

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

Vol. 14, No. 16

TORONTO

August 17th, 1955

## THEY PROGRAM FOR NEW CANADIANS



Photo by Boschler Studio

"LANGUAGE PROGRAMS" AND OTHER SPECIALIZED SHOWS get kicked around at a meeting of production people and CHML Supervisor of Specialized Programming Bill Hall. From left to right, they are: Clemente Nusca, Italian Festival; Mrs. Edith Hyder, Miniature and Musicale; Pim van Haeften, Voice of the Netherlands; Paul Hanover, the Polish Show; Bill Hall; Mike Serwatuk, the Ukrainian Hour; Tony Luciani, European Music Director. Absent from the meeting were: Peter Lange, Continental Cabaret; Eموke Jordan, Echoes of Old Songs. In the control room, Morris Crump.

### *In This Issue:*

"Private Radio Speaks In Many Tongues" according to an article by Joe Stern on page 6.

"Lowbrows Hit New High" by Douglas Frame expands the idea that there is a growing interest in serious shows. Page 10.

"CBC Costs Soar — Audience Wanes" sums up what Gordon Root said in a series of four articles in The Vancouver Sun. Page 12.

"To Lewis From Lois" is a satirical piece by Lois Stockdale on what goes on inside an agency. Page 16.

### *In the Telescreen Section*

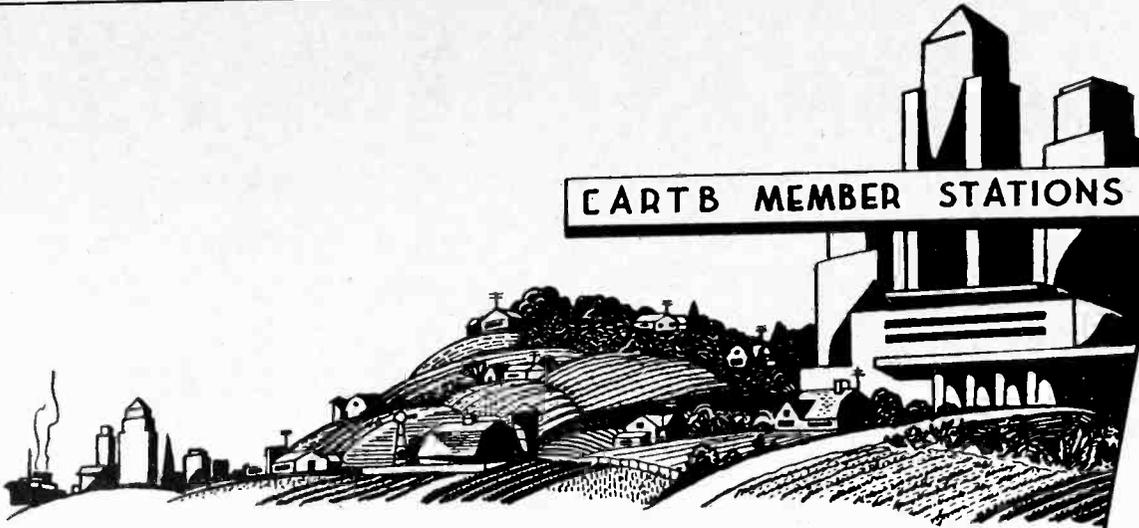
CKLW did a huge telecast blending science and jets. Page 19.

"News First And Frills Second" is the conclusion made by CHCH-TV News Director Dave Rogers in an article on page 21.

Sponsors are re-aligning for fall TV says a news story on page 22.

*All The Regular Features As Well.*





## What Is Coverage?

According to the Shorter Oxford and Webster's New English Dictionaries, there is no such word as coverage in the English language.

But when you speak of radio coverage in Canada, you mean that radio reaches 96.4% of all Canadian homes, which, according to latest (June 1955) DBS figures, house over 15,600,000 people.

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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### CARTB Member Stations

- |                             |                       |
|-----------------------------|-----------------------|
| <b>ATLANTIC (18)</b>        |                       |
| CKBW                        | Bridgewater           |
| CKB                         | Bathurst              |
| CKNB                        | Campbellton           |
| CFCY                        | Charlottetown         |
| CFNB                        | Fredericton           |
| CHNS                        | Halifax               |
| CJCH                        | Halifax               |
| CKEN                        | Kentville             |
| CKCW                        | Moncton               |
| CKMR                        | Newcastle             |
| CKEC                        | New Glasgow           |
| CHSJ                        | Saint John            |
| CJON                        | Saint John            |
| VOCM                        | St. John's            |
| CJRW                        | St. John's            |
| CKCL                        | Summerside            |
| CFAB                        | Truro                 |
|                             | Windsor               |
| <b>FRENCH LANGUAGE (26)</b> |                       |
| CFGT                        | Alma                  |
| CHAD                        | Amos                  |
| CJMT                        | Chicoutimi            |
| CHFA                        | Edmonton              |
| CHEF                        | Edmonton              |
| CKCH                        | Edmonton              |
| CKRS                        | Granby                |
| CKLS                        | Hull                  |
| CKBL                        | Jonquiere             |
| CKBM                        | LaSarre               |
| CHLP                        | Matane                |
| CKAC                        | Montmagny             |
| CHNC                        | Montreal              |
| CHNC                        | Montreal              |
| CKCY                        | Montreal              |
| CJBR                        | New Carlisle          |
| CHRL                        | Quebec                |
| CKRN                        | Quebec                |
| CJSC                        | Rimouski              |
| CKRB                        | Roberval              |
| CHNO                        | Rouyn                 |
| CKLD                        | Sorel                 |
| CFCL                        | St. Georges de Beauce |
| CKVD                        | Sudbury               |
| CFDA                        | Thetford Mines        |
| CKVM                        | Timmins               |
|                             | Val D'Or              |
|                             | Victoriaville         |
|                             | Ville Marie           |
| <b>CENTRAL CANADA (42)</b>  |                       |
| CKBB                        | Barrie                |
| CJBQ                        | Belleville            |
| CFJB                        | Brampton              |
| CKPC                        | Brampton              |
| CFCO                        | Brantford             |
| CKSF                        | Brantford             |
| CFOR                        | Chatham               |
| CKPR                        | Cornwall              |
| CKCR                        | Fort Frances          |
| CJOY                        | Fort William          |
| CKOC                        | Galt                  |
| CHML                        | Guelph                |
| CJRL                        | Hamilton              |
| CKLC                        | Hamilton              |
| CKWS                        | Kenora                |
| CJKL                        | Kingston              |
| CKCR                        | Kingston              |
| CJSP                        | Kirkland Lake         |
| CFPL                        | Kitchener             |
| CJAD                        | Leamington            |
| CFCF                        | London                |
| CFCH                        | London                |
| CFOR                        | Montreal              |
| CKLB                        | Montreal              |
| CFOS                        | North Bay             |
| CHOV                        | Oshawa                |
| CHEX                        | Owen Sound            |
| CFPA                        | Pembroke              |
| CKTB                        | Peterborough          |
| CHLO                        | Port Arthur           |
| CHOK                        | Port Arthur           |
| CKCY                        | St. Catharines        |
| CJCS                        | St. Thomas            |
| CHNO                        | Sault Ste. Marie      |
| CKOT                        | Sarnia                |
| CKGB                        | St. Catharines        |
| CFRB                        | Sudbury               |
| CHUM                        | Sudbury               |
| CKFH                        | Tillsonburg           |
| CKLW                        | Timmins               |
| CKNX                        | Toronto               |
| CKOX                        | Toronto               |
|                             | Toronto               |
|                             | Windsor               |
|                             | Winham                |
|                             | Woodstock             |
| <b>PRAIRIES (26)</b>        |                       |
| CKX                         | Brandon               |
| CFAC                        | Calgary               |
| CKXL                        | Calgary               |
| CFCW                        | Calgary               |
| CKDM                        | Calgary               |
| CFRN                        | Camrose               |
| CHED                        | Dauphin               |
| CJCA                        | Edmonton              |
| CFAR                        | Edmonton              |
| CFGP                        | Edmonton              |
| CFJC                        | Edmonton              |
| CJOC                        | Flin Flon             |
| CHAT                        | Grande Prairie        |
| CHAB                        | Lethbridge            |
| CJNB                        | Medicine Hat          |
| CKYL                        | Moose Jaw             |
| CKBI                        | North Battleford      |
| CKRD                        | Peace River           |
| CKCK                        | Prince Albert         |
| CKRM                        | Red Deer              |
| CFQC                        | Regina                |
| CKOM                        | Regina                |
| CKRC                        | Saskatoon             |
| CJOB                        | Saskatoon             |
| CKY                         | Winnipeg              |
| CJGX                        | Winnipeg              |
|                             | Winnipeg              |
|                             | Yorkton               |
| <b>PACIFIC (18)</b>         |                       |
| CJDC                        | Chilliwack            |
| CKOV                        | Dawson Creek          |
| CHUB                        | Kamloops              |
| CKLN                        | Kelowna               |
| CKNW                        | Nanaimo               |
| CKLG                        | Nelson                |
| CKOK                        | New Westminster       |
| CKPG                        | North Vancouver       |
| CJAV                        | Penticton             |
| CJAT                        | Prince George         |
| CJOR                        | Port Alberni          |
| CKWX                        | Trail                 |
| C-FUN                       | Vancouver             |
| CJIB                        | Vancouver             |
| CKDA                        | Vancouver             |
| CJVI                        | Vernon                |
|                             | Victoria              |



*Les Holroyd's Show Case*

# HOLIDAY FOR HOMEMAKERS



"THE GRANDMOTHERS OF 1975" were the winners of the first flight in CKOC's "Homemakers' Holiday" quiz. Left to right they are: Mrs. Anne Gauthier, Mrs. Joyce Hall, Emcee Hal Gibson, Mrs. Edna Moorcroft and Mrs. Marian Hall.

A RADIO quiz show that combines the listener interest value of a studio quiz with the anticipation and excitement of a telephone quiz is *Homemakers' Holiday* which has been running over CKOC, Hamilton since May 2.

The idea for the program came from the station's assistant manager, Lyman Potts, who kept it to himself for over a year, waiting until CKOC's program schedule had an hour available each morning.

Though not completely sold out, the show has several sponsors. These include Fab, Vel, Wonderfoam Shampoo, Lustro Beauty, Powell Camera, Hamilton Luggage, Dixon Ladies Wear and Essex Packers.

A week before it was to start, CKOC aired a concentrated campaign of announcements acquainting listeners with the program, its air time, and the prizes that could be won. Each lady was invited to form a team of four with herself as captain, to give the team a name and to send the names, addresses and telephone numbers to the station.

Each morning one team answers the questions asked by emcee Hal Gibson. Gibson chats with the team captain, always the first one to be called, and asks her how the team was made up and how the name was chosen. One team called itself "Cash" made up from the initials of the contestants and another team composed of housewives who make telephone surveys, was "The Bell Ringers".

Each contestant is asked five questions. Correct answers are scored on the basis of one point for the first question, two points for the second,

up to five for the fifth. Thus each member of a team can earn fifteen points and the possible total for the team is 60.

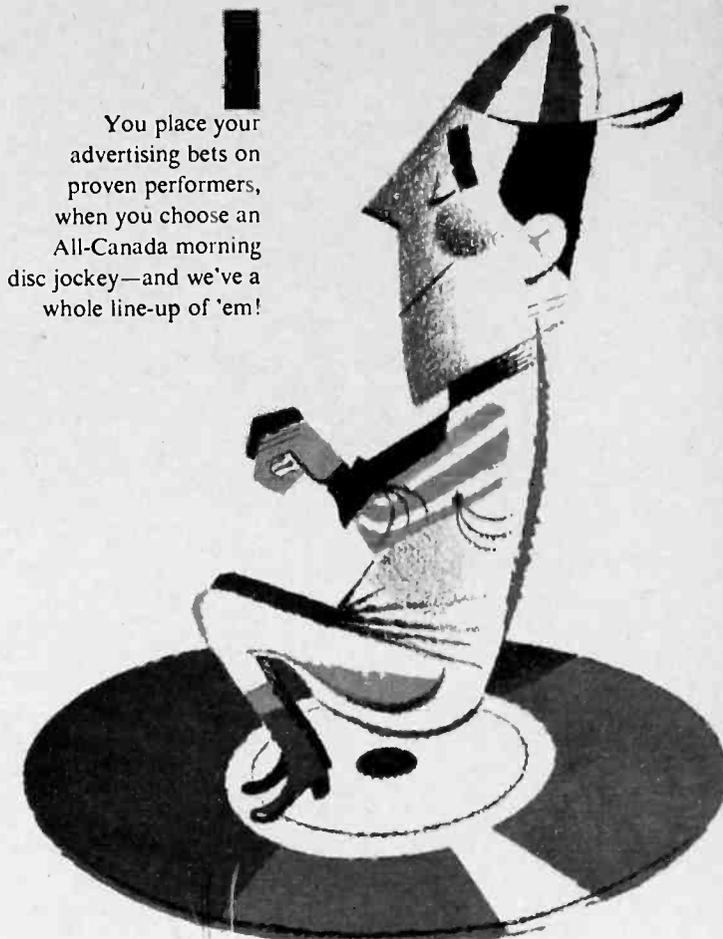
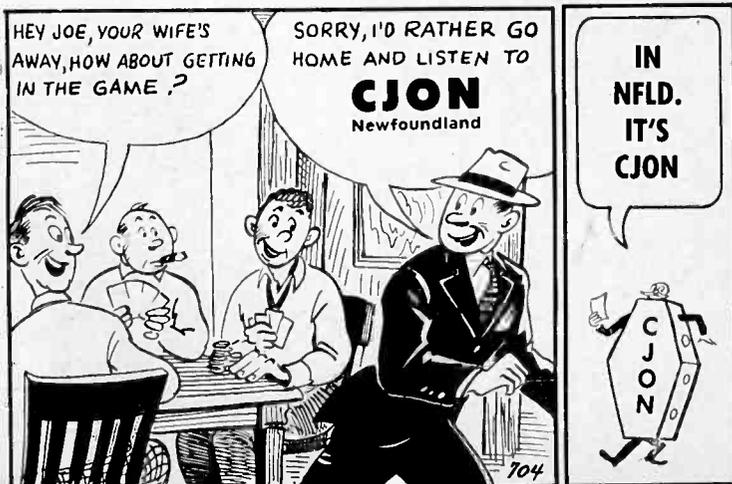
Everyone who takes part in the show is given theatre passes, a bottle of Wonderfoam Shampoo and a box of Fab.

