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

FEBRUARY						
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28						

Vol. 13, No. 3

TORONTO

February 3rd, 1954



—RCAF Photo

IT WAS THE 50th ANNIVERSARY OF AVIATION last month, and to celebrate it, Doug Lee, CKX special events reporter, went for a jet ride. It took a bit of string-pulling by friends in the RCAF to get Lee jet-borne. When the official okay came through, private pilot Lee took off in his Cessna and flew from Brandon to Portage La Prairie (flight time 45 mins.) for his rendez-vous with super-sonic speed. Bundled into a jet suit (outfitting time 1 hr.) Lee soon found himself back over Brandon (flying time 7 mins.), this time piloted by F/O Jim Fitzgerald in an RCAF Silver Star. Both men and plane are seen in the above photo with Lee on the right. Said Lee during a broadcast later: "It's the smoothest ride I've ever experienced." His next ambition is to make a parachute jump.

MUSIC FEES SET FOR 1954

Ottawa — The possibility of the resignation of two of the three members of the Copyright Appeal Board was revealed by board chairman Mr. Justice J. T. Thorson as this year's hearing on performing right societies matters began here last month. Justice Thorson, who is also president of the Exchequer Court, doubted that he and Charles Stein, Under-Secretary for State, should continue to serve as board members.

Justice Thorson pointed out that when decisions of the Copyright Appeal Board are questioned before the Exchequer Court, he cannot rule on them. He also said that Stein was called upon by the Secretary of State for advice on copyright matters which might involve decisions of the board.

The board gave its approval to the copyright fee schedules presented to it by the two performing right societies operating in Canada — Composers, Authors & Publishers Association of Canada (CAPAC) and BMI Canada Limited. CAPAC's fee basis remains unchanged for 1954 due to a tentative agreement between it and the Canadian Association of Radio & Television Broadcasters (CARTB), under which Canadian broadcasters will pay for using CAPAC music at the 1951 rate until a judgment is received from the Supreme Court of Canada in the test case now before it.

If the Supreme Court upholds the

1952 ruling of the Copyright Appeal Board, CAPAC would be authorized to collect from broadcasters an amount equal to 1 3/4 per cent of the stations' gross revenue, or an estimated \$350,000, more than double the present fee. The Supreme Court's decision is expected some time this spring.

BMI Canada Limited had its proposed 20 per cent increase approved by the board. This year it will collect from privately-owned radio stations in Canada \$55,534, compared with \$46,278 last year.

A new principle of levying copyright fees was outlined to the board during the hearing by Sam Rogers, CARTB counsel. He suggested that private broadcasters pay one type of fee for use of musical works in programs originated by private stations, and a separate fee, for music used on programs broadcast by private stations but originated by the CBC.

Harold Manning, counsel for CAPAC, told the Copyright Appeal Board he would have to get the views of the society's directors on this CARTB plan before a full discussion of it could be held.

Rogers felt the copyright fee for CBC-produced programs broadcast by private stations should be calculated at the rate of 1 3/4 per cent of the amount the station received from the CBC for the program.

TAPS FOR RADIO'S COLONEL

Charlottetown, P.E.I. — The man who set up the first commercial radio enterprise in the Maritimes, Colonel Keith S. Rogers, president and managing director of the Island Broadcasting Company Ltd., died here on Thursday, January 21st, at the age of 62. He established station CFCY here as a fully licensed commercial station after considerable experimenting on an amateur basis.



Born and educated in Summerside, Keith Rogers built his first wireless set in 1904. He started his business career in the insurance business, and maintained this interest throughout his life. He joined the Canadian Signal Corps in 1911 as a lieutenant and rose to lieutenant-colonel in 1928. During the first World War he served as an army wireless instructor. He retired as commanding officer of the No. 5 Signals Regiment here after the Second World War.

In 1920, he built the first radio phone on Prince Edward Island. With a power output of 10 watts, he started to broadcast an hour a day in 1921.

Keith Rogers was granted the first commercial radio license in Eastern Canada, with the present call letters of CFCY, in 1924. In 1944 his power was raised to 5,000 watts. At the time of his death, he had an application for a television license before the CBC Board of Governors.

He was buried Sunday, January 24th, with full military honors in the People's Cemetery, Charlottetown, following services at St. James Presbyterian Church, with Rev. T. H. B. Summers officiating.

Broadcasters across Canada were shocked by the news of the passing of their active associate. Jim Allard, executive vice-president of the CARTB, extended the association's sympathy to the bereft family, and

paid tribute to his enormous contributions to the broadcasting industry.

The president of the same body — an office once filled by the Colonel — F. H. Elphicke of CKWX, Vancouver, said he would always be remembered for his influence on broadcasting in the Maritimes, which extended to the national scale. He recalled his cheery farewell to visitors to the Island that said: "Glad to have you visit us, and we're sorry you have to go back to Canada."

His old friend and business rival, Major William C. Borrett of Halifax, now retired from active management into the vice-presidency of that city's CHNS, paid tribute to him as one of the old originals, who had worked together, first as amateurs and then in the business, for so many years. "We were friends and rivals for a very long time," he said. "We went through all the rough stuff both with and against each other. His death comes as a terrific shock. He will be missed in radio circles all over Canada."

TV BIDS DEFERRED

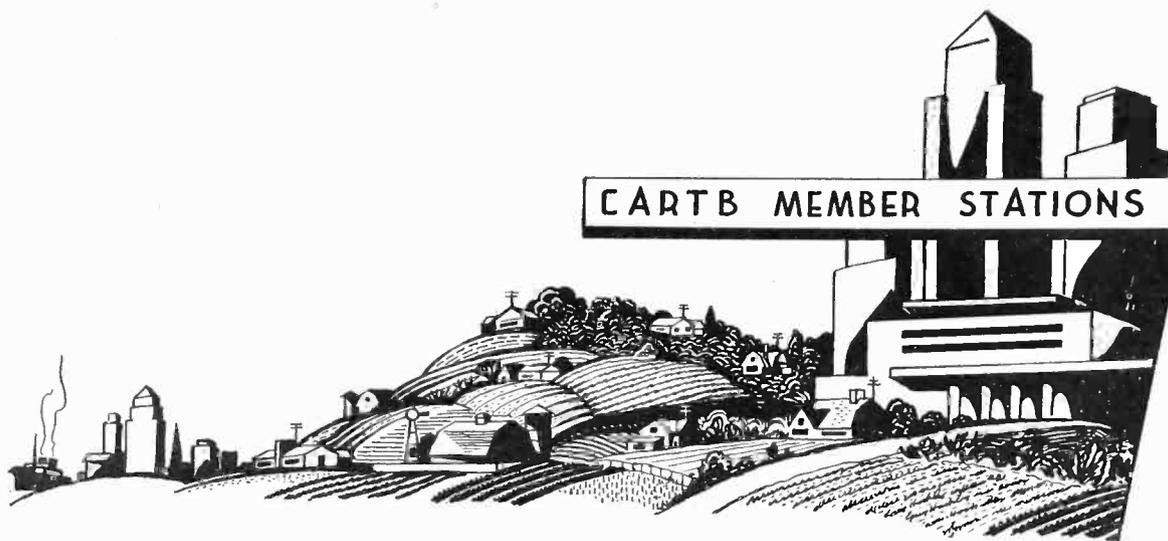
Ottawa.—The board of governors of the CBC deferred action on the principal item before it at a meeting here late last week, namely two applications for a television station in Peterborough. The Kawartha Broadcasting Co. Ltd., behind which are Senator Davies, his *Kingston Whig-Standard* and AM stations in Kingston and Peterborough, as well as The Thomson Co. Ltd., made application for a station designed to operate with an effective radiated power of 102 kw video and 61.2 kw audio and a directional antenna 396 feet above average terrain.

Well-known television and radio network announcer and performer Herb May presented a second application for this area, calling for a station with e.r.p. or 32.4 kw video and 17.5 kw audio, and an antenna 651 feet above average terrain.

Both applications were for the channel 12 which has just been made available to this area. The board stated it wants "further opportunity for clarification of questions of public support in the community for the respective applicants."

An application for a satellite transmitter license for Cloverdale, filed by CKNW, New Westminster, was turned down by the board on the grounds that only "unusual circumstances" warrant issuing such a license, and the proposed station would extend rather than improve the parent station's coverage.

The board approved the proposed transfer of control of three stations — CKRC, Winnipeg, CKCK and CKCK-TV, Regina — from Transcanada Communications Ltd. to Clifford Sifton.



What Price Radio?

Radio set sales for 1953 topped 1952 by 7%. During 1953, Canadians bought over 671,000 radio receiving sets.

*"Wherever You Go
There's Radio"*

The
CANADIAN ASSOCIATION
of
RADIO & TELEVISION BROADCASTERS

Representing 121 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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 Executive Vice-President
 108 Sparks St.
 Ottawa 4

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

CAB Member Stations

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

FRENCH LANGUAGE (24)

- CHAD Amos
- CHFA Edmonton
- CHEF Granby
- CKCH Hull
- CKRS Jonquiere
- CKLS LaSarre
- CKBL Matane
- CHLP Montreal
- CKAC Montreal
- CHNC New Carlisle
- CHRC Quebec
- CKCV Quebec
- CJBR Rimouski
- CHRL Roberval
- CKRN Rouyn
- CKSM Shawinigan Falls
- CJSO Sorel
- CHGB St. Anne de la
- CHNO Pocatiere
- CKLD Sudbury
- CFCL Thetford Mines
- CKVD Timmins
- CFDA Val D'Or
- CKVM Victoriaville
- Ville Marie

CENTRAL CANADA (40)

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

PRAIRIES (23)

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

PACIFIC (17)

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



Short-Waves

PRESTO DISTRIBUTOR

Toronto. — Ed. Piggott, owner of Instantaneous Recording Company, Toronto, has taken over distribution, effective immediately, of Presto recording equipment and supplies in



Quebec, the Maritimes and Newfoundland.

IRS offices are located at 42 Lombard Street, Toronto.

TV NETWORK EXPANDS

Toronto — The joint Canadian National-Canadian Pacific micro-wave relay system which joined CFPL-TV, London, to the network of three CBC-TV stations last month, will be completed to Kitchener on February 21st.

(It was erroneously stated in the January 20th issue that the London and Kitchener micro-wave relay units were owned and operated by the Bell Telephone Company.)

On this date it is expected that CKCO-TV, Kitchener, will begin telecasting as a basic station in the CBC's mid-eastern television net-

work. Further expansion of the CN-CP micro-wave system calls for service to CHCH-TV, Hamilton, sometime in April, and to CKLW-TV, Windsor, early next year. Another link from Montreal to CFCM-TV, Quebec City is another CN-CP project.

A Growing Market

Prince George is still expanding. The North-West Telephone Company is adding an addition to their present building and increasing the telephone service. The expenditure will amount to \$65,000.

Reach this growing market over

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.

WESTERN ONTARIO STATION

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SALESMAN

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What's Cooking in Newfoundland?

Do you know that the biggest iron mine in the British Empire is 15 miles from St. John's, owned by Dosco, and they have a daily newscast on CJON.

CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS

IN THE NORTH

They Look To Sudbury



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

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

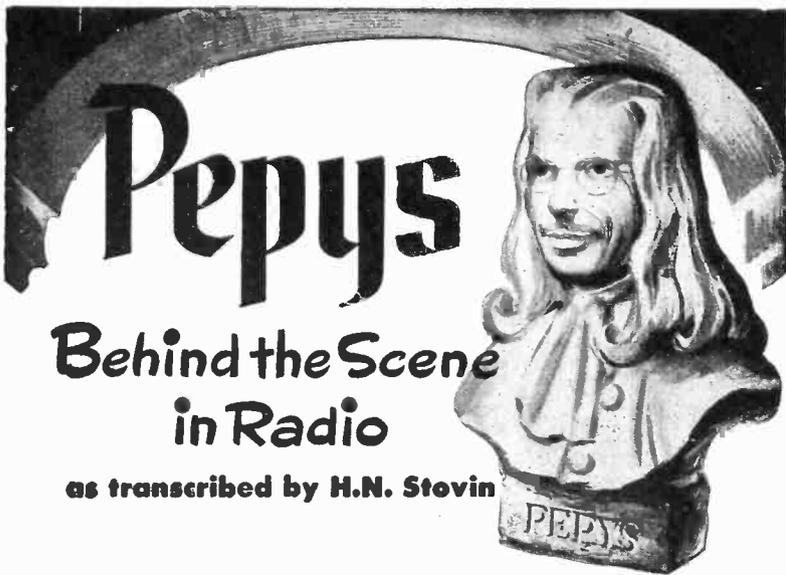
CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.



"With right good will do congratulate Fred (Lionel the Lobster) Lynds, who in recent convention was elected President of the Atlantic Association of Broadcasters. Fred, who has guided Station CKCW Moncton these twenty years, brings a wealth of experience to this new responsibility. To Past-President Findlay MacDonald, Pepys doffs his beaver for a job well done in 1953 ● ● ● From Neil Le Roy of O'Neil, Larson and McMahon, the welcome word 'In a recent test for one of our products, VOXM St. Johns, Newfoundland, doubled the returns of other stations used.' VOXM is justly to be congratulated ● ● ● CJNB, North Battleford, have just signed the local International Harvester Company dealers to a year's contract for a Monday through Friday half-hour drama block aired at 7.30 p.m. A 15-minute newscast and weather report, immediately thereafter, is suitable for national sponsorship. PEPYS WOULD WELCOME ENQUIRIES ● ● ● One year agone. Gerard Cyr, an Edmundston, N.B. grocer, did sponsor a daily five-minute quiz feature on CJEM. Listeners were asked to identify a mystery sound for an accumulative cash prize. Today, Mr. Cyr gives CJEM and this program all credit for building his business from a 'one-cash-register' operation into a 'three-cash-register' one. Two new industries have lately located at Edmundston — Michael Giehlen Manufacturing Company of Holland, and a maker of fine shirts who is already planning expansion of his facilities in Edmundston ● ● ● CJBR Rimouski gaining a steadily increasing number of listeners on both North and South Shores of the St. Lawrence. This is due to new communities at Seven Isles, Knob Lake, Labrieville, and also Murdockville in Gaspé. An additional 15,000 to 20,000 listeners have been added to what is already the third largest coverage area in Quebec Province."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for
these live Radio Stations

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

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Opinion

RETIREMENT OR REHIEMENT

Broadcast on Station 600, Vancouver, on the daily editorial feature, "Around Home".

