Take It Away!
In extending sincere Greetings for Christmas and the New Year, the 124 member 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.

**CARTB RADIO BROADCASTING STATIONS**

**ATLANTIC (17)**
- CBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFBN Fredericton
- CHNS Halifax
- CJCH Halifax
- CKEN Kentville
- CKCW Moncton
- CKMR Newcastle
- CKEC New Glasgow
- CBFC Saint John
- CHSJ Saint John
- CJON St. John's
- VOCM St. John's
- CJRW Summerside
- CKLV Truro
- CFAB Windsor

**FRENCH LANGUAGE (27)**
- CHAD Amos
- CJML Chicoutimi
- CHFA Edmonton
- CHEF Granby
- CKOH Hatley
- CKRS Jonquiere
- CKLS LaSalle
- CKBL Matane
- CKBM Montmagny
- CHLP Montreal
- CKAC Montreal
- CHNC New Carlisle
- CCHR Quebec
- CKCV Quebec
- CJBR Rimouski
- CHRL Roberval
- CKRN Rouyn
- CJSO Sorel
- CHGB Ste. Anne de la Pocatiere
- CKRB St. Georges de Beauce
- CFGT St. Joseph D'Aima
- CHNO Sudbury
- CKLD Thetford Mines
- CFCL Timmins
- CKVI Val d'Or
- CFDA Victoriaville
- CKVM Ville Marie

**CENTRAL CANADA (37)**
- CKBB Barrie
- CJBQ Belleville
- CFJF Brampton
- CFCO Chatham
- CKSF Cornwall
- CKFI Fort Frances
- CKPR Fort William
- CJJOG Guelph
- CKOC Hamilton
- CHML Hamilton
- CJRL Kenora
- CKLC Kingston
- CKWS Kingston
- CKJL Kirkland Lake
- CKCR Kitchener
- CFPL London
- CJAD Montreal
- CFCF Montreal

**PACIFIC (17)**
- CKBB Chilliwack
- CJDC Dawson Creek
- CFJC Kulmoops
- CKO Kelowna
- CHUB Nanaimo
- CKLN Nelson
- CKNW New Westminster
- CKOK Penticton
- CKPG Prince George
- CJA Port Alberni
- CKAT Trail
- CJOR Vancouver
- CKWX Vancouver
- CKMO Vancouver
- CKAD Victoria
- CTV Victoria

**CARTB TELEVISION BROADCASTING STATIONS**

**ATLANTIC (3)**
- CJOIN-TV St. John's
- CJOH-TV Saint John
- CKCW-TV Moncton

**FRENCH LANGUAGE (2)**
- CFRC-TV Quebec
- CJBR-TV Rimouski

**CENTRAL CANADA (8)**
- CBKJ-TV Barrie
- CFCH-TV Hamilton
- CKWS-TV Kingston

**PRAIRIES (5)**
- CKX Brandon
- CKBI Prince Albert
- CKRD Red Deer
- CKCK Regina
- CKRM Regina
- CFCO Saskatoon
- CKOM Saskatoon
- CKRC Winnipeg
- CJOB Winnipeg
- CKY Yorkton

**CENTRAL CANADA (cont.)**
- CKCO-TV Kitchener
- CFP-A-TV London
- CFCF-TV Peterborough
- CFP-A-TV Port Arthur
- CKLW-TV Windsor

**PRAIRIES (5)**
- CKX Brandon
- CHCT-TV Calgary
- CKCK-TV Regina
- CFGC-TV Saskatoon
- CFRN-TV Edmonton

**CENTRAL CANADA (cont.)**
- CKCO-TV Kitchener
- CFP-A-TV London
- CFCF-TV Peterborough
- CFP-A-TV Port Arthur
- CKLW-TV Windsor

**PRAIRIES (5)**
- CKX Brandon
- CHCT-TV Calgary
- CKCK-TV Regina
- CFGC-TV Saskatoon
- CFRN-TV Edmonton
SHORT WAVES

OLDEST AGENCY MOVES

J. J. Gibbons Limited, one of Canada's oldest advertising agencies has moved its head office and Toronto branch to the new Gibbons Building at 46 St. Clair Avenue E. With two modern floors specially designed for an agency operation, they will have increased facilities to offer clients. Provision has also been made to allow for future expansion.

... OVER HALF MILLION TVs ...

This year, the 575,000 TV receivers which have been manufactured in Canada, brought the grand total since production began in 1948 to over a million units. Television receivers, by this vast growth in production, have thus displaced refrigerators from their second place in the order of value of consumer products purchased by Canadians.

The future shows us color television, transistorized radios and the coast to coast microwave link. The time is not far short when the Bay of Fundy will lap its television waves in every Vancouver household.

...)

JOINS DOMINION

Dominion Broadcasting Company has announced that F. William Booth has joined their Television Production Department as Technical Director of Photography. In addition to ten years photographic experience, Booth has a wide knowledge of advertising and the graphic arts. He was formerly with Cockfield, Brown and Saturday Night Press, and is a graduate of Ryerson Institute of Technology in Printing and Publishing.

... OSCARS FOR FARMERS ...

When Canada's First Mechanical Corn Picking Contest was held at the Fourth Annual Cash Crop Day at London, Roy Jewell, CFPL's director of farm services, decided to show the station's interest in a material way. A "Silver Mike Award". CFPL's version of the Hollywood "Oscar", was put up for annual competition. The first winner, Mr. Jack Ripley of Wallacecourt, was presented with this award by Dr. J. G. Taggart, Deputy Federal Minister of Agriculture. As a personal trophy Mr. Ripley was given a barometer.

RICHMOND TO R & T

Emery C. Richmond has been appointed manager of the Montreal office of Radio and Television Sales Inc., which has been moved to expanded quarters at 516 Castle Building, St. Catherine and Stanley Street, announces Andy A. McDermott vice-president and general sales manager.

Richmond, who has been in sales work for a number of years, will have as his associate, André Rancourt, who is well known in French-Canadian radio.

While continuing to specialize in representing French-language stations, they are also planning to invade the English-language field including some United States radio and television stations, close to the border.

A MERRY CHRISTMAS TO EVERYONE

from

Gord Smith
and all the gang
at

CFOR ORILLIA

S & T SOLD

IN THE NORTH

They Look To Sudbury

CANADA'S FIRST PRIVATE TV STATION

...)

NORTHERN ONTARIO'S GREATEST ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S HIGH-POWERED RADIO STATION

...)

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.
Look at me — buzzing a mike and cranking a TV Camera!

The boss says, "Lionel, I don't care how busy you are. You've got to take time out to wish our friends the compliments. Make it a two-listed Merry Christmas to symbolize the double impact of 20-year-old CKCW and new-born CKCW-TV!"

Look at me up there. Notice something? In both pictures, I'm under the mistletoe. Go ahead, kiss me! Snuggle up a little... I don't snap. I'm feeling mighty affectionate towards all our friends these days.

