

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

Vol. 14, No. 24

TORONTO

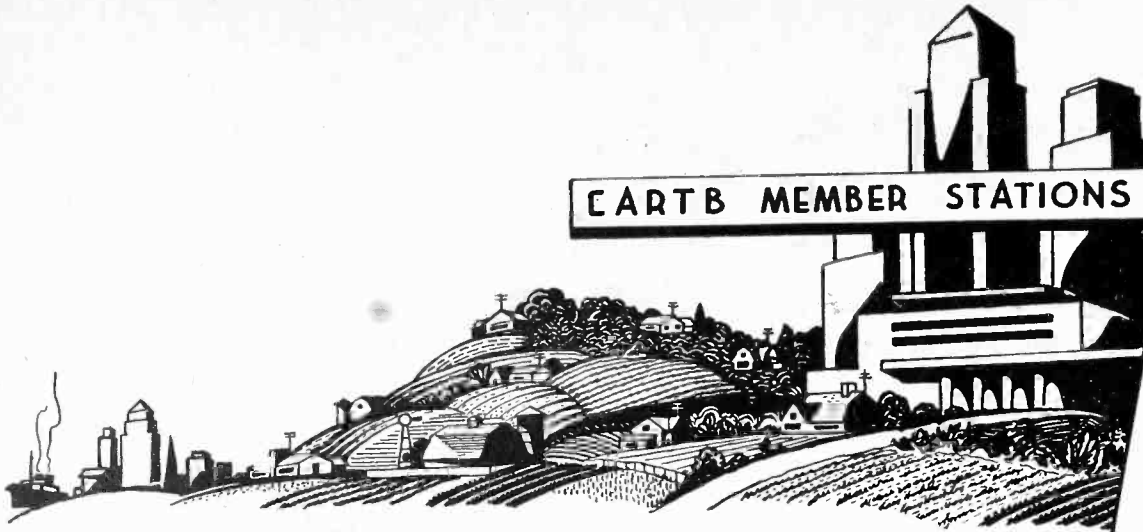
December 21st, 1955

1956 CONVENTION CALENDAR

JANUARY							FEBRUARY							MARCH							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1	2	3	4	5	6	7				1	2	3	4						1	2	3
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24	
29	30	31					26	27	28	29				25	26	27	28	29	30	31	
APRIL							MAY							JUNE							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1	2	3	4	5	6	7			1	2	3	4	5							1	2
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	
29	30						27	28	29	30	31			24	25	26	27	28	29	30	
JULY							AUGUST							SEPTEMBER							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1	2	3	4	5	6	7				1	2	3	4								1
8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22	
29	30	31					26	27	28	29	30	31		23 / ₃₀ 24	25	26	27	28	29		
OCTOBER							NOVEMBER							DECEMBER							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	1	2	3	4	5	6					1	2	3								1
	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
	28	29	30	31			25	26	27	28	29	30		23 / ₃₀ 24 / ₃₁ 25	26	27	28	29			

CONVENTION DATES

JANUARY 30-31	British Columbia Association of Radio & Television Broadcasters, Hotel Vancouver, Vancouver.
MARCH 26-28	Canadian Association of Radio and Television Broadcasters, Royal York Hotel, Toronto
APRIL 30-MAY 2	Association of Canadian Advertisers, Royal York Hotel, Toronto.
JUNE 10-13	Western Association of Broadcasters, Banff Springs Hotel, Banff, Alta.
JUNE 21-23	Atlantic Association of Radio and Television Broadcasters, Digby Pines Hotel, Digby, N.S.
SEPTEMBER 9-12	L'Association Canadienne de la Radio et de la Télévision de Langue Française, Alpine Inn, Ste Marguerite, Que.
OCTOBER 17-18	Canadian Association of Advertising Agencies, Toronto. (Subject to confirmation)
OCTOBER 21-23	Central Canada Broadcasters Association, Royal Connaught Hotel, Hamilton.



Wherever You Go

Every one of Canada's 3,748,000 homes is in range of one or more of the 158 private radio broadcasting stations.

136 of these stations are listed on this page as members of the CARTB.

*Wherever You Go
There's Private Radio*

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 136 Broadcasting Stations whose voices are invited into 3,748,000 Canadian homes every day.

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

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

CARTB Member Stations

- ATLANTIC (18)
- CKBW
- CKBC
- CKNB
- CFYB
- CFNB
- CHNS
- CJCH
- CKEN
- CKCW
- CKMR
- CKEC
- CFEC
- CHSJ
- CJON
- VOCM
- CJRW
- CKCL
- CFAB
- Bridgewater
- Bathurst
- Campbellton
- Charlottetown
- Fredericton
- Halifax
- Halifax
- Kentville
- Moncton
- Newcastle
- New Glasgow
- Saint John
- Saint John
- St. John's
- St. John's
- Summerside
- Truro
- Windsor
- FRENCH LANGUAGE (31)
- CHAD
- CFGT
- CHRD
- CHFA
- CHFE
- CFRG
- CKCH
- CKRS
- CKLS
- CKBL
- CKBM
- CHLP
- CJMS
- CKAC
- CHNC
- CHRC
- CKCV
- CJBR
- CHRL
- CKRN
- CFNS
- CJSO
- CKSB
- CKRB
- CHNO
- CKLD
- CFCL
- CKVD
- CFDA
- CKVM
- St. Boniface
- St. Georges de Beauce
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie
- CENTRAL CANADA (45)
- CKBB
- CJBQ
- CFJB
- CKPC
- CFCO
- CKSF
- CFOB
- CKPR
- CKGR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- CJSP
- CKLY
- CFPL
- CJAD
- CFCF
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHLO
- CHOK
- CJIC
- CKCY
- CJET
- CJCS
- CHNO
- CKOT
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX
- Sault Ste. Marie
- Sault Ste. Marie
- Smith's Falls
- Stratford
- Sudbury
- Tillsonburg
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock
- Brandon
- Calgary
- Calgary
- Calgary
- Camrose
- Dauphin
- Edmonton
- Edmonton
- Edmonton
- Fin Flon
- Grande Prairie
- Lethbridge
- Medicine Hat
- Moose Jaw
- North Battleford
- Peace River
- Prince Albert
- Red Deer
- Regina
- Regina
- Saskatoon
- Saskatoon
- Winnipeg
- Winnipeg
- Winnipeg
- Yorkton
- Chilliwack
- Dawson Creek
- Kamloops
- Kelowna
- Nanaimo
- Nelson
- North Vancouver
- Penticton
- Prince George
- Port Alberni
- Trail
- vancouver
- vancouver
- vancouver
- Vernon
- Victoria
- Victoria



Les Holroyd's Showcase

STATIONS AND NEWSPAPERS COMBINE IN FREE COMMUNITY FUND PROMOTION

FOR THE TWO PAST YEARS, the Moncton Community fund has exceeded its objective without spending any money on advertising or publicity.

It all started in 1953 when appeals for donations to charities reached an unreasonable number.

The Board of Trade was interested and appointed a committee to investigate the problem.

At this meeting, while there were some against it, the vote was in favor of trying the Community Chest idea.

A budget committee studied the amounts requested by the various organizations; a total budget was established; and a campaign chairman appointed to head the collection.

Then it was fall and time for the actual drive. With CKCW and THE TIMES AND TRANSCRIPT donating their time and space, it was impossible to turn on the radio or pick up a newspaper without being aware of the Red Feather campaign.

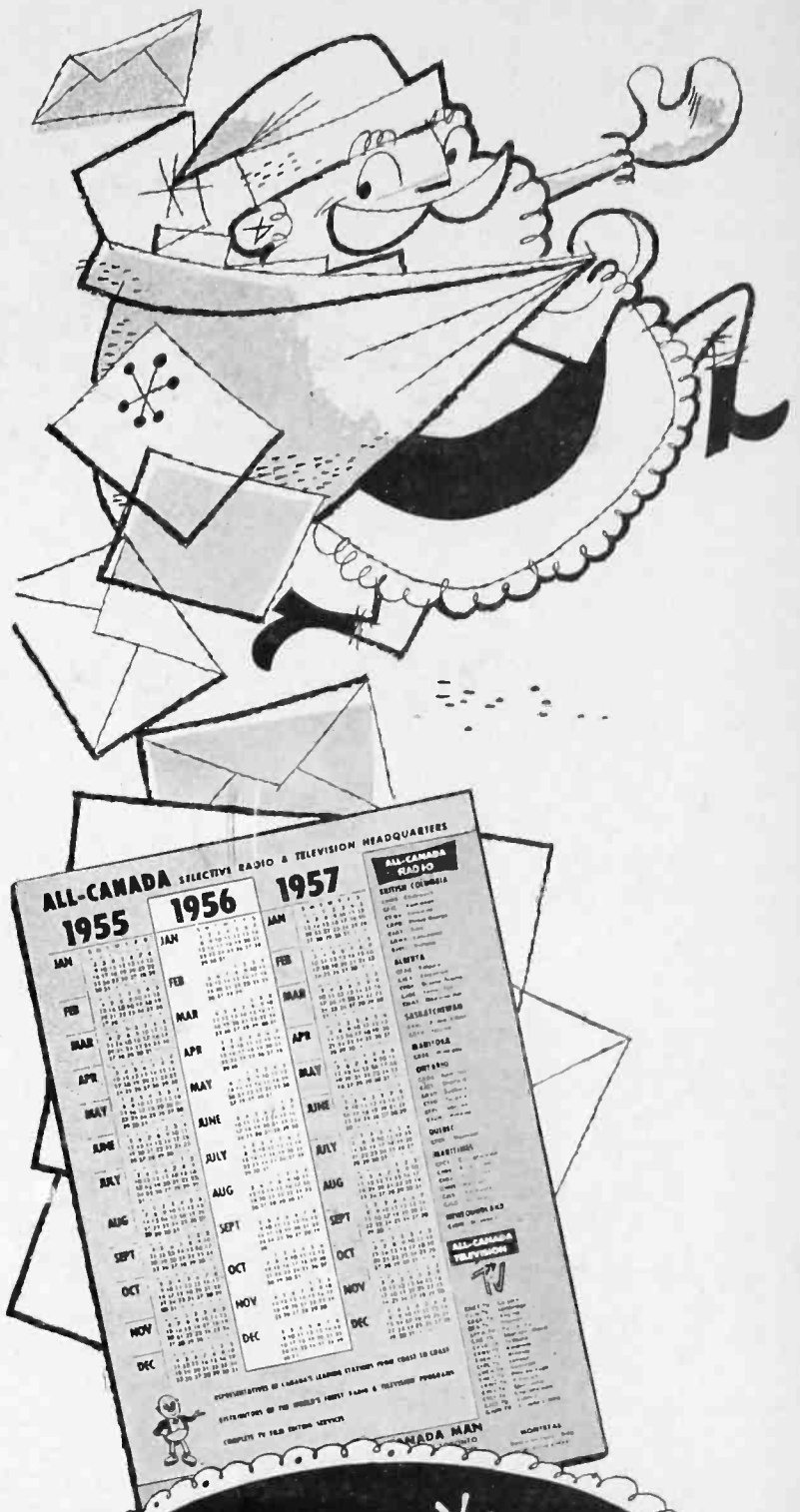
Air Safety Campaign From Mobile Phone Car

ELEVEN BROADCASTS OVER A PERIOD of twelve hours starting at 7:45 a.m. one day last month kept CFBC, Saint John, N.B. listeners aware that it was "Safe-Driving Day 1955" and kept the number of accidents down to a total of one.

126 minutes of broadcasting were aired from the mobile unit while it covered approximately 50 miles, consumed a half a tankful of gasoline, wore down a battery and ran up a telephone bill greater than any in Maritime "mobile telephone" history.

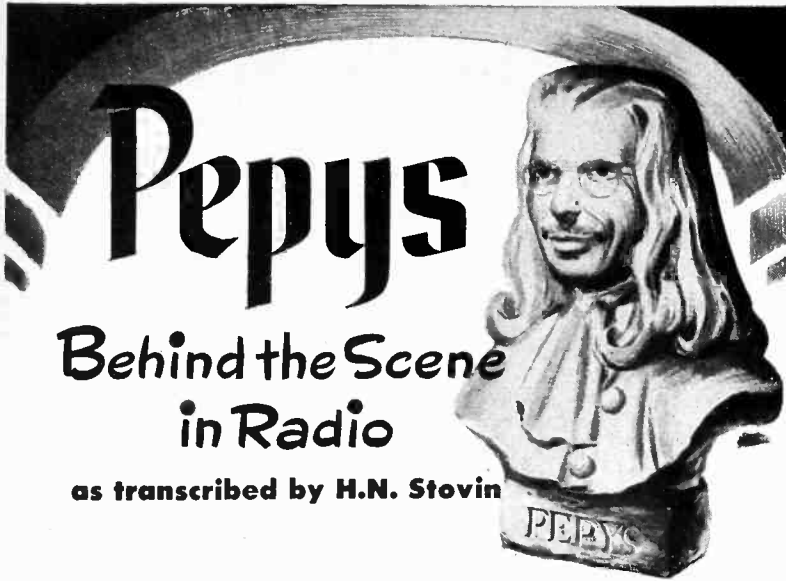
In covering the only accident of "S-D Day 1955", CFBC's mobile car aired a report of the accident voiced by the Saint John police force's Director of Traffic, advised motorists and pedestrians how to avoid one like it, reported on the extent of the victim's injuries, received a telephone call from the driver's wife, whom he had not called, and told her what had happened and then checked with the hospital, found out the results of X-rays which had been made of the patient, and telephoned her back.