A basic change has got to take place in the outlook of business and industry on this continent within the next few years, or we shall be faced with a major social and economic problem brought about by the policy of compulsory retirement at 60 and 65. Business leaders, and to a certain extent union leaders too, must admit that they were wrong some twenty or thirty years ago when they rushed into the field of providing for the old age of their employees by setting up pension schemes and demanding retirement at certain ages. There is certainly nothing wrong with the pension principle—but it has been proven that it is very wrong to turn a man out to pasture on his pension when he is still capable of doing a good day's work. To quote a British Columbia doctor who spoke on this radio station two weeks ago, "sudden and complete leisure at 60 or 65 can often be fatal."

We suggest that our retirement policies can be changed right now, at no cost to business or to the employees themselves. The answer lies in one direction—that we retire people from their jobs on the basis of physiological age alone. That simply means that a man should retire when he is no longer able to do his job. For a few, this may mean retirement shortly after 55, while for a great majority of older people, it will mean retirement some time after 65. In both cases, a pension can be paid on retirement, with the usual result being lower costs for pensions, or if the more logical course were to be taken—bigger pensions.

The business man today must answer this question: are you turning out employees when they reach a certain age, just because it seems the easiest thing to do? If the answer to that question is yes, then take the word of medical experts that you are condemning a high percentage of your employees to a premature grave, that others will live their

allotted span of years, but in loneliness and with a feeling of being utterly useless to society and to themselves. A small percentage of those employees you chuck out at 60 or 65 will enjoy retirement because of well laid plans and because they are lucky in having understanding families. But the majority of those retired employees will be changed almost overnight from useful, working citizens, into confused and frustrated oldsters who immediately begin to grow older much faster. This is happening every day. Is it happening because of your retirement policies? Can you stop it?

You most certainly can! Set up a system in your plant or office that changes your retirement policy. Your pension advisers will be glad to assist, as we discovered at this radio station when we asked for a pension scheme that would allow retirement any time after 55 years of age, but not on a compulsory basis.

This is not hard to do. You can judge whether or not a man is ready to be retired by setting up a simple procedure. The formula is easy—performance at the job, plus a medical examination. Your doctor admits that he cannot always tell you whether or not a man is growing old, but he can tell you whether or not he is in good general health, and his report, placed beside the record of the man's work, will give you the final answer.

Generally speaking, your retirement policy can be changed overnight. What do you gain? You gain some savings on pension plans in many instances, but not enough to make this a major consideration. You do gain the added efficiencies that come from having employees who know that they are secure in their jobs so long as they can deliver performance, and they know too that if premature old age hits them before 65, they can retire with full benefits then too. Further, you gain the knowledge that you have abandoned a policy of retirement that has had the effects which more than justify our use of the phrase: compulsory retirement is often compulsory suicide.

WE'RE MOVING

After February 15, the CB & T offices will be at 305 Peters Bldg., 54 Wellington St. W., Toronto 1.

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Canadian BROADCASTER & TELESCREEN

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News Editor THOMAS C. BRIGGS
Art Editor GREY HARKLEY
Circulation & Accounts . THOMAS G. BALLANTYNE
Research Consultant . . . GEORGE E. RUTTER

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February 3rd, 1954

Putting A Price On Promotion

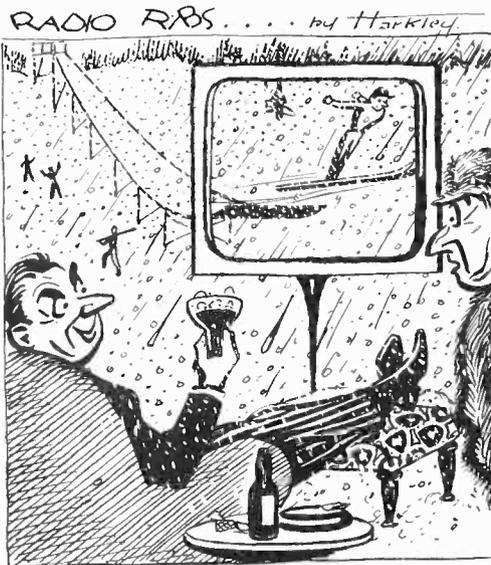
Before the advertising agency would sign the contract for a series of page ads in the daily newspaper, they made the publisher promise to run a dramatized spot announcement every week on the local station, at his own expense, to draw attention to the printed advertisements. Extraordinary as this sounds, it is something which is happening, only in reverse, as a regular procedure in the broadcasting business, where a station has actually been known to spend more money promoting audience for a sponsored program than it actually netted for it.

The fault for this peculiar state of affairs does not lie with the agencies or their clients. Some stations have shown a willingness to give a sponsor more than he has bargained for, offering "promotion" out of all proportion to the merits of the case, and the thing has avalanched into general trade practice. Stations have found that promotion presentations which show photographs of the street car cards, newspaper ads and window displays, with which they have bonused their sponsors, provide a ready means of pleasing the advertising agency, and the agencies, finding how it delights their clients, first encourage the stations to provide this sort of thing as a favor, and pretty soon start demanding it as a right.

. . .

It is the duty of any medium to do everything it can to attract an ever-growing public, be it in the form of readers, listeners or lookers. This much it owes its advertisers and its stockholders. This it should do by the simple expedient of publicizing its programs and talent in the case of broadcasting, just as a newspaper promotes and sells its columnists, star writers and other features. This should be done with everything it has in its power, including the use of other media, if it wants to do so. But it should be directed, primarily, to "selling" the services the station provides rather than the individual sponsored programs it happens to be airing at the time.

Advertising agencies will take everything they can get for their clients. Already, besides program promotion, radio stations are undertaking market research and audience surveys. They are checking distribution of the sponsor's product in local stores, and feeding pep talks to factory representatives in their areas. These activities are in keeping with present day signs of a return to hard



"Makes me feel at home."

selling. As long as these services are being supplied, the agencies would be foolish not to go after more. But it is time that the broadcasters took stock of themselves; it is time that they appreciated their own value to the agencies and their clients; it is time they called a halt to the practice of buying a survey with which to gain the account for the other station; it is time that they took the agencies in a corner for a quiet and friendly chat, and reminded them that their revenue is derived, not from the advertisers, but from the media.

. . .

The Television Barometer Is Rising

With private television stations beginning to bob up all over the country, the barometer is rising high for the new advertising medium for several reasons. First, advertisers are finding in sight and sound a potency they have never experienced before. Also, the establishment of private stations in what might be termed "secondary markets", like those in which privately owned television stations have already been licensed, is essential to the functioning of the government national system. Furthermore, the more outlets there are the lower will be the set cost to advertisers, because of the wide spread of production costs, therefore they will be more readily sold on the medium.

Under the present financial structure, the CBC has a great interest in furthering the sale of receivers because of the arrangement under which it collects 15% from the proceeds of set sales whether they are made in areas where the CBC

operates television stations of its own or not. This week, CFPL-TV is conducting a tour of its now firmly established television plant in London for the benefit of advertisers and their agencies. This station is operating under a private ownership as is its radio counterpart, CFPL. Its obligation to the CBC is to carry a certain schedule of CBC programs. This outlet the CBC must have to justify its collecting the revenue the law gives it. It must have similar outlets too, though it cannot possibly afford to operate them itself, in every area where the population can support a commercial television station. This, of course, excludes the six larger centres which it has reserved for itself.

. . .

Without in any sense, condoning the monopolistic and parasitical structure of the television utility-industry, we cannot overlook the fact that the government has to encourage the development of more and more privately-owned television stations, on a basis that is profitable to owners and sponsors alike, if the CBC is going to be able to remain in national TV itself.

. . .

In The Good Old Summertime

Part of the value of the regional conventions is the fact that they centre attention on the regions in which they are held. From a marketing standpoint, in this publicity-poor land of ours, this could be made to work to really great advantage. But certain changes would have to be made.

In the first place, the meetings of the Atlantic Association of Broadcasters take place in January, the month in which the whole Maritime region is invariably beset with blizzards, which always mean that some intending guests will get snowed in en route and prevented from attending. And if they do manage to get there, they will see the country in its worst garb.

As regards the B.C. meeting in February, we are always assured that the sun never sets on the west coast and all that sort of thing, but there are seasons in the year when it shines more brightly.

Opposition has been expressed to holding these conventions in the summer on the grounds that too many delegates would be coaxed away from the meetings by the lure of the links and the water. Our answer to these objectors would be that people who succumb in this way, when the important business of a convention is brewing, really don't mean very much to the industry.

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



By Helen Craig

**DATELINE:
 HAMILTON**

Before-and-after stories make us chuckle sometimes. We hear how "before" Sam Snivel was a plodding peddler selling ouija boards and magic eyes to novelty shops. Then, "after" he took a course in how to skin friends and infuriate people, he was selling his items to notables throughout the continent. (It was even whispered that a man called McCarthy actually testified as to their merit!)

It will probably take a few more months, or even a year, for us to see the full impact of another before-and-after story. And this one is completely different from the Tale of Sam Snivel. It will take a while to see the total transformation of a house at 163 Jackson Street West, Hamilton, Ont., into a full-scale television station, CHCH-TV, the home of Niagara Television Limited, Channel 11.

163 Jackson, near the heart of Hamilton, was once a rambling three-storey house-on-a-hill. Now it is going through its TV birth pangs. No mother, anticipating a six-pound pastel bundle, could be more hopeful than Ken Soble, who, with boundless energy, overseas each minute development of this TV station's creation. It is expected that Channel

11 will be operating April 15 of this year. Monday through Friday CHCH-TV will be on the air for nine hours, and on Saturday and Sunday twelve hours. Channel 11 will present local films originating in Britain and Central Europe (the latter catering to the great number of Europeans living in CHCH-TV's coverage area), kinescopes from south of the border, and, of course, CBC network.

Manager Ken Soble described CHCH-TV's coverage as "100 microvolts per metre contour" which means, roughly, that Orangeville to the north, Woodstock to the west, Buffalo to the southeast, and Markham northwestward, are the locations through which the coverage circle is drawn.

Here is an outline of CHCH-TV's tentative program schedule:

- 3.00- 3.05: News.
- 3.05- 3.35 (Monday through Friday): *Homemaker's Show* with Mrs. Ballantyne, Canadian cooking expert (formerly with Robin Hood). Participating sponsorship.
- 4.00- 4.30: Jane Grey who will answer problems (along the Dorothy Dix line) and interview guests.
- 4.30- 5.00: Western film.
- 5.00- 5.30: Commercial program.
- 5.30- 6.00: *Howdy Doody* (Canadian version).
- 6.00- 6.30: Musical show (participating) with featured personalities.
- 6.30- 6.40: Sports.
- 6.40- 6.45: Weather.
- 6.45- 6.50: Local news.
- 6.50- 7.00: CBC news.
- 7.00- 7.30: Music and interviews (participating live).
- 7.30-11.00: Syndicated films, feature films, and network.

- 11.00-11.10: Local and national news.
- 11.10-11.20: Weather.
- 11.20-11.30: Sports.
- 11.30- . . . To be scheduled later.

And who are the people responsible for making this television timetable come to life? Ken Soble told me that after 2,500 applications were received they lost count. But it seems to me that from that list top-notch personnel has been selected. Here are a few: There is Dave Southwood, producer-director, formerly with BBC in this same capacity. Tom Sutton came from WWJ Detroit, where he spent six years creating commercials for General Motors. In Hamilton television he will be an executive - producer - director. A Hamilton girl, Miriam Lyons, decided to take a vacation from her work with Walt Disney in Hollywood, and upon seeing the TV activity in her home town, became interested and stayed with the job of heading the art department. William Garnett is another key person. He's a professional cartoonist from Montreal, with a talent for being able to draw pictures as fast as a woman can talk . . . and that's going some . . . they say. Another Englishman on staff is chief engineer William Jaynes who has a BBC-TV background.

Most of the staff members are local people, though quite a few come from Toronto. Many Hamilton chaps, with an aptitude for technical work and experience along maintenance lines, have been taking prep courses. And cameramen have been in New York . . . not to see the lights along the Great White Way but to assimilate knowledge and techniques from courses. For the most part, CHCH-TV personnel were accepted when they had the right kind of know-how. When necessary, training courses were arranged for. One thing is certain: the people on and behind the Channel 11 screen will be ready for action by April 15.

At first I didn't believe Ken Soble when he said that CHCH-TV equipment is as comprehensive as it can be. But after the tour, I saw what he meant. At the present time the whole location is topsy-turvy in an orderly sense. There are carpenters, painters, TV maintenance people, TV installation people, engineers, secretaries, and producers, all burning up 3,000 calories a day. They are getting the fabulous equipment placed and making renovation changes so that more fabulous equipment can come in. Every room associated with TV operation—from the master control room to the telecine room—was completely air conditioned and spotlessly clean before one ounce of vital TV equipment was moved in. All wires are hidden. The dust bugaboo is nullified by filters already installed. I'm sure that if Old Lady Dutch, armed with her potent powder and a magnifying glass, would be frustrated if she toured the areas where equipment will be kept. CHCH-TV has two of the finest projectors made, Model 250 Eastman Kodaks, and they received the first products from the run in Rochester, New York. There are two complete film camera chains, three studio camera chains, Teleprompters, special effects generators, and a wide variety of other vital equipment for facile operation. All the equipment is RCA with the exception of the projectors. As far as the mobile facilities are concerned,

CJIB - Vernon

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N. Okanagan

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\$2,861.85
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 FOR A DISTINGUISHED GROUP
 OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

CHCH-TV has the complete unit, including RCA Microwave Link Range approximately 25 miles from studios.