So's everybody at CKCW and CKCW-TV. From Fred Lynds and Tom Tonner right down the line to yours truly, we're delighted to say thanks to you for the wonderful relationship that has existed between advertisers and ourselves. We'll work just as hard as ever for you through 1955 — with both fists flying, in both radio and TV. You made it possible for us; we'll work to make it profitable for you! Merry Christmas, all of you!
Some Words ... Same Melody

What are we going to say this Christmas to our readers, to our advertisers and to the radio and television broadcasting industry? It’s a good question.

“We wish you a Happy Christmas and a Bright and Prosperous New Year.” There isn’t anything very startling or novel about these words, that are spoken by millions of people all over the world every December. Other frequently repeated phrases, whether spoken or written, are condemned as clichés, old hat, corny trite. But with this one, spoken by people from every walk of life, from all shades of culture, the melody lingers, and will continue to linger forever. And it is good that this is the case.

Christmas is good for all of us for a wide variety of reasons.

To some of us, it is the annual return to church that makes Christmas an important day. To others, it is marked by family reunions. Some retire into their homes so that their rejoicing may be kept within the family. Others like to ask in an outsider to share the family happiness. For children, it is a day devoted to them, their gifts and their pleasure, by parents who enjoy the excitement and ecstasy they are able to stir. To yet others, it is an opportunity to do a little tangible thanking and rewarding for services rendered. To many, it is a day when people see things to people because they want to, without feeling self-conscious. But to all of us, Christmas day is a day to stop working, to look at the people who live next door, the one at the next desk, the streetcar conductor, the elevator girl and the waitress at lunch, and see what we like in one another, instead of what we dislike.

Some say that all the religion has gone out of Christmas; that it has changed from a holy day to an international selling spree. But whatever the definition may be, Christmas is good, and through the years of war and death, and the period of armed peace through which we have been passing, it shines like a beacon, because it tokens love in all that hate. Whether that love comes out in singing carols in church, Santa Claus’ ribald ho! ho! ho! or in planting a tree with presents for little children, or when men and women who work together clink their glasses in token of goodwill to one another, let us cling to the celebration of Christmas from year to year, and cling to it tightly.

This year, as in the years before, the greetings we exchange, the songs we sing, rituals like Christmas trees and cake, and turkey and plum pudding, will be the same words, the same trees, the same feasts. It is not found necessary to write new copy, compose fresh songs and music, to use new “gimmicks” to insure the success of Christmas.

Whatever the interpretation we put on the day, the same words and the same symbols serve, from year to year, to express the message of Christmas, love and goodwill to our fellow man. So perhaps, after all, an elaborate greeting to our readers, to our advertisers and to our industry might be out of place, and we should rather say: “We wish you a Happy Christmas and a Bright and Prosperous New Year.”

* * *

Accent On Future

One of the most serious problems confronting practically all kinds of business today is the question of acquiring staff which will join a concern and then, through the years, grow up in stature, and income, with the business.

The situation is that a young man or woman joins the announce staff of a broadcasting station, or the editorial staff of a publication, or the copy department of an advertising agency. The good ones grow quickly through the tyro stage into experienced people. Following the normal sequence of events, some will fall by the wayside, abandon the particular job or bog down in a rut. But many of them will rise to the top of their respective departments, as a direct result of their industry, ability, originality and other virtues. And then what?

All this is obviously just as it should be under a competitive system. They have chosen their callings, worked hard at them and reaped the rewards. The only thing is, a broadcasting station has only one program director, an advertising agency, one copy chief. There are officials above these people, mainly on the administrative side of the business, who make more money, but a man whose abilities or inclinations indicate that his métier is programs or copy has only two choices. He can stay where he is, at least near the head of his department, and hope that his management’s inclinations and resources will permit salary increases, or he can look over the list of competitors and see if he can get a bigger job in his chosen field, with a larger outfit. It is a rare man who can switch from program production to sales management or from copy-writing to account executive. But unless he can, he has to face the fact that there is a ceiling over his head.

The impasse is a formidable one, and the solution is by no means apparent. The only thing that can be said is that, for a company which wants to hold its “creative” staff permanently, there has to be more scope at the top for creative people. Failing this, employee traffic cannot fail to continue to flow in a perpetual stream. Just what the nature of this scone should be must vary with every individual business. The fact is though that after several years with the same organization, a man feels he has earned a proprietary interest in the firm. He doesn’t want to switch from his program director or copy chief’s office to a slide rule or adding machine. He is not looking for a new title unless it really means something. Even money isn’t all he wants, though, with a growing family, he has to have it. What he is looking for is an opportunity to have a hand in shaping the destiny of his company. He wants to keep on with the kind of work he has chosen, and at which he has been signally successful, but besides doing the things he has always done, he wants to have something to say about what these things shall be.

A great many businesses are attaching more and more importance to the men who lay the bricks, stage the programs or write the ads. They feel they have to acknowledge the contributions of these people whose work keeps them on the firing line. They have to increase their responsibilities as well as their incomes...
FARM RADIO CUTS COSTS
AND BOOSTS EXPORTS

ALL these years, rural radio has been working on a hit and
miss basis. It has met with fabulous success without having
the slightest idea where it was going. In point of fact, it has
"grown" — just like Topsy.

So says Omar Broughton, farm
director of CJOC, Lethbridge, in
town last week to cover the Royal
Winter Fair for his Alberta listeners,
for the fifth successive season, along
with Don Clayton of CJCA, Edmon-
don and Norm Griffin of CKWX,
Vancouver.

"A growing number of stations are
starting farm departments," Omar
said, "engaging men who are more
farmers than broadcasters to head
them up. Each of these ‘farm direc-
tors’ puts on the air what he sin-
cerely thinks the farmers want to
hear."

While this sort of service meets
with considerable success, he feels
certain that stations won’t begin to
reap anything approaching the po-
tential harvest, either in listeners or
advertising revenue, until they com-
bine, through their trade associa-
tions or otherwise, to look into the
question of the farmer’s program
preferences and requirements.

CAPITAL — $30,000
Catering to the farmer is important
Broughton continued, far beyond the
normal desire of the sponsor to sell
his goods. "The farmer is the head
of a big business", he said. "The
average capitalization of an Alberta
farm being around $30,000. He lives
on the job, away from the city, and
he just doesn’t have the time — un-
aided — to keep up to date on all
developments connected with his
business."

Wide-awake broadcasting
stations have an opportunity to sup-
ply him with and earn his gratitude
for something between an agricul-
tural trade paper and a press clip-
ing service, which he can take on
the fly, while he is eating a hasty
meal, just like his city cousin listens
to the noonday news from a drug-
store lunch counter.

"Farmers like talking shop" ac-

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 send up a batch of ice, and a clock 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 PI's and cost per enquiry ... about fluffs and
make-goods ... about all the guys and gals we 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 the types we are ... and say, could you break a
rule just once ... COME ON UP AND JOIN US!!

Merry Christmas!

CHAT ...Whose Privilege It Is To Be Radio in Medicine Hat
cording to this farm broadcaster: "They talk shop to each other. They talk shop to their families. It's a regular, accepted and even appreciated topic of conversation among these businessmen. Their calling compels them to live right in their 'plains,' but first last and always they are farmers because they want to be farmers."

