

Canadian  
**BROADCASTER & TELESCREEN**  
 TWICE  
 A  
 MONTH

**DECEMBER**

SUN	MON	TUE	WED	THU	FRI	SAT
5	6	7	1	2	3	4
12	13	14	8	9	10	11
19	20	21	15	16	17	18
26	27	28	22	23	24	25
			29	30	31	

**JANUARY**

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	1
9	10	11	12	13	14	8
16	17	18	19	20	21	15
23	24	25	26	27	28	22
						29

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

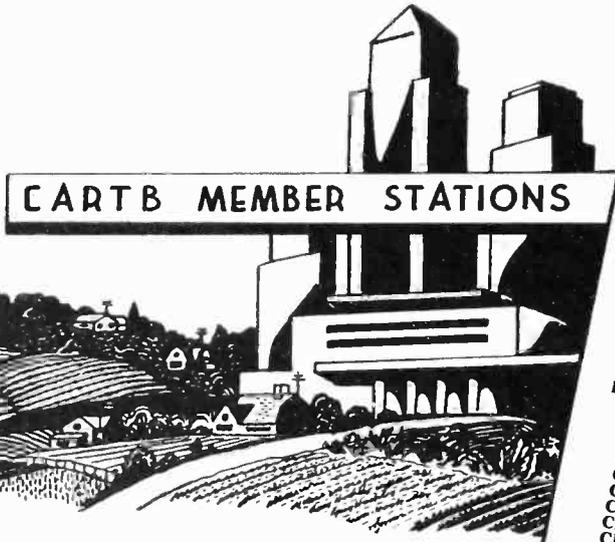
Vol. 13, No. 24

TORONTO

December 15th, 1954



*Hey, Mister!  
 I'm the new announcer.*



# To Insure A PROSPEROUS NEW YEAR!

Use the 123 member stations of the CARTB to step up your sales, by keeping your message in the minds of the 14½ million people in whose homes, these stations are welcome visitors for an average 8½ hours every day of the year.

*Wherever You Go, There's Radio*

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 123 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day

HEAD OFFICE  
108 Sparks Street  
Ottawa 4  
Phone 34036

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

### CARTB Member Stations

- ATLANTIC (17)**
- CKBW
  - CKNB
  - CFCY
  - CFNB
  - CHNS
  - CJCH
  - CKEN
  - CKCW
  - CKMR
  - CKEC
  - CFBC
  - CHSJ
  - CJON
  - VOCM
  - CJRW
  - CKCL
  - CFAB

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

### FRENCH LANGUAGE (27)

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

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

### CENTRAL CANADA (37)

- CKBB
- CJBQ
- CJFB
- CFCO
- CKSF
- CKFI
- CKPR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- 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
- Guelph
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- London
- Montreal
- Montreal
- North Bay
- Orillia
- Oshawa
- Owen Sound
- Pembroke
- Peterborough
- Fort Arthur
- St. Catharines
- St. Thomas
- Sarnia
- Stratford
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock

### PRAIRIES (26)

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

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

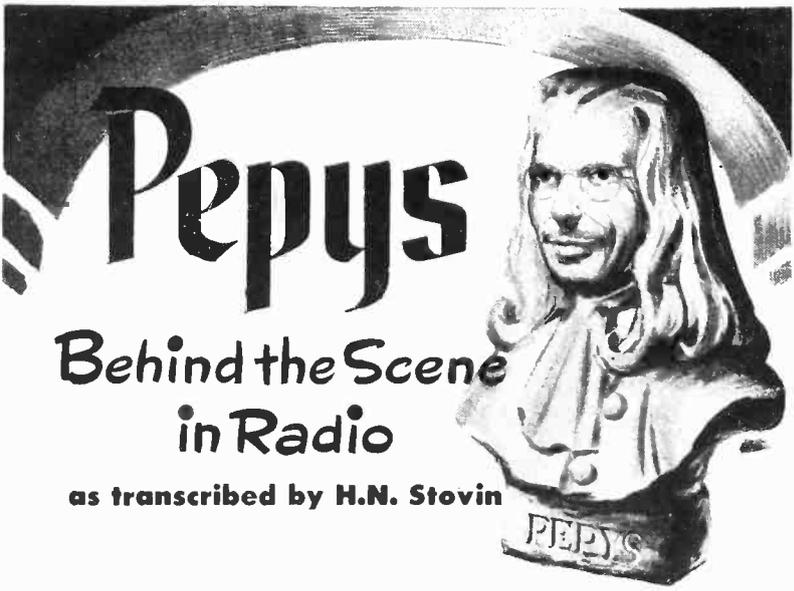
### PACIFIC (17)

- CHWK
- CJDC
- CFJC
- CKOV
- CHUB
- CKLN
- CKNW
- CKOK
- CKPG
- CJAY
- CJAT
- CJOR
- CKWX
- CKMO
- CJIB
- CKDA
- CJVI

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







To Galt this day, home of Radio Station CKGR, where I did learn an interesting story of hurricane "Hazel". Flooding of the Grand River did serious damage to the Canadian General-Tower plant there, when — since it was a weekend — the plant was closed and the employees away. Management decided to suspend operations until debris could be cleared away and equipment set in order. To this end, they did broadcast two announcements over CKGR on the Sunday, asking all employees not to come to work on Monday morning, that the emergency crews might not be hindered. Their belief in the listenership to CKGR, was right well-founded, since 80% of the large staff of workers stayed away as requested ● ● ● Lawrence Phillips, Farm Editor of CFOS Owen Sound, busy this Fall attending farm meetings and other rural activities in that area. Since he does take in two meetings every three days, or thereabouts, is fast becoming a stranger in his own home and is now anxious, he says, to be reintroduced to his wife's cooking and his household once more ● ● ● CKSF Cornwall does again prove that it can draw mail and sell sponsors' products. One nationally-sponsored daily ten-minute "give-away" program — though the prize is but \$10.00 a day — has in 21 weeks drawn no less than 56,630 separate entries, with 92% proof of purchase! That is, if I cypher aright, almost 2700 entries per week or 18 letters per watt ● ● ● Do now paste this paragraph, which I have lately read, into my diary:

"During October, Elliott-Haynes Ltd., researched Calgary's retail Food and Drug Store Managers, asking:

(a) WHICH CALGARY RADIO STATION PROVIDES THE MOST EFFECTIVE ADVERTISING?	CKXL	Stn. 22	Stn. 23	Equalor?
45.7	32.9	7.1	14.3	
(b) WHICH CALGARY RADIO STATION IS THE MOST PROGRESSIVE?	60.0	20.0	5.7	14.3

This overwhelming vote of confidence for CKXL (more votes than the other two stations combined) comes from the people who can feel the impact of the advertising at their own cash registers! The point is . . . why not hire CKXL to ring the cash register for you too?"

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN & COMPANY**  
 VANCOUVER  
 WINNIPEG  
 TORONTO  
 MONTREAL

Representative for these live Radio Stations

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

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

# SHORT WAVES

Continued

The Catholic Women's League is preparing to police the nation's airwaves. At the League's 34th annual convention in Cap De La Madeleine, Quebec, the executive announced that it is setting up a network among its members to monitor radio and television programs. They will also keep an eye on the local movie house.

and it is the radio people who have to worry about it now."

The League, a powerful church group with a membership of 100,000, is making the move in an effort to clean up radio, television and movie programs in Canada.

An invitation to amateur musicians to come and demonstrate their talents on a Saturday afternoon record show, *Western Jamboree* turned out to be much more successful than CJOC, Lethbridge and announcer Blair Holland had ever imagined. The response was so great and the quality of the musicians so high, the program was changed to a strictly live show.

It was suggested that the most effective means to lodge such a protest against bad programs might be with the local member of Parliament or Provincial Assembly Member rather than the station or theatre itself.

At the request of the director of the local civic centre the show was moved there and played to a capacity house of 2,500, another 1,500 being turned away. The same thing was done twice more, both times meeting with overwhelming success. A silver collection was taken each time for CJOC's fund to furnish a maternity ward in the municipal hospital and went well over the \$1,000 objective. The ward will, of course, be decorated in a western motif!

Boosted by a sharp increase in TV receiver sales, sales of radio and music departments in department stores in Canada up to October, 1954, jumped 47 per cent over 1953. \$17,819,000 worth of goods were bought, as against \$12,245,000 in the previous year.

The maximum gain shown in any of the other departments, was 9.5 per cent in major appliances.

The Admiral Corporation and the Dumont network have agreed to let the CBC carry the Bishop Fulton Sheen television program, *Life Is Worth Living*, on a non-commercial basis as recommended to the CBC by the National Religious Advisory Council.

TV is no longer a threat to Canadian motion picture exhibitors and distributors says H. C. D. Main, secretary-treasurer of the national committee of the Motion Picture Exhibitors' Association of Canada.

This was announced by Charles Jennings, director of programs for the CBC. Mr. Jennings said the starting date would be December 4th from 7 to 7.30 p.m. E.S.T.

Reporting to the association's annual meeting as chairman of a special TV investigation committee, he said that they had no need to worry about TV as a competitor, and that areas which have been TV saturated, such as S.W. Ontario, had shown a swing back to movies.

Under arrangements made for telecasting the program in Canada the usual production credit line will be extended to the Dumont network which produces the program, but no credit line will be given to the sponsor of the program in the United States.

"We have beaten TV," he concluded, "or rather, it has just faded,

The CBC had said earlier this year that the program would be broadcast here if permission to do so without commercial messages could be obtained.

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.

Call your nearest Telegraph Office.

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

**PRIVATE WIRE Teletype SERVICE**

**CANADIAN NATIONAL CANADIAN PACIFIC**

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

EMPIRE 3-5075

Printed by Age Publications Limited, 31 Willecks St., Toronto 5



Vol. 13, No. 24

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

December 15th, 1954

## A Happy New Year (With Teeth)

Left in the 1954 Book of Words, there is just one greeting which we have still to utter, and that is "Happy New Year". Without a doubt, this is what we wish everyone — who deserves it.

So it's a Happy New Year to the boys in the office, who, as this issue emerges will have combined to make this the biggest December the paper has enjoyed since it started thirteen years ago next month.

A Happy New Year to our friends the printers, the engravers, the paper merchants, and all the others who supply the material and the labor that have gone into the 648 pages, which now constitute our Volume thirteen.

A Happy New Year to our readers, who are on the receiving end of our editorial slings and arrows, with a special added wish to those who take time out to write and tell us when our words move them — in either direction.

A Happy New Year to our advertisers and subscribers, whose purchases of the paper and of space in its pages, provide the only right kind of revenue for a publishing enterprise of any kind.

A Happy New Year to those co-operative broadcasters, advertising agencies and sponsors whose far sightedness leads them to keep us apprised of what is being done and what is going to be done in the various phases of the business of advertising in which we are all interested.

A Happy New Year to our outside writers, whose number is steadily increasing.

A Happy New Year to the dedicated men and women of the CBC, whose profound devotion to aims we deem mistaken eclipses what we would call their misdirection.

Finally, a Happy New Year to those men of business whose dogged loyalty to the principles of competitive enterprise, to which they owe their existence, extends so far and flows so deep that they persistently refuse the favors and advantages which a beneficent bureaucracy would bestow upon them; men who steadfastly believe and practice the belief that rather than conspiring to outlaw competition, they should stimulate and foster it, as a goad to the perpetual improvement of their own product or service, thereby adding to their own usefulness to the public, and so contributing to the cause of business operated on a truly democratic merit system.

As we have already said — "A Happy New Year!"



## All Media Have Their Place

There are two highly significant things about broadcasting at this time. These are, first, the appearance on the spectrum of more than two dozen television stations, all either broadcasting, or about to be doing so, with considerable success, however you look at it. The other is the fact that, notwithstanding certain expressions of alarm which are being expressed by those broadcasters who are still confining their activities to radio, there are 166 radio broadcasting stations on the air, and 147 of them are operating successfully under private ownership. Where then are all the pitfalls and dangers for radio?

The answer to this question lies, in part at least, in the state of the industry in the United States, where the television experiment started some years ahead of Canada. Elsewhere in this issue, a story dealing with the radio networks south of the border indicates that while it is just possible that the radio networks will continue to function, they have been set back financially to a major extent.

Obviously this state of affairs is due partially to the fact that the large national advertisers, who used to funnel their programs across the continent out of New York and Hollywood, have realized that the top evening times when these programs were once aired is now devoted almost entirely to the new medium. Radio network talent has gone TV too.

If television has weaned network listeners and network sponsors away from the radio networks, how is it that "spot" or "selective" radio, that is to say single station as opposed to network radio, is not just holding its own, but is still enjoy-

ing business on a boom scale?

The answer to this one is not quite so simple. In the first place, the continued boom status can be said to apply to many radio stations, most even, but not to all of them. The radio stations which not even television can stop are those stations which, through the years, have developed a happy faculty, not of spectacular productions and mammoth extravaganzas — which are on the way out with national radio networks — but of a kind of programming which might be likened to intimate, first-name back-fence gossiping.

Diehard stations, which won't face facts, call this sort of radio corny and outdated, but they will come around, if they stay in business, against the new audience seducer. The other radio stations, the ones which are capitalizing on television by devoting every air minute to letting TV do the things in which it excels, are concentrating on the local special events and other community programs in which the mike or tape recorder cannot help out-rating the camera. They are also busting their antennas to develop characters.