When you enter at the main door of Niagara Television, you pass what will be a spacious, elegant viewing-room for clients. Also on the main floor are the engineers' quarters, test rooms (where all equipment is tested before it is racked to avoid any possible mishap), film editing room, master control room, telecine room studios and storage rooms. The second floor contains executive offices. And on the third floor a kitchen has been converted into a dark room complete with light trap. In this dark room the film department staff will process CHCH-TV's own films and prepare all the stills to be used. As 163 Jackson Street has gobs of expansion space before and behind, there is plenty of land area for extending the present building. There is a gigantic forum studio in a separate building behind the three-storey structure, and this studio (200' x 80' x 30') is likely one of the largest on the North American Continent. Besides the forum studio, there are studios A, B and C, also rather formidable in size. Multiple studio control enables a director to control all of these four studios simultaneously from any control room.

So CHCH-TV is in its chrysalis stage. And if the original architect of the house at 163 Jackson Street were to return, I'm sure he'd be surprised to see what has happened. He might find his eyeballs bouncing on the floor of the forum studio behind the once-quiet residence, as drive-in trucks are manoeuvred into the building; he might stand back in admiration as costumed dancers fly from the dressing rooms for rehearsals; he might just scratch his head and mumble: "What next?" But probably he would retire to his own living room and wait for April 15th and the hour for turning his TV set dial to Channel 11 just like everyone else.

Religion

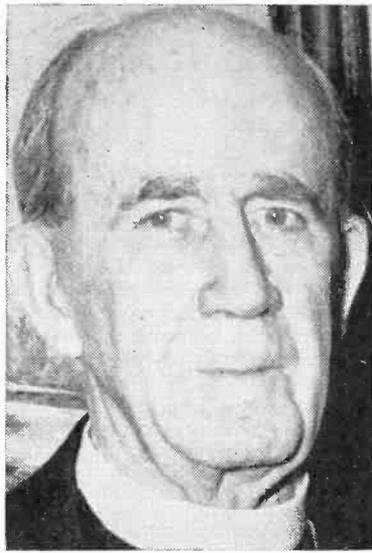
Warmth of the Frozen North

A Sunday broadcast, originating from St. Matthews Anglican Pro-Cathedral, through the facilities of CKGB Timmins, on the CBC presentation "Religious Period" has been the subject of much comment throughout Eastern Canada.

The service, broadcast on January 17th, was conducted by R. J. Renison, Archbishop of Moosonee, and Metropolitan of Ontario.

According to the Archbishop, reaction seems to be one of widespread "bewilderment" to people across the country.

A few months ago, the Archbishop



addressed a letter to the CBC, asking permission to do a "Religious Period" broadcast from Timmins. Being well-known for his "promotion" of the North Country, the CBC apparently surmised the broadcast would be "northy" in content. Arrangements were completed late in December for the broadcast.

Letters received since by the Archbishop, indicate that many listeners find it impossible to believe that a broadcast of what is described as "high calibre" could possibly originate from the North Country.

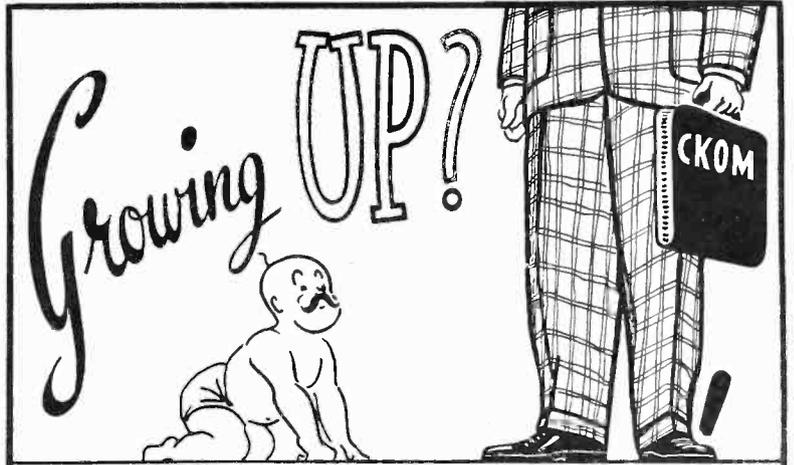
One letter from Halifax, Nova Scotia, said "How could such a broadcast originate from the cold north?" This is quickly answered in the usual jovial manner of the Archbishop, who said "We had our igloos especially sound-proofed for the occasion."

He has always been quick to spread news about the advantages of the North Country, and goes to great lengths to explain to all, that people lack nothing in this part of the country, and adds with a chuckle — "except television."

For ten consecutive years, Archbishop Renison has spoken to the people of Moosonee, Moose Factory, Ruperts House, and other northern communities, in a Christmas message over CKGB Timmins. His message is broadcast again on New Year's Eve. He devotes half the broadcast to the Cree Indians, using their dialect, which he has learned through close association with these people.

People in metropolitan areas, and even in Timmins, which is many miles south, couldn't possibly imagine the value of such a broadcast to people, who, it would seem, have so little of life's luxuries. The Archbishop says "They are exceedingly happy." He has devoted much of his life to their welfare.

Archbishop Renison is a regular contributor to the editorial page of the Toronto Globe and Mail.



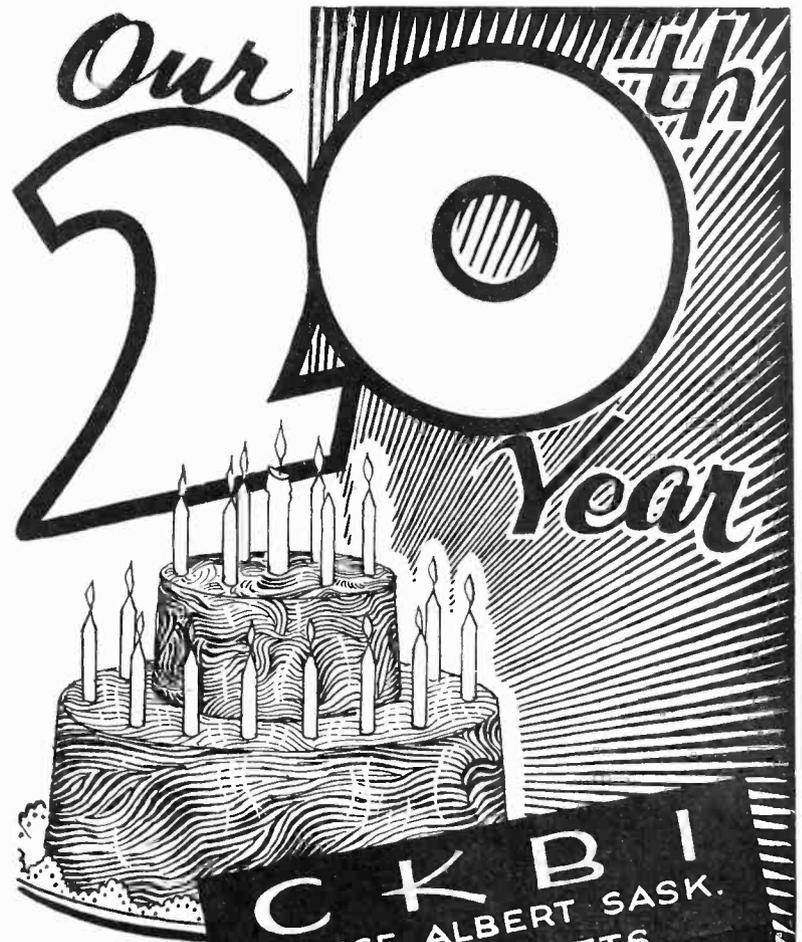
Growing UP? You Bet We Are!

250

5,000

WATTS

CKOM IN SASKATOON



CKBI PRINCE ALBERT SASK. 5000 WATTS REPS. in CANADA ALL CANADA RADIO FACILITIES Ltd. in USA WEED & CO.

Advertisement for CHRC radio station, featuring a microphone logo and text: QUEBEC CITY, QUE. — 900 kc — 5000 watts—Covers the 5th largest market in Canada, with buying income of over a BILLION dollars annually. More listeners are tuned to this station — more listeners will buy CHRC-advertised goods. CHRC is a must in French Canada — no campaign is complete without it. BBM (1952) Day—141,910 Night—132,880. JOS. A. HARDY & CO. Ltd. RADIO STATION REPRESENTATIVES MONTREAL QUEBEC TORONTO. HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY.

All-Canada Radio says

HELLO B.C.A.B.

Greetings to all B.C.A.B. delegates from all of us at All-Canada. We know that the ideas and suggestions brought forth at February's conference will benefit not only B.C. Radio but the entire Radio industry.



Mr. Advertiser:

When you have a sales problem in the B.C. market—contact us. We know B.C. Let us help you. All-Canada offices are located in Vancouver, Calgary, Winnipeg, Toronto and Montreal.

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FACILITIES LTD.

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- CFJC — KAMLOOPS
- CKOV — KELOWNA
- CJVI — VICTORIA
- CKPG — PRINCE GEORGE
- CJAT — TRAIL
- CKWX — VANCOUVER

2170

Appointments

Vic George To U.K.

Montreal.—Announcement of Vic George's move from the Marconi office here to London, England, where he takes up his duties as United Kingdom representative, puts CFCF manager Al Hammond into George's former post as broadcasting manager. His other duties as public relations and, until recently, advertising manager, have been taken over by a former advertising executive of Canadian Industries Ltd., Harry Gill.



AL HAMMOND

Al Hammond, who has been manager of CFCF under Vic George, for over three years, started with the station in 1940 as a relief announcer. After service overseas with the RCAF, he returned in 1945 as an assistant in the commercial department. After a spell as night supervisor, he became traffic manager, then assistant manager and then station manager in September 1950. Under the new arrangement, he is adding the duties of broadcasting manager to those of station manager.



VIC GEORGE

Vic George who commanded the Canadian Army Show overseas during the war, holding the rank of Lieutenant Colonel, reorganized the broadcasting activities of the Marconi Company when he resigned from the presidency and management of the Montreal agency, Whitehall Broadcasting Ltd. to become Broadcasting manager in 1948. This was his second appointment with the company, having managed CFCF from 1931 to 1935, when he left to start Whitehall. He started in radio over thirty years ago with the old CNRO, in Ottawa, in 1923.



HARRY GILL

Born at Hastings, New Zealand, and educated at Oxford and London universities in England, Harry Gill served in the Intelligence Corps of the British Army in India and Burma with the rank of captain. With C-I-L he supervised company and export advertising programs.

WE'RE MOVING

After February 15th, the C. B. & T. offices will be at

**305 Peters Building
54 Wellington St. West
Toronto 1, Ont.**

JONQUIERE, QUE. — 590 kc — 1000 watts.
Serving 211,000 people, 35,000 families in the rich Chicoutimi-Lake St. John area — definitely your advertising buy in this market.

BBM (1952) Day — 24,640 Night — 21,960

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

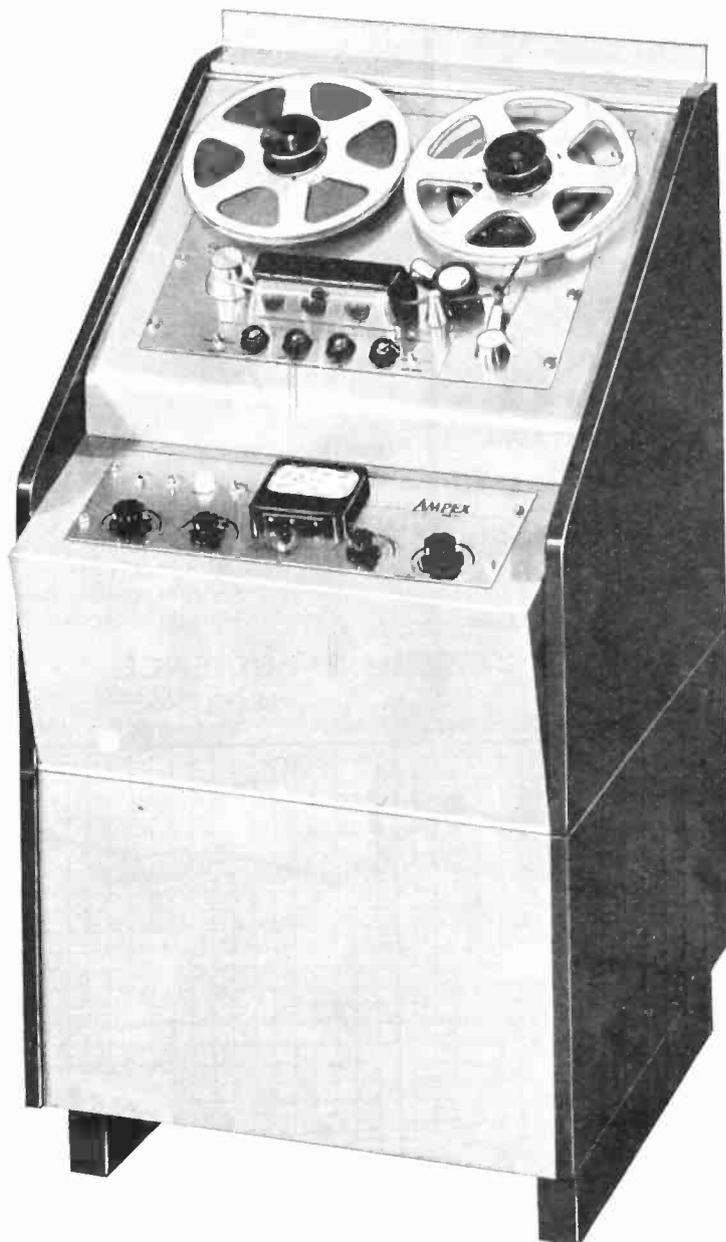
AMPEX model 350

the industry's top TAPE RECORDER at a price you can afford . . .

