

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

Vol. 13, No. 8

TORONTO

April 21st, 1954

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

MAY						
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23	24	25	26	27	28	29



Photo by Canada Pictures Ltd.

**THE DISTINGUISHED BEAVER AWARDS COMMITTEE** is seen in the Broadcaster office, after selecting the current crop of winning stations, picked for their actions, which were reported in this paper, and brought honor to Canadian broadcasting in 1953. Announcement of awards will be made in our next issue. Pictured from left to right, the judges are: C. W. "Bill" Wright, a former national sales representative for radio, now operating C. W. Wright & Associates, as a speech and sales consultant; Byrne Hope Sanders, chairman of the committee, formerly editor of "Chatelaine", now co-director of the Gallup Poll of Canada; Dr. J. Robey Kidd, director of the Canadian Association for Adult Education; Carson Buchanan, formerly a partner in and manager of broadcasting station CHAB, Moose Jaw, Sask.; Mart Kenney, orchestra leader and talent manager.

## In This Issue:

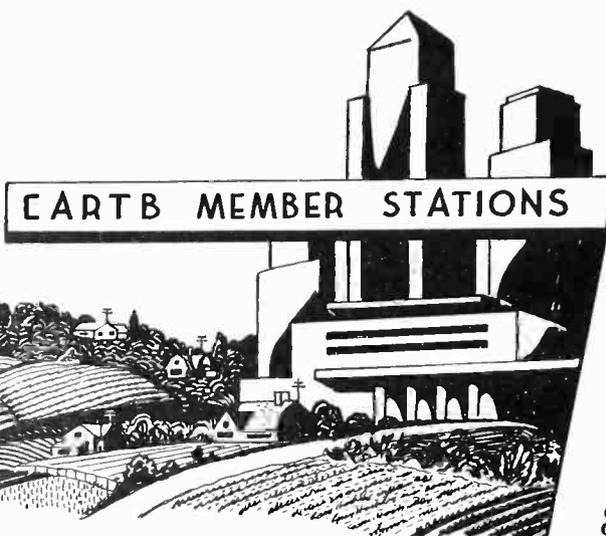
Tom Briggs covered last week's BMI Clinic in Hamilton. His story is on page 7.

The end of the report of the CARTB Convention in Quebec last month overflowed into this issue — page 10.

We sat in on the annual Clinic of the Horace N. Stovin stations after the national Convention in March. You'll find what we found on page 14.

"The Liberty To Utter" — that's how we captioned the second half of the speech by the Editor of Punch — Malcolm Muggeridge. It appears on page 19.





# What Price Broadcasting?

• Most of the lasting slogans, proverbs and religious teachings of history were not only propagated orally, but carried from generation to generation for hundreds of years by word of mouth only.

Today, as ever, speech is man's most effective means of communication.

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

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Ottawa 4

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

### CAB Member Stations

#### ATLANTIC (17)

- CKBW
- CKNB
- CFCY
- CFNB
- CHNS
- CJCH
- CKEN
- CKCW
- CKMR
- CKEC
- CFBC
- CHSJ
- CJON
- VOCM
- CJRW
- CKCL
- CFAB

- Bridgewater
- Campbellton
- Charlottetown
- Fredericton
- Halifax
- Halifax
- Kentville
- Moncton
- Newcastle
- New Glasgow
- Saint John
- Saint John
- St. John's
- St. John's
- Summerside
- Truro
- Windsor

#### FRENCH LANGUAGE (27)

- CHAD
- CJMT
- CHFA
- CHFE
- CKCH
- CKRS
- CKLS
- CKBL
- CHLP
- CKAC
- CHNC
- CHRC
- CKCV
- CJBR
- CHRL
- CKRN
- CKSM
- CJSO
- CHGB

- Amos
- Chicoutimi
- Edmonton
- Granby
- Hull
- Jonquiere
- LaSarre
- Matane
- Montreal
- Montreal
- New Carlisle
- Quebec
- Quebec
- Rimouski
- Roberval
- Rouyn
- Shawinigan Falls
- Sorel
- St. Anne de la
- Pocatiere
- St. Georges de Beauce
- St. Joseph d'Alma
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie

#### CENTRAL CANADA (40)

- CKBB
- CJBQ
- CFJB
- CKPC
- CFJR
- CFCO
- CKSF
- CKFI
- CKPR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- CFPL
- CJAD
- CFCF
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHLO
- CJIC
- CHOK
- CJCS
- CKSO
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX

- Barrie
- Belleville
- Brampton
- Brantford
- Brockville
- Chatham
- Cornwall
- Fort Frances
- Fort William
- Guelph
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- London
- Montreal
- Montreal
- North Bay
- Orillia
- Oshawa
- Owen Sound
- Pembroke
- Peterborough
- Port Arthur
- St. Catharines
- St. Thomas
- Sault Ste. Marie
- Sarnia
- Stratford
- Sudbury
- Timmins
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock

#### PRAIRIES (24)

- CKX
- CFAC
- CFCN
- CKXL
- CKDM
- CFRN
- CHED
- CJCA
- CFAR
- CFGP
- CJOC
- CHAT
- CHAB
- CJNB
- CKBI
- CKRD
- CKCK
- CKRM
- CFQC
- CKOM
- CKRC
- CKY
- CJOB
- CKY
- CJGX

- Brandon
- Calgary
- Calgary
- Calgary
- Dauphin
- Edmonton
- Edmonton
- Edmonton
- Edmonton
- Flin Flon
- Grande Prairie
- Lethbridge
- Medicine Hat
- Moose Jaw
- North Battleford
- Prince Albert
- Red Deer
- Regina
- Regina
- Saskatoon
- Saskatoon
- Winnipeg
- Winnipeg
- Winnipeg
- Yorkton

#### PACIFIC (17)

- CHWK
- CJDC
- CFJC
- CKOV
- CHUB
- CKLN
- CKNW
- CKOK
- CKPG
- CJAT
- CJAV
- CJOR
- CKWX
- CKMO
- CJIB
- CKDA
- CJVT

- Chilliwack
- Dawson Creek
- Kamloops
- Kelowna
- Nanaimo
- Nelson
- New Westminster
- Penticton
- Prince George
- Port Alberni
- Trail
- Vancouver
- Vancouver
- Vancouver
- Vernon
- Victoria
- Victoria





**DATELINE: MONTREAL**  
by Helen Craig

You drive along a mountain road, past apartment buildings, clinging to terra firma for dear life, and finally you curve down Cotes-des-Neiges Road. At 4824 there's a solid modern building bearing giant letters like a banner: M-A-R-C-O-N-I. Once inside the front door a friendly French Canadian receptionist smiles at you with a charm John Powers did not supply. You are directed up winding stairs to the left, invited to go through the first door to the right, and another receptionist ushers you into Al Hammond's CFCF inner sanctum. I was very glad I wasn't selling brushes. One guess as to how far I could have gone.

Waiting in Station Manager Hammond's office was Jean MacKinnon who conducted me on a tour of CFCF. I've never been in a station with so many little staircases and a mosaic of offices arranged in a most unexpected pattern. Going from office to office I met some of the staffers at Canada's "first station." (They assure me that CFCF was the first English speaking broadcasting station on the air in North America.) Production supervisor Eric Gee was using a new recording machine, working on *Ozzie and Harriett* tapes; Jack Hemming and Creighton Douglas, admitting to the title of studio supervisors, were chatting about selling dope to teenagers, on the popular daily show *Hi-Time*. The type of dope was not qualified, but I'm sure it was legit. All kinds of other men were around too, but this time, DATELINE will deal with CFCF female personalities. At the time of writing Easter ensembles tantalize me, so for once, even the Beau Brummels will have to take a back seat.

First let me tell you about Jean MacKinnon. Jean is a prairie lassie who left the Regina plains for Montreal's Mont Royal. After 2 1/2 years as continuity editor at CKCK, she decided to spin the wheel of radio fortune in this city. No regrets. Because for five years she's been supervising writing activities of four continuity people, conducting two broadcasts, and making time for

studies on a variety of subjects from psychology to bridge.

If you scan book titles in stores these days you'll find many of the best sellers deal with "how to" topics. Everything from "how to stop smoking" to "how to have an exciting personality." I guess people are never satisfied with their habits, the way they're living, the way they think they're missing the boat. Most women feel that if their physical appearance were more attractive, it follows that the personality is more attractive. You can argue the point but when all is said and done females, and men too, usually agree that a pleasing personality does enhance a woman. For three years now Jean MacKinnon has used this general theme for her show *Knopp's Personality Time*. From 1.35 to 1.50 Saturday afternoons she reads letters that women send into the station, letters telling about a particular beauty problem. Mr. Knopp, a beauty salon man, answers the letters on the show, often prefacing words of advice with: "My dear, you must remember that true beauty comes from within." There's a contest each Saturday in which the best "I-have-a-problem" letter of the week is read. The writer receives as a prize, a day at Knopp's which includes the complete treatment: steam bath, body and face massage, sun soaking (via lamp), shampoo and permanent, manicure, pedicure, in fact — the works. Jean told me that *Knopp's Personality Time* has more than tripled the salon's business.

How often is a "Social Events" type show put in the public service slot and left there? You know the answer. Jean MacKinnon did too, and was determined to turn this public service material into a growing concern. She has done just that with *Dechaux' Town Crier*. Dechaux Frères Limitée in Montreal are cleaners, dyers, furriers, and upholsterers, and to community, church, and social groups, they send this notice on their letterhead:

"Charlie Fair, the man everybody likes . . . Jean MacKinnon and her CFCF feature *Club Calendar*, Together on the new *Dechaux' Town Crier*, 11.45 a.m. CFCF, Monday through Friday. Charlie gives latest news headlines. Jean brings you news events from women's clubs, and other social, charitable, and cultural groups. You are invited to send your organization's news and events for free broadcast. Just mail them four days in advance to Dechaux' Town Crier, c/o Station CFCF, Montreal. Dechaux' backs up

(Continued on page 4)

# 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.



## What's Cooking in Newfoundland?

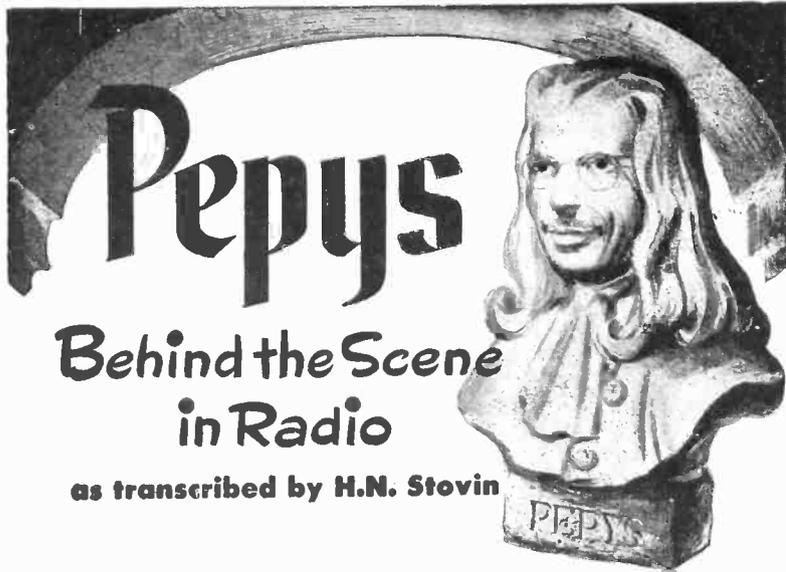
Do you know that the biggest Chev. dealer east of Montreal is A. E. Hickman Limited of St. John's, Nfld., who have a daily show on

# CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS



**DATELINE: MONTREAL**

(Continued from page 3)

your good works . . . wishes you "good luck" . . . invites you to write us often." The *Town Crier* show sells. Everybody's happy: the sponsor, CFCF, community groups, and, of course, Jean and Charlie.

One of the three record librarians at CFCF is brunette Duane Desmond, who came to the station with an unusual background. Duane is a San Franciscan who embarked in Montreal radio a few years ago. CKVL, Verdun, was auditioning for a "Miss Music" at the time, and Duane was selected from 70 applicants (all girls). She became a deejay and conducted an all-night request show featuring popular music. Two hours of the show originated from the Esquire Show Bar, where, with Mr. Music, Hal Stubbs, Duane interviewed celebrities in the music and show biz world. For once the tables have turned. An American radio personality has looked to the green hills of Canada and found them rewarding.