At the end of the week, after five teams have taken part, the winner for that week is declared. They are taken out for a night on the town. Corsages are provided by Hamilton florist Frank B. Smith. A taxi picks them up at home and takes them to the Royal Connaught Hotel for dinner. After dinner they are driven to a movie and then come home again by taxi.

After ten weeks the ten winners compete in the semi-finals leading to the grand prize, a three day all expense paid trip to New York.

The two teams which were in the finals for this first flight which just ended in July were "The Grandmothers of 1975" and "The Four Leaf Clovers". The two teams met on the stage of the Tivoli Theatre before a full house of over 800 people.

The winners were "The Grandmothers" and, in addition to their trip to New York, they also received gifts from several of the advertisers on the show. These included a train case from Hamilton Luggage, a hairbrush from Lustro Beauty, two pairs of nylons from Dixon Ladies Wear, a photography kit with camera and flashbulbs from Powell Camera and a cooked ham and a can opener from Essex Packers. The last prize was to insure the survival of the husbands and children while the wives are away on their trip.



You place your advertising bets on proven performers, when you choose an All-Canada morning disc jockey—and we've a whole line-up of 'em!

## A morning Disc Jockey rides a winner!

You're helping yourself to the day's biggest general audience when you use a morning disc jockey.

His listeners are 'fans'—families of them—who listen loyally each day for his local news, sports and weather, as well as his music and chatter. This is the kind of disc jockey All-Canada offers you, for a *personalized* approach to the profitable markets you're after.

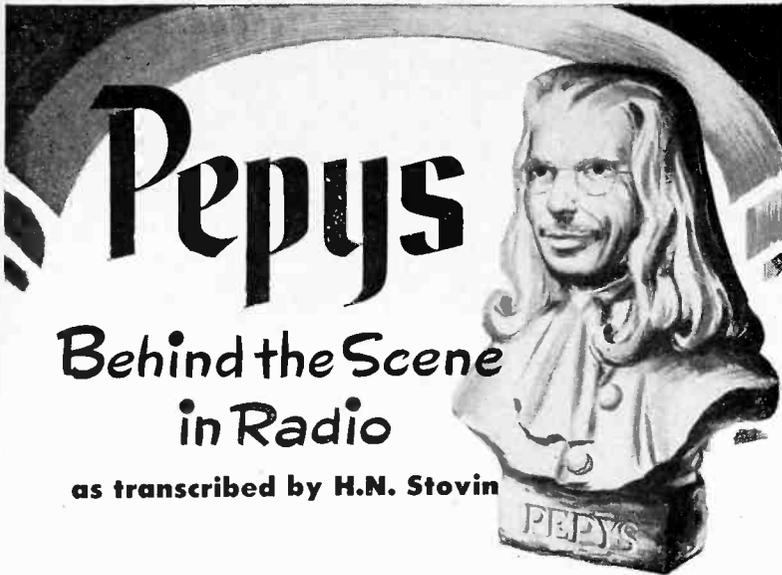
When you're thinking in terms of selective radio, your All-Canada Man can give you the word, right from the horse's mouth. He'll point out the best selection of stations, programs, times and adjacencies, to make your sales come breezing along in front of the field.

- CJON Bob Lewis
- CJCB Andy MacDonald and Bill Loeb
- CJLS Denny Comeau and George Gamble
- CHNS Mike MacNeil
- CFNB Norm Butler
- CHSJ Dave Archibald
- CFCY Loman MacAulay
- CFGF Gord Sinclair
- CKOC Bill Knapp
- CJCS Malin Thompson
- CKSO Bob Slater and Monica Jewell
- CFRB Wally Crouter
- CFPL Lloyd Wright
- CKLW Toby David
- CKRC Cliff Gardner
- CKBI Jack "J.J." Cannon
- CKCK Fred Sear
- CFAC Clarence Mack
- CJCA Keith Rich
- CFGP Gary Robinson
- CJOC Earl LePage
- CHAT Tom Gunter
- CHWK Bill Wolfe
- CFJC Gordon Rye
- CKOV Gran'pappy Jackson (Jack Thompson)
- CKPG Ken Ludwig
- CJAT Don Stone
- CKWX Ron Robinson
- CJVI Tippy O'Neill



**ALL-CANADA RADIO FACILITIES LIMITED**

VANCOUVER  
CALGARY  
WINNIPEG  
TORONTO  
MONTREAL



The following is the list of proven Radio Stations with which Pepys is proud to be associated:

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

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

**Starts Consultant Service**

George R. Mather, P.Eng., formerly with Canadian General Electric Company Ltd., and the Department of Transport, has established himself as a radio and television consulting engineer. Operating as George Mather



G. R. MATHER, P.Eng.

& Associates, from 2051 Russett Rd., Port Credit, just west of Metropolitan Toronto, George is interested in advising stations and others on questions of frequencies, power, coverage and so forth.

During the six years he spent as radio engineer with the Department of Transport, he acted as chairman of the North American Regional Broadcasting Engineering Committee and served as a delegate to the Montreal and Washington sessions of the third North American Regional Conference. He also represented the Department at the Mexico City short wave broadcasting conference. Three of his articles on radio engineering have appeared in the McGraw Hill technical publication, ELECTRONICS.

**TROOPS RECRUITED AS CHSJ LISTENERS**

Broadcasts have become "broad-sides", musical offerings are "bombardments" and sports scores are referred to as "ammunition", in radio station CHSJ, Saint John's private war to win a new audience of ten thousand. The ten thousand are stationed at Camp Gagetown and belong to the First Division, which is under the Command of Major General J. M. Rockingham.

The station's outside broadcast group became a "scout party" to cover the arrival of the soldiers, and became "marksmen deployed in strategic positions" for a broadcast of the largest peacetime parade.

CHSJ's publicity department, now known as "intelligence", is credited with arranging for five half-hour broadcasts a week to be piped into the mess during meal hours. The name of the daily show, *Calling Camp Gagetown*, is classified as the "password", and with it, the station claims, it's marching all over the place.

A "Soldier of Fortune" show was also organized, and the soldier was presented with \$150 of gifts. Among the interviews the station made, was one with Lieutenant General Guy Simmonds, retiring chief of the General Staff.

**Happy Gang Back In Fall Allen Replaces Pearl**

The *Happy Gang* is coming back to radio this Fall, but without its owner-emcee Bert Pearl. At its old time of 1:15 p.m. EDT on the full Trans-Canada Network, this show will be emceed by the perennial teenage crooner Eddie Allen, in place of Bert Pearl, who has leased the show to members of *The Gang* and will not be appearing.

Robin Hood Flour is definitely committed for the first of the two daily quarter hours, and rumor has it that Carnation milk is nibbling for the other. Contract, which comes from Young & Rubicam, is for thirty-nine weeks.

**LEVERS RE-SIGN MRS. A**

Your Good Neighbor Kate Aitken has been re-signed for Lever Bros. on the Trans-Canada Network for three years. She will be heard in her old time, 11:15 a.m. EDT, through Young & Rubicam.

**MINERS, LUMBERJACKS, RAILWAYMEN, TOURISTS**

You sell them all in Northern Ontario with

**RADIO**

**CKGB** Timmins  
**CJKL** Kirkland Lake  
**CFCH** North Bay

**CFOR ORILLIA**  
IN CENTRAL ONTARIO

Delivers

- ★ GREATEST POWER
- ★ BIGGEST BBM
- ★ LARGEST CITY AND AREA ACCEPTANCE

**5000 WATTS**

Stephens & Towndrow Ltd. Toronto - Montreal

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

EMPIRE 3-5075

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

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CCAB

Vol. 14, No. 16

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

August 17th, 1955

## A Premium On Purpose

Then there's the businessman who says he is making so much money that he can afford to be ethical. This is very funny. The only thing is the premise is a false one. A business does not succeed because it devises ways and means of making money. It prospers because it finds a genuine need, and adopts the fulfilment of this need as its ideal. Pursuit of this ideal, rather than profit, becomes the sacred reason for its existence, its Holy Grail.

As for the revenue, when a scientist sets out to develop a vaccine with which he hopes to gain control of a disease, he does not submit a tender before he starts work. He knows that there is a premium on dedication, if it is usefully and intelligently applied. In the same way, those people who find their needs are fulfilled by a business will automatically patronize it, if only to make sure its useful service to them will continue.

Business success may often be enhanced by good and efficient management and administration. The fact remains though that no amount of good management will create permanent prosperity unless the business has a useful mission and spends its time fulfilling that mission usefully.

What forms should this usefulness take? That is a big question.

In radio and television broadcasting, usefulness takes the form of what is generally called "community service". Some of it really "serves" and the result is favorable. This generally comes under the heading of community leadership. It may be concerned with civic or other levels of politics. It may deal with youth or other educational activities. Whatever it may be, it means courage, because it means taking a firm stand on any matter of public importance, never mind how contentious, even to the point of displeasing a client.

Then there is the other kind of community service. This consists of helping old ladies across the street whether they want to be helped or not. The only important thing is to be seen helping them, and seen by the right people.

There is also a wide form of usefulness open to all practitioners in the broad scope of advertising.

People in business recognize in advertising something more than an impulse with which to speed the sale of merchandise. They know that advertising accelerates the sale of goods, thereby reducing



"A lady on the phone says her tubes are weak and will you please sing a little louder."

production costs. They know that advertising requires the branding of goods with the name of the manufacturer who thereby stakes his reputation on the quality of the product to the benefit of the consumer.

The advantages derived from advertising are of course conditional on one thing. The advertising message must be honest, factual and in conformity with all the principles of good advertising. Advertising men or women who conform with all this will, like the scientist, prosper in accordance with the value and usefulness of the mission. Preparers of advertising who set themselves high standards and would rather lose their best client than disobey them, will automatically prosper. But those who cling tenaciously to the hackneyed phrase — "the customer is always right", even when he's wrong, may go on their way rejoicing for a while, but they will eventually and inevitably end up down the drain, which is where they belong.

A good and aggressive sales policy, hard selling advertising copy, ingenious merchandising plans, all contribute to the prosperity of a business. But before you have anything to sell, to advertise, to merchandise, you have to be sure that your commodity or service will fulfil a useful function.

In the old days, they say, the British set out to teach natives to wear trousers. Then they went in business selling them the material with which to make them.

## A New Flame Is Burning

Whether or not broadcasting stations in Canada are becoming more active and more ingenious in the production of off the track programs, there is certainly evidence of such activity. In the last issue of this paper, we carried at least four radio and one TV story indicating just that. Whether it is a case of new programs or just one of doing a better publicity job on shows which have always existed, the sign is a healthy one.

The four radio shows discussed in our last issue were CKY, Winnipeg's "Kids Voice Own Safety Shows". In which a program called *Operation Small Fry* is used to enable youngsters to appeal to drivers to drive safely and "give a child a chance".

"Car Dealer Uses Five Stations" is self explanatory, when it develops that all five stations are in or around Vancouver. It points up the fact that just because a sponsor is using station "A", there is no reason why he should not be on "B" as well.

CKWS, Kingston's baseball game, played and aired from behind the grim walls of the penitentiary, is a new twist, as nobody will deny. Prison broadcasts may not be feasible or desirable everywhere, but this project does suggest insinuating the mike into unusual places.

CJVI's scoop with their big swim story was in line with most stations' eagerness to climb on the band wagon (or get in the swim) when something breaks under the heading of "special events".

On the television side, we had a story from CKCW-TV, Moncton, about a film show called *Operation Industry*. This series makes use of the large number of "public relations" films made available by various industries and enterprises. CKCW-TV are using them to centre a little public attention on the part business plays in the lives of us all.

These programs, we have no doubt, are but a cross section of what is happening daily at radio and television stations across the country. They have been chosen for these columns because they contain material which we calculate will interest the national advertisers and advertising agency people who read our paper. We believe that in supplying us with such material, provided it is sufficiently off the beaten track to have wide interest, will react to the benefit of the industry and everyone connected with it.

# MORE DRIVE IN 55!

NOW OPERATING FROM NEW \$75,000.00 STUDIOS IN THE CKBI BUILDING

Add this Market to your next Campaign.

## CKBI

PRINCE ALBERT

Saskatchewan

5000 WATTS

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

### Language Programs

## PRIVATE RADIO SPEAKS IN MANY TONGUES

By JOE STERN

SOME radio stations carry foreign language broadcasts and some don't. CB & T investigated the situation and found that of the forty-five stations that were willing to talk, the ratio was two to one in favor of the language shows. Twenty-eight stations from coast to coast said "we do" and fourteen said "we don't". Beyond this, there are two stations which carry English language programs in a French-speaking area of Canada, and a third broadcasts a French show in an English-speaking area. The twenty-eight stations which use these "language" broadcasts, include five which carry "Continental" type shows, and four which are about to venture into the field. The fourteen stations which do not carry any foreign language programs, include two stations which say the ethnic population in their coverage area is not large enough to warrant special attention.