Newspapers are fewer in the west and broadcasting stations more plentiful, Omar went on. "Through the years, the radio has become more and more a part of the family circle. Without really trying", he said, "farm people rely on the radio for their news, the weather picture, technical information, and, of course, music and other entertainment." He added, "It is a link between neighborhoods and communities."

But besides being "big business" farmers, has a political and international significance that puts it in a class by itself.

Canada's well-being depends on its exports with wheat heading the national significance. classmates, dairymen, and other producers have their exports with wheat, or livestock and produce, the livestock and produce directors, according to CICA's Don Clayton, is to promote greater understanding between town and country. The reason for a fairly perpetual state of conflict existing between these two segments of society, according to Don, is that city people don't understand that besides man-made financial and other problems, farmers must also face nature in the shape of the elements, or animal and plant diseases.

He feels that "the most important function" a radio farm director can perform is to breed between rural and urban listeners an understanding of each other's problems. He considers himself and his department a medium of public relations through which city people are brought to understand the rise and fall in the prices of farm products.

Don says he knows that at least half the listeners to his two daily programs are city people, and he feels that during the five years he has been on the air, the people of Edmonton have gained a complete understanding of the problems of the farming community. As evidence of this, he cites the fact that during this period what used to be the perennial public hearings called in an effort to reduce the price of milk have not occurred.

There has also been a greatly increased attendance on the part of city people at livestock shows and sales. Further, most Extension Service clubs now give recognition and support to such agricultural youth groups as the 4H Clubs.

Norm Griffin, who has spent the past two years in British Columbia, serving the highly diversified farming communities of the Fraser Valley and Vancouver Island, out of CKWX, Vancouver, feels that the need is great for the dissemination of information about such agricultural technicalities as farm management, chemical weed sprays, new developments in pest controls and so forth

Norm, who, like Don, has a fifty-fifty town and country audience, feels that his daily output of farm information fulfills the two-fold purpose of passing on the information to the farmers and also of getting across to his city listeners details of the problems that the farmer is called upon to face every day of his life. He feels that the function of a farm director on any station is to use radio as a liaison between farm folk and city folk.
Look at me — buzzing a mike and cranking a TV Camera!

The boss says, "Lionel, I don't care how busy you are. You've got to take time out to wish our friends the compliments. Make it a two-fisted Merry Christmas to symbolize the double impact of 20-year-old CKCW and new-born CKCW-TV!"

Look at me up there. Notice something? In both pictures, I'm under the mistletoe. Go ahead, kiss me! Snuggle up a little ... I don't snap. I'm feeling mighty affectionate towards all our friends these days.

So's everybody at CKCW and CKCW-TV. From Fred Lynds and Tom Tonner right down the line to yours truly, we're delighted to say thanks to you for the wonderful relationship that has existed between advertisers and ourselves. We'll work just as hard as ever for you through 1955 — with both fists flying, in both radio and TV. You made it possible for us; we'll work to make it profitable for you! Merry Christmas, all of you!
Canadian Broadcaster & Telescreen

Some Words . . . Some Melody

What are we going to say this Christmas to our readers, to our advertisers and to the radio and television broadcasting industry? It's a good question.

"We wish you a Happy Christmas and a Bright and Prosperous New Year." There isn't anything very startling or novel about these words, that are spoken by millions of people all over the world every December. Other frequently repeated phrases, whether spoken or written are condemned as clichés, old hat, corny, trite. But with this one, spoken by people from every walk of life, from all shades of culture, the melody lingers, and will continue to linger . . . forever. And it is good that this is the case.

Christmas is good for all of us for a wide variety of reasons.

To some of us, it is the annual return to church that makes Christmas an important day. To others, it is marked by family reunions. Some retire into their homes so that their rejoicing may be kept within the family. Others like to ask in an outsider to share the family happiness. For children, it is a day devoted to them, their gifts and their pleasure, by parents who enjoy the excitement and ecstasy they are able to stir. To yet others, it is an opportunity to do a little tangible thanking and rewarding for services rendered. To many, it is a day when people can give things to people because they want to, without feeling self-conscious. But to all of us, Christmas day is a day to stop working, to look at the people who live next door, the one at the next desk, the streetcar conductor, the elevator girl and the waitress at lunch, and see what we like in one another, instead of what we dislike.

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A great many businesses are attaching more and more importance to the men who lay the bricks, change the programs or write the ads. They feel they have to acknowledge the contribution of these people whose work keeps them on the firing line. They have to increase their responsibilities as well as their incomes.

Vol. 11, No. 25
25c a Copy — $5.00 a Year — $10.00 for Three Years

December 1st, 1954
Station 600, CJOR, the station with the strongest signal and greatest coverage in British Columbia, wishes our friends, business associates and competitors in the strongest and greatest spirit, a very Merry Christmas and a Happy New Year.

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 send up a batch of ice, and a flock 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 PI's and cost per enquiry . . . about fluffs and make-goods . . . about all the guys and gals we 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 the types we are . . . and say, could you break a rule just once . . . COME ON UP AND JOIN US!!

Merry Christmas!

CHAT . . . Whose Privilege It Is To Be Radio in Medicine Hat
According to this farm broadcaster, "They talk shop to each other. They talk shop to their families. It's a regular, accepted and even appreciated topic of conversation among these businessmen. Their calling compels them to live right in their 'plants,' but first and always they are farmers because they want to be farmers."

Newspapers are fewer in the west and broadcasting stations more plentiful, Oscar said. "Through the years, the radio has become more and more a part of the family circle without really trying," he said. "Farm people rely on the radio for their news, the weather picture, technical information, and, of course, music and other entertainment," he added. "It is a link between neighborhoods and communities.

But besides being "big business" farming has a political and international significance that puts it in a class by itself.

Canada's well-being depends on her exports with wheat heading the list. To maintain these exports, the Canadian farmer must compete with the Danish bacon producers, Dutch dairymen, New Zealand sheep farmers, Australian and Argentine wheat men. Co-operation between industry and radio in making chemicals, equipment and other cost-reducing devices quickly available to the farmer is a vitally important contribution to Canada's economic supremacy in the world today.

RADIO'S STRENGTH

Broughton lives his calling as a broadcaster, but never for a moment forgets that he is also a farmer with his own 480 acres of mixed farm near Meeting Creek, Alberta. So, he admits that television could have advantages the TV could give people pictures of the livestock and produce on display right now at the Royal Winter Fair more effectively than radio does with only sound," he said.

"If we had television in Lethbridge, we could show farmers how a weed killer would react on the stinkweed in their wheatfields, or what a varnish spray would do in terms of extra pounds of beef."

But, TV notwithstanding, the jig is far from being up for radio, according to this enthusiastic broadcaster. "The everyday farmer, who may not have the time or the disposition to sit and watch over a TV set, will eat his meals to a background of radio every time. Through radio he keeps up with the top agricultural news items, livestock and produce market reports, the vital weather picture, announcements both agricultural and social. That, says Broughton, is where radio's strength lies - putting matters of top interest into small packages at convenient times, not when he goes through the ritual of taking off his boots and pulling up a chair to the stove, radiator, or register, but while he is eating his dinner, shaving or waiting for the phone to ring. "That's radio," he said, "but we are only scratching the surface."

