

Canadian BROADCASTER & TELESCREEN

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Vol. 12, No. 22

TORONTO

November 18th, 1953

120 DELEGATES AND GUESTS AT CCBA CONVENTION



DELEGATES AND GUESTS at the open afternoon session of the Central Canada Broadcasters Association meeting in Toronto's Royal York Hotel early this month, are seen in the above photo. They are from left to right: (front row) Gordon Ferris, Household Finance Corporation; Jack Hulme and Doug Groat, All-Canada Radio Facilities; Jack Dawson, CKTB St. Catharines; Harold Moon, BMI Canada Ltd.; Doug Trowell, CFPL-AM London; Jack Beardall, CFCO Chatham; Clyde Moon, BMI Canada Ltd.; Lyman Potts, CKOC Hamilton; Howard Caine, CKFH Toronto; Don Wright, Don Wright Chorus; Bob Burns, North American Life Insurance; (trio at left wall) Don Covey, Press News Limited; Ralph Judge, Radio Times Sales (Quebec) Ltd.; Bert Snelgrove, CKBB Barrie; (second row) Ed Gareau, Canadian General Electric; Ken Chisholm, RCA; J. Arthur Dupont, CJAD Montreal; Norm Brown, Radio Time Sales (Ontario) Ltd.; Tom Malone, Adam J. Young Jr. Inc.; Cliff Wingrove (retiring president) CKTB St. Catharines; Mary Moran, MacLaren Advertising; Jeanne Alliban, CAB; Sandy Smeaton, Marketing; Mary Burgoyne,

CKTB St. Catharines; W. T. "Doc" Cruikshank, CKNX Wingham; Norm Allen, The Canadian Press; (third row) Gordon Garrison, CKLB Oshawa; Gordon Allen, Associated Broadcasting; B. J. Sibbold, RCA; George Vale, Paul-Taylor-Phelan Ltd.; Ted Hough, MacLaren Advertising; Doug Cole, Al Bestall and Ken Deas, CHLO St. Thomas; Jack Pollie, CKGB Timmins; Keith Packer, CFCH North Bay; Fred Metcalf, CJOY Guelph; Bill Hawkins, CFOS Owen Sound; Wally Slatter, CJOY Guelph; Alex Kelman and J. N. Illman, CFPL London; Jack Radford, CFJR Brockville; Murray Wilton, North American Life Insurance; Ramsay Lees, Ruthrauff & Ryan, Inc.; (back row) Gerry Quinney, S. W. Caldwell Ltd.; Bill Stephens, Stephens & Towndrow; Lloyd Westmoreland, CKOC Hamilton; Jack Howlett and Al Hammond, CFCF Montreal; Vin Dittmer and John Cruikshank, CKNX Wingham; Bill Stovin, Frank Murray and Tom Hookings, CJBQ Belleville; Frank Fogwell and Hal Gibson, CKOC Hamilton; Harvey Freeman, Northern Broadcasting; Pat Freeman, CAB; and George Young, CBC.

Toronto — President Cliff Wingrove reviewed the past year's activities of the Central Canada Broadcasters Association at their Convention which brought more than 120 delegates from the stations and guests from the agencies and advertisers to the Royal York Hotel November 2-3. He underlined most of the accomplishments and problems which had been met by this association of Ontario and Quebec (English) stations, including the recent BMI Program Clinic (sponsored by CCBA), the CCBA Technical Directors' Meeting, and "Radio Day at the Canadian National Exhibition."

He revealed that it is expected that radio and television will be recognized in future years with a Radio & TV Day at the Canadian National Exhibition, probably opening day and separate from Press Day. It is hoped Radio & TV Day will include a dinner for radio and television executives with the CNE's directors.

Wingrove also reported on behalf of Phil Flagler, chairman of the CCBA Farm Directors' Committee, that station managers and owners will have to lend their support if a CCBA association of farm directors holding meetings of its own, is to become a reality.

Jim Allard, executive vice-presi-

dent of the parent Canadian Association of Broadcasters also delivered a report in which he gave a complete review of the history of the broadcasting industry in Canada, with emphasis on the creation of legislation which now controls Canadian radio and television.

A heartily-applauded tribute to CFRB's president Harry Sedwick was paid by F. H. Elphicke, CAB president and manager of CKWX, Vancouver, who was on hand to address the meeting. Elphicke said that although the CAB had been constituted before, it was Sedwick who in 1933 was mainly instrumental in laying the foundations and building a strong association for privately-owned Canadian stations.

Elphicke reported that about 70 per cent of its member stations have agreed to an increase in membership fees in the Bureau of Broadcast Measurement which will be made necessary by the appointment of a fulltime research director for BBM. Agency and advertiser members were practically unanimous, he said. Appointment of such a man was approved in principle at the CAB's Convention early this year. Elphicke drew attention to statements made

by agency and advertiser executives during the CCBA meeting's first session, which together proved that the radio medium needed more research.

The CAB president said it was BBM's aim to have its research director undertake important educational work in the application of research, the testing of techniques, formulation of minimum approved specifications, finding of better research methods, and the conducting of further research in all communication media. BBM considers it important to have a unanimous decision from broadcasters, he said.

Elphicke also announced that complete renovation and modernization of the CAB's enlarged offices in Ottawa would be started immediately.

Although it is being attempted every day by misguided people in the radio advertising industry, it is not considered possible to apply the results of listener surveys to total audience figures as supplied by such organizations as BBM, Pat Freeman, CAB director of sales and research warned in his report. He said this contention is being upheld now by such authorities as A. C. Neilsen in the U.S., although it has been voiced by BBM's Research & Development Committee for some time,

In describing some of the recent work of his department, Freeman pointed out that a new research formula now made it possible to do a study comparing Canadian and U.S. radio stations on a coverage-cost basis. Although this is now complete and shows that Canadian radio is a bargain, its real value will not be felt until results of the study are presented and explained to the many companies operating in both Canada and the U.S. who use U.S. radio advertising, but none in Canada, Freeman said.

He noted that 682 national accounts are advertising to some extent on Canadian radio, this information having been gathered through reports filed by stations, national representatives and agencies. The CAB is now attempting to document every local account using local radio under 100 category headings. This month (November) is the one under survey.

Freeman said that agencies and advertisers expect more warning of rate increases by stations than is usually given. He recommended a notice of three months prior to the issuing of a new rate card.

Freeman also proffered a program idea. He said he believed it would be good public relations, good program-

(Continued on page 3)

CAB Member Stations

ATLANTIC (17)

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

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (39)

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



What Price Radio?

Here are figures, illustrating beyond question the ever-increasing circulation of the radio medium.

According to the Radio-Television Manufacturers' Association of Canada, in the nine months ended September 30, 1953, the sale of radio receivers was higher than ever before - - 412,330 sets this year compared with 338,541 for the same period in 1952 - - an increase of 21.8%.

*Wherever You Go
There's Radio*

The CANADIAN ASSOCIATION of BROADCASTERS

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

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

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

CAB Member Stations

CENTRAL CANADA

(Continued)

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

PRAIRIES (23)

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

PACIFIC (17)

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

CCBA

(Continued from page 1)

ming and good business for stations to encourage their sportscasters and commentators to be guests on each others' sport forums, round-table discussions and *Quarterback Clubs*. He said this sort of thing has been frowned upon in the past by station management, but he recommended a revised view for the future. He felt this plan might profitably be extended to disc-jockey and other personality shows.

The place of radio and television in the merchandising system of the rapidly approaching "automatic age" should be studied by the entire industry, Freeman urged. He said that in an era where the final purchase of most goods will be a process done largely by machines, customers will have to be sold by advertising in the mass media. But radio and television must adapt themselves to this new scheme, Freeman warned.

The CCBA membership adopted the report of a committee, delivered by Lloyd Moore, manager of CFRB, which recommended that no action be taken towards getting amendments to the libel and slander laws pertaining to broadcasting in Ontario. It was pointed out that libel and slander come under provincial jurisdiction and are covered in the Ontario Libel and Slander Act of 1950.

Five Canadian provinces have already adopted uniform laws establishing broadcasting as a medium of publishing. These laws entitle them to similar treatment and responsibility in libel and slander suits as the press. It was pointed out that no Ontario station has ever been sued for uttering libelous statements.

their voices in the sweet strains of "Happy Birthday to You" while the birthday cake was being carved up by their feting competitor's rep. It was J. Arthur Dupont, at left, manager of CJAD, Montreal, flanked by Al Hammond, CFCF, and Andy McDermott, right, doing the honors for CKVL, Verdun.

Wearied with the pressure and tension of the sessions, three members of the industry, or rather two and one barnacle, take time out for a spot of cribbage. They are Horace Stovin, Bob Tait and Dick Lewis.



—Staff

The office camera was working overtime at the CCBA Convention. Starting from the top, we have the new board who are, left to right: W. T. "Doc" Cruickshank, CKNX, Wingham; Howard Caine, CKFH, Toronto; Bill Stovin, CJBQ, Belleville, newly-elected president; Harvey Freeman, Northern Broadcasting, Toronto; Tom Darling, CHML, Hamilton.

Next, two guests turned up from the States. These were Tom Malone, Adam J. Young Junr. Inc., New York; Lou Tappé, SESAC Inc., New York. Two Montreal stations blended

**YOU TELL THE WORLD!
WE'LL TELL THE INDUSTRY!**

**BIG RADIO NEWS!
In NEWFOUNDLAND!**

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

including:

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

CJON

5000 WATTS

HIGHEST RATINGS — MORNING - NOON AND NIGHT



IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION
Now on the Air with Regular Programs

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

**ADVERTISING
MEDIUM**

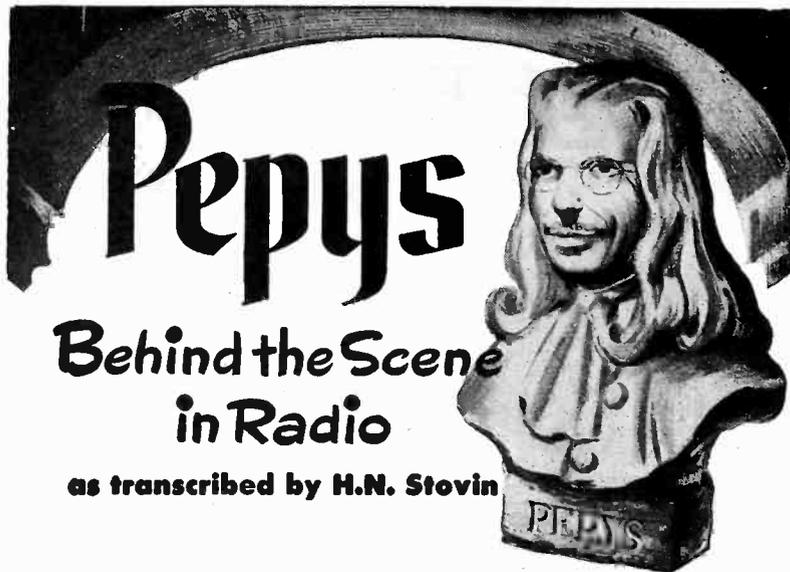
CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.



“Do find myself reminded, from time to time, of the power which lies in words when properly arranged — which indeed is the power that makes radio such an advertising force. This time the reminder came from a painted bulletin, posted conspicuously on a busy highway. Sponsored by a firm of tombstone cutters, it does say, with a grim impact, ‘Drive Slowly — We Can Wait’!

● ● ● Pepys joins with others in the industry in saluting the public-spirited action of Stovin Stations, CJRL Kenora, CHOV Pembroke, and CFOS Owen Sound, who contributed to the advancement of Canadian musick and talent by paying all expenses of a number of students to the recent Canadian Music Concert in Carnegie Hall, New York ● ● ● From Jack Radford, Manager of CFJR Brockville, the word that two more industries have opened their doors in that already busy area, one being the \$25 million CIL Nylon Concentrates plant, and the other the R.C.A. Electronics in nearby Prescott. Another firm, The Automatic Electric Telephone Company of Canada, has broken sod for a \$2 million establishment, and a further tract of land has been sold for still another large concern, of which details shall soon be announced. All of which testifies to the growth and value of CFJR’s coverage area ● ● ● An especial word of encouragement and admiration for Lawrence Phillips, full time Farm Editor at CFOS Owen Sound, who is now broadcasting his twice daily programs from bed, due to a back injury. Though it will be several weeks before he is up and around, Lawrence will not ‘let down’ the audience which has come to depend on his farm reports after his eleven years on the job ● ● ● Going back to the power of words, and recalling Pepys’ youthful horror of his ancient spinet teacher, did smile at a hand-lettered sign in a boarding-house window, ‘Piano Taught. Special Pains Given to Beginners.’”

