

FOURTH YEAR FOR "CLUB JUVENILE"



HERE IS A GROUP OF YOUNG SINGERS taking part in "Le Club Juvenile" an amateur program for children, which is about to return for the fourth season to CKCH, Hull, Quebec. This picture was taken in CKCH's big studio. This year it is being moved to the Rideau Theatre, Ottawa, to accommodate the growing audience. It is sponsored by the Morrison Lamothe Bakery, Ottawa. It is produced by Paul Bernier. Seen in the picture conducting the children is choir leader Roland Donpierre. CKCH is one of the member stations of the organization of French Canadian stations, "L'Association Canadienne de la Radio et de la Télévision de langue française", which is holding its annual convention in the Laurentians, at the Alpine Inn, St. Marguerite, Quebec, October 16th to 19th.

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There's an action-packed agenda for the French language ACRTF Convention, October 16-19 on page 4. You Can't Sell French Canada with Translations of English Advertising — this is the gist of Kenneth F. White's "Ici On Parle Canadien" on page 6.

More Stations Sell More Goods To More Set Owners is what CARTB Research Director Dick Thibodeau has to say on page 8.

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TV plays a new role as it enables hospitals to share their knowledge and experience on closed circuit telecasts all over North America. Page 18.

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Are TV Crime Shows Harmful to Kids? U.S. Senate says yes. Page 22.

All the regular features as well.



Pepys
 Behind the Scene
 in Radio
 as transcribed by H.N. Stovin

A doff of my beaver to CKLC, Kingston, who did by the fast work of their Special Events staff help to save the lives of 16 people from drowning. CKLC, having promoted Kingston's Jim Edmunds' attempted Lake Ontario swim, did have aboard his launch, the "Enbee", their sportscaster Johnnie Kelly, with a mobile transmitter. During a bad windstorm "Enbee's" batteries did go dead, and the boat adrift. Kelly did for hours send out distress signals which were picked up at CKLC and relayed to the Toronto Harbour Police, who did send the steamer "Cayuga" to the rescue. The prompt work of the Special Events Dept. brought "Cayuga" to the spot just in time ● ● ● Families in Cornwall, Ont., now earning more and spending more, according to Sales Management's Survey of Buying Power. Per family net income, after personal taxes, is \$5,175, while the Ontario average is but \$4,954. The retail outlets of Cornwall do now account for .2337% of the nation's total retail sales, instead of the predicted .1171%. So CKSF, Cornwall is now a better buy than ever ● ● ● North Battleford, served by CJNB, also does reach a new high in local incomes. Local merchants did sell \$14,992,000 in goods and services — 35% above the Canadian average per capita — also according to Sales Management's Survey. Since all indications do point to continued boom in this area, the sales potential for National Advertisers using CJNB is a goodly one ● ● ● Shopping by radio is nothing new to CHED, Edmonton. From Fort Smith, North West Territories, does come each month a grocery order to Edmonton's SHOP-EASY stores. The regular morning broadcast for SHOP-EASY is picked up clearly in Fort Smith — and regular orders are the result. "Northern Alberta is SOLD on CHED."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
 & COMPANY
 MONTREAL TORONTO WINNIPEG VANCOUVER
 Representative for these live Radio Stations

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

QUEBEC MEET PACKS THREE DAYS

REGISTRATION for the three day convention of the Quebec regional association of Broadcasters (ACRTF), to be held at the Alpine Inn at St. Marguerite, starts Sunday, October 16 at five.

After president Bobby Gourd's address on the Monday morning at



BOBBY GOURD

Ltée will address the broadcasters on the topic *Practice What You Preach*.

Views on "New Horizons — Local and National" will be presented by Guy Daviault, Jos. Hardy & Co.; Omer Renaud, Cie Omer Renaud; André Daveluy, CKAC, Montreal; George A. Chartrand, Radio Nord Inc.

Phil Lalonde will present a guest from the Quebec provincial government. Roger Charbonneau will offer *The Benefits of Practical Accounting*. Chuck Fenton of the CARTB is showing a film *Why Radio Works*.

After the introduction of a representative of the Chambers of Commerce by Lucien Bergeron, there will be a panel discussion, presided over by Guy Rondeau, CHRC. Quebec, dealing with *What You Sell With News And How*. Others on this panel are: J. M. Dugas, CKRS, Jonquière; Rhéal Gaudet, CKCH, Hull; Larry Ouellette, Broadcast News; Jacques Fortin, British United Press; Paul Boudreau, CKAC, Montreal.

Clyde McDonald, director of the Bureau of Broadcast Measurement comes next with a talk titled *Why And How*.

Then Majella Alain, of CHRC, Quebec, is to speak on the purpose of announcers, under a title which we would translate loosely, *Your Announcers — Models Or Salesmen?*

Conrad Lavigne is to lead off a panel concerned with the benefits of teaching new Canadians French. The question of whether public service programs mean profit or loss is to be dealt with by Ferdinand Biondi,

with Jean-Paul Lemire and Marcel LeBoeuf.

Ernie Miller, of CFCM-TV, Quebec City, heads up a panel discussion on television at 4.30 p.m. He is supported by Tom Burham, CKRS-TV, Jonquière; Bobby Gourd, Radio Nord Inc.

SECOND DAY

Tuesday morning, Jules Gobeil, of the Retail Merchants Association, speaks on the subject *Radio And The Retailer*.

Paul Emile Corbeil of Spitzer and Mills Ltd., is next with the title *Radio Or Television*. Then Léon Alaric, from Chicopee, Mass., speaks on *French Language Programs In The United States*.

A panel under the joint chairmanship of Bill Harwood and Ernest Lauzon of Cockfield Brown & Co. Ltd., will discuss the interest of national advertisers in local productions, both radio and television.

After a coffee break, Jim Allard will deliver his address — *The Mechanics of Distribution & Selling*.

Phil Lalonde comes next with his treatment of the problem of free publicity.

A group of sport reporters will have a word about the growing importance of sports on the program schedule. The session will be chaired by Yvon Blais, CKAC, Montreal. A number of famous sports personalities have been invited to appear.

The morning session ends with a sketch — "... and the Listener?"

Tuesday afternoon, there is a closed meeting, after which Walter Elliott, president of the Elliott-Haynes research organization, is to deliver a talk on researching the French Canadian market.

THIRD DAY

The third day, the meeting will be taken over by BMI, for one of their clinics. Guest speakers will include J. Conrad Lavigne, CFCL, Timmins; E. R. Vadeboncoeur, president and general manager, WSYR, Syracuse, N.Y.; Joseph Connolly, vice-president in charge of programs, WCAU, Philadelphia; Robert Burton, vice-president Broadcast Music Inc., New York and general manager, BMI Canada Ltd.; Claude Champagne, Mus. Doc., associate director of the Quebec Conservatory of Music; Robert Jouget, CKAC, Montreal; Frank Jarman, WDNC, Durham, N.C.

cover London and
 Western Ontario with
CFPL radio dial 980
 Contact All Canada Radio: In U.S.A. Weed & Co.

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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

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October 5th, 1955

One Industry

(One of a Series)

There is a certain warmth about conventions; even for people who are called upon to attend them to the tune of half a dozen or more a year; even when they rear their heads not once but twice in a month.

The point about conventions that is really good is that they turn things into people. They transform the names and the telephone numbers and the addresses, of those who go to make up the business communities in which we work, from directory listings and addressing machine plates into truly living and breathing men and women, with interests and aversions, likes and dislikes, successes and failures, joys and sadnesses, vanities and humiliations, friends and enemies, triumphs and disasters, which are surprisingly similar to our own. Today, with industries of all sorts perpetually under fire from one quarter or another, by forces that would go to any length to keep them divided, there has been one unifying influence enabling business to present a strong front to all assailants. That is the trade association which gathers each year for a lot of work, and even more fellowship, but is able also to show the public that its industry has unity of purpose.

Canada's two languages present problems in all phases of life. In an industry, they tend to create a rift between the two divisions, if only because failure to understand each others' words breeds a lack of appreciation of mutual problems. In broadcasting of all kinds, where language is the stock in trade, this situation is even more evident and more significant. There seems to have been no reason why French-language broadcasters should concern themselves with the problems of the English-language stations; nor, conversely, were the English-language station men able to become moved by the trials and tribulations of their French-speaking confreres.

With the establishment of annual conventions for the French-language stations, as well as the four other regions of the country, the national Canadian Association of Radio and Television Broadcasters is now in a fine position to call its annual conventions to order, secure in the knowledge that the problems it will consider on a national plane will have been thoroughly discussed on the level of each individual area. This gives the association's management, which is represented at all regional meetings, full knowledge of the views held by its members everywhere.

The importance of trade associations



is less evident when an industry is progressing without interference from government or political pressure groups. In the fourteen years this paper has been appearing, such a state of affairs has never existed, neither is there any indication that it will. Labor problems, beyond reasonable bounds, have been few and far between, partly, we presume, because labor in this industry is, in the main, happy, and partly because the leaders of those organized labor groups, which might be tempted to turn on the heat, look twice when they see themselves confronted with an equally well-organized group of employers.

However you look at it, while trade associations have their share of internal squabbles and differences, their effect both on the industry they serve and on those outside of it, who may be looking for loopholes, is a demonstration of unity and unselfish singleness of purpose. And as such, their wheels must be kept revolving, and this requires the shoulder of every single member.

They Can't See The Forest

Isn't it about time that the millstone of super taxation was removed from the Canadian neck and that national revenue was increased by levying a lower percentage of taxation on greater profits, rather than a higher taxation on less. It seems to us that the tax situation is nothing but a hangover from the war, when it was imposed to restrict development by removing profit incentive. Now, with the country's economy at a peak, in spite of the tax situation, would it not be sound business on the part of the government to encourage even greater develop-

ment, by letting business hang onto a larger share of its profits, than to continue the policy of destroying enterprise by taking so much of the cream off the top?

This rather obvious thought is not being expressed because this trade paper hopes to exercise any influence. Rather it has been set on paper with the thought that from now until budget time in the spring would be an extremely good time for broadcasting stations to take up the cudgels for the cause of business, of which they are a part. They could campaign along editorial lines for some relief from this financial load which it can be easily, authoritatively and convincingly shown is not only unnecessary but also not nearly as effective in producing revenue as it would be to encourage people to work for more profit by reducing the tax percentage.

First, private spendings simply had to be curtailed so that every possible penny could be poured into the war effort.

Then came the post war rehabilitation period, when the danger was a national spending spree which would result in a crippling state of inflation. So they collared all the surplus bucks they could lay their hands on to meet this situation.