The C. G. E. Ampex 350, a three-motor professional-type recorder offers the precision of timing, response to controls and freedom from breakdown and repairs, equal to that of larger machines costing twice as much. Model 350 represents a great advance in professional recording equipment design.

New Standards of Efficiency

A 30° slant on the top plate puts reels, editing knobs and all controls within easy reach of any operator, whatever his height. Controls facilitate exact locating of cues or spots to be edited. Signal-to-noise ratio is over 60 db by NARTB standards . . . wow and flutter are well under 0.2% rms at 15 in/sec. and under 0.25% rms at 7½ in/sec.—even on successive re-recording build up of noise is negligible. Starting time is "instantaneous" and in stopping, the tape moves less than 2 inches even at 15 in/sec. tape speed. In addition, tapes are interchangeable between Ampex recorders without affecting timing of the recorded material. For broadcast stations, recording studios, educational institutions and other highly critical users, the Ampex 350 provides the best in recording equipment at an amazingly low price. Available in console, rack and portable mountings. For further information, contact Broadcast and Television Sales, Canadian General Electric Company Limited, 830 Lansdowne Ave., Toronto, Ont. for bulletin AB 3-1-2.



AMPEX

MODEL 350 RACK-MOUNTED CONSOLE OR PORTABLE TAPE REPRODUCER—For pre-recorded tapes, program transcriptions and editing. Provides playback functions only . . . absence of erase and record heads protects important tapes from accidental erasure. Quality built to last, the Ampex 350 Tape Reproducer costs less to buy—less to operate—less to maintain.

Distributed in Canada By Electronics Division

471 W-554

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

CKCH

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French speaking people is celebrating its

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CKCH

HULL and OTTAWA

Representatives

OMER RENAUD in Canada
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In This Corner

LISTENERS ARE THE ONLY CENSORS

People don't get the government they deserve. They are getting better than they deserve. So up to now we've been lucky. In these present times of high employment, high wages and economic expansion, the best a government can be is unobtrusive, and the worst it can be is dishonest. But I, for one, am not satisfied that our political life needs to be so dull, so unimaginative and so quiet.

Someone has said that the most dangerous enemy to truth and freedom in a democracy is the complacent majority. And someone else has said "they that govern most make the least noise." You don't need a revolution to lose freedom. You can lose it by degrees. They tell me you can put a frog in a pail of water, and gradually heat the water until the frog is boiled to death. The frog will never realize he is being had. I suspect there might be a time when the frog realizes it's getting too warm for comfort, but it's too late anyway. I think we should be frightened to death the minute we feel lukewarm. And we certainly feel lukewarm about politics.

Of what goes on, we learn in large measure from what the Canadian Broadcasting Corporation feels it is our interest to know. Both the CBC and the press give some prominence to dissenters insofar as they are of news value. But unfortunately, politics is less a matter of fact — or news — and more a matter of opinion. The CBC does not allow opinion except

the occasional news "expert" who is allowed to tilt his quill at the government of a Sunday afternoon. And usually we get the same people — you can name them — who speak from Ottawa on matters pertaining to Parliament.

The Corporation also allows occasional expressions of opinions from politicians. This is called "The Nation's Business." It is cold, uninspired, lacking in spontaneity, wit or sound and sense. The speaker realizes he is talking into a prepared vacuum. If he were to say anything contentious or portentous, he would betray his audience. They are totally unprepared for it.

In Britain, before Hitler marched into Poland, Winston Churchill and many others who dissented from appeasement were prevented a national audience. The BBC did not allow the broadcast of opinion.

In the United States, people get a sense of continuity from their political parties, because between elections they hear commentators, panels, political speeches and debates. Interest in government and political activity is kept alive, sometimes, mind you, under commercial patronage. Of course it is not kept at election pitch. That is neither possible nor desirable. But it is kept alive. People have access to dozens of news periodicals, but, best of all, the air is free. Opinion is not a distasteful word, but a democratic one.

In our country, by anyone's yardstick — even the recent Royal Commission's — radio is the most likely medium for trans-Canada communication. In the periodical field, we are just beginning to grow. In the newspaper field, we are provincial still, and perhaps rightly so. As for radio, the sometime hope of the intelligentsia, it has never really been allowed to function. And so far as its efforts to reflect the political life of the community, province or nation are concerned, to stimulate political awareness, to allow the communication of political ideas and opinions, radio is dead from the neck — both ways.

Unwittingly or not, radio gives stupendous advantage to government, to the status quo. Somewhere, some time, someone took one look at radio and turned white. It seemed at the outset that high authority agreed that radio would terrify humble people. So the half-and-half - CBC-and-independent-radio-policy was arrived at, bound on all sides by regulations, wrapped in red tape and pushed out the door. It was a policy conceived in fear, born in confusion and administered in darkness. It makes sure that all political broadcasts will be as dull as possible, that the listener will be as bored as possible — so that elections



Adapted from an address to the Atlantic Association of Broadcasters

by Dalton K. Camp

Dalton K. Camp is an account executive and copy chief with the Toronto advertising agency, Locke Johnson & Company Ltd. A native of Woodstock, N.B., he handled publicity for the New Brunswick Progressive-Conservatives in their recent successful bid for office. He also prepares the advertising for the New Brunswick Travel Bureau.

will be as quiet as possible.

Political lassitude is to be deplored. Perhaps a few will agree that among the remedies is the improved use of our means of mass communication.

In Canada, during the next four years, there will likely be as many as eleven major elections. In the interim the sense of continuity will be lacking so long as radio fails to do its job. I believe that politics, in and out of elections, is as interesting and as fully essential to the public as is chamber music, soap operas, symphonies or hit parades. Besides, it's time we discovered some of the fun we've been missing.

As I understand it, the broadcasting industry has been attempting for some time to gain public support for the emancipation of private radio. It seems to me that the emancipation of private radio will go hand in hand with public enlightenment on public issues.

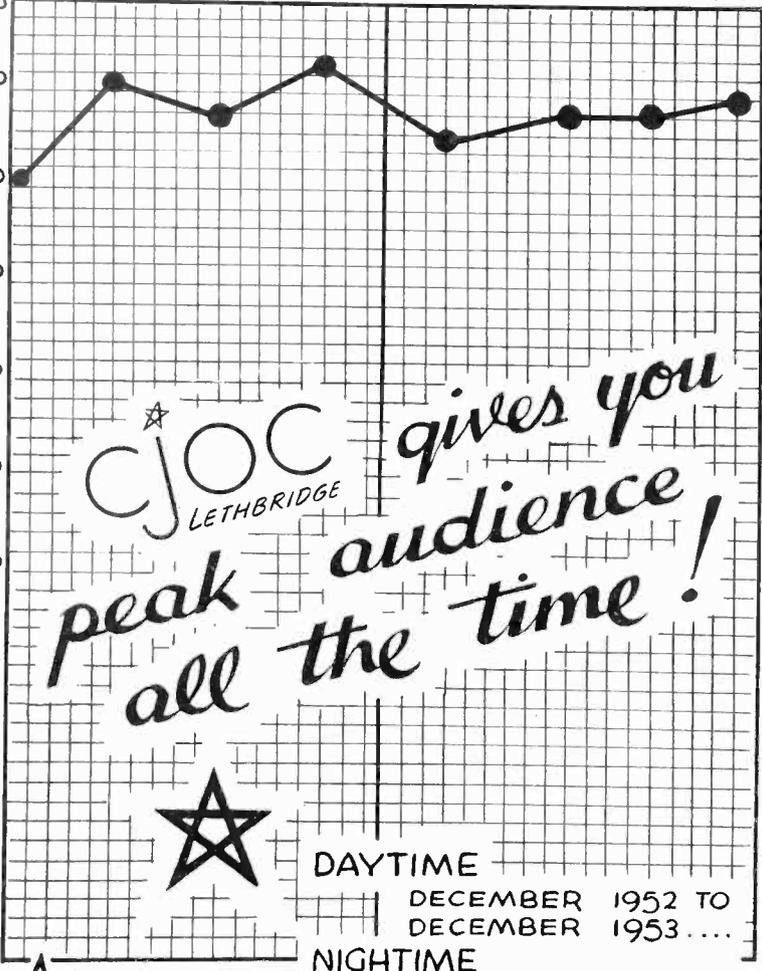
In order to win an argument, you've got to start one. You cannot complain about your own lack of freedom of communication while at the same time serving as hand-maiden to the suppression of political expression. One thing you can very usefully do is to permit in an election the widest possible expression of political opinion. The only public utterance that should not be permitted on the air is one that is either profane or irreverent or obscene. In the long run, anything that is said by a politician which is in dubious taste will be a reflection

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DEC. MARCH JUNE DEC. JAN. APR. OCT. JAN.



CJOC LETHBRIDGE

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DAYTIME

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All Canada

by EVERY Survey

(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's MOST LISTENED TO Station

CKDA DEAL 1340

on the speaker. If he is mean enough to think of it, he should be allowed to say it, because if you prevent him from saying it, you are shielding a rascal from the public. "He who slings mud generally loses ground," said Adlai Stevenson. There are a few rascals in politics today whose careers have been perpetuated by the over-weening zealotry of censors.

Happily some radio stations are more courageous than others. One station manager once told me he had a policy of absolute non-interference in the matter of political speeches, so long as the speaker signed on and off on time and paid his bills. The real responsibility of management ended there and I seriously recommend that this be everyone's policy.

There is a kind of silliness that over-zealousness can lead to. I remember a time when a leader of Her Majesty's Loyal Opposition was having his speech censored by a disc jockey. There is some sort of regulation by which a "network" political speech is supposed to be submitted to the station 24 hours in advance of the broadcast. I have one question about that. Why?

What monstrous mind conceived this tidy limitation? He obviously failed to realize the swift pace of election campaigns, and the continuing change of events from day to day, just as he overlooked the one single advantage which radio allows over all other means of communication. That is, it gives an opportunity for one to disseminate an opinion to a wide audience quickly.

In the example of censorship I have mentioned the disc jockey explained that he had to censor the speech because of his responsibilities to the CBC, to shareholders, advertisers, management and listeners. I think it's a terrible load to put on a man who has to stay up all night spinning records and reading commercials. Further, the listeners have a right to hear what a politician wants to say, not what a disc jockey or management, shareholders, advertisers or the CBC will allow him to say.

If censorship is to be at all justified, what are the qualifications of the censor? Obviously, if he is the average station employee, he is simply not capable of censoring a speech prepared by a man who is in politics. The lawyer as a censor is only slightly more satisfactory than a disc jockey. (And, parenthe-

tically, may I say that this is not meant to be critical of disc jockeys?) He will stay too far within the bounds of reasonable doubt; he will split hairs until infinity; he will render any utterance innocuous. Further, it is frequently a case of one lawyer censoring another.

If you allowed the listener to be the censor, he would only be hard on the man who is dull. That's the kind of censorship we need.

In seeking to resurrect public interest in politics, during elections, the CBC permits a number of free-time broadcasts. These they allocate according to a formula that was originally, I believe, stolen from Dr. Einstein's notebook. Sometimes parties get equal time. In many instances the Government gets the most; the official opposition gets something less and so on. This kind of romantic largesse is deemed to be in the public interest "so that listeners may be informed of the various points of view of the political parties."

This is as far as the attempt goes to resurrect the corpse. So of course private radio is called upon to do the rest. This is one instance among many where the best radio is local. And this is also where radio personnel can be tremendously helpful.

It has been my experience that private stations generally do at least as much to stimulate public interest during an election as any other medium. Usually they can do more. This is the general rule. As expensive as it is, radio is a bargain. Politics and the spoken word go together because, in a democracy, politics is speech.

I would suggest that during an election one of the most interesting and informative programs would be to give every day, or at some regular interval, a digest of all major political speeches, whether made in a paid broadcast or public platform.

Above all else, during an election, stations should not be held responsible for what is said through censorship regulations. Stations should encourage debate and they should be encouraged to encourage it. The best way to be fair to all sides is to let them speak their piece.

CFCO goes over the top again

More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: 76,950 homes

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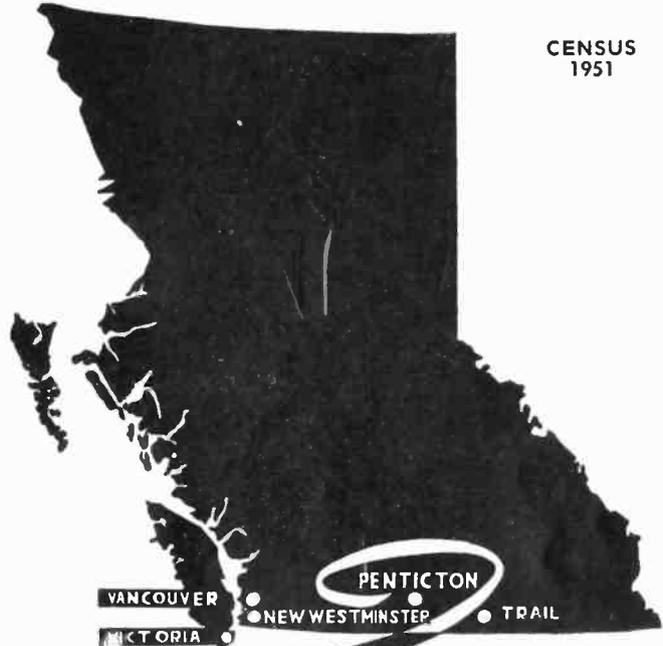
Total Nighttime Audience: 43,530 homes

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

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

B.C. cities with population over 10,000



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Managing Director
ROY CHAPMAN
Station Manager

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DON COOKE

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Average Daytime program rating 28.5
Average Daytime percentage of listeners . . . 80.0

Yes — these figures are "in the book" — the October, 1953 Elliott-Haynes Program Report—and you won't find better ones there.

But listen to this! This survey was made in five important New Brunswick population centres — Sussex, Woodstock, Newcastle, St. Stephen and Fredericton.

