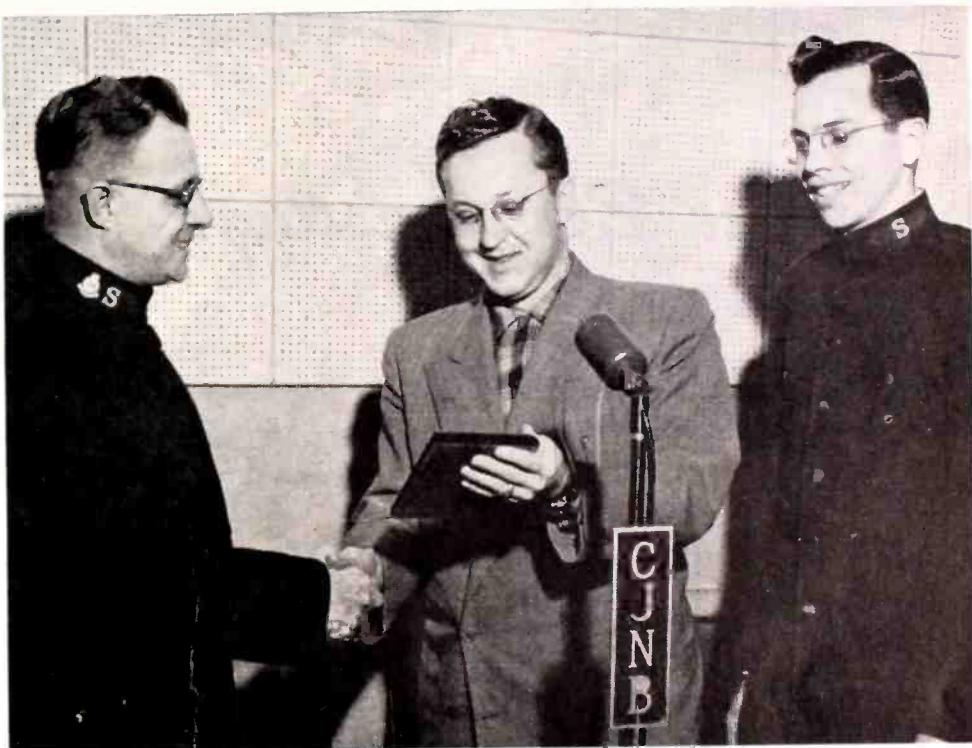


SALLY ANN SAYS "THANK YOU"



"FOR SIGNAL SERVICE" is engraved on the plaques presented to thirty-one western radio stations by the Salvation Army's national publicity officer, Major Arnold Brown. The plaques, awarded in appreciation of these stations' service in carrying the Army's "This Is My Story" also bear the stations' call letters. Pictured above, Major Brown (left) is seen presenting one of the plaques to Harry Dekker, manager of radio station CJNB, North Battleford, Sask. At the right is the local corps officer, Captain Hicks. The full story appears on page 10.

In This Issue:

AN IDEA MAN STRIKES BACK is the title of Ross MacRae's satirical reply to Jack Davidson's article on employment in the last issue. Turn to page 3.

STATION LINKS WITH PAPER describes our Leslie Holroyd's exploration of the news tie-up between CHUM and the Toronto Telegram. This is on page 12.

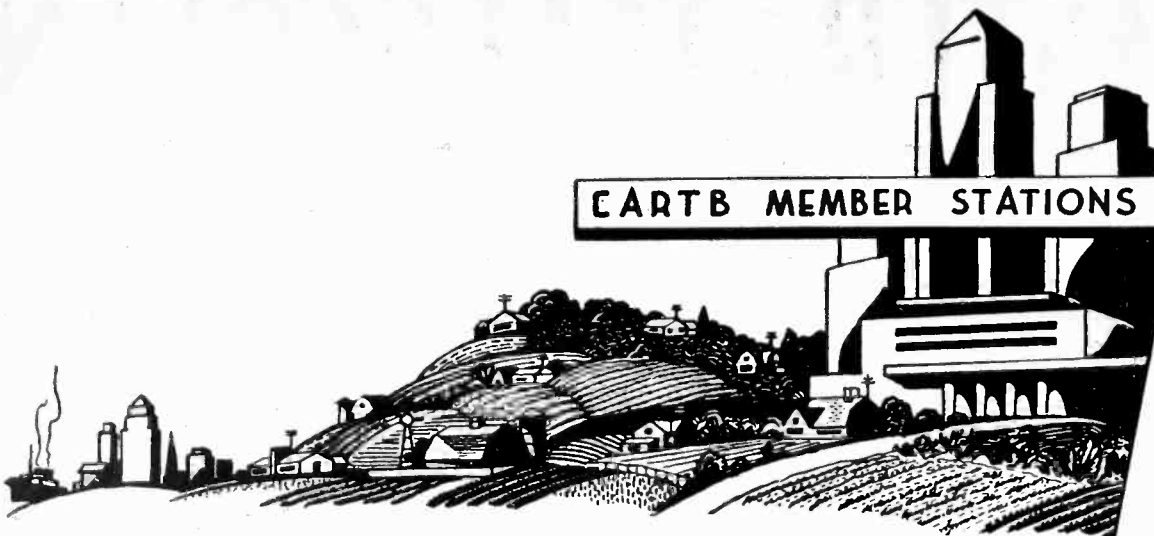
ARE CBC MILLIONS NECESSARY? is a good question, and it is well answered in a CJOR radio editorial you will find on page 16.

IN THE TELESCREEN SECTION

There's a picture and story of Corliss Archer's visit to Vancouver to promote the show for her sponsors on page 19.

On page 21, there is a straight from the shoulder critique of TV by Hugh Garner, whose cry is for "Music, Maestro, Please".





What Price Broadcasting?

Radio is advertising's largest medium — the only one to penetrate almost every home in Canada and to match Canada in motion.

Radio is the medium that simultaneously can reach a man in his car, his wife at home in the kitchen, his children down at the beach.

With over 6,000,000 places where it can be heard - - -

Radio Covers Canada

—From CARTB's "Brief Report on Radio".

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

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 - CFCY
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 - CHSJ
 - CJON
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- Fredericton
- Halifax
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- Moncton
- Newcastle
- New Glasgow
- Saint John
- Saint John
- St. John's
- St. John's
- Summerside
- Truro
- Windsor

FRENCH LANGUAGE (27)

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

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

CENTRAL CANADA (37)

- CKBB
- CJBQ
- CFJB
- CFCO
- CKSF
- CKFI
- CKFR
- CKGR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCL
- CFPL
- CJAD
- CFCF
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHLO
- CHOK
- CJCS
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX

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

PRAIRIES (26)

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

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

PACIFIC (18)

- CHWK
- CJDC
- CFJC
- CKOV
- CHUB
- CKLN
- CKNW
- CKLG
- CKPG
- CJAV
- CJAT
- CJOB
- CKWX
- CKMO
- CJIB
- CKDA
- CJVT

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



AN IDEA MAN STRIKES BACK

Last issue, Jack Davidson said he wants Idea Men on his staff! Here Ross MacRae, of Cockfield Brown, gives an opposing view with these comments:

I HAD an idea once; and look what happened to me. This statement has some significance in the eye and mind (eyes and mind, actually) of the editor of the "Canadian Broadcaster and Telescreen". But for the life of me, what that significance is is beyond my ken. Which reminds me of Eddie Cantor's famous song, "My-Ken Whoopee". Which reminds me that by gawd it's time we all took off our coats, rolled up our sleeves and got some ideas, by gawd.

One of the best ideas that has come out of the past year's news came about 55 years too late. It concerned Professor Albert Einstein's late-arriving idea that he should have been a plumber instead of a nuclear physicist and all like that.

That's the whole trouble with having ideas. Usually you have them too late. It's like suddenly thinking up a bon mot or witty cism about four days after it should have lit up the conversational atmosphere like the searchlights at the C.N.E.

Like now, for example. If ideas were for sale, like say Buckley's Mixture, some smart type would corner the market and start retailing them and make a fortune.

I'd be one of his best customers.

The fortunate thing about ideas is that if you've got 'em, you've got 'em. Makes no difference whether you're rich or poor, but as Mickey Lester says, he's been both, and rich is better.

Incidentally, how long should an article be? Especially one for the journal which you are currently being shocked by? (That was a good one, by gawd. And it's time we all rolled up our sleeves, took off our coats and got some more, by gawd.)

THE WAY OF THE CRITIC

For my dough (\$1.98), and from where I sit (the same place as almost everyone actually, who is built the same way as I am), ideas are the things that result in something being created.

Criticism, for example, provides danged little in the way of constructive ideas. The criticism comes from a critic. If it is well founded, it is still up to the idea man to act on the criticism and make sure that his next play or product or spot announcement is better in the light of the appropriateness of the criticism.

I just wrote that paragraph off the top of my head, and it reads just about as flat, come to think of it.

Continued on page 4

Give Your Campaign

MORE DRIVE IN 55!

ADD

CKBI

AND ITS STEADY INCOME MARKET FROM FORESTS, FURS, FISHING AND FARMING.

1954 Interim Wheat Board Payments put over one million dollars into the pockets of local farmers.

CKBI

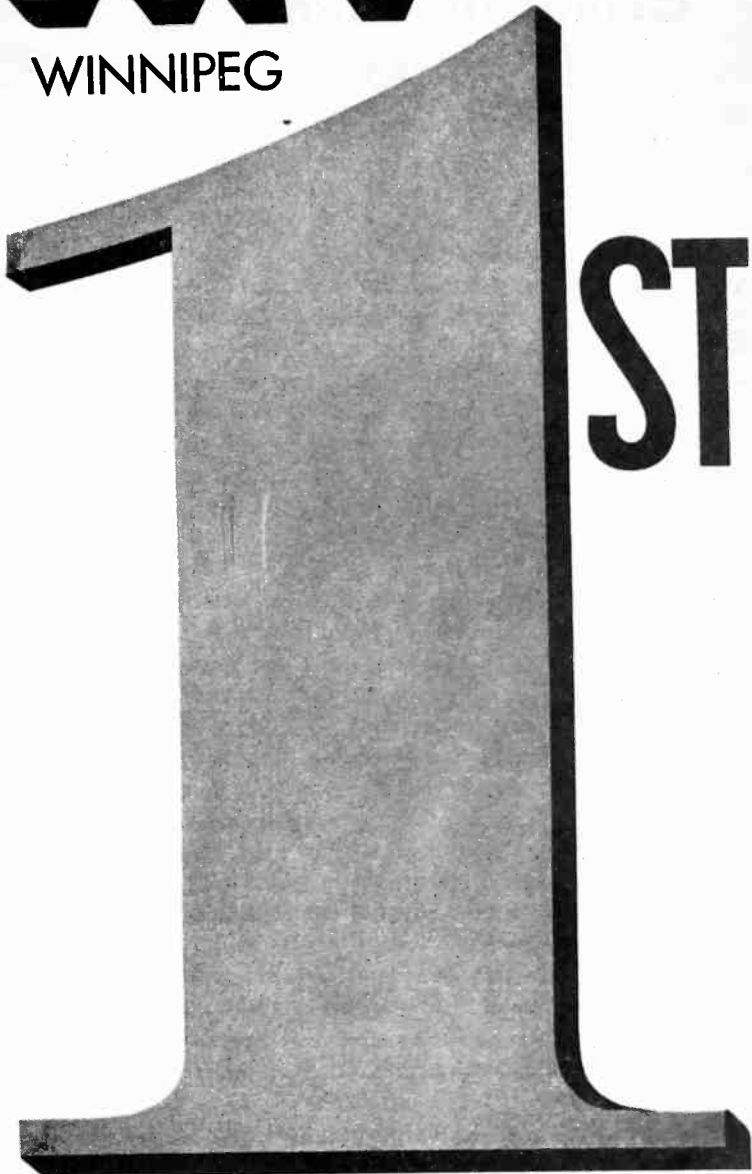
PRINCE ALBERT

Saskatchewan

5000 WATTS

CKY

WINNIPEG

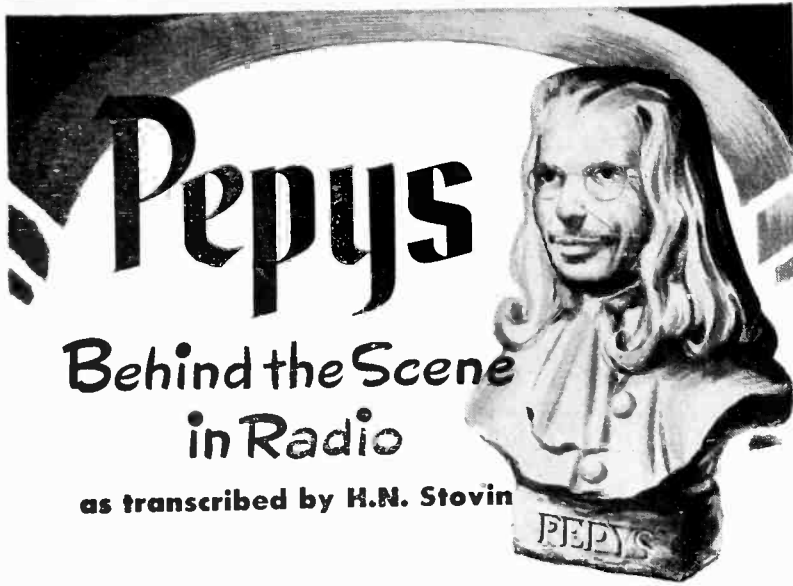


MORE LISTENERS THAN ANY STATION ON THE PRAIRIES

(B . B . M 1 9 5 4)

