

Canadian BROADCASTER & TELESCREEN

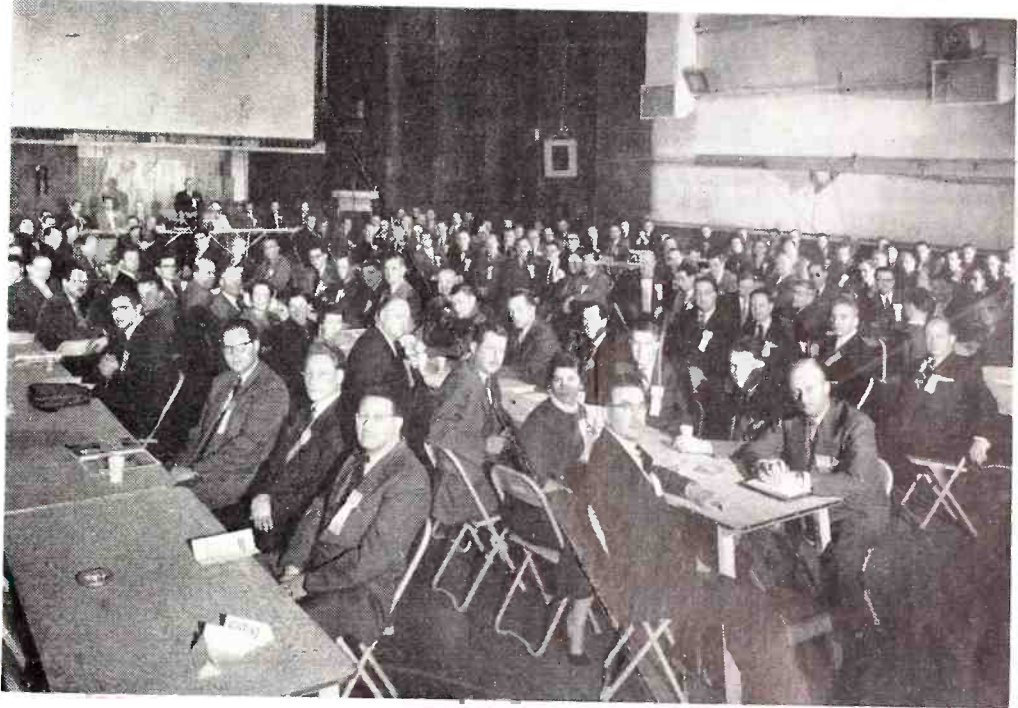
TWICE
A
MONTH

Vol. 14, No. 1

TORONTO

January 5th, 1955

TV and FILM WORKSHOP



ASSOCIATED SCREEN NEWS FILM & TV WORKSHOP, held in Montreal last month, attracted around 1,400 people, an average of 230 men and women at each of the six sessions. This three day Workshop, which was staged by Associated Screen News as a demonstration of current methods and techniques for both motion pictures and television, is reported in this issue in our TELESREEN section which is revived on page 21.

In This Issue:

Jim Allard, tireless pilot of the CARTB, speaks of greater unity among stations and bespeaks still more for 1955 in an interview on page 6.

On this, our 13th birthday, our reporter, Les Holroyd, who was 13 when the Broadcaster was born, takes you on a lighthearted tour through 13 years of this paper, on page 8.

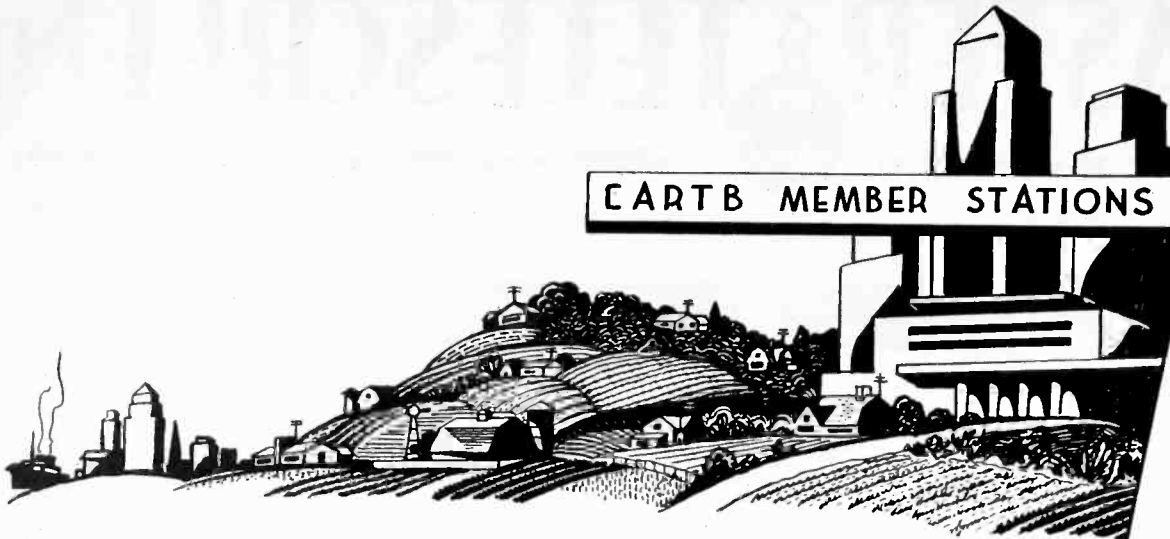
Jack Davidson, employer of broadcasting types for Northern's five radio and two television stations, has put his ideas of what makes a radio man in an article called "Accent on Idea Men" on page 10.

Alex Bedard, past president of the Reprs' Association, and manager of Radio Representatives Ltd., has some plain talk for stations which make under table deals on page 5.

CANADIAN TELESREEN

is revived on page 21 with Les Holroyd's report of the TV and Film Clinic staged in Montreal by Associated Screen News.





CARTB Member Stations

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

FRENCH LANGUAGE (27)

- CHAD
 - CJMT
 - CHEA
 - CHEF
 - CKCH
 - CKRS
 - CKLS
 - CKBL
 - CKBM
 - CHLP
 - CKAC
 - CHNC
 - CHRC
 - CKCV
 - CJBR
 - CHRL
 - CKRN
 - CJSO
 - CHGB
- Amos
Chicoutimi
Edmonton
Granby
Hull
Jonquière
LaSarre
Matane
Montmagny
Montreal
Montreal
New Carlisle
Quebec
Quebec
Rimouski
Rouval
Rouyn
St. Anne de la
Pocatiere
St. Georges de Beauce
St. Joseph d'Alma
Sudbury
Theftord Mines
Timmins
Val D'Or
Victoriaville
Ville Marie

CENTRAL CANADA (37)

- CKBB
 - CJBQ
 - CFJB
 - CFCO
 - CKSF
 - CKFI
 - CKPR
 - CKGR
 - CJOY
 - CKOC
 - CHML
 - CJRL
 - CKLC
 - CKWS
 - CKJL
 - CKCR
 - CFPL
 - CJAD
 - CFCF
 - CFCH
 - CFOR
 - CKLB
 - CFOS
 - CHOV
 - CHEX
 - CFPA
 - CKTB
 - CHLO
 - CHOK
 - CJCS
 - CKGB
 - CFRB
 - CHUM
 - CKFH
 - CKLW
 - CKNX
 - CKOX
- Barrie
Belleville
Brampton
Chatham
Cornwall
Fort Frances
Fort William
Galt
Guelp
Hamilton
Hamilton
Kenora
Kingston
Kingston
Kirkland Lake
Kitchener
London
Montreal
Montreal
North Bay
Orillia
Oshawa
Owen Sound
Pembroke
Peterborough
Port Arthur
St. Catharines
St. Thomas
Sarnia
Stratford
Timmins
Toronto
Toronto
Windsor
Wingham
Woodstock

PRAIRIES (26)

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

PACIFIC (18)

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

What Price Broadcasting?

In Canada, 3,748,000 radio homes are listening regularly to more than six million home radio sets and about one million car radios.

This means that radio is everywhere . . . listened to by almost everyone.

Wherever You Go, There's Radio

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 125 Broadcasting Stations whose voices are invited into 3,748,000 Canadian homes every day.

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

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



SHORT WAVES

1954 BBM Station Reports are now being distributed to all subscribers according to Sec.-Treas. Chuck Follett. Coverage figures for 73 stations have already been mailed — with the remaining 67 (Quebec and Ontario) to go soon.

Revocation of the National Association of Broadcast Employees and Technicians as the bargaining agent for the employees of radio station CKWS, Kingston, has been announced.

Station employees applied for decertification of the union, which is affiliated with CIO and CCL. It was originally certified in March, 1953, and a representative vote confirmed the application.

The Canada Labor Relations Board also announced that it has ordered a vote by a unit of employees of radio station CKTB, St. Catharines, where NABET has applied for certification.

The Ad & Sales Club of Calgary, Alberta, has elected John H. Battison general manager of CHCT-TV, Calgary, as chairman of the Ad & Sales Club for 1955. He was formally inducted as chairman at a cocktail party held at the Palliser Hotel in Calgary on December 16.



In addition to the Ad & Sales Club of Calgary, Battison is a member of the Radio & Television Executives Society of New York and the National Television Film Council. He was secretary and a director

of the latter before leaving New York for Washington, D.C. in 1952.

Long active in television and films for television, Mr. Battison's third book on television, "Planning and Producing Television Commercials" is due to be published by the Mac-Millan Company, New York, very soon.

The Canadian Chamber of Commerce has openly declared its belief that no person or organization should be both competitor and regulator in any field. This statement was made in the declaration of national policy made as a result of the Chamber's 25th annual meeting, in Halifax.

"The Chamber believes that the

existing relationship between business and government in Canada is something that is unique in the world, and valuable and worth keeping," the declaration said. "To this end the Chamber urges that business should refrain from looking to government for the solution of its problems."

Radio and television, the declaration goes on, offer two of the most influential channels of communication. A separate regulatory body having minimum essential regulatory powers over radio and television broadcasting in Canada, should be established.

Better "electronic tools" will aid news media in speeding information to the public in the future, according to Dr. W. R. G. Baker of Syracuse, N.Y., the vice-president and general manager of General Electric's electronics division. He was speaking at the annual convention of the Radio Television News Directors Association.

Among the future possibilities, he listed electronic recorders which will capture still pictures and transmit them directly to the newspaper office; video tape recorders reduced in size by use of new circuits and transistors, and TV cameras as portable as today's still camera.

Kent is the name of the latest addition to the family of Art Harrison, of the sales department of Horace Stovin's Toronto office. Art's third son in a row, he was born to his wife Eileen in the "very early hours" of December 16. "At this rate," Art remarks, he's well on his way to a career as an all-night disk jockey."

Young Kent turned out to be the biggest of the four children, weighing 7 lbs., 2 ozs. at birth. His first reported cry we are told, was,

"A Stovin station is a proven station!"

JOINS BBM BOARD

BBM president Charles R. Vint has announced the appointment of C. W. (Wis) McQuillin as a director. McQuillin, who is radio director of Cockfield Brown and Co. Ltd., has been chairman of BBM's research and development committee for the past five years.

(Continued on page 4)

CKY

WINNIPEG



MORE LISTENERS THAN ANY STATION ON THE PRAIRIES

(B . B . M 1 9 5 4)

Call an H. N. Stovin Office for further facts
 TORONTO WA-Inut 4-5768
 MONTREAL .. UN-niversity 6-6291
 VANCOUVER TA-tlow 4831



Pepys

Behind the Scene in Radio



as transcribed by H.N. Stovin

Did observe to my faithful secretary that I was truly in the spirit of the New Year, which does mean for everybody a new start; whereon she did pertly remind me that there was this page in my diary to fill, and should be writing and not talking. So now to take up my quill . . . Do pen with interest that KVOS-TV Bellingham has lately become an affiliate of the C.B.S. Television Network, which is indeed good news. With both Victoria and Vancouver in this Station's primary coverage area, B.C. viewers will "see it first on KVOS-TV" . . . CKY Winnipeg, in the four years it has been in the business of broadcasting, has made amazing progress, in that B.B.M. 1954 figures do give it a total weekly B.B.M. of 192,510 radio homes (daytime) which is the largest circulation of any radio station in the Prairie Provinces . . . In Vancouver, Wosk's Limited, one of the largest appliance dealers, have just signed a one-year contract with CJOR for a half-hour, seven-day-a-week program, to originate in the window of one of their largest downtown stores. It will be emceed by Vic Waters . . . When a distributor writes to a manufacturer and boosts radio, it is news. These are excerpts from a letter dated December 1st, written by the Sales Manager of a large drug distribution house in Vancouver to one of his clients, the manufacturer of a nationally-known product:

"Over the past two or three weeks we have both had an extra salesman working for us. He's Wally Knox with CJOR. Wally, whom I know from his association with Chesebrough Mfg., has written several orders for . . . (your product) . . . for the retailers he has called on in your behalf, and I am happy to see that . . . (our firm) . . . is getting a good share of this bonus business. In addition, I am aware of Wally's merchandising activities in the stores in other areas of product promotion including display, and this will surely have its effect on sales. I felt you might like to have an opinion from the trade on this outstanding merchandising service, and I for one am confident that your product merchandised and sold by Wally Knox and CJOR, is in capable hands."

From CFOS, Owen Sound, the news that for the fifth straight year, the "Township Day" programs will be heard on their noon farm show "Rural Line". Each Township Federation of Agriculture, under the direction of Grey County Federation, does present a quarter-hour program, in competition for a grand prize, and these farm people have become quite professional in the presentation of these shows. This year there will also be two prizes for the listeners who best judge the programs.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
VANCOUVER

Representative for
these live Radio Stations

MONTREAL CJOR Vancouver CFPR Prince Rupert CKLN Nelson CKXL Calgary CHED Edmonton CJGX Yorkton CHAB Moose Jaw CJNB North Battleford CKOM Saskatoon	TORONTO CFAR Flin Flon CKY Winnipeg CJRL Kenora CJBC Toronto CFOS Owen Sound CHOV Pembroke CJBQ Belleville CFJR Brockville KVOS Bellingham - Vancouver	WINNIPEG CKLC Kingston CKSF Cornwall CJBR Rimouski CJEM Edmundston CKCW Moncton VOCM Newfoundland ZMB Bermuda ZNS Nassau
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His boat ran aground, and Hooper jumped out to push it away from the shore. While pushing out, he slipped and fell into the boat's overhead propeller, sustaining injuries to his head and shoulders from which he died shortly after being admitted to Latter Day Saints' Hospital. He was 56.