“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 Edmundston
CHED Edmonton	CFOR Orillia	CKCW Moncton
CJGX Yorkton	CFOS Owen Sound	CHSJ Saint John
CHAB Moose Jaw	CHOV Pembroke	VOCM Newfoundland
CJNB North Battleford	CJBO Belleville	ZBM Bermuda
CKOM Saskatoon	CFJR Brockville	ZNS Nassau

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Sports

DOES TV HURT FOOTBALL GAMES?

Montreal — As the regular Canadian football season ended and teams across the country prepared for final elimination games, football executives in this city took a look at this year’s attendance figures and concluded that their first year on television hadn’t done the Alouettes much good. In fact, Manager Lew Hayman was inclined to believe that TV had cut each game’s gate by from 3,000 to 4,000 paid spectators.

The Als, considered the team to beat in the Big Four, have had six of their seven home games this season telecast on CBFT, sponsored by Dow Brewery. Only other Canadian senior football telecasts were Alouette vs. Ottawa games fed from Montreal to CBOT in Ottawa. These went unsponsored.

Discounting the Als’ last scheduled game, for which attendance figures are incomplete, the Als drew a total paid audience of 94,564 in six games for an average of 15,761. But Hayman pointed out that the game that wasn’t televised — the one on October 18 against Toronto Argonauts—brought 19,603 payees flocking to Delormier Stadium.

The case against TV stacks up this way: previous attendance figures were way down (13,261 on September 2 against Toronto; 13,125 on September 11 against Hamilton; 16,902 on September 20 against Ottawa; and 15,462 on October 11 against Ottawa). But when TV has to be dropped due to other commitments, a season record is set. Another piece of evidence submitted by Hayman: ticket sales were going at the normal slow pace until it was announced that TV coverage of the game had been cancelled. Then ticket wickets and the Club’s offices were deluged with requests, mostly by people from the outskirts and beyond, as far as could be determined.

The former Argonaut coach and first of the big-time, imported coaches, said: “There is a direct relationship between attendance and TV; how great is hard to put into figures.”

In defense of TV coverage, it was noted that things other than the ab-

sence of TV may have swelled the crowd on October 18. Although late in the Fall the record attendance game was played on a beautiful day, so warm that many spectators were in shirt sleeves. Many TV viewers, therefore, would have come to the ball park anyway, telecast or no telecast. On the other hand, if the weather had been unfavorable, they would have stayed home watching something else. Also, in a competitive sporting way, Montrealers hate Argonauts, so naturally a game against this team should be the highlight of the season. Then too, the conflict with other sports (Montreal had a championship baseball team playing well into September) and the weak showing of Alouettes last year combined to cause extremely low early-season gates, it is argued, especially in view of the fact that the three late-season Ottawa games were well above average (including one on October 25 with 16,115).

How the various Canadian football leagues and the Canadian Rugby Union will view television coverage in the future is largely a matter of conjecture on which club executives are unwilling at the moment to shed much light.

Toronto Argonauts turned television down completely this season. Hamilton Ti-Cats didn’t have to make a decision, since coverage of their home games wasn’t proposed. Ottawa Roughriders only had televised versions of their games aired in Ottawa when they were playing in Montreal. The Canadian Rugby Union has maintained a pro-TV attitude on the important game under its jurisdiction — the Grey Cup game, allowing it to be telecast last year and has approved it again this year.

However, it is obvious that regional and national football meetings between now and the beginning of the season next year will be taking up the problem, because it appears certain next year all Canadian senior teams will have TV stations in their home cities, including the new Vancouver entry.

CKCV listeners become buyers

1000 WATTS 128u K.C.

Representatives
 TORONTO-MONTREAL
 GEMER DENAUD & Co.
 IN U.S.A.
 WEEB & CO.

CKCV
 QUEBEC CITY

Canadian BROADCASTER & TELESCREEN

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CCAB

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Dog In The Manger

A situation has arisen between the CBC and the private television stations which will climax with the off-the-record meeting slated for November 23 in Ottawa. At this meeting, the pattern of private television will be shaped for the future. This pattern may emerge a clear and concise one, or it may be an impenetrable tangle.

The situation is roughly this.

When the plans originally came out under which the CBC would have a major market monopoly in television, comparable to the one it enjoys in radio, it was taken for granted by those seeking television licenses that the networks would be devoted to the development of Canadian talent, and also to bringing in top-flight American programs, either by network or kinescope.

If the embryonic TV broadcasters smothered their desire to get into the business at all costs long enough to give this question any intelligent thought, they presumably assumed that this was as far as the CBC's activities would go, made a few tactful remarks about freedom of speech and all that sort of thing, and breathed a private prayer of thanksgiving to the CBC for relieving them of the live talent problem, and for enabling them to telecast otherwise unobtainable U.S. major network productions with no greater effort than the flick of a switch. They even submitted—not uncheerfully—to the CBC's arbitrary setting of the rates they were to be allowed to charge the network for their time—rates considerably lower than the "spot" rates they proposed to charge advertisers and agencies who came to them direct. Naturally, the private stations adopted a policy of "let's co-operate-in-anything-they-suggest-as-long-as-it-enables-us-to-get-started".

But it was not going to be as simple as this.

The first blow fell when a film series called *Wild Bill Hickock*, owned by the Kellogg Company, was brought into Canada. It was strictly a film program, comparable to the transcriptions used so widely in radio. But Kelloggs asked the CBC to take it on a network basis, and the CBC agreed. That is to say the CBC said it would arrange for individual time slots on its own and the private stations and that Kellogg's would be charged at the lower "network" rate. Not only is this a lower rate than the stations' own rates, but it is subject to



"He said if I didn't he'd give the part to that bitch Lucille, and he would have too."

further concessions in the form of regional discounts.

Since this precedent was established, the CBC has been selling programs of this type left, right and centre, arranging to ring the private stations into the deals as they go on the air. The private station people expressed mild concern over the reduced rates they were to receive. However they were still slightly intoxicated over the gift the CBC had bestowed on them in the shape of their TV licenses, and, anyhow, they probably figured that a rate increase would follow in the natural sequence of events.

The fact was that the CBC could not bring itself to refuse anything in the way of sponsored programs, even the syndicated film shows which the private stations had every reason to expect would be theirs just as has always been true with radio transcriptions.

Then they woke up.

Suddenly the CBC said it was sold out of everything but the live talent shows it has orders to produce from on high, shows whose cost puts them way out of reach of average sponsors. Even this caused no audible concern, probably because the operators felt that it would open the gates for the private industry, which would have as its reward the crumbs which fell from the CBC's table. Also, at the time, it was far more engrossed with its blue prints than the CBC's program schedules.

What the private telecasters failed to consider was the fantastically high cost of production, even of the commercials

which go into the film programs. In order to justify this expense, it is absolutely essential for advertisers to use all major markets, so that the cost per viewer may be kept within reasonable bounds. But the CBC has its complete monopoly in Toronto, Montreal, Ottawa, Winnipeg, Vancouver, and Halifax. And the CBC says it is sold right out of this sort of time even before two thirds of its stations have gone on the air. Sponsors cannot afford to film commercials only for the private stations which have been relegated to the secondary and tertiary markets. So, because no private stations are permitted in the No. 1 markets, this business goes to waste. In a word, the CBC's intrusion into the non-network or "spot" field has made it impossible for private stations to carry many major programs unless the CBC can find time for them on its own stations, which it cannot or will not do.

Why cannot private stations be licensed to operate in the Number 1 markets NOW? The reason? CBC could never program for audience against their offerings.

There has been an awful lot of foresight exercised by the government broadcasting corporation, which has done its usual superb job of coating the gall, as it grabbed off full control of the new medium for itself. The national advertisers and their agencies have fallen over one another in their efforts to beat their competitors in grabbing off the choicest time and the choicest programs—for less. And the private enterprise television broadcasters, who have sunk or are in the course of sinking their millions into their stations, are going to start using their foresight on November 23rd. Unfortunately though, it will have to be foresight in reverse.

Congratulations!

Credit is due in no small measure to Cliff Wingrove, retiring president of the Central Canada Broadcasters Association, for the energy and ability with which he organized and conducted that body's meeting in Toronto at the beginning of this month. This paper covers roughly seven conventions a year, and it would like to go on record with its view that none ever excelled this one either for the unabating enthusiasm of every delegate and guest or for newsworthiness from the standpoint of this particular section of the trade press.



BOARD HAS HEAVY AGENDA FOR DECEMBER 4

Ottawa — Four applications for new TV stations and five for new radio stations are scheduled to come before the board of governors of the Canadian Broadcasting Corporation when it meets here December 4th.

Two of the TV applications are for a station in Sherbrooke. La Tribune Limitée, the local newspaper, is seeking a license for channel 7, with effective radiated power of 27 kw. video and 13.5 kw. audio and a directional antenna at 1748 feet above average terrain. The other Sherbrooke bid is being made by Leopold Chevalier, also for channel 7, with e.r.p. of 17.3 kw. video and 8.8 kw. audio and a directional antenna at 1848 feet above average terrain.

Two applications, deferred from the previous board meeting, have been rescheduled. The Brookland Co. Ltd. will have its proposal for a TV station in Peterborough reconsidered. It is for ultra-high frequency channel 22, with an e.r.p. of 18.3

kw. video and 11 kw. audio and an antenna 302 feet above average terrain. The Island Broadcasting Co. Ltd., operating CFCY, Charlottetown, is applying for a license on channel 13, with an e.r.p. of 57 kw. video and 27 kw. audio and an antenna 866 feet above average terrain.

AM license applications are for stations in Camrose, Alta., North Vancouver, Dummondville, and two for Cornerbrook, Nfld. An application by D. C. Hunt for a 1,000 watt station on 600 kc. is scheduled to be heard along with one from Harold J. Reader, calling for same frequency and power.

The Camrose application, submitted by Camrose Broadcasting Co. Ltd., is for a 250 watt on 1230 kc. Gibson Brothers Ltd., are applying for a 250 watt station on 1230 kc. for North Vancouver.

The Drummondville application, filed by Daniel Chantal for a 250

watt on 1340 kc., was deferred from the last board meeting.

Three television stations previously licensed are slated to be heard on changes in power and facilities at this meeting. Both CJCB-TV, Sydney and CKSO-TV, Sudbury are seeking increases in power.

The Sudbury station is now operating with an e.r.p. of 1.25 kw. video and .625 kw. audio from an antenna 207 feet above average terrain. Its proposed change is to an e.r.p. of 1.74 kw. video and .87 kw. audio from an antenna 276 feet above average terrain. No change in its frequency of channel 5 is contemplated.

Originally licensed for Channel 4 operation with e.r.p. of 24 kw. video and 12 kw. audio and an antenna 299.2 feet above average terrain, CJCB-TV is seeking permission to change to 99.5 kw. video and 59.7 kw. audio with a directional antenna 322 feet above average ter-

rain.

The station licensed for Kitchener to Central Ontario Television Ltd., is having a change considered by the board from e.r.p. of 17.9 kw. video and 10.72 kw. audio and a directional antenna of 501 feet above average terrain. No change in its channel 13 frequency is proposed.

Emergency AM transmitter licenses are being sought at this meeting by CKRS, Jonquiere and CJQC, Quebec.

An AM station seeking increase in power at this time is CFOR, Orillia. Station owner Gordon Smith is requesting a boost to 5,000 watts from 1,000 watts (daytime only) without change of frequency. This application was deferred from the previous meeting.

The transfer of control in CHLO, St. Thomas, from Radio Station CHLO Limited to Ernest M. Warwick of Blenheim, Ont., is slated to come before the board.

