

Canadian BROADCASTER & TELESREEN

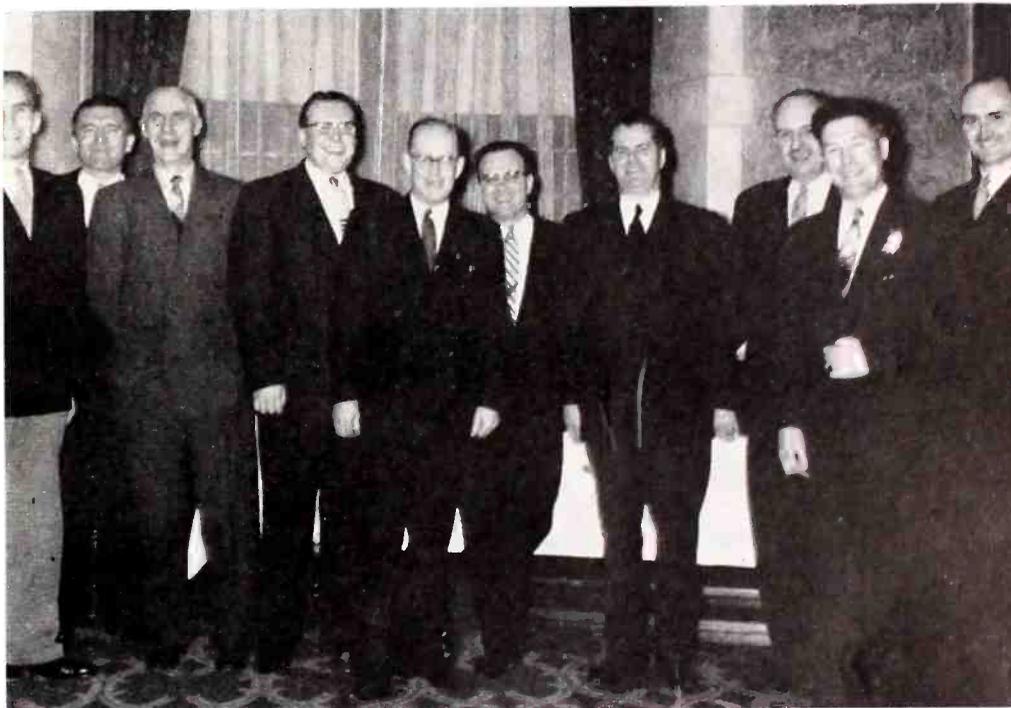
TWICE
A
MONTH

Vol. 14, No. 4

TORONTO

February 16th, 1955

THE CABINET CAME TO DINNER



THE MEN WHO CAME TO DINNER with the B.C. Broadcasters at the Empress Hotel in Victoria early this month were the members of the cabinet of British Columbia's much talked about Social Credit Government. Here are some of them who obligingly posed for the Broadcaster camera along with the BCARTB directors. From left to right they are: Hon. W. K. Kiernan, minister of Agriculture; Hon R. E. Sommers, minister of Lands and Forests; Jack Pilling, CHWK, Chilliwack; Chas. Rudd, CHUB, Nanaimo; Hon. Eric Martin, minister of Health and Welfare; Maurice Finnerty, BCARTB President, CKCK, Penticton; Hon. W. A. C. Bennett, Premier of B.C. and minister of Finance; F. H. Elphicke, CKWX, Vancouver; Hon. Ray G. Williston, minister of Education; Hon. Robert Bonner, Attorney General.

In This Issue:

A couple of live station newsmen scored a beat on the rebellion in Costa Rica by making a phone call on Page 7.

There's an eye-witness account of this month's BCARTB Convention at Victoria, by Dick Lewis on Page 10.

Another article by Alan Chadwick—"Remember The Regulars"—points up what may be a shortcoming in some advertising on Page 15. A preview of the CARTB Convention agenda will be found on Page 21.

In the Telescreen Section

On his way to the Victoria, Dick Lewis stopped off long enough for a long look at CFQC-TV Saskatoon, and came up with "Local Staff and Local Sponsors" on the front page of TELESREEN.

All the regular features as well.



