

Canadian
BROADCASTER & TELESCREEN

TWICE
 A
 MONTH

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Vol. 13, No. 22

TORONTO

November 17th, 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			

NEWLYWEDS NOMINATED



Nominated for awards this week are Toronto's newlywed songsters, George Murray and Shirley Harmer, who will headline the floor show at ACRTA's Banquet and Ball November 18th. Artists from all over Canada will be on hand to entertain, and be entertained, at the second annual get-together.

—Toronto Telegram Photo

In This Issue:

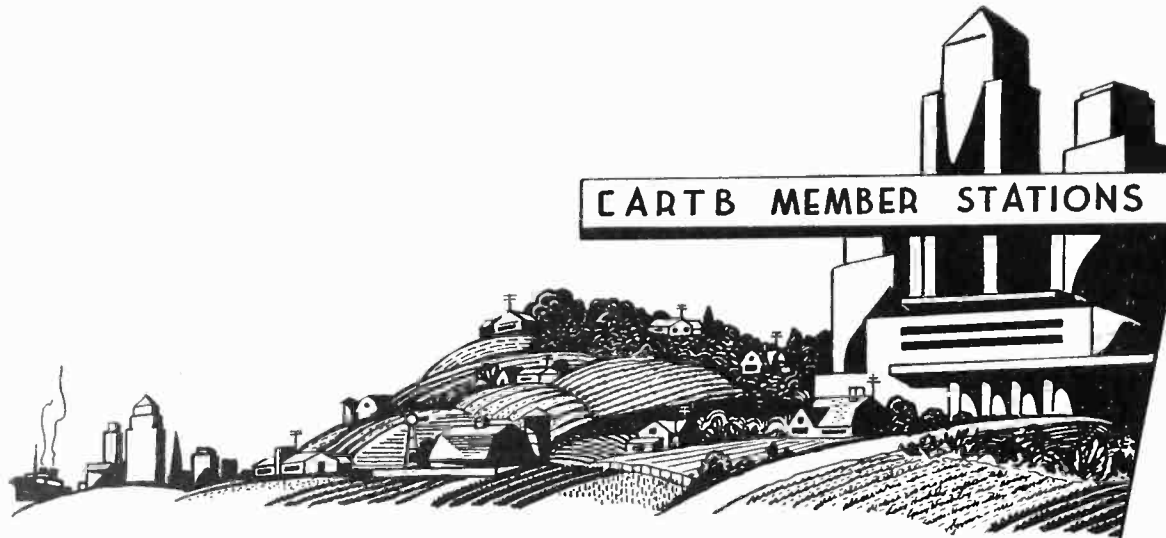
A CARTB deputation met the Cabinet last week. A report of this meeting, together with the prospects of private TV stations opening up in CBC areas by the end of 1955, is on Page Seven.

The pros and cons of discount selling are discussed by Alan Chadwick in an article commencing on Page Ten.

A profile of CFPL-TV, London, can be found on Page Eight.

All the regular features as well.





What Price Broadcasting?

There are over 6,000,000 radio sets in use in Canada's 3,748,000 radio homes.

Or, putting it another way, there are over 1.6 radios for every radio home in Canada.

Watch for CARTB's forthcoming booklet: "A Brief Report on Radio."

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE
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Ottawa 4
Phone 34036

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

CARTB Member Stations

- ATLANTIC (17)**
 - CKBW Bridgewater
 - CKNB Campbellton
 - CFCY Charlottetown
 - CFNB Fredericton
 - CHNS Halifax
 - CJCH Halifax
 - CKEN Kentville
 - CKCW Moncton
 - CKMR Newcastle
 - CKEC New Glasgow
 - CFBC Saint John
 - CHSJ Saint John
 - CJON Saint John's
 - VOCM St. John's
 - CJRW Summerside
 - CKCL Truro
 - CFAB Windsor
- FRENCH LANGUAGE (27)**
 - CHAD Amos
 - CJMT Chicoutimi
 - CHFA Edmonton
 - CHEF Granby
 - CKCH Hull
 - CKRS Jonquiere
 - CKLS LaSarre
 - CKBL Matane
 - CKBM Montmagny
 - CKLP Montreal
 - CKAC Montreal
 - CHNC Montreal
 - CHNC New Carlisle
 - CHRC Quebec
 - CKCY Quebec
 - CJBR Rimouski
 - CHRL Roberval
 - CKRN Rouyn
 - CKSM Shawinigan Falls
 - CJSM Sorel
 - CHGB St. Anne de la
 - CKRB St. Georges de Beauce
 - CFGT St. Joseph d'Alma
 - CHNO Sudbury
 - CKLD Thetford Mines
 - CFCL Timmins
 - CKVD Val D'Or
 - CFDA Victoriaville
 - CKVM Ville Marie
- CANADA (40)**
 - CKBB Barrie
 - CJBJ Belleville
 - CFJB Brampton
 - CKPC Brantford
 - CFCO Chatham
 - CKSF Cornwall
 - CKFI Fort Frances
 - CKPR Fort William
 - CJOY Guelph
 - CKOC Hamilton
 - CHML Hamilton
 - CJRL Kenora
 - CKLC Kingston
 - CKWS Kirkland Lake
 - CJKL Kitchener
 - CKCR London
 - CFPL Montreal
 - CJAD Montreal
 - CFCF North Bay
 - CFCH Orillia
 - CFOR Oshawa
 - CKLB Owen Sound
 - CFOS Pembroke
 - CHOV Peterborough
 - CHEX Port Arthur
 - CFPA St. Catharines
 - CKTB St. Thomas
 - CHLO Sault Ste. Marie
 - CJIC Sarnia
 - CHOK Stratford
 - CJCS Sudbury
 - CHNO Sudbury
 - CKSO Sudbury
 - CKGB Timmins
 - CFRB Toronto
 - CHUM Toronto
 - CKFH Toronto
 - CKLW Windsor
 - CKNX Windsor
 - CKOX Woodstock
- PRAIRIES (24)**
 - CKX Brandon
 - CFAC Calgary
 - CFCN Calgary
 - CKXL Calgary
 - CFCW Calgary
 - CKDM Camrose
 - CFRN Dauphin
 - CHED Edmonton
 - CJCA Edmonton
 - CFAR Edmonton
 - CFGP Edmonton
 - CJOC Edmonton
 - CHAT Grande Prairie
 - CHAB Lethbridge
 - CJNB Medicine Hat
 - CKYL Moose Jaw
 - CKHI North Battleford
 - CKRD Peace River
 - CKCK Prince Albert
 - CKRM Red Deer
 - CFQC Regina
 - CKOM Saskatoon
 - CKRC Saskatoon
 - CJOB Saskatoon
 - CKY Winnipeg
 - CJGX Winnipeg
 - CKOK Yorkton
- PACIFIC (17)**
 - CHWK Chilliwack
 - CJDC Dawson Creek
 - CFJC Kamloops
 - CHOV Kelowna
 - CHUB Nanaimo
 - CKLN Nanaimo
 - CKNW Nelson
 - CKOK New Westminster
 - CKPG Penticton
 - CJAV Prince George
 - CJAT Port Alberni
 - CJOR Trail
 - CKWX Vancouver
 - CKMO Vancouver
 - CJIB Vancouver
 - CKDA Vernon
 - CJVI Victoria



SHORT WAVES

Toronto: The CBC Television Network will be extended to Windsor, Ontario, by microwave hook-up in the near future.

The microwave system was extended to Kitchener earlier this year. London, Ontario, also is on it.

The newest link, connecting London and Windsor, will enable thousands of television set owners in southwest Ontario to see network programs. The system also allows for carrying 240 simultaneous telephone conversations if equipment is added.

Toronto: The \$200,000 television contract between NBC and the Big Four Football clubs will almost definitely not be renewed says the *TORONTO STAR*. The article says, "A final decision hasn't been made yet by network executives. But a highly-placed official, who requested his name not be used, said the odds were 10-to-1 against the Canadian game being televised by NBC next season." Next year NBC is expected to televise United States college football.

New York: Discussions are under way on a deal in which the American Broadcasting Company would take over the Du Mont television network. Such a transaction would reduce to three the number of TV networks in the United States — ABC, CBS and NBC. One source close to the talks said they were in an exploratory stage.

Toronto: A western musical show, *The Burns Chuckwagon from the Stampede Corral*, has made its premiere on the CBC-TV network and all independent stations now operating. Other stations will be added as they open. The show, which is similar in format to the *Burns Chuchwagon* radio program, has an all Canadian cast of singers and instrumentalists and will feature guest artists from time to time.

New York: NBC's coverage of the recent American election brought a new innovation to television, the four-way split screen. The split screen, perfected only two hours before air time, enabled NBC to show an "editorial conference" between on-the-spot reporters in the four key cities of New York, Washington, Chicago and Los Angeles.

A survey by the American Research Bureau on the correlation of time spent viewing television to the presence of pre-school age children in the home brings out some interesting facts which probably apply in Canada in much the same ratio as they do in the United States. The survey showed that families with children of pre-school age spent 45% more time watching television than did all-adult families. The families with children under six watched television 42 hours per week, while the adult-only home average was 28.9 hours.

Serving the People

BUILDS AUDIENCE - GETS RESULTS

Not only do we provide our listeners with top-notch entertainment, we cater to their desire for additional knowledge and information by presenting outstanding educational features.

At present, Five Hours each week are devoted to educational programs. Some are CBC shows, the others are produced by CJFX in co-operation with St. Francis Xavier University and various farm and labour groups.

Such programs forge a close link with the people in our extensive coverage area . . . resulting in loyal listeners and a receptive audience.

5,000 WATTS

580 KCS.

CJFX

ANTIGONISH, N.S.

CAN.—Paul Mulvihill & Co.

U.S.A.—Adam J. Young Jr., Inc.

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

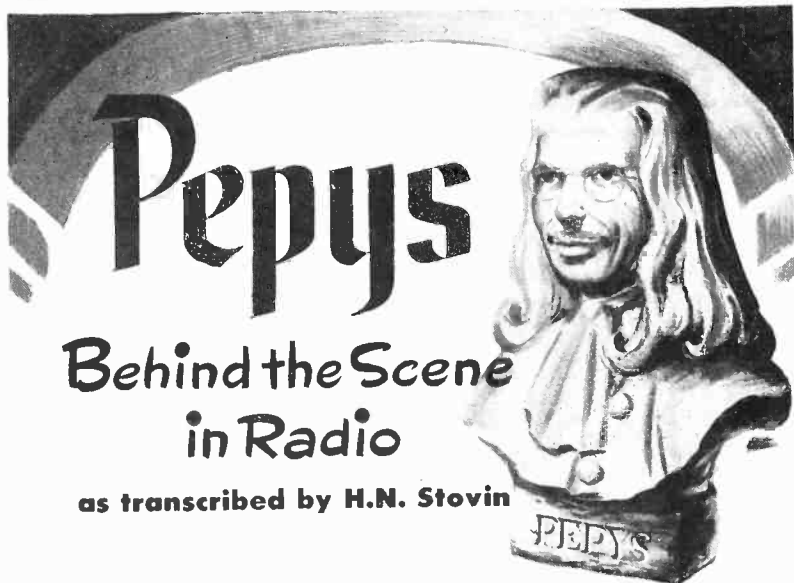
For AM and TV

ALL-CANADA RADIO FACILITIES LTD.

IN CANADA

WEED & COMPANY

IN THE U.S.A.



