DELEGATES AND GUESTS at the open afternoon session of the Central Canada Broadcasters Association at their Convention which brought more than 129 delegates from the stations and guests from the agencies and advertisers to the Royal York Hotel November 2-3. He underlined most of the accomplishments and problems which had been met by this association of Ontario and Quebec (English) stations, including the recent BRI Program Clinic (sponsored by CCBA), the CCBA Technical Directors' Meeting, and "Radio Day at the Canadian National Exhibition."

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

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

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

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

... Elphicke reported that about 70 per cent of its member stations have agreed to an increase in membership fees in the Bureau of Broadcast Measurement which will be made necessary by the appointment of a full-time research director for BBM. Agency and advertiser members were practically unanimous, he said.

... Allard announced that complete renewal and modernization of the CAB's enlarged offices in Ottawa would be started immediately.

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

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

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

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

Freeman also proffered a program idea. He said he believed it would be good public relations, good program (Continued on page 2)
What Price Radio?

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

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

Wherever You Go
There’s Radio

The

CANADIAN ASSOCIATION of BROADCASTERS

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

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

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

CAB Member Stations

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

FRENCH LANGUAGE (24)
CHAD  Amos
CHFA  Edmonton
CHEF  Gatineau
CKCH  Hull
CKRS  Jonquiere
CKLS  LaSalle
CKBL  Matane
CHLP  Montreal
CKAC  Montreal
CHNC  New Carlisle
CHRC  Quebec
CKCV  Quebec
CJBR  Rimouski
C1RL  Repentigny
CKRN  Rouyn
CKSM  Shawinigan
CJSO  Sorel
CHGB  St. Anne de la Pocatiere
CHNO  Sudbury
CKLD  Thetford Mines
CFCL  Timmins
CKVD  Val D’Or
CFDA  Victoriaville
CKVM  Ville Marie

CENTRAL CANADA (39)
CKBB  Barrie
CJBQ  Belleville
CKPC  Brampton
CFJR  Brockville
CFCO  Chatham
CKSF  Cornwall
CKFI  Fort Frances
CKPR  Fort William
CJOY  Guelph
CKOC  Hamilton
CHML  Hamilton
CJRL  Kenora
CKLC  Kingston
CKWS  Kingston
CJXL  Kirkland Lake
CKCR  Kitchener
CFPL  London
CJAD  Montreal
CFCE  Montreal

CENTRAL CANADA (Continued)
CFCH  North Bay
CFOR  Orillia
CJKB  Oshawa
CJOS  Owen Sound
CHOV  Pembroke
CHEX  Peterborough
CFPA  Port Arthur
CJTB  St. Catharines
CHLO  St. Thomas
CJJC  Sault Ste. Marie
CHOK  Sarnia
CJCS  Stratford
CKSO  Sudbury
CKGB  Timmins
CFRB  Toronto
CHUM  Toronto
CKFH  Toronto
CKLW  Windsor
CKNX  Wingham
CKOX  Woodstock

PRAIRIES (23)
CKX  Brandon
CFAC  Calgary
CFON  Calgary
CKXL  Calgary
CKDM  Dauphin
CFRJ  Edmonton
CJCA  Edmonton
CFAR  Flin Flon
CFGP  Grande Prairie
CJOC  Lethbridge
CHAT  Medicine Hat
CHAB  Moose Jaw
CJNB  North Battleford
CKBI  Prince Albert
CKRD  Red Deer
CCKK  Regina
CKRM  Regina
CFC  Saskatoon
COKM  Saskatoon
CKRC  Winnipeg
CJOB  Winnipeg
CKY  Winnipeg
CKJX  Yorkton

PACIFIC (17)
CKW  Chilliwack
CJDC  Dawson Creek
CFJC  Kamloops
CKOV  Kelowna
CHUB  Nanaimo
CKLN  Nelson
CKNW  New Westminster
COK  Port Coquitlam
COK  Port Alberni
CJAT  Trail
CJOR  Vancouver
CKWX  Vancouver
CKMO  Vancouver
CJIB  Victoria
CKDA  Victoria
CJVI  Victoria
CCBA
(Continued from page 1)
ming and good business for stations to encourage their sportcasters and commentators to be guests on each others’ sport forums, round-table discussions and Quarterback Clubs. He said this sort of thing has been frowned upon in the past by station management, but he recommended a revised view for the future. He felt this plan might profitably be extended to disc-jockey and other personality shows.

