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Vol. 13, No. 21

TORONTO

November 3rd, 1954

NOVEMBER

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

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

THEY SELL TO WOMEN



This panel of women broadcasters told male delegates to the CCBA Convention at Niagara Falls that it takes a woman to sell to women — and not one man contradicted them. From left to right they are: Mary Ellen Young, CKBB, Barrie; Wendy Williams, CKOC, Hamilton; Jean McKinnon, CFCF, Montreal; Jane Gray, CHML, Hamilton; Joan Pritchard, CFPL-Radio, London; Phyllis Sivell (chairman) J. Walter Thompson, Co. Ltd.; and Claire Bestall, CHLO, London.

In This Issue:

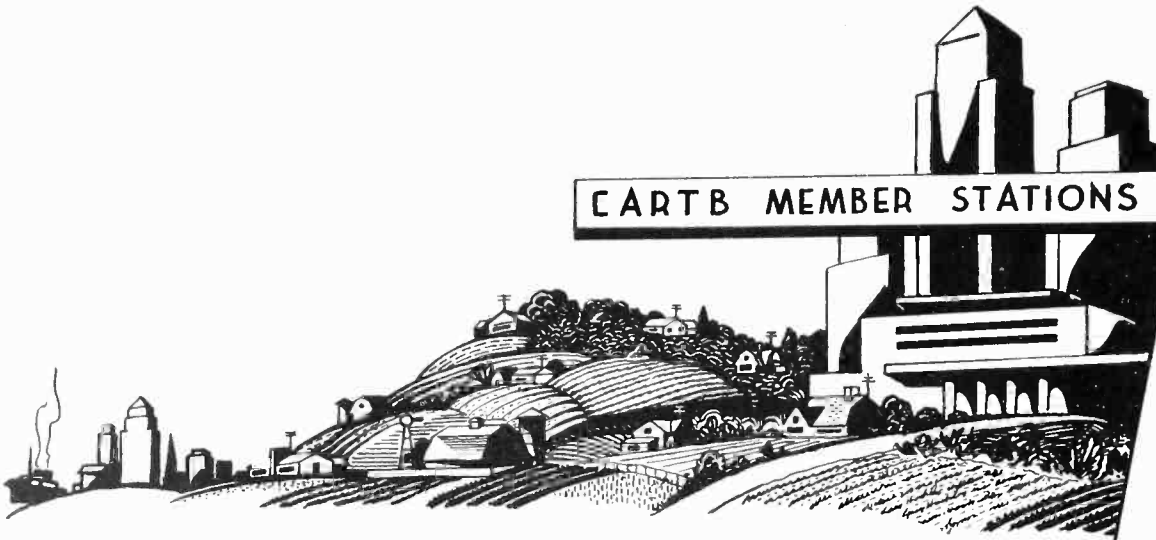
The CCBA held its fourth, and most successful, annual convention at Niagara Falls last week. Dick Lewis and Sidney Roxan, who were there, start their complete report on Page Six.

The invaluable role played by radio and television in fighting the devastating effects of Hurricane Hazel in the Toronto area is recorded by Hugh Newton on Page Eleven.

The CBC has been refused a TV licence in Newfoundland. It has, instead, been granted to CJON, St. John's. Full details on Page Fifteen.

All the regular features as well





What Price Broadcasting?

Five years after the arrival of New Canadians

33%

have cars

40%

own their own homes

42%

have electric refrigerators

84%

OWN RADIOS

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 127 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day

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Phone WA. 2-3334

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

FRENCH LANGUAGE (27)

- CHAD
- CJMT
- CHFA
- CHEF
- CKHS
- CKRS
- CKLS
- CKBL
- CKBM
- CHLP
- CKAC
- CHNC
- CHRC
- CKCV
- CJBR
- CHRL
- CKRN
- CKSM
- CJSO
- CHGB
- Amos
- Chicoutimi
- Edmonton
- Granby
- Hull
- Jonquiere
- LaSarre
- Matane
- Montmagny
- Montreal
- Montreal
- New Carlisle
- Quebec
- Quebec
- Rimouski
- Roberval
- Roberval
- Shawinigan Falls
- Sorel
- St. Anne de la
- Pocatiere
- St. Georges de Beauce
- St. Joseph d'Alma
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie

CENTRAL CANADA (40)

- CKBB
- CJBQ
- CFJB
- CKPC
- CFCO
- CKSF
- CKFI
- CKPR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- CFPL
- CJAD
- CFCH
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHLO
- CJIC
- CHOK
- CJCS
- CHNO
- CKSO
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX
- Barrie
- Belleville
- Brampton
- Bramford
- Chatham
- Cornwall
- Fort Frances
- Fort William
- Guelph
- 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
- Sault Ste. Marie
- Sarnia
- Stratford
- Sudbury
- Sudbury
- Timmins
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock

PRAIRIES (24)

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

PACIFIC (17)

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



Lieut.-Gov. Presents Beaver



His Honor, J. J. Bowlen, Lieut.-Governor of Alberta, presenting the "Canadian Broadcaster & Telescreen" Beaver Award to Don Clayton, CJCA, Edmonton's Farm Director. The award was given for Don's coverage of the Royal Winter Fair in 1953 and his report to listeners. The Lieut.-Governor commended Don and CJCA for their outstanding service in bringing the city and country closer together.

'BROADCASTING MONOPOLY' CLAIMS CCL REPORT

The Canadian Congress of Labor has adopted a committee report declaring the CBC is allowing "Monopoly Groups" to obtain radio and television licences.

The report, presented to the CCL's convention, in Toronto by its publicity committee, expressed alarm at "The very strong trend towards centralized control of the means of mass communication."

"We understand," the report added, "that all of some 21 private TV licences issued to date have gone to groups which have, wholly or partial, control of the radio station in the same area. In seven instances, there is a common ownership relationship between the station, the radio station and the local newspaper."

"We feel that the CBC Board of Governors, in granting radio and TV licences to monopoly groups, is violating the principles upon which

the CBC was established."

While commending some CBC programs dealing with labor, the report said labor does not receive adequate attention on CBC radio programs. On CBC television programs, the committee said, it believes "The balance is more heavily weighted against labor."

Bishop Joins CFAC

Eric Bishop is the latest addition to the staff of CFAC, Calgary. He has joined the Sports Department where he is handling play-by-play broadcasts of the Junior Football League in addition to three sports-casts a day. Formerly Sports Director at CKWX, Vancouver, Eric was, for a time, Sports Director for the Consolidated Mining and Smelting plant in Trail, B.C.



IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

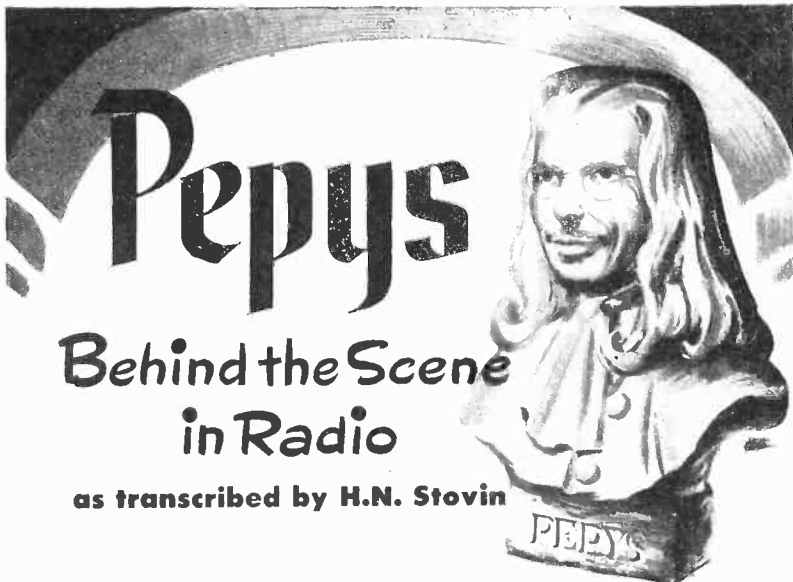
CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.



NEW CCBA OFFICERS



STEERING THE DESTINIES OF ONTARIO AND QUEBEC-ENGLISH RADIO is the board of the CCBA, elected at Niagara Falls last week. Seated at the table is the new president, Howard Caine, of CKFH, Toronto. Standing, from left to right are W. T. "Doc" Cruickshank, CKNX, Wingham, representing the region on the national CARTB board (Doc replaces Ted Campeau of CKLW, Windsor, who becomes a TV director); Jack Davidson, Northern Broadcasting Co. Ltd., who is serving as CARTB vice-president; another Northern man, Harvey Freeman, 1st vice-president of the CCBA; Al Collins, CKLB, Oshawa and Fred Metcalfe, CJOY, Guelph, both elected CCBA directors; Wally Slatter, also CJOY, who continues on the national board for his second year. Missing from the picture, Gene Fitzgibbons, CKCO-TV, Kitchener, treasurer.