One of the theatre institutions that Montrealers tell about with

pride is the *Children's Drama School*. CFCF has played a real part in promoting this theatre. For 15 years there has been a half hour Saturday morning dramatic production with players all children ranging from 6 to 13. Dorothy Davis and Violet Walters have been the two women behind the drama school. Among the well-known students who have gone on to professional work are Dick Easton, who, after his success at Stratford last year, was taken by Alex Guinness to London, England; Bonar Stuart; Patricia Joudry; Elizabeth Kramer. And now three Montreal children from the *Children's Theatre* have been selected by United Artists to appear in the *Gouzenko* story, "A Man in Hiding". The youngsters are Karen Schaffer, 7, Kenneth Wolfe, 10, and Teddy Kubacki, 7. United Artists director Jack Alexander and producer Fred Feldkamp said they found the *Children's Theatre* thespians and extremely talented and well-trained group. And who can question the value of radio drama experience to these actors and actresses in the Junior League?

That rounds out DATELINE for this issue. Now I'm off to buy me the giddiest chapeau I can find. It's that kind of spring. Au revoir.

Did find myself pondering, while mending my quill, what indeed Radio can NOT sell. A lumber company in Vancouver, B.C., is well-satisfied that CJOR "Station 600" is able to sell HOUSES! Recently Ross Mortimer did air eight announcements in four days, which brought in 60 replies. Do not yet know how many houses were sold, but the client is satisfied that the money was well-spent ● ● ● Station CHED Edmonton is receiving a very warm welcome from listeners in that area. Some 200,000 letters were received by CHED in its first week of broadcasting ● ● ● CJEM Edmundston has moved up to 570 on the dial, enabling this popular New Brunswick station to offer even better coverage in a growing market. It is of interest to record that CJEM's Sales Manager, Georges Guerette, is also conductor of the Edmundston Symphony Orchestra a group of 45 musicians who recently played to an audience of 850, with a "Standing Room Only" sign outside the door — a worthwhile token of appreciation ● ● ● Pepys says "Bon Voyage" to Fred Pemberton, who sails for Europe to record a series of "Trans-Atlantic Crossing" programs — to be heard on CKSF Cornwall, of course ● ● ● Also "Happy Landings" to CKCW's Program Director, Bob Tabor, who is being flown to Europe to record greetings to servicemen who have folks in the Moncton area. He will also be bringing back material for a new series of shows to be heard on CKCW ● ● ● But lately, a 15-second announcement at 12:30 p.m. on CJGX Yorkton did inform hockey fans that at 1 o'clock, 500 reserved seat tickets would go on sale for the following day's final game between Melville and Yorkton. At 1:25 p.m. every ticket had been sold! CJGX was the only medium to be used. At 1:30, a distracted ticket office ordered ANOTHER 15-second flash to announce no more tickets available! The moral to my tale is, methinks, obvious.



—Photo by Kolander

MONTREAL CHILDREN'S THEATRE directors Dorothy Davis and Violet Walters, are proud of two of their students who will appear in the United Artists' film "A Man in Hiding" based on the Gouzenko story. Pictured at the left is Karen Schaffer, centre, Kenneth Wolfe, and to the right, Hollywood actress Irja Jensen. Karen and Kenneth will play the parts of the two Gouzenko children, Miss Jensen will take the role of Mrs. Gouzenko, while Harry Towns will portray Mr. Gouzenko. Not in the photograph is Teddy Kubacki, a 7-year-old Montreal member of the Children's Theatre who will also appear in the film soon to be released.

**"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	CJBQ Belleville	ZBM Bermuda
CKOM Saskatoon	CFJR Brockville	ZNS Nassau
	KVOS Bellingham - Vancouver	

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

**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

# Canadian BROADCASTER & TELESREEN

TWICE  
A  
MONTH

Editor & Publisher . . . . RICHARD G. LEWIS  
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April 21st, 1954

### What Price Research?

Any time now, the Bureau of Broadcast Measurement will be announcing the appointment of its director of research, as was recommended over a year ago by the BBM's Committee on Research and Development. After this new officer has started work, and has had time to feel his way, the time will be fitting for the presentation of criticism of present systems and suggestions for future improvements. We have in mind the presentation which was made in Quebec last month by a group of ten stations which underwrote a film presentation prepared for them by Elliott-Haynes Ltd., designed, as was reported in our last issue, "to show weaknesses in such facets of the BBM survey technique as the size of sample and income and other characteristics of respondents."

For the purposes of this editorial, we are not concerned with the question as to whether or not there is truth in the allegation of this group that, in the words of Bob Bowman of CFBC, Saint John, N.B., BBM "does not entirely reflect a true picture of the smaller and newer stations which are operating against larger, older stations". If this criticism is found to hold water, it will be corrected, notwithstanding the timing of the presentation.

The point which we think should be forcefully put forward, at this time when the industry's own measurement yardstick is making what is to date its most forward step, is the question of the purpose of this kind of research and the dangers that beset its misuse.

The BBM's Committee on Research and Development did not recommend the appropriation of \$25,000.00 a year to enable station A to prove to advertisers that it dominates station B in market C. This makes wonderful copy for advertisements in this and other trade papers, but if station A wants to prove its predominance over station B, it is incumbent on station A to commission its own research. On the other hand, if sponsor D wants to determine whether he is going to reach a wider audience over station A or B, it seems to us that this is his privilege.

The purpose of the Bureau of Broadcast Measurement is to produce an actuarially correct index of radio listening. This does not mean an index which will give older stations predominance over younger ones, nor one which will give a compensating boost to the younger ones,



"You'll bet your what?"

and so bring their listening figures up to those of the older ones. With a BBM index, sponsors and their agencies should be given an honest appraisal of the quantity of listenership they may expect from each station. Other analyses will determine the quality of listenership, the preferences of listeners, and the rate book will display the cost of reaching them. Besides this, results of these surveys should enable stations to pin point their weaknesses, and amend their programming to restore the strength that was lacking.

### A Plan For Saving The CBC

There is a deeper significance to the CBC's professed concern over the giveaway programs. The threat of restrictive or perhaps even punitive measures being taken against "offending" stations is bad enough. But the graver implication, as we see it, lies in the inference that this department of government has it in its power to determine that a type of program, which is so popular that it actually brought in around a quarter of a million letters to one station in one single week, is not fit entertainment for the public to hear and must therefore be suppressed. Just who do these CBC officials think they are?

This paper has, in the past, expressed considerable concern over a type of program which, while it is proving popular and consequently profitable for the moment, we feel will damage the medium in the final analysis. A short time ago, we made much of the statement of a west coast advertising executive who pointed

out that sponsors are only buying it to get a temporary advantage over their competitors. At the same time, we still credit the broadcasters with the right to select their own programs, according to their own judgments, provided they transcend no law of the land, and we most heartily deplore the actions of the government's broadcasting body in even contemplating suppression, which can only be described as an undemocratic act usually performed by a dictator.

The CBC is supposed to operate "in the public service". Can anyone name any CBC production which enjoys the numerical popularity which these quiz programs are enjoying during the current craze? Of course they can't, because no such program exists. How then can it be assumed that, all other points notwithstanding, the men who make up the program policies of the CBC are competent to gauge public preference?

The CBC used to explain this paradox by advancing the view that its prime function was to program for the minorities, and leave it to the private stations to take care of the masses. This, of course, was before television, when the policy was reversed.

With inconsistencies like these following each other in rapid succession, where is national broadcasting in Canada going to end? One thing is sure. The useful function the CBC is designed to perform, that of supplying the people with the more serious kind of music and drama, is going to be swallowed by the greed for money which is rapidly penetrating this strange organization.

One way to save the air ways for the intelligentsia is to get the government out of the advertising business, where it never belonged, and into the field of education, where it has a rightful part to play. Let it have its cultural network, dispensing its symphonies and opera, its dramas and talks. It will find a small but ready-made audience. Given an opportunity to concentrate on the production of such programs without the impediment of enforced commercialism, its audience will grow. And let it leave the business side of broadcasting — the popular music and the soap opera, the deejays and the sportcasts—to the commercial stations and the commercial networks, because they and only they are competent to dispense programs that will appeal to the great majority of the people.

## SALES DIRECTOR WANTED

Starting Salary \$7,000

Can you sell an intangible?

We have a very interesting opening for an aggressive young salesman, age 30 to 40, who has the ability and experience to sell ideas and service. His contacts will be with advertisers and advertising agencies. Being responsible for all the actual selling of this organization, he reports only to top management and will have wide scope for his initiative and aggressiveness.

Starting salary to \$7,000 with all fringe benefits, including a pension plan.

It is urgent that this opening be filled as soon as possible. Please write us immediately giving complete details of your background and selling experience. All replies will be treated in strict confidence. Our fees are always paid by our employer-clients.

### J. B. FRASER AND ASSOCIATES LIMITED

Executive Placement Consultants  
Consultants to Management

COCKFIELD BROWN BUILDING  
185 BLOOR STREET EAST, TORONTO, CANADA



Another season of one of the world's outstanding radio programs came to an end earlier this month with the awarding of four more talented Canadians on the *Singing Stars of Tomorrow* program, under the sponsorship of Canadian Industries Limited.

James Milligan, a 26-year-old bass-baritone who has been heard in a number of CBC opera and concert programs, was given this year's top award of \$2,000 and the recognition of excellence that has become part of any award on this program.

The second award this season — which of necessity goes to a woman when a mere male captures top honors — went to Gladys Kriese, a young contralto from Winnipeg, and with it a \$1,000 handshake.

Further awards, worth \$500 each, went to Roma Butler in the women's division and for the men, Norman Mittleman. Respectively, that is a winner from St. John's, Newfoundland and another from Winnipeg.

To another four capable artists went the program's honorable mentions, or \$100 awards: Floriane Cotonnoir of Noranda; Walter Martin of Victoria; Lillian Durand from Montreal and Thomas Hender of Cobourg.

For the final program in this 26-week series of *Singing Stars*, network time is stretched to an hour, Massey Hall is hired, the four top winners perform and receive their awards, while outside the ushers stand and shake their heads at thousands of the program's followers because even the standing room is taken. And that is the way it has been for years — eleven to be exact.

• • •

There is no program on radio quite like *Singing Stars*. No program of its type can boast of its excellence as entertainment, or the superior job it does in giving young Canadian singers needed encouragement. There are too few good shows that can point to a record of 11 continuous years on the air and it has yet to wear out its second sponsor. (The original one was devised by Cockfield Brown for York Knitting Mills, remember?) And how many shows can compare their efforts with the expense, planning and hard work that is obviously necessary before vocal scholars of the highest order can be found and brought together from all over the country.

And I know for a certainty that *Singing Stars* means something, not always suspected or remembered, to a lot of people. It means that through the human interest generated by these young artists in keen competition, people never before aware of it are now finding enjoyment in fine music and the operatic art. It is why the Massey Hall doormen turn away thousands at this time every year.

This program does at least one other thing. It probably amazes the program's officials — people like Rex Battle, the program's veteran music director, and producer John Adaskin — to find that with a bit of earnest digging more than enough fine vocalists can be found in all corners of the Canadian map. And they aren't dreamy hopefuls with questionable natural ability and no training. They are mature performers with many years of expensive training behind them and all too little in the way of a rewarding career for their voices ahead.

When *Singing Stars* appears as a possibility for them, they audition and wait, re-audition and wait; finally fifty receive the call. Half a year later, eight receive their awards and for most of them the prize money will go for more voice training, more study and hard work.

Spirit like this is hard to believe, harder to understand, and it is gratifying to see. It's why radio needs *Singing Stars* and why *Singing Stars* and its award winners need those thousands of turn-aways outside Massey Hall.

You sort of hope CIL will sell a lot of paint.

# PROFITS BEGIN(S) WITH "P"

*So do the principal points that make CJFX a potent producer-pusher, pleasing time-purchasers and patrons*

**Penetration** — 60% OR BETTER in thirteen counties and sub-divisions containing 66,090 radio homes.

**Programs** — local presentations, such as "Acadian Folk Songs", "Scottish Ceilidh"\* and "Life In These Maritimes", have particular appeal to regional tastes.

**Promotion** — 1,764 lines of newspaper advertising every week supplements other activities.

**Price** — \$6.75 for a Class A spot, 260-time rate; approximately 12c per 1,000 homes.

**Positively, CJFX is a powerful and proficient promoter of popular products, producing peak profits for advertisers.**

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

#### Representatives

Can. — Paul Mulvihill & Co.