CITY FOLK DON'T UNDERSTAND

The function of a radio farm director, according to CJCA's Don Clayton, is to promote greater understanding between town and country. The reason for a fairly perpetual state of conflict existing between these two segments of society, according to Don, is that city people don't understand that besides man-made financial and other problems, the farmers must also face nature in the shape of the elements or animal and plant diseases.

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Norm Griffin, who has spent the past two years in British Columbia serving the highly diversified farming communities of the Fraser Valley and Vancouver Island, out of CKWX, Vancouver, feels that the need is great for the dissemination of information about such agricultural technicalities as farm management, chemical weed sprays, new developments in pest controls and so forth.

Norm, who, like Don, has a fifty-fifty town and country audience, feels that his daily output of farm information fulfills the two-fold purpose of handing out the information to the farmers and also of getting across to his city listeners details of the problems that the farmer is called upon to face every day of his life. He feels that the function of a farm director on any station is to use radio as a liaison between farm folk and city folk.
PHONEVISION vs. THEATRE TV

NETWORK television as we know it today cannot survive against the mounting competition of theatre TV and the growing trend toward spot programming by national advertisers, unless subscription television becomes a commercial reality.

This prediction was made by Dr. Millard C. Faught, economic consultant to Zenith Radio Corporation, in an address before Kiwanis International in Danville, Illinois.

Faught said that the ability to make instantaneous delivery of such major events as championship prize fights was instrumental in building broadcast networks for radio, but that television networks are losing these important events to theatre TV because home TV has no box office and advertisers can't bid successfully against the theatres.

KEY SOURCES

During the freeze on television stations, networks became key sources of the best television programs, he said, because there are few, if any, independent stations with money enough to build programs that will compete with network shows for audience. However, he added, the growth of filmed rather than live programs is rapidly changing this picture.

Faught pointed out that some of the highest rated network shows today are produced on film, and that the majority of filmed entertainment programs on TV are now produced outside the networks.

If this trend develops, as common sense economics indicates it will, the time will come when the only advantage the networks have to offer is their ability to provide instantaneous programs like news, major sports events, the McCarthy hearings, and the like.

Since theatre TV is already taking from the networks those instantaneous programs that carry a box office (championship fights, Metropolitan opera, etc.), Faught said that subscription TV may become the salvation of TV networks.

NO PROBLEM

Technically, this would present no problem for subscription TV because the system is capable of use for network programs whether live or filmed, in color or black and white, for transmission by UHF or VHF stations, he said.

"As a basically new economic ingredient", Faught stated, "subscription TV should be capable of intro-

ARE YOU A NEWS REPORTER? WE NEED YOU.

Maybe you would enjoy working with us.

We're located in a medium-sized Eastern Ontario city where living conditions are pleasant.

Blue Cross and other extras.

WRITE BOX A220, C B & T
As things now stand, the power and capacity of television to serve the public is far greater than its limited advertising revenue will allow, he declared.

"I do not propose," said the speaker, "that we take the advertising carburetor off TV. In fact, I believe that one will work even more efficiently with help from the new subscription carburetor.

"With more stations and more viewers, plus a second source of revenue for TV itself, the advertisers will have a much more efficient, and I think less costly, vehicle for their own purposes. They can then sponsor more and better shows of their own, especially in the smaller communities who do not now have TV service."

APPROVAL SOON

Reporting that the gadgetry necessary to provide home box office TV service had been perfected and tested by Zenith under the name of "Phonevision", Dr. Faught offered the view that within a year or two it would be approved by the FCC for public use.

"When its added revenue and program service potentials are available, I believe it may in time double the number of TV stations supportable in American communities," said the speaker.

He reported that while more than 2000 stations have been allocated to various communities, only about 400 are on the air, 20 or more have suspended operations and at least 80 permits to build new ones have been returned to the FCC.

**GREETINGS AND CONTINUED MARKET CONQUESTS**

Throughout the Gaspe Peninsula and the French Maritimes

**VIA OUR MAGIC MEDIUM!**

Broadcasting Station CHNC

610 Kcs. NEW CARLISLE, QUE. 5000 Watts

(The Nightmare of Your Competitors)

---

**Here is CKOK-land**

Photos by Steck

SEE PAUL MULVYHILL & CO. IN CANADA

PENTICTON, B.C. FROM MUNSON MOUNTAIN

Served by RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.
Quebec Goes For Local News

Details of a successful pattern for regional news coverage were given in Quebec City November 6th by Jean-Marie Dugas of CKRS, Jonquière.

He said CKRS felt it was serving its community faithfully in its presentation of news, to the tune of 25 newscasts daily.

Dugas spoke at a meeting of 24 news and sports editors from French-language stations subscribing to Broadcast News Limited. Five station managers and the manager of one private television station were also on hand for the meeting with BN executives at the Château Frontenac.

Jean-Paul Lemire of CKCH, Hull, presided over the day-long session which included five papers on newscasting and sportscasting problems; a study of radio’s situation in the news field and a scrutiny of the wire service schedule.

The delegates recommended that the news meeting be held annually.

Next year’s session will be in Quebec City in May or June and Guy Rondeau of CHRC, Quebec, was named to work with BN management in planning the meeting.

The meeting concluded a series of five regional meetings inaugurated this year by BN. The others were held in Vancouver, Saskatoon, Toronto and Amherst, N.S. and will be repeated next year.

In addition to the paper on Regional Coverage by Dugas, the following presented papers and led discussions:

Paul Boudreau, CKAC, Montreal, General News Principles and Coverage.

FRANK W. GILL
whose appointment as Assistant Manager, Sales Promotion-Advertising Department, Shell Oil Company of Canada, Limited, is announced by A. L. Wilson, vice-president, marketing. A native of Toronto, Mr. Gill has a record of 21 years of service with Shell, most of that time being spent in active sales work dealing with all types of products manufactured by the company. His most recent position was Sales Manager of Shell’s Toronto Division.

ANNOUNCEMENT

Once again it’s Christmas-time,
And time again to say —
Season’s Greetings to you all
On this happy holiday!

SESCA’S
Alice J. Heinecke
Bud Prager
Lou Tappe

SESCA TRANSCRIBED LIBRARY
475 Fifth Avenue
New York 17, New York

And the same goes to Dick Lewis(kite) and all the gang at the
Broadcaster

December 1st, 1954

CANADIAN BROADCASTER & TELESCREEN
His general formula for newcast make-up included 60 per cent of the newscast devoted to Canadian news. A newscast should take the form of a continued story and not merely enumeration of 12 or 15 different news items, he felt.

Beauregard said CKVL, prepares its newscasts according to its listening audience which varies at different times of the day.

From 6 a.m. to 9 a.m., summaries should cover general news; 9 a.m. to noon, summaries should contain news of interest chiefly to women; noon to 2 p.m. is a period for general news; 2 p.m. to 5 p.m. is a second period in which the audience is mainly feminine while the general audience is back again from 5 p.m. to midnight.

Beauregard advocated that top news should be broadcast as soon as available. When a good local, national or international news item is available as CKVL, he notifies the announcer on duty and a cut-in with the news item is arranged.