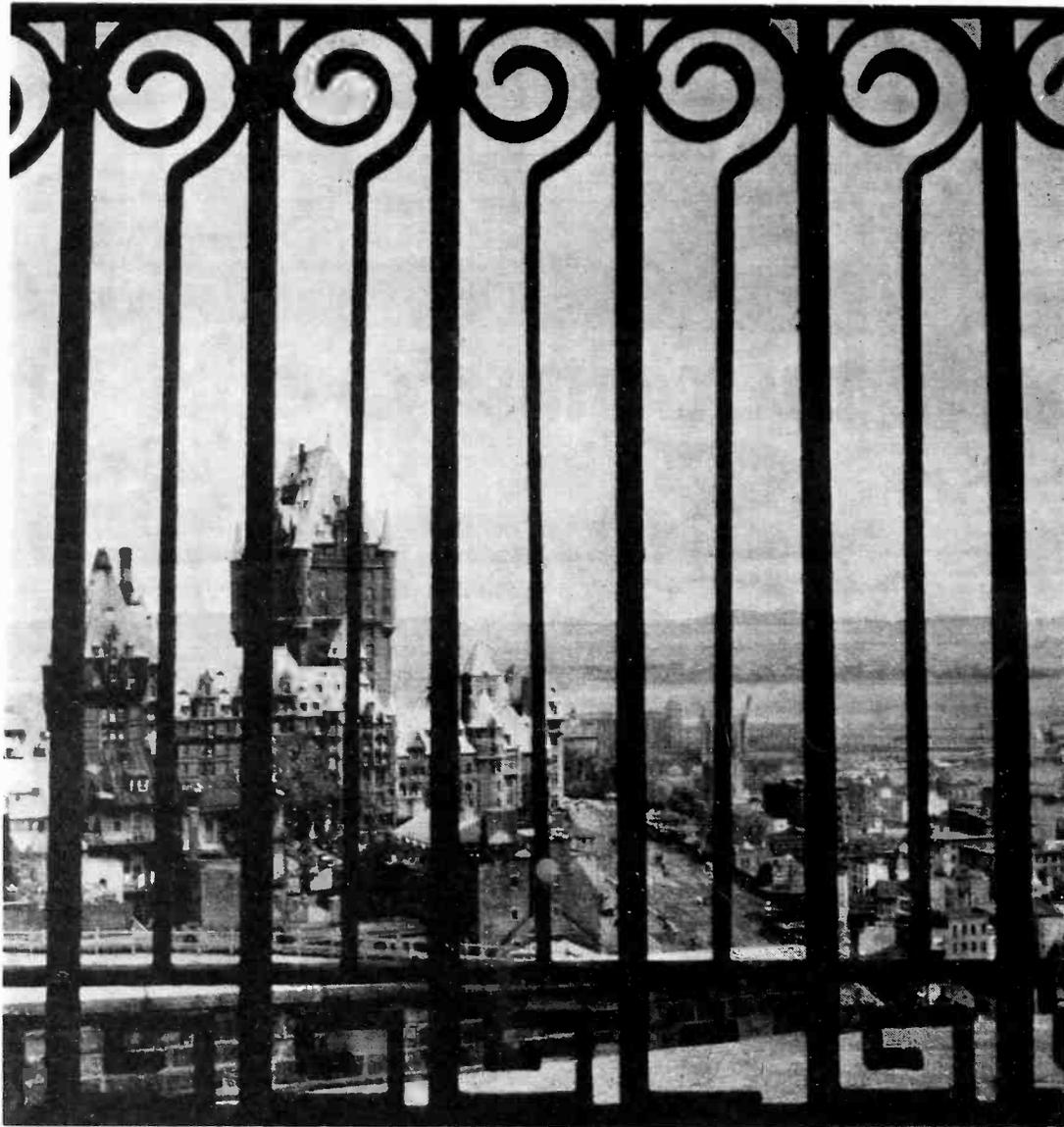


Photo by C.P.R.

BIENVENUE!

ALL THE OLD-WORLD HOSPITALITY of historic Quebec awaits broadcasters and their friends when they meet at the Chateau Frontenac for their 1955 Annual Meeting, March 21-23.

A special welcome awaits sponsors and their agencies the first day (Monday March 21) when they are invited to take part in the day's open meetings.

This is your invitation to be with us on our open meeting day.



The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 124 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

SHORT WAVES

\$2,413, the highest amount ever collected by the staffers of CKBW, Bridgewater, was the result of their annual March of Dimes show this year, held on January 25. *Open Up Your Hearts* was the theme of the show in which all the station staff and some local talent took part. The show was organized and directed by program director Max Ramey.

\$20,000 is the sum demanded for alleged infringement of copyright by the CBC when, it is claimed, the Corporation telecast in Toronto and Montreal a religious film entitled *Golgotha*.