Finally came the socialists who saw the fruition of most of their aims in the state of dependency on government created by this high tax system about to crumble, if they ever reverted to a normal scale of taxation. So they went to work and infected all walks of people, all political parties with the most fantastically expansive welfare plans, until today, while socialism does not appear in any strength in the political arena, it is able to sit back and chuckle as it sees the parties that live only to oppose it vieing with one another to steal more and more of the planks out of its platform, while John Public pays the shot. It was he, remember, who got in the habit of paying out a huge part of his earnings first to win the war and then to save the peace. Now he is continuing, through force of habit, without even noticing it, to provide for the well being of people he never met, in this world and the next.

Maybe we are wrong. Maybe it would not work. We think that less income and corporation tax would not deplete the national purse, but increase it. However it may be, it is a matter in which the public is extremely interested because taxes, including the hidden ones, are our number one expense. Editorials broadcast on this question might bear fruit — for the country; the public; the stations. — the ones with guts that is.

ICI ON PARLE CANADIEN

French Canada Is A Rich Market, which can be reached . . . but only in its own language

By **KENNETH F. WHITE**
News Editor, The Financial Post

HERE'S a true story. It has had and is having variations, equally costly, almost everyday. We won't mention any names.

An English-speaking European manufacturer recently introduced his food product into Canada. He met with reasonable and encouraging market success in all parts of Canada but one — Quebec. It was the same product, packaged the same, named and advertised precisely the same. But in French-speaking Canada sales were going nowhere.

Finally the manufacturer did what he should have done at the outset. He asked Canadians to do some market research. The researchers quickly came up with the answer.

It was ridiculously simple: the brand name of the product freely "translated" into French turned out to be colloquial French Canada's name for OUTHOUSE.

The producer learned in a hurry. He changed the name, of course. But he learned something else too: you don't sell to French Canada simply by translating English advertising copy into

French. You can't have a double set of labels printed, one French and one English and expect the cash register to do the rest.

French Canada is a distinctive part of this nation. Its habits and habits are different. It requires careful market study and a distinctive selling approach. And merchandisers who take the trouble to find out about it find the effort well worthwhile.

A MARKET TO SHOOT FOR

Quebec, in terms of population and production, is Canada's second biggest province. Areawise it's the biggest. You can put France, Italy and Spain inside Quebec Province and still have room left over.

From that vast area come some of the richest outpourings of the country:

— Manufacturing industries in Quebec now produce goods worth some \$5,000 millions a year.

— The mining industry adds another \$275 millions; forestry \$168 millions; agriculture \$387 millions.

— It all adds up to annual purchas-

ing power within the Quebec boundaries of some \$4,500 millions.

For producers anywhere—domestic, with Canada's long thin market line and foreign, with dollar pots empty — that's worth shooting for.

It's worth going after for reasons additional to those of immediate returns. Quebec is one of this fast-growing country's fastest growing areas. Total new capital investment in the province this year will amount to some \$1,500 millions, higher than that of any province except Ontario. Of this, direct investment in new manufacturing facilities will total some \$200 millions. In virtually every year since the war Quebec has shown a substantial rise in new capital investment.

With the growth is coming a subtle change. This once slumbering fringe of industrial North America has become the second largest producer of manufactured goods in Canada.

In 1954, purchasing power of Quebecers amounted to \$4,489 millions. The breakdown: \$3,018 millions in salaries and wages; \$655 millions in net income from agriculture and other incorporated business; interest, dividends, rentals, \$423 millions; government payments to persons (excluding interest), \$393 millions.

Retail sales in 1954 hit \$2,800 millions.

That figure, plus these, illustrates why Quebec needs special market attention: provincial population is now some 4.4 millions. About 80 per cent of the population is of French origin and 14 per cent English. Of the latter, about half live in and around Montreal.

A STUDY OF CONTRASTS

French Canada, happily, clings to its customs and traditions. The French-speaking Canadian purchaser is a cautious buyer. He is

seldom stampeded. He is somewhat suspicious of new products. He is not an impulse buyer. How he buys depends largely on how the goods are presented and sold to him.

Quebec is a study of contrasts. The French Canadian wife may bake her own bread in colorful countryside ovens. But she has all modern conveniences of home and market. There are now nearly half a million television sets installed in the province. This year five private TV stations are supplementing the two Montreal CBC outlets.

In selling to this big and growing market, it's important to cater to consumer loyalties. The French Canadian, in general, is heavily influenced by custom and such things as storekeeper advice. Promotion directed towards the retailer can pay off.

Advertising and promotion directed to this market must not only be written in French. It must be conceived in French. A literal translation doesn't work.

Montreal remains the springboard and headquarters for most Quebec industrial development. It is the largest inland shipping port in the world, the centre for Canada's huge railroad system, a key financial centre.

Montreal is close to the big power producing areas and a focal point for mushrooming textile, shipbuilding, steel products and many other industries. Further east and south, in the Eastern Townships, asbestos, pulp and paper, lumber and textiles are major industries. Along the highly developed industrial belt of the St. Lawrence lowlands new plants have been springing up in literal profusion since the war.

Montreal and the smaller industrial centres such as Quebec City and Trois Rivières are much greater

CKCH
Soon
5000 WATTS

With a potential listening audience of over

400,000

French speaking people is a **MUST**

.....**CKCH**.....

Hull and Ottawa

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

QUEBEC isn't a problem with
CKCH
1000 WATTS 1280 K.C.
Representatives
OMER RENAUD & Co
TORONTO MONTREAL
IN U.S.A. WEED & CO.

industrial hives than they were even five years ago. New mining areas are springing up in the north and eastern extremities and huge latent sources of hydro power are being tapped to supply both the new regions and the growing industrial belts.

It has resulted in a greater range of products, including everything from newsprint to aircraft engines, cigars to clothing. It is illustrated in fields like:

— Agriculture, where provincial farmers showed an estimated net production of \$309,851,000 in 1953 and \$284,685,000 in 1949.

— Forestry, where lumbermen cut their way to a net output estimated at \$160 millions in 1953, an increase of almost \$47 millions from the 1949 net of \$113,537,000.

Such growth has meant that Quebec now:

— Produces more dairy, forest and maple products than any other province in Canada, and is second in the production of vegetables, tobacco, hogs, poultry and eggs, and honey.

— Supplies more than one-third of the Canadian pulp and paper output, and more than half its newsprint output.

— Provides 95 per cent of the Canadian asbestos output and 60 per cent of the global supply.

— Turns out more than one-quarter of the world's supply of aluminum.

— Has 52 per cent of the total Canadian power installation.

Her pulp and paper industry continues to prosper. The overall total value of production by Quebec's 55 pulp and paper mills hit some \$515 millions in 1953, compared with \$508 millions the previous year and \$524 millions in 1951.

Newsprint, Quebec's biggest pulp and paper product, showed an output of \$324 millions in 1953, an increase of \$131 millions over the average year for the period 1939-45.

ALL TYPES OF TEXTILES

Quebec's primary textiles is a \$400 million business. Most of the 369 mills are concentrated around the Montreal area and in the Eastern Townships, and practically every conceivable type of textile product is turned out. These mills together account for 65 per cent of Canada's total output of cotton, cloth and yarns, threads, etc.; 70 per cent of the country's production of synthetic and silk textile products, and 30 per cent of Canada's production of woolen and worsted cloth and woolen yarns.

Quebec textile factories account for some 65 per cent of Canada's output of women's clothing and

children's factory-made clothing and 57 per cent of its men's factory-made clothing.

One of the province's richest natural resources is water power. Its present installation of 7,719,000 hp is about 30 per cent of its resources now recorded. New construction will boost the hydro-electric installation of the province to more than 9 million hp by 1957.

In Quebec's treasure chest of minerals, total output in 1954, including quarries, amounted to \$286 millions compared to \$253 millions in 1953, more than three times the 1939 figure. In general classifications, the mineral output was divided as follows: \$97 millions industrial minerals, \$56 millions building materials and \$133 millions in metals which showed the biggest gain on the year, increasing \$31 millions from the previous year.

Quebec today is culturally and physically one of Canada's richest provinces. It is reaching for an even brighter destiny. And it extends an open invitation to everyone with enough foresight and imagination to come along. But it also extends one caution: it has its own bold and spirited way; it leads; it doesn't follow.

REP SWITCH FOR CKNW

CKNW, New Westminster, B.C., has announced a change in its national sales representation. The station is now represented across Canada by Radio Representatives Ltd. Previously sold nationally by National Broadcast Sales, the change was made effective from October 3.

Command

FIRST POSITION

in your product field

In Northern Ontario you can take the lead with

RADIO

CJKL Kirkland Lake

CKGB Timmins

CFCH North Bay

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

For **JINGLES** that are different

Contact

DOR WRIGHT
Productions

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



Instant, Private Wire communication brings big business scope to smaller organizations. And P.W. Teletype is a rented service; there is no major capital outlay... no maintenance or depreciation worries.

P.W. Teletype cuts costs and improves operations in scores of ways.

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

CANADIAN PACIFIC PRIVATE WIRE Teletype SERVICE **CANADIAN NATIONAL**
HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

It's Results That Count!

\$100

of

Advertising

produced

\$60,000

in

Sales

For particulars see . . .

OMER RENAUD & CO.

CHNO

SUDBURY'S RADIO ACTIVE STATION

YOUR BEST BUY

in

CANADA'S 3rd MARKET!

CHUB — Nanaimo, covers 100,000 population on Vancouver Island — AND — is often in SECOND PLACE in Vancouver Area Elliott-Haynes ratings — \$8.00 for 1-Minute!

CJAV — Port Alberni, gives you 92% of Alberni Valley listeners AND top coverage in the rich Mainland Area of Powell River — \$5.00 for 1-Minute!

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

MORE STATIONS SELL MORE GOODS TO MORE SET OWNERS

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.

The sale of radio sets during the first six months of 1955 increased six per cent over the corresponding period last year. This is one of the facts that have been assembled recently by Dick Thibodeau, research director of the CARTB, who points out that according to the Radio-Electronic-Television Manufacturers' Association the total for the first six months of 1955 was 217,121 sets as opposed to last year's 204,991.

Radio homes are estimated at 3,842,000 as at January 1, 1955, according to calculations based on Dominion Bureau of Statistics figures, Thibodeau says, and this he points out is a year's increase of 2½ per cent.

The increase in the number of homes is accompanied by a rise in the number of stations to serve them, he said, pointing out that in June, 1954, there were 143 licensed private commercial radio stations operating in Canada. The past year saw the licensing of twelve new stations, which is an increase of 8.4 per cent over 1953.

As regards the cost of radio time, the greatest increase over the previous year is the average station rate for one time one hour Class "A" time, which is \$82.06, or 10.3 more than last year.

The one minute Class "A" spot has jumped only 2.5 per cent to an average of \$10.30 on all radio stations.