The matter of what TV does best and what radio excels in is too big a question for this space. There are facts though, obvious ones, such as TV's failure to do a job with music. On the other hand, where feminine pulchritude is concerned, television soars ahead. Radio gets news events, sports and that sort of thing onto the air before television can get it developed and printed. Television, on the other hand, is well equipped for the "spectaculars" it is developing with such marked success. As far as drama is concerned, it produces its "turkeys," but in the main they are good. Also, it is worthy of note, and maybe action, by radio broadcasters, that the type of dramas TV is producing have, generally speaking, a somewhat higher, or at any rate less low, intellectual appeal than their counterparts in the older medium.

In news, radio has, as it always has had the jump on other media, television included, as far as the time factor is concerned. Newspapers have been meeting this problem for decades by facing the fact that their function is primarily one of writing and printing the stories for which radio has already provided the headlines. Television notwithstanding, radio is still first with the news. Television, rather than battling it out for the beats with radio, is really sniping far more at the newspapers, because such is the nature of both these media, that they are both equipped to do detailed stories behind the radio headlines.



L. G. Holmes, Toronto



E. W. Scythes, Toronto



W. C. Thurston, Toronto



P. C. Logan, Toronto



C. W. McQuillin, Toronto



G. F. Wyland, Toronto



R. V. Ashforth, Toronto



J. A. Winter, Montreal



E. W. Box, Montreal



W. D. Hannah, Montreal



M. Burrowes, Toronto



I. Simon, Toronto



P. Cameron, Toronto



A. Cameron, Toronto



J. Burke-Gaffney, Winnipeg



D. Tepluck, Toronto



A. Wray, Toronto



L. Drage, Toronto



R. Kain, Toronto



R. Ledger, Montreal



R. Jamieson, Montreal



M. Veilleux, Montreal



K. George, Montreal



H. Denechaud, Montreal



L. Dailey, Montreal



M. Sherman, Montreal



B. Charbonneau, Montreal





Savage, Toronto



J. R. MacRae, Toronto



D. A. MacMillan, Toronto



G. V. Forster, Toronto



I. M. Smith, Toronto



Harwood, Montreal



O. Carignan, Montreal



P. Lauzon, Montreal



J. R. Brooks, Montreal



C. G. Jarry, Montreal



Howay, Vancouver



J. T. Ross, Montreal



G. W. Burrows, Montreal



P. Renaud, Montreal



P. E. Hiltz, Montreal



A. J. Young, Montreal



E. D. Adams, Montreal



R. E. Cormier, Montreal



J. Berube, Montreal



C. Tobin, Montreal



K. Kelly, Montreal



C. Leduc, Montreal

# SEASON'S GREETINGS

from the  
Radio and Television Division

McKendrick, Brown & Company Limited

MONTREAL TORONTO  
WINNIPEG VANCOUVER

those in the Radio and  
Television world who have  
allowed us to serve our clients—  
our sincere thanks and best wishes.



# 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 Parabolae.
- **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.
- **AURICON**  
16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.
- **GRAY**  
Telop — projects Opaque or Transparent Material, Solid Objects, Tape, etc. Telojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**  
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**  
Film Editors, Previewers, Synchronizers; Optical & Magnetic. Standard Equipment throughout the Film Industry.
- **NEUMADE**  
Everything for Film Handling.
- **MAGNASYNC**  
16 mm., 17½ mm. and 35 mm. magnetic film recorders.
- **FREZZO-LITE**  
Portable motion picture floodlight. Permits one-man newsreel photography.
- **ACCESSORIES**  
Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

For further information Phone, Wire, Write or Hitch-Hike to:

THE TOP NAME IN THE BUSINESS

*Alex L. Clark*  
LIMITED

3745 BLOOR ST. W., TORONTO 18  
BELmont 1-3303

## FARMERS MEAN BUSINESS

### Ad Lib Interviews Carry Weight

IN farm broadcasting, the fact that the farmers live well away from the hustle of the cities makes the technique of putting over commercial spots specialized, according to Roy Bonnisteel, farm director of CKTB, St. Catharines. Plug-proof city folk may need a slick angle before they buy, or they may need a pounding repetition, or they may need a mass of highly technical information. But the farmers appreciate a more personal angle, one they know and trust.



This farm director has found his own way of going about the business of making sales for his sponsor, the local Purina dealer, Lincoln Feed and Farm Supply.

He believes in the value of recorded ad-lib interviews with the actual users of the product. This doesn't mean bringing a farmer into the strange atmosphere of the studio,

but going down to the farm itself, where he is at home, and consequently more relaxed, he says, adding the thought that a farm plug is the more effective for having a background choir of cows, pigs, and poultry.

"After all," this farm broadcaster points out, "the listeners know I am getting paid to say what I do about Purina Feeds. There's really no reason why they should believe me. But they will believe the fellow down the road when they hear him on my tape recording, because he has nothing to gain by plugging any product.

"I firmly believe that these integrated plugs in which old Joe Mason, who lives on the fifth concession happens to mention that he uses Purina feed for his chickens, have more value than my especially prepared spots at the beginning and end of my show."

Bonnisteel has two other points to add to these comments. He feels that it is important that besides recording individual remarks, the farm director should keep in touch with the local farm organizations. They should be encouraged to send in items of interest and notices of coming events in the farm calendar that will be of general interest to rural listeners, he feels. As well as this, he says, the man behind the microphone must know his way around the farming world. Nothing, he asserts, is more obvious than a city bred farm commentator trying to tell a farmer why he should use this or that product.

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

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

## Books

### THE TELEVISION COMMERCIAL

by Harry Wayne McMahan,

published by S. J. Reginald Saunders & Co. Ltd. \$6.50

THERE are two basic kinds of advertising: Advertising to be seen. Advertising to be heard. Television is both. These are the opening phrases of this book, intended as a guide book to those venturing into the world of TV advertising.

McMahan is an advertising man, as distinct from a producer, director, writer, or artist. He has not attempted to show short cuts, cure-alls, or gain-alls. Rather he has tried, as objectively as he can, to put down what he considers to be the reasons for and against each method, and the best ways of combining them.

The advantages of TV, he says, are that it is at once powerful, memorable, controllable, dramatic and personal, but he goes on to say that the days of the low priced commercial are gone. 15 lines further on he says that the medium can be made to fit into almost any budget.

If nothing else, McMahan is sold on the virtues of television, and he quotes the Chinese saying:

"Don't tell me, show me." Meanwhile, to prove his points, each chapter is well illustrated with photos taken from actual television commercials. Each pair shows what he believes to be the right and wrong way of selling a product.

The book is certainly simple, almost deceptively so. In chapter two for example, he states "the producer is the centre of the line" in any advertising team. By the next page he is implying that the writer is most important. One feels that he could have written more on the subject.

Perhaps the most useful chapter is that in which he compares the production techniques in use today — cartoons, live productions, films, etc., and assesses the approximate cost of each. Especially for the advertiser who has not yet entered the TV field, this book is not a Bible but it is a useful reference work.

A.H.G.

**more homes**

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.



**CANADA'S**  
*Symbol of Quality...*  
*Standard of*  
*Dependability...*  
 in

**AM**

**FM**

**TV**

**T**here is no finer tribute than universal acceptance. Through the years, Canadian Broadcasters have paid this tribute to RCA Victor in the only measurable way . . . by taking advantage of RCA Victor's wide experience in broadcast techniques, by utilizing the vast research, engineering and technical services—by making RCA standard equipment in their radio and television stations.

This great and growing family of RCA-equipped stations in the fields of radio and television is vivid proof of the quality and dependability that have made RCA Victor first in television, world leader in radio!

**SEASON'S GREETINGS**  
 FROM  
**RCA VICTOR**

The men and women of RCA Victor's Engineering Products Department take this opportunity to extend their best wishes to Canadian Broadcasters from coast to coast. May you enjoy the merriest of all Christmases, and good health and prosperity in the New Year to come!

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

**RCA VICTOR COMPANY LTD.**

**HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER**

# IN THE NORTH

*They Look To Sudbury*



**CANADA'S FIRST PRIVATE TV STATION**



*They Listen To Sudbury*

**NORTHERN ONTARIO'S**

*Greatest*

**ADVERTISING  
MEDIUM**

**CKSO**

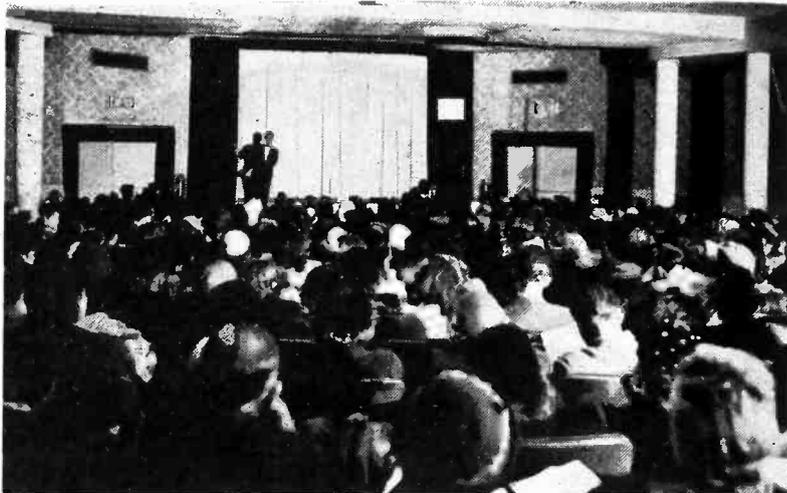
**NORTHERN ONTARIO'S  
HIGH-POWERED  
RADIO STATION**



**For AM and TV**

**ALL-CANADA RADIO FACILITIES LTD.  
IN CANADA**

**WEED & COMPANY  
IN THE U.S.A.**



**AT WORK IN THE SCHWERIN RESEARCH THEATRE** off Times Square, New York, Test Director Jack Sisson explains to the audience how to complete the opinion-questionnaires, in a forthcoming radio-TV copy-test session.

## New Tests Gauge Will To Buy

A RESEARCH technique, which not only diagnoses the quality of advertising copy but practically prescribes the remedy for its shortcomings is on the way to Canadian merchandisers from the Schwerin Research organization in New York. Consigned in the care of Canadian Facts Ltd., and their radio and television research director, Robert E. Liptrott, the new plan is designed to measure the degree of the desire to buy a particular product, inspired by a radio or TV commercial announcement. It will implement the well-known Schwerin system of gauging how many listeners and lookers remember and believe what they hear and see.

The original "Remembrance and Belief Tests" have been in consistent use, by Schwerin in the States and Canadian Facts in Canada, for some considerable time. These two tests are conducted by using a theatre full of people, picked at random, to serve as a jury. Then a specific commercial is presented to them under circumstances as close as possible to home conditions.

When Canadian Facts stages one of these tests — the next is scheduled for early February — the people gather in the Museum Theatre, Toronto. They have been invited to come and sit in judgment on a number of radio and television programs, and this is precisely what they are called upon to do. What they do not know when they are invited, is that they will also be asked to express themselves on the commercials these programs contain.

The remembrance test was, and still is, conducted by gauging the audience reaction to the commercials as well as the programs by means of a questionnaire.

While this plan measures memory of the selling points in the copy, and the extent to which they are believed it was felt that further information was needed on the actual selling power contained in the copy. It seemed desirable to find out, if possible, how the stressing of different affected the desire to buy.

To take an actual instance, a baking product was tested under the old plan, and it was found that, using a certain commercial, the following points were remembered by varying percentages of the audience. These were:

Easy to use ..... 36%  
Choice of ingredients 1%

Good Final Products .... 31%  
Makes Many Things .... 0%

But Schwerin wanted to go farther than this. So, in 1950, they set out to find a yardstick with which to determine just how much the copy made people want the product. And this is what they found.

### BEFORE AND AFTER

Before the audience, assembled for the remembrance test, sees or hears a commercial, it expresses its preference by filling in a check list of various competing brands in one product field. After the commercials, the same people complete duplicate check lists and the effectiveness of the copy they see and hear is measured by the difference between the two sets of totals.

Turning back to the baking powder, 28 per cent chose brand A before hearing the commercial. They were then shown a TV commercial stressing (1) the better results obtained by the brand, (2) the better appearance of the finished cake and (3) the better taste. This commercial raised the number of people wanting the product from 28 to 49 per cent. A second commercial for the same product, shown to another audience, but one with matching characteristics, stressed (1) taste, (2) ingredients used and (3) ease in making. And this time the increase only went from 28 to 32 per cent.

The conclusion was that the sales ideas of "better results" and "better appearance", as they were presented in the commercial, made more people want to buy the product than did the ideas of "ingredients used" and "ease in making".

# OPINION COUNTS ON CJOR

By AL GAYFER

A PROGRAM which has won several national and international awards is "Town Meeting In Canada" originated towards the close of World War Two by CJOR, Vancouver. It was the first of a series of programs designed, according to the station, to give the public information without boring them.

"Information and entertainment", CJOR told its listeners in a recent broadcast, "are the two ingredients offered by any radio station, and during the past four or five years, CJOR in Vancouver has been working at the job of putting the proper proportion of information into its daily schedule. It's not an easy task for any station because informative broadcasts have been so traditionally dull that any attempt to make them into good showmanship was bound to take time."

This was broadcast in a daily feature called *Around Home* dealing with local, provincial and national issues by means of frank discussion, which has been put on the air five nights a week since 1951. Recently in fact, it has been broadcast at 12.55 p.m. as well as in the evening, for the benefit of listeners not so likely to be able to hear the evening program.

The editorial broadcasts are handled by editorial director Dorwin Baird who has been with CJOR for 18 years. Two years after *Around Home* began, Baird proposed to the Vancouver City Council that the proceedings be broadcast.