Sam Waagenaar president of Circle Film Enterprises, Hollywood, said in the Exchequer Court of Canada early this month that CBC had obtained the film from Laurence A. Lambert a Torontonian wanted in the United States for jumping bail on a mail fraud charge. A U.S. police circular was introduced as evidence, showing a photo of Lambert.

Circle Film Enterprises claims the North American rights to *Golgotha* which is a film depicting the last days of Christ.

This may come as a surprise to those who think there are no more fields to conquer but there are still people on the North American continent who have not heard a radio.

An article in the February issue of the NATIONAL GEOGRAPHIC MAGAZINE, *Sonora Is Jumping* by Mason Sutherland, the assistant editor quotes Kirk Green, a cattle rancher in the Sonora Mountain region of Mexico.

"Some of the Sonora Mountain country is so isolated that I have met men who never heard of a radio. Once I stopped my car, left the radio on, got out, and asked an Indian for a cup of coffee. When he served me, he asked if the "musicians in the car" wouldn't like a cup, too. You can imagine his astonishment when I showed him there were none."

To quote George Gobel, "You can't hardly get them no more."

The Department of Transport gave CKLG, North Vancouver authority to begin broadcasting on February 3 with a power of 500 watts on 1070 kcs. Due to interference with the signal of a Los Angeles station, CKLG's power has been temporarily reduced from its originally scheduled 1,000 watts.

Station manager Bob Bowman said that the station will operate as a daylight station from 7:00 a.m. to 6:00 p.m. to give the engineers an opportunity to do the work on the transmitter which cannot be done when the station is on the air. When the problems have been solved the station will use its full power 19 hours a day.

If a bill brought before the American House recently is put into action there will be an investigation of "false, fraudulent, misleading and deceptive advertisements on radio and television".

The bill was introduced by Democratic Representative Isidore Dollinger of New York who asserted that the study is "vitaly necessary". Dollinger said, "Millions of dollars are stolen annually from the pockets of those who fall prey to fraudulent advertising, and, although the big networks claim they do not permit fraudulent advertising, the fact remains that dishonest persons and companies do manage to get their ads broadcast or televised."

The phony advertising "racket" is worst in the vacuum cleaner and sewing machine business but it is also being used to sell other commodities such as television sets, radios and refrigerators, Dollinger alleged. A recent investigation in Brooklyn, he said, disclosed a racket involving more than \$1,000,000 a year.

The death was announced at the end of January of Miss Marjorie Comeau, librarian and broadcaster of radio station CJAD, Montreal. She died while under an anaesthetic in a dentist's chair.



In the Okanagan PENTICTON means business!

There's a lot of activity in Penticton . . . Distribution centre for the Okanagan.

The valley's largest city and Focal point for all merchandise and sales representatives.

A big contributor to that activity is

CKOK

with its proven ability to sell successfully to ALL radio homes in this wealthy, productive market.

CKTB
ST. CATHARINES

CKBB
BARRIE

CHOK
SARNIA

CJCH
HALIFAX

CJFX
ANTIGONISH

CKOK
PENTICTON

Paul Mulvihill & Co.

TORONTO
21 King St. E.
EM. 8-6554

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



"I'M COUNTER-HOPPING"
... Says Lionel ...

. . . to make sure your product, advertised on CKCW, Moncton, is properly displayed and pushed by Moncton dealers. In Moncton alone, more than \$76,000,000 gets pushed across these counters annually . . . over \$90,000,000 in the immediate trading area. CKCW folks get out and merchandise your product into the money. Whether you're on CKCW or CKCW-TV, you get the kind of co-operation that puts your product up front on the shelves — out first in the shopping baskets in Moncton! That's Moncton — the Moneyed Market!