At no cost for its use, do suggest that a small atlas might be a goodly promotion item, if used in the right area. My reason is that the North Bay Daily Nugget did print a letter by a local baseball fan, who said "Pembroke, Ontario, will be interested to learn that it is not in Canada!" He did go on to say that the North Bay Radio Station had announced that the major leagues all-star game would not be broadcast by any Canadian Station. He adds "I heard the game, and clearly, over CHOV." To Pepys, this proves clearly that Stovin Stations are popular far beyond their stated coverage area ● ● ● And, for more of the same, a letter received by CKY Winnipeg states, "We listen to CKY Barn Dance — Keep up the good work — CKY is the one Station that we can get pretty good up here — even though it is OVER A THOUSAND MILES from us." CKY does not SELL Fort Churchill as its primary coverage, but it can prove faithful listeners there, as this does show ● ● ● Since going on the air last March, CHED Edmonton has received credit from national news wires for TWENTY NEWS SCOOPS, and is the ONLY Alberta Station to be given story credit by the news services. This doth back up the claim of CHED's active news department that "The BIG stories are always heard FIRST on CHED." (Pepys does tell some pretty good stories, too, when invited)! ● ● ● Did today read over various back pages of my diary (which not all diarists, nor indeed other scribes, have the courage to do) and do find I undertook to give more words at a later date on that praiseworthy plan offered by CKXL Calgary to national food and drug advertisers with general distribution in that City. Subject to a standard minimum advertising expenditure, each advertiser will automatically receive ONE FULL WEEK OF SPECIAL DISPLAYS IN OVER 100 STORES, during each 13-week contract. Moreover, a SAMPLING SERVICE is also to be spoken for. Pepys will gladly tell YOU the full story of XL-ERATED Merchandising.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Request For AM License For Tillsonburg

Only one request for a new broadcasting license — an AM daytime station at Tillsonburg, Ont. — will come before the CBC Board of Governors when it meets in Toronto on December 3rd. The application is being made by Arthur Kenneth Orton.

Among the applications for a transfer of control is one concerning CKMO, Vancouver's oldest station. It calls for the transfer of control of British Columbia Broadcasting System Ltd. to Robert Rankin Keay on behalf of a proposed company to be incorporated.

Other requests for transfer of control are: CKFI, Fort Frances, Ont. to Theodore Oscar Peterson; CJRL, Kenora, Ont. to the Lake of the Woods Broadcasting Co. Ltd.; CJSO, Sorel, Que. to Henri Olivier; and CFDA, Victoriaville, Que. to Dr. C. A. Gilbert.

TV NETWORK EXTENSION

A contract which will extend the CBC's television network to Peterborough has been awarded to the Bell Telephone Company of Canada.

It is hoped that construction of the microwave relay system will be completed by the time the Peterborough station, CHEX-TV, goes on the air, early in February of next year.

Bell recently completed a similar extension to Kingston to serve CKWS-TV, which is scheduled to begin operation soon. Addition of the two new private stations will bring to 10 the number of points on the network.

In Victoria



Most Listened to (Elliott-Haynes)

Have You Heard?

Patterson's of Havre
Had a Problem !!!
CKCK SOLVED IT !!

Patterson's recently purchased a second store in Wolf Point, Montana* and was faced with the problem of notifying the trading area around Wolf Point of the change in ownership. In addition, they wanted to draw the Canadian tourist trade to the new store. A study of the listening habits in the area brought forth the information that CKCK was the most popular station. One announcement per day was booked on CKCK for one year, and at the end of the first quarter of the campaign

Patterson's wrote to CKCK stating that, not only had CKCK been responsible for the success of the new store, but, in addition, had increased both local and tourist trade at the Havre store. Patterson's have renewed for another successful year on CKCK, the Mighty Mike of Saskatchewan.

*Montana, U.S.A. - 265 air miles from Regina.



CKCK REGINA

Representatives: All-Canada Radio Facilities

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

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CCAB

Vol. 13, No. 22

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November 17th, 1954

Time, Gentlemen!

Isn't it about time that the radio and television broadcasters and their national sales representatives, along with the national advertisers and their advertising agencies, quit kidding themselves? Isn't it about time that all of us who are directly, or even remotely, connected with advertising by either or both of the broadcast media took an honest look — we said an honest one — summed up what is happening, and then started in to do something about it?

There is no need to waste time repeating the need for an independent board to regulate radio. They have been talking about that for years. Neither is it pertinent to say that the monopolistic policies of the government, through the CBC, in respect to television, are iniquitous and that they make a mockery of our so-called democracy.

Don't run away with the idea that there is anything original in the fact that governments are incapable of operating business on a sound economic basis and that regulation is strangulation. Only last week a strong plea was made for the restoration to health of our economically sick railroads by giving them back the right to set their own rates, instead of submitting them to a government commission.

Who made this suggestion? Whose was this plea? Was it the voice of the private enterprise Canadian Pacific Railway, struggling to free itself from the throttling thongs of a government-owned competitor? Indeed no. It was the government's own Canadian National Railway, through the voice of S. W. Fairweather, its vice-president of research and development.

There are facts that business has to face up with and do something about in the case of broadcasting. First, with public disapproval having reached the point where the government can no longer finance its broadcasting machine out in the open, Ottawa has been forced to resort to subterfuge tactics and get its money by means of a hidden tax, which it hopes won't be noticed by too many of the people too often.

This tax is not sufficient to maintain the government's radio and television departments in the manner to which they have grown accustomed.

The continued existence of the system is made possible, first by the private stations of which all the government's networks in both media are primarily composed, and whose facilities it needs to carry its programs and second by the pri-



"Then it is agreed, gentlemen, that the board of governors names December 25th Christmas day."

ate enterprise industrialists, manufacturers and distributors, whose sponsorship of programs makes up for any financial slack occasioned by the insufficiency of the revenue from the public purse. Finally, so great is the power of the broadcast media, and so beneficial is it to a government in maintaining itself in power that the problem ceases to be a political one for the simple reason that no party which came into office would do anything to the Broadcasting Act, beyond perhaps a few superficial changes, which might deprive it of its top propaganda weapon.

After a fair trial, a businessman takes stock of his advertising media, or for that matter anything else he buys for his business. Then he decides whether the concern he is dealing with and what it sells his warrants his continuing, or whether indications are that he should make a change.

The system of broadcast advertising on government networks has had an ample trial now. Apart from its selling effectiveness, it can be assessed in terms of public acceptance, as compared with the reception gained by the free enterprise kind of broadcasting in the United States. Aren't there just two alternatives facing advertisers, private broadcasters and everyone concerned? Aren't these alternatives to abandon government radio because it is in direct contradiction to all the aims and beliefs of the democratic system of business; or, alternatively, to express approval, by accepting without quibble or question, the socialistic system of broadcasting

that has been thrust upon us? If there are any other ways open, we should like to know what they are.

Safety At Christmas

There is one kind of public service which can be rendered by broadcasting stations and their clients through the coming holiday season to good effect. This is to repeat the usual safety campaign in an effort to stem the ever-increasing toll taken by traffic accidents, but also to try for a new and more effective approach. By effective we mean effective in stopping accidents.

One of the most ingenious ideas was the one put into effect and still operated by CKWX, Vancouver. Police record interviews with motorists in accidents and these are broadcast later. Other stations and sponsors no doubt have equally ingenious program ideas to encourage people to drive safely.

It is our opinion that these projects are among the most worthwhile acts of public service undertaken. We believe that sharing these ideas with others who might put them into effect in other areas would be an equally beneficial act, not only to the industry but to the entire public.

This paper would like to act as go-between in the distribution of safety ideas, and would welcome details of your projects for combining into an article dealing with radio's part in helping people live to have a happy Christmas. May we hear from you?

"Auntie-Knows Bestism"

The old Marxist cliché that goods should be produced for "use and not for a profit" still finds a following in socialist circles. That is why socialists favor state ownership of the means of production. Unfortunately, mass is still the most important factor in the production of goods and services, so regimentation of the labor force is a necessary part of any planned economy.

What socialists do not realize is that commodities can be produced for a profit only if someone wants to use them. The man who suddenly decided to produce harness for carriage horses nowadays would find business pretty poor. Behind the enthusiasm of the average socialist for the Marxist maxim of "production for use and not for profit" is the belief that someone other than the consumer who pays the bill will determine what is and what is not useful. Those who hold such beliefs naturally deplore a system under which people are free to choose what goods and services they want. Socialists and planners are extremely adroit in persuading people to pay out good money in taxes for goods and services they really do not want at all.

This brand of socialism is no respecter of political parties.

—The Printed Word.

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

PRIVATE TV MAY MOVE INTO CBC AREAS NEXT YEAR

THE issuance of private television licenses in the major markets of Vancouver, Winnipeg, Toronto, Ottawa, Montreal and Halifax, where the CBC has already established stations of its own, should materialize by the end of 1955. This was the subject of a discussion in Ottawa early this month between broadcasters and the cabinet.

Following a meeting of TV directors of the CARTB, a delegation waited upon the Prime Minister and various members of his cabinet, with a brief which, it was reported, was received with expressions of understanding, although of course no opinion was offered by the Prime Minister or any of the members of his cabinet who were present. (Marler, Transport; Martin, Health & Welfare; McCann, National Revenue; Pearson, External Affairs; Garson, Justice; Winter, Public Works; Campney, National Defence; and Senator W. R. MacDonald, leader of the Government in the Senate.)

A statement issued by the CARTB said the brief also urged once again establishment of a separate body to regulate broadcasting in Canada.

VIEW CANADIAN

The request for private TV licenses in the major markets was based on the idea of providing the public with alternative television service, which would "tend to attract more Canadian viewers to Canadian television stations than is now the case;

encourage full development of this great new art in Canada on a Canadian basis; and stimulate greater demand for television receivers, thus providing increased employment."

Repetition of the old quest for the regulatory body for all broadcasting brought up the point that the CBC's present position, as a regulatory body and broadcaster as well, puts it in a compromising and incongruous role. It was a "litigant, prosecutor and judge" in broadcasting matters, the brief said.

A separate regulatory body for broadcasting, comparable to the Board of Transport Commissioners, the Air Transport Board and the Provincial Public Utilities Board, would "merit the widest possible degree of freedom from suspicion that unfairness exists, and permit in a harmonious atmosphere the full and complete development of Canadian radio and television broadcasting in the service of Canada."

Rumors are rife on the two major quests contained in the brief, which was not distributed to the press,

except for these excerpts. Many foresee an early issuance of TV licenses to private interests in the major centres because of the almost complete sell-out of time on the CBC stations in these areas.

NETWORK COMPLAINT

The private stations which have been established in other areas have been complaining that CBC's insistence on their carrying all the network commercials which are originated at the CBC stations, at the usual reduced network rate, is proving a financial hardship on them, because little, if any, time is left for them to sell direct to sponsors at full rates.

In answer to this, the CBC seems to have recognized an opportunity to expand its activities into the local field, and is said to be contemplating extending its schedules on its own stations to take in more sponsorship of programs on a local non-network basis.

Private TV broadcasters see in this plan a reduction of their commitments to the CBC for network time, and welcome it as their financial salvation. Others, disturbed by a further inroad by the government agency into the preserves of business, are violently opposed to the idea of recognizing the CBC's right to sell advertising at all.

