city 1,371 street cars and buses are in operation between 7.00 and 8.00 a.m.

A Board of Trade check-up shows that the great majority of morning shifts start work between 7.00 and 7.45 a.m.

People certainly get up early. Al's interest in all this wasn't just idle curiosity. From this research has come a new concept in early morning radio advertising — one that is proving most successful — which has involved the complete reorganization of CFCF's 6.00 to 9.00 a.m. commercial schedule.

ROTATION PLAN

CFCF has instituted an announcement rotation plan during the Gord. Sinclair *Early Morning* show, whereby all advertisers' spots or flashes are scheduled at different times each day.

The rotation plan keeps announcements about four to five minutes apart, e.g. an announcement scheduled today at 8.00 would run tomorrow at 8.5 and so on. It takes an advertiser 34 days to complete the cycle from 6 a.m. to 9 a.m.

This new method provides the client with radio advertising impact to a complete cross-section of the morning audience.

From the station viewpoint this system provides adequate availabilities and eliminates the usual crowded schedules between the 8.00 to 9.00 a.m. periods. It also places the station in a much better position to meet CBC regulations concerning the commercial content of any specific period. Because announcements are not crowded together advertisers are assured of the maximum attention to their commercials.

Tom Quigley, commercial manager of CFCF, reports that the transition was accomplished without the loss of a single account and that many new advertisers are interested in the plan.

1,200 AUDITIONED IN CBC TALENT HUNT

More than 1,200 Canadian performers were auditioned by the CBC during the summer months in search for television talent. The CBC says the performers included singers, dancers, jugglers and other entertainers. It adds that between ten and 12 per cent of the total qualified for television appearances. The talent hunt was carried on in 17 cities.

New Quiz Show Pays Out In Auction Money

CJCH, Halifax is carrying a brand new series of programs designed to answer critics complaining of the low entertainment value of quizzes and give-away shows. The new series is the brain-child of Austin Moore, manager of Imperial Advertising, agency for the program sponsors.

Four ten-minute shows a day, Monday through Friday, lead up to Maritime Radio Auction, a half-hour show Saturday night. The ten-minute shows use varied, light-hearted and novel quiz formats.

Awards consist of generous chunks of paper "Auction Money" which is printed in no denominations smaller than \$1,000 bills. Contestants can win as much as 20,000 Auction Dollars for participation in a program.

Sponsors use straight commercials plus plenty of ad lib material to sell their products during their daily shows — and give away Auction Money at the drop of a hat.

GOING — GOING — GONE

Come Saturday night the tone is still light-hearted, but instead of a quiz program there's a real old-fashioned, slam bang auctioneer's dream of a knock-down sale, jointly sponsored by the four companies. Ten items of merchandise are offered for "sale", five for telephone and five for mail bids.

There's no limit placed on bids, since wrappers and labels from well over a hundred food products packaged by the four sponsors have a generous conversion value in auction dollars.

Participants bidding more than they hold in auction dollars and labels have a week to make up the deficiency by purchasing the necessary quantity of the sponsors' products before redeeming the article won. Only the high bidders need send in labels and auction money. The rest can keep their purchasing power for later programs.

CKGR Goes On Air 43 Days After 'Go Ahead'

An entry for our "Is This A Record?" department. CKGR, Galt, had its license approved by the CBC Board of Governors at its June 18th meeting. Cabinet approval came on August 5th. Exactly 43 days later CKGR went on the air, operating from dawn till dusk with a staff of eleven. The station, under manager Gerry Lee, is featuring strong local news coverage, with sports, music and a few transcribed programs making up the log.

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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

Published twice a month by

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Vol. 13, No. 20

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October 20th, 1954

Public Be Damned

Popular opinion has been quite outspoken of late in regard to the varied functions performed by our national broadcasting body. Various Liberal party groups and a Catholic organization, to mention a few, have expressed their objections to the CBC's continuing to function as both a broadcaster and a regulator of private stations.

Naturally, nobody in government circles has paid any attention to these expressions of public opinion. No doubt the CBC hierarchy regards these outbursts of an angry citizenry as not a little presumptuous. Now comes another, this time from an individual, in the person of C. F. Fraser, economic consultant, CPR, Montreal.

Taking part in a discussion forum on the outlook of the relationship of business and government during the next twenty-five years, at the meeting of the Canadian Chamber of Commerce in Halifax early this month, Fraser said that "what this country needs is an abattoir for governmental sacred cows." He suggested that the first sacred cow to be sent to the slaughter house should be the Canadian Broadcasting Corporation.

"Staffed by a body of zealous and earnest souls", he elaborated, "it is dedicated among other things, to the task of defending some vague entity known as Canadian culture. Unfortunately, some of those invited to play the role of Sir Galahad, as CBC commentators, often seem sorely confused as to the dragon they are out to slay. Instead of going out after the Communist hammer and tongs, they seek instead to bludgeon that mythical creature, 'alien American culture', which some so-called intellectuals wrongly believe threatens to contaminate the Canadian folkways."

Reported in detail in THE FINANCIAL Post for October 9th, this forthright speaker went on to point the finger at "Ottawa's numerous excursions into the realm of publishing and opinion." He named, specifically, the CBC, the National Film Board and the Defense Department's fortnightly CURRENT AFFAIRS as "wholly indefensible and decidedly dangerous."

He went on to say that: "the greatest untruth to cloud the horizons of Canada's future is the untruth . . . that this country has devised a means whereby State enterprise can compete on terms of equality with private enterprise without



"War? Not a chance. Not till after the CBC's next board meeting anyhow."

harm to either. To encourage this dangerous myth is to write the epitaph upon the tombstone, not only of private enterprise, but of freedom, progress and prosperity."

There must be a certain familiarity to this paper's readers in the words of this speaker. We can only hope that his voice will resound with a deeper and more penetrating echo than have the voices of those who have spoken before. It is a forlorn hope though, because attention being paid by the Government to the voice of the people would be a reversion to such an archaic and outmoded principle as democracy.

A Good Safety Valve

Another meeting of people who do things in broadcasting took place in Toronto this month in the shape of the two day get-together of CCBA station engineers. This was the third year for this event, which is duplicated in other regions, and management is to be congratulated on the opportunity these affairs give technicians to come out of the control rooms and mix with ordinary people.

Staff problems in broadcasting and other businesses centre largely around the apparent inability of employers to hold the interest of their staffs. Radio has always held a lot of glamor for young aspirants when they are on the outside looking in. Once they find out that there is a round of routine jobs to be taken care of between air sessions, the glamor tends

to wear off. Now television is showing the same attraction, and will no doubt react in a similar way.

Undoubtedly doing the same things day after day tends to become drab. Deep sea diving, performing the functions of a steeple-jack, applying make-up to movie stars, presenting the national news, all have an element of excitement, but all of them can become equally monotonous if no break is given.

Functions like these engineers' conferences provide a forum for the exchange of technical ideas, it is true, but they do more than this. They give these people an opportunity to bare their souls to their opposite numbers in other stations. They not only enable the equipment and other suppliers to show their merchandise, but also give the engineers a chance to see what is developing along these lines, so that they can formulate ideas of their own and make plans for innovations.

Summed up in one short phrase, getting station engineers together gives a group of people, not given to eloquence, a chance to blow off a little steam while they are acquiring new knowledge. When they return to their benches and their control rooms, they have a new feeling that they are much closer than they realized to the industry of which they form such an important part.

Power-Drunk Tribunal

The TELEGRAM's story of how the CBC is subsidizing advertisers on its television stations and network is reported in this issue because we feel that it is significant that at long last someone outside the broadcasting industry — the TELEGRAM — has realized that the CBC dictatorship threatens more than the air waves.

It is too bad that the newspaper's informants — advertising men and others — were afraid to say who they were.

Years ago, the CBC was fashioned to administer the Broadcasting Act. Now this power-drunk tribunal is actually bossing the government. As long as the advertisers, advertising agencies and broadcasting stations are willing to submit to the arbitrary treatment of the CBC, this dictator will continue to dictate.

If the people of Canada want a national broadcasting system—and Heaven knows why they should — why don't they give the CBC the money it needs, and let them stay to Hell out of the advertising business?

21 YEARS
LOYAL LISTENING
CKGB

RADIO'S NORTH STAR

sells your product

TODAY as in 1933 the people of Timmins in this rich isolated market rely on CKGB night and day for News, Entertainment and Information.

— No TV . . . Outside station reception is inconsistent.

NO WONDER
CKGB is star performer in
Timmins

ELLIOTT-HAYNES
AVERAGE
RATINGS

Daytime:
41.3% - 32.9% - 79.5%

Nighttime:
43.1% - 33.0% - 76.8%

NOW

Get your share of this market

CKGB

TIMMINS
Under Northern Management

Reps: NBS in Canada

WEED & CO. in U.S.A.

THE TELEGRAM

48 PAGES

TORONTO, FRIDAY, OCTOBER 8, 1954

PRICE 5 CENTS

Home
Edition

CBC HELPS PAY BILL FOR COMMERCIAL TV

and her
gton Ave.
nor dist n
Marshal's
the Fire
vidence
igators

UNDER this banner headline on the front page of its Friday, October 8th, Home Edition, THE TELEGRAM, of Toronto, lammed into the CBC with a story that put the CBC up against the wall on four counts.

Staff reporters George Brimmel and John MacLean, quoting "disgruntled anti-CBC interests," tabled the four charges thus:

Canadian advertisers must buy the television productions the CBC wants them to buy;

They must buy these shows, whether they want them or not, to reach the main marketing areas of Montreal, Toronto, Winnipeg and Vancouver;

When the programs are purchased the CBC underwriters or subsidizes up to 40 per cent of production costs — this is admitted by CBC chairman A. D. Dunton;

When the programs are produced the sponsors have little say about the talent used.

Quoting the anonymous agency men who, in the words of one, are "scared stiff of the CBC", Brimmel and MacLean set out a sorry story of coercion and dictatorship. They obtained their information only on condition they kept secret the names of their informants.

SUICIDE

"It would simply be suicide for us," one said. "You have no idea how vindictive the CBC can be. They would go to any lengths to get us if they knew we squawked."

They quoted another "Even the Canadian Association of Broadcasters really wouldn't say much."

Here are the main points of the Telegram story as supplied by the

anonymous agency men.

"By pushing Canadian talent, wrapping it in cotton batting, the CBC is doing Canadians harm. Canadian talent must compete on an equal footing with other talent without protection."

"Does the Canadian taxpayer realize that when an advertiser 'buys' a TV program for about 60 per cent of the actual production cost that he (the taxpayer) is paying the other 40 per cent?"

"Does the taxpayer realize he is, in a way, assisting the advertiser to do his advertising? The taxpayer is helping the sponsor advertise his product."

"The CBC is actually going against the tide. They want to put on their super-duper productions. They, and they alone, decide what they like and what the public should have."

"When the advertiser approaches the CBC with a program idea he is gently told to take the super-duper production — at a reduced price of course — or clear out."

An example of this was given by one agency man who said:

"One advertiser wanted to sponsor the Big Four football games. He was told the only way to get assurance he could have the football was to sponsor the British Empire Games — a program the sponsor did not want. Result — he can't have the football."

Another summed up the situation this way: "An advertiser has to

please his potential customers. In other words he wants the best entertainment he can get. The CBC is merely interested in pleasing the CBC. The public will take what they get — like it or lump it.

TAKES WHAT IS GIVEN

"But the advertiser can't get what he wants. He takes exactly what the CBC gives him or he just doesn't go on TV."

A "prominent but scared stiff" agency man came up with both points of view when interviewed.

"I really feel the CBC is trying to be sincere in what it is doing. They feel they are giving Canadian television audiences the best possible type of program."

"They feel they can only do this by selling advertisers the programs they are already sustaining. But if the advertiser doesn't buy he is put on a waiting list. While he competitor who buys — with the 40 per cent subsidy — cuts into the major Canadian market."

"Then we have the ridiculous situation where a sponsor who won't buy what the CBC wants to peddle is actually, through his taxes, subsidizing his competitor."

"The question is basically one of ethics. I believe the CBC is sincerely trying to do the best thing. But should they be allowed to tell their customers (i.e. sponsors) to buy this particular program or else . . . ?

Has the CBC the right to subsidize?"

DUNTON'S DEFENSE

Buttonholed by TELEGRAM reporters in Ottawa, CBC chairman A. D. Dunton went on record with this defense: "We have a number of TV shows which the CBC produces and we permit advertisers to put their names on them. The shows have a price tag which the advertiser must pay."

"In some cases the price does not cover what it costs the CBC to produce these shows. However, the advertiser must pay for additional things like station time, network time etc."

He said the CBC does not refer to these as subsidized programs but he admitted that in a few cases the CBC pays up to 40 per cent of the bill.

Something missing...

like selling Quebec market without

CKGB

1000 WATTS 1280 K.C.

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

THIS LITTLE AD. BRINGS US MANY CUSTOMERS

OUR WRITING SERVICE KEEPS THEM WITH US

Walter A. Dales
907 KEEFER BUILDING
UN. 6-7105 MONTREAL

Try us!