U.S.A. — Adam J. Young Jr., Inc.

\* (pronounced "KAY-lee"; Gaelic for party or gathering)

# CJFX

ANTIGONISH, N.S.

5,000 Watts — 580 Kcs.

# MEETING TELEVISION WITH BETTER RADIO

**Hamilton** — The greatest audience during the three-year history of BMI-fostered program clinics gathered in the Royal Connaught Hotel here last week to hear four American and two Canadian speakers, dealing with broadcasting problems ranging from promotion to research. But the emphasis was on programming, particularly music. Total registration was 231, slightly more than twice the former record established this year in Los Angeles. Thirty students from Ryerson Institute of Technology were present, guests of the CCBA.

The one-day clinic was opened by Bill Stovin of CJBQ, Belleville, president of the Central Canada Broadcasters Association. (The clinic was sponsored by CCBA, with speakers arranged by Broadcast Music Inc., and its Canadian counterpart, BMI Canada Ltd.)

In urging his fellow broadcasters to bear in mind the acknowledged peculiar characteristics of radio when considering program ideas, Stovin urged them to search for other qualities which belong essentially to radio. A prime ability of radio's, frequently overlooked, is the painting of "sound pictures" in the minds of listeners, he said.

Radio would have a much smaller tune-out problem if broadcasters were more discriminating in the choice of broadcast music, believes Lyman Potts, assistant manager of CKOC, Hamilton, the clinic's first speaker. A recognized authority on popular music and its application to radio, Potts said that even though the industry generally has "out-

grown the haphazard type of programming of the 'good old days', we are still making some of the same mistakes by playing music people don't want to hear".

Most of the problem centres on the fact that musical selection invariably rests with the disc-jockey or announcer and librarian, not enough of whom recognize that proper musical programming takes thought and skill. He said Hollywood's musical directors have known and demon-

strated the art of mood music, and it can be applied to radio.

Potts' primary rule for music selection was: "If you can't whistle it don't play it". He thought the disc-jockey's creed should allow only the playing of records "on the hit parade or expected to be", "favorites at least ten years old", and tunes with a seasonal or topical significance.

Complaining that many young announcers program too much music that they personally prefer, Potts

warned that "the audience for some of this music is mostly within a station". Some music may be "different", but, he quipped, "a freak show isn't enjoyed by as many people as the old merry-go-round".

Pointing out that "some music and musicians are not good for evening playing and vice versa" in creating a mood, Potts recommended as an example, the use of "music you can swing a mop to during the

*(Continued on page 8)*

## *Economy in the Economy*

This year everyone will be trying harder than ever to stretch each dollar as far as it will go.

That means that it is going to be more difficult to sell prospective customers. It also means that you, as an advertiser, will want to use a medium which is the most effective, yet costs the least. That's radio — and when you think of radio in New Brunswick you just naturally think of CFNB because more New Brunswickers by far listen to CFNB than to any other station. Get the full story from our reps.

*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.

### MARY ASHWELL

Women's Editor of CFPL Radio has a strong appeal to women listeners to her daily program. Her guests, stories, recipes, etc., draw hundreds of letters each week from London and wide surrounding area. A respected force in the community, Mary Ashwell entertains and sells on "Memo to Milady".



**CFPL  
RADIO**

**LONDON  
CANADA**

**MEMO TO MILADY**

**DIAL  
980**

Contact  
ALL-CANADA RADIO



**HARNESSING . . .** The turbulent Longue Sault Rapids is the object of the great St. Lawrence Seaway and power project, now close to reality. The Rapids will yield 2,200,000 horsepower to be divided between the U.S. and Canada, and the Seaway by-passing the Rapids will take ocean-going freighters into the heart of Canada.

**YOU CAN HARNESS . . .** The buoyant retail market of Cornwall and the Three United Counties, at the heart of this great development, by putting your advertising message on

# CKSF

CORNWALL - ONTARIO

"The Seaway City"

NATIONAL REPRESENTATIVES

HORACE N. STOVIN  
Montreal - Toronto

J. H. MCGILLVRA  
New York - Chicago



—Photos by Lloyd Bloom

**BROADCASTERS WHO HELPED** swell attendance to an all-time high at the BMI-CCBA program clinic in Hamilton last week, are seen in the above pictures during the clinic sessions. *Top*, left to right, are: Joe Kirby, general manager, WKRS, Waukegan; Harold Moon, assistant general manager, BMI Canada Ltd.; Carl Haverlin, president of BMI; and Tom Darling, general manager of CHML, Hamilton, clinic convener. *Middle*, left to right, are: Bill Stovin, manager of CJBQ, Belleville and president of the CCBA; Lloyd Moore, manager of CFRB, Toronto; Lyman Potts, assistant manager of CKOC, Hamilton; and Ralph Snelgrove, president of CKBB, Barrie. In *bottom* photo are Harvey Freeman, Northern Broadcasting; Mike Wood, program director, CFCF, Montreal; Arch Madsen, general manager of KOVO, Provo, Utah; and Lloyd Moore.

morning". Also, he believed a music show should have a distinct and constant format. While the showmanship of a disc-jockey can make or break a show, he said, the right music on it can mean the difference between best and second best when the personality competition is close.

"If your music is in tune with the listener", reasoned Potts, "he will stay tuned to you."

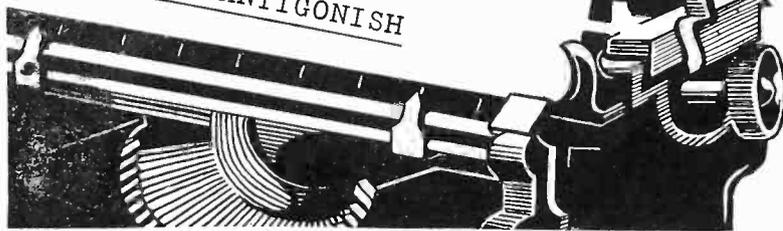
Joe Kirby, the man from Waukegan (WKRS), is unimpressed by talk

of competition. And although his subject at the clinic was news — the dynamic quality of local news in particular — Kirby left no doubt of his disdain for competition in mere numbers, rather than performance.

WKRS, he said, existed — and profited — in a county of 189,000 population, midway between ten big radio stations in Chicago and four in Milwaukee, not to mention three operating locally. Kirby's station is owned by a local newspaper, but

...For a total cost of only \$12 in spot advertising, CKBB sold 3 refrigerators for a local appliance dealer with a total value of over \$900, during one week. Similar successes can be quoted for

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



## PAUL MULVHILL & CO.

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

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

**CHRC**

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

BBM (1952) Day—141,910 Night—132,880

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

is operated entirely independent of it, except for co-operation between the news gathering staffs of each.

Key to the station's five-year-old success, Kirby said, is its absolute concentration on the County of Waukegan, and a comparative disregard for the city alone. This is apparent in the station's treatment and stress on news.

Operating during twelve-and-a-half daylight hours only, the station airs five minute newscasts of county events every half-hour. These have all been sponsored by the same local merchants since the station went on the air. (He admitted, during questioning later, that sponsor loyalty might be somewhat due to a surprisingly low rate structure, caused by a peculiar sales condition.)

Heart of the WKRS three-man news staff is its editor, who compiles the major local newscasts of the day, particularly the first, aired at 6 a.m. It is made up mostly from reports gathered directly from the police and fire departments, sheriff's office, hospitals and, he emphasized, cooperative undertakers. Obituary notices are considered important by the listeners, Kirby said, because we insist on mentioning the deceased's place of employment as well as address, and that usually establishes a bond of familiarity with many people. He added that the only criticism of obituary notices was the repetition every half-hour; some housewives get tired of hearing them throughout the morning.

Arch Madsen, general manager of KOVO, Provo, in Utah, is another broadcaster who thinks that a thorough, thoughtful overhaul of programming is all radio needs to continue to prosper. He admitted that with TV well established in many centres "business isn't so good down our way any more". But he maintained that listening takes place only in the minds of listeners, so stations must now encourage their staffs to keep experimenting relentlessly, and to cut loose the imagination of everyone from office boy up. "Radio programming still needs people," Madsen said. He felt there are a lot of stifled employees in the industry who need only to be "given chances to make mistakes" and they will eventually create audience-winning programs.

Announcement of a new series of

historical programs, to be made available to stations within the next few months, was made at the clinic by BMI president Carl Haverlin. Creation of this series of scripts on North American history, tentatively titled "The Canadian Story" (or "The American Story" in the U.S.), was originally revealed by Haverlin at the CARTB convention last month.

Haverlin said it is a classical belief that history is supposed to be dull. "But there are men who can make it fascinating", he said, "by bringing it to life with the yarn technique". BMI has found many of these men, professors of history in universities throughout the U.S. and Canada, who will write and edit a series. There will be programs for each country, although many scripts will be interchanged when dealing with common subjects, Haverlin pointed out.

Outstanding controversy of the day was set off by the confidential report on a comparison of radio and television audience tuning in the Toronto area, by Ted Kober, director of research for Vickers & Benson Ltd., Toronto advertising agency.

Frank Jarman, the high-powered promotion practitioner from WDNC, Durham, North Carolina, did his best to prove that a station can do almost anything in promotion short of tattooing its call letters on every listener. Audience response indicated his best was quite convincing.

His memorable gimmicks included: a complete banquet for Durham dogs; a sustained campaign to impress everyone that "business is good"; sandwich-board girls giving pretzels in downtown Durham get attention for WDNC shows; a station-operated speakers' bureau which makes staff members available for free speaking engagements on an organized basis, all financed by the station; a highly-publicized hole-in-one club for skilled (and/or lucky) golfers.

WDNC's one man promotion department, as well as its vice-president and general manager, Jarman emphasized that the most valuable promotion of all is that which is done on the air. He concluded that promotion need not be expensive; in fact the best promotion costs only the exercise of ingenuity.

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

## #1 MARKET

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

## #2 MARKET

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

## #3 MARKET

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



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

# CFQC Saskatoon

5000 Watts

680 Kcs.

"The Voice of Authority"

## CFQC

"The Advertisers' Choice"

## in SASKATOON

FOR: maximum sales impact . . . top promotion

## CFQC

CANADA'S No. 1 NEWS STATION

Winner of International News Awards

## CFQC

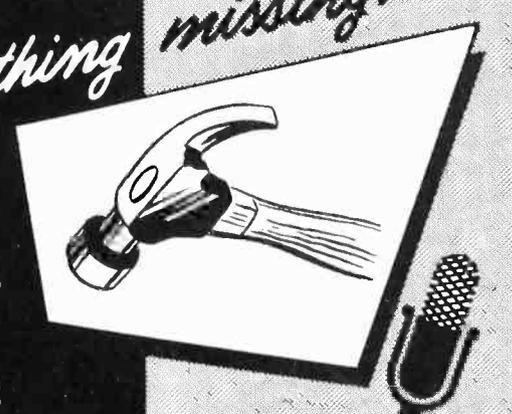
IS SASKATOON'S BEST BUY

SALES REPRESENTATIVES FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

*Radio Representatives Limited*

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

*Something missing...*



like selling Quebec market without



1000 WATTS 1280 K.C.

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

CARTB

**NEWS GETS THE TREATMENT AT QUEBEC CONFAB**

Quebec City — The greatest problem confronting radio station news departments is convincing management that expenditures for news are worth it, declared Bill Hutton, manager of Radio Press Limited. Hutton was first speaker on a news panel during the CARTB convention here last month. He spoke as a newsman with five management bodies to convince, since Radio Press is a regional news gathering organization owned and operated by five stations in New Brunswick and Nova Scotia.

Hutton pointed out that all Radio Press stations — CKCW Moncton, CFNB Fredericton, CFBC Saint John, CKCL Truro, CKMR Newcastle — are making worthwhile profits from their newscasts, yet they probably pay more for their news than any other maritime stations.

The five stations get their provincial and local news from Radio Press bureaus operating in each of the cities, and a network of "stringers" in the outlying areas. Their regional and national news comes from British United Press.

Hutton believes radio news is just coming into its own, because radio itself has only recently come of age. Radio Press is just beginning a plan of editorialization, he said, and it is expected to grow. He endorsed broadcast editorials for all radio stations, and said Sunday news needs far more stress.

It is radio's duty to fulfil the prime function of publishing, said Godfrey Hudson, director of the award-winning news department of CFQC, Saskatoon, in continuing the theme of radio editorials.