A BIGGER AND A BRIGHTER YEAR

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

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

CKBI

PRINCE ALBERT
SASKATCHEWAN

5000 WATTS

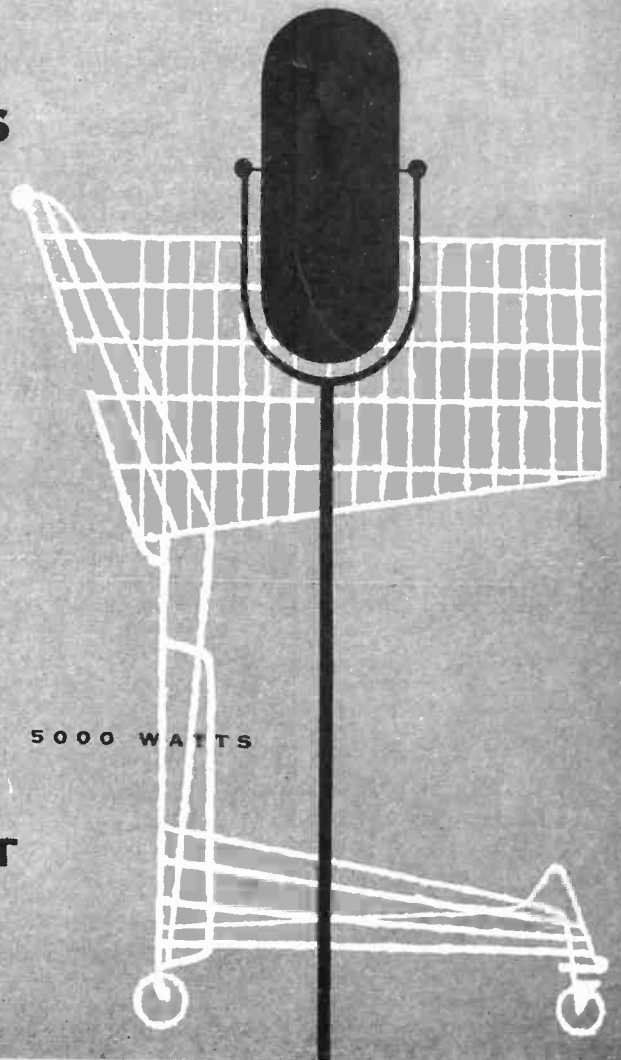
**MORE
NATIONAL ADVERTISERS
USE
CKWX VANCOUVER
THAN ANY OTHER
STATION IN
BRITISH COLUMBIA**

CKWX

5000 WATTS

1ST IN CANADA'S 3RD MARKET

REPS: All-Canada Radio Facilities Limited
Weed & Company



NEWS MAKES NEWS AT THIS TV STATION

by SIDNEY ROXAN

IT is not very difficult to locate. From whichever direction you hit London, Ont., just follow the pointing fingers of the TV antennae which top the majority of the city's houses. As Highway No. 2 starts you on your way toward Chatham and points west, the target of those pointing metal fingers clears the skyline — the 500 foot mast of television station CFPL-TV.

For a first-timer like myself the immediate impression, once inside the building, is of modern functionalism. It is almost like stepping into a set from H. G. Wells' *Things To Come*. The concrete block walls, painted in restful pastel shades, the streamlined steel furniture, the flashing multi-screens of the control room, and the eye-numbing brilliance of the studio, all contribute to this quietly efficient atmosphere.

Then you become conscious of the clocks. The long red second hands create the illusion of having attached to them strings which manipulate the human puppets who eye them constantly. Time — the time of split seconds — governs everything to a far greater degree than in any AM studio, for TV is a complicated, as well as a forceful medium. It is a medium which requires the co-ordinated efforts of a diversity of personnel and, with the insistence of teamwork, an ever-watchful eye on the clock becomes an imperative necessity.

With Dorothea Belcher, red-headed promotion gal, as guide, I took the usual two-dollar tour. First call was, of course, the studio, where we watched, on tip-toe, Mary Ashwell conducting her *At Home* afternoon show.

POLISHED EASE

Mary, who reached the TV heights from down-town London, where she had a similar set-up on CFPL-Radio, was managing everything with a polished ease. She was thanking a speaker who had shown housewives various types of ferns they might like to have about the home, and was preparing to pass the ball over to the program's dietitian for a cooking demonstration.

As soon as she had got through her little piece there was a mad scramble by the camera crew from one section of the studio to another. With one camera temporarily out of action, they were firing on only one cylinder, but the TV wagon kept rolling, thanks to high-speed co-ordination on the part of the studio crew.

Although that sort of thing doesn't happen every day it was a piece of luck that I saw it happen, for it illustrates one of the most important qualities required by any TV operation. The adaptable mind that can act in an emergency and overcome the 101 tough situations that must develop in an industry where every mistake, every breakdown is noticed in thousands of homes.

Mary, who is assisted by Pat Murray, runs her show 4:00 to 5:00 p.m. Monday through Friday, and has built it up into something the housewife looks forward to in that period

when, with lunch a thing of the past, and the evening meal not yet on her mind, she can put her feet up and relax.

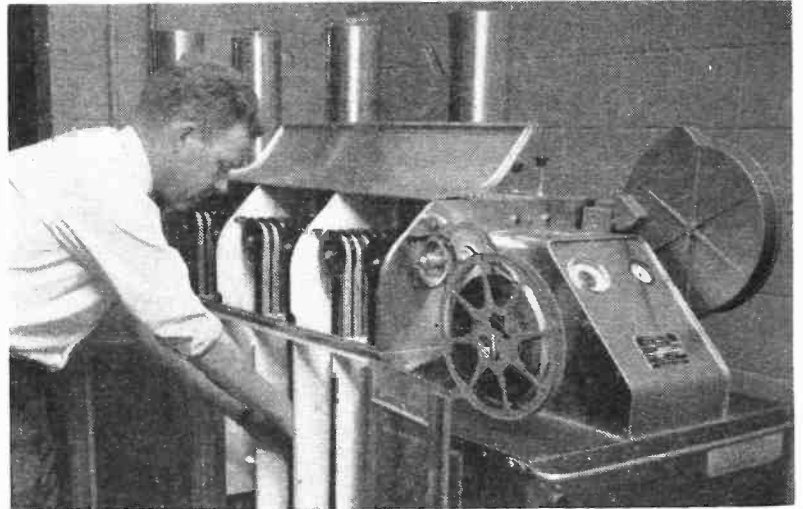
FRENCH LESSONS

In addition to the usual household hints, Mary holds her audience's interest with such features as French lessons by a University professor, and interviews with people of special interest to women who feel that there are times when they want to forget about the household chores. Recently Mary had on her program

it takes to have a ten-minute newsreel ready everytime the clock comes round to 7 p.m. He has two cameramen, Ken Dugan and Frank Guile, and another is being added to the crew to help provide an even lengthier coverage of local news.

To meet the deadline, processing of the first filmed stories must begin by 2 p.m. If all is going well they can take the last story up to 5 p.m., but there have been jet-propelled occasions when a film has been put through the works in little over an hour.

Some idea of the extent of CFPL-TV's news coverage can be gauged from the fact that in one month they covered 366 stories. In that time Ron and his fellow cameramen shot 12,232 feet of film and used 5,466



Ron Laidlaw inspecting film in the developer.

members of the Stratford Shakespeare Festival cast.

Ross Wilson, a member of the station's technical staff, serves as a most popular "Mr. Fixit", who has given expert advice on everything from how to fix the faucet to the making of a pocket radio in a plastic cigarette box.

After a "blind leading the blind" tour through the intricacies of the control room, with its many screens and multitude of dialled panels, and the room housing the film-chain equipment that flashes films onto TV screens in the homes of London, we ended up in the semi-basement where lives the pride and joy of CFPL-TV — the newsreel crew.

Ever since the station went on the air on November 28th, last year, there has been a twice-nightly local newsreel, seven nights a week. It doesn't pay for itself in hard cash (although it is sponsored) but at CFPL-TV they consider that it is more than worth its weight in cathode tubes in audience appeal.

OBLIGING BLAZE

It got off to a flying start when, on opening night, a local laundry obligingly caught fire. A film of the blaze was telecast that evening and very successful it was.

Ron Laidlaw, who heads this department, gave the lowdown on what

feet, a low-wastage record that would arouse the envy of many a motion picture newsreel man.

Although he is always hoping for that ideal state of having several feature stories in hand for that rainy day when nothing is happening anywhere, Ron, when I met him, was living a hand-to-mouth existence with nothing in the cupboard.

"There are times when it's a job to fill," Ron told me. "One day we were so hard up that we used a whole minute up on a woman who watered a cactus with tea. We even had her brewing the stuff."

In complete contrast was the day when the Duchess of Kent visited London. Then they felt that public interest justified the use of nine minutes on the Royal visit. Ron's crew covered official engagements from noon until 4:30 p.m. for the early evening telecast and then went out and shot some more footage for the 11 p.m. showing.

Bob Reinhart, assistant manager in charge of TV, acts as commentator for the newsreel. A few minutes before air-time, he, Ron, and Peter Holding, who writes the commentary, get together for a final run through, tightening up the cues and making final adjustments.

At Home and the newsreel are not the only means whereby CFPL-TV

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

gives local flavor to its programs. Roy Jewell, who was with the LONDON FREE PRESS, handles the TV Farm Page and in less than a year he has had every kind of domestic animal in the studio from chicken, to prize bulls.

The University of Western Ontario co-operates on a series of programs which has included, in the past, such things as a physical education program with children acting as demonstrators.

In addition to the CBC children's program, CFPL-TV carries one of its own, with a personality parade, cartoon films, and a Birthday Picture Parade of kiddies whose birthdays fall on that day.

Recently the station added Panorama to its schedule from 6 to 7 p.m. Conducted by Pat Murray, it com-

He outlined a training scheme which has gradually evolved at CFPL-TV. A new man spends the first week just watching. In that time the first fascination for the glittering screen wears off. After a few days the new recruit is no longer spending most of the time with his eyes glued to the picture the home-viewer sees. He is beginning to take stock of what is going on around him.

Then he is attached to a camera crew, perhaps as sound-boom man, working for an initial period with an experienced man doubling up with him.

Eventually he goes through all the various operations so that he can step into any at a moment's notice. It is from these fully trained men that the directors are selected.

With an ever-expanding program

schedule — now 10½ hours a day Monday through Saturday and 12 on Sundays — Bob hopes that eventually directors will be put in charge of their own shows and each team up with a floor manager. That is all linked up with plans for a second studio and the creation of shows that can be fed onto the network.

MORE MOVES

Since they began, only two men have moved to other stations but Bob is prepared for this sort of thing and considers that there might be more of it as new TV stations open up across the country.

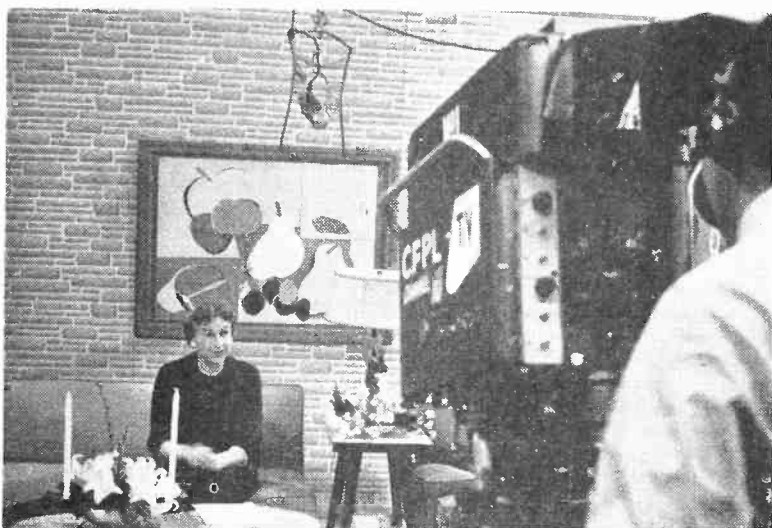
Whenever Bob wants to have a good laugh he reaches down into the bottom drawer of his desk and takes out a copy of the brief presented to the CBC's Board of Governors when they applied for the TV licence.

"It's just laughable now," commented Bob. "In the brief we hoped to get up to eight hours programming a day within three years. We are already doing 10½ hours a day and we are constantly putting the clock back."

That is just one sign of the success of CFPL-TV. A full sponsor schedule is another. Most important is the fact that they hope to be in the black before the end of the first year of operation.

But they are working on a policy which requires the steady ploughing back of profits. Plans for the future include the building of a second studio and the installation of a duplicate control room. Another film-chain, costing more than \$50,000, is already on order.

TV is an expanding medium and they certainly believe in expansion at CFPL-TV.



Mary Ashwell faces the TV camera.

mences with 15 minutes of entertainment, succeeded by a ten minute guest spot. Then follows the headline news, Weathervane, with sales expediter Tom Burn explaining what the meteorologists are expecting in the next 24 hours, and a sportscast. The final 15 minutes is taken up by the newsreel.

From Bob Reinhart I learned some of the trials and tribulations which must be faced by anyone taking the plunge into TV.