Supreme Court Upholds CAPAC Verdict

THE Supreme Court of Canada, in Ottawa, has dismissed the appeal of Maple Leaf Broadcasters Limited, operators of CHML, Hamilton, against five-hundred dollars damages awarded CAPAC for infringement of copyright.

In a 3-to-2 decision the Court ruled that Maple Leaf Broadcasters Limited must pay the damages to the Composers, Authors and Publishers Association of Canada for infringement of its copyright.

Maple Leaf had challenged in the courts the right of the Copyright Appeal Board to base copyright fees on a percentage of the station's gross revenue.

It claimed this basis for copyright fees involved inspection of its books by CAPAC. The majority of the Court found in effect that it is proper to have inspection of books to determine gross revenue.

The appeal was dismissed with costs. Chief Justice Patrick Kerwin and Mr. Justice Robert Taschereau agreed with the majority judgment written by Mr. Justice J. R. Cartwright.

Dissenting opinions were expressed by Mr. Justices I. C. Rand and C. H. Locke.

TEST CASE

The case came before the courts when Maple Leaf — on behalf of fellow members of the CARTB — and CAPAC agreed that it should serve as a test of the powers given the Copyright Appeal Board in establishing annual performance fees.

CAPAC sought damages from Maple Leaf when the radio station used CAPAC's music in 1952 without paying the fee, established by the Copyright Appeal Board at 1 3/4 per cent of the station's 1951 gross revenues. In previous years, the fee for privately-owned radio stations was seven cents for every licensed radio receiver in Canada.

In the reasons for judgment written by Mr. Justice Cartwright note was taken of the claim of counsel for Maple Leaf that the fees based on a percentage of revenue are not fees within the meaning of the Copyright Act and therefore are illegal.

"I agree with the conclusion of the learned trial judge that both these contentions must be rejected..." the reasons said.

The reasons also note that Maple Leaf's counsel claimed that the radio station could not know January 1st the amount it must pay CAPAC in advance for use of CAPAC works. Many stations ended their fiscal year December 1st and would not know their gross revenues until some time later.

Mr. Justice Cartwright wrote that he assumed there would be a period early in a year when the gross revenue would be unknown and the fee could not be calculated.

INSUFFICIENT REASON

However, he said: "I do not find it a sufficient reason for declaring the certified tariff (of fees established by the Copyright Appeal Board) to be void."

He said the law does not require the Copyright Board to have the exact fees established by January 1st. In fact, he said, it would appear "most unlikely" that the Board could establish a fee until some time after January 1st because of the procedure required under the Act.

He said that all a radio station would have to do is offer to pay the fee to be established by the Board. In that way, the station could use the copyright work and escape

prosecution for infringement.

He said the Board's "implied duty" was "to proceed with all possible expedition and that the statements (of fees) if certified later than January relate back upon certification, to the commencement of the year."

Concerning Maple Leaf's objection to fees of a percentage of revenue rather than a fixed sum, the reasons for judgment said the Board has power to establish such a fee as stated by Mr. Justice J. C. A. Cameron in Exchequer Court, when he awarded CAPAC the \$500 damages.

"Once it has been held that the Board was acting within its powers in fixing fees at a stated percentage of the gross revenues of a licensee it appears to me to follow that it must be within its powers to approve or prescribe the manner in which the amount of such gross revenue is to be ascertained or verified," Mr. Justice Cartwright wrote concerning the Maple Leaf objection to opening its books for inspection.

Mr. Justices Rand and Locke wrote in dissenting judgments that the Copyright Appeal Board went beyond its powers in authorizing inspection of the station's books. They would have reduced the damages to one-dollar and would relieve Maple Leaf of paying the costs in the Supreme and Exchequer Courts.

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CKLG VANCOUVER

1,000 watts 1,070 kilo.

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December 1, 1954

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FOR A DISTINGUISHED GROUP
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Telephone
Answering
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Answers your phone whenever you are away from your office or residence.

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Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
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Engineers Meet In Toronto



THIRTY-SIX OF THE ONE HUNDRED CCBA ENGINEERS, suppliers and others, who registered for this month's technical conference are seen in the picture. Starting with the front row, they are, left to right: M. Marchand, CKLB, Oshawa; G. Fawcett, McCurdy Radio Industries Ltd., Toronto; J. Barnaby, CFCH, North Bay; H. Wright, CBC, Toronto; W. Baker, CFRB, Toronto; Bill Stovin, CCBA President, CJBQ, Belleville; George Birley, Kingsway Films, Toronto; Bill McGregor, CKCO-TV, Kitchener. Second row: Cliff Simpkins, George Sleeth and David Stead, all of CFRB, Toronto; Ted Davis, CFPL-Radio; Dale Duffield, CFPL-TV, London; Jim Sterling, CFPL-

Radio, London; Ron Turnpenny, CFOS, Owen Sound; Les Horton, CKOC, Hamilton; Mahlon Clark, CKSF, Cornwall. Third row: W. A. Nunn and J. Brouwer, CFPL-TV, London; W. Cuddihy, CFRB, Toronto; Ross E. Wilson, CFPL-TV, London; J. B. Buchan, CJBQ, Belleville; Al Collins, CKLB, Oshawa; Gordon Brooks and Robert Anakin, CFCO, Chatham; Bill Ashby, Mag-necord Inc., Chicago; Alex Clark, Mag-necord Canada Ltd., Toronto. Back row: Hec Levert, CKOC, Hamilton; Don McEachern and Clive Eastwood, CFRB, Toronto; Harold Peerenboom, CFRA, Ottawa; Douglas Hinz and William Onn, CHLO, St. Thomas; Earl Dunn and Reg Stevens, CFRB, Toronto; Bob Cooke, CHOK, Sarnia.

now you have it!

the **CKTB** story

"THE CKTB STORY" covers BBM facts and figures on the rich, rapidly expanding Niagara District... and CKTB Station covers the market!

READ

- the two-year gain of 65,250 radio homes!
- the huge number (73.7%) of homes owned!
- lists of national and local advertisers who used CKTB to tap Niagara in 1953!

Call Paul Mulvihill for the story on all six markets!

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CKBB
BARRIE

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CJCH
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CKOK
PENTICTON

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TORONTO
21 King St. E.
EM. 8-6554

MONTREAL
1434 St. Catherine
St. W., UN. 6-8105

CKSM Helps Put Team Back In League

It was touch and go whether Shawinigan Falls, Que. would return a team to the Quebec Professional Hockey League for the 1954-55 season — until radio came to the rescue.

Mayor Gaston Hardy was told by League officials that they wanted Shawinigan back in the league and that he would have their full support if he could report, within five days, the sale of 2,000 season tickets.

It was a large order. Mayor Hardy immediately called a meeting of leading citizens to organize a blitz-selling campaign. Right in the centre was CKSM, which volunteered its services free of charge.

On the evening of the second day the station opened its sale-by-radio with local personalities working as disc jockeys and making the sales pitch.

Thirty hours of broadcasting time, spread over four evenings, sold 1,283 tickets valued at \$57,735. With that number in the bag Mayor Hardy was able to satisfy the League officials that Shawinigan Falls would be right behind its hockey team.

The ticket sale is still on and has now passed the 1,600 mark. Sales are still coming in as a result of the radio campaign.

French Broadcasters Say 'Stick To News, Music, Public Service'

THE French-Canadian Association of Radio and Television Broadcasters says the radio industry should concentrate on news, music and public service.

A statement issued by the Association at the conclusion of its first annual meeting at the Seigniory Club, Montebello, Que., October 11-13, said the fullest possible use of these three fields will consolidate radio's position in public information and entertainment and will assure the industry a sound and healthy future.

Appearance of television is proving an incentive to radio to reap benefits from its advantages as a medium providing rapid news information and public service in its immediate community. A resolution was passed drawing the radio industry's attention to opportunities for public service particularly at the community level.

The statement by the board of directors capped the three-day meeting attended by 21 of the 23 French-language member stations in Quebec and Ontario. David Gourd, of Radio Nord at Rouyn-Noranda is association president.

PLACE OF RADIO

During the sessions, experts in various branches of the broadcasting industry discussed the present place of radio as a means of information, advertising and entertainment, its contribution to the development of local talent, methods of radio station management and latest developments in radio equipment.

Close to 100 representatives of radio stations and allied enterprises were on hand for the sessions. The Association was set up two years ago for exchange of information and discussion of mutual problems among Canada's French-language stations.

It is known to its member stations as *Les Radiodiffuseurs Francais du Canada*.

PIONEERING ROLE

The Directors' statement said that discussion at the meeting revealed that local radio stations are performing a pioneering role in the development of local talent and it urged more widespread attention to this facet of radio activity.

Rene Lapointe, CKBL, Matane, outlined during the sessions what he has done in his own station to develop local talent and how he makes the best use of it.

Lapointe said his station uses local programming nine and 10 hours a day and 75 per cent of productions aired by CKBL originate in the station's studios.

Local talent and local production means higher net profit and higher salaries for staff. Mr. Lapointe said. Four of his five announcers earned \$100 or more weekly, which made for staff harmony and interest in the operation of the station.

Phil Lalonde, CKAC, Montreal, said the day is fast approaching when thanks to the use of transistors, many people will be carrying a tiny radio set the size of a wrist-watch or a cigarette case. Lalonde said the fact

that such a development is within immediate reach is new proof radio will not only survive but will continue to gain ground.

Lalonde said that more than 96 per cent of Quebec families listen to radio one full day each week. This great listening audience made radio the most important advertising medium available and surveys show that radio is the most used medium in advertising.

Paul Gelinac, CKAC, Montreal, said television is a challenge that must be met by radio. The first thing was to have confidence in radio. One had only to look across the border to realize that radio in the United States is as healthy as ever despite television competition. Millions of radio sets are sold yearly in the U.S.

Baxter Ricard, CHNO, Sudbury, said that presence of a television station in his city had not affected local radio advertising. He said cost of TV advertising is high and there was reason to believe whatever was lost to radio on the national scale could be regained on the local level.

Local sales can be increased by intelligent programming that will please advertisers and organization of an efficient sales staff. He said radio representatives should make it a point to call on prospective clients who never use radio in their advertising budgets. His own experience was that once they were won over to radio they became steady clients.

Aurele Pelletier, CHRC, Quebec, discussed radio station administrative methods and two CKAC, Montreal staff members, Robert Jouglet and Louis Belanger, talked on the use

of recorded music and the duties of a radio announcer. Other speakers included Conrad Lavigne, CFCL, Timmins, and Ferdinand Biondi, CKAC.

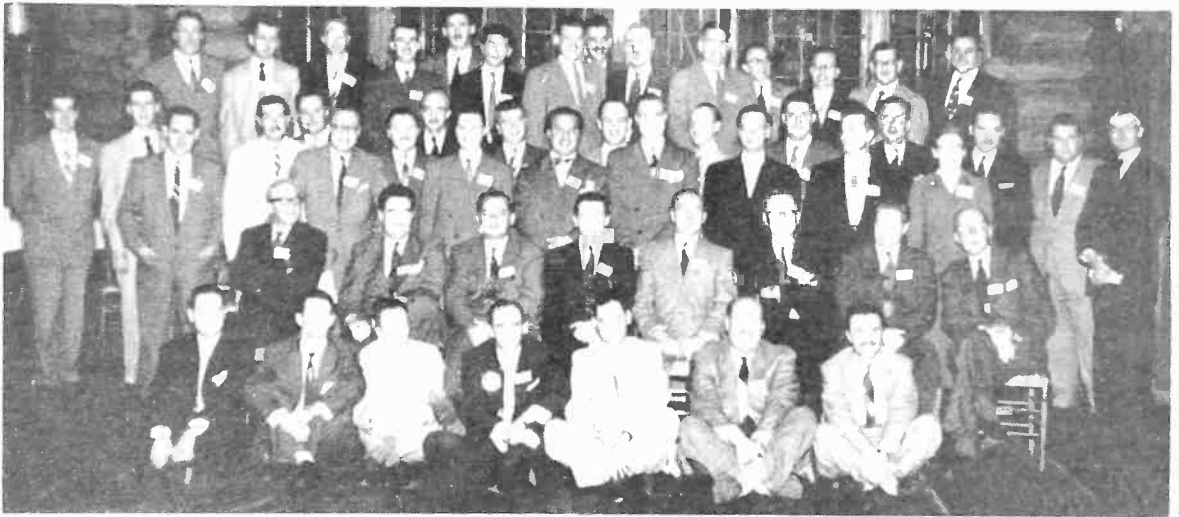
Guests of the Association at its annual dinner were George C. Marler, newly-appointed Federal Transport Minister and A. D. Dunton, chairman of the CBC board of governors.

Representing the Canadian Association of Radio and Television Broadcasters were E. Finlay MacDonald of CJCH, Halifax, president, and T. J. Allard, executive vice-president.

NEWS EDITORS TO MEET

At the close of the association meeting, representatives of stations served by Broadcast News Limited met and tentatively set for Nov. 6, at Quebec City, a meeting of news editors of French-language stations served by this news agency.

