

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Vol. 14, No. 3

TORONTO

February 2nd, 1955



Photo by Ev Roseborough

TWENTY-FIVE YEARS IN CANADA was the reason behind a Toronto and Montreal simul-shake staged by the J. Walter Thompson Company Ltd., January 14. The photographer assembled a few of the radio types for a personal appearance in this space along with some of the hosts. From left to right they are: (sitting) John Crosby, J. W. T.; Ken Soble, CHML and CHCH-TV, Hamilton; Bob Campbell, J. W. T.; Phyllis Sivell, J. W. T.; Ken Davis, Omer Renaud & Co. — (standing) Bob Gray, RCA Recordings; Allan Waters, CHUM; Ken Marsden, CFRB; Mark Napier, J. W. T.; Nellie Hatt, J. W. T.; Waldo Holden, CFRB; Spence Caldwell, S. W. Caldwell Ltd., Frank Flint, J. W. T.

In This Issue:

TYPICAL OF RADIO'S "GOOD WORKS" is the story of how a polio victim got a lift from CJVI, on page 4.

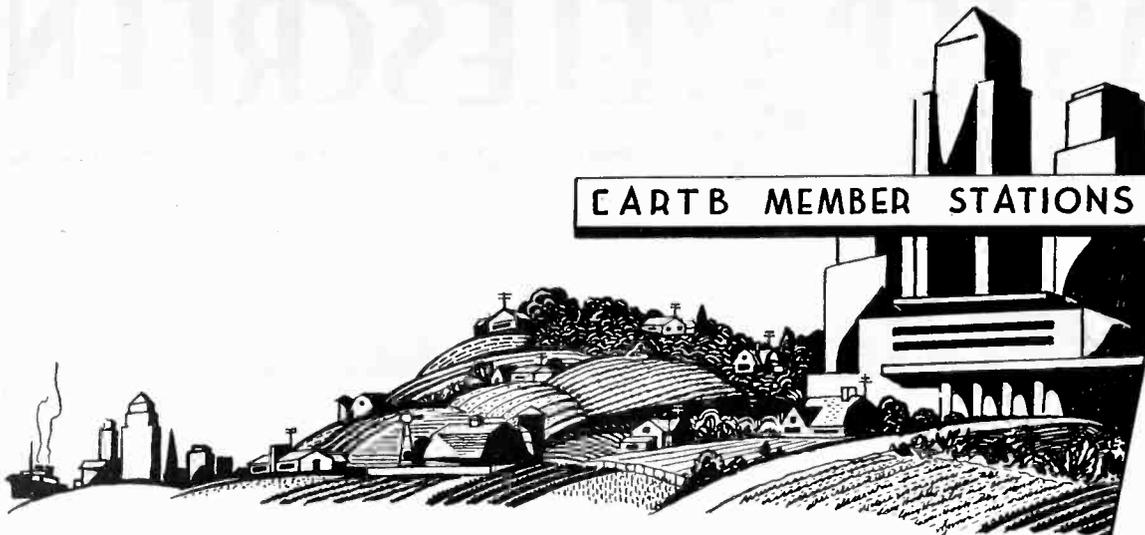
"THERE ARE TEN FAT YEARS AHEAD, but they're going to need sounder selling" heads our Leslie Holroyd's account of the Toronto Ad Club's recent Sales Rally on page 6.

AMONG THE MOST OUTSPOKEN of the scribes in the Ottawa Press Gallery is veteran Chester Bloom who comments on the CBC's accounting fracas with "Even The Book-keepers Wince" on page 8.

In the Telescreen Section

Walter Harris takes our readers on a visit to Hamilton's privately owned station CHCH-TV.





CARTB Member Stations

ATLANTIC (17)

- CKBW
- CKNB
- CFCY
- CFNB
- CHNS
- CJCH
- CKEN
- CKCW
- CKMR
- CKFC
- CFBC
- CHSJ
- CJON
- VOCM
- CJRW
- CKCL
- CFAB

- Bridgewater
- Campbellton
- Charlottetown
- Fredericton
- Halifax
- Halifax
- Kentville
- Moncton
- Newcastle
- New Glasgow
- Saint John
- Saint John
- St. John's
- St. John's
- Summerside
- Truro
- Windsor

FRENCH LANGUAGE (27)

- CHAD
- CJMT
- CHFA
- CHEF
- CKCH
- CKRS
- CKLS
- CKBL
- CKBM
- CHLP
- CKAC
- CHNC
- CHRC
- CKCV
- CJBR
- CHRL
- CKRN
- CJSO
- CHGB

- Amos
- Chicoutimi
- Edmonton
- Granby
- Hull
- Jonquiere
- LaSarre
- Matane
- Montmagny
- Montreal
- Montreal
- New Carlisle
- Quebec
- Quebec
- Rimouski
- Roberval
- Rouyn
- Sorel
- St. Anne de la
- Pocatiere
- St. Georges de Beauce
- St. Joseph d'Alma
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie

CENTRAL CANADA (37)

- CKRB
- CFGT
- CHNO
- CKLD
- CFCL
- CKVD
- CFDA
- CKVM
- CKBB
- CJBQ
- CFJO
- CFCO
- CKSF
- CKFI
- CKPR
- CKGR
- CJOY
- CKOC
- CHML
- CJRL
- CKIC
- CKWS
- CJKL
- CKCR
- CFPL
- CJAD
- CFCF
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHI.O
- CHOK
- CJCS
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX

- Barrie
- Belleville
- Brampton
- Chatham
- Cornwall
- Fort Frances
- Fort William
- Galt
- Guelph
- Hamilton
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- London
- Montreal
- Montreal
- North Bay
- Orillia
- Oshawa
- Owen Sound
- Pembroke
- Peterborough
- Port Arthur
- St. Catharines
- St. Thomas
- Sarnia
- Stratford
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock

PRAIRIES (26)

- CKX
- CFAC
- CFCN
- CKXL
- CFCW
- CKDM
- CFRN
- CFED
- CJCA
- CFAR
- CFGP
- CJOC
- CHAT
- CHAB
- CJNB
- CKYL
- CKBI
- CKRD
- CKCK
- CKRM
- CFQC
- CKOM
- CKRC
- CJOB
- CKY
- CJGX

- Brandon
- Calgary
- Calgary
- Calgary
- Camrose
- Dauphin
- Edmonton
- Edmonton
- Edmonton
- Flin Flon
- Grande Prairie
- Lethbridge
- Medicine Hat
- Moose Jaw
- North Battleford
- Peace River
- Prince Albert
- Red Deer
- Regina
- Regina
- Saskatoon
- Saskatoon
- Winnipeg
- Winnipeg
- Winnipeg
- Yorkton

PACIFIC (18)

- CHWK
- CJDC
- CFJC
- CKOV
- CHUB
- CKLN
- CKNW
- CKTG
- CKOK
- CKPG
- CJAV
- CJAT
- CJOR
- CKWX
- CKMO
- CJTB
- CKDA
- CJVI

- Chilliwack
- Dawson Creek
- Kamloops
- Kelowna
- Nanaimo
- Nelson
- New Westminster
- North Vancouver
- Penticton
- Prince George
- Port Alberni
- Trail
- Vancouver
- Vancouver
- Vancouver
- Vernon
- Victoria
- Victoria

What Price Broadcasting?

At the recent National Newspaper Promotion Association's eastern regional conference in Montreal, one speaker boosted radio as one of the best promotion voices for newspapers . . . likened it to an old-time newsboy shouting "extra".

Radio Sells Merchandise Too

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 125 Broadcasting Stations whose voices are invited into 3,748,000 Canadian homes every day.

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

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



SHORT WAVES

The signing of a 39 week contract by Lever Bros., will bring to Canada for the first time one of the busiest and most popular entertainers in the U.S., "Tennessee Ernie" Ford. The fifteen minute show, which will be heard five days a week on selected stations across the Dominion, starts on February 14th and will continue through the summer months. The deal was made through the program division of All-Canada Radio Facilities.

Ford who has two half-hour shows five days a week on the CBS radio network and one half-hour show five days a week on NBC-TV, is second only to Godfrey in time on the air.

The new program, though similar in format to his successful variety musical show on CBS radio, will be specially made for the Canadian sponsor. Products to be advertised on the show are Rinsol, Lifebuoy and Sunlight soaps.

• • •

A proposed amendment to the Radio Act would enable the Transport Department to control the mechanical features of radio and television aeriels. If the new legislation is passed, the department will be able to stop the erection of aeriels which are deemed unsafe or too near power lines.

• • •

The work of establishing radio station CKOT, Tillsonburg, is going ahead, and the Tillsonburg Broadcasting Co. Ltd., announces that two of the directors, John Lamers and Ken Orton, will assume executive posts. Lamers, who is secretary of the board, will become general manager, and Orton, the vice-president, will be assistant manager and chief engineer.

Len Evans is the program manager of the station, which is setting up studios on the northern outskirts of Tillsonburg, just off Highway 19. The building itself is owned by Lamers, who is starting a farm supply business in the front of it, leaving the rear for CKOT. Technical installation is in the hands of Don Williamson of Westinghouse, and the electrical work throughout the studios will be handled by Wilson and Somerville of St. Thomas, under the supervision of John Warder who was previously with CFPL, London, and CHLO, St. Thomas.

J. J. McGill, vice-president of Tuckett Ltd., Hamilton, has been appointed a member of the board of directors of the Bureau of Broadcast Measurement announces BBM president, Charles R. Vint.

• • •

Radio spot announcements form a large part of the *Shop Downtown* campaign now being undertaken by the Toronto Downtown Business Men's Association. During the campaign, which began on January 3 and will be continuing till February 26, a total of 248 spots will be broadcast, and the Association hopes to be able to take an evening TV spot with CBLT.

Radio station CHUM will broadcast 96 of the spots, on Tuesdays and Wednesdays throughout the campaign, with three spots both morning and afternoon on each of the days. CKFH has a more extended schedule of 80 spots spread evenly over the week, Monday through Friday. The spots are broadcast twice nightly on each of the days. CKEY has 72 announcements spread Monday through Saturday, in the mornings. There are two spots given on the first three days of the week, and one on each of Thursday, Friday and Saturday mornings.