Summing up the project, Donald Laidlaw, secretary-manager of the New Brunswick Safety League, said CFBC's coverage of "Safe-Driving Day 1955" was "ingenious, very smart and effective."



Season's Greetings to All from your All-Canada Man. ALL-CANADA RADIO FACILITIES. ALL-CANADA TELEVISION. A complete radio and television service providing the best program and station time facilities for national advertisers in Canada.

Your complimentary All-Canada three-year calendar is probably in your mail now. If not, simply ask your All-Canada Man.



Do now pen in my diary a testimonial which did cause me to smile inwardly, though it deals with the immediate and effective power of Radio. My old friend Geoffrey Tudor, who did until recently manage the Stovin office in Winnipeg, did, when he left that city to settle in the United States, desire to sell his house. He advertised it in the co-operative Real Estate Listings in Winnipeg newspapers for nine weeks, without result. Did then belatedly remember Radio! Three spot announcements on a Saturday morning and three on a Sunday morning, on CKY, did result in his house being sold on Sunday afternoon with two prospective buyers being turned away ● ● ● A listing made but lately of retail advertising accounts who do regularly use CJBR, Rimouski does include no less than 80 advertisers in 33 towns outside of Rimouski. The furthest away is 105 air miles, and the average distance 40 miles. This does seem to prove, once again, that CJBR's 10,000 watts at 900 kilocycles delivers solid market coverage ● ● ● To discriminating advertisers Pepys puts out the reminder that Bruce Smith's "Toast and Jamboree" is now heard commencing at 6 a.m., Monday through Friday. Many advertisers already know that from 7 a.m. till 8 a.m. yields a choice and premium audience. Do now state, and can prove, that there is a most important audience available between 6 and 7 a.m., even though slugabeds such as myself may not be up at that hour, unless perchance out that late! The Toronto Transportation Commission does carefully and regularly check traffic flow in Metropolitan Toronto, and the figures below do show the total number of vehicles and passengers passing all check points at two important periods:

	Vehicles	Passengers	Bus, Street Car Passengers	Pedestrians	
7 a.m.	17,000	23,000	4,500	14,000	840
8 a.m.	20,000	28,000	4,700	13,900	710

Proving, it does appear, that the earlier period is but little inferior in value to the already-proven and premium period of 7 till 8 a.m. And any Stovin Salesman will gladly discuss this further with alert time-buyers who do crave results.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these line Radio Stations

CJOR Vancouver CFPR Prince Rupert CKLN Nelson CKXL Calgary CHED Edmonton CJGX Yorkton CJNB North Battleford CKOM Saskatoon CFAR Flin Flon	CKY Winnipeg CJRL Kenora CJBC Toronto CFOS Owen Sound CFOV Pembroke CJBQ Belleville CFJR Brockville CKLC Kingston	CKSF Cornwall CJBR Rimouski CJBR-TV Rimouski CJEM Moncton CKCW Moncton CKCW-TV Moncton VOVM Newfoundland ZBM Bermuda ZNS Nassau
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KVOS-TV Bellingham - Vancouver
CJMS Montreal

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

CBC Governors

MORE AND LONGER SPOTS ARE NOW ALLOWED

Transfer Of Windsor Stations To Famous Players Is Denied

THE CBC BOARD OF GOVERNORS has amended its regulations to allow an increased number of paid spot or flash announcements to be broadcast in any 15-minute period, from four to five, and the duration of such announcements, from three minutes to four. These two relaxations of Regulation 7 (2) were decided on at a meeting of the Board in Ottawa on December 1 and took effect that same day. At the same meeting the Board recommended that the government deny the application to transfer control of CKLW, Radio and TV, from Western Ontario Broadcasting Ltd. to Paramount Windsor Theatres Ltd.

The relaxation of Regulation 7 (2) came as the result of a request of the Canadian Association of Radio and Television Broadcasters that the regulation be dropped or modified to permit unlimited scheduling of paid spot or flash announcements in any 15-minute period, with a maximum weekly number equal to four times the number of quarter hours the station operates each week.

The proposed transfer of control in Windsor would give control of the stations to the Famous Players Corporation, owner of Paramount Windsor Theatres, which already holds half interests in CKCO-TV, Kitchener and CFCM-TV, Quebec City. The Board turned down the application on the grounds that it conflicted with the principles of a regulation under the Radio Act, which prohibits multiple ownership without the permission of the Minister of Transport, given under recommendation of the CBC.

OKAY POWER BOOSTS

The Board also recommended for approval the following power increases: CJOB, Winnipeg, Man., from 250 watts to 5,000 watts day, 2,500 watts night and change of AM frequency from 1340 Kc/s to 680 Kc/s; CFRG, Gravelbourg, Sask., from 250 watts to 5,000 watts, change of AM frequency from 1230 Kc/s to 710 Kc/s and change of operation to daytime only; CFRA-FM, Ottawa, Ont., from 383 watts to 1,100 watts and increase of antenna height from 100 feet above average terrain to 240 feet.

Two applications were deferred for further study. These were from Twin Cities Television Ltd., Kamloops, B.C., for a station on Channel

4 with power of 100 watts video and 50 watts audio, and the request by CFRA Ltd., Ottawa, for a license to set up a synchronous booster station at Almonte, Ontario with 50 watts on 560 Kc/s.

STOCK TRANSFERS

Issuance and transfer of shares in the following companies were approved: Kamloops Sentinel Ltd., (CFJC, Kamloops, BC); CKWX Radio Ltd., Vancouver, BC; Dauphin Broadcasting Co. Ltd., (CKDM, Dauphin, Man.); Restigouche Broadcasting Co. Ltd., (CKNB, Campbellton, NB); Hector Broadcasting Co. Ltd., (CKEC, New Glasgow, NS); Colchester Broadcasting Co. Ltd., (CKCL, Truro, NS); Quinte Broadcasting Co. Ltd., (CJBQ, Belleville, Ont.); Maple Leaf Broadcasting Co. Ltd., (CHML, Hamilton, Ont); Niagara Television Ltd., (CHCH-TV, Hamilton, Ont); Lake of the Woods Broadcasting Ltd., (CJRL, Kenora, Ont); Central Ontario Television Ltd., (CKCO-TV, Kitchener, Ont); Tillsonburg Broadcasting Co. Ltd., (CKOT, Tillsonburg); La Compagnie Gaspesienne de Radiodiffusion Ltée., (CHNC, New Carlisle, Que.); CHRC Ltée., Quebec, Que.; Radio Temiscamingue Ltée., (CKVM, Ville Marie, Que); Northwestern Broadcasting Co. Ltd., (CJNB, North Battleford, Sask).

TV LICENSES

Two television stations were granted power increases and an experimental license was granted for a third. CKCW-TV may now raise its power from 3 Kw audio and 5 Kw video on Channel 2 to 15 Kw audio and 25 Kw video. CFCY-TV, Charlottetown, P.E.I., was granted a power boost from 21 Kw video and 12.5 Kw audio to 38.6 Kw video and 19.3 Kw audio. The station's directional antenna will also be raised, from 401 feet above average terrain to 771 feet.

The Stewart-Warner Corporation of Canada Ltd. was granted a license for an experimental TV station on Channel 10 to be used for receiving antenna design and receiver adjustments at their factory. The station will operate with a maximum power output of 5 watts video. The Board recommended that the license be issued subject to cancellation when a TV station commences daytime operation in the area where the experimental station operates.



"the man says"

All of us at CFJR extend heartiest

Seasons Greetings

and our sincere appreciation to everyone who has helped us "rack up" another record year.

CFJR

BROCKVILLE, ONT.

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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

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

Published twice a month by
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

EMPIRE 3-5075

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5



Vol. 14, No. 24

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

December 21st, 1955

New Life For The CBC

The prime object of the appointment of the Royal Commission on Broadcasting to be presided over by Mr. R. M. Fowler is not to bring about the demise of the Canadian Broadcasting Corporation but rather to devise ways and means of insuring its continued existence by sound financing which will burden and displease the public as little as possible.

Those who are deluding themselves into the belief that in choosing two of the three members of the Commission from the ranks of private business, the government has had a change of heart and is overflowing with sympathy and understanding for the problems of the stations, the advertising agencies and their clients, are so wrong. Choice of this triumvirate of Commissioners closely parallels the original Aird Commission which started state ownership in broadcasting nearly thirty years ago. In fact Sir John Aird, the chairman of the original Commission, was president of the Canadian Bank of Commerce, as is Mr. James Stewart on this one.

It should be obvious that the selection of this Commission has been actuated by a desire to recruit financial brains able to plot for the government a sound economic course for the future of its highly valued broadcasting system, and that is all.

This does not mean that no good can come from it for the cause of private broadcasting, provided those who appear realize that the only consideration the Commission can possibly have is the good of the listener and viewer, and that it can under no circumstances consider the business well-being of those who buy or sell its broadcast time. They must also face the fact that privately owned commercial broadcasting stations are only suffered because they help the coverage and so the income of the CBC.

What private broadcasters and their clients have to show the Commission is that the public stands to derive benefits from the programs they put on. They have to show that there is an actual demand for and not just a tolerance of their programs.

It is to be sincerely hoped that the Commission will not be burdened with briefs and appearances from culture groups never heard of before or since but organized specifically to agitate before the Commission. It is to be equally sincerely hoped that those who appear on the private enterprise side of the issue will be



numerically no more than is really desirable, and will be writing into their briefs not plaintive misereres concerning the financial plight in which they are thrown by state broadcasting, but factual descriptions of the contribution they are prevented from making, in terms of entertainment and information, to the listening and viewing public.

Whatever our views of the basic principle of a state owned broadcasting system, we cannot close our eyes to its existence, neither can we accomplish anything by wishing it off the air. The best that private enterprise can do in the face of the system of national business which is encroaching further and further into our economy is to face up with it as a fact, and try to match the ardor and sincerity displayed by so many of its proponents in the public weal.

. . .

You Can Be Higher Than Top

The year now closing will go down in the annals of the radio part of the broadcasting industry as the year of the new kind of broadcasting, when radio, after a great deal of panic, settled down to a scheme of co-existence alongside the new part of the medium, television. It will go down as the year in which radio came back into its own, a year of real triumph in the face of what looked very much as though it was going to be disaster.

With this problem apparently disposed of, what is next?

With the novelty still clinging to it, television is still pretty smug about its performances. It is behaving just as radio

behaved in its early days; basking in the reflection of its own glory; relying more and more on the appeal of its established shows; doing less and less along the lines of developing new programs, new ideas. It is an extremely human frailty, because it is awfully difficult to convince a man whose product stands at the head of the list that he must keep on improving it. "I'm already on the top of the heap", he will say. "How can you be any higher than that?" He is shutting his eyes to the fact that the heap may disintegrate in some way or that someone may come along and build a bigger or better one.

As for radio, now that the first TV hurdle seems to have been negotiated, isn't there rather a tendency for the radio man to say: "See! We're back in the ball game. They can't do anything to hurt radio."

As soon as we start crowing about the readers, the listeners, the lookers, instead of stewing over the non-readers, non-listeners and non-lookers, we're starting on the downward path and it can be a very steep and precipitous one.

At the present moment, radio and television are right in the groove. Television has opened new portals of entertainment to the masses, and radio has been forced to look to its laurels, and improve its product, to keep in the swim. The next problem is how to keep it there.

Easily the most important word in any endeavor — industrial, financial, political or artistic — is the word "purpose". In the case of programs, purpose has always played an important part. The purpose can be a beneficial one, from a do-good standpoint; it can be an educational one; or a just plain purpose to amuse or entertain. The prime purpose of programs cannot be to sell. Programs that entertain and inform inspire the kind of satisfaction of which customers are made. Programs designed simply and solely to sell are as likely to aggravate as to please, and can do their selling in either way.