He pointed out to his opposition that "radio rights are no different, basically, from press rights." He won the day, and CJOR, while making the pickup, promised to make the material available to all stations, to avoid the danger of controversy arising from exclusive rights.

### YOUR CITY HALL

A program, based on this, which has received favorable comment from CJOR's listeners, is *Your City Hall*, an edited account of Council proceedings and committee sessions. The mayor and aldermen now ignore the microphone completely; on one occasion Mayor Hume stopped a discussion and asked reporters present "not to print that". But as one of the aldermen pointed out that the microphones were turned on

the Mayor guessed "there's nothing we can do about it". All of which went on the air that night.

In the fall of 1953 Jack Webster's *City Mike* show (CB & T March 17th) was originated. Six nights a week Jack questions news-makers, local and international. These have included a Vancouver drug-addict, Adlai Stevenson, A. D. Dunton, and Tim Buck.

Early this year, the VANCOUVER SUN was looking for an unusual program, and CJOR's answer was the nine-month-old *That's A Fair Question*. This allows CJOR listeners and SUN readers to pose questions on any subject, while the SUN reporters get the replies. Using the five minute program, often the actual people involved will give the answers to the questions. Thus a question might ask:

"Why did it cost twice the usual amount to pave a certain down town street?"

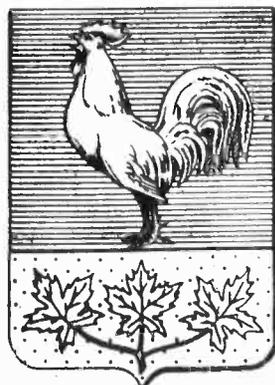
The answer given in the words, or the actual voice of the City Engineer, leaves the listeners to decide whether the question has been fairly answered. Often when it isn't, the subject crops up later on *Around Home* or *City Mike*.

B.C. Medical Association has been sponsoring for the past two years a program with local doctors making medical topics into good radio showmanship, while a similar series was sponsored by the Bar Association in 1953, *Around Home* said recently. Talks, as such, are discouraged by Baird, who favors putting the same information over to the public in a manner that will command attention.

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

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

# CHFA



The West's "Most Progressive French Radio Voice"

serves

EDMONTON

and

NORTHERN ALBERTA

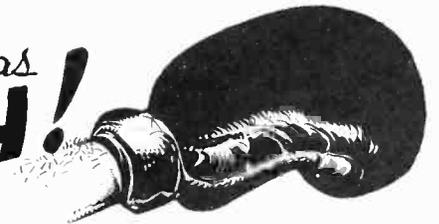
effectively!

680 KCS.

La Voix Francaise De l'Alberta

Our Representatives:  
Omer Renaud & Cie.  
Toronto and Montreal

We're proud as  
**PUNCH!**



to announce the opening of

# CFQC-TV ON CHANNEL 8

NOW YOU CAN BUY

**RADIO** CFQC — with excellent ratings . . .  
BBM . . . ELLIOTT-HAYNES

**TELEVISION** CFQC-TV — with a single station market

SEE OUR REPS!

CANADA — Radio Reps. — U.S.A. — Adam J. Young



# GOT SOMETHING To Sell IN MONTREAL?

THAT'S OUR BUSINESS . . . . .  
. . . . . AND BUSINESS IS GOOD!



ASK OUR  
ALL-CANADA MAN

*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

**LONDON CLOSE-UP**

**COMMERCIAL TV REALLY COMING**

**Socialists Fight It All The Way**

By MARTIN TAYLOR



**L**ONDON, England — Canada's Roy Thomson may well become the first man in history to operate media of mass communication by written word, spoken word and visual image on both sides of the Atlantic.

At time of writing Britain's Government-appointed Independent Television Authority, which is to control the new commercial TV set-up, was considering who shall have broadcasting rights over the first sponsored television transmitter in Scotland.

Roy Thomson, who obtained control of the ailing SCOTSMAN newspaper group in Edinburgh last year and has since employed new editorial, advertising and managerial techniques to make it a pretty healthy concern, is keen to follow up by using his organization's TV know-how north of the border.

At present he is saying nothing more on the subject. But he has one or two things to say about Scottish TV in general.

Speaking at an Edinburgh meeting, he mentioned Thomson stations in Northern Ontario as an example of what localized broadcasting can do for communities and commented:

"The stations here must be Scottish, and even concerned with their own cities rather more than with Scotland as a whole. When that happens you are going to have a service which will add greatly to the amenities of life."

At another gathering he forecast that television advertising would not meet with everyone's approval, but added: "Once people are used to it, it will become a great factor in this country."

And for himself: "I cannot see how it could be other than a good thing, personally," he said. It raised quite a laugh.

A reported from Lord Beaverbrook's Glasgow evening paper recently asked the jackpot question:

Why did Thomson want to come over here? The reply:

"I found I had got along pretty well with people and things in Canada. I wanted to see if I could do the same in Scotland. It's a sort of post-graduate course."

And as part of his extra-mural studies in being a millionaire, he had decided to make a "supreme sacrifice" — pay U.K. income tax.

**SOCIALISTS ARE BOILING**

While the Government TV authority was chewing over its plans for Scotland, the Socialists were boiling about the appointment of program contractors for the three English commercial transmitters.

Labor Party leaders were not satisfied with a Socialist director-general of the whole show and another party man at the head of one of the first three program firms appointed. They complained that the remaining two contractors, right-wing newspaper groups, had been approved in order to corner the new medium for the wicked Conservatives.

Soon after the trouble started, the fourth and last contract was given to a company headed by Norman Collins former chief of BBC-TV. Said the front page of Britain's top circulation sex-and-scandal sheet:

"The DAILY MIRROR can reveal that Tory interests are being offered NINE YEARS CONTROL of Britain's television screens . . ."

Sir Robert Fraser, Socialist director-general of the Independent Television Authority, quickly announced on behalf of ITA:

"Program companies are required by the Television Act to express no views of their own on matters of

current public policy and to treat all political issues with complete impartiality."

He added that the "free Press" had a natural part to play in commercial television. But it was quite clear that the "freedom of the Press" had not.

Even so, Sir Robert's fellow Laborites in the House of Commons pressed on with a censure motion on the Government on the grounds that it had "betrayed the House". They pointed out that the Socialist-appointed Royal Commission on the Press had particularly deplored any extension of the two newspaper groups involved.

As smoke cleared, the following allocation of broadcasting rights for the first three ITA transmitters emerged:

London: Monday to Friday, Associated Newspapers with Broadcast Relay Services (main company of the international Rediffusion group). Saturday and Sunday, Associated Broadcast Development Company (headed by ex-BBC man Collins).

Manchester: Monday to Friday, Granada Theatres (movie-house chain headed by Socialist Sidney Bernstein). Saturday and Sunday, Kemsley Newspapers with international impresario — and — band-leader Maurice Winnick and financier Sir Isaac Wolfson.

Birmingham: A B D C (already given London Saturday and Sunday) on weekdays. Kemsley - Winnick - Wolfson group on weekends.

**LABOR WILL NOT INTERFERE**

Now the lucky firms are asking themselves some searching questions:

Firstly, would the complicated system, in which the Government hired out transmitters to contractors working from their own studios, work — particularly when the contractors had to find program producers, again working from their own studios, and advertisers, who would have no say in the programs? General opinion seemed to be that it would not and the Canadian type of system would have been far better.

Secondly, if the Socialists were returned to office would they withdraw contracts or even kill the whole thing? The answer seemed to be that they would not dare to interfere after the new programs were on the air — probably next September; that in the event of a General Election before that date, they would probably be unable to get a majority.

Thirdly, would commercial TV pay in Britain anyway? If anyone knew the answer to this one they were due for a good deal more than \$64.

**CANADA HAS A PART TO PLAY**

Last month this column complained that Canada was not playing a large enough part in teaching Britain how to run commercial TV. No sooner said than a Canadian was appointed head of a second agency TV department.

(Continued on page 13)

*Something missing...*

like selling Quebec market without

**CHIKOV**

1000 WATTS 1280 K.C.

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

# CULTURE BY PRIVATE ENTERPRISE

## Neill Reports On IAAB Meeting

WHAT has been accomplished in the field of radio and television in Mexico and Cuba under a free enterprise system puts the CBC to shame, according to Malcolm Neill of station CFNB, Fredericton, who has completed a report on the directors' meeting of the Inter-American Association of Broadcasters in Mexico City, which he attended in September. The development in these two countries must be seen to be believed, Neill said, adding that these free enterprise broadcasters are doing all the things that the CBC was originally set up to do, only very much better, and, what is more, at a profit.

Neill said that the IAAB had decided to set up management clinics to aid the Central American broadcasters to greater efficiency. There were, he said, in Central America, conditions of broadcasting which it would be hard for Canadian broadcasters to appreciate. A number of operations were well run, but many more were operated from a "hole in a wall" on a corner drug store basis. The finance for these clinics, it was hoped, would come from the sale of associate memberships, to equipment and other companies.

### UNHAPPY ABOUT CANADA

"The directors of IAAB are most unhappy about our Canadian situation," he continued. "They find it very difficult to understand how one of the world's leading countries, as they term Canada, established and developed on the free enterprise system, could tolerate a socialized broadcasting system.

"They are most anxious that IAAB should give us every assistance possible, and would like to draw up plans for definite action at the forthcoming General Assembly in Lima, Peru, in March. In the meantime, they would like to have prepared several news items or editorials which they would undertake to circulate throughout Central and South America, pointing up the unfair

control exercised by the Government over Canadian radio and TV broadcasting, the feeling being that if this is properly handled, our diplomatic service throughout Central America and South America will report back to Ottawa the unfavorable reaction in other countries of the Americas toward our broadcasting system. This is a suggestion which I feel warrants the full consideration of the Board. In addition to this interim project, they would like to have from us a complete report on the Canadian situation at the General Assembly in Lima, so that at this Assembly, ways and means may be thoroughly studied whereby IAAB could provide us with concerted and effective assistance in bringing about an improvement in our broadcasting legislation. The IAAB is an association which enjoys a great deal of prestige and its operations are directed by some of the ablest broadcasters in the hemisphere.

"The support which it can provide us", Neill concluded, "should not be under-rated, and I would recommend that serious consideration be given to working out with IAAB plans which would provide them with an opportunity of giving more direct support to our efforts to rid ourselves of government control."

### HUDSON AGAIN WINS RTNDA AWARD



For the second year in succession, station CFQC of Saskatoon has won the highest award of the radio industry, the gold cup presented by the Radio and Television News Directors Association for "the outstanding radio news operation" of the year.

Godfrey Hudson, news director of the station, is pictured as he received the cup from Professor Baskett Mosse (left), head of the radio and television news department of the Medill school of Journalism, North-Western University, which conducted the competition on behalf of the association.

Station CFQC, besides twice winning the gold cup, also received this paper's 1953 Beaver Award for its editorial program, *Opinion*. In 1952, it took a Certificate of Distinguished Achievement given by RTNDA.

FROM



A  
Very Merry  
Christmas  
and a  
Happy  
New Year



Representatives:

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

## London Close-Up (Continued from page 12)

Ernest Borneman, of Ottawa, National Film Board producer 1941-45, head of UNESCO film division as Canada's representative 1947-49, and producer of several British films since that date, was appointed head of television advertising for Alfred Pemberton Ltd.

Borneman expects to be co-operating closely with the Pemberton Toronto office. He predicts an exchange of all advertising films, and believes that those made by the Canadian Pemberton organization may prove equally useful in Britain, and vice-versa.

In cases where Pemberton's are handling accounts for goods selling in both countries he believes changes may prove unnecessary, although in some cases a new sound track may be needed.

"Sometimes the direct Canadian approach may prove the best way of putting over a product in Britain," he says. "In others, the traditional

British understatement may go down best in Canada."

He goes a lot farther in his views of what Canada has to teach Britain. "Oh yes", he said when asked if Canadians with TV experience will be able to get jobs in the new set-up here.

But he warned quickly that they should not expect to make the same money as in Canada.

Early next year Borneman hopes to visit Canada to have consultations with Pemberton men in Toronto and to see how his friend Ottawa filmmaker Budge Crawley is making out. He will also visit the States.

One of Borneman's main competitors, of course, is Stanley Maxted, of Toronto, chief of J. Walter Thompson's TV department here.

Says a company president addressing his board in a cartoon in Malcolm Muggeridge's *Punch*:

"Commercial television is going to cost us £700 a minute. Think how many unsolicited testimonials we could get for that."

Season's  
**GREETINGS**  
and  
**BEST WISHES**  
for  
**1955**  
from  
**CFRN**  
**RADIO & TV**  
SUNWAPTA BROADCASTING CO. LTD.  
RADIO REPRESENTATIVES LTD.  
ADAM J. YOUNG JR. INC.  
HARLAN G. OAKES & ASSOCIATES

# Merry Christmas!



From  
Edmonton's  
Entertainment  
Station

## CHED

EDMONTON ALBERTA

REPRESENTATIVES: HORACE N. STOVIN & CO.  
FOR JOE & COMPANY INC.

there's no substitute for...

# Merry Christmas

May Yours Be As Happy As Ours!

5,000 WATTS  
580 KCS.

## CJFX

ANTIGONISH, N.S.

CAN.—Paul Mulvihill & Co.

U.S.A.—Adam J. Young Jr., Inc.

### J. L. ALEXANDER LTD. CARRIES ON



Left to right:  
Doug Grant,  
Lorrie Potts  
and  
Pat Trudelle.

Mrs. J. L. Alexander, president of the national station representation organization founded by her late husband, James L. Alexander, now operating as J. L. Alexander Ltd., has entered into a management agreement with Doug Grout and Lorrie Potts, who will operate the company for her.