Call an H. N. Stovin Office for further facts
TORONTO WA-lnut 4-5768
MONTREAL .. UN-niversity 6-6291
VANCOUVER TA-flow 4831





To my mail this day and much pleased by a story from CKY Winnipeg on a truly human-interest broadcast from that station. Rev. Harvey Egler, a Lutheran pastor, does every Sunday at midnight, for an hour and a half, answer questions telephoned into him while the program is going on. He will answer the woman who wants to know whether or not to marry a man of another race, whether the Bible does forbid blood transfusions, or how many children were begat by Adam and Eve. To all questioners he does give wise counsel as a kindness to his fellow-men — for he receives no pay for his service ● ● ● CHED Edmonton did celebrate its first Christmas Party from November 25th to December 15th, in which two-thirds of the population of that city did take part and many Alberta people from outside. To be at the party, listeners were asked to write in naming their favorite announcer, and over a quarter of a million letters selected Stu. Phillips, though by a slim margin. Lucky draw gifts ranged from a puppy to a Pontiac. More about this fine effort next week, for there are more stories of it than I have space ● ● ● From CFAR Flin Flon a titbit which is too good to hold over until the next Christmas Season — “The R.C.M.P. in Flin Flon arrested a gentleman for doing his Christmas shopping early — early one morning before the stores opened!” ● ● ● At the beginning of December last, CKCW-TV, in Moncton, did produce a “Puppet Theatre” series, intended to run only until Christmas. It was so joyfully received that the station is, in response to many viewers’ requests, making it a regular feature. Here, methinks is an opportunity which should not be overlooked, for some advertiser to pick up a good television program in the Maritimes’ second largest and fastest growing market. First come is first served.

“A STOVIN STATION IS A PROVEN STATION”

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

Continued from page 3

Incidentally, it's by gawd about time we all took off our sleeves and rolled up our coats and got some ideas, by gawd.

Here's an idea I just thought of: why not end more sentences with prepositions? To paraphrase an old maxim, "Get the idea and all else Fowlers".

By gawd, that's subtle. And why not take the "b" out of subtle while we're at it. And we could knock the "p" out of ptarmigan too.

These ideas are thrown out holus-bolus and are entirely in the public domain for all I care, as I do not write under a CAPAC license.

I am not so sure that ideas are necessarily a good idea, come to think of it. For example, those teletype machines you see in all the radio stations. That was a good idea, sure. (Those were a good ideas???) But do you know what happened to the man who invented them? Went stark raving mad. Mad I tell you.

But it wasn't the machine that caused his downfall. It was the heavy-handed operators who kept sending out things like "SSSSST. John's, Newfoundland".

And why not take the "ain" out of St. while we're at it?

AN IDEA FORMS

What do you think about Joe Dimaggio and his big ideas? Oh, I tell you there are any number of normal human beings walking about these days with ideas churning inside their heads like the cream in your grandmother's old-fashioned agitator.

When I was asked to — no. When I was conned into writing this — this — whatever it is, it seemed reasonable to assume that one could

answer the challenge so brilliantly penned by Jack Davidson, and headed "Accent on Idea Men". At the time, I hadn't even read the article.

Now I have read it. And I must say that the introductory sentence is a jim-dandy. A jack dandy, I mean. Listen to this, and I quote: "As an employer, I am a sucker for the fellow who is doing something."

I choose to rebut. And that sounds like the end; twice. I leave you to mull this over in your mind:

"As an employee, I am a sucker for the fellow who is doing nothing."

Mulling, incidentally, means to warm, spice or sweeten, such as ale or wine. I think they used to shove a hot poker into a tankard of port which made it pretty potent stuff.

Suddenly I am getting an idea. I'm going to bang on a couple of doors myself and try to convince them I'm over twenty-one.

GREY CUP IN ARCTIC

A letter received recently by CFGP, Grande Prairie shows that there's more to the slogan: "Wherever you go; there's radio" than meets the ear. The letter came from Aklavik (go north and turn left at the first polar bear) and was a request from the citizens of the town for a rebroadcast of the play-by-play description of the Grey Cup game.

With the co-operation of Foster Advertising Ltd., CFGP were able to get the tapes of the game and they aired them at midnight their time (which is ten o'clock in Aklavik) one night shortly before Christmas.

After the rebroadcast the people of Aklavik again wrote the station thanking them and commenting on the perfect reception.

MOTIVATION

that's
CFAC
in Calgary *

* Elliott-Haynes Radio Ratings consistently show more audience for CFAC. The RESULT — 'motivation' and a file of success stories to prove it!

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

Editor & Publisher RICHARD G. LEWIS
 Art Editor GREY HARKLEY
 Editorial Dept. ALAN H. GAYFER
 LESLIE A. HOLROYD
 Circulation & Accounts THOMAS G. BALLANTYNE
 Production Dept. ROBERT G. MOWAT
 Research Consultant GEORGE E. RUTER

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Vol. 14, No. 2

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

January, 19th, 1955

Research Needs Application

Whether audience measurement techniques, employed by the Bureau of Broadcast Measurement, are as full of holes and inaccuracies as the Elliott-Haynes people claim, when they issue statements in rebuttal of BBM's claim that E-H is off base in its claims about BBM, is probably of supreme importance to some people — notably BBM and E-H. To us, however, and to many of the broadcasters with whom we have discussed the matter, there are more important problems.

One of these is the alarming thought that at this particular time radio was never in greater need of improving its product to enable it to meet outside competition. Yet instead of devoting time and energy to devising ways and means of improving programs so that they will attract more listeners, the main objective seems to be to discover new ways of measuring how many listeners existing programs have — or how few.

It is possible, through research and its intelligent application, to plan a steady swing, over a period of years, of the audience now favoring Station A, to Station B. This has been accomplished by all manner of devices. There is "Horizontal Programming"; there is "Vertical Programming"; there is "Block Programming"; there is "Music and News"; and they are all effective, but over a long term. The problem now is to get listeners, not for next year, month or week; not for tomorrow. How are we going to hang onto our audiences when TV beckons them away? And this means right now, because TV is here today.

There is absolutely no value in finding out that there are more people listening to the other program or the other station, unless steps are also taken to find out why this is and what can be done about it.

Research might be compared to a medical diagnosis which discloses that a patient is low on energy, just as program research might indicate that the show lacks listeners. Further probing indicates that the sick man is suffering from nervous exhaustion, brought on by over anxiety. That's medical research. The other investigation discloses that the radio program lacks pep and originality and this is causing low interest.

Whether our concern is for the medical simile or the broadcasting one, so far our "research" has shown pretty clearly what



"It's just like the newspapers. You don't have to look at the ads unless you want to. . ."

is the matter. But nothing has been done as yet to remedy the situation.

If the diagnosis results in a prescription for a dose of castor oil and ten hours sleep every night for a month, the patient will probably recover. But if nothing is done, the diagnosis will be wasted effort.

In the case of the program, it is fine to be able to proclaim, in promotion pieces and advertisements, that Station A is three points ahead of Station B in listeners. But one day, B is going to do something about it — hire Marilyn Monroe, or give away not five but fifty dollars. Then the situation will be quickly reversed. B's ratings will take off and soar over A's, and what will poor A do then?

Actually it couldn't matter less. It is absolutely immaterial to an intelligent advertiser whether his audience is larger or smaller than the other fellow's. He is interested in a lot of listeners, of course. But what he is far more deeply concerned about is the quality of the listeners, however many or few they may be, in terms of their using his product.

In one instance a loan company abandoned its program on the station which gave it the highest ratings, in favor of one with a lesser audience, because the latter station's listeners borrowed more money. The fact was that the listeners to the first station were too good. They were so well off for money that they were a dead loss to the sponsor!

May we repeat our steadfast view that no advertisement in any medium can be so phrased, printed, displayed or spoken that it will appeal to everyone. When radio stations, advertising agencies and sponsors use research to analyze their audiences in order that they can say for sure: "Here is a station, or program which appeals to the middle-aged business crowd, which drives larger cars, — or the young set that needs the most it can get for the least — then radio will be doing a better selling job because of research, and ratings and other quantity measurements won't matter a damn.

A Bit of Advertising for Advertising

This is to ask stations to help us find a home for a cash prize of five hundred dollars. It could be one of your listeners. It could be one of your staff. It could be you.

Details of our "National Opinion Contest" which were promised for this issue, will not be complete for a short time yet. This much however we are able to say.

This paper is offering a five hundred dollar cash prize, with no strings attached, and other merchandise prizes are being arranged, for a short statement about the superiority of nationally advertised goods.

This contest is being staged in the belief that advertising makes a material contribution to the Canadian scheme of living, to high scale employment and to generally high standards.

We think that not enough people of the general public appreciate the value to themselves of the economic system of which advertising is the keynote. As an example of this, a survey last fall disclosed that 51 per cent of people questioned believed that advertising makes goods cost more money.

This paper is proud to have the opportunity to spearhead this campaign, which, it hopes, will enhance the value of advertising in the public mind, thereby giving those professionally engaged in its various branches an even higher standing in the public view.

In the immediate future stations and others will be invited to co-operate with us in this venture in order to expand it onto a national scale. Your help is earnestly requested.



The Market BEHIND THE WALL

Timber or Tourists
Cheese or Copper

The wealthy Northern market covered by

- CFCH North Bay
- CJKL Kirkland Lake
- CKGB Timmins

has them all — has everything in fact but consistent outside radio and television reception. So for better listening advertisers and consumers alike in the "Market Behind the Wall" choose these three Northern stations.

CFCH

NORTH BAY

CJKL

KIRKLAND LAKE

CKGB

TIMMINS

UNDER NORTHERN MANAGEMENT

Reps
NBS
in Canada
WEED & Co.
in USA

LONDON CLOSE-UP

TV STORM OPENS BBC'S NEW YEAR

By MARTIN TAYLOR

LONDON, England—"1984", George Orwell's grizzly romance on life under a futuristic dictatorship which North American televiewers sampled last year, has started a storm which is sweeping British broadcasting into what will certainly be its stormiest year. In the old days, when moralist Lord Reith was director-general, the BBC steered clear of anything off-key, apologized for "a slight lapse in taste" after the smallest slip. They were a long way off one peaceful pre-Christmas Sunday when the usual fare of polite period pieces and parlor games was swept aside to screen the Orwell epic.