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

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

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

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

Next, two guests turned up from the States. These were Tom Malone, Adam J. Young Junr. Inc., New York; Lou Tappé, SESAC Inc., New York. Two Montreal stations blended their voices in the sweet strains of “Happy Birthday to You!” while the birthday cake was being carved up by their feting competitor’s rep. It was J. Arthur Dupont, at left, manager of CJAD, Montreal, flanked by Al Hammond, CFCF, and Andy McDermott, right, doing the honors for CKVL, Verdun.

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

YOU TELL THE WORLD!
WE’LL TELL THE INDUSTRY!

BIG RADIO NEWS! In NEWFOUNDLAND

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

including:

“Road of Life” - “Perry Mason”

“Young Dr. Malone”

CJON
HIGHEST RATINGS - MORNING - NOON AND NIGHT

IN THE NORTH
They Look To Sudbury

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

They Listen To Sudbury
NORTHERN ONTARIO’S Greatest ADVERTISING MEDIUM

CKSO
NORTHERN ONTARIO’S HIGH-POWERED RADIO STATION

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

WEED & COMPANY
IN THE U.S.A.
Sports

DOES TV HURT FOOTBALL GAMES?

Montreal — As the regular Canadian football season ended and teams across the country prepared for final elimination games, football executives in this city took a look at this year's attendance figures and concluded that their first year on television hadn't done the Alouettes much good. In fact, Manager Lew Hayman was inclined to believe that TV had cut each game's gate by as much as $25,000 to $40,000 paid spectators.

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

Discounting the Als' last scheduled game, for which attendance figures are incomplete, the Als drew a total paid audience of 94,504 in six games for an average of 15,761. But Hayman pointed out that the game that wasn't televised — the one on October 18 against Toronto Argonauts — brought 19,001 payers flocking to Delormier Stadium.

The case against TV stacks up this way: previous attendance figures were way down (15,261 on September 2 against Toronto; 13,125 on September 11 against Hamilton; 16,002 on September 29 against Ottawa; and 15,462 on October 11 against Ottawa). But when TV has to be dropped due to other commitments, a season record is set. Another piece of evidence submitted by Hayman: ticket sales were going at the normal slow pace until it was announced that TV coverage of the game had been cancelled. Then ticket wickets and the Club's offices were deluged with requests, mostly by people from the outskirts and beyond, as far as could be determined.

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

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

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

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

CKCV listeners become buyers

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Horace N. Stovin & Company

Montreal  Toronto  Winnipeg  Vancouver

Representatives for these live radio stations

CJMR Vancouver  CKNL Nelson
CFRS Prince Rupert  CJXL Calgary
CJEO Edmonton  CJGL Sylvan Lake
CJAY Red Deer  CKBW Moose Jaw
CJBE North Battleford  CFGS Brandon
CJOM Saskatoon  CKZV Sault Ste. Marie

CFAR Pine River  CKY Winnipeg
CPRJ Prince Rupert  CKW Cornwall
CFLA Knife River  CKP Brandon
CRG7 Toronto  CKGR Orillia
CJOY Pembroke  CKDO Owen Sound
CJOK Oakville  CKW Pembroke
CJAV Portage la Prairie  CVCR Prince Albert
CJBR Brantford  CKSC Sault Ste. Marie
CJSG Kawartha Lakes  CKW Pembroke
CJGS Kenora  CKR Revelstoke
CJBM Sudbury  CKUM Westville
CJFM Timmins  CKVA Yellowknife
CJSJ Pembroke  CKMB Wawang Lake

www.americanradiohistory.com
Dog In The Manger

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

The situation is roughly this.

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

If the embryonic TV broadcasters smothered their desire to get into the business at all costs long enough to give this question any intelligent thought, they presumably assumed that this was as far as the CBC's activities would go. So far as they could, they preserved about freedom of speech and all that sort of thing, and breathed a private prayer of thanksgiving to the CBC for relieving them of the live talent problem, and for enabling them to teleteach otherwise undesirable U.S. major network productions with no greater effort than the flick of a switch.

They even submitted—not uncheerfully —to the CBC's arbitrary setting of the rates they were to be allowed to charge the network for their time—rates considerably lower than the "spot" rates they proposed to charge advertisers and agencies who came to them direct. Naturally, the private stations adopted a policy of "let's co-operate in anything-they-suggest —as-long-as-it-enables-us-to-get-started".

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

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

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

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

Then they woke up.

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

Also, at the time, it was far more engrossed with its blue prints than the CBC's program schedules.

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

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

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

Congratulations!