Doug Grout, who has been acting as manager since the death of the founder, was with the Program Division of All-Canada Radio Facilities Ltd., in Calgary and Toronto for fourteen years, with five years out for service in the Canadian Army.

Lorrie Potts came into radio from a sales post in the textile business in 1952. Since this time he has been working from the Toronto office of Omer Renaud & Co., in station representation work.

Grout and Potts assumed joint management on December 6, and will both be located at the head office of the company, 100 Adelaide Street West, Toronto, telephone EMpire 3-4079.

Pat Trudelle, formerly in the radio department of Young & Rubicam Ltd., is taking over secretarial and office duties.

### RCA GIVE SCHOLARSHIP TO TOP SINGING STAR

The winner of the *C-I-L Singing Stars of Tomorrow* Grand Award, a \$2,000 scholarship, will, for the second consecutive year, also receive an RCA Victor Red Seal recording contract.

The series of 26 musical programs which is already in progress is heard Sunday evening over the Dominion network, and has as its aim the discovery, encouragement and assistance of young Canadian talent with professional ability.

Last year's Grand Award winner, James Milligan of Toronto and Huntsville fulfilled his contract by recording four selections all of which are available on 45 and 78 rpm records.

### STATION SELLS TICKETS

Shawinigan Falls hockey team wanted to re-enter the Québec Pro Hockey League for the 1954-55 season. But this could only be achieved by the town selling 2,000 season tickets in four days.

Radio station CKSM volunteered for the job, and in four days sold 1,283 tickets, worth \$57,735.

### XMAS THOUGHT

"I am inclined to think that the noise of water in all its forms is the very best in the world."

Joy Masefield

### Ottawa-French Want More TV

French language groups, including officers of the St. Jean Baptiste Society, and the French-Canadian Education Association of Ontario, are complaining that the CBC is not giving enough time to French programs on its TV station in Ottawa. A delegation is to be sent to A. D. Dunton, chairman of the CBC board of governors, and general manager Alphonse Ouimet.

When these groups met they studied a survey which showed that during the week October 18 to 24, TV broadcast hours on station CBOT were only 22 per cent French. Bernard Legare, TV columnist of LE DROIT, Ottawa's French language daily, who prepared the survey, said that in the same week of 1953, broadcasting hours were 30 per cent French. The CBC has said it aims at 25 per cent of broadcasting time on CBOT being in the French language.

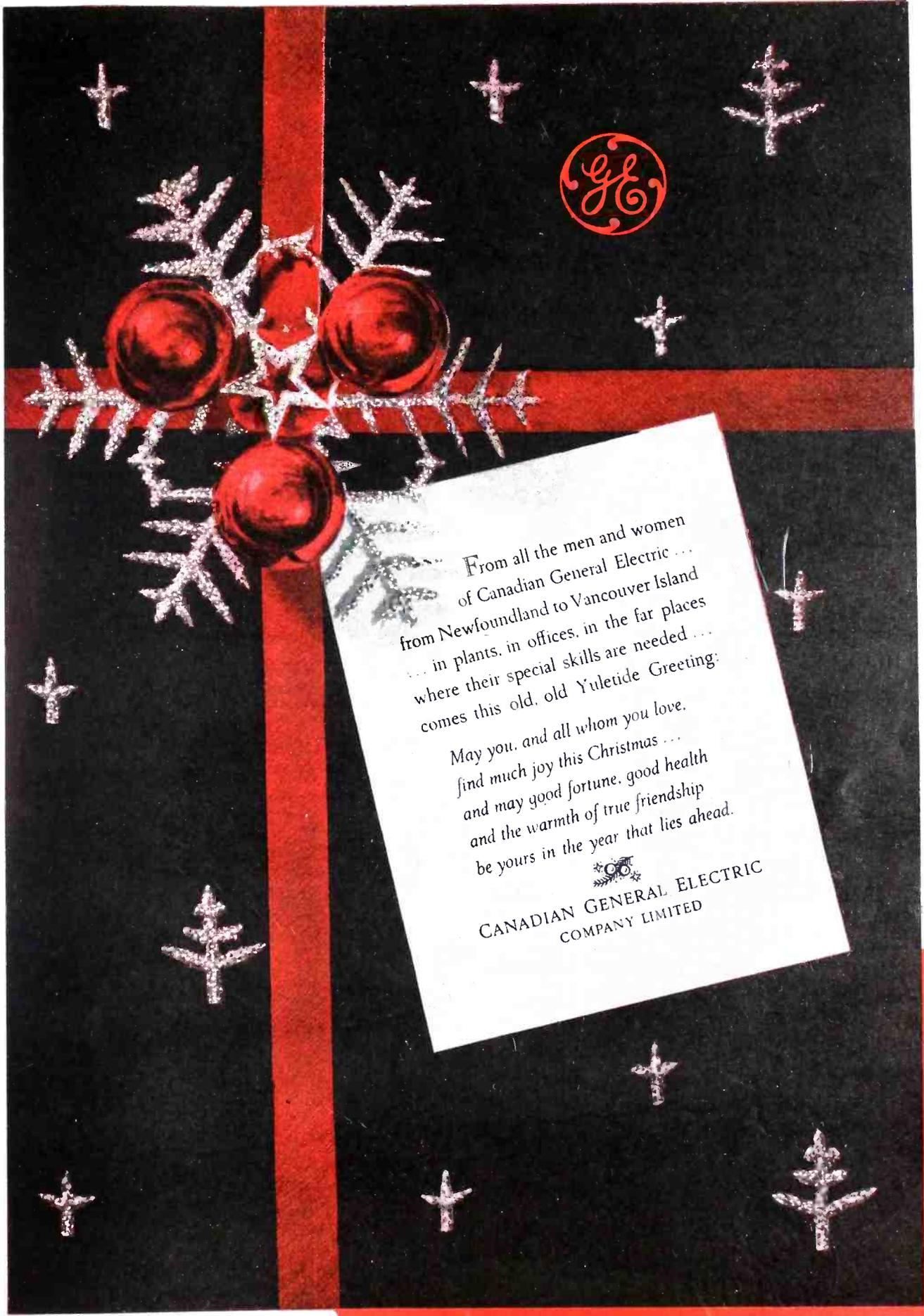
Hector Roy, president of the St. Jean Baptiste Society, said that about half the population in the area is French speaking, and that 22 per cent of broadcast hours in French is "insufficient".

A second CBC outlet in this area, is under construction. When it is ready to go on the air next year, one of the stations will broadcast in French and the other in English only.

### In Victoria



Most Listened to (Elliott-Haynes)



From all the men and women  
of Canadian General Electric ...  
from Newfoundland to Vancouver Island  
... in plants, in offices, in the far places  
where their special skills are needed ...  
comes this old, old Yuletide Greeting:

*May you, and all whom you love,  
find much joy this Christmas ...  
and may good fortune, good health  
and the warmth of true friendship  
be yours in the year that lies ahead.*



CANADIAN GENERAL ELECTRIC  
COMPANY LIMITED

# This nation-wi to help you devel

CANADIAN GENERAL ELECTRIC offers you the experience of a skilled coast-to-coast team of Broadcast Specialists. These experienced representatives will help develop and maintain your radio and television facilities at peak performance at all times. They are ready to give you service and assistance with minimum delay.

Back of the district Broadcast Specialists are the headquarters groups in Toronto ready to work out your problems. Complete facilities — research, design, manufacture, testing, systems engineering and sales service — are combined under one roof in the C-G-E Electronic Equipment Department.



**T. G. LYNCH**  
1095 West Pender Street  
Vancouver, British Columbia  
Phone—MARine 5115



**G. A. BARTLEY**  
Room 23, Insitute Building  
10042 109th Street  
Edmonton, Alberta  
Phone—4-3709



**HUGH J.**  
945 St. J.  
Winnipeg  
Phone—



*Broadcast and  
Television Equipment*

# the broadcast team

## broadcasting facilities



**J. DEREK PUGSLEY**  
 5000 Namur Street  
 Montreal (Ville St. Laurent), Quebec  
 Phone—REgent 3-9911, Local 286



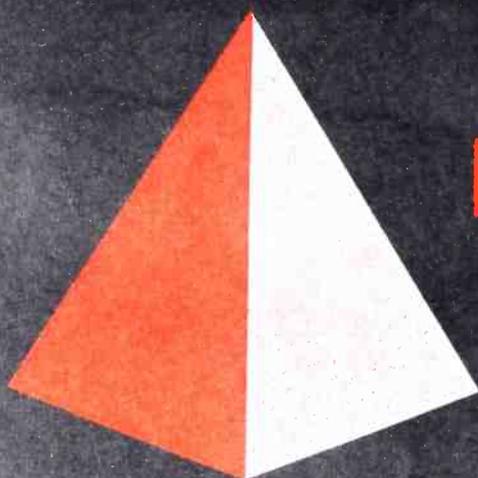
**FRANK M. FLOOD**  
 830 Lansdowne Avenue  
 Toronto 4, Ontario  
 Phone—OLiver 6511, Local 626



**L. M. SMITH**  
 127 A Conard Street  
 Halifax, Nova Scotia  
 Phone—5-4264

**Progress Is Our Most Important Product**

# In 1955



## PYRAMID PLAN for color TV

- Protect your investment in Black & White



## ALL CANADIAN LINE with AM package

- Cut operation and maintenance costs
- Reduce installation worries

Your C-G-E Broadcast Team will have many more new developments to offer you in 1955. So, get to know your representative better...learn how you can profit from the advantages of...

**CANADIAN DESIGN, PRODUCTION, MATERIALS AND SERVICE**

*Electronic Equipment Department*

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**

# KATE AITKEN HAS A BIRTHDAY

Story and Photo by

LESLIE. A. HOLROYD

**T**WENTY years is a long time in any man's language, but it is even longer when it comes out of radio's young life. On December 4, Kate Aitken, who proudly admits she is 63 years of age, celebrated her twentieth anniversary as a radio commentator. To mark the occasion CFRB, Toronto, where Kate started her radio career, aired a special music and drama feature "The Kate Aitken Story" a week ago Sunday.

Produced by Ramsay Lees, scripted and emceed by Ron McAllister, on his regular CFRB Sunday evening sustainer, *The Passing Years*, the show reviewed the highlights of Kate's varied and interesting career. It featured many of the people who were with her in 1934; when her items would include culinary thoughts of sirloin steak at 28c a pound, and where you could buy "a complete outfit for week-end entertaining for \$5.44."

There were Maurice Bodington, her first announcer, Ross Millard, who replaced Bod, and these CFRB officials — Harry Sedgwick, president; Lloyd Moore, manager, Wishart Campbell, music director; and Baker, studio engineer, each of whom has played a different role in Kate's success story.

Cy Strange, Mrs. A's present announcer and tenor Jimmy Shields also took part. Music for the show was by Horace Lapp who has been her organist and pianist from the beginning. During the dramatized part of the show, the role of Kate was played by Peggi Loder, but she appeared herself in an interview with Gordon Sinclair.

### KATE AITKEN WEEK

Stations across Canada that carry her *Good Neighbor Show* for Good Luck Margarine and Lipton Tea declared the week of November 29 to December 5 "Kate Aitken Week". Some of the stations did their own special features in her honor.

Previous to her entry into radio, Kate Scott, as she then was, had been successful in several different projects.

She was a school teacher when she was sixteen, but left teaching to marry her childhood sweetheart, a farmer named Henry Aitken, at

twenty-three. Before she was thirty, she was the mother of two children and had begun to be known through her prize chickens, Women's Institute work and a home canning project. One year, she and thirteen neighbors put up twelve thousand cans of fruit, vegetables and chicken. The next year, she was hired by the Baltimore and Ohio Railway to teach women to can jam and pickles in individual jars for the railroad dining cars.

Kate then did a lecture tour on "Women's Place In Agriculture" for the Ontario Department of Agriculture. She became national secretary of the Women's Institute around 1923, and started with the Canadian National Exhibition in a career that lasted for thirty years, including a period as director of women's activities. (Once she received a letter addressed to Mrs. Kate Aitken, Director of Women's Activities, Jarvis Street, Toronto.)

### WOMAN OF THE YEAR

Mrs. A. started her program on CFRB with Canada Starch as her sponsor. In 1939, when the present sponsor, Tamblin's Drug Stores, took over the program, she also became their public relations officer and home economist. Her first network program — for Ogilvie Flour Mills — started in September 1948, and has since been taken over by Good Luck Margarine and Lipton Tea.

Kate was named by Canadian newspapers as "Woman of the Year" in 1950, and a nation-wide poll in 1951-52 showed her as the top woman commentator in Canada. Her international fame as a broadcaster won her the right to represent Canada at the United Nations-sponsored International Association of Women Broad-



**THE REAL KATE AITKEN** demonstrates her mannerisms and loans her glasses to Peggi Loder who "did" Kate in "The Kate Aitken Story". Behind the two Kates are some of her supporting players, past and present. From left to right they are: Maurice "Bod" Bodington, Cy Strange and Ross Millard, respectively her first announcer, the present one and the one between; Horace Lapp who has provided the music since the beginning and Ron McAllister, who wrote and emceed the show.

casters' conference in 1950 and 1951.

At present Mrs. A. does sixteen radio and one TV broadcasts a week, besides ruling over her twelve room buff brick home at Islington where she lives a secluded life, with her husband Henry and one of her daughters and son-in-law — when she is home. By way of diversion, Kate operates a beauty and health resort just outside Toronto, the Kate Aitken Spa. Her radio audience has been estimated at five million, and in a regular season, she may deliver a hundred speeches and travel 75 thousand miles across the world and back, in her search for material.

