THE MOST!
In extending sincere Greetings for Christmas and the New Year, the 136 radio and 24 television stations of the Canadian Association of Radio and Television Broadcasters pledge to continue their policy of serving the people of Canada with the entertainment and information most of them want to hear most.

### Radio Broadcasting Stations

<table>
<thead>
<tr>
<th>Region</th>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>ATLANTIC (18)</td>
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### Television Broadcasting Stations

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<tr>
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<th>Station</th>
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<td>CFCY-TV</td>
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<th>FRENCH LANGUAGE (4)</th>
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<td>CKHS-TV</td>
<td>Rimouski, P.Q.</td>
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<td>CJLB-TV</td>
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<td>CKCC-TV</td>
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<tr>
<td>CFQK-TV</td>
<td>Saskatoon, Sask.</td>
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</table>
Les Holroyd's Showcase

A FIRST LOOK AT COLOR TV

Anyone who has not yet seen color television has something to look forward to. I saw my first color show while in New York City recently and to say I was pleasantly surprised would be an understatement.

While the program itself — it was a half-hour show in NBC's children's series Howdy Doody — held little appeal for me, this seemed to be unimportant. To sit in front of a television which could quite easily have been in a front living room and watch a program in full color was enough to satisfy one, at least on the initial exposure.

The receiver was one especially set up by NBC to give visitors and New Yorkers alike a chance to see color TV. With the exception of myself and the man who tuned the set, everyone in the viewing room was a mother or father of the children who make up the studio audience for the show. Even their cries of joy when their sons or daughters appeared on the screen failed to distract me.

Although this one show may not be a fair criterion on which to base judgment of the quality of color programs in general, since it was being produced in the same building I was viewing it in, I would say the color varied from fair to excellent. One segment of it did come from outside and it was the poorest color of the show. It came live from an outdoor stadium in Lansing, Michigan. In this portion the colors were sometimes weak and seemed to run into one another but even this was not a serious fault. However, I do think that prolonged viewing of this type of picture would tire the eyes more rapidly than does black and white.

One complaint that has been voiced by some critics is the difficulty of tuning a color receiver. This they say could be overcome if the network would transmit "color bars" are a series of strips of various colors and by adjusting the set so that these come in clearly, only slight changes need be made after the program starts. In this case it was done and it seemed to prove a good idea since no further adjustments were needed.

Color sets seem to be a good investment even though the vast majority of programs are still in black and white. Prior to Howdy Doody the set was tuned to another children's program, The Pinky Lee Show which was in black and white. The reception of this was better than anything I have ever seen on an ordinary receiver with definition and contrast comparable favorably with a well made movie.

FIRST ALL-COLOR STATION WNBQ, the NBC television station in Chicago, will be the first all-color television station in the world. Brigadier General David Sarnoff, chairman of the board of RCA and NBC, said in an announcement last month. Plans call for WNBQ to be telecasting a full schedule of color by April 15, 1956.

SEASON'S GREETINGS!

1,000,000 tourists and 57,000 Quebeckers rely on the only English voice of ancient Quebec.

CJQC QUEBEC CITY 250 watts 1340 k.c.

Represented by Radio & Television Sales Inc.

Toronto Montreal

Sweet Pickings

“IT'S A WOMAN'S WORLD”

With Jacqueline Penn.

Here's a half hour bringing the world of women to the woman in her home. No recipes. No fashion tips. No time wasting chit-chat. It's all informative, challenging and stimulating, radio feature of the utmost interest to Calgary women.

SWEET PICKINGS:

- But definitely;
- This is no time to delay; Phone, wire or call the All-Canada pre-sold by Jacqueline herself;
- NON-COMPETITIVE ACCOUNTS MAY PARTICIPATE - CLASS "A" ONE MINUTE RATE APPLIES.

Calgary's CFAC 960 KC

More Listeners More Buyers
Sincere Season's Greetings

AM CKCW TV
Carbon Copy To Joe Boss

At this time of year, when it is the general practice for the president of "A" company to exchange formal greetings with the president of "B" company, the thought arises that battles are not won by generals alone. Neither, of course, are they brought to a satisfactory conclusion by the rank and file. Just as the men in the field need the brass hats at the base to plan and steer, and the brass hats need the men to put their plans into action, so is everyone in a business, from the seasoned old campaigner at the head of it to the latest learner to join, an essential part of the team. It is only through the close co-operation of every individual on that team that the goal of success can be attained.

This is why this year, in this, the fourteenth and biggest Christmas issue that we have produced to date, we are taking time out in the office to acknowledge that each one of us depends in no small measure upon the others, whether they work for you or over us, as we work to make or rather to earn our livings. But this is not confined to the office.

The most interesting article would never get into this paper unless it was accurately and neatly printed, and this depends not only on the skill of the printers, but the efficiency of the boy or girl who picks up the copy or brings back the proof. So may we say "Happy Christmas to all copy boys!"

The slickest of papers would never reach its readers unless someone sounded an addressing machine. So "Happy Christmas to addressing machine operators and mailing clerks".

It would never be delivered to its individual readers, were it not for the sorters and mailmen who work for the post office. So "Happy Christmas to all postal employees".

A happy Christmas to the competitors who keep us on our toes; the critics who tell us when we fail; those rarer ones who remember to say so when we succeed to the advertisers — especially those who get in their copy on time — whose space purchases are a vote of confidence in our effort.

Finally, we should like to wish a very happy and merry Christmas indeed to those who form the only group which is really deserving of a paper's consideration — our long-suffering (or impatient), loyal (or perfidious), thoughtful (or uncom-

quaintial), serious-minded (or scatter-brained), fun-loving (or sour puse), democratic (or socialistic) readers.

And just in case there is anyone we may have missed, why a very merry Christmas to them too.

Christmas 1955

This is the time for peace and goodwill to all men. It is also the season when critics of our way of doing things trot out their perennial complaint that Christmas has lost its true significance . . . no longer has any serious meaning . . . is nothing but a huge party . . . has gone completely commercial.

If the proper celebration of what Christmas day commemorates ought to be a dolorous and lugubrious one, then these people are indeed right. But if, as The Book says, "It is the thing, then the yearly celebration is highly fitting.

The gathering of friends, reunion of families and the friendly and sociable intermingling of those who are associated in business are commendable demonstrations of the invocation to love our neighbors, and it is right and proper, that these manifestations should be renewed from year to year.

The charge that Christmas is commercial means presumably that it is wrong for the makers and sellers of just about everything that is made and sold to expose their wares — in store windows or by means of the various kinds of advertising — to people who will be following the custom of giving presents to their families and friends. Yet those who condemn the practice will, in the next breath, quote from Holy Writ: "It is more blessed to give than to receive".

The scale of modern Christmas giving may be extravagant in comparison with that of fifty or a hundred years ago, before radio, television, or even motor cars came on the scene. The fact is that it is so extravagant that today it affords thousands of people an opportunity for year round and — because of the happiness it creates — useful employment. It contributes materially to the economy of the country to the point where it has even made the difference between good times and bad.

"Joy to the world" sing the carollers. Joy was the significant word in the original Christmas. If you think this significance has gone, just look into a child's eyes — your child's, any child's — this Christmas morning.

Christmas Encore

(Reprint of the CHAT, Medicine Hat, advertisement which appeared in this paper's 1954 Christmas issue)

Hello — Room Service?

Say, we know that it's Christmas time, and that you're pretty busy . . . but when you get a moment, will you送上 a batch of ice, and a fennel of mix . . . we've got a bunch of friends up here, and we want to pour one and do a little reminiscing . . . a little thinking back about the year that's ending . . . about the work we've done together and the fun we've enjoyed likewise . . . about business generally and for the future . . . about the CBC and CAPAC and TV and Liberace . . . about box tops and PJs and cost per enquiry . . . about fluffs and make-go-rounds about all the guys and girls we've worked with, or wrote to about work . . . about all the fun there is in this business . . . about all the wonderful people there are tied in with it in some way or another.

And while you're at it . . . will you phone the other departments in this hotel . . . and tell 'em that we forgive them for all the cold meals . . . phone cut-offs . . . the hours of waiting for rooms . . . the dry cleaning that arrived after the ball was over . . . It's been another interesting year . . . packed full of all the things that make this life worth while . . . and us — if you break a rule just once . . . COME ON UP AND JOIN US!!
Sincere Season's Greetings

AM CKCW TV
Carbon Copy To Joe Boss

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POULIOT NAMED ASSISTANT CHAIRMAN

A DRIEN POULIOT, dean of the faculty of science at Quebec City's Laval University and member of the CBC Board of Governors since 1939, has been appointed to succeed the late René Morin as vice-chairman of the Board. Morin's death in July created one vacancy on the eleven-man Board, which has not been filled as yet.

POULIOT is a native of St. Jean, Quebec, and he is a director of L'Institut Canadien de Quebec and former president of L'Association Canadienne-Française Pour L'Avancement des Sciences, La Société du Parler Français Au Canada and Le Comité de la Survivance Française en Amerique.

The dean is a member of La Société Mathématique de France, American Mathematical Society, American Association for the advancement of Science, Mathematical Association of America, Canadian Institute of Mining and Metallurgy and the Engineering Institute of Canada.

He is a Licencie des Sciences Mathematiques of the Sorbonne, Paris, a Bachelor of Science from l'Ecole Polytechnique in Montreal and a graduate of the University of Chicago. Among his many other degrees and awards the dean holds the Grande Medaille d'Honneur des Ingenieurs-Docteurs de France from the University of Ottawa. He is also a Laureate of the French Academy Pour L'Avancement des Sciences, La Société de la Lettre et de la Médecine, La Société Mathematique de France, La Société des Chemins de Fer de France, La Société des Sciences, L'Astronomique de France, and many others.

