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

In This Issue:

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

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

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

All the regular features as well
What Price Broadcasting?

Five years after the arrival of New Canadians

33% have cars

40% own their own homes

42% have electric refrigerators

84% OWN RADIOS

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

SALES OFFICE
200 St. Clair Ave. West
Toronto 7
Phone WA. 2-3331

November 3rd, 1954

CARTB Member Stations

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November 3rd, 1954

**Canadian Broadcaster & Telescreen**

### Lieut.-Gov. Presents Beaver

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

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### 'Broadcasting Monopoly' Claims CCL Report

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

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

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

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

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

---

### Bishop Joins CFAC

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

---

### In the North

**They Look To Sudbury**

**CANADA'S FIRST PRIVATE TV STATION**

**They Listen To Sudbury**

**NORTHERN ONTARIO'S Greatest ADVERTISING MEDIUM**

**CKSO**

**NORTHERN ONTARIO'S HIGH-POWERED RADIO STATION**

**For AM and TV**

ALL-CANADA RADIO FACILITIES LTD.

IN CANADA

WEED & COMPANY

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

"A STOVIN STATION IS A PROVEN STATION"

Alberta's still loaded!

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

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

ASK RADIO REPS FOR DETAILS
Community Service Serves You Right

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

There are broadcasting stations and other businesses which adopt a hospital or boys' home. This is fine. As a matter of fact businesses which don't undertake some such good works are heading for bankruptcy, so this sort of thing is just a simple matter of good business practice.

But there is another reason why businesses operating under a system of private ownership must devote time and effort to pulling their weight usefully in the communities in which they are established.

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

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

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

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

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

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

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

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

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

Need For Reliability

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

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

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

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

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

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

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

It is our fervent hope that the Toronto Telegram will continue to expose the tyrannical operations of the CBC at every possible turn. We hope though that they will make sure that their information, especially information of a technical nature, comes from reliable and responsible sources before they print it in their paper.
CCBA Convention
RATE BOARD PROTECTION MAY BE CUT TO 90 DAYS

By SIDNEY ROXAN

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

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

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

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

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

One-minute announcements — 25 per cent.
20 second announcements — 20 per cent.

HERE'S PROOF!
14 SPOTS... aired over Red Deer's CKRD proved CKRD's pulling power by drawing 1500 PEOPLE... to a recent Car-Auction in a central Alberta town. More than effective? Listen to this.

45 UNITS... were sold in one day! Just another example of CKRD's potent selling Power!

CKRD, Red Deer, is the daily only advertising medium exclusively serving the rich Central Alberta market!

Manpower Shortage: Plan To Attract New Blood To Radio Industry

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

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

After a long period of beating their breasts against the walling wall they really were conjuring up ideas to attempting to solve this perennial problem.

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

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

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

BOTTOM OF LIST

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

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

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

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

They agreed to attempt to set two participations per week for a period of 13 weeks, as the minimum holding the rating against TV exclusiveness for any one product. Also that participations could be rotated throughout the week at the discretion of the station.

A sub-committee, composed of Red Thompson (All-Canada TV), Gene Fitzgibbon (CKCO-TV, Kitchener) and Clyde McDonald (BBM) was set up to study rate structures, both selective and network.

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

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

The meeting was adjourned to make a confidential survey, by market size, of salaries paid to station personnel and to circulate a tabulation of all figures obtained to all TV stations.

Hoping for a bigger audience, with more money, with more experienced personnel, and to use their representatives of smaller stations present agreed that they were no longer prepared to take a man off the streets and train him so that he could move onto a bigger station. Apart from anything else they no longer had the time to devote to his training and, in any case, they felt he was not particularly equipped to bear the cost of the newcomer's mistake-making initiation into radio.

POSITIVE APPROVAL

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

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

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

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

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

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

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

CUTTING COSTS

On the problem of cutting costs several proposals were put forward, including the CFCF proposal that said their trend was toward announcer-operation with more experienced men, getting more done per man-hour, for more money.

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

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

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

As for seasonal programming, that came after the great "Where-are-we-going-more-talent" discussion and in the anti-climax the only suggestion — other than that they try not to plug Christmas too early this time — was that they try a road show, with lots of bright music, in the summer months to catch the man at the wheel.
SHOWS Will Help Radio Fight TV—Showmen

By DICK LEWIS

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

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

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

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

MORE AGGRESSIVE

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

Their answer to their own question was:

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

Talking of program policies, they said that sweet music and the music-and-news techniques have had their day, and that kind of programming, giveaways and other stunts have their merit until two stations in one market both decide to become junkies.