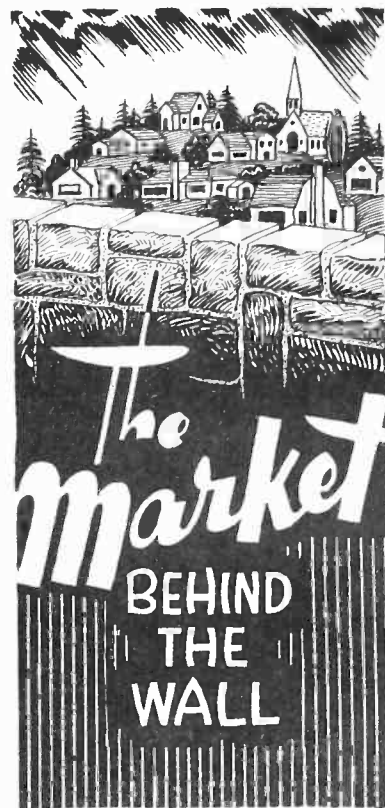
They had the usual teething troubles, somewhat aggravated by the fact that they could not get into their new building until ten days before they were due to go on the air. To make matters worse, important items of equipment did not arrive until November 25th, giving them only three days in which to rehearse.

Fortunately Bob, and Murray Brown, overall manager of both TV and radio, had thoroughly investigated the operation procedure of U.S. and other Canadian TV stations and some of the original members of the CFPL-TV staff had some practical experience.

"We had to improvise a lot in those early days but it was a lot of fun and we didn't make any more mistakes than most people," reminisced Bob. "We don't have to improvise so much now. We have developed quite a smooth operation."

TRAINING SCHEME

They began with a staff of six but quickly found this was nowhere sufficient. "We found we could each manage to do three jobs at once but not six", cracked Bob.



"THE INSIDE STORY"

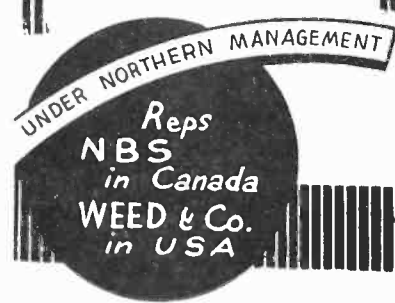
The wealthy Northern Ontario Market is all yours when you use the 3 Northern Stations that alone penetrate this vast "Market Behind the Wall". Outside station reception is inconsistent . . . sometimes impossible. Make sure of increased sales by using . . .

CFCH
NORTH BAY

CJKL
KIRKLAND LAKE

CKGB
TIMMINS

No television reception in the North



OVER

25%

OF ALBERTA'S

RETAIL SALES

are made in metropolitan

EDMONTON

And in EDMONTON

it's

CFRN

RADIO REPRESENTATIVES LTD.

Montreal - Toronto - Winnipeg - Vancouver

CFOR

ORILLIA



CENTRAL ONTARIO

Ask For Facts

STEPHENS & TOWNDROW

TORONTO · MONTREAL

Price Cuts Will Never Replace Salesmen

By ALAN CHADWICK

THE Retail Merchants Association of Canada has just called in the lawyers to draft a law to forbid the kind of price cutting known as loss leaders. It seems only yesterday — 1952 to be exact — that these same merchants engineered regulations which prevented manufacturers from fixing prices on their own products.

The reason for this faceabout is that price cutting is playing fast and loose in all ranks of retailing. Now merchants are seeking new legislation, designed to prevent their competitors from cutting the prices they don't want the manufacturers to control.

Naturally, no "legitimate" retailer ever admits to doing any price cutting himself. It's always the other fellow — the chain store, the department store, the mail order house, or just "that blankety, blank guy across the street."

Let's take a look at this selling on price appeal which seems to be getting so popular. Let's see just who is involved. It's certainly not new, and it's practiced by almost everyone in business, from the corner grocer who takes a few cents a pound off his ham sold to the local gift store owner, who is then expected to supply a new table lamp at 15 per cent off list, right up to the suit manufacturer who gives his

work people the privilege of buying direct at a discount.

The popular trend in advertising, whether by broadcasting, newspaper or at point of purchase, seems to be towards a concentration on price, above all else.

The price is usually cut, but if this is not the case, then suitable inference is made, stating that Blank and Company's price is unbeatable. When choosing a price of \$15.95 is more fashionable than \$16.00.

HIDDEN POINTS

The sub-heading usually consists of supporting copy for the price appeal, such as: "Buy now while this amazingly low price lasts. Hidden away at the foot of the advertisement or lost in the middle of the radio copy are often a few selling points which tell what the product is and what it will do for its purchaser. Thus we have a confusing state of "sameness" in many advertisements.

We read the headings to see how many different products we can buy for \$15.95, but have to search more diligently among the small type to find out what products are offered at this price, and reasons why we should buy them.

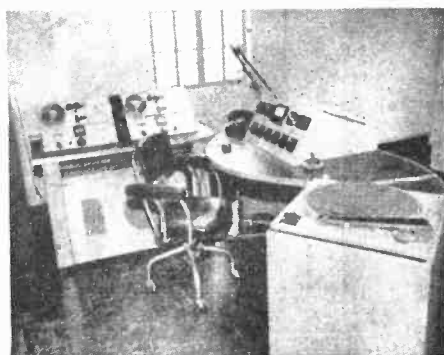
A few weeks ago there was a curious card in the window of a travel agency. It said "SPECIAL \$105 coach". Not having much use for a coach, since selling both my railway shares, I didn't go inside for further information.

CHARMING GANGS

Discount selling abounds everywhere. National magazines are sold at an advertised price of 10, 15 or 20 cents on news stands and in stores — but the publishers send out gangs of charming young ladies with the express purpose of seducing readers into deserting their local store in order to save dollars a year by buying direct from the publishers on a subscription basis at cut prices.

Amazing deals are offered on cars. At one dealer the purchaser gets a free television set and a bulldog with his new car. To counter this offer, the "legitimate" dealer, who won't cut

look to **Marconi** for the NEWEST IN RADIO AND TV STUDIO EQUIPMENT



A Typical Gates Studio installation with tape recorders and turntables.



The famous GATES DYNAMOT features automatic changeover from power to batteries in case of power failure.

Ease of operation . . . greater serviceability . . . reliability . . . versatility, and all round greater economy, are what you enjoy when you use the newest Radio and TV Studio equipment provided by MARCONI. Whatever your needs, be it for a new station, improvements or expansion of your present one, the complete new line of MARCONI studio equipment will meet all your requirements and help to make your operation more efficient.

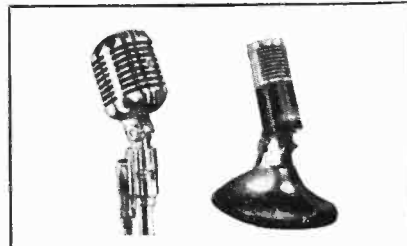
- Microphones for Radio and TV;
- Recording apparatus;
- Remote Amplifiers;
- Control panels;
- TV cameras;
- Telecine equipment;
- Monitors.

MARCONI can also supply you with the most advanced Transmitting equipment . . . the Gates line . . . newly designed for easier operation and servicing, lower operating and maintenance costs, higher quality all round performance.

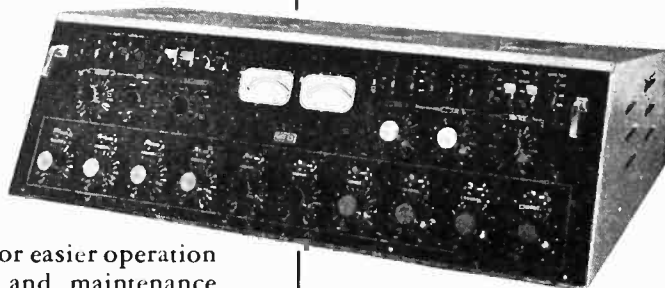
From microphone or camera to antenna, look to MARCONI, the greatest name in radio

For further information, write to:
Broadcast and TV Station Equipment Department.

CANADIAN Marconi COMPANY
MONTREAL 16
CANADA'S LARGEST ELECTRONIC SPECIALISTS



Cardioid Microphones for every purpose.



Model CC-1 Gates Input Console.

Use our Consultant Engineering Service. Skilled technicians will analyse your operation and recommend the type of equipment that will best serve your particular operation.

prices, gives a trade-in allowance of \$1100.00 on a Model T Ford.

Purchasing agents, in aircraft plants, buy perfume and silverware for company executives and employees at trade discounts. Secretaries of Social Clubs place large orders for all kinds of merchandise to be sold at cost to members.

Manufacturers, who never take one cent off the price of a packet of cereal, offer anything from a baby's shaving mug to a space helmet for a few cents and a coupon. Many give half-price coupons for use on other purchases.

Gardening Clubs, Book - of - the - month Clubs, Idea - of - the - month Clubs offer discounts off regular prices, and every month and season of the year is made a special occasion by retailers for "Store wide events", "Bargain Sales" and what have you.

COURTESY DISCOUNTS

Then we have the "Courtesy Discount". This operates as follows: Purchasing Agent A phones Purchasing Agent B and says: "I suppose we can have a power lawn mower for our shop foreman at 20 per cent off." Agent B replies: "Sure, pick one up any time. By the way, we want a radio and a toaster next week . . . a wedding you know."

A thick book could be filled with details of all the many and ingenious ways of discount buying. You probably know hundreds of them. Let's be honest and admit that everyone's in the act.

Let's admit that it's comforting to kid ourselves that the reason why we are not selling so many TV sets this season is because Joe Bloe is telling our prospective customers by radio spots and newspaper ads that he is offering a \$350 "famous name" super model for \$199.50. Maybe it's even more consoling to our hurt pride to tell these customers that Joe Bloe can only afford this cut because he gives no service to back up his sales.

Let's face it. Some dealers who never give discounts don't give service either.

If we really feel that price cutting is an evil, then we should all — manufacturers, wholesalers, retailers and consumers — stop asking for special price consideration and refuse offers to "get it wholesale" when we buy.

Only by refusing to supply anyone,

other than franchised dealers, at less than retail list prices can a manufacturer hope to reduce the number of outlets cutting prices of his products. However, it appears as though the 1952 law makes any such action illegal, if the manufacturer then maintained these retail prices by refusing further supplies to those stores cutting them.

OPPORTUNISTS

The increase in the number of stores offering discounts and cut prices is an excellent example of the fact that, whenever opportunities arise, there's always someone ready to grasp them. Wartime restrictions and shortages bred a new race of retailers: indifferent to service, oblivious to sales training, rude to customers, complacent to high prices and without fear of competition.

They left the way wide open for the opportunists, advertising discounts instead of the service which had become almost non-existent anyway.

The key to the whole problem is the buying public. They seem to like buying at a discount without trimmings. No amount of moaning, appealing to fair play or legal action will change people's buying habits.

Those not wanting to cut prices will have to offer other inducements — better service, more comprehensive guarantees, wider choice, interesting demonstrations, personal calls by trained sales personnel, prompt repairs and above all, the kind of courtesy and personal attention which makes buying a pleasure and builds repeat business.

Fortunately people buy for other reasons than price . . . quite often. For example there is a strong reason to presume that the year-after-year name registration achieved by a well known used car dealer with his nightly radio program brings him more customers than the mention of his prices, which are quite often no lower than those of his less well-known competitors.

Good advertising and intelligent selling will always sell Cadillacs, regardless of cut prices on other cars, and the personal touch of the well run independent retail store still seems to be holding its own with the more obvious advantages of the super market.

Lawyers can't change buying habits — but salesmen and advertising men can. They do it every day.



Then there's the one about the travelling salesman who stopped at a lonely farmhouse for the night, and . . .

FOUND EVERYONE LISTENING TO CFQC!

Unusual? Well, for a travelling salesman story, perhaps . . . but for Saskatchewan farm homes, not a bit!

They're not the only ones, either. The city slickers as well as their country cousins keep their dials set at 600 to hear top entertainment through a varied program schedule.

AND OUR BBM & ELLIOTT HAYNES PROVE IT!

Incidentally, our listeners are your buyers! See our reps.