So isn't the important thing for the operators of stations and those responsible for their programming to see to it that the program part of the schedules remains in the hands of the station? When an over ardent sponsor or his agency employs the aggravating technique, he may well accomplish his purpose of selling his wares. But the station needs more than this. It needs an audience that goes to its frequency or channel as a natural course, not because it is radio, not because it is television, but because it wants to listen to the news . . . look at the fights.



**YOU GET ACTION
WHEN YOU USE
CKLC—Kingston**

**1st with LOCAL
ADVERTISERS — over
twice as many as
Kingston's "Station B"**

**1st in LISTENERS!
(BBM radio ratings
report)**

**1st with the NEWS in
Eastern Ontario**

**1st in RESULTS, with
Kingston's most effec-
tive sales promotion
campaigns!**

Contact: Horace N. Stovin

**CKLC
KINGSTON**

Advertisers

RETIRING ACA HEAD NEARLY TRIPLED MEMBERSHIP

McQuarrie Named Honorary ACA Member In Heartfelt Recognition

CANADIAN ADVERTISERS ARE RIGHT now facing with mixed feelings of joy and sorrow the retirement of the man who has headed their association for the past fourteen years, and is retiring on December 31st. Athol McQuarrie, under whose leadership the Association of Canadian Advertisers has grown from a membership of 62 and a staff of himself and a secretary to its

present roster of 167 member companies and an establishment of 11 people, was extolled by the directors of the ACA, who named him an honorary ACA member, and, in a unanimous resolution, expressed their "heartfelt recognition" for his "most excellent services".

Frank Healy, a 35 year old news

and public relations man, who joined ACA as secretary last April, takes over from McQuarrie the first of the year. Frank brings ACA seventeen years of experience in news and publicity work with The Canadian Press; the Royal Canadian Navy, in which he served as an information officer; the Tea Bureau, where he was information director; and Ford of Canada, where he functioned as information manager of the public relations department.

James A. Bromley, former assistant general manager of ACA, resigned last month to become advertising manager of Orange Crush Ltd., which company he now represents in the association.

ALWAYS GOOD COPY

Athol McQuarrie, whose wife now looks forward to seeing him once in a while, and says the thought of retirement has knocked five off her husband's sixty-six years, is completely happy in the association's choice of his successor.

McQuarrie, who started with ACA a month or two before this paper commenced publication, has always been good copy in these columns.



The Northern Ontario salesman may drive 1320 MILES in a week. Make his job easier with RADIO support.

In the North

RADIO SELLS!

CFCH North Bay

CJKL Kirkland Lake

CKGB Timmins

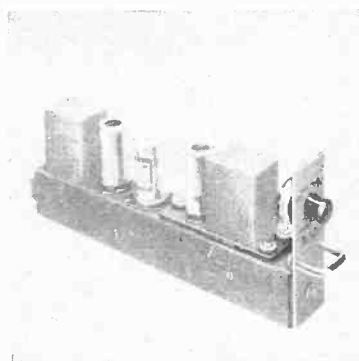


STANDARD OF THE INDUSTRY

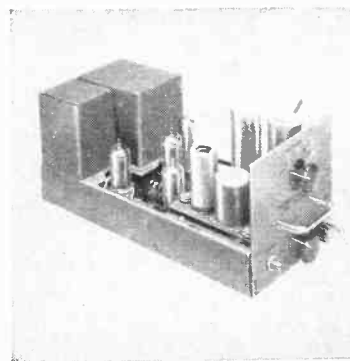
...in Broadcast Amplifiers!

RCA high fidelity Speech Input Amplifiers are designed to provide stations with studio, recording and portable remote amplifiers offering the maximum in fidelity, flexibility, convenience and reliability at a minimum of cost. All RCA Amplifiers, including the three units shown at right, are suitable for FM, having a uniform response to 15,000 cycles. Distortion and noise levels have been reduced to a very low value through careful engineering design and construction.

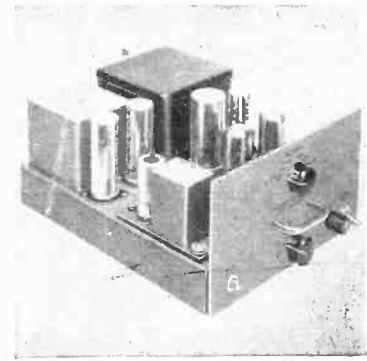
For full information on RCA Broadcast Amplifiers and on RCA Victor's complete line of broadcast equipment, contact your RCA Victor Broadcast Sales Representative.



RCA PREAMPLIFIER & ISOLATION AMPLIFIER (Type BA-21A)



RCA PROGRAM AMPLIFIER (Type BA-23A)



RCA MONITORING AMPLIFIER (Type BA-24A)

"BROADCASTING IS OUR BUSINESS"

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

1001 LENOIR STREET, MONTREAL 30

"Usefulness is the keynote of the McQuarrie Credo"

In November, 1950, when we editorialized on his acceptance of a top award from the American Trade Association Executives, we said, in part:

"If one of his contributions to advertising could be singled out over all the rest, it would be his tireless efforts to bring about co-operation between advertisers, advertising agencies and media; to have these three components of the advertising world iron out their differences and plan their futures around the conference table. Through his monumental patience and tact, the radio industry has developed its Bureau of Broadcast Measurement with the assistance and co-operation of its sponsors and their agencies. The business paper publishers have the ACA in general and McQuarrie in particular to thank for the smooth operation of their Canadian Circulations Audit Board. And advertising in general is reaping the benefits of the most recent development — the Canadian Advertising Research Foundation."

ONCE A PRINTER'S DEVIL

As long ago as November 16th, 1946, this paper highlighted an ACA Convention issue with a McQuarrie profile.

An opening thought, reflecting the era of the hangover of war time regulations and controls was that:

"If the Canadian government ever decided to walk in on the advertising business, it could appoint only one administrator, and that would be Athol McQuarrie, tireless organ-

izer, promotion man, editor, publisher, researcher, who started out as a printer's devil on a weekly newspaper, and for the past five years (this was 1946 remember) has been managing director of the Association of Canadian Advertisers."

This article goes on to point out that:

"Usefulness is the keynote of the McQuarrie credo, usefulness and an intense satisfaction gained from being useful. You don't know him very long before you realize that it is a complete waste of time consulting encyclopedias or railway guides, seeking reservations on planes, trains or in a hotel, when it is so much easier to take up the telephone and ask Athol. Just about the time you have reached the point in your acquaintance where you have forgotten that he has problems just as acute as your own, you meet him in one of his rare fits of depression over his own worries, and enjoy the unique experience of watching an indomitable sense of humor go to work on a momentarily soured disposition and emerge triumphant."

LIFE BEGINS AT 52

Speaking of his phenomenal success in the new career he started at the age of 52, the profile pointed out that "even though he doesn't always believe it himself, Athol would rather head up the ACA than eat. This is proved by the fact that, especially during pre-convention weeks, he is often at his desk as early as seven and equally often creeps in stocking feet to bed in

the wee small hours. Don't run away with the impression though that he plays the role of the silent, suffering martyr, because he likes hard work, and likes equally to tell his friends how hard he works".

The final paragraph credits Athol with having "built up the ACA from a hole in the wall to an organization with a staff of nine (now 11) hard-working men and women. There is no place for clock watchers under this sometimes stern skipper, yet there is no sign of iron discipline as he parades his troops over to the Brass Rail for a late dinner after a day and a half's work."

SIXTH IN ONTARIO!

CHUM - RADIO - 1050 K.C.

TORONTO'S exciting DAYTIME STATION!

221,738

DAILY CIRCULATION

*Elliott-Haynes Radio Circulation Report — Ontario 1955.

Toronto: Allan Waters—EM. 4-4271.
Montreal: Emery Richmond—BE. 7042.
U.S.A.: J. M. McGillivra.

Covering Quebec's THIRD Largest Market

CJBR Rimouski QUEBEC Now 10,000 WATTS

Horace N. Stovin & Company in Canada • Adam J. Young, Jr. Inc. in U.S.A.



keep ahead of the game IN NEW BRUNSWICK

CFNB

NEW BRUNSWICK'S MOST LISTENED TO STATION

and the game is bigger than ever this year. Six thousand workers will be employed in construction and clearing at Camp Gagetown. Many of them and their families will live in trailer camps fifteen or twenty miles from Fredericton. Most of them will have radios and the nearest retail market is Fredericton. CFNB is the way to reach this big addition to the Fredericton market with your sales message.

For the whole story see
The All-Canada Man
Weed & Co. in the United States

need another salesman?

CJOR's tailor-made merchandising policy means your product will be SOLD, on the air and in every outlet, for CJOR follows up air selling with extra attention by experts right in the store.

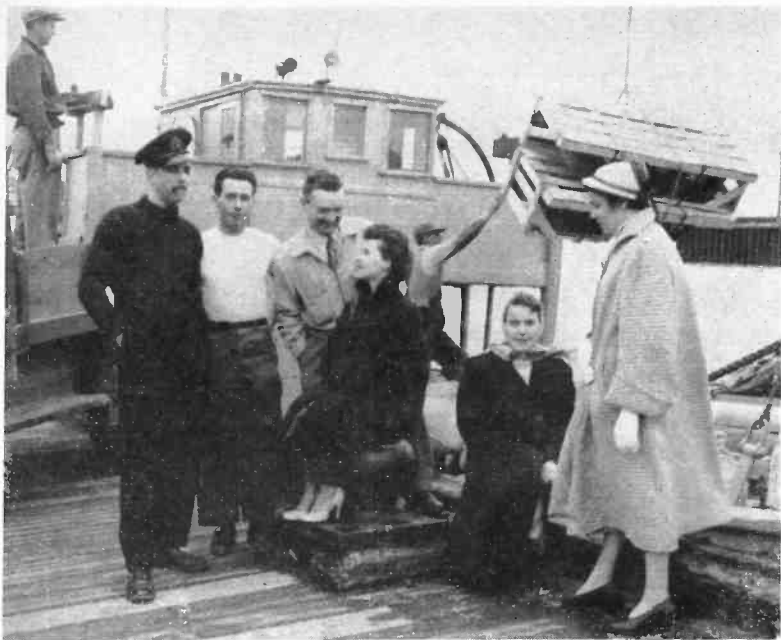
SEE HORACE STOVIN FOR THE STORY

CJOR

Vancouver, B.C.

MATANE CALLS QUEBEC

By LARRY OUELLETTE



THE REAL COASTAL VESSEL, "La Marjolaine", from which the serial and its heroine get their names, is seen loading at the quay in Matane Harbor, while members of the cast soak up some atmosphere. From left to right, they are: Jean Berger, the producer, who also plays Captain Bébé Thérout; Hipolito Piazalunga, as Roberto; Marcel Houle, author of the series; Lorraine-Jourdain Gagné, portraying Marjolaine; Aline Gagné, as Madame Thérout; Marcelle Carrier, in the part of Madame Solange Dusseault.

EVERY FRENCH-SPEAKING resident of Quebec knows that Marjolaine is a girl's name. But thousands among them, if the name were casually mentioned, would first visualize a boat — a fictitious boat.

These thousands are radio listeners in cities, villages and countryside, from New Carlisle on the Baie des

Chaleurs to Val d'Or in the north-western mining area.

If an inanimate object can play a leading role in a radio serial, *La Marjolaine* is a star. The serial is a story of the seafaring folks of the Gaspé and threads together the happy and the sad incidents that are part of their daily lives.

This French-language daytime

serial is produced by CKBL, Matane.

What makes it most unique is that the production by local talent only (including the author who is an employee of CKBL) is carried five days a week on 19 stations.

The characters, of course, are fictitious, but the expressions they use and the living habits and customs described are so typical of the Gaspé people that many listeners are positive they can see themselves portrayed.

CANADIAN SETTING

The setting is primarily Cap-Manseau, an imaginary village which the author, Marcel Houle, has located near a real Gaspé port, Ste. Anne des Monts. It is the hub of the coastal trade of the peninsula and the main link between the south shore of the St. Lawrence River and the thriving town of Sept-Îles on the north shore.

La Marjolaine is a small coastal vessel trading along the lower St. Lawrence. For generations, Thérout families have lived aboard the little ship and made a living; it has always been owned by a Thérout.

And it is the epic of this small vessel that Canada Packers Limited is sponsoring again this year.

When the serial went off the air last spring for the summer months, listeners were left in suspense as to the fate of Pierre Thérout. He is one of the leading characters in the serial, son of Bébé and Henriette Thérout, owners of *La Marjolaine*.

The author saw to it that Pierre's life was marked by vicissitudes. Pierre never liked the sea, although from it had come the livelihood of generations of his family.