Then, they said, John Pubbie gets out his record player and plays what he wants when he wants it, uncontrolled by “culture vultures.” “The need,” they said, “is for new ideas, new sales methods, new gimmicks, new stunts, but above all else, there must be more listeners.”

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

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

MORE AMMUNITION

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

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

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

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

VASTED TIME

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

(Continued on page 8)
good material comes down that line — and how much drive!" he said.
They were willing to record for hours in order to get 20 seconds of useable material.
Cliff told his audience "Most people here know how to run a better radio station than they are running. Most of them are making enough money to run a better station than they are running."

From the other side of the counter one of the men who pays the bills, Gilbert Templeton, Templetons Ltd., still put his faith in radio. He considered that daytime radio programs could offer companionship to the housewife alone in her home. What was a soap opera but glorified gossip.

**CHALLENGE**

In his view TV was a case of entertainment dressed up. "You have to settle down and watch it" he elaborated. "You challenge the performers to give you a good time."

He complained of the increasing cost of radio. This year it was costing them a lot more to buy the same amount of time as they used last year.

"Obviously you gentlemen are not afraid of TV or you would not be raising your rates," he commented.

A man who has represented his company in a hun-fred different countries, P. J. Halsey, told the meeting how in some places, word of mouth advertising — by phonograph and other devices —tokened illiteracy. Here it is different, said this representative of Oagra of England, because radio is the means of establishing intimate friendly contact with the audience.

Properly used, according to this man who arrived relatively recently from England and is therefore new to radio advertising, radio brings unparalleled results. Transcribed spots, he said, were often partially effective, but intimate and informal announcements given by local announcers were highly productive, and "I realize that we can get the best results mainly through radio."

Canadians have bought over 500,000 TV sets since 1915, and if growth continues on the present basis, before two years are up, there will be over two million sets in Canada.

J. D. Campbell, general manager of the Canadian Westinghouse Co. Ltd., went on to point out that 98 per cent of Canadian homes have radio sets. 90 per cent he said, have had them for a number of years, and there are over seven million sets in use. During TV's first five years, he went on, the same number of radio sets were sold as during the previous five years. Radio set sales will drop next year to 450,000, he said but these will not be largely replacements but additional sets, because people are continuing to buy because they still want to listen to the radio.

**MORE LEISURE**

"Radios are coming out of living rooms and into other rooms in the house," Campbell said. "A lot of clock radios are being sold," he said, "and more and more radios are now found in kitchens, bedrooms and out of doors. People have more time for leisure and more money to spend on leisure, and this is maintaining a high potential market for portables and car radios."

"The change in listening habits demands a change in programming, but people still want to listen," he summarized.

Small station campaigns are beginning to pay off better according to Bob Amos, radio and TV director of P. H. Hayhurst Co. Ltd., who noticed a trend towards 13 weeks campaigns in one market with product salesmen following up in the territory. He mentioned the Maritimes, Quebec and Ontario as being particularly suited to this kind of merchandising treatment. He suggested that stations should develop their own personalities.

Bob Perry, of the Leo Burnett office, said there was not enough thought given to programming.

John McCaughey, James Lovick & Co. Ltd., spoke of a sponsor, Toastmaster Bread, who had used 8 spots daily, close to a women's program, and had reported a 30 per cent sales increase in 6 weeks in Ottawa and 50 per cent in Montreal.

There is no such thing as one medium, he said, but radio is one of the most potent salesmen there is.

Drugstore and grocers are not home during the day to listen to the radio and hear the campaigns, and this makes it doubly important for stations to undertake their own merchandising, important to both clients and agencies.

This contention was put forward by Sam Young, Stevenson & Scott Ltd., who said there is a lack of knowledge about what is going on in radio, and that some stations think — quite erroneously — that merchandising is an unnecessary evil.

**NET WORK DROP**

Tom Flannigan, managing director of Station Representatives Association, New York, said that in the States, network radio has fallen off ten per cent since 1948; spot (selective) radio has increased 15 per cent, local is up 8 per cent. This, he pointed out, is radio's operation in competition with a total of 400 TV stations to date. Gross network volume in TV is $170 million against radio's $80 million, he said. Spot TV has increased 35 per cent and local 30 per cent.