The Ottawa, Hull and district Labor Council (CCL) has accused the owners and operators of CKOY, Ottawa, of intimidating union members who returned to work after the two month strike at the station.

A statement issued by the Council claims that two strikers were fired with threats of dismissal from the return to work on October 24. One department head is said to have resigned because of abuse to which she was subjected.

Duncan K. MacTavish, president of CKOY, said the statement by the Labor Council came as a "complete surprise".

EXPERTISE ANNOUNCERS WANTED

For one of Western Canada's most modern radio stations in Northern British Columbia. Good working conditions . . . top salary paid. Application must be accompanied by a taped audition. Applicants are asked to write to:

The Manager,
Radio Station CJDC,
Dawson Creek, B.C.

WANTED

EXPERIENCED CONTINUITY WRITER,
MALE OR FEMALE.

Apply stating salary and experience to:
Assistant Manager
CKX-CKX-TV
Brandon, Man.

SALES MANAGER

A good position as

is open for the right man at

CHVC NIAGARA FALLS

B. HOWARD BEDFORD
President

WANTED—NEWS EDITOR

Position of News Editor open in Metropolitan market station as of January 1st. Excellent salary plus commission but ability to write, research news and ad lib are essentials for this job. Our staff are aware of this advertisement. If you are interested, please write or phone details on yourself and send tape to

E. F. Job,
CFJB,
Brampton, Ontario.

TOP WAGES FOR A TOP MAN

We have an outstanding opportunity for a first-class announcer specializing in news, D. J. J., or both.

No floaters or bad risks will be considered.

We want a competent reliable performer, capable of getting and holding a major share of the audience in a tough competitive market.

If you are looking for a secure position with a progressive radio station offering excellent working conditions and remuneration, airmail a tape and full details to:

Mr. J. ACK STEWART,
Program Manager,
Radio Station CKY,
WINNIPEG, Man.
The men and women of RCA Victor's Engineering Products Department take this opportunity to extend their best wishes to Canadian Broadcasters from coast to coast. May you enjoy the merriest of all Christmases, and good health and prosperity and the New Year to come!

The 38 RCA-Equipped AM, FM and TV stations across Canada:

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FOR AM • FM • TV . . . LOOK TO THE . . . ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR COMPANY, LTD.

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER
BREWERY TREATS CFCF MONTREAL LISTENERS TO DAY-LONG GREY CUP VANCOUVER BROADCAST

CFCF ELECTRONICS on Grey Cup Day were a three thousand mile radio bridge of friendship, diplomacy, and history between Eastern and Western Canada.

Mayors of Canada's principal cities, prominent sports writers and Montreal Alouette fans have been loud and spontaneous in their praise of the CFCF operation, which made a full fifteen hours of Grey Cup Day festivities, opinions and the game itself, available to over a million Eastern listeners.

It involved sending to Vancouver a team of eight announcers, production men and engineers to run the CFCF operation. It was claimed to be the longest remote CFCF operation. It was claimed to be the longest remote CFCF operation. It was claimed to be the longest remote CFCF operation. It was claimed to be the longest remote CFCF operation.

From the time the unit went on the air at 9:00 A.M. EST, until sign-off at midnight, the CFCF air audience was kept in touch with all the highlights of the day, including the gossip of football headquarters in Hotel Vancouver, the big parade, pre-game and post-game opinions from Eastern and Western mayors, the football experts and the Montreal man on the street, transplanted to Vancouver for the big event.

And telegrams received by the unit showed their listeners extended from Ottawa in the West to Quebec City in the East.

Long before the game started, production manager Mike Wood, feature sports announcer Keith Dancy, sports editor Russ Taylor and the announcers Gord Sinclair and Russ Griffiths had circulated through the crowds and the hotel rooms. They lined up interviews with visiting mayors, players, coaches, managers and other celebrities.

These before and after game preparations brought to CFCF air, the hopes and opinions of them all.

The station's idea was to enable the fans to temper their own conclusions of the game with available expert and official opinions brought to them in their living rooms.

TIES OF FRIENDSHIP

Consensus of many of the interviews was that the operation strengthened the ties of friendship and understanding between the East and West, despite the defeat of the Alouettes by the Edmonton Eskimos.

The sentiments were expressed by Mayors Jean Drapeau of Montreal Nathan Phillips of Toronto, William Hawrelak of Edmonton, Fred Hume of Vancouver, and others including the mayors of Regina and Medicine Hat.

Other Eastern mayors sent their good wishes West by way of CFCF tape recordings. Keith Dancy recorded their expressions of goodwill during the official Alouette presentations made to the mayors of principal cities as the official train rolled West. These tapes were included in the CFCF Grey Cup Panorama.

Alouette fans who stayed at home got into the act when they accepted offers of Gord Sinclair to send telegrams of good wishes before the game and messages of condolences and support after the game. As many as possible were read over the air. These wires showed the extent of the CFCF audience.

Over-all supervision of the operation was under CFCF assistant manager Dick Misener. Technical production was handled by Chief Engineer Creighton Douglas and his assistant George Bowden.

The broadcast was sponsored by Molson's Brewery.

One prominent sports announcer interviewed said the joint CFCF-Molson's effort made broadcast history and probably would set a pattern for future Grey Cup coverage.

Plans to announce the sponsor's name from Vancouver were abandoned when the B.C. Liquor Commission ruled it contravened B.C. Provincial Law. The commercials had to be read from the CFCF studio in Montreal.

Officials of Molsons Breweries are so pleased with the Panorama which they sponsored, they are going to stage a reception for all personnel taking part in the presentation.

'RB MAN AIRS PARADE FROM CRANE

WHEN ALL SPACK in the Hotel Vancouver was found to be taken up by the CBC and other broadcasters, Wally Crouter, CFRB Toronto's Top o' the Morning torturer was given a broadcasting point of vantage in what he described as a wooden gondola hanging at the corner of Georgia and Howe streets from a giant 25-ton crane.

Sports director Wes McKnight, Wally and Bill Baker, on the technical side, went west for the big day, to feed back the Grey Cup preliminaries and game, and when they found there was no spot for them, it looked as though the jig was up.

Another monkey wrench was thrown in the works when it was found that interference from neon signs and traffic lights made it impossible to broadcast from the crane. However, the obliging committee persuaded city engineers and police to cooperate, with the result that all neon signs and traffic lights in the block were cut off during the parade, and Wally was able to do his show.

Photo by Fednews.

JOE COEUR NOEL!
MERRY CHRISTMAS!
From the happy prosperous
4,000,000 LISTENERS
Served by
CKVL
VERDUN-MONTREAL
850 kc. 10,000 watts
Represented by
Radio & Television Sales Inc.
Montreal Toronto

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

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

CR Ma. 6731. Lo. 8419
CP Ma. 7531 Lo. 107

'RB MAN AIRS PARADE FROM CRANE

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Photo by Fednews.
December 7th, 1955

Canadian Broadcaster & Telescreen

Page Nine

**CJCA**

EDMONTON

WE'RE BUSY IN
Edmonton's TRADING AREA

34% ARE BUSY IN
AGRICULTURE

FARM CASH RECEIPTS IN 1954
207 MILLION

26% ARE BUSY
BUILDING
AND MANUFACTURING

Consumer Income Estimated HIGHER IN 1955

Commodity Price Level HOLDS FIRM

29% ARE BUSY IN
WHITE COLLAR JOBS

PROFESSIONAL, MANAGERIAL, FINANCIAL, CLERICAL

in Edmonton, alone
356 NEW BUSINESSES
opened in 1955

EDMONTON IS BUSY EXPANDING

HUNSDERS BAY STORE ADDITION
FEDERAL OFFICE BUILDING
WESTMOUNT SHOPPERS PARK
PROVINCIAL AUDITORIUM
2 COMPOSITE HIGH SCHOOLS
INLAND CEMENT
CITY HALL

4,000 NEW HOMES IN 1955!

EDMONTON'S TRADING AREA COVERED
55,000 SQUARE MILES

WE'RE BUSY SERVING
590,000 PEOPLE

Your ALL-CANADA STATION

WE'RE BUSY IN

broadcasting to the MAJORITY

DAY

sets tuned in 38%

\[ \text{CJCA} \]

\[ \text{Station 2} \]

\[ 46\% \]

\[ \text{Station 3} \]

\[ 12\% \]

\[ 13\% \]

NIGHT

sets tuned in 40%

\[ \text{CJCA} \]

\[ \text{Station 2} \]

\[ 43\% \]

\[ \text{Station 3} \]

\[ 14\% \]

\[ 13\% \]
When anything happened anywhere during Grey Cup days, CKWX, Vancouver seems to have been right there with its mikes to get it onto the air.

CKWX - Radio met all special planes and trains with on-the-spot live broadcasts. They greeted dignitaries and fans alike as they arrived at the two railway stations and the airport, or cornered them in hotel lobbies as they signed the registers.

In Chinatown, Exhibition Gardens, where Miss Grey Cup was crowned, the Schenley awards presentation, at the parade, CKWX mikes' mikes were on the job while attractive girls from the station staff dazzled visitors with their cheery signs of welcome. A welcoming committee of from six to twelve staffers was on hand all the time, to do the interviews and, besides their own shows, originate direct broadcasts for CJAD, Montreal, CKCK, Regina and CJCA, Edmonton.

CKWX sportscaster Bill Stephenson was loaned to CBC-TV to broadcast the play-by-play commentary along with their own Steve Douglas.

SCHOOL HOUSE BLAZE
When one of the public schools in Kirkland Lake was gutted by fire, CKJL, announced at 6 in the morning that the school was closed and as a result of the announcement only 20 out of a total of 719 pupils showed up.

The school board took over all available halls and kept the station advised where each grade was to report. CKJL was the only means of notifying them which was used.

Next certain sections of the school were re-opened and again CKJL was used exclusively.