Pierre gave up the life of a coastal trader. He left Marjolaine only to find another Marjolaine, beautiful daughter of a comely widow who had hired him to work in a fish-packing plant she owned.

Pierre and Marjolaine fell in love, a love that grew stronger each day. Then suddenly they discovered that Marjolaine's mother — the still young widow Solange Dusseault — had a secret passion for Pierre.

The author took his listeners through a whole series of dramatic events culminating in a break between Pierre and Marjolaine. By then Pierre himself had become infatuated with Solange.

Then one day, while Pierre was driving Solange's automobile, he met with an accident and lost his sight. Blind, but too proud to accept help from his parents, and even that offered by Solange, he disappeared. He found refuge in Quebec City at the home of a one-time friend, an underworld character named Soucy. Pierre's relatives tried in vain to find him, until one day a scrap of paper, discovered in an old trunk, led Bébé Thérout to Soucy's home.

Pierre's father persuaded Soucy to board his ship, hoping to pry loose information about Pierre's whereabouts. But Soucy wouldn't talk and escaped from the boat.

It was on this note of suspense that the serial went off the air last spring. When it was resumed in

September, listeners learned that Pierre Thérout was dead.

ALL CAST FROM CKBL

The serial, *La Marjolaine* was four years in the making. Most of the actors are employed in some capacity by CKBL. Marcel Houle, the author, has been an announcer at CKBL for six years. The producer, Jean Berger, is also an announcer. He plays the part of Bébé Thérout. He is also a singer on locally produced musical programs.

The part of Henriette Thérout is played by Aline Gagné, a singer and pianist for CKBL programs.

Marjolaine in real life is Lorraine-Jourdain Gagné. She has been on the CKBL announcing staff for seven years and has two 15-minute programs of popular songs every week. One of the programs — *Vedettes de Chez-Nous* — is financed entirely by CKBL as encouragement to local talent.

The part of the widow Solange Dusseault is played by Marcelle Carrier, record librarian at CKBL since 1947.

Another in the cast is Hipolito Piazalunga. He plays the role of Roberto, first officer on the vessel *La Marjolaine*. He is of Italian birth and his pronounced Italian accent adds color to the serial. Piazalunga is an operator at CKBL and also a singer and instrumentalist on musical programs. Armande Desrosiers, women's commentator at CKBL, has the role of "La Toinette", a 70-year-old woman. Oliva Poitras, a CKBL announcer, plays the part of Pierre Thérout.

LOCAL TALENT WINS OUT

CKBL has produced another serial with local talent. Its title is *L'Epave* (The Wreck) and it has been broadcast five days a week by CKBL Matane and CHNC New Carlisle since last year. Sponsored by Dow Brewery, it is also written by Marcel Houle and tells a story about Gaspé's lumberjacks. Most characters in the cast act also in *La Marjolaine*, but seven of *L'Epave's* actors are not employed by CKBL. Participants of both serials are members of L'Union des Artistes lyriques et dramatiques du Québec.

In addition to CKBL, *La Marjolaine* is aired daily, Monday through Friday, on CHRC, Quebec; CFJP, Rivière-du-Loup; CHNC, New Carlisle; CFGT, St-Joseph d'Alma; CKRN, Rouyn; CHAD, Amos; CKVD Val d'Or; CKLS, La Sarre; CHLT, Sherbrooke; CJSO, Sorel; CKRS, Jonquière; CJEM, Edmundston; CKTR, Trois-Rivières; CKSM, Shawinigan Falls, CHRL, Roberval; CKCH, Hull; CHR, Drummondville; CJMT, Chicoutimi.

The inspiration behind the two serials is René Lapointe, 36-year-old general manager, founder and owner of CKBL. A family man, father of four children, Lapointe founded CKBL in 1948. He has concentrated his efforts ever since on trying to prove that local talent, well developed and well directed, can go a long way in putting a small station on the map. The extraordinary success of his two serials is proof enough for him that he is right.

CKCH

Now

5000 WATTS

With a potential listening audience of over

400,000

French speaking people is a **MUST**

CKCH

Hull and Ottawa

Representatives:

Omer Renaud in Canada

J. H. McGillvra in U.S.A.

Mrs. A. Celebrates 21st Birthday

THIS MONTH, SIXTY-FOUR-YEAR-OLD women's commentator Kate Aitken celebrated a birthday — her twenty-first. Kate threw the party herself, for her old associates, and she was celebrating the completion of her 21st year on the air. She held it at CFRB between programs.

In the picture, Lloyd Moore, CFRB station manager, and no mean veteran himself, is seen presenting Kate with the station's gift of a bouquet of roses. In the inset, from left to right are three of the guests — the most important ones because it was staged in their honor — who attended the party. From left to right they are Horace Lapp, who has played organ for Kate ever since she began; Bill Baker, CFRB's studio engineer, who was her first operator and her original announcer, Maurice "Bod" Boddington.

Kate's first show was on CFRB December 4, 1934 for Canada Starch, through Vickers & Benson.

Right now, her schedule calls for twenty radio and TV performance a week. To tabulate, these are: 5 a week on Trans-Canada for Good Luck Margarine; 5 a week to Quebec province for Lipton's Tea and Soup; 5 a week for Tamblin's Drug Stores on CFRB and an Ontario network; 5 a week for the same sponsor, beamed west from Winnipeg.



By way of television, Kate does the Good Luck Margarine commercials on the *Denny Vaughan Show*.

Besides all this, Mr. A. has just finished the writing work on a book dealing with her childhood at Beeton, Ontario, 48 miles up Yonge Street. This will be published next Fall at which time she will go to Beeton to film certain scenes from it.

In March, no less than three Maclean Hunter publications will simultaneously publish material written by her. First there is a travel story slated for *MACLEAN'S MAGAZINE*; then *CHATELAINE* is using her article — "May I Present The Speaker?"; finally a picture story will appear in *CANADIAN HOMES & GARDENS* on her Ranch House in Streetsville.

POINTS OF SALE

OPERATION 72

In a letter to CHOK, Sarnia, Keelans' Appliance store reported that in a recent 72 hour sale, they "let radio carry the ball with a heavy saturation campaign of spot announcements" and that "Operation 72" was the most successful 3-day sales promotion ever . . ."

- CJFX Antigonish
- CKBB Barrie
- CJCH Halifax
- CKOK Penticton
- CKTB St. Catharines
- CHOK Sarnia

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554

MONTREAL
1250 McGill College Ave.
MURRAY McIVOR
UN. 6-8105

In Northern Ontario radio listenership is high.

MORE SETS IN USE

	Sets in Use
CKGB Timmins	51.8%
CJKL Kirkland Lake	41.2%
CFCH North Bay	42.0%

cover London and Western Ontario with

CFPL radio dial 980

Contact All Canada Radio; In U.S.A. Weed & Co.

A CUP OF COFFEE

A SANDWICH

AND

A willing combination for winter listening

A willing audience for your sales message



CFQC

1 Over 2 Saskatchewan Spends The Winter Listening To CFQC!

SEE OUR REPS!

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



THE RADIO HUB OF SASKATCHEWAN



QUEBEC isn't a problem with

CFKQ

1000 WATTS 1280 K.C.

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

Radio For Retailers

RADIO SELLS FOOD

Chain Uses All Vancouver Radio Stations In Combined Campaign

By JIM GONSALVES

"RADIO'S QUICK RESPONSE MAKES IT THE ideal medium for fast action," says Eric Brackman, advertising manager for Canada Safeway Ltd. in Vancouver. His enthusiasm for radio is echoed by other members of the west coast groceteria trade, such as Super-Valu Stores Ltd., B & K Economy Stores Ltd., Overwaitea Ltd. and Purity Stores Ltd., all of which use radio either daily or for special promotions.

Perhaps the reason for this trend lies in the fact that Vancouver radio stations have worked together as a compact group to sell more radio. In the past year many campaigns have been created and sold to clients through a combined effort by representatives of local stations.

In some cases, copy and transcribed announcements are turned out by one or other of the stations working together, and just recently, one of these co-operative groups presented an \$8,000 four-week plan to one of the super-market chains.

An example of the combined operations was Super Valu's *Hawaiian Days* promotional campaign last May. The chain's objective was to shift pineapple and papaya out of the luxury class and into the mass consumer market. They set out to sell a normal year's supply of fresh pineapple in two weeks. At the end of the two weeks they had sold, not one, but five years' supply of the fruit.

Here's how they did it. The campaign started with a two and a half hour meeting of all 900 Super-Valu personnel in which everyone was briefed on what was going to be done and how. The auditorium of Kelly Douglas and Co. Ltd., the firm which handles Super-Valu's Advertising, was decorated in the Hawaiian motif. Radio was placed in the first phase of the explanation. Plans to saturate the area on CKWX, CJOR and CKNW were announced. They also proposed to tie in special values featuring fresh pineapples,

pineapple cottage cheese, pineapple ice cream, pineapple cottage rolls and the complete Dole pineapple line.



PICTURES OF RADIO AT WORK for the food chains were supplied by CKWX, who provided Jim Gonsalves with the background material for this story. In the top one, John Ansell is seen interviewing the captain of a Super-Valu pineapple ship, as it arrived in Vancouver. Ansell was ably assisted by Hula Girls from the Super-Valu stores. Next, "Open for Business Day" at a new Canada Safeway store in North Burnaby was marked by the personal appearance of radio talent. Finally, the Cisco Kid, in person, was almost mobbed by his young fans, who besieged him for autographs at a Super-Valu store during a recent tour.

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

SALES!
SALES!
SALES!

Support your salesman in Northern Ontario with

RADIO

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

West Coast Merchants Praise Radio's Fast Flexibility As Stations Co-Operate To Sell Food For Supermarkets

DOCKSIDE INTERVIEW

It was planned to start the broadcasting on the Wednesday. On the preceding Monday, CKWX started to build interest in the promotion with a series of flashes which took the form of reports on the shipment of pineapples. Each broadcast brought the ship closer to Vancouver and on Tuesday at 6:20 p.m. listeners heard a CKWX announcer, John Ansell, at dockside interviewing the captain of the vessel who received a presentation from Kelly Douglas executives as they accepted the shipment.

The next day, the three radio stations started their concentrated campaign to sell the boatload of pineapples which, by then, were on the dealers' shelves. By 3:15 that same afternoon, every last pineapple had been sold and the dealers were clamoring for more. Newspaper advertisements did not appear until the Wednesday home edition came out at 4:30 p.m.

On Thursday, the company placed long distance calls to Honolulu for a shipload of pineapples to be dispatched to Vancouver with three times the original order. Kelly Douglas was intercepting pineapple shipments at San Diego, Los Angeles, San Francisco and Portland and trucking them to Vancouver.

The net result of the campaign was that Super-Value sold over five years supply of pineapples in little over two weeks.

As an example of the size of super-market placements in the Vancouver area, during the month of October regular super-market advertising on CKWX, CKNW, CJOR and C-FUN amounted to 1192 spots and flashes and 149 newscasts and programs.

While the newest station on the coast, CKLG in North Vancouver, did not participate in the Super-Valu promotion, the first hour of their daily show *My Favorite Dish* is sponsored by the food department of Woodward's Department Stores Ltd. This is the first time in fourteen years that Woodward's chose radio to sell food. They started off with two one-minute spots daily on a year's basis and five months later switched to *My Favorite Dish*.

USES ALL STATIONS

Canada Safeway uses all the Vancouver stations regularly to promote their products and on such special occasions as store openings. When they opened in North Burnaby, CKWX personalities entertained the crowds who turned up to inspect the store on the eve of the opening.

The stations' individual billing from Canada Safeway varies according to the availabilities and ideas turned out by the production people at the stations concerned. For instance, one station might have a billing of \$20 a day while another might get \$100 a day. On special promotions such as

store openings or weekends, Safeway spends anywhere from \$200 to \$400 per station.

The radio men on the West coast seem to have proved their point to the supermarkets. After a well advertised and highly successful Christmas season last year, Russel G. Norman, merchandising manager of Kelly Douglas and Co. Ltd., spoke for retailers and agency men when he said "programs featured on radio were an important factor in the season's success. We have no hesitation in using the same radio advertising in the future."



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 WEST'S MOST "RADIO"-ACTIVE MARKET

- Building permits 30% higher than any previous year.
- Eight million dollars gas pipeline completed last September. Prince Albert 2nd Sask. city to use natural gas.
- Mining activity at an all-time high.

ADD YOUR 1956
CAMPAIGNS TO THIS
MARKET WITH A
"LOT OF LISTEN".