The immediate effect on viewers was not unlike that of the famous pre-war "War of the Worlds" broadcast on listeners in the States. Englishmen didn't panic in the streets or anything like that, of course. But neither, it seems, did many turn off their TV sets.

However, before the program of mental squalor and sadism was a third through, thousands had seized their phones to register formal disapproval by swamping the BBC switchboard and those of the main newspapers and dictating telegrams to MP's, broadcasters, councillors, vicars and anyone else who might be held responsible for matters moral, immoral and amoral.



MARTIN TAYLOR

Police states, thought-control, torture-chambers, licensed love and so on were all very well, it seemed. But this was England, and after all, this was Sunday evening.

Only when the inevitable flood of letters deluged the leading papers did the fact leak out that a good many viewers were thoroughly in favor of using television to give the full impact of a dying man's frank warning to the rest of humanity.

However the row which blew up among the culture vultures, life-is-beautiful merchants and the easy-to-

Continued on page 8

SOOTHING
to SPONSORS
and AGENCIES

CHLO

LONDON and ST. THOMAS

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

more homes

CFNB

IN NEW BRUNSWICK

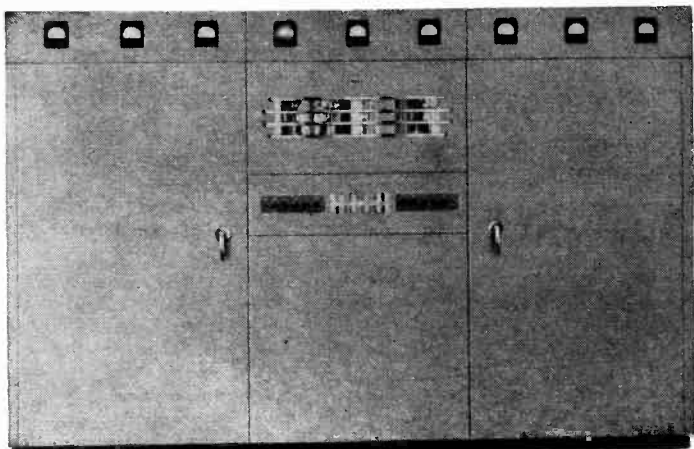
... listen to CFNB than to any other station. Continued important mining developments and the construction of Camp Gagetown are steadily adding homes to New Brunswick's largest radio audience. Your advertising dollar goes farther than ever before on CFNB

NEW BRUNSWICK'S MOST LISTENED TO STATION

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

Marconi

Supplies 5 CBC Radio Stations with New Transmitting Installations

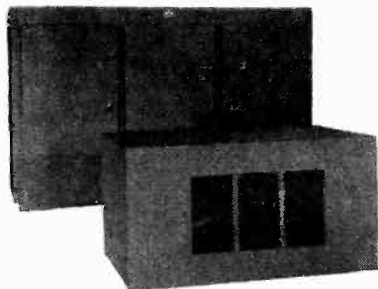
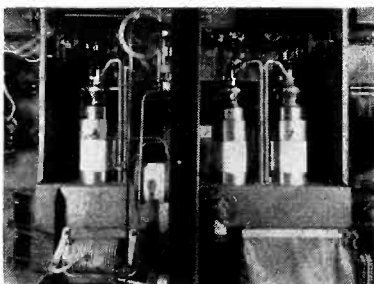


The Gates "Power Saver" 5-10 KW transmitter — entirely new, with low cost tube complement.

Gates complete transmitter stations mean LOWER operating and maintenance costs.

EASY TO INSTALL

— complete cabinets — no cables — saves days of installation labour



Gates Transmitters lead in Quality, Convenience, Engineering and results.

TUBE COST REDUCED

— new modern design tube cost reduced by one-half that of earlier equipment.

LOAD REDUCTION

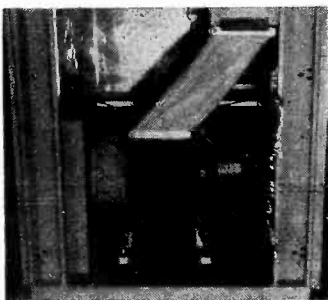
— line load reduction averaging 3KW per hour

PROTECTION

— dead front enables opening front door without exposing high voltage — means tuning and manipulating all operating functions without disconnecting carrier.

TRUE ECONOMY

— Gates makes much that it uses . . . there are no double markups . . . less freight charges from one supplier to another and fewer costly delays in production.



MORE EFFICIENT COOLING

— new 800 CFM blower sends several times required air around power tube envelopes and on their filament seals.

Radio Stations CBN St. John's, Nfld., CBY Corner Brook, Nfld., CBI Sydney, N.S., CBV Quebec City, P.Q., and CBO Ottawa, Ont., were faced with the fact that modernization and increased coverage were necessary.

To help solve this problem, Marconi installed complete new Gates transmitter stations. This equipment was specially built to meet the remote control requirements of the CBC and incorporates the use of completely unattended remote control station sites.

Look to Marconi

The design, manufacture and supplying of studio and transmission equipment by Marconi, has been a major contributing factor, over the years, to the advancement of the industry.

Today, radio and television stations from British Columbia to Newfoundland, look to Marconi for the finest, most up-to-date studio and transmission equipment available because of the experience, know-how and skill of Marconi engineers and technicians.

Capitalize on this service

When planning a new radio or television station, or if you're planning to add to your present facilities, why not use the Marconi Engineering Consultant Service?

Wherever you are in Canada, Marconi specialists will inspect your operation, analyze their findings, and recommend the types and size of equipment that will most adequately and economically meet your requirements.

Broadcast and TV Equipment Department

Marconi



CANADIAN MARCONI COMPANY

CANADA'S LARGEST ELECTRONIC SPECIALISTS

**Broadcast & TV Equipment Dept.,
Canadian Marconi Company,
2442 Trenton Avenue,
Montreal 16, Que.**

- Please send further information on Gates Transmitters.
- We would like to have more information on how your Engineering Consultant Service can be of assistance.

NAME.....
 COMPANY.....
 ADDRESS.....
 CITY..... PROV.....

London Close-up
Continued from page 6

shock generally, was such that Lord Beaverbrook's DAILY EXPRESS said phoo-ee to its proprietor's Presbyterian background and endorsed the BBC by serializing "1984" all over again.

By mid-week a big question loomed for the BBC chiefs. Should the play be repeated as scheduled on Thursday night? Despite all the hullabaloo they decided to go ahead and were rather surprised to find hardly a murmur raised and the switchboard operating smoothly throughout the program time. Even viewers it seemed, could only be shocked once.

Does the strange departure from the Corporation's long standing etiquette foreshadow a change in policy? BBC chiefs indicated that it did not. "1984" was one of several programs to which viewers took exception during 1954 — they were just the exceptions which prove the rule.

NOT FOR SPONSORS

Far more important question in the broadcasting business here today

is whether "1984" or anything like it could be broadcast over the new commercial TV stations which will be open before the end of 1955.

Almost certainly it could not. For companies allowed to broadcast over the new Government-owned network will have to submit every line of their scripts for approval by the Government-appointed Independent Television Authority. The BBC will remain free to put over whatever it wishes.

It seems unlikely that the ITA censors will allow much leeway as they are obliged to make sure that nothing controversial is put over in sponsored programs. Battling with the BBC for the big viewing public is therefore likely to be something like fighting an atomic war with battle-axes.

THE DOUR MISS POPHAM

Among the ITA members is one clearly selected for ability to evaluate programs imported over the Atlantic as well as home-made efforts. Miss Margaret Popham, Britain's number-one schoolmistress, is probably as well known in Canada as in this country.

Before her recent retirement Miss Popham was headmistress of the Cheltenham Ladies' College, most select of the most correct schools where young girls become young ladies. Not so long ago Miss Popham was senior mistress of Toronto's Havergal College.

An interview with Miss Popham has been a humbling experience for many of Toronto's young ladies and may prove tough for any program contractors who stray from the straight and narrow.

Announcing - - - -



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**CENTRAL
ONTARIO**

Ask For Facts

STEPHENS & TOWNDROW
TORONTO • MONTREAL

Miss Popham, created a Commander of the Order of the British Empire for her services to education, has great interest in Canadian TV and very much hopes to go and study it sometime, she tells me.

THOMSON TAKES BOTH SIDES

Meanwhile Roy Thomson is moving ahead with plans to use his Canadian TV know-how on commercial TV in Scotland. In order to get a fully-representative Scottish management for his new organization, he has formed a syndicate, including representatives of many aspects of the nation's life.

He invited the Scottish Trades Union Congress to join this group in spite of — or perhaps because of — its connection with Britain's Labor Party which is opposed to the idea of sponsored TV.

Although THE SCOTSMAN, most prominent Thomson property in the U.K., is well-known as a true-blue Conservative voice in the northern kingdom, the publisher told Socialist DAILY HERALD:

"With me this TV is a purely commercial proposition. Politics have nothing to do with it. I want as representative an organization as possible — and don't 50 per cent of the people in Britain vote Labor?"

It was a sixty-four dollar question but the union men turned down the invitation.

The Thomson organization is moving ahead just the same and believes the first Scottish station will open in one year's time and the firm, or firms, to be licensed for telecasting over it will be named within the next few weeks.

Speaking at an Edinburgh meeting, Roy Thomson pointed out that

only two per cent of TV programs broadcast now by BBC stations in Scotland actually originated in Scotland. This is the situation he hopes to reverse.

Of commercial television he said: "It will be just another amenity in our lives which we do not miss now because we have never had it, but which, I am sure, we will never let go once we have got used to it."

LEVIS AND THE MUSIC HALLS

Another Canadian developing a big interest in British TV is Vancouver's Carol Levis who describes himself as the "Dean of Discoverers" and has become Britain's successor to the late Major Bowes.

Recently Levis presented on a BBC TV program a selection of the latest talent he has discovered on tours of British music halls and the amateur stage. But he is not entirely happy with the amount of attention BBC producers give to him and has big plans for commercial telecasting.

"I have had more experience in commercial radio than most people," he said in an interview. "Why, on Canadian and American TV I have sold everything from ladies' hose to Indian herbal cures — with and without 'discoveries'."

He added modestly: "You know, the Independent Television Authority should employ someone who knows commercial TV in Canada and America inside out."

Even though Britain's new commercial TV will be the baby of the entertainment business when it starts up in nine months' time, it will still have its traditions to live up to — an essential encouragement to Britons.

EDMONTON'S DONE IT AGAIN!

Another Building Record Smashed

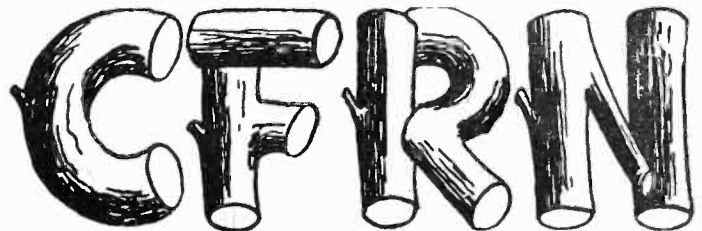
(Figures from City Commissioner's Office)

1950—was the record year. Building Permits Issued: \$46,579,372.00

1953 to Oct. 31st — Building Permits Issued: \$52,204,889.00

1954 to Oct. 31st — Building Permits Issued: \$63,830,475.00

Expanding with one of Canada's primary markets, it's



RADIO

RADIO REPRESENTATIVES LIMITED

Montreal - Toronto - Winnipeg - Vancouver

MEMO to an ADVERTISER



Farmers listening all day to
CJGX
Class "B" time almost as
good as "A"
A good buy now!

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

CJGX

YORKTON

SASKATCHEWAN

Basic Station, CBC Dominion Network:
Representatives:

Horace N. Stovin & Co.
Inland Broadcasting Service, Winnipeg

U.S.A. —
Adam J. Young, Jr., Inc.