Regional news meetings are a new development in the broadcasting industry. Held already this year in Western Canada and in the Atlantic provinces, the meetings provide a forum where station news editors discuss mutual problems and ways and means of improving their news reports.




SOME OF THE DELEGATES AND GUESTS of the first annual convention of the French Canadian Association of Broadcasters photographed between sessions at the Seigniory Club, Montebello, Quebec last week. In the front row, left to right: Emilien Beaulieu and Claud Blain, CKCM, Shawinigan Falls; Roger Boulanger, CKBM, Montmagny; Jean Nadon, Canadian Marconi Co., Montreal; Hugh Hauck, Canadian Westinghouse Co. Ltd., Hamilton; Harold Moon, BMI Canada Ltd., Toronto; Roger Gilbert, CFDA, Victoria-ville. Seated in chairs: Dr. Charles Houde, CHNC, New Carlisle; Baxter Ricard, CHNO, Sudbury; Paul LePage, CKCV, Quebec; D. A. Gourd, president, Radio-Nord, Rouyn; Phil Lalonde, CKAC, Montreal; T. J. Allard, CARTB, Ottawa; Maurice Boulianne, CJSO, Sorel; Henri LePage, CHRC, Quebec. Third row: Paul Gelinac, CKAC, Montreal; Ted Pepler, Jos. A. Hardy & Co., Toronto; Aurele Pelletier, CHRC, Quebec; Marcel Legault, Omer Renaud & Co., Montreal; Marcel LeBoeuf, CKCV, Quebec; Ferdinand Biondi, CKAC, Montreal; Bruce Butler, Jos. A. Hardy & Co., Toronto; René Lapointe, CKBL, Matane; Conrad Lavigne, CFCL,

Timmins; Flora Love, CARTB, Ottawa. Fourth row: Magella Alain, CHRC, Quebec; André Mercier, CKBM, Montmagny; Larry Trudel, MacLaren Advertising Co. Ltd., Montreal; Omer Renaud, Omer Renaud & Co., Montreal; Guy Daviault, Jos. A. Hardy & Co., Montreal; Tom Burham, CKRS, Jonquière; Marcel Dubuc, F. H. Hayhurst & Co. Ltd., Montreal; René Barrette, CFCL, Timmins; Guy Roberge, legal counsel; Flavius Daniel, CHPL, Montreal; John Chartier, BUP, Montreal; Bill Stewart, BN, Montreal. Back row: Henri Lagueux, CKLD, Thedford Mines; René Riel, CHNO, Sudbury; Larry Ouellette, BN, Montreal; Charles Boisvert, RCA Victor Co. Ltd., Montreal; Joseph Beauregard, McKim Advertising Ltd., Montreal; Normand Gagnon, CHRL, Roberval; Clyde Moon, BMI Canada Ltd., Montreal; Louis Bilodeau, CKVM, Ville Marie; Jean-François Pelletier, Young & Rubicam Ltd., Montreal; Ken Davis, Omer Renaud & Co., Toronto; Georges Roberge, CKRB, St. Jean de Beauce; Jean-Paul Lemire, CKCH, Hull; Raymond Maynard, CKRS, Jonquière; Wilfrid Mondoux, CHRL, Roberval.

New Station Manager For CJIC

E. G. Vance, Commercial Manager of CJIC, Sault Ste. Marie, has been appointed station manager. He will retain the commercial managership, in addition to his new duties.

Vance joined CJIC in 1946 after his return from overseas with the Canadian Army.



CHLT
FRENCH
900 Kc. 1000 Watts

SHERBROOKE QUEBEC

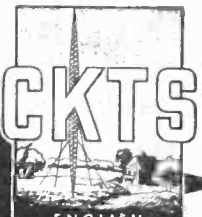
The Voice of the Eastern Townships

Quebec

Representatives

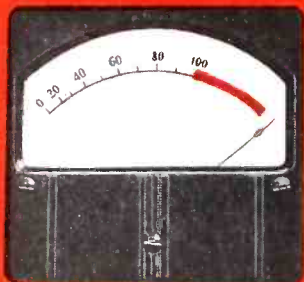
CANADA — JOS. A. HARDY & CO. LTD.
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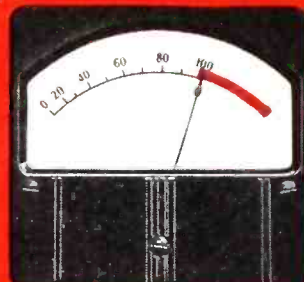


CKTS
ENGLISH
1240 Kc. 250 Watts

DO YOU GET THIS
AUDIO READING...



INSTEAD OF THIS?



NEW! UNI-LEVEL AMPLIFIER

CALL it a Uni-Level amp or a "station attendant" . . . either name tells the total potential value to both large and small audio operations. This unit is ideal for controlling level changes encountered between different program sources such as remotes, network, transcriptions, and film projection.

Yes, in any studio, you can count on the BA-9-A to provide higher average output

levels. Count on it to save time and effort while performance is greatly improved.

Get all the facts today on this important new audio development. Complete information will be on the way to you as soon as we receive the coupon below. Be sure to fill it in now!

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CANADIAN GENERAL ELECTRIC COMPANY
 LIMITED

711W-1354

Broadcast Television Sales
 Canadian General Electric Co. Ltd.
 830 Lansdowne Ave., Toronto
 Please send me information and price of the
 new G-E Uni-Level Amplifier.

NAME

ADDRESS

CITY PROV.

(CB)

SASK. SERVICE STORY RADIO HELPS FIGHT T.B.

RADIO has a reputation for community service. It is a reputation unmatched by any other single industry in Canada. It is a reputation which has been built up over many years by such fine selfless service as we now bring to your attention.

This is a story from Saskatchewan. Its characters are five radio stations and their staffs, six clubs of the Association of Canadian Travellers, and many thousand ordinary people. In time it covers the 16 years from 1938 to the present day. Its happy ending is more than \$700,000 raised to help fight tuberculosis in the province. But let us follow the correct pattern in such cases and begin at the beginning.

In the early fall of 1938 a group of members of the Prince Albert branch of the ACT were discussing with Bill Hart, staff announcer of CKBI, Prince Albert, ways and means of raising money for preventive and educational work in the fight against TB. During the discussion the idea of conducting weekly dances each Saturday night for the young people of Prince Albert was chewed over and finally adopted.

SMALL DONATION

A small donation was asked from all attending and part of the evening was aired over CKBI. During the broadcast time some of the young people had a chance to go on the air with a song or other entertainment.

The idea was to bring to the attention of the public the fact that these young people were helping in their own way to reduce the deadly annual toll of TB.

Within a few weeks invitations were coming in from the smaller towns and villages around Prince Albert for the ACT and CKBI to bring in their show.

The first out-of-town broadcast was held at the village of Parkside where \$50 was raised. Now each Saturday night broadcast brings in hundreds of dollars, and is considered one of the most-listened-to Saturday night winter shows in Saskatchewan, with four other radio stations copying the idea for the same cause.

CKBI staff and members of the Prince Albert ACT have travelled over 80,000 miles in the 16 years in which more than 480 shows have been staged. Nearly 12,000 contestants have taken part in these "Amateur Hours", as the programs have come to be called. No rehearsals have been held and anyone may enter who wishes to do so — there is no age limit.

So far \$162,607 has been raised for the prevention of TB. CKBI has contributed more than \$50,000 worth of radio time.

With the exception of one year the announcer on these shows has always been Bill Hart.

FROM PLANES TO HORSES

The Prince Albert ACT — CKBI crew has used just about every kind

of transportation imaginable in the 16 years it has been operating. Cars, trucks, railway sectionmen's gas cars, planes, trains, tractors and teams of horses have all been pressed into service — often in temperatures of 30-40 degrees below zero. On one occasion the crew started out by plane and arrived at their destination by horse-drawn sleigh.

CFQC, Saskatoon and the local ACT came into the picture in 1942 and again there was one man who played a big part in getting this money-raising show going and keeping it going — Wilf Gilbey, staff announcer.

They raised \$500 with their first show held at Aberdeen, a small town about 35 miles east of Saskatoon. Since then \$175,901 has been turned over to the Saskatchewan Anti-Tuberculosis League, and 600 hours of free air time given by CFQC. At the last count 212 towns had been visited, 3,758 entries heard and 58,680 miles covered.

On only two occasions have shows been cancelled because of weather conditions. One, scheduled for Kerrobert (with the boys marooned at Herschel, 50 miles away) was put on later and raised \$1,600.

Typical of some of the conditions encountered was the trip back from Unity. Three miles from Wilkie the ACT-CFQC gang ran into a blizzard and their van was bogged down in snow to the fenders.

The five occupants drew lots and poor Wilf Gilbey and one of the travellers were left with the task of summoning assistance. Wrapping a blanket around their heads they plunged through the snow and arrived at Wilkie at 7 a.m. The party arrived back in Saskatoon at 8 p.m. on Sunday, but they were all there for the next week's show.

The year 1945 saw another station, CJGX, Yorkton and the local ACT come into the act. Since then this combination has raised more than \$108,000 and some 568 hours of air-time have been donated by the station.

MORE PUSH THAN DRIVE

Their most vivid we-must-get-there-at-all-costs memory is of the trip when it took seven hours to travel eight miles through thick glutinous mud that bogged down the

two cars so much that it was more push than drive.

The same year brought in the Regina ACT club and CKRM whose efforts have so far raised some \$146,000. CKRM, in addition to donating 540 hours on the air, valued at \$48,600, has even inserted ads in the local newspapers to publicize the shows.

Latest additions to the fund-raising team are Moose Jaw ACT and CHAB. They joined up in 1946 but, before that, CHAB's Bill Shultz was netting a host of dollars for the TB campaign with his *Pleasant Memories* program. Bill raised \$85,000 in one campaign. With the \$108,000 so far hustled in during 600 hours of Amateur Shows CHAB has helped bring in some \$250,000 for the TB fund.

Comments the annual report of the Saskatchewan Anti-Tuberculosis League: "In raising funds for the Tuberculosis Preventive Program, in promoting education and a healthy attitude toward the disease and the mass surveys, in unstinted labor for the public benefit, the radio stations and ACT members have earned the gratitude and respect of the whole province."

IN KINGSTON— THE BIG SHOWS ARE NOW ON CKLC!

"Denny Vaughn Show" For Players Cigarettes
"Purity Birthday Party" For Purity Flour
"People Are Funny" For Kellogg's
"Smiley Burnette Show" For Ogden's Fine Cut
"Mother Parker's Musical Mysteries" For Mother Parker's Tea & Coffee
"Our Miss Brooks" For Toni Home Permanents
"Voice of the Army" For Dept. of Nat. Defense
"Singing Stars of Tomorrow" For C.I.L.

Plus many more big shows and campaigns!

Contact Horace N. Stovin & Co.
Ask them about . . .

CKLC

KINGSTON, CANADA

Have You Heard?

Patterson's of Havre
Had a Problem !!!
CKCK SOLVED IT !!

Patterson's recently purchased a second store in Wolf Point, Montana* and was faced with the problem of notifying the trading area around Wolf Point of the change in ownership. In addition, they wanted to draw the Canadian tourist trade to the new store. A study of the listening habits in the area brought forth the information that CKCK was the most popular station. One announcement per day was booked on CKCK for one year, and at the end of the first quarter of the campaign Patterson's wrote to CKCK stating that, not only had CKCK been responsible for the success of the new store, but, in addition, had increased both local and tourist trade at the Havre store. Patterson's have renewed for another successful year on CKCK, the Mighty Mike of Saskatchewan.

*Montana, U.S.A. - 265 air miles from Regina.



DIAL
620

CKCK REGINA

Representatives: All-Canada Radio Facilities

● THIS LITTLE AD. BRINGS
US MANY CUSTOMERS
● OUR WRITING SERVICE
KEEPS THEM WITH US

Try us!
Walter A. Dales
907 KEEFER BUILDING
UN 6-7105 MONTREAL

THERE IS NO NEED TO PUSH TV IN REGINA

A BIGGER AND A BRIGHTER YEAR

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

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

CKBI

PRINCE ALBERT SASKATCHEWAN

5000 WATTS

THE TV idea caught on so fast in Regina that promotion projects, aimed at speeding the sale of sets, weren't necessary. When CKCK-TV went officially on the air, September 8, it had a potential audience of 6,000 sets, with a projected 12,000 to 15,000 for the end of the year.

This operation started, and was still housed at this writing, in a non-descript downtown basement store-room. Here copy was written and film was edited for the six hour daily schedule.

"The Dungeon", all 250 square feet of it, housed artists, photographers, continuity, shipping, editing and also Larry Glover, the production manager. Ready for visitors' inspection was the \$300,000 highly modern 12,000 square foot building at the eastern limit of the city, in which the \$350,000 worth of transmitter and studio equipment was being installed as quickly as possible.

In reply to our question: "Will General Electric have it in by the time this story appears?" Larry quipped: "I'm moving out come hell or high water and they build the partitions around me."