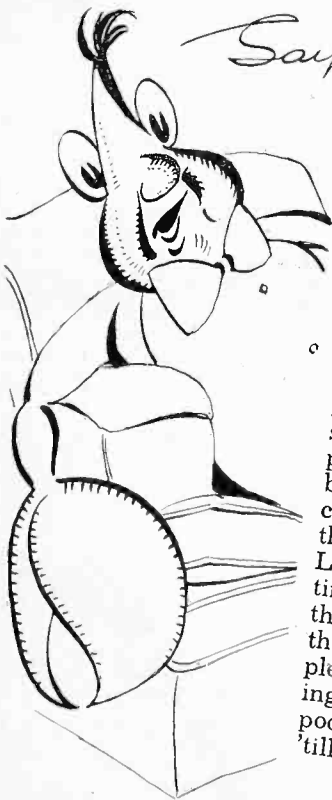
CKBI

PRINCE ALBERT
Saskatchewan

Ask Your All-Canada Man

'WHEN I WRITE MY MEMOIRS'—

Says Lionel



... there'll be red faces around CKCW. These CKCW characters don't know when to stop. Files bulge with success stories. Advertisers are delighted with results. They've got 156,000 listeners exclusive! But does that satisfy them? Nossir! They already plan bigger shows, bigger audiences, better sales. They've a swell public service record, but the mutts won't coast on it. I can't stand the pace much longer. Look how thin I'm getting! It's a sweat shop, that's what it is! All they think about is pleasing you advertising men. What about us poor lobsters? Just wait 'till I write my memoirs!



CKCW
MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

FOLLOW THE LEADER IN CHEDMONTON

MORE local sponsors
choose CHED *
Get CHEDucated ...
put CHED in your sCHEDULE

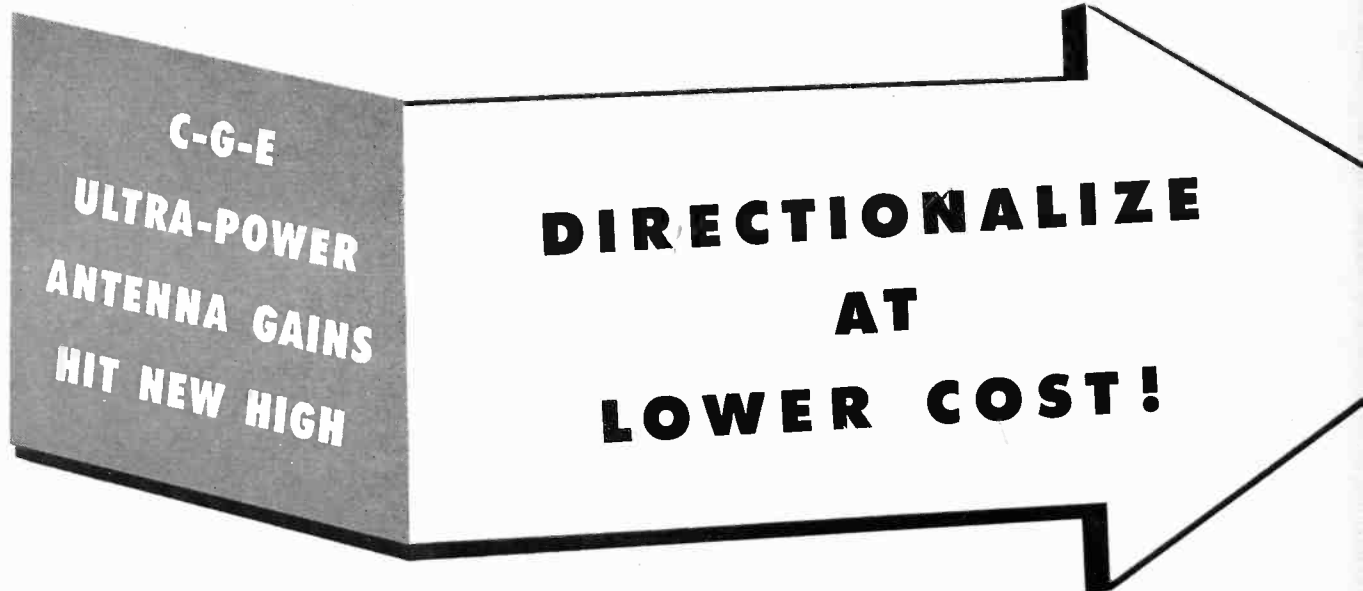
* SAY IT

ched

CALL STOVIN
OR FORJOE



NEW C-G-E



**C-G-E EQUIPPED NORTH BAY — TV — CHANNEL 10
CONSIDERED AND COMPARED THESE OUTSTANDING ADVANTAGES
OF THE C-G-E ULTRA-POWER PACKAGE**

1. The Ultra-Power Antenna is a standard stock unit — *not* a custom-built antenna.
2. A costly slot (notch) diplexer is not required. Addition of a diplexer later allows doubling of station output power at cost of diplexer *only* and *without* climbing the tower or adjusting the antenna.
3. The TT-6-E 5 Kw High Channel Transmitter allows addition at a later date of an Amplifier to go to maximum power. Block Building reduces obsolescence. Transmitter Control Panel included at no extra cost.
4. Extended TT-6-E 5 Kw Transmitter tube life achieved through conservative operation below maximum rated output.
5. Transmission lines to Antenna are rugged, reliable Styroflex. Reliable because there are *no joints* where moisture can get into the line and force you off the air.
6. The TT-6-E Transmitter is completely air cooled and contains automatic overload protection for transmission line, antenna, tube filaments.
7. If it becomes necessary to switch channel, the Ultra-Power Antenna can be modified at your site for any channel from 7 to 13.
8. C-G-E supplies de-icing equipment with its slot antenna, because severe icing conditions can force a station off the air. With C-G-E De-Icers *ICE CANNOT FORM*.

C-G-E NOW OFFERS 3 STEPS TO MAXIMUM POWER
For VHF TV Channels 7 through 13, C-G-E offers three steps in reaching the maximum allocated power — 325 Kw Effective Radiated Power.

ULTRA-POWER PACKAGE

- STEP 1** 5 Kw TT-6-E High Channel Transmitter and 8-slot Ultra-Power Antenna. Audio and Video fed separately to each 4-slot portion eliminating necessity of using costly slot (notch) type diplexer initially. Step 1 provides 60 Kw ERP (less feed line loss).
- STEP 2** Diplexer is added to the system allowing doubling of station Effective Radiated Power to approximately 120 Kw. Cost of doubling power is cost of diplexer only. Ultra-Power Antenna adjustment is not required as the antenna is already correctly phased at the factory for separate feeds employed in Step 1.
- STEP 3** 20 Kw TF-4-A medium power amplifier combines with the simple 8-slot Ultra-Power Antenna giving a gain of 24 and ERP's in excess of 325 Kw. The 20 Kw Amplifier is driven with the 5 Kw TT-6-E exciter. When it comes to installation, Canadian General Electric saves time and money with its simplified block-building transmitter design.

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED
ELECTRONIC EQUIPMENT DEPARTMENT**

ULTRA-POWER

NOW AVAILABLE FOR LOW CHANNELS

ULTRA-POWER ANTENNA

- 4 Slot - Type TYC-80-D (Power Gain 12)
- 8 Slot - Type TYC-80-G (Power Gain 24)

Stainless Inc.
G Series
Television Tower

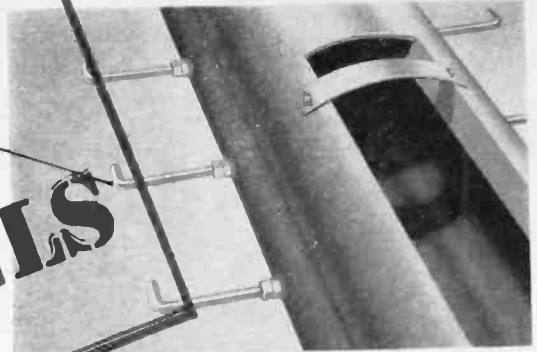
Broadcast Equipment Sales, B-1575
Canadian General Electric Co. Ltd.
830 Lansdowne Ave., Toronto

Please send further information
on the C-G-E Ultra-Power Antenna to:

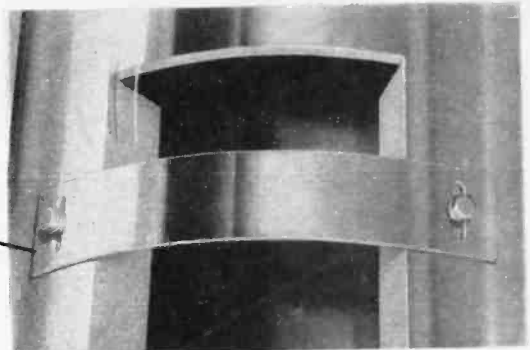
Name

Address

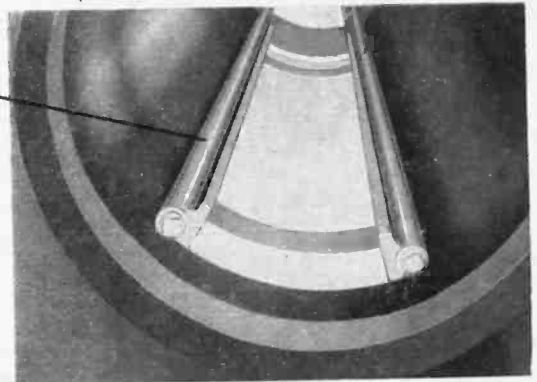
City Prov.



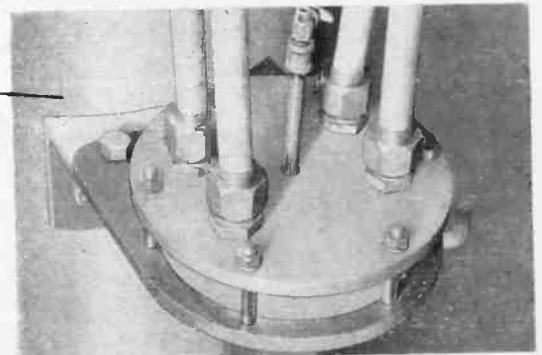
Simplified Design for antenna accessibility! This pole step, welded to antenna, facilitates beacon light maintenance.



Simplified Design permits slot adjustment in event of channel shift. Symmetrical shorting bars on each slot are provided for this purpose.



Simplified Design for antenna de-icing. G-E Calrod elements behind the lip on the sides of each slot prevent ice from forming.



Simplified Design . . . Just one low Impedance feed point per slot. 3/8" Styroflex feed from Junction Box to slot allows extreme ease of maintenance. Factory construction throughout results in stable antenna performance even in toughest weather.

DISPLAYED IN

44 Downtown EDMONTON Stores



CFRN Originates

"SHOPPER'S MATINEE"

A program to meet local needs

★ As Edmonton continues to grow, Shopping Centres spring up in suburban areas. Aware of needs in the Edmonton market for downtown merchants to re-design their advertising approach, CFRN-RADIO originated "Shopper's Matinee".

The program stresses downtown shopping facilities and advantages.

44 Edmonton merchants are presently participating in the hour-long program broadcast Monday through Saturday at 3:00 p.m.

Canada: Radio Representatives Ltd.
 U.S.A.: Adam J. Young Jr. Inc.
 Harlan G. Oakes & Associates



KAY STEVENSON, FOR FIFTEEN YEARS a CBC producer, has joined the new Wingham television station, CKNX-TV, where she is taking over promotion.

Kay, who in 1942 married the late Veral Matthews, produced *Hamlet* on the first CBC *Wednesday Night*.

She handled Bill Morton, and his vocal quartet, *The Four Gentlemen*, in 1943. She held the watch on Dr. Susan, the old tear jerker — excuse me, Canada's first soap serial — for Lever Brothers, when she was with the J. Walter Thompson Company. For years, she directed the unending saga of rural Canada on the CBC's *Farm Hour*, *The Craigs*. Now she feels right at home on the "Ontario Farm Station".

This is partly because of the rural atmosphere she absorbed from *The Craigs*. It is also because she first saw the light of day in Brussels, Ontario, on the 200-acre farm of her parents who are still living on the property. Her father, incidentally, is known all through that part of the country,



Kay Stevenson

and even more widely in the sporting world, as William C. (Football Billy) Stevenson.

WESTWARD HO!

The state of perpetual motion which typifies Canadian General Electric's electronic equipment department has



Ken Fowler

just centred on the sales division. To be specific, Ken Fowler (no relation to the chairman of the recently named Royal Commission of the same name, although his father is vice-chairman of another, a provincial one, in Saskatchewan) leaves his beat in Ontario — everything east and north of Toronto including North Bay and Timmins where he sold the TV plants, CKGN-TV and CFCL-TV.