More money is being spent on advertising, according to the DBS, Thibodeau said, and radio's share is growing too. Commissionable billings in 1954 were \$154,467,028 against \$142,957,916 in 1953.

The same source discloses that radio and TV took 2.2 per cent more



DICK THIBODEAU

of the advertising pie than last year, splitting their combined 20.9 per cent between radio and TV, 15.4 per cent and 5.5 per cent respectively. Publication advertising dropped 2.7 per cent to 56.4 per cent. The remaining 22.7 per cent went to visual media, production, art work and printing, he said.

JOINS Y & R

Bob Lee has become assistant supervisor of radio and television for Young & Rubicam. Originally a time salesman on CKWS, Kingston, Lee was also commercial manager of CKEY, Toronto, station manager of CHUM, and until recently vice-president and manager of Sponsor Film Service Corporation Ltd.

CFCN

Best Broadcasting Medium

Ask Radio Reps. for CFCN STORY

IN CALGARY, ONLY CFCN DELIVERS A BONUS AUDIENCE . . .

on a basis of 3½ to a home CFCN talks to over 40,000 more people every day than any other station in Calgary.

CFCN

10,000 WATTS

The Buyers Choice

The Sellers Voice

MINERS, LUMBERJACKS, RAILWAYMEN, TOURISTS

You sell them all in Northern Ontario with

RADIO

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

YOU CAN'T COVER SIMCOE COUNTY Without **CKBB** BARRIE

REPS—
 PAUL MULVIHILL - TORONTO - MONTREAL
 ADAM YOUNG U.S.A.

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

Total Daytime Audience: 65,110 homes.
 ½ hr. program "B" time Basic
 32c per M Homes

Total Night-time Audience: 34,480 homes.
 ½ 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



Photo—Underwood & Underwood

**SHE CAN ONLY BUY
IN ONE STORE AT A TIME . . .**

. . . or take one bath at a time . . . or eat one meal at a time. She's the darling of every advertiser — but she can't possibly use food by the carload, or clothes, or soap flakes by the carload.

Today, only *VOLUME* can keep selling costs down . . . and so wise advertisers seek this lady mostly in multiples of a thousand. *YOU COURT HER BEST ON RADIO . . .* because radio reaches more people at less cost than any other mass medium.

Here, at CFCF-Radio, you can talk to customers — not once a month or twice a month — *but as often daily as you like!* Here you can *pre-sell* and *re-sell* the all-important impulse that makes her reach for your product on crowded shelves. And here you can sell carloads at a time — time and time again.



RADIO

M O N T R E A L

EST. 1919

Represented:
In Canada, by All-Canada
In U.S.A., by Weed & Co.
In Montreal, REgent 1-1101

POINTS of Sale

Don't look now, if you want to be different. That's what everyone in Barrie and eight prosperous counties in the heart of Ontario is doing. They're looking at their own — their very own CKVR-TV, which has been on the air nearly two weeks, bringing TV into the lives of a quarter of a million people, many of whom never had television in their homes before.

Mulvihill-represented broadcasting stations, whether radio or television, have a stake in the communities in which they operate and the communities feel they have a stake in their own stations.

C-FUN
VANCOUVER

CKBB
BARRIE

CKTB
ST. CATHARINES

CKOK
PENTICTON

CJCH
HALIFAX

CHOK
SARNIA

CJFX
ANTIGONISH

CKVR-TV
CHANNEL 3

**PAUL
MULVIHILL
& Co.**

Toronto
77 York Street
PAUL MULVIHILL
EM. 8-6554

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

THE ATLANTIC ECONOMY HAS A BRIGHT FUTURE

Last of three parts of an appraisal of Canada's Atlantic Region, slightly condensed from an address delivered to the Atlantic Association of Broadcasters at St. Andrews, N.B., June 21, 1955

By W. Y. SMITH

Professor of Economic & Political Science at the
University of New Brunswick.

SINCE Confederation in 1949, the provincial government of Newfoundland has initiated a most ambitious economic development program. As I see it, this program has had three aspects: (i) generous financial assistance to new manufacturing industries; (ii) a most intensive survey of the resources of the Island itself and on the Labrador mainland; (iii) the commencement of a planned re-organization and concentration of the Newfoundland fishing industry.

The new manufacturing plants which have come into operation under government sponsorship include a cement plant, a gypsum plant, a battery factory, a boot and shoe factory and a cotton textile plant, along with other manufacturing plants. This aspect of its development policy certainly represents a most ambitious effort on the part of the government both to give the economy the diversification that it so badly needs, and to reduce the large volume of imports from the mainland which entail such expensive transportation costs.

The survey of resources has been launched on an extremely broad front. Corporations such as the British Newfoundland Development Corporation and the Newfoundland and Labrador Corporation have been encouraged to spend several million dollars on survey parties assessing the resource potential of the Province. The government itself has spent large sums on survey work. Royal Commissions have been set up to study the agricultural resources and the forest resources of the Province and to recommend the best way in which these resources can be developed.

I believe that, generally speaking, the results of this survey work have been most encouraging. The survey of the Grand Falls site on the Hamilton River in Labrador by the British Newfoundland Corporation has re-

vealed that there is a potential hydro electric generating capacity available of five million horse power. Promising deposits of base metals have been discovered and the report of the Royal Commission on Forestry has revealed that there is a sufficient supply of wood available to justify the immediate construction of another pulp mill. The surveys have indicated clearly that Newfoundland possesses a resource potential which can be the basis of greatly increased economic development in the future.

In January, 1951, the federal government and the government of Newfoundland set up under their joint auspices the Newfoundland Fisheries Development Committee to study the problems of the Newfoundland fisheries. The study took two years to complete and the report was finally submitted in May, 1953. The principal recommendation of the Committee was that the eight hundred fishing settlements which dot the coast of the Province should be concentrated into a number of large development sites which could provide a decent standard of services for their people and which should be equipped with fish processing plants which would enable the fisherman to obtain greater returns for his labors. The implementation of the report has been entrusted to the Newfoundland Fisheries Development Authority and a start has been made on the great task of reor-

ganizing and concentrating the Newfoundland fishing industry. There is no doubt that Confederation has brought and will continue to bring great changes to Canada's tenth province.

THE POTENTIAL IS THERE

One can divide the Atlantic Provinces into two groups. The first consists of New Brunswick and Newfoundland which are fortunate in possessing large, undeveloped resources in the way of hydro electric power sites, mineral deposits, and a forest potential which can serve as the basis for really substantial economic development in the future.

The second group is made up of Prince Edward Island and Nova Scotia. These are somewhat maturer economies where expansion must come as the result of more intensive development of more limited resources. Indeed, rapid expansion in New Brunswick and Newfoundland will be of direct benefit to both Prince Edward Island and Nova Scotia. It will increase the demand for the Island's agricultural products and open up new markets for Nova Scotia's light manufacturing industries. Indeed, Nova Scotia should make every effort to exploit the central location which it now enjoys within the economy of the Atlantic Provinces.

Thus, I believe that there is a resource potential available in the



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

CFNB

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

NEW BRUNSWICK'S MOST LISTENED TO STATION

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

Atlantic Provinces which should make for a more rapid general rate of economic growth in the future than we have enjoyed in the past. In addition, I believe that there are basic economic forces and influences at work which will help to stimulate the development of these resources. For example:

(1) It is my opinion that the federal government will eventually be prepared to give generous financial assistance to this region for resources development as it has assisted other regions in the past. In other words, I think that sooner or later our region will be given some equivalent of the Prairie Farm Rehabilitation Act which has been of such assistance to the Western Provinces and the tariff system which has been of such great benefit to the Central Provinces.

(2) I also think that the increasing dependence of the United States on imports will eventually force really substantial reductions in the American tariff system. This will be of great benefit to the Atlantic Provinces in that it will enable us to sell more fully manufactured goods in the market which is most accessible to us. For example, at the present time, the U.S. tariff system prevents the export of fish sticks and fine papers from the Atlantic Provinces to the United States, although the raw materials for these products, fresh frozen filets and pulp, enter at very low rates of duty or duty free. As the U.S. becomes increasingly dependent on imports, our bargaining position should improve so that we should be able to bring reductions in the rate of duty on fully processed products.

(3) I believe that the future will see more co-operation between the four provinces to make the region more self-sufficient in those products which it can produce economically. In this regard, the newly formed Atlantic Provinces Economic Council has a most important role to play

in co-ordinating the efforts of government and private groups towards this end. Already a committee has been set up to study the whole problem of how we can make the region more self-sufficient in regard to agricultural products. Indeed, the Atlantic Provinces Economic Council in its role as the co-ordinator for the region, has a most important part to play in the whole process of regional economic development.

In conclusion, I should like to say that I do not believe that we, in the Atlantic Provinces, are going to achieve the millennium either this year or the year after. But I do believe that we can do much to greatly increase our material circumstances if we will only work together and make a common cause of those things which are essential for the development of the region as a whole.

**Aggressive
Central Ontario Station**

requires new personnel for an expanded operation.

Salesmen, Announcers, Operators.

Reply stating experience, marital status, monetary requirements to:

Box A249 - C B & T
54 Wellington St. W., Toronto



**Highest
AUDIENCE
RATING**



**Lowest
COST**

in the
HALIFAX AREA

It's a combination you can't beat — top coverage, low cost and CHNS has it in Halifax. For more listeners per advertising dollar and for greater impact per message, it's CHNS every time, all the time in Halifax!

CHNS

*The Voice
and Choice
of HALIFAX!*

The
**WESTERN
RADIO
PICTURE**

is

NOT

COMPLETE ★

without

OUR

1000

PERSUASIVE

WATTS!

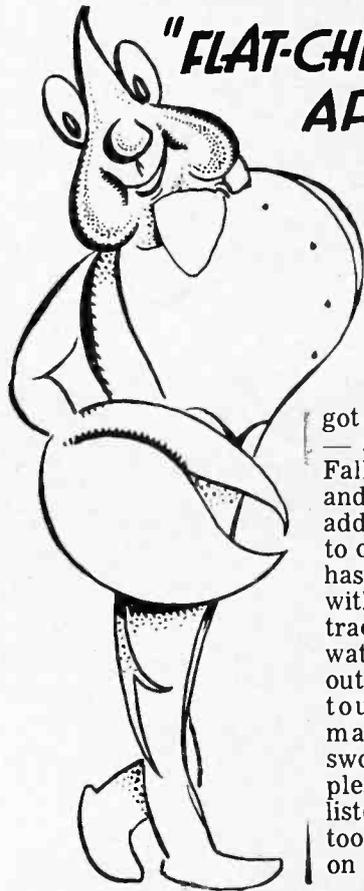
•
★ NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

•
CHAT

MEDICINE HAT

An All-Canada-Weed Station

**"FLAT-CHESTED FASHIONS
ARE OUT,"**



*Says
Lionel....*



Around CKCW these days we've got our chests well out — and no wonder. Our Fall schedule is lined up and really shines. We've added more top talent to our staff. Our mailbag has never been heavier with fan mail and contracts. CKCW's 10,000 watts power has bulged out our coverage contour map enough to make Christian Dior swoon — but it's mighty pleasing to our 156,000 listeners. It'll please you, too, when you advertise on CKCW.