All those which do have such shows, however, indicate that the size of the ethnic population in their signal area, determines the language. The language may be Italian, German, Greek, Dutch or any other Scandinavian tongue, Spanish, Arabic, Jewish, Finnish, Russian, Polish, Ukrainian, Hungarian, Czechoslovakian, Lithuanian, Bulgarian, Yugoslavian, Maltese, Mennonite, Indian Cree, or who-is-your-neighbor. Stations may broadcast in only one of the languages, or in any dozen of them. They may devote to these shows anywhere from 15 minutes to 15 hours a week.

Policy rather than pocket-book decides whether stations will produce any foreign language shows at all. Policy is linked with an answer to the question of how best to integrate our immigrants. Opposing trains of thought are evident on this issue.

Stations carrying such programs, like CJSP, Leamington, feel that a show composed of a bit of the immigrant's native jibber, combined with local jabber, may go a long way toward ultimate integration of the new arrivals. John L. Moore, CJSP's manager, says: "all programs within the framework of the Citizens All series contain a strong thread of English so that the program will have some value as a means of helping New Canadians with their English."

On the other hand, Lyman Potts, assistant manager of station CKOC, Hamilton, which does not carry any language shows, says: "an immigrant takes longer to become a Canadian if he is able to enjoy all the benefits of living in Canada without learning our language and taking the trouble to familiarize himself with our way of life. There are many ways a station can serve New Cana-

dians without broadcasting in their language. This station has an *IODE Canadian Citizenship* series, in which New Canadians are interviewed, but the interviewing is done in English."

The amount of English used on any foreign language show is usually also subject to policy. CKFH, Toronto, says English takes up about 60 per cent of its foreign broadcast time. CHML, Hamilton, says the language never exceeds one minute at any time, nor a total of five minutes in an hour. CJOY, Guelph, says they try to hold down the foreign language to one minute at a time, and in the commercials run forty seconds in the language followed by twenty seconds in English. This is roughly the pattern all stations follow. However, CFCL, the French station in Timmins, Ont., indicates that no English or French is used in their shows, while CHUM, Toronto, just uses Eng-



## STANDARD OF THE INDUSTRY

### ...in Transcription Turntables!

RCA Transcription Turntables have been engineered to meet the continuing demands of Canadian Broadcasters for the highest quality reproduction of broadcast transcriptions. Two units are shown here — the RCA Type BQ-70F and the RCA Type BQ-2A. Both are engineered to play all three speeds, both are ruggedly built to give years of satisfactory service.

For full information on these and other units in RCA Victor's complete line of broadcast equipment, just contact your RCA Victor Broadcast Sales Representative.



RCA Type BQ-70F (3-speed)



RCA Type BQ-2A (3-speed)

"BROADCASTING IS OUR BUSINESS"

ENGINEERING PRODUCTS DEPARTMENT

## RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30

lish for opening and closing announcements. Finally there are those in which the announcer speaks English only, but in a heavy though perceptible foreign accent. These are the "Continental" shows.

The character these foreign language shows assume varies as much as does the amount of English used. CKFH emphasizes local, international and social news. CHML stresses "ear-appeal" and puts the accent on music. Continental shows are all of the disc jockey variety.

**PROGRAMS THAT PAY**

Regardless of what type of shows they are, all stations report them to be a profitable proposition. Sponsors come through with flying colors — mostly green. Also sponsors are not necessarily the same nationality as the broadcast.

"We find that an advertiser's background rarely is indicated in the program time slot he selects. Often clientele, neighborhood and like factors, are more important considerations than the personal background tastes," says, CJSP's manager, John Moore.

Babs Corbett, program director of station CJIC, Sault Ste. Marie, says: "The Polish program is sponsored by partners one of whom is Polish. The German show is sponsored by an Italian barber and Ukrainian garage owner. The Finnish program is sponsored by Finnish merchants."

"Although this area has many merchants of Germanic origin" says, Ken MacKinnon, program director of station CKCR, Kitchener, "the majority cannot speak the language. They desire to reach these New Canadians to gain their confidence by greeting them in their own tongue".

A liberal sprinkling of native Canadian and national accounts is also reported. "Some native Canadian firms," says Paul Leduc, program director of CJMS, Montreal, "are broadcasting in two or three different languages the same week, as they realize, more and more, the results they are getting on the English and French market in addition to the language field."

Allen Cupples, program director at CHUM, Toronto, says: "native Canadian companies are becoming increasingly aware of the importance of these programs for their sales messages. Roughly I would estimate that 40 per cent of all advertisers on these programs are native Canadian companies."

On CJSP, the list of national accounts includes RCA Victor, Cana-

dian General Electric, Addison Norge and others. On CJMS they include Bell Telephone and air line and steamship companies. However, some stations indicate they get only a few national sponsors, and others none at all.

Local sponsors include the neighborhood butcher, grocer, tailor, jeweler, builder, electrician, appliance and furniture dealers, and even the Board of Trade.

**ALL KINDS OF SPONSORS**

Advertising arrangements differ slightly from station to station. For example, CHUM, Toronto, sells its time at card rate to the free-lance announcer, who in turn solicits the sponsors for his show. CKFH, Toronto, sells advertisers a package deal in which announcements are made in four foreign languages on a two hour long daily show called *New Canadian Cavalcade*.

The effectiveness of sales messages delivered on these programs is illustrated by CFRN, Edmonton.

By using his regular half hour weekly Ukrainian show for a three-week build-up, and a short spot campaign, an Edmonton auctioneer attracted about 15,000 people to his auction, and about \$95,000 worth of business was transacted.

A Greek organization sponsoring a picnic in Windsor, publicized the event over CJSP's *Hellenic Hour*. Across the border, in Detroit, organizations also sponsoring events of interest to Greek-Canadians, confined their advertising to the press. The turnout at the event which was publicized on the Leamington station is described as "fantastic" by the station's manager.

The mortality of sponsors is again

far from uniform. CFJB's manager, Fenwick Job, says the mortality of sponsors is high.

Leo Remillard, manager of station CHFA, Edmonton, says: "The mortality of sponsors on language broadcasts is about the same as on any other program".

Al Bestall, manager of station CKCY, Sault Ste. Marie, reports that the sponsors of the *Italian Hour* have stayed since the program's and the station's origination two months ago.

CKCV, Quebec, has alternate sponsors, as the station's program director, Marcel Leboeuf, reports.

Arnold Anderson, program director of station CKPC, Brantford, says: "I would say the sponsors are steady."

Agnes Anderson, production manager of station CHML, Hamilton, writes: "As to mortality of sponsors, this question can be answered by pointing to the fact the sponsors of our Italian, Polish and Ukrainian shows have been with us since the programs were created. That was seven years ago."

Of the twenty-eight stations that carry foreign language programs, there are only three whose shows are unsponsored in the sense that they do not have any commercials. Two of these shows are of a religious nature. CFQC, Saskatoon, carries a program of the Ukrainian Bible School, which is sponsored by Ukrainian business men — as Roy Currie puts it — "as a philanthropic venture rather than a commercial one." The second is called *Morning Meditation* and carried by CKYL, Peace River, John Barron, the station's production manager, reports.

(Continued on page 8)

**peculiarly pleasing to particular patrons!**

The MARKET PLACE\* for intelligent buyers, where radio time sales-and-service find a mature approach, based on a knowledge of the merchandising needs of products and the potential of consumer groups.

*Effectively yours,*

\*  
**Radio Representatives Limited**



VANCOUVER  
WINNIPEG  
TORONTO  
MONTREAL

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

**YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE**  
REPS — PAUL MULVIHILL - TORONTO - MONTREAL ADAM YOUNG USA



# • BOVINE BILL'S Memo to an Advertiser

• "The ONLY way to reach the Prairies' richest farm market DAILY is by using CJGX — whose 300 communities and thousands of farms dial 940 daily."



THERE'S ALWAYS A REASON TO USE WESTERN CANADA'S FARM STATION

# CJGX

## YORKTON SASKATCHEWAN

Basic Station,  
CBC Dominion Network:  
Representatives:  
Horace N. Stovin & Co.  
Inland Broadcasting Service,  
Winnipeg  
U.S.A. —  
Adam J. Young, Jr., Inc.

(Continued from page 7)  
CKCL, Truro, has, according to the station's president, J. A. Manning, a half hour Dutch show, which is presented as a service to New Canadians from the Netherlands, and is not available for sponsorship.

### MUSIC IS INTERNATIONAL

The language of music is international. Hence stations agree there is a definite tendency of one nationality to accept another's music. Howard Caine, manager of CKFH, Toronto, explains that overlapping of audiences may be attributed to the geographical composition of Europe. The proximity of one nation to another, has made the one familiar with the other's music, composers and artists. Besides, countless European artists have attained international eminence and find universal acceptance. The rhythm of most European music is also fairly uniform.

However, discs are not readily available, and this poses a bit of a problem for most stations. Stations scour every possible source to supplement their own stock of foreign music, which, in the case of CHML, represents the largest segment of their library. Howard Caine also mentioned that music currently put out by Eastern-European nations has to be screened for "Red" propaganda.

Therefore, the majority of stations solve the music problem by leaving the acquisition of it entirely in the hands of their free-lance "foreign" announcers, most of whom have a record library of their own. Stations also call on organizations representing a nationality for assistance in the proper presentation of the language. Translations are, however, done by the freelance announcers. Stations

CKFH, CHML, and CJMS have program "directors" for each nationality. The emcees for these shows are usually drawn from the rank and file of immigrants.

CKRD, Red Deer, got the emcee for the Continental type show called *Scandinavian Echoes* from the NATO flying-training school at the R.C.A.F. base in Penhold, Alta. Two cadets, one from Norway and the other from Denmark, ran the whole show. Unfortunately the two boys finished their training and flew away, and with them went the show. Stan Sparling, the station's acting production manager expects to come back with a similar show shortly.

Sponsored for several years by a food retailer specializing in Scandinavian goods, CKNW, New Westminster's foreign language show is called *Scandinavia*.

*Continental Bandstand* is what CHED, Edmonton, calls its venture into the foreign field. It's sponsored by what Jerry Forbes, their production manager, calls unrevealingly "a local organization". The recordings are supplied by "a small European shop". The shop also supplies the program notes.

The idea of having the sponsor run his own show, provide the script and music, and do his own narration, is also parlayed into a profit by CFOR, Orillia. This sponsor is Jozo Weider, an operator of a dance-and-tourist pavilion. Pete McGarvey, program director, says it's a sort of junior sized edition of the CBC's *Songs of My People*.

An Elliott-Haynes rating of 15.8 is quoted by manager, Louis Dufresne of station CKTR, Trois-Rivi-

ères for their foreign language venture, a Spanish show called *El Paso*.

CKOK, Penticton, spins some Scandinavian discs for thirty minutes once a week, under the eye of one of their staffers, who is a Scandinavian.

### INTEREST SPREADS

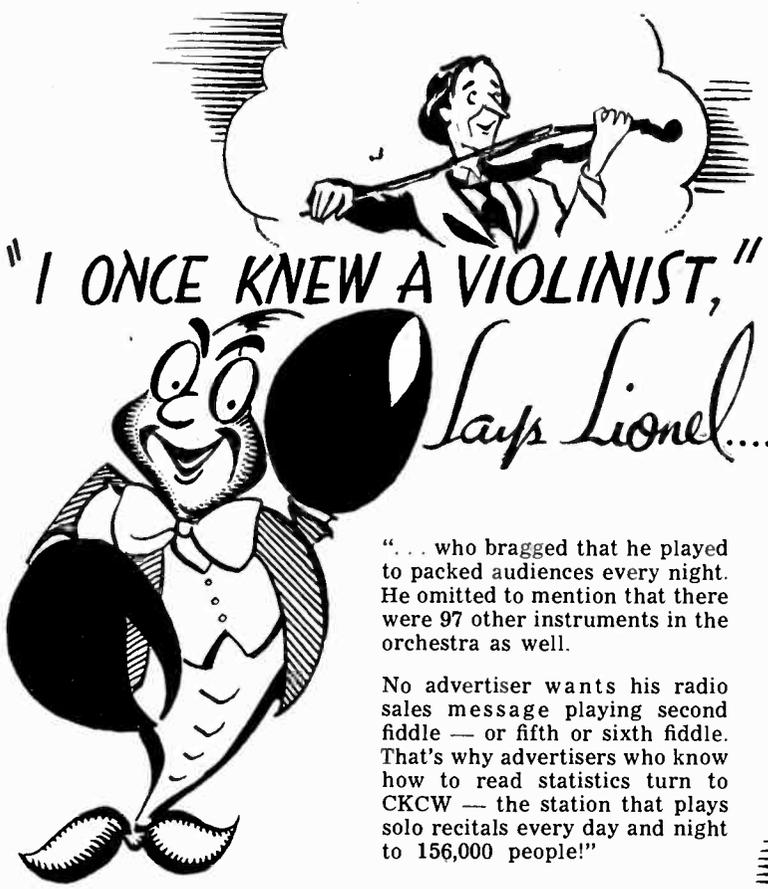
The four stations about to venture into the foreign language field are CHLO, St. Thomas, which plans a German show with the help of the German-Canadian Club of London; CFOS, Owen Sound, which has plans for a weekly thirty minute show roughly divided between three languages. CKSO, Sudbury, has plans to join CHML, Hamilton, in carrying, along with three other language shows, an hour long program called *Italian Festival*; and CKRM, Regina, wants to join CFRN, Edmonton, in presenting a chap by the name of Gaby Haas who conducts an orchestra, owns a music store, and not only provides the music and script, and does his own gabbing, but picks up the tab as well.