KEPT FAITH

To keep faith with the TV set distributors, general manager Hal Crittenden had to get going by July 27. He had committed himself to the Regina Exhibition (Saskatchewan's CNE), three weeks previously, to be on the air for the opening of the Ex and so justify the half acre of dis-

Regina and district families trundled over each other at the Ex and in the stores to buy sets on which to get their first looks.

A dealer survey in operation during September indicated that the goal is well over the 6,000 mark, and the forecast for 12,000 to 15,000 by December is conservative.

CKCK moved into October with only three and a half hours available between 7.30 and 11 p.m., Monday through Sunday. The schedule is filled with national business divided between Canadian and US network shows and spot business, mostly syndicated film. Local advertisers in large numbers were nibbling hungrily at the open periods a month ago.

EARLIER OPENING

Last month, the schedule called for a 5 p.m. opening, but with the wild west shows riding herd across the telescreens, and *Howdy Doody* booked across the board for January, all that was left for local sponsorship was a daily ninety minutes. That's how it was in mid-September. Now the station is getting set to open at



HAL CRITTENDEN



The CKCK-TV Crew at Work in "The Dungeon"

play space they had leased to the dealers.

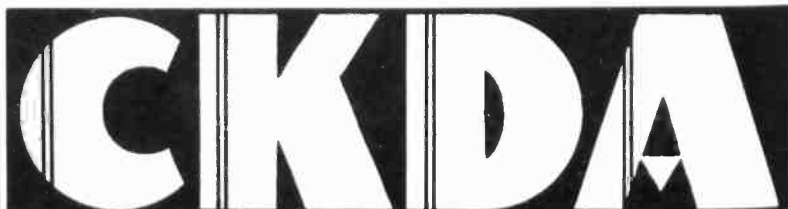
They only had the barest necessities ready, but they made the grade and the avalanche of set sales began. Many of these sales, incidentally, were made for sets to be installed in summer cottages. While the station was still strictly a film operation — mostly sustaining — more than 2,000

four o'clock each afternoon.

In charge of the whole broadcasting operation — AM and TV — is Harold A. Crittenden. On TV, Hal's lieutenants are Lloyd Westmoreland, a native Reginan who just moved back from CKOC, Hamilton to take over sales, and Larry Glover, who has moved over from radio to take over production. Former program director Don Dawson is in charge of radio.

It's still a fact, Station 600, CJOR, has the strongest signal and greatest coverage in British Columbia

In Victoria



Most Listened to (Elliott-Haynes)

Ladies Will Have Their Say At Niagara Falls

THE ladies will be crowding the floor at the CCBA convention, scheduled for Niagara Falls, October 25th and 26th. Six of them, under the chairmanship of Phyllis Sivell, media director of J. Walter Thompson Co. Ltd., will form a panel which will get down to business under the all-embracing title "Women Sell — Women Buy".

Making up the panel are Mrs. Mary Ashwell, CFPL-TV, London, Mary Ellen Young, CKBB, Barrie, Wendy Williams, CKOC, Hamilton, Mrs. Claire Bestall, CHLO, St. Thomas, Jane Gray, CHML, Hamilton, and Jean McKinnon, CFCF, Montreal. They will take over during the morning session of Monday, 25th.

Also on the agenda for that session is a panel working under the self-explanatory title "New Ideas in Broadcasting". Putting forward the brainstormers will be J. A. Hammond, CFCF, Montreal, Cam Ritchie, CKLW, Windsor, Fenwick Job, CFJB Brampton and Cliff Wingrove, CFPL, London.

SALESMAN OF THE MONTH

Selling radio to the advertiser will be plugged by James F. Hastings, sales manager of WHDL, Olean, N.Y., who was recently awarded first prize in the BAB's newly inaugurated "Best Radio Salesman Of The Month" competition.

Hastings put an idea into action, did all the spade work and then sold 19½ hours of radio time to a wholesale distributor of radio and TV parts and nine participating retail dealers.

He helped organize a radio dealers' association in Olean which meets weekly, and also developed a new radio program, *Radio Repair Time*, which is broadcast six quarter-hours weekly for a minimum of 13 weeks. He subsequently persuaded the wholesale house and the nine participating retail houses to underwrite the program.

A man who can sell radio to radio should be worth listening to.

SETS OF THE FUTURE

Radio Sets of the Future will be prophesied by J. D. Campbell, general manager of Canadian Westinghouse, Ltd., and F. W. Radcliffe, vice-president, R.C.A. Victor Co.

Agency men Talking and Selling Radio will be Ramsay Lees, Ruthrauff & Ryan, Inc., Bob Amos, F. H. Hayhurst Co. Ltd., John McCuaig, James Lovick & Co. Ltd.; Sam Young, Stevenson and Scott Ltd.; Ralph Draper, Leo Burnett Co. of Can. Ltd.; and Cam Logan, Cockfield Brown & Co.

At the closed sessions on Tuesday, T. J. Allard, executive vice-president, CARTB, will give a Review of Broadcasting, and the president, E. Finlay MacDonald will present his report.

1,269 Copies Of This Issue

Are Going To

National Advertisers and Agencies.

Death Claims Jim Alexander

The broadcasting industry lost one of its seniors, when death came Sunday, October 10, to James L. Alexander, 58, who, for many years past has operated his own station representation business.

Jim Alexander died after a sickness of some weeks duration which laid him up in St. Joseph's Hospital, Toronto. He is survived by his wife, Alma, and two children, Douglas, 12 and Nancy, 3.

The station representation office, which was incorporated as J. L. Alexander Ltd. last spring, continues to function, under the presidency of Mrs. Alexander, under the management of Doug Grout, who has been acting in that capacity since Jim fell ill.

Jim Alexander's history in and around the advertising business, dates back about twenty years to the days when he was working with Harry "Red" Foster on the football and hockey programs and such projects as *Lowney's Young Canada Club*. He worked for Roy Thompson in his early days as space salesman on special editions of the TIMMINS PRESS.

He made his start in radio in 1937 under C. W. "Bill" Wright, who was then managing a station representative office in Toronto for the U.S. representative, Joseph Hershey McGillvra.

Jim Alexander was highly regarded in broadcasting circles as a man who kept his own counsel. Someone once said of him that he never participated very much in industry meetings because he was too busy selling time for his stations.

Several of his intimates recall his early days when he was hard put to it financially. They remember "tiding him over" with occasional loans, but they all testify to the fact that Jim never forgot an obligation, even a quarter.

'Thank You' Tour By Salvation Army Major

Major Arnold Brown, of the Salvation Army, is making a two months coast-to-coast tour of radio stations to personally thank the radio industry for its tremendous co-operation in connection with the Salvation Army's transcribed series *This Is My Story*.

He will visit 26 of the 70 stations which have carried the half-hour weekly series on a sustaining basis for more than five years. On each of his visits he will present an Award of Appreciation plaque to the station management.

ALWAYS MORE

Audience in Calgary



JOE MARKS — Popular Sports Editor of CFAC's **SPORTS DEPARTMENT**
prepares the following sports features that command a large following in Calgary.



Junior Football, Cavalcade of Sport, Quarterback Club, Calgary Booster Club, Western Hockey Broadcasts, Re-creation of Big 4 Football, 6 Complete Daily Sports Reports.
ERIC BISHOP
Play-by-Play Commentator


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

Elliott-Haynes
Daytime Radio Ratings Report — Aug. '54

CFAC	Average Ratings	Average % of Listeners
Station No. 2	13.0	50.9%
Station No. 3	4.1	16.07%
	7.0	27.97%

Calgary's

More Listeners



More Buyers

*** Proof**
CENTRAL
ONTARIO
 IS
SOLD
 BY
CFOR
5000 WATTS

Call . . .

STEPHENS
and
TOWNDROW

Toronto & Montreal

*155 Out-of-Orillia sponsors since last January.

HIGHER BROWS MAY MAKE CULTURE PAY OFF AFTER ALL

By HUGH McCONKEY

THERE'S a quiet but definite revolution going on in Canada, and one that radio program devisers can't afford to ignore. It comes under the heading of what used to be a dirty word, "culture" and it means something at the cash box.

When the Metropolitan Opera came to Toronto, 54,000 persons attended its six performances, and paid as much as \$10 a seat for the privilege. The Sadlers Wells Ballet came to the city for only three performances, and attracted more than 32,000 at an average price of \$2.75.

The Shakespeare Festival at Stratford is now too well known to need much explanation . . . but has a wonderful record for hanging up the S.R.O. sign for its performances of plays selected this year more for their artistic, than entertainment merits. In attracting such crowds it must be remembered that these audiences travelled many miles to get there, had to spend more money for travel, meals, etc. than they ordinarily would have . . . and came back for more.

NOT SPECIAL CASES

None of these are special cases,

they're not even out of the ordinary. They are simply one more indication that people now want to use at least some of their fifty-odd weekly leisure hours looking for entertainment of a more serious and adult sort. They want to be part of some form of intellectual experience, even if they have to reach for it; they want their senses to be roused to the beauty around them . . . and they are increasingly more able to find it.

They are enjoying more classical music at home now . . . with the advent of LP records, manufacturers are paying more and more attention to their classical sections, and new companies are coming into the field, dedicated to such extra recorded works as poetry, verse plays and authors reading their own works.

A good example of this is Caedmon

Records, started only a few years ago in New York by two stenographers-wth-a-mission. They didn't let lack of capital hamper them, scrounging whatever they could and making promises do the work of credit. Their sole initial output was long playing recordings of such off-beat selections as Dylan Thomas reading his own poetry.

THEY PROSPERED

From here they stepped into short stories, essays, the spoken word generally. And they prospered. Prospered so much, in fact, that it's said that the two big companies in the field became seriously concerned and frantically built up their own libraries of this type of record.

What the two girls had done, essentially, was to recognize a trend and capitalize on it by doing it well. They followed one of the oldest lessons in commerce, "Find out what the people want, and give it to them".

Alert stations could do the same — and profit. They could, perhaps, not only increase their share of the listening audience, but bring back to life that very large segment of the public whose sets are permanently turned off except in times of national crisis.

We Canadians are basically home-loving citizens, spend much time and money on improving our own houses and have a primary desire to centre most of our entertainment there. The enormous costs of television production prohibit much of a cultural nature from appearing on our screens, and much of what we most want is unsuitable anyway.


NASAL CLOSE-UP

Music, for instance, doesn't gain but loses when we are distracted by intimate views of the oboist's nose, or can see the harpist nervously straightening her skirt. We are interested in good music. Sales of musical instruments in 1952 totalled some twelve million dollars at factory price, in the same period we were buying over 11,000,000 phonograph records, and spending \$2,000,000 for machines on which to play them.

Tours of the Toronto Symphony Orchestra draw huge crowds in every city, and in their own hall they have been forced to add extra concerts each week to accommodate all those who want to hear them.

We're reading more today than we were, and even books by Canadian authors are finding at least a decent sale here . . . magazines are giving us more thoughtful and provocative articles now, and appreciably less "escape" fiction. We have been denounced as barbarians by people who believe themselves to be more civilized, yet, if we are barbarians, we are such with a grop-

MORE POWER TO YOU
from CKNW!



TOP DOG
ON CANADA'S
WEST COAST

CKNW

5000 Watts!

922 C-53-16

ing hunger, and like a river we are going to find outlets to satisfy that need.

GAMBLE IN VERSE

Two of the most popular plays in New York last season were T. S. Eliot's "The Cocktail Party" and Christopher Fry's "Venus Observed", neither of which is in quite the same class as "Ten Nights in a Bar-room". Both had to gamble that the public would support verse plays: both profited because there was a ready market for them.

They've had imitators, of course, and while it's too early to know, it's still quite possible that they may ultimately be accused of setting a trend. They won't have done this — they'll just have given the public what it wants.

When Charles Allen Smart wrote about radio as it was 15 years ago, he said, "except for news, and as a means of attaching our phonograph to tubes, I still find the radio . . . an abomination. This hysterical and senseless racket . . . has yet to learn that the world-wide chatter of monkeys is not culture".

He went on to point out that "this ominous racket" might yet emerge from its preoccupation with hooking up Tibet and Ankara to listeners in Clappison's Corners, might, in time, get over its wonder at its own technical facilities and use them for Aristotle's definition of art as something which "pleases and instructs."

TOO LAZY?

If we are not getting more adult programs perhaps it is simply because we're not demanding enough. It might be because those in authority want the present type of programs to fill the airwaves just because they're too lazy to accept changes; because they've had lush days and sort of hope that if they don't worry about anything, their troubles will go away.

Or, it may be because, as this paper suggested editorially, radio people have been too preoccupied with "research of alternatives now available", whether listeners want this program or that one to continue . . . ignoring the programs not currently being offered.

There's no point in doing the ostrich act. Radio now has some pretty serious competition, but, at the same time, it has one great advantage — that of experience. If it takes a closer look at the \$360 million dollars Canadians spend annually for cultural activities, it will see at least small glimpses of the new age, a growing awareness of our need for a more cultural fare.