Collard said the important thing in sportscasting is to present the news in such a manner that it is crystal-clear to the listener. Detailed figures should be avoided in sportscasts.

The result of a contest involving a local team should always be mentioned at the start of the sportscast, he said, even if details of the game are given later.

At CKCV he winds up a sportscast with an oddity, an item for women who are interested in sports, or by greeting a celebrity.

LOCAL NEWS FIRST

Rondeau said CHRC has 15 newscasts daily and almost invariably precedence is given to local news. Contacts are most important to a station specializing in local news and his station has a list of 70 well-informed and reliable news sources. CHRC also has a group of paid suburban correspondents.

Others attending the meeting included Paul Lapage, manager of CKCV, Quebec, and a BN director; Dr. Charles Houde, CHNC, New Carlisle manager; Roger Boulanger, manager of CKBM, Montmagny; Daniel Chan'al, manager of CHRD, Drummondville and Arthur Fitzgibbon, manager of CFCHM-TV, Quebec.

BN was represented by Bill Stewart, Montreal, CP Quebec manager; Percy Ouellette, Montreal, chief of the BN French-language service, and Charlie Edwards, Toronto, BN manager.

MERRY CHRISTMAS
AND
HAPPY NEW YEAR
FROM
PETERBOROUGH'S
C H E X
KAWARTHA BROADCASTING CO.

ASS'D SCREEN NEWS STAGES
TELE-SCREEN W'SHOP

Specialists from both Canada and the United States will be in Montreal on December 6, 7 and 8 to present a well rounded program at Canada's first Motion Picture and Television Workshop.

The sessions will be held at the studios of Associated Screen News and, according to Jack J. Chisholm, sales manager, who will be chairman, shirt sleeve sessions will help bring a better understanding of creative problems to those who propose and use motion pictures of all types, particularly films for television.

Gordon Keeble of S. W. Caldwell Ltd, Toronto, will demonstrate the use of the Teleprompter. B. F. Parry, chief sound engineer from Western Electric, New York City, will discuss recording techniques, with emphasis on magnetic sound recording. Don Spring of Canadian Kodak Sales will be on hand to describe new types of films for motion picture and television use. Charles W. Seager, eastern regional sales manager for Ansco in New York City, will present information on films for color television.

Specialists in the field will form a panel to lead a discussion of how to cost a motion picture or television commercial; another panel will seek to increase understanding in industry-trade press understanding and liaison; legal aspects of motion picture and television production will be highlighted in discussions on copyright laws, music clearances, players' releases and production agreements with sample forms for the purpose being provided in the kit supplied to all guests who attend the Workshop.

This concentrated seminar in motion picture production, featuring films for television, is being staged by Associated Screen Studios as a service to the industry, to help bring about a better understanding of film techniques among those who produce and use motion pictures for industrial information or television entertainment, according to Chisholm.

He stressed that the Workshop will not be a convention, but rather a concentrated effort on the part of producers to disseminate information on new techniques and methods to improve film production. A handbook of information will be presented to each guest.
Radio-TV Panel of CANADA presents the FIRST comprehensive continuing COMBINATION RADIO-TV REPORTS On Canada's Big Three Markets

Check These Exclusive Features of the Radio-TV Panel
- Combined radio and television listening and viewing for the full coverage areas showing TV’s impact on radio in leading markets.
- Ratings which can be projected to total population to reveal total audiences.
- Daytime, late evening, Sunday — round-the-clock data for both TV and Radio.
- Audience flow to and from programs; unduplicated audiences of two or more programs; audience characteristics; and many more extras.

FREE REPORT
You are invited to write for a complimentary copy of the first monthly Radio-TV report on the GREATER VANCOUVER MARKET

Write: Dept. B, Radio-TV Dept., International Surveys Ltd., 888 Dupont St., Toronto 1, Ont.

PETER R. CULOS
Vice-President
Radio-TV Director

INTERNATIONAL SURVEYS LIMITED
PRODUCERS OF THE RADIO-TV PANEL OF CANADA

Radio-TV report

Radio-TV report

SHERBROOKE, P.Q.

Here’s an interesting fact about the Eastern Townships of Quebec — served by Radio Stations CHLT and CKTS. In the past 2 years the total number of motor vehicles in use has increased by 22.7%. This is due, in part, to increased mining activities; but mainly to individual prosperity. National advertisers can tell their sales story best in the rich Eastern Townships Market on CHLT and CKTS.

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

MAILBAG

In the “Dear Editor” department in this letter from an agency man: “Dear Dick: If it wasn’t for CBC Television, what would we get be-
ad American spectacles? (signed) John Whitehead. To which I should like to reply: "Dear John: If it wasn't for American spectacles, what would we get besides CBC Television? (Signed) Dick Lewis."

In the same mail came a parcel from Regina, which turned out to be a bottle which looked like Crème de Menthe but was labeled "Channel 2 Regina". We mixed some up with a little soda water, but found it tasted like dish-water. You should try some, some time. Then we remembered that this is CKCK's TV channel, and decided that as a promotion gag it was good, if you like promotion gags that is.

That's all the mail except for another parcel which was delivered by hand anyhow. It contained a cake - an iced one with eight candles, to celebrate the fact that CKVL, Verdun was celebrating its eighth birthday. We gathered around The Desk and washed it down our afternoon coffee. Old man Hartley commented on the subtle soufflé of something or other you always get in French Canadian baking. Everyone agreed, so I managed to slide an old inkwell over the label which said "Hunt's - Toronto".

A surprise presentation to Vice-President, W. T. "Bill" Cranston, by the staff of CKOC, Hamilton commemorated Bill's twenty years with the Taylor-Pearson-Carson organization, and his twenty-five years in radio. After the presentation, Bill was toasted in champagne and received the congratulations of staff members with a handsome "executive brief case".

The presentation came as a complete surprise to Bill, as he had no idea that the staff were generally aware of his approaching silver anniversary in radio.

(Continued on page 14)
TIME OUT FOR A WORD FROM SANTA

"Happy Christmas"

Jack Dennett

Merry Christmas!

Santa came early this year ... September 21st to be exact, when Davie and his band of little helpers wrapped up a 10 KW Christmas Present for the Voice of the Sunny South. We'll have it on the air soon.

AN ALL-CANADA STATION

Over The Desk

(CONTINUED FROM PAGE 13)

LET DODIE DO IT

Here are a couple of items for the Gifts-We-Could-Scarcely-Do-Without Department. I found them both nestling snugly in the "Shopping Mart" of the Magazine Section of a recent NEW YORK TIMES.

Item No. 1 shows a cut of a girl with her dress open at the back. It says: "don't struggle with your zipper. Live alone and lock it with Magic Dodie Pullup, a device of polished brass 18" long with a handle that enables a person to zip the back of her dress, evening gown and bathing suit without the aid of someone else. Let Dodie do it for you and your friends. Makes a wonderful Xmas gift—$1.00. Jewelled one, $3.50 and P. P.—Dodie, 3055 Shannon Road, Los Angeles 27, California.