As has been said, among the fourteen stations that do not carry foreign language programs are two stations which would be willing, but do not have a large enough ethnic audience. CJAT, Trail, carries, on occasion, announcements of an emergency or public service nature in a foreign tongue, as production manager Joe Kobluk reports. In CFNB, Fredericton's coverage area there are no more than a dozen or so Dutch families, of which 75 per cent attend English lectures provided by their municipality. Jack Fenety, the station's manager adds: "When we think foreign language programs are warranted, certainly we'll present them and will be only too happy to do so."

On the other hand, foreign language shows are not carried by CKLW, Windsor, because, as S. C. Ritchie, the station's director of operations, says: "we would be unable to serve all the ethnic groups represented in the metropolitan area of Windsor. We feel that to serve only one or two groups would be unfair."

Jamie MacLeod, manager of station CKBW, Bridgewater, reports he's a solid English market. However, he adds: "On the rare occasions when we do toss in something special — a few recordings of Chinese music, for example, — we find the particular group highly appreciative."

Tom Tonner, manager of CKCW-Radio, at Moncton, said they have no foreign language shows, but quipped: "some of our announcers have been accused of speaking anything but the English language, anyway."



... who bragged that he played to packed audiences every night. He omitted to mention that there were 97 other instruments in the orchestra as well.

No advertiser wants his radio sales message playing second fiddle — or fifth or sixth fiddle. That's why advertisers who know how to read statistics turn to CKCW — the station that plays solo recitals every day and night to 156,000 people!"

# CKCW

## MONCTON NEW BRUNSWICK

*The Hub of the Maritimes*  
REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

Command  
**FIRST POSITION**  
in your product field  
In Northern Ontario you can take the lead with  
**RADIO**  
CJL Kirkland Lake  
CKGB Timmins  
CFCH North Bay

*News*

# STATION AIRS DAILY VERBATIMS OF VANCOUVER POLICE PROBE

Every word of the testimony given before the Royal Commission investigating charges of corruption and bribery against some of Vancouver's top police officials, is transcribed in short-hand by CJOR's news editor, Jack Webster, and broadcast several times daily.



**JACK WEBSTER**

The verbatim coverage is provided because the station has been refused permission to make tape recordings of the proceedings. Webster makes his reports daily following the morning and noon sessions, and gives a general roundup on his program *City*

*Mike*. A complete summary of the entire day's developments, faithful to every remark made in the courtroom, is heard each night at 9 and midnight.

Webster is on the air up to three hours a day, and in his Scottish accent starts reading direct from his first-hand short-hand reports by saying: "This is the material you will not read in your papers tonight, and much of it will never get into the press."

## CANADA'S THIRD MARKET IS EXPANDING

**WHAT A BUY — \$8 for 1-Minute!**

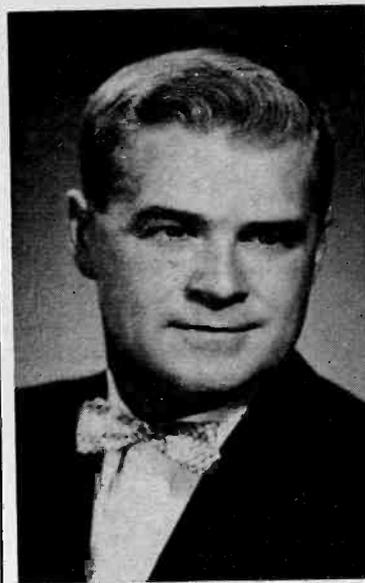
NANAIMO is now a suburb of Vancouver with 20 ferries daily to Nanaimo and return!  
**RADIO CHUB —** Nanaimo, is often in **SECOND PLACE** in Elliott-Haynes VANCOUVER AREA ratings.

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

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

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

Announcement



**BOB MUNRO**



**BILL STOECKEL**

### STAFF APPOINTMENTS

T. Gordon Ferris, President of Radio Representatives Limited, announces the appointment of

**BOB MUNRO**

as Manager of the Radio Sales Department of the Company, and

**BILL STOECKEL**

as Manager of the Television Sales Department.

Both Mr. Munro and Mr. Stoeckel were formerly with national sales organizations and are well known in the advertising fraternity. These appointments took effect August 1st.

# the **SESAC TRANSCRIBED LIBRARY** salutes **CANADIAN RADIO and TELEVISION**

and the men and women  
 who have made  
 the sesac library  
 the choice of broadcasters  
 from coast to coast

# SESAC

475 FIFTH AVENUE

NEW YORK 17, NEW YORK

# Traffic Congestion Proves CJOB's Great Influence

business being diverted around Lockport. The Lockport group told Mr. Bell that last week-end a Winnipeg radio station had repeatedly urged drivers to reach No. 1 East by No. 59, bypassing Lockport. The result was a 50 per cent drop in Lockport business, with much perishable foodstuffs left to spoil. The Lockport delegation asked

Weekend traffic on Highway No. 1 from Kenora, Ontario district into Winnipeg caused a serious traffic tie-up . . . as a\*public service CJOB advised

travellers to use an alternate route and bypass Lockport, Manitoba—another crowded spot that draws hundreds of cars every week . . .

After a few such urgings the Lockport businessmen complained to the Manitoba Government that these broadcasts have resulted in a 50% drop in Lockport's weekend business!

Yes—one man's meat is another man's poison—but indications are that the regular route will be widened and everyone will be happy!

MOST OF ALL IT PROVES STILL AGAIN THAT PEOPLE LISTEN TO CJOB—ON THE ROAD — AT HOME!

\*MILES OF SMILES SUNDAY 8:05 — 10:00 P.M.



# Promotion

## BUILDS AUDIENCE—GETS RESULTS

We believe in extensive and continuing program promotion . . . aware that such a policy is of benefit to all.

Particular emphasis is given to radio and newspaper, and it is worth noting that of the Four Radio Stations in North-Eastern Nova Scotia and Cape Breton Island, ONLY CJFX uses newspaper advertising regularly and consistently.

This extra promotion is yours at no extra cost.

WE HAVE THE RIGHT APPROACH TO SELL

5,000 WATTS  
580 KCS.



ANTIGONISH, N.S.

CAN.—Paul Mulvihill & Co. U.S.A.—Canadian Station Reps Ltd.

### Culture

# LOWBROWS HIT NEW HIGH

## Interest In Thoughtful Shows Is Keen

By DOUGLAS FRAME

A GOOD many tons of water — plain and sparkling — have flowed over the dam since the first radio executive said that radio would have to develop new and better programming ideas in order to counter the inroads of television. So far, though, with minor exceptions, very few ideas have appeared that suit the action to the words. Most of the reaction has been a passive attempt to take the crumbs that fall from TV's table — an attempt to adapt radio to its fallen state, rather than an aggressive move to give radio listeners a brand of programming they can't get anywhere else.

The leaders of this "Pacifist" movement contend that radio is a good buy because listeners can do something else while they listen — do housework, drive a car, eat meals.

This philosophy has resulted in radio programming designed as background for other activities. In most cases, radio schedules have faded into long periods of popular music, interlarded with news and weather reports. This is tacit surrender; it gives up the attempt to get attention. Radio's objective now is not to please people, so that they'll turn their radios on, but merely not to displease them, so they won't turn their radios off. (Any day now I expect to see an ad in the trade press headed: "We displease fewer people than any other station . . .") This way, radio's audience is large, maybe, but almost completely apathetic.

Large circulation is nothing to complain about. Large circulation at the expense of effectiveness, however, is quite another thing. To quote THE NEW YORKER, it's not the size, but the ferocity.

What is the alternative? Obviously, it's an active attempt to develop new ways of getting and keeping listeners — of programming to please instead of just not to displease. Here's where the real difficulty comes in. It would seem that radio may have to turn itself into a rifle instead of a shotgun — to limit the appeal of its programs to a smaller, more responsive audience, in order to create a deeper impression on the listener's mind. This means more specialized programming, and — can the word be written in these columns? — possibly even "culture" as well. Let's face it. To make a deeper impression on a listener, you have to approach him with deeper material.

### MORE LEARNING FOR MORE PEOPLE

Have you looked at Canada's high-brows lately? They're looking more like John Citizen every day. Thirty years ago, Canada's high schools



YOU GET ACTION WHEN YOU USE CKLC—Kingston

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

1st in LISTENERS! (BBM radio ratings report)

1st with the NEWS in Eastern Ontario

1st in RESULTS, with Kingston's most effective sales promotion campaigns!

Contact: Horace N. Stovin



MORE LISTENERS THAN ANY STATION ON THE PRAIRIES

boasted a total enrolment figure of 155,422. By 1931 the number had risen to 213,000. Since 1935, it has been well over a quarter of a million a year. 1955 estimates by the Dominion Bureau of Statistics put the total at 285,000 or over.

In 1952, 59,849 high school graduates were enrolled in Canadian universities — a 70 per cent increase over 1941's total of 34,817. Roughly half the number of university students are in "Arts" courses, and the rest — in medicine, engineering, law, and so forth — are exposed to "arts" subjects as part of their courses.

This trend toward more learning for more people has its counterpart among Canada's man-on-the-street too. In the ten years between 1941 and 1951, Canadian public libraries were forced to increase the number of books on their shelves by over two million. It's more significant, though, that this increase was almost completely due to an increasing demand for non-fiction — history, biography, drama, travel, literature. Of the two million new books, 1,422,961 are in these categories.

In music, the story is the same. Cheaper LP records are enabling thousands to own recordings of serious music by some of the best-known musicians in the world. In 1953, Americans spent more money on classical records than they paid out to see their national game of baseball.

Paperback publishers have been quick to recognize the trend. Drop in at any book store. You'll find highbrow authors like Homer, Dante and Shakespeare, well represented on the shelves. Inexpensive editions of Freud's "Interpretation of Dreams", Toynbee's "Study of History", and Walt Whitman's "Leaves of Grass" — to mention a few — are prominently displayed.

These books once considered strictly longhair are selling, too. Joe Doakes — and Mrs. Doakes — have found that on the whole they're exciting, stimulating reading, and they are coming back for more.

All this argues that the market for intelligent, thoughtfully-prepared radio shows — music, better drama, intelligent conversation, informative lectures, reviews, and panel discussions, is a lot bigger than anyone supposes. It would be idiotic to suggest that this market is as large as that for the usual "Pop" music, but it's there, and possibly it will make good in interest what it lacks in size. Who knows? Maybe a well-organized series of lectures on English Literature — if it were well-promoted and

kept interesting — might some day sell more soap than *Ma Perkins*.

Prospects look good for the station or ad man willing to forget ratings and cost-per-thousand, and make a determined play for Canada's higher-than-you-realize-brow market, by limiting, instead of broadening, a program's appeal. Putting a little more thought into our programs might even do more for radio in its battle for audience than has "Hernando's Hideaway". Worth a second thought, isn't it?

**DOMINION SOUND MOVES**

The Vancouver district office of Dominion Sound Equipments Limited has moved into its new building at 2162 West 12th Avenue. The new premises are larger and will provide the extra office and warehouse facilities made necessary by the steady growth of Dominion Sound's business in the British Columbia area.

**TO MANAGE CJFX**

Gordon MacDougall succeeds Clyde Nunn as managing director of CJFX, Antigonish. He was formerly chief engineer.

Nunn, who recently won a seat in the Nova Scotia legislature, has resigned to accept the portfolio of Minister of Labor and Welfare in the Nova Scotia Cabinet.

**RADIO, TV SET SALES UP**

Figures released by the Radio-Electronics-Television Manufacturers Association of Canada, show that unit sales of television sets in Canada reached 245,917 by the end of June, as compared with 181,233 sold during the first half of last year. Radio set sales increased to 217,121 from 204,991.

If your sales need

**HELP**

In the North — try

**RADIO**

It sells

**CKGB Timmins**

**CJKL Kirkland Lake**

**CFCH North Bay**

*cover London and*

*Western Ontario with*

**CFPL radio dial 980**

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

**Ekotape TAPE RECORDERS**

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

**MACHLETT TUBES**

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

**Teletalk INTERCOMMUNICATIONS SYSTEMS**

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



**DOMINION SOUND Equipments Limited**

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

DS-55-11

**"RIMOUSKI TODAY"**

as served by **CJBR**

\*861,700 total area population

\*\$633,030,000 net effective buying income

\*340,993,000 net retail sales

\*1953 Sales Management figures

It is easy to assume that these figures have sky-rocketed to tremendous heights since 1953. This rapid growth is not a normal growth — the area is now an industrial boom centre. Vast supplies of natural resources have been tapped in recent years. Whole new towns have sprung up practically over night. New railroads, highways, airports, power dams along with dozens of new businesses have been established. Rimouski is the focal point of all this activity — the distribution centre.

**CJBR Radio Rimouski is the highly rated station serving this area. CJBR recently increased its power to 10,000 watts, with NO rate changes.**

**ALWAYS A GOOD BUY—NOW BETTER THAN EVER**

**CJBR** Rimouski **Now 10,000 WATTS** QUEBEC

# POINTS of Sale

**T**HERE'S business to be had for just about every conceivable line in these live community markets this fall.

But you'll have to move if you want the best times on these best stations.

Phone your Mulvihill office now and latch onto the spots that'll do you the most good while they're still open.

**C-FUN**  
VANCOUVER

**CKBB**  
BARRIE

**CKTB**  
ST. CATHARINES

**CKOK**  
PENTICTON

**CJCH**  
HALIFAX

**CHOK**  
SARNIA

**CJFX**  
ANTIGONISH

**CKVR-TV**  
CHANNEL 3

**PAUL MULVIHILL & Co.**

Toronto  
77 York Street  
PAUL MULVIHILL  
EM. 8-6554

Montreal  
1250 McGill College Avenue  
MURRAY MacIVOR  
UN. 6-8105

*Opinion*

## CBC COSTS SOAR—AUDIENCE WANES

*Vancouver Sun Writer Claims CBC Policies Written By Unions—Not Listeners*

**O**TTAWA Sharpens Knife To Trim Overfat CBC" headlines the first in a series of four articles which appeared in THE VANCOUVER SUN last month. They were written by a SUN reporter, Gordon Root, who spent two months travelling from Victoria to Montreal researching material for them.