It all adds up to this. If you want complete coverage of New Brunswick you need CFNB. Get the full story from our reps.

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

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REPS—
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ADAM YOUNG U.S.A

Television

IT AIN'T FUNNY, McGEE

by HUGH GARNER
Reprinted from Saturday Night

If television has succeeded in emptying the movie houses and pool parlors, as its detractors the movie magnates and pool-room operators claim it has, the reason lies almost wholly in a dozen or more comedians. These aristocrats of the TV screen almost hog the

first ten positions in the popularity polls, and are the highest-paid members of the industry. Their antics are carried into over 28 million American and over a quarter of a million Canadian homes every day of the week, and, "Oh, you're a good group!" has replaced the Dragnet

Something missing...

like selling Quebec market without

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1000 WATTS 1280 K.C.

Representatives
TORONTO MONTREAL
OMER RENAUD & Co
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Universal
JIMMY DURANTE, a natural jester.

overture among the bubble-gum set during the last few weeks.

No matter what your taste in humor, there is at least one TV comic who can tickle your funny bone, and if there isn't you may as well turn in your television set and buy a set of bar-bells or Dr. Eliot's five-foot shelf. One man's meat is another's poisson, in comedy as in anything else, and the old curmudgeon who snorts with fury at the slapstick of Red Skelton may roll around the living room floor holding his floating rib while he watches Wally Cox play "Mr. Peepers."

The jester has always been part and parcel of civilization. There was a time not so long ago when crowds of our ancestors roared with laughter at the sight of people being burned at the stake or hanged from gibbets, and within the memory of people still young we thought that, "Wanna buy a duck!" and "Monkeys is the cwaziest people!" were the most hilarious phrases in the English language. We no longer breed deformed and mentally deficient monsters for laughs, as our forefathers used to do, and we are past the stage where inflicted pain makes a Roman holiday for the yokels on the village green. With the exception of slapstick (whether it be a court jester with a bladder on a stick or Ted Healy slapping his Three Stooges) our tastes in comedy have changed more from generation to generation than anything else. The latest overall change came with the

invention and distribution of an intricate electronic box called a television set.

The advent of widespread television started a gold-rush of talent from the lush field of radio to the even lusher field of TV, and swept along on the tide were several aging comics who owed their latter-day livelihood to iron-bound contracts signed before they lost their laugh appeal. Among this motley crew were Eddie Cantor, Fred Allen and Jack Benny, supported by such second stringers as Bob Hope, Red Skelton and Milton Berle and by vaudeville or stage characters like George Jessel and Bert Lahr. How have they fared in their new medium?

Eddie Cantor is a dismal flop whose former comic talents were dissipated in the days of Flo Ziegfeld, and who has replaced them with a cloying sentimentality that is passé today even on Second Avenue. Fred Allen has slipped from his former top shelf to a chair as a quiz program MC, and not a very good one at that. Jack Benny holds on to some of his audience through nostalgia, and occasionally comes through with a fine performance as he did when his guest was Johnny Ray. Usually, however, his pseudo-suavity is reminiscent of the unconscious humor of a pre-pension floorwalker.

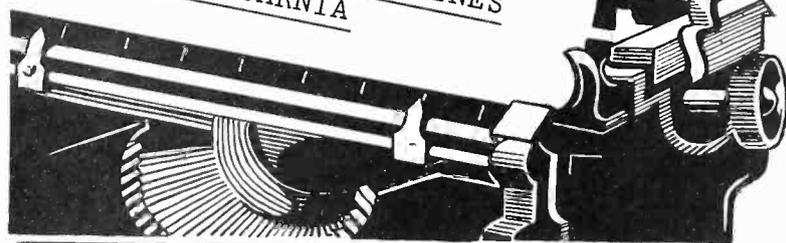
The second stringers have done much better. I cannot report on Bert Lahr for I have not seen him on TV, but Skelton, Berle and Hope earn their ratings and their fee. These three represent three distinct forms of comedy. Red Skelton is a reincarnation of every comic who ever threw a pie, from Snub Pollard and Buster Keaton to Wheeler and Wolsley and the Keystone Cops. He works hard at his job, and his brand of slapstick is the most durable of all comedy. Milton Berle used to call himself "Mr. Television," a title he could claim only through default. His rating has slipped somewhat lately, but he has bolstered his program with guest talent which succeeds in holding him near the top. Bob Hope represents the patter type of comedian, and his machine-gun delivery of gags (aided by that boon to TV performers, the teleprompter) appeals to that part of his audience which reads with its lips. George Jessel, like Cantor, has had the course.

By far the best of the oldtimers, who is as funny today as he was thirty years ago, is an appealing little guy with a big nose, Jimmy Durante. Although he never quite succeeded in mastering radio, he fills his spot on the Colgate Comedy

Memo to TIME BUYERS.

You get straight FACTS-- and no fiction--from Paul Mulvihill in Toronto and Murray MacIvor in Montreal on these six top-flight Community Stations:

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- CKTB, ST. CATHARINES
- CHOK, SARNIA



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by Rudy Bretz
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Books
CANADIAN BROADCASTER & TELESREEN
163 1/2 CHURCH ST. TORONTO

Hour every fifth week very well. If I were capable of analyzing his appeal I would say that it came from his enthusiasm, lack of pretension, and a genuine liking for his trade, perhaps the three basic necessities of a jester.

A mainstay of the soap, cigarette and household appliance advertising accounts is the family-type, or situation, comedy. The props needed for this are a husband and wife, a couple of house interior scenes, and a daffy neighbor or two. In some cases, such as "The Life of Riley" starring William Bendix, the husband is the family moron, while in others, "I Love Lucy," "I Married Joan" and the Burns and Allen show, the wife is the one who has evaded the net. There are too many of these programs to review at this time, but there is a psychological moral to this, which we'll leave to a later date.

Among the comediennes, other than Joan Davis, Gracie Allen, Lucille Ball, Eva Arden, Marie Wilson, and numerous others who gallivant around in the type of situation comedies mentioned above, the two at the top of their class are Imogene Coca and Martha Raye. Martha Raye, giving off the same type of physical fireworks as Red Skelton, works very hard at being funny, and succeeds to a remarkable extent, considering the fact that she is generally in a guest spot where her talents are held in check by the top-billed principal. Many of the television comediennes are good for a snicker, but there isn't a Beatrice Lillie belly-laugh in the bunch.

The one who comes closest to it, as far as I am concerned, is a little girl called Imogene Coca who, teamed

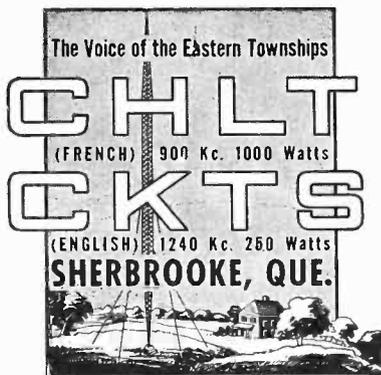
with a wonderful comic named Sid Caesar, has me guffawing every Saturday evening between 9.00 and 10.00 p.m. These two, along with Jackie Gleason and his "second banana" Art Carney, and a quiet, lovable little schoolteacher named "Mr. Peepers," played by Wally Cox, are the outstanding comics who appeared along with television. Their comedy has not been blunted by the change-over from another medium, whether it be the stage, nightclubs, movies or radio, and it is as comfortable-looking on a TV screen as Charlie Chaplin's shoes or Marie Dressler's old sweater-coat.

The big networks are running schools for comics, with which to assuage the gaping maw of a medium that eats up comedians and comedy situations with an appetite like Jack-the-Giant-Killer's Giant, and over the next year or so perhaps the Cantors and Jessels will have been put out to pasture to make way for comedians who are funny. Strangely enough, a harbinger of things to come occurred a few weeks ago while Eddie Cantor was crying in his beer on the Colgate Comedy Hour. A young man walked onto the stage in a business suit, took a nonchalant stance before a backdrop and began talking about some trouble he had had with a lost bowling ball. Without change of expression or use of histrionics his monologue built up and up into one of the funniest things I have ever heard. This young man's name is George Gobel, and if he has his own show next year, and you split your girdle laughing at him, don't say I didn't warn you.

NEW CBC GOVERNOR

Ottawa.—An Edmonton business man, Kenneth G. Montgomery, has been appointed to the 11-member board of governors of the Canadian Broadcasting Corporation. He replaces J. P. Tripp of Oxbow, Sask., whose three-year term on the board has expired. In addition to business interests, Montgomery is president of the Edmonton Eskimo Football Club.

Dr. Adrien Pouliot, member of the board for the past six years, has been re-appointed for a third term.



CHLT and CKTS, SHERBROOKE

Sherbrooke is enjoying prosperity — and prosperity makes **MARKETS**. The value of cheques cashed against individual accounts in Sherbrooke for the first eight months of 1953, was \$281,961,000 — an increase of 3.4% over the same period of the previous year. Sherbrooke's building boom is another indication of prosperity — 161 units completed, with 224 units now under construction. Get your share of Sherbrooke's prosperity by telling your Sales story over **CHLT** (French) and **CKTS** (English).

Representatives:
CANADA

Jos. A. Hardy & Co. Ltd. **CHLT**
Radio Time Sales Ltd. **CKTS**
U.S.A.
Adam J. Young, Jr., Inc. **CHLT & CKTS**

Tell Us Another

There's a village not far from here called Moonstone. We've helped a bit to put it on the map, but not nearly as much as Dunlop Appliances, Moonstone's merchant extraordinary.

Living almost in the shadows of the big Orillia main street, our retail hero Dunlop simply ignores all the economic rules that say he can't do the things he's been doing for years — successfully selling to people from Midland, Barrie, Coldwater, Victoria Harbour and Orillia.

Maybe it's his products; maybe it's Dunlop's personality; maybe it's our big noise. Anyway, Dunlop's reputation gets around.

If you have something worth shouting about, have Stovin's boys tell you about our electronic lung.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

THE LIST IS LENGTHY...

- GRAVES LTD.
- BIRKS LTD.
- SUPERLINE OIL LTD.
- RINGER MOTORS
- MILNE'S GARAGE
- SIMPSON-SEARS
- BRUCE MOTORS
- DR. A. SHANE
- BERWICK BAKERY
- DITMARS & McNEIL
- CHAS. DARGIE & SON
- ROY'S SNACK BAR
- BEST YEAST
- DIGBY HOME FURNISHERS
- SEVEN-UP

Even though CFBC is listed in New Brunswick — the 'time-buyer' must remember that all of Western NOVA SCOTIA belongs to this Saint John station.

Typical of the Nova Scotian interest in CFBC is the lengthy list of regular sponsors — whose daily retail business depends upon our penetration into the homes of their customers. The list at the left is only a partial tribute to CFBC's thoroughness in covering Western Nova Scotia.

These sponsors depend on CFBC to sell to Nova Scotians!

CFBC SAINT JOHN NEW BRUNSWICK

"Serving"

WESTERN NOVA SCOTIA"

• **MONTREAL IS CANADA'S
NUMBER ONE MARKET**

• **IN MONTREAL IT'S
CANADA'S FIRST
STATION**



IN CANADA: ALL-CANADA • IN U.S.: WEED & CO.

A Weekly BBM of 74,310

gives

CJBR
Rimouski

The Largest French-Language
Potential Coverage in Canada
after Montreal and
Quebec City

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR
RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION

News

BIG NEWS DEPARTMENTS=BIG PROFITS

Washington — A complete, active news department can be a radio station's greatest means to public acceptance and greater profit, Sig Mickelson, news director of WCCO, Minneapolis, told a recent meeting of the National Association of Radio & Television Broadcasters here. He quoted results of a survey undertaken by him, as president of the Radio-Television News Directors Association, which showed that an overwhelming majority of stations, noted for their news operations, believed an emphasis on this phase of programming had brought them large audiences, a position of esteem within the community and improved financial status.

Mickelson suggested a test for a news department's effectiveness. It simply involved asking some leading and some representative local citizens what name they thought of first when the station's call letters were mentioned. "If you have an active news department," he said, "there's better than a fifty-fifty chance that the name you hear will be that of one of your news men."

Mickelson contended a station's greatest impression on the local public is made — apart from broadcasting — when a reporter "stops in at the mayor's office, or calls the president of one of the banks about a slight shift in the economic situation", or when a reporter "sits in on a city council meeting or a PTA convention or attends a news conference sponsored by the local community chest".

The NARTB survey, Mickelson pointed out, was based on returns from 75 radio stations "which have developed some reputation as purveyors of news."

Replies to one main question — "Do you believe there is any prestige or public relations value which accrues to your station from the activities of your news department?" — showed a high level of agreement in the affirmative. Seventy-one station managers said "yes."

A double-barrelled question in the survey was aimed at discovering if top-rate news staffs tended toward improving the competitive position of the station compared with other stations and media. Fifty-seven managers felt there had been a difference in the stations' competitive standings within their communities following the establishment of their improved local news coverage. Said one: "People look on us as an institution and frequently comment on our public service through our news department."

The second part of this question — whether news improved the competitive position — drew a similar reaction. Sixty-nine station managers found their stations better off; none replied "worse"; five didn't answer; and one was non-committal.

Mickelson came to the conclusion: "(It) is unmistakable that news coverage is an integral part of building public relations in the home community. At any rate, the men who have built news departments are convinced of their merit as public relations vehicles. But that still leaves the question: What does it cost?"

To the primary cost question in

the survey — "How does your net profit now compare with the period before you established a full news department?" — 9 managers reported "much higher" and 20 said "higher", while 8 recorded "about the same" and 10 replied "lower".

"While this may not be accepted as unmistakable proof that expenditure of money on news will inevitably return greater profits, at least it's pretty good evidence that news expenditures don't reduce them," Mickelson pointed out. "And it's notable too," he said, "that managers who indicate a decrease in profit margins do not begrudge the expenditure on news. Rather they regarded (them) as an investment in building greater profits elsewhere."