Do truly believe that TWELVE HUNDRED AND EIGHTY PER CENT OVER QUOTA is a noteworthy achievement. Yet that is what \$40.00 expended on spot announcements over Station CJEM did do for a Ford Dealer in Notre-Dame-du-Lac, P.Q., during the last Canada-wide Ford and Monarch Used Car Sale held annually by dealers. The Ford people in Montreal were so amazed at the sales made with the help of CJEM that they went to Notre-Dame-du-Lac especially to check the facts. Pepys doffs his beaver . . . twice! ● ● ● CKXL is truly Calgary's "Sports Station". In addition to no less than six comprehensive and complete sports-casts, CKXL does carry the western professional football games, plus such weekly features as the Stampeders Football Show, Western Sports Review, Calling on the Coaches, and Football Forecast. Moreover, CKXL will broadcast all home and away games of the Calgary Stampeders Hockey Club again this winter — all of these features under the supervision of sports-director-commentator Joe Carbury. ALL SPONSORED, TOO ● ● ● Response to a questionnaire in the daily newspaper shows that 62% of all the homes in Moose Jaw are tuned to a radio by 7.15 a.m., that a like percentage have their radio on all the time they are at home, and as many people are still up and listening at 11.00 p.m. 82% of these people do say "and so to bed" within 15 minutes of turning off the radio — which makes radio and the people of Moose Jaw INSEPARABLE ● ● ● Boyd and Corkey Appliance Company, of Kingston, Ont., are now convinced and continuing CKLC advertisers. During the summer, this firm did promote their "Monday Morning Specials" over the week-end, for their Montreal Street Store—this about a mile distant from Kingston's main shopping centre. Monday mornings would see clusters of shoppers waiting for the store to open. Later, similar radio advertising was done for their Main Street Store to solicit telephone enquiries. Mr. Stuart Boyd does report that his telephones were busy a full half hour after each program, and they did tally the names and addresses of more potential customers than salesmen could handle. ● ● ● From East to West, Radio Advertising Getteth RESULTS.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

Alberta's still loaded!

Mixed farming, livestock, oil and a booming industrial expansion maintain a buoyant economy in Alberta. Beam your sales pitch over CFCN . . . the station that talks to more people with buying power than any other media in Alberta.

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

ASK RADIO REPS FOR DETAILS

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Editor & Publisher RICHARD G. LEWIS
 News Editor SIDNEY ROXAN
 Art Editor GREY HARKLEY
 Circulation & Accounts . . . THOMAS G. BALLANTYNE
 Research Consultant GEORGE E. RUTTER

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November 3rd, 1954

Community Service Serves You Right

Has your business a Sacred Cow? Do people know that they don't have to worry about something or other because your business will take care of it for them — free?

There are broadcasting stations and other businesses which adopt a hospital or boys' home. This is fine. As a matter of fact businesses which don't undertake some such good works are heading for bankruptcy, so this sort of thing is just a simple matter of good business practice. But there is another reason why businesses operating under a system of private ownership must devote time and effort to pulling their weight usefully in the communities in which they are established.

Community service takes a lot of thought and a lot of work. It isn't just a case of working with a local service club to organize a concert or draw. It means really becoming a part of the community, with convictions and the courage of them, even though they disagree with those of our most important clients or customers. In broadcasting it means having and holding a definite editorial policy. It means acting as a courageous and outspoken mouthpiece of the citizenry, which does not mean reporting what the morning paper said in its editorial. It means thinking things through from an unselfish pro-bono-publico point of view, and then following them through for the good of the cause, instead of the station's bank account.

You won't be able to send anyone a bill for five thousand dollars' worth of station time, with an invoice marked grandiloquently "no charge". You won't be able to see the results of this community service in the bank every month. You will see results though — not in dollars, but in a new-born respect.

This thought is not only directed to station management. It is aimed at all levels of those who sell broadcast advertising and those who buy it as well, because it is a basis for making broadcast advertising more effective, or rather earning that effectiveness.

Part of the task of getting sales messages, in the form of advertising, to the public, is the preparation and dissemination of the message. There is also the question of the standing in its community of the broadcasting station over which the message is to be sent.

Part of the value of the advertising is

RADIO RBS but + handout



"Which of you men has had TV experience?"

the weight it carries. A station which is respected earns public belief in what is spoken over its facilities to a far greater degree than one which is regarded simply as an outlet that anyone can use, and say what he wants to say, provided he has the price.

Of course this entails something besides broadcasting opinion. It entails the exercising of the power to refuse to broadcast material which will inspire disrespect.

Steps like these are not usually labeled community service, yet they are far closer to local usefulness in the truest sense than running free spot announcements for some charity, because someone brought in a presentable piece of copy which was ready to go on the air.

Community service means having the plain ordinary guts to establish basic principles in terms of taste, honesty, political beliefs and general responsibility to the community.

This way, community service, in its truest sense, will serve you right. It will serve you right in terms of happy sponsors, and the reason for their happiness will be that you are serving them right, by serving the listeners right.

.

Need For Reliability

It was heartening to be able to carry in our last issue a story in which an influential daily newspaper played up, in a factual article, the inroads that are being made into our national liberties in the name of what is termed loosely our publicly owned broadcasting system.

In pointing out that in following its present policies, the Canadian Broadcasting Corporation is actually subsidizing the manufacturers and others who use the CBC's television facilities to promote the sale of their goods, the TORONTO TELEGRAM was not coming out in defence of private broadcasting. Let us not be naive enough to believe that.

It is a fact worth recognizing, though, that this daily newspaper has recognized that the kind of thought control which is exercised by the government, through its CBC, can never be confined to broadcasting, and that a very logical development would be for Big Brother, who controls our thinking from somewhere down in the belly of the House of Parliament in Ottawa, to decide to apply the same principles of control to the other media of communication, especially the press.

It is encouraging indeed to see that at long last at least one newspaper has recognized and read with understanding the handwriting on the wall. But there is a danger.

Since coming out with the story to which we have referred, and which was summarized quite extensively in the last issue of this paper, the TELEGRAM has come out with a further exposé of the CBC in bringing to light the fact that in granting Channel 3 to Ralph Snelgrove of station CKBB, Barrie, the CBC will have succeeded to blanking out reception, in Toronto, of the two Buffalo stations which broadcast on Channels 2 and 4.

While we are prepared to believe that this elimination of the only competition which is beyond its control would meet with the complete approval of the CBC, which operates on the theory if you can't compete, outlaw, we are afraid that it would be pretty hard to make this charge stick.

We have canvassed a number of electronics engineers, and they are all of the opinion that, while reception of the Buffalo stations right in Barrie and the immediate environs would be impeded if not completely spoiled, the effect in Toronto and north nearly to Barrie would not be felt.

It is our fervent hope that the TORONTO TELEGRAM will continue to expose the tyrannical operations of the CBC at every possible turn. We hope though that they will make sure that their information, especially information of a technical nature, comes from reliable and responsible sources before they print it in their paper.

CCBA Convention

RATE BOOST PROTECTION MAY BE CUT TO 90 DAYS

By SIDNEY ROXAN

A MEETING of all Canadian TV station operators was held in Ottawa, on November 2nd, the day before they were due to meet CBC officials to discuss, among other things, an operator's right to refuse to take network programs.

The get-together, first of its kind in Canada, was proposed by TV operators meeting at the CCBA Convention, at Niagara Falls, so that they could place a number of important recommendations before it.

Among them was a proposal that, in future, sponsors should be given only 90 days protection against rate card increases — as compared with the present protection period of six months — but that they should also be notified 30 days in advance of any rate increase.

It was agreed that existing contracts, embodying the six months protection, would be honored to completion up to a maximum period of one year.

It was also recommended that announcements should be based on the following percentages of the hourly rate:

One-minute announcements — 25 per cent.

20 second announcements — 20 per cent.

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.

Eight-second ID's — 15 per cent.
The setting up of a premium Class AA rate for announcements between 7:00 and 11:00 p.m. was also discussed but it was decided to delay action on this for the time being.

ENTIRE SCREEN

To simplify the use of station identification spots (ID's) it was recommended that, instead of the present practice of providing the advertiser with 75 per cent of the screen for eight seconds, (the remainder being devoted to the station's channel number), the advertiser should have the

whole of the screen for eight seconds with six seconds audio. The station would screen its call letter for the remaining two seconds.

It was felt that this simplified procedure would encourage the use of ID's because slides would no longer have to be made specially for each station.

The problem of exclusiveness on home maker TV shows was discussed at length by the meeting. Many felt that, even where personal endorsement was not given a product by those taking part in the program, it was implied. Because of this it was considered that compatibility could not be achieved on this type of show.

They agreed to attempt to set two participations per week for a

period of 13 weeks, as the minimum booking to guarantee exclusiveness for any one product. Also that participations could be rotated throughout the week at the discretion of the station.

A sub-committee, composed of Reo Thompson (All-Canada TV), Gene Fitzgibbons (CKCO-TV, Kitchener) and Bill Byles, (Young and Rubicam) was set up to study rate structures, both selective and network.

Clyde McDonald, Research Director, BBM, in an address, asked the meeting how his organization could extend its services to the TV field.

It was agreed that the basic need was the assessing of the number of sets in use in each TV coverage area and, as a first step toward this aim, Clyde will submit plans for a pilot study in one TV market.

The CARTB is to be asked to make a confidential survey, by market size, of salaries paid to station personnel and to circulate a tabulation of the figures obtained to all TV stations.

Manpower Shortage: Plan To Attract New Blood To Radio Industry

HOW to keep operation costs down, the problems of seasonal programming and competing against TV are all pretty close to a program director's heart but if you really want to get him aroused just mention the shortage of good announcers.