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

T A P E

Used Min. Mining, 1200 ft. rolls — \$1.00 per roll while they last.

**ADVERTISERS RECORDINGS
LIMITED**

Penthouse, Dom. Sq. Bldg., Montreal

**LIBRARIAN
& PROGRAM BUILDER**

5 Years Experience

Fully qualified to organize and take charge of department, desires position with station, agency or transcription service.

Box A250, C B & T
54 Wellington St. W., Toronto

12 YEARS EXPERIENCE

All phases of radio.

•
Newscasting
a specialty.

•
Box A251, C B & T
54 Wellington St. W., Toronto
or phone Jack Wilson
Edmonton 64339

CJOR SELLS!

On The Air

with the largest group of experienced and popular air personalities in Canada.

In The Stores

with merchandising tailor-made for each national account — directed and carried into action by experts.

SEE HORACE N. STOVIN FOR THE DETAILS

CJOR

Vancouver, B.C.



YOU GET ACTION WHEN YOU USE CKLC—Kingston

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

1st in LISTENERS! (BBM radio ratings report)

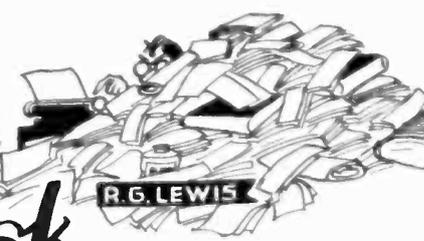
1st with the NEWS in Eastern Ontario

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

Contact: Horace N. Stovin

CKLC
KINGSTON

Over the Desk



A FOURTEEN year old girl named Joanne Overs, of Moose Jaw, won herself the first Bulova "Nick-O-Time" Award by saving a young boy from drowning. The award, devised by the watch company, and presented in this instance by CHAB, Moose Jaw, consisted of a 14-carat gold Bulova watch together with a Bulova "Nick-O-Time" certificate.

The girl's mother and father were present at the presentation which was made by CHAB manager Sid Boyling over the air, as also was Mrs. J. H. Monson, president of the Moose Jaw Red Cross, the organization which was responsible for Joanne learning to swim.

The "Nick-O-Time" awards will be based on acts depending on split second timing such as this first exploit. Just how they will be tied up and with what media is still under consideration.

• • •

GOOD EGG!

Joe Shannon, emcee of CFQC-AM's *Top Of The Morning* got a bouquet recently, or should that read omelet, from the Poultry Products Institute of Canada Incorporated, for meritorious service ren-

dered to the Canadian poultry industry.

Earning the Institute's diploma, which probably makes him an honorary good egg or something, was a lot of fun for Joe. What happened was that during the Canadian Hatcheries Association's convention in Saskatoon, Joe invited the PPI's secretary-manager, S. L. Rodway and his wife, to show their wares on the show. Mrs. Rodway cooked Joe a tasty breakfast, eggs I presume, to appropriate music. The whole affair went over so well that Joe has now been appointed the fourth good egg in Canada. Statistics show that the US is still ahead of us in the good egg market. They have fifteen. But then, they have more people, don't they?

HOLY ORDERS

Do you remember H. Harrison Flint?

Harry served in the broadcasting industry in the United States and Canada for eighteen years. He was recently ordained into the ministry of the Anglican Church at St. George's Cathedral, Kingston, Ont.

For seven years, he was manager of CKSF, Cornwall. Prior to that, he was program director at CKGB, Timmins. He was also staff organist at two Boston radio stations, WMEX and WLAW. Latterly he was general manager of WOSC, Oswego, N.Y. He is retaining his seat on the board and part ownership of that station.

In May of this year, Harry graduated with honors from Trinity College of the University of Toronto, and on September 12, he received the degree of Scholar in Theology. He is 47.

An 8 Million Dollar Gas Pipe Line

The Saskatchewan Power Corporation has started work on an eight million dollar pipe line linking Prince Albert with the Saskatchewan gas fields, making Prince Albert the second city in the province to be served with natural gas!

Get complete coverage and results in this progressive Western Market — use CKBI.

CKBI

PRINCE ALBERT

SASKATCHEWAN

5,000 Watts

WANTED

TWO QUALIFIED STAFF ANNOUNCERS

Send audition tape with outline of background and starting salary expected to:

Geoff Stirling
Radio Station CJON
St. John's, Nfld.

CKOT GOES TO THE FAIR



Len Evans, program manager of CKOT, Tillsonburg, is seen here interviewing a visiting fireman while Kenneth Orton handles the controls at the Western Fair in London.

In the *CKOT Goes To The Fair* series they have broadcast from Aylmer, Ingersoll, Woodstock, and Tillsonburg. They plan to cover the Norfolk County fair at Simcoe and several smaller ones before the season closes.

Apart from interviews with visitors to the fairs, they take the tape slowly along the midway to pick up the sound of barkers and other fair-ground noises.

GOVERNMENT EMPLOYEES

While the Federal Agriculture Department favors its employees appearing on radio and television programs with an eye to promoting good public relations for the de-

partment, it has warned them against being lured into discussions of government issues on the air.

A departmental directive, issued by Deputy Minister J. G. Taggart, cautions government employees to stick to technical question on the air, and to avoid panel and quiz programs where they could become involved in a discussion of policy. The directive advises them not to turn down requests for appearances without good reason.

No other government departments have issued similar directives, with the exception of the Department of National Defence, whose military and civilian employees must obtain permission to appear on any show, and are briefed in advance against breaking security regulations. The Department of Labor, however, is reported to be considering follow-

ing the pattern of the Agricultural Department.

REUNION

Lyle Gouliquer of Crystal Beach, New York, was reunited September 1st with a sister he hadn't seen for fourteen years, as the result of an appeal on one of Terrence O'Dell's news broadcasts on CKLW, Windsor.

Gouliquer knew that his sister had married, but didn't know her new surname. He thought she lived in Windsor. Less than a minute after the appeal was aired, the sister called the studio. Her new name is Mrs. Isadore Doets.

And speaking of appeals — we were, weren't we? — that isn't exactly what the printer is doing, but I gotta go just the same so buzz me if you hear anything, won't you?

CFOR ORILLIA

IN CENTRAL ONTARIO

Delivers

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

Stephens & Towndrow Ltd. • Toronto - Montreal

There's NO DOUBT - RESULTS . . .

- Red Deer Auto Dealer Sold 2 Cars Daily Through CKRD Spots.

RESULTS . . .

- Women's Store Drew 400 People and Sold Complete Advertised Line in 9 Mins. After 3 Plugs on CKRD.

AND MORE RESULTS . . .

- Grain and Feed Merchant Increased Sales of Seed Grain to 25,000 Bushels and Could Have Sold More — Credit Goes to Campaign Over CKRD.

and Still More . . .

- Theatre Increased Attendance by 20% After Buying Time on CKRD.

Establish

CKRD

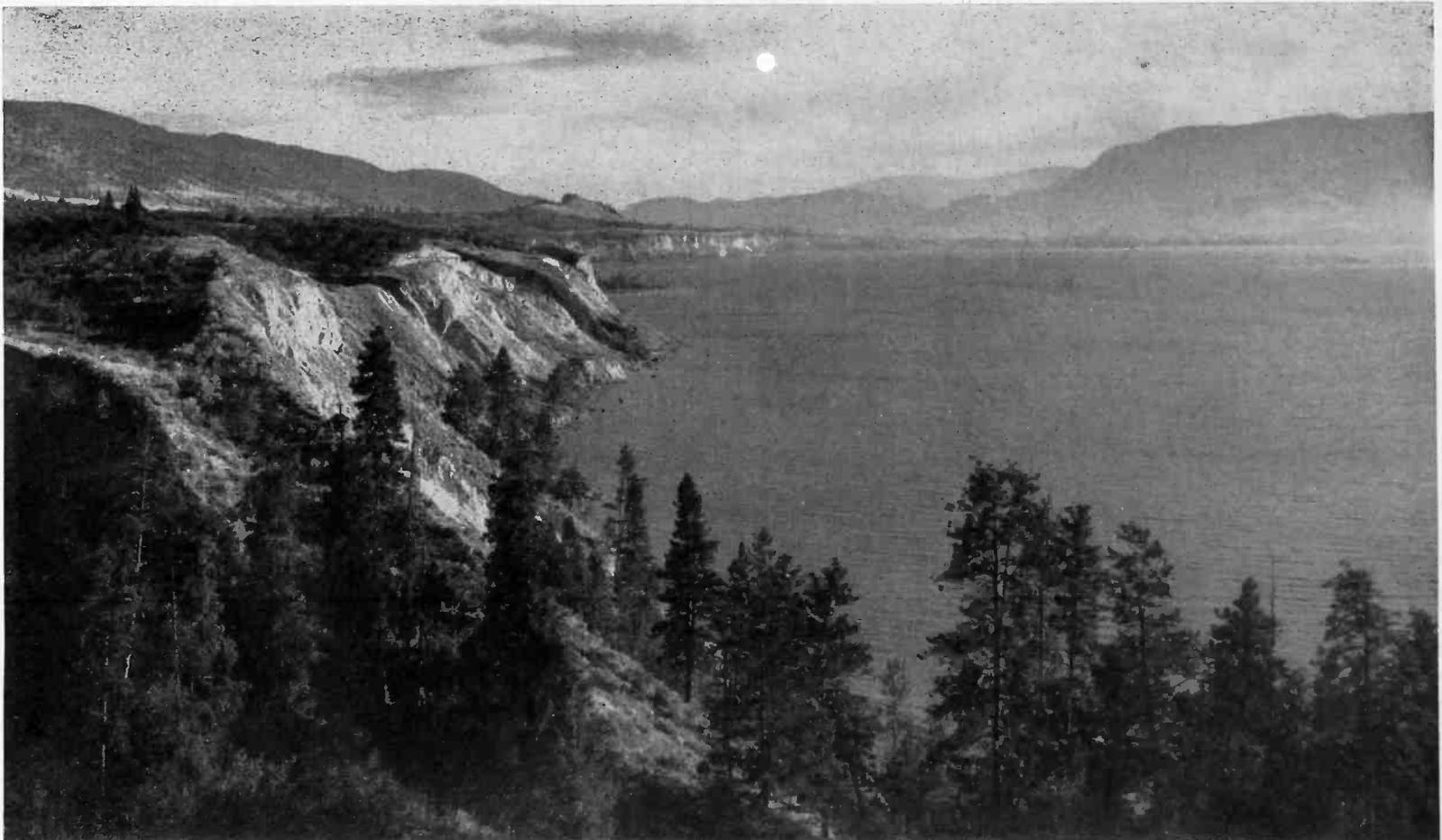
RED DEER - ALBERTA
850 Kcs. 1000 Watts

AS A "MUST" FOR SELLING TO CENTRAL ALBERTA

See Radio Reps.