We have certainly a long-developed habit-pattern favorable to radio. We have the leisure to spend more time with it. We could probably be persuaded to support a more adult programming, not to the exclusion of the soap operas and be-bop sessions, but rather as an alternative offered now and then.

We have amply demonstrated our need for a better form of entertainment. If radio doesn't provide it, the loss won't be ours, because we can increasingly find it elsewhere. The loss, however, will be that of the radio stations, and it will be felt, recorded and wept-over.

SOME OF THEM ARE:

PERRY MASON
Procter & Gamble

WHO AM I?
Colgate

TAKE A CHANCE
Adams Brand Sales

WILD BILL HICKOK
Kellogg's

MA PERKINS
Procter & Gamble

FUN PARADE
Lever Bros.

HELEN TRENT
Boyle Midway

SHARE THE WEALTH
Colgate

10 P.M. NEWS
Shell Oil

ROAD OF LIFE
Procter & Gamble

CORINNE JORDAN
Paulin Chambers

W.I.F.U. FOOTBALL
Northern Electric & Prestone Anti-Freeze



IN VANCOUVER

**all
the
BIG
shows
are
on**

CKWX

OUR GAL SUNDAY
Whitehall Pharmacal

NANCY DALE
Colgate

PLAYERS SPORTS DESK
Imperial Tobacco

WIDDER BROWN
Sterling Drug

GUIDING LIGHT
Procter & Gamble

6 P.M. NEWS
Peoples Credit Jewellers

WHAT'S ON WALLY'S MIND?
Shirriff's

TURNABOUT
National Cellulose

5000 WATTS

Check the good company you're in when you advertise on the one station that's

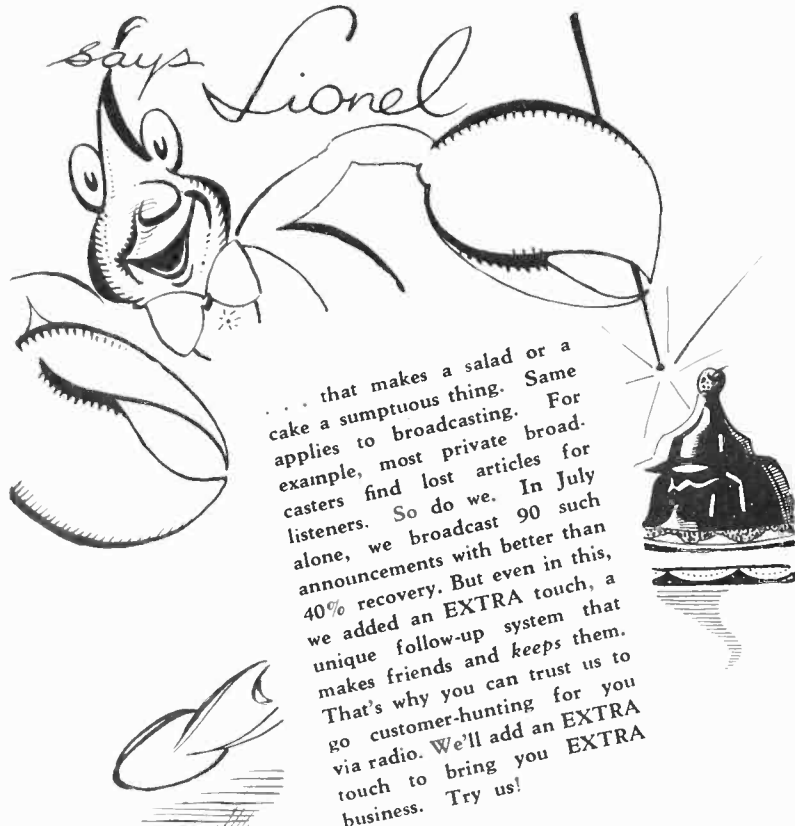
1ST IN CANADA'S 3RD MARKET

No wonder more people in B.C. dial **CKWX** than any other station!

REPS:

*All-Canada Radio Facilities Limited
Weed and Company*

IT'S THE EXTRA TOUCH



... that makes a salad or a cake a sumptuous thing. Same applies to broadcasting. For example, most private broadcasters find lost articles for listeners. So do we. In July alone, we broadcast 90 such announcements with better than 40% recovery. But even in this, we added an EXTRA touch, a unique follow-up system that makes friends and keeps them. That's why you can trust us to go customer-hunting for you via radio. We'll add an EXTRA touch to bring you EXTRA business. Try us!

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

SHORT WAVES

12th TV STATION

J. G. Hyland of CJIC-TV, Sault Ste. Marie, Ontario, has announced the appointment of All-Canada Television as exclusive Canadian Representatives.

Operating on Channel 2, CJIC-TV's basic one-hour Class "A" rate will be \$150.00. CJIC-TV will be a basic station to the CBC TV Network.

This appointment of representation brings the total Canadian private TV stations represented by All-Canada Television to 12. These include:

CJCB-TV, Sydney, N.S.; CKLW-TV, Windsor; CHSJ-TV, Saint John, N.B.; CKSO-TV, Sudbury; CKWS-TV, Kingston; CJIC-TV, Sault Ste. Marie; CHEX-TV, Peterborough; CFPA-TV, Port Arthur; CHCH-TV, Hamilton; CKCK-TV, Regina; CFPL-TV, London; CHCT-TV, Calgary.

52 WEEKS SHOW BOOKED

Reo Thompson, manager of All-Canada Television, Toronto, has announced that B.C. Packers Ltd. and the S.O.S. Mfg. Co. Ltd. have purchased, through the James Lovick Agency, the half-hour Ziv television feature *Meet Corliss Archer*.

Lovick offices in Toronto and Vancouver worked out a co-operative plan calling for 52 episodes, to be telecast once per week, with eight stations commencing the series in

mid-October. Additional major market stations may be added as stations open and as suitable times become available. The markets booked are: Sydney, Saint John, Kingston, Hamilton, Kitchener, London, Regina and Saskatoon. Vancouver commenced the series at the end of September.

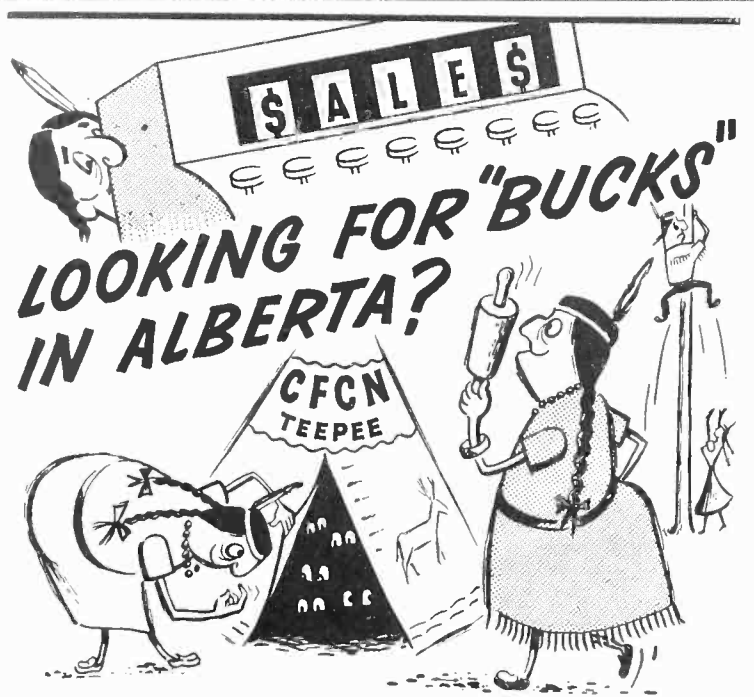
SOAP BOX DERBY

Three years ago CJON, St. John's, Nfld., in conjunction with the Junior Chamber of Commerce, instituted a Soap Box Derby in St. John's. So successful was it — thousands of kids joined in the fun — that it has become an annual event.

Each year the event has grown in importance and this year 4,000 kids turned out, with their boxes on wheels, to compete for the CJON trophy awarded to the youngster making the fastest time. They brought their parents along and made quite a crowd.

During the time the Derby was in progress all the roads in the area around Robinson's Hill (the venue for the Derby) were blocked off and cleared of traffic.

The Junior Chamber of Commerce conducted the actual running of the race, with CJON providing starting guns and a mobile unit for on-the-spot broadcasting, interviewing the contestants, and providing radio links between the starting and finishing lines.



LOOKING FOR "BUCKS" IN ALBERTA?

Thanks to a diversified economy, your selling program will find plenty of BUCKS in Alberta. The most efficient and economical sales getter is CFCN in Calgary. CFCN talks to more people with purchasing power every day in Alberta than any other single media.

Cash Registers
SURVEYS PROVE CFCN
IS THE BEST RADIO BUY IN ALBERTA

THEY'RE NEVER TOO YOUNG OR TOO OLD!*

An old gentleman came up to see us the other day, and announced he'd been listening to us faithfully since we first went on the air — and that was 31 years ago! He even remembered some of our original shows.

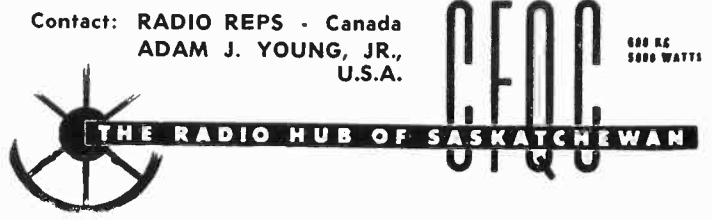
Then there's the young lady — must be all of five — who phones us regularly to ask what programs are going to be on the radio today.

We've got all kinds of 'em — loyal listeners, young and old, who stay tuned to 600 because they ENJOY the listening we offer.

* — to be CFQC Fans.

Incidentally, OUR listeners are YOUR buyers!
 See our reps.

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



Choir Welcomed Home After Historic Tour

The big topic of conversation in Kingston, Ontario, this summer was the invitation to the male choir of St. George's Cathedral to sing in Westminster Abbey. This was the first time in the history of the ancient church that an outside choir had been invited to sing at regular services in the place of the Abbey choir.

When after a very successful appearance at the Abbey, and at other churches in England, the choir returned home, CKWS was on hand to greet them at dockside in Montreal as they disembarked from the S.S. Saxonia.

Kingstonians heard recordings of these interviews, and the report of the arrival of the Saxonia with their morning coffee the next morning.

NABET Certified Bargaining Agent

The Canada Labor Relations Board has certified the National Association of Broadcast Employees and Technicians (CIO-CCL) as bargaining agent for units of employees of CKFS, Jonquiere, Que. and CFGT, St. Joseph D'Alma, Que.

The Board has also ordered a representation of employees in another case affecting the same union at CJMT, Chicoutimi, Que.

Shirriff's New Quiz Program

It's My Living, new ten minute recorded radio quiz program, is sponsored over 23 local stations by Shirriff's. Produced by S. W. Caldwell Ltd., Toronto, for Willis Advertising Ltd., Toronto, the program supplies clues to various occupations, requiring listeners to guess the correct name of the job. Starrng Larry Mann, Canadian radio personality, the show is scheduled to run for 42 weeks.

NEILL MAY HELP SET RADIO FREE IN GUATAMALA

On his return from a mission to Guatemala in the interests of free broadcasting, D. Malcolm Neill, manager of CFNB, Fredericton, N.B., described as deplorable the poverty in the country which overthrew a five-year Communist regime in this summer's revolution.

"The women and children were sleeping in the doorways because they had no homes," Neill said. "The chief cause of the poverty is that Guatemala has always been a mecca for American tourists and that source of income was cut off when the Communists were in power.

"The hotels were empty and our delegation of the Inter-American Association of Broadcasters was among the first visitors since the Communist regime," he stated. "We visited the penitentiary which was packed with political prisoners. There were long line-ups of women and children waiting to see their husbands and fathers."

RAISE STANDARD

Neill, past president, represented the CARTB at a board meeting of the Inter - American Association of Broadcasters in Mexico City earlier this month. The purpose of that meeting was to form an association of Central American broadcasters in order to raise the standard of broadcasting in that area. It has always been oppressed and retarded by governmental control and interference, he explained.

"We heard reports from Central American broadcasters that they had been thrown into prison and tortured, their stations smashed because of their insistence on freedom of speech," Mr. Neill stated.

In Mexico City a delegation of representatives from United States, Mexico, Cuba, Puerto Rico, San Salvador, and Neill from Canada, was appointed and from there it went to Guatemala to interview the new anti-Communist president, Costello Armas, who still has a heavy bodyguard.

FAVORABLE RECEPTION

"He seemed to be very favorable to our proposition that his country should have free broadcasting," said Neill. "We offered our assistance in drafting appropriate broadcasting

legislation. The situation at the present time is very bad. Government-owned radio stations are operating commercially in competition with privately-owned stations and also controlling them."

Neill said that President Armas was interested in his people having the truth and agreed that the free enterprise system of broadcasting

seemed to be the best way to ensure this as 80 per cent of the people are illiterate.

The next meeting of the Inter-American Association of Broadcasters, the only communications association in the world having full membership in the United Nations, is to be held in March in Lima, Peru.