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



THE RADIO HUB OF SASKATCHEWAN



LISTENERS AND ADVERTISERS AGREE

THE SWING IS TO



ASK OUR REP: ALL-CANADA

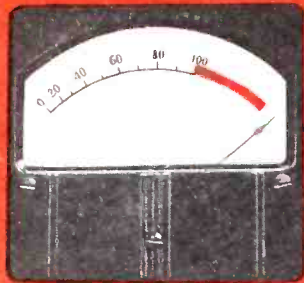
Something missing...

like selling Quebec market without

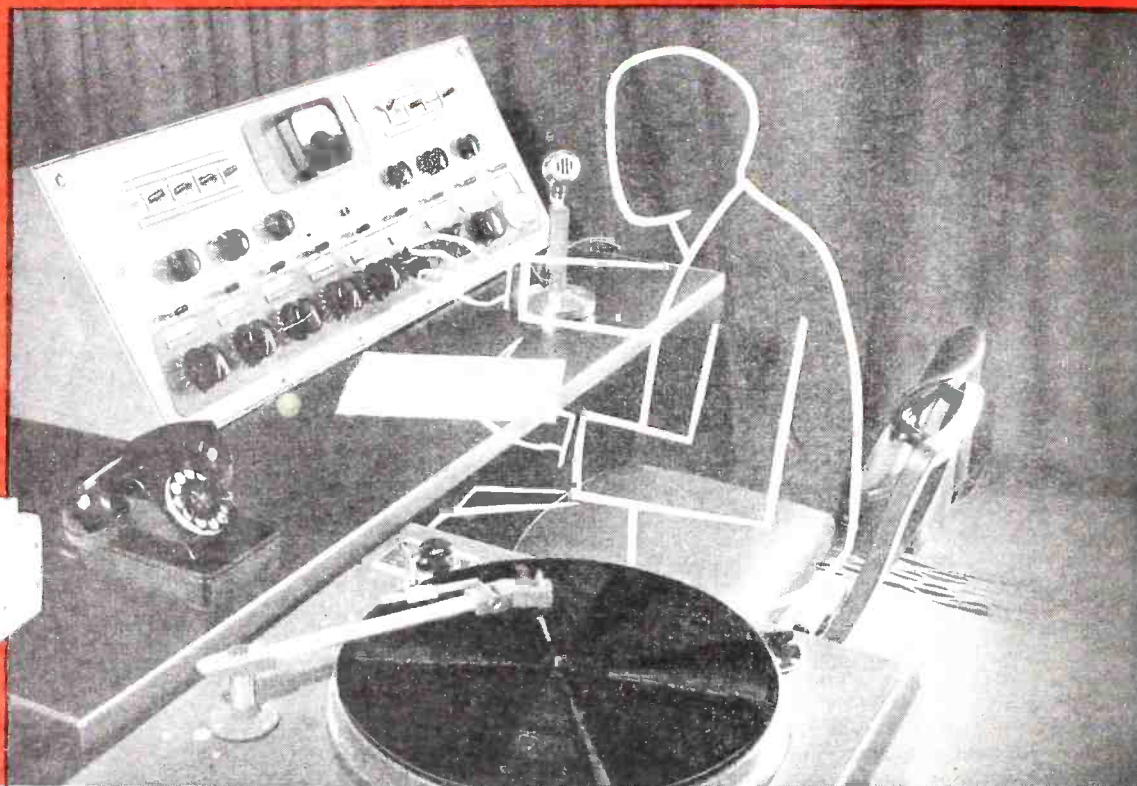
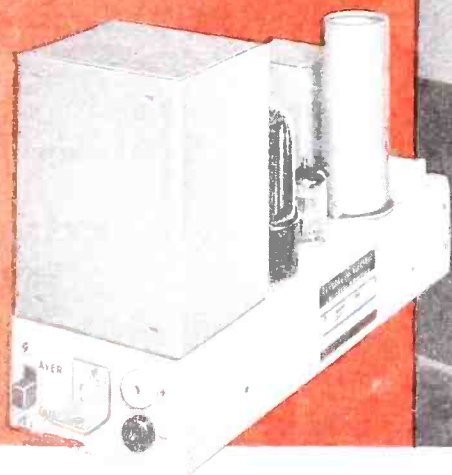
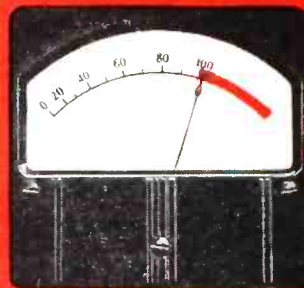
CFKCV
1000 WATTS 1280 K.C.

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

DO YOU GET THIS
AUDIO READING...



INSTEAD OF THIS?



NEW! UNI-LEVEL AMPLIFIER

CALL it a Uni-Level amp or a "station attendant"... either name tells the total potential value to both large and small audio operations. This unit is ideal for controlling level changes encountered between different program sources such as remotes, network, transcriptions, and film projection.

Yes, in any studio, you can count on the BA-9-A to provide higher average output

levels. Count on it to save time and effort while performance is greatly improved.

Get all the facts today on this important new audio development. Complete information will be on the way to you as soon as we receive the coupon below. Be sure to fill it in now!

Progress Is Our Most Important Product

Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY

LIMITED

711W-1354

Broadcast Television Sales
Canadian General Electric Co. Ltd.
830 Lansdowne Ave., Toronto

Please send me information and price of the new G-E Uni-Level Amplifier.

NAME

ADDRESS

CITY

PROV.

(CB)

Recorder Removed By Board

Lorne Cumming, chairman of the Ontario Municipal Board ordered radio reporters to remove tape recording equipment from a Board hearing in Sudbury, Ontario.

The Board was convened to hear Sudbury's application to annex McKim township. Before the hearing started, Cumming ordered an adjournment until the radio equipment was removed.

He said, "I will not have any person or witness embarrassed by the unauthorized broadcast of these proceedings."

Cumming said ordinary reporting is quite satisfactory to the Board, but arrangements for what he called "such an irregular proceeding" as tape recording should have been made before the hearing opened.

Cumming said the Board hearings are the same as court proceedings and subject to the same rules.

He went on, "there is going to be no broadcast and no tape recording of the hearings. We do however, welcome reporting in the ordinary fashion for public reading."

New York: A record output of 947,796 television sets in the U.S. in September was reported by the Radio-Electronics-Television Manufacturers' Association.

TV COPYRIGHT FEES REQUESTED

TWO performing rights societies propose to collect fees for the first time for television performances of works in their repertoires.

The fees would be collected in 1955 by the Composers, Authors and Publishers' Association of Canada and BMI of Canada Ltd.

The application is contained in a special edition of the Canada Gazette. The proposed fees must be approved by the Copyright Appeal Board which meets annually, usually in January, to consider the schedule of fees proposed by the two societies.

CAPAC and BMI proposed no increase in fees for performances of their works by Canadian radio stations.

CAPAC proposed that a fee for television performances of its works should be 1 3/4 per cent of the gross revenues of CBC and privately-owned television stations. Reliable authorities estimated that the proposed fee would yield about \$500,000.

BMI sought authorization for a fee of \$1,800 a year from each privately-owned television station. It did not propose to collect a fee from the publicly-owned CBC.

No change was proposed in fees to be collected from the CBC and private stations for radio performances next year. BMI was authorized to collect about \$55,534 for

1954 performances of its works by private stations.

CAPAC collected about \$350,000. The two societies proposed no change in the schedule of fees to be collected from dance halls, cafes, night clubs and other places of entertainment.

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

Walter A. Dules
 907 KEEFER BUILDING
 UN 6-7103 MONTREAL



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

The Best Catch In The Maritimes!

CJFX

IT'S NO FISH STORY THAT CJFX HAS:

BRIGHT, NEW PROGRAMS with proven listener-appeal.

"Wife Savers" -- Valuable household hints spiced with humour and song.

"Boston Blackie" -- This exciting mystery provides thrills for everyone.

"Bright S-ar" -- Popular Irene Dunne and Fred MacMurray in a sparkling comedy-romance.

And these are just a few of the many audience building programs now featured on

CJFX

Paul Mulvihill & Co.

CKTB ST. CATHARINES
 CKBB BARRIE
 CHOK SARNIA
 CJCH HALIFAX
 CJFX ANTIGONISH
 CKOK PENTICTON

TORONTO 21 King St. E. EM. 8-6554
 MONTREAL 1434 St. Catherine St. W., UN. 6-8105

All of these Mulvihill represented stations will net you BIGGER PROFITS!



IT'S A HUNGER STRIKE... THEY WANT TO LISTEN TO

CJON NEWFOUNDLAND

IN NFLD. IT'S CJON

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



B.C.'s 17 Radio Stations

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

Guarantee Complete B.C. Radio Coverage

OVER 30 MAJOR INDUSTRIAL CONCERNS STARTED BUSINESS IN B.C. LAST YEAR

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

LET'S GET TOGETHER

IF YOU HAVE A TV LICENSE OR EXPECT TO HAVE ONE, OR IF YOU ARE A PRODUCER OF MOTION PICTURES, WE HAVE A LOT TO TALK ABOUT.

ABOUT WHAT?

ABOUT OUTSTANDING EQUIPMENT BY:

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

For further information
Phone, Wire, Write or Hitch-Hike to:

THE TOP NAME IN THE BUSINESS

Alex L. Clark

LIMITED

3745 BLOOR ST. W., TORONTO 18

Belmont 1-3303

Tom Briggs' LETTER FROM PARIS

THERE are two questions for which the radio systems of the world must find answers. One is: What should be radio's guiding principle? And the second isn't very far removed: What is radio's relationship to its audience?

When all the talk and discussion had ceased and all the ideas and opinions had been sifted, these two problems summarized the first International Congress on the Sociological Aspects of Radio Music which was held in Paris for four days at the end of last month.

Actually, the Congress attempted to keep the discussions of dozens of prominent people from all over Europe and U.S., Mexico and Israel, to a simple, narrow approach involving only the inter-relation of the musician, radio and society. But it soon broke out into a general discussion of all that is radio.

The early sessions of the Congress were slow and dull. They had to be. The analytical type of mind common to sociologists, musicologists, psychologists, statisticians, broadcasters and musicians who were there made a complete definition of the terms of reference necessary. In addition, there were the petty side issues.

POOR SUBSTITUTE

For instance, the musicians longed for the return of the days when people went to concerts and heard fine music with all the depth and clarity of a concert-hall performance, and they felt the microphone was a very poor substitute. Such views had to be set right.

Said Leonard Isaacs, music director of the Home Service of the BBC: "It is better to have copies of the great works of art broadcast to the people than to deprive most of them of any approximation of the works". A sound engineer of *Radio-diffusion-Television Francaise* pointed out that in some ways the mike is much more faithful than the human ear.

The clincher came from Henry Leff, radio-television director at the

City College of San Francisco: "After twenty-five years I thought we all realized that radio was more than a means of transmission. Radio is a new art form. We have created a new reality in radio; speeches have to be delivered expressly for radio's microphones, music has to be performed for the microphone and we have done great things in the field of radio drama . . . Don't cry too much for the concert hall where you sit in the top balcony, the acoustics are awful and the person beside you falls asleep and snores".

SOCIAL PRESSURE

Then the delegate from Mexico, Carlos Echanove of the Autonomous National University in Mexico, who obviously feels the social pressure of the great nation to the north, let loose a blast at commercialism in radio.

He complained that private radio had lowered the standards of music being fed to the U.S. public, and he had statistics to prove it. Unfortunately, the statistics proved Uruguay had the best musical broadcast service, so not many delegates were impressed.

Then Echanove said that U.S. private stations broadcast too little "good" music, and too much music "of inferior quality, influenced by the savage rhythms of the negro". This was even more unfortunate; we had just heard a concert of contemporary chamber music in which the jazz influence was very strong. Dr. Silbermann, chairman of the sessions, waved the whole issue aside by stating that the Congress would have to recognize that commercial radio did exist.

The stage was cleared for the principal players.