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HERE'S PROOF!

14 SPOTS...

aired over Red Deer's CKRD proved CKRD's pulling power by drawing...

1500 PEOPLE...

to a recent Car-Auction in a central Alberta town. More than effective? Listen to this...

45 UNITS...

were sold in one day! Just another example of CKRD's potent selling Power!

CKRD, Red Deer, is the only daily advertising medium exclusively serving the rich Central Alberta market!

CKRD

850 Kcs. 1,000 Watts

See Radio Reps.

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Editor & Publisher RICHARD G. LEWIS
 Art Editor GREY HARKLEY
 Editorial Dept. ALAN H. GAYFER
 LESLIE A. HOLROYD
 Circulation & Accounts THOMAS G. BALLANTYNE
 Production Dept. ROBERT G. MOWAT
 Research Consultant GEORGE E. RUTTER

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Vol. 14, No. 1

25c a Copy — \$5.00 a Year — \$10.00 for Three Years

January, 5th, 1955

A Resolution And An Announcement

At this season, when it is customary to record our resolutions regarding our behavior in the new year, we should like to renew our pledge to our readers, the industry we serve and the advertisers who make it all possible. We should also like to make an announcement.

We should like to go on record with our undertaking that it will continue to be our constant endeavor to champion and promote the cause of business, operated on a free and competitive basis. We undertake that, in the pursuit of this mission, we shall not only pursue relentlessly those bureaucrats who would afflict us with more and more State ownership and State regimentation. We shall also, in our efforts to stem this socialistic tide, do everything in our power to encourage those whose sincere efforts to keep business free are even evident when a switch to the Statist system would react momentarily to their personal advantage.

We pledge ourselves to the support of the system, in which manufacturers and merchants both find their incentive to serve in the fact that only by doing a better job than their competitors and telling about it in their advertising, can they maintain themselves in the communities in which they do business.

In the belief that advertising is the show window of merchandising and the keynote of better living, as well as better business, we pledge ourselves to do all we can to buy and generally encourage the purchase of advertised goods. We advance two reasons for this. First, our democratic system of competitive enterprise is able to function only through the stimulation of trade by advertising. The second reason is that when a national advertiser proclaims his name or his brand name on his product, he is not only selling the goods but he is also offering the public his reputation.

And now for our announcement.

To the end that the public may be further informed and encouraged on the benefits it accrues from advertising, this paper will announce in its next issue a nation-wide contest which should help supply the answers to two questions:

(1) What does the Competitive Business System mean to me?

(2) How does advertising and the purchase of advertised goods help the competitive system maintain itself against those who would destroy it?



"It's like this. Jim's no Culture-Vulture, but Mary thinks the CBC's announcers are cute."

This paper has always maintained that business should strive continuously and intensely to do the same fine job of selling itself and its principles to the public as it does with its products.

It is an old saw that attack is the best form of defence. Unfortunately the initiative has always been with those who would like to destroy business, with the result that business has always sat back and waited for the next shot to be fired.

Watch for our competition, on which we promise full particulars in the next issue. Through it, the advertising fraternity, and all interested in advertising, will have an opportunity to initiate their own attack by helping with what may well develop into a major blow for the cause of the competitive system, of which advertising is such an important part.

• • •

Errors And Omissions Accepted

CBC's claim that it earned a surplus in its first year of TV operation is completely fallacious. The fact is, and this is taken from its own statement and report, that its total TV revenue was just over thirteen million dollars in the year ending March 31st, 1954. Operating expenses were given as \$7,364,000. The release which accompanied the report then said: "... leaving a net operating surplus after allowance for depreciation and obsolescence, of \$5,283,000."

What is not pointed out is that the total revenue from sponsors was not

\$13,000,000 but not quite \$1,335,000. The balance of eleven millions consisted of "revenue" derived from the 15% excise tax on TV sets and parts which the government earmarked for the CBC.

Besides this misleading claim, it is interesting to note that the CBC financial statement was questioned by Watson Sellar, Auditor-General of Canada, on the point of "the appropriateness of the accumulated allowance for depreciation and obsolescence". The same official also repeated his previous recommendation that it change its accounting system from one used by other government departments to a system employed by most companies.

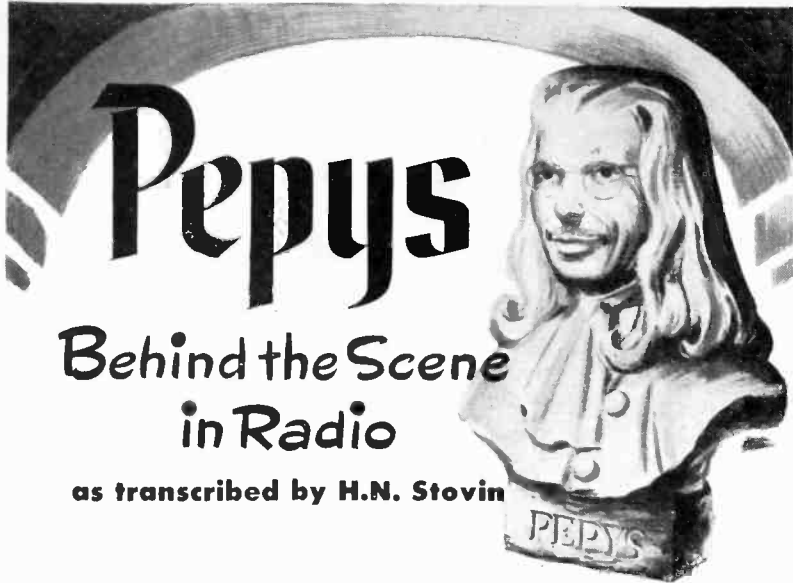
The CBC replied to these suggestions and criticisms by stating in a press release that it has asked a firm of chartered accountants to advise on the practicality of carrying out the change suggested by the government's chief auditor.

There is a further "incident" to add to this complete misrepresentation of the Corporation's financial position, and its virtual refusal to take cognizance of the repeated instructions of Mr. Sellar. The other point is this. The CBC Chairman, Davidson Dunton, has frequently stated that the whole essence of the CBC is to elevate people and provide a Canadian culture. But when this same individual was asked, on the TV program *Press Conference* the other night, if wrestling was part of the culture he felt that the CBC was designed to dispense to the Canadian people, he did a complete face-about and shrugged off the imputation by stating that the CBC's purpose was not to elevate people culturally but to provide a balanced program of what they want to see and hear. It goes without saying that this is precisely the objective the commercial radio stations have been so successful in attaining these past twenty-five or thirty years.

What seems to come out of these "incidents" is one incontrovertible fact. And this fact is that there are no rules, laws, codes or other forms of regulation which govern the actions of our national broadcasting system. The CBC is a law unto itself. Its powers know no limit. If any limit should appear, it would be promptly removed.

One final reflection.

People in general are not given to worrying about their health, until they fall sick. Neither do they care what powers are vested in the officials of their government, until those powers are used, or rather abused, and then it is too late.



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

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MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

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 Research Consultant GEORGE E. RUTTER

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January, 5th, 1955

A Resolution And An Announcement

At this season, when it is customary to record our resolutions regarding our behavior in the new year, we should like to renew our pledge to our readers, the industry we serve and the advertisers who make it all possible. We should also like to make an announcement.

We should like to go on record with our undertaking that it will continue to be our constant endeavor to champion and promote the cause of business, operated on a free and competitive basis. We undertake that, in the pursuit of this mission, we shall not only pursue relentlessly those bureaucrats who would afflict us with more and more State ownership and State regimentation. We shall also, in our efforts to stem this socialistic tide, do everything in our power to encourage those whose sincere efforts to keep business free are even evident when a switch to the Statist system would react momentarily to their personal advantage.

We pledge ourselves to the support of the system, in which manufacturers and merchants both find their incentive to serve in the fact that only by doing a better job than their competitors and telling about it in their advertising, can they maintain themselves in the communities in which they do business.

In the belief that advertising is the show window of merchandising and the keynote of better living, as well as better business, we pledge ourselves to do all we can to buy and generally encourage the purchase of advertised goods. We advance two reasons for this. First, our democratic system of competitive enterprise is able to function only through the stimulation of trade by advertising. The second reason is that when a national advertiser proclaims his name or his brand name on his product, he is not only selling the goods but he is also offering the public his reputation.

And now for our announcement.

To the end that the public may be further informed and encouraged on the benefits it accrues from advertising, this paper will announce in its next issue a nation-wide contest which should help supply the answers to two questions:

(1) What does the Competitive Business System mean to me?

(2) How does advertising and the purchase of advertised goods help the competitive system maintain itself against those who would destroy it?



"It's like this. Jim's no Culture-Vulture, but Mary thinks the CBC's announcers are cute."

This paper has always maintained that business should strive continuously and intensely to do the same fine job of selling itself and its principles to the public as it does with its products.

It is an old saw that attack is the best form of defence. Unfortunately the initiative has always been with those who would like to destroy business, with the result that business has always sat back and waited for the next shot to be fired.

Watch for our competition, on which we promise full particulars in the next issue. Through it, the advertising fraternity, and all interested in advertising, will have an opportunity to initiate their own attack by helping with what may well develop into a major blow for the cause of the competitive system, of which advertising is such an important part.

• • •

Errors And Omissions Accepted

CBC's claim that it earned a surplus in its first year of TV operation is completely fallacious. The fact is, and this is taken from its own statement and report, that its total TV revenue was just over thirteen million dollars in the year ending March 31st, 1954. Operating expenses were given as \$7,364,000. The release which accompanied the report then said: "... leaving a net operating surplus after allowance for depreciation and obsolescence, of \$5,283,000."

What is not pointed out is that the total revenue from sponsors was not

\$13,000,000 but not quite \$1,335,000. The balance of eleven millions consisted of "revenue" derived from the 15% excise tax on TV sets and parts which the government earmarked for the CBC.

Besides this misleading claim, it is interesting to note that the CBC financial statement was questioned by Watson Sellar, Auditor-General of Canada, on the point of "the appropriateness of the accumulated allowance for depreciation and obsolescence". The same official also repeated his previous recommendation that it change its accounting system from one used by other government departments to a system employed by most companies.

The CBC replied to these suggestions and criticisms by stating in a press release that it has asked a firm of chartered accountants to advise on the practicality of carrying out the change suggested by the government's chief auditor.

There is a further "incident" to add to this complete misrepresentation of the Corporation's financial position, and its virtual refusal to take cognizance of the repeated instructions of Mr. Sellar. The other point is this. The CBC Chairman, Davidson Dunton, has frequently stated that the whole essence of the CBC is to elevate people and provide a Canadian culture. But when this same individual was asked, on the TV program *Press Conference* the other night, if wrestling was part of the culture he felt that the CBC was designed to dispense to the Canadian people, he did a complete face-about and shrugged off the imputation by stating that the CBC's purpose was not to elevate people culturally but to provide a balanced program of what they want to see and hear. It goes without saying that this is precisely the objective the commercial radio stations have been so successful in attaining these past twenty-five or thirty years.

What seems to come out of these "incidents" is one incontrovertible fact. And this fact is that there are no rules, laws, codes or other forms of regulation which govern the actions of our national broadcasting system. The CBC is a law unto itself. Its powers know no limit. If any limit should appear, it would be promptly removed.

One final reflection.

People in general are not given to worrying about their health, until they fall sick. Neither do they care what powers are vested in the officials of their government, until those powers are used, or rather abused, and then it is too late.

NEW SHOW IDEAS GAIN NEW LISTENERS

More Unity And Agreement In Non-Government Radio

THE past year saw the position of non-government radio and TV broadcasting stations more firmly secured than ever before. 1955 may well be productive of even greater stature and respect. This, however, depends on the still increasing unity and agreement on common aims and purposes among broadcasters and business people in general.

The executive vice-president of the Canadian Association of Radio and Television Broadcasters, Jim Allard, told CANADIAN BROADCASTER & TELESCREEN in a year-end interview in Ottawa last week, that radio broadcasters are showing an increasing desire to develop new program techniques. "Designed for the better service of their listeners, these programs," he said, "are also working to the benefit of advertisers through increased listener acceptance."

In evidence of the progress made by the association during the past year, Allard spoke of the support for free broadcasting given by the Canadian Chamber of Commerce, the National Liberal Advisory Council, the Young Liberals' Association, the Young Liberals of Ontario and British Columbia, the newspapers, especially the weeklies, and the leading national magazines. "From all these sources," he said, "there came resolutions flatly condemning the government for either or both of its undemocratic policies of simultaneously regulating and competing with private enterprise broadcasters, or of monopolizing tele-

vision broadcasting rights in the major areas."

Allard went on to say that "the existence of a vocal opposition in any democratic organism, such as the CARTB for example, has a useful and essential place. But," he added, "it is a hopeful sign that there is increasing unity and agreement in virtually all private enterprise circles. This unity," he said, "does not only exist among the 125 radio and 17 television broadcasters, whose stations are members of the CARTB, and who are the most obviously affected by the age-old threat of control by the State of the means by which men talk to one another. This menace is also becoming increasingly apparent to the great national advertisers of the continent and their advertising agencies, and other segments of the business community as well, prominently including the gentlemen of the older printed forms of communication. These latter," he said, "appear to see and recognize the striking parallel between the struggle their predecessors waged for the right to read and the current twentieth century struggle to keep free the newer channels of communication by radio and television."