The board is also scheduled to hear proposals for the change of names of license holders of the following stations, without affecting the control: the three outlets in the Northern Broadcasting Co. Limited chain from this company to Kirkland Lake Broadcasting Limited, in the case of CJKL, to Timmins Broadcasting Limited in the case of CKGB, and to Northern Broadcasting Limited in the case of CFCH, North Bay; the two Brookland Company Limited stations from this company to Frontenac Broadcasting Company Limited affecting CKWS, Kingston, and to Kawartha Broadcasting Company Limited, affecting CHEX, Peterborough; CFPA, Port Arthur from Ralph Parker to Ralph H. Parker Limited; and CKVL, Verdun from Jack Teitelman to CKVL, Limited.

The following share transfers are to be considered: transfer of 19,999 common shares in Standard Broadcasting Co. Ltd., affecting CHUB, Nanaimo; recapitalization of News Publishing Co. Ltd. from 5,000 common to 5,000 common and 50,000 preferred shares, transfer of 20 common shares and issuance of 39,500 preferred shares, affecting CKLN, Nelson; transfer of 140 common, issuance of 13 common and 489 preferred and redemption of 40 preferred shares in CKOK Limited, Penticton; issuance of 108,000 preferred and redemption of 80,000 preferred shares in Western Broadcasting Co. Ltd. affecting CKWX, Vancouver; transfer of 120 common shares in Interior Broadcasters Limited, affecting CJIB, Vernon; transfer of 3 common shares in Atlantic Broadcasters Limited, affecting CJFX, Antigonish; transfer of 12 common and 143 preferred shares in Acadia Broadcasting Co. Ltd., affecting CKBW, Bridgewater; transfer of 40,000 common shares in York Broadcasters Ltd., affecting CHUM, Toronto; transfer of 1 common and issuance of 59 common and 190 preferred shares in La Bonne Chanson Inc., affecting the newly-licensed CJMS, Montreal; transfer of 1,124 common and 213 preferred shares in CHRC Limitée, Quebec; and transfer of 15 common shares in KCVL, Limitée, Quebec.

CKOK Penticton Announces . . .

Effective November 16th, national representation in Toronto and Montreal of CKOK, which delivers 88.3% of Penticton listeners, day and night, will be handled by . . .

PAUL MULVIHILL

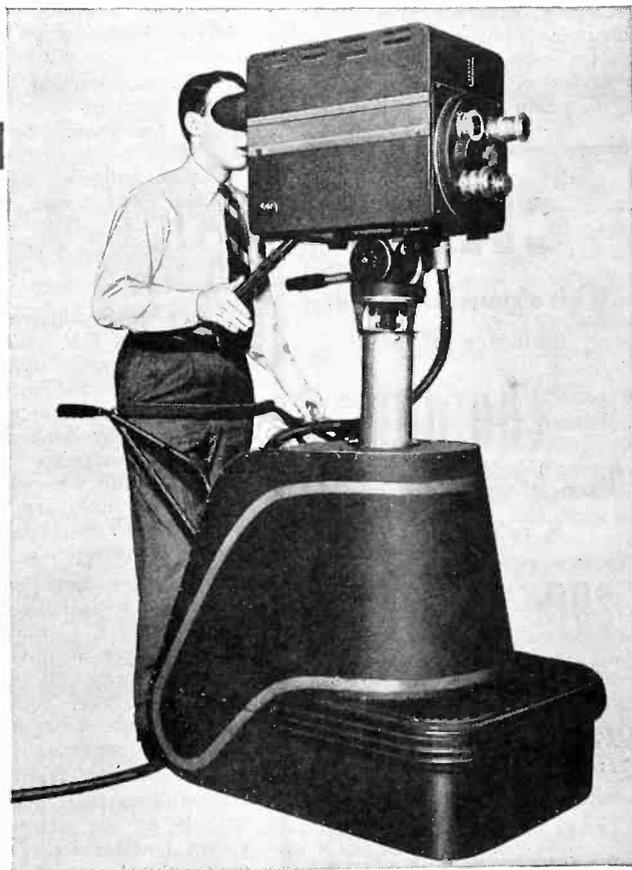
21 King Street East, Toronto - EM. 8-6554
1434 St. Catherine St. West, Montreal - UN. 6-8105

(In U.S.A. it's still Donald Cooke Inc.)

cae

Your call letters for Telecasting needs

T.V. Transmitter
and Studio Equipment



Consult **cae**
— exclusive Canadian representatives for

DU MONT

The Most Respected Name in Television

Call or write the **cae** office nearest you.

cae places at your disposal —

- Consultation service—to assist you in the preparation of briefs and specifications to obtain your television licence.
- A large and highly-trained staff of television design, installation and maintenance engineers who are ideally qualified to:
 - ... design and install the equipment you require
 - ... provide maintenance and modification services to suit your needs.

cae offers the finest in Television Studio and Transmission Equipment.

Look to ...

DU MONT

for the finest in Television Studio and Transmission Equipment sold exclusively in Canada by C.A.E.

DUMONT Television Studio and Transmission equipment is recognized in North and South America as a leader in the quality field. Developed in the DuMont Laboratories, this equipment has evolved as a result of DuMont's continued pioneer research in the field of high-performance units.

Operating-cost records show that DuMont Telecasting equipment has consistently led the field in low operating expense as well as dependability.

As stations grow, DuMont equipment has again proved itself with its greater versatility. Through the use of DuMont equipment, it is easy to add to the power or facilities of the basic DuMont equipment complement, at any time with no obsolescence. Purchasers of DuMont Telecasting equipment are assured of advanced electronics engineering, reliable and economical operation over its long life and excellent service at all times.

Canadian Aviation Electronics, Ltd.

MONTREAL OTTAWA TORONTO

WINNIPEG VANCOUVER



John Morris is one of 'NW's' reps in Toronto. Phone him at National Broadcast Sales . . . EMpire 6-3718 for current availabilities.

Programs
THOUSANDTH INTERVIEW



Don Fox

Calgary, Alta. — Taking time out to ruminate about things and people on the occasion of the thousandth interview on his *Talk of the Town*, CFAC's Don Fox told of three things

he has learned since the show started at the end of January. "First," he said, "all people are nice people; second, everyone is doing something for others; and third, Calgary is definitely on the Main Street of the World, to judge by the varieties of countries and the interesting people who have talked into my mike."

Everyone who has something to say is a possible interviewee for this program, and that includes both citizens and visitors. Visitors get a special play and have included travellers from the four corners of the earth, such as "captains of industry, leaders of culture, military and government officials and stars of the entertainment world."

Evolution of a Copywriter

By Hazel Blair

(Baker Advertising Agency Ltd.)

Stage No. 1

This stage is identified by Famous First Words: "Anybody could write better ads than that," which, freely translated, means: "I could write infinitely better copy with my eyes closed."

It is characterized by fascination-with - look - of - own - words - on - paper; accompanied by lush verbiage and high-flown eloquence; and inevitably launches the victim into violent contact with reality in the form of Cold, Hard Facts, labelled "Do's, Don'ts and Musts."

Stage No. 2

If the budding copywriter survives the shock of this initial brush with reality, he enters upon the second stage to the accompaniment of Famous Second Thoughts: "Nobody could write good advertising under these circumstances," which, translated literally, means: "The only reason my ideas are killed is because they're so original and so far ahead of anybody else's thinking."

This stage lasts indefinitely — sometimes forever, in which case it leads to ulcers, a gradually increasing bitterness of outlook, and the profound conviction that the Great American Novel could easily be achieved were it not for the mental exhaustion resulting from constant and unnecessary re-writes.

Graduating from this stage almost entirely on the adaptability of the victim, and his ability to develop a philosophical attitude towards life, values, copy chiefs, and DDM's.

Stage No. 3

Reached only through long experience and the understanding gleaned from years of toil and tears and sweat and strain and stress.

Characterized by a flippant, cynical attitude towards life, copy assignments, and Sacred Cows, and accompanied by Famous Last Words: "If you think it's so lousy, write it yourself." Which means exactly what it says.

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary

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

CKCH

HULL and OTTAWA

Representatives

OMER RENAUD in Canada

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



People sell people best!

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

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

Put the Station 600 Personalities on your Sales Force!

Station 600
CJOR
Vancouver - Canada

Representatives:

In Canada
HORACE N. STOVEN & COMPANY

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

by **EVERY** Survey

(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's **MOST LISTENED TO** Station

CKDA **DIAL 1340**

SHORT WAVES

TELECASTERS MEET CBC

Ottawa — A meeting between CBC officials and private enterprise television operators has been arranged here for November 23.

PLAQUE FOR STATION

Victoria — A weekly request program, *The DVA Show*, has earned CJVI a plaque, which was presented to commercial manager Lee Hallberg in the absence of manager Bill Guild, by Stanley W. Okell, assistant district administrator of the Department of Veterans Affairs. The plaque carried "the esteem and affection of the patients of Victoria Veterans' Hospital for the wonderful service rendered during the past six years."

SPOT WINS ENCORE

Moncton, N.B. — CKCW listeners have been phoning in requests to have a spot announcement replayed. It was a "Dragnet" phantasy in which Program Director Bob Tabor, in the role of Joe January — the days of the week were all used up — was assigned to investigate the claims of the B. F. Goodrich store regarding sensational savings on the purchase of a Norge refrigerator.

YULE DECORATION CONTEST

Prince Albert — CKBI's second annual Christmas Decoration contest has received the official sanction of the City Council and the Prince Albert Board of Trade. Started last year, the contest is open to all Home and School districts in the City, and the \$250 prize money put up by the station goes to the Home and School Club in the district in which the decorations rate highest.

MANAGER MEETS BIG BLOW

Penticton — Homeward bound by way of the Southern States following a two months tour of Eastern Canada and U.S.A., Roy Chapman, manager of CKOK, Penticton and his wife, Margaret had their trip disrupted by a hurricane in Florida. They decided to keep moving and returned home via New Orleans, Arizona and California. During their trip Roy visited radio officials and advertising agencies in Toronto, Montreal, Chicago and New York, making arrangements for CKOK to add new programs from the Dominion Network with which the station recently became affiliated.

\$150,000,000 SUIT OVER BMI

New York — Carl Haverlin, president of the broadcaster-owned musical organization, Broadcast Music Inc. and BMI Canada Ltd., termed as "baseless conspiracy charges" the suit for \$150,000,000 laid by 33 authors and composers against seventeen radio and television firms. Besides BMI, the list of defendants includes Radio Corporation of America, NBC, CBS, American Broadcasting-Paramount Theatre and MBS, who, it is alleged, caused the formation of BMI to exploit musical compositions included in the pool. Stating that it was a "rehash which ASCAP has been making for years and has never been able to substantiate," BMI president Haverlin said it would be "vigorously opposed."

TELOPINION DISRUPTS PHONE SERVICE

Victoria — CKDA, and their sponsor, Woodward's Stores Ltd. have had a metaphorical rap on the knuckles from the Bell Telephone Company. The Vancouver Island station and its client completely blocked most Victoria telephone exchanges the other night when they conducted a test of the program *Telopinion*, in which listeners express opinions on the air by phone. The test came of a claim that 8.15 p.m. was a poor time for the broadcast because most people would be looking at TV. The program is still heard at the same time under the same sponsorship.

DISTINGUISHED COMMERCIALS

Toronto — Personal endorsements by distinguished Canadians are the feature of spots now being recorded for Philips Industries of Canada Ltd. Copy consists of personal endorsements recorded in their own voices by Yousuf Karsh, Dr. Ettore Mazzoleni, Foster Hewitt and Lorne Greene. French versions are being done by two Quebec radio personalities, Roget Baulu and Pierette Campoux. Production is in the hands of Laidlaw Productions Ltd., through Erwin Wasey of Canada Ltd.

MIND YOUR MANNERS

Toronto — Just off the press is a "complete dictionary of etiquette for Canadians" called "Mind Your Manners," by the top ranking women's commentator, Claire Wallace. It is edited by Joy Brown. The

book covers just about every point of etiquette from hat doffing to thank you speeches. It is published by Harlequin Books, Toronto and Winnipeg, is 222 pages long and sells for fifty cents.

COMMERCIAL TV FOR UK

London, England — Britons will be looking at commercial TV before the end of 1954 according to a Reuter's dispatch. "Advertisers will buy only the time for their commercial, with program production kept in the hands of separate, privately financed companies," according to the story. The commercial facilities will be owned by a new government-controlled corporation, which will hire out its channels to private companies which will provide the programs and in turn sell time to advertisers.