Hudson claimed that if a radio station did not command the respect and prestige in its community that was accorded the local newspaper, then it was not doing all it could to develop a strong news and editorial policy.

Radio should become a full-fledged publishing medium, said Hudson, but it can do this only by accepting the informative, interpretive and influential responsibilities which newspapers have developed.

Hudson felt a good news staff should be "courteously aggressive", "out digging all the time" and "responsible only to management".

Accuracy in news reporting comes before speed. This is the basic rule which panel chairman, Sam Ross of CKWX, Vancouver, gave CARTB delegates. He pointed out that a station can be embarrassed and might hurt a number of listeners by airing unconfirmed news reports.

Ross, former CKWX news chief and now assistant to manager F. H. Elphicke, also spoke on editorializing. He warned stations considering an editorial policy, to guard against "petty prejudices", to keep their opinions free from political pressure and the advertising department, "but especially free from friends". He explained that it was easy to resist the overtures of pressure groups, but the subtle influence of close friends was much more difficult to escape.

He outlined the CKWX solution to this and other problems — the editorial board. This board, after deliberation with its six members,

decides the station's view as expressed in broadcast editorials. He believes editorializing "puts character in a station".

Broadcasters should stick to broadcasting and leave promotion and merchandising to specialists in these fields, said Frank Buckley of W. K. Buckley Co. Ltd., during a panel discussion on "Building Sales" during which the agency, station and representative viewpoints were also aired.

Buckley felt broadcasters do not have to resort to extensive promotion and merchandising plans to sell products and, speaking as an advertiser (with whom other advertisers might disagree, he admitted) he was more interested in having the money which stations might spend in merchandising returned to the advertisers in the form of lower rates.

In explaining how his company plans advertising campaigns for proprietary medicines, Buckley said a cost goal is decided which dictates "what we are willing to pay to get so many messages to so many people". They consider daytime radio — especially early morning — a good buy because it is possible then to concentrate messages toward the housewife. He said there should be more market data available on early morning listening.

Although the CBC policy bars spot announcements for proprietary medicines on CBC television stations, Buckley said he believes it is possible to sell these products by using TV without offending viewers or resorting to false claims.

Another panel speaker, Cliff Wingrove, recently-appointed assistant manager of CFPL-Radio, London, dealt with the problem of the amount of leeway disc jockeys should be allowed in interpreting commercials for the local audience. Agencies do not like station personalities to stray from the commercial scripts, he said, but he believed a station should be allowed to use its own judgment in cases where an agency has been careless about programming commercials in a series and has either disregarded or does not know of local conditions.

The relation of the salesman in the field to the head office of the average company when plans for national advertising campaigns are being laid is quite important, said John Crosby, account executive with J. Walter Thompson Co. Limited, Toronto. He was taking the place of his client George Bertram of Swift Canadian Co. Ltd., who was originally scheduled to appear on the panel.

In attempting to give the advertiser's view, Crosby warned that although the local salesman is considered, "stations have been known to take advantage of his position", in trying to influence the placement of national business. The local salesman is not an advertising expert, he said, and it is realized that his judgment can be swayed by Radio stations in his area.

Crosby suggested that if stations really wanted to assist the agencies and advertisers do a better job, they would co-operate in advising im-

O.S.



A sales and programming plan ... built to help you take advantage of the summer selling season. Ask your All-Canada man about O.S.

**ALL-CANADA PROGRAMS**  
A DIVISION OF ALL-CANADA RADIO FACILITIES LTD.

VANCOUVER  
CALGARY  
WINNIPEG  
TORONTO  
MONTREAL

mediately of any drop in the success of a program, the same way as they announce improvements.

He presented the opposite view in speaking on promotion. Radio is the most aggressive medium in this connection, he said, and felt the agencies and advertisers should provide more promotion ideas and material for the stations' use.

The importance of the automobile radio audience was outlined to delegates by the president of station WOLF, Syracuse, Sherman Marshall. He said that this "plus" or "bonus" audience that radio has been giving away for years represents 30 per cent of his station's total listeners and, from an advertising point of view, may be the most important part in many cases.

Marshall said that a recent survey indicated that during early morning and late afternoon periods, the station has six car radios tuned to it for every ten home radios listening to WOLF. In terms of total listeners, he felt, car listening would show up even better if figures were available, because the number of listeners per car at these times is considered

greater than the number for each home set.

For many things — gasoline and groceries for example — Marshall felt a mobile listener was a much better prospect than a housewife, or even the same man seated comfortably at home.

The average consumer holds the local radio station responsible for everything it broadcasts and everything that happens to him as a result, claimed Claude Root of the Montreal Better Business Bureau. He expressed some concern that radio, which up until now has built a fairly clean record, might be tempted to compromise its principles of ethical advertising in the face of stiffening competition.

Root believed that the public is particularly averse to being taken in as the result of "bait and switch" advertising; unwarranted comparisons among different products; exaggerated claims; fanciful promises, especially in the cosmetic field. With the public placing the blame for objectionable advertising with the local station and not the adver-

tiser, Root felt stations should concern themselves more with questionable material.

Radio broadcasters in TV areas have to face two prospects: lower sets in use and the resultant necessity of getting more local business. This is the opinion of Jack Howlett, newly appointed manager of personnel training for the Canadian Marconi Company and former program director of CFCF.

A complete overhaul of programming was Howlett's solution. He said that through better programming with the emphasis on "local", a station can make itself a greater part of its community. There is nothing which shouldn't be re-evaluated on the basis of its effectiveness in drawing community interest, he said.

Two people affect the audience building and sales ability of a station — writers and announcers, and they should be trained or retrained, without delay in the fundamentals of how to sell via radio, he said. "And don't let TV woo your idea men away," he warned. "They are all you have to sell."

# Your TV EQUIPMENT Shopping Guide

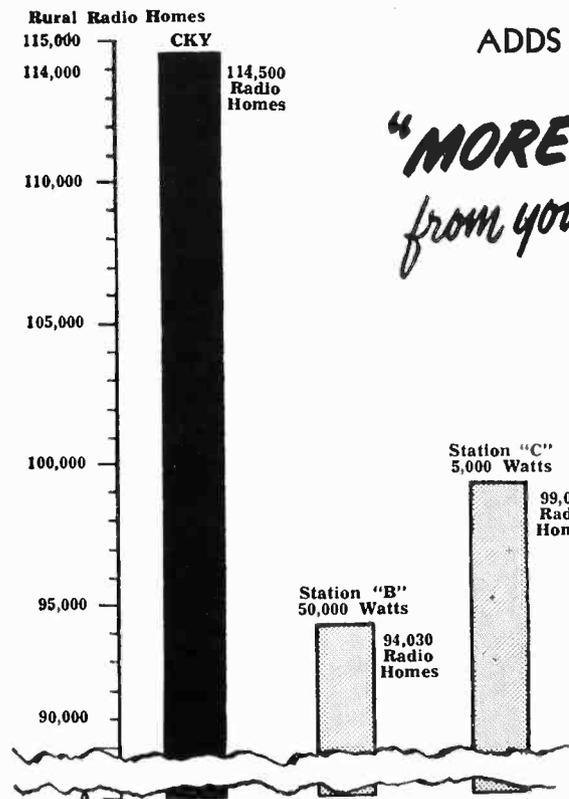
Here are the top names in TV film and studio equipment:

- **HOUSTON-FEARLESS**  
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
- **MOLE-RICHARDSON**  
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **KLIEGL**  
Fluorescent Slimline, scoop, spots, special effects lights, and lighting control equipment.
- **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. Teloprojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**  
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**  
Film Editors, Previewers, Synchronizers; Optical and Magnetic. Standard Equipment throughout the Film Industry.
- **MAGNASYNC**  
16mm., 17½mm. and 35mm. magnetic film recorders.
- **FREZZO-LITE**  
Portable motion picture floodlight. 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

# LOW-COST COVERAGE



ADDS UP TO

*"MORE SALES VALUE from your Advertising Dollar!"*

- Rurally, alone, CKY delivers 16% more radio homes than any other medium in its field! (See graphs . . . BBM 1952)
- Day-time and night-time CKY delivers these homes (and the whole market!) at the lowest cost-per-thousand of any medium in its field!

(Small wonder that the average CKY client now uses 75% more CKY-service than the average client used 24 months ago.)

*Your RESULTFUL buy*

**MANITOBA'S CKY**

5000 WATTS FIRST ON THE DIAL AT 580

*"More INTEREST for the Listener . . . More PROFIT for the Advertiser!"*

Reps. H. N. STOVIN & CO., CAN.

DONALD COOKE, U.S.A.

# C.G.E.

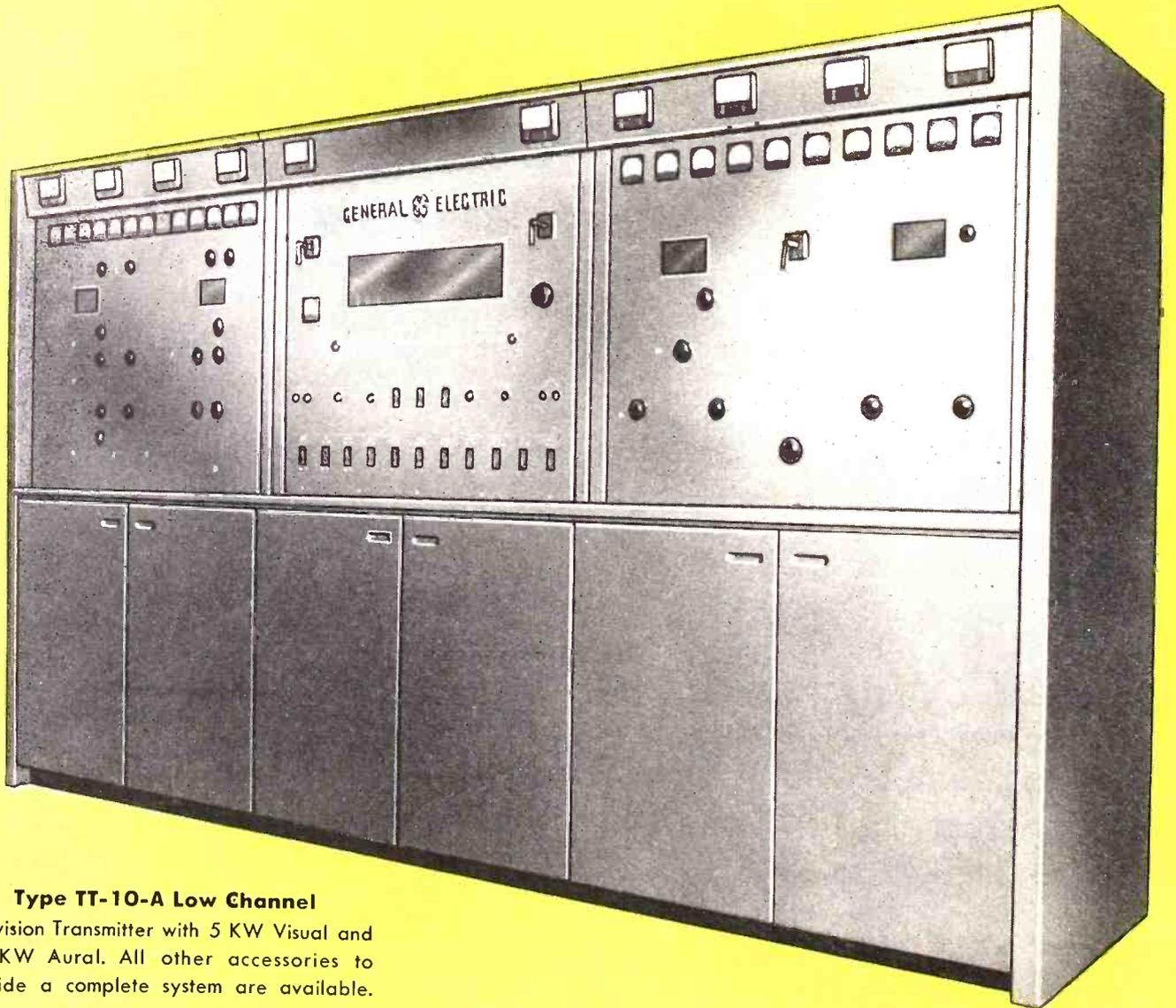
# BUILDS 5000 W

Canadian General Electric now offers Canadian-built 5000 Watt Television Transmitters for both high and low-channel telecasting. These new units have a lower initial cost, and save you money through greater operational economy, efficiency and lower maintenance costs.