A letter to CKJL manager Gordon Eiruzett from J. M. Evans, administrator of schools, said: "I am sure you would like to know that the results have been most effective, as less than 3 per cent of the pupils failed to report to classes as anounced. This figure represents less than the average daily absenteeism."

ON THE AIR PORTRAIT
When Fred Lynda of CKCW-TV (and AM and FM) goes in front of the camera of a Monday evening on Person to Person, he seems to get deep down into his viewers' susceptibilities with the deadliest pan that ever froze an electron tube.

Here he is with an oil painting that looks more like the dour Mr. Lynda that he does. It was the work of a young lady named Elizabeth Starr Jodrey. Elizabeth is 14. She lives at Northport, N.S. She is one of Fred's loyalist lookers, and she painted the portrait while he unconsciously sat for her (standing up) through a succession of his weekly programs. In the snapshot, he is showing himself to his viewers via the studio camera.

NOTHING BUT THE TOOTH
I'm through with dentists for life.

Dr. Tafsi — you can't say his name
in print; ethics you know — will never again whisper into my right ear — that's the good one — his open quite widely please... this isn't going to do. Sitting and tell me if you feel the slightest... oh I'm sorry, I thought you were clearing your throat... now, once more... quite widely please... there, that's all for today.

I'm going to miss good old Dr. Tdfxl. I'll miss the pain that never really came when he warned me "this may hurt a little". I'll miss the time I went to his office like a lamb to the slaughter — which does not rhyme with laughter — only to have him say: 'Dick! You're in fine shape... nothing for me to do'.

The day he said that was the day the man at the garage reported that I didn't need a thing done on my 'Flying Bedpan' — no pistons to reboor, or valves to grind, not even a spark plug to replace. It was a Friday I remember, in mid-winter, and an extremely frosty one.

It all came to a head last week when Tdfxl said he wanted to see another dentist on the floor below. He fixed an appointment for me for Friday at one.

When I got there, I found Dr. Ghjdgsk — he has ethics too — waiting for me with a smile on his face. He just sat me down in the chair, stuck a needle in my gum — not far, just a foot or two — left me with the morning paper a few minutes and then came back with a pretty nurse, and before I could get half way into the tune that was running through my head — "The Yanks Are Coming" — I was being

"there there'd" by the pretty nurse, and invited to "spit it out in there". I'm not going to see Dr. Tdfxl any more. I've taken him off my Christmas card list. I shan't be dropping in on Dr. Ghjdgsk again either. You see those teeth he took out last week were my last six.

There were several other things I wanted to tell you in regard to my exploits, dear readers, but I was just called to the phone. It was the nurse at Dr. Tdfxl's. She said the Doctor wanted to check me up just like he used to, only this time he wanted to check my late teeth. Can you beat it?

I thought of a few rapier-like cracks like — "shall I put them on the table doctor so that you can watch them ache?" or "I guess you

A SANTÉ!

A toast from Quebec's third largest market in the rich St. Maurice Valley where more people listen to

**CKTR THREE RIVERS**

1350 k.c. 1000 watts

**Represented by**

Radio & Television Sales Inc.

Montreal Toronto

now has a weekly circulation of over 17,400 homes in Simco and Dufferin Counties.

**AN INCREASE OF 26.8% IN THREE YEARS**

More people listen to both day and night than ever before.

94% OF BARRIE RADIO HOMES ARE TUNED TO CKBB DURING ANY GIVEN WEEK

**REPS: Paul Mulvihill - Toronto and Montreal. Adam J. Young, Jr. - U.S.A.**

Gee! We sure hope you have a MERRY XMAS and a HAPPY NEW YEAR

**CFPL radio dial 980**

LONDON CANADA

aren't afraid I'll bite you any more, huh?" But I didn't just didn't have the heart to rub salt in the old wound.

So I may as well wind this off. I guess I'm not through with dentists after all. You can see how it is. I suppose they have to live too. So happy Christmas everyone, and all that sort of thing — oh yes, and buzz me — I can say that word now without flinching — buzz me if you hear anything.

**EVERYONE**

at **CKOC**

P.R.O. M.A.N. D.A. T. O.

**RADIO HAMILTON**

r-e-a-l-l-y wishes all readers of the Broadcaster, all friends on **Agency Row and in the Account Field**

**A VERY**

Merry Christmas and a

Good New Year

**CKBB**

ARTISTS AWARDS AIRED COAST TO COAST

By JIM GONSALVES

RUPERT CAPLAN, one of the radio producers responsible for CBC’s long-hair Wednesday Night, has been awarded the Canadian Council of Authors and Artists’ Gold Medal “for outstanding achievement in the field of artistic endeavor.” One of Caplan’s productions was the tribute to the late Eugene O’Neill. Last year’s winner of the award, actor Barry Morse, made the presentation at the third annual banquet and ball of the Association of Canadian Radio and Television Artists, at the Royal York Hotel, Toronto, November 17. The ceremony was broadcast coast-to-coast on the CBC Trans-Canada Radio Network.

Caplan, who directs the daily dramatic series Laura Limited and recently, two stage productions for Montreal’s Theatre du Nouveau Monde, made his first television production this year. The citation described his activities in the field of broadcasting over the years as having been “an inspiration to authors and artists.”

The Silver Award in the English division went to Toronto actor, John Drainie, the creator of the role of Jake in the CBC series Jake and the Kid. Drainie has made a name for himself on the CBC Stage series and CBC Wednesday Night. He has been prominent in radio, television and on the Canadian stage. He was one of the founders of the Jupiter Theatre.

The French Silver Award was presented to Madame Aline Hector Perrier, founder of La Fondation des Amis de l’Art. Mme Perrier, who also has the distinction of being “Officier d’Academie” of the National Educational Department of the French Republic, is closely associated with the Women’s Committee of Montreal’s Les Concerts Symphoniques, the Art Association of Montreal and the Canadian Composers’ league.

The English Bronze Award was shared by Kay Ambrose, artistic advisor to the Canadian National Ballet and Kate Reid, Toronto stage and television actress. Miss Ambrose’s nomination for the award has been described as a “source of great inspiration to Canadian dancers for whom the expanding ballet stage and TV production facilities are building great new Canadian opportunities.”

Three years ago Kate Reid won the Maurice M. Rosenfeld award for the most outstanding newcomer. Since then she has received much critical acclaim for her work on

(Continued on page 16)
Christmas is here again...

and once more we send our greetings
and best wishes to all our friends
in radio and television.

RADIO AND TELEVISION DEPTS.
MacLAREN ADVERTISING CO., LIMITED
TORONTO - MONTREAL - WINNIPEG - VANCOUVER - LONDON, ENGLAND
WHEN ARTHUR GODFREY SAYS that you should buy Chesterfield cigarettes because TV costs a lot of money, he’s doing a very deceptive bit of selling. It’s casual, it’s relaxed, sure, but this soft sell is hard hitting.

It’s hard hitting because it’s believable, and you have to be pretty new to advertising not to realize that if Product A has more believability in its advertising than Products B or C, Product A will come out on top of the sales heap.

Perhaps that phrase “new to advertising” could stand a little extension, though, because there are still a few major agency executives who’d deny this premise, either petulantly or with a show of good humor. Nevertheless, the evidence for this is well on the way to being overwhelming. According to the U.S. research organization, Pulse, Inc., which conducted a survey with over 12,000 consumer interviews, the largest selling automobile has advertising which is over 20 per cent more believable than its nearest competitor. Among cigarettes, the brands which have the smaller sales have the least-believed advertising. The same holds true for soaps, detergents, appliances, utilities — just about any product which appeals to the consumer.

Now, believability doesn’t have to be associated with soft sell. It’s just that it so frequently is. Mention American insurance advertising, and sooner or later somebody will remember John Hancock as being a pretty successful advertiser. This company runs ads about Abe Lincoln, or the Corner Grocer or The Boy Who Grew Up Big. They don’t ask you to buy insurance. They don’t even mention that they sell it, but they do make it awfully easy for prospects to remember their name. I’ll bet the John Hancock salesman gets a good reception when they announce the name of their company.

Along about here, somebody is bound to point out that there are lots of cases where this technique didn’t pan out, where they had to use some good old desk-pounding sell, and forget this mamby-pamby seduction stuff. They’ll tell you that you have to yell loud and long, bang listeners over the head with copy that is blatant, brusque and full of some real honest hard sell.

Certainly there are cases that call for those techniques, but I suspect that they’re fewer than you think. I’m pretty sure that a lot of people buy Chesterfields, or Laptops, or Pepsi-Cola because they think it’ll make Arthur Godfrey happy if they do (do you really care why your cash register rings?). And it’s a safe bet that Ed Sullivan, as Ed Sullivan, has helped Ford to move a lot of “Mere”ys” into the market. What? Sullivan hard sell? No, not really; not when he can inject that note of personal integrity into his scripts; when he can make you believe that lie believes what he’s saying about his own car; and figures its only fair to tell you.

Soft sell isn’t, as some think, the use of the irrelevant approach, bending over backwards so far that you never get around to saying what you’re selling. And it certainly isn’t the “this product is lousy, but we need your money” pitch either.

WHAT DOES “SOFT SELL” MEAN?“Soft sell” is an avoidance of the type of phrases which clients generally have in mind when they ask for “more sell”. It means throwing into the basket such desk thumpers as “there’s nothing else like it”, “no other Widget has ever come close to Zilch in outstanding features”; and “go now, right this very minute, to your grocer’s and demand ‘ ’”. You writers of this sort of copy and don’t nod your head smugly, because it’s being written for broadcasting every day and there are lots of examples in today’s paper as well — forget that you’re supposed to walk along with your prospect, not throw him in a corner.

Perhaps he does think your sales pitch is right and that the price is fair, but just doesn’t like your tone of voice.