Item No. 2 is a novel little number called a "Jonny Planter for Your Bathroom." Here is the story: "New idea! Self-watering decorative planter for the top of toilet fixture. White molded lid with deep planting area made to fit any standard toilet fixture, replacing the porcelain lid. Special absorbent wick hangs in water of tank, and across bottom of planter to constantly and automatically water plants. Complete with adapter to fit any tank. A really new idea in modern decorating. $4.95 ppd. No COD'S. Deut. WZ 112, 7410 Santa Monica Bl., Los Angeles 46, California. Free Gift Catalog."

SIGHT AND SOUND

Members of Parliament may become television stars if recent CBC closed circuit "dry runs" prove acceptable. The results of these tests will determine whether the network will carry a TV version of its radio series The Nation’s Business.

The dry runs of each speaker will be viewed by members of his party, as it appears likely that the M.P.’s with the most pleasing television personalities will appear. Members of Parliament it seems, are wary of taking part until they know how they will look on a TV screen.

JOINS RADIO REPS

A new adjunct to the sales department of Radio Representatives Ltd. is Arn Stinson, who started working out of the Toronto office last month. Arn has been in most phases of the business—program director (CHOK), production, announcing and promotion (CKLW). He also worked as salesman at Sarnia.

STORK MARKET

News announcer Jack Dennett has been making a bit of news himself — with the assistance of his wife that is. November 15th was the date and the event — the arrival of their fourth child (their third daughter). A red head, just like her mother, the new arrival tipped the scales at a cool ten pounds. Everyone concerned seems to be doing exceptionally well.

... And that cleans off The Desk ... wait a moment, there was something else! What was it? Oh, I remember. Happy Christmas!
TOPIANA
Santa Claus is the only guy who can go around with a bag all night and not get himself talked about.

CLOSE ASSOCIATION
The feeling is mucilage. Let's stick together.

FINANCIAL STATEMENT
A final word on money matters—money matters.

ENGLISH LESSON
As President Eisenhower explained to Field Marshal Montgomery, the pronunciation of the word schedule depends on what you want it to be.

DEMOCRACY OR BUST
All factions of business are outraged at the government's policy of getting itself monopolies—except of course those businesses upon whom the government has bestowed few little monopolies of their own.

STERN FACTS DEPT.
Flattery is like perfume—something to smell but not to swallow.

TWISTED ADAGE
This is the season when grown-ups should be seen and not heard.

RAISING YOUR BUM
To be effective, a good radio program should reach its women listeners as they recline on their loving room-chest-riders.

VERY SINCERELY
The merry day will soon befall! Come laugh and love and sing! And load the board and deck the hall! If you like that sort of thing.

Alive to Public Interest...
Canada's private stations broadcast comprehensive, up-to-the-minute news to the nation. Broadcast News teletypes chatter day and night in 110 private radio stations and five private television stations with news for broadcast from home and around the world.

Responsibility...
The industry guides Broadcast News policy and progress, decided by station managers and editors at regular, regional meetings. Broadcasters on the BN Board are:
- Paul Lepage... CKCV Quebec;
- H. G. Love... CFNC Calgary;
- Don Jamieson... CJON St. John's, Nfld.;
- K. D. Soble... CHML and CHCH-TV, Hamilton.

Authoritative Sources...
Broadcast News combines the national and international services of The Canadian Press, The Associated Press and Reuters with BN's special radio coverage of the Canadian scene.

BROADCAST NEWS
Head Office - Toronto

BUREAUS & STAFF CORRESPONDENTS: St. John's; Halifax; Saint John; Quebec City; Montreal; Ottawa; Toronto; London; Windsor; Winnipeg; Regina; Edmonton; Vancouver; Victoria; New York; London, Eng.
What the CAPAC license Means to You!

A SINGLE CAPAC license gives broadcasters the right to use practically all of the world’s best loved music of the twentieth century.

Almost two hundred composers, authors and publishers residing in Canada make their music available to broadcasters through CAPAC. Membership in CAPAC entitles Canadians to secure payment for the use of their music not only in Canada but in practically every country in the free world.

Much of the music being broadcast in Canada has its origin in United States. This is particularly true in the case of dance tunes and ballads, and surveys show that composers and authors represented by CAPAC wrote 9 out of 10 of the top tunes of the past 10 years.

Broadcasters also enjoy, through the CAPAC license, the privilege of broadcasting the inspired music from the numerous operettas and musical plays written by world-renowned composers.

British and French music comprise an important part of the daily broadcasting schedule of every radio station. Through its affiliation with the Performing Right Society of Great Britain and the Societe des Auteurs, Compositeurs et Editeurs de Musique de France, CAPAC is able to license broadcasters to perform the distinguished music of Britain and France.

Altogether, CAPAC, through its affiliation with composers’ organizations in more than thirty countries, represents approximately 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 most of the music broadcast in Canada.

CAPAC is a central bureau established for the convenience of broadcasters and other music users, as well as music writers and their publishers. If no such central bureau existed, it would be necessary for each broadcaster to negotiate separately for licenses with the individual copyright owners where-ever they may reside. All the license fees paid by broadcasters, after deducting the cost of administration, are distributed to composers, authors and publishers in proportion to the extent their music is broadcast.

*COMPOSERS, AUTHORS AND PUBLISHERS ASSOCIATION OF CANADA LIMITED

182 ST. GEORGE STREET  TORONTO 5


COKT, PORT ALBERNI: 1,000 watts on 989 kcs. Mutual — Don Lee (1) Western Broadcasting Co.

Alberta


CFCH, EDMONTON: CHED, EDMONTON: CFRN, EDMONTON: CBX. 


CBX, EDMONTON: 30,000 watts on 1010 kcs Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


KEY

1. Owner
2. Manager
3. Promotions Manager
4. Commercial Manager
5. Production Director
6. Program Director
7. Music Director
8. News Director
9. Sports Director
10. Sports Director
11. Farm Director
12. Promotion Director
13. Librarian
14. Chief Engineer
15. Chief Operator
17. Montreal Reps.
18. Winnipeg Reps.


UNDER YOUR TREE FROM CKRC

630 KC - 5000 WATTS WINNEPEG, MANITOBA

AS HOLLY TIME AND CHEER APPROACHES, BECKONING THE "FIRST NOEL", A DEEP, SINCERE, GOOD WISH UPON YOU, FROM THE "NEW" CKYL.

W. P. DUNBECK
General Manager

RADIO STATION CKYL
PEACE RIVER, ALTA.


Our Wish to You

1. To be happy.
2. Prince Albert's favorite radio station.
3. It's found in over 50,000 homes daily.
4. It serves Sask. Uranium areas.
5. It serves the "4-F" Market (Fur, Fishing, Farming and Forests).
6. Community Service parameter here.
7. Everyone becomes a "Loot-enant" this day.
8. 9 a.m. with eye out.
9. Half of 6 a.m. across.

Western Canada's Farm Station

May your stocking be filled with everything that is most important to you.

May Your Christmas Joy Be Quotidian

What a Radio Season!
Sure it's busy and it'll get busier. Special holiday shows . . . . actualities . . . copy-writing . . . and, of course, usual we'll be going strong right through the holiday week-end.

We guess that's what makes private radio such a necessary and personal commodity in hundreds of thousands of homes all across Canada.