Designed and built in Canada by Canadian technicians using Canadian components, these new transmitters are patterned after proven U.S. models.

Both of these transmitters are designed to give maximum performance for a lower dollar investment. The transmitter Control Panel is included and this unit allows control-grouping at one desk.

For detailed information on these new TV Transmitters, write for bulletins ECB-8 (low channel) and X54-145 (high channel). Address: Electronic Equipment Department, Canadian General Electric Co. Ltd., 830 Lansdowne Ave., Toronto 4, Ont.



### Type TT-10-A Low Channel

Television Transmitter with 5 KW Visual and 2.5 KW Aural. All other accessories to provide a complete system are available.

**CANADIAN GENERAL**

Electro

# CANADA'S ONLY TV TRANSMITTERS

## BENEFITS INCLUDE:

Maximum flexibility . . . amplifier may be added for  
power without loss of air time . . . designed for  
space requirements.

Reduced operation costs due to low-cost tube  
element . . . minimum of tube types and lower  
consumption.

Low noise level of cooling system is readily suited  
combined studio-transmitter operation . . . reduces  
operator fatigue.

Reduced maintenance costs because of increased ac-  
cessibility of parts and conservative tube operation.

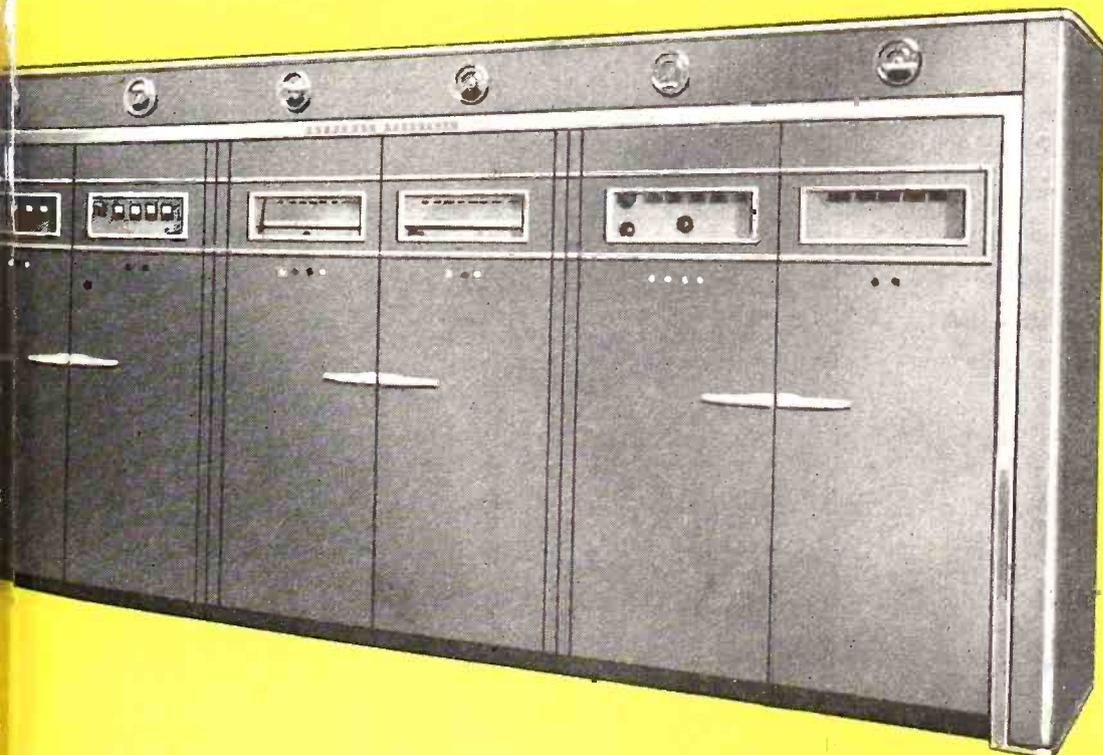
Protection against sudden outage and unnecessary  
air time . . . adequate status indicator lights . . .  
standing wave ratio indication.

Minimal set-up adjustment, once made, need not be  
repeated with tube replacement.

Sweep Generator is built-in thereby eliminating  
additional purchase of this unit of test equipment.



*Broadcast and  
Television Equipment*



### Type TT-6-E High Channel

Television Transmitter  
with 5 KW Visual and  
2.5 KW Aural. Both High  
and Low Channel type  
numbers include Trans-  
mitter Control Panel.

571W-354

Department

GEORGE EASTMAN COMPANY LIMITED

# CKCH

*With a potential listening audience of over*

## 400,000

*French speaking people is a "MUST"*

**AVERAGE DAYTIME RATING 38.6**  
(Elliott & Haynes — January 1954)

**AVERAGE NIGHTTIME RATING 36.5**  
(Elliott & Haynes — December 1953)

# CKCH Hull and Ottawa

Representatives

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

## Listener Loyalty?

Recently, CFCF's morning man Gord Sinclair, asked listeners if someone could donate an old piano to a Montreal suburban community effort. Last month, the Building Committee of the suburb wrote CFCF and said they received *two* pianos and a console radio, all in good condition.

### You Get Action In Montreal on



Reps: All-Canada  
Weed & Co.

### Stations

## "NEW-DAY" SELLING IS STUDIED BY 2-DAY CLINIC OF STOVIN STATIONS

Toronto — If the blitzkrieg type of advertising campaign becomes the order of the day, it will be all the more important for radio to keep selling itself as a medium, contended Ralph Draper, youthful media director of Leo Burnett & Company, in his address to the first session of the eleventh annual Stovin Sales Clinic held here last month.

He explained that major advertisers in both U.S. and Canada are now spending heavily in big, concentrated, one-medium campaigns, and that the basic question confronting media directors in such cases was the choice of medium. He also noted that there is a tendency among many U.S. agencies to combine space and time buying departments into a single media department. As both these trends develop, Draper believed the approach of stations and station representatives would have to change from single-station and single-market emphasis to general selling of the radio medium when attempting to influence agencies and advertisers in the placement of saturation campaigns.

Radio in any area is, to some degree, in competition with other media, Draper declared, pointing out that the size of market isn't as important to media buyers as information proving the dominance of a medium within a market. He felt that the number of local advertisers using a station, along with a station's local rate card, would be an indication of its local position.

Nearly every Canadian station is spending money on promotion, Draper said, but added that they will probably have to spend more. He felt stations had to advertise like any other business, and radio's product is programs.

However, Draper warned against promoting poor programs and promising advertisers promotional support for their campaigns. But if a program is good and worth having on a station, he said, stations should not hesitate to promote it.

Draper made a sharp distinction between merchandising and promotion. He said radio must consider itself in the selling business, and stations should organize merchandising plans aimed at helping to make distribution within their areas complete. "It is only when distribution is complete that sales can be complete", he emphasized. A major move in improving distribution would be the establishment of a stock check system by stations, he said, which would guarantee the supply of merchandise during broadcast campaigns. "If radio could eliminate 'out-of-stock', it would really be the

right medium," said Draper.

Keeping the retailer informed about current radio campaigns, thereby enlisting his co-operation in an effort toward greater sales, is another way local radio stations can improve their competitive position with the national advertiser. "Forget the non-aggressive retailer," he said, "and concentrate on informing the wide-awake store about every campaign that comes on your air". Draper also felt that "wining and dining money" could best be spent on local retailers.

There is no specific formula for the saturation technique, Bruce Alloway, national commercial manager for CKXL, Calgary, told the clinic. "It is volume that counts," he said.

The saturation technique — the name given to a heavy concentration of spot announcements for one product during a short period of time — has a basic use as a demonstrator of radio's power to sell, Alloway pointed out. But he warned that such spots should never be sold below the regular rate or in "package" deals.

Alloway felt that this technique is particularly applicable to local businessmen and merchants where it is desirable to demonstrate comparable results between radio and newspaper advertising with a specific amount of money. He felt confident that over a one- or two-day period, an advertiser, spending dollar for dollar in both media, would get greater results from radio.

Dealing with the concentration campaigns mentioned earlier by Ralph Draper, Alloway said this saturation technique fits into the changing merchandising pattern where, since faster selling action is required, big advertising campaigns are being used to get quick response from buyers.

CKXL sells campaigns for a certain number of spots — from twenty to a hundred or even more — during so many days, Alloway said, adding that it is the station and not the advertiser that decides the scheduling of the announcements during the period. Times at which spots are aired are not given the advertiser in advance, he said.

He added that flash announcements as a basis for the saturation technique, are discouraged, preference being given to spot announcements.

Radio has been neglecting a vital member of the advertiser family — the local sales representative, claimed Bill Hawkins, manager of CFOS, Owen Sound. He said that advertising managers of national companies need confidence that the money they are spending is making



**MATANE, QUE.—1250 kc—1000 watts—**  
Covers 6 counties in Quebec, 2 in New Brunswick, solidly selling the North shore of the Gaspé peninsula. CKBL commands a loyal audience—specify Matane in your next schedule for increased returns from this section of French Canada.  
BBM (1952) Day — 25,900 Night — 20,240

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

**HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY**

sales, said Hawkins, and that confidence is built up by the sales force.

The sales representatives of national advertisers are trying to sell more goods, and so is radio, he continued. "We should get together with them and employ their influence," he added.

Hawkins explained: "Use a direct approach. Tell him frankly what you are after and ask for his comments, but don't push him. He can usually find more reasons why he needs advertising support in your area than you can."

Hawkins added that there are some salesmen who don't like to get involved in head office problems, but who are valuable in helping stations with merchandising plans.

In explaining the adverse economic situation which faces British Columbia manufacturers attempting to sell in Eastern Canada, Jim Stovin, manager of the Horace N. Stovin & Co. Vancouver office, pointed out that this province is trying to expand beyond the trio of products for which it is now famous — lumber, fruit and fish.

New markets must be found to give the B.C. economy strength and stability, Stovin said, but B.C. producers cannot compete with most goods made in the U.S. and Ontario.

Stovin noted that TV has had little effect on radio listening in B.C. and has not changed the placement of advertising to any degree.

The two broadcast media — radio and television — will be expected to do most of the selling in the age of automatic merchandising which North America is entering, according to Joe Ward, head of the Advertising Research Bureau, Inc., of New York. Then he proceeded to prove that they were already carrying a full share of the load, — and radio more than TV.

Disclosing the results of 201 inter-media studies, Ward declared there was evidence which indicated that radio and newspaper advertising complemented each other in populous areas, but that radio gets results in rural areas where there is lower newspaper circulation.

In a store featuring a three-day sale which has been advertised equally on radio and in newspaper, judged on dollar cast, Ward said that scientifically questioned buyers revealed they had been influenced more by newspaper advertisements than by radio announcements during the first day's purchasing. But on the second day newspaper influence showed a decline while radio in-

creased, to the point that by the third day, radio took a dominant lead. Ward emphasized one other fact: there was very little evidence of "overlap" or "double impression"; nearly all buyers were influenced by one medium or the other, not both.

Ward also attacked mistaken thinking about radio program ratings, contending that big network productions which attract large numbers of listeners are responsible for fewer sales for each dollar of cost, than locally-produced, low-budget shows with comparatively fewer listeners.

Television was drawn into Ward's cost comparison and came out on the short end of an 8 to 1 ratio. Ward stated that even in the most successful and competitive TV areas, the new medium had cut into radio's selling ability by only an average of two per cent. However, sales delivered through commercials on TV shows cost the advertiser about eight times as much as sales produced by radio shows. Ward could see the gap widening if TV costs are generally increased by the introduction of color.

Ward spoke of the new concept in merchandising which is spreading over the continent. Business, he believes, is nearing a second industrial revolution because machinery today is being made to replace the human mind. Before, it replaced only human hands. He said huge retail outlets are becoming common and with them a great degree of impersonal selling. It is the mass-communication media which will be called upon to do more than just advertise, or soften the buyer for the salesman. These media

will be the only salesmen and they will have to sell. He felt the intimacy and immediacy of radio and television would best adapt themselves to the new merchandising era.

In urging closer liaison between radio stations and the retail outlets advertising through them, Ward suggested that clerks and other personnel meeting the public be kept informed by stations of current commercial announcements for their departments.