The conclusion of the Congress, as a whole, was that the principle which should govern all activities of radio is the dissemination of culture. The speakers who came to this conclusion didn't state the proposition so bluntly. "The main line, the theme, the justification of radio should be cultural", said Dr. Winckel of the Technical University of Berlin.

FIRST STANDARD

A German colleague of his said: "We have to decide if the cultural value of radio is the prime thing or if it should be treated as a background for other things". Dr. Rossel-Majdan, director of Vienna's Radiophonique Institute, put it this way: "The human being must remain as our first standard and not the particular medium we are dealing with".

Dr. Dosse, philosophy professor at Quinet College (Paris) felt that "if broadcasters are truly searching for guiding principles they could hardly have overlooked those which have served society so well for centuries and which are founded on the preservation of the dignity of man".

However, a French sociologist, Edgar Morin, was not so easily convinced. "How intimidating is culture", he said. "Its spectre has been walking everywhere (here); we are pre-occupied with how we can feed listeners more culture". Morin's alternative was to go one step further: "the source of culture is knowledge". And he believes that if radio would concern itself more with purveying knowledge in its many forms, it could avoid tangling with the odious word "culture".

Michal Bristiger, music consultant at the study bureau of Radio-Poland, explained what he believed was a practical application of the cultural aspect of radio in his country since

THEY LISTEN CONSTANTLY

To CHEX

The constant listener can be your biggest customer. In the wealthy Peterborough industrial and farming area, 173,065 potential radio listeners constantly show their overwhelming preference for CHEX in increased sales for advertisers. Sell the Peterborough market with "our Special Brand of enthusiasm."

CHEX PETERBOROUGH

Under Northern
Management

Reps:
NBS in Canada.
WEED & CO. in U.S.A.

the People's Democracy had taken over. There is "quite a nationalistic stress in music" so that "remote citizens can better understand their culture", he said, adding that the result has been the development of composers and musicians.

MORE RESEARCH

If nothing else, Bristiger brought the Congress around to problem two. It didn't provide any answers for radio in its relationships with its audiences, but there were any number of ideas, most of which revolved around one familiar theme: "We want more research!"

The researchers fought back. One of them presented a complete formula; all that is necessary now is the money with which to carry it out. It is the fascinating and rather frightening work of Franz Adler, sociology professor at University of Arkansas. It involves the scientific study of thousands of individuals and the correlation of a head-spinning number of coefficients.

Adler's conclusion is: "The practical usefulness in radio seems to be obvious. If such a study is carried out . . . it becomes possible to predict who will like or dislike what, and why it is that he likes and dislikes what . . . It might be discovered whether a concentration of young people in an area influences the taste, interest, and judgment of the older people in the same area, or whether the presence of a large proportion of well-to-do individuals . . . influences the judgments of the less well-to-do . . ."

Professor Ted Caplow of University of Minnesota, shed some light on the great mystery that is America. He said that, for better or for worse, radio had done many things: made music of the highest quality available to all, free; brought both serious and light music to all, creating new appreciators for both types; raised the musician to professional artist status; turned the average human being into a listening machine instead of an active participator; centralized the production of music to a very few centres, stifling the creation of new musical ideas and indigenous tastes.

Caplow concluded that radio had better determine its strength and weakness and where it is going before it trips and falls, like an insidious atomic bomb, on America.

This is similar to the views of Frank Knight, an English psychologist who has done a great deal of work in treating emotionally disturbed children through music. Said he: "Radio music obviously has the power to help the emotionally ill; it may also have a great psychological effect on those who are well. It is the responsibility of radio, which dispenses so much music without prescription, to determine how much or how little musical therapy is good for the average listener".

A professor from Sorbonne was more amused than alarmed at this idea. He felt therapeutic music is applicable only to the mentally ill, but he didn't deny that relaxation, induced by the appreciation of good music, could promote physical well-being. "The element of satisfaction derived from quality", he said, "is the difference between trying to quench a great thirst on a hot day with cold water or warm".

Dr. H. H. Stuckenschmidt, of

Berlin University, had his own little worry. What concerns him is the phenomenon of the "inattentive audience", or the audience where the spectative senses are not directly linked with the auditive sense because what radio listeners see has nothing to do with what they are hearing. But this theory didn't develop.

Another German interjected: "The conclusion that radio is incomplete television (implied by Stuckenschmidt) and that television only can air music rewarding to both the eye and ear, is a supposition which is highly suspect even in the light of our limited knowledge".

AMAZED

Roger Girod, professor at University of Geneva, came back to the need for more and better research. He is amazed at the way religious and political practices, for example, vary from one social group to another, without any apparent reason. "Radio", he said, "must co-operate and collaborate with the social scientists if it is to learn more concerning the structure of its audiences. Statistics in quantitative numbers alone are not enough".

He pointed out that if broadcasters continue to regard the people as masses and treat them as such, they will soon reduce them to a mass. "Like the weather", he quipped, "everybody talks about mass man and nobody does anything about him".

The Congress adjourned with a host of questions still floating about. Has radio become truly democratic? Has it managed to bridge the gulf between the masses and the intelligentsia? Can the listener influence what is being disseminated, or does technological progress tend to reduce personal preference to the vanishing point? Do you broadcast what the non-existent but mathematically convenient "mass man" and "average person" wants all the time, or do you attempt to appeal to the minority segments which make up society at various times? Does radio assist the suppression of personal preferences; can it help reverse the process; or is this suppression inevitable through socio-technological changes?

Backed by UNESCO and a score of national broadcasting systems in various countries, and with the obvious enthusiasm of the hundred-odd delegates, the Congress may be able to find next year some of the answers it is so earnestly seeking.

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Says Lionel



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Elliott-Haynes
Daytime Radio Ratings Report — Oct. '54

CFAC	Average Ratings	Average % of Listeners
Station No. 2	14.8	51.7%
Station No. 3	5.3	18.6%
	6.9	24.8%

More
Listeners



CFAC
960 KC

More
Buyers

Over the Desk

R.G. LEWIS

EDITORIALLY speaking, nobody in the entertainment world needs recognition as does the radio artist. This has caused concern in advertising circles, who need it to enable them to sell talent to their clients; it has been responsible for Royal Commissions and varied government tribunals; it was one of the reasons given for the formation of the Canadian Broadcasting Corporation. (We are inclined to believe there are other potent, though unspoken ones as well.)

The results of the recommendations of the Massey Commission, and the regulations applied, on the strength of them, by the CBC, have had little, if any result in the desired direction. There may be a reason.

In our opinion, the most inactive group has been the acting and performing fraternity itself. The great idea in the past seems to have been to try, by devious means, to persuade not overly interested people that they must be recognized rather than going out to earn such recognition by their own efforts. Now they are reversing this policy, it seems to me, and are making a not inconsiderable effort to centre attention on them-

selves and their work by the direct method of doing something that rates attention.

NO ENDORSEMENT

The particular something we have in mind right now is this week's second annual banquet and ball of the Association of Radio and Television Artists at which presentation is being made of the awards of the Canadian Council of Authors and Artists.

This item should in no manner be interpreted as my endorsement of the labor movement in general or talent unions in particular. The only thing I am trying to point out is a thought that lingers (some will say malingers) in the region of my black heart, which boils down to this touching sentiment: if Canadian performers will give over from their efforts to get themselves produced and presented by act of parliament instead of popular demand, they are going to earn a helluva lot more prestige than they have received to date. Then, if they concentrate on the entertainment they offer in terms of public acceptability, they will find the fruits of their labors considerably more nourishing.



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Adam J. Young, Jr., Inc.



Over the Desk - - -

There's a new face on Radio Row belonging to Les Holroyd, who is called an editorial assistant. Les pranced over to a CBC preview the other night and came back with this:

It's *Howdy Doody* time! Starting November 15 from 5:30 to 6:00 every weekday the freckled, happy puppet "Howdy Doody" and all the inhabitants of Doodyville are being seen from coast to coast in Canada. The show, based on the NBC program, has been scripted for Canadian consumption by Cliff Braggin. The scripts are new and have a Canadian background. Only the characters are taken from the American show which may prove a bit confusing when the kids see one *Howdy Doody* over a United States station and another over the Canadian one. Frank Fice is the producer.

Instead of Buffalo Bob, CBC-TV has as emcee Timber Tom, a Cana-

help of Percival Parrot; and Cap'n Scuttlebutt, a boisterous but kind-hearted pirate.

Cast as Timber Tom, James Doo-han cuts an heroic figure, tailored for the child's eye. Others in the cast include Caryl McBain as Princess Haida and Alfie Scopp as Clarabell. Larry Mann plays Cap'n Scuttlebutt and also voices Flubadub, the puppet. Voices for *Howdy Doody*, Mr. Bluster and Mr. X are by Claude Rae and Jack Mather speaks the parts of Dilly Dally and Percival Parrot. The puppets are manipulated by Hal and Renée Marquette with organ accompaniment by Quentin MacLean.

Each show also has a nature or travel film.

The show has two sponsors each night. At present five sponsors, two for Friday, two for Thursday and one for Wednesday have been signed.



Steering Winn'peg youngsters out of Halloween mischief.

dian forest ranger with a great knowledge of outdoor life and the television camera.

Puppet characters, some already well known from the NBC show, include: Phineas T. Bluster, a crotchety, old killjoy and chief troublemaker in Doodyville; Dilly Dally, *Howdy's* good natured, gullible pal; and Flubadub, a ludicrous fellow made up of parts of eight animals. A puppet called Mr. X adds mystery and adventure to the program, whizzing back and forth through time and space in his "Whatsis" box and peeking at history along the way.

Live characters, in addition to Timber Tom, are Princess Haida, who supposedly has the powers of an Indian medicine man; Clarabell, a clown who can't speak, but communicates with gestures and the

The other shows start sustaining but will probably have sponsors by the first of the year. Although the show runs on a 52 week basis, present sponsors have signed for only 26 weeks. However, it seems almost certain they will renew. Present sponsors are Monarch Cake Mix, Campbell Soup, Fry-Cadbury, Standard Brands (Royal Instant Puddings) and Shredded Wheat.

HALLOWE'EN FUN

CKRC steered Winnipeg youngsters out of a lot of Halloween mischief this year and into a lot of fun instead through a plan prepared long in advance in conjunction with the Community Centre Advisory Committee.

To overcome the difficulty experienced in the past by the Community

Centres in getting children out to their parties, designed to act as counter-attractions to the usual Shin-nigans, CKRC offered to publicize the parties, and, as an inducement to attend them, offered three cash prizes for each party, to go to the three best CKRC costumes. The children could wear a costume representing any program or personality heard over the station, and, according to reports, they and their parents let their imaginations run really wild.

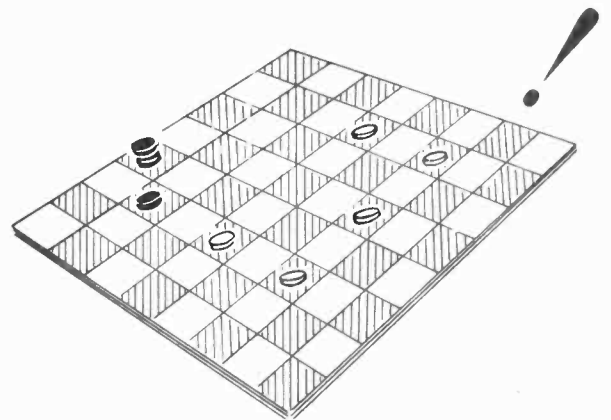
As an added touch, first prize winners from each party were invited to come to the station the following Saturday, where Frank Morris, movie critic for the WINNIPEG FREE PRESS, had rashly undertaken to pick a major winner. After much deliberation, two-year-old Elaine Brown

was chosen as winner of a Canada Savings Bond.

Shown in the picture, are the first prize winners from the various community centres as they were lined up for judging in the CKRC studio playhouse. They are, back row, in the usual manner, Mrs. Davis from Our Miss Brooks, The Cisco Kid, The Planet Man, Berdie of the Gilder-sleeve Show, another Planet Man, Cisco again, and Bill Walker of Walker's Wigwam. Front row, a third Planet Man, Fibber and Molly, Young Widder Brown, Dr. Malone (the winner), Chasa Chipmonk, a second Young Widder Brown, and another Fibber McGee and Molly.