We're glad to be part of this terrific radio fraternity, and, through good old Canadian Broadcaster & Telescreen, here is our wish to all radio types, especially the ones who are working through the holidays —

THE BEST OF THE SEASON TO YOU ALL

FRED METCALF  
WALLY SLATTER

CJOY  
GUELPH - ONTARIO

Ontario


Watch For
OFFICIAL ANNOUNCEMENT

ULB
5000 WATTS

December 1st, 1954

Canadian Broadcaster & Telescreen
December 1st, 1954

Canadian Broadcaster & Telescreen

Page Twenty-One

Wishing you
A VERY MERRY CHRISTMAS
and a
HAPPY NEW YEAR

NORTHERN BROADCASTING

May Christmas be
the most joyous
and the New Year
the most prosperous.

From All The Gang
at
Radio Representatives Ltd.

TO YOU AND YOUR'S

The SEASON'S GREETINGS
from
The MANAGEMENT and STAFF of

CFCO-630 Kcs—Chatham


CHVC, NIAGARA FALLS: 5,000 watts on 1,600 kcs. (1) CHVC Ltd.

4, News Director
8, Sports Director
9, Women's Director
14, Program Director
7, Music Director
13, Promotion Director
12, Chief Engineer
15, Chief Operator
16, Toronto Reps.
17, Montreal Reps.
18, Winnipeg Reps.
19, Vancouver Reps.
20, U.S. Reps.

1, Owner
2, Manager
3, Assistant Manager
4, Financial Manager
5, Production Director
6, Program Director
10, Women's Director
11, Women's Director
12, Promotion Director
13, Program Director
14, Chief Engineer

The Management and Staff of CFCO-630 Kcs—Chatham

FROM THE CREATIVE PRODUCTION STAFF OF
CFCO-630 KCS

To you and your's
The Season's Greetings

CFOB TIMMINS

CJCL KIRKLAND LAKE

CGFB NORTH BAY

www.americanradiohistory.com


CHLO, WATERLOO: 1,269 of this paper's total circulation of 1,828 are national advertisers & agencies

Kitchener-Waterloo

1929 - Now in its - 1954

25th year of Radio Broadcasting

Serving Ontario's Richest Market

For facts see —

OMER RENAUD

ADAM J. YOUNG, JR.
December 1st, 1954

Canadian Broadcaster & Telescreen

Page Twenty-Three


**CBL, TORONTO:** 50,000 watts on 740 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


**CJCB, TORONTO:** 50,000 watts on 880 kcs. Dominion Network. Owned and operated by the Canadian Broadcasting Corporation. Represented in Canada by H. N. Stovin.


**CBE, WINDSOR:** 10,000 watts on 1,350 kcs Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


---

**LARGEST KEY**

1. Owner.
2. Manager.
3. Assistant Manager.
4. Commercial Manager.
5. Production Director.
6. Program Director.
7. Music Director.
8. News Director.
10. Women's Director.
11. Farm Director.
12. Promotion Director.
13. Librarian.
14. Chief Engineer.
15. Chief Operator.
17. Montreal Reps.
18. Winnipeg Reps.

---

**FOR MARCONI**

**ALL TYPES OF RADIO AND TV STATION EQUIPMENT**

Whether you're planning a new Station . . . improvements or expansion of your present one . . . MARCONI has a complete line of Transmitting and Studio equipment to meet all your requirements.

What's more, you have an opportunity to capitalize on MARCONI Engineering Consultant Service. Highly skilled technicians will gladly analyze your station operations and help you to choose the equipment best suited to your needs. Because of the increased demand in Canada for MARCONI TV Station equipment, prompt delivery has been somewhat difficult. But MARCONI equipment is worth waiting for because it's the most up-to-date on the market . . . more efficient to operate . . . easier to service . . . designed and built by a Company that owns Canada's first Radio Station . . . a company that with 50 years experience has a keen operating and technical knowledge of all types of radio and television equipment.

From camera and microphone to transmitter, look to MARCONI for all your needs!

For further information write to Broadcast and TV Station Equipment Department.

**CANADIAN MARCONI COMPANY**

MONTREAL 16.

CANADA'S LARGEST ELECTRONIC SPECIALISTS

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**CCTK, St. Catharines, the Niagara Peninsula and Away Beyond**

Check the BBM Reports and see the tremendous Central Ontario bonus audience you get at no extra cost.

Copyrights available from our reps: Paul Mulvihill & Co. in Toronto and Montreal.

J. H. McGillivra in U.S.A.

---

**look to Marconi for**

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www.americanradiohistory.com
Quebec

CFGT, ALMA: 1,000 watts on 1,270 kc. French Radio Bell (11)
- Adrian Chiasson (14)
- St. Jean-Port-Joli
- Orelta Maltain (14) O. Des- Girard (15) - Omer Renaud (16) - 19)

- Weed & Co.

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


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

CBM, MONTREAL: 50,000 watts on 910 kc. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CKKS, JONQUERE: 1,000 watts on 590 kc. Trans Quebec radio (1) Radio Saguenay Ltd. (2) Tom Burhans & Ray Maynard (7) Jean-Marie Dugas (7) Germaine Cormier (8) Lionel Tremblay (9) Jean Martin (10) Mrs. R. A. Boivin (14) Gerard Lemieux (18) J. A. Hardy & Co. (20) Adam Young


CKM, MONTREAL: 5,000 watts on 1,250 kc. French Net. Supp. (1) René & Octave Lapointe (2) René Lapointe (3) Guy Langlie- (4) Octave Lapointe (5)


CHR, QUEBEC: 5,000 watts on 800 kc. T-Quebec (1) CHRJ Ltd. (2) Henri Lepage (3) Aurore Pelletier (6) Magda Laim (7) Guy Roussel (8) Maurice Decar- reaux (10) Mrs. Aline Fortier (11) Sevigny (12) Gareau (13) F. St-Georges (14) A. Nadeau (15) Marcel Huard (16) T. Hardy (20) Adam Young


As we say in Quebec:

Joyeux Noel

et

Bon Heureuse Année!

from Canada's Greatest Mail Puller

Phil Lalonde, George Bourassa and the Staff at

CKAC, Montreal

December 1st, 1954

www.americanradiohistory.com
December 1st, 1954

Canadian Broadcaster & Telescreen

Page Twenty-Five


ON THE AIR

This Month

For availabilities ask:

HORACE N. STOVIN IN CANADA

ADAM J. YOUNG IN THE U.S.A.

CJBR-TV

Channel 3

RI MOUSKI

Audio: 34.55 KW

Video: 60.6 KW

ON THE AIR THIS MONTH
New Brunswick


CJUM EDMUNDSTON: 1,000 watts on 576 kcs. French Net Supp. (1)

WHY you can depend on

Webcor sound recording tape

The benefit of years of leadership in the manufacture of electronic equipment is built into Webcor Magnetic Recording Tapes. This priceless experience assures you of the qualities necessary for fine reproduction—strength, flexibility and approved electrical properties. They give excellent results with any tape recorder but you'll get the best results with a Webcor Tape Recorder. These differences make it important you remember that although tape roll alike, they don't sound alike. Insist on Webcor... and be sure!