Here is CKOK-land

One of a series



LAKE OKANAGAN, PENTICTON, B.C.

Photo by Stocks

Served by

RADIO STATION CKOK

SEE PAUL MULVIHILL & CO. IN CANADA

DONALD COOKE INC. IN U.S.A.

**WE ARE NOT INTERESTED
IN SELLING YOU
A PIG-IN-A-POKE.**

We respect the advertising dollar.

We know that your business and its renewal is based on our ability to create demand.

To achieve this we know we must work toward your best interests.

Our people represent 175 years of experience in our field.

Our stations have earned and maintain a worthy reputation in their communities.

The combined efforts of Agency-Rep and Station personnel are essential to a proper dollar-value for the advertiser.

Ours is a long-range plan where hit-and-run selling cannot apply.

Effectively yours,

**Radio
Representatives
Limited**



TORONTO
MONTREAL
WINNIPEG
VANCOUVER

CARTB PREPARES FOR BROADCASTING PROBE

At its meeting in Ottawa last week, the board of directors of the Canadian Association of Radio & Television Broadcasters authorized preparation of a brief to be drawn up and submitted to it later, to be presented in due course to any body of enquiry which may be set up by the government to look into broadcasting. A committee will be named by the CARTB shortly.

Six radio and one television stations were formally accepted as members of the CARTB. These are: CKSB, St. Boniface; CFMS, Saskatoon, Sask.; CFRG, Gravelbourg, Sask.; CKBC, Bathurst, N.B.; CJMS,

Montreal; cJET, Smiths Falls, Ont.; CKGM-TV, North Bay, Ontario.

Taschereau Fortier was appointed by the board to act as the CARTB's associate counsel for French language. He is a member of the Quebec City firm of Lapointe, Roberge, Fortier and Coté. He succeeds Guy Roberge of the same firm.

The CARTB board decided to open discussions with the Radio-Electronics-Television Manufacturers Association of Canada to determine whether there is any interest in reviving Radio Week in Canada and also in creating a Television Week along similar lines.

**Closer Contact With Client
Stressed At Writers' Clinic**

A one day clinic for continuity writers was conducted by stations CJCA, CFRN, and CHED in Edmonton last month. The clinic, which sprung from an idea presented to the Western Association of Broadcasters in Jasper last June, was held at the MacDonald Hotel in Edmonton September 13. The speaker was Peter Lyman, radio and television director of Baker and Associates, Seattle, Washington.

Lyman stressed closer association with the client, and the importance of knowing and testing the product. He also suggested that writers test their copy in the following manner. "Can you say 'so what' to any claim you have made?"

Also discussed in the clinic were jingles, sound effects, two-voice and endorsements in attention-getters, merchandising spots, simplicity in writing, and writing for an announcer rather than having the announcer adapt style to writing. The afternoon session was devoted to a question and answer period and a general discussion.

**You Can't Buy
CANADIAN
RETAIL SALES INDEX
It's Free
to C. B. & T. Subscribers**

THE RESULTFUL buy CKY WINNIPEG

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

**A
Growing
Market**

Building permits for the City of Prince George in July totalled \$1,152,948. This is an all-time record in value of building permits issued in one month.

COVER THIS MARKET OVER

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

Everybody's TURNING to CHUM!

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

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

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

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

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

In the North

RADIO SELLS!

CFCH North Bay
CJKL Kirkland Lake
CKGB Timmins

**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

who says
you can't see
radio?



Vancouver sees CKWX twenty-four hours a day, 365 days a year. Sees these big cards on the bus and trolley coach lines that criss-cross every nook and cranny of the city. So if you want to sell in booming, bustling Vancouver (more babies, bucks, and building than you can keep up with) see CKWX. It's the station you can't lose sight of.

CKWX radio Vancouver

5000 friendly watts

reps ALL-CANADA RADIO FACILITIES LIMITED • WEED & COMPANY



CREDIT NOTE

The only guy who doesn't get a credit on a CBC TV show is the guy who writes the credit lines.

• • •

PAN MAIL

Dear Dick: Re the alleged photograph of me (Sept. 21), your camera is not candid, but is a go* dam*ed liar.

Sincerely,
Leo Hutton

• • •

YOU PAYS YOUR MONEY

Dr. Munro's *Man Alive You're Half Dead* advocates eating proteins or carbohydrates, but not proteins and carbohydrates, which seems to mean roast beef or Yorkshire pudding.

• • •

VOX POOP

We couldn't answer the correspondent who wants us to kill this column by pointing out that without it the paper would disintegrate, in case he agreed.

• • •

BON MOT

"Everyone has off nights, but only a TV comic works on 'em."

Steve Allen

• • •

COME ON ALL YE FAITHFUL!

No one will deny the success of the CBC's efforts to create Canadian culture by radio and television. The pity is that the audience is such a flop.

• • •

REHABILITATION

Then there's the quizmaster who went back to the soda fountain when Elliott-Haynes found that even half of his studio audience wasn't listening.

• • •

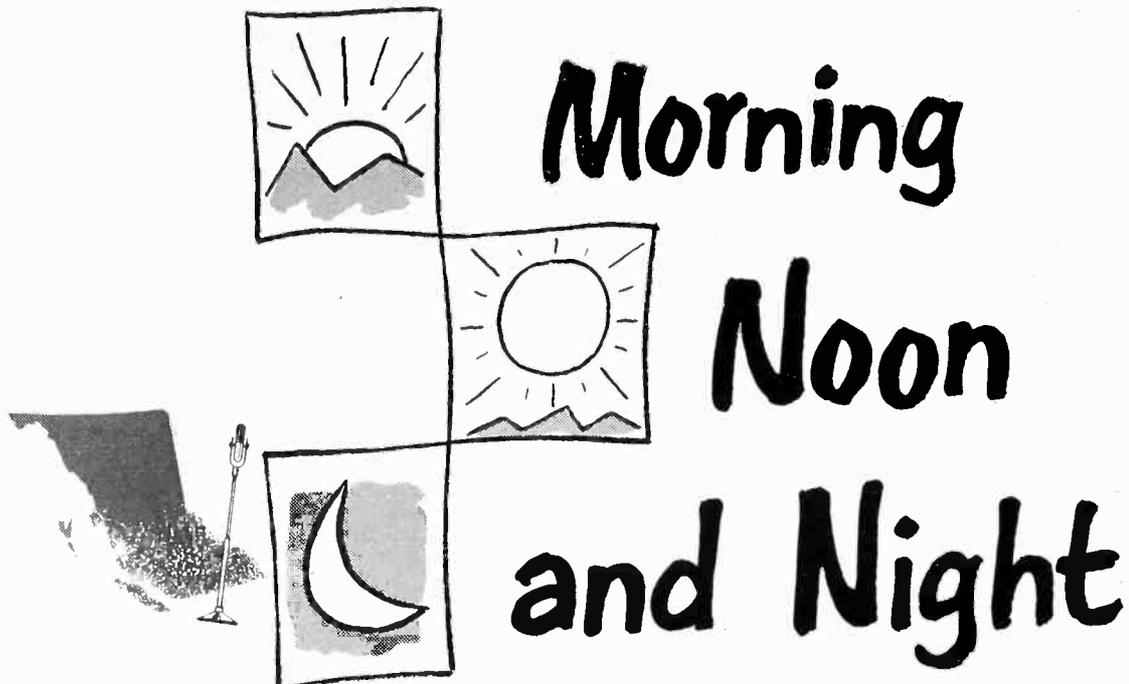
STRICTLY FILLER

Madam spelled backwards is still a madam.

• • •

PRODUCT MENTION

I made a note of a swell final gag, but unfortunately I blew my nose on it and kept the Kleenex instead.



Morning

Noon

and Night

RADIO SELLS

THE WHOPPING 1 $\frac{1}{4}$ BILLION

DOLLAR B.C. MARKET

CHWK CHILLIWACK
 CJDC DAWSON CREEK
 CFJC KAMLOOPS
 CKOV KELOWNA
 CHUB NANAIMO
 CKLN NELSON
 CKNW NEW WESTMINSTER
 CKLG NORTH VANCOUVER
 CKOK PENTICTON
 CJAV PORT ALBERNI
 CKPG PRINCE GEORGE
 CJAT TRAIL
 CJOR VANCOUVER
 C-FUN VANCOUVER
 CKWX VANCOUVER
 CJIB VERNON
 CKDA VICTORIA
 CJVI VICTORIA

Population up 42% in the last 12 years! Average net buying-income per capita one of the highest in Canada! Total retail sales last year nearly 1 $\frac{1}{4}$ billion dollars! Anyway you look at it—British Columbia is a mammoth, growing, ready-and-able-to-buy market.

And—it's a market that responds fast to radio! Saturating all B.C.'s key market areas, B.C. radio is the media choice of more national advertisers who want continuous results!

Buy B.C. radio and see—no other medium gives you such effective coverage—such buyer for buyer value for your advertising dollar.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

They Hope That You'll Be

A BOOSTER FOR WAYNE & SHUSTER



—Photo by Ken Bell

TWICE WINNERS OF BEAVER AWARDS, the Canadian comics, Wayne & Shuster open on the TV network alternate Fridays for Christie Brown & Company Ltd., October 7, fifteen years to a day since they did their first radio show, "Wife Preservers" for the Javex Co. Ltd. through the same agency, MacLaren Advertising Company Ltd.

BBM MAY ENTER TV FIELD

Questions of research in general and surveys in particular came in for considerable discussion at a meeting of private television stations associated with the CARTB which was held in Ottawa last week.

Presentations were made to the meeting by Clyde McDonald, director of the Bureau of Broadcast Measurement, the industry-owned research organization and Walter Elliott, president of Elliott-Haynes Ltd., which functions in the field of program ratings and other forms of research.

Following the presentations, a committee of three was appointed by the meeting with instructions to meet with the BBM directors in an effort

to agree upon a format for the establishment of a TV section of the Bureau. This section should be created, the meeting felt, to provide a service of circulation measurement, comparable to the function it now performs in the field of radio broadcasting. It is understood that it is not being asked to give consideration to entering the field of program ratings.

Members of this committee are Ken Soble, CHCH-TV, Hamilton; W. T. Cruickshank, CKNX-TV, Wingham and Ross McCreath, All-Canada Television.