That seemed to sum up the situation at the program managers' meeting at the CCBA Convention at Niagara Falls. While the other three topics occupied them for part of the afternoon session it was the need to attract more and better station personnel to the industry that really wound them up.

After a long period of beating their breasts against the wailing wall they really set their minds to attempting to solve this perennial problem.

As one put it, "Last year the problem was 'where do we get our radio personnel'. This year the situation is twice as bad."

Mike Wood, CFCF, Montreal, summed it up even more succinctly "Good announcers are as scarce as hens' teeth."

Mike, who claimed "announcers are our showcase, the reason for radio", blamed the present situation on a lack of vision, a refusal to correctly assess the value of announcers to radio, and the radio industry's neglect of propagandising among High School graduates.

BOTTOM OF LIST

He felt something should be done to raise the status of announcing as a profession — at present he said finance companies put them one from the bottom on their good risk lists, just above taxi drivers — and in so doing to increase the prestige of radio.

Wilf Davidson, CHNO, Sudbury, put the case of the smaller stations, when he pointed out that if an announcer was good enough for him then he was good enough to move onto another station more congenially situated. He never expected to keep an announcer for more than a year.

Many of the representatives of smaller stations present agreed that they were no longer prepared to take a man off the streets and train him so that he could move onto a bigger station. Apart from anything else they no longer had the time to devote to his training and, in any case, they did not see why they should have to bear the cost of the newcomer's mistake-making initiation into radio.

POSITIVE APPROVAL

Having got their beefs off their chests the program directors really got down to the positive approach. It was agreed that a dual campaign was necessary. Many had found that High School graduates, who might have chosen radio as a career, were not doing so partly because of a lack of knowledge of the opportunities it offered.

Those who did approach a radio station did not realize that there were other people on the staff beside announcers.

It was felt that something should be done to rectify this and some considered that each station should approach the principal of the local high school and offer to run a radio workshop.

The more important step suggested was the setting up of some training scheme. Various plans were suggested, including the creation of a scholarship fund to help subsidize trainee announcers who might spend a year gaining experience at three or four different stations.

Another plan was the screening of applicants by some central board which would send them out, armed with a certificate, and the offer to help pay their first six month's salary to any radio station, participating in the scheme, which em-

ployed them.

Finally it was decided to ask the full CCBA session of station owners and managers to set up a committee of three to join with a committee set up by the meeting to study the question and come up with a training plan.

The program directors appointed Vin Dittmer, CKNX, Wingham; "Andy" Anderson, CHML, Hamilton and Mike Wood, CFCF, Montreal as their representatives.

CUTTING COSTS

On the problem of cutting costs several propositions were put forward. Eb Smith, CFOS, Owen Sound, said their trend was toward announcer-operation with more experienced men, getting more done per man-hour, for more money.

But the point made by "Andy" Anderson, that they had actually increased their staff but expected them to come up with more revenue-producing ideas, seemed to meet with the greatest general approval.

Local programs aimed at specialized audiences, was the recipe put forward for success in fighting TV. Several members told success stories of European musical programs which were hoisting the ratings against TV competition. Another method was the plugging of sport, sport and more sport.

"Andy" again summed it up when she said "The secret of it all is that there are so many things we can do which TV can't because it costs too much."

As for seasonal programming, that came after the great "Where-can-we-find-more-talent" discussion and in the anti-climax the only suggestion — other than that they try not to plug Christmas too early this year — was that they try a road show, with lots of bright music, in the summer months, to catch the man at the wheel.

CCBA Convention

Shows Will Help Radio Fight TV—Showmen

By DICK LEWIS

SALES managers of most of the Ontario and Quebec-English member stations of the CCBA showed up for the Sunday meeting and bull session that preluded the Niagara Falls convention October 25-26. In spite of the weather, which was sunny and tempting, Waldo Holden of CFRB, Toronto, who co-chaired the event with Fred Metcalfe of CJOY, Guelph, rose to survey an audience of about a hundred, including a few managers and others who did not quite fall in the sales managers category.

A couple of competitors in the syndicated program field fired the first shot. These were Norris MacKenzie of the S. W. Caldwell Company and Bob Tait of All-Canada Radio Facilities. They tossed the ball neatly from one to the other as they talked about how radio had to pull up its socks to meet the challenge of television. Naturally the cure—all they suggested was their own commodity, but they had constructive suggestions to offer along other lines too.

It is not only radio that is being raided by television, they pointed out, because newspapers, magazines, billboards and nearly every other medium is getting the gears too. Non-television markets are looking at areas where the new medium is established to see what is being done to meet the tidal wave.

Radio has to become more interesting than ever before to the public, they diagnosed. In news, for example, it has the physical capacity to get right out to the scene with its tapes, and get the actuality onto the air long before TV can get geared to go. TV gives the details much later, when everyone had heard the vital facts on radio. Radio should be taking advantage of things like this in which it excels.

MORE AGGRESSIVE

The whole problem revolves, they felt around the question: "With good U.S. network programs becoming fewer and farther between, what are the radio operators going to do to present advertisers with a fair share of the audience?"

Their answer to their own question was:

The successful radio station has a more aggressive sales force than it had five years ago. Salesmen are beginning to bang on doors they used to pass up. Wednesday afternoon movies have gone by the board. The sales manager is actually getting along with the program director because "every once in a while the dough-head comes up with a smart idea".

Talking of program policies, they said that sweet music and the music-and-news techniques have had their fling. This kind of programming, giveaways and other stunt shows have their merit until two stations in one market both decide to become juke boxes.

Then, they said, John Public gets out his record player and plays what he wants when he wants it, uncontrolled by "culture cultures." "The need," they

said, "is for new ideas, new sales methods, new gimmicks, new stunts, but above all else, there must be more listeners."

Returning to the fields in which radio excels, they repeated that TV cannot compete with radio for immediacy in news. Radio scooped everyone in the Marilyn Bell swimming story, as well as in its humanitarian job following Hurricane Hazel.

Shows, shows and more shows are this team's prescription. "If you can't sell a half hour show to one big guy, sell it to three little ones if it will get you more listeners", they advised. The big shows are not coming through any more over the networks, they said, but transcription houses are making box office names available to stations at prices they can afford. They urged sales managers to work with the program directors, because the program director helps the sales manager sell.

MORE AMMUNITION

A panel of station representatives came next on the agenda. Three Toronto reps and one Montrealer unanimously demanded sales ammunition in the form of more and better information to help them sell time on the stations they serve.

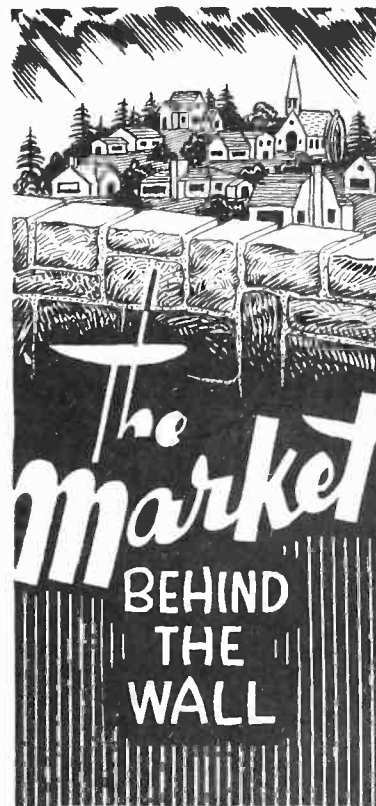
George Hellman, manager of the Horace N. Stovin & Co. operation in Toronto, told the meeting that he, like most reps, had started as a local station salesman and that their problem in the national field was greater than that of the home front operator.

"Your local rep, in his sales territory, deals with prospects who are a part of the community your station serves," he said. "Your local prospects are under the influence of your station. They may listen to you, or, if they don't, their family or friends or business acquaintances do. These local men may associate with you in community activities. They may be personally acquainted with you or other members of your personnel.

"This day-to-day association is undoubtedly a preconditioning agent which is bound to be favorable and a big help to your local salesman. The national advertiser does not receive this intense preconditioning, and that, gentlemen is why you continually hear the still small voice of your national rep crying in the wilderness for promotion, sales ammunition, literature, tapes, discs, promotion . . . promotion . . . promotion.

WASTED TIME

"When your national rep has a prospect nibbling at the bait," he went on, "he can't run into your office, as does your local salesman, and ask you for advice as to vehicles, or promotion or availabilities. He can't take the announcer to meet the client. He can't ask the client to listen to the newscast or whatever (Continued on page 8)



INCREASES YOUR SALES IN WEALTHY NORTHERN ONTARIO

In this rich area only the 3 "Northern Stations" penetrate "The Market Behind the Wall". Outside station reception is inconsistent . . . sometimes impossible. Make your advertising dollar do more by using . . .

CFCH

NORTH BAY

CJKL

KIRKLAND LAKE

CKGB

TIMMINS

No television reception in the North

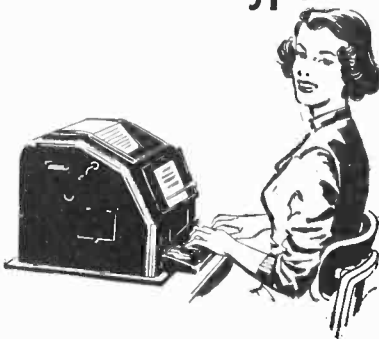
UNDER NORTHERN MANAGEMENT

Reps
NBS
in Canada
WEED & Co.
in USA



modern business uses PW Teletype

PW Teletype gives you confidential, instant communication, acknowledged or answered immediately between all or any of your branches, permanently recorded. Whether your business is large or small, PW can easily be installed to meet your needs — to save you money.