HARDY STAGES SALES CLINIC

Montreal. — Joseph A. Hardy & Co. will hold a sales conference to discuss the Quebec radio market with agency executives here in the LaSalle Hotel, November 23 and 24. Personnel from all stations represented nationally by the Hardy organization will attend the conference. Guest speakers are expected to include: Bill Harwood, director of radio and TV production, Cockfield, Brown & Co. Ltd; Paul Corbeil, radio and TV director, Spitzer & Mills Limited; Henault Champagne, radio and TV director, Vickers & Benson Limited; Aurele Pelletier, commercial manager, CHRC, Quebec; and a panel discussion chaired by Keith Chase of McKim Advertising Limited.

BUILDING'S BUSTING OUT ALL OVER

1950 — THE RECORD YEAR

Building permits issued —
\$46,579,372.00

1951 & 1952 — Close to the Record

1953 — EDMONTON'S DONE IT AGAIN

Building permits issued, as of
October 19—\$47,887,073.00

*In Canada's fastest growing market
It's*

CFRN

RADIO REPRESENTATIVES LTD.
Montreal - Toronto - Winnipeg - Vancouver

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

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



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



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

* **CJCA**
EDMONTON

*This is a
CJCA Newscast:*

... It is concise editing and compiling of select items from three national teletype services and teletype wire to Calgary and Lethbridge.

... It is news rounded up daily by five news editors, who call on civic officials, business leaders, visitors and Provincial Government ministers.

... It is reports on crimes, fires and accidents—as they occur—relayed by civic departments to news editors or actual tape recordings from the scenes.

... It is a phone call or telegram from one of 30 correspondents in Northern Alberta—located to give full coverage through 90,000 square miles of CJCA's market area.

... Vital road and weather reports round out newscast... one of sixteen daily.

* An ALL-Canada station



A former land-lady of mine used to greet my arrival downstairs on rainy days with: "Oh, Mr. Lewis! It is such a lovely wet morning." This may have been leaning a trifle heavily on the accentuate-the-positive stuff. Yet I wonder if it is possible to hit the plus sign too hard, whether in our advertising pursuits or our regular daily lives.

The high moral tone of the above paragraph leads into a reference to our story on page 8 of this issue. It is a success story of radio as a grocery salesman, but it contains something else. It contains a reference to a decidedly positive stand, taken by the advertising manager of the company in question, Steinberg's of Montreal, every time he writes a letter and ends it up: "Business is good. (signed) Ben Dobrinsky".

Along these same lines, we got a phone call the other day in response to an ad for a man for the office. He started his conversation — "I'm the man for that job." Contrast this approach to that of another applicant who put it this way: "I'm working, but I always have an eye open for a chance to improve my position." That was as far as he got.

Years ago — it must be a lot of years, because Bob Jones, now manager of Colgates, was occupying a similar chair at General Foods — I was working on copy for Sanka coffee, which, as I expressed it, "won't keep you awake." That didn't make the grade with Bob, whose editing needs no explanation. He amended it to read: "Sanka lets you sleep."

If a thousand people went downtown tomorrow morning and each told one person that things were getting tough, there'd be the makings of a grade A depression. That's why

I'm inclined to think that there should be a special decoration or award or something for the man I am writing about, who gives his letters such a nice, warm feeling, as he signs them: "Business is good. Ben Dobrinsky."

A London, Ont., clergyman wants people to put locks on their television sets so that children won't be corrupted by the programs, according to An Ounce of Prevention in the *New York Times Magazine*.

Have you friends or relatives in the U.K.? Are you wondering what to send them for Christmas? Food is in much better supply now. (I like to think that the restoration of a free enterprise government has something to do with it.) I've been trying to get a picture of conditions over there from friends. But they won't talk. I guess they feel they'd be moaning if they did. And this is far from their nature.

I tackled a new arrival on the subject. He talked it over with his Missus and came up with the following information, which some of our readers may find useful for their own Christmas shopping. Also, some of you newscasters, commentators and others may feel like giving these facts a mention on the air. Use them as you wish and you don't need to hand out any credits.

Food items which are still rationed are: meat, bacon, ordinary cheese, butter, margarine, lard. Actually though only butter is presenting difficulty, as the rations of the other commodities are, it would appear, adequate.

With the disappearance of rations, there is a new kind of "control" coming in, and that is governed by ability to buy.

Food which is obtainable but so highly priced that it is beyond reach of the average pocket includes: canned meat of any kind, especially chicken and ham; canned fruit such as pears and peaches and, especially, fruit salad. Dried fruit is in fair supply under normal circumstances, but more is always needed at Christmas. There are two fruit items however which, we are told, should not be shipped. These are prunes and pineapple.

There is one item which is almost unprocurable, and should be on every gift list. That is good (g-o-o-d) canned salmon.

When you travel carry...



**CANADIAN
PACIFIC
EXPRESS**

**TRAVELLERS
CHEQUES**

OBTAINABLE FROM ALL
CANADIAN PACIFIC AGENTS AND MOST BANKS



And still they come

Here is yet another picture from radio's big day, October 16, when the industry-sponsored concert of Canadian music took place at Carnegie Hall, New York. Here is the president of BMI, the broadcasters' own musical organization, Carl Haverlin, with a group of students from the Royal Conservatory of Music in Toronto, who were flown down to New York by station CRB, who provided them with a box for the concert. Sitting, from left to right, they are: Roma Butler, Arlene Nimmons, Campbell Trowsdale and John Fenwick. Standing, in the same order, are Morris Eisenstadt, Walter Buczinsky, Carl Haverlin, Anthony Ginter and Charles Wilson. Another CFRB guest was Godfrey Ridout, whose "Two Mystical Songs from John Donne" were featured by Canadian soprano Lois Marshall. More than two hundred students attended the concert in boxes provided by their hosts, Canadian radio.

Happy to meet . . . sorry to part.



Here are most of Tiny Elphicke, and all of his charming wife, Lena, caught (but only just) by Tom Briggs and the Broadcaster's Polaroid camera just before they left for Vancouver following a several weeks' sojourn in the east.

Having been in almost constant touch with them since the WAB Convention at Jasper at the beginning of September, through the Westward Hic! (With Elp — hic) safari on Vancouver Island, then back in Vancouver, and then here on and off for the last several weeks, I went home after saying goodbye last week and had a rousing game of solitaire, but my heart just wasn't in it.

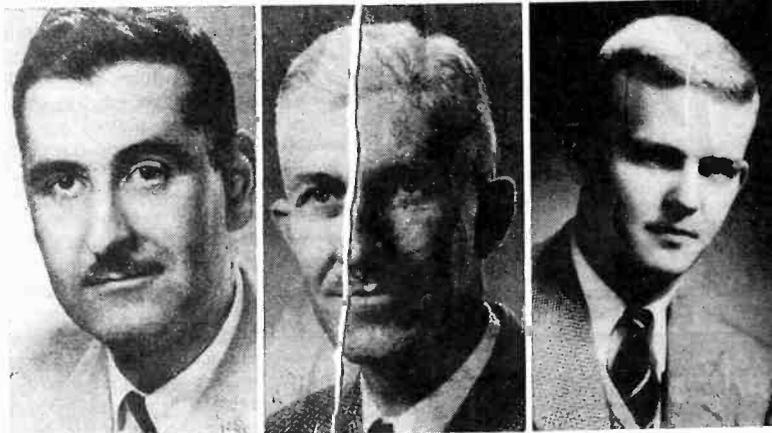
.

A miniature magazine published in Edmonton, and devoted to the interests of the oil men, called *The Roughneck* gives with this.

"I discover they call this place the good but it doesn't seem to be so very. I tried to watch a football game on television down there but all I could get on the CBC was a two-hour concert by a man who played a single-stringed harp. It seems that eleven people in Toronto had complained to the CBC that they were one-string harp addicts and were being neglected so the CBC gave the concert priority over the football."

.

In the States, they are having a boom which is apparently attributable to television. That is a boom in Scotch whiskey, which people are apparently drinking in increasing quantities, sitting at home looking at TV. A liquor importer, Harry L. Lourie, is over in England now, making sure that the amber fluid flows across the Atlantic in sufficient volume to keep up with the demand.



Terry French

John French

John Bermingham

December 1st is opening day for Kingston's new CKLC, which will function under the management of Terry French, who comes into the broadcasting business with fifteen years experience in government communications work. His brother, John French, who will have charge of sales, has been connected with the gold mining industry in Northern Ontario and North-western Quebec, and has also had several years in manufacturing in Ontario. Programming will be in the hands of John Bermingham, who has been engaged in the business of broadcasting through his work with the radio

department of F. H. Hayhurst & Co. Ltd. He was also an announcer at CKOC, Hamilton.

CKLC will operate a thousand watt RCA transmitter on a frequency of 1380 kcs. The chief engineer is Vern Stauffer, a former RCA engineer. It will be a block-programming type of operation, with both PN and BUP news on the hour. The station is subscribing to *World Library* and will be represented nationally by Horace N. Stovin & Company.

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

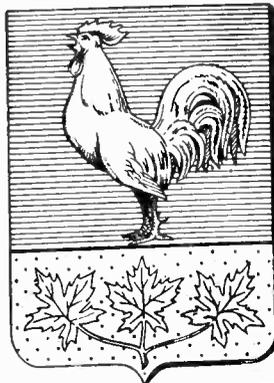
The
**WESTERN
RADIO
PICTURE**
is
NOT
COMPLETE ★
without
**OUR
1000
PERSUASIVE
WATTS!**

★NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT
MEDICINE HAT

An All-Canada-Weed Station

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

NEW BRUNSWICK

Now **10,000** Watts

CKCW
MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

CCBA

HOW TO MAKE RADIO BETTER THE THEME OF CCBA MEETING

By Tom Briggs

Toronto — Radio's major problem of maintaining a steady flow of desirable newcomers into the broadcasting industry prompted the passage of two resolutions and occupied most of the special program directors' meeting during the third annual convention of the Central Canada Broadcasters Association in the Royal York Hotel early this month.

Since radio stations generally "are experiencing difficulty in getting good personnel", it was unanimously resolved that "some thought be given" towards getting the Canadian Association of Broadcasters to publish a booklet for all CAB-member stations which would explain the radio industry to promising newcomers. It was felt the booklet should contain an account of the private radio industry today, its future and possibilities, with emphasis on the community service role played by the smaller-market stations and the place a novice can expect to make for himself.

Another of the resolutions approved during the convention's final session, called for official commendation by the CCBA of the many institutions conducting broadcasting courses. It also recommended that these schools consider ways and means of making practical changes in their curricula aimed at making radio courses more valuable to commercial broadcasters. There were some dissenting votes.

A third resolution requested the CAB to investigate all means whereby material prepared by Broadcast Advertising Bureau for the National Association of Radio & Television Broadcasters in the U.S. can be made available to Canadian stations.

"Newcomers, even graduates of radio courses, aren't aware that they require a couple of years of practical training before hitting the large market stations," Jack Howlett of CFCE, Montreal told the first annual CCBA program directors meeting which preceded the convention. Station managers were excluded.

Cam Ritchie, the meeting's chairman and program director of CKLW, Windsor, pointed out that most of the bigger stations are trying more

than ever to keep their trained announcers. This means fewer openings and fewer opportunities for announcers on smaller stations who are only waiting "for a crack at the big time."

Most of the 20 program directors from CCBA member stations concluded that while the industry should maintain much of the glamor it is said to have, it must dispel the delusion that every community station is a major network production centre; that it is important to explain there's a permanent place in community radio for the announcer who is content to remain a personality in the community; that higher salaries are needed to attract better-educated more mature announcers at the small station level; and that adequate working conditions are essential, although cleanliness shouldn't be mistaken for modernity.

The "green" announcer's problem of getting accepted by the community when his air performance is not as polished as that of the "name" announcer heard on nearby metropolitan stations, was also discussed. It was felt the disadvantage of this situation to the local community station could be overcome if the new voice was properly and formally introduced to audiences when he first goes on the air.

The program directors considered their relations with their sales departments and concluded that salesmen need to be educated sufficiently on the operation and objectives of the program planners. They also agreed that this educating campaign would have to be sparked by the program departments.