Last week, Ken took off for Calgary, where he will headquarter on his new Prairie beat, which includes Alberta and B.C. He will make a short stopover on the way west at Shell Lake, 140 miles north of Saskatoon, to become one with Joan Erickson on December 28, thereby reducing his income tax for 1955.

A Good Spot To Be In

"THE 1070 SPOT"

Get the facts from
JAMES L. ALEXANDER LTD.
 Toronto • Montreal



Fred Ward

Ken's eastern beat will be taken over by Fred Ward, who started selling CGE broadcasting equipment in the same northern Ont. territory in 1950 — and scored an assist in the sale of the radio plant to CFCL, Timmins. Lately Fred has been devoting his time to mobile communications, out of Toronto, but is glad to be coming "home" to Lou Spence's broadcast equipment fold, or so Lou keeps telling him.

Fred didn't have to stop off on his way to his new berth. In the first place he was already there. Also, he was married in 1947, since when his



Selling RADIO only

Stephens & Towndrow Ltd.

RADIO STATION REPRESENTATIVES
 TORONTO - MONTREAL

wife, Margaret, has presented him with two sons, Richard and Ronald, or as Fred calls them, R².

WOMEN'S WOMAN

For years past, Cec (Cecilia E. if you must be formal) Long, of Ronalds Advertising Agency Ltd., has been prominent in womens' organizations and activities in and around advertising. She is a past president and honorary director of the Womens' Advertising Club of Toronto; past president of the Zonta Club of the same city. Currently she is a vice-president of the Canadian Advertising and Sales Federation and a member of the Canadian Women's Press Club.

As a senior account executive in the Ronalds organization, she has taken care of Lenthéric producing



Cec Long

for their Adam's Rib, her occasional sheet of delicately perfumed obscenities, many of which we clean up for our readers, called Adam's Rib Ticklers. Harriet Hubbard Ayer, Nestle-LeMur Hair preparations and Sea and Ski tanning cream are some of the many other womens' products which thrive on the Long touch.

Now Uncle Russ (that's Russell C. Ronalds, pres. and mng. dir.) has decided to make it all legal by naming her Director of Womens' Pro-motions for the agency. Under this new title, she will continue to do all the things (plus, plus and plus) she has been doing since she joined the outfit sixteen years ago — which must have been at the age of nine.

ANNOUNCER STARTS STATION

A top network announcer made history earlier this month when Herb May, veteran spieler for such efforts as the *Wayne & Shuster Show*, original announcer on the *Happy Gang*, and too many more to list, opened his own station, CKLY, Lindsay, Ont., before a representative crowd of two hundred local and Toronto people the week before last.

Ontario Premier Leslie Frost delivered the opening address. He referred to the need the station will fill in Lindsay and the surrounding district. Other greetings were spoken by the local member and the mayor. Ownership of the station is divided

between May, who functions as station manager, and two local brothers, Neill and Bill Gregory, respectively, president and chief engineer.

Jaff Ford, formerly librarian at CFRB, Toronto, is morning man and program director. The sales manager is Keith Gordon.

BAG AND BAGGAGE

A recent hunting safari at Blue Mountain Lodge, between Sudbury and Manitoulin Island, is illustrated in the picture at its highly successful conclusion. Hosted by CKSO's Wilf Woodill, the Toronto and local agency men and broadcasters brought down three buck deer and a doe as well as one black bear in the course of their four day hunt. The aggregation is seen at the landing dock in Sudbury, homeward bound with their bags and bag. From left to right they are: Clare Williams, Baker Advertising Agency; George Macgillivray, Kenyon & Eckhardt; Charles Chandler, MacLaren Advertising; Reo Thompson, All-Canada Television; Ken Dobson, CKSO-Radio; Guy Herbert, All-Canada Radio Facilities; "Doc" Longmore,



McKim Advertising; Jim Miller, and Wilf Woodill, both CKSO-TV. And that writes finis to "The

Desk" for 1955, but there's a new year coming, so buzz me if you hear anything, won't you?

FOR YOU ...

Our Sincere Good Wishes For A Very Happy And Prosperous New Year

FOR US ...

A New Address And A New Telephone

FIFTH FLOOR
76 ST. CLAIR W.
TORONTO, CAN.
WALNUT 4-0727
THE EFFECTIVE DATE
JANUARY 1, 1956



In the North

RADIO SELLS

To move merchandise in Northern Ontario you need

- CKGB** Timmins
 - CJKL** Kirkland Lake
 - CFCH** North Bay
- The "Northern" Stations

Radio Division

Television Division

Radio Representatives Limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest
**ADVERTISING
MEDIUM**

CKSO

*NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION*

• • •

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.

HOLD INTERNATIONAL RECORD HOP



A THOUSAND TEENAGERS packed the Dalhousie University Auditorium in Halifax recently when CJCH, Halifax, sponsored its first international teenage record hop. On hand to entertain them were local and American dee-jays and crooner Jerry Vale, Columbia recording artist. The hop, a co-operative affair between CJCH and two Boston stations, WVDA and WORL, was an unqualified success and

CJCH is already making plans for another one, of a more serious nature, when a hall to accommodate twice as many youngsters can be found.

At the right of the picture, Jerry Vale is seen signing autographs for some of his fans. At the left, one of the deejays who took part in the show, "Rotund" Ron Roberts, emcee of CJCH's *Cloud Club*.

Sun Powers Tubeless Radio

A transistor radio which derives its power from the sun, requires no tubes or replaceable batteries, and which could possibly last for a lifetime without repair, is in the experi-

mental stage at the Canadian Admiral Corporation.

Described as a solar receiver, the new set resembles a conventional table radio, contains volume and station selector knobs and a loud-speaker. On one end is a control knob for turning the radio on or off and changing it from solar operation to a flashlight-size standby battery which is recharged by the sun's rays.

The main power supply is contained in a plastic strip mounted on top of the cabinet. This battery is activated by the sun but works equally well when a heat lamp or ordinary 100 watt household bulb is substituted.

Admiral claim that the radio, which uses eight transistors in place of tubes, has the same sensitivity and long distance reception as an average home radio.

The standby battery is designed to be used on cloudy days. It has an average life of fifty hours and is recharged by flicking a knob to the "Charge Battery" position and standing the radio in the sun.

CANADA'S THIRD MARKET IS EXPANDING

**WHAT A BUY —
\$8 for 1-Minute!**

NANAIMO is now a suburb of Vancouver with 20 ferries daily to Nanaimo and return!

RADIO CHUB — Nanaimo, is often in **SECOND PLACE** in Elliott-Haynes VANCOUVER AREA ratings.

**ANOTHER TOP BUY —
\$5 for 1-Minute!**

CJAV-Port Alberni gives you 92% of the listening in the Alberni Valley and merchants in the rich Mainland Area of Powell River use CJAV exclusively for radio advertising.

ASK OUR REPS —
Stephens & Towndrow Ltd. —
Toronto and Montreal
Horace N. Stovin & Co.—Winnipeg
John N. Hunt & Assoc.—Vancouver
Donald Cooke, Inc. — U.S.A.

Ekotape TAPE RECORDERS

The Model 220 Ekotape is a brand new lightweight two-speed portable, ideal for "on-the-spot" interviews etc. This Ekotape features—automatic speaker silencing for rewind and fast forward—selection finder for locating programmes on tape—a deluxe speaker system—simplified controls—central control for all tape travel—"straight-line" tape threading and extra sturdy carrying case.

MACHLETT TUBES

Designed to serve all broadcasters—AM, FM or TV. Reliable, low-cost operation at all power levels. OVER 50 YEARS SPECIALIZING IN TUBE MANUFACTURE EXCLUSIVELY.

Teletalk INTERCOMMUNICATIONS SYSTEMS

The ideal intercom system for efficient station administration. Co-ordinates communications between station manager, offices, studios, libraries and news room. Attractively designed in keeping with modern office and studio decor. Exceptional economy in operation and maintenance.

DOMINION SOUND Equipments Limited

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

CFOR ORILLIA

IN CENTRAL ONTARIO

Delivers

- ★ **GREATEST POWER**
- ★ **BIGGEST BBM**
- ★ **LARGEST CITY AND AREA ACCEPTANCE**
- 5000 WATTS**

Stephens & Towndrow Ltd.

Toronto - Montreal

LAWYER, BANKER, EDITOR ON ROYAL COMMISSION

CBC Financing Seems Likely To Be Prime Subject Of Investigation



R. M. Fowler



James Stewart



Edmond Turcotte

A LAWYER, A BANKER AND AN EDITOR were named by Prime Minister St. Laurent earlier this month as a three-man Royal Commission to investigate all aspects of Canadian television and sound broadcasting, especially the financial problems of the CBC. The lawyer and chairman of the Commission is R. M. Fowler, president of the Canadian Pulp and Paper Association. James Stewart, president of the Canadian Bank of Commerce and Edmond Turcotte, Canadian

ambassador to Columbia and former editor-in-chief of the now defunct Montreal daily newspaper, LE CANADA, are the other members of the Commission.

Among the questions they will consider is "the licensing and control of private television and sound broadcasting stations in the public interest". Thus they will be confronted with the problem of whether or not the CBC should have authority to make recommendations on the licensing of privately owned

stations, to regulate their operations and also to compete with them.

Other matters the commission has been appointed to investigate are:

- (1) CBC policies and their relation to the CBC's financing.
- (2) Provision of an adequate proportion of Canadian programs for both public and privately owned TV broadcasting.

(3) The financial requirements of TV broadcasting by the CBC in relation to the extent, nature, standards and distribution of programs.

(4) The financial requirements of CBC sound broadcasting in the light of TV and population growth.

(5) Provision and management of funds for TV and sound broadcasting by the CBC.

EXPERIENCED ANNOUNCERS WANTED

for one of Western Canada's most modern radio stations in Northern British Columbia. Good working conditions . . . top salary paid. Application must be accompanied by a taped audition. Applicants are asked to write to:

The Manager,
Radio Station CJDC,
Dawson Creek, B.C.

COMPLETELY RENOVATED 250 WATTER SEEKS EXPERIENCED ANNOUNCER-OPERATOR

SALARY & TALENT

Write P.D.

CKCR Kitchener

SELLING SALES MANAGER

- west Coast station
- basic salary plus incentive bonus
- insurance
- health and pension plan

ONLY TOP PRODUCERS
INVITED TO REPLY TO:

BOX A258

CANADIAN BROADCASTER & TELESREEN
54 Wellington St. West Toronto, Ont.

you're missing
a sure bet . . .
if your plans
don't include

CHFA
EDMONTON
The West's "Most Progressive
French Radio Voice"

SERVING OVER 80,000
FRENCH CANADIANS DAILY

680 KCS. La Voix Francaise
De l'Alberta

Our Representatives:
OMER RENAUD & CIE.
Toronto and Montreal

summer . . . winter . . . spring . . . or fall
 . . . 'WX programs top them all!

CKWX radio Vancouver . . . dial 980

like lively listening?
 dial 980

CKWX
 radio Vancouver

summer
 winter
 spring or fall
 'WX programs top them all
 dial 980

CKWX radio Vancouver

ANY TIME is a good time
 to dial 980 **CKWX**
 radio Vancouver

listeners
aren't
born

...they're
made!

Newspaper ads like these help make them. What they hear keeps them listening to B. C.'s favorite station.

RADIO VANCOUVER **CKWX**

reps: All-Canada Radio Facilities Limited / Weed & Company



NEW YEAR RESOLUTION

Vote early! Vote often!

. . .

PAN MAIL

Dear Dick: I always knew there was something I liked about your column, but I'm damned if I can ever remember what it is.

— H. M.

. . .

SPONSOR IDENTIFICATION

I want to thank our sponsors for relinquishing enough of their time to let us put on parts of this program.

— George Gobel

. . .

DIRECT APPROACH

A slip of the lip will sink a ship, but it will go down a lot better if you knock a big hole in the side.

— Ibid

. . .

FREE ADVICE DEPT.

Radio still has time to put a little color back into its schedules before TV beats it to the draw.

. . .

EDITORIALETTE

People don't listen to the radio or look at TV. They listen to the news and watch the fights.

. . .

THEME FOR PD'S

"Throw A Little Fire In The Log."

. . .

ADESTE FIDELES

People who want to see a revival of the Conservative party in Canada should bear in mind that the need is not so much for a new leader for the Conservatives as for some new Conservatives for the leader.

. . .

QUALITATIVE GREETING

Here's wishing a happy and prosperous new year to all our friends, relatives and business associates — except three.



DESPITE ALL CLAIMS to the contrary, CFRN-TV will have you know their transmitter — located smack beside the one-storey studio building six miles west of Edmonton — beamed out the first video picture to be received from an Alberta station.