Speaking of travelling, this Christmas, Kate is making a flying trip to Jerusalem — her second — to see the Christmas pageant re-enacted in its original setting.

**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

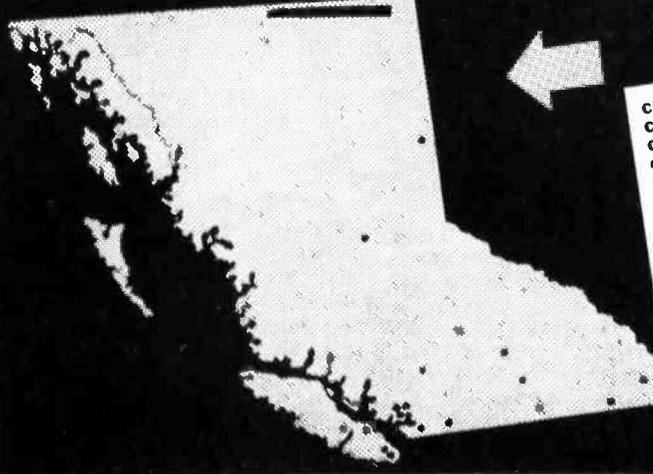
Port Alberni, B.C.

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.

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



- CHWK CHILLIWACK
- CJDC DAWSON CREEK
- CFJC KAMLOOPS
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- CKNW NEW WESTMINSTER
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- CJVI VICTORIA

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



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



### Merry Christmas Friends:

We've received our Xmas Gift already as you know . . . and we'd like to share it with you.

Sincerely,

FRED H. PEMBERTON  
and Staff

**CKSF CORNWALL, ONT.**  
"THE SEAWAY CITY"

REPS: Horace N. Stovin & Co. (Canada)  
Joseph H. McGillvra (U.S.A.)



I'm under the mistletoe. Now's your big chance! Kiss me! I'm willing. Come on, snuggle up. I won't snap! I love you advertising people more than anything. And this is the kissin' season isn't it? Toujours l'amour, semper fidelis — don't be bashful — let's smooch! Merry Christmas, Happy New Year and lots of love from CKCW to you all!

## Over the Desk

R.G. LEWIS

I AM not quite sure what it is, but there seems to be a certain something or other in the air today. When I got bunted from behind as I got on the streetcar, it struck me as funny, and I was still grinning as I cast my genial "good morning" at the conductor. People stared in amazement as I strode whistling into the building. I had never realized before what a nice looking bunch of neighbors I had in there. The office responded to this new me by looking as though any moment they would be hitting me up for a raise. I don't ever remember feeling like this before. I can't figure out what it is. Oh wait a minute. I know. It's Christmas!

### CHEER UP CHUCK

There's a nice, warm Christmassy feeling about CJAD's *Cheer-Up Chuck* campaign, designed by the Montreal station by way of a bash of balm for the remorse of the Montreal Alouette halfback, Chuck Hunsinger, who took the rap for the loss

player in Canada went this year to Hunsinger's team mate, Sam Etcheverry, wired applauding the idea with a cheque to follow covering twenty-five names.

Individual contributions and responses from staffs of factories, offices and other groups literally rolled in. An all-girl class of twenty-two at suburban Rosemount High School got into the campaign. So did the whole class of forty at D'Arcy McGee High, along with a printed roll call and a dime after each name.

The day after the idea was put on the air, CJAD had to put two girls onto handling the mail and contributions brought in personally.

Tapp said that many business firms are assigning a collector from their staffs, and one snappy blonde brought in 100 names and 10 dollars. "If there is any money left over from the cost of the telegram, we will add names of youngsters in hospitals and orphanages," Tapp pledged. "If we're short the necessary money, the station will make up the difference."



Photo by CN Telegraphs

HERE IS THE TELEGRAM sent to Alouette halfback Chuck Hunsinger telling him to cheer up. Left to right are: J. Arthur Dupont, president of CJAD, Montreal, who sponsored the wire; Jimmy Tapp, station manager; Mayor Jean Drapeau and Harry Life, commercial manager, CN Telegraphs.

of the Grey Cup to the Edmonton Eskimos, in the dying seconds of the game.

What happened was that the station broadcast a request that football fans supply their names and ten cents each towards the cost of a "Cheer up Chuck" telegram to be sent to the dejected halfback at his home in Harrisburg, Illinois.

The stunt had only got nicely under way, when the station reported it had bogged down in the count somewhere in the neighborhood of six-thousand. Stunned by the deluge, CJAD manager Jim Tapp, was forecasting a total of ten thousand at this point.

The idea was catching on with growing impetus.

Besides the letters and dimes, Tapp reported hundreds of telephone calls, indicating that "a new interest in football has been created".

Schenley Trophy officials, whose award to the season's outstanding

Arrangements were made with Canadian National Telegraphs to run off the *Cheer up Chuck* telegram, with its final total of 21,948 signatures in public view. A teletype machine was set up in a St. James Street window. As an operator sat banging out the message and names they appeared in lights.

A surplus of \$1,026.98 is being given to St. Justine's Hospital for children, at Hunsinger's suggestion.

### READY FOR WAR

Canadian television must be growing up when the criticism starts such as the blast that came forth from Regina churches because CKCK-TV broadcast the Grey Cup film the day after the big game.

The station televised the game at noon, and most churches reported smaller congregations, although some clergy said icy streets might be responsible.

One minister, Reverend J. Scott

Leith, of Westminster United Church said: "If TV wants to declare war on churches, let it do so. We are ready for it."

Another took a more tolerant view. This was the Very Reverend Norman D. Kennedy, minister of the First Presbyterian Church, who, while regretting that the program conflicted with church and Sunday School services, said: "however, we do not have a Grey Cup game every day, and so long as this is not a precedent, I do not think the matter should be an occasion for unfriendly criticism".

**BYE BYE, LOWN**

The author of "Bye Bye Blues", "You're The One I Care For" "By My Side" and "Tired", is leaving New York to take up his residence in Hollywood, Calif. Maybe this will sound more interesting when I divulge that the aforementioned



composer is none other than our old friend Bert Lown, who used to come up to Canada for broadcasters' conventions, when he was vice-president and sales manager of the Radio

and Television Division of the Muzak Corporation, and who, since September, 1951, has been with the CBS-Television Station Relations Department in New York.

Starting January 1, Bert's official title will be Western Manager of the recently inaugurated CBS West Coast Station Relations office at 1313 North Vine Street, Hollywood. He will be responsible for field work in California, Oregon, Washington, Idaho, Montana, Nevada, Utah, Arizona, New Mexico, Colorado, Wyoming, Alaska and Hawaii.

**PETE FOR PARLIAMENT (?)**

His names are James Albert McGarvey, so it's only natural they call him Pete. By vocation, he's program director at CFOR, Orillia, but that, and being a husband to Eileen and father to Peter (honest) age 3 and Bill, age 2, doesn't seem to occupy enough time. So, at 24, Pete decided that being a good citizen included having a hand in civil administration. So, two years ago — December, 1952, to be exact — he threw his hat in the municipal

ring and ran as an alderman.

Pete campaigned on a youth-for-council ticket. He pointed out that young married people contribute considerably to municipal tax revenues. He said folks should know more about their elected representatives at the Town Hall through such instruments as microphones and the local broadcasting station. Then presto! He not only found himself elected, but also was leading the polls.

Pete, whose name should be "Repeater", repeated the procedure in December '53 and again this month, with the same results and the same standing. Now 27, he has the distinction of being senior alderman, though still the youngest in the Orillia Town Council.

While keeping his personal political activities out of the CFOR schedules, the station news department covers council meetings in Orillia, of course, and also in the surrounding towns of Huntsville, Gravenhurst, Lindsay, Beaverton, Midland and Sutton.

**KEEP SOBER BY DRINKING**

In keeping with the seasonable spirit of reckless abandon that prevails at this time of the year, here is a prescription to attain and maintain sobriety by drinking, if not more at least more frequently.

People of discriminating taste, notably Europeans, Latins and practically everyone except North Americans, make a bit of ritual over what they drink. This means sipping the right potion at the right time, and the right drink before, after or during the right food. It's a lot of fun. You'd be surprised. What I mean is, you'd be surprised how pleasant the procedure can be, after as well as before your libations. The only thing is, you'll have to reverse the time-worn procedure of doing your drinking (a) standing up, (b) with the bottle hidden under the table, (c) in hotel bedrooms or biffies, (d) in nothing flat.

The procedure is roughly to take your "spirits" or "liquor", as cocktails before dinner. People who regard this as a little rough — if there are any — can settle for a sherry in place of it. During the meal, it's broadly speaking red wine with red meat and white wine with white meat. Included with white meat is fish, fowl, and probably (though I can't find the reference) good red herring. Champagne is good

any time. If you don't believe me, try it.

After dinner, there's alternatively port or a liqueur. A scotch and soda or two will let the evening end pleasantly. And so to bed. (Permission of H. Stovin).

The best plan is to get a book on the subject, read up on the ritual, and then live up to it.

Hey! Watch out you don't knock that jug off The Desk!

**HAPPY STUFF**

Why is it that we celebrate our birthdays a year late? What I mean is that we call our second birthdays the first day of our third year, and so forth.

Whatever the reason, the fact is that this issue of CB & T is the final one of our thirteenth year, so, ac-

ording to precedent, protocol and what have you, the January 6th, 1955 issue — Number 1 of Volume 14 — will be our thirteenth birthday. Overlooking the fact that the genial George Beech at the printers' says that as far as he is concerned, every year seems like C B & T's thirteenth to him, it is a long time that this sheet and the industry have taken it in turns to be each other's guardian angels and adopted sons. So this Christmas - cum - thirteenth - Anniversary will you please write your own words of appreciation and accept them with my warmest feelings, coupled with the hope that whatever happens in the next week or two, and whatever you hear, newswise or otherwise, you won't buzz me until December 28th.

**MAKE THAT NEW YEAR'S RESOLUTION NOW!**

Another year almost over — another successful year for Mulvihill represented stations. Successful because Mulvihill representation has increased advertising *and* increased profits. Paul Mulvihill and Co. sell more than time by stressing the individual sales value of every station they represent.

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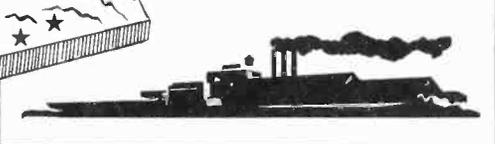
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- CKOK PENTICTON
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- CJIB VERNON
- CKDA VICTORIA
- CJVI VICTORIA



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



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

# CFRN - EDMONTON

## BILLING MEMO

**CLIENT:** Woodward Department Stores.  
**BOOKED:** Teleflash Newscasts, Monday thru Saturday, 52 weeks.  
 9:00 a.m.  
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 1:00 p.m.  
 2:00 p.m.  
 3:00 p.m.  
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**CURRENTLY AIRING:** Helen Kent, 10:45 - 11:00 a.m., Monday thru Friday.  
 Now sponsored for eight consecutive years by Woodward's.

**YOU'RE KEEPING GOOD COMPANY WHEN YOU BUY**

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*Radio Representatives Limited*

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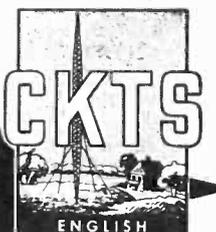


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**SHERBROOKE QUEBEC**

The Voice of the Eastern Townships

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1240 Kc. 250 Watts

Representatives

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 Montreal and Toronto  
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## GREEN LIGHT FOR TILLSONBURG STATION

### Power Boost Recommended For CHS-J-TV

THE CBC Board of Governors has recommended the licensing of a new 250-watt radio station in Tillsonburg, Ontario. The Board's recommendations was announced after considering an application submitted by Arthur Kenneth Orton, a commercial artist who also operates recording studios.

Associated with Orton in the company to be known as Tillsonburg Broadcasting Company Limited are five other residents of the South-western Ontario community: Doctor R. A. Hawkins, a veterinarian; John Lamers, tobacco farmer; Michel Demaiter, farmer; Ben Kleiman, store manager; and Lewis Harris, salesman.

The application was considered at a meeting of the board in Toronto. It was the only application for either a new radio or television broadcasting station.

The board said there is a place for a community station serving Tillsonburg and the surrounding rural area, though objections were raised by CHLO, St. Thomas, CKOX, Woodstock, and CKPC, Brantford.

#### TRANSFER CONTROL

Transfer of control of British Columbia Broadcasting System Limited (C K M O, Vancouver) to Robert Rankin Keay on behalf of a proposed company to be incorporated was recommended.

The board said it had no objection to the proposed transfer of control, but it recommended the termination of the license be considered if in the future it became apparent there was influence by any other broadcasting organization.

Radio station CKFI, Fort Frances, Ont.'s application for transfer of control of Broadcasting Station CKFI Limited to Theodore Oscar Peterson also gained approval.

In this case, the board said the recommendation was made on the understanding given by the applicant at the hearings that no other broadcasting organization would have any financial interest in the station or in any profits of the station.

Radio station CJRL, Kenora, Ont., sought and obtained a recommendation for the transfer of control of CJRL to Lake of the Woods Broadcasting Limited from Carl W. Johnson.

#### POWER BOOSTS

The board also recommended an increase of power for television station CHSJ-TV of Saint John, New Brunswick, "to improve unsatisfactory signals in part of the service area of the station".

The increase will be 100 kilowatts video and 50 kilowatts audio from 27.8 and 13.9 respectively.