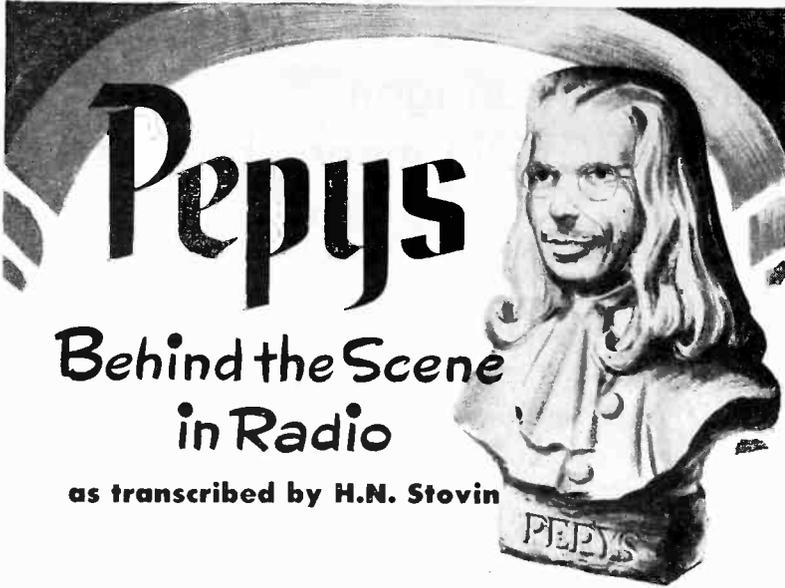


CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



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"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

SHORTWAVES

Continued

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Rouleau was apparently referring to the fact that the CBC owns the only TV stations in Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver. He criticized the government too, for allowing the CBC Board to be in the position both of competing with private enterprise and at the same time controlling the licences.

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cation for certification was not supported by a majority of the employees in a representation vote.

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As light rays strike the selenium solar energy converters, sufficient electrical energy is delivered to the transistors to operate the transmitter, which has a range of about 100 feet. This can be improved, by increasing the number of converters or by using silicon or germanium in place of the selenium.

The pocket transmitter is to be employed on transistor application demonstrations. Ten more will be built.

Three million more tax dollars are proposed to be handed to CBC by the government during the 1955-56 fiscal year. Estimates which have been tabled in the House of Commons provide for expected payments of \$18,000,000 from excise tax on radio and television sets compared with the \$15,000,000 paid out last year. These extra payments will cover almost all the increase in expenditure which CBC estimates will be necessary for its radio and television operations during this year.

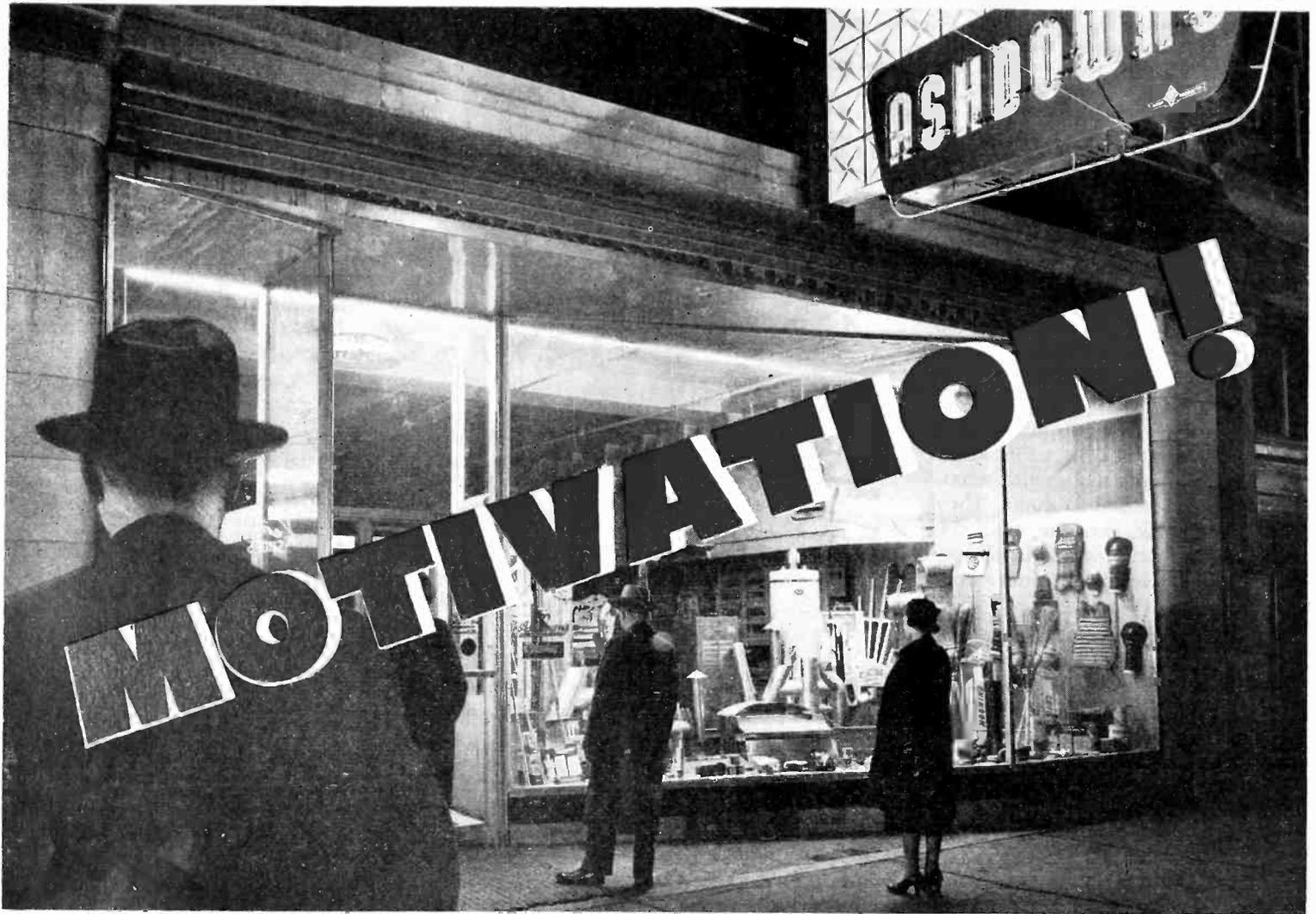
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Other decreases in expected payments will be \$5,000 for construction and acquisition of buildings, \$22,000 for office supplies and furnishings, \$3,000 for professional and special services, and \$39,000 for construction and acquisition and equipment.