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

SALLY ANN THANKS WESTERN RADIO

By AL GAYFER

"WE are more than thankful for the results that radio is bringing in, and indeed, has brought us in over the last 5 years," says Major Arnold Brown, national publicity secretary of the Salvation Army. Major Brown has just completed a tour of 31 western Canadian radio stations, and presented them with "Awards of Appreciation" for the "signal service" they have given the Army. These are some of the 70-odd stations across Canada which have carried, without payment, the Army's half hour weekly transcribed program "This Is My Story". This is a program of music and drama, but drama with a difference: no crime, no police, simply a re-enacting of cases in the Salvation Army's files.

"We wanted to go in for radio publicity because we felt that it was our duty to the public," Major Brown told the BROADCASTER. "We make no appeal during or after the program," he said, "but we are dealing with public money in the form of subscriptions and gifts, and we feel that we should present these programs as a form of report on our work."

Major Brown admits freely that when the Army first approached radio, the stations were not very enthusiastic, because of the quality of the program proposed by the Army.

"But they went a step further than criticism," he added. "They came forward with new ideas for a program which they thought would meet our need and at the same time be of interest to the public. And so *This Is My Story* was conceived."

GENEROUS ASSISTANCE

"The radio industry as a whole has been wonderfully sympathetic," said the Major, "and we have enjoyed a very warm relationship with its members during the whole of the

time we have been engaged in presenting broadcast programs."

"I have just returned to the office after the extended trip through Western Canada about which you were good enough to advise the member stations concerned," he wrote the CARTB on his return.

"I felt I must say at once how grateful I was that you had been good enough to take time and trouble to indicate my itinerary," he said. "Everywhere I went I was most cordially received. In every instance I was made perfectly welcome, and it seemed to me that the Salvation Army's recognition of the generous assistance of the radio industry brought the management I met some considerable degree of satisfaction."

"In almost every instance the call was turned to excellent publicity advantage both for the Salvation Army and the station, and for this we were more than grateful."

The programs are partly written by the Army's own staff, but are very largely professionally produced, with trained actors playing the various roles. They open with music, —

the hymn from which the program takes its name — and a verbal introduction. The *Salvation Singers*, plus an Army band, provide the musical background, the dramatic side of the show being introduced after about half a dozen musical items.

The dramas are simply and vividly written true stories taken from the Army's files, each program illustrating a different side of the work. Only one type of appeal is made, the Major said, and that is for anyone in need to contact their nearest Salvation Army officer who is there for "spiritual help and practical assistance."

During his tour he was able to express his thanks to the members of the radio industry who had made the programs possible. He said that on speaking to the various stations he was saying "Thank you" out loud for what they had done, and "Please" under his breath, for what he hoped they had in store. He had been glad of the opportunity to meet the men with whom he had been in contact for over five years, and even more so to find "that their faces were usually much better than their signatures!"

FAST GROWING ARMY

Radio has the confidence of the Canadian people to such an extent, that they are willing to stake their lives and their souls on these programs, as our statistics show, he said. "When we took our last census, we saw that the Salvation Army is more than holding its own, it is the fastest growing denomination in Canada. Coupled with the increase in the number of people who are coming to ask us for help, this is proof of radio's pulling power."

Major Brown wished to add

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

Western Ontario — Canada's Finest Farming Area. Farm Radio fills demand for fast accurate information with Roy Jewell's . . .



FARMING TODAY



For the facts — call All-Canada Radio; in U.S.A., Weed & Co.

CFPL radio dial 980

CHEX PRODUCES RESULTS

"Our Special Brand of Enthusiasm" really produces results for our advertisers who write:

"... your radio station maintains a good women's audience. We would not be without this advertising."—*Collis Ladies Wear*.

"... it has been the means of building up our box office receipts to a point of extreme satisfaction to me and my Head Office."—*Odeon Theatre*.

That's why listeners prefer and advertisers select . . .

**CHEX
PETERBOROUGH**

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Reps:
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that he had found just as much willingness to broadcast the Army's programs "as a public service" in the privately owned radio stations as on the CBC networks. Throughout the whole industry he said he had found evidence of tremendous enthusiasm and drive to improve the already high standards of Canadian broadcasting.

"Everywhere I went," he said, "new equipment was being, or had just been, installed, and the station buildings were modern, and often an example to the rest of the communities they served. Radio station staffs were at all times fully alert to the needs and possibilities of their medium to an extent that puts to shame some other industries."

COMPLETE CO-OPERATION

Major Brown, himself a former assistant editor of the Army's paper, WAR CRY said he was pleased to note examples of fast news gathering. When he was presenting the plaques to radio stations, advantage was often taken of the fact that some are associated with a TV station. He found that the presentation was photographed and a picture shown on the telescreens within a few minutes of the plaque changing hands. Often, he was given the opportunity to appear on the TV screens too, to tell the viewers about the presentations and why they were being made.

"I have met during the tour," said Brown, "with the greatest co-operation from all parties, the CARTB, the CBC, and the Musicians' and Actors' Unions, all working together as one body. This is typical of the unity of purpose we have found in

radio during the five years of these broadcasts. Thanks to the help of the industry, we feel we have 'the finest radio schedule in Protestantism'. Why even the technical production is an example of this. The band and the Singers meet in Studio G at the CBC, and the program itself is recorded in the CKEY building, to which it is piped from the studio."

Major Brown, who will be touring Eastern Canada in February, said that the Army had both gained and learned from the experience in radio advertising. What they had gained, he said, was new soldiers and new contacts with people in need. What they had learned, more effectively than ever, was that radio is a medium which really pays off in terms of results.

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

CHUB

Nanaimo, B.C.

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

CJAV

Port Alberni, B.C.

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

10% Discount for Joint Campaigns!

TALK IT OVER WITH:
Stephens & Townsend, Toronto & Mont.
Donald Cooke Inc., United States
John N. Hunt & Assoc., Vancouver, B.C.

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.

Canada's Third Largest Market

Keen Co-operation

Low Cost

Good Availabilities

YES — **CKLG** — VANCOUVER
DOES SPELL GOOD THINGS FOR YOU

SAVE MONEY ACT NOW

Buy

CKLG — VANCOUVER

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

Serving the People

BUILDS AUDIENCE - GETS RESULTS

Not only do we provide our listeners with top-notch entertainment, we cater to their desire for additional knowledge and information by presenting outstanding educational features.

At present, Five Hours each week are devoted to educational programs. Some are CBC shows, the others are produced by CJFX in co-operation with St. Francis Xavier University and various farm and labour groups.

Such programs forge a close link with the people in our extensive coverage area . . . resulting in loyal listeners and a receptive audience.

5,000 WATTS
580 KCS.

CJFX

ANTIGONISH, N.S.

CAN.—Paul Mulvihill & Co. U.S.A.—Adam J. Young Jr., Inc.

RCA TUBES

for the
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Performance Security

For on-the-air dependability you can't surpass RCA high-power air-cooled Tubes. Nothing like them either for maximum hours of service for every dollar you invest. Take the RCA-design 892-R, for instance. By using a stronger, more efficient radiator and a superior grid structure, RCA Victor has reduced operating temperatures, increased tube strength and appreciably extended average life expectancy. The result... performance security.

Your RCA Tube Distributor will soon have a complete range of RCA-design tubes to fill your RCA 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

STATION LINKS WITH PAPER

By LESLIE HOLROYD

CHUM and the "Toronto Telegram" have a working agreement in which nobody gets paid except the listeners, who are provided with a speedy and comprehensive news service. The arrangement, which was made last November, gives CHUM use of all "Telegram" news gathering facilities. A direct line from CHUM to the "Tely" enables anyone at the station to make instant contact with the newsroom there, where the wire and local news is checked and relayed to CHUM for immediate airing.

The TELEGRAM benefits in two ways. One is the use of the dawn-'til-dusk station's *Teleflash News* service, and the other is the mention of the paper's name on every newscast.

Teleflash News is a plan in which listeners are asked to telephone CHUM if they see an accident, hold-up or anything newsworthy. If the item is used the listener is paid for his trouble. Calls are received every day and the idea has often been productive of fast news breaks.

When a CHUM listener telephoned the station after spotting fire reels and gas company trucks and an ambulance in front of a neighboring house, the station called the TELEGRAM whose reporters promptly got onto the story.

FIRST WITH "NORONIC" FIRE

A not so recent, but exceptional, return from this idea was CHUM's scoop on the S.S. Noronic disaster in 1949. A cab driver telephoned Larry Mann, then a member of CHUM's staff, at home in the early hours of the morning to say that the boat was afire. Mann called two other CHUM men and the three of them rushed to the dock. Taped in-

terviews were made with firemen, survivors and anyone who knew anything about the tragedy. These were used as soon as the station went on the air in the morning.

Commercials were dropped from the day's schedule and regular programming replaced with quiet music and news bulletins as they became available.

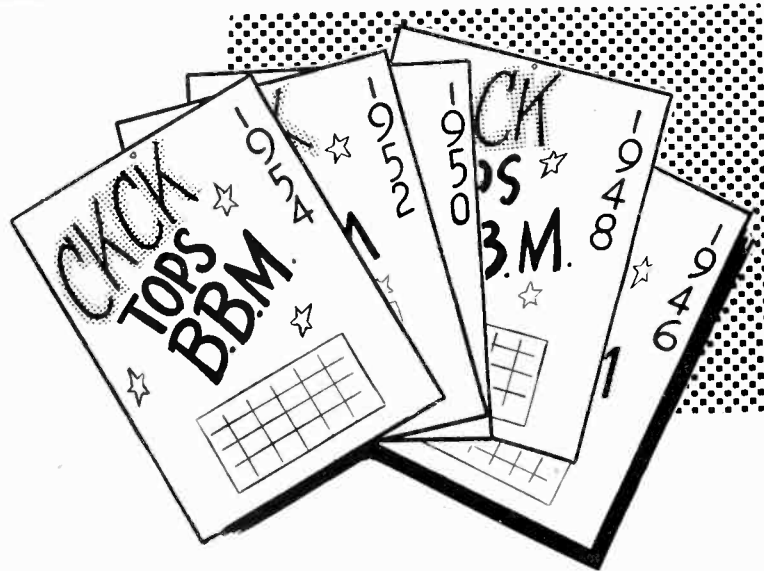
CHUM had tape recordings flown to Cleveland and Detroit stations when they found that most of the passengers came from these two cities.

This piece of news reporting and public service didn't pass unnoticed. The U.S. trade paper, *VARIETY* awarded CHUM a citation for "outstanding news coverage" in 1949-50, topping all stations in North America.

TAPES SAVE TIME

Time being of vital importance CHUM uses another device to get the news on the air in a hurry. This method is the tape recording of interviews over the telephone. In addition to the time saved, this also eliminates travel and expense.

A telephone tape was used to great



SASK. TOTAL: 156,860 Radio Homes, Day
137,420 Radio Homes, Night

HIGHER THAN ANY OTHER PRIVATE STATION IN SASKATCHEWAN

... and, in the important 6-7 times weekly group, CKCK has increased its total from 83,160 Day and 65,700 Night to 96,800 Day and 67,940 Night. ACTUAL INCREASE, 13,640 DAY, and 2,240 NIGHT. CKCK is by far the best advertising in Saskatchewan.



DIAL
620

CKCK REGINA

Representatives: All-Canada Radio Facilities

CHUM and Toronto Telegram Co-operate In Speeding Hourly Newscasts



Fresh news "breaks" give the CHUM newscasts from the Tely newsroom an up-to-the-second atmosphere. Harvey Kirk reads the news to an accompaniment of typewriters, as Pat Bennett hands him a story that has broken since the beginning of the broadcast.

advantage in the recent Dr. Samuel Sheppard murder trial. A WTAM newsman called CHUM from Cleveland as soon as the verdict had come in, providing them with an exciting and dramatic scoop.