An application for an increase in power to 5,000 watts from 1,000 watts by radio station CKCH, Hull, Quebec, also was recommended. The power boost will not affect the station's position on the dial.

Also recommended were two further applications for power increases to 1,000 watts from 250 watts by radio station CKMR in Newcastle, New Brunswick, and CKCL, Truro, Nova Scotia.

The changes will affect their dial positions, CKMR shifting to 790 from 1340 and CKCL to 600 from 1400.

An application by radio station CKLN in Kingston, Ontario, for a license to broadcast events remote from the studio was also recommended for approval.

#### STOCK TRANSACTIONS

Stock transfers and other financial transactions, none of them affecting control of companies were sought and approved for: station CKGR, Galt; CJVI, Victoria; CJFX, Antigonish; CKBW, Bridgewater; CJCH, Halifax; CKLC, Kingston; CKLB, Oshawa; CKTB, St. Catharines; CKLB, Matane; CHLP, Montreal; CFNS, Saskatoon; CFQC, Saskatoon; CKLG, North Vancouver; CJCS, Stratford; CJMT, Chicoutimi; CKTR, Trois Rivières; CJSO, Sorel.

Only one request was not granted by the governors at this meeting. This was a request from CFDA, Victoriaville, for transfer of control from Radio Victoriaville Ltée to Dr. C. A. Gilbert, and redemption of 200 preferred shares. This request was deferred for clarification.

#### EXTEND MICRO-LINK

THE CBC has awarded a contract to the Bell Telephone Co. of Canada to extend its TV microwave system to Peterborough, Ontario. Bell recently completed a similar extension to Kingston, Ontario, where station CKWS began operations this month.

The CBC says it is hoped the relay system will be completed in time to allow TV station CHEX in Peterborough to join the CBC network in February. The addition of these two private stations will bring to ten the number of stations on the network. The others are, Québec City, Montreal, Ottawa, Toronto, Hamilton, Kitchener, London, and Windsor.

### APRIL DAY-AND-EVENING AREA SURVEY SHOWS EXTENT OF LISTENERSHIP TO CKWS—139% GREATER THAN KINGSTON'S SECOND STATION.

Here's the most effective and economical way to reach Kingston and surrounding districts — an area rich in purchasing power, rich in potential . . . an area with over 60,000 radio homes. Eastern Ontario is enjoying a new era of expansion and prosperity. This is an indication of the healthy state of a market you shouldn't be missing! To cover it, only CKWS rates a home penetration that gives you more for your budget dollar.

# CKWS KINGSTON

The "Town and Country" Salesman of Eastern Ontario  
 Transmitting on 5000 watts to Kingston and Eastern Canada

# Elliott-Haynes proves CKWS listenership penetration

- N.B.S. in Canada
- Weed in U.S.A.

## TV STATIONS OPENED

### AT MONCTON, RIMOUSKI AND KINGSTON

The weekend of December 4th was T-Day in the east, when two new privately-owned television stations took to the air in Moncton, N.B. and Rimouski, P.Q., with pomp, circumstance and lavish hospitality.

Chronologically first on this list came Moncton, where Fred Lynds' Lionel the Lobster spawned CKCW-TV, which emerged in its official splendor on December 4th. This made the date doubly momentous, because it coincided, according to a months' old schedule, with parent CKCW-AM's twentieth anniversary.

This TV station was declared officially open by Moncton's mayor, Harris A. Joyce. His worship's few words of dedication came at the end of the inaugural program, featuring the Wesley Memorial Male Choir, Notre Dame D'Acadia Choir, the internationally famous St. Joseph's Choir, Songs by Jeanne Haycock, the Dieppe Glee Club, Amos Landry's Orchestra and Pat Patterson's Popular Quartet. The program also offered square dancing and a sword dance.

Making his TV bow on local tele-screens, Fred Lynds, president of CKCW-TV promised plenty of local programs and a complete schedule of good entertainment. He expressed appreciation to CKSO-TV, Sudbury, and its manager, Wilf Woodill, for their co-operative courtesies in the initial stages, and for lending them the services of their cameraman, Larry Cross, for the opening ceremonies. "I know we shall make plenty of mistakes," he said, "but I promise to keep them interesting."

The opening day's program was emceed by Toronto tenor George Murray. It was produced under the direction of Leon Becker, also of Toronto, assisted by CKCW-TV production manager Hubert Button.

#### RIMOUSKI OPENS

Oratory was the order of the day at Rimouski, P.Q., as government and local notables stepped before the camera to bid station CJBR-TV well. Now Québec's most powerful TV transmitter, the 60,000 watt station was officially opened by Jacques Brilliant, its president.

He said that the station would bring TV to 300,000 people within 80

miles of Rimouski. He then pledged his station's efforts to the good of the community, and Monsignor Charles Eugene Parent, Archbishop of Rimouski, stepped forward to bless the transmitter.

Also attending the ceremony were Dr. Adrien Pouliot, Dean of the Faculty of Science at Laval University, and a member of the Board of Governors of the CBC, Aurele Seguin, CBC's Québec regional supervisor, Gerard Legard, Liberal Member of Parliament for Rimouski, and Jules Brilliant, Liberal Member of the Québec legislative council for the Gulf of the St. Lawrence.

Signals are transmitted from a tower 1257 feet above sea level on Pic Champlain, 15 miles west of Rimouski. The station has been in test operation since November 21st.

#### KINGSTON IS RUNNING

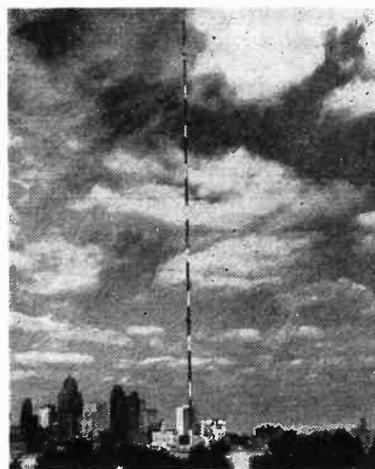
There was another opening at Kingston, Ontario, December 9, when CKWS-TV quietly started out with network service. This is to be followed within a few days with film service, and a live camera operation is scheduled to begin immediately.

Official opening ceremonies will take place early in the new year, when the combined radio and TV operation has been combined under the one roof on Queen Street, Kingston.

This is a new building with some 22,000 feet of space on two floors. It was designed to house both radio and television studios and offices. The TV transmitter building is located sixteen miles north-west of Kingston.

Jack Davidson, general manager of both Peterborough and Kingston, says that work is progressing in a satisfactory manner on the Peterborough installation. He says that March 1st has been set as a target date for the opening of CHEX-TV.

Here again, a combined radio-TV building is under construction. It is located two miles to the north-east from down-town Peterborough



THIS RECENTLY-ERECTED ANTENNA of television station CKLW-TV, Windsor, towers 650 feet into the air, with the skyscrapers of Detroit in the background, across the Detroit River. Known as a "Wavestack", this antenna was conceived and developed in Canada by RCA Victor.

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



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**SURVEYS PROVE CFCN**  
**IS THE BEST RADIO BUY IN ALBERTA**

ASK RADIO REPS FOR DETAILS

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

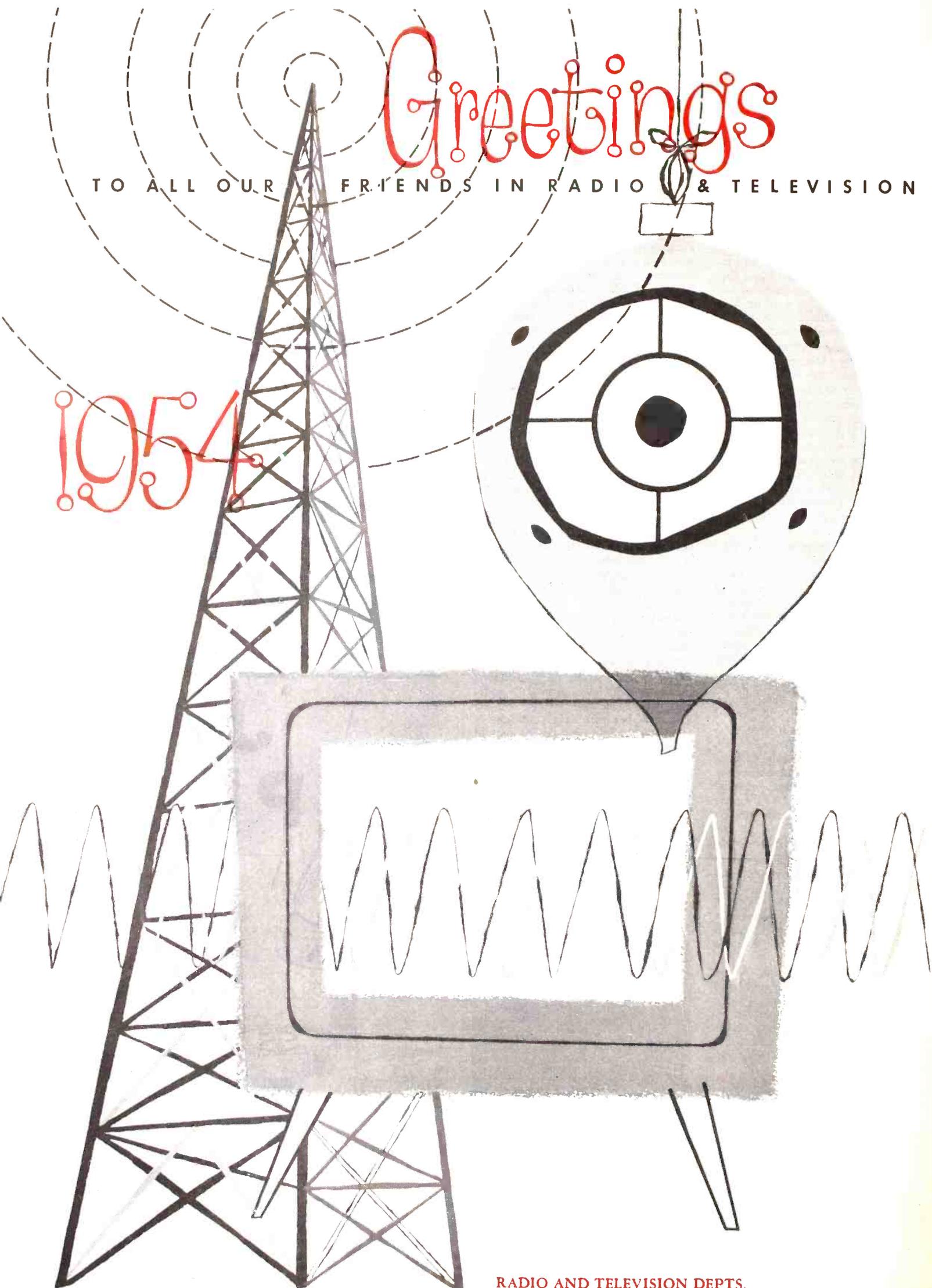
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PAUL MULVIHILL—  
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# Greetings

TO ALL OUR FRIENDS IN RADIO & TELEVISION

# 1954



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*Letter From Paris*

# MONACO HITS FRANCE WITH COMMERCIAL TV

By TOM BRIGGS

**A** NEW commercial television station went on the air in Europe last month. It is, in effect, a French television station, but since it is situated in the little principality of Monaco, it is beyond the jurisdiction of French authority.

Monaco is a little, sovereign chunk of land, better known as Monte Carlo, on the Mediterranean and the foothills of the Alps and just a few miles from the Franco-Italian border. But from this base Télé-Monte Carlo can easily reach across to the neighboring cities of Nice and Cannes, further along the coast to Marseille, and probably up the rich valley of the Rhône to Lyon.

The new station is faced with a big problem from the outset: reconciling the program interests of two distinct groups of potential viewers. First there is the wealthy set which flocks to the famous resorts all along the coast throughout the year. TV sets should sell easily to these people, but the rich, who don't come to the Azure Coast to watch television, have never proven the most loyal listeners or viewers.

The other audience could consist of a few million of the general population. But sets have been expensive and sales are sluggish. The transmitters of the French national system at Marseille and Lyon have only been on the air a few months. However, the station has promised "new programs" according to a "new formula" which may prove popular with all viewers.

The station was officially put on the air last month by His young and dashing Serene Highness, Rainier III, Sovereign Prince of Monaco. As soon as the station solves its two most pressing problems — revenue and programs — the Prince looms as problem number three.

**EUROPE NO. 1**

According to Monaco's constitution, the enviable job of Prince is hereditary. But as soon as one of them dies without a male heir, the territory reverts to French possession. And at a few years past thirty, Rainier isn't even married yet. All of Monaco is interested in any potential Princesses.

Télé-Monte-Carlo is only part of a big-new organization which has sprung up under the curious title "Europe No. 1". It is also known as "The Images and Sound Group". It claims to have dedicated itself "in living homage to the builders of the new Europe". This seems to indicate that it is interested in furthering the noble (and as some think, inevitable) cause of a united Europe, or at least a Federated States of Europe. In the meantime, however, "Europe No. 1" seems to be a sound commercial venture bent on capitalizing on the peculiarities of Europe.

In a continent which considers broadcasting a cultural art with operation and control in government's hands, there are three small islands which believe in the commercial approach.

The fabulous commercial success of Radio Luxembourg is well known. Télé-Monte-Carlo is now a reality. Early next year the Images and Sound Group will open its next venture, a private commercial radio station in the Sarre.