WANTED
LOCAL TIME SALESMAN
for
TILLSONBURG & District
Good salary and liberal
commission for right man.
Send full particulars
and references to:
CKOT
TILLSONBURG ONT.

QUEBEC
isn't
a problem
with
CKOV
1000 WATTS 1280 K.C.
REPRESENTATIVES
OMER RENAUD & CO.
TORONTO-MONTREAL
IN U.S.A. **WEED & CO.**

This is what we mean by



Two mentions on CFAC sells complete stock of Plastic Storm Window Kits

"Just *two* mentions on our regular breakfast-time weather report," enthuses Mr. A. E. Stephens, Assistant Manager in charge of advertising for Ashdown's Ltd., Calgary's foremost departmental hardware store, "and our entire stock of Plastic Storm Window Kits was gone!" Store Manager E. Goett is completely in accord with this enthusiasm.

Mr. Stephens goes on to say, "during 86 years of operation, Ashdown's Ltd. has built an enviable reputation in Calgary — both for quality of merchandise and in customer confidence and respect. However, until recently, we had not used radio advertising to any extent. "We now use the daily morning weather-report, with one commercial message each day, and this serves to keep the company name before the people. Results have been cumulative; we are now reaping the benefits of advertising carried over CFAC last year.

"Last October, the incident reported above proved this effectiveness. And further proof comes in every day. Our radio copy on TV sets has stressed quality rather than price, and has intimated that Ashdown's shopped the market to obtain only the best for our customers. This, plus the confidence we have earned in the past, has led to greater TV sales for us!

"January, 1955, has been one of the best months in the business history of the store. Our radio advertising on CFAC has certainly been a prime factor in this success!"

It's a fact! CFAC is the motivating force in selling Calgary! Stories like this have been proving it for years!



MR. E. GOETT
Manager

'MOTIVATION' *that's CFAC in Calgary*

TWO STATIONS PHONE COSTA RICA

Get Scoops On President's Duel Story

A world scoop was the reward of CKOM, Saskatoon's night news editor Harvey Tate, when he followed up a hunch and phoned President Jose Figueres of Costa Rica during the rebellion there. Sam Solomon, news director of CFCF, Montreal, another private radio station, obtained an exclusive interview by phone with the President's wife, a few days later, and NBC News' film and radio correspondent Paul Sanche was caught and bound by the rebels while news-gathering with a government patrol.

Tate received *Broadcast News* first report of the feud between Nicaraguan President Anastasio Somoza and President Figueres on the evening of Wednesday, January 12, soon after the outbreak of the rebellion. President Somoza had challenged the Costa Rican leader to a duel at the border, in order to settle the dispute, which was the result of a long-standing feud between the two men. Tate said he was, at the time, at a loss for a lead on a local story, and after reading the *Broadcast News* item, decided he would go all out for a personal interview by phone with the challenged President. CKOM news director Dave Bradley gave him the OK, and Tate picked up his phone to try the long shot.