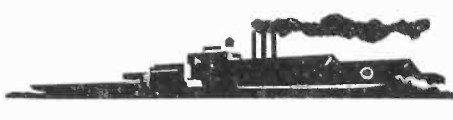


To sell ALL B.C. You need ALL B.C. Stations



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

CANADA'S HIGHEST WEEKLY WAGE SCALE - - - PLUS RAPIDLY GROWING INDUSTRIAL EMPLOYMENT



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



DATELINE— OTTAWA

**WHY
you can
depend
on**

Webcor®

**sound
recording
tape**

The benefit of years of leadership in the manufacture of electronic equipment is built into Webcor Magnetic Recording Tapes. This priceless experience assures you of the qualities necessary for fine reproduction... strength, flexibility and approved electrical properties. They give excellent results with any tape recorder but you'll get the best results with a Webcor Tape Recorder. These differences make it important you remember that *although tapes look alike, they don't sound alike*. Insist on Webcor... and be sure!



Two Sizes—Webcor Tape comes on 5" reels containing 600 feet of tape and 7" reels with 1200 feet of tape.

Hinge Top Carton—Webcor tapes come in unique, hinge-top cartons that guard against accidental spilling. The hinge-top keeps the reel of tape safe until you lift it from the carton. There is an easy-to-use recording log on the back of each carton for your convenience.



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means the best for all your sound recording equipment and supplies. Ask your supplier now or write to

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CANADIAN MARCONI COMPANY
830 BAYVIEW AVENUE, TORONTO

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IT is a happy thought that, when radio becomes a truly competitive industry, new ideas or adaptations of old ideas are born. Such is the case when you consider the sports broadcast picture in Ottawa. Sports makes timely news now, in the nation's capital and elsewhere.

We've just finished losing money on World Series pools; now it's full steam ahead as the pigskin parade is upon us; and we look forward to intensified interest in N.H.L. during blustery months ahead.

Ottawa radio stations and CBOT television have capitalized on sports lately, but no communications unit has made the round-the-town grapevine headlines as CKOY has done. Why? Simply because they've taken a front seat on the bandwagon of reconstructing sportscasts in a manner that commands respect.

PERFECT OPPORTUNITY

Jack Thompson, the new station manager at CKOY, firmly believes that, in the reconstruction technique there is the perfect opportunity for radio to fulfil its prime functions — to inform and to entertain. He believes this because in reconstruction a sportscaster who is on his toes can give a more exciting report, using devices that communicate a greater fervor, and hence, a greater interest in the game.

Now, for the first time in Ottawa, reconstructed football broadcasts come over CKOY giving the competitors a run for their money. CKOY established this new pattern in football reporting because they wanted to keep in the sports picture. NBC ran into the same difficulty when college games were lost to ABC, so NBC inaugurated reconstructed football south of the border. It has paid off for CKOY, too, for in

Jack's words "the salesmen find it fantastically easy to sell and the sponsors find it tremendously successful."

Jack Thompson called Jack White "the granddaddy of reconstruction in Canada" when he told me how, at CKTB, St. Catharines, White first

By HELEN CRAIG

introduced reconstruction in his race broadcasts. White knew a race would run, say, one minute and thirty-eight seconds, and he embellished a race he had just seen with enough sound effect, and heightened voice pitch to make the reconstruction sound "more real" than a report at the actual running. Thompson said it was "an aesthetic delight to watch White" as he devoted his energies and mental alacrity to this type of broadcasting.

ACADEMIC

This I do not doubt. But the whole idea of a reconstruction being "more real" than a report that is absolutely simultaneous with the actual race strikes me as being academic (academic in the sense of being abstract) statement. When we come to the realm of "real" and "more real" your 'umble scribe backs out (graciously, I hope) and lets the philosophers and general semanticists take over.

Nonetheless, at the time Jack White began reconstructed race broadcasts way back in the mid-thirties, CKTB had one of the best audiences in Toronto. So, for winning audiences, there is, obviously, considerable merit in the system.

For many a moon it was generally admitted in radio sports circles that reconstructing hockey and baseball games was not too difficult a hurdle to jump. When it came to football, though, the consensus was that rebuilding was like a mountain you couldn't walk over.

Prof. Daly, CKOY's sports director, has met his Everest, and he hasn't stood back to admire the scenery. After deliberation with Jack Thompson and P. D. Keith Sterling, the Prof has climbed the formidable peak and has conquered it.

Prof. Daly started out in radio 11 years ago at CKCL (now CKEY, Toronto) and as early as 1945 he worked on reconstructed baseball, with sound effects, teaming up with Hal Kelly and Joe Crysedale. Now, happily married, living in an attractive home near the new CKOY studios in Ottawa's Westboro area, he struck me as being one of the most unlikely sports directors I have ever met.

If you met Prof at a party and had to guess what he did for a living, you might say: "Oh, he's a research scientist, maybe, or a teacher — Maybe a government statistician." But I doubt if you'd guess he's a sportscaster.

RADIO BABIES

Big Four Football games are his radio babies. That is, all games not

Bonus Market...

In CFNB's primary coverage area approximately 76% of the population lives outside the limits of a city or town. This group, containing approximately 40,000 radio homes, is not, for the most part, able to be reached by magazines or newspapers. They do, however, listen faithfully to CFNB and regard it as their local station.

To sell New Brunswickers effectively, CFNB is a must. Don't miss out on this valuable purchasing group. See our reps.

New Brunswick's
Most Listened-to
Station



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

5 0 0 0 W A T T S - 5 5 0 K C S. - F R E D E R I C T O N , N . B .

involving Ottawa Rough Riders. In September he did a feature major league game of the day, reconstructed style. The method he uses is simple, but carrying it out is not so easy. Prof says it's like preparing a dive into the water. Once you're in you can win.

First he gets the line-ups and plays from C.P. Telegraphs, then proceeds using imagination and sound effects. Thumb-nail sketches of players and statistics-of-the-week are added to the basic material he works from. Then he starts in, approximately 15 minutes behind the game, and he gradually catches up.

Prof sits in a studio. He wears ear-phones to listen to sound effects and works through the talk-back to warn the operator in advance as to when he must bring in the desired sound. Naturally Prof must know the sequence all the time. He must know where the ball is, and be able to co-ordinate well with the operator. Challenging! And I should imagine it's exhausting too.

However, it's a creative job and very interesting to Prof who is pleased to know that he has trained himself to do something very few people can do.

I was stunned to learn that Prof has gone beyond mastering reconstructed football to do an amazing stunt. It is this: Sunday, October 10 he did two reconstructed NHL games for two different sponsors, all simultaneously, and using two different mikes. All this without being on network. I wonder if CKOY does not have a magician in its midst.

As I write this story it is certainly no secret that the Ottawa football team hasn't been overwhelmingly successful, so it is understandable why there is so much interest in the Big Four. Jack Thompson told me, with a wry smile, that CKOY has enjoyed the greatest co-operation with the Ottawa team this year. (Laughter here.)

FANS BEHIND STATION

Regardless of this fact, fans in the CKOY listening radius are behind the station, mainly because of the Ottawa's team's poor showing; because there are so many ex-Toronto, ex-Montreal, and ex-Hamilton people living here; and because, if they wish, they can watch the Ottawa game on CBOT and at the same time listen to a reconstructed version of the feature Big Four game on CKOY.

This feature game has for them the plus quality of football fever that fans demand. The time element of CKOY football is not important to fans. They want a more complete picture, and they get it with Prof. Daily!

Manager Jack, Sportsman Prof and P.D. Keith all expect that the excellence of reconstructed broadcasts will create a demand on the part of those who control the broadcasts, and the general public who hear them, so that, one fine day the two-way pressure will bring back live baseball, hockey, and football to their station. But in the meantime, initiative and acceptance of the challenge to get in there and pitch does not await 'OY.

Paralyzed Announcer Still Carries On

CAM LANGFORD, aged 26, is an announcer with CHUM, Toronto. His favorite hobbies are painting and phonograph recordings. He shaves himself every morning before putting in a full day as a radio announcer. He is marrying Ruth Winters on October 30th.

Nothing out of the ordinary in that thumbnail biography — until you add one other detail. An auto accident two years ago robbed him of the use of 75 per cent of his body. He is almost completely paralyzed from the shoulders down.

With the use of gadgets, most of which he designed himself, Cam is able to do almost all the everyday things he could do before that fateful car crash.

Cam has been with CHUM for nearly a year. Before that he had his own recording program which was transcribed for several Ontario stations. He has worked from his

home since CHUM moved to third-floor studios in a building which has no elevator. A direct telephone line links him with the studio. With his home mike he cuts in with his announcements, reading commercials he has typed himself with the use of specially designed hand-splints.

An hydraulic lift assists Cam in and out of his station wagon and into his wheelchair. After his marriage to Ruth they will move into a home which has been built to enable Cam to lead as normal a home life as possible — it is all on one level, has specially wide doors to take his wheelchair and another hydraulic lift to help him get in and out of bed.

Ruth agrees with Cam's philosophy that "a paralyzed person is not a crippled person. He is only disabled."

Cam praises his doctors for one of the quickest and most remarkable recoveries on record. They give all the credit to Cam's courage.

TV Sales Phenomenal

Canadian television manufacturers are planning to produce, during the three months September to November, almost as many sets as were sold during the first eight months of 1954.

Projected production for the three months is 217,810 sets compared with 262,903 sold during the period January-August, and that shows a 65 per cent increase over the January-August 1953 sales of 156,736, according to statistics released by the Radio-Television Manufacturers Association of Canada.

Sales of TV sets for August was 55,179, a comfortable 150 per cent increase over the August 1953 figure of 22,264.

Radio sales were not so good — 26,462 in August 1954 as against 39,333 in 1953. Year-to-date figures are also way down with 250,433 this year, set against 366,575 in the first eight months of 1953.

Sweet Sixteen

The sales power of CKRC was proven again by the results of CKRC's exclusive radio promotion of Sweet Sixteen's 26th Birthday Sale. Mr. Robert Tinck, Manager of the two Sweet Sixteen's stores used 30 spot announcements spread at 10 spots per day. The results were amazing. Both stores were jammed to capacity for three days. Needless to say, Mr. Tinck is more than convinced of CKRC's "Sales-pull" when no other medium of advertising was used.

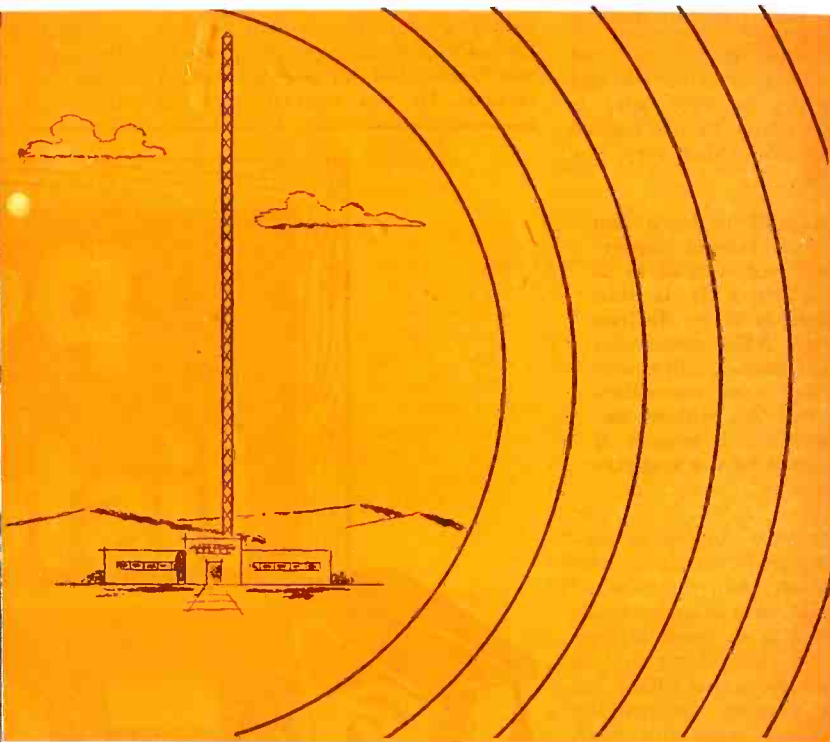
more people listen to **CKRC** 630 on your dial than any other Manitoba Station

REPS. All Canada Radio Facilities - in USA Weed & Co.

Collins 250/100 watt TRANSMITTER



Collins 300J



Two power outputs — 250 and 100 watts — either instantly selectable . . . in a full-size cabinet to accommodate future conversion to higher power . . . with capability of 100% *sine wave* modulation. These needs are fulfilled in Collins' high fidelity 300J AM Broadcast Transmitter.

Dependability is assured by its simplified oscillator, which eliminates use of a crystal oven, associated thermostats, and other complexities often sources of frequency failures. All stages of the 300J — from Oscillator to Power Amplifier — are precisely metered.

All tubes are operated far below their rated dissipation levels to insure safe operation and long life. With only seven tubes employed, the replacement supply is greatly simplified.