Telephone tapes were also used in this year's Christmas safety campaign. Toronto's Police Chief John Chisholm was able to broadcast a different safety message every day without ever leaving his desk.

Although the first newscast isn't on the air until 8:00 a.m. (7:00 in the summer) the CHUM news department actually begins work over an hour earlier when **GLOBE AND MAIL**

columnist Frank Tumpane, who does this newscast, and Pat Bennett, CHUM's attractive brunette news "directeuse", start to prepare the script. Tumpane writes most of the local copy while Pat checks the BUP wire services and the TELEGRAM for national and international news.

The next broadcast is at 8:30 and then every hour on the hour until the station's sundown sign-off time.

MORNING CONFAB

The plan for the remainder of the days newscasts is formulated at a conference held each morning at 9:00 between Allan Waters, presi-

dent and manager of the station; Phil Stone, sports and promotion director; (Mrs.) Leigh Lee, program director and Pat.

These four examine the overnight news and decide, as far as possible what stories they will headline, and which, if any, rate a telephone tape.

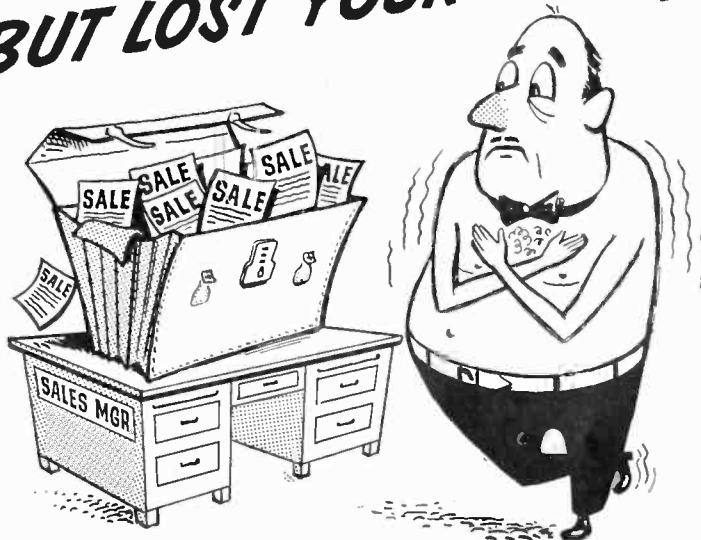
At about 10:30 Pat goes over to the TELEGRAM newsroom where she starts organizing the news for the big newscast of the day.

This is the noon broadcast direct from the TELEGRAM newsroom. Harvey Kirk, who reads the news, comes over shortly after 11:00 and he and Pat work on the script until airtime. The clatter of typewriters and shouts of "Copy" give the program an authenticity which is often increased by Pat interrupting Kirk with a story which has broken since he went on the air.

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

REPS—
PAUL MULVIHILL—
TORONTO·MONTREAL
ADAM YOUNG USA

GOT THE SALES... BUT LOST YOUR SHIRT?

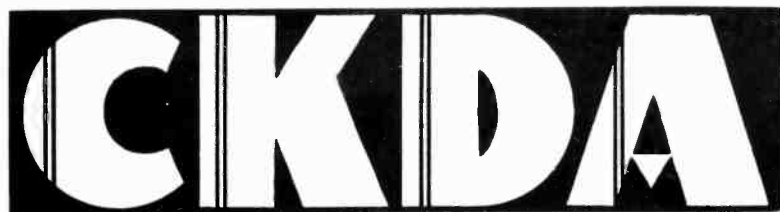


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SURVEYS PROVE CFCN IS THE BEST RADIO BUY IN ALBERTA

ASK RADIO REPS FOR DETAILS

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Most Listened to (Elliott-Haynes)

To sell ALL B.C. You need ALL B.C. Stations

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



OVER ONE BILLION DOLLARS NEW CAPITAL IN B.C. THIS YEAR



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

SELLING IN MONTREAL?

THAT'S OUR BUSINESS

YOUR PRODUCT
advertised on CFCF means
more business
for you.



ASK YOUR
ALL-CANADA MAN

If it's profits you're after...

The biggest plum in the Niagara Peninsula is the rich, fast-growing Niagara market. Annual harvest amounts to nearly \$15,000,000.00 spent in the district.

Get your share of this market by picking a real winner

— CKTB, ST. CATHARINES —

the one station that effectively covers and sells this wealthy area.

CKTB
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CKBB
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EM. 8-6554

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



"THE dance business in Canada has been sloping downwards financially speaking since 1947, but at Toronto's Club Kingsway, we've been going up."

This rather immodest statement came from the mouth of Ozzie Williams, who has been fronting his own band since 1932, and who claims that people will pay to dance to the music they like, just as they will tune in the radio, if it gives them what they want to hear.

"People responsible for selecting music for public performance make the mistake of catering to their own tastes," Ozzie said. He didn't single out radio specifically, but this was obviously what he had in mind. "What we have found in the dance business," he continued, "is that Mr. and Mrs., and of course Miss Canuck have far more definite likes and dislikes than a great many people think; even music people."

Asked about the *Hit Parade* as a barometer, Ozzie said that while it probably gives an accurate picture on the national or continental plane; it cannot be said to do so locally or regionally. As an example he mentioned the number *Sh-Boom*, which, while it led the *Parade* for several weeks last summer, was never once requested by Ozzie's patrons, who at the time were yammering for *Little Things Mean A Lot*. An interesting side light on this particular example, he pointed out, is that *Sh-Boom* should, by all standards, have been a hit around Toronto of all places, because it was popularized by this city's own quartet, *The Crew Cuts*.

Ozzie admits that nobody can tell what new tune is going to catch the popular fancy. "The top ten may be sure fire in somebody else's territory," he says, "but time and again we've found it paid to substitute a current Cole Porter, Irving Berlin or Rodgers & Hammerstein tune for any or all of hits one to three from the *Parade*." How do you tell? "You make up your mind that you can't be all things to all men—or even all kids." You have to analyze your current audience. Sophisticates like Cole Porter; for the near-sophisticates it's R & H; for the great mass audience, it's Irving Berlin. The only thing is, Cole Porter's superb lyrics and melodies are generally speaking beyond the ken of the great unwashed. They don't understand them, so they don't like them.

Irving Berlin's simple songs reach farthest and so are the most universal vehicles.

Rodgers and Hammerstein take a middle course, and lure some of each into the fold. But, Ozzie warned, "they also alienate just as many".

If Irving Berlin had enough "current" items, that would be fine. But he hasn't, with the result that you have to mix 'em up in proportions roughly of three jiggers of Berlin; two of R. & H.; one of Porter.

HOKE IT UP

This formula, Ozzie says, is good up to a certain point. Like radio's practice of playing the tunes the listener's can hum, it won't send anyone home mad. Neither though, says this man who looks at music as a tough business, will it cause them to enthuse. Dancing patrons will take its melodic monotone as a matter of course, just as radio listeners regard so much radio fare as a pleasant background to conversation. "But," he pointed out, "when the sponsor wants them to sit up and take notice, he blows a fire siren or fires a cannon to jolt them awake.

"We don't have firearms at the Club Kingsway," Ozzie said. "We'd have to hire a union man if we wanted to do any shooting. What we do do though is bring them in and then keep them stimulated while they are there with frequent touches of novelty.

"Three or four times in a three and a half hour evening session, we set them back on their haunches with stunts. This may be hoked up instrumental selection. It could be a corny burlesque of an old time band. Then again, the kids go wild over novelty songs (like Ozzie's own *Sunday in Toronto*). "Do they like it? You bet. Just watch our applause meter."

What it all seems to boil down to is this. "People — not just young people," he insists, "but people —

900 Kc. 1000 Watts
FRENCH

SHERBROOKE
QUEBEC

The Voice of the
Eastern Townships

Quebec

1240 Kc. 250 Watts
ENGLISH

Representatives

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

can go almost anywhere to dance to the sweet strains of Irving Berlin et al. For that matter they can stay home and do it to the radio or television. For ninety per cent of the evening, that's what they do to our music too. But it's the other ten per cent, the unexpected, the hokum, the change of pace, that brings them into Club Kingsway, night after night, at the rate of about a hundred thousand a year."

TO HEAD AD CLUB

A veteran broadcaster, so old he is only two years junior to your scribe (it says here), to wit, Gerald J., alias Gerry Redmond, has been elected president of the Halifax Advertising and Sales Club for 1955.



General manager of CHNS-Radio, Gerry is the immediate past president of the Rotary Club of Halifax. He is a director of the Nova Scotia Opera Association, The Halifax Symphony Orchestra, Canadian Cancer Society (Maritime Branch); The Walter Calow Wheel Chair Coach Fund. He is also a vice-president of the Atlantic Association of Broadcasters.

After emerging from Dalhousie University with his M.A. and LL.B. in 1929, Gerry seems to have embarked on his radio career as a commentator on the Nova Scotia school broadcasts. In 1930, he became director of radio education for that province. From 1930 to 1945, the record has him down as actor and producer of national and local features for CBC and CHNS. During this period he also did *Neighborly News* for the CBC. From 1941-9 he did baseball commentaries, and was identified with the production of *I.Q. Tournament*, *Halifax Tomorrow*, *Music To Remember*.

TOODLE-00

And that makes it time to say it's been great business doing pleasure with you, so Buss me (yeah, the blimp's in town) if you hear anything, won't you?

REP SWITCH

From February 1st of this year, All-Canada Radio Facilities Limited will represent radio station CHSJ, Saint John, announces Earl McCarron the station's manager.

AAB CONVENTION

President Fred A. Lynds has announced that the 1955 convention of the Atlantic Association of Radio & Television Broadcasters will be meeting June 20-21 at the Algonquin Hotel, St. Andrews-by-the-Sea, N.B.

WHY

DO MORE PEOPLE LISTEN TO CKRC

THAN TO ANY OTHER MANITOBA STATION?

Here are 43 of the Very Best Reasons

TOP-NOTCH PROGRAMS HEARD ON CKRC'S POWERFUL 5000 WATTS AT 630 K.C.

<ul style="list-style-type: none"> ★ OUR MISS BROOKS ★ PEOPLE ARE FUNNY ★ SINGING STARS OF TOMORROW ★ FIBBER McGEE AND MOLLY ★ THE GREAT GILDERSLEEVE ★ THE DENNY VAUGHAN SHOW ★ SHARE THE WEALTH ★ OPPORTUNITY KNOCKS ★ VOICE OF THE ARMY ★ THE FUN PARADE ★ CANADIAN SPORTS ROUNDUP ★ THE RED SKELTON SHOW ★ TURNABOUT 	<ul style="list-style-type: none"> ★ PHILCO RADIO PLAYHOUSE ★ BOSTON BLACKIE ★ HARMONY HOUSE ★ THE UNTOLD STORY ★ HOLLYWOOD THEATRE OF STARS ★ CAVALCADE OF SPORTS ★ CORINNE JORDAN ★ THE CISCO KID ★ LONGINES SYMPHONETTE ★ DAY IN THE LIFE OF DENNIS DAY ★ WHAT'S ON WALLY'S MIND? ★ WHEN A GIRL MARRIES ★ PURITY BIRTHDAY PARTY 	<ul style="list-style-type: none"> ★ THE BILLY O'CONNOR SHOW ★ STU DAVIS SHOW ★ 50-A-DAY ★ THE GUY LOMBARDO SHOW ★ YOUNG WIDDER BROWN ★ PERRY MASON ★ OUR GAL SUNDAY ★ HELEN TRENT ★ YOUNG DR. MALONE ★ WHO AM I? ★ THE PLANET MAN ★ WILD BILL HICKOK ★ MARKET QUOTATION SERVICE ★ ADVENTURES OF BLINKY ★ CORLISS ARCHER
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PLUS TOP-NOTCH LOCAL PERSONALITIES AND COMPLETE NEWS COVERAGE!