Credit is due in no small measure to Cliff Wingrove, retiring president of the Central Canada Broadcasters Association, for the energy and ability with which he organized and conducted that body's meeting in Toronto at the beginning of this month. This paper covers roughly seven conventions a year, and it would like to go on record with its view that none ever excelled this one either for the unabating enthusiasm of every delegate and guest or for newsworthiness from the standpoint of this particular section of the trade press.
Ottawa — Four applications for new TV stations and five for new radio stations are scheduled for the December 4 board meeting of the Canadian Broadcasting Corporation, when it meets here December 4th.

Two of the TV applications are for stations in Sherbrooke. La Tribune Limited, the local newspaper, is seeking a license for channel 7, with effective radiated power of 27 kw. video and 13.5 kw. audio and a directional antenna at 1,748 feet above average terrain. The other Sherbrooke bid is being made by Emile Chevalier, also for channel 7, with an ERP of 17.5 kw. video and 8.8 kw. audio and a directional antenna at 740 feet above average terrain.

Two applications, deferred from the previous board meeting, have been rescheduled. The Brookland Co. Ltd. will have its proposal for a TV station in Peterborough reconsidered. It is for ultra-high frequency channel 22, with an ERP of 183 kw. video and 11 kw. audio and an antenna 302 feet above average terrain. The Island Broadcasting Co. Ltd., operating CFPCV, Charlottetown, is applying for a license on channel 59 with an ERP of 59 kw. video and 27 kw. audio and an antenna 806 feet above average terrain.

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

The Camrose application, submitted by Camrose Broadcasting Co. Ltd., is for a 250 watt station on 1230 kc. for North Vancouver. The Drummondville application, filed by Daniel Chantal for a 250 watt on 1340 kc., was deferred from the last board meeting.

Three television stations previously licensed are slated to be heard on changes in power and facilities at this meeting. But CJCB-TV, Sydney and CKSO-TV, Sudbury are seeking increases in power. The Sudbury station is now operating with an ERP of 1.25 kw. video and 0.05 kw. audio from an antenna 206 feet above average terrain. Its proposed change is to an ERP of 1.74 kw. video and 0.87 kw. audio from an antenna 276 feet above average terrain. No change in its frequency of channel 5 is contemplated.

Originally licensed for Channel 4 operation with ERP of 24 kw. video and 12 kw. audio and an antenna 292.2 feet above average terrain, CJCB-TV is seeking permission to change to 183 kw. video and 59.7 kw. audio with a directional antenna 322 feet above average terrain.

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

PAUL MULVihilL
21 King Street East, Toronto - EM. 8-6554
1434 St. Catherine St. West, Montreal - UN. 6-8105
(In U.S.A. it's still Donald Cooke Inc.)

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

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

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

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

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

The following share transfers are to be considered: transfer of 19,909 common shares in Standard Broadcasting Co. Ltd., affecting CHUB, Nanaimo, recognition of News Publishing Co. Ltd. from 5,000 common to 5,000 common and 50,000 preferred shares, transfer of 20 common shares and issuance of 39,900 preferred shares, affecting CKNL, Nelson; transfer of 140 common, issuance of 13 common and 480 preferred and redemption of 40 preferred shares in CKOK Limited, Penticton; issuance of 108,000 preferred and redemption of 80,000 preferred shares in Western Broadcasting Co. Ltd. affecting CKWX, Vancouver; transfer of 120 common shares in Interior Broadcasters Limited, affecting CJUB, Vernon; transfer of 3 common shares in Atlantic Broadcasters Limited, affecting CFX, Antigonish; transfer of 12 common and 143 preferred shares in Acadia Broadcasting Co. Ltd., affecting CKHW, Bridgewater; transfer of 40,000 common shares in York Broadcasters Ltd., affecting CHUM, Toronto; transfer of 1 common and issuance of 59 common and 190 preferred shares in La Bonne Chanson Inc., affecting the newly licensed CJMS, Montreal; transfer of 1,124 common and 215 preferred shares in CHRC Limited, Quebec; and transfer of 13 common shares in CKCV, Limite, Quebec.
Your call letters for Telecasting needs

T.V. Transmitter and Studio Equipment

cae places at your disposal —

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

cae offers the finest in Television Studio and Transmission Equipment.

Look to...

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

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

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

As stations grow, Dumont equipment has again proved itself with its greater versatility. Through the use of Dumont equipment, it is easy to add to the power or facilities of the basic Dumont equipment complement, at any time with no obsolescence.

Purchasers of Dumont Telecasting equipment are assured of advanced electronics engineering, reliable and economical operation over its long life and excellent service at all times.
he has learned since the show started at the end of January. "First," he said, "all people are nice people; second, everyone is doing something for others; and third, Calgary is definitely on the Main Street of the World, to judge by the varieties of countries and the interesting people who have talked into my mike."