Root says the government is alarmed over the high cost of the CBC and "as a result drastic curtailment of CBC operations can be expected in the next year". This alarm is shown, he says, by the recent appointment of a special cabinet committee which will "scrutinize" financing of the Corporation.

When the cabinet meets, Root points out, they will find that government grants to the CBC are more than the national subsidies for atomic research, general public health or Trans-Canada highway construction, four times what is going into experimental farms and ten times the donation to national housing, including slum clearance.

They will also discover, he says, "that their efforts to develop a Canadian culture — CBC style — cost Canadian taxpayers \$7,000,000 in 1950-51; \$23,000,000 in 1954-55". Under

present development plans, estimated cost in 1955-56 will be \$37,000,000 and an estimated \$50,000,000 in 1958-59.

He adds: "CBC executives report their money demands have not yet reached the peak and that further increases can be expected in the next five year period."

### MORE COST — LESS AUDIENCE

Despite the ever climbing cost of CBC radio (it will cost the CBC \$13,000,000 to produce and transmit its radio programs in the current year) Root says statistics show that it is losing listeners to the "commercial and uncultured private stations". These CBC programs will be listened to by only five per cent of Canadians who own radios he says.

In the west the CBC has built what Root calls "50,000 watt monuments" at Watrous, Sask. and Lacombe, Alta. The Watrous outlet "fills the air of the three prairie provinces with a loud, clear signal" and "thunders into Regina", Root says. But in Regina commercial sponsors on the Trans-Canada network also buy time on a private station to get a listening audience.

The Lacombe transmitter, halfway between Edmonton and Calgary built at a cost of over \$500,000 he says "has been notable only for its failure

to serve Alberta's two major cities". Reception in Edmonton was so bad that a 100 watt repeater was installed and a similar one was planned for Calgary. However, due to lack of funds for radio development the latter was never built.

After all this, Root says, the CBC's listening audience in Edmonton is so small it is not even recorded on the regular audience measurement surveys. On one commercial program carried by both the CBC and a private station, the private station gets more than 60 per cent of the listeners and the CBC only ten per cent, he says.

The listening habits of Canadians, as shown in regular audience surveys have been repeatedly overlooked by commissions and committees investigating the corporation's policies, Root charged. Some interest in these statistics was shown by the recent Special Commons Committee on Broadcasting but CBC Board of Governors chairman A. Davidson Dunton said he did not feel he should produce them and the committee did not press the issue.

### PRESSURE GROUPS BENEFIT

Root says that "small bit vocal minority pressure groups have been largely responsible for the excessive power wielded by the Canadian Broadcasting Corporation". Many of these are benefiting directly or indirectly from the CBC's continued operation on its present basis.

Some of these CBC supporters he says are the American Federation of Musicians whose members last year received more than \$4,000,000 from the CBC; the Canadian Association for Adult Education, the Canadian Writers' Committee and the executive of the Canadian Congress of Labor.

Of the latter Root says, "CCL leaders can hardly be speaking for the members of the United Auto Workers in Windsor where the CBC rating is lower than in any other major city served by the state radio. Or for the UAW membership in Oshawa where the CBC has no rating."

The focal point of the problem



We have **'PULL'**  
that means  
**"DOLLARS"**  
for you!

Nearly 1/2 of  
**SASKATCHEWAN**  
Listens to  
**CFQC Daily!**

See our reps!  
RADIO REPS - Canada  
ADAM J. YOUNG, JR.,  
U.S.A.



100 W. 1000 WATTS

**THE RADIO HUB OF SASKATCHEWAN**

Is your Salesman  
In Northern Ontario  
reaching his quota?

Give him **RADIO**  
support with

**CJKL** Kirkland Lake  
**CFCH** North Bay  
**CKGB** Timmins

Root feels is that while the government is heavily subsidizing one segment of the arts — music and drama — through its contribution to the CBC, it almost completely ignores the other humanities, painters, sculptors, philosophers, historians, poets and students of the languages.

Provision of scholarships and bursaries for these groups was recommended by the 1951 Massey Commission.

Root says that critics contend that the government cannot fairly contribute less to these other branches than it does through the CBC and that to provide equal subsidies would be too much of an expenditure. One solution these critics suggest is to reduce the CBC's budget.

**COST NOT CULTURE**

The CBC is costing so much money to run that Root says the demise of one of its two English-language networks is being forecast in Ottawa. Observers are saying that cost not culture will soon be the guiding factor in the government's broadcasting policy.

Reports from government sources indicate the abandonment of the Dominion network, he says. This would make the Trans-Canada network the only national hook-up.

The threatened end to the Dominion network is "part of the harvest yielded from the policy of radio monopoly sown and nurtured by the federal government," Root says. The increase of advertising dollars going into TV is also sounding the end for the network which was set up in 1941 in answer to advertisers' demands for more commercial time than the CBC would offer on its Trans-Canada network.

At this time the CBC refused to yield its network monopoly to private interests, although today the only CBC station of the 49 on the Dominion network is CJBC, Toronto.

Now, however, government sources hint that the administration may be willing to allow private stations to form a network, Root says. But he adds indications are that it is too late. With network radio revenues declining, and without the benefit of government handouts, private operators are not particularly anxious to start a network at present.

The problem of cutting costs, and still retaining an adequate broadcasting service is a difficult one Root says. One answer as seen by some

people, he says, is the establishment of the system now in use in Australia.

**TRY AUSTRALIAN SYSTEM**

Root says that introduction of the Australian system would make these changes in Canadian broadcasting:

"(1) The CBC would withdraw from commercial broadcasting, a move that would not involve great financial disruption, because commercial revenues are presently less than 15 per cent of total corporation receipts;

"(2) CBC broadcasting would be confined to cultural, intellectual and educational subjects, becoming the equivalent of the 'Third Program' in England which caters to those who prefer something more significant than popular entertainment;

"(3) Private stations would be licensed freely in accordance with general entertainment standards and principles established by Ottawa;

"(4) Private networks would be licensed to supply popular programs on a national or district scale, having full regard for the presentation of Canadian subjects, material and artists within the limits of a non-subsidized budget;

"(5) An over-all regulatory body would control and direct broadcasting in Canada. Both the CBC and private stations would be answerable to that body."

Observers believe that such a change in policy could be made without trouble in radio broadcasting but it would take several years in television, he says.

Many people do not support the claim of CBC adherents that commercial private stations would sell out Canada to American programming, Root says. They point out that it was the CBC that sold Davy Crockett to Canadian youngsters.

**BY ANY MEASURE,  
CKCK is . . .**



"To be a Big One . . . Join a Big One" . . . and Remember,  
The BIG One in Saskatchewan is CKCK . . .

with 59.6% of Sask. radios!

**CKCK REGINA-Dial 620**

Representatives: All Canada Radio Facilities.

**WANTED**

**PROGAM DIRECTOR**

Apply in writing stating experience and salary required to:

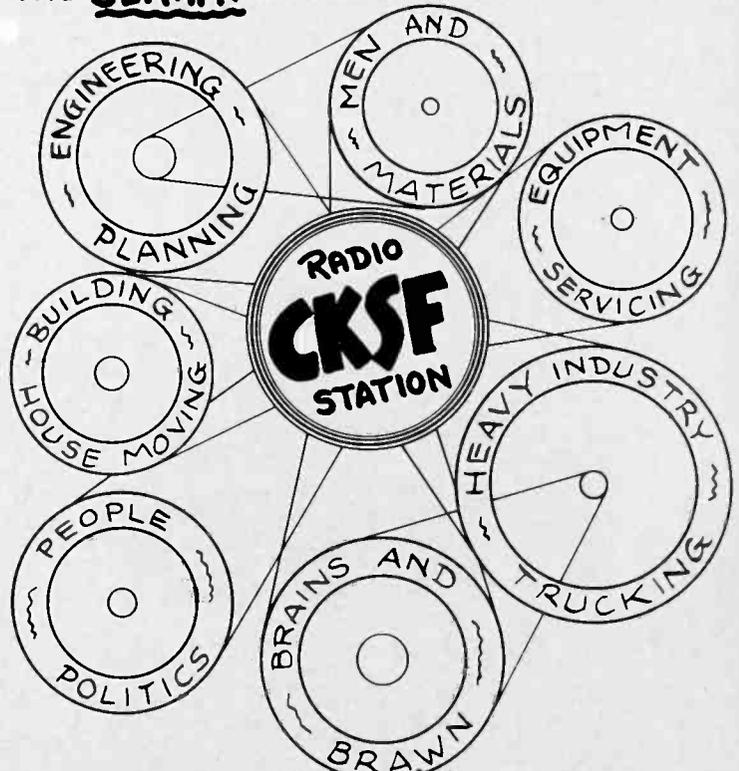
Box 100  
WOODSTOCK, ONTARIO

**QUEBEC**  
isn't  
a problem  
with  
**CKCK**

1000 WATTS      1280 K.C.

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

**THE SEAWAY WHEELS ARE TURNING:**



**CANADA'S BOOM MARKET**

FOR FABULOUS DETAILS CONTACT OUR REPS:

HORACE N. STOVIN & CO. (CANADA)  
JOSEPH HERSHEY MCGILLVRA INC. (U.S.A.)

ELEVISION DEPT.



They got my last scent!\*

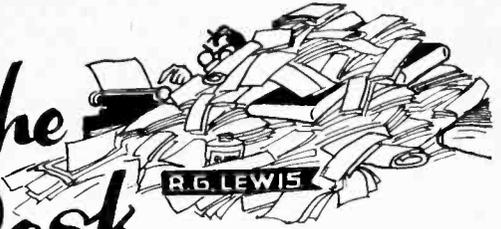
Nobody, advertising to consumers, should place all their resources in one medium alone — nor believe that anything has taken the place of radio as a powerful, profitable medium. Remember—radio is the most economical mass medium available; it reaches more people more of the time than any other medium . . . it reaches people when they are eating, working, playing, relaxing, driving, retiring, rising, reading a book — or yes, sir, even standing on their heads. Radio does it . . . what else can?

In Montreal, one of Canada's biggest and most profitable markets, your advertising can be most effective with CFCF-RADIO. Our staff is lively, imaginative, and happy here. We do great work because of it. In this huge market, CFCF-RADIO enjoys both MASS and CLASS audience. Your advertising will pay off sales-wise because of it. Now, how about it? CFCF-RADIO is represented by All-Canada in Canada, and Weed in the U.S.A.



\* Any similarity between characters as portrayed in this ad and actual advertisers, living or dead, is purely coincidental.

# Over the Desk



A CBC radio and television executive has abandoned broadcasting for the white robes of the Dominican order of the Roman Catholic Church. At the age of 51, Aurele Seguin has resigned as head of English and French radio and television networks for the Quebec region of the CBC. He becomes a novice in the monastic order and hopes that this will be his first step towards the priesthood.



AURELE SEGUIN

Always a devout scholar, Seguin whose wife died after a long illness in 1947, has waited to take this step until his three sons, the youngest of whom was nine years old when his mother died, were able to take care of themselves.

His new life starts with a year's novitiate before he moves on to the Dominican Monastery in Ottawa —

his birth place — for three or possibly four more years of study.

Starting as an announcer in Ottawa with the old Canadian Radio Broadcasting Commission in 1934, he went on to produce shows and went later to Quebec City as administrator of the CBC's CBV.

In 1939, he went to work to organize the successful French network program, Radio-College.

### JOINS ACTV

Ralph Draper has joined the time sales division of All-Canada Television. Until recently with Leo Burnett of Canada Ltd., Draper has been connected with three other agencies, James Fisher Co., Cockfield Brown & Co. Ltd., and Kenyon & Eckhardt.

### SCOOPS CAN BACKFIRE

It could be that stations can act too promptly in the case of such emergencies as fires and other disasters. In Dayton, Ohio, stations have run foul of fire and police departments when they have been so very prompt in reporting the occurrences that the officers have found themselves impeded by cars and crowds which begin to gather before they can get to the scene themselves.

A high police official has just issued a bulletin which says that all radio and TV stations have agreed to go easy in reporting fires and disasters, to prevent this sort of thing.

They Listen To Sudbury

## NORTHERN ONTARIO'S

Greatest

## ADVERTISING

## MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
RADIO STATION

ALL-CANADA RADIO FACILITIES LTD.  
IN CANADA

WEED & COMPANY  
IN THE U.S.A.



Supply pipelines clogged . . . inventories high . . . new goods blocked. When better coordination is needed . . . PRIVATE WIRE TELETYPE IS THE ANSWER! PW Teletype cuts cost and improves operations in scores of ways.

Have our communications specialists demonstrate how PW Teletype can work for you. Call your nearest telegraph office.



HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

**CFRL, SMITHS FALLS**

The new station recently licensed for Smiths Falls, Ontario, will be called CFRL. The call letters identify the station with the area in which it is located, Rideau Lakes. The station will start broadcasting activities around October 1.



**JACK POLLIE**

Jack Pollie, president and general manager of Rideau Broadcasting Limited, started in radio in 1944, with CKCO, Ottawa. He worked for Northern Broadcasting Company at Kingston and was the manager of station CKGB in Timmins.

The station will be represented nationally by James L. Alexander Ltd. Transmitter installations will be made by RCA, and studio equipment will be installed by McCurdy Radio Industries Limited.

**SUGGESTIVE MOVEMENTS**

The other night Toronto television viewers let it be known they didn't

like the way a group of Parisian beauties cavorted on a bathing beach on the Seine.