And here we are down to the oak top, so buzz me if you hear anything, won't you?

IT'S YOUR MOVE



One move in the right direction (a call to Stovin or McGillvra) will pave the way for plenty of action. We've got everything set up to help you win.

If you want to "jump" into the Seaway Profits, don't delay . . . "IT'S YOUR MOVE."

CKSF - CORNWALL, ONT.

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J. H. McGillvra (U.S.A.)

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Ask them about . . .

CKLC

KINGSTON, CANADA

IF you talk to a teacher in Renfrew, Ontario, a farmer near Carleton Place, a textile worker in Almonte, a grocer in Cornwall, a saleslady or parliamentarian in Ottawa, and ask: "Do you know Frank Ryan?" the answer, in all likelihood, will be: "Oh yes, he's that CFRA station owner-manager who really gets around!"

It has amazed me to learn of the places visited by Frank Ryan, radio broadcaster, farmer, public speaker, writer. One afternoon he's speaking on education at a teacher's conference; that evening he's on a plane to Chicago where he's a guest speaker at an American convention; the next day he meets with a local farmer's group and discusses hog prices. And so it goes.

To think that this man, with such varied interests, has time to take an active interest in his radio station, and make it pay real dividends, is rather startling. Ryan not only owns the station but takes part in many of its services, knows what's going on, and does daily broadcasting himself.

UNCANNY ABILITY

Owner Ryan is a man with an agile body, keen eyes, and a thatch of curly grey hair — very easy to look

at. He speaks in simple language. He appears to be at ease wherever he goes and has an uncanny ability to identify himself with whatever group he may happen to be in.

This latter characteristic is particularly noticeable when you hear him conduct *Farmer's Notebook*, Monday through Saturday, 12.15-12.30. In this broadcast, sponsored by Ritchie Feed and Seed, you would

By HELEN CRAIG

swear that Mr. R. did nothing but farm. He strikes you as being a friendly, straight-from-the-shoulder guy with the kind of realistic attitude that a farmer develops. The same feeling hits you when you hear *Valley Notebook*, a 12.15-12.30 Sunday show sponsored by the Cocksutt Implement people in co-operation with newspapers in the Ottawa Valley. In *Notebook* Ryan reads interesting items from the valley papers and features Anniversary and Birthday columns.

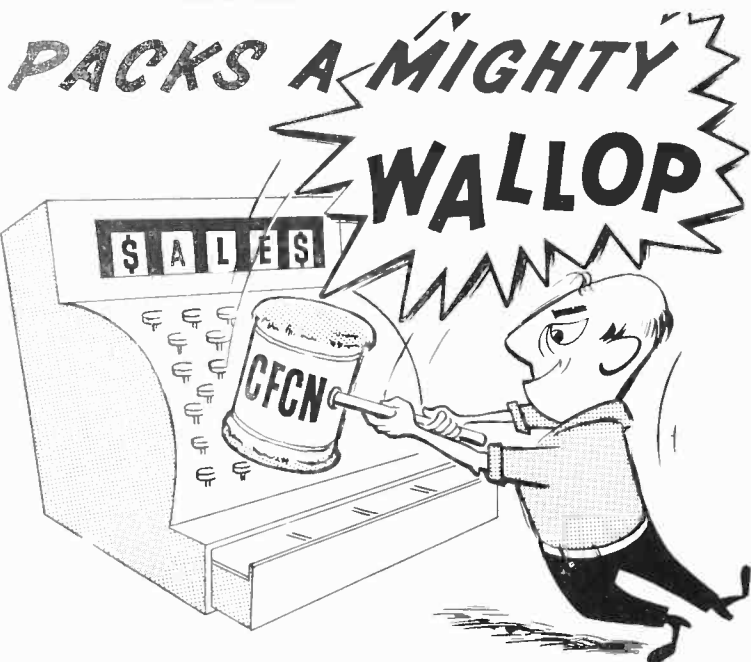
It seems that Frank Ryan has gath-

ered around him station personnel who also have gifts for doing many varied things. Take right-hand-man Tom Foley, who is program manager and sports director. Tom keeps his eye on general programming, making sure that there is a measure of sophistication to balance the folksiness.

Tom described his job as being "general man-about-the-station", attending to liaison work with the agencies, and seeing that each staff member feels his job is interesting. There is a good deal of overlapping of duties, for Foley with Ryan, feels that each job has greater challenge when this is the case.

At the present time Foley is involved in the Ottawa Centenary feature which will be presented in dramatic form to outline the history and growth of the nation's capital.

On the sports scene live play-by-play descriptions of the National League games, the International baseball games, Big Four football, and the Ontario-Quebec hockey league are keeping Foley hopping. He has two sportscaster assistants, Terry Kielty, and Hugh Bowman. Foley told me that he had just finished his 1,000th play-by-play sportscast. His broadcasts have originated from as far away as Havana, Cuba, and every U.S. city in the league.



Once upon a time a call here and there in the market brought a satisfactory quota of sales. Times have changed! It takes a reputable "hard-hitting" salesman and a lot more calls to maintain sales volume. CFCN, an old hand in the selling game, talks to more people every day than any other single media. It packs a selling wallop with only a light touch on the budget.

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ASK RADIO REPS FOR DETAILS



The appointments of Mrs. Mary Ashwell as Women's Commentator for CFPL-TV, and Miss Joan Pritchard for CFPL-Radio, are announced by Murray T. Brown, Manager of the Electronics Division of the London Free Press Printing Company Limited. Mrs. Ashwell was formerly Women's Commentator for both CFPL-Radio and CFPL-TV, and Miss Pritchard was Director of Women's Activities for CKOC, Hamilton.

(Advertisement)

Lean and lanky Campbell McDonald is the CFRA news director, and he, too, has had trips to near and far spots on the globe, giving on-the-spot coverage of newsworthy events. As Campbell has a staff of four at CFRA's home base studios in Ottawa's Auditorium, he can whip off to Europe to secure background knowledge for doing a more comprehensive supervisory and editing job in dealing with world news. Rather nice to be able to visit Europe with a brand new Magnecorder and transformers, while the station pays the whole shot, eh what?

Besides having a personal knowledge of places and people that make news, Campbell relies on the Free Europe Press, a UN liaison office in New York, and many other news service outlets. CFRA management backs him to the hilt when he cables any place at any time to get any information that will make a good story.

He told me that it's "just a matter of asking the right people for specific information and they usually co-operate".

For example, he might want to angle for an interview with Farouk and would cable his advisors in the principality of Monaco. He might want to use particular information from Great Britain or Europe. In the event of the former, he would cable Jim Miller, an ex-CFRA man now with BBC Radio Newsreel.

RIGID RULES

Jim has to send stories over on a freelance basis, as the BBC has rather rigid regulations. At any rate, Campbell writes for the information he wants and has it back in a day and a half. And if he wants news from the continent, he contacts Don Winchester, also an ex-CFRA newsman who knows the station's set-up and consistently sends usable material.

As Ottawa often has dignitaries from afar descending at its airports, Campbell makes a point of meeting them and is usually successful in getting "a few words" recorded. Taped interviews are filed and edited portions are used for shows later on. The news department is busy at this moment working on the January 1st, 1955 News Review of 1954 in which many of the recorded airport interviews will be used.

Another source for material used by news director McDonald is the Parliamentary Press Gallery. Radio broadcasters are barred from the gallery, but because Campbell was once a press gallery member he has an "in". He feels very strongly about the fact that there is no radio gallery. It does seem unfair, doesn't it?

Anyway, Campbell uses his privilege and has achieved a record for CFRA which is the only private station in Canada that broadcasts the annual Budget direct from Parliament Hill.

A temporary studio is arranged in one of the House of Commons offices. Campbell is the only private broadcaster allowed to attend secret pre-Budget sessions given by the Finance Minister and he broadcasts significant facets of the Speech four hours before it is released for general use.

CFRA features Campbell McDonald on five daily newscasts (all sponsored). Then, there is Weekly World

Report (also sponsored) which comes on from 2.00-2.30 p.m. Sunday. There are commentaries from across Canada, from London, Paris, the Far East; in short, from all around the world. The International Review part of the program is made up of tapes sent in from abroad; the National Review is conducted by Campbell who gets most of his information from contacts in and around the capital; and the Local Review is handled by Joan Baxter, who gives a report on City Hall. Joan is the station's woman's editor and is the only press woman to attend council sessions.

DAILY SHOW

Local news for Weekly World Report is by no means the only channel entered by Joan Baxter. In addition, she has her own half-hour daily woman's show, a social calendar show, and a teen age program which she does with station announcer Gord Atkinson. The teen program seemed like a bright angle to me. The show is called Campus Corner and the usual format is followed: Interviews with collegiate and college students; student news; favorite tune contest (with prizes). But this fall there are two special shows. October 16 was the date for the first one, and I heard it. Len Hopkins and his orchestra deserted the Chateau Grill Room for once and played top tunes for the 1,500 kids dancing in the Coliseum for the special edition of Campus Corner. There was another similar show (following a football game) on November 13.

The kids come for free. But you can imagine what renting the Coliseum and the orchestra costs Frank Ryan! The prizes are all given by sponsors under the mentioned condition. Frank R. sees the big expenditures in terms of goodwill and he feels that something should be done for the teenagers on Saturday afternoons.

PRACTICAL JOKER

I met three characters at CFRA: John Hawkins, Don Morin, and Vaughn Bjerre. A trio with wide interests. John H. is an Englishman, a writer of punchy copy, a fellow who constantly pulls off, with amazing success, practical jokes on the staff.

Continuity editor Don Morin, a Montrealer, yearns for sunny climes of Kingston, Jamaica, the abandon of Trinidadians, and gaiety of Cubans. Morin not only edits all copy, but does cartoon drawing on the side. He even reached that zenith desired by all artists—his work was exhibited in a posh Montreal art gallery. And Vaughn Bjerre (that's Danish, in case you're wondering) is the chap who guides activities of Casino, which hits the air three times daily. There are 11 segments, all sponsored. Mail count has reached 35,000 under Vaughn's direction of the show.

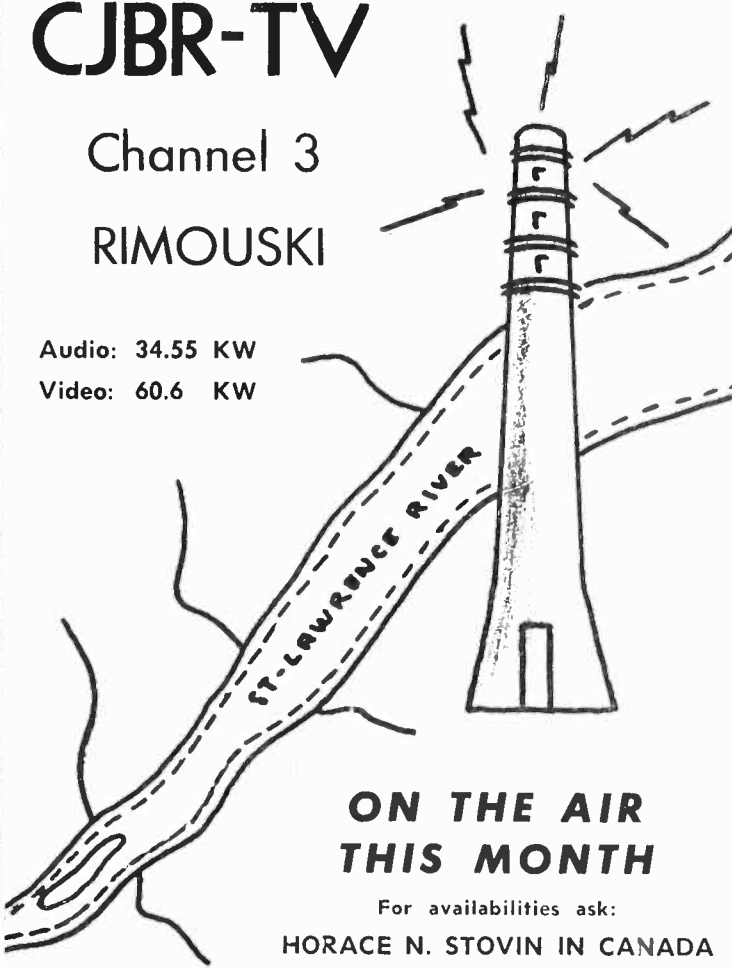
Just as Morin aches to get back to the West Indies, Bjerre would love to return to the British Isles. However, he contents himself with the old-world charm of an ancient mansion which he and his wife are remodelling.