The meeting also discussed matters connected with copyrights and approved a proposed standard form of television broadcast contract.

Bounce Signal Over Hill

The microwave system at newly opened CJON-TV, St. John's, Newfoundland, is claimed to be the only one of its type operating in Canada.

RCA engineers designing the system hit a snag when they realized that an 800 ft. hill made it impossible to send the picture by line of sight microwave from the top of the CJON-TV building to the 300 ft. tower some distance away.

To get around it, they designed a steel billboard type reflector, 26 ft. by 20 ft. to be set on concrete pillars on top of the hill. Then they merely bounced the microwave signal sent out from the roof of the station building, off the steel reflector and into another reflector on the roof of the transmitter building.

TORONTO-WINNIPEG NEXT ON 4200 MILE MICROWAVE ACROSS CANADA

Canada's transcontinental microwave system will be the longest in the world when completed, say officials of the Trans Canada Telephone System.

The first segment of the network, the Toronto-Ottawa-Montreal hook-

up, went into operation May 14th, 1953. The next year saw its extension to Quebec City in August and to Kingston in the fall. The link with Peterborough was completed in March, 1955.

Not yet completed are the relay

stations along the 1200 mile Toronto-North Bay-Winnipeg section. These are not expected to be in operation before the fall of 1956. The area east of Quebec City is still in the path testing stage.

As it now stands, the range is part

of a network which will take in 137 stations within its 3,800 mile span from Sydney to Vancouver. When the spurs to Halifax, Moncton, Saskatoon and Edmonton are added, the total length of the system will be 4,277 miles, using 145 relay stations. A radio relay link between Buffalo, New York, and Toronto already connects the Canadian system with U.S. TV networks.

In addition to its use for transmitting TV signals across the continent, the hookup also carries long distance calls. Each of the seven companies affiliated in the Trans Canada telephone system is building facilities for the chain in the territory it serves and connecting them with existing telephone systems. Initially, the range provides one video channel in each direction and telephone circuits as required, with a standby channel in each direction just in case.

To give an idea of the volume of traffic the system will be able to carry, new relay stations are being equipped with antennae which can carry almost twenty thousand telephone circuits or thirty television channels.

FILM FOR GENERAL FOODS

Jam And Jelly Session is the title of a recent 13 minute, 16 mm, color film produced by Crawley Films for General Foods Ltd. It is being made available to schools and home economics courses.

Why they pick PETERBOROUGH

Fast becoming Canada's top test town, Peterborough has what the advertisers and agency executives want — diversified industry, thriving tourist trade, big farm potential and a free-spending population with above average incomes. Test your product in one of Canada's richest markets by using CHEX-TV, Peterborough's alert, progressive TV station.

Consult
All-Canada
Television

CHEX-TV

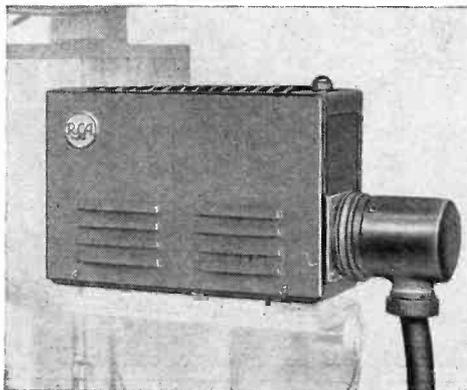


STANDARD OF THE INDUSTRY

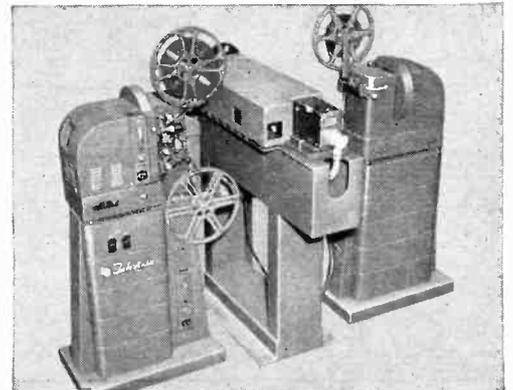
...in Television Film Cameras...*the VIDICON!*

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

HOSPITALS SHARE KNOWLEDGE VIA TV

Hospitals all over the continent are making their most expert knowledge available to one another through the medium of television. This view was expressed by Dr. Alfred Goldsmith in an address to the 20th annual congress of the American and Canadian sections of the International College of surgeons in Philadelphia.

Relay circuits already carry TV programs vast distances and these could be adapted to carry medical television sessions over any distance on earth on a closed circuit basis, or could be tied in with commercial TV on an emergency basis, he said.

Other highlights of the congress were the demonstration by RCA, of a new type color TV camera, and the first public use of a large screen for surgical operations televised in color. The demonstration consisted of an operation performed at the Veterans' Hospital, a mile away from the convention hall, and received a standing ovation from the members of the congress.

Theodore A. Smith, general manager of the engineering products division of RCA, described the new camera as being "more compact and flexible" than conventional color cameras, and capable of remote control as it can be mounted directly above the operating table. With regard to the new large screen, he said that RCA had developed a

special large projector which "produces an ultra bright picture", making possible viewing, as in the present instance, on a 15 by 20 ft. theatre size screen.

SEE UK-AUSSIE TV LINK

A TV link up from Britain to Australia is being visualized in Britain, in time for the 1956 Olympiad. Sir George Barnes, TV director of the BBC, says the European microwave could be extended to Australia.

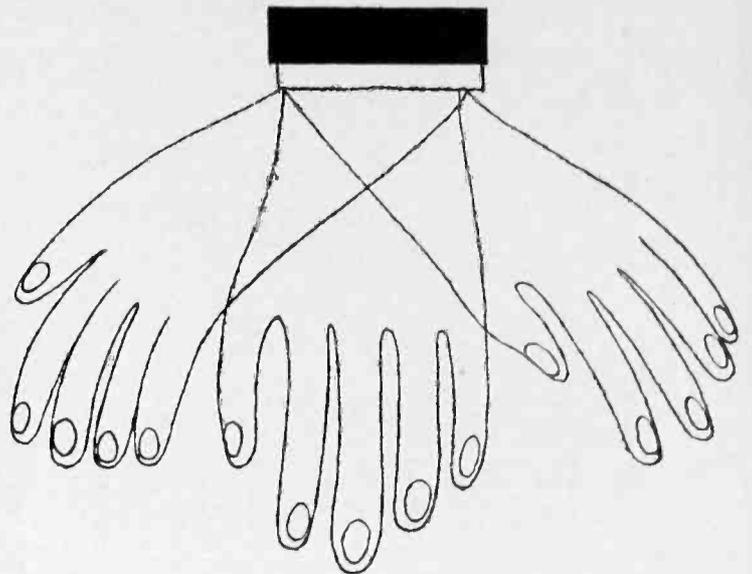
ADVERTISING AGENCIES— FILM COMPANIES

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HOWARD MILSON

Central Casting Agency
519 Jarvis St. Toronto, Ont.

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you have to know

WHERE the winner is

Picking a winner isn't easy. In games you can leave it to chance. But when it comes to television you've got to have a sure thing.

And picking sure things on television is our job!

We have an experienced Television Staff completely equipped with the facts for "Teleselling" . . . to help you plan sales strategy and the kind of schedule best suited for your specific needs. They know all about the people who buy your products . . . when they watch TV . . . what they like to see . . . and how they buy.

So, when you go into television on any or all of the stations we represent, you know you'll reach the largest and best possible audience for your product.

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- CJCB-TV Sydney
- CHSJ-TV Saint John
- CFCY-TV Charlottetown
- CKWS-TV Kingston
- CHEX-TV Peterborough
- CHCH-TV Hamilton
- CFPL-TV London
- CKLW-TV Windsor
- CKNX-TV Wingham
- CKSO-TV Sudbury
- CJIC-TV Sault Ste. Marie
- CFPA-TV Port Arthur
- CKX-TV Brandon
- CKCK-TV Regina
- CHCT-TV Calgary
- CJLH-TV Lethbridge



"BIG ENOUGH for an ELEPHANT or a COMBINE"

That's what we said about our Studio One, when we first went into operation. . . .

WELL . . . Here's the Elephant!



See our Reps: Canada - Radio Reps.
U.S.A. - Adam Young Television.

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Television Division

Radio Representatives Limited

Toronto Vancouver Winnipeg Montreal

CBC-TV NETWORK SHOWS FOR 1955-6

These times are effective October 30. Until then, live U.S. originations will be seen on the network one hour earlier than listed.