WINNIPEG CKRC MANITOBA

REPS - ALL-CANADA RADIO FACILITIES - WEED AND COMPANY

To sell ALL B.C. You need ALL B.C. Stations

B.C.'s 17 Radio Stations

- CHWK CHILLIWACK
- CJDC DAWSON CREEK
- CFJC KAMLOOPS
- CKOV KELOWNA
- CHUB NANAIMO
- CKLN NELSON
- CKNW NEW WESTMINSTER
- CKOK PENTICTON
- CJAV PORT ALBERNI
- CKPG PRINCE GEORGE
- CJAT TRAIL
- CJOR VANCOUVER
- CKMO VANCOUVER
- CKWX VANCOUVER
- CJIB VERNON
- CKDA VICTORIA
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Guarantee Complete B. C. Radio Coverage

OVER 30 MAJOR INDUSTRIAL CONCERNS STARTED BUSINESS IN B.C. LAST YEAR

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

BIG? YOU BET!

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

263 communities in Eastern Ontario listen to CKLC!

CKLC is first choice by far among local advertisers!

Kingston's only station surveyed by BBM

To SELL Kingston and Eastern Ontario You MUST Use

CKLC

KINGSTON, CANADA

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

Verbatim

ARE CBC MILLIONS NECESSARY?

A Radio Editorial from CJOR Vancouver's Daily "Around Home".

THE "Vancouver Herald" asked editorially the other morning if it was necessary for the people of Canada to continue to pump millions each month into the operation of the CBC. The answer of course is that it is not necessary, but from the point of view of the government of the day, it is both convenient and desirable to maintain this method of spending public money without the outward appearance of an old-fashioned pork barrel. The build-up of CBC television, and the strengthening of CBC radio, is providing jobs for many thousands. We do not begrudge them the jobs, and the people involved are doing their work well.

We point out however, that if any political party in Canada proposed cutting the CBC down to size, that party would be faced with an organized and articulate opposition that would be hard to fight against.

The other evening, a TV round table program featured as guest performers Mr. Keate, the publisher of the VICTORIA TIMES, Jack Scott of the VANCOUVER SUN and other Canadian papers, and Eric Nicol, PROVINCE columnist and nationally-known humorist. Each of these men deserved to be hired for this TV program on merit. Each of them is a leader in his field. It is interesting to note that each of them is a supporter of the CBC in varying degree, and in the case of those who write for a living, this CBC support is closely related to the fact that the CBC, because of its own rulings, is the only method for these writers to get national radio and TV attention.

When you have a monopoly in the operation of radio and TV networks, you come close to having a monopoly over public opinion these days.

COSTS CAN BE REDUCED

To get back to the question asked by the HERALD... is the expense of the CBC necessary, and must it be so high? The answer is that in the case of TV, which is eating up most of the millions involved, the expense would not have been necessary had Canada adopted the policy in 1947 of letting television grow naturally over the years, with private capital taking most of the risk. Even under the Massey Commission recommendations, it still would have been possible for the government to allow maximum private expansion — even if government programming were to be super-imposed later. The cost was not necessary, but it has been

spent and we have only the future to consider.

Can Canada, at this stage, revise her TV policy in the light of realities? The answer is yes. CBC expenditures on costly transmitters and studios could cease now, with government stations in most major cities. CBC programming expenses could be curtailed considerably right now — although it would be hard to stop this snowball now that it is rolling merrily down the hill.

Why cut the costs? A good answer lies in an Ottawa news story today. This item tells us that the federal pocket-book may be about \$50 million short this year. Over \$20 million of that represents CBC costs, and now that we are entering a period of deficits it may be that Canadians will be more inclined to review the cost of government-operated media of information and entertainment.

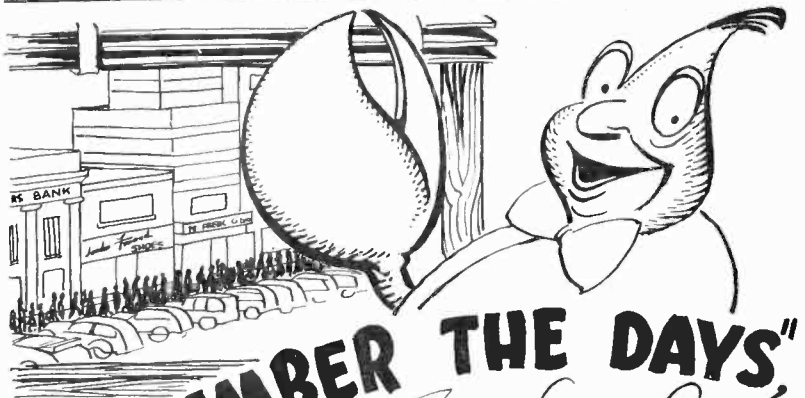
The HERALD asked a good question... are all these millions necessary? The answer is a resounding NO!

● THIS LITTLE AD. BRINGS US MANY CUSTOMERS

● OUR WRITING SERVICE KEEPS THEM WITH US

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

Try us!



"REMEMBER THE DAYS"

... Says Lionel ...

when it took seven or eleven to get baby a new pair of shoes? Well, them days is gone forever in the Moncton area. When papa wants new shoes for baby, he listens to CKCW, because he knows that CKCW will tell him where to get the best value for his money. CKCW is loaded with talent, energy and ideas — big, new ideas for selling sponsors' products. When you're looking for a natural, try CKCW. You win every time!

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

A SUGGESTION TO RADIO MANUFACTURERS:-

BUILT-IN AERIAL & LIGHT FOR LADIES WHO LISTEN AND KNIT

CIGARS AND ASH TRAY FOR TIRED ELDERLY MUSIC LOVERS

GLASSES

SHIPPING LIST

MEMO

CKSF SEAWAY MODEL RADIO

PULL CORD AND CLIP "SO SHE CAN HAVE MUSIC WHEREVER SHE GOES"

CIGARETTE LIGHTER

PRE-SET TO CKSF (AND WHY NOT?)

NOAH'S ARK FEATURE (FOR SEAWAY WORKERS OR FISHERMEN)

FOR LISTENERS TO OUR MANY CONTEST PROGRAMS

REPS: HORACE N. STOVIN (CAN.)
J. H. MCGILLVRA (U.S.A.)

CKWX SELLS 35 CARS ON WEEKEND PACKAGE

THIRTY-FIVE new Plymouth automobiles were sold in five days as the result of one "Weekend Package" of announcements sold by radio station CKWX Vancouver, reports MacIntosh MacDonald, the station's planning and research manager. The Johnson Motor Company, local Plymouth dealers, used no other form of advertising during the weekend and besides the new cars sold, in the words of the advertiser, "built up a wonderful list of prospects".

These packages, of 10, 20 and 25 announcements, broadcast Saturdays and Sundays, MacIntosh says, are one of the factors that made 1954 a bumper year for the station, despite the fact that TV is fast growing in the area.

During the latter half of the year, he says, an effort was made to bring in the sales, based on more and better planning and research, and more intense sales management and direction. The result was that in October sales broke all records, and then in November, sales were 21 per cent higher than in 1953.

The weekend packages were sold at a very slight discount off card rate, and proved really successful from both sides of the mike. Not only did CKWX "substantially increase" its revenue, but "very wonderful results" such as that of the Plymouth dealer, were obtained for the advertisers concerned. Not all of these were old customers, some were entirely fresh to the station. MacIntosh says that renewals for this year are higher than they have

DRAMAS AIRED BY ANGLICANS

The Anglican Church in Toronto has begun a series of six half-hour radio dramas aimed at helping prospective brides and grooms, and any married couples with marital problems.

Called *For Better Or For Worse*, the series combines Christian theology with psychology, says the Rev. Edgar Bull of Hamilton, who is chairman of the Anglican Church radio committee.

"We want to get away from the stereotyped church services, we want to use a medium most people understand and communicate with them through it in a manner they appreciate most," he adds.

The dramas are written by Alan King and narrated by the Rev. J. Thomas Dean of Rupert's Land.

ever been, and feels that 1955 should be equally good for all stations, "providing radio stations' sales management will plan each campaign intelligently". He says there is a wealth of material to be found in the data supplied by the Radio Advertising Bureau and the advertising trade magazines, which he thinks are the "best investments that a well organized Sales and Planning Department can have".

"A good axiom," says Mac, "for 1955 would be 'Ratings may recommend a station — but results bring the renewals.' But the old slogan will be truer than ever, 'Wherever you go there's radio — the happy medium!'"

Radio's Pull Shown On Slides

Colored slides are being employed in a new presentation now being shown to CBS radio clients and agency executives, by the CBS Radio Spot Sales Promotion Department.

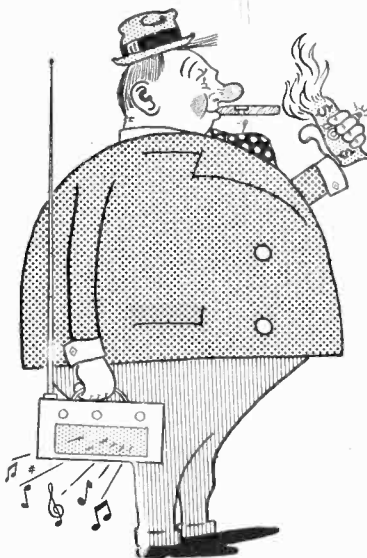
Entitled *Hear Ye, Hear Ye*, the presentation draws a parallel between the voice of the town crier in the days of colonial America, and the role filled today by radio. "Then, as now," states the presentation, "the human voice was the most effective means of communication."

Its first showing was before 22 General Foods executives who saw the cartoon slides illustrating radio — past, present and future. The

script claims that in a typical week nearly 43,000,000 homes in America spend an average of 20 hours and 46 minutes with radio. It is also claimed that an increase in listening is shown in homes equipped with TV, radio claiming 5 per cent more time than in 1953.

Automobiles claim the major share of the increasing out-of-home listening, which is also given a section of the slide show. Spot radio is emphasized as the most likely use of the medium, because, through it, the national advertiser, can "pinpoint his sales message to exactly the markets he wants to reach... without expensive waste coverage".

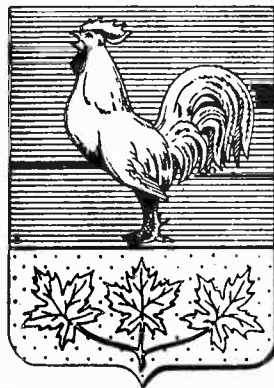
To Reach a WELL ROUNDED, Pro\$perou\$, Listening Audience... CKRM



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

CKRM 980 KCS Regina

CHFA



The West's "Most Progressive French Radio Voice"

serves

EDMONTON

and

NORTHERN ALBERTA effectively!

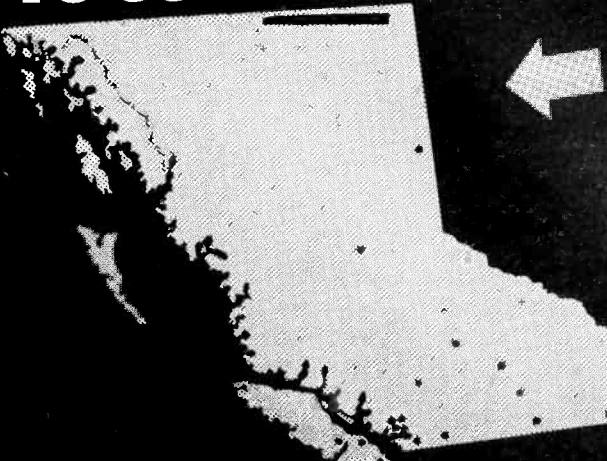
680 KCS.