Jim Allard

THREE OBJECTIVES RE-STATED

Questioned on the plans of the CARTB, Allard said: "The immediate program contains the three basic

objectives which have been repeatedly stated in the past years. These," he said, "are:

"(1) The establishment of a regulatory tribunal, not connected with any operating broadcasting body, but comparable in powers, function and personnel to the existing Board of Transport Commissioners, to exercise such regulation as the public interest may require, over all broadcasting, both government and non-government, in Canada.

"(2) The granting of television broadcasting licenses to citizen applicants in any area in Canada.

"(3) Freedom of citizens to operate radio and television broadcasting stations, subject only to the law of the land, as it applies to all other citizens engaged in business."

Allard expressed confidence that these "very reasonable objectives will come nearer to attainment in 1955, to the precise extent that broadcasters, and others interested in the preservation of freedom, display an even greater courage of their convictions, aided by the encouraging development among broadcasters of better and more useful programs and services."

Here is CKOK-land

• • One of a series



LAKE SKAHA, PENTICTON, B.C.

Photo by Stocks

SEE PAUL MULVIHILL & CO. IN CANADA

Served by
RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.

LAW SLAPS PRESS AND TV NEWSMEN

PRISON guards confiscated a CBC TV-man's film in Winnipeg, late last month, when he took exterior shots of Headingley Jail there. About the same time, in Vancouver, a reporter was held for thirty minutes when he photographed a hold-up suspect for his paper. The Winnipeg episode drew a protest from the CBC News Chief, Bill Hogg, and in Vancouver, press and radio executives expressed their resentment at this interference with the reporting of news.

Myron Kupchuk, freelance cameraman on an assignment for CBWT, Winnipeg, had taken some exterior shots of Headingley Jail (following the rioting there) when he was escorted by guards to the jail office where Jail Governor E. G. Weeks demanded the film.

Kupchuk asked Weeks to telephone Norman Lacey, news editor at CBWT, which he did. Lacey then called O. M. M. Kay, Deputy Attorney-General of Manitoba, to ask permission to use the film. The permission was refused and the exposed film taken out of the camera and immediately ruined.

The chief news editor of the CBC, W. H. Hogg, sent a letter in protest of the treatment to the Honorable Ivan Schultz, Attorney-General of Manitoba.

The letter said, in part: "On the basis of the reports received on this incident, I would strongly protest against the action of the prison officials, and would suggest that in future TV cameramen should be afforded every opportunity in carrying out their responsibility to the public to cover all matters of public interest and concern; a responsibility that television shares with the press and radio."

SAYS CBC SPEAKS FOR PRIVATES

Hogg said in his letter of protest that he was "speaking as a news gathering organization for television — not only for CBC but the private stations as well".

This drew an objection from CARTB vice-president Jim Allard. In a telegram to Manitoba Attorney General Ivan Schultz, Allard said that the implication that the CBC was a news-gathering organization for privately-owned stations whether or not the private stations agreed with Hogg's stand, was "unwarranted and inaccurate". In his telegram, Allard said: "Whatever merits of case, and we have no information concerning this, Hogg is not authorized to speak for privately-owned stations."

PRESS AND RADIO PROTEST

The other incident took place in Vancouver, when Bob Olsen, VANCOUVER PROVINCE photographer, snapped a picture of a holdup suspect. Olsen was taken to police headquarters and held for thirty minutes.

Police Chief Walter Mulligan, in a statement to the Police Commission, said that Olsen's action in taking the photograph was "flagrant defiance of police instructions and an example of poor citizenship".

In defending the members of his force who had detained Olsen, Mulligan pointed out to the Commission that he and the senior officer of the RCMP were called upon by the courts in 1953 to explain press releases which were considered prejudicial to a trial. He said that he didn't want to put members of the Vancouver force in a position where they might be open to a court reprimand.

In his statement Mulligan also said that he plans tighter restrictions on the reporting of crime news.

PROVINCE publisher, A. W. Moscarella, asked police authorities for an apology and said, in a front page editorial, that Olsen's detention "was a direct infringement on the liberty of an individual". Moscarella was joined in his protest by several other press and radio executives.

Donald Cromie, publisher of the VANCOUVER SUN, said "wide discretionary police powers as Chief Mulligan likes them are usually limited to dictatorships and underdeveloped states."

"His particularly easy conception of arresting citizens for explanation of their disobedience, with the threat of prosecution, sounds like a slick system of intimidation."

The president of radio station

CJOR, George Chandler, urged that "the case of the photographer incident, or some other incident, be tested in a superior court and the subject firmly delineated".

Gerald M. Brown, publisher of the VANCOUVER HERALD, declared: "I think it is arrogant, high-handed and arbitrary. I think it is a threat to freedom of the press and all other media of public information."

START 1955
WITH A
SUBSCRIPTION
TO C B & T

POPULARITY + COVERAGE, = RESULTS!



REPRESENTATIVES — CANADA,
RADIO & TELEVISION SALES INC.
U. S. A. DONALD COOKE INC.

CKM

Over Four Million
People in Our
1 mvm Contour!

VERDUN
MONTREAL

HAPPY 13th BIRTHDAY TO US

By LESLIE HOLROYD

THIS is C B & T's thirteenth birthday. Looking back through 13 previous years' first issues we start with birthday zero (January 1942) and find that several shows which were in the top ten then are still there.

In the daytime ratings, "Ma Perkins" has moved up from fifth position to lead the parade; "Pepper Young's Family" has come from tenth to second place; "Guiding Light" from seventh to third; and "Road of Life" has slipped slightly from first to fourth.

enter and regulate some other business.

This situation still exists.

BEAVERS ARE BORN

"For Distinguished Service To Canadian Radio." In the first issue of 1945 we announced the "Beaver Awards" which were to be given in recognition of contributions made to the advancement of Canadian radio in the past year.

These first "Beavers" were awarded about a month later at a dinner of the Radio Executives' Club of Toronto. The presentation ceremonies were broadcast over *Borden's Canadian Cavalcade* and winners included such well known names as Mart Kenney and His Western Gentlemen, Stan Francis and Foster Hewitt.

In 1946 the refusal of the CBC to allow Bristol-Myers Company of Canada Ltd. to pipe in broadcasts of the Eddie Cantor program (aired by its parent company in the United States) was headlined on our editorial page Volume 5, Number 1.

G. Walter Brown, vice-president of Bristol-Myers, said that it had been intimated to his firm that the program would not be acceptable before the written refusal. He said that no reasons were given for the denial, but that he understood one contention was that the program was unfit for mixed company, particularly where children were present.

A. Davidson Dunton, chairman of the CBC Board of Governors, said the program was carefully reviewed by the CBC audition committee and found unsuitable. He added that both he and Dr. A. Frigon, CBC general manager, stood behind the committee's decision.

CAN'T HAPPEN HERE

Here is a "Lewisite" from the first issue of 1947.

"The British Socialist government's edict that the pantomimes should make no jokes about the government this year can't happen in Canada, because the Canadian government just isn't funny."

A full page advertisement by 13 British Columbia stations in 1948's first edition illustrates the growth that has taken place in Canadian radio. In 1948 there were 89 independent stations; now there are 148.

We started 1949 with the "Lewisite" column headlined "Things We Hope

ALL GOOD STATIONS are not our stations

BUT

All Our Stations are Good Stations

B.C.	-	-	CKLG - Vancouver
			CJIB - Vernon
			CJDC - Dawson Creek
ALTA.	-	-	CFRN - Edmonton
			CKRD - Red Deer
			CFCN - Calgary
SASK.	-	-	CFQC - Saskatoon
			CKRM - Regina
MAN.	-	-	CJOB - Winnipeg
			CKX - Brandon
			CKDM - Dauphin
ONT.	-	-	CKPR - Fort William
			CKFI - Fort Frances
			CJOY - Guelph
N.S.	-	-	CKBW - Bridgewater
P.E.I.	-	-	CJRW - Summerside

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

The evening listings show only two of the 1942 top ten remaining. They are *Lux Radio Theatre* up from third to second and *N.H.L. Hockey* also up one slot from ninth to eighth.

FIRST BIRTHDAY

In the 1943 first edition under the heading "Radio Rhymes by Givva Plug" we noted a poem which is as apropos now as it was then.

ANOTHER NASH

This radio business is rather peculiar because

It is incessantly and variegatedly afflicted with all kinds of invective and "pshaws".

But of all the people who describe it as one sort or another of a mess, The first and the foremost are the gentlemen, if I may use the word in its broadest sense — of the press. Now here is a reflection which will surprise you I covenant.

The radio is controlled by the government.

But I guess

You will have to agree the government is controlled by the press.

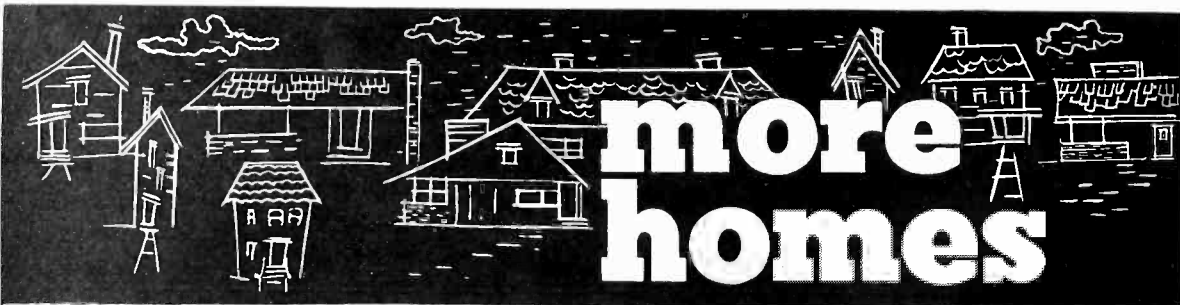
Ain't it a mess?

Oh my! Yes!

Starting 1944 we were on much the same topic but this time in prose. The editorial, which was then on the front page, was called "Open Letter to Private Business".

It was concerned with a CBC letter sent to "certain private stations". The letter said in part: "Effective September 1st, 1944, your station will broadcast in the evening hours only those programs scheduled to the Dominion Network."

The editorial went on to give the warning that the usurping of civil rights need not stop here, but that next week the government might



more homes

CFNB



IN NEW BRUNSWICK

... listen to CFNB than to any other station. Continued important mining developments and the construction of Camp Gagetown are steadily adding homes to New Brunswick's largest radio audience. Your advertising dollar goes farther than ever before on CFNB

NEW BRUNSWICK'S MOST LISTENED TO STATION

Get the whole story from our reps:
ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. in U.S.

YOU CAN'T COVER CANADA'S THIRD MARKET WITHOUT THE 2-STATION MARKET ON THE WEST COAST!

CHUB

CHUB blankets Vancouver Island from Duncan to Campbell River and gives you excellent ALL-DAY RATINGS in the VANCOUVER AREA!

Nanaimo, B.C.

CJAV

CJAV has almost EXCLUSIVE LISTENING in the Alberni Valley and covers the rich MAINLAND area of Powell River.

Port Alberni, B.C.

10% Discount for Joint Campaigns!

TALK IT OVER WITH:
Stephens & Towndrow, Toronto & Mont.
Donald Cooke Inc., United States
John N. Hunt & Assoc., Vancouver, B.C.

1949 Will See The Last Of Besides The CBC".

Some of the things we mentioned have passed on. They are: Radio License Fees; Our 1939 Hudson Coupé; "Buttons and Bows" and the Berlin Air Lift.

A few of the things that remain with us are: typographical errors; your editor's corporation; parsnips; and people who don't vote.

CALLING CANADIAN BUSINESS

One of our editorials in the first issue of 1950 made a suggestion to Canadian business.

Our suggestion was that business should sell itself to the public in the same way that it sells its products.

One method of doing this, we said, would be for each sponsor to devote at least one commercial in 1950 to telling Canadians of the contributions business and advertising make to our standard of living.

Of the ten applications for new AM stations to be presented to the CBC Board of Governors, at their January meeting, five are from Saskatoon. So said the January 10th, 1951 issue of CB & T.

Two of these applications, one for an English language and one for a French language station, were granted.

With the first issue of 1952 we celebrated our tenth anniversary by taking an editorial trip through Volume 1, Number 1.

Also in this issue was the first of an extensive series of articles by

G. Alec Phare on "Writing Better Radio Copy".

We were becomingly increasingly aware of television when we took a tour of WSYR-TV, Rochester, New York in 1953's first number.

A comparison between time rates on WSYR-TV and CBLT showed that Canadian advertisers were paying the CBC three times as much as their American counterparts.

Last year's first edition contained a "Lewsite" which is just as applicable this January.

WANT AD

For sale cheap: 1 used Christmas tree; 1 spray of holly; 1 ditto of mistletoe; 9 yards tinsel; 2 large "season's greetings"; 1 white beard; 1 "Drive Carefully" sign.

To which we would like to add: For sale, extremely cheap: 2 ties, 1 shocking pink with brown flying saucers rampant; other not quite so conservative. Reason for selling: owner now in ill health.

And so to bed — with Volume 14, Number 1.

STORK MARKET

Cigars are the order of the day with George Vale, Radio-TV director of Paul-Taylor-Phelan, whose first offspring, a daughter (Kimberley Kingston at this writing) made a three point landing at Doctor's Hospital, Toronto, at the highly reasonable hour of 2 p.m. December 30th, just in time for announcement in this issue.

C. G. Grace Succeeds Chas. Vint



Chas. R. Vint



C. G. Grace

C. G. Grace has been elected president of Colgate-Palmolive Limited, following the retirement of C. R. Vint as chief officer of the Canadian company. This announcement has been made by William L. Sims II, president of Colgate-Palmolive International Inc. who also stated that Vint will remain a member of the board of directors.