They tell a story about the elder J. P. Morgan, which illustrates this point rather neatly. It seems that one of the tycoon’s railways was expanding and needed to buy up a lot of rural property for its new rail lines. The road’s executives had managed to collect all of it, except for one farm, and the owner of this small strip was adamant. No air, he didn’t care, he was smacked dab in the centre of things. This was his old family home and he wouldn’t sell at any price. They tried every blandishment they could think of, but he stuck to his decision. He’d been born here and he’d die here and so’d his son too, for that matter.

Finally, the problem was presented to Mr. Morgan himself. When told that all efforts had failed, he said he’d drive up personally and see what he could do. After gaining admittance to the farmhouse, he walked slowly into the parlor with the grizzled old farmer and sat down on the couch beside him. After a few moments of small talk, he put his arm around the man’s shoulder and talked to him quietly and earnestly for over an hour. Finally the farmer...
If he doesn't believe the beginning... he's not going to be around at the end

jumped up excitedly and said, "O.K. Mr. Morgan, O.K. to whatever you say. I'll sell all right, but thank God I didn't have to do it any more.

SAY THEIR PIECE AND GO HOME

When Life Savers continue these marvellous full color pages showing the product in an intriguing layout with some such headline as "please do not lick this page" they bury the entire copy down in a P.S.: "get 'em in the handy roll, anywhere. Still only 5¢. They're selling, all right, and they're doing it extremely well, because they realize that you can often inject "sell" into an ad or a one-minute spot by elimination of conventional selling elements. These advertisers are too bright to risk diluting their message's impact by adding the unnecessary. Unlike the preacher in Mark Twain's oft-told tale, they say their piece, pack up and go home.

Twain, you will recall, was finally dragged to church by his wife. The preacher was a salesman and he told his congregation about foreign missions, something in which Twain's interest was at a low ebb. But the preacher painted such an inspiring picture of the good works that Twain decided to leave $5 in the plate when it came around. As the preacher warmed up to his subject Twain warmed up too — decided to give $10, then $20. Right there is where the fellow should have stopped. But he went on and on, and when the basket finally came around, Twain said, "I didn't put anything in. I took a quarter out."

When you're getting ready to write that piece of copy you have to keep these things in mind. You must feel, right at the start, that your prospect is standing in front of you. You'll want to realize that he's willing to listen, but for just so long — and if he doesn't believe the beginning of your story he's not going to be around at the end. You're going to have to strike oil with your first few sentences or stop boring.

Let's suppose that your opening sentence has a ring of sincerity about it, and just enough difference from the norm to catch his interest and he turns around to face you. As soon as you get a good look at him — perhaps he's come out of the shadow into the bright sun — you realize that it's your next door neighbor. Are you going to tell him that "XYZ Cigarettes are medically proven to filter the smoke all the way to your throat"? Not likely, unless you want him to laugh. You're more liable to say, "This is a darned good smoke, Harry! Here! Try one!"

Perhaps you'll forget to urge him to rush to the corner right now and get a full carton of smoking pleasure. You might just add, "got them from Loblaws — matter of fact Mary picks up my cigarettes for me now when she does the week's shopping. Keeps me from forgetting." The reason might be that you're trying to get him to do something, even if it's just to agree with your choice in cigarettes, and you want to make your appeal as strong as you can. After all, you may be able to impel him to go along with you, if you're clever enough, but you can't compel him to do it. You're going to act naturally while sliding in your sales phrases, just as though you meant what you said. If you sort of shrug your shoulders a little before turning away, Harry will realize that it's up to him, now that you've told him what you know. If he believes what you said, you might even be guilty of making a sale, nearly always the product of creative skill tempered by an intuitive understanding of what moves people to buy merchandise. The only thing is, you'll have done it with a soft approach — because it's easier that way.

BONNE ANNEE!

You've got to say it in French or 100,000 people midway between Quebec and Montreal won't understand! Say it with CFDA VICTORIAVILLE 1,000 watts 1380 K.C. Represented by Radio & Television Sales Inc. Montreal Toronto

It takes Hardy to give you coverage

In some areas of Quebec radio is the only daily advertising medium — in every area it is the most economical and productive buy! Radio in Quebec has more listeners per capita delivers more customers than anywhere else in Canada.

Quebec is a big market — the fastest growing market in Canada. In the past ten years income have gone up more in French-Canada than in any other province, industrial expansion has been more rapid, new retail outlets have opened!

To adequately reach this rich, expanding market, you must use Hardy represented stations — currently selling a population of 3½ million daily! Each one of these stations has developed close contact with local dealers and can key store promotions with radio campaigns — giving you more for every dollar spent on radio.

Right now Hardy represented stations are extending programming and facilities to keep pace with Quebec's phenomenal growth. Right now, is the time to get maximum results by advertising your product or service on a Hardy represented station.

HARDY REPRESENTED STATIONS SERVING & SELLING QUEBEC

CHRC, Quebec City CJSO, Sorel
CHNC, New Carlisle CHRL, Roberval
CKBL, Matane CKSM, Shawinigan Falls
CHLT, Sherbrooke CKLQ, Thetford Mines
CKRS, Jonquiere CKTS, Sherbrooke (Eng.)
CKVM, Ville-Marie CKNB, Campbellton, N.B. (Eng.)

Let's talk it over. Write, wire or phone your nearest Hardy office.

Season's Greetings

MOOSE JAW
SASKATCHEWAN

JOS. A. HARDY & CO. LTD.
RADIO STATION REPRESENTATIVES

MONTREAL QUEBEC TORONTO

1409 Mountain St. 139 Adelaide St. W.
Montreal, Quebec, Montreal, Ontario.
PL. 1101 EM. 3-4009

Hardy Stations Give You More Sales Effort For Your Sales Dollar


(Continued from page 13)

A TERRIFIC CHRISTMAS!

From Canada's most terrific advertising buy — the station with the sixth largest daily circulation in Ontario at the lowest cost.

CHUM TORONTO 1050 k.c. 1000 watts Represented by
Radio & Television Sales Inc. MONTREAL

ANNOUNCEMENT

ALL-CANADA RADIO APPOINTMENTS

All-Canada is pleased to announce the following appointments to its radio sales departments.

HAROLD ABERNETHY

Mr. Harold Abernethy formerly with Foster Advertising and Len Burnett Agency has joined the Radio Time Sales Division, and Mr. Alistaire F. McKay formerly in charge of Sales Promotion for Rockitt & Colman of Canada, to the Radio Program Division as Sales Representative for the World Program Library Service.

ALISTAIRE F. MCKAYE

Lloyd Bochner, recently seen in the CBC-TV production of Hamlet, was honored with the S. W. Caldwell Award for outstanding performance in television. Bochner, a Toronto actor who has appeared as a featured performer at the Stratford Shakespearean Festival each summer since its inception and is slated to join the company in their Broadway production of Tambourlaine next January.

Denyse Angers was another French star unable to attend the ceremony. This young chanteuse was voted the year's most outstanding newcomer. Denyse was busy keeping a singing date at the Chez Paris in Montreal and the Maurice M. Rosenfield Award was accepted on her behalf by her sister. Denyse's talent took her to the semi-finals on last year's Pic The Stars. She has appeared on TV on the Jackie Rae Show and Holiday Ranch from Toronto and La Porte Ouverte from Montreal. The Rosenfield Award is her second prize this year. At the 1955 Miss Canada Pageant, she walked off with the Talent Award.

The senior executive officer and first vice-president of the Canadian Council of Authors and Artists, Neil LeRoy, who appears as chairman of the CBC radio and television program Court of Opinion, received the Benrus Citation as a "tribute to his efforts on behalf of the Canadian Artists."

Tom Patterson, who is credited with bringing the Stratford Shakespearean Festival into existence, received the Council's President's Award. The citation read: "His untiring efforts on behalf of the festival and his activities in the field of promoting the Canadian artist at home and abroad more than qualifies him for this honor."

Andrew Allen, supervisor of drama for the CBC, had a word for the award winners. Quoting from A Midsummer Night's Dream he reminded them that, "the best of this kind are but shadows." While acclaiming the great strides drama has made in this country, Allen stressed the need for humility in approaching any field of artistic endeavor.

Hi! I HOPE ALL OUR FRIENDS HAVE A VERY HAPPY AND FESTIVE SEASON! YES ME TOO!!

MERRY CHRISTMAS FROM CKO SASKATOON
We're leading the field...

Superior quality! Lower prices! Designing that makes expansion less costly! All these have put G-E Radio and Television Broadcast Equipment in front of the field in 1955. In fact, over half of the Television stations, which contracted for equipment in the past year, were equipped by Canadian General Electric . . . with Canadian designed, Canadian built equipment.
we...or not to be...  
listen  
to 'WX drama  
and see!  
CKWX  
radio Vancouver  
dial 980

don't miss a thing...  
...keep tuned to 980  
CKWX  
radio Vancouver

here's how  
we look  
to our listeners...  
ads like these in the daily press help make it a habit to dial 980  
radio Vancouver CKWX

PERSONNEL RELATIONS  
The offices of Canadian Broadcaster & Telescreen will be  
closed all day Sunday, December 25 to give the staff a well-earned rest.

NOTE TO DRIVERS  
Before you pass that red light, make sure it is hanging from  
a Christmas tree.

FAIR'S FAIR  
In keeping with CBC's policy of  
always taking a firm stand  
on both sides of every contentious question, wouldn't it be  
only fair to have one Christmas day with radio and television commercials uninter-rupted by the CBC?

WHO DOES IT TO WHOM?  
The question is whether an advertiser needs a new adver- 
tising agency, able to write copy that lives up to the product, or the agency needs a new client with a product that measures up to the claims it makes in its copy.

COAT THE PILL  
There may be a place in journalism for columns by Gordon Sinclair, but taking everything into consideration, wouldn't it be better if he wrote them under an assumed name?