"Salesmen are too inclined to take a personal view of the program they are supposed to be trying to sell," said CKNX program director Vin Dittmer. "If he likes it, it is much more likely to be sold, whereas a truly good show might go unsold. This discourages the creative staff," he pointed out.

It was partly because of this — but largely to get better audience coverage for advertisers — that CKNX started its rotating sponsorship system. It allows sponsors to

CFQC

Continues to serve Saskatchewan

Fast and accurate news service

Quality advertising

Consistently good programs

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

CFQC 500 KC
5000 WATTS



THE RADIO HUB OF SASKATCHEWAN

DID YOU KNOW

That LEVER BROS. LTD., are Presenting A Big New Quiz on CKCL, Beginning November 9th ? ? ?

The New Quiz is Bound to be a Success

BECAUSE . . .

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

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

CONTACT

OMER RENAUD & CO.
MONTREAL or TORONTO

buy the usual time segments, but not at prescribed periods; the station juggles them from the morning of one day to the evening of another day, then to midday periods, without consultation with the sponsor. This, he said, leaves programming entirely in the hands of the program department and the salesmen sell only time.

From other quarters came other problems: some complained that salesmen are selling proportionately more spot and flash announcements than program segments because they are easier to sell and bring in a higher percentage of gross revenue and net profit; on the other hand this is being counter-balanced by the increase in co-operative advertising schemes which enable the local sponsor to buy quality programs at low cost.

The program directors also discussed the promotion of the radio medium through the use of different, livelier and more interesting station breaks. Four stations — CKNX, Wingham, CFOS, Owen Sound, CKBB, Barrie, and CHUM, Toronto — explained their station break ideas. They ranged all the way from agricultural representatives, ministers, mayors and reeves announcing the station's call letters (CKNX) to school children reciting their own safety slogans (CHUM).

Vin Dittmer was elected CCBA Program Directors committee chairman for next year.

SPORTS

Because minute for minute, sports represent the most lucrative single type of radio programming, a panel of five sportcasters was held over-time answering questions about their craft, during the CCBA Conference's first session.

Panel chairman Norm Marshall of CHML cited statistics to establish the importance of sports to radio. At CHML, 5 per cent of gross income is derived directly from the many various shows based on sports and these occupy an average of 31 minutes out of each 24 hours of air time. He compared this with news which takes more than twice the air time, is responsible for only 9 per cent of the gross income. It takes seven men to turn out the news broadcasts; only two work on sports.

The major problem facing all radio stations is clearing time for play-by-play broadcasts, according to Wes McKnight of CFRB. He said that from any point of view — revenue, audience, goodwill — it was almost

always worthwhile to air the sport-cast. He also warned broadcasters against overlooking junior sports.

A station which believes in promoting local sport events so that people will attend and thereby become followers of the sport, is CHEX in Peterborough. Sports director George Ludgate said CHEX heavily promotes local sports — especially school games — because "it is simply good radio policy to make good fans."

He said if time can't be cleared to allow a description of a game to be aired live, it is taped and broadcast at a more convenient time. In this way nearly every game in the region of any importance gets broadcast coverage, Ludgate said. He added that all the station's sportcasts are sold to sponsors.

Since lacrosse is the most popular sport in the Peterborough area, followed closely by football, every home and away game of the city's top teams in both sports is given play-by-play coverage.

Another concept of sports was supplied by Al Cauley of CJAD, Montreal, who said sports on that station "are considered primarily as news." Cauley explained: "We are not interested in disrupting our regular programming schedule for play-by-play broadcasts. We do interrupt programs to give flash bulletins of scores."

A station which follows a block-programming format, CJAD takes an interest in all grades and types of sports, including local, regional, national and international, Cauley said. He added that "taped interviews with people figuring in topical sports news provide an interesting part of the sports programming."

A veteran of over 25 years of sportcasting, Rex Stimers of CKTB, St. Catharines recalled the early days of radio in the sports field.

Marshall, who summed up the opinions of the sports panel, observed: "The sport department is the radio station as far as the large part of every station's audience is concerned. Sportcasters have the responsibility and freedom to editorialize and comment in their sportcasts; no other individual on the air on most stations has this authority."

AGENCIES AND CLIENTS

"There will be an upswing in the purchase of station-produced shows by agencies," predicted Hugh Horler, first speaker on a five-man panel of agency and advertiser executives discussing *How Radio Can Better Serve Us and Our Clients*. The reason is that network shows in both the United States and Canada are going begging for sponsors and are being dropped, explained the radio

and TV director of MacLaren Advertising Co. Ltd.

Horler called on stations to formulate policies — or state them where they already exist — on programming that would indicate to all agencies and advertisers the type of programs the station is prepared to produce or accept. He warned that this should be a positive policy.

Horler quoted excerpts from the (Continued on page 14)

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



- ★ Rated tops in listener-preference for six years running, 'WX continues to outdistance its competitors in 1953.
- ★ Time on 'WX is the best buy on the air.

LOOK TO THE FACTS— LOOK TO THE LEADER

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

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

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

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

- ★ 61% of B. C. retail sales are in the 'WX area.
- ★ 'WX has complete coverage in this rich market.

Vancouver's
CKWX

Reps: All-Canada Radio Facilities Weed & Company

Happy Buck-Hunting Ground

Recent developments in New Brunswick point to an era of prosperity never before seen in the province. New base metal discoveries and the construction of Canada's largest military training camp just outside Fredericton will have a tremendous impact on the economy of New Brunswick.

CFNB is the most effective and least expensive way to reach this increasingly valuable market. Get the story on CFNB right away — CFNB sells New Brunswick.

New Brunswick's Most Listened-to Station

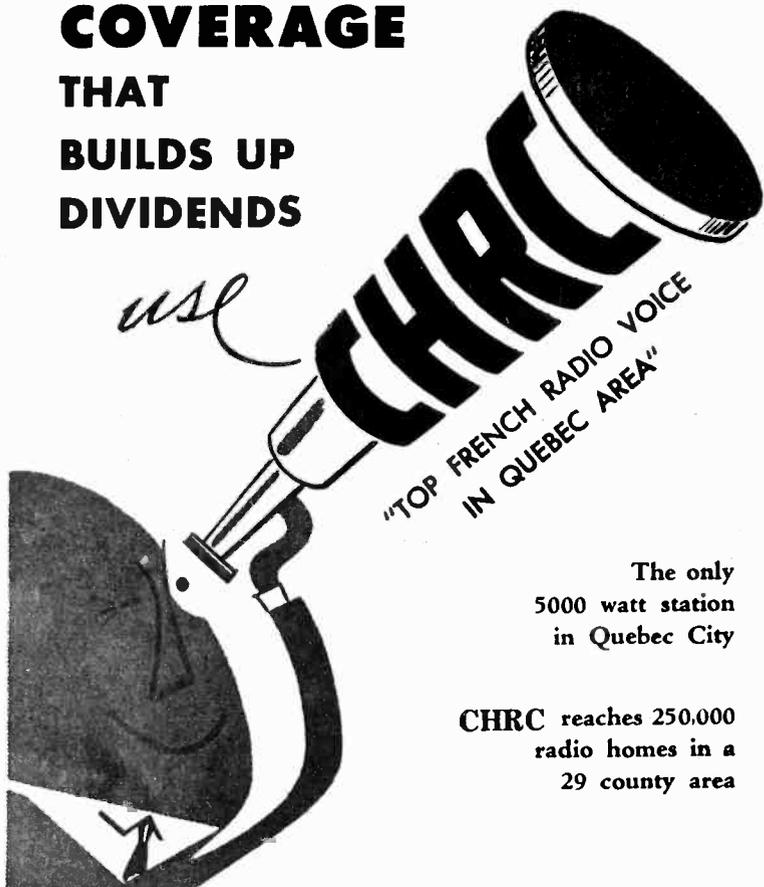


See The All-Canada Man Weed & Co. in U.S.A.

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

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

FOR SURE FIRE COVERAGE THAT BUILDS UP DIVIDENDS



The only
5000 watt station
in Quebec City

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

REPRESENTATIVES:

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

- OUR LISTENERS -



HIRAM HAYSEED

He likes the mouth-organ so much he has every other
tooth missing!

Hiram makes up a part of the huge farm audience
that listens regularly to

CHLO

ST. THOMAS

See Stephens & Towndrow in Toronto
Radio Reps in Montreal
Donald Cooke in U.S.A.

SIXTH IN A SERIES

CCBA

(Continued from page 13)
editorial, *Advertisers Don't Write Editorials*, which appeared in *Canadian Broadcaster and Telescreen*, September 5th, 1951. This urged radio stations to produce their own programs, rather than let advertisers continue to supply the programs.

"There have been a number of cases where stations have sold programs to advertisers and their agencies, when the stations were scheduled to get only spot announcements," Horler noted. He recommended that stations produce more programs, and then let the agencies know about them.

"Radio, more than any other medium, has undertaken quantitative research," according to Howard Whiting, an advertising executive at Proctor & Gamble Co. of Canada Ltd. "But more qualitative research must be done," he warned, "because as TV becomes more established radio will have to prove that it is still the best medium." Whiting pointed out that the selling problem of the average radio station is three-fold: it must sell the radio medium; then it must convince the advertiser "that a given market is worth covering; and that a particular station is the one to cover it."

Whiting said that over the years "many companies (of which ours is an example) have proven that radio is a great medium. Now they have to prove that a particular program at a particular time will sell a particular product."

He continued: "We do not know anything about audience characteristics yet: the value of audience participation shows, block programming, listener duplication. Therefore radio stations should band together for annual or semi-annual research on radio as a medium. Individual stations can carry on from there."

The cumulative listening factor should be explored in Canada as it is in the United States, Whiting suggested, because in the immediate future the advertising industry will need to know a lot more about audience than at present. He felt broadcasters could be assured of the co-operation of advertisers and agencies in any research projects on audience, "because if radio doesn't do it, advertisers will have to."

An aspect of merchandising where the broadcaster can better serve the advertiser — that of selling the local jobber, wholesaler and retailer on the national radio campaign — was outlined by Ev Palmer, radio and TV director of McCann-Erickson Inc. Toronto.

Palmer said the opinions of distributors "carry a lot of weight at head office" which can affect one way or another future advertising appropriations and how they are

divided. "They (distributors and retailers) have been sold time and again by the newspaper," Palmer declared, "so Broadcasters have to be merchandisers," Palmer emphasized, pointing out that "anything you can do to keep them sold on the national campaigns on radio will be valuable."

A complete study of the standard radio rate card with a view to sweeping revisions was recommended by Bob Amos, radio director of F. H. Hayhurst Co. Ltd. Amos contended there were a number of unnecessary items in the radio rate card.

He believed discussion aimed at revising the rate card should centre on six major issues: dispense with the system of frequency discounts on spots as presently established; devise discounting schedule for programs on a basis of minimum number of programs per week, reward 52-time contracts more liberally; standardize a system of informing about local talent and production fees; determine talent and production costs on a gross basis, subject to commission; stabilize time classifications; and strive for longer notice of rate change.

Amos concluded by recommending the appointment of a committee, composed of broadcaster and agency executives, to review completely all proposed revisions in the rate card structure.

Calling for the same common-sense approach to national business that broadcasters must use in selling local accounts, Doc Lindsey, radio director of Baker Advertising Agency Ltd., told broadcasters "to produce specific shows for specific products and then aim the sales pitch at the advertiser." He maintained that "no one wants to buy just anything at any old time" but this is often the approach taken when some stations try to sell a locally-produced package to a national advertiser.

"Know the product," he counselled, "and the agency is compelled to listen." He continued: "We may not be convinced by your arguments, but that will compel us to state our views and that will arm the programmer with more information on which to base future presentations." He suggested stations load their presentations with local market information.

NEWSCASTING

"Do a bit of digging" was the key to better newscasts which veteran reporter, columnist and broadcaster Gordon Sinclair handed out to the convention delegates. He pointed out that stations could do a lot of filling in, with local information added to the basic stories supplied by national news services. Sinclair said the news services do a good job but broadcasters expect too much coverage from them.