La Voix Francaise De l'Alberta

Our Representatives:

Omer Renaud & Cie. Toronto and Montreal

To sell ALL B.C. You need ALL B.C. Stations

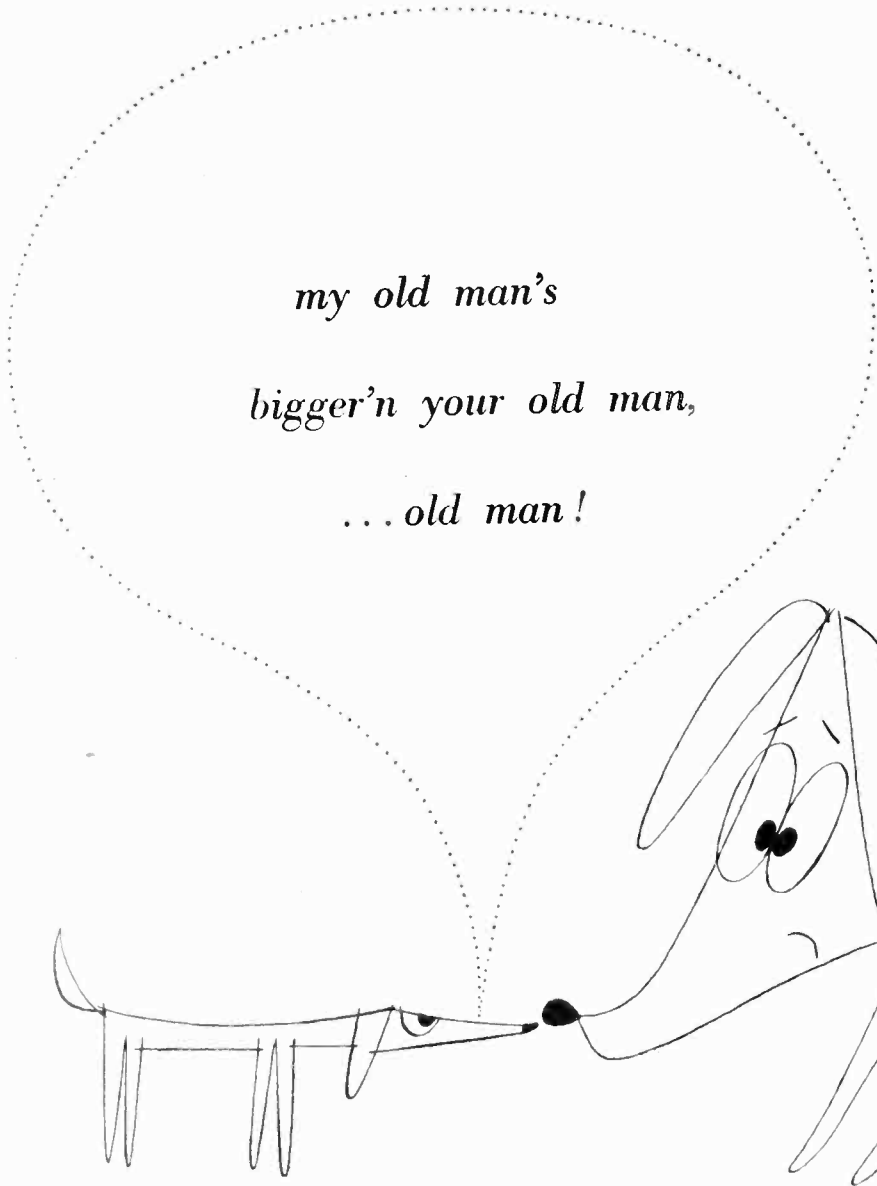


- CHWK CHILLIWACK
- CJDC DAWSON CREEK
- CFJC KAMLOOPS
- CKOV KELOWNA
- CHUB NANAIMO
- CKLN NELSON
- CKNW NEW WESTMINSTER
- CKOK PENTICTON
- CJAV PORT ALBERNI
- CKPG PRINCE GEORGE
- CJAT TRAIL
- CJOR VANCOUVER
- CKMO VANCOUVER
- CKWX VANCOUVER
- CJIB VERNON
- CKDA VICTORIA
- CJVI VICTORIA

CANADA'S HIGHEST WEEKLY WAGE SCALE - - - PLUS RAPIDLY GROWING INDUSTRIAL EMPLOYMENT



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



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

CKWX radio Vancouver 5000 friendly watts

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

*1954 study



QUESTION BOX

What Medicine Hat station manager looked in the mirror and said: "I don't know who you are but I'm going to shave you anyhow."

• • •

CONVERSATION PIECE

My wife and I were sittin' around and talkin' — the way you do when the TV set's busted.

George Gobel.

• • •

VERY PUNNY

Our man Leslie comes up with the one about the gal who left school in mid-term to get married thereby putting the heart before the course.

• • •

MESS REHEARSAL

Mavor Moore gets the Fluff o' the Month medal for his Ford Theatre Playbill dress rehearsal boob: "This is a half live hour show."

• • •

AIN'T NECESSARILY SO

There should be a prize for this rib: "Garry Moore had eight viewers say something like: 'I think Cavalier cigarettes are good.' Then he had two more say: 'I don't think Cavalier cigarettes are good.' Then he said: 'Eight out of ten people ...'"

• • •

FARAWAY FIELDS

Thanks to Phil Stone for: "Many a TV tower is built on a hill overlooking the cost."

• • •

WANT AD

Announcer available. Willing to do an honest day's work — for a week's pay.

• • •

PAN MAIL

Sir: These newspaper characters on the TV panels don't argue. They just make statements of fact. Who do they think they are? You?

Curious.

• • •

GAGS HARKLEY DIDN'T SWIPE

Punch's cartoon of mild man at phone with "The End" on TV screen saying: "Drama Department . . . Boo-oo-oo!"



"Woodwards Welcome Corliss Archer" it says on the cake, and a royal welcome was accorded Ann Baker, star of "Meet Corliss Archer," both by the store and by Vancouver citizens. Here, Bea Wright, Woodward's dietician, presents Ann with the cake, admired by Bobby and Peggy Hall of E. 46th Ave., Vancouver.

Corliss Archer Meets Vancouver Merchants

An impromptu candlelight reception was a feature of a personal appearance tour made during December by Ann Baker, better known as Corliss Archer of the F.W. Ziv *Meet Corliss Archer* TV program. Vancouver hadn't planned to welcome Corliss in this way but at the last moment the city suffered a two hour power blackout that turned out the lights, stopped the trolley buses, and infuriated housewives in the process of cooking their families' dinners.

Ann was brought to Canada by the James Lovick Agency through arrangements made by All-Canada Television who are the Canadian distributors of *Meet Corliss Archer*. Two Lovick accounts, Cloverleaf Seafoods, and SOS Magic Scouring Pads, co-sponsor the program across Canada, on 13 TV stations.

Not at all perturbed by the lack of electric light, Ann signed autographs for an hour by the light of the candles, while guests from the grocery trade, press, and dietetic groups lined up steadily in the lounge of the Shaughnessy Golf Club.

Bill Bellman was the host of Vancouver's American visitor at 7 p.m., when Ann made a brief appearance on his CBUT show, *Almanac*. During her appearance on the screen, Ann caused many laughs by feeding Bill with the aid of a pair of chopsticks. From the studio,

Ann was then whisked off to meet officials of British Columbia Packers at their reception.

Ann's next day was a long one, 15 hours long, and it began in the morning on the food floor of Woodward's department store, which is the largest area of food displays ever gathered on one floor. She spent the morning signing autographs, and was presented with a cake by Bea Wright, the store's dietician.

Lunch was taken with Marie Moreau, fashion editor of the VANCOUVER SUN, who was followed by groups of disc jockeys and Vancouver high school paper editors, all wanting interviews. Later in the afternoon Ann attended a second British Columbia Packers' reception, this one being held for 150 members of the grocery trade. She finished the day with a Chinese dinner with Norman Hyland, sales manager of B.C. Packers.

The tour had been arranged in order that Ann Baker, known to them as Corliss Archer, might be introduced to Vancouver viewers, and, more important, to the personnel of the retail firms carrying Cloverleaf Seafood, and SOS Magic Scouring Pads.

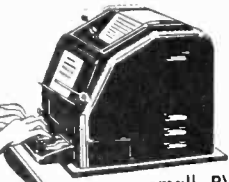
"Miss Baker," said Norman Hyland, "was a wonderful ambassador for the television show and our products. Her freshness and vitality amazed all, just as it does on the TV show."

TELESCREENINGS

CKX-TV Brandon, Man., has taken delivery of a 5 kw transmitter from Canadian General Electric. The present power of the station is nearly 20 kw. e.r.p., and the transmitting

system has been designed to enable the station to increase its effective radiated power to 100 kw. when warranted by market development. Installation will commence shortly.

modern business uses PW Teletype



PW Teletype provides instant, type-written two-way communication, linking all or any of your branches and departments, backed by the combined facilities of the two country-wide telegraph systems. Whether your business is large or small, PW can easily be installed to meet your needs — to save you money.



Our communications specialists will be glad to demonstrate how PW can work for you. There is no obligation.

Call your nearest Telegraph Office.

PRIVATE

WIRE

Teletype SERVICE

CANADIAN NATIONAL

CANADIAN PACIFIC

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

A protest has been lodged by the National Association of Radio and Television Broadcasters against the proposed ban on televising congressional hearings.

This was imposed in the 82nd United States Congress of 1951-52, when representative Sam Rayburn was the House Speaker. Though Joseph Martin, Speaker of the last Congress, took no such action, and left the question to the committee chairmen, Rayburn, who is to be Speaker once again, has indicated that his views have not changed.

Harold E. Fellows, president of the Association, has telegraphed his protest, saying:

"The broadcasters of this nation have earned and deserve an acknowledged position of equality with all other media in coverage of the public sessions of our legislative bodies."

CJCB-TV, Sydney and CKCW-TV, Moncton have purchased rear screen projector units, S. W. Caldwell Ltd., Toronto, Canadian distributor for the equipment, announced recently.

The advantage of the rear projector is that realistic backgrounds can be obtained without the expense of building scenery or the necessity of having storage space for it.

The rear projector uses film slides which are projected through the back of a special screen. The action then takes place in front of this picture area.

Basic slides are provided with the projector but new ones can be made from any photographic negative.

Montreal—Teachers in the province of Quebec feel that both school radio broadcasts and films are of more use as classroom aids than TV, according to Dr. W. P. Percival, director of protestant education in Quebec.

In his quarterly report to the protestant committee of the Quebec council of education, he said the trial of TV broadcasts in classrooms in November, led "to no definite results", adding that both the teachers and the children were interested, but that teachers felt that radio and films were more easily tuned to work in progress in the classes.

The selling power of television commercials was proved to be extremely great in a CKCK-TV, Regina "case history". Sun Electric Ltd., sponsors of the 5 p.m. Sunday newscast over CKCK-TV, reported that the day following one of these telecasts, which had two commercials, they sold 33 General Electric "Air-line" Ranges.

TV FILM SALESMAN

Connections in advertising desirable but not essential. Good salary and commission. Phone or write for appointment.

JERRY SOLWAY
TELEFILM of CANADA
130 Carlton St. Toronto
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STANDARD OF THE INDUSTRY

...in Broadcast Microphones!

Excellence of performance and dependability plus RCA Victor's continuing program of research, development and electronic engineering have made RCA Studio Equipment the standard of the broadcast industry!

The broadcast-type microphones shown here feature smooth response-frequency characteristics over the audio range, low distortion, high output levels, well-shielded output transformers to prevent hum pickup.

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



VELOCITY MICROPHONE
RCA Type 44-BX



POLYDIRECTIONAL MICROPHONE
RCA Type 77-D



PRESSURE MICROPHONE
RCA Type BK-1A

"BROADCASTING IS OUR BUSINESS"

ENGINEERING PRODUCTS DEPARTMENT
RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30

MUSIC, MAESTRO, PLEASE!

By HUGH GARNER

Reprinted from "Saturday Night".