This is radio's tough year, he went on, 1954 is the year of radio's smallest increase — possibly a decline even — but it still pays.

Reporting to the convention for the Sales Advisory Committee of the CARTB, Stuart MacKay urged stations to send Charlie Ponton, the association's sales director, all possible success stories. The purpose of these, MacKay said, was to supply Ponton with pertinent and factual information for use in making sales presentations to potential national advertisers.

Weekend of Death and Destruction But . . . .

Aired Warnings Reduced Hurricane's Toll

By Hugh Newton

IN the terrible and angry week-end of October 15-17 in Toronto, radio and its cyclopean sister, television, rose to great heights. For a time they were something more than a cash register wired for sound and video and became a true public service.

Out at Malton the "met" men started to get worried early Friday morning, the 15th, and at 8:30 a.m., the first warnings of the approach of the harridan Hazel began to turn up on the tickers in the station news rooms. By noon Friday the forecasters were certain it would hit Toronto later in the day and the city was warned to beatten down. Radio carried steady and increasing reports during the day.

I quote here from an official statement (unsolicited) by the Minister of Transport, Hon. George C. Marler: "All broadcasting stations did a splendid job in publicizing weather forecasts and issuing hurricane warnings as they were supplied by the Malton weather office. There is no doubt that the catastrophe would have been much more extensive . . . if it had not been for (these warnings) . . . ." I listened to Gordon Sinclair at 5:50 p.m. on Friday and Sine turned on the pathos. At 6:00 the steady voice of the CBC calmed us down a little as it said the storm might break up over the Alleghenies. I smiled knowingly to myself. That Sine, I thought, always exaggerating.

As far as I could gather, in talking afterwards to the private stations in Toronto, they did not realize the full impact of the storm until some time toward midnight. (As neither did most of Toronto.) They reported on the heavy rain and the way it was tying up traffic and there were predictions of flooding—but this is pretty commonplace in the Humber and Etobicoke Creek valleys, any way.

CBLT, apparently not to be caught out again, as it was over the Marilyn Bell epic, rushed its mobile crews out on the streets and into the valleys of Metropolitan Toronto during the heavy evening rains. Started to do a routine story, with plenty of footage, on what happens when a hurricane hits. As it turned out, for the first time locally, television beat radio and at 11 p.m. Friday, when the radio stations still were not sure whether we were getting a hurricane or not, LT came on the air with films of the torrential rains. Past and expert.

The CBC's six cameramen continued working throughout the night. Their lights, in fact, were a decided aid to rescue operations. As a result they turned up with some of the best footage ever seen locally, and fed it to the U.S. networks Saturday.

All the CBC's mobile equipment was on the job for the next 24 hours, covering both the disaster and the mop-up. Both radio and television reporters of the CBC fed to each other's services, with the effect of giving first-rate and thorough coverage.

EDITOR FOR A NIGHT

CBL, having a continuing network commitment, did not carry as much of the local reports and bulletins as did its sister CJBC. But the latter gave excellent coverage during the day, carrying, like the other stations in the area, a steady flow of public service announcements.

Like the copy boy in the CBC newsroom who found himself editor, writer and announcer on the morning of the Big Snow in Toronto in December, 1944, copy boy Tony Czuczakowski, in the TV newsroom, found himself all alone on October 15-16 and for one big night became assignment editor and played a major part in coverage.

Over at the private stations, meanwhile, the pace was hot and heavy, not to say damped. After the 11 p.m. news at CFRB on Friday, night man Jerry Wiggins began to get worried about the situation and he and Jaff Ford started calling around to the various police stations in the Metro area. They soon saw that they were riding into a big story.

Wiggins stayed on the air until 3 a.m. away past his regular sign-off, and early on, the routine of the show disintegrated into a straight pubic service job, as Wiggins sent out reports on roads and bridges, calls for help and news bulletins. He announced that the station would accept any messages for re-broadcast—just call CFRB collect. After sign-off, Wiggins and Operator Ray Harri-

(Continued on page 12)
good material comes down the line — and how much driven" he said. They were willing to record for hours in order to get 20 seconds of useable material.

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As far as I could gather, in talking afterwards to the private stations in Toronto, they did not realize the full impact of the storm until some time toward midnight. (As neither did most of Toronto.) They reported on the heavy rain and the way it was tying up traffic and there were predictions of flooding — but this was pretty commonplace in the Humber and Etobicoke Creek valleys, anyway.