FOOD FOR THOUGHT  
Speaking of the Toronto actress who swears she never  
had a meal before a TV show — she shoulda ate.

WEATHER PREDICTION  
For Christmas — intermittent wet — ice — an acute eat wave.

EXIT BENCHLEY  
Wasn't it the late Robert Benchley who, sitting in on  
a sad play in which a half-caste girl gave with "Me Nubi  
me good girl... me stay", countered with "Me Benchley... me bad boy... me go."

SNIDE YULETIDE  
May the Lord make your wives and families truly thankful for what they are about to receive.
Even further out in front in '56...

If you would take a peek behind the scenes at C.G.E., you'd be convinced that the new equipment on the way will, once again, give Canadian General Electric leadership in the Radio and Television field.

As we look back on our participation in the Canadian Broadcasting Industry during 1955, we would like to thank all of our friends and associates who have contributed so much towards making the past year a grand success.

A Merry Christmas and Happy New Year to everyone.

BROADCAST
EQUIPMENT

Electronic Equipment and Tube Department
CANADIAN GENERAL ELECTRIC COMPANY LIMITED
Merry Christmas!

From Edmonton’s Entertainment Station

**CHED**

**EDMONTON ALBERTA**

**REPRESENTATIVES: HORACE N. STOVIN & CO. FOR J&J & COMPANY INC.**

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**RADIO NETWORK STATIONS**

<table>
<thead>
<tr>
<th>Region</th>
<th>Station (Basic)</th>
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<tbody>
<tr>
<td>Atlantic Region (Basic)</td>
<td>CBC</td>
<td>Sydney</td>
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<td>(Supplementary)</td>
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<td>Cornerbrook</td>
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<td>Newcastle</td>
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*These four stations sold as a group.*

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To you and your's

The season's greetings

From the management and staff of

**CFCO—630 Kcs—Chatham**
"We thought we knew about people..."

But no kind of statistic can ever define the structure of a love affair. Any more than they can fully explain why more Canadians today are more involved with radio than ever before.

What, for instance, made the Canadian people add 621,000 radio sets to the 5,400,000 they owned the year before?

And why do they buy these extra sets, do all this listening in the face of having many more things to do — like reading bigger and fatter newspapers and magazines, watching television, having more cars to ride away from home with?

Whatever the reason, the result is that advertisers reach more people at less cost with radio. In fact, this is OUR best year in terms of actual advertising volume. Throughout each year, CFCF's advertising volume has increased. This healthy growth has continued in 1955... which shows the biggest volume of advertising in this station's history!
STATION and PERSONNEL REGISTER (Radio)

BRITISH COLUMBIA


CFPR, PRICE RUPERT: 250 watts on 1,240 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation. Represented in Canada by H. N. Stovin.


CRU, VANCOUVER: 10,000 watts on 690 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

C-FUN, VANCOUVER: 1,000 watts on 1,110 kcs. (1) Broadcast Operations Ltd. - (3) R. R. Kay - (3) Patt McDonald - (4 & 5) Fin Anthony - (6 & 7) Stan Lettner - (8) Mrs. Gaye Shanahan

Here is CKOK-land

PENTICTON, B.C. FROM MUNSON MOUNTAIN
Served by
SEE PAUL MULVILLI & CO. IN CANADA
DONALD COOKE INC. IN U.S.A.

Photo by Stocks

Canadian Broadcaster & Telescreen
December 7th, 1955


CBX, EDMONTON: 50,000 watts on 910 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CFRN, EDMONTON: 5,000 watts on 1,960 kcs. Dom. Basic. (1) Sunwaft Broadcasting Co. Ltd. (2 & 3) G. R. A. Roe (4) A. J. Hoppes (5) D. George Duffield (6) John Mc-

TARZAN
75 half hours of adventure programming that demand attention . . . a major step in meeting and beating radio's competition. Want an audition? Call.

S.W. Caldwell LTD.
447 Jarvis St.
Toronto 1, Ont. W.r. 2102

ALBERTA

We're a thousand lonely watts, with no other wattage near us . . .  
We fear no competition, nor does competition fear us.  
We have no television, and our listeners do not know  
That it also comes with pictures, or what is meant by "snow" . . .  
We're dead centre in the prairies where the distances are great,  
And we supply the knowledge of the temp, the time, the date.  
We don't develop super-fanfares, pay out give-aways like mad,  
We're the only voice they've got, the only one they've ever had . . .  
We supply the blizzard warning, tell the kids to scrub their ears,  
We do all things for all people . . . we've been doing it for years . . .  
We're never home when it's timely, try to cheer in time of sorrow.  
We disseminate the news that they will read about tomorrow . . .  
We 'hit parade' them at the week end, give out all athletic scores . . .  
And oh yes, we sift commercial talk into "subconscious pores."  

* * *  

Then about this time of year, as the auditors drift through,  
We think of what we've done, and of the things still left to do . . .  
We think about the others in a similar situation  
Who, combined with us, make up the radio picture of the nation.  
We think of friendships in the East, and friendships in the West  
And decide with satisfaction, that each friendship is the "Best"  
And we wonder how we'll say it, how original we can be . . .  
How can we say "Merry Christmas" and say it differently?  
How can we explain our feelings for the friendships that we treasure . . .  
When there isn't any yardstick, nor a place to start to measure . . .  
Seems there's just one way to say it . . . that really fills the bill . . .  
We were going to, when we started this, and now, by gosh, we will!
SASKATCHEWAN


SWIFT CURRENT: 250 watts on 1,460 kcs. (Approved by CBC. D/T Approval pending.) (1) Frontier City Broadcasting Co. Ltd.

CBK, WATROUS: 50,000 watts on 540 kcs Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

Season’s Greetings

The Management and Staff

CKCK  REGINA  SASK.

Immediately...we’d like to wish you a Merry Christmas...

Then...we’d like to add Happy New Year!

**Live Programmes**  **Custom Transcription**  **Singing Commercials**

For Jingles that are different

Contact

DAW WRIGHT Productions

Write  Wire  or Phone for Details

"STONEGATES," LONDON 5, CANADA

TELEPHONE 3-0886

www.americanradiohistory.com
A Note of Greetings

Ernie Courtney

Canadian Broadcaster & Telescreen
December 7th, 1955


MANITOBA


CBW, WINNIPEG: 50,000 watts on 990 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


UNDER YOUR TREE from

CKRC

630 KC - 5000 WATTS
WINNIPEG, MANITOBA

TOP MANITOBA

TOP WINNIPEG

TOP AIR

PERSONALITIES

TOPS IN ENTERTAINMENT

Canada - H. N. Stovin & Company
U.S.A - Forjoe & Company Inc.

www.americanradiohistory.com
ONTARIO


FROM
CKLC
KINGSTON
A Very Merry Christmas and a Happy New Year

ADVERTISING AGENCIES—FILM COMPANIES

Save Time! Let “Central” Handle Your Casting Problems

FOR INFORMATION—HOWARD MILSMON
Central Casting Agency
519 Jarvis St. Toronto, Ont.

WA3-8429

Representatives:
CAN—Horace N. Stovin & Co.
U.S.A.—Forjoe & Co.

we wish all our friends
a very Merry Christmas

CKGB TIMMINS
CJKL KIRKLAND LAKE
CFCH NORTH BAY

NORTHERN BROADCASTING


LONDON: 5,000 watts on 1,290 kcs. (Approved by CBC. D/T Approved pending.) (1) P. Vincent Regan, on behalf of a company to be incorporated.


CFCH, NORTH BAY: 1,000 watts on 600 kcs. T-Can. Basic. (1) Northern Broadcasting Ltd. — (2) Roy

December 7th, 1955

Canadian Broadcaster & Teletone

December 7th, 1955

Telephone
Answering Service

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

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

CFOR ORILLIA
IN CENTRAL ONTARIO

Delivers
★ GREATEST POWER
★ BIGGEST BMM
★ LARGEST CITY AND AREA ACCEPTANCE
5000 WATTS

Stephens & Townsend Ltd. • Toronto • Montreal

www.americanradiohistory.com
The Composers, Authors and Publishers Association of Canada (CAPAC) is thirty years old this year. More than 40 years ago, in 1914, the Performing Rights Society of Great Britain and the American Society of Composers, Authors and Publishers Association were formed; the latter organization largely at the instigation of the late Victor Herbert. Mother of all performing rights societies is the Société des Auteurs Compositeurs et Editeurs de Musique de France, which was established in 1850.

Through its affiliation with the American, British, and French similar composers’ organizations in more than thirty countries, CAPAC represents more than 100,000 composers, authors, and publishers, of practically all nationalities. This vast reservoir of music, which is made available to broadcasters under a single CAPAC license, includes music broadcast in Canada. CAPAC is a central bureau through which broadcasters can secure, at a minimum of trouble and expense; permission to broadcast the many thousands of copyright musical selections which constitute a vital part of the program schedule of every station.

CAPAC represents numerous organizations in other countries, CAPAC can make no profits for itself, pays no dividends and charges its members no agency commission, no entrance fees or subscriptions. All fees collected are distributed among the composers, authors, and publishers concerned, in proportion to the relative use of their music. No expenses are deducted from the fees beyond the bare cost of administration which is less than fifteen per cent of the gross amount collected.

COMPOSITORS, AUTHORS AND PUBLISHERS ASSOCIATION of Canada Limited

182 St. George Street, Toronto 5
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

RADIO NORD INC.

wishes to all its sponsors, fellow broadcasters and friends

MERRY CHRISTMAS
and a

HAPPY NEW YEAR

David A. (Bobby) Gourd  
President

December 7th, 1955

Canadian Broadcaster & Telescreen


SICOM: 250 watts on 1,560 kcs. (Approved by CBC D/T Approval pending.) (1) Theodore M. Fielder, on behalf of a company to be incorporated.