Labelling himself "the only reporter ever successfully sued for

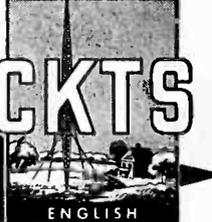


900 Kc. 1000 Watts

**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships

Quebec



1240 Kc. 250 Watts

Representatives

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

\$120,000," Sinclair called on the broadcasters to "tell things in terms of people" rather than as impersonal events.

Speaking briefly on good taste in radio news, Sinclair said "doubtful or shocking material has to be kept within more stringent bounds than is the case with printed media." As an example he pointed out the word "pregnant" was much less offensive when seen in print than when heard on the air.

He warned newsmen that they must identify themselves when gathering news material from witnesses and spokesmen, and that such people must be warned that their statements are being sought for publication or broadcasting. His warning came from first hand experience involving two legal actions in which damages amounted to \$120,000, because they did not know they were talking to him as a reporter.

PUBLIC RELATIONS

The glamor of radio has been oversold, claimed Vin Dittmer, program director of CKNX, Wingham, first speaker in a panel talking on *Better Public Understanding of Radio*. And in doing so "we have been selling a phony product," he declared.

At one time radio was glamorous, Dittmer said, "but in community radio now we would be much better off selling humanness and friendship, speed and service, and dramatic appeal." Dittmer said that although radio has been telling its story to the public through its own mikes every day for a long time, it is still amazing how little the public knows about the medium.

He concluded: "The public really wants to know the real story of advertising, so let's tell them."

The panel's second speaker, Bill Hawkins, manager of CFOS, Owen Sound, continued the theme with the contention: "It is not a question of what we do but whom we are telling."

Hawkins said: "I do not think we should report every free flash we donate to a worthy cause, but we should tell about week-long series." He said he found reports of the station's activities to top executives of the charitable or public service organization involved had met with remarkable success. He noted that some reports of the station's assistance had snowballed so that the station received recognition out of proportion to the amount of help it gave.

Ralph Snelgrove, manager of

CKBB, Barrie added: "When you invest time money and effort in a project, you should at least let people know about it."

Gordon Ferris, advertising manager of Household Finance Corporation, directed a question to the panel, asking what stations were doing to counteract the opinion held by a large segment of the public that advertising is at least partly untrue and it increases the cost of products. T. J. Allard, executive vice-president of the Canadian Association of Broadcasters, replied that 70 per cent of Canadian stations were using the series of programs produced by the Canadian Association of Advertising Agencies designed to acquaint the public with the true function of advertising. It was also pointed out that a number of stations make use of similar material supplied by Brand Names Foundation of the United States.

PROGRAMS

Developments in the two major media of mass communication were outlined by Lyman Potts, program director of CKOC, Hamilton, heading a panel on *Better Programming Meets The Challenge*. He said that in spite of television and the fact that newspapers and magazines have been adopting new formats, "radio is here to stay in the opinion of many who have been struggling with television for years."

Radio's gross revenue was up even though ratings haven't been as high as in the past, he said. Radio is also entering a new era where it is taking programs to the advertiser, with the result the networks are drying up, and local programming is outrating network fare consistently.

The newspapers have become aware of this trend and are now using more and more feature articles. The American networks have been forced to pioneer in new participation types of shows and split-sponsorship plans.

"All this is going to benefit the advertiser," Potts declared, "as we are able to deliver the audience he wants."

"If broadcasters are going to continue in current prosperity they must get more local business," according to Jack Howlett, program director of CFCF, Montreal. "That means stations are going to have to produce more local programming," he said. It also means that stations would have to become a more important part of and more acquainted in and with their communities.

"The doctor isn't coming," Howlett warned. "We aren't going to get rid of the television disease, so we are going to have to learn to live with it."

"Television is going to decrease the sets-in-use figures," he maintained. But he felt radio could work better and "writers and announcers could control the key to making copy really sell." He thought the first job was to make the announcer keep aware of what he's talking about in commercials; secondly, the copy "must be friendly and believable."

"Business at last is good," Howlett concluded, "but we must get good, happy, better personnel to produce the better, imaginative shows that will keep it that way."

A third panel speaker stated the problem in other terms: "Radio has

to do something new and special by way of informing the people." He was Al Bestall, manager of CHLO, St. Thomas. Bestall believed that the public is ready to be informed "in a new way, a fresh way, a lively local way and if we do they will listen."

Howard Caine, manager of CKFH, told the history of the *Star's Concert of Good Music*, an hour-long, evening program of recorded concert music that has been on the air since the station started broadcasting three years ago. It has been a successful experiment, including: commercials no longer than 10 seconds and only two during the hour; no musical selection longer than 3 minutes except in unusual cases; continuity kept to the barest information about the recording; and only recently have vocals been used.

WAKE UP... TO MONTREAL'S BEST BUY

GORD SINCLAIR

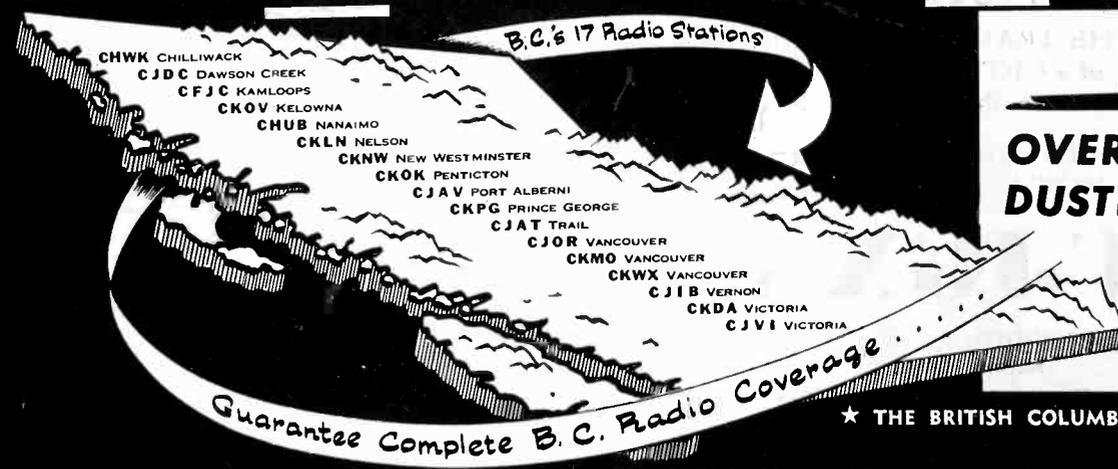
MONTREAL'S PERSONABLE
MORNING MAN ON YOUR
STATION OF
THE STARS...



See our Reps:

- All-Canada in Canada.
- Weed & Co. in 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

Your TV EQUIPMENT Shopping Guide

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

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

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

Alex L. Clark

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



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- DAVIES, Joy
- FRID, John
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OLSON, Louise
- OULD, Lois
- RAPKIN, Maurice
- STOUT, Joanne
- TELLING, Charles
- THOMAS, Christine

Day and Night Service
at
Radio Artists Telephone
Exchange

News

What Price News?

Washington, D.C. — How much should a radio station news department or television news department cost? John S. Hayes, President, WTOP, Washington, D.C., raised this question in an address to the 1953 convention of the Radio and Television News Directors' Association held in the U.S. capital. "The answer," he declared, "is this: the news department must cost what the confidence of the people in the community or the character of the station's operation is worth. I think," he added, "that a good newsroom will more than pay for itself. And I believe the day will come when the manager of a local station will consider himself comparable to the publisher of a local paper."

Mr. Hayes said he favored news departments being set up as separate departments within stations and staffed by professional newsmen. "Staff announcers can't write and edit news properly," he stated. "Furthermore, the man who heads the news department must have direct and easy access to the station management."

TREND TOWARD PROFESSIONAL RADIO AND TELEVISION NEWSMEN

Another prominent convention speaker, Harold E. Fellows, president National Association of Radio and Television Broadcasters, said that "more and more station managements are requiring that those charged with the news and editorial function report directly to the station management, recognizing the unusual marriage of the station's interest to

the public interest in this aspect of broadcasting."

"More and more broadcasters," he continued, "are turning to professionally qualified newsmen to handle the delicate assignment of careful presentation of facts and the weight given the facts."

In addition, Fellows pointed out, "more and more news is being scheduled on radio and television."

Although he described television as a "great, new dynamic medium," and said it will be "even more forceful when color comes along," the NARTB President stressed that TV does not mean the death of radio and newspapers. In his words: "All of the media are here to stay and the one that was counted out by some of the unbelievers — radio — is growing stronger every day. And news, as much as anything, is the bellwether program, the basic service of American radio. But the techniques for its presentation are only partially explored today."

He termed radio "the news of immediacy, the story now," television as "the news medium of demonstration," and the newspaper as "the news medium of record."

VALUE OF RADIO EDITORIALS

Robert K. Richards, Administrative Vice-President of NARTB, spoke in favor of radio editorials. He said: "I think particularly in radio right now, an effort to editorialize should be expanded. Radio's reputation for fairness and impartiality should not be lost. But radio will get more prestige by having an opinion. Television is so new that its approach to editorializing should be more cautious. Radio, however, is mature enough to have opinions on matters of public interest."

NEED FOR PRESENTATION AND INTERPRETATION OF INTERNATIONAL NEWS

The only Britisher to speak at the convention, Charles Campbell, Washington Director of British Information Services, emphasized the "great and growing responsibility" of radio and television news directors in the field of international news. They have a responsibility to so present it and so interpret it, he said, as to bring a better understanding among their audiences of the peoples of other parts of the world; of why they act as they do; of how history has made them what they are.

This speaker said that "in a shrinking world, such as ours, people must know more about their neighbors; and their neighbors in the atomic age have become everyone else in the world. Very often your listeners' daily lives are more acutely affected by what happens at the ends of the earth than by something that at the moment may seem to be of transcendent importance that happens in the City Hall just around the corner," he said.

In an appeal for both well-balanced factual news and radio and television commentaries, the British Information Service official told the meeting that "your essential responsibility in presenting the news, it seems to me, is first to make sure that international news is given the proportion of program time to which its overwhelming import and urgency entitle it; and second, that you put across the idea that there are other points of view besides those held by your listeners; that you explain what those points of view are; and that whenever pos-



WE'VE GOT A Million Dollar Market!

OVER 300 TRAVELLERS, resident in Yorkton, work throughout CJGX-Land distributing, selling and promoting their products.

THEY SELL to the Merchants who supply the Business Farmers who annually earn and spend Millions of Dollars* annually.

THE TRAVELLERS and Merchants know the impact of a CJGX advertising campaign . . . an impact that Rockets their Sales.

INVESTIGATE this richest of Prairie Farm Markets— NOW !

CJGX YORKTON

Representatives:

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

* Farm Cash Receipts in CJGX-Land in 1952 were \$156,073,000.

sible, you try to explain why these other people hold them."

NEW RTNDA COMMITTEE TO EXAMINE WIRE SERVICES

A major decision by the RTNDA convention was the adoption of the Wire Service Study Committee's report which provided for a completely new approach in analyzing the products of the wire services. A continuing national wire service policy committee is to be named by RTNDA. Its job will be to determine the importance of radio station and television station news clients in the general news scene, determine what they expect and can reasonably demand from AP, UP and INS, and what radio and TV stations really want. It is expected that a similar study will be made of Press News and BUP in Canada.

Dick Oberlin, WHAS - AM - TV, Louisville, Kentucky, chairman of the 1953 Wire Service Study Committee, charged that the use of teletype-setters had adversely affected the service offered to U.S. radio stations. He said: "You will recall that in the past year some of the news associations have installed special equipment for the special benefit of our friends who publish daily newspapers. A little monster called the teletype-setter has fouled up a lot of radio newsrooms. Under the old regional wire set-up, we got news stories faster and on a more timely basis — it seems to me. And I hasten to emphasize that last phrase — it seems to me. Our national wire service policy committee should find out if this is the case. And if so, why? And what special services do the news associations plan to offer us to compensate for this inferior replacement of a service many of us use?"

MERITS OF TELEVISION DEBATED

During a panel discussion of "Covering Washington for Radio and TV News," Martin Agronsky of ABC, President of the Radio Correspondents' Association, said "the TV camera is the most extraordinary and effective reporting instrument ever devised. You can give people a look at history as it actually happens, not after it has happened."