CBLT, apparently not to be caught out again, as it was over the Marilyn Bell epic, rushed its mobile crews out on the streets and into the valleys of Metropolitan Toronto and the heavy evening rains. Started to do a routine story, with plenty of footage, on what happens when a hurricane hits. As it turned out, for the first time locally, television beat radio and at 11 p.m., Friday, when the radio stations still were not sure whether we were getting a hurricane or not, ‘LT came on the air with films of the torrential rains. Fast and expert.

The CBC’s six cameramen continued working throughout the night. Their lights, in fact, were a decided aid to rescue operations. As a result they turned up with some of the best footage ever seen locally, and fed it to the U.S. networks Saturday.

All the CBC’s mobile equipment was on the job for the next 24 hours, covering both the disaster and the mop-up. Both radio and television reporters of the CBC fed to each other’s services, with the effect of giving first-rate and thorough coverage.

EDITOR FOR A NIGHT

CBLT, having a continuing network commitment, did not carry as much of the local reports and bulletins as did its sister, CJBC. But the latter gave excellent coverage during the day, carrying, like the other stations in the area, a steady flow of public service announcements.

Like the copy boy in the CBC newsroom who found himself editor, writer and announcer on the morning of the Big Snow in Toronto in December, 1944, copy boy Tony Czaczkowski, in the TV newsroom, found himself all alone on October 15-16 and for one big night became assignment editor and played a major part in coverage.

Over at the private stations, meanwhile, the pace was hot and heavy, not to say damp.

After the 11 p.m. news at CFRB on Friday, night man Jerry Wiggins began to get worried about the situation and he and Jaff Ford started calling around to the various police stations in the Metro area. They soon saw that they were riding into a big story.

Wiggins stayed on the air until 3 a.m., away past his regular sign-off and, early on, the routine of the show disintegrated into a straight public service job, as Wiggins sent out reports on roads and bridges, calls for help and news bulletins. He announced that the station would accept any messages for re-broadcast — just call CFRB collect. After sign-off, Wiggins and Operator Ray Harri.

(Continued on page 12)
Telling by Selling

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

CKPC Brantford
The Established Voice of Industrial Ontario

CHVC Niagara Falls
The Peninsula's Only 5 Kilowatt

CKLB Oshawa
Soon 5,000 Watts

CFPA Port Arthur
Telling and Selling the Lakehead

CJIC Sault Ste. Marie
Serving Prosperous Algoma County

CKNX Wingham
The Ontario Farm Station

CKEN Kentville, N.S.

CFAB Windsor, N.S.
Teamed to cover the Rich Annapolis-Cornwallis Valley

CKYL Peace River
On the air this month

Represented by

J. L. ALEXANDER LTD.

Doug Grout
Manager
100 Adelaide St. West
TORONTO

Frank Edwards
Drummond Building
MONTREAL

Worked Until They Dropped...

(Continued from page 11)

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

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

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

SHORT-WAVE SET-UP

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

The amateurs would call in on
their band and CFRB would answer
from the studios on their standard
wave frequency. People would call
in by telephone to the station and ask
about the safety of relatives, or about
their own homes. CFRB would call
the amateur and the amateur would
move down to the area and see what
he could find out and report back.
Even bodies were identified in this
manner.

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

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

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

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

Down University Avenue at CKEY
things were as hectic.

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

NARROW ESCAPE

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

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

They never did find it again.
No one found it until much later.
All five of its crew were swept
away and drowned where the
road dipped close to the river.
Lester's recorded stories and inter-
views, which I heard Saturday on

CKTB Sells St. Catharines,
the Rich Niagara Peninsula

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

Get the whole story from our
Rep: Multivihill in Toronto and
Montreal. McGillvra in U.S.A.

The Niagara District Station

St. CATHARINES

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

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

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

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

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

SAVED LIVES

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

All stations, private and CBC, gave utmost cooperation to the authorities and various public agencies, and it was said to me by several that radio probably saved some lives, and most certainly helped immeasurably in bringing order out of chaos, and if you were in suburban Toronto that weekend, it was chaos.

Emergency traffic conferences and transportation conferences were held. When decisions were made all radio stations and the Toronto TV outlets were immediately called and given revised or emergency schedules, news of highway routes, and so on. Within minutes, or less, these reports were on the air.