Call your nearest Telegraph Office.

Our communications experts will be glad to demonstrate how PW can work for you. There is no obligation.

PRIVATE WIRE Teletype SERVICE

CANADIAN PACIFIC CANADIAN NATIONAL

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

"150 MILES of PEOPLE!"
Says Lionel

... that's how far all the people in CKCW's market area would reach, if you could get them all to lie down, head to toe, all 156,000 of them. Not that you could. They're all too busy buying the goods they hear advertised on CKCW. That's because CKCW gives 'em the kind of entertainment they want — when they want it. You can count on CKCW for results!

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

OUR TIME is YOUR TIME

We take the time to do it right . . . to study and sell your local market. That's one reason why the stations we represent are constantly increasing their national advertising time.

Perhaps the time has come when YOU should discuss your market problems with

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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

CCAB Convention—Cont'd

PANEL'S SUCCESS STORIES

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(Continued on page 12)

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Marconi for

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Whether you're planning a new Station . . . improvements or expansion of your present one . . . MARCONI has a complete line of Transmitting and Studio equipment to meet all your requirements.

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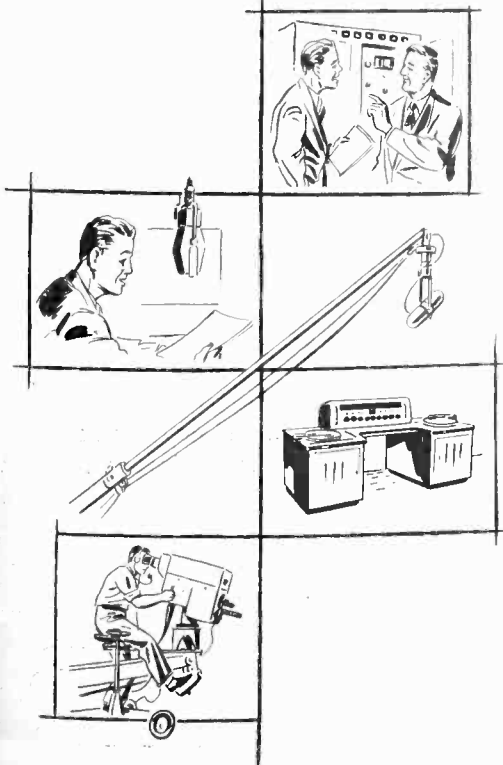
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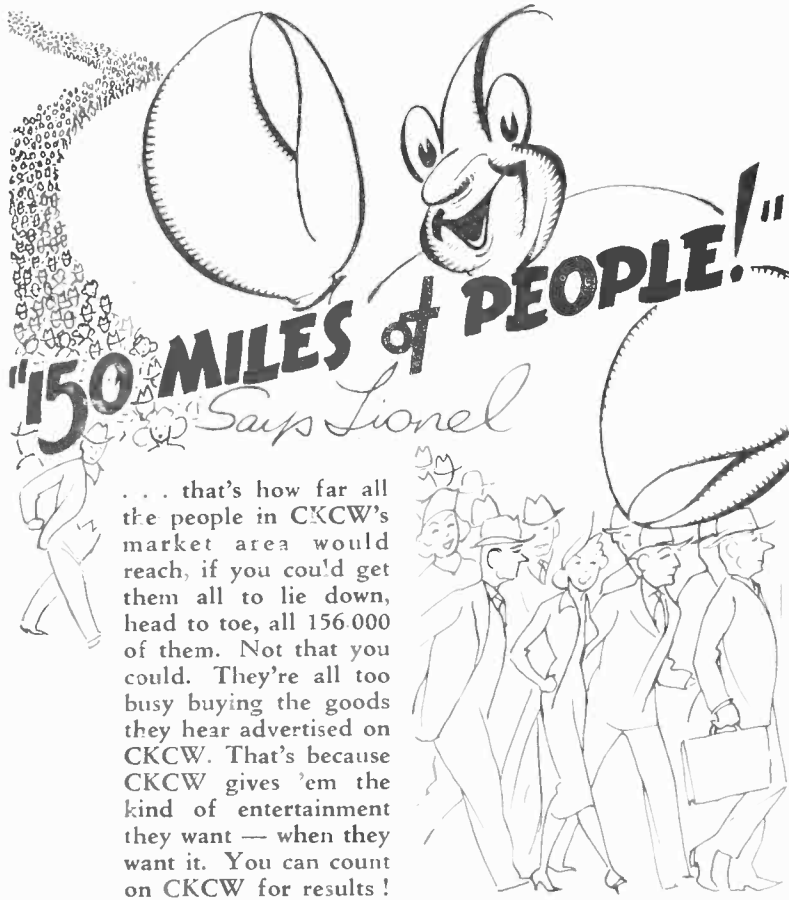
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CANADIAN Marconi COMPANY

MONTREAL 16.

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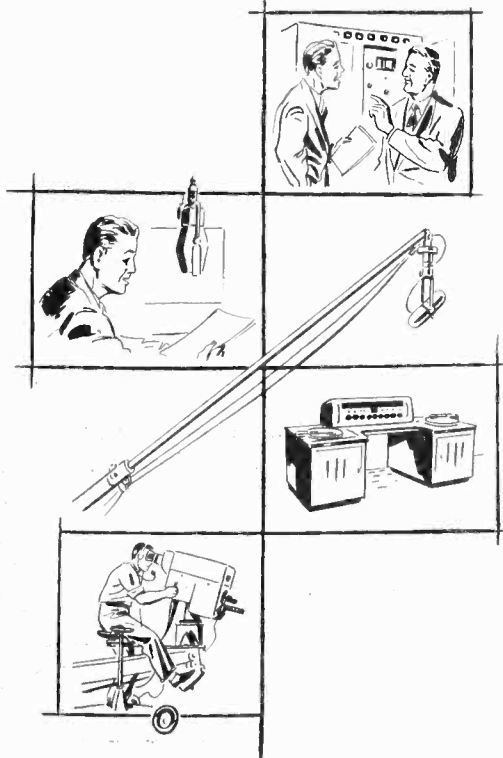
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MONTREAL 16.

CANADA'S LARGEST ELECTRONIC SPECIALISTS



Telling by Selling

Advertisers who know their markets and their media have beaten a permanent path to the doors of these eight progressive stations, because they know that they dominate in listenership in these eight prosperous markets.

CKPC Brantford

The Established Voice of Industrial Ontario

CHVC Niagara Falls

The Peninsula's Only 5 Kilowatt

CKLB Oshawa

Soon 5,000 Watts

CFPA Port Arthur

Telling and Selling the Lakehead

CJIC Sault Ste. Marie

Serving Prosperous Algoma County

CKNX Wingham

The Ontario Farm Station

CKEN Kentville, N.S.

CFAB Windsor, N.S.

Teamed to cover the Rich Annapolis-Cornwallis Valley

CKYL Peace River

On the air this month

Represented by

J. L. ALEXANDER LTD.

Doug Grout
Manager
100 Adelaide St. West
TORONTO

Frank Edwards
Drummond Building
MONTREAL

Worked Until They Dropped....

(Continued from page 11)

son took off for the flood areas with a portable recorder.

The night men at the same time alerted the staff for big things on the morrow. The station went back on the air Saturday at 5:30 a.m., 15 minutes early, with John Bradshaw (*Breakfast on the Farm*) opening up with news and public service messages.

At 6:30, Wally Crouter arrived, followed soon after by Jack Dennett, readying for his 8:00 a.m. stint, and not long after that by Ed Luther, Mike Fitzgerald, and Loy Owens. Girls in the office staff, who get Saturday off, began coming in for emergency duty.

SHORT-WAVE SET-UP

Up on the roof of the station's Bloor Street building, meanwhile, an ingenious electronic operation was underway. C F R B Vice-President Elsworth Rogers sensing that radio amateurs would be in on the event in full force, came down at 7:00 a.m. and set up a short-wave receiving set. In this way the station became the nerve centre for a network of amateur operators that during the day grew to 123.

The amateurs would call in on their band and CFRB would answer from the studios on their standard wave frequency. People would call in by telephone to the station and ask about the safety of relatives, or about their own homes. CFRB would call the amateur and the amateur would move down to the area and see what

he could find out and report back. Even bodies were identified in this manner.

Gerry Wiggins and his tape returned during the day and the material was fed out over the air. CFRB also gave direct telephone reports to CJAD, Montreal; CFRA, Ottawa; CFCA, Calgary; CJOB, Winnipeg, and to the CBS network.

The whole crew stayed on through Saturday and on into Saturday night. Wiggins, who had been up since Thursday, didn't fall into bed until 3 a.m. Sunday.

The regular schedule was junked from around 11:00 p.m. Friday until 11:00 Saturday morning and after that it was pretty well out of gear, due to the amount of stuff to be carried.

During the day someone called up the Ontario Department of Highways to find out about the roads. "We don't know as much as you do," came the answer. "We're getting our reports from CFRB."