This pioneer tag is one the personnel proudly clings to. This even though the advent of Alberta-owned TV may have been a bit inadvertent. Isobel McDonald, sprightly publicity gal for the Dick Rice clan lets the opening cat, or rather the dog, out of the bag.

The incident took place back in September, 1954, a time when the station's personnel were feverishly working to have the outlet "on air" by the following month. One of the engineers pushed a button by mistake, while conducting a dry run, and lo and behold CFRN-TV was transmitting.

Startled viewers (and they could also be classed as being a bit premature in their TV watching) who were suffering through a variety of test patterns, found themselves gazing at the antics of a small dog instead. The dog, just wandering around the control room, found itself gazing down the all-seeing eye of the camera.

Not a bit fazed, it continued its doggish act, which even the most biased viewers must admit, beats test patterns from here to there. One thing must be noted for posterity: There is no record that the

TOTEM IS SYMBOL OF EDMONTON TV

Set Owners Estimated At 45,000

By DAVID M. ADAMS

canine received an artist's fee for the performance, which goes to prove that no clever dog should be without an agent.

The main point of all this however, is that CFRN-TV right from the outset — and the station officially flooded thousands of screens in the Edmonton area October 17th, 1954 — has tried to get in as many live shows as possible.

This has not always been easy when you consider the CBC allots itself specific time on each day's schedule and nationally advertised shows also bite off a good hunk of the daily fare. However, the battle has been forthrightly fought and the station's management contends it will continue to be waged. More about some of the local shows and personalities later.

TEST CUSTOMER REACTION

Let's look at an important innovation, one that has to do with advertising. The Edmonton area, just about the fastest-growing in the entire nation, has proven itself ideal as a "Test Market". CFRN-TV falls into that very same category. Numerous national companies have booked time on the station, in some cases their initial plunge into the TV category, to test customer reaction.

Here's a "for instance". A while back Metropolitan Life agreed to sponsor *The Weatherman* for 13 weeks. Of course anything to do with

weather is natural; your interest is built in. But thanks to one of the local forecasters, Julian Kiniski, who looked like a TV veteran after the first couple of shows, the company had an unprecedented mail response to its offer to pass out varying types of literature. The second series of 13 weeks was booked up in short order, and now the show is well into its third 13.

CFRN-TV is fortunate in this regard, according to advertising specialist and CFRN-TV commercial manager, Bruce Alloway, because it has what he termed a "captive market". In other words the listeners are compelled to tune in the station for their TV entertainment.

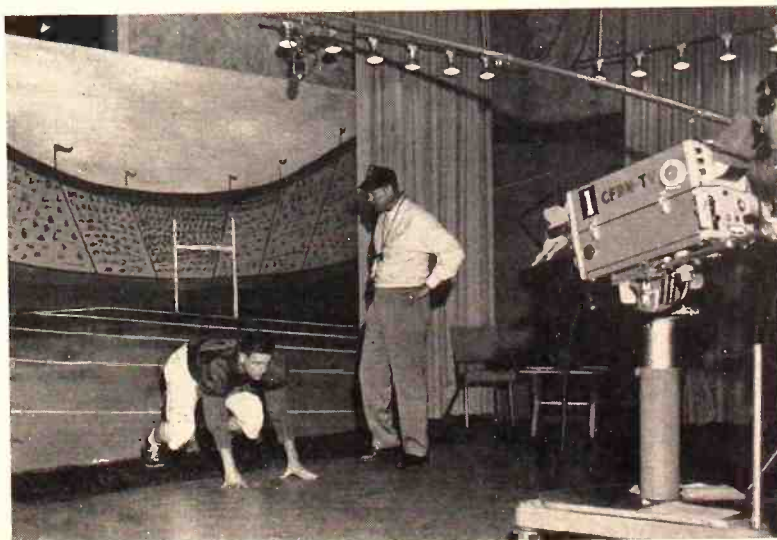
The station has wide coverage in central and northern Alberta. Set owners can bring it in from close to 100 miles range in any direction. At the moment it is figured there are some 45,000 set owners in the station area. That, the station claims, is why advertisers are keeping a close watch on this type of test.

Added fuel is the fact the station is well-equipped to carry out close sales checks on the impact of any specific program. Choice time is getting tougher and tougher to book on CFRN-TV.

INSIDE CFRN-TV

Recently we journeyed out to the sign of the Totem Pole, something that is looked on in these parts as

(Continued on page 20)



COACH FRANK IVY, at right, of the Grey Cup-winning Edmonton Eskimos, has player Frank Anderson demonstrate a line stance on "Inside Football".

POINTS OF SALE

CKVR-TV

News and Sports, in conjunction with the Toronto Telegram, make friends for your product in the heart of Ontario, nightly from 6.30 on.

CKVR-TV
Channel 3

NOW . . .

CKGN-TV

is on the air with its test pattern.

PROGRAMS SOON

CKGN-TV
North Bay

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554
MONTREAL
1250 McGill College Ave.
MURRAY McIVOR
UN. 6-8105

(Continued from page 19)

the private insignia of G. R. A. (Dick) Rice, president and general manager of the Sunwapta Broadcasting Company Ltd., owner of the station.

It's not tough to find CFRN-TV. It is well marked by the 488-foot, six bay red-and-white antenna that towers above the flat countryside. Dick Rice's traditional log-cabin decor is strictly adhered to in the physical appearance of the one-storey studio building.

Once inside I was taken in tow by Eric Candy, veteran of radio broadcasting, producing and writing. Eric carries on all these duties for CFRN-TV as well as conducting a chatty feature every Sunday known as *Around Edmonton*, featuring people and things.

Eric explained things technical and then we looked in on Lillian Vigrass, the gal who shows women the right way on her *What's Cookin'* show. Lil has bounced away from cooking for the nonce and had a couple of guests explaining the intricacies of raising African violets.

This tall gal has built up a solid listener core in the short time she has been handling the show. Recently she had an expert explain the art of floral decorations. At the conclusion of the show they decided to give the exhibits away to the first 25 women who wrote in. Within 24 hours more than 1,200 housewives had placed their bids.

Sports get big play through the daily presentations of Al Shaver and Ernie Afaganis. During the football season big Frank Ivy, coach of the Eskimos, held forth in a tremen-

dously popular weekly show.

Frank took his fans *Inside Football*, featuring some of his hired hands running through various plays displaying types of stances and blocks, and then strolling to the blackboard to diagram different formations and explain their features in his slow Oklahoma drawl.

TRANSPLANTED ENGLISHMAN

We mustn't forget Sid Lancaster, a transplanted Englishman who holds down the post of production manager. Sid haunts the place. No matter what time you get out to the station he is always on hand. Viewers get a look at him just about every evening through the medium of his *TV Mailman* show. Sid sits down and chats with his Edmonton and district friends. He pulls an enormous mail mostly concerned with TV technical information, how the station works, etc., and why such-and-such a program isn't on the air.

Sid must be reckoned as one of the pioneer radiocasters in western Canada, first setting up business in Edmonton back in 1927. Since then he has travelled to the fleshpots of the east for radio and advertising work, switched to the west coast and finally ended back in Edmonton to give his all for TV-viewers.

The main studio is a spacious affair — 45 by 55 feet, with a 20 foot ceiling. It has harbored a variety of shows — once a sheet of ice was eased in and figure skaters showed their wares. There have been archery displays, a broomball game, fencing exhibitions, light opera selections featuring up to 50 performers and a concert by a 42-piece RCAF headquarters band.

The cameras have gone outside to the surrounding countryside, with rodeo performers risking life and limb for safely-ensconced viewers.

EYE ON EXPANSION

All facilities of the station have so been designed to take into account future expansion. Recently a second vidicon film chain was installed. Sixteen mm films are used extensively for parades and other action shots, as well as stills. The station can switch to color TV with only a slight modification of equipment.

When the station went on the air a year ago the staff numbered 15. Now there are more than 30 staffers.

They have worked long and hard. But the occasional laugh lightens the load. Like this one:

A woman phoned up recently to ask what date a certain program had appeared. "That program was shown October 16," answered the operator. The lady expressed her thanks and hung up.

Minutes later the phone, rang again out at CFRN-TV. The same female was back asking a double check on the date. The answer was the same. A moment's silence and then the woman exploded: "Migawd now I know I'm pregnant!"

Vital community job CFRN-TV is doing

SAY YOU SAW IT
IN
C B & T



CKX-TV

CHANNEL 5

BRANDON MANITOBA

under the guiding hand of

Johnny Craig

Presents more than fifty hours of the top television shows to a population in excess of 140,000 every week!

CKX-TV, in Brandon . . . Manitoba's first privately owned Television Station . . . boasts a bonus audience that extends over the Saskatchewan border. The nearest Station to the west is 228 miles distant; to the east it is 140 miles; and to the south, 175 miles. The north is out of the running altogether. Therefore, CKX-TV enjoys an audience that takes in a population of well over 140,000.

What's more, that audience voices solid approval of the programs presented on CKX-TV. Live shows daily, thrill the viewers of CKX-TV, while the vast variety of shows presented is designed to please every entertainment taste. The fact that TV set dealers report an astounding increase in sales this Fall, bears witness to the popularity of the new home-entertainment in Brandon. Success stories of local advertisers bear witness to the power of advertising on CKX-TV!

AGENTS:

All-Canada Television, Toronto.
Weed Television, New York.

COMMERCIAL DEPARTMENT:

Archie Olson, TV Commercial Manager.
Ernie Holland, Radio Commercial Manager.

WILL SEPARATE TV FROM RADIO REPS

Application has been made by Radio Representatives Ltd. to the Secretary of State for a charter for an affiliated company, to be called Television Representatives. The purpose, according to the president, Gordon Ferris, is to separate the TV from the radio operation.

The new company is being planned to take over representation of CFQC-TV, Saskatoon and CFRN-TV, Edmonton.

The new concern, when the charter is issued, will continue to function under the over-all administration of Gordon Ferris, but will otherwise operate completely separately under Bill Stoeckel.

As from January 1, 1956, Radio Representatives and Television Representatives Ltd. when the charter is issued, will occupy new quarters at 76 St. Clair Avenue West, Toronto.

UK UPHOLDS BAN

The UK House of Commons has upheld a ban on radio and TV discussion of questions coming before parliament within fourteen days of the broadcast. The reason given is that discussions would be prejudiced if the ban, imposed in 1948, was lifted.

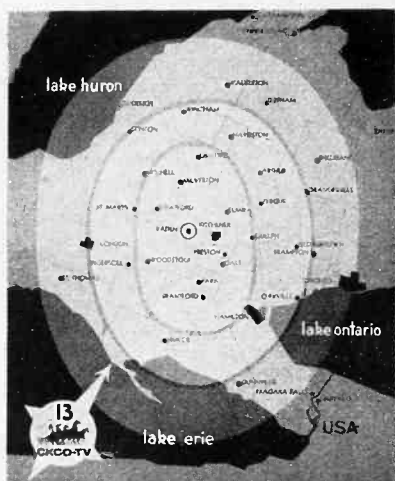
Toronto Conservatory Teaches TV Acting

Since last month the Royal Conservatory of Music, University of Toronto, has had courses in television acting techniques on its curriculum.

The classes, which are for beginners and advanced students, are being directed by Joseph Furst, a recent appointee to the faculty of the Conservatory.

A graduate of the Max Reinhart

drama school in Vienna, Furst came to Canada three years ago. Apart from his record as a director in Europe (over 600 productions in radio, films and the theatre) he has twice been nominated for the annual outstanding performer award on the CBC. During the summer he directed *The Fourposter* for the Straw Hat Players and at Vineland.



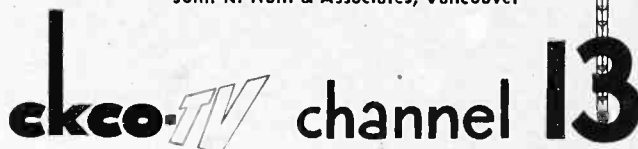
"INCREASED COVERAGE GETS RESULTS"

SPONSOR: MacNamara Auto Parts . . Brantford.
METHOD: One 20-sec. TV Flash announcement.
RESULT (IN PART): 3 new business accounts in Owen Sound, 119 miles away.

Sell one-tenth of Canada's population!

Advertise on CKCO-TV.

Contact our reps: Jos. A. Hardy • Toronto • Montreal
John N. Hunt & Associates, Vancouver



BETTER SEE HARDMAN

... for better

- ★ Advertising Specialties
- ★ Gifts and Premiums
- ★ Plastic Letters
- ★ Alnico Magnets

ERIC H. HARDMAN LIMITED

137 Wellington St. W. - Toronto
EM. 8-2765
In Montreal: R. H. CASSIDY
630 Dorchester St. W., UN. 1-3102
In West Vancouver: A. P. MORROW
1472 Inglewood Ave.