Although West German Chancellor Adenauer is having his difficulties getting his agreement on the Sarre with France through the Bonn Bundestag, the elevation of this disputed territory to something approaching independence is virtually assured. In any case, the Images & Sound Group appears willing to take the gamble. This will put another powerful commercial station within 160 miles of Paris, with plenty of potential listeners in between and on all sides.

Meanwhile in Paris, the Minister of Industry, Monsieur Ulver, under whose wing is Radio-Télévision Française, declared that Parliament would not admit any commercialism into RTF. He was speaking before a "Commission of the Press".

In order to make certain that this doesn't happen, he outlined a proposed legislative measure which would establish RTF as an autonomous public corporation with guaranteed finances. He also recommended that the government keep receiver license fees in force. The Press Commission agreed with the Minister of Industry by voting a motion demanding that the government adopt these measures.

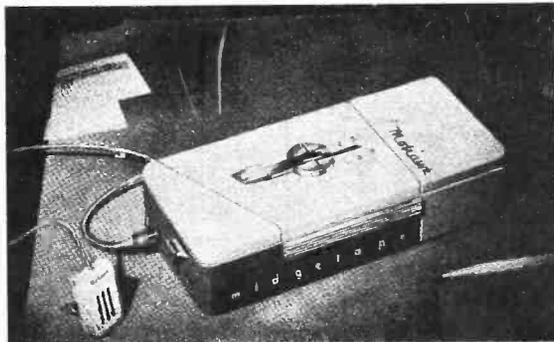


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- Battery Life over 45 Hours.
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Write, wire or 'phone for full specifications, literature and prices.

Exclusive Canadian Distributors

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*B.C.'s 17 Radio Stations*

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CKOK PENTICTON  
CJAV PORT ALBERNI  
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## CKBI

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

## CKBI

PRINCE ALBERT

Saskatchewan  
5000 WATTS

# U S RADIO NETS DITHER . .

## Revenues Lag 12 Per Cent

**N**ETWORK radio no longer offers competition to TV, according to Ben Gross writing in the "New York Daily News" last month, and the only question is which web will be courageous enough to face the realities first. It would not be surprising if the NBC led the procession in taking the plunge, he said. Gross went on to say that he did not forecast the death of radio, but merely that of the networks. However, Gen. David Sarnoff, chairman of the board of NBC, sent a written reply to Gross, which has since been made public. He said:

"I believe that you may have selected NBC for this role because we have been sufficiently far-sighted to have recognized, well in advance, the symptoms of growing economic dangers for network radio; and because NBC as the nation's first radio network, with an established position of leadership in the field, bore the first and heaviest brunt of the decline that started in the medium several years ago.

"And although no man can precisely foresee the shape of things to come, I assure you that even if it should prove impossible to build a new base for network radio, NBC would be the LAST, and not the first, to abandon the field.

"I have always tried to be frank and factual," Sarnoff added, "in discussing the problems facing network radio. In following this course,

I have certainly not been moved by feelings of pessimism or defeatism. On the contrary, I felt that it was a responsibility of leadership to call attention to the realities so that those concerned with the future of radio would recognize the need for adjustment and adaptation in the medium.

"It was in this vein, and for this purpose, that in my remarks at the NBC affiliates meeting in Chicago last August, I called attention to the importance of the network principle in the American system of broadcasting," he continued. "And, at the same time I stated that every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues."

"The facts have not changed since my Chicago remarks, and if anything they are clearer now than they were at that time. Our adjustment to the changing circumstances of network radio is well on the way, and as a result of systematic considered action, NBC is now again leading in night-time radio and is actively seeking to bring about similar improvement in daytime radio.

"This is the course on which we are set," the General concluded, "and we believe it holds out the best promise for an effective continuation of our radio network. We are confident that radio as a medium will continue to live and we expect NBC to maintain leadership in its future."

Taking up the same issue, a current story says officials in the radio industry in the United States are said to have been pondering the questions — How sick is radio? What are its chances of surviving in a television era?

Associated Press staff writer Wayne Oliver says conflicting diagnoses have been heard in recent days from several leading figures in the radio industry — who should know the answers. Oliver says that out of these confusing bedside bulletins these appear to be the facts:

1. Network radio business has been declining and some in the industry have raised the question of whether all four American coast-to-coast chains will survive.
2. Individual stations have been holding their own or gaining, and over-all radio broadcast business is near record levels, or close to half a billion dollars a year.
3. Radio, according to Nielsen Audience Surveys, still reaches more people in daytime hours than television, but TV moves into a big lead at night.

The controversy was touched off recently when David Sarnoff, Board Chairman of Radio Corporation of America and the subsidiary National Broadcasting Company, told NBC affiliates there is "only one direction, incomewise, for radio networks to go, and that is down instead of up." He added that "it may yet be possible to eke out a poor existence for radio networks, but I don't know."

### OTHER NETS ROAR

This brought roars of protests from heads of other networks, including a particularly tart comment from Dr. Frank Stanton — President of Columbia Broadcasting System. His network's publicity office issued a release quoting him as saying "Those who do not believe in it (radio) should make way for people who do."

But the same office 14 days later issued another release beginning "CBS Radio will reduce cost-to-advertisers of its network evening time an average of approximately 20 per cent" two weeks from that date. It was one of several reductions in radio network night rates since TV began cutting into evening audiences.

Meanwhile, Sarnoff's comments had led to speculation that NBC might be planning to drop its radio network. He followed up with a statement saying that if any did drop out NBC "Would be the last, and not the first, to abandon the field." He added that his intention in his earlier talk was "to call attention to the realities." (See above in this article.)

### FIGURES SHOW THE TREND

As for figures, the latest report of Publishers' Information Bureau indicates total network broadcast time sales for the four chains in the first nine months of this year ran more than 12 per cent behind a year ago — 104 million dollars against nearly 119-million-dollars. ABC Radio with a slight gain ran counter to the trend.

But total business of all stations, including both independents and network affiliates, plus the networks' own gross, is expected to approximate 500-million dollars for the full year. This is about the same as in 1953 and more than 65 per cent above 1948 when TV still was in its infancy.

The number of radio stations in the U.S., meanwhile, has increased from about 1800 in 1948 to more than 2600 standard stations now, and the total number of sets in use has increased.

The decline in importance and popularity of network radio shows has been accompanied by an increasing reliance on local programs or recorded shows broadcast on a local basis. Individual radio stations have been withstanding TV competition better than network radio.

### GIVE BOOKS

Book Dept.  
Canadian  
Broadcaster & Telescreen  
54 Wellington St. W., Toronto

The  
Golden  
Goose  
In  
South-  
western  
Ontario  
with  
studios  
in  
both cities

# CHLO

LONDON and ST. THOMAS

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

# ..WHILE SPOT RADIO BOOMS

**R**ADIO will resume its long-term growth in a few years not only because of population increase but also because of personalized listening, both in and out of the home, Adrian Murphy, President of CBS Radio, said in a talk before the American Association of Advertising Agencies last month.

He told the AAAA that radio has recognized the competition of television in the living room and has spread out through many other rooms in the house.

"Within the home, in 1948 — before television — 56 per cent of radios were in the living room, only 44 per cent outside. Today, however, the situation has reversed itself with only 34 per cent of radios in the living room and 66 per cent outside it," Mr. Murphy said.

"But," he emphasized, "there are 60 million rooms where there is a radio set and no television set, and there are radio sets in 26 million automobiles and in ten million public places."

In fact, he continued, radio today has nearly 97 million exclusive locations within its total of 111 million.

As a further example of personalized listening, Mr. Murphy showed the meeting the new Regency model radio, explaining that "it is the first set using transistors rather than tubes. It doesn't take much imagination to project the influence of this trend on radio listening in general."

Continuing on the tremendous out-of-home listening to radio, Mr. Murphy emphasized that beginning in 1955, Nielsen will, for the first time, start reporting "auto-plus" to total radio listening.

"We in radio have too long thrown away automobile listening as an intangible plus — but for the future we shall have it as a measured asset on a regular basis," he stated.

Radio is keeping pace in this transition period with its new program patterns, in its pricing of nighttime facilities, and in the selling patterns it offers, Mr. Murphy said.

"Right now," he explained, "a client can buy more different homes today per dollar than before television. That may surprise you — but here are the figures.

"In 1948 — before television — an evening advertiser on CBC Radio could reach 4,800,000 homes with a weekly half-hour program for \$19,000. Today, however, with one of our nighttime strip programs, he will reach five million different homes in the course of five broadcasts for only \$15,000 — not \$19,000. And because his weekly message gets into many homes more than once, he will have a gross weekly audience of 9,000,000 homes."

Radio continues strong; television has only a third to go to full saturation, so radio has little more to lose to television, Mr. Murphy said.

Following his talk, Mr. Murphy introduced the showing of the new CBS Radio film "Tune in Tomorrow."

## MUTUAL MAKE \$\$ WITH ONLY RADIO WEB

The Mutual Broadcasting System, 20-years-old last month, still is making money with only a radio network and intends to continue doing so, says Thomas F. O'Neill, its President.

Mutual is the only one of the four major radio networks in the U.S. that did not set up a television network.

With the big national advertisers going heavily for TV, "The day of the big talent and full network radio show on a large basis is dead," declares the 39-year-old president.

On the other hand, he says, Mutual is looking to the sponsor with the modest or small budget and is heavily emphasizing programs that its 570 affiliated stations can offer local sponsors.

Radio's big advantage, he says, is that it can go with you — by means of extra sets in the home, portables and auto radio — while TV remains anchored in the living room.

Fields in which radio is particularly strong, he says, are frequent newscasts, sports, music, and special services such as traffic and weather information. And it can move much faster in covering late-breaking developments, he declares.

## OMISSION

The following station data was unfortunately omitted from the Station and Personnel Register (Television) which appeared in our December 1st issue on page 29.

- CKCO-TV, KITCHENER, ONT.:**  
 E.R.P. Video 16,000 watts, Audio 8,450 watts. Channel 13, CBC Basic. (1) Central Ontario Television Ltd. — (2) E. E. Fitzgibbons — (3) W. D. McGregor — (4) B. Lawson — (5) D. W. G. Martz — (6) Alan Hodge — (7) Tom Rafferty — (8) Mrs. V. Scriver — (9) Jack Lanthier — (10) A. G. Day — (11) J. Smith — (12 to 17) Jos. A. Hardy & Co. Ltd. — (18) John N. Hunt & Associates — (19) Weed & Co.

## Newsman Wanted

If you have a foot long nose for news, and can write a comprehensive story from a slim lead, we have an opening for such a man on our expanding news staff. The position is permanent and I think enjoyable from your point of view. To qualify, you must know news, particularly local gathering of it, thoroughly. You should be able to write. You're a handy man with an ad lib and should have a reasonably good air voice so that you can do an ever growing amount of special event work.

Details? Write CFJB, 2 Ellen Street, in Brampton. Your enquiries will be held in confidence.

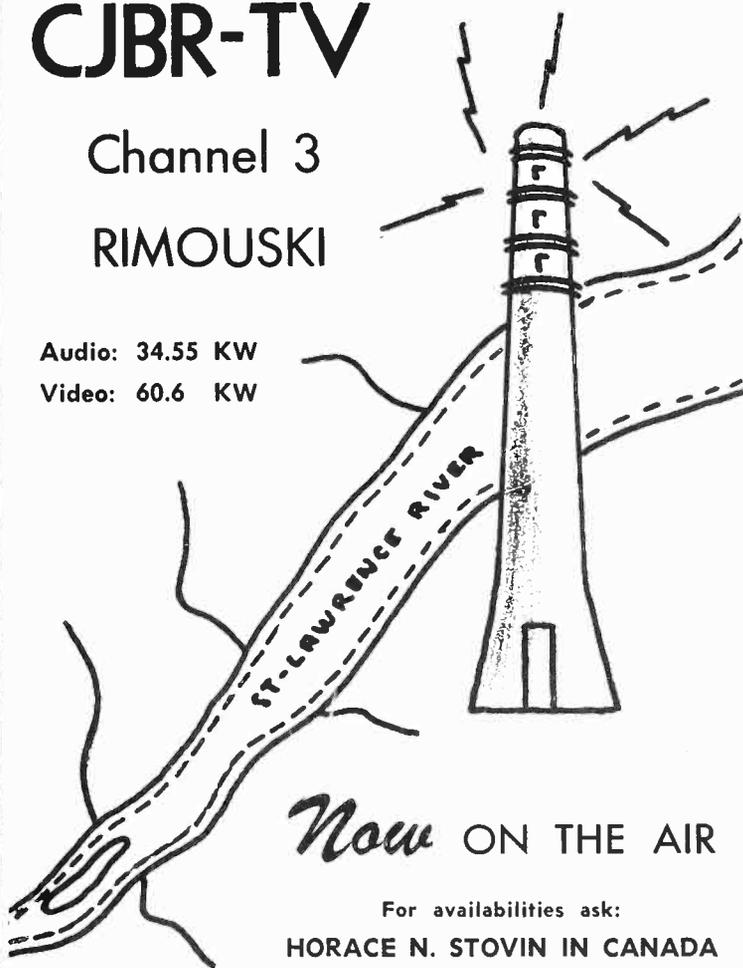
# CJBR-TV

## Channel 3

## RIMOUSKI

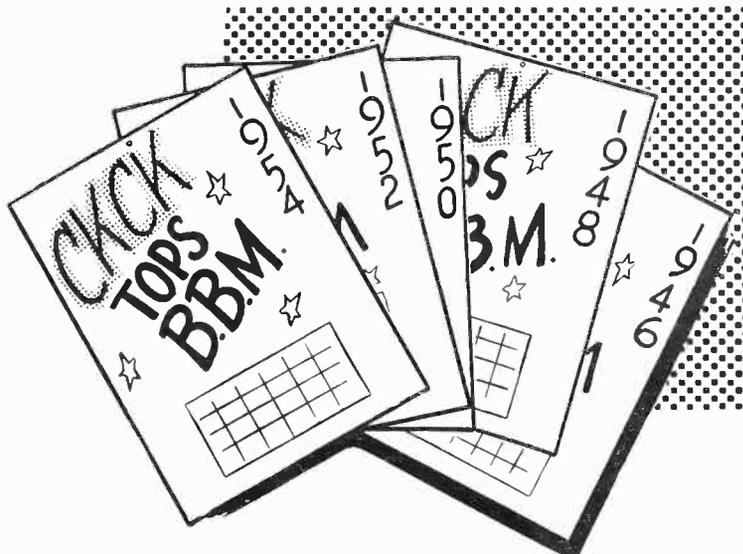
Audio: 34.55 KW

Video: 60.6 KW



### Now ON THE AIR

For availabilities ask:  
**HORACE N. STOVIN IN CANADA**  
**ADAM J. YOUNG IN THE U.S.A.**



**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, 3,640 DAY, and 2,240 NIGHT.** CKCK is by far the best advertising in Saskatchewan.