Listenership was another survey subject. Mickelson said: "Opinion is almost unanimous that listenership ratings climb sharply with the addition of news departments. The establishment of the department may not be the sole factor, but circumstantial evidence indicates that it plays an important part."

Judging by what managers say of their own operations, the most profitable news departments seem to be those in stations where annual expenditures for news run between \$25,000 and \$50,000," Mickelson went on. "The least profitable, surprisingly enough, are in those stations where news costs run in the \$5,000 to \$10,000 category."

Mickelson revealed that "nearly half of the entire stations surveyed — 45 per cent — fell in the \$10,000-\$25,000 classification. Second largest group was the \$25,000-\$50,000 category with 22 per cent; and third, the \$5,000-\$10,000 group with 16 per cent. The smallest group with only 8 per cent of the total, was made up of the stations spending more than \$50,000 on news budgets."

Mickelson declared: "The only logical conclusion one can draw . . . is that the maximum benefits from news are achieved by the station that goes all the way. Half-way measures are better than nothing, but prestige value grows — and with it profits — as the size of the operation increases."

In another section of the survey replies showed that "managers who own news departments uniformly and almost unanimously intend to keep them at their present strengths indefinitely. They were asked whether they entertained any notion of returning to an unattended teletype situation. Three failed to answer. Otherwise the 'No' response was unanimous."

Mickelson considered: "If the 75 stations surveyed can be accepted as a valid sample of stations maintaining news departments . . . news is a factor of incalculable value in building general station public relations. At the same time it improves the competitive standing, raises listenership ratings, builds time sales in adjacent periods, and, if everything goes well, stands a good chance of turning over a profit in its own right. All in all, it doesn't look like a bad bargain — at least for the station which is now depending on announcers who read news from unattended teletype machines."



Over the Desk

Two weeks and one issue ago, the cry was — "getting ready for Halifax and a speech called 'Maritimers Are Still People—Very Still.'" Now it's — "hold everything, Vancouver, here I come with" Well, I'll tell you in a minute.

(If anyone knows a new title suitable for hanging on a stock speech, I wish they would let me know. Also, I am wondering, a little feverishly to be truthful about it, just which gags I used last time I held forth in the Pacific Metropolis.)

This business of speech titles is getting to be quite a thing. They had that redoubtable orator Bob Amos over the barrel before he had written his blast to the Maritimers (or Atlanticonians or whatever you call them) last month. Bob held forth on this point in his speech, as follows, viz and wit and all that sort of thing.

"At the start, I was very sure of the content of my talk," said the soft-spoken radio director of the F. H. Hayhurst Co. Ltd., "but the title caused considerable anxiety. However nothing seemed to come immediately to mind that seemed to do justice to the anticipated contents, nor would look good on the AAB agenda. But I felt pretty sure that some sparkling phrase would pop into my head as I sat leisurely watching some of the more cultural TV programs (such as wrestling from Chicago or *Space Command*); or in the five o'clock traffic at about 3:30 p.m. in a snarl where the Lakeshore Road goes over the Humber Bridge. Or possibly it would come while I was waiting on the bridge listening to some of the newer type spot programs on a local station.

(A spot program incidentally is one that opens and closes with three one-minute commercials, broken only by a station break or time signal, and features at least one full-length "78" rendition of a *Hit Parade* number with appropriate credits given to the recording company, a magazine whose current issue features a full-length story on the love life of the artist, and a plug for a personal appearance of the talent on the revolving bar at one of the local cocktail lounges.)

"Then an urgent request for the title to put on the program brought forth the best I could muster—'Let's Do More In 54.'"

That's how it is with Bob Amos, and that's how it is with almost everyone who gets called upon to say "unaccustomed as I am to public speaking." You can't come up with a title to fit a non-existent speech. So I wonder if we couldn't emulate the radio and resort to something like "Rubinoff & His Violin" only transformed into "Amos and his Axioms" or "Lewis and his Laryngitis."

That, friends, is probably the solution. However I got an idea for the Vancouver outburst before I thought up that one. It was—and is going to be—"B.C. Is Newfoundland Spelled Backwards."

I tested it on ex-Vancouverite Reo Thompson, who happened to call conveniently. He undertook to fish me out of Barrard Inlet. Also I threw it on the copy desk for Tom Briggs to give it the treatment. A short time later Tom laid his report before me. It read: "Actually it's dnaldnuofweN. T.C.B."

Oh well!

The owner-manager of station CKBB, Barrie, Ralph T. Snelgrove, is the 1954 president of the Barrie Chamber of Commerce.

We didn't have all the details in time to give full coverage to the AAB's honoring of the only U.S. guest at the eastern convention last month, in the person of the SESAC



representative, Lou Tappé. He is seen above, photographed by Fred Lynds in the sou' wester with which he was presented by retiring (in one sense of the word) President Finlay MacDonald, who also gave him the following citation:

(Continued on page 16)



Secure Your Advertising with CKRM

1. Huge Coverage.
2. Thousands of constant listeners day and night as reported by B.B.M.
3. New Promotional Ideas that pay off for sponsors.

On the Hard-Hitting . . . Far-Reaching 980 Frequency

CKRM - REGINA

THE VANCOUVER MARKET IS NOW CANADA'S EASIEST RADIO BUY!

#1 MARKET

In Montreal, you need a good French station like CKVL or CKAC and an English language station such as CJAD.

#2 MARKET

In Toronto, you need CKEY for the city and CFRB to get the area ratings.

#3 MARKET

In Vancouver, CKNW dominates both the city audience and 100 mile radius!

★ **CKNW** ★ **TOP STATION**
★ *BOTH* in Vancouver and ★ *NEW WESTMINSTER*

SHERBROOKE, QUE. — 900 kc — 1000 watts — CHLT's selling voice blankets the French Eastern townships, broadcasting to over 400,000 people daily. Consumer dollars from this highly productive mining and agricultural market are waiting for your sales message — CHLT will deliver it with results!

BBM (1952) Day — 40,160 Night — 30,600

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

Over the Desk (Continued)

"Know ye all men by these presents that the bearer of this parchment is Lou Tappé who is well known to us all. Be it hereby known that as of this moment Lou Tappé is encouraged to travel anywhere in the territorial boundaries of the four Atlantic provinces of Nova Scotia, Newfoundland, New Brunswick and Prince Edward Island, boldly and as he sees fit without necessity of passport, Atlantic currency, or even a smattering of the language; and that the same Lou Tappé, for distinguished service to his fellow Maritimers, is hereinafter referred to by the sacred title of "Herring Choker," leaving him in the rare position to enjoy all the privileges of Maritime life,

to have social intercourse with all the inhabitants, to enjoy all privileges, to refer to himself and to acquit himself as a "Bluenoser."

Witnessed this thirteenth day of January, 1954 in the Halls of the Atlantic Association of Broadcasters and witnessed by eighty-five of his fellow Bluenosers.

And finally, let it be known that on January 14th, the final day of formal deliberations by the said Atlantic Broadcasters, is to be declared Lou Tappé Day, during which sessions he shall sit at the head table free to interrupt when the impulse strikes and to adjourn the meeting whenever he decides to order the sun over the yardarm.

Officially signed: "E. Finlay MacDonald," president Atlantic Association of Broadcasters.

Dumont Laboratories have invented just the television set you've been waiting for. With it you can see two programs at once. It is called "Duoscopic" and Dumont admits it is still a "novelty." It consists of two sets in one cabinet, with two picture tubes showing on the same viewing area. The viewer wears polaroid glasses to see the programs of his choice. Without the glasses, images appear super-imposed. Audio is through earphones. Purpose is to give a program choice to people in the same room. Cost is the same as for two separate sets.

People from non-TV areas are always asking me how I like it, so-o-o, I've been a set-owner for nigh onto fifteen months. The pitter-patter of tiny feet doesn't mar the lustre of the floors in my bachelor's apartment, and I cannot hold forth learnedly on the psychological effect of *Sagebrush Trail* on the homework of a lovable little Dickie Junior. In the year and a quarter that my set

has been reposing in my living room, I've both taken it and left it alone. I had the advantage of seeing others sacrifice friendship at the altar of Groucho Marx and Milton Berle, as they just about muzzled everyone who dared to set foot in their dim-lit residences during looking periods.

By the time I got my set, the novelty had worn off for both me and my friends, and I found I could look at my watch, turn on *Dragnet* or some other program of my choice, look at it, and then switch off the set to return to my book or whatever I was doing. My tastes run from the artier of the CBC's dramatic programs which I catch over Toronto to the bloodiest of the whodunnits, which catch me from Buffalo. Music, I feel, is disillusioning when you see the artists; quiz shows and discussion panels depend on who is on them; they haven't latched onto a good news formula yet; and telecasts of sporting events are too exhausting. I have my 17 inch set about 17 feet from my chesterfield, which is what it says in the book. Often, if I don't turn it off, I doze off to waken with a start when it goes silent.

All of which goes to prove precisely nothing, because a bachelor is the only male who dares say what may and what may not be seen on a TV, and bachelors, I am led to understand, are a rarity.

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The gun has been crashing out over Burrard Inlet for over 60 years, and has become something of a tradition in the city. The CJOR offer has been neither accepted nor rejected by officials, but has at least spurred action among civic groups who might have let the whole thing go. The Parks Board is considering assuming the responsibility, and a reserve regiment of artillery has asked for the right to do the job—probably as extra-curricular training in modern warfare.

In the meantime CJOR stands ready to take over the ancient rite, feeling perhaps that if it's noisy, it belongs to radio!

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

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received
Our NEW
Audition Disk?



DON WRIGHT
Productions

An Independent
Producing
Company

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

**DID YOU KNOW
THAT
HALIFAX**

... has a \$16,000,000.00 construction programme underway ... that Halifax salaried employees have a total income of more than \$4,000,000.00 a month ... that 9 out of 10 Halifax homes are radio equipped ...

**AND DID YOU KNOW THAT
CHNS...**

... has a 10% edge over any other Halifax radio station where average share of audience is concerned ... that CHNS is equipped with excellent studio facilities ... that CHNS is equipped to handle all types of live shows.

So it pays to advertise in Halifax and your advertising pays over CHNS!

CHNS THE VOICE
AND CHOICE OF HALIFAX

**Talking About
the Weather—**

... Weren't you? Most people are these days. And CFQC manages to keep them well informed, with ...

5 full weather reports a day.

Weather resumés in 14 regular daily newscasts.

PLUS — plenty of temperature checks!

We tell 'em what they want to know ...
And we sell 'em what you want to go!

P.S.—Ask our rep about the station that serves the Hub City ... and the spokes, too!

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

CFQC
600 KC
5000 WATTS



THE RADIO HUB OF SASKATCHEWAN

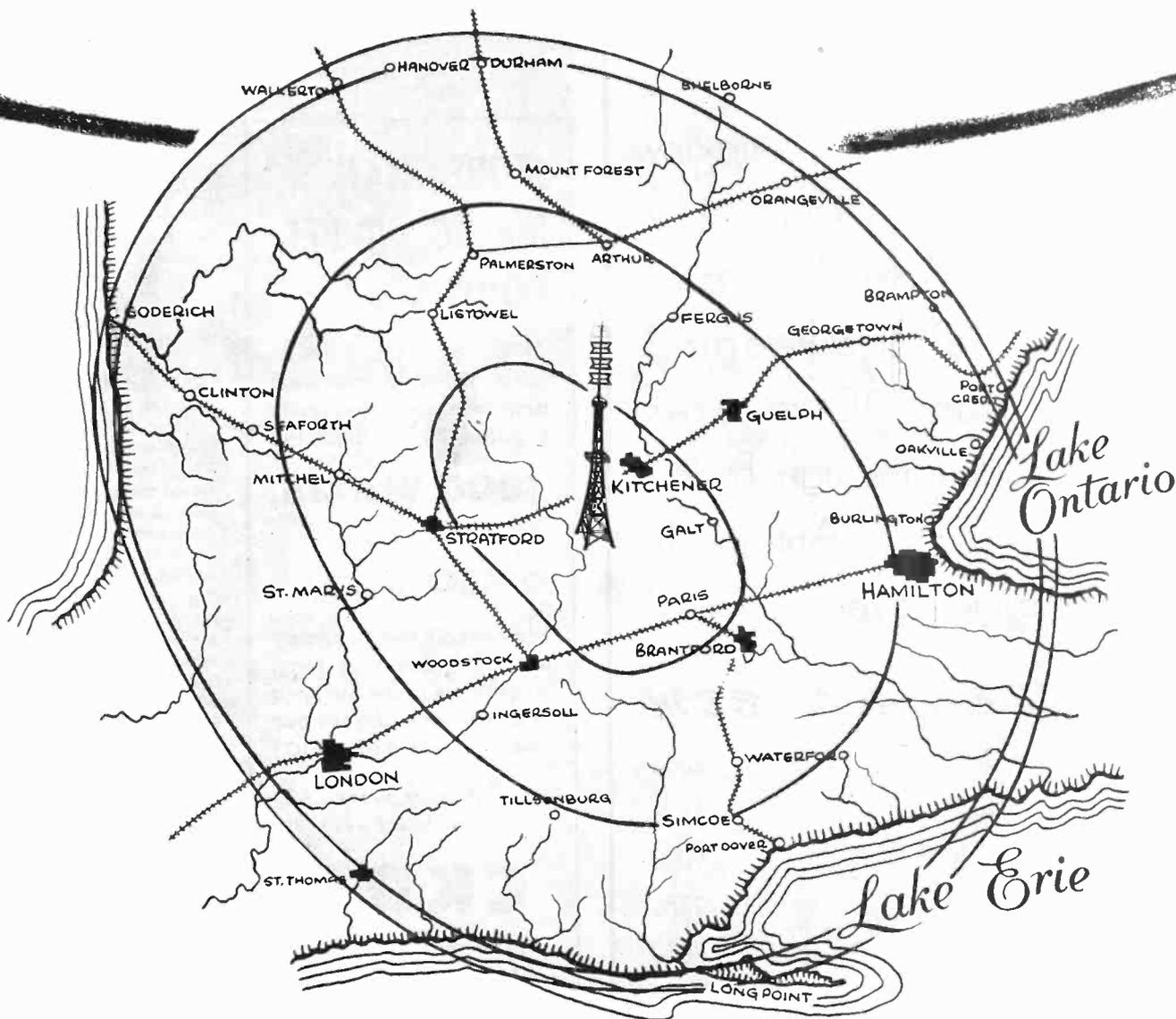
CKLD
THETFORD MINES, QUE.— 1230 kc. — 250 watts. Serves a trading area of 150,000 persons, including employees of the largest asbestos mines in the world. Estimated retail sales are over 35 million dollars annually. Reach this prosperous market—in French—through CKLD.
BBM (1952) Day — 27,110 Night — 15,940

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

CKCO-TV KITCHENER

Covering the Heart of Ontario



CKCO-TV, Kitchener will soon begin a regular program schedule in the rich Central Ontario region. A wealth of pleasure and information will soon be offered to the 420,000 potential viewers in the A and B contours alone—opening a \$353,000,000 market to TV advertisers.