The CKFH announcements have been timed so as to link up with the *TORONTO DAILY STAR Program of Good Music*.

• • •

S. W. Caldwell Ltd. of Toronto have purchased 443 Jarvis St., Toronto, just south of their present building (447).

The new offices will house carpentry and set-construction services, a paint shop, art studios, projection studios, recording studios, and an electronic workshop, besides extra office space.

• • •

Edgar W. Hudson is the newest account executive of the Leo Burnett Company of Canada Ltd., working from the Toronto office. Before joining Burnett's, Hudson was with Young and Rubicam, and Spitzer and Mills, both of Toronto. He has also worked in the printing and publishing business.

Repeat Performance!

For the second consecutive year, the CFQC NEWS SERVICE has received the major award from the RADIO - TELEVISION NEWS DIRECTORS' ASSOCIATION for the "most outstanding radio news operation" . . .

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

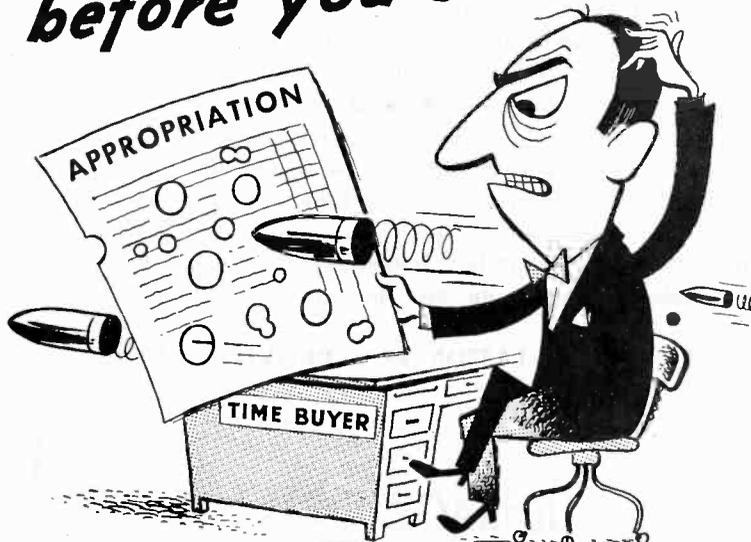


THE RADIO HUB OF SASKATCHEWAN



600 KC
5000 WATTS

HALF SHOT... before you start?



Too many salesmen, where one good salesman would do, accounts for much of the high cost of selling nowadays. Cut selling costs in the Calgary and adjacent markets by employing CFCN. CFCN talks to more people with buying power every day than any other single media.

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

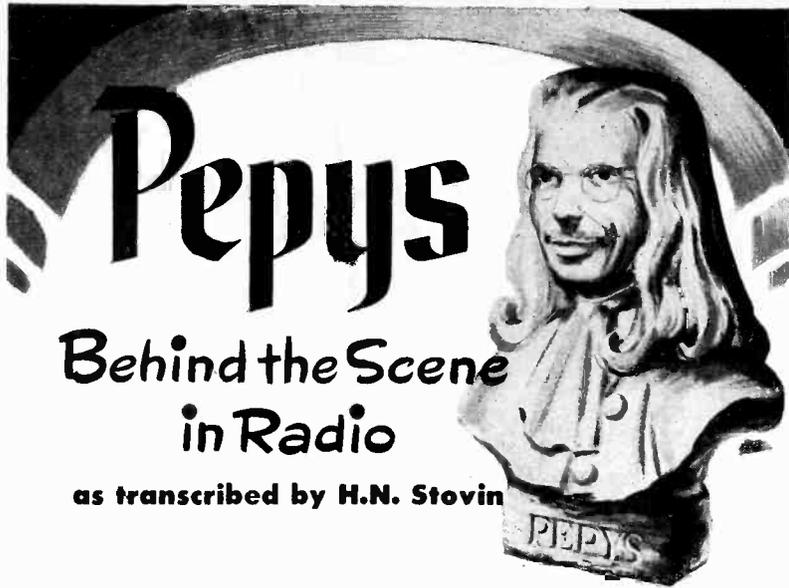
ASK RADIO REPS FOR DETAILS

HE'S IN A HURRY TO GET HOME AND LISTEN TO

CJON
NEWFOUNDLAND

NFLD'S TOP STATION CJON

805



Did enjoy the story of the two microbes who for some years had lived comfortably in a horse's artery. Then the lady desired to move, so they made their way over to a vein, whereupon both microbes died. The moral, methinks, is "Never change streams in mid-horse" ● ● ● From CKY Winnipeg the excellent news that the final count on their "Time to Win" program was 940,221 letters during 1954. Of this goodly number no less than 857,174, or 91%, contained enclosures showing proof of purchase of advertised products. No words of praise from Pepys are needed, for indeed such figures do carry their own proof of radio's effectiveness, as administered by CKY ● ● ● CKSF Cornwall much pleased, and rightly so, for that their "What's the Sound" program for Salada Tea has been so successful. Housewives are invited to identify a Mystery Sound — the same being a familiar one in any household. When the program started in March 1952, Fred Pemberton was happy to pull in 880 letters in 8 days. The growth in popularity of this program is shown by the mailbags last December — 17,763 letters in 10 days, with almost 100% proof of purchase enclosures. Pepys doffs his beaver to a clever idea, good promotion, and a noteworthy result ● ● ● We do know well that a Band-Aid does cover the spot, but a CKXL Calgary spot doth cover to beat the band. The Advertising Agency writes: "As you know, your station has been selected for this important campaign because of its established audience and — of prime importance in this instance — because of your proven follow-through promotions" ● ● ● To conclude this page with a pat on the back for CKOM Saskatoon, and a smile for those readers who have perused this far — A lady did telephone Red Alix during his morning "Beef or Bouquet" feature to say she did wish CKOM would get more sponsors on their casino program "The Pay Off" in that her spouse was heartily sick of eating beans, cake and macaroni, and desired variety in his diet.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

CJOR Vancouver CFPR Prince Rupert CKLN Nelson CKXL Calgary CHED Edmonton CJGX Yorkton CHAB Moose Jaw CJNB North Battleford CKOM Saskatoon	CFAR Fijn Flon CKY Winnipeg CJRL Kagara CJBC Toronto CFOS Owen Sound CHOY Pembroke CJBQ Belleville CFJR Brockville KVOS Bellingham - Vancouver	CKLC Kingston CKSF Cornwall CJBR Rimouski CJEM Edmundston CKCW Moncton VOXM Newfoundland ZBM Bermuda ZNS Nassau
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MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Polio Victim Gets Benefit



Radio station CJVI Victoria has raised over one thousand dollars to aid Ken Griffin, a Greater Victoria soccer player stricken helpless by polio.

Sports fans in the area learned of the plight of Ken towards the end of last year. Left with nothing but the partial use of his left arm, Ken has a wife and two small children to support. A fund campaign was started to help him, as he looked to be in trouble for some years to come. CJVI joined in the campaign, but at first only small amounts came in from the listeners.

Then on Tuesday, January 11, Hickman Tye Hardware, sponsors of the *Hometowners*, a group of western musicians, agreed to pay for an extra half-hour, thus a full hour to collect money for Ken. The listeners chose the tunes, the *Hometowners*, with Al Smith at the piano, played them, and CJVI's staff collected the cash, answered the phone and kept the program going.

First call was from Major C. J. Milley of the Salvation Army, who started the fund off with a donation of \$100. Other citizens of Victoria followed hard on his heels and the *Hometowners* were kept playing almost non-stop in order to fulfil every one of the requests.

Perhaps due to the fact that the show had been plugged on the station previously, the response reached such proportions that Hickman Tye Hardware added another quarter hour, and station manager William Guild extended it another half-hour. When the total of donations had reached \$989.15, a Mrs. Bloomfield put the evening's collection over the thousand dollar mark.

The final amount when the program ended soon after 8 p.m., was \$1060.15, which when added to the money already collected, gave a grand total of \$2,528.73 to the Ken Griffin Fund. All of the money collected will go towards buying a house for Ken and his family.

A **SURE CURE**
FOR
SICK ALES!!

That's . . .

CKRM
RADIO - REGINA

ADVERTISING

Saskatchewan's "SOUND" Buy-Word

980 Kcs.

See or write "Radio Representatives"
Montreal · Toronto · Winnipeg · Vancouver

CKRM Regina

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

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February 2nd, 1955

Forcing The CBC Out of The TV Manger

If you are looking for rumors about television licenses for Toronto, Montreal and the other CBC-TV centres, you pay your money and you take your chance, because hot stories, right off the griddle, are coming at you from left, right and centre.

Ottawa is reverberating with whispers to the effect that the government is changing its TV policy and will shortly issue licenses in the untouchable cities. This one penetrated the columns of the TORONTO STAR last Wednesday, but was given the cold shoulder by the other Toronto papers.

Jack Cooke of CKEY was quoted at the end of the story as being elated to hear it, and saying that he would have a station on the air within six months of being issued a license.

Harry Sedgwick of CFRB showed no excitement over the story, but assured us he and his associates were not sleeping at the switch.

Foster Hewitt and his CKFH who get more than a mention, said: "This could be just another cry of wolf, but we are very interested in presenting our case when the time comes. So far as we know, though, it hasn't arrived yet."

Coffee shop conversations point to a CBC engineer and a Toronto agency executive as prospective licensees for this city.

Famous Players are obviously interested but are equally obviously sitting tight with buttoned lips.

One other prospect for the second Toronto channel is said to be — the CBC.

The fact of the matter is that the rumors are just that — rumors. Broadcasters should not delude themselves into the belief that the CBC wants to surrender its monopolistic strongholds. It is quite possible though that the mature minds in the cabinet see the unfeasibility of entrusting TV coverage of about eighty per cent of Canada to an organization which has been found so very far from competent.