Grace, a native of Albany, Missouri, joined the company in 1929, working in Foreign Sales and Advertising. In 1939 he was named general manager for Colgate-Palmolive Ltd., covering the British West Indies and Haiti. He was appointed vice-president and general manager of the Canadian company and elected to the board of directors in March of last year.

Vint is a native of Sarnia, Ontario, and was chosen to establish the Canadian company in 1913, when he had been with the company for ten years. He has headed the organization ever since. Many of his ideas have been adopted by other com-

panies in Colgate-Palmolive International Inc.

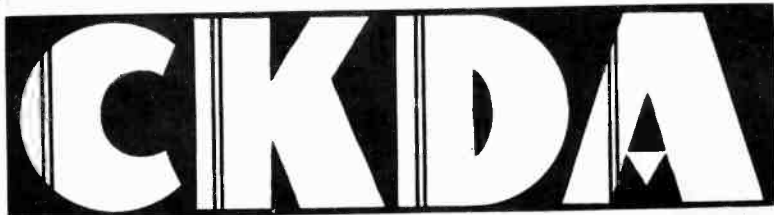
At a testimonial dinner, Grace said: "Many young men have been trained under Mr. Vint's direction, and as a result the Canadian operation has supplied executives, engineers, and sales personnel who have become leaders in many foreign countries in which the international organization operates."

DENIED REPORTING RIGHTS

The right to broadcast proceedings of a public inquiry in Hamilton, has been denied to station CHML of that town.

A citizen's committee was using the arena to hold an inquiry into the firing of municipal recreation director Ted Lambert. Mayor E. W. Smith and Jack Allison, vice-chairman of the Recreation Commission, in refusing to allow CHML to broadcast proceedings, said that the inquiry was a town affair only and it was not going to go outside the town.

In Victoria



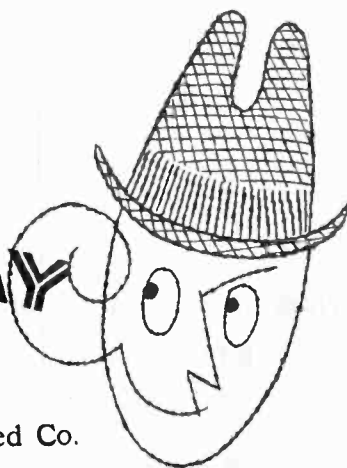
Most Listened to (Elliott-Haynes)



Western Ontario - Canada's Finest Farming Area. Farm Radio fills demand for fast, accurate information

FARMING

TODAY



Roy Jewell is Farm Radio in Western Ontario. Former County "Field Man", successful farmer and Director of Farm Services, Roy speaks with authority to farmers via "Farming Today", daily from 12 noon to 12:25. Farmers listen to Roy ... they are ready to listen to you! For the facts, call All-Canada now - in U.S.A., Weed Co.

CFPL radio dial 980
London Canada

Now!

Full Power

at

900

CHNO

SUDBURY

A TREMENDOUS
INCREASE
IN
COVERAGE
AND
NO INCREASE
IN RATES

YOUR BEST RADIO
BUY

Rep:
OMER RENAUD & CO.

Accent On Idea-Men

By JACK DAVIDSON

AS an employer, I am a sucker for the fellow who is doing something. Fortunately I have not come across too many fellows in the broadcasting business who are satisfied to pick up the pay cheque each week without any particular feeling of accomplishment.

I find that the great majority of employees must have fully defined jobs. Only then can they do a good job for their companies, and only then are the companies getting value from their employees. Once your employee knows what is expected of him for the \$50 or \$60 or \$100 a week that he is receiving, both of you are on the first step to a successful association.

In possession of complete information on the functions of his job, your employee can then begin doing it to the best of his ability. This leads to an important feature the boss would like to see in every employee — the desire to do just a bit more than is actually required.

When the employer finds a man doing a few extra jobs that are not in the original list of duties he will keep his eye on that employee. The employee himself is sure to feel more satisfied with his job. He has just taken his first step towards self-improvement. Acquiring an ambition is a satisfying feeling. He did a little extra. Maybe the boss noticed it, maybe he didn't. At this stage it isn't too important. The important feature is that he has developed

ambition. With this new attitude towards his job and his company it's an easy step to devote more and more time and effort to understanding his job. He will begin to ask questions, read about his industry, observe how others are doing certain jobs. If he is an intelligent thinker he will also be observing other businesses and professions with the thought of relating their methods to his own industry.

NO PLACE FOR PRIMA-DONNAS

It is unlikely that you will find ambition associated with too many bad habits. The employee who is making a place for himself in your organization will usually conduct himself as a gentleman whether he is at work or on his own time. You will likely find he is co-operative with his fellow workers. It is possible to be co-operative without being pushed around. Co-operation in an office or industry usually means looking at another fellow's point of view, while explaining your own attitude towards any particular problem. I haven't much use for prima-donnas in this business. Our men must work as a team with each one willing to give and take a little. The whole operation will benefit

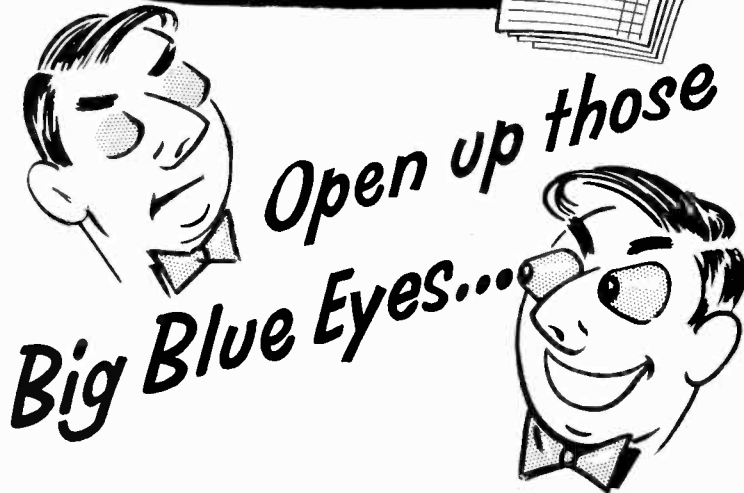


Starting in 1939 as a junior announcer - salesman - librarian-copywriter (and weekend control operator) on Station CJKL, Kirkland Lake, 43-year old Jack Davidson, after fifteen years with Roy Thomson and his interests, is now managing director of the five radio and two television stations of the "Northern" group. Besides this, he is executive assistant to the president of the Thomson Company Ltd.

In his broadcasting capacity alone, Jack is responsible for the employment of nearly 250 men and women, earning a bulk salary of around three quarters of a million dollars.

With his immense experience on both sides of the pay cheque, his friendly human approach, his keen sense of good business practice, and his warm and understanding nature, here is an almost unique individual, combining as he does, an equal sense of responsibility to employer and employee alike.

LOOKING FOR Sales



If you're eyeing the Alberta market take a long look at CFCN's qualifications. You'll find CFCN's coverage and cost per listener a real EYE OPENER. CFCN talks to more people every day than any other single media and at less cost, too!

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

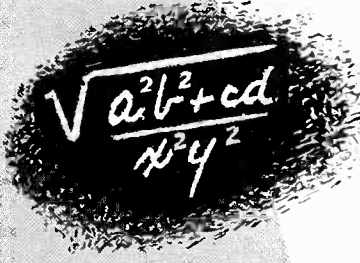
ASK RADIO REPS FOR DETAILS

when you have a group of employees with the same overall attitude. To be part of a unit a man must be flexible but to satisfy his own ambition he must also be encouraged to develop his own ideas, and be permitted to present those ideas to his superior. This all sounds as if I wanted a complete staff of model young men — alert, neat, bubbling with enthusiasm, but all in a reserved all-Canadian boy manner. Let me tell you about two of the best employees we have had. They were good employees, but they caused me plenty of trouble.

TWO DOOR-BANGERS

The first man was loaded with ideas, some were good, but more were bad — at least I considered them bad. This fellow would write me, phone me and bang on the door with ideas galore. He would present his newest brain child, then when I disagreed with him he would put on a terrific sales pitch for his pet idea. It was then my duty to explain to him just why we could not adopt this particular idea. He spent a lot of his time and mine in this way. But it was not wasted. Probably one idea in ten had merit and plenty of it.

The broadcasting business thrives on ideas, and it quickly dies when your employees stop



QUEBEC
isn't
a problem
with

CKRV
1000 WATTS 1280 K.C.

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

thinking. This man with his one good idea in ten was one of the most constructive people that we have ever employed.

The second man was an out and out perfectionist. He also was a door-banger. I was managing a station at the time, and I could expect a turbulent visit from this program director two or three times a week. On Monday he would be at my desk insisting that we fire the morning man because he was never in the studio within the required quarter-hour before his program. Next he wanted to get rid of the continuity writers because their copy was too flowery. The library was in a mess. The operators were ruining discs. The news service was inaccurate and slow. Sure, he caused me problems, but when you have a department head who is insisting on perfection you may be sure that nothing too serious is going to turn up in that division.

You can't run a broadcasting station as you would a firm of chartered accountants or a nice reliable hardware business. Whether you like it or not you are in show business as well as the business of selling advertising.

INTERESTING PERSONALITIES

Our business thrives on interesting personalities. If we are discharging an employee, and it is pretty hard to get fired in our organization, we give him reasonable notice. Is it unfair for the employer to expect an employee who wishes to leave him to give at least a couple of weeks' notice? Is it unreasonable for management to expect employees to turn out the lights when not in use? Or to avoid wasteful practices with the equipment, stationery, program material and furnishings? Our employees are in the public eye and whether they like it or not they are representing the company at all times. When they go to a dance, or a ball game, or the Home and School Association meeting, they are representatives of an important industry in the community. Their actions reflect favorably or unfavorably on the company. The employee who is a good citizen is a valuable asset. The one who is lacking in some of these qualities may be a star in many respects, but in my books he is an unsound employee.

In an ideal organization I would like to have three quarters of my employees responsible and mature men, and maturity does not always come with years. I have boys eighteen years of age on the staff with a good deal more maturity and common sense than some in their thirties and forties. What about the remaining quarter? They are the idea men, the enthusiasts, the showmen. These latter will consume twice as much of my time as all the other staff combined. These are the boys who are bringing me the ideas that must be discussed, accepted or discarded. These are the perfectionists who insist on perfection in others. These are the thinkers from whom we will get our better ideas. Sure they consume time, but hours with them are well spent.


My idea of a well-rounded broadcasting organization is one that is a composite of these types. My job is to weld the different temperaments into a balanced organization. My ideal employee therefore, is one who, while being active and constructive, does not disturb the balance.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.



SHERBROOKE, P.Q.

That Sherbrooke's two stations give thorough coverage is proven by the latest BBM figures. CHLT reaches 38,390 homes (day) and 29,270 homes (night). No less than 62% of the daytime audience, and 64% of the night-time audience, listen from 6 to 7 times per week. Station CKTS figures are 69% daytime and 50% nights. Tell YOUR story on these popular stations and cash in on a loyal, proven audience.

Representatives:
CANADA — **JOS. A. HARDY & CO. LTD.**,
Montreal and Toronto
U.S.A. — **ADAM J. YOUNG JR., INC.**

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

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

•

★ **NEAREST STATION**
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

•

CHAT
MEDICINE HAT
An All-Canada-Weed Station

GET

ALL EQUIPMENT FROM ONE MANUFACTURER...

C.G.E.

OFFERS YOU UNDIVIDED RESPONSIBILITY

FOR A COMPLETE LINE OF COLOR OR BLACK & WHITE

TV

EQUIPMENT!

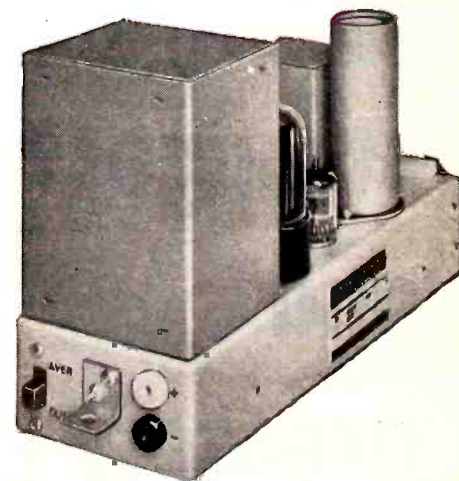


•G-E Vidicon Camera provides improved performance over Iconoscope Channel for Black and White film and slide projection. Channel designed for easy serviceability.

TV BROADCASTERS—why spend extra time and money buying your equipment from many different suppliers? Let Canadian General Electric be the *single source of responsibility* for delivering equipment when you want it . . . for delivering the performance you prefer. C.G.E. can answer *all* your TV needs! Take advantage of C.G.E.'s performance tested and approved equipment. Go down the list — from the smallest tube to 100 kw VHF transmitters — C.G.E. has everything you need to go on the air!

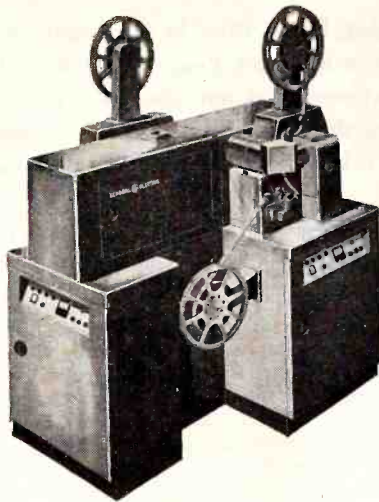
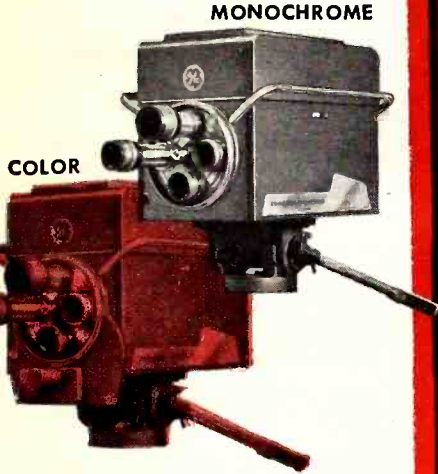
COMPLETE EQUIPMENT MEANS...

the widespread resources of Canadian General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable . . . in short, *all your electrical and electronic requirements!*

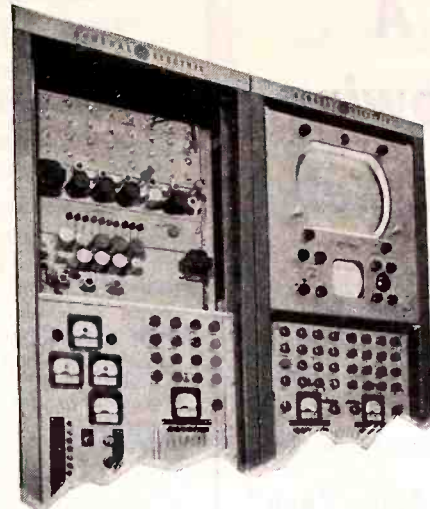


•Uni-Level Amplifier as a "station attendant" is ideal for controlling level changes encountered between different program sources — permits unattended remote audio operation.