An address on religious broadcasting, delivered to the clinic by Fred Lynds, president of CKCW, Moncton, will be reprinted in an early issue of this paper, as will Bill Stovin's presentation of a qualitative analysis of listening conducted jointly by CJBQ Belleville, and Queen's University.

**YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE**

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

"Spring is sprung,  
The grass is riz,



And we know where  
The Listeners is!"

ELLIOTT-HAYNES told us . . .  
They're at home, listening to  
CFQC . . . where they hear

TOPS in programming  
and  
YOUR selling messages!

P.S. If your selling message is missing on  
CFQC, why not see our rep?

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

**CFQC** 600 KC 5000 WATTS

**THE RADIO HUB OF SASKATCHEWAN**

**WANTED**

Experienced announcer  
for 1000 watt, non-net-  
work East Coast station.  
Good salary, excellent  
working conditions, re-  
quire references and audi-  
tion. Interested parties  
reply to

Box A-196  
C B & T  
54 Wellington W. Toronto

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

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

**THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS**

CHWK CHILLIWACK  
CJDC DAWSON CREEK  
CFJC KAMLOOPS  
CKOV KELONHA  
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

# A Weekly BBM of 74,310

gives

## CJBR

Rimouski

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

5000 WATTS  
ON 900 KCS.

Supplementary  
to the  
French Network

## CJBR

RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION



If you think awards committees are rubber stamps, you have another think coming, brother. That is if by awards committees you mean the one on the front cover of this issue, which has just completed picking the first batch of winners of this paper's revived *Beavers*.

Independently, before some of them had even met, they examined the twenty-four articles reprinted in the back end of our March 17th issue. Next they chose those they thought

to be of "Beaver" calibre. Then they listed them in order of merit according to their own opinions. They returned these lists to the Broadcaster office. We made up the scores by giving 100 points for a first, ninety for a second, eighty for a third down to ten for a tenth. (Below tenth there was no score.) Then they met to decide how far down the list the Beavers should go. It took an hour for them to come up with the answer. The names of the winning stations, together with the committee's report, will be in our next issue. We hope you can hardly wait.

Avro Canada Ltd., at Malton, Ont., have six blind men working for them among the three hundred handi-capped people they employ.

It seems to me that the John J. Gillin Junior award, presented annually at the CARTB Convention for community service, was well and truly won by broadcasting station CJVI, Victoria, for the program, *It Seems To Me*. Three days before the Convention, the closely guarded secret was disclosed to the winning station, and it was decided that 21-year-old CJVI announcer Fred Curtis, who produces the show, should be flown to Quebec to accept the award for his station. When the moment came, during the annual dinner, for Hugh to parade to the head table to receive the award, Hugh looked as though he felt well paid for his weeks of hard slugging on the program.



CURTIS RECEIVES AWARD from Jean Richard, M.P., head of the Gillin Award Committee.

*It Seems To Me* is designed to throw the spotlight on local charitable organizations in Victoria and the area, and to help them raise the funds they need. The main point of the program seems to me to be that rather than the usual money appeal spots, this station makes a not inconsiderable effort to make the appeals interesting to listeners.

It is a weekly fifteen minute show, produced by Curtis and co-written by him and Shirley Shea. It follows

## Tell Us Another

We don't make Austins sound exactly like Cadillacs — but we come pretty close. We have to admit there are differences.

One of them is that Green Gables Garage in Orillia sells Austins, and plenty of them, by using our air (and unlike the garage's, ours isn't for free).

It was way, way back around '49 that Green Gables used a spot announcement series, short term stuff.

Then, a few years and several Austins later, the Garage sponsored our "Let's Swap" program, renewed last year, and now have just bought a ten-minute morning newscast as well.

Lor', look at those little Austins go!

## CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

## HERE IS THE KIND OF LETTER WE LIKE TO RECEIVE

"Occasionally I have heard Hallmark Greeting Card Commercials over your station and have wondered where I might contact a wholesale source for these cards. Can you give me this information? Having lived in the States for many years, I am familiar with the Hallmark cards and would like very much to handle them in my shop."

• This letter was received from Sturgis, 135 air miles Northeast of Regina.

IF IT'S COVERAGE YOU ARE AFTER  
SEE THE ALL-CANADA MAN

## CKCK REGINA

Representatives: All-Canada Radio Facilities



CAMPBELLTON, N.B. — 950 kc — 1000 watts — Income from rich lumbering and fishing industries, added to bonus dollars from a year-round tourist business, puts CKNB's listeners in prime position to buy — you can sell them through CKNB — only English language station in Northern New Brunswick. BBM (1952) Day — 23,010 Night — 15,730

### JOS. A. HARDY & CO. Ltd.

RADIO STATION REPRESENTATIVES  
MONTREAL QUEBEC TORONTO

CAMPBELLTON SELLS THE NORTHERN MARITIMES

the traditional news formula that "names make news."

In their search for material, Hugh and Shirley interview scores of people — people who have been helped, people who have done the helping. They check old newspaper files; spend hours in the public library; talk to the group workers; call on nurses of the Victorian Order; board Columbia Coast Mission ships as they go up the coast on their calls; visit the Protestant Orphanage; speak to former prisoners reclaimed through the John Howard Society. In 1953, they worked with a total of twenty charitable organizations.

The format of the show varies from week to week. For one fourteen weeks period, it confined its activities to presenting and describing groups allied with the Community Chest. Often, instead of a one-voice description of what is being done, Curtis introduces the voices of workers or those who have been helped by the workers, to bring what is happening dramatically to life. He takes a forthright stand when discussing the various groups on the air. If he thinks that praise is merited, that is what they get. On the other hand, he does not hesitate to offer a bit of gratuitous criticism when he thinks it is called for. This system, he feels, makes for an "intelligent, impartial and accurate presentation", to which I should like to add one further adjective — "objective".

The program is broadcast at the top time of 7.45 Wednesday evenings, with a repeat at 12.45 p.m. on Sundays.

Nineteen British authors have threatened to strike against their publishers in protest against a plan that would force all new authors to surrender a share to motion picture, theatre, radio, TV and funny strip rights to the publishers. The authors include the poet laureate,

John Masfield, J. B. Priestley, Osbert Sitwell, Somerset Maugham, Sir Compton MacKenzie, Sir Alan Herbert, Walter de la Mare and Joyce Cary.

Whether or not you think that Charlie Edwards of Broadcast News is a ham, you should meet his young son Bruce, who comes by it honestly. Here is the story as told by this veter-ham, who was fourteen last February.



"I have been interested in anything electrical, ever since I was two years old and built models out of 'Tinker-Toys'. My first radio, built when I was seven, was a crystal set, which was set up in my room. I gradually progressed, building a two tube shortwave radio, and then a five-tube shortwave set, when I was eleven years old. With this radio, I entered a short-wave listening contest when I was twelve. I won a prize for getting all continents, all provinces, twenty-five countries, and forty-two states. Shortly after, I received my amateur radio license and have been actively engaged in amateur radio ever since. My call letters are VE3BOY. My range is usually about one thousand miles, but distances up to ten thousand are possible.

Sincerely yours,  
Bruce Edwards."

Under the typed body of the letter is a note, typed too, in a firmer hand

by some person or persons unknown but shrewdly suspected. It says: "Bruce Edwards, born at Winnipeg, February 22, 1940, son of a lovely young girl and a kindly old gentleman.

"Got his amateur license in November 1953, when he was 13 and the youngest licensed ham in Canada. If he spent as much time on any paying job as he does on amateur radio, his pappy could retire."

To which I can only add that if that white-capped old so-and-so retired, he'd probably move into some lush hotel, and sit in a suite by himself all night, just in case someone started a convention.

And that reminds me there's a guy outside who's been waiting for me to keep a lunch date for the past twenty minutes, so buzz me if you hear anything, won't you?



Telephone  
Answering  
Service

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

Phone for Booklet in

Toronto Montreal  
WA. 4-4471 UN. 6-6921

A WORLD of promotional ideas and merchandising features await you at

**CHLO**  
LONDON and ST. THOMAS

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

**SHERBROOKE QUEBEC**

**CHLT** **CKTS**

The Voice of the Eastern Townships

Quebec

900 Kc. 1000 Watts **FRENCH** 1240 Kc. 250 Watts **ENGLISH**

Representatives:

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

**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

# ACA GIVES HALF DAY TO RADIO AND TV

Toronto — Radio and Television have their day at the ACA, May 5, when the afternoon is given over to the sight and sound media.

Convening at the Royal York Hotel here May 4 to 7, the Association of Canadian Advertisers has prepared a full agenda for its 39th annual meeting.

Joseph B. Ward, founder and

active head of the U.S. Advertising Research Bureau Inc., and a well-known management consultant (see pages 14-15 this issue), starts the broadcasting afternoon (May 5) with an hour's session entitled "How Effective Is Radio Today". Joe Ward is outstanding in the United States for his work in advertising research, especially his advertising evaluation projects, known all over the continent as the ARBI studies. (He has recently established a Canadian office in Vancouver under Art Hook.)

Television gets four speakers on the same afternoon. Michael Dann, manager of TV programming for the National Broadcasting Company, New York, will speak on "Program Production Problems In Television — U.S.A." His talk will discuss the "New Look" in TV programming on NBC. Rodney Erickson, manager of Account Planning and Supervision, Radio and TV Department, Young & Rubicam Inc., New York, the world's largest agency radio-TV department, said to have grossed in 1953 something like \$50,000,000, is the next speaker. Known for his ready wit and scathing views on "culture vultures", he will go into the costs of television compared with other media. His title — "Is Television An Effective Economic Buy?" J. M. Reynolds, commercial co-ordinator for TV, for the CBC, will speak on the subject "Program Production Problems in Television — Canada", presumably complementing Michael Dann. John D. Campbell, manager of the Consumer Products Division, Canadian Westinghouse Company Ltd., will wind up the session with

a talk on the TV set production story (from 40,000 in 1951 to an expected 1,040,000 in 1954).

Guest tickets for all Convention sessions (without meals) are \$19.00, but radio broadcasters and others wishing to attend the radio and television session only can purchase single session tickets at \$3.50.

Tuesday is agency day, with Fred T. Gamble, president of the American Association of Advertising Agencies, New York, guest speaker at the luncheon. He will lead into the afternoon open sessions which will be conducted by the directors of the Canadian Association of Advertising Agencies.

Following the ACA business meeting scheduled for Wednesday morning, Carrol M. Shanks, president of the Prudential Insurance Co. of America, will address the luncheon meeting on "The Components of Prosperity".

Split sessions run simultaneously on Thursday feature research and printed advertising. The Thursday luncheon will be addressed by Greg Clark, associate editor of WEEKEND PICTURE MAGAZINE and Dr. Hugh Templin, publisher of the FERGUS NEWS RECORD. Their joint topic will be "The Long And The Short Of It" or "The Little Big-Town Guy Looks At The Big Little-Town Guy".

Friday night is the annual dinner with Reverend Richard D. Jones of the Canadian Council of Christians and Jews guest speaking on "Our Canadian Heritage". After the dinner the ACA awards will be presented.

*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

**WHY**  
**you can**  
**depend**  
**on**

**Webcor®**

**sound**  
**recording**  
**tape**

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



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

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



**WEBSTER-CHICAGO CORPORATION**

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

Electronic Tube & Components Division

**CANADIAN MARCONI COMPANY**  
830 BAYVIEW AVENUE, TORONTO

Branches: Vancouver • Winnipeg • Montreal  
Halifax • St. John's, Nfld.

## HOME SERVICE DIRECTOR

Sponsored by

**WOODWARD STORES (EDMONTON) LTD.**

Voted one of Canada's 10 Best Dressed Women

### HELEN KENT

Broadcasts a daily 15-min. program for the ladies over CFRN. Program now in its sixth year but Helen Kent still has time for such activities as the founding of Edmonton's "Friendship Clubs" for senior citizens, and participating in a drama club, winning the "Best Actress" award in Edmonton's Spring Festival.



HELEN KENT

IN EDMONTON, IT'S . . .