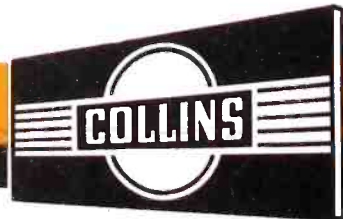
Write for your booklet describing in detail the finely styled, dependable 300J.



AMATEUR • BROADCASTING • AVIATION • COMMUNICATIONS

COLLINS RADIO COMPANY OF CANADA, LTD.

74 Sparks Street, Ottawa, Ontario



Dancers and Race Fans Are Happy

CKCW, Moncton's Lionel the Lobster, must have been transformed into Solomon the Salmon when it came to planning Saturday night listening in the Moncton area. He certainly found a Solomon-like solution to a difficult problem.

The local race track had a face-lift recently with new grand-stands plus a CKCW broadcast booth built on top of the judges' stand. Sports Director Earle Ross took over his new quarters and every Saturday night covered the racing events from 8 to 10.30.

Prior to that, Saturday night had always been dance night on CKCW and non-race-fan-listeners let out a howl that even at the most hilarious Saturday night party girls couldn't dance to a race commentary. The race fans, however, were not keen to give up their share of the program, so what to do.

That's where Solomon the Salmon (Lionel without his clippers) came into the picture. Saturday nights CKCW now presents *Hits and Heats*. Bill Murray presides over the Hits from the studio and turns it over to Earle at the track for each Heat as it is run off.

Now everybody's happy and CKCW has eliminated the 20 minutes of fill chatter between each heat.

31,000,000 TV Sets Sold In U.S.

Television sets in use in the United States totalled 31,036,000 at August 1st, according to an estimate released by Hugh M. Beville, NBC director of research and planning. Beville said 319,000 sets were installed in July, an increase of 13,000 over the previous month.

EXPERIENCED

in announcing, copy-writing, promotion. I have done almost everything to be done in a radio station. Desire permanent position in broadcasting or advertising. Married, children, not a drifter. Let's talk it over.

Box A217, C B & T.

CKTB Celebrates Double Birthday With Flash Back

CKTB, St. Catharines, celebrated a double birthday this month with a 75 minute flash-back extravaganza. Staff members came up with a neat package entitled, *The CKTB Story*, revolving around events from 1930 to modern times. The show traced the first fifteen years of broadcasting as "The Silver Spire" and the ten years as the Niagara District Broadcasting Company.

The format introduced the voices of former staff announcers with greetings for perennial listeners. Some of these voices from the past were: Allan Savage (1933), Norm Marshall (1938 and 1947), Jack Whyte (1934), now news editor at WJR, Detroit, and many, many more. They recalled the news events reported on CKTB over the years interspersed with the music of the day.

GROWING PAINS

The growing pains of the Peach Country voice were re-lived from ghost station to new studios, and new transmitters. A quick moving preview of future programming was included with congratulatory messages. This segment was pre-recorded and contained a direct New York phone call from movie star Jeff Chandler and from Hubert Stone head of Decca Records in the New York area. Elwood Glover sent best wishes via phone from Toronto.

Wind-up of the show featured the very first voice heard opening the station in 1930, W. B. Rollason, who was vice-president of the Silver Spire Broadcasting Co. Miss Mary Burgoyne, managing director, pledged the station's continued support of Niagara District activities and told of some of the future plans during this anniversary year.

Station personnel and studio guests then retired to privacy for an "in person flash-back". All agreed that both on the air and off... memories would fill several volumes of "The CKTB Story".

CBC Boosts Power At Two Stations

CBC's Trans-Canada network, is to have a new transmitter in operation sometime during the winter. The new equipment will mean an increase in power from 1,000 to 5,000 watts. The station's signal will be directional to protect other stations in the area.

CBI, the Corporation's station at Sydney, N.S. will also have a power boost this winter. It has been using a 1,000 watt transmitter since it began operation in November, 1948. This will be increased to 5,000 watts.

Chosen To Make United Nations Film

Communications of Canada, Toronto, has been selected by the United Nations department of public information to produce a motion picture on the role of a fully-developed member nation in the UN. The film, which will have world-wide distribution, is to be titled *The Two-Way Street*.



MR. GARDINER SAID IT!...

Speaking in Yorkton recently, The Rt. Hon. J. G. Gardiner said: "The fact that the Yorkton district has an annual farm income of well over one hundred

million dollars is something any district could be very proud of."

Needless to say, we ARE proud

And you'll be proud of your sales figures, when you advertise on Western Canada's Farm Station, located in THE PRAIRIES' RICHEST FARM MARKET.

CJGX

YORKTON SASKATCHEWAN

Reps: Horace N. Stovin and Co., Toronto, Montreal, Vancouver
Inland Broadcasting Service, Winnipeg
Canadian Station Reps., U.S.A.



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



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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

Tom Briggs' LETTER FROM PARIS

COMPARED with North America and England, television in France reminds one of that old Negro spiritual which begins: "Nobody knows the trouble I've seen". However, it may now be moving into a period of relative prosperity if remote and unforeseen incidences don't completely upset the bright prophecies.

You'd never know it, but French television went on the air way back in 1938 with experimental transmissions from the Eiffel Tower, at the same time that the BBC across the channel, and RCA-NBC and Columbia across the ocean, were preparing to invest millions in sight and sound. But television in France was under the aegis of a government group, obviously the forerunner of *Radiodiffusion Television Francaise*, the broadcasting monopoly which took over after the war, under a charter from the National Assembly and responsible to the Prime Minister.

A few French equipment firms were actively interested in those experimental days, also. Money was low and incentive even lower, so very little happened of note on top of the Eiffel Tower.

HELPED BY WAR

Strangely enough, the war, in one respect, assisted French TV. The Germans, during the occupation of northern France, put the obvious propaganda force of television to work in their favor, and for the purpose they imported millions of dollars worth of their own fine equipment for the Paris transmitter.

There was only one fault with this plan: Parisians didn't have many sets — at most a handful of home-made gadgets and a few experimentally produced receivers — and during the war they had little chance of getting them even if they could be induced to admire Jerry's programs. But French television, after the war, became heir to a fortune of German transmitting gear.

Then the same problem which has concerned all of Europe, was daringly decided in France. RTF took a bold step in numbering the days of 450-line TV in France in favor of 819-line definition. The difference isn't very great to the eye, especially since up until now the advantage has

been lost on the small screen popular in this country. But there is a marked effect on the Frenchman's patience and good humor now that he finds himself stuck with a 450-line set which he must get rid of by 1958, because that is when 450-line transmissions end.

At the moment there is a dual system of 450- and 819-line transmissions, but in 1958, the old type of set won't even have trade-in value.

There have been other retarding factors, as well. The high-cost of living here, coupled with low incomes and too-expensive TV sets, has kept the number of TV homes in this country to about 100,000 at the moment. The lack of transmitters hasn't helped, either: Paris and Lille have been on the air for years, but Marseille and Lyon started only this summer. And that is all. Eleven other stations are under study by RTF, but it isn't sure it can get the money out of the government for all of them.

LACK OF MONEY

Money, or the lack of it, is TV's biggest obstacle here as elsewhere. The government system, RTF, is supposed to subsist *mainly* on receiver license fees. On a TV set here the annual fee is 4,500 francs (about \$14), but anyone remembering the defunct Canadian system knows very well how it works here, human nature being what it is universally. So the government has to hand over grants to begin where the pittance realized from licenses ends.

But the money problem extends into the average Frenchman's pocket and here it isn't easy to cure. Economists see a bright year ahead for France; industry in general is getting on its feet and the country now has some semblance of a stable government, and this combination is beginning to mean comparative prosperity for the working man.

Manufacturing concerns in the consumer field are accepting this optimistic view. They now have two very good reasons for trying harder than ever to sell: one, obviously, is to capture as much of the new buying power as possible; the other, more obscure, is that these companies figure the taste of a bit of prosperity is bound to lead to new wage demands and therefore they are anxious to get production into high gear.

The 17th National Salon of Radio & Television which was held early this month, demonstrated this fully. It is being judged the best exhibition yet; never before have Parisians been treated to a showing of radio and television sets so different from those of the year before.

Never before have the prices been so low or the monthly installments so generous. Even so, Francois is going to have to think twice before investing in the TV set which he obviously wants so badly.

Radio is considered expensive enough here; television seems fabulous to the average man earning about the equivalent of \$90 a month, so little that the substantial baby bonus often staves off real poverty. Nevertheless, television manufacturers made things mighty attractive at this year's Salon.

They have brought out big 18-inch and 21-inch receivers, seldom seen here before. These cost over \$500 but terms can be arranged with a down payment of \$75 and eighteen monthly installments of \$35. This is a lot of money, so the emphasis remains on the 14-inch sets, and smaller which sell for \$250 or slightly less.

SUPERIOR MOVIES

Programming here is generally good or excellent. The Paris and Lille stations are on the air from early afternoon until shortly after midnight, with a few one or two-hour pauses. French films being shown on television are far superior to anything which Hollywood has allowed to be used on TV in the U.S.

News coverage is the same as anywhere: RTF has trouble getting good up-to-the-minute film coverage, so much of it is read while a globe revolves on the screen; much of the local and regional filmed news is fairly recent and excellent; international news comes from the same sources as any other. Live drama on TV is usually excellent.

They use one idea here which seems novel. In this land of the low-cut gown there is no public indignation at necklines that just keep plunging. So the most popular TV disc-jockeys here are women — decorous babes who know how to put on a bold front. They introduce their records, put them on the turntables, and while they play the DJ's lean back and swoon at the music.

This is the point at which true artistry enters their work. If you don't think so, just see how many different facial expressions you can execute in three minutes without bursting into laughter at the whole ridiculous business.

WANTED...

RADIO AND TELEVISION
PROMOTION DIRECTOR
 (Man or Woman)

Experienced in retail contacts; point of sale displays; program ideas (radio and TV); merchandising; audience promotion.

Wilf Woodill

CKSO Radio-TV

SUDBURY

ONTARIO

Radioman's Slander Law Guide — When In Doubt, Leave It Out

SPEAKING to delegates to the BCARTB convention at Harrison Hot Springs, Jack Webster, news editor at CJOR, Vancouver, advised station managers that if they were organizing a news room one of the points to remember was always to keep their libel insurance in force.

Another good idea is to get to know just how the Canadian laws of libel and slander can hit you in the pocket book. To help you we print below a pertinent guide (as used in the news room of CKWX, Vancouver) through the intricacies of this law. Cut it out. It might save you the expensive pastime of fighting a suit for slander — and perhaps losing it.

The Libel and Slander Law is the protection given a good name or reputation. In essence a libellous statement is one that exposes the person written about to public hatred, contempt or ridicule, or which imputes to one shortcoming in his trade, office, calling or profession. It is anything published that traduces good character.

The principal defences to an action for libel or slander are:

1. Justification
2. Absolute and qualified privilege
3. Fair and bona fide comment
4. Apology (which goes only to mitigation of damages).

(No. 2 and 3 apply to broadcasting stations only in those provinces which have the Uniform Defamation Act, namely, Manitoba, Alberta, Prince Edward Island, Yukon, North West Territories and New Brunswick.

LEFT TO JURY

But it is left to the jury, or presiding judge, to say whether the publication on the air has gone beyond the limits that would be protected by the above defences.

The following principles are based on the Common Law as modified by statutes of provinces other than Quebec. (In Quebec the law of libel is based on the Civil Code and particular care should be exercised in cases of doubt concerning a Quebec resident).

When a story is known to be libellous, kill it at once.

When even a slight doubt exists, withhold the story from broadcast pending check.

Every editor should remember this cardinal rule.

Statements damaging to reputation never are privileged unless there is an affirmative legal basis making them so. They are not always privileged even when coming from officers of the law, particularly when they refer to charges not yet made formally. Never use story saying "charges will be laid".

An untrue report which injures a person's reputation renders your station as well as the speaker, liable in damages. So does any report which is false and defamatory, that is, disparaging or injurious to the profession or business of any individual or corporation, or calculated to expose the party to hatred, ridicule or contempt.

A true statement of fact is not actionable even if defamatory; but truth of the statement may be difficult, or even impossible, to establish. Truth is a full and complete defence.

You may be accurate in reporting something that is passed on to you, but, of course, it may not be true. Accuracy alone is not a protection against libel. But in general a fair and accurate report of any news of public interest is not dangerous.

When in doubt, consider whether the story ever would be missed. Usually it wouldn't, but if it appears essential, write it safely, accurately and fairly.

This is one subject which must be kept under absolute control. Thoughtlessness or carelessness regarding libel simply cannot be tolerated.

Certain reports are privileged, that is, not actionable unless malice in publication can be established.

Thus, with this qualification, fair and accurate reports are privileged of:

- (1) Proceedings publicly heard before any courts exercising judicial authority;
- (2) Proceedings in the Senate or House of Commons, in any provincial legislature, or in any committee of such bodies;
- (3) Public Meetings.