Many top-flight Canadian programs are already scheduled for Kitchener and area viewers. Among these will be the C-G-E Sunday night program "Show Time", featuring the Leslie Bell Singers.

CKCO-TV—16.0 KW video and 8.45 KW audio—has been broadcasting a test pattern on Channel 13 since December 24th. A three-bay directional batwing antenna is to be located at Baden Hill, 7 miles west

of Kitchener and 500 feet above average terrain.

Working with CKCO-TV engineers, C-G-E Television Specialists set a Canadian record in installation. Transmitting facilities were designed, and completely installed for test pattern runs from a temporary antenna in only a few weeks. All studio and transmitting equipment, from camera to antenna, bear the famous General Electric trade mark—CKCO-TV's assurance of long, efficient broadcast service.



TELEVISION EQUIPMENT

Electronics Division

471W-754

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Over the Desk (Continued)

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★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received
Our NEW
Audition Disk?



An Independent
Producing
Company

DON WRIGHT
Productions

Let Us Help You

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

Talking About
the Weather—

... Weren't you? Most people are these days. And CFQC manages to keep them well informed, with ...

5 full weather reports a day.

Weather resumés in 14 regular daily newscasts.

PLUS — plenty of temperature checks!

We tell 'em what they want to know . . .
And we sell 'em what you want to go!

P.S.—Ask our rep about the station that serves the Hub City . . . and the spokes, too!

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



THE RADIO HUB OF SASKATCHEWAN

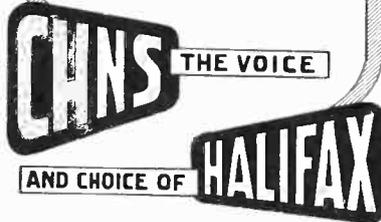
DID YOU KNOW
THAT
HALIFAX

... has a \$16,000,000.00 construction programme underway . . . that Halifax salaried employees have a total income of more than \$4,000,000.00 a month . . . that 9 out of 10 Halifax homes are radio equipped . . .

AND DID YOU KNOW THAT
CHNS...

... has a 10% edge over any other Halifax radio station where average share of audience is concerned . . . that CHNS is equipped with excellent studio facilities . . . that CHNS is equipped to handle all types of live shows.

So it pays to advertise in Halifax and your advertising pays over CHNS!



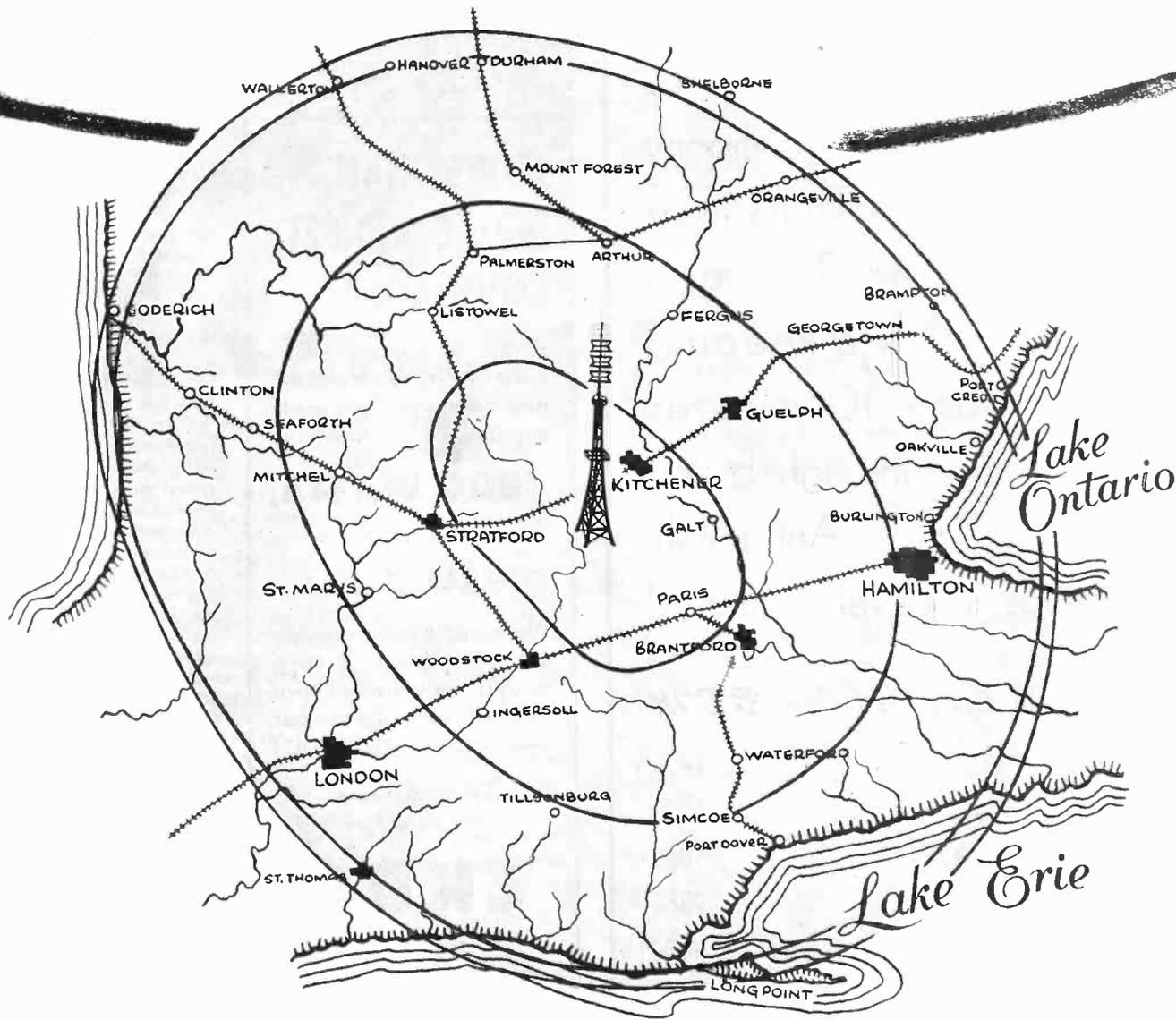
THETFORD MINES, QUE.— 1230 kc. — 250 watts. Serves a trading area of 150,000 persons, including employees of the largest asbestos mines in the world. Estimated retail sales are over 35 million dollars annually. Reach this prosperous market—in French—through CKLD. BBM (1952) Day — 27,110 Night — 15,940

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

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

CKCO-TV KITCHENER

Covering the Heart of Ontario



CKCO-TV, Kitchener will soon begin a regular program schedule in the rich Central Ontario region. A wealth of pleasure and information will soon be offered to the 420,000 potential viewers in the A and B contours alone—opening a \$353,000,000 market to TV advertisers.

Many top-flight Canadian programs are already scheduled for Kitchener and area viewers. Among these will be the C-G-E Sunday night program "Show Time", featuring the Leslie Bell Singers.

CKCO-TV—16.0 KW video and 8.45 KW audio—has been broadcasting a test pattern on Channel 13 since December 24th. A three-bay directional batwing antenna is to be located at Baden Hill, 7 miles west

of Kitchener and 500 feet above average terrain.

Working with CKCO-TV engineers, C-G-E Television Specialists set a Canadian record in installation. Transmitting facilities were designed, and completely installed for test pattern runs from a temporary antenna in only a few weeks. All studio and transmitting equipment, from camera to antenna, bear the famous General Electric trade mark—CKCO-TV's assurance of long, efficient broadcast service.



TELEVISION EQUIPMENT

Electronics Division

471W-754

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

TOPS IN SEVEN COUNTIES!

Your products are as good as the company they keep. That's why King Cole Tea and Coffee* are keeping company 10 minutes Monday through Friday with CJFX Antigonish. Tops in seven counties!

Just Look At Our BBM

Antigonish	98%
Cape Breton	68%
Guysborough	90%
Inverness	93%
Pictou	80%
Richmond	95%
Victoria	88%

CJFX

ANTIGONISH, N.S.

5000 Watts on 580 Kilocycles

DOMINION NETWORK

Represented by

PAUL MULVIHILL IN CANADA

ADAM YOUNG IN U.S.A.

*Through
Harold F.
Stanfield Ltd.,
Montreal

Show Case

STATION GIVES OWN VIEWS

Vancouver, B.C. — Viewpoints on a variety of subjects — national and local — have been given listeners by CKWX since it instituted its five-minute nightly editorial on January 1.

For six years previously, the station's point of view had been presented Sundays in *Sam Rose Reports*. Starting this year, however, the station began presenting a nightly editorial in addition to the Sunday feature.

Subject matter and basic opinion for the editorials is laid down at meetings of the CKWX editorial board, composed of F. H. Elphicke, vice-president and general manager; Sam G. Ross, assistant manager;

Jack Sayers, commercial manager; Bert Cannings, director of news and special events, and Joe Midmore, the man who puts the opinions into words and voices the editorials on the air.

In announcing its policy on the first program, CKWX made it definite that the opinions expressed were those of the station and that the voice was the voice of the station. The program is broadcast under the title *As WX Sees It* and the speaker is not identified by name.

The policy emphasizes the right to agree or disagree, and the station stands ready to present the viewpoints of critics, although no promise is made to read letters in full or part. Or, as an extract from the opening broadcast said:

"We at CKWX will endeavor at all times to treat them (topics) with fairness and justice. We will endeavor to defend the right of majorities and minorities; for no minority should, by devious means, block progress; and no majority should destroy or over-ride the basic rights of minorities. We will endeavor to maintain the independence and rights of the individual, for the individual is the cornerstone and bulwark of a free society."

Even though the station carries a police traffic feature entitled *Why Do They Do It?* the station editorially raised the question of police brusqueness in approaching suspects. It also discussed the constitutional question of police halting automobiles at road blocks in their crackdown on drinking motorists. The point they made was whether police could stop a car for search purposes and questioning, when it was being driven within the speed limit and in a normal manner. No one has challenged police action in court and the holiday season is over.

When the Red Cross hired a woman who had been a candidate of the Labor Progressive party, and then discharged her when the situation was pointed out, CKWX took up the specific issue in its relation to the Labor Progressive party and Communism.

Digging into the records, it quoted from the R.C.M.P. in "Law and Order in Canadian Democracy:"

"The Labor-Progressive Party of Canada is the heir of the revolutionary traditions of the Communist Party of Canada. It is likewise the

(Continued on page 20)

MORE THAN MAGIC CARPET COVERAGE!

CKRD is everywhere at once in its phenomenal new coverage area, made possible by its booming

1000 WATTS

on the favorable

850 KCS.

We haven't been sending out this power for long, so until we know our own strength, let's just say our new voice is TERRIFIC!

It's one more reason why you should use

CKRD

RED DEER

Radio Representative's men will be around soon to tell you all about it

IF THERE IS A LESS EXPENSIVE WAY OF PRESENTING FIRST-RATE CANADIAN RADIO ENTERTAINMENT THAN USING DALESCRIPTS WE HAVEN'T HEARD OF IT.

(P.S.: And we don't particularly want to.)

WALTER A. DALES — RADIOSCRIPTS

907 KEEFER BUILDING

MONTREAL, P.Q.

Telephone UN. 6-7105

... the revolutionary, NEW

DUMONT MULTISCANNER

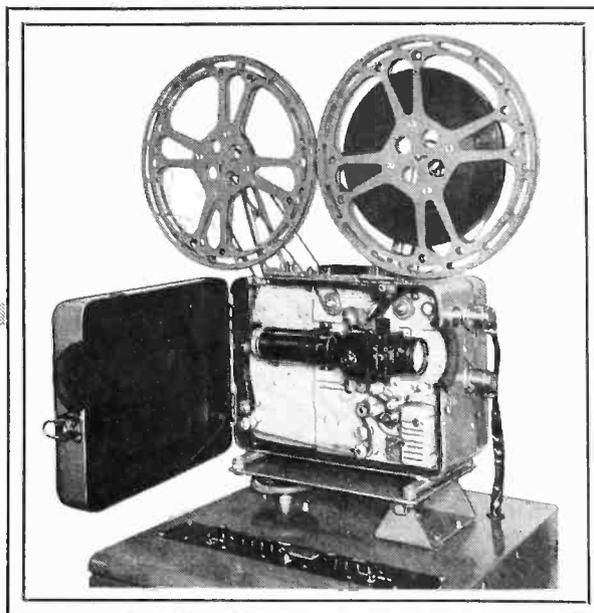
A versatile **FLYING-SPOT SCANNER**
for slide, opaque and motion
picture film pick-up.

A truly new development—engineered to provide better, simpler, still and motion picture film pick-up, the DuMont Multiscanner sets an entirely new standard in T.V. film programming, far superior to any system employing iconoscope or image orthicon film pick-up. In addition, operating costs are a fraction of any previous system.