For months now a surfeit of sponsors has been clamoring to get onto TV and the CBC has been unable to accommodate them with time. If the CBC does not want this business, we suppose that it is in accordance with its extraordinary powers to turn it down. But this deprives the

RADIO R/B'S ... by Harkley



"Okay! So I said I believed him when he said he could take it or leave it alone!"

private TV stations of the extra business which they need but cannot have because it would not pay sponsors to pay production costs for just small centres. Incidentally, the same policy has denied viewers innumerable fine programs which never get a chance to be seen, or which are watched over American stations wherever possible.

If a new policy is really in the making and the CBC is going to be forced to come out of the manger, and let private enterprise in, there is hope for Canadian television. If not, we might as well forget the whole business.

Teamwork In A News Department

There's an encouraging note about the story in our last issue, describing how a radio station and a daily newspaper combine their resources and facilities to deliver a better news service to the public. The station is CHUM, Toronto and the newspaper is the EVENING TELEGRAM.

The paper provides its news gathering facilities, especially local news, and the station furnishes the microphone and the voice. The audience gets its news better, faster and more accurately. It would not be possible for a small, dawn-to-dusk station like CHUM to operate a local news

gathering department comparable to the editorial department of the TELEGRAM. Neither can a newspaper, however large and efficient, get a story out to its readers while it is actually happening, or seconds after.

CHUM gets the benefit of better newscasts, handled in headline style, and the TELEGRAM gets a build-up for its readership by implementing and backgrounding these "headlines" in the next issue.

Nobody seems quite sure what TV is doing to radio and newspapers. One thing is certain though; and that is that a fresh approach to local radio is way overdue. It could also be equally true that TV is going to exact a toll from newspaper revenues unless they pull up their socks too. So it seems a reasonable suggestion that radio stations and newspapers might do a whole lot worse than improve both their products by a spot of intelligent co-operation along the lines described in the article.

No Callers Barred

People who are avoiding bill collectors are quite justified in having their secretaries or switchboard girls ask phone callers who is speaking. But they are the only ones.

In the first place, it is extremely unlikely that anyone is going to be refused a hearing, unless he is an undesirable salesman, in which case he will give a false name.

Then of course, the aura of self-importance rings with such a false note that it cannot help reacting unfavorably on the caller who might — who can tell? — be a potential customer, client or other kind of victim.

There is an old story about a life insurance man who got through on the phone to an advertising agency president. He opened up with this: "This is Bill What, with the Whoosis Insurance Co." And that was as far as he got. The agency man let out a terrific blast. "How dared he interrupt him . . . carrying all the insurance he needed . . . busy with an important client . . . bang!"

So the insurance man, who happened to be a president too, placed his account with another agency.

Now!

Full Power

at

900

CHNO

SUDBURY

A TREMENDOUS
INCREASE
IN
COVERAGE
AND
NO INCREASE
IN RATES

YOUR BEST RADIO
BUY

Rep:
OMER RENAUD & CO.

Sales Conference

TEN FAT YEARS AHEAD, BUT . . .

New Buyers' Market Needs Sounder Selling

PEOPLE buy, or do anything, for one of two reasons — to make a profit or avoid a loss, Millard Bennett of New York told an audience of over 1100 at the Toronto Advertising and Sales Club Giant Sales Rally at the Royal York Hotel last month. The rally climaxed the Club's ninth annual sales management conference.

Having found out in advance which of these his product can do for the sales prospect, the good salesman merely points this out, he said.

Bennett, himself a salesman for 43 years, took as his theme "The Three Golden Keys to Success — Persistence, Perceptiveness and Personality." These are available to anyone willing to take the time and effort to develop them, he stated.

He suggested as a means to this end the setting aside of 30 minutes everyday to the study of some type of self-improvement. We are always either growing or dying, he said, and in this, or some other way, we can insure the continual growth of the mind.

He quoted an unnamed "someone" who said "personality is that indefinable something which does for men what perfume does for flowers". First, you must like yourself but you must also turn your thoughts outward and live in society, he said.

There is no place in today's world for a stable economy, Bennett said. To achieve what he called a "dynamic economy" we need more and better salesmen.

Looking ahead Bennett prophesised

the next ten years would be the most prosperous ever seen. Canada's future, he said, is greater than any nation in the world.

LET'S SELL CANADA

The luncheon speaker, Ormonde Barrett, president of Canadian Vickers Ltd., said that after the slight recession of Canadian business in 1954 "the expected rise in Canada's economy during 1955 would be slow and steady rather than meteoric or sharp".

He said that we must expand our export field, at the same time being careful not to price ourselves out of the running. Among the many things which make this imperative is our small population which gives as such a small domestic market.

Of the factors bearing beneficially on our economic future, Barrett mentioned particularly the "fabulous double jackpot" of oil and iron in Alberta and Labrador, projected hydro-electric power developments in many places across Canada and, of course, the St. Lawrence Seaway.

Our defence expenditure for 1955, an estimated 2.3 billion, represents 9.6 per cent of our total national product, he said, but it is a necessary expense if this and other free nations hope to survive.

"Freedom is the privilege of preserving the dignity and independence of personality, at the

price of discharging the duties of citizenship," Barrett said, "and to help keep this freedom we must all be salesmen of a sort."

Canada is the hinge between the old and new worlds and, he exhorted, "Let us sell Canada to the nations of the world".

SALESMEN ARE NOT BORN

A man who combines theoretical knowledge with an insight gained through actual door-to-door selling, Dr. Charles Lapp, Professor of Marketing, at Washington University, addressed the afternoon session of about 400 sales personnel on "Sales Training — The Big Payoff".

He defined salesmanship as "the power to persuade people to do what they hadn't intended to do — to the benefit of both."

In denouncing some of the common fallacies regarding sales training, Lapp said that salesmen are not born — they are made. He clarified this by saying that the potential salesman must have some qualifications; in the same way a horse must have good bloodlines to stand any chance of winning the Kentucky Derby.

Before embarking on a sales training program, careful consideration should be given to preparing a complete description of the job and to finding out what the trainee knows and doesn't know. Otherwise, Lapp

CFOR

ORILLIA

SELLS

**CENTRAL
ONTARIO**

Ask For Facts

STEPHENS & TOWNDROW
TORONTO - MONTREAL

CFGR OUR NEW

"VOICE of the MIGHTY PEACE" WILL "SMOKE OUT MORE BUSINESS PER BUCK THAN YOU CAN SHAKE A BLANKET AT."

5000 WATTS

SERVING ONE QUARTER OF THE RICHEST PROVINCE IN CANADA CFGR IS 300 AIR MILES FROM THE NEAREST NETWORK STATION.

IN CANADA ASK AN ALL-CANADA MAN, IN THE U.S.A. WEED & CO.

said, the plan may fail before it ever starts.

With the aid of an overhead slide projector and several other visual gimmicks, Lapp described the various methods of training and the steps involved in them.

While the training program is in progress it should be constantly evaluated and changes made whenever necessary, Lapp emphasized.

COMPANY SPOKESMAN

When making a call the salesman is the spokesman for the company he represents, and, as such, should meet high qualifications. This was the gist of an address on personnel selection by Verne Martin, "general manager of the sales force" of the Maytag Company in the States.

He said that the Maytag Company asks for ten references as they feel that three or four mean very little. A form asking specific questions about the applicant's judgment,

drinking habits, conscientiousness and many other aspects of his personality is sent to the person given as a reference. Replies are evaluated and the applicants showing the most promise are given a personal interview.

Martin and two of his assistants conduct the personal interview which takes over an hour. The applicant is judged as "excellent", "good", "fair" or "poor" on a variety of questions. These queries include his past record and experience, general appearance, age bracket, formal education and enthusiasm, and his optimism about the position.

Each of the three judge the applicant independently and have an equal vote on the final decision, Martin said. Before they make this decision, however, they put themselves on the spot by asking themselves: "Would you be proud to introduce this man to the president of the company?"

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



**MORE LISTENERS
THAN ANY STATION
ON THE PRAIRIES**

CJOY GUELPH

A GOOD TEST MARKET STATION

**EXPERIENCED REASONABLY PRICED
HAS HELPED NUMEROUS NATIONAL ACCOUNTS**

1. Test Copy Impact.
2. Predetermine Radio's Ability to Sell the Product in Question.

CJOY GUELPH

SERVES A CROSS SECTION OF THE NATION

LABOURERS	HOUSEWIVES
BUSINESSMEN	STUDENTS—Grade School
FARMERS	High School
	College

**PRE-TEST YOUR NEXT NATIONAL CAMPAIGN
ON**

CJOY GUELPH

**SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS**

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

At home with TV

means

"At Home with Jane"

to women in Kingston and surrounding districts. This popular afternoon show on CKWS-TV includes demonstrations of recipes, interviews of interesting personalities and many other features designed to please homemakers.

"At Home with Jane" is just one of the outstanding programs that's building bigger audiences in the wealthy Kingston area for

CKWS-TV

KINGSTON

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

Report from Parliament Hill

EVEN THE BOOK-KEEPERS WINCE

CBC Questions Auditor-General's Competence

By CHESTER BLOOM

THIS is Chester A. Bloom, editorial writer and radio commentator for non-government owned stations. I have recently returned from a tour of the western province of Alberta, amazed at the growth of the magnificent, ultra-modern cities of Calgary, Edmonton and Lethbridge. I learned some interesting facts about the changing operations of radio and television in the west.

On returning to Ottawa, I was amazed equally to read in a CBC press release accompanying the annual report of the Canadian Broadcasting Corporation a most arrogant unworthy and contemptuous attitude toward Canada's Auditor General, Mr. Watson Sellar.

Mr. Sellar is appointed by parliament and responsible to parliament alone.

CBC apparently resents Mr. Sellar's year after year suggestions that CBC provide a scientific method of writing off sufficient depreciation and obsolescence from its \$15½ million radio and TV fixed assets.

So CBC rudely questions the Auditor General's competence.

CBC says condescendingly it will study Mr. Sellar's suggestions; then adds it will hire an outside firm of chartered accountants to advise on the practicality of Mr. Sellar's ideas.