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

... Evolution of a Copywriter
By Hazel Blair
(Baker Advertising Agency Ltd.)

Stage No. 1
This stage is identified by Famous First Words: "Anybody could write better ads than that," which, freely translated, means: "I could write infinitely better copy with my eyes closed."

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

Stage No. 2
If the budding copywriter survives the shock of this initial brush with reality, he enters upon the second stage to the accompaniment of Famous Second Thoughts: "Nobody could write good advertising under these circumstances," which, translated literally, means: "The only reason my ideas are killed is because they're so original and so far ahead of anybody else's thinking."

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

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

Stage No. 3
Reached only through long experience and the understanding gleaned from years of toil and tears and sweat and strain and stress.

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

Programs
THOUSANDTH INTERVIEW

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

CKCH
With a potential listening audience of over 400,000 French speaking people is celebrating its 20th Anniversary

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

CKCH
Hull and Ottawa

Representative
OMER RENAUD in Canada
J. H. MCGILLIVRA in U.S.A.

by EVERY Survey
(Eliott-Haynes - Penn McLeod)

Victoria's MOST LISTENED TO Station
CKDA DIAL 1340
SHORTWAVES

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

PLAQUE FOR STATION
Victoria — A weekly request program, in which BC-VI Phon, has earned CBO a plaque, which was presented to commercial manager Lee Hallberg in the absence of manager Bill Guild, by Superior W. Sholl, assistant district administrator of the Department of Veterans Affairs. The plaque carried "the esteem and affection of the patients of Victoria Veterans Hospital for the wonderful service rendered during the past six years."

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

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

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

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

TELOPINION DISRUPTS PHONE SERVICE
Victoria — CKDA, and their sponsor, Woodward's Stores Ltd. have had a metaphorical rap on the knuckles from the Bell Telephone Company. The Vancouver Island station and its client completely blocked. The Victoria telephone exchange the other night when they conducted a test of the program Telopinion, in which listeners express opinions on the air by phone. The test came of a claim that 8:15 p.m. was a poor time for the broadcast because most people would be looking at TV. The program is still heard at the same time under the same sponsorship.

DISTINGUISHED COMMERCIALS
Toronto — Personal endorsements by distinguished Canadians are the feature of spots now being recorded for Philips Industries of Canada Ltd. Copy consists of personal endorsements recorded in their own voices by Younas Kani, Dr. Ernest Mazzaloni, Foster Hewitt and Lorne Greene. French versions are being done by two Quebec radio personalities, René Baulu and Pierrette Campeaux. Production is in the hands of Liaidlaw Productions Ltd., through Erwin Wasey of Canada Ltd.

MIND YOUR MANNERS
Toronto — Just off the press is a "revised dictionary of etiquette for Canadians" called "Mind Your Manners," by the top ranking women's commentator, Claire Wallace. It is edited by Joy Brown. The book covers just about every point of etiquette from hat-doing to thank you speeches. It is published by Harlequin Books, Toronto and Winnipeg, is 222 pages long and sells for fifty cents.

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

BUILDING'S BUSTING OUT ALL OVER
1950 — THE RECORD YEAR
Building permits issued — $46,579,372.00

1951 & 1952 — Close to the Record

1953 — EDMONTON'S DONE IT AGAIN . . . .
Building permits issued, as of October 19 — $47,887,073.00

In Canada's fastest growing market
It's

RN

RADIO REPRESENTATIVES LTD.
Montreal - Toronto - Winnipeg - Vancouver

To sell ALL B.C. You need ALL B.C. Stations
OVER ONE BILLION DOLLARS NEW CAPITAL IN B.C. THIS YEAR

* THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CJDC DAVIDSON CHECK
CBOK KAMLOOPS
CKOV KEDBROoke
CKLM LETHBRIDGE
CKLN LINDSAY
CKSL MALCOLM WINTER
COKO PENTICTON
CKFJ OLIVE VICTORIA
CKPG PRINCE GEORGE
CJOQ PORT ALBERNI
CJJO VANCOUVER
CKWX VANCOUVERS
CKDA VICTORIA
CJFY VICTORIA

Page Nine

November 18th, 1953
Canadian Broadcaster & Telescreen
This is a CJCA Newscast:

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

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

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

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

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

* An ALL-Canada station

**When you travel carry...**

**CANADIAN PACIFIC EXPRESS**

**TRAVELLERS CHEQUES**

**OBTAINABLE FROM ALL CANADIAN PACIFIC AGENTS AND MOST BANKS**

---

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

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

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

Years ago — it must be a lot of years, because Bob Jones, now manager of Calgary, was occupying a similar chair at General Foods — I was working on copy for Sanka coffee, which, as I expressed it, "won't keep you awake." That didn't make the grade with Bob, whose editing needs no explanation. He amended it to read: "Sanka lets you sleep." If a thousand people went downtown tomorrow morning and each told one person that things were getting tough, there'd be the makings of a grade A depression. That's why I'm inclined to think that there should be a special decoration or award or something for the man I am writing about, who gives his letters such a nice, warm feeling, as he signs them: "Business is good. Ben Dobrinsky."