CBL, Toronto: 5,000 watts on 740 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CBJ, Toronto: 50,000 watts on 860 kcs. Dominion Network. Owned and operated by the Canadian Broadcasting Corporation represented in Canada by H. N. Stovin.


CBE, Windsor: 10,000 watts on 1,550 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


QUEBEC


CBG, CHICOUTIMI: 10,000 watts on 1,580 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.


CBF, MONTREAL: 50,000 watts on 690 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CBM, MONTREAL: 50,000 watts on 940 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


JOYEUX NOEL!

Why not? With over $40,000,000 in return for a year’s work to be shared among 15,000 homes tuned to...

CKBM MONTMAGNY
1490 k.c. 250 watts

Radio & Television Sales Inc.
Montreal Toronto

Land of Opportunity...

Canadians follow eagerly the news of their fast-developing nation and its place in the world.

Canadian broadcasters meet this ever-increasing demand for information with diversified news programming.

Broadcast News keeps pace with expanded and specialized coverage tailored to requirements of the private broadcasters.

Broadcast News teletypes chatter day and night in 138 private stations — 121 radio and 17 television — with news from The Canadian Press, The Associated Press and Reuters.

BROADCAST NEWS

Head Office
Toronto

Page Thirty-Three

December 7th, 1955
Canadian Broadcaster & Telescreen


NEW BRUNSWICK


CBA, SACKVILLE: 50,000 watts on 1,070 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

NOVA SCOTIA


CHL, HALIFAX: 100 watts on 1,230 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


Merry Christmas and A Happy New Year

Stephen &amp; Tomcwie

Radio Representatives

Toronto - Montreal

The Voice and Choice of HALIFAX!

keep ahead of the game

IN NEW BRUNSWICK

and the game is bigger than ever this year. Six thousand workers will be busy in construction and clearing of Camp Gaugert. Many of them and their families will live in trailer camps fifteen or twenty miles from Fredericton. Most of them have radios among the largest retail market in Fredericton. CFNB is the way to reach this big additional 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

December 7th, 1955
# Advertising Agencies

A list of Advertising Agencies Enfranchised by the Canadian Association of Radio & Television Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers.

<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
<th>Phone</th>
<th>Address</th>
<th>Broadcast Dept. Director</th>
<th>Radio-TV Time Buyer</th>
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<tr>
<td>Aikin, Earl Ltd.</td>
<td>Toronto</td>
<td>WA. 2-3138</td>
<td>35 Haydon Street</td>
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<td>Phyllis Judson</td>
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<td>37 Lawson Blvd.</td>
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<td>Atherton &amp; Currier Inc.</td>
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<td>JA. 7-9284</td>
<td>100 Adelaide St. W.</td>
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<td>Jim Elliott</td>
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<td>Baker Advertising Agency Ltd.</td>
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<td>10015 Yonge St.</td>
<td>Jack Horler</td>
<td>Eleanor Austen</td>
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<td>Bennett &amp; Northrop Inc.</td>
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<td>1557 Mackay St.</td>
<td>Roger Lack</td>
<td>Dick King (Radio)</td>
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<td>Bingham, John McKenney Ltd.</td>
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<td>DE. 9-247</td>
<td>32 Front Street W.</td>
<td>Llewellyn Lewis</td>
<td>Don Farrow (TV)</td>
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<td>Burns Advertising Agency Ltd.</td>
<td>Victoria</td>
<td>3-4166</td>
<td>4643 Cavendish Blvd.</td>
<td>McCrae J. Cooper</td>
<td>(through Toronto)</td>
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<td>Burns Advertising Agency Ltd.</td>
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<td>541 William Street</td>
<td>Stan Lorrigan</td>
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<tr>
<td>Caldwell, Spence Agency</td>
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<td>EM. 8-5801</td>
<td>257 Osborne St.</td>
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<td>Canadian Advertising Agency Ltd.</td>
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<td>1664 West Broadway</td>
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<td>Carter, Garry J. of Canada Ltd.</td>
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<td>1104 Douglas Street</td>
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<td>Cockfield, Brown &amp; Co. Ltd.</td>
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<td>21 Dundas Square</td>
<td>Roy Partridge</td>
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<td>63 Duke Street</td>
<td>Bruce Gale</td>
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</table>

## It's Christmas Again

**The Cynic Says:**
Christmas comes but once a year. For which the Lord be thanked.

**The Executive Says:**
By gad! Gifts for staff? Christmas has gone commercial.

**The Little Woman Says:**
Shopping for men! Ouch!

But this broadcaster says:
Christmas! It's gay, it's mad, it's merry, it's a season for friendship.

## Merry Christmas and a Happy New Year from Kate Aitken
<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
<th>Phone</th>
<th>Address</th>
<th>Broadcast Dept. Director</th>
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**MERRY XMAS**

**et**

**BONNE ANNEE!**

**RADIO-VIDEO**

Programme Producers

creators of

**LIVE RADIO AND TV SHOWS**

Sales Representatives

for

English and French TV Films

1440 St. Catherine St. West - Montreal

UN. 6 - 8751

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**Denny Reid**

**Jim Brewer**

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www.americanradiohistory.com
<table>
<thead>
<tr>
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<th>City</th>
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<th>Broadcast Dept. Director</th>
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<td>McCracken, W. A. Ltd.</td>
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<td>WA 4-6681</td>
<td>153 St. Clair Ave. W. Bank of Commerce Bldg.</td>
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(total daily newspaper circulation in B.C., 483,639)

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With an average net-buying income of $1248—compared with the national Canadian average of $1106—British Columbians have more to spend on every type of goods or services.

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CKWX VANCOUVER
CJIB VERNON
CKDA VICTORIA
CJVI VICTORIA
LOCAL PROGRAMS HIGHLIGHT LOCAL TV

By JIM GONZALVES

TELEVISION STATIONS all over Canada are going all out in an effort to make an impression in their local markets with good local programming.

At the close of the summer season, Blair Nelson, manager of CFQC-TV, Saskatoon, held a meeting with twelve major television receiver distributors in his area and won their support for a public relations campaign to be known as Saskatoon Television Week. With the distributors in the bag, the wheels of production were set in motion.

Fifteen thousand program schedules, outlining the shows to be viewed this fall on CFQC-TV, were mailed to Saskatoon householders and residents of 81 small towns in the station’s A and B coverage areas. Each listing showed the sponsor and network affiliation as well as time and date. A few of the main features of Saskatoon Television Week were outlined in brief and viewers were invited to an Open House at the studios all during the week, October 9 through 15.

Then came a concentrated advertising campaign in the newspapers, on radio and television. A circular was mailed out to all distributors advising them what shows would be available for the season, and giving a brief resume of new shows. A cut was made for advertising purposes and placed at the disposal of the local newspaper so that dealers and distributors could tie in on Television Week advertising. Fifteen hundred prints of regular featured shows were sent to distributors who in turn made them available to dealers.

At the same time, letters were mailed to all business concerns in Saskatoon inviting them to cash in on the Television Week promotion. They were asked to keep their windows and indoor displays on television lines, whether they sold clothing, food, furniture, dishes or drugs. Meetings were called to give others a general outline of the program for the week so that they might tie in their own publicity.

On the first day, Sunday, 800 people trooped through the studios. The main attractions that day were two shows, Telequiz and Kids’ Quiz, in which pictures were shown on the screen while contestants at home tried to identify the objects shown, and mailed in their answers to the station. This served as an elimination round. Three grown-ups and six children qualified for the finals which were broadcast live on the Friday and Saturday nights.

KIDS BY THE HUNDRED descended on CFQC-TV when, during TV Week, they were invited to parade in front of the cameras on the program “Just Corny At Large”. Another feature of the week was Corny’s pet show, with sponsors co-operating with their products as gifts for everyone.

In the inset, the second prize winner came to Saskatoon a distance of thirty-five miles from Bradwell, Sask., with her entry—“Cute and Cuddly”.

$2,000 FOR COMMUNITY CHEST

Monday was Thanksgiving Day and over 1,200 people visited the station. Featured that day were The Community Chest Red Feather Auction, in which articles donated by local dealers were auctioned off to the highest bidder, and Week-end On The Town, where various merchants contributed to give a couple a chance to win an all-expense-paid week-end of entertainment in Saskatoon. The auction raised $2,000 for the chest fund in the two hours it was on the air.

Perhaps the most popular product of Saskatoon Television Week was Cornel Sawchuck’s children’s show Just Corny At Large, in which Emcee “Corny” brought kids in the audience before the cameras to enact their favorite fairy tales. This western Howdy Doody also staged an art

(Continued on page 42)
(Continued from page 44)

Another show, featured daily during the week, with the exception of Wednesday, was Pattern For Today, the format of which varied from an interview with members of the Don Cossack Chorus who happened in town during the week, to a photo contest for viewers.

On Saturday, the closing day, the cameras moved outside to the parking lot of the Hudson's Bay Company's retail store. Two thousand kids, adults and animals turned up for Corry's Pet Show. The show was sponsored by a local grocery chain, OK Economy Ltd., who, in conjunction with Red Top Dog and Cat Foods, supplied chocolate bars for the kids and a tin of dog food for each of the 150 entries. The show lasted from 10:15 to 12:00 noon.

The week came to a close with The Town and Country Show, a three and a half hour televised clam bake in which Saskatchewaners entertained themselves and each other. People brought guitars, accordions and saxophones. Even complete orchestras came down to the studio to perform in front of the cameras. From opening time on Saturday until 10:00 p.m. it was estimated that more than 3,500 people toured the studio.

Television dealers in the area reported that they sold out their stocks during television week. As one dealer put it, "It was stimulating to the sales department to have them realize that this thing was city wide and that they had so much backing. Programs were better than ever and they were watched in both the window and in the store."