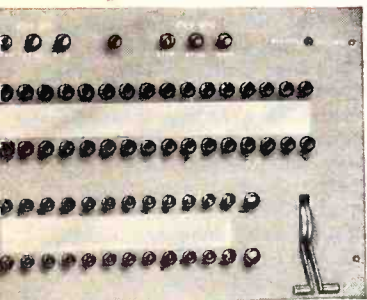
• G-E Color or Monochrome Camera Channels. Finest quality, high economy plus operating ease.



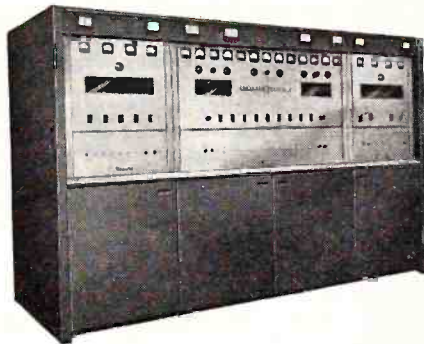
• Complete Color Film & Slide Facilities. Ideally-integrated units deliver versatile commercial & film programming.



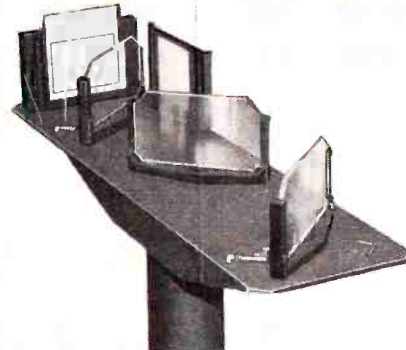
• The G-E Chromacoder for live local programs. Here is practical economy which must affect your color plans.



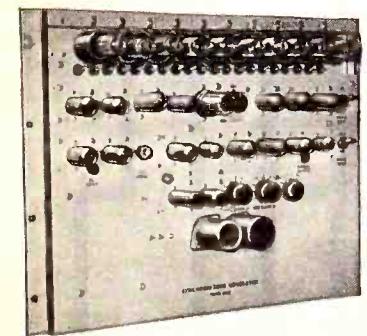
• G-E Studio Switching Combinations exactly fit your needs . . . from the smallest to the largest studio operation.



• G-E Transmitters answer all requirements . . . color or B&W. From 5 KW VHF to high power 100 KW VHF units



• Optical Multiplexer (with cover removed) for use with Vidicon Film Channel. Will handle four projector sources. No keystoneing.



• G-E Sync-Generators literally set the pattern for proposed RETMA requirements . . . stamped finest in the industry!



• G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

Remember

The pieces of equipment shown here represent a mere fraction of the complete G-E TV line. There's a G-E combination to exactly fit any broadcaster's needs. Get the G-E story firsthand. Have our representative make an in-person presentation of the new, economical *Pyramid Plan* for color TV. Or, write: Section B1515, Canadian General Electric Co. Ltd., Electronic Equipment Department, 830 Lansdowne Ave., Toronto.

Progress Is Our Most Important Product

Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

DATELINE—CANADA

by Helen Craig

1955 will be here, coming like a thief in the night — by the time this is printed. And before we push full steam ahead into the New Year we think of 1954 with joy, misgiving, and, if we are charitable, with thanks. Retrospect is not always a good idea. However, sometimes it is fun to tempt the gods; and braving the possibility of being turned into a pillar of salt, I plan to enjoy the luxury of looking back at this last year. What were some of the joyful elements of this gypsy's Dateline wanderings?

Starting with the Canadian West, which is, after all, God's country, chortling Pacific waters and the sound of Dave Armstrong's boat come to mind. It was a happy voyage, leaving the island to visit a smaller island where three transmitter towers indicated the new strength of CKDA. And, on the North American mainland, there is the memory of Station 600 — Vancouver with its personalities. I shall never forget the joy I experienced learning how Jack Webster dares to be a Daniel in his news comment shows and interviews. I wonder what Jack is doing and saying in these days of vice-ridden Van. Betcha his listeners marvel, albeit with an open-eared thrill, at his candor.

Over in Edmonton, there was joy with an aesthetic quality that appealed mainly to the feminine eye. CJCA — and its jasper green and white theme. They do everything in this color scheme, even to using green typewriter ribbons. I shall relish the thoughts of CJCA's sister station, CFAC, for a long time. It was at this Calgary station that Don Hartford played host at the Petroleum Club and arranged for succulent home-grown steaks.

TV GOES OUT WEST

Saskatoon and Regina are providing a vicarious joy to TV fans. Films from eastern origination points keep them in touch with the Big Wheel circuits. But perhaps, in CBC's good time, Saskatchewaners will be able to see more of what's doing in the wheat province. Even though the percentage of local talent isn't too evident on the prairie gopher's TV screen, there is a naive excitement among Saskatoon and Regina area viewers because now — at long last — they have TV too. No longer must they consider themselves as the forgotten cousins, and that, certainly, must be cause for joy.

In Winnipeg I was ten again. There, through the courtesy of CKRC's p.r. man, Mauri Desourdy, I re-entered the world of childhood. On second thought, I've never left it. No wonder it was so easy to enjoy the adventures of Sky High and his flying saucer crew as they whipped through space.

Candidly, in Toronto, there was so much scurry and mass-production that one did not have time to see, even objectively, what was going on. It is very difficult to pluck from all the radio-doings in Toronto one or two significant 1954 happenings that provided delight. I'll let you fill in the blanks at this point. After all, this is the season when one must be generous.

In Hamilton, there was the consuming passion of getting CHCH-TV on the air. London was caught in the same fever. On the radio front, things were more placid in Sarnia, the Lakehead, St. Catharines, St. Thomas, Ottawa, Windsor. Oh, speaking of Windsor, I shall never forget hearing a radio broadcast coming through around 1.00 a.m., perhaps from a Detroit station, in which a southern U.S. sausage company proudly announced "The Dominion of God Incorporated is on the Air". Rather spooky, eh?

Then, Montreal! Gay, carefree Montreal! CFCF was engaged in general semantics with Marconi employees, and found a challenge in defining an apple. The J. Arthur Dupont station had a happy anniversary year as CJAD, and the city honored the station owner. French Canadian comics, singers, funny-men, and producers gave, with abandon, to the industry. And some of this rubbed off on to Anglo-Saxon artists.

SOUTH OF THE BORDER

New York radio and TV doings left me completely exhausted. Such cold-blooded calculation in all broadcast and telecast. Which is necessary. But it doesn't sponsor any feeling of pure, simple joy at the round-up-of-events season. The four-block line-ups in order to see Arthur Godfrey, only to find out that he wasn't there in person; the startling brilliance of the *Twenty Questions* TV cast; TV newscasters turned soda jerkers because of intense competition; thousands of professional quiz contestants

who stuff their tiny homes with cat food cartons and refrigerators. All this left me exhausted. No further comment needed.

MISGIVINGS AND GREETINGS

Finally, what about misgivings? One wonders if there will ever be peaceful co-existence between CBC and private interests. Maybe we don't want this state of peace. Maybe we enjoy the duel, for its own sake.

And one wonders how to determine or achieve a balance between "what people want" and "what people need". Do listeners want Ma Perkins and her "aincher," "woncher" speech patterns? Surely they don't need it. Do listeners need a sterile account of how the phantasmagoric primates once wandered from Ongo Tongo to the Carpathians? Surely they don't want it.

It would be a shrivelled personality indeed who did not stop for a moment at the threshold of '55 to count blessings and say a specific thank you to the individuals who have made '54 a happy time. So, thank you, one and all, for kindness, generosity, and goodness.

But before we start crying in our eggnog, remembering those things we ought to have done and didn't, it's "Dammit, Fred. All I mean is — Happy New Year."

CFOR

ORILLIA

SELLS

CENTRAL ONTARIO

Ask For Facts

STEPHENS & TOWNDROW

TORONTO - MONTREAL

A Growing Market

\$900,000.00

Yep, a \$900,000.00 brewery is slated for Prince George in the

"Happy New Year"

COVER THIS MARKET

with

CKPG

PRINCE GEORGE, B.C.

250 Watts

550 Kcs.

SERVING CENTRAL BRITISH COLUMBIA

All-Canada in Canada Weed and Co. in U.S.A.

You Can Pull In a Flock of SALES RESULTS by using

CHLO

LONDON and ST. THOMAS

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

Research

SURVEYS SPOTLIGHT SALES

NATIONAL advertisers in western Canada can find out how their product stands in relation to those of their competitors. This is done by means of a series of analyses which CKNW, New Westminster, is supplying to manufacturers. The surveys also disclose retailers' opinions of merchandising plans adopted in each case, so that CKNW is able to tell a prospective sponsor where he is weak, and how he is spotty in the view of the merchants who handle (or don't handle) his goods.

Here is a case history of a cooking commodity and its competitors. We shall refer to it as product "X" and to the competing lines as products "A" to "G".

Set up in a colorful folder by the CKNW promotion and merchandising department, this particular report starts off with the information that it was made especially for "you" as a CKNW "extra" service. "It is the result of daily calls" it reads on, "on 24 grocers in seven Vancouver districts during the period . . . Similar surveys will be conducted throughout the lower B.C. mainland and the Fraser Valley in the future on behalf of our clients."

Page two is a chart showing the sales picture. Grocers categorize each brand in order of sales position in their stores. "Top dog" seller rates 3 points; "good" gets 2 points; "moving" (meaning less than good) scores 1 point.

This survey works out like this:

- Product "A" 55 points
- Product "B" 50 points
- Product "C" 50 points
- Product "D" 16 points
- Others 18 points
- Product "X" 15 points

The next page is a map on which the area in which the survey was made is shaded and described. Then comes a breakdown, by brands, of the replies given by the grocers.

With our case history we get this:

Product	"Top Dog"	Good	Moving	Fair	Poor	Dormant
"A"	13	7	1	2	1	1
"B"	9	10	3	1	1	1
"C"	8	12	2	2	1	1
"D"	4	1	2	13	1	1
"X"	1	3	5	7	1	2

Trends are shown like this:

Product	Increasing	Steady (good or bad)	Decreasing	Not Stocked
"A"	4	20	1	1
"B"	—	23	1	1
"C"	2	22	—	1
"D"	—	21	1	2
"X"	1	16	2	5

Finally come the general com-

ments. In this instance; product "A" moves off grocers' shelves faster than any other (make of product) covered in this survey. Few trends are shown, although product "A" has improved its sales. Products "B" and "C" both are classed by grocers as fast moving with the large package showing a great popularity. Other brands fail to come close.

In this particular case, a further report was given on product

Here's to - -

The NEW YEAR



May it be
the **BEST YET**
for our
ADVERTISERS
and our many
RADIO FRIENDS

CHNS THE VOICE

AND CHOICE OF HALIFAX

In Canada contact the All-Canada Man and Weed & Co. in the U.S.A.

"X". This said that the main complaint with the line lay in the grocers' inability to buy the product in the same case lots as the competing lines. Their attitude was that rather than being forced into buying larger quantities, they preferred to carry only a limited amount and not to give it a good display position in the stores.

This manufacturer expressed appreciation of the station's work and indicated that he was adjusting his system in keeping with the report.

This basic idea has been used by a number of stations, but after surveying more than fifty product groups — over 250 brand names — in the past six months, CKNW feels that their format has proved itself especially appropriate.

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

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

**To You and Yours—
A HAPPY
AND
PROSPEROUS
NEW YEAR!**

♪ ♪ ♪
*"Let's Start the
New Year Right"*
♪ ♪ ♪

CKLC
FIRST CHOICE BY FAR
with
KINGSTON ADVERTISERS

Contact:
HORACE N. STOVIN - CAN.
FORJOE & CO. - U.S.A.
To **SELL**
KINGSTON and EASTERN
ONTARIO

LET'S GO FISSION!!
OR
LET'S GO FISHIN'!!
EITHER WAY IT MEANS BIG THINGS IN
CKBI - LAND

PRINCE ALBERT, May 17: The First Uranium processing mill at Prince Albert's "back door" will swing into operation early this summer in the Lac La Ronge Area, officials of La Ronge Uranium Mines Ltd., announced today.

Equipped with diesel-electrical power, crushing apparatus, steam and plumbing fixtures, the plant at the beginning will cost some \$115,000.00 but this figure may by July 1955 swell to \$10,000,000.00.

Target for processing of concentrated U308 is an estimated 15,677,000 pounds, according to a Company officer, who said that the ore is distinctly different from ore minerals obtained elsewhere in Saskatchewan or Canada.

The Company will mine ore from its 154 claims in the region. At present work has been done on 45 claims and this start will mean a potential Uranium valued at nearly \$114,000,000.00

"P. A. Herald"

Commercial Fishing put \$1,441,000.00 into the pockets of fishermen in the CKBI market last year.