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

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

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

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

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

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

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

---

When you travel carry...
November 18th, 1953

Happy to meet . . . sorry to part.

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

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

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

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

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

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

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

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

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 et Cie, Toronto and Montreal

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
CCBA

HOW TO MAKE RADIO BETTER
THE THEME OF CCBA MEETING

By Tom Briggs

Toronto — Radio's major problem of maintaining a steady flow of desirable newcomers into the broadcasting industry prompted the passage of two resolutions at the annual convention of the Canadian Broadcasters Association in the Royal York Hotel earlier this month.

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

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

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

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

Cam Ritchie, the meeting's chairman and program director of CKLW, Windsor, pointed out that most of the bigger stations are trying more than ever to keep their trained announcers. This means fewer openings and fewer opportunities for announcers on smaller stations who are only waiting "for a crack at the big time."

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

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

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

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

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

DID YOU KNOW

That LEVER BROS., LTD., are Presenting A Big New Quiz on CKCL, Beginning November 8th? ? ?

The New Quiz is Bound to be a Success

BECAUSE . . .

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

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

CONTACT
Omer Renaud & Co.
Montreal or Toronto
always worthwhile to air the sport—cast. He also warned broadcasters against overlooking junior sports. A station which believes in promoting local sport events so that people will attend and thereby become followers of the sport, is CHEX in Peterborough, said General Manager George Ludgate said CHEX heavily promotes local sports especially school games because "it is simply good radio policy to make good fans."

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

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

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

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

A veteran of over 25 years of sportcasting, Rex Stimers of CKTB, St. Catharines recalled the early days of radio in the sports field. Marshall, who summed up the opinions of the sports panel, observed: “The sport department is the radio station as far as the large part of every station’s audience is concerned. Sportscasters have the responsibility and freedom to editorialize and comment in their sportscasts. no other individual on the air on most stations has this authority.”

**AGENCIES AND CLIENTS**

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

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

(Continued on page 14)
FOR SURE FIRE COVERAGE THAT BUILDS UP DIVIDENDS

The only 5000 watt station in Quebec City

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

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

- OUR LISTENERS -

Hiram Hayseed

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

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

CHLO
ST. THOMAS

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

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

900 & 1050 WATTS

Representatives
Jos. A. Hardy & Co. Ltd. - Canada.
Chlt Radio Time Sales Ltd. - Ckts
Adam J. Young, Jr. Inc. - U.S.A.

SIXTH IN A SERIES

CCBA

(Continued from page 12) editorial, Advertisers Don't Write
Editorials, which appeared in Cana-
dian Broadcaster and TeleScreen, Sep-
tember 16th, 1951. This urged radio
stations to produce their own pro-
grams, rather than let advertisers
continue to supply the programs.

There have been a number of cases
where stations have sold pro-
grams to advertisers and their agen-
cies, when the stations were sched-
uled to get only spot announce-
ments," Horler noted. He recom-
manded that stations produce more
programs, and then let the agencies
know about them.

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

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

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

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

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

Turning to the agencies,
Palmer said the opinions of dis-
tributors "carry a lot of weight at
head office" which can affect one
way or another future advertising
appropriations and how they are
divided. "They (distributors and re-
tailers) have been sold time and
again by the newspaper," Palmer
declared, "to broadcasters as mer-
chandisers," Palmer emphasized,
pointing out that "anything you can
do to keep them sold on the national
campaign on radio is more valuable."

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

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

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

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

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

NEWSCASTING

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

Labeling himself "the only re-
porter ever successfully sued for

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

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

He warned newsmen that they must identify themselves when gathering news material from witnesses and spokesmen, and that such people must be warned that their statements are being sought.

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

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

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

The panel's second speaker, Bill Hawkins, manager of CFOS, Owen Sound, continued the theme with the contention: "It is not a question of what we do but whom we are telling." Hawkins said: "I do not think we should report every free flash we donate to a worthy cause, but we should tell about week-ends series." He said he found reports of the station's activities to top executives of the charitable or public service organization involved had met with remarkable success.

He noted that some reports of the station's assistance had snowballed so that the station received recognition out of proportion to the amount of help it gave.
WE'VE GOT
A Million Dollar
Market!