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

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

"HAM" NETWORK

Besides the work of the regular broadcasting stations, a brigade of ham operators — at least 500 — jumped into the breach. Civilians with radio telephones in their cars acted as mobile sending posts. Radio provided an enormously valuable force, giving a flexibility and immediacy to area control that no other medium of communication could have provided.

Then radio and television pooled their resources and their talent, as only they can in such times, and for hours on Tuesday night and again on Wednesday night ran a huge benefit to raise money for flood victims. More commercials knocked out. I haven't attempted to get an assessment on the amount of money the Toronto stations lost in irrecoverable commercial time, but it must run into the thousands. Curiously enough, the station people didn't seem to care. They were thinking first of service to the public.

Trouble is, it's a long time between floods...
LONDON, England — Ever since they got their noses over the Heights of Abraham, Englishmen have kept well to the fore in trying to persuade Canadians how things ought to be done.

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

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

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

However, this influential column has now been joined by a few more crusaders who seem determined to try.

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

In his first dispatch, from Montreal, he reports:

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

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

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

Thomas writes:

The organization (CBC) has its problems, and many of them are the kind we may expect to find in Britain when the ITA begins operations.

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

NO BULLYING
Thomas believes that Canadian commercials themselves are something like those we may expect in Britain. "They inform without using bullying tactics; they are conserva-

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

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

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

PLENTY OF FACTS
Roy Thomson's London weekly Canada Review gives those advertisers, agencies and ITA executives.

SHERBROOKE, P.Q.
CHLT (French) and CKTS (English) cover the rich Eastern Townships, where 496,200 people live. 100-210 Radio Homes. They had a CONSUMER SPENDING INCOME in 1953 of over $59,558,000. Can you afford not to sell your sales message in this growing and prosperous market? Let us give you full market data — and availability.

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

Live Programmes ★ Custom Transcription ★ Singing Commercials ★
CBC Over-ruled: TV Licence Awarded To CJON

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

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

The station, which will be the 29th Television outlet in Canada, will operate on Channel 2 with an audio power of 634 watts and video power of 1,000 watts. Height of the tower will be 359 feet. All-Canada TV and Weed & Co. will be appointed reps. Opening date is set for mid-1955.

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

The CBC Board of Governors recommended last June that the CBC establish a Television outlet in St. John's as quickly as possible. However, it added that if a publicly-owned station in St. John's was unacceptable to the government a licence should be granted to Newfoundland Broadcasting Co. immediately.

The announcement made no mention of the CBC Board's recommendation for a CBC outlet in Newfoundland. However, officials said there is nothing new in the decision to allow private television operators into a large provincial centre ahead of the CBC.

CFCN-CALGARY
10,000 WATTS!

WESTERN CANADA'S MOST POWERFUL STATION CFCN DELIVERS YOUR MESSAGE TO 141,030 RADIO HOMES

GET MORE CIRCULATION FOR YOUR MONEY DOLLAR FOR DOLLAR YOU CAN'T BEAT CFCN-CALGARY

Telephone Answering Service

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

Phone for Booklet in
Toronto Montreal
WA 4-4471 UN 6-6921

Local Sponsors

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

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

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

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

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

**Over the Desk**

This week's edition of the Halifax Observer includes a letter from the editor expressing his appreciation for the support of the local community. He also mentions the success of the recent CHNS-sponsored charity event, which raised funds for local charities.

**This is the Store That Radio Built!**

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

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

So George is cheering radio.

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

See our reps for more success stories like this.

**WANTED**

Experienced Announcer

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

Program Manager

**RADIO STATION CJOY**

GUELPH, ONTARIO

—

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

**APPLY TO**

**DIRECTOR OF ENGINEERING**

**CFPL-TELEVISION**

**LONDON, ONTARIO**

—

Pocketbook Proof

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

Gordon Sinclair, a radio and newspaper "journalist" says: "I was surprised on reading the October press issue that Jack Wise, manager of Vancouver's CJOR has made the following comment on libel and slander — page 23, column 2, paragraph 3:"

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

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

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

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

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

**WANTED**

by Baker Advertising Agency, manager for radio department. Must have experience in time buying and complete knowledge of radio markets. Please send application to Personnel, Tel. 46 Avenue Road, Toronto, Ontario.
dollars on a private television station!

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

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

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

MIGHTY BIG

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

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

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

A reaction comes in the mail from J. J. Gibbons' Regina office, where Gert Birch retorts: Grey Cup day is approaching...Christmas is coming too. Uncross your little fingers ad copy is coming to you.