Never, in my lengthy experience in the parliamentary press gallery, has any government owned agency or Crown Corporation when criticized by the Auditor General, ventured to imply publicly that the parliamentary auditor doesn't know his own profession.



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* NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT

MEDICINE HAT

An All-Canada-Weed Station

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CHUB Nanaimo, B.C. CHUB blankets Vancouver Island from Duncan to Campbell River and gives you excellent ALL-DAY RATINGS in the VANCOUVER AREA!

CJAV Port Alberni, B.C. CJAV has almost EXCLUSIVE LISTENING in the Alberni Valley and covers the rich MAINLAND area of Powell River.

10% Discount for Joint Campaigns!

TALK IT OVER WITH:
Stephens & Towndrow, Toronto & Mont.
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John N. Hunt & Assoc., Vancouver, B.C.

Here is CKOK-land

One of a series



OKANAGAN BEACH, PENTICTON, B.C.

Photo by Stocks

Served by

RADIO STATION CKOK

SEE PAUL MULVIHILL & CO. IN CANADA

DONALD COOKE INC. IN U.S.A.

Now!

Full Power

at

900

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SUDBURY

A TREMENDOUS
INCREASE
IN
COVERAGE
AND
NO INCREASE
IN RATES

YOUR BEST RADIO
BUY

Rep:
OMER RENAUD & CO.

Sales Conference

TEN FAT YEARS AHEAD, BUT . . .

New Buyers' Market Needs Sounder Selling

PEOPLE buy, or do anything, for one of two reasons — to make a profit or avoid a loss, Millard Bennett of New York told an audience of over 1100 at the Toronto Advertising and Sales Club Giant Sales Rally at the Royal York Hotel last month. The rally climaxed the Club's ninth annual sales management conference.

Having found out in advance which of these his product can do for the sales prospect, the good salesman merely points this out, he said.

Bennett, himself a salesman for 43 years, took as his theme "The Three Golden Keys to Success — Persistence, Perceptiveness and Personality." These are available to anyone willing to take the time and effort to develop them, he stated.

He suggested as a means to this end the setting aside of 30 minutes everyday to the study of some type of self-improvement. We are always either growing or dying, he said, and in this, or some other way, we can insure the continual growth of the mind.

He quoted an unnamed "someone" who said "personality is that indefinable something which does for men what perfume does for flowers". First, you must like yourself but you must also turn your thoughts outward and live in society, he said.

There is no place in today's world for a stable economy, Bennett said. To achieve what he called a "dynamic economy" we need more and better salesmen.

Looking ahead Bennett prophesised

the next ten years would be the most prosperous ever seen. Canada's future, he said, is greater than any nation in the world.

LET'S SELL CANADA

The luncheon speaker, Ormonde Barrett, president of Canadian Vickers Ltd., said that after the slight recession of Canadian business in 1954 "the expected rise in Canada's economy during 1955 would be slow and steady rather than meteoric or sharp".

He said that we must expand our export field, at the same time being careful not to price ourselves out of the running. Among the many things which make this imperative is our small population which gives as such a small domestic market.

Of the factors bearing beneficially on our economic future, Barrett mentioned particularly the "fabulous double jackpot" of oil and iron in Alberta and Labrador, projected hydro-electric power developments in many places across Canada and, of course, the St. Lawrence Seaway.

Our defence expenditure for 1955, an estimated 2.3 billion, represents 9.6 per cent of our total national product, he said, but it is a necessary expense if this and other free nations hope to survive.

"Freedom is the privilege of preserving the dignity and independence of personality, at the

price of discharging the duties of citizenship," Barrett said, "and to help keep this freedom we must all be salesmen of a sort."

Canada is the hinge between the old and new worlds and, he exhorted, "Let us sell Canada to the nations of the world".

SALESMEN ARE NOT BORN

A man who combines theoretical knowledge with an insight gained through actual door-to-door selling, Dr. Charles Lapp, Professor of Marketing, at Washington University, addressed the afternoon session of about 400 sales personnel on "Sales Training — The Big Payoff".

He defined salesmanship as "the power to persuade people to do what they hadn't intended to do — to the benefit of both."

In denouncing some of the common fallacies regarding sales training, Lapp said that salesmen are not born — they are made. He clarified this by saying that the potential salesman must have some qualifications; in the same way a horse must have good bloodlines to stand any chance of winning the Kentucky Derby.

Before embarking on a sales training program, careful consideration should be given to preparing a complete description of the job and to finding out what the trainee knows and doesn't know. Otherwise, Lapp

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SELLS

**CENTRAL
ONTARIO**

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STEPHENS & TOWNDROW
TORONTO - MONTREAL

CFGP OUR NEW

"VOICE of the MIGHTY PEACE" WILL "SMOKE OUT MORE BUSINESS PER BUCK THAN YOU CAN SHAKE A BLANKET AT."

5000 WATTS

SERVING ONE QUARTER OF THE RICHEST PROVINCE IN CANADA
CFGP IS 300 AIR MILES FROM THE NEAREST NETWORK STATION.

IN CANADA ASK AN ALL-CANADA MAN, IN THE U.S.A. WEED & CO.

said, the plan may fail before it ever starts.

With the aid of an overhead slide projector and several other visual gimmicks, Lapp described the various methods of training and the steps involved in them.

While the training program is in progress it should be constantly evaluated and changes made wherever necessary, Lapp emphasized.

COMPANY SPOKESMAN

When making a call the salesman is the spokesman for the company he represents, and, as such, should meet high qualifications. This was the gist of an address on personnel selection by Verne Martin, "general manager of the sales force" of the Maytag Company in the States.

He said that the Maytag Company asks for ten references as they feel that three or four mean very little. A form asking specific questions about the applicant's judgment,

drinking habits, conscientiousness and many other aspects of his personality is sent to the person given as a reference. Replies are evaluated and the applicants showing the most promise are given a personal interview.

Martin and two of his assistants conduct the personal interview which takes over an hour. The applicant is judged as "excellent", "good", "fair" or "poor" on a variety of questions. These queries include his past record and experience, general appearance, age bracket, formal education and enthusiasm, and his optimism about the position.

Each of the three judge the applicant independently and have an equal vote on the final decision, Martin said. Before they make this decision, however, they put themselves on the spot by asking themselves: "Would you be proud to introduce this man to the president of the company?"

THE RESULTFUL BUY CKY WINNIPEG

**MORE LISTENERS
THAN ANY STATION
ON THE PRAIRIES**

CJOY GUELPH
A GOOD TEST MARKET STATION
EXPERIENCED REASONABLY PRICED
HAS HELPED NUMEROUS NATIONAL ACCOUNTS

1. Test Copy Impact.
2. Predetermine Radio's Ability to Sell the Product in Question.

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SERVES A CROSS SECTION OF THE NATION

LABOURERS	HOUSEWIVES
BUSINESSMEN	STUDENTS—Grade School
FARMERS	High School
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PRE-TEST YOUR NEXT NATIONAL CAMPAIGN
ON
CJOY GUELPH

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

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

At home with TV
means
"At Home with Jane"

to women in Kingston and surrounding districts. This popular afternoon show on CKWS-TV includes demonstrations of recipes, interviews of interesting personalities and many other features designed to please homemakers.

"At Home with Jane" is just one of the outstanding programs that's building bigger audiences in the wealthy Kingston area for

CKWS-TV
KINGSTON

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

Report from Parliament Hill

EVEN THE BOOK-KEEPERS WINCE

CBC Questions Auditor-General's Competence

By CHESTER BLOOM

THIS is Chester A. Bloom, editorial writer and radio commentator for non-government owned stations. I have recently returned from a tour of the western province of Alberta, amazed at the growth of the magnificent, ultra-modern cities of Calgary, Edmonton and Lethbridge. I learned some interesting facts about the changing operations of radio and television in the west.

On returning to Ottawa, I was amazed equally to read in a CBC press release accompanying the annual report of the Canadian Broadcasting Corporation a most arrogant unworthy and contemptuous attitude toward Canada's Auditor General, Mr. Watson Sellar.

Mr. Sellar is appointed by parliament and responsible to parliament alone.

CBC apparently resents Mr. Sellar's year after year suggestions that CBC provide a scientific method of writing off sufficient depreciation and obsolescence from its \$15½ million radio and TV fixed assets.

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Served by
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DONALD COOKE INC. IN U.S.A.

SELLING IN MONTREAL?

THAT'S OUR BUSINESS

YOUR PRODUCT
advertised on CFCF means
more business
for you.



ASK YOUR
ALL-CANADA MAN



Whether it is a good thing or a bad thing, regimentation certainly has a place in the Canadian scheme of things, especially when you do as I just did and assemble a list of the year's "Annual Events".

It is a revealing list, revealing because it indicates a desire on the part of the people who organize the "events" it contains to make life pleasant, and revealing also because it admits of an apathetic indolence, real or imaginary, on the part of the populace, which results in a need — apparently — for setting aside one special week in which to be brotherly, safety-conscious, tidy, kind to animals, thrifty, musical, careful about fires, literate, studious, refrain from drinking while driving and indulge in a wide variety of other virtues.

Weeks flash by so fast it seems a pity that we aren't urged to be good in certain prescribed regards all the year, or at least for the ten months excepting July and August when the do-gooders are seemingly enjoying a well-earned rest, probably by spending money like nobody's business, striking matches all over the place and driving up the Barrie Highway at 117 miles an hour after drinking a pint of lager straight.

However, things being as they are, our readers may be interested in knowing which virtue should be adopted at which time. So here they are, the whole year of them, and we are sending them out, direct from our researcher to you, without assuming responsibility for them in any manner whatsoever.

JANUARY. It's too late now, but here they are anyhow. Progress Club Campaign, Citizenship Week, Gyro Week.

FEBRUARY. National Health Week; White Cane Week, Scout-Guide Week, Brotherhood Week, C.G.I.T. Week, Letter Week, Religious Education Week.

MARCH. Canadian Red Cross Society, Ontario Society for Crippled Children.

APRIL. Cancer Campaign, National Wildlife Week, Toxoid Week, Children's Book Week, Canadian Na-

tional Institute for the Blind, March of Dimes Appeal, National Safety Week, Boys and Girls Week.