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

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

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

INVESTIGATE this richest of Prairie Farm Markets—NOW!

CJGX YORKTON

Representatives:

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

Farm Cash Receipts in CJGX-Land in 1952 were $156,972,000.

November 18th, 1953

Page Sixteen

Canadian Broadcaster & Telescreen

Call

R A T E

Empire 8

1191

FOR THESE ARTISTS

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

TREND TOWARD PROFESSIONAL
RADIO AND TELEVISION
NEWSMEN

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

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

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

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

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

VALUE OF RADIO EDITORIALS

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

NEED FOR PRESENTATION AND INTERPRETATION OF INTERNATIONAL NEWS

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

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

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

* * *

**NEW RTNDA COMMITTEE TO EXAMINE WIRE SERVICES**

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

Dick Oberlin, WHAS - AM-TV, Louisville, Kentucky, chairman of the 1953 Wire Service Study Committee, charged that the use of teletype-setters had adversely affected the service offered to U.S. radio stations. He said:

"You will find that in the past year of the news associations have installed special equipment for the special benefit of our friends who publish daily newspapers. A little monster called the teletypewriter has fouled up a lot of radio newsmen. Under the old regional wire set-up, we got news stories faster and on a more timely basis—it seems to me. And I hasten to emphasize that last phrase—it seems to me. Our national wire service policy committee should find out if this is the case. And if so, why? And what our services do the news associations plan to offer us to compensate for this inferior replacement of a service many of us use?"

* * *

**MERITS OF TELEVISION DEBATED**

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

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

**IMPORTANCE OF FREEDOM OF INFORMATION**

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

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

* * *

**EQUIPMENT DEMONSTRATIONS**

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

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

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

**MEMBERSHIPS**

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

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

**OFFICERS**

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

W. H. Bill Hogg, CBC News Editor-in-chief, Toronto, was appointed Regional Vice-President for Canada.

* * *

**RESOLUTIONS**

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

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

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

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

**Canadian Broadcasters & Telescreen**

November 18th, 1953

Page Seventeen

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Under other resolutions:

- **RESOLUTIONS**
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**DOMINION SOUND EQUIPMENTS LIMITED**

HEAD OFFICE: 4040 St. Catherine Street West, Montreal

BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver
A Weekly BBM of 74,310
gives
CJBR
Rimouski
The Largest French-Language Potential Coverage in Canada after Montreal and Quebec City
5000 WATTS ON 900 KCS.
Supplementary to the French Network
CJBR
RIMOUSKI
Ask
HORACE STOVIN IN CANADA
ADAM YOUNG IN THE U.S.A.
ANOTHER PROVEN STOVIN STATION

Are you getting YOUR SHARE OF REGINA'S RETAIL SALES?
Are you getting your share of Regina's Retail Sales. In 1952, over $160,000,000* was spent in the Queen City.
You can get your share by using Saskatchewan's most effective selling medium...
The FIRST Station in Saskatchewan

DIAL 620
CKCK
REGINA
Representatives: All-Canada Radio Facilities

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

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

One of the reasons why this company's advertising manager signs his letters that way may easily be that he is responsible for the spending of an annual appropriation which cannot fall far short of a hundred thousands dollars on a daily morning radio program on two stations. It is heard on CFCF in English, and the same thing runs in French over CKAC. In addition, this account uses a profusion of daily spots on CFCF, CKAC, CJAD and CKVL.

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

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

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

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

Now Hear This! Now Hear This!
A lot more Albertans will be hearing us when we unlimber our new electronic larynx and start shouting with
1000 WATTS on
850 KCS.
about DECEMBER 1st
It's one more reason why you should use
CKRD
RED DEER
Radio Representative's men will be around soon to tell you all about it.

* SALES MANAGEMENT, 1953
Ben Dobrinsky
"Business Is Good"
by Pat Murray.

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

The formula for these commercials is that they must be well integrated into the show. "Your husband will sing like Fred Hill if you pile a plateful of Gattuso's spaghetti into him at supper tonight," or "It may not be good to eat, but DREFT sure does the dishes." The sponsor takes name credit only, plus the slogan — "Food news is good news from Steinbergs." . . .

Part of the plan proposed by CFCF, and strictly adhered to by the sponsor, is the maintenance of point-of-sale displays in each one of the 33 stores of the five products being plugged each week. The program itself is promoted from the same location in both languages. Regular newspaper ads promote the show. Also the English show was broadcast from Steinberg's Cooking School, attended by ten thousand people, October 28-3, and the French one for a similar function for five days the following week. As a result of the popularity of such personal appearances, it has been decided to do the show from various community halls in suburban areas this winter.