"Obscene, indecent, vulgar, revealing," were some of the words fired over police and television switchboards after the showing of a film called *La Seine* on CBLT, Toronto. They said the bathers wore "revealing and indecent costumes" and made "very suggestive movements".

One Toronto mother of four children, said: "the bathing scene was offensive to family groups". She said something should be done "to keep this type of film away from the eyes of children".

A CBC spokesman said the film was passed by censors who viewed it beforehand in an air-conditioned screening room.

**THEY GAVE BLOOD**

When CJCH, Halifax, aired an appeal recently for a rare blood type, RH, the switchboards at that station, at CHNS, Halifax, and at the Victoria General Hospital were choked with calls. The hospital required the blood for transfusions in two operations it was planning.

Within an hour of the first appeal enough pledges had been received to supply the hospital's immediate needs and also to provide for future emergencies. Among the volunteers, there were several sailors who had heard the request over radios aboard ship.

**HEALTH DEPT.**

While he was on vacation in Midland, Ontario, Andy McDermott, of Radio & Television Sales (we aren't allowed to call them RATS anymore, on account of the rodents objected) went to bed with Jaundice. He's back on the job now, fighting fit. Well, fighting anyhow. Nobody said



**BLIND FISHERMEN HAD THEIR DAY** in Saint John, New Brunswick recently when CFBC held a fishing contest for sightless anglers only. The contest stemmed from the interest shown by one of the blind residents of Saint John in "Sport Outdoors", a weekly CFBC program emceed by staffer Bill Anderson. Anderson made the arrangements for the competition with the Saint John Anglers' Association and the owner of a private lake. The station put up the CFBC Fisherman's Day Trophy for the total weight of fish caught, under the limit allowed by law. All the contestants caught their limit and Hillman Wright, a totally blind piano tuner, was the trophy winner. In the picture, left to right, are Gord Smith, CFBC sportscaster; Hugh Trueman, CFBC station manager and Wright.

so, but I imagine Jaundice stayed in Midland.

Tiny Elphicke is back at his desk at CKWX after an attack of the same complaint, which, after a sojourn at Kelowna, he reports has completely left him.

Harry Sedgwick will be back on his pins by the time this comes out after an attack of gout.

**AND SO TO PRESS**

RADIO DAILY gets the credit for a bit about the woman who wrote KXLY, Spokane, Wash., to find out on what date a particular theme was seen on CBS-TV's *Climax*. Her reason — to establish the date of her blessed event. And speaking of blessed events, buzz me if you hear anything, won't you?

**CKCH**  
*Soon*  
**5000 WATTS**

•••••  
 • With a potential listening audience of over  
 • **400,000**  
 • French speaking people  
 • is a **MUST**  
 •••••

••••• **CKCH** •••••

**Hull and Ottawa**

Representatives:  
 Omer Renaud in Canada  
 J. H. McGillvra in U.S.A.

**Stewart-Bowman-Macpherson Ltd.**  
 ADVERTISING AGENCY  
 VANCOUVER - CALGARY - EDMONTON - WINNIPEG - TORONTO - MONTREAL  
 10020 - 109 STREET  
 EDMONTON, ALTA.  
 TELEPHONE 25197  
 July 14, 1955.

Mr. Alex Watson,  
 Radio Station CFRN,  
 Edmonton, Alberta.

Re: Canadian Coachways Ltd.

Dear Alex:

Many thanks for the fine job your station did for our client Canadian Coachways.

The minute announcement which ran one occasion on June 12 at 8:19 a.m. offering three free tickets for a tour to Devon and return to see Alberta's famous oil wells in operation valued at \$2.25, brought fabulous results.

Between 8:19 a.m. when the announcement was aired and 8:30 a.m. forty phone calls were received at your studio. Only one switchboard operator was on the board. If more operators were used it's difficult to say how many calls we would have received.

Although it was only the first three phone calls that received free passes for the tour Canadian Coachways and the Union Bus Depot were flooded with calls inquiring about the tour and to book reservations.

I think perhaps that's "fact" Alex that "Radio is here to stay".

Best regards,  
  
 June Dupan,  
 RADIO, T.V. DIRECTOR.

JD/kim

**ANOTHER REASON WHY IT'S**  
**CFRN RADIO**  
 IN EDMONTON

CANADA: RADIO REPRESENTATIVES LIMITED  
 Montreal - Toronto - Winnipeg - Vancouver  
 U.S.A.: Adam J. Young, Jr., Inc. — Harlan G. Oakes & Assoc.

*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

*First Class Mail*

**TO LEWIS FROM LOIS**

We asked an agency copy gal a lot of questions about advertising and here's what she answered:

*Dear Uncle Dick:*

It was very kind of you to ask me for my opinion about Advertising As A Profession. Of course, I haven't really formed an opinion yet, but I can assure you, as my creative director says, "Advertising promises to be the most important cultural force in the world 25 years from now and how much do you think a simple tube of toothpaste would cost today if it weren't for Advertising?"

Well, I agree with my creative director 100 per cent. Advertising is very educational, and I find I learn more in one meeting of the Planning Board at the agency than I ever learned in a whole year at college. Why, in the field of language alone,

Advertising is simply WONDERFUL. The best way to explain what I mean is to let you read what went on at the last meeting of the Planning Board. There was my Mr. Conyers Rutgers, the Creative Director; Mr. L. Peter Parched, the A.E.; Mr. Bunny Babb, his assistant; Mr. Widmiss Muster, our Research Director and Mr. Courtneigh Smith, the client (Advertising Manager of Darby Stove Whitener) and his assistant Mr. Manfred Jones. And me — a junior copywriter.

Unfortunately, before the meeting started I hadn't heard of the product, but I soon learned, believe me! This is how it went.

Mr. Parched: Well, I'm glad you boys could make it! Ha! Ha! Ha! Always say that for a brand new promotion we should all get together and table our thinking . . . plot a copy philosophy and decide whether our approach will be hearts and flowers, or nuts and bolts. Ha! Ha! Ha! In other words, we'll just tee

up some ideas and chip a few trial shots to the green, eh?

Mr. Smith: Well, now, we'd just like to kick a few thoughts around before we go to bat. We certainly don't want to give you boys any minute directives — after all, you're the experts. But we have to watch this thing customer-wise pretty closely. Our last two Darby products developed a psychological downswing almost before we got off the ground!

Mr. Parched: Well, you can hardly blame the agency for that! Ha! Ha! Ha! We recommended you stock the Supermarkets and supply display material, shelf-talkers, tear-offs and so on. But you boys went for the simple approach through the "Mom and Pops". Pretty tough way to introduce a product as revolutionary as an Irridescent Stove Blackener! Eh, Conyers?

Mr. Rutgers: (he gets sort of a dreamy look, Uncle Dick). You know copy-wise, I see this whole thing as



**TORONTO'S exciting DAYTIME Radio Station!**

- Frank Tumpane... 8:00 a.m. news
- Phil Stone..... 8:10 a.m. sports
- Harvey Kirk. 1050 Morning Show

**CHUM**— 1050 — can deliver "customers" and produce "sales" at the lowest cost in Toronto. Call us for particulars:

Allan F. Waters — EMpire 4-4271  
 Radio Station CHUM — 1050 kc.  
 250 Adelaide St. West

**NEWS EDITOR & ANNOUNCER OPERATER WANTED**

Southern Ontario station requires one news editor and one announcer operator for permanent positions. Excellent starting salary with advancement, medical plan and pension plan. Pleasant working and living conditions.

REPLY TO P.O. BOX 399, BELLEVILLE, ONT.



**keep ahead of the game IN NEW BRUNSWICK**

**CFNB**

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

**NEW BRUNSWICK'S MOST LISTENED TO STATION**

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

a soap approach. You know — newsy, exciting — something like, "It's here! It's new! It's Darby's Stove Whitener!" With women crowding into a store at the top, and then a woman standing back, hands raised in amazement, looking at her stove . . . what say, Wid?"

Mr. Muster: Well, it should Starch pretty well, I would think. It always has, and that approach has sold plenty of soap. Of course, you might want to gimmick it up with a contest or something. I'd buy that.

Mr. Smith: Well, our management won't buy a contest, I'm afraid, although don't let that influence your basic thinking. And of course, about the approach. We have all that Irrescent Stove Blackener art, which is pretty Tiffany, with the model in that sequin apron. We should use that, and just change "Blackener" to "Whitener", art-wise.

Mr. Rutgers: Say, how about "Get's your stove whiter than white, brighter than bright, newer than new?" We could really pitch on that idea!

Mr. Jones: Sorry, Conyers, but I'm from Internal Research and there's a weasel there. You see, the Whitener doesn't actually get the stove white. So color-wise, we have to avoid a specific, or we could easily come up with a product negative, customer-wise.

ME: If the Whitener doesn't get the stove white, what does it —

Mr. Parched: Now, that's an important angle, from the woman's point of view. We must get consumer benefits in both promotion and print, and on the air. We've got to hit for an up-scale, fast.

Mr. Muster: If we can't use borax, which we're sure of, maybe we should try a pilot test — a trial balloon in a typical market.

Mr. Parched: Not enough elastic, budget-wise, Wid. Ha! Ha! Ha! No, if we have to stay away from schlox, and get into soft sell, I think we should give it the Honest John right from the go-ahead. That would go straight across the board, media-wise, and we could just button it all up and get the show on the road. Ha! Ha! Ha! What say, Conyers?

Mr. Rutgers: I'll buy that! Can do! Can do! So that's the whole ball of wax, eh? No nuts and bolts . . . no hard sell. Just the confidential approach — should Starch like crazy. (Isn't he WONDERFUL, Uncle Dick?) How's that, Courtneigh?

Mr. Smith: Swell, swell!

Mr. Babb: Well, we'll work it over media-wise and rough up a few layouts. Got everything clear in copy?

ME: Well, just ONE thing . . . if it doesn't whiten, just what does it do?

Mr. Parched: Well, I guess we can go into details later. I know these boys want to get away.

Mr. Smith: Yes, management has a brand meeting at 2:00. Well, we sure got up a head of steam this morning! I like your basic thinking . . . so the whole thing is just tossed in your lap now . . . see what you can come up with. See you.

Everybody: Goodbye.

See what I mean, Uncle Dick? Where else could you get an education like that! Why, it opens up a whole new world . . . you'd hardly even think it was English!

Your loving niece,  
Lois Stockdale

### Wide Co-Operation Offered For Frozen Food Promotion

It's unlikely that Vancouver housewives haven't heard of frozen foods, but, just in case, station CKWX in Vancouver is preparing what Tosh MacDonald, the director of planning and research calls: "the biggest frozen food promotion in Canada." The station, in a smartly designed booklet, describes the campaign as "a hot idea on a cold subject".

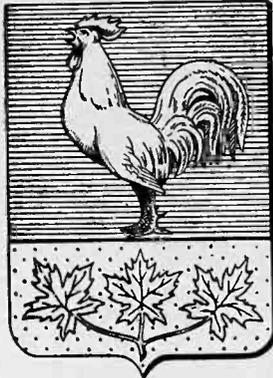
The idea was MacDonald's, who plans to run the campaign from September 1, through to November 30, under the title Frozen Food Festival. The festival, MacDonald says, is receiving full co-operation from manufacturers, processors, distributors, retailers, and appliance dealers. CKWX is selling advertisers package deals of 78 and 156 announcements.

The station has also drawn up a contest with six Duplex home freezers as the prize. They may be won by completing, in 25 words, the sentence: "I like frozen foods because . . ."

The station is also going in heavily for display flags, window banners, posters and show cards, which they

printed at their own expense, and expect to be displayed all over Vancouver.

# CHFA



**The West's "Most Progressive French Radio Voice"**

serves

**EDMONTON**

and

**NORTHERN ALBERTA**

effectively!

**680 KCS.**

**La Voix Francaise De l'Alberta**

Our Representatives:  
**Omer Renaud & Cie.**  
Toronto and Montreal

**JE CROIS ET JE CHANTE**

# CKRC

## Completes The Picture



When it comes to cooking . . . . . Martha Logan of Swift Canadian is "First Lady of the Kitchen". The occasion was just prior to the opening of the "Meal Magic" cooking school in Winnipeg. That's CKRC's Bill Guest and George Knight doing the interviewing on "Meet Me at the Store", heard Monday — Friday, 2-4 p.m. Just one more example of CKRC's sponsor promotion.