START WITH TV MONTH

CKX-TV, Brandon, Manitoba, did something similar for their opening. They staged a TV Month, pushing television in general and Western Manitoba dealers in particular, and Betty Murphy, the promotion manager, reports that results were satisfactory from every standpoint.

The program of which they are particularly proud is called The Question Is, in which program

Christmas Seasoning

Throughout the latter part of the year about to end, we have been through the process of re-organization and expansion. It has presented many challenges. But, we have recognized one outstanding thing consistently — your undoubted interest and your co-operation in so many, many ways.

Because our efforts to operate in the best possible manner are always sincere, your response to our endeavours becomes doubly important. Our objectives for the future are high, not only for ourselves, but for all of you with whom we work from day-to-day.

There is no independent function in the agency-rep relationship — only liaison. Without it, we would be constantly at cross purposes. With it, we become people working for each other toward a common goal and ultimate success. It is by our respective and collective efforts that you, as an advertiser and station operator, are successful, too.

So, it is with genuine respect and appreciation that we acknowledge the value to us of our co-workers in the agencies and the stations we represent, and, at the same time, we pledge our continuing and what we intend shall be, our constant co-operation.

With every good wish for the holiday season,

Sincerely Yours,

Radio Division

Television Division

Radio Representatives Limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

OFFICIALS AND OTHERS crowd around as Dennis Robinson crosses the finish line and wins all in CFPL-TV's Soap Box Roadeo.

manager Doug Lee and chief engineer Humphrey Davies go on the air and request questions and criticisms about the programming and operation of CKX-TV. This show began during the first month of operation as a get-acquainted gesture but became so popular that the sponsor asked that it be held over.

Another western station, CHCT-TV, Calgary, has come up with a new station ID. It features a picture of a lion cub with bluffs, "You get the Lion's Share on CHCT-TV." The actual lion cub is called Calgary and has been presented to a London Zoo by the station.

SOAP-BOX DERBY

From Western Canada we move on to Western Ontario, where CFPL-TV, London can now claim to have featured an outdoor telecast without the aid of a remote unit. The particular telecast was of the annual Soap-box Roadeo staged by the London Boys' Work Council for boys between the ages of 10 and 14.

The rodeo was held on the road that slopes down from the TV station. Great lengths of cable were stretched along the road side and CFPL-TV's two RCA studio cameras, carefully prepared for outdoor use and mounted on raised platforms, were stationed, one midway along the course and the other at the finish line. Director of engineering, Glen Robins, tailorable remote control room was the interior of a large-moving van standing next to the finish line.

In spite of a storm which threatened to wash out the event, the cameras and raincoated commentators, Bob Reinhart, Paul Soles and Alex Kelman, watched 11-year-old Dennis Robinson receive the winner's flag and win the CFPL-TV Trophy and a TV set. The second and third prizes were a "Thistle" bicycle, donated by Lever Bros., and a Sparto clock radio. Other prizes for design, mechanical ability and general appearance were enlisted from sponsors by CFPL-TV.

STAMP OUT TB WITH TV

Jack Lanthier, publicity director of CKCO-TV, Kitchener, tells of a show his station put on as part of the Tuberculosis Campaign. They actually rolled one of the large mobile units into their 50 square feet of studio. After interviewing
Robert Guthrie and Peter Valentine, the two men who run the clinic, announcers Reg. Sellner and Joe Carlo had themselves x-rayed, to show how simple it all is. Jack explains that many people have a preconceived idea that a TB X-Ray is harmful or embarrassing.

Most Central Ontario viewers know Jack as CKCO-TV's Farm Director. His show, Over The Farm Fence which runs from 6:40 to 6:45 every night, features a daily livestock and poultry market survey and local news and interviews from the agricultural scene.

Each night a filmed sound interview is aired on Over The Farm Fence. Jack goes out to farms in the area and interviews the farmers on any particular topic of farming interest.

Another CKCO-TV idea was the show Tea-Time Flashes, in which Violet Scrivener, the station’s director of homemaking, and news director Alan Hodge sit down and discuss the day’s news over a cup of tea. Alan supplies the facts and pictures of news events and Violet quizzes him on story angles which would be interesting to women. It’s all done very informally and presents quite a contrast to the standard type of formal newscast.

In the belief that their responsibility to their community means more than just keeping the folks amused and entertained, CKCO-TV became the first Canadian television station to begin a daily series bringing a local clergyman before the camera for brief talks. From the Minister’s Study is the name of the show and each week a different member of the local Ministerial Association does a daily series of talks of his own choosing.

CKSO-TV, Sudbury, Ontario, is another station that lets the small fry get into the act. Kiddies on Camera, the station’s Saturday afternoon children’s show has started on its third year on both radio and TV. The kids get a chance to perform on the show by singing, dancing and reciting. Some of the local dance studios have the youngsters put on skits, ballet, ballroom and tap dancing acts.

Helen Rutka and Bob Staton are the personalities who see that everyone has a good time and are well supplied with the sponsor’s products, Pepsi-Cola, Snyder’s Potato Chips and pastry from Cacciatore’s bakery. At Christmas time gifts for underprivileged children are brought to the station, and on Mother’s and Father’s Day the children draw special cards for their parents, which are shown on TV.

Sault Ste. Marie’s TV station, CJIC-TV, took a trip out to its fringe area and covered the opening of the Pronto Uranium Mine at Blind River, Ontario, 12 miles east of the Sault. The mine will be the largest uranium producer in the world, shipping 1,500 tons of concentrate daily.

Calendar is the name of CHEX-TV’s afternoon show for the ladies. One of the problems the fellows at the Peterborough station have surmounted, is how to build a kitchen set which will permit the camera to follow the action on a large working space, and also allow a pan shot to the range or sink without delay. They came up with a U-shaped set which not only simplifies the camera work, but also cuts down the number of steps the hostesses requires to move from one operation to the next.
Year End Inventory—Part 2

TV NEEDS COMICS AND COMICS NEED COLOR

By ALEX BARRIS
Entertainment Columnist, The Globe & Mail

This season, like those before it, has seen a few new entries in CBC's "light entertainment" category of television entertainment, as well as the renewal of some 1954-55 shows.

The term "light entertainment" is one the CBC uses to describe programs that don't fit into such classifications as drama, education or current affairs, and sports. What it really means is a variety show, and a variety show should contain— not by any dictionary definition but by the rather more pertinent definition of successful TV variety shows in the U.S.—a combination of singing, dancing, and comedy.

The singing and dancing we've got. But the comedy problem still hasn't been solved. With the exception of Wayne and Shuster, who are now happily doing a show every other week instead of once a month, nobody has emerged in Canadian television who might be termed a successful new comedian. Even Wayne and Shuster do not always appear at their best, partly because they have to work under almost impossible conditions. But well get to that.

I'm not suggesting that nobody is trying, but this is a pretty tough nut to crack and it's probably inevitable that there should be a number of false starts before something comes along that's worth cheering about.

Last year, we had Peppiatt and Aylesworth, who had started first on a show called After Hours, had then done The Big Revue, and in 1954 were given their own program, and a sponsored one at that. They weren't always spectacularly successful, and I'm not sure the CBC deserves criticism for not renewing them. Anyway, the sponsors had something to say about it, and they (Lever Brothers) now have another program, On Stage, with Denny Vaughan, and Peppiatt and Aylesworth are no longer a TV team.

VARIETY LACKS COMEDY

Most of our variety shows stress music—Denny Vaughan, Showtime, Cross-Canada Hit Parade, Billy O'Connor, and Holiday Ranch lean heavily on songs or dances or both. On some of these programs, guest comedians are used, but usually from the States. This sometimes improves the programs but it isn't doing much to help build Canadian comedy. I'm happy to say that there are exceptions: the Denny Vaughan program, for example, has booked Dave Broadfoot and Don Harron for appearances; Jack Duffy, who has done some amusing novelty songs on the O'Connor Show, is going to be spotted occasionally on the new late-night program, Eleven-Thirty Friday. By the way, the last-named program may well serve a useful purpose, since it's being used as a sort of laboratory, to try out new ideas and people.

The program that the CBC led us to believe was to be one of its major efforts this year was The Jackie Rae Show. Now, nobody ever said officially that Jackie Rae was supposed to be a comedian, but one has come to expect that a master ceremonies on a variety show will take some part in the general merriment—Ed Sullivan being the sole important exception. You need only look at Steve Allen, Robert Q. Lewis, Garry Moore, Arthur Godfrey, or Peter Lind Hayes to see what I mean.

I'm not accusing Jackie Rae of laziness, but so far most of his efforts have been in the song-and-dance field, which isn't exactly the crying need of Canadian television. Rae is pleasant enough, and certainly laudatory enough in introducing the guest stars (who, on this program, are usually imported singers who do more on the show than anyone else).
but he hasn't really established himself as a strong personality.

This business of personality is surely not restricted to Rae. When you come right down to it, this is one of the real troubles with many of the people we're seeing on Canadian variety shows.

CANADIAN COMICS UNDERSELL

I'm well aware that comedians (and even MC's) need material. But material alone is not the answer. Sometimes, when I watch someone on a Canadian TV show, I get the feeling that the performer himself isn't really sure he belongs there. He steps into the pool gingerly, instead of diving in boldly. He delivers a potentially funny line without confidence — as if he were thinking that if nobody laughed he couldn't always pretend it wasn't supposed to be funny, anyhow. He undersells everything, including himself, possibly because he has come to believe the theory that Canadians are supposed to be this way—sort of reserved, more or less embarrassed, and definitely not boisterous.

To me, that's a lot of nonsense. Canadians laugh just as hard at Jackie Gleason and Phil Silvers and Bob Hope and Jerry Lewis as Americans do. Not every line these comics speak is hilarious, but they brighten it with their own personality. (If you don't believe this, take notes during some comedian's program, then try out his jokes on the gang at the office the next day and you'll see the difference.) The only Canadian TV performers I've seen who can do that — or, at any rate, who are doing it — are Wayne and Shuster, who have been around in show business long enough to handle themselves like real professionals and who have that extra spark of personality that can make so much difference. In fact, on their TV programs, they are sometimes at their best when something goes wrong and they have to ad lib out of a tight spot.