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

GIVE BOOKS
THIS CHRISTMAS
C B & T
BOOK DEPARTMENT

LONDON TELEVISION
means
"New Sales Horizons"

COMMENCING OFFICIAL TELECASTS
SATURDAY NOVEMBER 28th
PREPARE YOUR TV CAMPAIGN NOW AND CALL
CANADA'S FIRST
TELEVISION SERVICE ORGANIZATION

Vancouver - Calgary - Winnipeg - Toronto - Montreal
**Reviews**

"22 Television Talks"

(Transcribed from BMI TV Clinics)

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

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

There have been a lot of things written and said about television programming — too many. Most won't stand the test of the briefest time. And even those that will are most often written by and from the point of view of the specialist thinking in terms of network television, where the thin line connecting quality programming and profitable operation — and down which the pay check to travel — is often obscure. No industry has ever built such a large corps of "experts" so quickly. And it seems they all write books.

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

So much for the theoretical. The undeniable practical value of these speeches is that, like everyone else in the industry, the speakers have been faced with the problem of how to make television pay. And you assure that BMI knew that they knew, at least partially, how to face it. Throughout the book it is interesting to note the inevitable conflict between the "extravagance" theory (we must have the most and the best) and the "ingenuity" theory (all the world's a stage and every character a one-man band) and the inevitable compromise. This was summed up by one speaker (A. D. Swan Faust, WDTV, Pittsburgh): "Often times ingenuity is killed by too much budget allowance, so be very careful in cutting it out, it is very important to allow enough money to do the job well, but at the same time hiring that clever people can insure a beautiful job with little funds in many cases ..."

One of the dangers behind hearing speakers is that the listener is inclined to believe that the speakers know what they are talking about, that their information is true and their conclusions correct. It's impracticable to argue with a speaker, you can tear a book apart sentence by sentence. And "22 Television Talks" can stand a lot of tearing. For instance Charles Holden's (a network man — ABC) statement on the nature of TV: "If the general public can turn on their television sets and see something — and know — that is happening that is more interesting or exciting than what is at that moment happening to them they will usually leave the set on." A lot of experience and thinking can be summed up in a few sentences which establish the basic pattern of the book: (Robert D. Swezey, WDSU-TV, New Orleans) "It wasn't fun just cranking out 'film deal'; (Roger Clipp, WFUL-TV, Philadelphia) "Through the actuality of sight and sound, television eliminates the middleman — the reporter or professional observer — and provides the immediate public information," and later, "Audiences have been conditioned to movie newscast showings of events that are a week old or more"; and (Ted Cost, WNBC, New York) "Radio didn't kill off newspapers — TV isn't going to murder movies. Competition wipes out mediocrity but rewards imagination." Everybody in this lively industry seems to have his own ideas on how the television battle should be fought, even those on the defense. It may be helpful when you can get the latest word from the front from the veterans in a single package.

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**Tell Us Another**

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

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

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

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**Harvest Is Over!**

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

**Is Your Message Beamed At Them?**

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

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**CKBI**

**PRINCE ALBERT**

**SASKATCHEWAN**

**5000 WATTS**

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**Handbook of TV & Film Technique**

**$3.50**

For all your book needs contact our reorganized book department. Complete lists of advertising and broadcasting books available.
Markets

UNDERSTANDING QUEBEC

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

Highlights of the talks were:

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

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

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

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

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

For information leading to the arrest and conviction of the person or persons who broke into the premises of 1777 West 3rd Avenue, Vancouver, B.C. on or about the night of Sunday, September 20th and stole, among other things, the following equipment:
1 Tektronix Oscilloscope 5-A 99 A — Serial No. 3772.
1 Hewlett Packard Vacuum Tube Volt Meter — Model 410B, Serial No. 4447.
1 Hewlett Packard Probe Tube Connector — Model 455A.

CJOR LTD.

STAFF ANNOUNCER WANTED

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

Send audition tape or disc to:

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

RADIO STATION

CKOM

SASKATOON, SASK.

INVITES APPLICATIONS FOR THE POSITIONS OF
COMMERCIAL MANAGER
TIME SALESMAN
SALES PROMOTION MANAGER

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

Radio Station CKOM
Empire Hotel Building
Saskatoon, Sask.
One little, two little, three little... winners

We don’t claim to know the absolute depths, but in the course of over seventeen years of working closely with Canadian advertisers and agencies, we’ve found that they’ll all invest in increasing sales volume. And as sales volume depends directly upon the number of people who are reached, the larger the audience the better. That’s where radio comes in.