Place that next campaign in the market that has farming, furs, forest, fishing and fission.

See your "All-Canada" Man for Details.

CKBI

PRINCE ALBERT, SASK.

5,000 WATTS

CFCO goes over the top again
More listeners per watt cost than any other
Western Ontario Station

Total Daytime Audience: 76,950 homes
¼ hr. program class "B" lowest
discount. 12c per M. radio homes

Total Night-time Audience: 43,530 homes
¼ hr. program class "A" lowest
discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

SPECIAL HOLIDAY OFFER

To those who never buy our wares,
 To those who've sold us down the river —
 May blessings fall, in equal shares,
 On both forgiven and forgiver.

To those whom, for whatever reason,
 We haven't quite seen eye to eye with,
 We stretch a hand this festive season,
 And overlook what they've got by with.

To those who haven't bought us drinks;
 To those who've bought us one too many;
 To the men, and women, and missing links
 Who gave advice when we didn't want any;

To those who never spoke their minds;
 To those who came right out and said it;
 To those who broke the tie that binds
 By giving others all the credit;

To all of these we drink a toast —
 So fill the cup with spirits live
 And wish the wish we cherish most:
 "Good luck to all in '55!"

WALTER A. DALES *Radioscripts*

907 Keefer Building
 Montreal, P.Q.



A nice act of public service is being performed currently by a couple of restaurant chains here. The *GLOBE & MAIL* carried a story on New Year's Eve to the effect that people could take their Christmas cards to Honey Dew Shops and Muirhead's Restaurants in Toronto for distribution to children.

A phone call to Canadian Food Products Ltd. resulted in a conversation with William F. Deal, branch manager of that outfit's retail restaurant division, whose idea it was. Mr. Deal said that his own kids were given to getting out the old Christmas cards on wet days through the year, and sorting and cutting and otherwise playing around with them. This gave birth to the idea of arranging to have them collected for city nursery schools, youngsters on Indian reservations and young patients in Ontario hospitals.

Signs in the restaurants invite people to contribute their used cards, which are passed along to the Red Cross, to hospitals and to school officials. Mr. Deal says that this year his company's efforts will be confined to Toronto, but the reaction has been so favorable that he anticipates its expansion next year to other centres where these restaurants operate.

the rap for expenses so that listener's contributions went to the children without deductions. Santa appeared on the scene (in a sleigh with reindeer loaned by Woodward's Department Store). Local dancers and other entertainers donated their assistance to CKDA staffers who gave their talents to the party.

Only regular program advertisers could buy time on Montreal's CFCF on Christmas Day, and all they could do commercially was extend their greetings.

CARDS! CARDS! CARDS!

As for me, my bachelorial abode was bedecked with more colorful Christmas cards than ever before. Top billing in my book went to CFPL, London, who sent out paintings made by local school children depicting the Christmas scene. Mary Burgoyne of CKTB, St. Catharines, had a choir boy, singing his head off, in fine keeping with the caption "Come ON all ye Faithful", and the same number from Fred and Helen Lynds, CKCW, Moncton. Dalton Camp of the Locke Johnson Agency had a reproduction made from a picture painted by his youthful daughter.

Perhaps the most original Christmas card wasn't a Christmas card at all. It was a certificate for ten shares of stock in Reality Oil Company and a wish that I might share all the benefits accruing from Canada's first and ever-expanding television market. The accompanying letter said, in part, "Here, with our sincere good wishes for a very happy Christmas and a prosperous New Year, are shares of your stock in the Calgary market! It's our hope that the value of this stock will increase just as rapidly as the Calgary television market is expanding." The signature was John H. Battison, general manager, CHCT-TV, Calgary.

FINAL JINGLE

Still in the Christmas vein, the Christmas Seal campaign got quite a hoist from CKOM Saskatoon's Jack McClung. Jack asked listeners to plaster their entries for the station's casino-type *The Pay-Off*, and offered a dollar a seal to the listener whose envelope bore the most. As a result, the station was flooded with 9 by 12 inch envelopes, covered with seals.

CKDA, Victoria's annual Christmas party for crippled and otherwise handicapped kids is in the tradition class now. As usual, the station took

...that's
CKRM
 RADIO REGINA
ADVERTISING!
 Saskatchewan's
 "SOUND"
 BUY-WORD
980 kcs
 See or write "Radio Representatives"
 Montreal-Toronto-Winnipeg-Vancouver

A TWIN CITY SALUTE

FROM

CKCR KITCHENER-WATERLOO

AS WE BEGIN
 THE NEW YEAR

"SINCERE THANKS FOR PAST FAVOURS."

"GOOD WISHES FOR THE NEW YEAR."

OMER RENAUD

ADAM J. YOUNG JR.

IMPORTANT ANNOUNCEMENT

The British Columbia Association of Radio and Television Broadcasters (button button who's got the television?) is scheduled for Thursday and Friday, February 3 and 4. The scene of action according to president Maurice Finnerty, will be the Empress Hotel, Victoria. There's one easterner going. Who was it now? Oh yes. Me. (Correction. Make that I.)

LEAMINGTON LICENSE

This will record a visit from Johnny Moore, one of our first DP's (damn protegés) who is returning to radio after six and a half years with the CBC.

Johnny, who first came into the office in 1944 to ask me how a guy gets going in radio, has been program-directing at CBE, Windsor for the past four years. He wound up this stint, with mutual regrets he assures me, last month, to become manager of the station which will go on the air in Leamington, Ontario next month under the probable call letters of CJSP. Besides managing the station, Johnny is a partner, or substantial stock holder to be technical, in association with a group of non-radio types and Al Bruner, an emcee - singer - radio - TV - night-clubber, who has worked with Wayne King and also on WJR, Detroit. Bruner is president. The company, named for the tobacco-ripening and produce-growing qualities of King Sol, is known as Sun Parlor Broadcasters Ltd.

The station will operate a CGE 250-watter on 710 kcs.

All audio equipment is being supplied by McCurdy Radio Industries Ltd. An interesting and revolutionary feature of this is that all wiring for the equipment is being assembled in McCurdy's Toronto plant as a "package" and will only have to be plugged in when it arrives in Leamington. This, it is claimed, will reduce installation time from weeks to hours.

CJSP will be represented in Canada by Radio and TV Sales Inc., and in the United States by Hill S. Best with headquarters in Detroit.

TECHNICAL CONSULTANTS

Speaking of things technical, a couple of familiar faces — especially among the radio engineering fraternity — have bobbed up in a new place. They are attached to the torsos of George Mather and Bill Holroyd,

who have established themselves at 22 Front Street West, Toronto as Broadcast and Communications Consultants Ltd.

Both of these men were previously with Canadian General Electric. George was broadcast consultant and Bill was manager of Transmitter and equipment sales. Now, they have established themselves on their own hooks. Since December 1st, they have been offering their services as consultants on all kinds of broadcasting problems.

The third man on the board of directors is George McCurdy, of McCurdy Radio Industries Ltd. Bill Holroyd functions as president of the new concern; George Mather is vee-pee and chief engineer.

BROADCASTING ASSISTANT

Wib Perry, manager of the Broadcasting Department of the Leo Burnett Company of Canada has a new broadcasting assistant in the person of Jim McRae.

Jim started in radio at CJGX, Yorkton in 1937. In 1939 he moved to CKRC, Winnipeg. In 1942, he went "sustaining" when he joined the University's of Alberta's station CKUA in Edmonton as assistant manager. In 1949 he made the big trek to Toronto, where he has spent five years as a freelance in radio, TV and motion pictures.

PLUG APPEAL

In he man bites dog department comes the intelligence that CFQM-TV viewers in and around Quebec City have been phoning the station to enquire what time a commercial will appear on their screens.

The particular commercial is a 1-minute spot for Bardahl top cylinder lubricant, and people say they find their enjoyment is comparable to that inspired by watching a cartoon feature. The spot is a story in itself. It has its own hero, villain, characters, climax and what have you. It tells the story of a car stalled in the street because of dirt (the villain) in the carburetor. Bardahl, the hero, arrives just in time to destroy the dirt and save the car. It is done in the *Dragnet* motif.

CHIN CHIN!

And this brings down the pile on *The Desk* to a couple of 1955 Calendars, a few late arriving Christmas cards, and a brown paper bag to be opened at midnight on December 31st, which is today. This is positively the last column I shall write this year, so toot toot and buzz me if you hear anything, won't you?

Only CKTB can sell the rich Niagara Peninsula

with its constantly expanding diversified industry, its stupendous hydro electric power developments and its prosperous orchards and vineyards.

Get the whole story from our reps.: Mulvihill in Toronto and Montreal, McGillivra in U.S.A.

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

CJSO

1320 KC

1000 WATTS

SOREL

is pleased to announce the appointment of

Jos. A. Hardy & Co. Ltd.

AS

Canadian Sales Representatives

EFFECTIVE JANUARY 1st, 1955

With primary coverage in 12 counties CJSO shows a weekly daytime BBM (1954) of 62,740 radio homes. Sell this rich French-speaking market through top-rated news, sports and variety shows — call Hardy for details.

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

PL. 1101

5-7373

EM. 3-6009

Repeat Performance!

For the second consecutive year, the CFQC NEWS SERVICE has received the major award from the RADIO - TELEVISION NEWS DIRECTORS' ASSOCIATION for the "most outstanding radio news operation" . . .

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

CFQC
600 KC
5000 WATTS



THE RADIO HUB OF SASKATCHEWAN



FIGURES DON'T LIE!

Tests* prove there is a greater percentage of radios in use and more listeners in the wealthy "Market Behind the Wall".

	Night-time	% Sets in Use	% of Listeners
CFCH North Bay	Nov./54	42.0	89.9

CJKL Kirkland Lake	Oct./54	41.2	95.4
---------------------------	---------	------	------

CKGB Timmins	Nov./54	51.8	80.7
---------------------	---------	------	------

Canada's largest cities can't match these figures:

	Sets in Use	% of Listeners
Montreal (Eng.) Nov./54	22.8%	
Toronto Nov./54	22.9%	

That's why these three "Northern Stations" intensively sell your Northern Ontario market.

CFCH
NORTH BAY

CJKL
KIRKLAND LAKE

CKGB
TIMMINS

* ELLIOTT-HAYNES.



Plain Talk From A Rep

UNDER TABLE DEALS HARM RADIO

"Station Reps are genuinely concerned with those 'under the table' deals which are made available to some sponsors from time to time," says Alex Bedard, manager of Radio Representatives Ltd., and past president of the Radio Station Representatives' Association. In an interview with CB & T, he pointed out that although all the station representatives are interested in making money, some people might be surprised to know that they are equally interested in seeing the radio stations help radio as a whole.



Alex Bedard

"I feel it best to dwell on one problem created by the industry itself, that is doing radio more harm than good," he said in reference to these station-sponsor deals. "Any deal, in essence, defeats the lifeblood purpose of a radio station's operation, that is to gain maximum earning power."

Bedard insists that any of this kind of rate cutting merely leaves the advertiser with more money in his own pocket which will be spent with other media. This sort of situation, he says, only comes about through the needless cheapening of the published card rate: "yet radio is fighting to wean advertising budget away from the other media. Is this a fight or a retreat?" he asks.

As an example, Bedard points to the Canadian newspapers. Do they horse

trade on published rates? "To the best of my knowledge" he stated, "you either pay rates quoted or you don't get your advertisement in the paper." He insists that the advertiser will pay the price demanded if the medium will do the necessary job. Therefore there is no earthly reason that he can see why any Canadian radio station should deviate one iota from the published rate.

"In competitive markets," said Bedard, "a client may book the station with the lowest published rate, provided he feels it will serve his purpose." He indicates that though this may mean that a more expensive station lost the business through its higher rates, the fact remains that the station which got the business, did so on published rates, and not on a deal behind the scenes. "In the long run" he said, "the situation stabilizes itself."

TAKE FIRM STAND ON RATES

Bedard believes that a unified front on rates can only mean increased revenue for radio in general. But he went on: "The very act of

rate cutting, which is what you are doing when you make a deal, confirms one of the following in an advertiser's mind, or maybe both:

"(1) Canadian radio operators are lying when they say that radio is the greatest medium — they don't really believe what they say.

"(2) If radio stations are willing to offer non-published rates, it stands to reason that the published rates are higher than they should be.

"I think you will agree," said Bedard, "that neither of the above thoughts is justified, for radio is the greatest advertising medium available to an advertiser in this country today." He believes that the radio industry should face facts — "they're nice facts" — and not create the impression that there is something distasteful about them.

"By adopting a realistic attitude, with the courage to stand behind what we know to be true," he said, "the sooner will radio receive its proper share of the advertiser's budget. The more budget there is for radio, the more money the stations make, and consequently the more money the representatives make. Utopia anyone?"

RADIO NEWS EDITOR WANTED

Calgary's leading Broadcasting Station CFAC requires an experienced news man. Must be able to voice newscasts. Please reply stating experience, qualification, salary expected, to: Personnel Manager, Radio Station CFAC, Greyhound Building, Calgary, Alberta.

WANTED EXPERIENCED, VERSATILE ANNOUNCER

Salary commensurate with ability. Send detailed application, photo, and audition to:

CFRN, Edmonton, Alta.

WANTED A QUALIFIED ENGINEER

to take care of 1000 Watt Station. In your first letter state experience, supply references, salary expected.

ADIOS and CJCH

A Spaniard knows that "Adios" means "Goodbye". Halifax advertisers know that CJCH is a good buy. Book time now through Paul Mulvihill.

CKTB
ST. CATHARINES

CKBB
BARRIE

CHOK
SARNIA

CJCH
HALIFAX

CJFX
ANTIGONISH

CKOK
PENTICTON

Paul Mulvihill & Co.

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

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

Mulvihill represented stations are a good buy in any language



AND THE SAME TO YOU

Yes my friends, Christmas is one day out of 365, when everyone is sorry for the bachelor, just as the bachelor is sorry for them for the other three hundred and sixty-four.