- 12:30-1:00 p.m. Sunday — "This Is The Life".
- 1:00-1:15 p.m. Sunday — United Nations Program (to connected stations only).
- 1:15-1:30 p.m. Sunday — To be announced.
- 1:30-2:00 p.m. Sunday — "Country Calendar".
- 2:00-4:30 p.m. Sunday — Football (until November 27.)
- 2:30-3:00 p.m. Sunday — "So This Is Hollywood", sponsored by The Toni Company, through Spitzer & Mills Ltd. (Starts December 4.)
- 3:00-3:30 p.m. Sunday — Prudential Program, sponsored by Prudential Insurance Co. of America, through Foster Advertising Ltd. (Starts December 4.)
- 3:30-4:30 p.m. Sunday — "Climax", and every fourth week, "Shower of Stars", sponsored by The Chrysler Corporation of Canada Ltd., through McCann-Erickson Inc. (Starts December 4.)
- 4:00-4:30 p.m. Monday through Friday — "Homemakers' Show". Spot program. (Starts November 1st approximately.)
- 4:30-5:00 p.m. Sunday — "Lassie" sponsored by Colgate - Palmolive Ltd. through Foster Advertising Ltd.
- 4:30-5:00 p.m. Monday through Friday — Children's program.
- 5:00-5:30 p.m. Sunday — Children's program.
- 5:00-5:30 p.m. Monday through Thursday — Children's program.
- 5:00-5:30 p.m. Friday — "Roy Rogers", sponsored by General Foods Ltd. through McConnell Eastman & Co. Ltd.
- 5:00-5:30 p.m. Saturday — "Wild Bill Hickock", sponsored by Kellogg Co. of Canada Ltd., through Leo Burnett Co. of Canada Ltd.
- 5:30-6:00 p.m. Monday through Friday — "Howdy Doodv", Monday, sustaining; Tuesday, Colgate-Palmolive Ltd. through Foster Advertising Ltd; Wednesday, Standard Brands Ltd., through MacLaren Advertising Co. Ltd. (5:45-6:00); Thursday, Nabisco Foods Ltd. through MacLaren Advertising Co. Ltd. and Fry-Cadbury Ltd. through Harold F. Stanfield Ltd.; Friday, Campbell Soup Co. Ltd., through Cockfield Brown & Co. Ltd. (5:45-6:00).
- 5:30-6:30 p.m. Saturday — "Disneyland" sponsored by American Motors (Nash) and Courtaulds (Canada) Ltd., both through McKim Advertising Ltd. and Swift Canadian Co. Ltd. through McCann-Erickson Inc.
- 6:00-6:30 p.m. Sunday — "Exploring Minds".
- 6:30-7:00 p.m. Sunday — "Father Knows Best" sponsored alternate weeks by DuPont Co. of Canada Ltd. through Vickers & Benson and Imperial Tobacco Sales Co. of Canada Ltd. through McKim Advertising Ltd. (Starts October 16.)
- 6:30-6:45 p.m. Saturday — "Do It Yourself" sponsored by Flo-Glaze through Locke Johnson & Co. Ltd.
- 6:45-7:00 p.m. Monday through Saturday — News.
- 7:00-7:30 p.m. Sunday — "Our Miss Brooks", sponsored by General Foods Ltd. through Baker Advertising Agency Ltd. (Starts October 23.)
- 7:00-7:30 p.m. Monday through Friday — "Tabloid".
- 7:00-7:30 p.m. Saturday — (Two alternating programs) "Navy Log" for Sheaffer Pen Co. of Canada Ltd. through Harold F. Stanfield Ltd. and "Burns & Allen" for The B. F. Goodrich Rubber Company of Canada Ltd., through Foster Advertising Ltd.
- 7:30-8:00 p.m. Sunday — "News Magazine".
- 7:30-8:00 p.m. Saturday — "Holiday Ranch" sponsored by Canadian Canners Ltd. through Baker Advertising Agency Ltd.
- 8:00-9:00 p.m. Sunday — "The Ed Sullivan Show" sponsored by Ford Motor Co. of Canada, through Cockfield Brown & Co. Ltd.
- 8:00-9:00 p.m. Monday — "Caesar's Hour"—divided between three sponsors: RCA Victor Co. Ltd. through Spitzer & Mills Ltd.; Adams Brands Sales Ltd., through Baker Advertising Agency Ltd. and Speidel Canada Ltd. through Sullivan, Stauffer, Colwell, Bayles Inc.
- 8:00-9:00 p.m. Tuesday — "General Motors Theatre" and, every third week, "The Chevy Show", sponsored by General Motors of Canada Ltd. through MacLaren Advertising Co. Ltd.
- 8:00-8:30 p.m. Wednesday — "Vic Obeck Show" sponsored by W. C. Macdonald Inc. through Harold F. Stanfield Ltd.
- 8:00-8:30 p.m. Thursday — "Harmony House" (unconfirmed) for Nabob Foods Ltd. through James Lovick & Co. Ltd. (Western stations only). (Tentative starting date October 20.)
- 8:00-8:30 p.m. Friday — (Two alternating programs) "The Wayne & Shuster Show", sponsored by Christie Brown & Co. Ltd. through MacLaren Advertising Co. Ltd. and "Date-line", sponsored by the Dept. of National Defence through Ronalds Advertising Agency Ltd.
- 8:00-8:30 p.m. Saturday — "Stage Show" sponsored by Nestlé (Canada) Ltd. through Cockfield Brown & Co. Ltd.
- 8:30-9:00 p.m. Wednesday—"I Love Lucy", sponsored alternately by Sylvania Electric (Canada) Ltd. through Harold F. Stanfield Ltd. and H. J. Heinz Co. of Canada Ltd. through MacLaren Advertising Co. Ltd.
- 8:30-9:00 p.m. Thursday — "Jane Wyman Show" sponsored alternately by Procter & Gamble Co. of Canada Ltd. and Robin Hood Flour Mills Ltd., through Young & Rubicam Ltd.
- 8:30-9:00 p.m. Friday—"The Plouffe Family" sponsored every other week by Colgate-Palmolive Ltd. through Spitzer & Mills Ltd.
- 8:30-9:00 p.m. Saturday — "The Honeymooners" sponsored by General Motors of Canada Ltd. (Buick) through MacLaren Advertising Co. Ltd.
- 9:00-9:30 p.m. Sunday — "Four Star Theatre" sponsored alternately by the Singer Manufacturing Company, through Young & Rubicam Ltd. and Bristol-Myers Co. of Canada Ltd. through Ronalds Advertising Agency Ltd.
- 9:00-9:30 p.m. Monday — "Medic" sponsored alternately by Dow Chemical of Canada Ltd. through MacManus, John & Adams of Canada Ltd. and Simmons Ltd., through Cockfield Brown & Co. Ltd.
- 9:00-9:30 p.m. Tuesday—"Dragnet" sponsored alternately by General Foods Ltd., through Baker Advertising Agency Ltd. and S. C. Johnson

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.

& Son Ltd., through Needham, Louis and Brorby Inc.

9:00 to 9:30 p.m. Wednesday — "Cross-Canada Hit Parade", tentative sponsor, Ford Motor Co. of Canada, through Cockfield Brown & Co. Ltd.

9:00-10:00 p.m. Thursday — "Kraft TV Theatre", sponsored by Kraft Foods Ltd. through J. Walter Thompson Co. Ltd.

9:00-9:30 p.m. Friday — To be announced.

9:00-9:30 p.m. Saturday — "On Camera" sponsored by Procter & Gamble Co. of Canada Ltd. through the F. H. Hayhurst Co. Ltd.

9:30-10:00 p.m. Sunday — "General Electric Showtime" sponsored by the Canadian General Electric Co. Ltd. through MacLaren Advertising Co. Ltd.

9:30-10:00 p.m. Monday — "The Denny Vaughan Show", sponsored by Lever Brothers Ltd. through Young & Rubicam Ltd.

9:30-10:00 p.m. Tuesday — "Pick The Stars", sponsored by Canada Packers Ltd. through Cockfield Brown & Co. Ltd.

9:30-10:00 p.m. Wednesday — "The Jackie Rae Show", sponsored alternately by Sunbeam Corporation of Canada Ltd. through Vickers & Benson Ltd. and The Borden Company Ltd., through Young & Rubicam Ltd.

9:30-10:00 p.m. Friday — "Star Stage", sponsored by Campbell Soup Co. Ltd., through Cockfield Brown & Co. Ltd.

9:30-10:45 p.m. Saturday — "NHL Hockey", sponsored by Imperial Oil Ltd., through MacLaren Advertising Co. Ltd.

10:00-11:00 p.m. Sunday — Feature program.

10:00-11:00 p.m. Monday — "Studio

One", sponsored by Canadian Westinghouse Co. Ltd. through S. W. Caldwell Ltd..

10:00-10:30 p.m. Tuesday — "Citizens' Forum".

10:00-10:30 p.m. Wednesday — "Big Town", sponsored by Lever Brothers Ltd. through J. Walter Thompson Co. Ltd.

10:00-11:00 p.m. Thursday — "Concert Hour".

10:00-10:45 p.m. Friday — "Gillette Cavalcade of Sports" (Fights), sponsored by Gillette Safety Razor Co. of Canada Ltd. through Maxon Inc.

10:30-11:00 p.m. Tuesday — (Two alternating programs) "What's My Line?", sponsored by Remington Rand Ltd. through Locke Johnson & Co. Ltd., and "Jimmy Durante", sponsored by McColl Frontenac Oil Co. Ltd., through Ronalds Advertising Agency Ltd.

10:30-11:00 p.m. Wednesday — "Press Conference".

10:45-11:00 p.m. Friday — "Sport Show", sponsored by Tuckett Ltd. (Buckingham Cigarettes) through MacLaren Advertising Co. Ltd.

10:45-11:00 p.m. Saturday — "Whitehall Sports Program", sponsored by Whitehall Pharmacal (Canada) Ltd., through Young & Rubicam Ltd.

11:00-11:10 p.m. Saturday — News.

11:10-11:30 p.m. Saturday — "The Billy O'Connor Show", sponsored jointly by Ayers Ltd. and L. E. Waterman Co. Ltd., both through McKim Advertising Ltd.

11:30-12:30 p.m. Saturday — "Saturday Night Wrestling", sponsored jointly by H. Simon & Sons Ltd. and Bond Clothes Shops, both through Harold F. Stanfield Ltd., and Success Wax Ltd. through Schneider, Cardon Ltd.

RCA TUBES

for the
BROADCASTER



Television Veteran

Take a good look at the RCA 5820 Image Orthicon... a seasoned television veteran. Designed primarily for outside pickup, the 5820 is also suitable for studio use. features exceptionally high sensitivity... a spectral response approaching that of the eye... unusual stability... and a resolution capability of better than 500 lines.

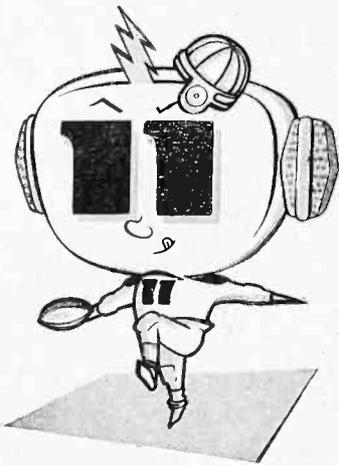
Your RCA Tube Distributor is an old campaigner, too. He talks your language, understands your problems. He will soon have a complete line-up of RCA-design tubes ready to fill your tube requirements. In the meantime, contact the Tube Dept., RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30, for full information.



TUBE DEPARTMENT

RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30



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100,000
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to
Kick-Off
The Season

YOUR HOST

Mr. Eleven

Brings a Brighter, Sharper Picture
to Canada's Richest Market

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CHANNEL 11

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**GET ATTENTION WITH
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There's no end to the special effects you can get with magnets. Packages and small items can be suspended invisibly on backgrounds, cigarettes will stand up, match boxes can fly together. Invaluable for TV or window display purposes, Alnico Permanent Magnets cost little, yet last for years. Get them from Eric Hardman, all sizes from one eighth of an ounce upwards. Phone or write for prices.

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U. S. Senate

SAY TV CRIME SHOWS MORE HARM THAN MOVIES, RADIO OR COMICS

Steps to cut what it called the "calculated risk" in broadcasting TV crime and violence shows during children's viewing hours, has been urged by a US senate sub-committee on juvenile delinquency.

In an interim report, the sub-committee said that, although it had been unable to find proof of a "direct causal relationship" between such programs and the actual performance of criminal acts, there was reason to believe that television crime programs are "potentially much more injurious to children and young people than motion pictures, radio,

or comic books".

In view of the fact that young children are continually exposed, through the medium, to "ruthless and unethical" forms of behavior, the senators said they felt it would be wise to minimize the risk as much as possible, and recommended that the US Federal Communications Commission exercise stricter control over television programming. They added that the agency should be given power to fine stations which violated certain minimum standards.