MAY. Beautify Canada Week, Tourist Service Week, Be Kind To Animals Week, Salvation Army Red Shield Appeal, National Family Week.

JUNE. Trade Week, Traffic Safety Week.

JULY AND AUGUST. Nil.
SEPTEMBER. National Immunization Week, Canadian Army Week, United Nations Week.

OCTOBER. Canada Savings Loan Campaign, Education Week (Toronto), Navy Week, Community Chest Campaign, Symphony Week (Toronto), Optimist Week, Fire Prevention Week, Junior Red Cross Week.

NOVEMBER. National Book Week, National Education Week, World Fellowship Week, Save The Children Fund, St. John Ambulance Campaign, National Radio Week, Mining Week, Poppy Day Appeal, Port of Halifax Week.

DECEMBER. Crippled Civilians Campaign, Christmas Seal Campaign, Don't Drink and Drive Campaign.

FRESH HEIR DEPARTMENT

I don't know if the Stork has some sort of predilection for Jarvis Street, but he has certainly been working overtime in the Horace N. Stovin establishment. First it was Eddie Bond who produced John, with an assist from Eileen. This was May 29, 1954. Next it was another Eileen — Harrison this time — who presented Art with a son, Kent, on December 16. On January 18, George and Alyson Hellman, respectively sired and dammed Eric George. Stick around, till Spring some time, and we may have further information about Winnie and Lee Raeburn in this here colyume.

NO CREDIT ALLOWED

American Airlines tied in with the recent crowning of Miss Toronto by hosting her — to wit, Kathy Diggles — to New York for a four-day look-see at all manner of glam-

A WORLD
of
promotional
ideas
and
merchan-
dising
features
await
you
at

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LONDON and ST. THOMAS



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

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"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886

orous things and people, with accent on Radio and TV Row. Quite co-incidentally they got themselves a handsome and well-earned hunk of publicity for their new DC-6 non-stop service to New York. Highlight of it all was an appearance on Arthur Godfrey's morning simulcast, and his breaking of his infallible rule not to pose with guests, even visiting fireladies.

Next day, in an unexpected and gratuitous commercial, he explained just how come Kathy was there, including the tidings which gladdened the heart of American's Toronto sales manager, Paddy Priestman, that she was the first passenger on the new flight.



Back in Toronto, Paddy soared into the stratosphere, when the CBC wanted Kathy and a report of the trip for their TV effort, *Tabloid*. But he lost altitude with unhealthy rapidity when Kathy apologized for CBC's deletion of any mention of the airline which had made the trip, and so the interview, possible.

MIDDLE AISLE

Tuesday, February 1st Ken Hutchison, manager of CJAV, Port Alberni, will have handed over his reins to Laila June Raynor, at St. Alban's Anglican Church, Port Alberni. When we wanted to ascertain whether the happy couple would be spending their honeymoon at the BCARTB Convention at Victoria, all we could get out of Ken was the first eight bars of Liebestraum. (Note to last hoppers: At the Broadcaster office, Messrs. Harkley, Holroyd and Lewis are still available).



Tea With Joan is Joan Nelson's anything-goes TV offering over at CKCW's Moncton lookery. And when they say anything goes, that is just what they mean.

These daily (3.45-4.00 p.m.) telecasts have included interviews with the *Two Jacks* in Will R. Bird's latest book, firemen in the toy repair shop they run in their spare time with Joan lending a hand — a painty one; and making over her living room into a beauty parlor where a hairdresser gave hairstyling hints.

Joan, who is seen standing by the lamp in our picture, organized a private poll of the clerks in Moncton's ladies wear stores, to determine who are the ten best-dressed women in Moncton. They are right there for your approval left to right: (standing) Joan, Mrs. Rand H. Matheson, Mrs. Duncan Wong; (seated) Mrs. Fred A. Lynds, Mrs. Fred Beaton, Mrs. L. G. DesBrisay, Mrs. Ralph Myers, Mrs. Francis Lane, Mrs. S. J. Sisson, Miss Dorothy Harpel and Mrs. Arthur Surette.

BOYCOTT BOOMERANGS

Last August, four grocery stores in Mountain Home, Arkansas, published a joint statement declaring: "We are discontinuing both newspaper and radio advertising. We believe you would rather see low prices every day than advertising on the week-ends."

A fifth grocer in the town didn't enter into the agreement, and continued to advertise.

The other day the boycott ended. Three of the grocers said in an advertisement, "well, we're back, this time to stay". The fourth grocer involved said he will resume advertising in a week.

And speaking of time, thanks for spending a little of yours with me and — let me see what else was it? — oh yes I know — buzz me if you hear anything won't you?

The Voice of the Eastern Townships

CHLT
(FRENCH) 909 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, P.Q.

A new giant supermarket is now in course of construction in Sherbrooke — a new unit in the 35-store Steinburg chain. This is a real tribute to the purchasing power of an area where over 496,200 people live, and have a consumer spending income of almost \$400,000,000. CHLT and CKTS can reach this rich trading area with YOUR sales message. Let us talk it over with you.

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

more homes

CFNB

IN NEW BRUNSWICK

... listen to CFNB than to any other station. Continued important mining developments and the construction of Camp Gagetown are steadily adding homes to New Brunswick's largest radio audience. Your advertising dollar goes farther than ever before on CFNB

NEW BRUNSWICK'S MOST LISTENED TO STATION

Get the whole story from our reps:
ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. in U.S.

The Market

BEHIND THE WALL

"Where INSIDE information really pays off"

To put your sales message right inside this rich and vast "Market Behind the Wall" that is Northern Ontario, you must use these 3 vital "Northern Stations".

Outside station reception is inconsistent, unsure, almost "walled-out".

Step up your product sales by using . . .

CFCH
NORTH BAY

CJKL
KIRKLAND LAKE

CKGB
TIMMINS

No television reception in the North

UNDER NORTHERN MANAGEMENT

Reps
NBS
in Canada
WEED & Co.
in USA

Promotions Mark CKDA's 5th Birthday

IN HALIFAX: Choosing a Medium is all a Matter of Mathematics!

Here's what the latest
BBM figures show for
Halifax:

	Night Time	Day Time
Homes reached by CHNS	86,080	102,560
Station B	61,820	68,860
This is the BONUS which CHNS gives you ...		33,700

It's no more figure of speech to say that the CHNS rating adds up to just one thing . . . It's the station for the most effective coverage in Halifax and the N.S. Market. Like we say — "it's all a matter of mathematics!"



DAVID M. ARMSTRONG



GORDON M. REID



DAVID G. HILL

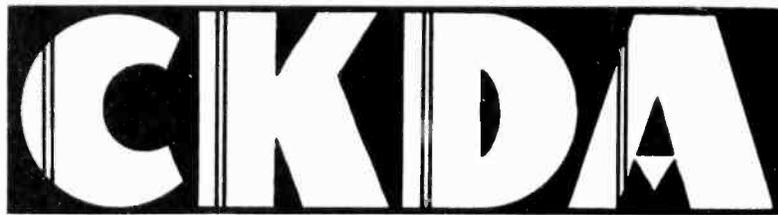
Two promotions are announced at CKDA, Victoria, where the staff

have been celebrating the station's fifth birthday, which came in Janu-

ary. David M. Armstrong, president and general manager, has appointed Gordon Reid station manager, and David Hill, who was the production manager, moves into Gordon's former post of assistant manager.

At the same time, announces Phil Baldwin, of station promotion, the final move in the recent 5,000 watt installation has been made. A specially constructed cable has been laid between the main studios and Chatham Island, and this will carry program and power lines to a transmitter there. This came into use at the end of January.

In Victoria



Most Listened to (Elliott-Haynes)



In Canada, see the All Canada Man and Weed and Co., in the U.S.A.

CKBI

114 EIGHTH STREET, TELEPHONE 4384-3788
PRINCE ALBERT, SASKATCHEWAN

J. R. LEACH & SON LIMITED

Manufacturers of GRAIN MOVING EQUIPMENT SNOW PLOWING EQUIPMENT STOCK WATER TANKS
December 6th, 1954

The Management,
RADIO STATION CKBI,
PRINCE ALBERT, Sask.

Gentlemen:-

In the rush and strain of every day business we are often liable to take for granted and let pass unnoticed the great service you are giving us through the medium of radio.

I had the pleasure on Saturday night of listening to your program "The Barn Dance", of which we are co-sponsors. It occurred to me that it would take months of planning and miles of travel on our part to stimulate as much good will for J.R. Leach and Son, to place our products before the general public in such a pleasant manner as you accomplish in thirty minutes every Saturday night.

Throughout the past year we have had enquiries from as far away as Alberta and Southern Saskatchewan - a direct result of "The Barn Dance". We can also trace several of our recent sales transactions to the "spots" we carry on Radio Station CKBI.

We therefore wish to express our gratitude to you for the terrific job you are doing for us; and would especially commend your genial sales-man, Jerry Johnson, the Continuity Staff, and the announcers who carry our broadcasts, for the fine job they do on our behalf. As a direct result of their combined efforts, radio advertising is one of the pleasant aspects of my job.

Yours very truly,
J.R. LEACH AND SON LIMITED,
J. Smylie
J.E. Smylie
Sales Manager.

JES/L

DEALER FOR LINCOLN WELDING EQUIPMENT, FERGUSON TRACTORS and FERGUSON SYSTEM IMPLEMENTS

CKBI

RESULTS

\$40,000,000

The payroll of 200 Industrial Plants in Kitchener is spent on advice from

"THE VOICE OF THE TWIN CITIES"

CKCR AM-FM

KITCHENER-WATERLOO

Represented by

OMER RENAUD — ADAM YOUNG JR.

200,000 PEOPLE WITH \$200,000,000 TO SPEND

THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

PAUL MULVIHILL
Representative now in both Toronto and Montreal

CKTB
ST. CATHARINES

The NIAGARA DISTRICT STATION

PLANES AND GAMES MAKE CASH for MARCH OF DIMES CAMPAIGN

AIRPLANE trips over Kelowna at a Cent-a-Pound were a feature of CKOV Kelowna's drive to raise money for the Children's hospital in Vancouver during the six week "March of Dimes" campaign there. CKOV raised more than 34,000 dimes with six features ranging from a hockey game to a "Casino".