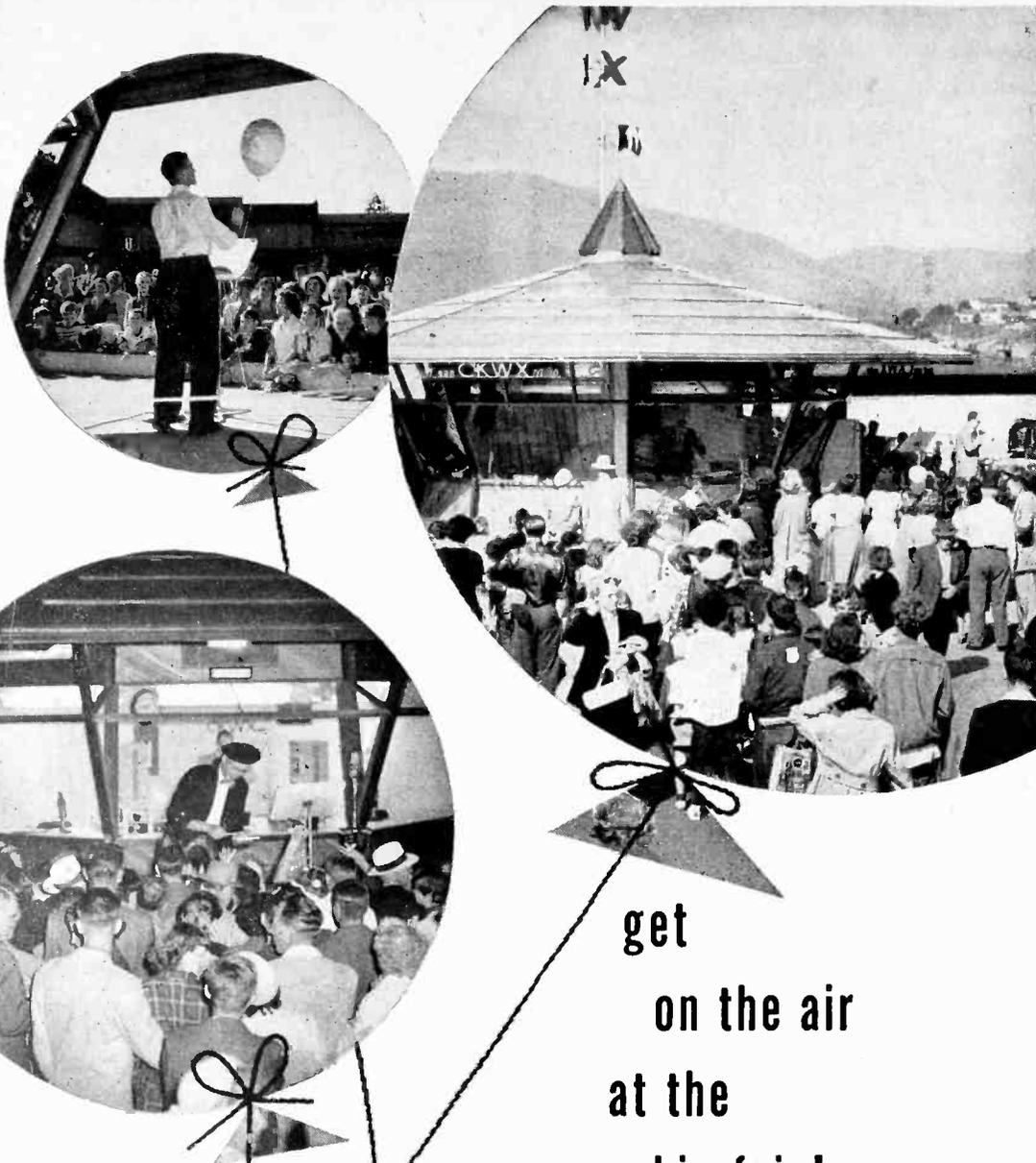
by any recognized yardstick . . .

**MORE PEOPLE LISTEN TO CKRC THAN TO ANY OTHER MANITOBA STATION**

# CKRC

 WINNIPEG  
MANITOBA

REPS: ALL-CANADA  
RADIO FACILITIES  
WEED & CO. IN U.S.A.



get  
on the air  
at the  
big fair!

**1,000,000 people**  
will see CKWX broadcasting at the P.N.E.

Talk about *bonus* audiences, here's the biggest in the Pacific Northwest! 1,000,000 are going to see CKWX in operation right on the Pacific National Exhibition fairgrounds in Vancouver. From August 24th through September 5th, this king-size carnival-cum-commercial exhibition attracts people from everywhere. And smack in the heart of it, CKWX studios will broadcast 14 hours a day, will give away sponsors' samples, will sell your products to a *bigger audience than you bargained for!* It's a CKWX *extra* service that doesn't cost a dime more.

GET ON THE AIR AT THE BIG FAIR . . . PHONE OR WIRE

**CKWX** radio Vancouver



**INSIDE OUT**

Wasn't it the late Robert Benchley who came home drenched and ordered his man to get him out of his wet suit and into a dry martini?

. . .

**YOU CAN'T WYNN**

And then there's the Bennett Cerf gag about Ed Wynn, who is reputed to have introduced a gal singer at a night club as "Miss Soft Drink", because "she'll go out with anybody from 7 up".

. . .

**POINT OF VIEW**

It didn't matter to the staff so much that the new PD was a son of a bitch. The real rub was that he was a spherical son of a bitch — a son of a bitch whichever way you looked at him.

. . .

**TELESCREAM**

If John "What's - my - line?" Daly continues to take up air time with his cute sayings, they'll be able to dispense with the panel — and this viewer.

. . .

**AUDREY STUFF**

Then there's the girl who was so dumb she thought that John Keat's "Ode to a Nightingale" was a promissory note to a torch singer.

. . .

**NON-CAPTIVE AUDIENCE**

I suppose there must be some consolation about wearing a hearing aid. Possibly it is that you can always turn it off.

. . .

**FACTS ABOUT LIFE DEPT.**

Our research department has come up with an answer to the correspondent who wants to know what you call a man who doesn't believe in birth control . . . Daddy.

. . .

**RAIN CHECK**

We can't pass up the one about TV's No. 1 weather prophet who had to fold his tents when his radio went on the fritz.

. . .

**CONFIDENTIAL MEMO**

If you think the above gags are dull, you should have seen the ones we threw in the wastebasket,

## MERGE SCIENCE AND JET SHOWS IN MAMMOTH CKLW-TV TELECAST

ONE Sunday afternoon in June, CKLW-TV, Windsor, aired a one and a half hour show which combined several of the exhibits from the General Motors "Parade of Progress" with a preview of the International Air Show which was held in Detroit a short time after. Called "Adventure Is My Living", the show is a regular on CKLW-TV and is sponsored by Downtown Chevrolet Oldsmobile of Windsor. The usual format of the show is a half-hour live presentation and a one hour feature film. After the station had lined up the "Parade of Progress" for the live portion, the Michigan Air National Guard asked them if they would be interested in doing a show promoting the Air Show and the Ricks Memorial Air Race, one of the highlights of the show.

The idea of combining them in one show sounded good to station officials so they decided to try it. One problem they had, and solved, was that of making sure that the two shared the spotlight equally since they were both donating their time and efforts in return for the promotion they would get from the show.

Due to the large amount of equipment which was used in the show, it was all televised outside. CKLW-TV's studio is located in the centre of a big lot, to facilitate the productions of outdoor programs.

Three 33-foot "Futureliners" from the "Parade of Progress", and a jet engine mounted on a flatbed truck, provided by the Air National Guard, were lined up on the back of the lot. The cars to be used in the commercials were parked on the side of the lot.

Since the surface of the lot, which is usually used for parking, is of coarse gravel a 200 foot ramp was laid down to allow the two cameras on the ground to follow the action and to make one of them available for the commercials. A third camera was located on the roof of CKLW-TV's one storey building. This camera was equipped with a lens which could change its focal length and so cover the entire scene of activity.

### SCIENTIFIC DEMONSTRATIONS

After the filmed opening of the show, Justice Colt, the emcee, introduced Jim Tolley of General Motors. Tolley had two bottles, one containing a clear liquid, the other, a dark fluid which looked like grape juice. He mixed the two, shook them for about a minute and presto! — foam rubber.

Following a commercial for the sponsor's service department, handled by Croft McClellan, who did all the commercials, Tolley explained the chemical reaction that had taken place with the two liquids and then drove a nail into a two by four using

a glass bottle as a hammer. Then he dropped a small pellet of carborundum into the same bottle, shattering it completely. After clearing up this mystery he and Colt went over to one of the "Futureliners".

This was a display called "Out of the Muddle". With animated figures and cars and a taped narration, it showed how the traffic problems of a big city can be solved.

Next was a second commercial, also for Downtown Chevrolet Oldsmobile's service department, with emphasis on body, frame, upholstery and glass work.

Tolley then introduced Rod Johnson, another member of the "Parade" and he made a simple demonstration of the effects of atmospheric pressure, or the lack of it, on various objects. One of the pilots from the Air National Guard came on camera wearing a high altitude flying suit and Johnson explained how the gear protected pilots from the ill effects of atmospheric pressure, which he had just shown and described.

Johnson and the pilot then showed viewers a seat which had been ejected from a jet aircraft flying at a height of about 40,000 feet. Amazingly, it was only slightly damaged.

McClellan then came on with another commercial, this one about new cars. Tolley and Captain John Alexander, of the Air National Guard, explained the workings of a jet engine on a cutaway model which was the display in another of the GM "Futureliners". Then they showed a real jet engine and expanded on some of the details which had been obscure on the cutaway model. They started the jet and viewers saw a close-up of how one looks in action.

### CAMERA ON JETS

A communications truck had been set up which made contact with four Sabre Jets from the Air National Guard which were in the air. Ques-

tions to the pilots were broadcast and their replies were heard over a loud speaker system in the truck and both ends of the conversation were sent over the air.

The leader of the flight announced that the jets were orbiting Toledo, Ohio, about 65 miles south of Windsor and were about to start their run. In a few minutes they came up in single file along the river beside CKLW-TV's studio and the cameras picked them up and followed them in.

A commercial on used cars followed a brief recruiting announcement for the Air National Guard. Then Colt talked about the armament that Sabre Jets carry and displayed some of these weapons.

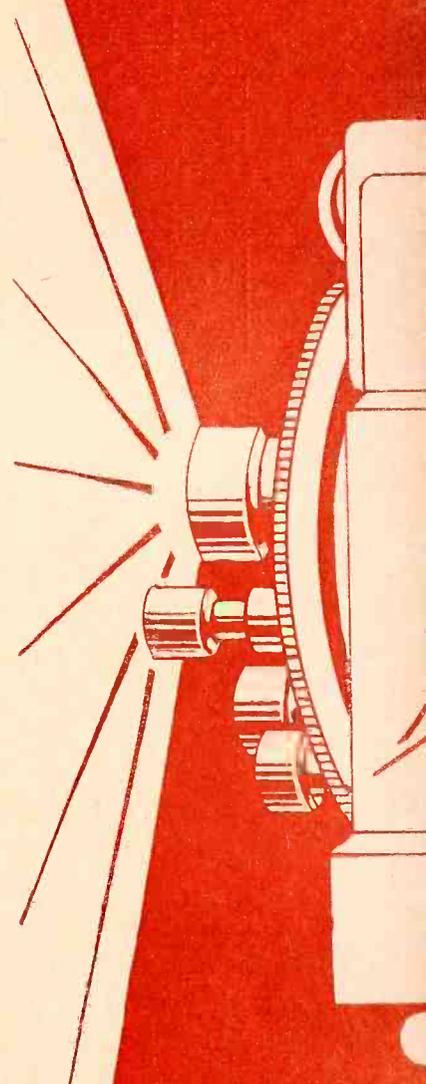
The jets then made a second run, this time flying in formation. The roof camera followed them almost 360 degrees as they came up the river, circled Windsor and headed back home.

An unplanned but fitting climax to this shot came when a pigeon flew out of a nearby tree just as the aircraft were starting to disappear. The bird flew straight into the camera and veered off just before it would have hit the lens.

In the closing minutes of the program, Colt thanked the Air National Guard and General Motors and McClellan made a thirty second institutional announcement with a General Motors-Downtown Chevrolet Oldsmobile tie-in. Colt came back on camera to say "Goodbye and see you next week", and the show was over.

The show was produced by Charles Brodhead, who handles the whole series. He was assisted by Frank Quinn as floor manager.

It has been impossible to rehearse any part of the show on camera, and the people from General Motors and the Air National Guard hadn't even met until about two hours before the program started.



# FORM FILM NEWS CO-OP

The formation of a co-operative organization to exchange television news film among CBC and private TV stations has been announced by Walter Blackburn, president of CFPL-TV, London. It is called the Canadian Television News Film Co-Operative and will have its headquarters in Toronto.

Founder members of the co-operative are CFQC-TV, Saskatoon, CFPL-TV, London, CKCW-TV, Moncton and the CBC, but membership is now open to all Canadian television stations prepared to develop television news operations.

The organization plans to distribute about ten minutes of film to its members daily. This will include both

international and domestic news with member stations providing coverage of events in their own areas. Distribution has already started through the Toronto headquarters.

The co-operative will be managed by a committee elected by the members on a regional basis. Until the end of 1955 a provisional committee consisting of Walter Blackburn, chairman, Fred A. Lynds, CKCW-TV, Moncton, Blair Nelson, CFQC-TV, Saskatoon, with Gunnar Rugeheimer of the CBC as secretary, will handle the management. The press release says that this committee will also be responsible for seeing that "an impartial television news service is distributed".

# MORE COMMERCIAL TIME ON CBC NETWORK SHOWS

The CBC has decided to make way for commercial announcements before and after some of its TV network programs. Following a request made by Gene Fitzgibbons at the TV affiliates meeting in Montreal last March, the CBC has now decided to reduce the length of some shows as follows: 15 minute shows will run 13 minutes and 25 seconds; 30 minute shows go 28 minutes and 25 seconds; 60 minute shows go 58 minutes and 25 seconds. This will allow both CBC and private stations to accommodate spots before and after the shows.

Programs to which the new idea is applied are: *Country Calendar*; *Exploring Minds*; *News Magazine*; *Citizens' Forum*; *Concert Hour* and some children's programs.

# FILM PRODUCTION IS UP

The production of newsreels for television in Canada rose from 249 in 1953 to 903 in 1954, while Canadian newsreels made in 1954 for motion picture theatres remained on a par with the 347 produced in 1953. This is according to recent DBS reports.

Television commercials, produced in Canada during the same period, equalled 691, three and a half times as many as in 1953 when 196 were made.

335 TV films of five minutes duration or longer were produced during 1954. Private industry made 215 of these, and 120 were made by government agencies. Four were in color and 271 had sound.

# Lethbridge Gets TV In Fall

Channel seven has been allocated to station CJLH-TV, Lethbridge, Alta., which expects to start telecasting activities this fall. Norman Botterill, the station's managing director, has announced that All-Canada Television have been appointed exclusive Canadian representatives. The station's technical director is R. A. Reagh.