**CFRN**

**RADIO REPRESENTATIVES LTD.**

Montreal - Toronto - Winnipeg - Vancouver

Verbatim

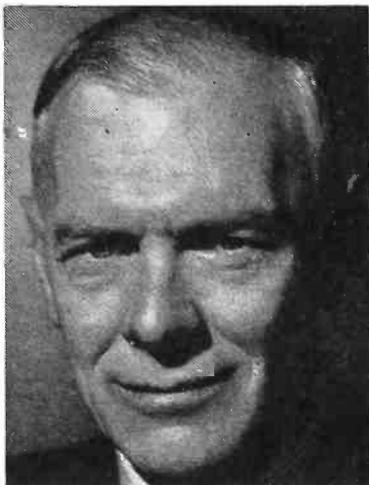
# THE LIBERTY TO UTTER

Here is the second half of the much discussed speech delivered to the annual dinner of the CARTB at Quebec City last month by

MALCOLM MUGGERIDGE, Editor of *Punch*

You have probably heard tell of the British Broadcasting Corporation and of its founding father, John, later Sir John, and later still, Lord Reith. This extraordinary man, now engaged in developing a fast-disappearing Colonial Empire, deserves a Cervantes to do him justice. As a Don Quixote of our day, he is incomparable — a tall, lugubrious, gesticulating, high-minded Scot, who was marked down by destiny to preside over the birth, childhood and astonishing growth of British Broadcasting, and whose influence has reached even over here, I suspect, in one of the BBC's legitimate offspring begotten, as Shakespeare so delightfully puts it, between the lawful sheets. I refer to the Canadian Broadcasting Corporation. To his impressive task, he brought pertinacity, the after-glow of a Calvinist upbringing, and a total lack of humor. His avowed purpose was rather to elevate than to entertain; rather to instruct than to divert. It was rather as though, instead of shutting down the theatres, Cromwell had decided to put an eminent Scottish divine in charge of them — a procedure, incidentally, which would certainly have damaged them more effectively than merely shutting them down. How much of Shakespeare, I wonder, would have survived such a regime? How much of Ben Jonson, of Marlowe, of any of the dramatists who so delighted their own generation, and have continued to delight subsequent ones? Polonius might have survived, but scarcely Sir John Falstaff; Prospero, maybe, and Malvolio, but what about Sir Toby Belch and Doll Tearsheet? The fact is that freedom, like love, has to be reckless, exuberant, unrestrained, to exist at all. Put it in blinkers, harness it, and it becomes a poor old nag, pathetically, if frantically, dragging along the established Social Order, instead of the frisky, spirited race horse which has in the past carried our race to such splendid and breath-taking triumphs.

to return to Lord Reith. By the time he had finished with the British Broadcasting Corporation in the late thirties, it had become more



MALCOLM MUGGERIDGE

or less as we know it today. Its large new headquarters in Portland Place, shaped, I always think, like a majestic liner ploughing a steady and determined course through the turbulent seas of life, was teaming with eager personnel, all concerned to improve, instruct and generally raise the moral, aesthetic and intellectual standards of the rest of us. They were men and women with a mission, indifferent to the mundane considerations which afflict we poor commercial journalists, broadcasters and entertainers — dependent, as we are, on being able to please our audiences. Loftily, sublimely, they could decide what was good for the rest of us, and provide it, irrespective of whether we happened to like it or not. Improving talks, fruity and respectful descriptions of royal and other occasions, ingenious notions (I like to recall an exchange I once heard on the air, given out by the BBC, between a Chinese poet and a Cumberland shepherd, an exchange which was beyond criticism, because, as Dr. Johnson said of the plot of "Cymbeline", it is impossible to criticize "unresisting imbecility"), discussions, dehydrated and carefully disinfected, news declaimed in syrupy voices capable of making Judgment Day itself seem as little momentous as a Church Outing — from Bright and Early to "Goodnight everyone goodnight",

there was nothing which, in Mr. Podsnapp's words, could have brought a blush to the cheek of a young person.

Such was, and to a great extent still is, the BBC; and such, in view

of its close association with the State, it must ever be. Like the Established Church, it is part of the whole structure of authority, and committed to current orthodoxy, (Continued on page 20)

## WANTED

Capable, experienced announcer by Saskatchewan Station. Prefer Westerner. Send tape and letter outlining background.

### Radio Station CKRM

REGINA - SASK.

## AM OR FM

"You're on the air to stay"

with  
**MACHLETT TUBES**

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

OVER 50 YEARS  
SPECIALIZING IN TUBE  
MANUFACTURE EXCLUSIVELY

### DOMINION SOUND EQUIPMENTS LIMITED

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

Advertising Department DS-53-19  
Dominion Sound Equipments Limited  
4040 St. Catherine St. West, Montreal, Que.

Please forward data

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



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



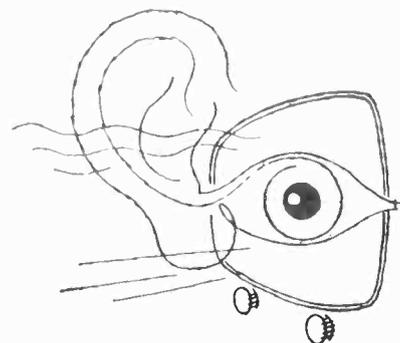
★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

**"AW, SHUCKS,"**  
*Says Lionel...*

... 'tweren't nothing, really! CKCW has been getting so darn many nice remarks from advertising agencies, I'm really blushing. So's Tom Tonner, station manager. But not the chief, Fred Lynds. He only looks smug and says, "Told you fellows agencies would appreciate it if the newspapers and CKCW got together and presented the MONCTON MARKET factually!" (If you haven't read the book, write me and I'll sneak a copy to you!)



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



**TELEVISION IS A BRANDING IRON?**

If you could impress your product on the minds of your prospects, like a cowboy brands his cattle, your biggest sales problem would be solved. The closest approach yet to a sales branding iron is TELEVISION. Your product is dynamically displayed and demonstrated in the home — the impression remains until the prospect buys.

Call us — we'd like to talk to you now about television for your product.

**HARDY**

JOS. A. HARDY & CO. LTD.

MONTREAL  
PLateau 1101

TORONTO  
EMpire 3-6009



QUEBEC CITY  
5-7373

Representing

**CFCM-TV**  
Quebec City  
Channel 4

**CKCO-TV**  
Kitchener  
Channel 13

(Continued from page 19)

whatever it may be. Apart from a few lone voices like G. K. Chesterton's, there were none, inside or outside Parliament, to question this arrangement.

It was Chesterton who first, as far as I know, bluntly challenged it. Supposing, he asked, some twenty-five years ago, before this controversy arose, supposing all control of the printed word had been vested in State or Church, does anyone imagine that the greatest glory of the English speaking people, our literature, with all it has added to mankind's horizons, would ever have come to pass? Of course not, and the contention is amply borne out in the totalitarian tyrannies of our day, where what is so wonderfully called in Christian worship the "Living Word", soon withers and dies. "This being so," Chesterton went on "what about radio, a communication medium potentially not less powerful than printing?"

What indeed? There were plenty of Lord Reiths around in the fifteenth and sixteenth centuries to claim control of the printed word as they now claim control of the spoken word, and, surprisingly enough, or perhaps not so surprisingly, on very much the same grounds. Unlicensed books were said to "swarm full of heresies and detestable opinions", to be "lewde pamphlettes" and "naughty and papistical", and to "looke to gaine, gaine, gaine, nothing else." There's an uncannily faithful echo of what many a Noble Lord had to say about commercial television. As we all know, the battle for freedom was won, but only after a struggle lasting two hundred and twenty years. It has become fashionable to celebrate Milton's Aeropagitica, with its plea — "give me liberty to know, to utter, and to argue freely according to conscience, above all other liberties." I find it, I must confess, a sombre circumstance that in the same Westminster where Caxton set up his first printing press in 1476, so many respected, not to say respectable, voices should have been raised in favor, as far as radio and television is concerned, of eschewing this very liberty which Milton prized above all others.

What turned so many politicians and Noble Lords into ardent champions of the BBC was, of course, not the virtues they affected to find in it so much as the vast and ever-growing power it represented. The same note was clearly discernible in the often frenzied pleas which

were heard four centuries ago for the maintenance of censorship of the printed word. Human conflicts, it seems to me, are invariably about power; and this is true even when they seem to be about beliefs or ideas. Especially after the development of television, it has become clear that broadcasting is fated to be the great formative influence of our time. Who then is to control it? That is the question.

In practice there are but two possibilities — the State or private interests. All devices, like public utilities, which purport to provide a middle way, are just so much humbug. In the days of the controversy over censorship of the printed word, the King's Printer and the Stationers' Company were put up to obscure the fact that control was actually in the hands of the Throne. Phrases like "public service broadcasting" were intended to obscure the reality of control of broadcasting by the Government of the day. The BBC's monopoly had to be maintained or broken, and the only way to break it was to allow revenue to be collected from advertisers to finance an alternative non-governmental system. This was a simple issue, but oh, what a wonderful time was had by all in evading it! Politicians like Mr. Herbert Morrison, not hitherto notable for undue squeamishness, grew pale and trembled at the mere suggestion of commercials invading the privacy of his, or any other, Englishman's home. Newspaper proprietors pleaded earnestly and eagerly for the sanctity of the BBC, the whole BBC and nothing but the BBC, without any thought, so help them God, of losing advertising reve-

**A BIGGER  
AND  
A BRIGHTER  
YEAR**

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

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

**CKBI**

PRINCE ALBERT  
SASKATCHEWAN

5000 WATTS

Experienced  
**SPORTSCASTER**  
competent to do  
**PLAY-BY-PLAYS**

as well as

**REGULAR SPORTSCASTS**

Good basic salary plus talent fees which can bring gross to over \$100.

**CKSO Radio**  
SUDBURY • ONTARIO

nue if commercial broadcasting came to pass. Noble Lords came hot foot to Westminster from their ancestral seats to denounce American television and praise the high standards set by BBC television, which, they implied, was the solace and delight of their Lordships' evenings. Few of them, in fact, had so much as seen television, BBC or any other. They recalled, like nothing else, Sheridan's: "The newspapers! Sir, they are the most villainous, licentious, abominable, infernal — not that I ever read them. No, I make it a rule never to look into a newspaper."

Rarely has there been, even from the point of view of an editor of PUNCH, so delectable a spectacle, with all that army of the respectable, which can ever be mobilized, whether to unseat a recalcitrant monarch, or to defend a Munich Pact, or to garrison Broadcasting House, again forming their squares and shooting their missiles into the correspondence columns of THE TIMES — Vice Chancellors, Moderators, Prelates, and all the rest of the camp followers who scramble along after Established Authority, sometimes stumbling, sometimes bruised, but never falling out.

The outcome of it all, as you may have read, has been a rather pitiable little mouse — an Independent Television Authority, not inaptly described by one of my colleagues in PUNCH, Mr. H. F. Ellis, as "the most closely-knit pyramid of maiden aunts ever conceived in the mind of man". Hampered by every sort of restriction and qualification, the Independent Television Authority is supposed to produce programs in competition with the BBC. It ill behoves me to pronounce on the practicability or otherwise of the arrangement, which is doubtless the best that could be got through the present House of Commons; but my heart goes out to the program director who will be required to ensure among other things, that his scripts are "predominantly British"; that they do not give or cause "to be given any opinion about anything, or encourage or incite crime, or give an offensive representation of any member of the Authority, or detract from the cultural" — I like this bit — "value of the program by immoderate dancing or gesture calculated to mislead . . .".

As for the wretched advertisers themselves — if the Bill doesn't actually refer to them as lepers, it is made pretty clear that by the time Parliament and the Postmaster-General and the Independent Television Authority and the Program Contractors have all had their say about the methods that may or may not be employed in advertising, and the maximum time that may be spent in it, and the necessity of ensuring that religion and politics are, as far as possible, kept out of it —

by the time all this has been done, the advertisers, I should say, will be rather in the condition of someone over whom a steamroller has passed, not once, but several times.

When I think of all this timidity, this fear of, as it were, letting things rip, the nightmare shape of the Servile State looms up before me. The appalling truth is that human beings become enslaved, not so much because a condition of slavery is imposed upon them, as because they fear to be free.

They protect themselves against the harsh, tumultuous currents of life, and in so doing fashion a prison in which they must live as prisoners. Each new extension of human understanding and human ingenuity involves a challenge which, shirked, leads to disaster. It would be a terrible thing, but not, I fear, an unthinkable thing, if this same totalitarian tyranny, which we have seen imposed on so many countries with a violence and ruthlessness rarely, if ever before, equalled, could also come to pass imperceptibly, by means of controls, regulations, acts of Parliament, all duly approved through the machinery of ostensibly representative institutions. In such a case, an important, indeed a vital role would be played by a State controlled broadcasting system, putting out by subtle, insidious means, its own orthodoxy. You all remember how in nightmare visions of the future like Aldous Huxley's "Brave New World" and George Orwell's "1984", persuasive voices induce citizens to accept their lot without question, or "Big Brother" appears on a screen to terrify them into obedience and servility. These, alas, are not fancies but possibilities — in dark moments one is inclined to think, probabilities.