There's another pertinent point to be mentioned regarding variety shows on Canadian TV. The CBC simply does not yet have the proper facilities for putting on variety programs. In some cases, they have achieved very good results under incredibly difficult circumstances — cramped studios, not enough rehearsal time, and so on.

NEED IS THEATRE STUDIOS

The most urgent need is for a good TV theatre, a studio audience of some size (several hundred) can be accommodated. This is particularly important with regard to comedy. I think even a Gleason, Berle, or Benny would be thrown off his timing if he couldn't work to a live crowd. Any entertainer will tell you that he does better for a responsive audience. But in the largest of the existing CBC television studios, there is barely room for an audience of 100, and most of the time they cannot see what is going on, and certainly cannot hear all of it very well.

I can almost hear the cynics cracking that there's no sense in building studio theatres because you wouldn't be able to find people who want to go and see the kind of variety shows the CBC puts on. The answer to that is that there can't be better shows until there's a proper place to put them on. Do that and you can get better shows — and then people will come.

I know, also, that this costs a lot of money, which must come from us, the taxpayers. But it isn't fair to expect TV performers to develop any assurance and to improve their work when they are forced to work this way. I would rather see the CBC spend money to buy or lease or build such a theatre, than to experiment with color TV — however important that may seem as a future necessity, because the theatre is a necessity now; it has been for some time. I would far rather see money spent on a theatre, than on marathon "coverage" of a lake swim which, as it turned out, didn't really capture the interest of much of the public.

I like to think the CBC is just as aware of this need as others are. Perhaps so, and perhaps also it is actually impossible to find such a theatre to buy, or the money to build one. But if that's the case, the CBC can't expect to lick the variety show problem. It can't expect to develop stars (if, indeed, it wants to). And it can't expect to pull big audiences away from competing US shows.

Television is at an important age in Canada. It's old enough to be spanked occasionally, and young enough to learn. A lot of the people actively engaged in putting together programs and performing on them have already learned, and will surely learn more. I sincerely hope the same can be said of the people who make the decisions, particularly the financial decisions.

(The third in this series will appear in the next issue.)
As another Yuletide approaches, we extend to all our clients, our agency friends and our associates in the broadcasting industry our most cordial wishes for a very Merry Christmas and a Happy, Prosperous New Year, on behalf of the combined staffs of CKLW Television and Radio.

More POWER to you!

When you put this great team to work for you you’re getting the most powerful Radio-TV team in North America. CKLW-TV covers 110,000 television homes in South-Western Ontario with maximum power of 325,000 watts video, producing a clear picture even in fringe areas. CKLW Radio with 50,000 watts power provides saturation coverage of the same area — and considerably further. CKLW intends to pursue its 23 year policy of presenting top-flight entertainment to suit the entire family, of rendering good public service, and providing resultful advertising and goodwill for our clients and their products.
PRIVATE TV AIRS CHURCH FILMS

THE UNITED CHURCH FILM GROUP at work in their Toronto studio. Rev. Anson C. Moorehouse is at the camera. The others, from left to right are: Rev. Bob Shorten, minister at Seven Islands; Shirley Tyte, assistant producer; Dorothy Bacon; Bill Poulis, kneeling; Murray Westgate.

THE United Church of Canada's Board of Information and Stewardship is, so far, relying on private stations to carry its 15-minute, filmed TV program, The Archer Wallace Story. The 13 part series is being carried on a sustaining basis by CJON-TV, St. John's; CFPL-TV, London, CHCH-TV, Hamilton and CKCK-TV, Regina with six other private stations scheduled to come in shortly. The Board is trying to interest the CBC in network airing of the program but, although two installments have been seen and approved by the National Religious Advisory Council, no real progress has been made as yet.

The series deals with the reminiscences of Dr. Archer Wallace, former editor of the United Church's young people's weekly, Onward, and author of twenty books.

Another United Church film now in production and scheduled for release around March 1, is a 45-minute, 16 mm color film with synchronized sound, dealing with the Church's missionary activities at Knob Lake, Quebec. It is being produced by Rev. Anson C. Moorehouse, producer of Where None Shall Thrive, which won first prize for a non-theatrical film sponsored by a non-government agency at the 1955 Canadian Film Awards.

The film centres around the problems of a pit foreman, played by Murray Westgate, and shows how the church helps him and the community which is growing up around him. The greater part of the story was shot on location at Knob Lake and the film is now being completed at the United Church film and television studios in Toronto.

JONQUIERE LAUNCHED

CKRS-TV, Jonquiere, started telecasting Thursday, December 1 with power of 20 Kw Video and 10 Kw Audio on Channel 12. The new station is represented nationally by Jos. A. Hardy & Co. Ltd., Television Division.

Tom Burham, Station Manager estimates that there will be at least 5,000 TV sets in the coverage area before the end of the year.

PROMOTION MAN

The new promotion manager at CHCT-TV, Calgary, is a newspaper man. Bob Nystedt came to the Calgary station from the CALGARY HERALD where he held the position of feature editor.

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A Central and Western Ontario Market of 1½ million people with ¼ million TV sets and $2 billion annual income... covered by CKCO-TV's new tall-tall tower - 2083 feet above sea level.
SPOT FIRES BY TV

TELEVISION cameras may soon replace fire-spotters in British Columbia’s forests. The province’s forest service officials are reported to be considering substituting a 24-hour TV eye in the look-out towers in place of human spotters.

The camera would revolve steadily through a full circle, relaying a picture back to Protection Headquarters. The compass bearings of the camera are shown on a screen. Should a smudge of smoke appear, the cameras concerned are stopped remotely, the bearings taken and the exact position of the blaze is located in seconds by a simple fix.

Instead of miles of coaxial cable connecting the cameras with receiver sets, a microwave beam, which will not be subject to damage from falling trees, wind, ice or fire, will be used. The only snag is that a microwave beam must operate in line of sight.

CGE ANNOUNCES MICROWAVE

CANADIAN General Electric Company has announced the signing of a contract with the Bell Telephone Company of Canada for the installation of microwave horn antennas and waveguides at the 39 relay points between Uxbridge, 35 miles North-east of Toronto, and Lake of Two Mountains on the Manitoba border.

Bell is building the relay stations, part of the trans-continental microwave radio relay system which will provide for coast-to-coast television programs and additional telephone circuits. The whole network is scheduled for completion early in 1958.

CBC NETWORK STATIONS (TELEVISION)

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*CJCB-TV
*CKW-TV
*CHCH-TV
*CHSJ-TV
*CUON-TV
**CFCY-TV
Halifax, N.S.
Sydney, N.S.
Moncton, N.B.
Saint John, N.B.
St. John’s, Nfld.
Charlottetown, P.E.I.

MID-EASTERN REGION

*CBLT
*CHEX-TV
*CKWS-TV
*CBOFT
*CGH
*CHCH-TV
*CKCO-TV
*CFPL-TV
*CKLW-TV
*CKSO-TV
Sault Ste. Marie, Ont.
Windsor, Ont.
Sudbury, Ont.
Windsor, Ont.

PACIFIC REGION

*CBUT
*CBKT
*CJBR-TV
*CFRQ-TV
*CFEU-TV
*CKGN-TV
Winnipeg, Man.
Brandon, Man.
Quebec, Que.
Edmonton, Alta.
North Bay, Ont.

QUEBEC REGION (French)

*CBFT
*CTVM-Télé
*CBR-Télé
*CBOF
*CKRS-Télé
*CKTV-Télé
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**CHLT-TV
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CANADA’S FIRST PRIVATE TV STATION

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEEDE & COMPANY
IN THE U.S.A.

IN THE NORTH
They Look To Sudbury

Channel 5

CKSO-TV

Canada’s FIRST PRIVATE TV STATION

All-Canada Radio Facilities Ltd.
In Canada

Weed & Company
In the U.S.A.

A WINNER

In a recent CHCH-TV contest to determine total population in the primary coverage area (1 & 8 contours), the winner was Mr. R. L. Johnston, manager and advertising director of Acousticon Dictograph, Toronto. He is shown receiving his $1,000.00 cheque from station Commercial Manager, J. R. Peters.

2,151,778
(Source: Elliott-Haynes Ltd.)

People within our primary coverage area representing

437,404
TV homes

CHCH-TV
Hamilton (Channel 11)

Reps—In Canada, All-Canada Television in U.S.A., Adam J. Young Incorporated

Merry Christmas from Everybody at

Channel 8

Saskatoon, Saskatchewan

CFQC TV

7th, 1955

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For quality, quantity, and fines of terms, Telefilm stands as the top of the firms. With deepest sincerity, we wish you cheer
A very Merry Christmas, and a Happy New Year.

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1001 LENOIR STREET, MONTREAL 30

December 7th, 1955
It seems to me a goodly thing, as the festive season comes again, to put aside ink-horn and quill, and reflect quietly on the year gone by. For then heartwarming thoughts do come—of many good friends, of kindly courtesies enjoyed, of work done in harmony of minds. So it is also good to say "thank you" to the proven Stations we do represent, to Sponsors and their staffs, and to many friends in their Advertising Agencies.

May they—and theirs—keep Christmas well, and find the New Year kindly.

HORACE N. STOVIN
& COMPANY
Radio Station Representatives
MONTREAL  TORONTO  WINNIPEG  VANCOUVER
Christmas time... the time when our world splits into millions of glittering spheres—each one a warm, loving, family world.

Christmas time... the time when CFRB wishes you and yours all the bounties and joys of life. May your hopes be fulfilled and your future be bright.

Merry Christmas... CFRB

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