Initially, the Class "A" network rate for CJLH-TV will be \$160.00 per hour, subject to frequency and regional discounts as per network rate card No. 9. CJLH-TV will be a non-connected station.

Specifications call for the station's audio power to be 61.26 kw, and video power to be 182.5 kw. The antenna will be 668 feet above average terrain.

# say it with... MAGNETS

Already in use by many TV and radio stations, these moulded plastic letters are clean-cut and well proportioned, have unlimited uses. Available with concealed Alnico magnets for graphics and semi-permanent signs, they cling securely to any metal surface. Without magnets, they come cheaper, and can be attached with cement firmly and forever to any smooth object. Sizes 1 1/2" or 3/4" height; range of colours; supplied in fonts or to your special assortment. Write or phone for sample and prices.

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630 Dorchester St. W. - UN. 6-8191

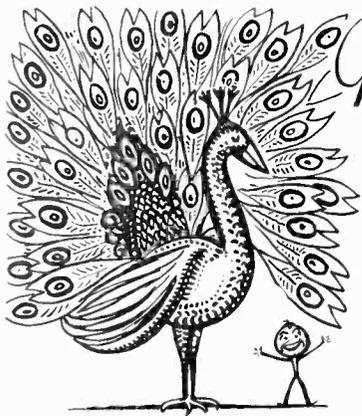
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about it  
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have you  
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Proud as the  
proverbial  
peacock  
of our  
**WOMEN'S  
SHOWS**

Here's PAT MOTHERWELL of MENU MAGIC. A gal with more ideas than your favorite cookbook. And she's going to be around every day, Monday through Friday, 3:30 - 4:00 p.m., with everything from soup to nuts.



We're proud, too, of SALLY MERCHANT on SALLY TIME, a hostess with the mostest in personality, talent and guests, Monday through Friday, 4:00 - 4:30 p.m.

CARE TO JOIN US? SEE OUR REPS:  
RADIO REPS., CANADA, ADAM J. YOUNG, JR.  
U.S.A., HARLAN G. OAKES (WEST COAST)



# OUR VIEWERS LIKE US TOO!

On July 28th, 1955, we celebrated our FIRST birthday — one year to the day that we went on the air from our modern television plant in Regina.

It was a year full of ambition and enthusiasm — and now we look to the future with confidence, experience and with a knowledge of full acceptance in the area.

The proof is in the pudding as the old saying goes (or in this case, the cake). This is a replica of the physical outlines of the CKCK-Television building. The cake was especially baked for us on our birthday by one of our viewers, who sent along his good wishes for our continued success.

FOR A GOOD BUY —  
BUY CHANNEL 2, CKCK-TV,  
REGINA.



Verbatim

NEWS FIRST AND FRILLS SECOND

An Address Prepared for a Broadcast News Meeting

By DAVE ROGERS

News Director, CHCH-TV, Hamilton

THE old saying "News is news" applies to television, just as it does to radio and newspaper — but especially to television. This I learned early in my TV career, when one evening, without previous fanfare, we elected Churchill, Billy Graham, Eisenhower and Mickey Jelke to the Hamilton City Council. What happened, of course, was that in some manner the still pictures were out of order. And the result — a clear scoop for CHCH-TV.

This clearly illustrates what can happen in TV news. The problems of stills and film are many and varied.

Stills are simpler to handle.

We've been able to send out a photographer, who will take the stills, get back to the studios, process them and have them on the air in less than half an hour. This depends greatly on the distance from the studio to the site of the news event. The time element naturally is of major importance. Even more so with films. To get to the scene, take the film, rush back to the studios, process and edit the film and then script it, really eats up the time. However, by tight shooting (thus eliminating all or most of the editing), using negative film (to suit our facilities), and using short film clips, we can advance our news deadline to within minutes of air time, if necessary.

TV IS FLEXIBLE

There are many ways in which a TV newscast can be presented effectively. The ideal situation is a mobile unit to report directly from the scene. However, in the average city, events that warrant such coverage are few and the expense of such equipment would rule it out. Less expensive but still comparatively costly, is the use of sound-on-film. This also brings up special problems of shooting and editing; although the problems are by no means insurmountable.

Use of tapes in conjunction with either stills or film also is effective. And of course good background sets and use of cameras can add to the news presentation.

One of the most important assets is a good morgue of stills and film. This, of course, comes only with time, but I can't stress enough the value of a good filing system so that morgue material may be reached quickly and easily.

I would like also to take time to mention news scripts, which offer a problem peculiar to television. On one hand your writing for ear, and on the other hand, your script should supplement your visual material. With so much to distract a viewer, it is very important that the pertinent facts of a story be not hidden or obscured by fancy writing. Stick to the facts — and let your visual material take care of the frills.

GIVE THEM THE NEWS

A year in television hardly qualifies one as an expert. But of this, I am convinced; people want the news first and the frills second. Stills and film are fine. But give them the news . . . convince people that you are on top of everything really important, that if they catch any or all of your newscasts, they won't miss anything.

Keep your newscasts mobile, so that if late stories warrant it, the entire structure of your newscast can be changed a half hour before news time. Let the stills and the film be secondary.

As for bulletins, we've used them sparingly, but effectively.

Try it. You'll find that TV news can be fast, accurate and effective.

JONQUIERE TV STARTS IN NOVEMBER

Target date for the opening of CKRS-TV, Jonquière, has been announced as November 15 by station manager Tom Burham. Telecasting at the start will be from 6 to 11 each evening and will be mainly in French with some English. The station does not expect to join the CBC microwave for about a year and will use kinescopes at the beginning.

Rep. for CKRS-TV is Joseph A. Hardy & Co. Ltd.

CJBR TELEVISION

Channel 3, Rimouski

TOP SHOWS! TOP TALENT!

CJBR-TV is truly a station of great popularity. Anyone using TV to reach the population of central and eastern Quebec is investigating CJBR-TV. This is the most powerful TV station in Quebec province, and the only station covering eastern Quebec. New set count figures for the area indicates well over 12,000 sets. At an average of 5.4 persons per household, CJBR reaches better than 60,000 viewers.

For more information contact an H. N. Stovin salesman:

- Mickey McGuire Montreal, Lee Raeburn Toronto, Tjuk Tudor Winnipeg, Jim Stovin Vancouver

In the U.S.A. it's Adam J. Young, Jr.

Lionel says:

"We get so many letters from sales-happy sponsors, we take them for granted. Look at this for example. It's from a Moncton furniture and drapery store."

Dear Lionel:

You will be glad to know that we are very pleased with the results we are getting from our television advertising.

Last week, you brought us a \$663.00 order from a man at the RCAF Station at Chatham. I didn't realize they could get you up there.

Hardly a day passes but what some one of our customers mention that they have seen this, that or something else on our TV show. I think it has brought back some of our older customers, and this is so important.

Last Sunday, I stopped for gas in Truro, N.S. and the proprietor recognized the name on my credit card and told me they watch our newscast every night and the reception is excellent.

That IS good coverage!

Sincerely, BAIG'S LIMITED

(sgd.) M. M. Baig



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

... Telecasting a complete golf tournament first in... Ontario Amateur Golf Tournament July 9, '55

... Senior Canadian Hockey Finals Allen Cup Semi-Finals April, '55

... Drama by independent television 'The Dear Departed' May 29, '55

... Harness Racing Canadian Pacing Derby Aug 10, '55

CKCO-TV

first in sales for you in central Ontario... Canada's pioneering TV station

CHANNEL 13 • CENTRAL ONTARIO TELEVISION LIMITED • 864 KING ST. WEST • KITCHENER

SEE OUR NATIONAL REPS. JOS. A. HARDY, TORONTO-MONTREAL JOHN N. HUNT & ASSOCIATES, VANCOUVER

# LET'S GET TOGETHER

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

## ABOUT WHAT?

### ABOUT OUTSTANDING EQUIPMENT BY:

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

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

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*Alex L. Clark*

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## Sponsors

# FALL BOOKINGS LOOM LARGE

ACCORDING to well-founded rumor, Ford of Canada, through Cockfield Brown and Co. Ltd., has the feelers out in an attempt to line up Gisele MacKenzie for their 1955-6 TV season.

The Canadian chanteuse, who has done so well in the States, and is currently starring in TV over there on the *Hit Parade*, will, if the deal goes through, fly up each week to headline her own show which will be bankrolled by Ford-Monarch. Information as to orchestra and supporting artists is not available at this writing. The show is being planned as a replacement for the Wednesday night *Ford TV Theatre*.

Jack Arthur will not be appearing this Fall on *Mr. Show Business* for Borden's. The show will be back, but with a new name — *The Jackie Rae Show*, with the CBC Supervisor of Light Entertainment in the title role. The same agency's Lever Brothers show, *On Stage*, will be back in title only, and the headliner

will probably be Denny Vaughan, with his musical aggregation, which has been filling in through the summer in the 9:30 p.m. slot Wednesdays. Starting September 19, subject to outside interference, it will be seen Mondays at the same time.

Johnson & Johnson (Band Aids) and Wildroot Cream Oil will alternate with *The Adventures of Robin Hood*, filmed on the authentic background of Sherwood Forest in England by Sapphire Films. This program released by Young & Rubicam, Toronto, is being promoted as a replacement for Davey Crockett, and is being booked on a selective spot basis. CBC and most private stations will be carrying it. Placement is through stations' sales reps, and not CBC network department. Starting week is September 12 on various days.

Young & Rubicam's *Whitehall TV Sportscast*, following the NHL Hockey, restarts early October. The same sponsor is renewing its two daytime TV strips — *Love of Life* and *Secret Storm*.

*What's My Line*, for Remington Rand, has been renewed for the coming season, also by Young & Rubicam. This program runs weekly in the States, with Stopette deodorant alternating with Remington. CBC rules out deodorants, so presentiaion

in Canada is alternate weeks.

Tentatively set for a September start is *The Jane Wyman Show* sponsored by Procter & Gamble Company of Canada Ltd., which will be seen on most private stations as well as the CBC network, Thursday evenings at 9. Scheduled to start around the same time on Saturdays from 7 to 7:30 p.m. is *Navy Log* sponsored by Sheaffer Pen Company of Canada Ltd. through Harold F. Stanfield Ltd. It will alternate with *Burns and Allen* for B. F. Goodrich Rubber Company of Canada Ltd., which is placed by Foster Advertising Ltd. These two shows will be on the network and many private stations.

Starting September 22 *Kraft Theatre* will be seen over stations on the microwave from 9 to 10 each Thursday evening. Agency for Kraft Foods Ltd. is J. Walter Thompson Co. Ltd.

With the start of the football season Big Four football games will be seen Sunday afternoons from 2 to 4:30 on the CBC network and connected private stations. These will be mainly kinescopes of Saturday afternoon games except for some Sunday games from Montreal. Chrysler Corporation Canada Ltd. through Ross Roy of Canada Ltd. will be one sponsor with the other half of the package still open. Chrysler will also sponsor a telecast of the Davis Cup tennis finals from Forest Hills, New York from 2:30 to 5 p.m., Saturday, August 27 over most of the same stations.

When the football games are finished, this Sunday afternoon period will be filled with several shows, some of which are still tentative. Two of these will be *So This Is Hollywood* for Gillette Safety Razor Company of Canada Ltd. through Spitzer & Mills Ltd. and *Lassie*, sponsored by Colgate-Palmolive Ltd. through Foster Advertising Ltd.



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Television

CHEX-TV

# CKVL increases power from 1 to 10 kw.



## - transmitters supplied by **Marconi**

**New Power enables Radio Station CKVL Verdun to greatly increase potential listeners.**

CKVL began operations in 1946 with a 1000 watt Marconi transmitter. Recently, the Station decided to modernize and obtain greater coverage. Again, CKVL looked to Marconi.

Marconi, through its exclusive affiliation with Gates Radio Company installed 2 new 10 KW Gates transmitters and 3 tower phasing and antenna tuning equipment . . . the finest available. The new type of tubes in the transmitters effect a line load reduction averaging 3 KW per hour. Maximum power output 10,500 watts with a load of 40-280 ohms. Ultra modern design means front doors may be opened without operator being exposed to high voltage — means tuning, checking and manipulating of all operating functions can be done without disrupting carrier.

**BROADCAST & TV STATION EQUIPMENT DEPT.**

**Marconi**



**CANADIAN MARCONI COMPANY**

**CANADA'S LARGEST ELECTRONIC SPECIALISTS**

**GATES transmitters lower operating and maintenance costs**

- ★ complete units save days of installation labour.
- ★ tube cost reduced by one half that of earlier equipment.
- ★ more efficient cooling.
- ★ designed for easier servicing and maintenance.

If you're planning a new station, or if you're planning to add to your present facilities, the Marconi Engineering Consultant Service can be a great advantage to you.

This service makes available MARCONI specialists who will inspect your proposed operation and recommend the type and size of equipment that will most adequately and economically meet your specific requirements.

**SEND THIS COUPON TODAY!**

**Broadcast & TV Station Equipment Dept.  
Canadian Marconi Company  
2442 Trenton Avenue, Montreal.**

- Please send further information on Gates transmitters.
- We would like further information on how your Engineering Service can be of assistance to us.

NAME .....

ADDRESS .....

CITY ..... PROV. ....



# RADIO SOLD THIS CAR!

In Ontario, \$384,220,700 per year\* is spent on motor vehicle sales. On CFRB in one month, 6 hours and 30 minutes\*\* were sponsored by one automotive dealer.

Why does this dealer buy time on CFRB? There's only one answer. CFRB helps him sell.

Other media bring results too, of course. But radio selling messages are persistent . . . and they pursue. Today radio selling messages emanate from factories, offices, homes, cars . . . everywhere!

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

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

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

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

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

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

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

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

# CFRB

**TORONTO**

**50,000 watts**

**1010 on your dial**