Down University Avenue at CKEY things were as hectic.

After he finished his regular 8 o'clock evening show Friday, Mickey Lester, CKEY's sad and gentle clown, went home and listened to the radio. What he heard shocked him so much that he phoned the radio station and told them to ready a mobile unit; he was going out.

NARROW ESCAPE

Thereupon CKEY almost lost to the clawing waters its most gifted personality, and radio gained one of the most moving on-the-spot reports.

With technician Johnny Beam, Mickey headed up toward Scarlet Road and into Weston. On the way up he and Beam decided to follow a fire engine down a road beside the Humber. They were close behind it when two exhausted civilians appeared in their headlights and they stopped, picked them up and drove them to higher ground. When they went back they had lost track of the fire engine.

They never did find it again. No one found it until much later. All five of its crew were swept away and drowned where the road dipped close to the river.

Lester's recorded stories and interviews, which I heard Saturday on

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

CKTB Sells St. Catharines, the Rich Niagara Peninsula

BECAUSE

it has more audience in this market than all other Canadian stations combined.

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

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

... Flood Fighters' Nerve-Centre

CKEY, stuck in my mind as masterpieces of restrained yet colorful reporting. He was deeply touched by what he saw, yet occasionally flashes of his zany humor came through. When told by a fireman that 40 or 50 persons had drowned, Lester was moved to say, "May God rest their souls." He was obviously badly shaken and distressed. A few minutes later he suggested to another fireman that he "go home and get out of those wet clothes and into a dry martini."

CHUM goes to bed early — off at sundown due to sharing its channel with a U.S. station — but came back on at 5:00 a.m. Saturday with Harvey Kirk giving a full report on the flood. CHUM sent out no remote crews, as TELEGRAM reporters fed it with first-hand reports, but the whole staff turned up on Saturday.

The schedule was thrown into the wastebasket and the station transformed itself into an emergency relief centre.

The station was, of course, handling a tremendous jam of bulletins and announcements, so President Allan Waters telephoned Ottawa and asked the Department of Transport if they could have another couple of hours after sundown. Someone apparently had been logging the station and Ottawa already had commendatory reports in its work. Ottawa telephoned the FCC in Washington, which approved, and CHUM stayed on the air until 7:30 p.m. Saturday, two hours after scheduled shutdown time.

When Foster Hewitt built CKFH he picked Toronto's Island for his transmitter so that its ground would go well down into the water, for a better signal. The trouble was Friday that there was too much water and the station was knocked out from 1:00 a.m. to 8:00 a.m. Saturday, so was a little behind the others with morning reports.

SAVED LIVES

Morning man John Tyrell, however, made up for things by going out after his early morning stint with a portable tape and covering Weston and Woodbridge. I didn't hear any of this, but others told me that Tyrell, who is one of the better news commentators in the city, came through with top quality reports and interviews.

All stations, private and CBC, gave utmost co-operation to the authorities and various public agencies, and it was said to me by several that radio probably saved some lives, and

most certainly helped immeasurably in bringing order out of chaos, and if you were in suburban Toronto that weekend, it was chaos.

Emergency traffic conferences and transportation conferences were called by the police, Highways Department, railways, airlines, bus lines and the Toronto Transit Commission. When decisions were made all radio stations and the Toronto TV outlets were immediately called and given revised or emergency schedules, news of highway routes, and so on. Within minutes, or less, these reports were on the air.

When the Army wanted reservists to report for duty, when the police wanted boats for rescue or salvage work, when the Salvation Army wanted clothing and canned food and when, as happened, the Red Cross had to warn residents against phony canvassers seeking funds, radio stepped in.

The Canadian National Railways, which had to carry tens of thousands of extra commuters, said radio was "a huge help — we couldn't have done without it." The Red Cross described it as "absolutely invaluable." That organization reported, in fact, that after an appeal had been issued for volunteers of supplies, even more urgent announcements would have to be made within a very short time to please stop.

"HAM" NETWORK

Besides the work of the regular broadcasting stations, a brigade of ham operators — at least 300 — jumped into the breach. Civilians with radio telephones in their cars acted as mobile sending posts. Radio provided an enormously valuable force, giving a flexibility and immediacy to area control that no other medium of communication could have provided.

Then radio and television pooled their resources and their talent, as only they can in such times, and for hours on Tuesday night and again on Wednesday night ran a huge benefit to raise money for flood victims. More commercials knocked out.

I haven't attempted to get an assessment on the amount of money the Toronto stations lost in irrecoverable commercial time, but it must run into the thousands. Curiously enough, the station people didn't seem to care. They were thinking first of service to the public.

Trouble is, it's a long time between floods. . . .

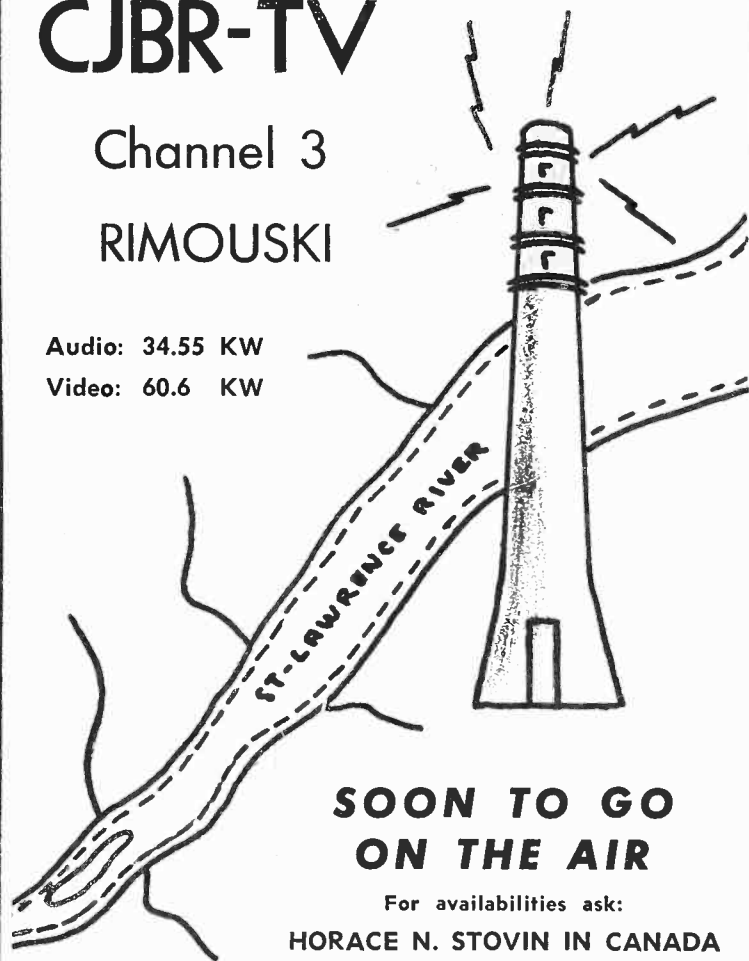
CJBR-TV

Channel 3

RIMOUSKI

Audio: 34.55 KW

Video: 60.6 KW

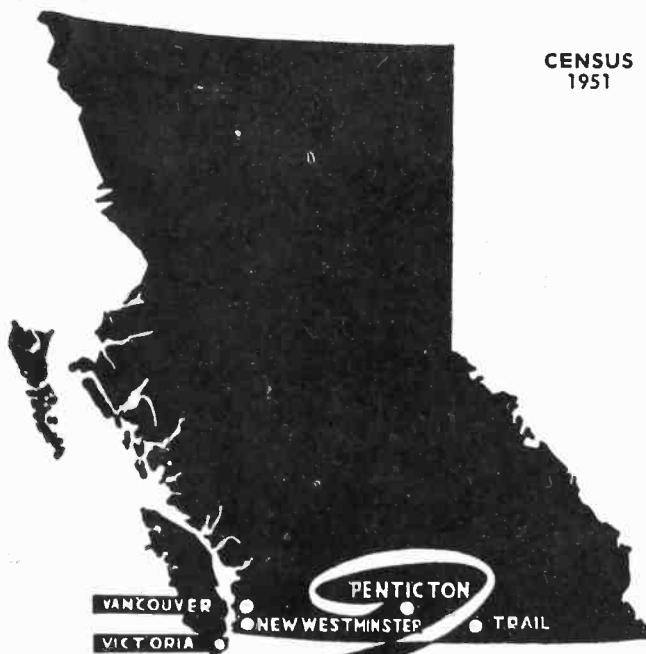


SOON TO GO ON THE AIR

For availabilities ask:

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

B.C. cities with population over 10,000



where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

Canada
PAUL MULVHILL
U.S.A.
DON COOKE

CKCR

AM - 1490 kc.

FM - 96.7 mc.

KITCHENER-WATERLOO

1929 - NOW IN ITS - 1954

25th YEAR OF RADIO BROADCASTING

Serving Ontario's Richest Market

FOR FACTS SEE —
OMER RENAUD

ADAM J. YOUNG, JR.

MARTIN TAYLOR'S

LONDON CLOSE-UP

* Proof
CENTRAL ONTARIO
 IS
SOLD
 BY
CFOR
5000 WATTS

Call . . .
STEPHENS
 and
TOWNDROW
 Toronto & Montreal

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

Commercial TV Off To Slow Start In Britain

LONDON, England — Ever since they got their noses over the Heights of Abraham, Englishmen have kept well to the fore in telling Canadians how things ought to be done.