December 9 saw the staff of CKOV out on the ice, desperately trying to skate. Crazy dressed in derby hats, sports shirts, football helmets, anything that came to hand, they appeared at the local arena between the second and third periods of the regular league game. Billed to play against a mystery team labelled the "Giants" they found themselves facing off with a team of Minor Hockey League stars, who beat the radio crowd 2-1. During the game, *March of Dimes* cans which went round the stands, came back with 2360 dimes, which showed the crowd's appreciation of the staffers' efforts.

SANTA CAME TOO

Santa Claus arrived the modern way in Kelowna last year, coming in from the North Pole by airplane to arrive at the Rutland airport seven miles north of the city. Crowds of dimepaying children turned up to see the old man arrive even though

he had no reindeer to show off.

The Cent-a-Pound flights were left till Boxing Day when hefty turkeys had been digested. Air minded Jim Browne, CKOV's boss, and chief engineer Fred Weber, assisted by Ralph Hermansen of the Cariboo Air Charter Service and five other pilots, flew the planes from 10 a.m. to 5 p.m. that day.

They gave their time and planes and all expenses to the cause, and with a minimum "fare" of \$1 for even the tiniest passenger, (one wee girl weighed only 28 pounds!) the Children's Hospital made \$548.38 on the day's flying.

407 people saw their city beneath them from five planes, making a total of 50,526 pounds of humanity, including one 230 pound giant. Hundreds of people had to be turned away flightless as darkness drew down, ending the flying for the day.

As a footnote to the venture, the Canadian Owners' and Pilots' Association in Ottawa had put forward a similar suggestion in their newsletter, which arrived in Kelowna two days later. It seems that the Kelowna pilots backed by their radio station, CKOV, may have been the first to operate such a project.

New Year's Eve was the next feature date when CKOV went on the air with a 24-hour request marathon. From one hour after midnight onwards, the staff took down the requests, which cost a minimum of \$1 each, and put them on the air as fast as they could be played.

The "Casino" followed, with a donation being enclosed in the entries which came in. This completed the station's campaign, when the grand total of \$3,400 had been reached.

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 only daily advertising medium exclusively serving the rich Central Alberta market!

CKRD

850 Kcs. 1,000 Watts
See Radio Reps.



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

STILL THE LOWEST COST PER "M" HOMES IN WESTERN ONTARIO

Total Daytime Audience: 65,110 homes.
1/2 hr. program "B" time Basic
32c per M Homes

Total Night-time Audience: 34,480 homes.
1/2 hr. Night-time "A" time Basic
87c per M Homes

"No other Western Ontario Station as low regardless of power"

BBM STUDY NO. 6

CFCO—630 Kcs—Chatham

WANTED

MATURE, EXPERIENCED ANNOUNCER

30 or over for leading New Brunswick station. Offer top salary and good working conditions. Ideal spot for married man to settle — good future. Send tape and tell all to

Box A227

CANADIAN BROADCASTER & TELESCREEN

54 Wellington St. West

Toronto, Ont.

WANTED

1. Disc Jockey who can attract an audience and sell merchandise.
2. Studio Engineer.
3. Account Executive.

Reply giving full particulars as to experience and salary requirements to

Radio Station CKDA
Victoria, B.C.

WANTED

Experienced Reporter

Hamilton's leading Broadcasting Station requires young man for newsroom. Must be ambitious, good typist. Please reply stating experience and expected salary to

News Director CKOC Hamilton

32,000 PEOPLE CAN'T BE WRONG

When over 32,400 listeners responded to a charitable appeal, it's proof that

CJFX ANTIGONISH

has extensive coverage — gets action. That's why for positive results, advertisers consistently pick this profit-building station.

CKTB
ST. CATHARINES

CKBB
BARRIE

CHOK
SARNIA

CJCH
HALIFAX

CJFX
ANTIGONISH

CKOK
PENTICTON

Paul Mulvihill & Co.

TORONTO
21 King St. E.
EM. 8-6554

MONTREAL
1434 St. Catherine
St. W., UN. 6-8105

LICENSES SOUGHT FOR 1 AM AND 1 TV

CBC Governors Meet In Ottawa February 18

APPPLICATIONS for one radio and one television station will be heard by the CBC Board of Governors at their 94th meeting to be held in Ottawa, February 18th.

The request for the radio license is being made by John Pollie, present manager of CKGB Timmins, for a daytime station of 1000 watts on 1070 kc. in Smiths Falls.

The TV application is from Radio Saguenay Ltée to establish a television station at Jonquière, Que. The proposed station would have 10 kw audio and 20 video on Channel 12. Antenna height applied for is 311.5 feet above average terrain.

Three applications for transfer of control of licensee companies will

be heard by the board. These are from CHUM, Toronto to transfer control from York Broadcasters Ltd. to Allan F. Waters, and from CHR.D. Drummondville, Que. for transfer from Radio Drummond Ltée to M. and Mme J. A. Brochu, Ovide Brochu Daniel Chantal, Henri Desfosses, Arthur Girouard, J. O. Roberge and M. Sigouin; from CKTR, Trois Rivières for transfer of control from CKTR Ltée to Champion Savings Corporation and Lloyd Rogers Champion.

POWER INCREASES

An AM power increase application is from CFOR, Orillia for 5,000 watts (from 1000) on 1570 kc. This power increase was authorized by the Licensing Authority in December, 1953 but the change wasn't made

within the prescribed time limit and the authority became void.

CKDM, Dauphin, Man. is seeking a power increase from 250 watts to 1,000 watts and a change of frequency from 1230 kc. to 1050 kc.

An increase in power from 1.06 kw. video and .634 kw. audio to 21 kw. video and 11 kw. audio and a change from Channel 2 to 4 is being sought by CJON-TV, St. John's, Nfld. The station also wants to increase its antenna height from 92 feet to 594 feet above average terrain.

Standby transmitter license applications are being made by CFGP, Grande Prairie, Alta.; CHUB, Nanaimo, B.C.; CKWX, Vancouver; CKBL, Matane, P.Q.; and CJAD, Montreal.

CKY, Winnipeg is applying for a broadcast pickup license.

A request for change of name of licensee without affecting control of the station is being applied for by CFRA, Ottawa. The change of name would be from Frank Ryan to CFRA, Ltd.

There are ten applications for share transfers being made. These are from CFCN, Calgary; CFGP, Grande Prairie; CJAT, Trail; CJVI, Victoria; CKDM, Dauphin, CHSJ, Saint John; CJFX, Antigonish; CFAB, Windsor and CKEN, Kentville, N.S.; CHLP, Montreal and CKVM, Ville Marie, P.Q.

Also on the agenda is a request from the Quebec Association of Broadcasters for a change in the regulations governing broadcasts sponsored by breweries and wineries.

At present programs sponsored by breweries and wineries must be at least 15 minutes in length. The Q.A.B.'s request is that the minimum time be cut to ten minutes.

BIG?

YOU BET!

Over 250,000 people in CKLC's huge coverage area!

263 communities in Eastern Ontario listen to CKLC!

CKLC is first choice by far among local advertisers!

Kingston's only station surveyed by BBM

To SELL Kingston and Eastern Ontario You MUST Use

CKLC

KINGSTON, CANADA

HORACE N. STOVIN - CAN. FORJOE & CO. - U.S.A.

QUEBEC isn't a problem with CKLV

1000 WATTS 1280 K.C.

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

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

Walter A. Dales
907 KEEFER BUILDING
UN 6-7105 MONTREAL

It's a fact! Over 86% of all purchases are influenced by women. We're happy about it, because we can influence them as long as . . .

IT'S A WOMAN'S WORLD

As naturally as chatting over the back fence, London women listen to the "Joan Pritchard Show" daily at 11 a.m. and at 2 p.m. Joan Pritchard catches the fancies of the housewife, with a palatable mixture of news, interviews, household hints and music, seasoned by the pleasing personality of an experienced commentator. For full particulars on how to get Joan selling for you, contact All-Canada Radio; in U.S.A., Weed & Co.



CFPL radio dial 980

London Canada



CAPTIVE AUDIENCE

When will some prison reformer urge equipment of jails with TV sets so that inmates may watch CBC presentations of Canadian talent?

• • •

FIGURE OF SPEECH

The only difference between a Crown Corporation and a capitalistic monopoly is that the Crown Corporation calls itself an anti-Capitalistic Monopoly.

• • •

RAW SAW

Logic is the organized process of going wrong with confidence and security.

—Chas Kettering.

• • •

GOOD QUESTION

How do people who don't own TV sets know that they wouldn't want a television in the house at any price?

• • •

SUTURE SELF

CHUM's Phil Stone's *All Eyes & Ears* asks: "Is it true that a future *Medic* program will be sub-titled *A Scar Is Born?*"

• • •

OBJECTION SUSTAINED

The easiest people to please are those who follow their empty utterances with the request — "Don't quote me".

• • •

BACHELORIAL MISERERE

The sad part of going to conventions alone is that you haven't anyone to turn to when you get to your room and say: "Aren't they dull?"

• • •

PERTINENT QUESTION

Do people break dates because they have too much to remember or too little to remember with?

• • •

OFF THE RECORD

One reason why they hold closed meetings at Conventions is that they don't want people to know they have nothing to say.