We are making a note to remember. That your deadline's the 3rd of November.

Copy will roll to your office Toot Sweet.

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

AIR-TRIP

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

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

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

CHRISTMAS ISSUE

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

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

A Growing Market

+ $150,000.00

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

GET FULL COVERAGE OVER

CKPG

PRINCE GEORGE, B.C.

550 kcs 250 watts

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

The Edmonton Fable:

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

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

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

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

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

EDMONTON and this wealthy surrounding area can be reached efficiently and economically by CHED.
BEFORE I came to the Ottawa Valley I had always thought of Hull and the common household match in the same mental breath. I suspect most Canadians have the same idea — Hull stands for Eddy, and allied pulpwood industries.

However, when you come to the region and you're twiddling the radio dial to see what gives, you discover that Hull produces more than matches. CKCH, Hull's 1,000 watt station, produces listening fare that is a contrast to Ma Perkins and Boston Blackie, edifying as these shows may be to some Canadian citizens. CKCH, under Jean Paul Le Mire's management, gives you music that doesn't provoke you to think of harakiri as an escape measure. Music may be of a folk variety or opera; it may be presented in a local chanteuse or agile fingers of a Parisian instrumental group. At any rate, it's pleasant and it's restful to think that when you want music to relax by you've got it when you turn to 970. Just a notch above the local CBC station, incidentally. (On the dial.)

ONLY FRENCH STATION

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

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

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

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

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

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

By HELEN CRAIG

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

ATTRACTIVE COLETTE

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

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

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

Colette is a comedienne too, which doesn't mean that she's no comic but an actress. (In French terminology.) She often appears in Ottawa dramas and when her three children and husband permit, dinner parties at her home on the side. This Colette show, fanning out to an 11-station network, is the big CKCH move in a locally produced music show spiced with variety.

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

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

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

FOLK LORE SHOWS

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

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

CHUB Nanaimo, B.C.

CHUB blankets Vancouver Island from Durnan to Campbell River and gives you the

CJAV has almost EXCLUSIVE LISTENING in the Albertas

CHUB is the BEST

TALK IT OVER WITH

1954

CHUB Blankets

Vancouver Island

CJAV

Port Alberni, B.C.

Matsumoto & Mont

Donald Cooke Inc., United States

John N. Hunt & Assoc., Vancouver, B.C

10% Discount for Joint Campaigns!

DATELINE

HULL

CFCO goes over the top again

More listeners per watt cost than any other Western Ontario Station

Total Daytime Audience: 76,595 homes

1/2 hr. program class "A" lowest discount. 112c per M. radio homes

Total Nighttime Audience: 43,530 homes

1/2 hr. program class "A" lowest discount. 3sc per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

In Victoria

CKDM

Most Listened to

Elliott-Haynes

www.americanradiohistory.com
LET'S GO FISSION!!
OR
LET'S GO FISHIN'!!
EITHER WAY IT MEANS BIG THINGS IN
CKBI - LAND

PRINCE ALBERT, May 17: The First Uranium processing mill at Prince Albert's "back door" will swing into operation early this summer in the Lac La Ronge Area, officials of Lo Ronge Uranium Mines Ltd., announced today. Equipped with diesel-electrical power, crushing apparatus, steam and plumbing fixtures, the plant at the beginning will cost some $115,000.00 but this figure may by July 1955 swell to $1,000,000.00.

Target for processing of concentrated U3O8 is an estimated 15,677,000 pounds, according to a Company officer, who said that the ore is distinctly different from ore minerals obtained elsewhere in Saskatchewan or Canada. The Company will mine ore from its 154 claims in the region. At present work has been done on 48 claims and this start will mean a potential Uranium valued at nearly $114,000,000.00.

"P. A. Herald"

Commercial Fishing put $1,441,000.00 into the pockets of fishermen in the CKBI market last year.

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

See your "All-Canada" Man for Details.

CKBI
PRINCE ALBERT, SASK.
5,000 WATTS

To Reach a
WELL ROUNDED,
Pro$perous,
Listening Audience...

CKRM

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

620 KCS Regina
Are you living off the fat of the land?

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

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

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

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

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

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

CFRB
TORONTO

50,000 watts 1010 K.C.

REPRESENTATIVES
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CANADA: All-Canada Radio Facilities, Limited