At least, that's what some people seem to be hitting at. And if its true, then its about time some Canadian broadcasters scaled the White Cliffs of Dover with a few well-chosen razzberries in return.

For commercial TV here has made as little progress as you wouldn't notice from a few daring after-dinner suggestions by slightly embarrassed — though well compensated — Government executives.

As the pioneers of this great new advertising medium delve into the unknown with the stray side-glance at the United States, it is becoming tougher and tougher to convince anyone that subjects of the same monarch have been producing State and private television programs side-by-side for over a year.

However, this influential column has now been joined by a few more

crusaders who seem determined to try.

PREVIEW

As reported here last month, James Thomas, TV critic of London's *NEWS CHRONICLE*, has been making a survey of the Canadian TV scene in efforts to warn viewers here what they can expect when commercial telecasting opens in about eleven months time.

In his first dispatch, from Montreal, he reports:

"The Commonwealth's first TV country has beaten Britain to a service which runs State and commercial TV side-by-side. But the difference is that the Canadian Broadcasting Corporation has control of everything, under a system which many said would have been better for Britain than the setting up of an entirely separate commercial TV authority."

Most significant point he makes is on the old topic of who shall have the say in program selection.

Britain's new Independent Television Authority — the entirely independent organization set-up by the Government to control commercial TV — aims to keep ad men out at all costs.

Thomas writes:

"The organization (CBC) has its problems, and many of them

are the kind we may expect to find in Britain when the ITA begins operations.

"CBC is finding out that, with a million TV sets in operation, sponsors are willing to pay only a portion of the cost of a production so long as they have no say in its content."

NO BULLYING

Thomas believes that Canadian commercials themselves are something like those we may expect in Britain: "They inform without using bullying tactics: they are conservative in their claims for their products." But he quotes the doleful warning of a CBC man-of-the-world:

"Sponsors prefer panel games to drama and bullets to ballet. You may think you're safe in Britain, but wait until your program contractors start dealing with them."

To find out something about the private TV station, critic Thomas called on CHCH-TV, Hamilton. Here General - Manager Ken Soble told him: "Tell them when you get back home that this is no game for the get-rich-quick."

Later Thomas went round the town with salesman Harold Birley to find out why — and did.

PLENTY OF FACTS

Roy Thomson's London weekly *CANADA REVIEW* gave those advertisers, agencies and ITA executives,

SHERBROOKE, P.Q.

CHLT (French) and CKTS (English) cover the rich Eastern Townships, where 496,200 people live, in 104,230 Radio Homes. They had a CONSUMER SPENDING INCOME in 1953 of over \$398,558,000. Can you afford *not* to tell your sales message in this growing and prosperous market? Let us give you full market data—and availabilities.

Representatives:

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

The Voice of the Eastern Townships

CHLT
 (FRENCH) 900 Kc. 1000 Watts

CKTS
 (ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

For
JINGLES
that are different
 Contact

DON WRIGHT
Productions

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

Drinking Up Excess Profits? NOT HERE. WE TURN IT BACK INTO MERCHANDISING FOR OUR SPONSORS.

CHLO

LONDON and ST. THOMAS

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

who are catching-on to the fact that Canada is two years ahead of them, a good helping of facts to bite on.

An eight-page supplement presented forceful arguments for advertising Britain's exports on Canadian radio and television, which should produce some results.

At the time of writing, the ITA executives have still not decided who they will authorize as "program contractors" — the firms which will actually produce programs for transmission over ITA stations and seek sponsors for them.

Several big theatrical and movie concerns are in the running as well as specially-formed companies. Roy Thomson is believed to be bidding only for Scottish rights while most other applicants hope to use the three-station English network planned by the Authority.

Marconi have already received orders for equipment for these stations and building of the first — in London's suburban South Norwood Hill — is due to start in March. It will consist of a 200-foot tower and 16-foot-high "pre-fab" building.

AGENCIES AT WORK

While the ITA executives continue to talk only in the vaguest terms, or not at all, the big agencies have been buying space in the trade journals to assure advertisers that they have got the whole thing worked out. Some have obviously put in a lot of thought and surmise while others may have done little more than a good trade ad.

One of the top agencies — over here they prefer to be known as "Incorporated Practitioners In Advertising" — has produced an informative pamphlet. Among its expectations are:

That shows will not be longer than 30 minutes and most only 15 minutes; that "spots" will be of 90 or 45 seconds duration and will be made only before and after programs; that rates will be around \$1,800 for a 90 second "spot" over the final 3-station hook-up; that less than 500,000 viewers will be able to pick up commercial programs one year after transmission starts.

Gilbert Harding, an old friend of many Canadian broadcasters, has started a new series of interviews. These, it was announced, were to be entirely unscripted and altogether out of the rut of usual dreary BBC interviews.

When it was further announced that Harding had selected, for the second of these outspoken discussions, a U.S. visitor who would speak about commercial TV, it seemed the BBC was leaning over backwards to be objectively controversial.

The U.S. visitor gave his views quite frankly. He just didn't think sponsored television was a particularly good thing.

LATE FLASH: First program contractors for ITA commercial TV stations in England just announced as follows:

Broadcast Relay Services, British principal company of the world-wide Rediffusion group. BRS to be backed by powerful Associated Newspapers, owner of DAILY MAIL and London's EVENING NEWS.

Granada Theatres, second flight UK cinema chain.

Kemsley Newspapers, provincial newspaper group with headquarters in Manchester, to operate in association with Maurice Winnick, importer of US TV ideas for BBC and prominent impresario.

No mention yet of Scottish rights.

CBC Over-ruled—TV Licence Awarded To CJON

THE Government has rejected a CBC recommendation for a publicly-owned Television station in St. John's, Newfoundland—but accepted the alternative proposal to license a private broadcaster.

The transport department announced that Newfoundland Broadcasting Co. Ltd., has been granted a licence to operate a Television station in St. John's.

The station, which will be the 29th Television outlet in Canada, will operate on Channel 2 with an audio power of 634 watts and video power of 1,060 watts. Height of the tower will be 359 feet. All-Canada TV and Weed & Co. will be appointed reps. Opening date is set for mid-1955.

Shareholders in the company, which operates radio station CJON, are headed by Geoff Stirling and Don Jamieson.

The CBC Board of Governors recommended last June that the CBC establish a Television outlet in St. John's as quickly as possible. However, it added that if a publicly-owned station in St. John's was

unacceptable to the government a licence should be granted to Newfoundland Broadcasting Co. immediately.

The announcement made no mention of the CBC Board's recom-

mendation for a CBC outlet in Newfoundland. However, officials said there is nothing new in the decision to allow private television operators into a large provincial centre ahead of the CBC.

CFCN-CALGARY

10,000 WATTS!

WESTERN CANADA'S MOST POWERFUL
STATION CFCN DELIVERS
YOUR MESSAGE

to

141,030 RADIO HOMES*

GET

MORE CIRCULATION FOR YOUR MONEY
DOLLAR FOR DOLLAR YOU CAN'T BEAT

CFCN-CALGARY

BBM 1952

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER



Telephone
Answering
Service

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

Phone for Booklet in

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

Local Sponsors

How do you determine whether a station is doing a job in its area? B.B.M. reports? Program ratings? CFNB leads all New Brunswick stations in both.

But we think an even better indication is the way local sponsors regard the station. More local sponsors than ever before, over 120 right now, are using CFNB regularly. These sponsors are located in several centres in our coverage area in addition to Fredericton, some as far as ninety miles away.

If it's New Brunswick coverage you're looking for CFNB is your most effective, most economical buy.

New Brunswick's
Most Listened-to
Station



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

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

"It's in the book*"

CHNS LEADS AGAIN

(*Elliott-Haynes Survey)

Once again the book reports that CHNS is the leading daytime station in the Halifax metropolitan area. Its lead is so great that the combined figures of the other two local stations fall far behind in comparison. Which means that CHNS is the logical place for you to buy Mr. Advertiser, if you want results in this bustling, booming market. Yes, daytime airtime is CHNS time in most Halifax homes. Night and day it's CHNS for advertising action.

It's all in the book (Elliott-Haynes again). Why not look it up and see for yourself that for the best buy — buy CHNS.



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



THIS screed is being set on paper between the CCBA Convention at Niagara Falls, and your scribe's address to the Canadian Agricultural Chemicals Association at the Seignior Club.

Most of this issue is devoted to the convention, which was rated a huge success. We have a reservation on that point, which should go into the record. This was the fact that the agenda was so packed, that they were running, not minutes, but hours behind schedule.

So much was this the case in fact that the group of agency men, who had torn themselves from their desks to throw in their ideas for the good of the industry, were pared down to two or three minutes each, and the last on the list, Ruthrauff & Ryan's Ramsay Lees, found himself cut out of the bill altogether.

These are busy people who give

generously and unselfishly of their time and talents, and care should be exercised to prevent such unfortunate occurrences.

Being the good natured sportsman he is, Ramsay rose to deliver his address, the one where he lives, and then tore up his script and sat down grinning. He would have been less than human though had he not at least for the passing moment harbored thoughts about organizers of radio conventions which were not entirely charitable, to say the least.

It is my general observation that if sessions are not run comfortably, without going more than normally overtime, the agenda should call for just two panels per morning or afternoon.