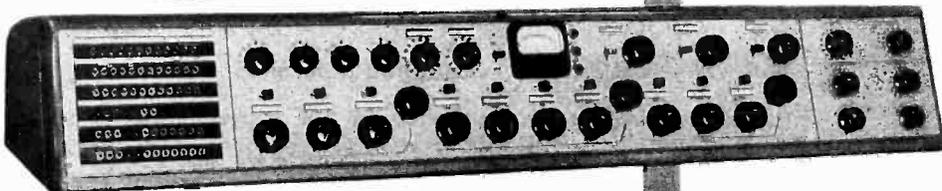
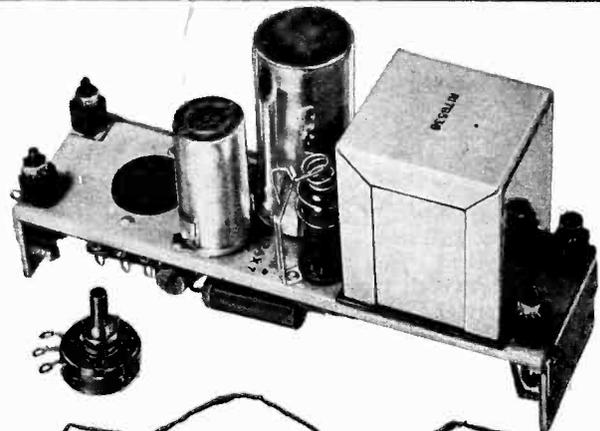
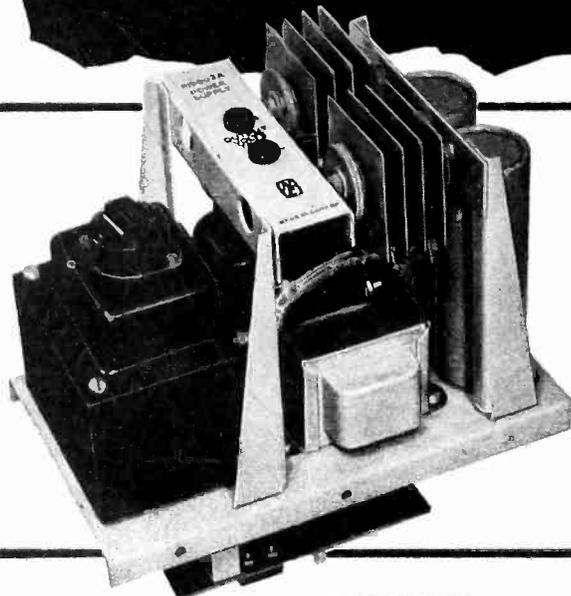


BBM figures must prove dog-gone embarrassing to some folks. (See table below). We don't want to bark too loud, but it's true that the one B.C. station again on top of the **BBM** pile is **CKWX**. We promise we won't call ourselves top banana... top man on the totem pole... or top anything else. We'll just maintain a dogged determination to keep delivering the largest audience in B.C. to our sponsors.

CKWX radio Vancouver 5000 friendly watts

TOTAL WEEKLY BBM * RADIO HOMES	DAYTIME	NIGHTTIME
CKWX	195,730	177,370
CKNW	148,110	117,400
CJOR	174,540	172,730
CKMO	67,510	70,960
CBU (including 26 CBC repeater stations)	196,470	212,960

FROM
Microphone
TO
Console...



NORTHERN ELECTRIC has designed and produced top quality equipment to meet the heavy demand of todays complex broadcasting requirements.

From the technical standpoint the equipment has flexibility, ease of operation, and long life due to ruggedness and conservative

ratings of components.

The easy accessibility of all parts in Northern Electric designed and built equipment makes maintenance a pleasure instead of a chore.

From the administrative viewpoint the functional, yet pleasing designs, with attractive finishes, and reasonable prices, make Northern Electric equipment "musts" for any station interested in performance, appearance, and cost.

For Specifications and Details please contact the

Northern
Electric

COMPANY LIMITED

44 BRANCHES THROUGHOUT CANADA

1054-3

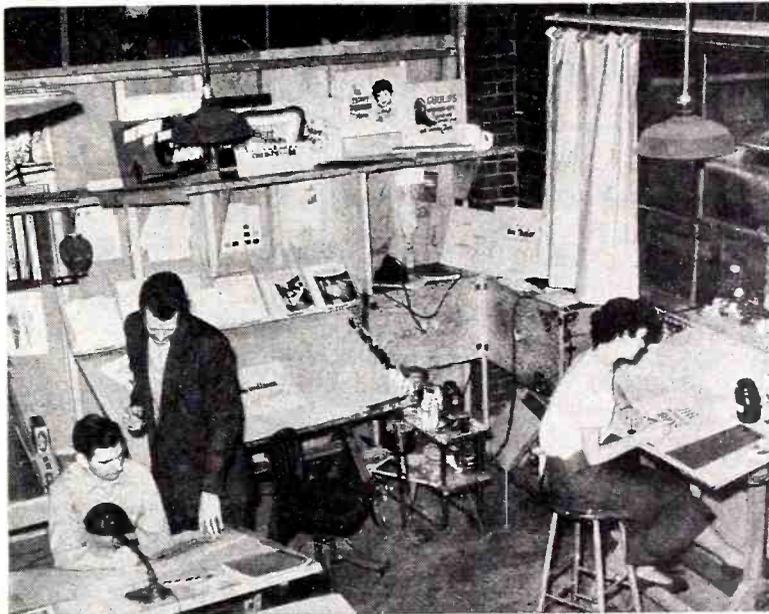
Canadian

TELESCREEN

Volume 1, Number 3 (New Series)

TORONTO

February 2nd, 1955

VISIT TO
CHCH-TV

CHCH-TV's blonde cooking expert, Joyce Davidson, who shows off Westinghouse kitchen equipment on the "Teddy Forman Show", indicates to Teddy one of the finer points in cake-making. (Right) Bill Garnett (standing) with Cliff Terrio and Anja Hurne in the art department at CHCH-TV. High speed art work is their specialty.

By Walter Harris

RAIN crawled across the windshield as I entered Hamilton, and the windshield wipers shrugged to a vertical halt so that I passed CHCH-TV without seeing it, and had to turn around. Even if there had been no rain, the mellow old Southam mansion would not have seared the eye in the startling fashion of a square white building decked out in chrome and huge luminous letters. CHCH-TV has a quiet, placid appearance.

Inside, action. The old mansion is alive again. Past the pleasant-smiling receptionist, up the stairs. Fine old hand-carved bannisters, fine new craft of television. In a small room, secluded and tranquil, the shrunken remains of the SPECTATOR'S FM radio station, now chiefly a diffuser of classical music.

Ken Soble is the general manager of CHCH-TV, and Syd Bibby his chief administrative officer. Ray Peters is commercial manager. Syd introduced me to Miriam Lyons, whose efficiency and charm were surprising. She gained her experience at the Walter Lantz studios in Hollywood, but most people think of her as a Disney girl. Miriam seems able to do anything, from comforting carpenters, to sorting props, to helping make flats. She swiftly introduced me to a number of pleasant people. CHCH-TV is run on family lines, and the aura of common achievement is powerful.

Head of the art department is Bill Garnett, whose oft repeated and fervent philosophy is: "You must be versatile in TV." Bill's staff consists of Anja Hurne and Clifford Terrio. Anja's specialty is lettering and Cliff has to his credit some animated cartoons with a distinct

Hollywood flavor. The owl, black in the tree against the cool moon; the human trees, leaning towards each other with friendly frowns, brooded from the wall. There were also colored posters, mock-up TV commercials, designs for sets and continuity material. The whole art section is planned to operate at very high speed, so that, through improvisation, any last minute hitches may be defeated. Bill, Anja and Cliff can tackle almost anything to do with prop manufacture and staging, as well as art work.

YOUNG PEOPLE FOR YOUNG
INDUSTRY

The executive producer, Tom Sutton and directors Ray Arsenault and Don Taylor were brought from Detroit. "There is a great future for TV in Canada, more maybe than in the States," Don said. "Down there, even small TV stations receive syndicated programs, like Arthur Godfrey. Therefore there isn't much room for local talent." All four like most of the other members of the staff, are young; young men and young women for a young industry.

Studio A is CHCH-TV's principal studio. Most of the station's live telecasts emanate from Studio A.

Televising starts at 1 p.m. and continues until 1 a.m. Studio B is next to A, and is used mostly for news-casts. Both studios and control booths are replete with ultra-modern equipment, and Bill Jeynes, the chief engineer, has written a paper on them and on the TV engineering methods employed in the design of CHCH's system. Studio C is really an extension of A and is fitted out with a loud speaker and vision monitor, thus being an ideal clients' viewing-room because both the technical and production activities in Studio A can be seen without any interference.

CHCH-TV is also the possessor of a tele-ciné room, which contains two iconoscope-type film camera channels, each used in conjunction with a sixteen millimeter film projector capable of handling a thousand foot reel.

NEW WAYS TO COOK

Teddy Forman's show is one of the station's most popular. The jaded housewife can kick off her shoes, fall into a chair and inspect the screen for new ways to cook haddock or create pedigree angel-food cake, for this is a program primarily of housewifely interest.

Trained at the old Academy of Radio Arts, Teddy can thrust her charm into the void. She can interview a blood donor or announce a commercial without sounding like the chips on a gilt-edged security. She does everything with huge-eyed naturalness. Teddy interviewed a Red Cross nurse while I was there.

(Continued on page 18)

\$76,000,000 LOOKING AT YOU

Says Lionel...

... when you're on CKCW-TV. That's in the Moncton area alone, where consumers spend \$76 million every year.

But that's not all!
 CKCW-TV reaches out! Reports are pouring in from THREE provinces — New Brunswick, Nova Scotia, and P.E.I.—all getting excellent reception!

Reach out for your share and then some. CKCW-TV and CKCW radio make spenders stop, look, and listen for you!

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

VISIT TO CHCH-TV

(Continued from page 17)

Next she did a commercial, and then talked to Shakespearean actor Douglas Campbell, who arrived unexpectedly, as it was his wife, Anne Cassons, who was supposed to be interviewed.

Campbell was preceded by cake, a large lemon one put together by a cake-specialist under the interpreting of Joyce Davidson. Joyce is an attractive blonde with a sympathetic personality who operates against a background by Westinghouse. The cake-specialists find that somebody else has taken the cake, when it has cooled off. It was delicious.

Including commercials and weather forecasts, about 85 live shows a week emanate from CHCH - TV.