For myself, I am absolutely convinced that the use and control of the medium in which you broadcasters work, represents a major dilemma of the age — more so even than atomic fission, which can, at worst, merely destroy us and our world, thereby bringing about our final, irretrievable extinction, which might, in itself, be no bad thing.

The television screen, far more than the printed page, is going to shape the future of this Century of the Common Man. It is my considered opinion that a State monopoly of this vital communication medium which, as the BBC now is and the CBC would like to be, must, sooner or later, and sooner rather than later, make free institutions and democratic government as hitherto understood, unworkable.

The same arguments exist as existed at the time of the invention of printing, for keeping so potent an instrument for influencing others in public hands, and they can be likewise refuted. It is not only eternal vigilance which is the price of freedom but, as well, quenchless audacity.



# CJGX --- Reaching People with BUYING POWER!

CJGX serves one of the most productive agricultural areas in Western Canada — North Eastern Saskatchewan and North Western Manitoba. And the farmers in this district, for the last ten years, have had one of the highest cash incomes of any group in Canada. When you advertise on CJGX you reach the people who can buy — want to buy!

## CJGX

YORKTON  
Saskatchewan

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



## Secure Your Advertising with CKRM

1. Huge Coverage.
2. Thousands of constant listeners day and night as reported by B.B.M.
3. New Promotional Ideas that pay off for sponsors.

On the Hard-Hitting . . . Far-Reaching 980 Frequency

# CKRM - REGINA

In Victoria



Most Listened to (Elliott-Haynes)

SOME OF THEM ARE :

**PERRY MASON**  
*Procter & Gamble*

**WHO AM I?**  
*Colgate*

**TAKE A CHANCE**  
*Adams Brand Sales*

**EDDIE FISHER**  
*Coca Cola*

**MA PERKINS**  
*Procter & Gamble*

**FUN PARADE**  
*Lever Bros.*

**HELEN TRENT**  
*Boyle Midway*

**SHARE THE WEALTH**  
*Colgate*

**10 P.M. NEWS**  
*Shell Oil*

**ROAD OF LIFE**  
*Procter & Gamble*

**CORINNE JORDAN**  
*Paulin Chambers*

**THE SECOND MRS. BURTON**  
*General Foods*



IN VANCOUVER

all  
the  
BIG  
shows  
are  
on

**CKWX**

5000 WATTS

1st IN CANADA'S 3rd MARKET

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

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

REPS :

*All-Canada Radio Facilities Limited  
Weed and Company*



SUGGESTION BOX

We'd like to put out a special edition for the reps, if someone could suggest some nice things to say about them.

• • •

PAN MAIL

Sir: So you're bringing back the Beaver Awards. Are you going to use them to reward stations which advertise, or to bribe ones which don't?

*—Unohoo*

• • •

MARKET INFORMATION

So far this year traffic fatalities have exceeded the same period last year by seven. Watch Toronto grow!

• • •

DIAGNOSIS TO PRESCRIPTION

After BBM has appointed its Director of Research, how about a new post — Director Of Doing Something About What The Research Director Finds Out.

• • •

UNDERGROUND POLITICS

There are many private broadcasters who are certainly not Liberals, but not nearly as many who are prepared to admit it.

• • •

PAGING JACQUES

First the junior, who would rather be with anyone than no one . . . . and last the senior, who would rather be with no one than anyone.

• • •

IS NOTHING SACRED?

Dear Dick: Why don't you sue MACLEAN'S MAGAZINE for calling Gilbert Harding "the bilious bachelor of broadcasting?"

*—Hugh McCorkley*

• • •

EXPLODED ADAGE

Certainly you can eat your cake and have it — around the waist-line.

• • •

CANDID COMMENT

Sir: Your two color cover is an improvement. But why red for St. Patrick's day?

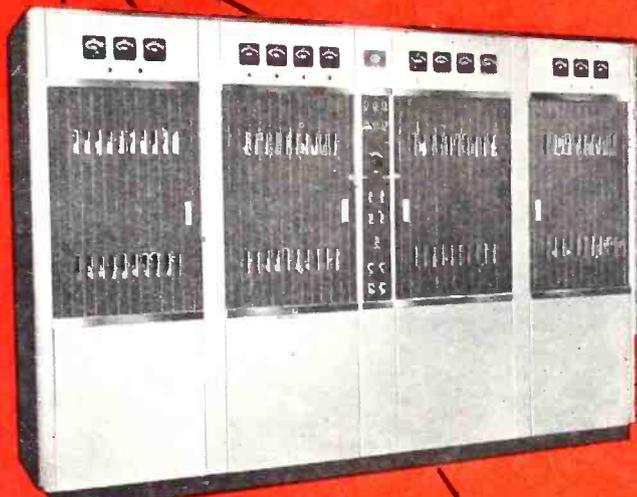
• • •

*New*

# RCA TRANSMITTERS

## to improve your AM Broadcast Operation

### NOW AT LOWEST PRICES EVER OFFERED!



**BTA — 5G/10G**  
(5,000/10,000 watts)

- 5-kw . . . with a 10-kw future;
- easy to convert to 10-kw with a simple kit;
- uses 40% less floor space than previous 5-kw;
- at a greatly reduced price

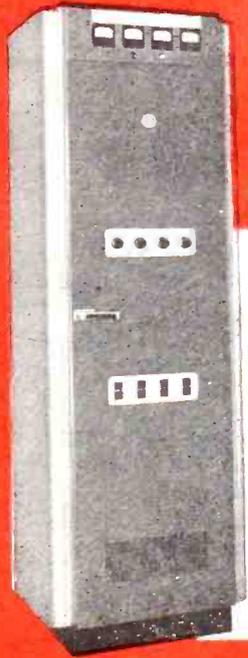


**BTA — 1M** (1,000 watts)

- better performance in half the size;
- takes only 7½ sq. ft. of floor space;
- at a greatly reduced price

**BTA—250M** (250 watts)

- an economical unit for standby;
- same size as audio rack;
- at a greatly reduced price



### All with new, smart styling!

• MINIMUM NUMBER OF TUBES

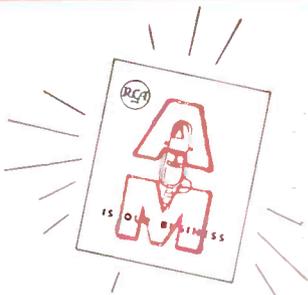
simplifies operation, reduces cost of upkeep.

• MINIMUM NUMBER OF TUBE TYPES

keeps down tube inventory, cuts maintenance expenses.

• MINIMUM POWER REQUIREMENTS

gives you peak efficiency, year-round economy.



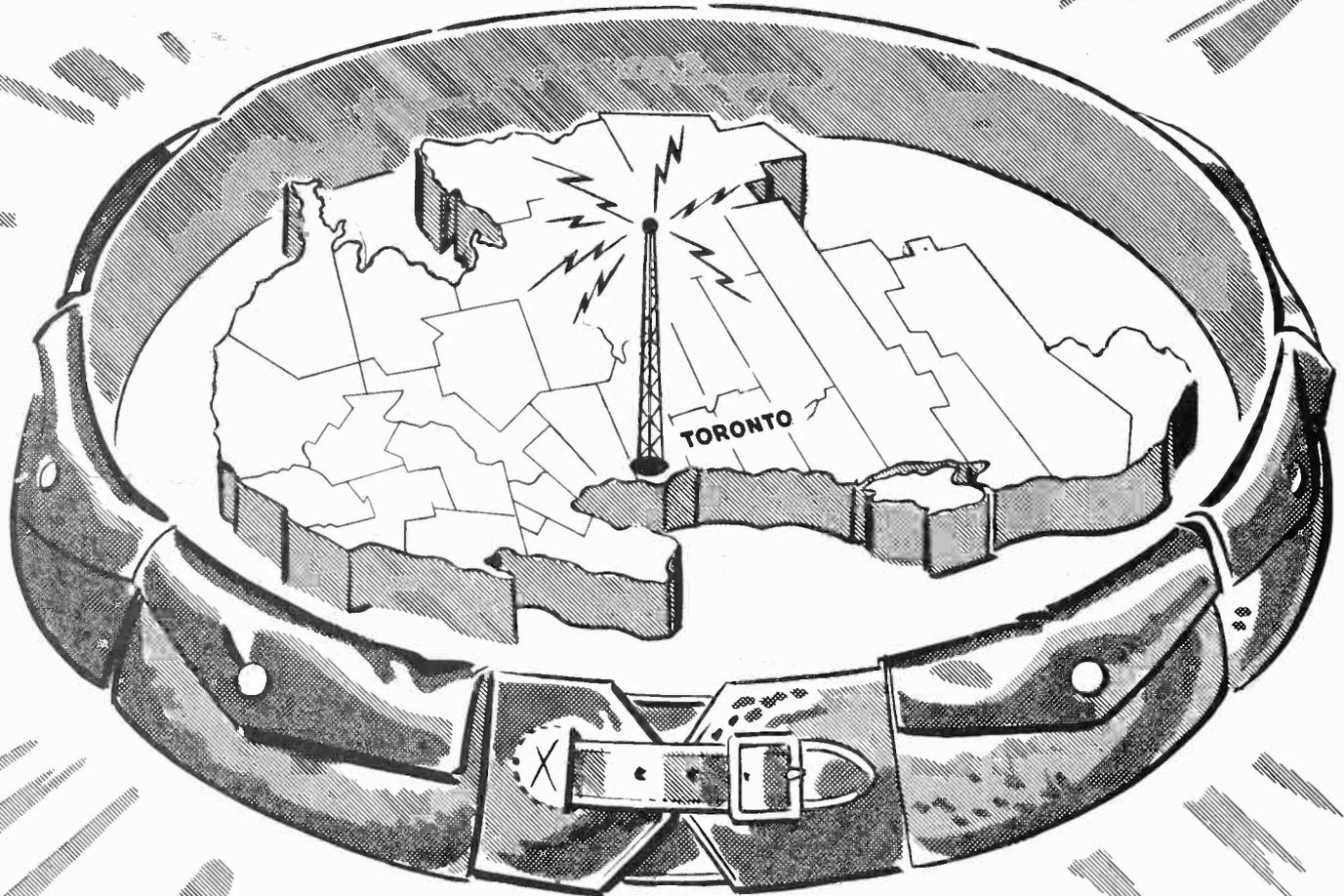
Get the complete facts about these outstanding new AM transmitters from your RCA Victor Sales Engineer — or write direct to Engineering Products Department, RCA Victor Company, Ltd., Montreal 30, P.Q.

### These drastic price reductions now make it possible for you to own the very best — RCA!

ENGINEERING PRODUCTS DEPARTMENT  
**RCA VICTOR COMPANY, LTD.**

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

# HERE'S HOW...



## to get inside Canada's money belt

They spend \$933,700,000.00 on food, \$243,100,000.00 on clothing, and \$116,400,000.00 on drugs. Who? The people who live in Canada's Number 1 Market — people who are responsible for 40% of total Canadian sales — people who are reached completely by CFRB.

Makes you wonder, doesn't it? Of course you want your product to get its full share of the market. And naturally the projection of your sales message into *half a million radio homes* weekly would boost profits. It's a well-known fact too, that salesmanship combined with showmanship is what makes your message "stick." So streamline your sales message to '54 proportions, today. Use the medium of radio. Use CFRB.

Here are 5 reasons why CFRB should star at the top of your appropriation list for '54.

1. CFRB is Canada's most powerful independent station covering 44 counties.
2. CFRB is located in the heart of Canada's richest dollar market.
3. CFRB gives you the most complete coverage of Canada's Number 1 Market, reaching *half a million radio homes* weekly.
4. CFRB brings to your product over 25 years of experience and skill in radio salesmanship.
5. CFRB, famed for over 25 years for its progressive, scientific and artistic development, has the foresight to help you sell.

No matter what your product or sales problem, CFRB can help you. Call in a CFRB representative and let him show you how radio can move more of your merchandise.

50,000  
watts

# CFRB

1010  
K.C.

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