It is rather a privilege to be asked to deliver the speech to the Agricultural Chemicals Association, to tell them about "getting the message to the farmer", because this is an influential group of business people, who appear to be seeking information about the use of the medium. I compiled my speech by writing stations I know to be active in agricultural broadcasting, and I was most appreciative of the co-operation, especially of the eight or ten stations

who were kind and considerate enough to answer my letter. Our editorial department is mauling over the script of this talk, or at least has it under consideration, so who knows but that it may appear in digest form in an early issue.

POCKETBOOK PROOF

There is mail on The Desk which I ought to answer, if only to restore it to just its normal state of disarray.

Gordon Sinclair, a radio and newspaper "journalist" says:

"I was surprised on reading the October 20 issue that Jack Webster of Vancouver's CJOR has made the following comment on libel and slander — page 23, column 2, paragraph 3:

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

"Either Ontario is different or Jack should know better. I was at one time clipped \$10,000 and another time \$37,000 for statements wherein the truth was never challenged. Every word of the statement was admitted to be true. But in the first case, the person making the statement didn't know he was speaking to a newsmen for publication. In the second, the true statement, given FOR publication, injured third and fourth parties. Their redress was not against the person making the statement, but against the person publishing and distributing that statement. In both cases the statements were true."

PREMATURE

The Jack Webster, Sinclair is erroneously referring to (the libel guide published is that used at CKWX) is CJOR's news editor whose program City Mike has come in for a lot of comment, especially for his interview with a shoplifter. (CB & T, March 17, 1954).

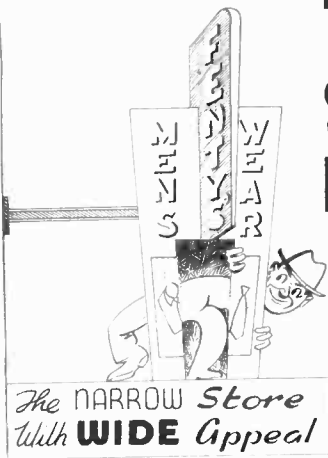
The other day, Webster interviewed the Minister of National Revenue, The Hon. J. J. McCann, who reports to Parliament on matters concerning the CBC.

With characteristic directness Webster asked the cabinet minister: "Well, if I have a million dollars and this is a free country, why can't I go out and gamble my million

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

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

THIS IS THE STORE THAT RADIO BUILT!



... This is **GEORGE FENTY'S MENSWEAR** — the store that's only half a store with half an address, but ten times the business you'd expect ... all because CFQC sold it!

George is the first to tell you that the slogan CFQC gave him — "the narrow store with the wide appeal" — and the terrific campaign they carried out for him built his business up to its present flourishing status.

So George is cheering radio.

P.S. — **GEORGE WAS THE FIRST LITTLE GUY TO SIGN UP FOR CFQC-TV!**

See our reps for more success stories like this.

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



THE RADIO HUB OF SASKATCHEWAN

WANTED

Experienced Announcer

Must be capable of doing news and deejay work and a peppy selling job on the air. Good salary for the man who qualifies for this position. Apply immediately for audition or send tape and full particulars to:

Program Manager
RADIO STATION C J O Y
GUELPH, ONTARIO

WANTED

by Baker Advertising Agency, manager for radio department. Must have experience in time buying and complete knowledge of radio markets. Please send application to Personnel Laboratory, 46 Avenue Road, Toronto, Ontario.

Experienced Broadcast Technician

We require a qualified Radio Broadcasting Technician who is interested in joining a combined Radio and Television Technical Staff.

APPLY TO
DIRECTOR OF ENGINEERING
CFPL-TELEVISION **LONDON, ONTARIO**

dollars on a private television station?"

The minister replied: "Well, the principle reason for that is until we get organized across the country and have a network, we deemed it to be in the public interest that the CBC should have the control station across the country and that is the policy that is being followed. They are in Vancouver; they are in Winnipeg; they are in Toronto and Montreal; they are in Ottawa and in Halifax; and they are going to build in St. John's, Newfoundland."

(This last remark of the minister's is interesting, because while the CBC recommended that broadcasting station CJON's application for a channel should be declined in favor of themselves, the Department of Transport has recently issued a license to CJON.)

CFQC, Saskatoon's commercial manager, Blair Nelson, became the one-more-proud-poppa of a baby girl, Martha Steena, October 22. She weighed in at 8 pounds and change.

MIGHTY BIG

Some slight conception of Canada's size, always difficult to convey in other countries, is contained in an advertisement in the October 15 issue of CANADA WEEKLY REVIEW, in which a section was devoted to radio. This is an advertisement for Northern Broadcasting Company which points out that Northern's three stations — CJKL, Kirkland Lake, CKGB, Timmins and CFCH, North Bay — serve an area three times the size of Great Britain.

Coy little notes that have been going out over the signature of our production Joe, Bob Mowat, have met with varying reactions, but most of them include the copy.

Bob is given to such sapiencies as: "Your ad copy received in the first mail gives us a warm feeling these wintry days"; or under reverse conditions: "The temperature ... is still mercilessly high. We shouldn't even be working, but we still have deadlines ...".

A reaction comes in the mail from J. J. Gibbons' Regina office, where Gert Bircher retorts:

Grey Cup day is approaching ... Christmas is coming too.

Uncross your little fingers ... ad copy is coming to you.

We are making a note to remember.

That your deadline's the 3rd of November.

Copy will roll to your office Toot Sweet

To keep the blood coursing from your head to your feet.

AIR-TRIP

Something of a success story comes out of CHML whose "promotional tie-in" with American Airlines last month was responsible for \$6,800 worth of travel. Jane Gray, who is among the ladies of the ether gracing our front cover this issue, organized and conducted a *Holiday in Hollywood* excursion. Jane advertised the 8-day trip on her show for a blanket cost of \$425 per person, including transportation by DC 6, meals, hotels and entertainment. Sixteen Hamilton women went for the deal and Jane is so pleased that next year she is going to do a repeat performance on a larger scale — South America or Mexico.

This year, Christmas gifts for the

United Kingdom will take on an old time aura, as they revert to gifts for giving's sake instead of being designed to offset some shortage or other. My thought is to go overboard the other way and make sure that gifts, rather than being articles of necessity, are frivolously un-needed luxuries.

In case you are interested, mail intended to reach European countries for Christmas should go in the mail by November 23, while for letters and parcels intended for the United Kingdom, the post office says, the deadline is November 27. These dates incidentally, are for mail from Ontario.

CHRISTMAS ISSUE

Broadcasting is such a marvellous medium. You can wish people a happy Christmas at noon on Christmas day and be sure that the message will be delivered right then — at noon on Christmas day. With these printed media, it's a horse of a different color. Take this year for example. We publish this paper December 1st and 15th. If we waited until the 15th, some of our readers might not receive their papers before the great day. So, as usual, CB & T will declare the Goodwill season open by publishing its Christmas issue on the first Wednesday of the month. There'll be one more issue in between, but it's never too early to start planning advertising copy for which our deadline will be November 17. Excuse this tawdry note of commercialism.

I shan't close this off by telling you the story of the dirty window. You'd never see through it. So buzz me if you hear anything, won't you?

A Growing Market

\$150,000.00

A lumber firm here has just announced start on two lumber drying kilns worth \$150,000.00 . . . This means more money for the area . . .

GET FULL COVERAGE OVER

CKPG

PRINCE GEORGE, B.C.

550 kcs 250 watts

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

The Edmonton Fable:

"Everyone eats — drinks and swims in oil; Everyone is made wealthy by oil."

All wrong! We like oil; it's nice to have all that black gold around. But this city of Edmonton, which is the centre of a rich area of 500,000 people means MORE than that.

EDMONTON — besides being a major oil producing and refining city, is becoming Canada's largest single chemical manufacturing area.

EDMONTON is the geographic—as well as the economic centre of a vast, prosperous mixed-farming area. A substantial portion of the products from Alberta's 90,000 farms is processed in Edmonton's packing plants, flour and feed mills, dairies and processing firms.

EDMONTON is the wholesale and distribution hub of a region from Central Alberta to the mighty Peace River district.

EDMONTON and this wealthy surrounding area can be reached efficiently and economically by CHED.



EDMONTON

24 HOURS A DAY

REPS: HORACE N. STOVIN & CO.

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

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

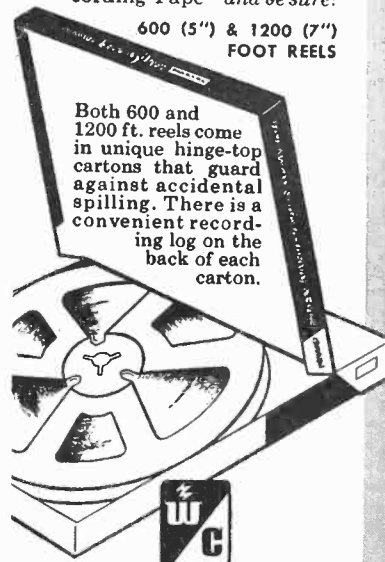
You've good reason to insist on

Webcor

sound recording tape

The events and material you record are important to you or you wouldn't record them. This then, is reason enough that you insist on recording tape that will give the ultimate in playback performance. But when you buy, remember, *although tapes look alike, they don't sound alike.* To assure the best reproduction, specify the tape made by America's leading manufacturer of fine electronic equipment — Webster-Chicago. Insist on Webcor Magnetic Recording Tape—and be sure!