A complaint about "unbalance" in TV coverage of what has happened in Washington was registered by Everett Holles, MBS reporter in Washington. He asserted that television had "glorified a lot of demagogues, two-bit operators and big blusterers." Julian Goodman, NBC news manager

in the U.S. capital, disagreed with the unbalance allegation.

IMPORTANCE OF FREEDOM OF INFORMATION

A tribute to radio and television news was paid by the U.S. Attorney-General, Herbert Brownell, Jr. He said that the use of television and radio has greatly stimulated public interest in the work of the American Justice Department. "I believe," he said, "that free circulation of information is as necessary to good government as is blood in the body."

Another U.S. cabinet minister who addressed the gathering was Secretary of Defence, Charles Wilson. Briefings were given by General Lemnitzer, U.S. Army deputy chief of staff for plans and research; Atomic Energy Commission Chairman Lewis Strauss; and State Department official Robert Gordon.

EQUIPMENT DEMONSTRATIONS

At a television news workshop, NBC demonstrated its "jiffy developer." Bill McAndrew, NBC news manager, said the equipment can develop one hundred feet of film in about one minute.

Facsimile still pictures for TV were shown by both INS and UP.

Also demonstrated to the convention was the Howell-Rogin Animator, which is a projector designed to add an animated touch to things like maps, weather pictures and commercials.

MEMBERSHIPS

Approximately one hundred and forty newsmen from the United States, Canada, Australia, Britain, and Cuba attended the sessions.

Retiring President Tom Eaton, WTIC, Hartford, Connecticut, announced that the financial position of the organization was the best in its history. RTNDA has two hundred and seventy-four paid up members with a record number of Canadian news directors on the roster. The drive for more Canadian members will continue in the coming year.

OFFICERS

Godfrey Hudson, CFQC, Saskatoon, was elected to the Board of Directors for a three year term. It's the first time a Canadian has become a full-fledged member of the Board. Other newly-elected Directors are: Dick Cheverton, WMT, Cedar Rapids, Iowa; Jim Monroe, KCMO-AM-TV, Kansas City, Missouri, and Ed White, WMCT, Memphis, Tenn.

W. H. Bill Hogg, CBC News Editor-

in-chief, Toronto, was appointed Regional Vice-President for Canada.

RESOLUTIONS

A motion was passed commending the "Television News Handbook" published by the Medill School of Journalism, Northwestern University, Evanston, Illinois. The one hundred and twelve page Handbook is designed to be a professional guide for TV news directors, station managers, commercial managers, program directors, college teachers and students of TV news. It contains the "how-to-do-it" information presented by leading television newsmen at the first National Television News Seminar, sponsored jointly by the Radio-Television News Directors'

Association and the Radio and Television Department of the Medill School of Journalism. The Seminar grew out of the need by the television industry for a thorough discussion and evaluation of the latest practical methods and techniques of TV news operations.

It was decided to hold a similar seminar in Evanston in the spring of 1954. Attendance probably will again be limited to about fifty to achieve an effective exchange of information.

Another motion approved unanimously thanked the Canadian Broadcaster and Telescreen for the publicity given RTNDA during the past year and for its efforts to help promote professional radio and television news.



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

Ekotape "ANNOUNCER" MODEL 102-9



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

DOMINION SOUND EQUIPMENTS LIMITED

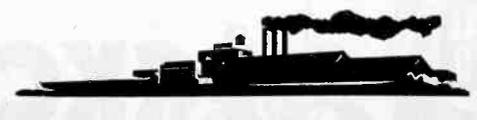
HEAD OFFICE: 4040 St. Catherine Street West, Montreal
BRANCHES AT: Halifax; Saint John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver

Please forward data	Advertising Department, Dominion Sound Equipments Limited, 4040 St. Catherine St. West, Montreal, Que.	DS-53-22
NAME	
COMPANY	
ADDRESS	
CITY	

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

A Weekly BBM of 74,310

gives

CJBR

Rimouski

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

5000 WATTS ON 900 KCS.

Supplementary to the French Network

CJBR

RIMOUSKI

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

ANOTHER PROVEN STOVIN STATION

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

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

The FIRST Station in Saskatchewan

* SALES MANAGEMENT, 1953



DIAL 620

CKCK REGINA

Representatives: All-Canada Radio Facilities

Showcase

BI-LINGUAL DAILY SELLS GROCERIES



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

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

One of the reasons why this company's advertising manager signs his letters that way may easily be that he is responsible for the spending of an annual appropriation which cannot fall far short of a hundred

thousands dollars on a daily morning radio program on two stations. It is heard on CFCF in English, and the same thing runs in French over CKAC. In addition, this account uses a profusion of daily spots on CFCF, CKAC, CJAD and CKVL.

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

• • •

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

The consumption of considerable midnight oil brought forth a live, musical, audience-participation quiz. This program is designed to attract air audience with a combination of organ music (Ronnie Matthews), vocals (light tenor Fred Hill), humor (emcee Gordon Sinclair), human interest (interviews with contestants) and profit (opportunity to win a telephone jackpot which has at times pyramided to over \$800). For the benefit of the 150 people who crowd Studio A daily, there are quiz prizes of groceries and fruit baskets, besides Sinclair's antics and the music of Matthews and Hill. From time to time, guest stars such as Johnny Desmond and Vaughan Monroe have appeared. It will be noticed though that, for obvious reasons, the cast is always completely stag.

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

Now Hear This! Now Hear This!

A lot more Albertans will be hearing us when we unlimber our new electronic larynx and start shouting with

1000 WATTS
on
850 KCS.
about DECEMBER 1st

It's one more reason why you should use

CKRD

RED DEER

Radio Representative's men will be around soon to tell you all about it.



Ben Dobrinsky
"Business Is Good"

by Pat Murray.

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

The formula for these commercials is that they must be well integrated into the show. "Your husband will

sing like Fred Hill if you pile a plateful of Gattuso's spaghetti into him at supper tonight," or "It may not be good to eat, but DREFT sure does the dishes." The sponsor takes name credit only, plus the slogan — "Food news is good news from Steinbergs."

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

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

**GIVE BOOKS
THIS CHRISTMAS**
C B & T
BOOK DEPARTMENT

LONDON TELEVISION means "New Sales Horizons"



**COMMENCING OFFICIAL TELECASTS
SATURDAY NOVEMBER 28th**

PREPARE YOUR TV CAMPAIGN NOW AND CALL

**CANADA'S FIRST
TELEVISION SERVICE ORGANIZATION**

CKSO-TV Sudbury
CFPL-TV London
CHCH-TV Hamilton

REPRESENTING
CKCK-TV Regina

CKLW-TV Windsor
CHSJ-TV St. John
CJCB-TV Sydney

ALL-CANADA



TELEVISION

Vancouver - Calgary - Winnipeg - Toronto - Montreal

Fan Mail Facts

Want to talk
about Fan Mail?
Here are some
FACTS:

"MINUTE MONEY"

10 minutes a day, five days a week,
brought in 12,000 letters . . .
120 per minute for one of four
clients.

P.S.—A growing list of important National Advertisers indicates that our programs pull mail and sales.

CJFX

ANTIGONISH, N.S.

5000 Watts on 580 Kilocycles
DOMINION NETWORK

Represented by
**PAUL MULVIHILL IN CANADA
ADAM YOUNG IN U.S.A.**

My Personal Thanks

and those of the

National Letter-Writing Week Committee

to the large number of Radio Stations which gave generous support to the recent campaign, called . . .

National Letter-Writing Week in Canada

D.H. Humbell

Radio Promotion Chairman
National Letter-Writing
Week Committee

Reviews

"22 Television Talks"

(Transcribed from BMI TV Clinics)

During the latter part of May, 1952, Broadcast Music Inc. held three special program clinics similar to those it has been fostering so successfully for the past few years for radio. But these were for television programmers, were the first to be held anywhere, and were so timely they drew attention, audience and speakers from all parts of the United States. These clinics were two-day sessions in New York, Chicago and Los Angeles and to many worried and bewildered pioneers in an infant industry they gave advice, ideas and hope.

Less than a year later nearly every word of importance spoken during these clinics had been transcribed, printed and published by BMI under the title "22 Television Talks." Recently the book was made available in quantity in Canada. It should find a place on every television man's bookshelf because it is doubtful if ever again so much information will be crammed between two covers of a book. Unless, of course, BMI produces one from a subsequent TV clinic. And even so, this one will still stand out because it deals so thoroughly with basic TV problems that will be forgotten by most in the years to come — except for those just starting out, those who have to begin at the beginning.

There have been a lot of things written and said about television programming — too many. Most won't stand the test of the briefest time. And even those that will are

most often written by and from the point of view of the specialist thinking in terms of network television, where the thin line connecting quality programming and profitable operation — and down which the pay check has to travel — is often obscure. No industry has ever built such a large corps of "experts" so quickly. And it seems they all write books.

Too little do we hear from the guy who each day is living his book and never gets time to write it — the local operator. In bringing the considered views of twenty-two of them before the three clinics, BMI performed a valuable service, according to majority opinion. But this book of talks is more important. Any volume that encompasses contemporary pioneering thought on one of the most important developments mankind will ever be confronted with, has to be important. (TV in its future form can prove more insidious than any hydrogen bomb in this reviewer's opinion.) It remains to be seen whether television as an art form will spread its roots and draw its energy from all parts of the United States (with similar growth in Canada) like most other art forms, or whether it becomes centralized like the motion picture industry, or even a conglomerate thing like radio which is now swinging back to local. In any event the role of the local TV programmer is either primary or secondary, a difference merely in degree of importance.

So much for the theoretical. The inescapable practical value of these speeches is that, like everyone else in the industry, the speakers have been faced with the problem of how to make television pay. And you as-

sume that BMI knew that they knew, at least partially, how to face it. Throughout the book it is interesting to note the inevitable conflict between the "extravaganza" theory (we must have the most and the best) and the "ingenuity" theory (all the world's a stage and every character a one-man band) and the inevitable compromise. This was summed up by one speaker (A. Donovan Faust, WDTV, Pittsburgh): "Often times ingenuity is killed by too much budget allowance, so be very careful in doling it out. It's very important to allow enough money to do the job well, but at the same time hiring the proper people can insure a beautiful job with little funds in many cases."

One of the dangers behind hearing speakers is that the listener is inclined to believe that the speakers know what they are talking about, that their information is true and their conclusions correct. It's impracticable to argue with a speaker; you can tear a book apart sentence by sentence. And "22 Television Talks" can stand a lot of tearing. For instance Charles Holden's (a network man — ABC) statement on the nature of TV: "If the general public can turn on their television sets and see something — anything — happening that is more interesting or exciting than what is at that moment happening to them, they will usually leave the set on."

A lot of experience and thinking can be summed up in a few sentences which establish the basic pattern of the book: (Robert D. Swezey, WDSU-TV, New Orleans) "It wasn't fun just cranking a film deal"; (Roger Clipp, WFIL-TV, Philadelphia) "Through the actuality of sight and sound, television eliminates the middleman — the reporter or professional observer — and provides the immediate public information," and later, "Audiences have been conditioned to movie newsreel showings of events that are a week old or more"; and (Ted Cott, WNBC, New York) "Radio didn't kill off newspapers—TV isn't going to murder movies. Competition wipes out mediocrity but rewards imagination."

Everybody in this lively industry seems to have his own ideas on how the television battle should be fought, even those on the defense. It's mighty helpful when you can get the latest word from the front from the veterans in a single package.

— Briggs

Tell Us Another

Mr. McNabb, who owns a Hardware Store in Orillia, presents a top-drawer problem to a radio salesman. Not so much because his name seems to denote his Scotch ancestry. But to a guy who knows exactly how many nails are in a pound, talk about "percentage of audience" and "sales impact" is about as foreign as the Rosetta Stone.

That's why it took us so long to get McNabb's Hardware on our regular advertisers' list. Of course, we have been selling McNabb short-term spot and seasonal campaigns for years. But it was only four months ago that we were able to sell him a newscast, three-days per week, and at that only for three months.

The other day McNabb signed again — this time for a year. Here at least is a hardware man who knows his keys and glues.

CFOR
ORILLIA, ONT.

1000 Watts — Dominion Supp.

Harvest Is Over!

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

Is Your Message Beamed At Them?