Since June 6 last year, when CHCH started televising, live programs have increased steadily in numbers. More news and sport programs have been appearing on home telescreens, and although at present it does not put on live dramas, it has plans along these lines. From what I saw of the station, the highly versatile staff is quite capable of writing and producing and acting a drama itself.

I left Hamilton in the rain, wipers still in useless salute. Whether it was the instinct of the lost or merely a subconscious desire not to leave CHCH-TV, I found my car wandering in a circle round the Jackson St. district, wondering which was the way out.

**BROADCAST & COMMUNICATIONS
 CONSULTANTS LIMITED**

- Broadcast and Television Engineering ●
- Frequency Searches ● Licence Applications
- Systems Planning and Engineering ●
- Equipment Specifications ● Installation and Checkout.

Associated with

McCURDY RADIO INDUSTRIES LTD.

22 FRONT ST. W., TORONTO, ONT.

EM. 3-1106



STANDARD OF THE INDUSTRY

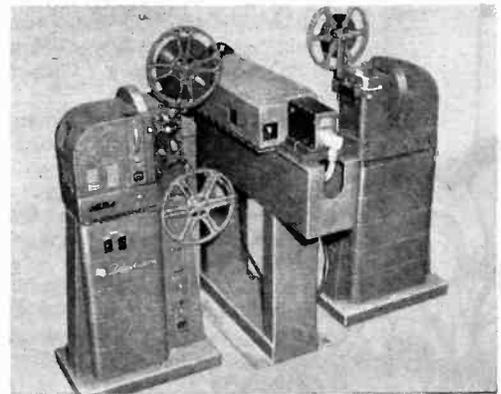
...in Television Film Cameras...*the VIDICON!*

The RCA TK-21 Vidicon Film Camera has been developed for use in high quality reproduction of motion picture films or slides in a television system . . . designed to give "studio" realism to filmed presentations. As illustrated, it may be mounted directly to projectors, or multiplexed.

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



RCA VIDICON TK-21
 as used directly on TV projector



RCA VIDICON TK-21
 as used on TP-11 multiplexer

"BROADCASTING IS OUR BUSINESS"

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

1001 LENOIR STREET, MONTREAL 30

TELESCREENINGS

A report that NBC will discontinue color telecasts in 1955 is unfounded, according to Sylvester Weaver, president of the network.

In a recent statement Weaver said, "There are no changes in our previously announced plans for color television programming and we are going forward with these plans as per schedule."

"Public interest has been highly encouraging and we look forward to continued advances and expansion in color programming during 1955."

At the end of its first year of operation, CBUT, Vancouver boosted its video signal from 2500 watts to 100,000 watts and its audio from 1500 to 60,000 watts. The increase in power, which should give fringe area viewers a much clearer picture, was made possible by the erection of a 265 foot tower on CBUT's transmitter site at the 2700 foot level on Mount Seymour.

A snowmobile enabled a TV set dealer in Rimouski to give the kind of service his customers wanted. Due to heavy snows, the dealer, though well stocked with sets, was unable to travel around the countryside to visit his rural customers, and complete installation.

While the stack of orders grew larger, the dealer sat and pondered the problem. Then, struck with a new idea, he bought himself a snowmobile. Now even the snowbound rural listeners can see CJBR-TV by their firesides.

Permission to start collecting fees for TV performances of their works is sought by the Composers', Authors' and Publishers' Association of Canada and BMI Canada Ltd. before the Copyright Appeal Board when it meets in Ottawa on February 25. No increases are asked for in the charges the two societies now make on Canadian radio stations.

CAPAC is asking that the fee for both CBC and privately owned TV stations in Canada should be 1 1/4 per cent of the gross revenues. It also asks that the CBC should pay a fee of one per cent per capita of population. It is estimated that the proposed fee would yield about \$500,000 annually.

BMI wants to collect a fee of \$1800 every year from each privately owned station using its works. But it is making no claims on the CBC.

In 1954, BMI made the same request when CAPAC sought permission to collect a temporary tariff of \$500 annually from each TV station, and at that time the Copyright Appeals Board rejected both their requests. During that year, CAPAC collected about \$350,000, and BMI about \$55,500 from Canadian radio.

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

Try us! **Walter A. Dales**
 907 KEEFER BUILDING
 UN 6-7105 MONTREAL

IN THE NORTH

They Look To Sudbury

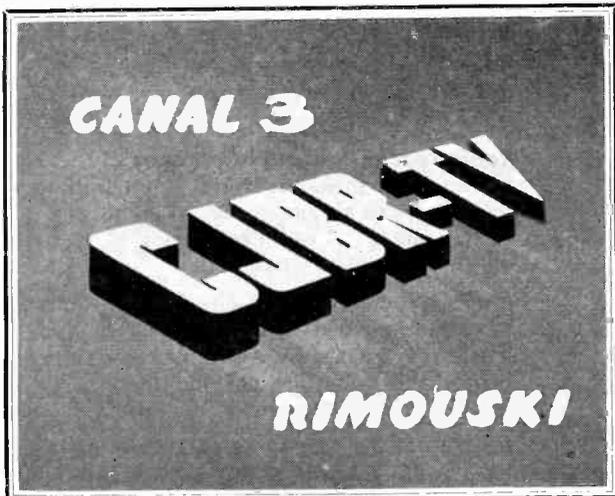


CANADA'S FIRST PRIVATE TV STATION

ALL-CANADA RADIO FACILITIES LTD.
 IN CANADA

WEED & COMPANY
 IN THE U.S.A.

The ONLY TV STATION Covering Eastern Quebec



Now available: Regional News
 Homemaker Show
 Sports Column
 Saturday Night Jamboree

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



TV RINGS THE BELL 33 TIMES!*

Many local and national advertisers are looking to this new medium of advertising that has recently completed six months of outstanding operation.

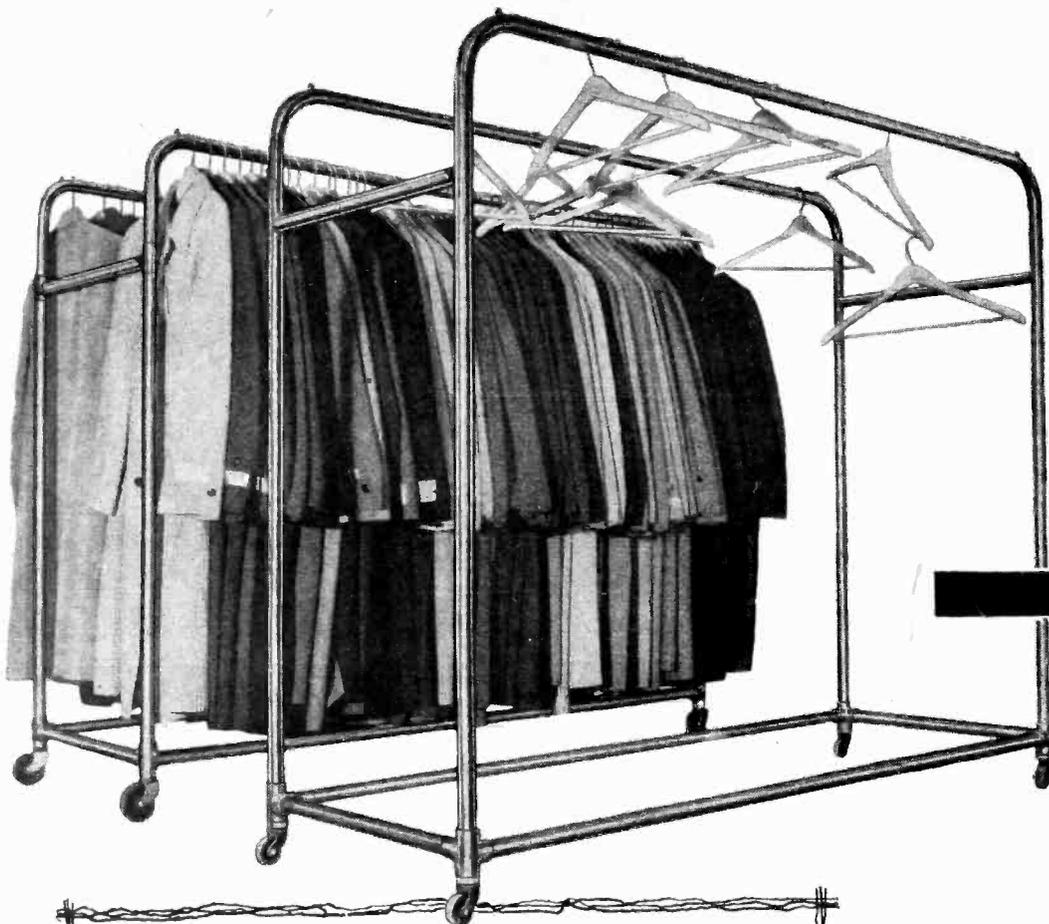
Sun Electric Limited, Regina, a local appliance store and a consistent television advertiser for the past few months with a Sunday afternoon fifteen minute NEWS, ran two one minute commercials on a "GE Airliner" Range.

The following next few days they reported 33 DIRECT SALES from their television NEWS. For more details see the

**ALL-CANADA
 TELEVISION MAN!**



***JUST ADVISED...
 RANG THE BELL
 NOT 33 BUT... 47 TIMES!**



RADIO EMPTIED THIS RACK!

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

- complete coverage of over ½ 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 only 27 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

T O R O N T O

50,000 watts

1010 on your dial

Radio brings in the dollars. Coats, boats, mouthwashes, or galoshes—no matter what your goods or services, your cash register will ring more often when radio's influential selling power starts to push your product.

Radio is intimate. Radio to some folks is a more constant companion than any individual.

Radio has more contacts. No other salesman in the field can top radio's contacts.

Radio reaches people of all ages . . . interests . . . incomes. Radio is not limited to a trade, to an age group, to men or to women . . . radio can reach *all* your potential customers.

Radio is welcome. Folks invite radio to enter their lives with a turn of the dial. There is a welcome waiting for radio behind this voluntary act, making it a welcome salesman.

Radio pursues. Wherever your customer goes, radio goes . . . home, vacationing, or motoring, your message goes.

And CFRB is the radio station that covers your market completely!