(4) Any meetings (except where neither public nor press is admitted) of a board or local authority constituted under a public act, or of any committee of such bodies. Included are any municipal council, school board, board of education, department of health, local board of health.

(5) Any bulletin, report, notice or any other document issued for the information of the public from any government office or department.

A fair and accurate report need not be textual or complete. It may be textual in part or a fair synopsis or both.

Also privileged is fair and honest comment on matters of public interest, made in good faith and without malice. It is sufficient if the comment be fair and honest, whereas statements of fact to be privileged must be true.

MINORS AND JUVENILES

Under certain circumstances trials of children of more than 14, charged with grave offences such as murder, are held in ordinary courts. There is no prohibition against publishing a fair and accurate report of such trials.

Anyone under the age of 18 years

is a juvenile. Anyone under the age of 21 years is a minor.

Any juvenile, charged with an offence, is tried in the juvenile court, from which the public is barred. If the seriousness of such a case warrants its transference to police court, the juvenile's name can be published.

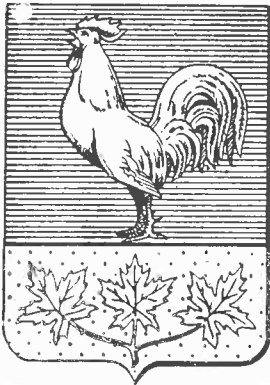
Privilege in writs: The fact a writ has been issued against a person may be published but care should be taken not to reproduce defamatory allegations in a writ since such statements are allegations which may or may not be true. When challenged in court by the defendant, they may be wholly unfounded.

The above information is for guidance. It is not a blanket approval of the types of stories outlined. On any doubtful points legal advice should be obtained by the editors at once.

Meantime, "When in doubt, leave it out".

Because another source such as newspaper, wire service or another radio station uses a story falling in any of the aforementioned categories, is no excuse for using the story on your station.

CHFA



The West's "Most Progressive French Radio Voice"

serves

EDMONTON

and

NORTHERN ALBERTA

effectively!

680 KC.

La Voix Francaise De l'Alberta

Our Representatives:

Omer Renaud & Cie.

Toronto and Montreal

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



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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

Over the Desk

R.G. LEWIS

Disc jockeys have been cornered by the dozen and some of them should have been stoned without question, but here is the story of a deejay who was asked to lay a corner stone for a sponsor's new building.

C. M. Richardson, who is building a Super-Market for his furniture and electrical appliance business, invited Wally Crouter, CFRB, To-

ronto's morning show announcer, to lay the corner stone.

In his address at the opening ceremony, he said that Wally was there to lay the corner stone as a tribute to both Wally and CFRB. "This building would not have been possible," he said, "without the sales impetus provided by CFRB's advertising and the sincerity with which Wally Crouter delivers my message on his morning program."

PETERS PRESENTS

When Gerald Peters landed in the CB & T office from London four years ago, we told him he'd never make it, but we reckoned without the Dominion Network, which promptly made a liar out of us and put him on the air with his *Memory Music Hall*. No doubt you have listened to this program of familiar discs, which he dishes up with a seasoning of what he calls modern jokes (because everyone has forgotten them). Anyhow it's still on.

His TV offering of the same type of show, called just *Music Hall*, had a 39 weeks run, and while it is "resting", Gerry is back with his first love as an impresario.

That's what he used to do in London, and now he's trying his hand



Photo by Gilbert A. Milne

here, at the Royal Alexandra, November 1-4, with a personal appearance of the Dorsey Brothers — Tommy and Jimmy — their orchestra and six acts. To make a tie-in with the Red Feather Campaign, the winner of Simpson's Red Feather Talent Competition will appear with the Dorseys.

Gerry is looking on this as an experiment, he says. He hopes it will develop into a regular activity, with a succession of shows appearing under the banner — "Gerald Peters Presents".

OH! THAT WORD

By the time this item appears, Dr. Ira Dilworth, Ontario regional director of CBC-TV, will in all probability have conducted a full investigation

into complaints that a CBLT announcer ended a commercial on *Ford Theatre* a couple of weeks ago with "we certainly b——d that up beautifully".

Having determined why the announcer made such a sensationally terrible utterance over the sacred facilities of the CBC, I should like to suggest that Dr. Dilworth indulge in a further investigation, to find out why that announcer did b——r it up, which he did, as he said, beautifully.

"JOHNNY" WALKER

RCA Victor Co. Ltd. reports personnel movement in the person of H. S. "Johnny" Walker, formerly Manager of Broadcast Equipment Sales, who has been appointed, ac-



H. S. WALKER R. B. MACHUM

ording to the press release, Manager, Sales Promotion and Special Accounts. R. B. Machum, moves from RCA's government contracts division into the post of Broadcast & Theatre Equipment Sales Manager. In this capacity, he will be in charge of broadcast equipment sales to all Canadian radio and TV stations.

The same company has also an-

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

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

Nov. 1, 1954

Our **20TH** Anniversary

Selling and serving Northern Alberta for 20 years

EDMONTON'S

CFRN

RADIO REPRESENTATIVES LTD.
Montreal - Toronto - Winnipeg - Vancouver

WHAT THEY'RE SAYING ABOUT CFCF'S PROMOTION DEPARTMENT!

VICKERS & BENSON LTD.
Advertising

OFFICES
MONTREAL 25 KEEFER BLDG TORONTO 2 390 VICTORIA ST

Mr. T. J. Quigley,
Commercial Manager,
Radio Station CFCF,
4824 Cote des Neiges Road,
Montreal 26, P.Q.

Dear Tom,

On behalf of our client, Dow Kingsbeer Brewery Limited and this Agency, I want to extend to you and your associates, especially Art Weinthal, our sincere appreciation for the wonderful promotion job done on the opening football broadcast from Hamilton.

This type of work is bound to pay off for all of us concerned, and we hope that you will show the same publicity enthusiasm throughout the balance of the season.

With kindest regards,

Yours truly,

Blaka Dennis
W. B. Dennis

Montreal,
Aug. 31st,
1954.

CANADA'S FIRST STATION
CFCF

nounced the appointment of Donald Lloyd as Manager of its Calgary Division.



TINY ELPHICKE, at right, looks not a little pleased with the gift of a pair of binoculars he received at the hands of president Finlay MacDonald from the CARTB. The presentation was made during the WARTB Convention in Banff last month in recognition of his contributions to the industry.

CONVENTION MEMORY
This one, a flashback to the WAB Fiesta, centres around Bob Buss, of CHAT Medicine Hat, who helped a bunch of revellers drink up all Jack (CJGX) Shortreed's amber fluids — those mickeys don't last worth a damn, do they Jack? — and offered to kick in with a jug he had cached in his own room.

Bob left to get it, returned, looked at the doors and their numbers, trying frantically to remember which was Jack's. He strained his ears, but it was after midnight, a time by which some people are in bed and asleep, even at Banff. Just as he was bending down to hold his ear to the keyhole, a quiet but frightening voice said: "Looking for someone, sir?"

Bob admitted that such was the case. He explained about the errand he was on and what had happened. He satisfied the house sleuth that he was a respectable guest, registered in the hotel, with the result that the Law became highly practical and co-operative. He asked Bob the name of the friend he was looking for, and Bob said: "Name? . . . Oh yes of course! . . . Why, it's Mister . . ." His face went blank. "How silly of me! Mister - uh - Dammit, I know his name as well as I know my own . . ."

ESPECIALLY RELATIVES

I came across this one in the PENTICTON HERALD in which it appeared as a display advertisement.

NOTICE

NO HUNTING OR TRESPASSING
On any lands known as the Anderson Stock Ranch. All trespassing, with or without firearms, will be prosecuted, especially friends and relatives.

Price Anderson
Emily Anderson
Fred Anderson

And that completes my investigation of The Desk for this issue. so buzz me if you hear anything. won't you?

CJBR-TV

Channel 3

RIMOUSKI

Audio: 34.55 KW

Video: 60.6 KW



SOON TO GO ON THE AIR

For availabilities ask:
HORACE N. STOVIN IN CANADA
ADAM J. YOUNG IN THE U.S.A.



AM OR FM

"You're on the air to stay"

with MACHLETT TUBES

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

OVER 50 YEARS SPECIALIZING IN TUBE MANUFACTURE EXCLUSIVELY

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Advertising Department
Dominion Sound Equipments Limited
4040 St. Catherine St. West, Montreal, Que.

Please forward data

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

"CHLOE" RINGS THE BELL AGAIN!

**MORE POWER!
MORE COVERAGE!
MORE RESULTS!**

WHEN YOU USE

CHLO

LONDON and ST. THOMAS



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

Elliott-Haynes proves
CKWS
listenership penetration

- N.B.S. in Canada
- Weed in U.S.A.

CKWS KINGSTON

The "Town and Country" Salesman of Eastern Ontario
 Transmitting on 5000 watts to
 Kingston and Eastern Canada

APRIL DAY-AND-EVENING AREA SURVEY SHOWS EXTENT OF LISTENERSHIP TO CKWS—139% GREATER THAN KINGSTON'S SECOND STATION.

Here's the most effective and economical way to reach Kingston and surrounding districts — an area rich in purchasing power, rich in potential . . . an area with over 60,000 radio homes. Eastern Ontario is enjoying a new era of expansion and prosperity. This is an indication of the healthy state of a market you shouldn't be missing! To cover it, only CKWS rates a home penetration that gives you more for your budget dollar.



BILINGUALISM

In honor of the new French Canadian Association of Broadcasters, the name of this paper is changed, for this issue to Canadian Broadcaster et Telescreen.

• • •

WHAT PRICE YOUTH

No shirt too young to stuff.

• • •

SEE WHAT I MEAN DEPT.

Some of these characters who never stand up in judgment of their fellow man may not spend their time forming opinions of others because they are too busy thinking of themselves.

• • •

POWER OF TV

TV films are the best films, because it is so nice to see the stars when they were thirty years younger.

• • •

PAN MAIL

Sir: Will you come and address our club? Our members have expressed a keen desire to meet and hear the editor of the CBC Times.

J.J.J.

• • •

SHOP TALK

The eye wash you make is the most important thing in the world to you. To Mr. and Mrs. John Public, it is so much eye wash.

• • •

FIFTY FIFTY

A good office boy and a president have the same investment in the company — all they own.

• • •

TO HAVE AND TO HOLD

What the great stars need in their private lives is a lot more high fidelity.

• • •

THOUGHT FODDER

Isn't it a fact that the main issue in the fight for free broadcasting is YOUR JOB?

Here's How We Know We Have Extensive Coverage—Responsive Audience

READ WHAT OUR LISTENERS WRITE:

Sydney, N.S. — Sept. 1/54

"Just a note to tell you how much I enjoy your program 'Under Scottish Skies'. It really is a wonderful program. . . ."

Fairview, N.S. — Sept. 12/54

"A very short note to ask when 'Minute Money' will be back on CJFX? We are all anxious to have this very interesting program on the air and would also like to know what quiz programs are on the air now, or presently. . . ."

Souris, P.E.I. — Sept. 27/54

Re IRISH AIRS: "This is a favourite program at our house but most particularly when John McCormack is featured . . . very best wishes and thanks for the program."

Local programs with strong regional appeal give us a large, responsive audience . . . maximum selling power.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

Representatives
 Can. — Paul Mulvihill & Co.
 U.S.A.—Adam J. Young Jr., Inc.

CJFX

ANTIGONISH, N.S.

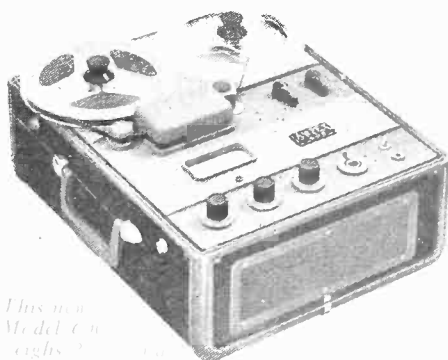
5,000 Watts — 580 Kcs.



"18,000 HOURS and still within specs"

says Francis Brott, Chief Engineer, KOMO, Seattle

"Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex — that's why we've added four Ampex 350's."



This new Model 600 weighs 16 pounds — price \$201.10 — Model 620 weighs 16 pounds — price \$201.10

● NOW an Ampex for every broadcast need

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Why we can help you. Of Canada's total population, five million people live in Ontario — that's $\frac{1}{3}$ of the nation's population. And this group is responsible for 40% of all retail sales. These two facts make this province the richest market in Canada . . . the No. 1 market for your product be it poultry, pickles, or any saleable goods or service. And naturally, the more of your goods that you sell in the richest market, the greater will be the profits that come home to roost.

How we can help you. CFRB, located in the heart of Canada's richest dollar market, is Canada's most powerful independent radio station. It reaches 619,430 homes in daytime and 639,720 homes in night-time. This then is the logical medium to use to stimulate sales in the rich market that CFRB covers. You want to sell more. We want to help you do it. Call us — or our representatives and let us talk it over.

* Based on Jan.-June 1953 average of a five city study conducted by Dominion Bureau of Statistics on Urban Food Expenditures.

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50,000 watts 1010 K.C.

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