600 (5") & 1200 (7") FOOT REELS



Both 600 and 1200 ft. reels come in unique hinge-top cartons that guard against accidental spilling. There is a convenient recording log on the back of each carton.



WEBSTER-CHICAGO CORPORATION

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

Electronic Tube & Components Division
CANADIAN MARCONI COMPANY
830 BAYVIEW AVENUE, TORONTO 12, ONTARIO
Branches: Vancouver • Winnipeg • Montreal • Halifax • St. John's, Nfld.

First with News!
First with Sports!
First with Entertainment!

CKCH SUDBURY

NOW 9 0 0

On Your Dial

Increased Coverage
at

NO Increase in Rates

NOW

Your Best Radio Buy

Rep: Omer Renaud & Co.



DATELINE— HULL

BEFORE I came to the Ottawa Valley I had always thought of Hull and the common household match in the same mental breath. I suspect most Canadians have the same idea — Hull stands for Eddy, and allied pulpwood industries.

However, when you come to the region and you're twiddling the radio dial to see what gives, you discover that Hull produces more than matches. CKCH, Hull's 1,000 watt station, produces listening fare that is a contrast to *Ma Perkins* and *Boston Blackie*, edifying as these shows may be to some Canadian citizens.

CKCH, under Jean Paul Le Mire's management, gives you music that doesn't provoke you to think of harakiri as an escape measure. Music may be of a folk variety or opera; it may be presented *a la* vocal cords of a local chanteuse or agile fingers of a Parisian instrumental group.

At any rate, it's pleasant and it's restful to think that when you want music-to-relax-by you've got it when you turn to 970. Just a notch above the local CBC station, incidentally. (On the dial.)

ONLY FRENCH STATION

CKCH is the only French language station in the Ottawa Valley and its listeners are the 50,000 in the city of Hull, 43 per cent of the Ottawa French population, and a bonus of non-French Ottawa listeners who like the CKCH slant.

There are also listeners from Maniwaki to Mont Laurier to Hawkesbury — farmers, pulp and paper people, cement mixers, restaurant keepers, motel maids, civil servants, school kids, priests and Gatineau Lodge men. All types, all ages, all sizes.

Twenty years ago Aurle Groulx (now CKCH musical director) was a pianist on WJR, Detroit. He left the border city and tried to spread good will up in the north, in Ottawa

to be precise.

He made a real effort to get time for French shows over Ottawa stations but found it wasn't possible. So, rather than admit failure, he applied for a radio station license in Hull and in due time it was granted.

Aurle Groulx' original motive — providing French broadcasts for French-speaking people in the Ottawa Valley and Gatineau area is still CKCH's motive.

Manager Le Mire came to the station with experience in newspaper work and advertising behind him;

By HELEN CRAIG

although he had no radio experience his quick, practical mind developed and elaborated the services for a French listening public.

ATTRACTIVE COLETTE

Thirty-five per cent of all CKCH shows are live. One that appealed to me is the Colette show. Colette is a 26-year-old Ottawa singer, an attractive young thing with three children. Her fortune is her voice. She appears on a 15-minute show, three times weekly, with Cammie Howard's Orchestra and an eight male voice French choir.

O'Keefe's sponsor the show which originates in CKCH studios. Producer is P. D. Yvon Dufour who let me listen to a sample show which kept my foot tapping and my spirit merry. Dufour says, "Colette sings in a very personal way, a different way. In fact, you might call her

a French version of Lonesome Gal."

Descendants of lonely *coureurs-de-bois* had better look out, for Colette's show is on eleven stations now, and the interest seems to be spreading!

Colette is a comedienne too, which doesn't mean that she's a comic, but an actress. (In French terminology.) She often appears in Ottawa dramas and when her three children and husband permit, she does personal appearances on the side. This Colette show, fanning out to an 11-station network, is the big CKCH story in a locally produced music show spiced with variety.

As far as locally produced dramas are concerned, the Hull station is busy with its series called *Le Theatre Imaginaire* which includes adaptations from plays or novels, in addition to original scripts. The 30 minute dramas are produced by Claude Brousseau who carefully selects players from Hull and vicinity before rehearsals and the Wednesday night broadcast time.

Then, for the women, Monique Champagne sparkles with news and notes of feminine interest. Social and club calendars, helpful hints for the housebound gals, cooking tips for the cuisine, usual fashion items for the fashion-minded all find their way into her chatty program.

There are sponsored newscasts, sportscasts, farmers' shows, weather reports. The regular basic framework of a radio station to round out the emphasis on good music, drama, and educational programs.

FOLK LORE SHOWS

In addition P. D. Dufour told me about *Echo Du Monde*, a show which embraces folk lore of all nations represented in the Ottawa-Hull region. Legations across the river, embassies, and individuals assist in giving colorful materials for those in the international set, and for those who feel a nostalgia for a homeland across the sea. The very fact that the show is done in French helps to establish a link with Europe.

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

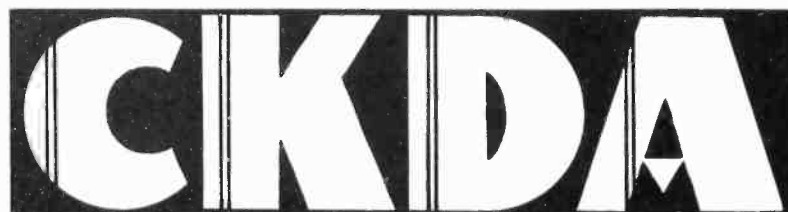
Total Nighttime Audience: 43,530 homes

¼ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

In Victoria



Most Listened to (Elliott-Haynes)

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

CHUB

Nanaimo, B.C.

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

CJAV

Port Alberni, B.C.

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

10% Discount for Joint Campaigns!

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

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

•
 NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT

•
CHAT
 MEDICINE HAT

•
an All-Canada-Weed Station



WOMAN WHO PAYS

A Canadian male may wear the pants, but it is the wife who buys them.
Wendy Williams. CKOC.

• • •

AD CONTEST

What radio needs is spots with two backs.

• • •

SERVICE WITH A PURPOSE

Public service is what you give away free so that the CBC will renew your license.

• • •

WHITE SLAVE TRAFFIC

Bringing program people to conventions enables managers to decide which ones they want to steal.
Maurice Finnerty. CKOK.

• • •

TIME MARCHES ON

To Hell with these radio pioneers. In TV you can't even do one thing at once.
Jim Plant. CFPL-TV.

• • •

CUSTOMER RESEARCH

Eighty-year olders are not as good prospects. They won't live as long.
Harry Wooley. Seven Up Ont. Ltd.

• • •

OUCH DEPARTMENT

A nation without women would be a stagnation.
Dr. Marcus Long.

• • •

WHAT WE HEARD

Women generally speaking are generally speaking.

• • •

HELP WANTED

TV network has opening for bright young man to co-ordinate filmed commercials with the programs to which they belong.

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.

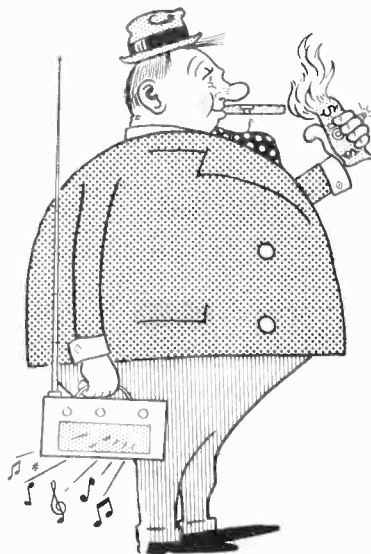
Place that next campaign in the market that has farming, furs, forest, fishing and fission.

See your "All-Canada" Man for Details.

CKBI

**PRINCE ALBERT, SASK.
 5,000 WATTS**

**To Reach a
 WELL ROUNDED,
 Pro\$perou\$,
 Listening Audience...
 CKRM**



Recent discoveries of gas, oil, uranium and other base metals in Saskatchewan has brought about a changing Provincial economy, and the key to this changing economy lies in the city. Regina, capital of Saskatchewan and headquarters for companies interested in or actively promoting the exploration and industrial development of the province, offers a receptive listening market with above average earnings. Regina's important Radio Station with the BIG listening audience is CKRM, the source from which to beam your sales message to reach this exceptional urban listening coverage with programmes that please.

**CKRM 620 KCS
 Regina**

Are you living off the fat of the land?

The total per capita sales of butter, margarine, vegetable shortening, lard and other fats and oils is .41c.* If you're in the fats and oils business you know your own sales per capita.

Are you getting your share of the market? If not, increased advertising pressure may raise your sales figure — and that's where we can help you.

Let's face facts. Canada's largest, richest market is Ontario. Here live five million people — one third of Canada's population. Here 40% of Canada's total retail sales are made. Here is the number 1 market for your product be it lard, ladders, or any saleable goods or service. And it follows that if you sell more of your goods in the richest market, your profit margin will grow wider and wider.

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

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

Your No. 1 Station in Canada's No. 1 Market

CFRB
TORONTO

50,000 watts 1010 K.C.

REPRESENTATIVES

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