POINT OF VIEW

And this gives rise to the thought that it is just as well that Christmas comes but once a year, or would you like to be living this P & G W T A M stuff January through September?

SAY ON!

At this point, I should like to deny that I always keep on the right side of everyone, because that is my good ear. The fact is I just do it when I am in the company of someone who might conceivably say something worth hearing.

NO BIAS PLEASE

Who was it said: "I hope I never meet him because I might get to like him?"

ET TU BRUTE

I never thought much of Liberace, and I thought that Sir Ernest MacMillan's impersonation of him during the Music Box Concert of the Toronto Symphony Orchestra was terrific.

CRITIQUE

Her singing was so ecstatic that all her listeners were carried away, except one, who died when they were putting him on the stretcher.

RATHER CANDID

Nutting cancels date on CBC radio show.
Globe & Mail Headline.

MORE OF THE SAME

She has a beautiful voice because she has resonance where her brains ought to be.

AND FINALLY

A parting note of gratitude to the musicians, singers, instrumentalists and others who gave of their great talents this year without the strains of "White Christmas".

CBC DROPS GIVE-AWAY CURB

The CBC board of governors has set aside plans to curb give-away broadcasts on private radio stations in Canada, according to Davidson Dunton. The CBC chairman said in an interview that his board is satisfied that the number of this type of program is steadily dropping.

In the spring the board warned that if the number was not reduced the CBC would hold public hearings to study the possibility of "a regulation which would check such prize schemes".

Dunton, the chairman of the board said recently that the board has had a survey conducted last autumn. While there is no way of quoting a figure or percentage on the number of prize giving programs, the survey shows that nearly all stations had contributed to the reduction in give-aways.

Jim Allard, executive vice-president of the Canadian Association of Radio and Television Broadcasters, commenting on the survey, said,

"This kind of program comes and goes. Give-aways are just a fad that breaks out every few years". He added that the number of these programs had been substantially reduced.

Dunton said that the board would "keep watching the situation". In their spring statement they questioned whether participants realized how great were the odds against their skill being even considered. They also doubted if many participants fully realize they listen to programs that were recorded elsewhere several days before.

AT LIBERTY

Female radio continuity writer desires permanent position with progressive Ontario station. Brochure and references on request. Experience includes freelance writing and direction of continuity departments. Open to TV.

Apply Box A225, C B & T

NEWS EDITOR for new Ontario Station

Good opening for man who can and will build first rate newscasts. This means gather — edit — present.

If you are interested and can start work early in February, send confidential particulars, tape and salary expected to:

John L. Moore
Sun Parlor Broadcasters Ltd.
P.O. Box 710
LEAMINGTON, Ont.

SELLING IN MONTREAL?

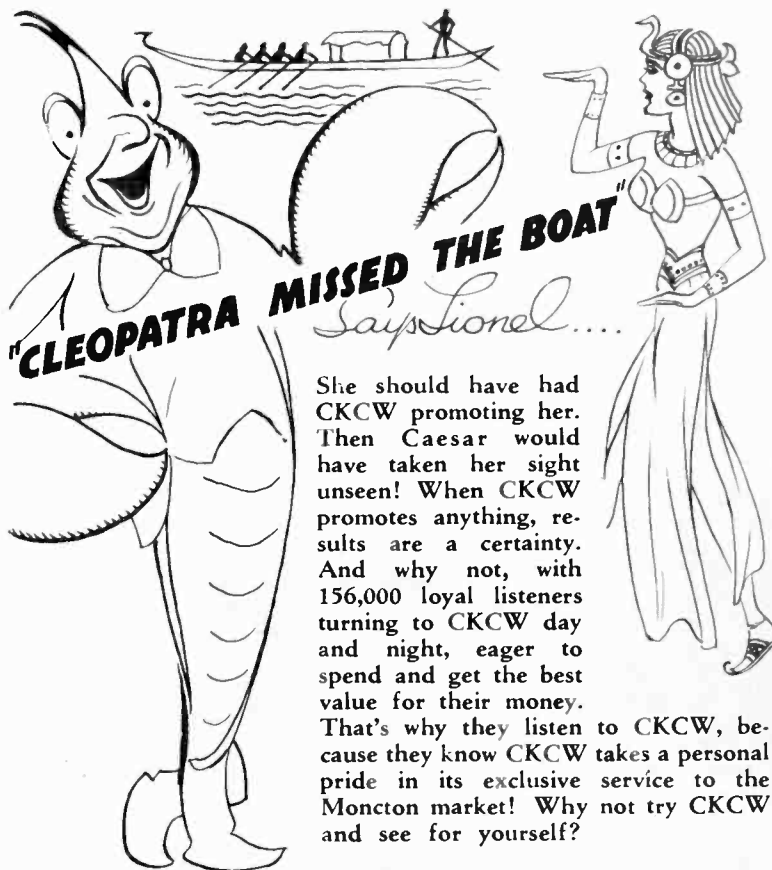
THAT'S OUR BUSINESS

YOUR PRODUCT

advertised on CFCF means more business for you.



ASK YOUR ALL-CANADA MAN



She should have had CKCW promoting her. Then Caesar would have taken her sight unseen! When CKCW promotes anything, results are a certainty. And why not, with 156,000 loyal listeners turning to CKCW day and night, eager to spend and get the best value for their money. That's why they listen to CKCW, because they know CKCW takes a personal pride in its exclusive service to the Moncton market! Why not try CKCW and see for yourself?

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

ANNOUNCING ANOTHER NEW AMPEX

but this time it's a superb amplifier-speaker

It's a 25 pound portable amplifier-speaker that matches the Ampex 600 tape recorder in appearance **and in quality, too!** The new Ampex 620 has **FLAT ACOUSTIC RESPONSE** from 60 to 10,000 cycles. This would be a great achievement in a speaker of any size, but in a 25-pound portable it's truly exceptional — in the Ampex tradition.

A quality demonstrator to sell broadcast time Program samples or auditions can now be demonstrated with a new impact and clarity that will make prospective time buyers sit up and take notice. The Ampex 620 can be carried anywhere. It has ample power for

a group hearing in office, conference room or small auditorium.

A speaker to monitor with greater sensitivity
The Ampex 620 is an extra sensitive monitoring unit usable anywhere inside the studio and outside with portable recorders as well. It will give operating personnel a much better indication of recording and broadcast quality than the usual monitor speaker. This can help forestall criticism from the growing percentage of your audience who listen through high quality amplifiers and speakers.

AMPEX 620 PORTABLE AMPLIFIER-SPEAKER
Connects with your studio console — or reproduces directly from tape recorders, turntables or pre-amplified microphones. The Ampex 620 is a perfectly integrated design including a 10-watt amplifier, loudspeaker, reciprocal network, level control, equalization control and acoustically correct enclosure. By standard test procedures **in air** it has low distortion and an acoustic response curve that is essentially flat from 65 to 10,000 cycles.
Price is \$201.10 complete.



AMPEX 600 PORTABLE TAPE RECORDER

Like the great Ampex studio tape recorders the 600 is the best of its kind. It weighs only 28 pounds, yet the Ampex 600 can serve every broadcast station need. For auditions and demonstrations it is the perfect sound source for the Ampex 620 amplifier-speaker.
Prices: \$669.80 unmounted, \$733.00 in portable case.

Signature of Perfection in Sound

AMPEX
CORPORATION

Distributed in Canada by
ELECTRONIC EQUIPMENT DEPARTMENT

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

830 LANSDOWNE AVE., TORONTO, ONT.

A.S.N. HOLDS WORKSHOP FOR TV AND FILM MEN

By LESLIE HOLROYD

It is unlikely that the CBC will start color TV until receiving set prices get down to about \$500.00, A. Davidson Dunton told the first annual Associated Screen News Motion Picture and Television Workshop in Montreal this month. The CBC chairman said that high costs make it difficult to do much experimenting, but some is being done in preparation for color television's arrival in Canada.

Speaking of the progress which the CBC has made in television, he said that 60 hours of live programs are going out every week from Toronto and Montreal. This makes Canada's television industry second only to the United States in this respect, he told the film men.

As to the future, Dunton said the microwave relay system should reach the Prairies by 1956 and span the continent sometime in 1957.

The Workshop, an invitation affair, was sponsored by Associated Screen News and held in their studios December 6-8. The purpose of the Workshop was to bring to the attention of people in the industry new techniques, equipment and processes and generally to help in the advancement and improvement of film production.

The six sessions were attended by a total of about 1,400, many more than had been expected. People from all branches of motion pictures were there. They included advertisers, advertising executives, producers, technicians and engineers.

Industry experts spoke and demonstrations were given on a wide variety of topics such as animation, optical recording and the use of film music.

TV PANEL

A TV highlight was a panel composed of Henault Champagne of Vickers and Benson; Gene Fitzgibbons, Famous Players; Corey Thomson, CKVL Verdun; Jean-Paul Ladoucer, Charles Frenette and Gilbert Lessard all of the CBC. Paul L'Anglais of Radio-Video Programme Producers acted as chairman. The panel answered questions of all types about television commercials.

One of the questions asked was: what steps, if any, are taken to check the quality and frequency of television commercials? They also

wanted to know what is done to insure the validity of sponsors' claims. Charles Frenette said that all commercials are screened for quality but no record is kept of the number of times they are used. Commercials for products which come under the Food and Drug Act or the Proprietary or Patent Medicine Act are viewed by the Department of National Health and Welfare but there is no board to check products which don't fall in these categories, Gilbert Lessard said.

A question as to the relative values of animated commercials and those in which people appeared was answered by several members of the panel.

The consensus was that animated commercials were most effective at first, but their selling power fell off rapidly. Commercials using people though not as efficient at the beginning, had a much longer period of usefulness.

Gene Fitzgibbons, manager of CKCO-TV, Kitchener and CFCM-TV, Québec City spoke on private



Gene Fitzgibbons

station operation. If success is to be attained he said, care must be taken to plan programs for the viewing audience both in terms of advertising and entertainment. He recommended that local news be given before national news and that program content be linked with the sponsor whenever possible. As an example he suggested a home-makers' show could be sponsored by a food manufacturer.

At Kitchener, the nucleus of the programming is network shows with the balance made up of live shows and films, Fitzgibbons said. At present 14 hours of live shows a week (out of a total of 60) are being produced in Kitchener.

One way to cut costs on live productions (and the way it is being done in Kitchener) is to have them follow one another. This eliminates keeping technicians on the set when they aren't needed, he said.

When queried about mobile units he said that due to their high cost and rapid depreciation it is almost impossible to make a profit on them, though they are an excellent investment in goodwill.

CUTS COST BY HALF

An interesting demonstration of the Television TelePrompter was given by Gordon Keeble and Kenneth Page of S. W. Caldwell Ltd. This device contains a roll of paper with the script printed on it in letters about one inch high and long enough to hold a script an hour in length. The roll revolves at a rate governed by the speed of the performer and controlled by the operator. Use of several of these machines placed around the set makes it possible for a performer to rely almost entirely on them without the viewers realizing it.

The producers of *Dragnet*, having found they could cut production time by more than 50%, now use them all the time, Keeble said.

WIDE AGENDA

Bud Estey, lawyer for Famous Players' Canadian Corporation, spoke on legal aspects in motion picture and television production. Copyrights can be a very confusing issue and copyright searches should be made if doubt exists, he said.

He cited a case where a newsreel company had picked up about 28 bars of Colonel Bogey's March being played by a band in the background of a shot. The copyright holder sued and won his suit.

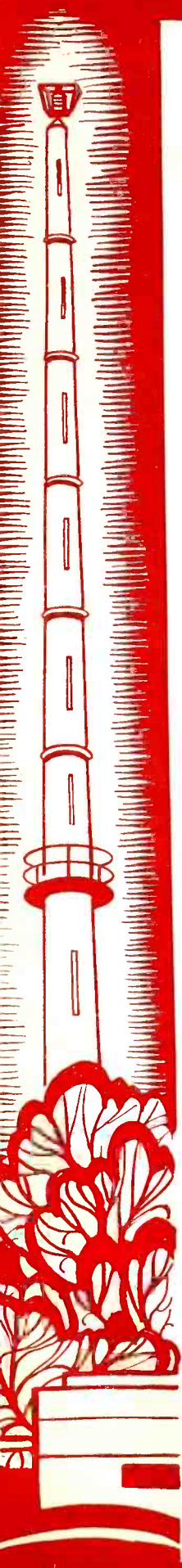
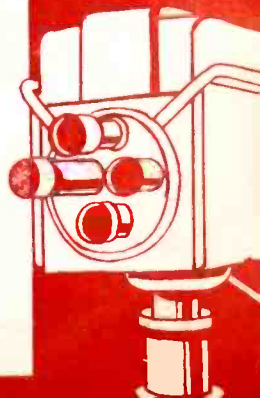
Generally in the case of music, copyrights, performing rights societies can be consulted, Estey said.



Jack Chisholm

Jack Chisholm, sales manager of Associated Screen News, who acted as chairman of the entire Workshop, spoke briefly on client-producer relationship.

The most important part of this relationship, he said, is honesty. If something should go wrong the client will appreciate being told the truth, Chisholm said.



BE SURE THAT KINGSTON'S 196 Million Dollar Market SEES Your Product on CKWS-TV

CKWS-TV is the only Canadian Television station reaching the wealthy market between Brockville and Kingston. Don't miss out on this vital new influence in one of Canada's richest concentrated markets . . . nearly \$196,000,000 in retail sales in 1953. 30,000 television receivers now in use and increasing every day.

ACT NOW!
GET BEST AVAILABILITIES

CKWS-TV KINGSTON

Reps:
All-Canada Television in Canada
Weed & Co. in U.S.A.

"TV Is Breaking QHL" Says Gorman

Telescreenings of NHL hockey games are charged with reducing the Quebec Hockey League gate receipts. Tommy Gorman, owner of the now-defunct Ottawa Senators, says the CBC should pay some of the damage.