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

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

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

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

THE DENNY VAUGHAN SHOW... With an Elliott-Haynes rating of 12.5, Canadian talent, is the favourite musical from coast to coast in the Dominion. Its 12.0 rating and 47.9 per cent. audience make it one of the best advertising investments in Canada today.

These three shows are running: 7 P.M. to 9 P.M., three, behind Radio Theatre... a full hour of the most expensive entertainment an advertiser can buy... and they’re all getting results for a fraction of the cost.

Impressive? We think so. But then ALL-CANADA RADIO FOUNDRY is the Advertising Service Organization. Results prove that in radio, All-Canadian dollars “business” for you.

Elliott-Haynes, Sept. 1953

By Helen Craig

D A T E L I N E: S A K A S T O O N

Walking down Saskatchewan’s main street, Second Avenue, I heard two businessmen talking. One said, “Did you hear about Hudson winning that award in Washington?” And the other replied, “Yeah, he’s done it again. He isn’t such an ape after all.” “Mmm,” quipped Whereupon the informed one answered, “A woman wrote in to the program director of the F.B.I., by the way.”

Perhaps you’re wondering what is the nature of Opinion. Harvey Tate described it as “the 15-minute feature in which Godfrey Hudson presents views on local, regional, and international issues, and reads letters and other freely expressed opinions.”

Here are a few examples of subjects included in recent broadcasts: Flotation was a local subject in the summer of 1953, and became a topic for Opinion; there is a regional controversy in the prairies on equalization of time zones, another topic for opinion; an all-time classic scene, one and a half hours after the story of Beria’s purge broke, Godfrey was on the air with complete backround notes, highlighting the story he considered to be the reason behind Beria’s struggle for power.

Opinion deals with non-sensical items too. For example, there has been comment on the high cost of dog houses in New York City, and the idea of someone designing a weasel snake dance that literally snaked its way through garages and movie theatres to the Big Ben in the centre of Saskatchewan.

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

How do the local people react to Opinion? Well, some like it, and some don’t. Mayor J. S. Mills stated that CFQC’s winning the award has put things on the “radio map of North America.” Another listener disregards the mayor’s view and says that Hudson is “a buddy to the mayor.” Other excerpts from listeners’ letters: “I believe it is an example of true democracy... and... “In Opinion, Mr. Hudson is championing the people of Saskatchewan.” Both Mervin Woods, the president of the Saskatchewan Progressive Conservative Association, have spoken favorably of the show. Judging from conversations I had with members of the back-yarders, Sawyer, Neighbors and friends at a local college, most Sakies know what Opinion is, and it is often a conversation topic at afternoon tea sessions, at the local pub, and at youngsters’ clam-bakes.

I may pretend for a moment that I have been a privileged recipient of a treasure given to Godfrey Hudson (before a galaxy of TV cameras), he requested that tape recordings of Opinion be made available to the School of Journalism as models of what radio stations can do for their communities through editorializing. Professor Mosse described Opinion as “courageous” and said that A. A. Murphy, president of CFQC, was a most enlightened radio station owner to have such a feature. Professor Mosse suggested that U.S. radio stations follow the example set by CFQC to editorialize on a regular basis. An additional bonus was the mention given to Godfrey Hudson when he was elected a board member for a three-year term in the RTNDA.

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

MORNING AFTER

“Didja hear about the TV owner who woke up morning, switched on the radio and thought he had gone blind?”

— Lloyd Wright, CFPL-Radio.

AUDREY STUFF

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

ACTRESS’ LAMENT

Oh it’s harder for me to play a bad girl than for most other girls to play good; the kind that likes to live in mad whir.

Just like I would if I could. The kind they want to take in a corner.

Faye and a kiss. But how can I play a bad girl With a goddam face like this? (Tune of “I Ain’t Nobody’s Darling”)

PREVIEW

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

FIRST WITH THE NEWS

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

ELPHICIANA

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

FOR WHAT WE ARE ABOUT TO RECEIVE

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

MONEY FOR JAM

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

F.Y.I.

In case you’re interested, boob spelled backwards is still boob.
FROM:  
F.H.P.  

TO:  
Dick Lewis  

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

YOU CAN HAVE IT EITHER WAY

—by phone or mail

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

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

change to 59,376  
should be 8,956 now

CKSF  
CORNWALL - ONT.  
REPS: Horace N. Stovin (Canada)  
Joseph Hershey McGillivra (U.S.A.)
"You mean whole families will hear my sales talk!"

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

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

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

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

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

CFRB

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

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

50,000 Watts • 1010 K.C.

United States Canada

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