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

CKBI

PRINCE ALBERT
SASKATCHEWAN

5000 WATTS

HANDBOOK OF TV & FILM TECHNIQUE

\$3.50

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

Books
CANADIAN BROADCASTER & TELESCREEN
163½ CHURCH ST. TORONTO

Markets

UNDERSTANDING QUEBEC

Toronto — Five speakers from the Province of Quebec don't think very highly of the approach of Ontario businessmen to the French language market of the Province of Quebec. They were delivering their views to a panel meeting of the Advertising and Sales Club of Toronto here last week. The panel was organized by the French Market Committee of the Ad. Club, consisting of D. B. Crombie, *Readers' Digest* (chairman); Robert M. Campbell, J. Walter Thompson Co. Ltd.; and Elton Johnson, Locke Johnson & Co. Ltd.

Highlights of the talks were:



Estelle LeBlanc, Quebec radio personality and a member of the Canadian Association of Consumers: "Not long ago I received an advertising pamphlet in so-called French from an Ontario firm which actually bore no resemblance to any language at all. I wrote to the firm and suggested it would be better public relations if they sent the translation to Quebec for checking before release."



Paul S. Côté, of Standard Brands Ltd., Quebec: "A French-Canadian going to New York, London or Ontario, has no trouble understanding the non-French point of view. He may not agree but he understands the other fellow's way of thinking. But a contrary phenomenon is the inability of great numbers of English-speaking people to understand the viewpoint of Canadians who speak French. It is this situation that gives Quebec the reputation of being a problem market."

"The myth that French-Canadians are so conservative they will never change is one of Ontario's greatest mistakes about Quebec. How can you account for the fact that my company is selling them tea bags where they once bought bulk tea? Or that we're selling them coffee where they once drank only tea? Or that we're selling them instant coffee where they were using only ground coffee?"



Brigadier J. Guy Gauvreau, public relations director, Dow Brewery: "My main recommendation to Ontario sales and advertising men is that you consult with experts who are part and parcel of French Canada before you embark on any sales program aimed at Quebec."



C. A. Majeau of the Retail Merchants' Association of Quebec: "Why is it that you miss so many opportunities to improve business relations in Quebec? It is that you can't speak French? Then forget it. Your friendly attitude, not the language, will win you friends in Quebec."



Lionel Bertrand, Liberal M.P. for Terrebonne: "There are so many facts of the French-Canadian character for the English-Canadian to understand that it would be better for every firm to appoint a French-Canadian as a special Quebec public relations contact. Even with this invaluable help in the Quebec market however, every sales executive should strive to understand the French Canadians. Language may be a restriction, but it is certainly not a barrier."

"Rural Quebec, which is one of the most misunderstood areas of our province from the Ontario point of view, will never respond to Ontario-inspired advertising. Nude or immodest drawings of women advertising garments are entirely unacceptable in most areas of Quebec. Advertising copy showing disrespect for the family tradition or questioning marriage is also frowned on. The average rural Quebecker will respond to pictures showing a smiling child, a stone cottage with a woman at the door, a rural view with a steeple in the background. Particularly the steeple in the background."

\$500 REWARD

For information leading to the arrest and conviction of the person or persons who broke into the premises of 1777 West 3rd Avenue, Vancouver, B.C. on or about the night of Sunday, September 20th and stole, among other things, the following equipment:

- 1 Tektronix Oscilloscope Series A — Serial No. 3372.
- 1 Hewlett Packard Vacuum Tube Volt Meter—Model 410B Serial No. 4487.
- 1 Hewlett Packard Prob T Connector — Model 455A.

CJOR LTD.

STAFF ANNOUNCER WANTED

CFNB has immediate opening for experienced staff announcer, good pay, completely modern facilities, full benefits.

Send audition tape or disc to:

The Manager,
Radio Station CFNB,
FREDERICTON, N.B.

RADIO STATION

CKOM

SASKATOON, SASK.

INVITES APPLICATIONS FOR THE POSITIONS OF

COMMERCIAL MANAGER

TIME SALESMAN

SALES PROMOTION MANAGER

Give full particulars of experience, status, qualifications and salary. Station provides employee benefits. Applications held in confidence.

Radio Station CKOM
Empire Hotel Building
Saskatoon, Sask.

SPORTSCASTER

Immediate opening for Sportscaster with experience in play-by-play. Good salary plus talent fees. Apply in writing and forward audition to:

RENE RIEL
CHNO
SUDBURY

One little, two little, three little... winners

✿ We don't claim to know the advertising mind to its absolute depths, but in the course of over seventeen years of working closely with Canadian advertisers and agencies, we've found that they're all interested in increasing "sales volume." And as sales volumes depend directly upon the number of people reached by advertising... the larger the audience the better! That's where radio comes in.

✿ Radio furnishes actual proof of performance... evidence that the consumer has heard a sales message... as no other medium can.

✿ So we thought you'd be interested in the fact that three of the programs we have recommended to national advertisers are the second, third, and fourth most popular programs in Canada.*

✿ **THE RED SKELTON SHOW**, with an Elliott-Haynes rating of 13.6 is second in a field of ten national programs. It reaches 49.9 per cent. of its available audience, and is the most popular comedy on the air.

✿ **I WAS A COMMUNIST FOR THE F.B.I.**, the third most listened-to show in Canada, is right behind with a 12.7 rating. It's the most popular *mystery-adventure* show on the air.

✿ **THE DENNY VAUGHAN SHOW**, with its cast of *All-Canadian* talent, is the favourite musical from coast to coast in the Dominion. Its 12.4 rating and 47.9 percentage of audience make it one of the best advertising investments in Canada today.

✿ These three shows are running one, two, three, behind Lux Radio Theatre... a full hour of the most expensive entertainment an advertiser can buy... and they're all getting results for a fraction of the cost.

✿ Impressive? We think so. But then *ALL-CANADA* is **RADIO'S FOREMOST ADVERTISER SERVICE ORGANIZATION**. Results prove that in radio, All-Canada means "dollar" business... for you!

*ELLIOT-HAYNES, Sept. 1953



PROGRAM DIVISION,
ALL-CANADA RADIO FACILITIES LTD.
Montreal, Toronto, Winnipeg,
Calgary, Vancouver



By Helen Craig

DATELINE: SASKATOON

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

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

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

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

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

Harvey Tate, news editor, gave me the inside story about the award. At the annual Washington convention of the Radio and Television News Directors' Association, CFQC was declared as having top radio news operation in Canada, the United States, Australia, Japan, and Europe. When Professor Baskett Mosse, head of the Radio and Television School at Northwestern presented the award to Godfrey Hudson (before a galaxy of TV cameras), he requested that tape recordings of *Opinion* be made available to the School of Journalism as models of what radio stations can do for their communities through editorializing. Professor Mosse des-

cribed *Opinion* as "courageous" and said that A. A. Murphy, president of CFQC, was a most enlightened radio station owner to have such a feature. Professor Mosse suggested that U.S. radio stations follow the example set by CFQC to editorialize on a regular basis. An additional honor was given to Godfrey Hudson when he was elected a board member for a three-year term of the RTNDA.

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

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

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

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

How do the local people react to *Opinion*? Well, some like it, and some don't. Mayor J. S. Mills stated that CFQC's winning the award has put Saskatoon on the "radio map of North America." Another listener disregards the mayor's view and says that Hudson is "water-boy to the mayor." Other excerpts from listeners' letters: "I believe it is an example of true democracy" . . . and . . . "In *Opinion*, Mr. Hudson is stampeding the people of Saskatoon." Both Mervin Woods, the president of the Saskatchewan Progressive Conservative Association, have spoken favorably of the show. Judging from conversations I had with members of the back-fence sorority and teenagers at a local collegiate, most Saskatonians know what *Opinion* is, and it is often a conversation topic at afternoon tea sessions, in pool halls, and at youngsters' clambakes.

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



MORNING AFTER

"Did'ja hear about the TV-owner who got up in the morning, switched on the radio and thought he had gone blind?"
— Lloyd Wright, CFPL-Radio.

AUDREY STUFF

There's the one about the girl who was so dumb that when they told her she handled the typewriter like a veteran, she wondered when they had seen her out with her new boy friend.

ACTRESS' LAMENT

Oh it's harder for me to play a bad girl
Than for most other girls to play good;
The kind that likes to live in a mad whirl,
Just like I would if I could;
The kind they want to take in a corner
For a hug and a kiss,
But how can I play a bad girl
With a goddam face like this?
(Tune of "I Ain't Nobody's Darling")

PREVIEW

We understand that Gordon (Poison Ivy) Sinclair is working on his autobiography which with characteristic modesty he is going to call "Great People Who Have Met Me."

FIRST WITH THE NEWS

Then there's the newsman who is so up-to-the-minute, he reports things before they happen and hopes someone will rush right out and do them.

ELPHICIANA

Tiny Elphicke says he doesn't mind being blamed for the things he does. It's the things he doesn't do that he doesn't like being blamed for.

FOR WHAT WE ARE ABOUT TO RECEIVE

We should like to remind our readers that their tokens of appreciation and gratitude for the entertainment contained in this column during the past year should be mailed not later than December 1, to insure pre-Christmas delivery.

MONEY FOR JAM

The only reason why the CBC doesn't get into the radio set manufacturing business is that under present laws they get paid 15 per cent for staying out.

F.Y.I.

In case you're interested, boob spelled backwards is still boob.

CKSF MEMO

FROM:

F.H.P.

TO:

Dick Lewis

Remember this ad? I would like it repeated with the new figures from our Thanksgiving Day "Lucky Listeners" Program on October 12th.

YOU CAN HAVE IT EITHER WAY



—by phone or mail

▲ Scene at switchboard of Cornwall Telephone Exchange on February 16, 1953, date of CKSF's sensational 8th Birthday Party. Actually **29,450** more calls than ever before were handled.

CKSF

CORNWALL - ONT.

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

▲ Staggering mail count for \$110 "Mystery-Sound Program". One week's letters added up to a total of **5,519**

change to
59,376

should be
8,956 now

“**Y**ou mean whole families will hear my sales talk!”



Even the most enterprising salesman, 25 years ago, sceptically regarded the selling power of radio. Today, all salesmen know that radio rivals any medium in delivering customers per dollar.

Take a favourite Sunday evening comedy program* on CFRB as an example. This particular show has a total potential audience of 639,000 radio homes. Twenty-five years ago, who could have imagined a potential like that!

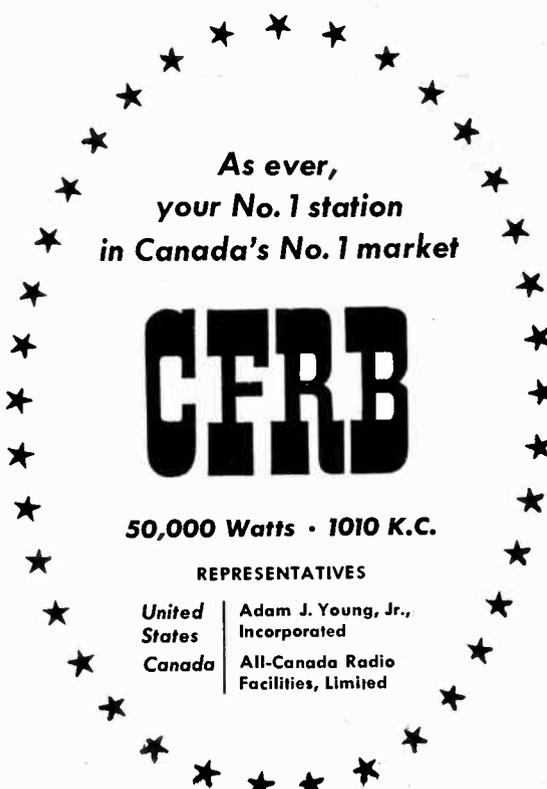
CFRB was the first to envisage the tremendous sales power of radio. Now, confident in 25 years of experience, CFRB has the background *and* the foresight to help you sell!

What's your problem? Want to move more drugs, rugs, building materials, breakfast cereals? Call in a CFRB representative. Let him show you how radio can be your best salesman.



OZZIE & HARRIET
of course!
(night-time B.B.M.)

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



As ever,
your No. 1 station
in Canada's No. 1 market

CFRB

50,000 Watts • 1010 K.C.

REPRESENTATIVES

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