KAWARTHA'S SUPER SALESMAN

In the prosperous Kawartha district, your advertising pays bigger dividends when you use CHEX-TV. This powerful station gets immediate sales response every time from its eager audience of consistent, big spenders.

CHEX-TV

PETERBOROUGH CHANNEL 12

Consult All-Canada Television

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. Unequaled 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
THE TOP NAME IN THE BUSINESS

Alex L. Clark
LIMITED

3745 BLOOR ST. W., TORONTO 18
Belmont 1-3303

TV FILM EDITING



We can store all your TV films on our premises, keep your prints in tip-top condition; edit in your TV commercials and ship to your station schedule. "Bonded" has the know-how, facilities and capable personnel.

BONDED FILM SERVICES

Editing, Storage, Shipping
Storage Office: MO. 7028, Sales: RO. 2-7338
305 SOUDAN AVE.—TORONTO

Year End Inventory—Part 3

CULTURE CAN BE PLEASING

CBC's "Folio" (Née "Scope") Fills Need For Prestige Programs

By ALEX BARRIS

Entertainment Columnist, The Globe & Mail

NOT LONG AGO, in my daily newspaper column, I made reference to a certain actor's forthcoming appearance on the CBC television program, *Scope*. As a few alert readers were quick to point out,

what I meant to write was *Folio*, that being the title of the program that replaced *Scope*.

Apart from indicating some carelessness on my part, the incident in itself suggests a couple of other facts. The first is that in my mind (as, I suspect, in the minds of others) this year's Sunday night CBC program is the same as last year's, no matter what the title is.

The second is that the CBC itself, in changing the title while continuing the program, is aware of some public apathy — not to say antipathy — to the Sunday night offering, which, for want of a better classification, might be described as an experimental and/or cultural series.

Scope was not a resounding success, in terms of public acceptance. But no reasonably perceptive observer of Canadian entertainment tastes had a right to expect it would be. The outcry against "shoving culture down our throats" has been ringing in the CBC's ears for a long time. Yet, like the good doctor it sometimes tries to be, it holds our noses every now and then and forces us to swallow the unsweetened medicine. The first mouthful proves that the label marked *Folio* is that same old *Scope* stuff the doctor gave us last year, and many of us shy away thereafter, preferring ill cultural health to discomfort.

Once in a while, the good old doctor remembers that medicines are now available in six delicious flavors and he succeeds in treating us before we can get away. Unfortunately, however, this doctor (the only one in town, by the way) is still a pretty old-fashioned one, and I suspect he derives some professional satisfaction out of making us take the unsweetened medicine, on the grounds that we're old enough not to need pampering. (The alternative conclusion is that the doctor himself isn't skilled enough to make the medicine palatable, but I lean toward the other theory.)

WHO MADE HIM A DOCTOR?

Having got myself knee-deep in this metaphor, I'll stay with it just a moment longer. The question arises, "Who made him a doctor in the first place?" It's a rhetorical question, of course, that's often raised by professional CBC-haters, and I don't think it's a valid one in this instance. The trouble with some CBC-haters is that they become unreasonable — it's perfectly all right to oppose the basic idea of government-operated television, but it's rather childish to find endless fault with every actor, musician, writer, or director who works for the CBC. Most of them are working for the CBC because it's the only outlet for their creative urge.

In other words, it's pointless to argue whether the CBC should or shouldn't exist. It DOES exist, and it has no competition worth mentioning. And I'm confident that whatever the newly appointed Royal Commission may recommend, some time will elapse before we can expect any important changes.

Having accepted this hard, if perhaps depressing fact, the next thing to consider is whether or not a television network should devote time and money to experimental programs, or, if you like, cultural ones. Forget for a moment the argument that the CBC is doing this with public funds. Look across the border, and you will see that the networks there do a certain amount of the same thing. And they're doing it with their own (or their advertisers') money. This should suggest that there is some merit in the idea, even on a hard practical basis.

CONFIDENCE AND RESPECT

The top executives of U.S. networks are, I imagine, less concerned with uplifting public taste or developing native talent than are those responsible for CBC policy. Yet even these men in the States are aware of some need for "prestige"



NOW OPEN

Monday to Friday
at 3:45 p.m.

with JUNE and NEIL
HARRIS

TO DEMONSTRATE, CONVINCCE and SELL your product

Features include . . .

- New food recipes
- Food saving ideas
- Guest cook each week
- Household hints
- Personality interviews



CKCK-TV CHANNEL 2 REGINA



Bonhomme 4 says:

"CFCM-TV, Channel 4, Quebec City, serves eleven counties in Central Quebec Area where 131,400 families buy over \$331,567,000 merchandise per year."

CFCM-TV can sell your products in English and French.

For Availabilities consult Jos. A. Hardy, Montreal and Toronto

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Year End Inventory—Part 3

CULTURE CAN BE PLEASING

CBC's "Folio" (Née "Scope") Fills Need For Prestige Programs

By **ALEX BARRIS**

Entertainment Columnist, The Globe & Mail

BONDED FILM SERVICES

Editing, Storage, Shipping
Storage Office: MO. 7028, Sales: RO. 2-7338
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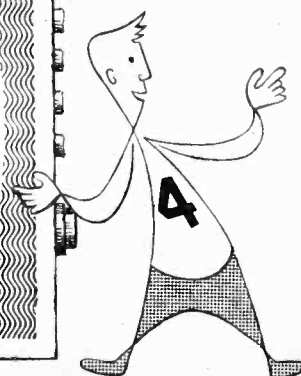
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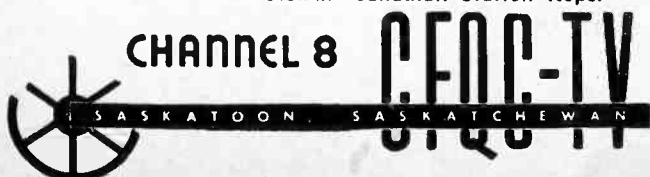
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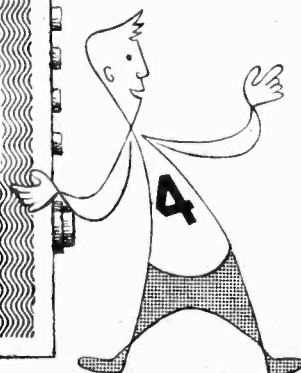
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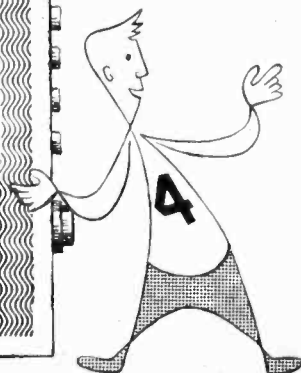
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- ✓ They are ideal test stations. They give you the opportunity to test how TV will work for your product at modest cost.
- ✓ They are currently expanding their facilities and programming to keep pace with the rapidly growing markets around them.
- ✓ They are "local" stations in intimate contact with local dealers. They can get dealer cooperation and local store tie-ins for your TV promotion.

TRY HARDY

*Let us show you the full results of this important survey. At the same time we would like to talk over how TV could put new "sell" in your advertising program. Write, wire or phone our nearest office.

HARDY TV DIVISION REPRESENTS

- | | |
|-------------------|---------------------|
| CKCO-TV—Kitchener | CFQM-TV—Quebec City |
| CKRS-TV—Jonquiere | CHLT-TV—Sherbrooke |

Represented by

HARDY

JOS. A. HARDY & CO. LTD.
 TORONTO
 EM. 3-6009

MONTREAL
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*Hardy Stations give you more Sales Effort for your Sales Dollars.

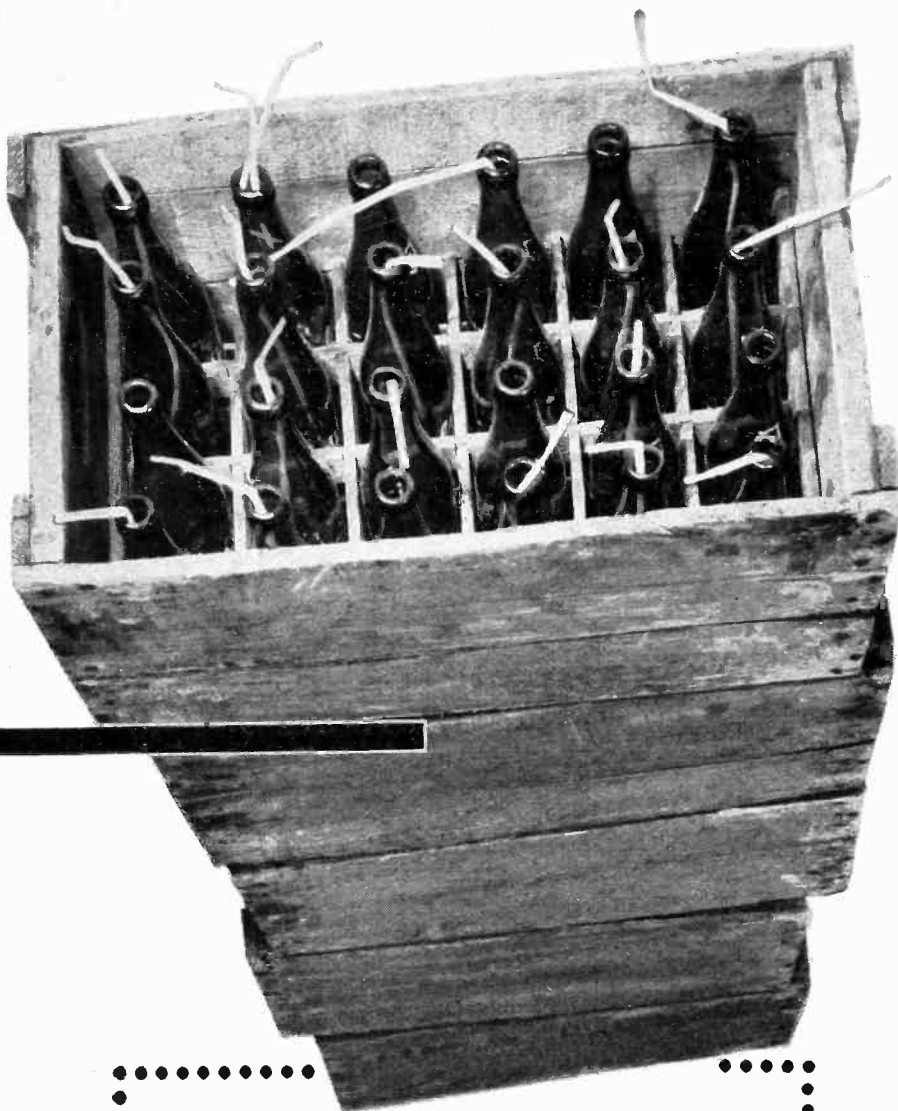


President A. A. "Deb" Murphy cuts a healthy slice of the single TV market for advertisers . . . on CFQC-TV's first birthday, December 5.

SEE OUR REPS: Canada: Radio Reps.
 U.S.A.: Canadian Station Reps.



RADIO EMPTIED THESE SOFT DRINK BOTTLES!



In Ontario, \$1,265,224,700 per year* is spent on beverages and foods. On CFRB in one month, 96 hours and 59 minutes** were sponsored by people selling these items.

Why do the beverage and food people buy so much time on CFRB? Because CFRB gets them results.

Results, of course, can be gained from other media too. But radio selling messages have a unique persistence, and attention getting quality. Then, as you know, radio is everywhere. Today you find radio selling messages filling the air at home, in cars, in offices, plants, workshops, indoors and out.

The "everywhereness" of radio is one thing, but to have this "everywhereness" in Ontario—the market where 1/3 of our Canadian population lives, and where 40% of all retail sales are made, is everything!

CFRB can be your opportunity to increase your sales in this No. 1 market. Why not talk it over with the CFRB people.

*Based on Dominion Bureau of Statistics report for period from 1951 to 1952

**Based on CFRB program schedule for January 4, 1955

CFRB is the radio station that covers Canada's most profitable market, Ontario, completely

CFRB . . . Canada's most powerful independent radio station gives you:

- complete coverage of over 1/2 million radio homes every week.
- complete coverage of 44 counties spending \$66,283,699 every week.
- complete coverage of an area populated by 5 million people . . . responsible for 40% of Canada's total retail sales.
- the showmanship, salesmanship and skill that nearly 30 years of experience marked by exceptional success can bring.

Call in a CFRB representative. Let him show you how you can augment your sales through radio.

CFRB

TORONTO

50,000 watts

1010 on your dial

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