# CKCK REGINA

**Representatives: All-Canada Radio Facilities**

# CFOR

## ORILLIA



# CENTRAL ONTARIO

Ask For Facts

STEPHENS & TOWNDRON  
TORONTO - MONTREAL

## DISTRIBUTION MAKES ADVERTISING PAY

By ALAN CHADWICK

**V**AST sums of money, volumes of research tabulations and oceans of time and talent go to produce the kind of advertising described as having pulling power, impact or just good, honest "sell".

Wonderful! So the ads are successful — ratings are high and the campaign is a rip-roaring success. People write, phone, demand, insist and invade their nearest stores. Now where do we go from there?

The strange truth is that many advertisers, and some advertising agencies too, seem to lose momentum and enthusiasm right at this point; they don't go much further. Surveys by independent organizations, in both the U.S.A. and Canada, testify to the almost unbelievable fact that many of the advertisers who devote so much money, time and effort to attract favorable attention to their products or services make little effort to follow up the enquiries and interest they receive from prospective customers.

### ENQUIRIES AREN'T ORDERS

Here's what often happens when requests for information are received from listeners, viewers and readers. Many advertisers reply with strong sales letters and attractive folders, but forget to enclose price lists or

order blanks. Others forget to say where the advertised merchandise may be bought. Some even neglect to answer enquiries at all.

Apart from mail order companies, very few advertisers mail follow-up letters at regular intervals to take care of that strange human failing which induces us all to put off buying until we are reminded. Too few operate an efficient system for ensuring that information regarding all enquiries is passed on to branches, salesmen or dealers to follow up personally.

Other advertisers, besides those seeking direct enquiries, show an amazing lack of interest in essential follow-up technique. Some companies start extensive consumer advertising long before adequate distribution of their products has been completed. Others make impressive but sadly untrue boasts in all their advertising, stating that their products are available "at all leading stores everywhere". Imagine the happy smiles on the faces of competitors' salesmen as they book the orders resulting from this kind of advertising, when it brings increased business for their *type* of product in a market which is very thinly supplied by the advertiser.

### ADS NEED GOODS

Sometimes everyone has been "sold" except the dealer; radio stations, editors and the advertiser's branches are answering enquiries as a result of successful advertising, and consumers are eager to give the new product a try-out. But the dealers' showcards are still in their envelopes and initial orders have not been placed in many locations. Who hasn't heard the reluctant buyer's stock phrase "We'll wait 'til we're asked for it"?

Even retail stores fall into this trap of looking upon advertising as being a job well done when scripts have been provided for radio and TV, and mats have been sent to the publications concerned. My wife recently spent half an hour wandering through a very well known department store asking for the specific bargain advertised so prominently the previous evening. None of the sales people at the store knew anything about it. One of them said "Have you the advertisement with you?" Lack of co-ordination had left an otherwise good piece of promotion flat on its face right at the point of purchase.

The trouble seems to be that, in some companies, advertising is still looked on as a printed or spoken message which can be prepared in complete isolation without the knowledge or support of the sales department and the sales promotion department.

In these companies, often very large corporations, each department is operated like a "closed shop". In some cases the advertising department and the advertising agency are only invited into the picture after the new product has been announced, prices decided, and sales policy established. Imagine the same management engaging the services of an interior decorator and saying: "We want you to design a new showroom, something really outstanding. Of course, we have already painted the walls red, the ceiling orange, the woodwork blue and we've ordered pink drapes with green spots. Just carry on from there!"

### TELL THE PERSONNEL

The most successful advertising plans are a packaged deal. Product development, merchandising, sales promotion, dealer promotion, point of purchase material, sales policy, radio, TV and publication advertising are all prepared and operated together as one efficient *selling* unit. Everyone has his or her place in the plan and understands what is being done, and why.

All forms of advertising must be thoroughly "sold" to the sales' department and dealers before it appears. Meetings and memos should tell everyone everything they should know. A sale is so easily lost when a girl on a switchboard says "Special offer on Widgets, sir . . . what department is that?"; or when a store clerk says: "Two pairs for \$2.98 in a gift pack! Where was that advertised?"

### MORE PULL FOR ADS

Most of these facts and ideas seem so basic that many readers may find it hard to believe that any of today's national advertisers really do neglect to operate follow-up plans with the same care and enthusiasm that characterizes their advertisements. It's easy to check. Next time you hear commercials ending with "at leading stores everywhere", ask for these products at your neighborhood store. Write to some of the firms whose advertisements say "Write for details". Check the results, you'll be surprised!

It would seem that many advertisers, instead of saying "How can I make my advertising pull better?" should say "How can I plan my advertising support so that the results I'm already getting will produce more sales?"

The most beautiful filing cabinets ever designed to grace an office — full of enquiries; jingles which everyone hums; ads which everyone remembers . . . seldom produce big sales volume unaided. It's what we do with what we get that matters; *it's the follow-up that counts!*

The

## SESAC Transcribed Library

Lowest in cost for a complete Program Service

Reduces your library costs

Saves you money . . . makes you money

Now in use in dozens of top Canadian stations

A big Library

of over 5000 varied musical selections

Hundreds of short tunes for "spots"

Top notch script service, too!

WRITE WIRE PHONE

## SESAC INC.

475 Fifth Avenue

New York 17, New York



**"OUR BEST PORTABLE RECORDER YET"**  
 says Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews."

**NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED**

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is \$669.80. In portable case it's \$733.00. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is \$201.10.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.

*Bulletins on the low cost Ampex 600, the versatile 350, the 450 eight-hour reproducer and the Ampex Tape Duplicator are available on request.*



Model 600



Model 350



*Signature of Perfection in Sound*

Distributed in Canada by  
 ELECTRONIC EQUIPMENT DEPARTMENT

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**



Only penetrated by the 3

"Northern Stations"

Outside station reception is inconsistent and often impossible.

The free-spending rich "Market Behind the Wall" welcomes the 3 "Northern Stations" for consistent entertainment and constant "good listening".

These stations make your sales message welcome.

**CFCH**  
NORTH BAY

**CJKL**  
KIRKLAND LAKE

**CKGB**  
TIMMINS

No television reception in the North



### MILK FOUNDATION SHOW BRINGS MUSIC TO CHILDREN

"Good morning, boys and girls," says the soft, motherly voice, "this is CHLO's children's hour." The voice is Mrs. Leda Scarlett's and it means fun to thousands of youngsters in south-western Ontario and the bordering United States.

The program is a mixture of education and entertainment, consisting of stories, songs, and games. It is sponsored by The Milk Foundation of London and St. Thomas and CHLO, London, donates the time. On the air now for six years, the program and Mrs. Scarlett have received countless letters of thanks. Her Children's Club has a membership of over 6,000.

Excerpts from two of the many letters are from Tiffin, Ohio, and from Thamesford, Ont.

"... and we appreciate every contribution along the way such as your good program. All these things have a part in forming the right attitudes of life and when one can find a radio program which builds up like yours does, we really appreciate it."

"We only wish there were more programs of this nature."

#### CHILDREN NEED MUSIC

The "Happy Hours" song books which are collections of the songs from the program, were written by Mrs. Scarlett, with music by her daughter, Joanne. They were printed with financial help from CHLO and sell all over North America, selling particularly well in Western Canada.

At present Mrs. Scarlett and CHLO are creating a program embodying physical therapy and entertainment for polio stricken children. The format will be very similar to that outlined in the "Happy Hour" song books with the addition of exercises for arms, legs, feet and toes. The program will be recorded and made available to hospitals and convalescent homes. Mrs. Scarlett and CHLO feel that the new program will be equally as successful, and of even greater service, than the Children's Hour.

Mrs. Scarlett, originator as well as director of the show, is well qualified as a child educator. She has taken courses at Columbia University and has been director of a kindergarten. For eight years she ran her own nursery school.

### RADIO STATION WANTED

Willing to purchase outright or in partnership Radio Station in good progressive small city preferably in Ontario; would consider any good market in Canada. Not interested in large Metropolitan area. Interested in city of 15,000 to 35,000. All replies confidential.

Write:

BOX A223 - C B & T

### Sod Sisters Say Soaps Sobby

Ninety-five per cent of Ontario's farm women don't like soap operas, says a radio and TV survey conducted by the Women's Institute of Ontario. Soap operas were labelled "sobby" and drawn out, and emphasized, the survey says, "features directly opposed to what we expect in good homes and living".

TV is still eyed with distrust by rural women of the 85 institute branches included in the survey. They dismiss it as "a wonderful invention for the old and shut-ins", but aver that it discourages sociability, and features far too much wrestling, boxing and hockey. But favorable mention was made of *The Craigs* a farm-family radio drama originating in Toronto, and broadcast daily as part of the CBC noon farm roundup.

Pet radio hates included Sunday advertising, which they want abolished, and which one W. Ontario radio station has already done, says the survey. Other dislikes included give-away programs, blatant music, singing commercials, alcohol advertising, and horror and crime programs.

Mothers, the survey reports, are becoming increasingly aware that children's programs on both radio and TV need closer supervision. It attacks plays of crime, passion and murder.

But the survey approves educational programs, classical music, plays with a moral, and comedy for relaxation.

### JUNIOR ANNOUNCERS

INTERESTED IN MAKING MORE MONEY?

PERHAPS WE CAN DO BUSINESS!

Forward pertinent details —

Marital status, Experience, age, etc.

To Box A222, C B & T

### WANTED RADIO COPYWRITER

Preferably female with proven advertising agency or radio station record of success. Must be truly creative, imaginative, and have a thorough knowledge of the medium... with a *fine flair for food copy!* Exceptional opportunity with well-established advertising agency.

Write in confidence to Box A224, C B & T



#### REAL FREEDOM

"That's the beauty of grand opera; you can do anything as long as you sing it."

— Anna Russell

#### COLD FACTS

It isn't so much the ice on the street as the ice in your glass.

#### YULE RULE

There is no such thing as "Safety Thirst".

#### SUIT-PROOF

If libel constitutes public utterance of a defamatory remark, shouldn't the CBC be completely immune?

#### COME AND GET IT

A hundred years ago, says Quick Canadian Facts, you bought water at a penny a pail. Which gives rise to the thought that now it costs ten cents a glass, cash and carry.

#### CHECK BETS

The story goes that Guy Herbert made so much money on this year's Grey Cup Football game, that Harold Carson is insisting on a saliva test.

#### EVEN STEPHEN

Then there's the account executive who told his chief the audition had been fifty per cent successful. He turned up and the sponsor didn't.

#### GOODNIGHT SWEET PRINCE

When the program director found a better job, all the announcers clubbed together to throw a party to celebrate it, and didn't invite him.

#### BUNG-HO!

In case we run into your over Christmas, we hope you will live to have a happy New Year.

# 5,000 WATTS!



*Soon Serving*

## SOUTHERN CENTRAL ONTARIO

*with a NEW*

## 5,000 WATT TRANSMITTER

*from*

# CKLB

O S H A W A

REPRESENTED BY

J. L. ALEXANDER LTD. in CANADA

JOS. H. MCGILLVRA in U.S.A.

# "Cheesed-off" with your profit margin?

Cheese brings a per capita sale of 12c\*. If you're in the cheese business you know your own sales per capita.

Are you getting a large enough slice of the market? If not, your problem may be solved with increased advertising pressure. And we can help you there.

Here are the facts you can't afford to overlook.  $\frac{1}{3}$  of Canada's population lives in Ontario. 40% of all retail sales are made in Ontario. These two facts make this province the richest market in Canada . . . the No. 1 market for your goods be they cheese, chinaware, or any product. And it follows that if you sell more of your goods in the richest market, your profits will grow faster.

How we can help you. CFRB is the **one** medium in Ontario that reaches 619,430 homes in daytime and 639,720 homes in night-time. CFRB is the **one** medium that covers 44 counties. Here, therefore, is the logical medium to use to step-up your advertising pressure if you want to step-up your sales in the rich market CFRB covers. We want to help you do it. Call us — or our representatives and let us talk it over.

\*Based on Jan.-June 1953 average of a five city study conducted by Dominion Bureau of Statistics on Urban Food expenditures.

**Your No. 1 Station in Canada's No. 1 Market**

# CFRB

**TORONTO**

**50,000 watts 1010 K.C.**

## **REPRESENTATIVES**

UNITED STATES: Adam J. Young Jr., Incorporated  
CANADA: All-Canada Radio Facilities, Limited