THROUGH the medium of television's daddy, radio, the disc-jockey became North-American phenomenon second only to the soap opera as an opiate for the listening masses. In his photographs he never looks as you expect him to look, and in conversation outside the studio he never talks the way he does on the air, but he often dresses in a uniform made up of wide-checked jacket, slacks, and the kind of necktie you never see in a haberdasher's until the week before Christmas. Up to the present he has not invaded the television screen to any great extent (except disguised as Arthur Godfrey, Robert Q. Lewis or Steve Allen), and I, for one, want to go on record as being a little sorry that he hasn't.

There was something soothing about his Harold Teen joviality, his over-cultivated enunciation, and his gushing friendship with the greats and near-greats of the vocal and orchestral world. I miss his wild enthusiasm for such necessities of life as kitchen cleanser, loan companies, and porkless sausage. I am left bereft now that I seldom hear his wheedling command to "jot down this phone number right away", "visit your grocer's first thing in the morning", or listen to his easy familiarity with Bing, Dinah, Perry, or Frankie. And, all kidding aside, I miss the records he played for me on radio.

Whatever his faults, the disc-jockey kept me up to date on the latest musical hits, and through him I heard records for free that would have cost me a fortune to buy. Besides, he was the only salesman whose pitch I could ignore while eating a meal, reading Arnold Toynbee, or taking an after-dinner snooze on the living-room sofa. Television has nothing like him, and as a consequence we are not singing as much as we used to, or if we are, we are singing the songs that were hits the week they took away the radio as a trade-in on the TV set.

FIFTEEN MINUTE PERIOD

If the networks are aware that TV is an audio as well as a visual medium of entertainment, their attempts to cater to the listener as well as the viewer have been uninspired, to say the least. The best they have been able to do is put on the odd musical extravaganza, in which the vocalists are forced to fight for an appearance or two between practitioners of "The Dawnce" and a funnyman's patter. As a sop to those of us who are not really nuts about either *Ramar of the Jungle* or *I Led Three Lives*, the American networks have signed up a corporal's guard of male and female singers, surrounded them with symbolistic stage sets, backed them a twenty-piece orchestra, and given them fifteen minutes apiece now and then in which to sing a couple of songs. These fifteen minute periods usually fill in the transition period between *Kukla, Fran and Ollie* and the family situation comedy of the evening, as the piano player in a silent movie theatre covered up while the projectionist changed the reels.

Among the fifteen-minute vocalists are some of the best in the business, and despite the large orchestra, an accompanying quartet, and the futuristic backdrops, they are quite effective when they stand up on their hind feet and give out with their songs. These short programs star Perry Como, Jo Stafford, Tony Mar-

tin, Dinah Shore, Eddie Fisher and Jané Froman, who all sing the hit tunes of the day and the well-worn but listenable standards of that halcyon period of the musical ballad, 1926 to 1936.

Popular vocalists are heard now and then on a few network shows, including *The Comedy Hour*, *Toast of the Town*, which usually has a singer or two, the CBC's *Showtime*, with Shirley Harmer; *Godfrey's Friends*, when they can shut Godfrey up; *The Morning Show* with Jack Parr; and Steve Allen's late show, called *Tonight. Your Hit Parade* at 10:30 on Saturday evening is in its umpteenth year on radio and television, and still manages to pack the first seven most popular tunes of the week, plus two "extras", into a half-hour show. There are a few other weekly shows that feature music of one kind or another, scattered between the chatter and clatter of detective dramas, panel shows, comedy hours, weather reports and news broadcasts, but there aren't enough of them for my money.

The powers - that - be behind the picture screen seem unable to present anything as uncomplicated as a popular song without dressing it up as a Broadway production. Maybe there's a spot here and there between the mayhem of the crime programs and the foolishness of the family "comedies" where a personable young guy with a turntable and a bunch of records could fit in. Television is still in its infancy, and experiments are the order of the day. They told Pat Weaver, president of NBC, that his early morning show, *Today*, would be a failure, but look at it now. It would be wonderful now and then just to close our eyes and listen to music, without having to stare at the screen.



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Service

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

Phone for Booklet in

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UN. 6-6921

**NEW
INSIGHT
TO GREATER
MANITOBA SALES**

CKX-TV BRANDON

(Effective, January 1955)

With the opening of CKX-TV in Brandon, you can now reach this lush, rich prairie market through direct, personal, visual sales appeal. Here is your opportunity to penetrate and dominate purchasing of this prosperous market with your TV sales message. Plot your TV campaign now, and for full details on times and stations call your All-Canada TV man today.

This station forms one more link in the chain of television coverage offered by All-Canada TV, representing stations . . .

- | | | | |
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Saint John
CKSO-TV
Sudbury
CFPL-TV
London
CHCH-TV
Hamilton | CHEX-TV
Peterborough
CHCT-TV
Calgary
CJCB-TV
Sydney | CKLW-TV
Windsor
CFPA-TV
Port Arthur
CKCK-TV
Regina | CJON-TV
St. John's, Nfld.
CKWS-TV
Kingston
CJIC-TV
Sault Ste. Marie |
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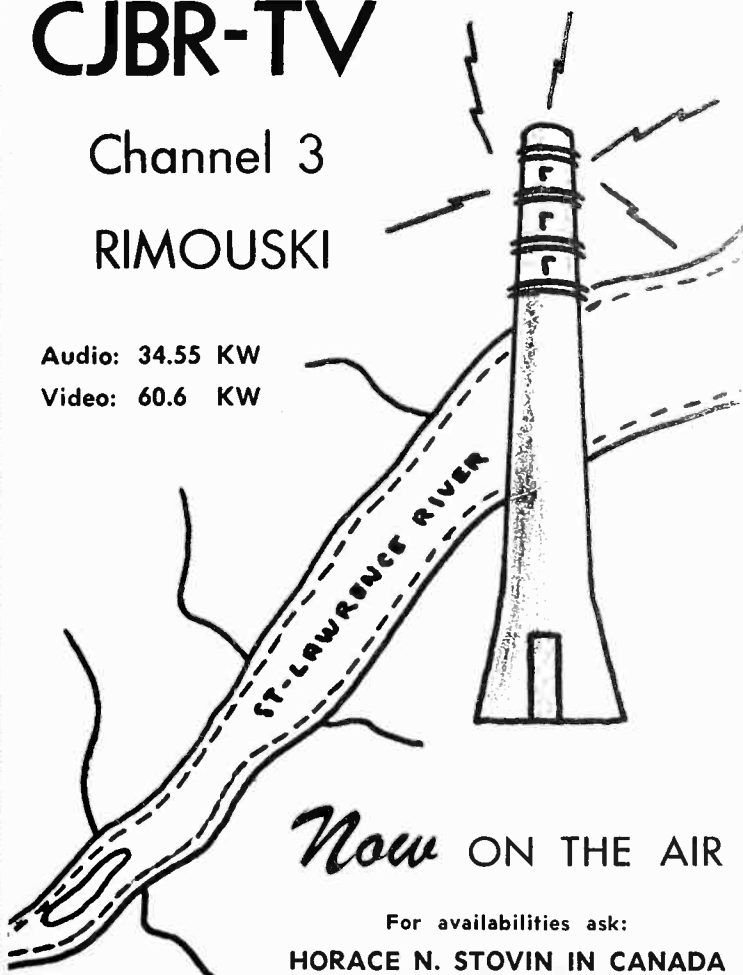
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Audio: 34.55 KW
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LET'S GET TOGETHER

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

ABOUT WHAT?

ABOUT OUTSTANDING EQUIPMENT BY:

- **HOUSTON-FEARLESS**
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
- **MOLE-RICHARDSON**
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **KLIEGL**
Fluorescent Slimline, scoops, spots, special effects lights, and lighting control equipment.
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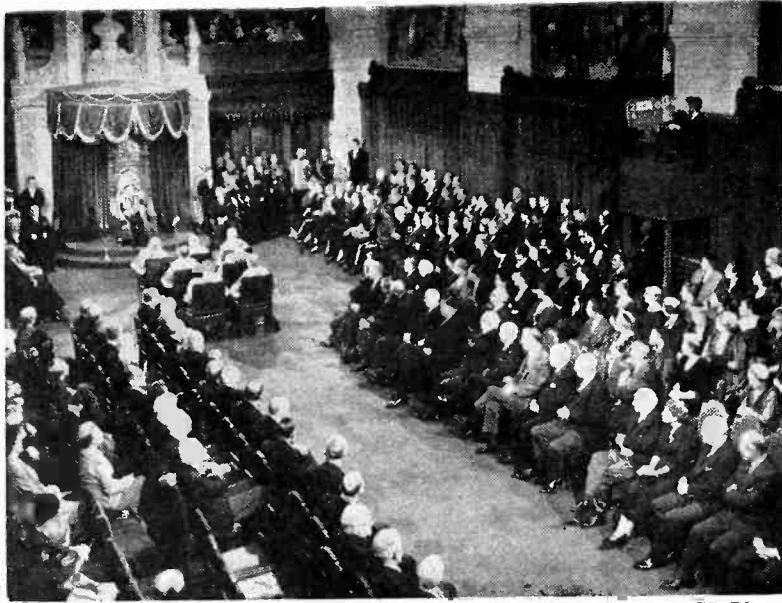
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TV MAKES HISTORY



CP Photo.

TV viewers saw history being made January 7 when Canadians saw the opening of their parliament on television. For the first time in history, a TV camera was installed on a specially built stand in the Senate Chamber, and the traditional opening ceremonies were sent out to tele-screens across the country.

The camera is seen at the right of the picture. It is overlooking the crowded Chamber and is focussed on Governor General Vincent Massey, who is reading the Speech from the Throne.

Taking its cue from the federal opening, the provincial legislature

of Manitoba is to be televised according to present plans.

Opening date has not been announced but Norman Lacey, news-chief of CBW-TV, Winnipeg, says the ceremonies will be filmed and shown the following evening.

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Barrie TV License Goes To Snelgrove

Barrie, Ont. — The contentious question of the granting of a television license on Channel 3 in the area immediately north of Toronto has been answered with the issuance of a license by the Department of Transport to Ralph Snelgrove Television Ltd.



RALPH SNELGROVE

After hearing objections from Gordon Smith of CFOR, Orillia and Foster Hewitt, CKFH, Toronto, who asked for a deferment of the application to enable them to file their own, the CBC Board

of Governors, at their meeting in Ottawa last September, recommended that the license be awarded to Snelgrove of radio station CKBB, Barrie.

CBC governors' recommendations are turned over to the Department of Transport which generally speaking issues licenses automatically in the case of applications which the governors recommend. In this instance, however, there was considerable delay, while, rumor has it, various objecting voices were heard at cabinet level.

Last week, the uncertainty ended when Ottawa advised Snelgrove that the license had been granted to him.

"We propose to commence operations on August 31st, CKBB's sixth anniversary," Snelgrove told the BROADCASTER. "Subject to the approval of the Department of Transport, the call letters will be CJRS-TV," he said. "The station will be operated by Ralph Snelgrove Television Ltd., Ralph Snelgrove, president, with head office in Barrie."

Snelgrove also said that the station will be represented in Canada by Paul Mulvihill & Co., who now represent his radio station CKBB. U.S. reps will be announced later.

Sheen "Semi-Religious"

Bishop Fulton J. Sheen's telecasts are classified by the CBC as "semi-religious" and are being heard in Canada on a non-commercial basis according to the Canadian Radio and Television League Newsletter.

This reports that while the CBC pays no part of the program charge, save the recording costs, the program is not paid for by the church but by the Dumont Network of the US.

MALENKOV TV'D

An exclusive questionnaire interview with Soviet Premier Georgi Malenkov on New Year's Eve gave Charles E. Shutt, manager of International News Service-Telenews and News of the Day Washington bureau, a world-wide scoop. He was the first TV or newsreel man to secure such an interview.

Malenkov's answers to Shutt's questions were cabled to Washington from Moscow and read for the television cameras by Soviet Ambassador Zarubin.



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