Two Sizes—Webcor Tape comes on 9" reels containing 600 feet of tape and 7" reels with 1,000 feet of tape.

Hinge Top Carton—Webcor tapes come in unique, hinge-top cartons that guard against accidental slipping. The hinge-top keeps the reel of tape safe until you lift it from the carton. There is an easy-to-read recording log on the back of each carton for your convenience.


CRAF, MONCTON: 5,000 watts on 1300 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.


CBA, SACKVILLE: 50,000 watts on 1600 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

Nova Scotia


CHL, HALIFAX: 100 watts on 1330 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CKEC, NEW GLASGOW: 250 watts on 1230 kcs. (1) Hector Broadcasting Co. Ltd. — (2) James M. Cameron — (3) Howard MacLean

Live Programmes ★ Custom Transmission ★ Singing Commercials

For

Jingles that are different

Contact

DON WRIGHT

production

Write — Wire — or Phone for Details

"STONEGATES," LONDON 5, CANADA

TELEPHONE 3-0886

To all our friends, old and new, CFNB wishes sincere compliments of the season.

We have enjoyed our associations during the past and look forward to continuing them in the days to come.

Scc The All-Canada Man

Weed & Co. in U.S.A.

December 1st, 1954

New Brunswick's Most Listened-To Station
<table>
<thead>
<tr>
<th>KEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Owner</td>
</tr>
<tr>
<td>2. Manager</td>
</tr>
<tr>
<td>3. Asst Manager</td>
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<tr>
<td>4. Commercial Manager</td>
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<tr>
<td>5. Production Director</td>
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<tr>
<td>6. Program Director</td>
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<tr>
<td>7. Music Director</td>
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<tr>
<td>8. News Director</td>
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<tr>
<td>9. Sports Director</td>
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<tr>
<td>10. Women's Director</td>
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<td>11. Farm Director</td>
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<tr>
<td>12. Promotions Director</td>
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<tr>
<td>13. Promotion Director</td>
</tr>
<tr>
<td>14. Chief Editor</td>
</tr>
<tr>
<td>15. Chief Operator</td>
</tr>
<tr>
<td>17. Montreal Reps.</td>
</tr>
<tr>
<td>18. Winnipeg Reps.</td>
</tr>
</tbody>
</table>

### Prince Edward Island


### Newfoundland

**CBY, Cornerbrook:** 1,000 watts on 790 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corp.

**CBG, Gander:** 250 watts on 1450 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CBT, Grand Falls:** 1,000 watts on 1330 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CBN, St. John's:** 10,000 watts on 640 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


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GOOD CHEER

**BEST WISHES**

To One and All for A

**Merry, Merry Xmas**

and a Happy, Healthy 1955

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**ST. JOHN'S, NEWFOUNDLAND**

Reps: Stovin & Co. · Adam J. Young Jr.

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VOCM

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MERRY CHRISTMAS and A HAPPY NEW YEAR FROM KATE AITKEN
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 the 90,000 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 22 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.
STATION AND PERSONNEL REGISTER (Television)

KEY

1. Owner
2. Manager
3. General Manager
4. Commercial Manager
5. Production Director
6. Program Director
7. Music Director
8. News Director
9. Sports Director
10. Women's Director
11. Farm Director
12. Promotion Director
13. Librarian
14. Chief Engineer
15. Chief Operator
16. Newsreel Reprint
17. Montreal Reps.
18. Winemaking Reps.

British Columbia

CBUT, VANCOUVER: E.R.P. 100 kw. on channel 2. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

CHCT-TV, CALGARY: E.R.P. Video 100 kws. Audio 50 kws. on channel 2. CBS. (1) Calgary Television Ltd. (2) John H. Battison (16 to 19) All-Canada TV — (20) Weed & Co.


BWT, WINNIPEG: E.R.P. 32.7 kw. on channel 4. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

Ontario

CBT, MONTREAL: E.R.P. 15.7 kw. on channel 2. CBC (French) basic. Owned and operated by the Canadian Broadcasting Corporation.

CBM, MONTREAL: E.R.P. 21.5 kw. on channel 6. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.


CHJB-Tv, SHERBROOKE: E.R.P. 27 kw. on channel 7. (French).

New Brunswick


Atlantic


Maritime

Telephone

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

Phone for Booklet in

Toronto

WA 44471

UN 69611

MERRY XMAS et

BONNE ANNEE!

CREATORS OF

LIVE RADIO AND TV SHOWS

Sales Representatives

for English and French TV Films

1440 ST. CATHERINE ST. WEST - MONTREAL

UN. 6-8751

www.americanradiohistory.com
ADVERTISING AGENCIES
A list of Advertising Agencies Enfranchised by the Canadian Association of Radio & Television Broadcasters together with their addresses and radio officers.

Phyllis, Judith
William, Anthony
S. P. Wemyss
Goodman, Alfred
Jack, Herrlen
Gabriel, Albert
Henry, Beatty
Richard, Robert
Nortis, Macdonald
Frank, Collins
Iron, John
Wm., Sornlo
R. W. Harvard
C. W. Vugden
J. Borrie-Gaffney
V. P. Gray
J. H. Clingan
Gill, Nunuc
H. B. William
C. Shepherd
Ist, Leclis
S. H. H.
David, Fenn
Godfrey, Bryphors
Mary, Nercil
Bob, Parrann
Leagh, Wathans
Erwin, Murray
E. G. Jos, Evans
Walter, Barren
(Through Toronto)
A. B. Johnson
A. Bell
R. F. Wilson
Robert, Adams
Paul, Herbert
H. U. Boucher
Pat, Hearne
Austn, Mone

Mrs. Kathlene, Gough
D. N. Ferr
Valney, Emos
Irene, Iron
Jeanne, Lewis
R. P. Grifo
Bill, Bellon

J, B. Hayward
Mrs. Mrs., Henderson
H. R. McDonald
Gene, Bextele
Art, Wessenthal
W. F. Hrapko

Larry, Trefal
E. P. Cornuffs
J. P. Hurland
F. P. Horrison
Ev, Palmer
Audre, Anderlin
A. M. Pep

A. C. Oreno
Andrew, McGowr
Edgar, Williams
William, McGowr
Don, MacMillan
Robert, Owen

Robert, Jefranto
Eddie, Capotenu
K. Schoulie
R. J. Parrett
Jack, Breton
George, Vando
R. D. Wartsi

Monrron, Mrs
Henry, Gaudron
Hans, Zotte
Frank, Ster
E. Allen
R. E. Bercuf
Rosalyn, Sire
Phil, Site

G. A. Peier
R. G. Horrances
Pual, Cudish

Olyci, Jemison

Mrs. Mrs., McKeen
R. L., Burell
Reg, Dug
Bob, Dug

Music, William
W. M. Kerr

E. Marhur
A. C. Howl

Marin, Monte
Barbara, Vale

Roland, Shoppert

Smith, MacDonald

(Through Toronto)
Jen, Mary
Will,Chisholm

A. Mcgop

Jim, Berlin
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
Merry Christmas

CFRB

50,000 watts

TORONTO 1010 K.C.

Past

Present

Future