THE MULTISCANNER OFFERS 5 BIG ADVANTAGES

- 1. SIMULTANEOUS PREVIEWING AND PROGRAMMING**—The twin 16 m.m. cameras or twin opaque pick-ups can operate simultaneously, one for transmitting, the other previewing, thus you get double duty out of one machine simultaneously.
- 2. HIGH LIGHT INTENSITY—HIGH DEGREE OF STABILITY**—giving improved picture quality due to newly designed cathode ray tube and extra-sensitive multiplier phototube. This superior picture quality eliminates the necessity for shading operator or controls.
- 3. GAMMA CORRECTION AMPLIFIER**—corrects for optimum reproduction of the gray scale... adds blanking and provides the video signal from two identical outputs—one for monitoring, one for programming.
- 4. QUIET, CONTINUOUS FILM MOTION**—no noisy wearing and tearing intermittent claw mechanisms. Built in film shrinkage compensator reproduces old or new film alike.
- 5. SMOOTH, SIMPLE OPERATION**—16 m.m. film pick-up can be remotely started, stopped, reversed or operated single frame.

This view of the Cinecon shows the path of the film through the film gate behind the optical immobilizer housing. The newly-designed, highly sensitive multiplier phototube is shown in position behind the film-gate. The optical-magnetic sound pickup head is shown in the lower right-hand corner.



cae... Your call letters for— T.V. Transmitter and Studio Equipment

C.A.E. offers a consultation service to assist in the preparation of briefs and specifications to obtain your television licence.

A large and highly trained staff of engineers places C.A.E. in an ideal position to design and install the T.V. equipment you require and to provide maintenance and modification services to suit your needs.

As exclusive Canadian representatives for DuMont C.A.E. offers the finest in Television Studio and Transmission Equipment.

C.A.E. engineering service is your assurance of the highest standards in design, installation, maintenance and modification.

cae

call or write the cae office nearest you

Canadian Aviation Electronics, Ltd.

MONTREAL • OTTAWA • TORONTO • WINNIPEG • VANCOUVER

2466A REV.



"Of course, says Lionel, YOU COULD HIRE A HALL"



to deliver your sales message. But where'd you find a hall to hold 30,000 people, that rented for \$4.50?

Better use CKCW, where a \$4.50 spot announcement gets your message over to live, loyal listeners — 67 of them for a cent.

"Some hall! Some haul!"

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

Showcase... cont'd.

heir of its subservience to Moscow. No matter what may be its coat, and it has had many colors in the last 27 years, underneath there still beats the black heart of terror and dictatorship, the spirit which is essentially traitorous and anti-democratic."

And also, in support of the dismissal, it quoted from the *Canadian Tribune*, as reprinted in "Law and Order in Canadian Democracy" to show the party's own stand:

"The fine traditions of the Communist party must be taken over by the new party."

The editorial approved the action of the Red Cross in dismissing a newly-acquired employee when the political affiliation was realized.

Another matter of national interest was the application of the Combines Investigation Act. CKWX editorially raised the question of the government creating boards and bureaus to do what the act forbids private companies from doing. It also pointed out the public good of certain actions and the difficulties created—as in the baking industry—where flour, the main product, has to be bought through government sources and where wages are fixed on an industry basis.

One editorial on a kindred matter—deductions from pay cheques—

opened with "we would like to give three rousing cheers" for the man who challenged this practice in court. The specific issue was deduction for British Columbia's hospital insurance premiums, although other deductions from pay cheques also were cited.

CKWX made it clear: "we do not admire Mr. . . . for having broken the law. We don't imagine he admires himself in that respect; but he would have found it hard to live with himself if he hadn't registered his protest." And, with this viewpoint, CKWX agreed.

The station has already criticized and approved governmental policies and actions by its city council, as well as other organizations. Always, however, it has hewed to the line of protection for civil liberty and personal freedom.

WANTED

Experienced commercial copy writer to manage continuity department of large western station. Send sample copy, qualifications, references and snapshot to

Box A-187
C. B. & T.
163½ Church St. - Toronto

SENIOR ANALYST AND STATISTICIAN

For national industry-operated research organization, capable of investigating, creating, developing, executing and administering research assignments. University degree in statistics necessary. Location—Toronto. Salary according to qualifications.

Bureau of
Broadcast Measurement
85 Richmond St. W., Toronto

ANNOUNCER

Good commercial man wanted by a Progressive Southern Ontario Radio Station. Good hours . . . good pay, and no other work than actual announcing.

Send particulars to
Box A-188
C. B. & T.
163½ Church St., Toronto

STAFF ANNOUNCER WANTED

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

Send audition tape or disc to:

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

METROPOLITAN STATION EXPANDING STAFF

We are in the market for top personnel to augment our staff. Looking for proven air personalities experienced in news or D.J. work, also experienced news editor to build and head news dept. Will pay top wages for top men. Send audition tape and full details to

Box A186
C B & T - 163½ Church St. - Toronto, Ont.

SWEET MUSIC
to our ears
PROGRAMS
originating
from our
NEW LONDON STUDIOS

CHLO
LONDON and ST. THOMAS

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

ATTENTION DISC JOCKEYS

2 GREAT NEW CANADIAN SONGS BY CANADIAN ARTISTS

Born right here in Canada is a great song — in fact two great songs that seem destined to sweep the world in popularity. Your listeners are reading about them in the press. Many will be waiting to hear them played for the first time.

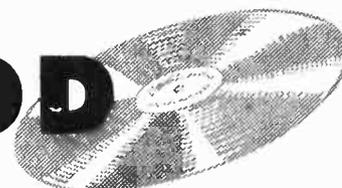
You may have already played them for your listeners, but if not, we know from the response at other stations that your audience will want to hear them again and again. Why not give them a spin this week?



WISHART CAMPBELL
MUSICAL DIRECTOR CFRB
Written and composed by Canada's own Wishart Campbell, Driftwood is a beautiful ballad of great charm. You'll love its melody, its harmony, its heart appeal.

DRIFTWOOD

ON THE SANDS OF TIME



C7 F F6 Fmaj7 F6 Fmaj7 Bb7

I'm drift - wood on the sands of time with you a - way,

C7 F F6 Fmaj7 F6 G#dim Gm7 C7

Just drift - wood, drift - ing all the time both night and day.



Both songs sung by **FROSIA GREGORY**
Canada's brilliant young vocalist on GAVOTTE RECORD 154 to the accompaniment of Fred Rous' Orchestra.

THE OLDER I GROW

Eb Bb7

THE OLD - ER I GROW, sweet - heart, I

Eb

know, Just how much you mean to me.



KAYE CARSON
This beautiful waltz song by another Canadian, Kaye Carson, just gets you. You'll love its lilt, its melody, its nostalgic heart appeal.

SPIN THESE REAL WINNERS!

If you did not receive your Gavotte Record, let us hear from you.

GORDON V. THOMPSON LIMITED, 902 YONGE ST., TORONTO

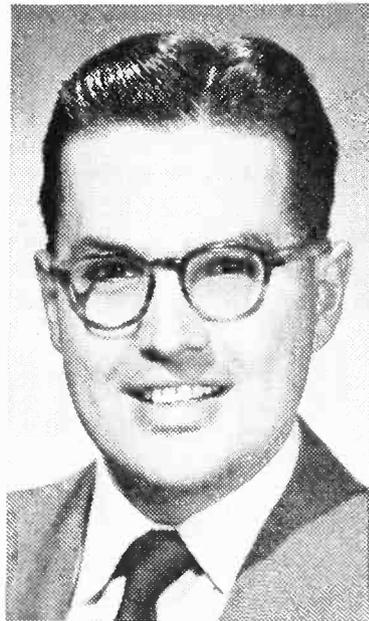
People

Heads CHUM And Adrem

Toronto.—Jack Part, president of Adrem Ltd. and station CHUM, here, has stepped down in favor of

Allan F. Waters.

Part, a redoubtable medicine man since before he got into radio, will spend more time on the growing activities of Adrem Ltd. in the United States and abroad. Waters will pre- side over CHUM, which will con-



tinue to be managed by Bob Lee. He will also concern himself with the domestic side of the Adrem Ltd. activities.



ARS GRATIA ARTIS

Sir: For the past six months I have been taking your advice. I now over-pay my staff; have reduced commercials and in- creased talks; have spent every dollar I have on Grand Opera and Shakespeare. I am now fresh out of sponsors, listeners and money. What do I do next?

Station Manager.

• • •

YOU CAN BE SURE IF IT'S WESTINGHOUSE

Most of the AAB conven- tionees who tried to fly to Halifax for the AAB last month are back now singing: "If you've time to spare, travel by air."

• • •

TRUISM

Step by step CBC is making broadcasting less and less of an industry and more and more of a public futility.

• • •

CONFITEOR

In reply to the large number of correspondents who write and ask what is the secret of successful bachelordom, I should like to reply—marriage.

• • •

NOTICE

Five years ago we moved from Bay St. to Church St., Feb- ruary 15, we're going to 54 Wellington St. W. On and after this date, will those still ad- dressing their mail to Bay St. please start sending it to Church St. Thank you.

• • •

CLEAN BILL

When he went for his check- up, the Doc said there was nothing the matter with him that another 100 years of med- ical research wouldn't find a cure for.

• • •

CRYSTAL BALLS

One thing about the inde- pendent regulatory committee for radio, this time next year we'll be twelve months farther away from not having it.

• • •

SAFETY QUERY

What did you do with the minute you saved?

• • •

CODICIL

If any of the gags in this column do not bear any re- semblance to anyone, living or dead, it is purely co-incidental.

CKCR

KITCHENER - WATERLOO

SERVING

3 OF

ONTARIO'S RICHEST

COUNTIES

WATERLOO - WELLINGTON - PERTH

1952 STATISTICS (TWIN CITIES)

BANK CLEARINGS	\$275,935,832.00	+
POPULATION	62,394	+
PAYROLL	\$30,000,000.00	+
ANNUAL AVERAGE WAGE	\$2,300	

— **SELL YOUR PRODUCT IN THIS MARKET** —

Sales-WINNING COMBINATION!

Back row, L. to R.:

B. Pirie, CKRC; R. Bagley, CKRC; R. Moss, Store Supt.; R. G. Scott, Office Mgr.; J. Ashdown, Asst. Mgr. (Wholesale); I. T. Hunt, Comptroller; W. Speers, CKRC; C. H. Smith, Mgr. Retail; M. Desourdy, CKRC; J. McRory, CKRC.

Front row, L. to R.:

J. Hill, CKRC; J. Guthrie, Ad. Mgr.; E. Dutton, CKRC; J. Heinitz, Sales Promotion; C. Pederson, Asst. Credit Mgr.; M. Nicolson, Mgr. Wholesale; J. Couper, CKRC.



The above picture was taken as executives of the J. H. ASHDOWN HARDWARE CO. LTD. and radio station CKRC celebrated 20 years of continuous association in advertising. Since 1933 the J. H. Ashdown Hardware Co. Ltd. has sponsored without interruption the 12.30 p.m. newscast on CKRC. This sales-winning combination offers again proven testimony that:

More people listen to

CKRC

than to any other Manitoba station!

5000 WATTS

630 KC.

WINNIPEG, MANITOBA

TELEVISION
FILM NEWS

ALL-CANADA  **TELEVISION**

selected by



as

**EXCLUSIVE CANADIAN
 SALES REPRESENTATIVES**

for the world's largest and greatest selection of

**SPECIALLY PRODUCED
 FILM TELEVISION SHOWS**

★ **TOP STARS** ★ **TOP RATINGS**

consult your

ALL-CANADA  **TELEVISION**

program man today

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

ADOLPHE MENJOU
 Your Star and Host in Television's
 Greatest Dramatic Achievement!
"FAVORITE STORY"



**YESTERDAY'S
 NEWSREEL**

Television
 Newsreel
 Highlights
 of
 Yesteryear



**"I LED 3
 LIVES"**

STARRING
 RICHARD
 CARLSON



Herbert Marshall
 STARRING AS YOUR HOST AND NARRATOR
**"Times Square
 Playhouse"**



Boston Blackie
 Television's most lovable sleuth!

C-1236

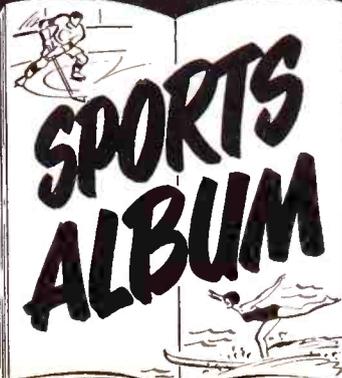
COMING
 SOON
**"MR. DISTRICT
 ATTORNEY"**

★ ★ ★

**"THE
 CISCO
 KID"**



**SPORTS
 ALBUM**



BRILLIANTLY
 DRAMATIZED ON
**The
 Living
 Book**

The Bible's
 Greatest
 Stories...



Sales in the soup?

The per capita sales of soup* are 9.259¢. If you're selling soup, you know what your own per capita sale is.

Are you getting your share of the market? If you are not, you may need added advertising pressure—and that is where we can help you.

Let's look at facts. 33 $\frac{1}{3}$ % of Canada's population lives in Ontario, where 40% of all retail sales are made. This means that Ontario is the richest market in Canada—the No. 1 market for soup, soap, any product, *your* product. So if you improve the selling job you're doing in this No. 1 market, your sales picture will improve.

How you can improve your selling job. There is one medium in Ontario that reaches 619,430 homes in daytime, 639,720 homes in night-time; one medium that covers 44 counties—and that medium is CFRB. It's sound business to use CFRB to increase your advertising pressure if you want to increase your sales in the rich area covered by CFRB. We'd like to talk over with you ways and means to sell more of your goods. Call us or our representatives. No obligation.

*Based on Sept.-Dec., 1952 average of a five city study conducted by Dominion Bureau of Statistics on Urban Food Expenditures

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

CFRB

50,000 watts 1010 K.C.

REPRESENTATIVES

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