Outwardly, the city of Ottawa may seem stuffy and somnolent, but visit a radio station where staffers are constantly preparing stories for the listening public and you find that the most interesting stories of all are those of the people behind the scenes.

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Write Box A218, C B & T

RADIO EDITORS CALL FOR NEWS SIMPLICITY

CENTRAL Canada radio news editors gathered in Toronto, Monday, November 1, for their first conference with Broadcast News staff and management. The editors voted to make the conference an annual event.

Eighteen Ontario and English-Quebec stations were represented by 33 news and sports editors at the discussions which embraced general problems in news broadcasting.

All 18 stations subscribe to Broadcast News, the subsidiary of The Canadian Press serving radio and television. The editors offered advice and guidance to BN personnel in line with BN policy to tailor its news reports to the exact needs of the stations.

The discussions were led by:

Hugh Bremner, CFPL, London, Newscast make-up;

Norm Marshall, CHML, Hamilton, Sportscast make-up;

Gordon Sinclair, CFRB, Toronto, General news principles and coverage;

Robert Evans, CHLO, St. Thomas, News broadcasting in the United States;

Bert Snelgrove, CKBB, Barrie, Regional coverage;

Graham Emslie, CKOC, Hamilton, Local Coverage;

Mac Lipson, CKOY, Ottawa, Style in writing news for radio.

Bremner said radio should distinguish between "interesting" and "important" stories. Radio had an obligation to present important stories in their proper perspective.

Marshall dealt in detail with BN

sport coverage and said good coverage of local sport was the key to audience appeal. He did not think general newscasts should include too much sport but agreed it was essential for them to include top sport briefly. The complete presentation of the sport picture should be left to the sportscaster.

Sinclair said he was glad to note radio was assuming more and more responsibility in its presentation of news. He noticed radio was ditching the rumor story in favor of a factual broadcast.

Evans, a former CBS network newscaster, said the ideal set-up for radio newscasts was that the announcer should be a reporter first and an announcer second. This was true in the U.S. but it seemed to be the other way round in Canada. He said the announcer with a news background cannot help but reveal the authority, knowledge and authenticity behind his voice.

INFERIORITY COMPLEX

Snelgrove said many radio newsmen seemed to suffer an inferiority complex because newspapers have been in existence so long. He said radio had but to examine its coverage of such disasters as Hurricane Hazel to realize it had earned a rightful place in the news-gathering field.

Emslie emphasized the importance of accuracy in presentation of radio news. He sacrificed speed in favor of accuracy and if possible checked every story before it was read on the air.

Lipson called for simplicity in writing news for radio. There was no reason why even a brief story should not contain human interest, essential facts and clarity. It took longer to write a story in this fashion but the result was well worth the effort.

The wire service staff was headed by Gil Purcell, General Manager of The Canadian Press, and Charlie Edwards, Broadcast News Manager.

At the BN luncheon Edwards said radio's interest in news was on the increase. The day was not far away when every radio station in Canada would include a capable news staff.

WANTED EXPERIENCED RADIO ANNOUNCER

Write giving full particulars and forward audition to

WILF DAVIDSON

CHNO — SUDBURY

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CFCF, Canada's First Station in Montreal presently has openings for technical operating staff.

Applicants must be experienced.

Duties and salary will depend on experience and capabilities, but will probably include studio operating, some remotes and maintenance. Excellent working conditions, 3 weeks paid vacation, health and life insurance benefits, and pension plan.

Give full details of experience and salary required in first letter together with recent photo.

Apply to: Chief Engineer,
Radio Station CFCF,
4824 Cote des Neiges Road,
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If you can sell radio in a competitive market there's an excellent opportunity waiting for you with a large Mid-Western station. Man with experience and proven sales record will be given preference. This is a permanent position with excellent future, offering good salary plus commission and other benefits. Apply in full detail, stating qualifications, etc. to

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Test Telecasts In Nation's Schools

THIS month the CBC commenced the most ambitious experiment in classroom telecasting yet attempted anywhere. These programs will be seen all the way across Canada giving them a much wider coverage than programs of this type which have been tried in Britain and the United States.

The Dominion-wide viewing of these shows has been made possible through the co-operation of private stations (where there are no CBC outlets) in accepting the kinescopes of the shows and in going on the air much earlier than usual.

The Canadian Radio and Television Manufacturers Association has also been of considerable help. It has installed television sets, on loan, in about 75 schools. The bulk of the schools are in Ontario, since the choice of programs was selected to fit into this province's curriculum. However, they do have application in the other provinces, too.

COLUMBUS

In all eight telecasts have been prepared, four for Grades Five and Six and four for Grades Seven and Eight. Five of them were produced by CBC-TV, the rest by the National Film Board. They include a drama-

tized version of the navigational methods used by Columbus on his voyages of discovery, a traffic safety program and an account of the progress being made in iron mining in Labrador.

Teachers who are taking part in the experiment will be given a manual, outlining the program content and instructing them how to use the programs to their best advantage. They will also receive a questionnaire, the answers to which will determine the future of this type of telecasting in Canada.


Trans-Ocean TV

London: Canada and Britain may some day exchange television programs through a transatlantic cable. The Engineer-In-Chief of Britain's

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General Post Office, Sir Gordon Radley, said that a submarine television cable between Britain and North America is a long-range goal worthy of serious study. He did not elaborate.




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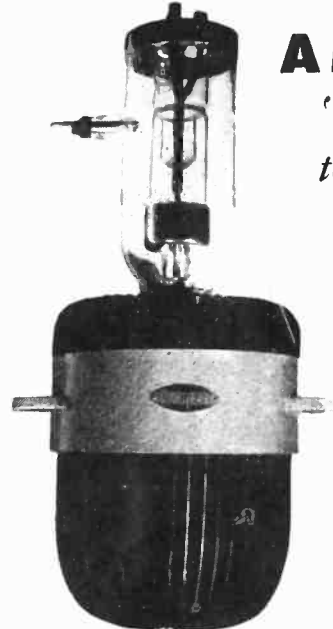
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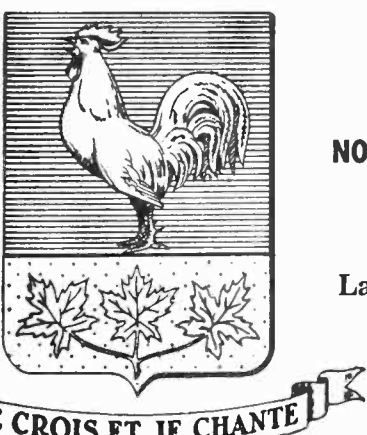
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CJIB VERNON
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Local Sponsors

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.

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BI-MEDIA MARKET

Then there's the girl who was so dumb she thought that radio was called AM because that was where the general manager went in the morning.

• • •

TEMPUS FUGIT

"Housewives' Holiday" four and half years on air daily.

CKDA Promotion Piece.

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HI EYE QUEUE

Then there's the producer who was so dumb that even the other producers began to notice it.

• • •

ARTIFICIAL IMMIGRATION

"Mr. Winter told members of the Royal Empire Society that Canada needed people and capital. People could be obtained through two sources. One was the natural way and the other was immigration".

Canada Weekly Review.

• • •

DEPT. OF DEFINITIONS

Middle age is the period when we can still do everything, but don't.

• • •

HIGH PRICE OF CULTURE

Then there's the station where business is so good that the program director had to go to the traffic manager for availabilities to play music.

• • •

TALENT SHORTAGE

One reason why the CBC is opposed to the granting of TV licenses in areas where it is telecasting itself is an innate fear that there may not be enough old American films and wrestling matches to go around.

• • •

FAITES VOS JEUX

Come on westerners! Where's your patriotism? Bet the west to win that is.

• • •

COOL YULE

Wanted for aggressive radio station record Librarian. Must have own copy of "White Christmas".



Robin Hood Bicycle Show Success Story

Every Saturday morning, for 20 weeks, CKRC Winnipeg carried the Robin Hood Bicycle Show. Youngsters were asked a simple question about Canada. The answer was sent, along with proof of purchase, to the station, and on the following Saturday, a draw was made for five winners, each receiving a bicycle. The program drew a total of 54,868 letters — an average of 2,740 per week — this in spite of the fact that throughout July and August the youngsters were on vacation! Further evidence of the success of the program is shown in the fact that originally the show was to run for 11 weeks only. The sponsor was so pleased with the mail pull that he renewed a total of 9 times.

more people listen to

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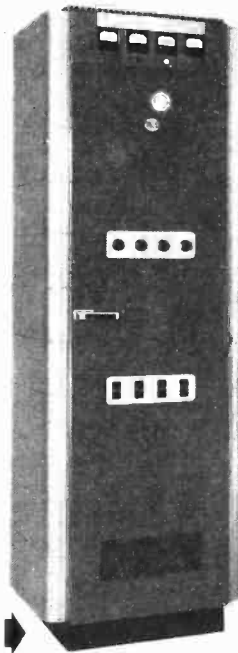
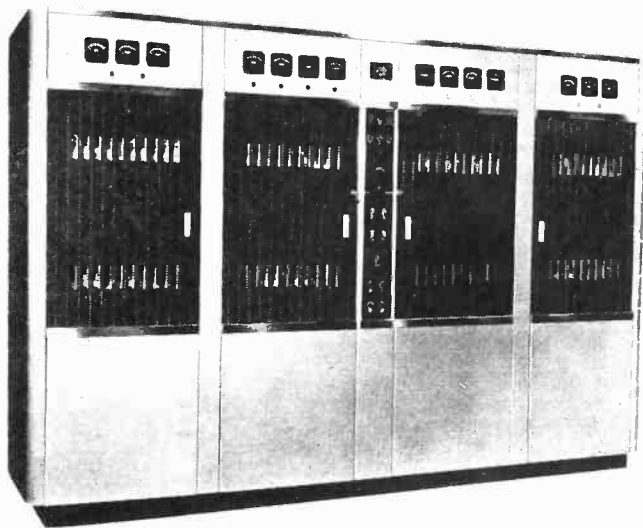
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 (5,000/10,000 watts)

—the 5-kilowatt AM broadcast transmitter with the 10-kilowatt future. Sold to CJVI Victoria, CKNW New Westminster, CFGP Grande Prairie, CJAD Montreal, in 1954.

RCA BTA-250M (250 watts)

—gives you better AM broadcast performance in half the floor space; the ideal standby transmitter. Sold to CKNW New Westminster, CHRD Drummondville, CKWX Vancouver, in 1954.

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In a sales jam?

Jams and preserves enjoy a per capita sale of .04c.* If you're in the jam and preserve business you know your own sales per capita.

Are you getting your share of the market? If not, intensified advertising pressure may lift you out of your sales jam . . . and that's where we can help you.

Here are the facts. In Canada today, one-third of the total population lives in Ontario . . . Canada's richest, largest market. Here 40% of all retail sales are made. Here is the number 1 market for your product be it jams, hams, or any saleable goods or service. And it follows that if you sell more of your goods in the richest market, you'll get out of your sales jam and start to preserve your profits.

How we can help you. CFRB is the one medium in Ontario that reaches 619,430 homes in day time and 639,720 homes in night time. CFRB's the one medium that covers 44 counties. You can see that this is the logical medium to use to increase your sales in the rich market that 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.

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