The sub-committee stressed the fact that it had rejected all suggestions for some kind of governmental censorship. While the US government could carry out a few of the group's recommendations, "the majority, however, can be made effective only by individual parents and by responsible leaders in the US television industry," it added.

Among the other recommendations,

were the formation of citizens' councils to report offensive material to responsible sources, and the establishment of collective responsibility of managers of all stations which are members of NARTB, US broadcasters trade association, for television programming.

Also suggested was the extension and tightening of the Association's code so that a minimum standard of program balance could be established, and shows which may teach the technique of crime kept off the air.

The board felt that broad research programs into the effects of TV on children's behavior should be launched by public and private foundations, and urged that the US congress set up a presidential commission to study mass communication media and to report on practices and materials which might have a detrimental effect on youth.

Now Nearing Completion



**Power + Tower =
COVERAGE**

Effective October 30th, CKCO-TV will increase its power to 54,000 watts maximum and transmit from a new tower 650 feet high and 2090 feet above sea level. This increase will enable CKCO-TV to bring within its coverage area 1 1/2 million people with over a 1/4 million sets. This population represents over one-tenth of Canada's people.

ckco-TV - CHANNEL **13** KITCHENER

CKCW-TV PARADES PERSONALITIES

There was certainly no lack of variety in the personalities who passed in front of CKCW's TV cameras this summer.

A *Special Events* series faced off with an interview with National Hockey League star Maurice (The Rocket) Richard, who was followed later in the season by Gorgeous George of wrestling fame. An original twist in personality interviews was provided when CKCW-TV brought a local race horse before the cameras on a sports broadcast.

The four legged angle was followed through when Terry Von Grafmar, a german shepherd dog from Brantford, was put through his paces on the air for twenty minutes.

Of value to everyone was the display of first aid by the Canadian championship team of Canada Cement Co. Ltd. This program won praise from the local Civil Defence, St. John's Ambulance and Red Cross organizations.

Gautier's Steeplechase, an act featuring five ponies and six fox terriers which hails originally from Marseilles, France, appeared on the Fall Sportsmen's show sponsored by the

Kinsmen. Also on this show was Skating Barry's roller skating act from Kansas City.

A Moncton girl, Diane Matheson, arriving home in triumph after breaking the women's world record in the 100 yard dash at the CNE in Toronto, was presented with a silver tray from the city of Moncton by the mayor, before the TV cameras.

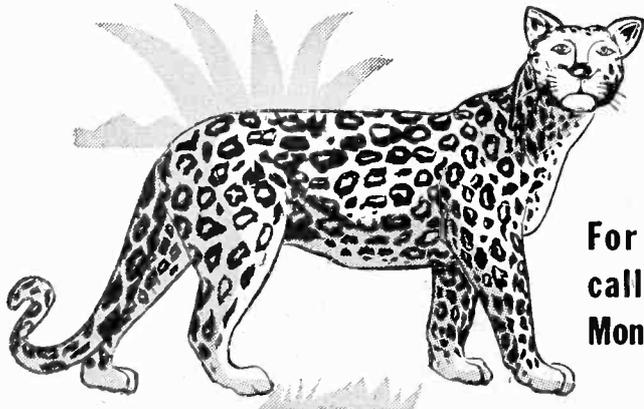
FOUR STATIONS JOIN NEWS POOL

Four new stations have joined the Canadian Television News Film Cooperative, bringing the total membership to eight. The additions are: CJON-TV, St. John's, Newfoundland; CHSJ-TV, Saint John, N.B.; CKCO-TV, Kitchener, Ont., and CKSO-TV, Sudbury, Ont.

Membership in the cooperative, which also lists as members CFQC-TV, Saskatoon, Sask.; CFPL-TV, London, Ont.; CKCW-TV, Moncton, N.B., and the CBC, is open to all Canadian television broadcasters who are prepared to develop television news operations.

YOU CAN'T

change the SPOTS on a LEOPARD, and that's why successful Advertisers have bought and stayed with Canada's most successful kitchen show: "A LA BONNE FRANQUETTE."



For participation call Jos. A. Hardy Montreal - Toronto



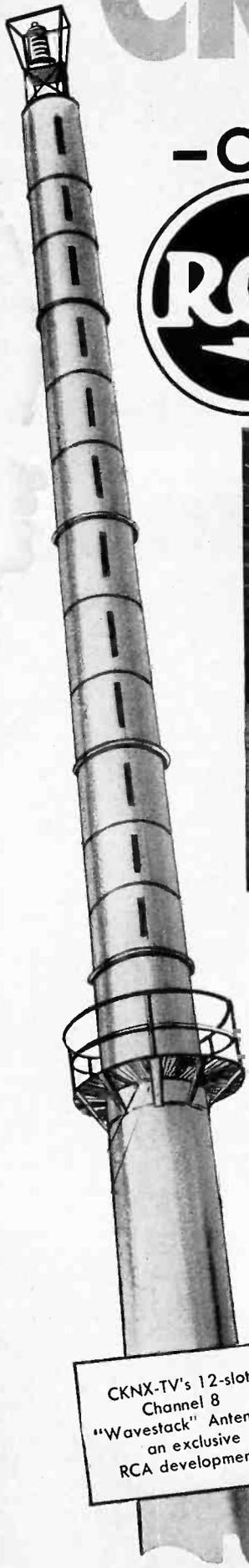
Another Widely-Known Canadian Broadcaster goes "All the Way" with RCA!

CKNX-TV Wingham

-Canada's 19th TV Station to choose



Television Equipment



CKNX-TV's 12-slot Channel 8 "Wavestack" Antenna, an exclusive RCA development.



Examining a model of CKNX-TV's coverage pattern are, left to right, W. T. "Doc" Cruickshank, Station President, Ken. G. Chisholm, RCA Victor Representative, Bud Cruickshank, Station Manager and Scott Reid, CKNX-TV's Chief Engineer.

"We are most happy to join the large group of Canadian Broadcasters who have chosen RCA TV equipment "all the way". Through careful choice of site and equipment we shall be able to have the coverage we need (largest Ontario area inside B contour of any station in our province) at a comparatively modest initial cost, and with the low operating expenses of RCA's TT-2AH 2 KW Transmitter. All my staff feel that we have the best equipment working for us."

W T Cruickshank

Congratulations to CKNX-TV on their new television station to serve the Wingham area. RCA Victor is proud to be associated with this important project as manufacturer and supplier of the complete CKNX-TV installation, including the powerful two-kilowatt type TT-2AH Television Trans-

mitter, RCA "Vidicon" film cameras, new RCA sound-and-picture Microwave—and revolutionary 12-slot "Wavestack" antenna. The addition of CKNX-TV Channel 8 Wingham, Ontario to the RCA Victor roster swells the list of RCA-equipped television stations to 19 in Canada!

For your TV equipment requirements . . .

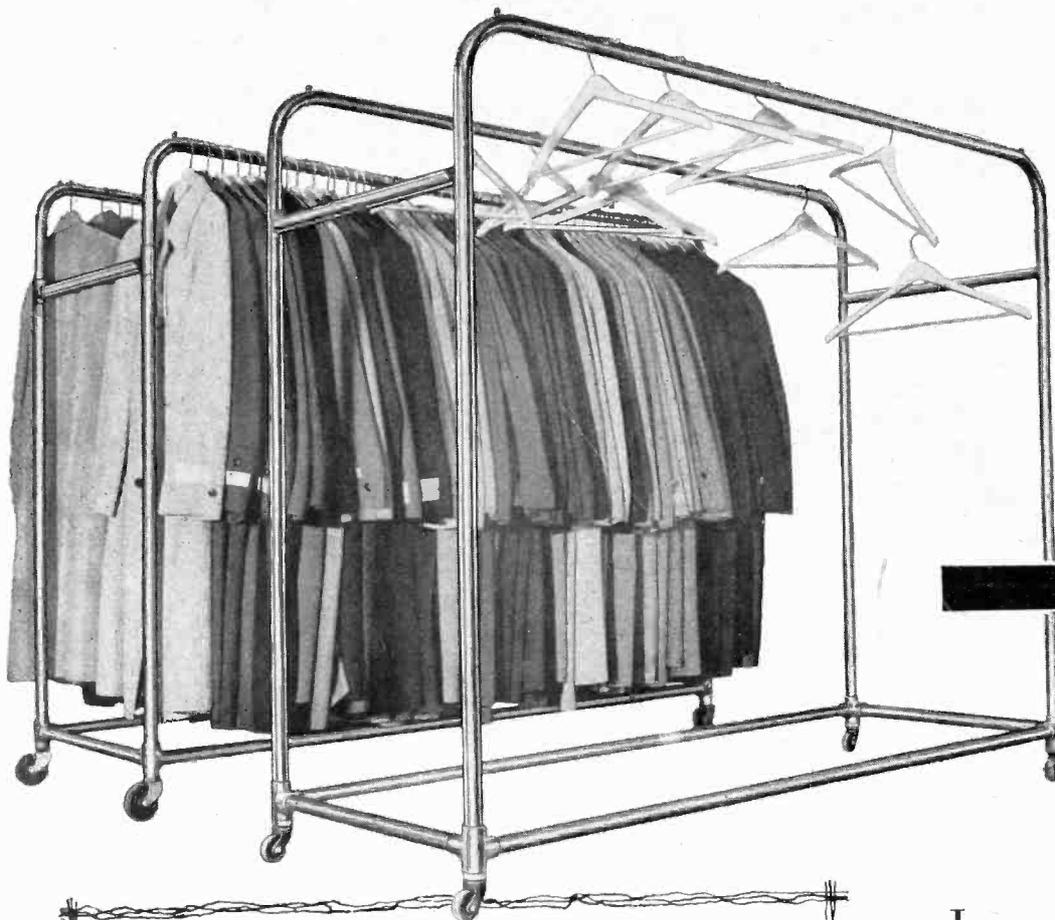
call on your nearest RCA Victor Broadcast Engineer, or write direct to the Engineering Products Department, RCA Victor Company, Ltd., 1050 Lacasse Street, Montreal 30.



ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR COMPANY, LTD.

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RADIO EMPTIED THIS RACK!

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

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

IN ONTARIO, \$321,641,600* per year is spent on wearing apparel and accessories. A well-known Toronto clothier increased his share of this giant market by advertising on CFRB with regular programs and spot announcements.

Why did he buy time on CFRB? For one sound reason. CFRB brought him sales . . . just as it can bring you sales.

Of course there are other ways of advertising that will bring you sales too. But radio selling messages have a persistence all their own . . . a stay-with-your-customer quality. Today you find radio selling messages emanating from the living room, kitchen, office, workshop, car . . . even the beach and the garden.

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

CFRB can be your opportunity to increase your sales in this No. 1 market. Why not give CFRB a call and let a representative show you how CFRB can up your sales.

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

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