Gorman's club, along with other clubs in the QHL, has experienced smaller crowds during this season, and this has been particularly noticeable on Saturday nights. The public, say hockey executives, prefers to stay home and watch games on TV rather than go out to see the events themselves.

Gorman however, feels that the impact of TV is something of a novelty, and considers that it will wear off in Québec as he said it has done in other hockey centres, where fans are beginning to return to the rinks. He therefore appealed to the CBC to make a financial contribution to the hockey clubs hardest hit by the initial impact of TV, which he said "would help us to hang on until the novelty of watching NHL hockey on TV wears off." He added that it might take a year or two.

The CBC in replying to Gorman, says there is no way of helping hockey clubs, because that would amount to subsidizing hockey from public funds.

Gorman claims that the NHL is helping hard pressed clubs in the minor leagues. The Toronto Maple Leafs pay the salaries of some of the Ottawa players, and the Montreal Canadiens help other QHL centres. He says he has no intention of abandoning hockey.

TV Helps American Circus Business

"As owner and operator of a chain of motion picture theatres in South Jersey, I can't help but admit that TV has hurt the movie theatre business. But I can tell you this about TV, it has certainly helped the circus and the outdoor amusement industry." So said George Hamid, who runs, in addition to several other enterprises in the amusement field, a booking agency for circus and thrill acts.

He said that bookings for circus acts on TV are more frequent than ever. Many fairs and amusement parks are taking acts, without seeing them as long as they have made television appearances, Hamid said. Operators of fairs and amusement centers see performers on TV and immediately contact him to book the act into their showplaces.

One of the problems which arises is the demand for new acts which haven't been seen on TV before. Most of the new acts are European, and those concerned fear that a television appearance will kill the demand for their act. The exact opposite is true, since the increased popularity they attain makes them worth more, he said.

One production difficulty on TV which hasn't been completely overcome is the need of some acts for great heights, he added.

"Animal acts are the most popular type of act on television," Hamid said, "but any skill act does well too. Small unknown acts are better received than well known standard ones, for some unexplained reason."

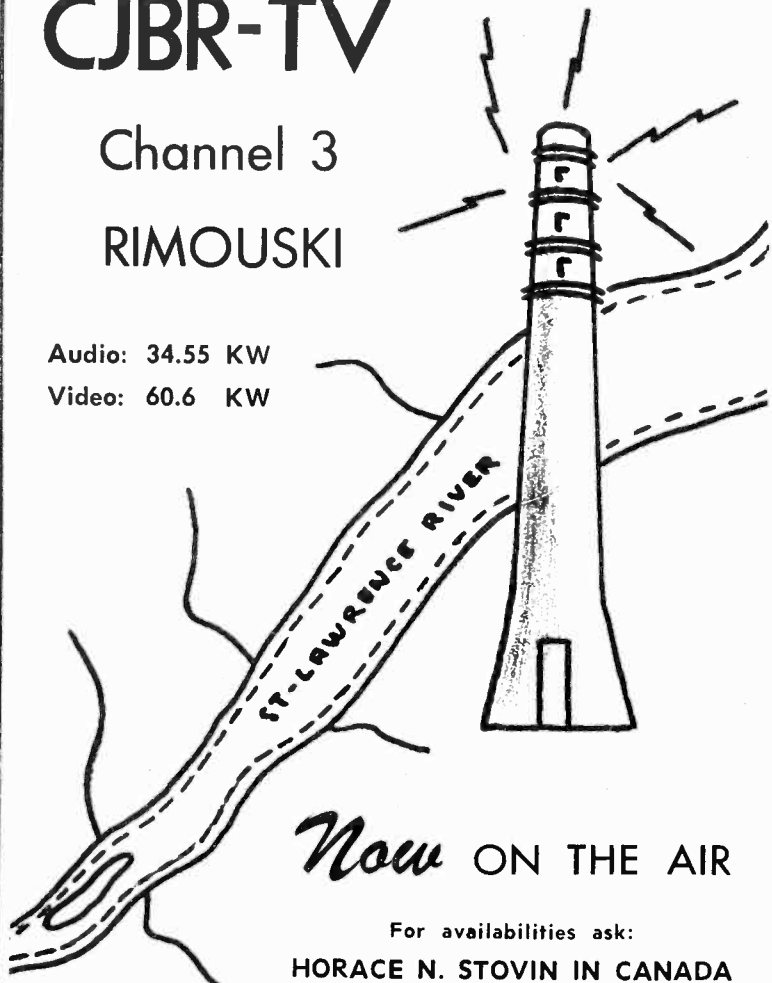
Since the main audience is children, the acts are picked to entertain them. Because of this, care is taken to be sure that performers never look underdressed. True circus people dislike brief, sexy costumes, anyway, Hamid said.

Hamid feels that TV will be responsible for the development of much new talent. Up until now, circus performers have always come from circus families, but now through a CBS-TV show, *Contest Carnival*, Hamid gives young performers a chance to debut at the Atlantic City Steel Pier. He is confident that in 15 years enough American talent will be available for circuses so that the importation of acts will cease.

CJBR-TV

Channel 3
RIMOUSKI

Audio: 34.55 KW
Video: 60.6 KW



Now ON THE AIR

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



Answers your phone
whenever you are away
from your office or
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Toronto WA. 4-4471
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★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

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JINGLES
that are different

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DON WRIGHT
Productions

Write — Wire — or Phone for Details
"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886

COLORVIEWING ON WAY FOR CANADA — AND THE WORLD

The president-elect of the Canadian Radio Technical Planning Board says that black and white television receivers will not become obsolete when color TV comes to Canada.

C. W. Boadway, communications engineer of the Ontario Hydro Electric Power Commission, said in Ottawa that the planning board has completed its study to write manufacturing specifications for color television.

However, he said following the board's annual meeting, a great deal of detail still must be studied and settled before color television comes to Canada. He could not estimate how long it will take.

He said in an interview that color receivers will reproduce both color and black and white television broadcasts. The present receiver reproduces color transmissions, such as are broadcast in the U.S., in black and white.

Boadway was elected to succeed Stromberg Carlson's Ralph A. Hackbush as head of the board which is

made up of 14 groups of radio and television manufacturers, broadcasters and users.

The board discussed technical problems of radio-television interference, wavebands, microwave allocations and prepared to make recommendations to the transport department.

A BRITISH COMMENT

World wide color TV is envisaged by a British expert if present work is successful. J. N. Dean, chairman of Submarine Cables Ltd., speaking to the Royal Society of Arts, said that a new Transatlantic telephone cable, to be completed next year, would make it feasible.

If the new cable is successful, he said, the world network of telegraph cables will be ultimately replaced by coaxial cables providing telephone, telegraphy, facsimile picture transmission, and possibly in 10 years' time, international color TV for every country.

CKCO-TV at the Polls

A special program devoted to the municipal election results, followed by post election speeches — within minutes of the final counts — was CKCO TV's contribution to election night newscasting in Central Ontario last month.

Great use was made of an "electroscope" on which the results for over 40 towns, cities and townships appeared. This machine was, in reality, a Teleprompter which had been converted and camouflaged. Switchboard operators and typists took down the counts as soon as they were phoned into the office, and then transferred them to the Teleprompter. Meanwhile the camera was trained on the electroscope.

Before the elections, films were made of the various candidates expressing their thanks to the electorate for casting their votes "the right way". Then the sound track was cut out in the case of the unsuccessful candidates, while the winners were able to make their election speeches heard by thousands.

POPE GETS TV

A \$4,000 television set has been presented to the Pope, according to Associated Press. The set, which is trimmed in 18 karat gold, is a gift from 15,000 U.S. school boys, and the Brothers of St. Francis Xavier.

TV TECHNICIAN REQUIRED

for new station. Installation and maintenance experience. Apply

Bert Crump
CHEX-TV Peterborough

Films and Tapes Disturb TV Nets

While American radio networks are being affected by the growth and spread of television, (CB & T December 15) canned programs, on film or magnetic tape, are beginning to disturb TV network executives. Some filmed shows are already being telecast locally over more stations than most live network programs, says Associated Press.

The *Liberace* show, for example, is on no network, but is shown locally over more than 200 stations. A further example says AP, is *Badge 714* a rerun of *Dragnet*. Though the latter is shown on a network of 116 stations, *Badge 714* has been sold to 179 stations.

As in radio, the network loses much of its reason for existing when it merely transmits a recorded program that could just as well be played back by the local station. Yet public acceptance of the filmed show is high, the report says, citing *You Bet Your Life* and *I Love Lucy* as examples. It also highlights the "marked difference in quality of the live show compared with the filmed product as received at home".

But both RCA and Bing Crosby Enterprises have shown examples of magnetic tape recording. In this the pictures are recorded electronically on a metallic coated tape, which gives a claimed live quality when played back. Radio networks, the story adds, already transmit a heavy proportion of programs from magnetic recordings.

Regina Exports TV

CKCK-TV Regina has received a photograph of the station's identification as it appeared on the home television set of Dean R. C. Weems Jr., Mississippi State College.

The distance from Regina to State College Mississippi is 1,450 miles. This was the second time that Weems had received the station.

The New
LOOK
in
Saskatchewan



This is the NEW look that has been creating a different pattern of living in Saskatchewan. For success stories of television advertising in this market, see ALL-CANADA Television today!

A growing
TV market—
NOW serving over
10,000 TV sets!



CKCK-TV
CHANNEL
2
REGINA SASK.

IN THE NORTH

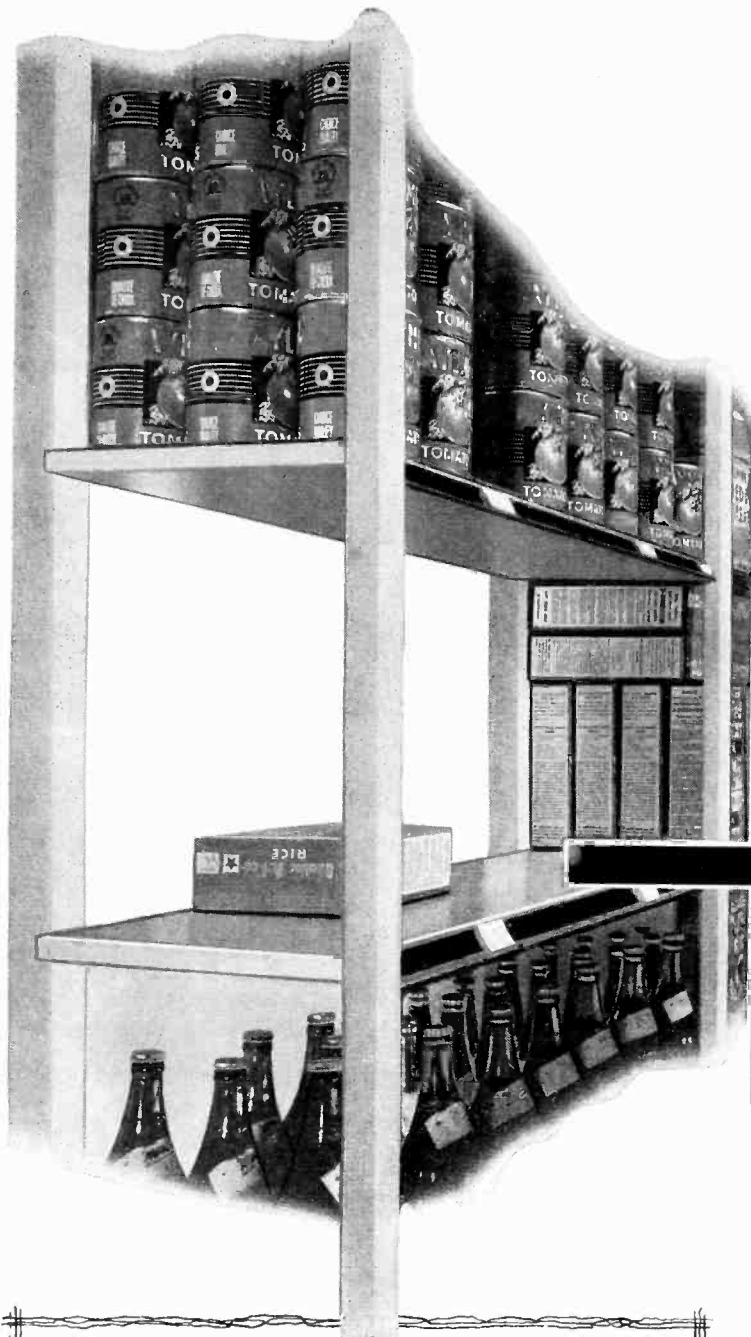
They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.



RADIO EMPTIED THIS SHELF!

CFRB...

Canada's most powerful independent radio station, gives you:

- 1 complete coverage of over 1/2 million radio homes every week
- 2 your key to Canada's richest dollar market where five million people live—where 40% of Canada's total retail sales are made
- 3 complete coverage of 44 counties spending \$66,283,699.00 every week
- 4 over twenty-seven years of skill, experience and success in radio showmanship and salesmanship

Call in a CFRB representative today. Let him show you, without obligation, how you can augment your sales through the result-getting medium of radio.

CFRB

TORONTO

50,000 watts 1010 on your dial

Radio Sells. Soaps, soups, gasolines, or chewing gum . . . no matter what your product or services . . . dollar sales grow with the strong push of radio's persuasive selling power behind your goods.

Radio is Intimate. Next to your product itself, nothing can get closer to your potential customers than radio.

Radio has more contacts. No other salesman in the field has more contacts than radio.

Radio Reaches More Different People. No matter what the age group, what the interests of your customer . . . radio can reach him.

Radio is Well Liked. This salesman doesn't have to sell himself before he sells your product. People like radio.

Radio is Persistent. Wherever your customer goes, radio goes . . . home, work, motoring, or holidaying . . . your sales message goes with him.

And CFRB is the radio station that covers your market completely!