Harvey Tate

"It's an international emergency" he told the operator, without really knowing why, and the gamble came off. Despite the fact that there was a six hour delay on all calls to the little republic of Costa Rica, and communications were due to be cut off in only an hour, Tate got through to President Figueres to ask his opinion of the challenge thrown down by President Somoza.

"SOMOZA MUST BE CRAZY"

To his surprise, Figueres had not yet heard of the proposed duel, despite the fact that the challenge had been issued only two hundred miles away, in Managua, the capital of Nicaragua. So from 3,000 mile distant Saskatoon, over a long distance wire, he had to be doubly assured that the report was indeed true. "Somoza must be crazy," he commented. On being asked by Tate if he proposed to take up the challenge or go to the border to meet his rival to settle their differences peacefully, he added:

"I would not make or accept such an offer. The Organization of American States is looking into the matter and I will leave everything to that group."

Figueres added that he did not think that Communist elements were involved, but that the question was purely one of "dictatorial leadership".

CKOM'S PART ACCENTED

For only nine dollars, then, Tate had a world-wide scoop, with the certainty that within an hour all other lines through to the republic would be cut off. Tipping off the *Canadian Press* in Edmonton and the *British United Press* in Vancouver the story was soon on its way across Canada and the world. BUP filed the story through to the States,

marking it "urgentwise", and the *Associated Press* teletypes in New York soon had the item in all parts of the globe.

Nearly all the Canadian and American newspapers and many others overseas played up CKOM's part in releasing the story to the world. BUP wired Tate: **ALL POINTS GOING WILD OVER YOUR TELEPHONE CALL, CONGRATULATIONS.** Canadian Press wrote next day to say: "AP cables in New York which feed news to South America and the world, wired last night that they were very happy with the story. Nice going".

Next morning Peter McGurk of Weed and Co. heard John Gambling, the WOR morning disc jockey announce to his 25,000,000 listeners, "An enterprising Canadian radio station, CKOM in Saskatoon, Saskatchewan, reported the challenge of President Anastasio Somoza to a duel with President Figueres, but the challenge was not accepted".

McGurk wrote to CKOM saying: "I don't know how they got the news, but I thought you might throw your chest out and say, 'That's some coverage'."

CBC used the story which the private radio station had put out, some thirteen hours after it broke, and gave no credit to the Saskatoon boys.

SAM SPOKE TO MADAME

Following up at the weekend, when radio telephone communications had been restored between Canada and Costa Rica, Sam Solo-

mon, news director of radio station CFCF, Montreal, rang the telephone in President Figueres' house once more, this time to speak to Mrs. Figueres, the former Karin Olsen of New York City.

The President's wife said that her country was pleased over the action by the council of the Organization of American States. It had been reported that the council had ordered fighter planes to be sent to Costa Rica to help the government troops defeat the rebels, and in fact a squadron of P 51 Mustangs had arrived in the republic from an air station in Texas.

Though the rebel radio station still claimed that rebel forces held the town of Santa Rosa, Mrs. Figueres said that loyalist troops had recaptured the town. She said that the rebels were mainly Costa Rican "mercenaries" backed by the government of President Somoza in Nicaragua. The interview was then put out on all the wire services.

SANCHE LAY DOWN

While all this was going on, the NBC News' film and radio correspondent on the spot, Paul Sanche, had been captured and held by the insurgents, who refused at first to believe that he and his companion captives were correspondents.

Sanche, with three other Americans, was operating with a government patrol at the front when they met a rebel group. The Americans immediately flattened themselves, and thereby saved their lives, while two other Costa Rican newsmen who ran for it, were shot and killed.

The four Americans were taken into captivity, and Sanche reported on his release that their treatment was not that expected by a newsman.

"They wouldn't believe we were news correspondents, so they took everything away from us, cameras, papers, everything, and they decided to tie our hands behind our backs so we couldn't escape. They were quite rough. They kept consulting us, thinking that we were out from the other side. Some of the officers started believing that we were news correspondents, so they decided to untie us. We were tied and untied, and some trusted us and some didn't."

Later reports coming in from the rebel side were by Sanche himself, who broadcast on the rebel radio, saying that he was being permitted to shoot pictures and would send them on.

Sanche was released unharmed on Wednesday, January 19th.

The
WESTERN
RADIO
PICTURE

is
NOT
COMPLETE ★

without
OUR
1000
PERSUASIVE
WATTS!

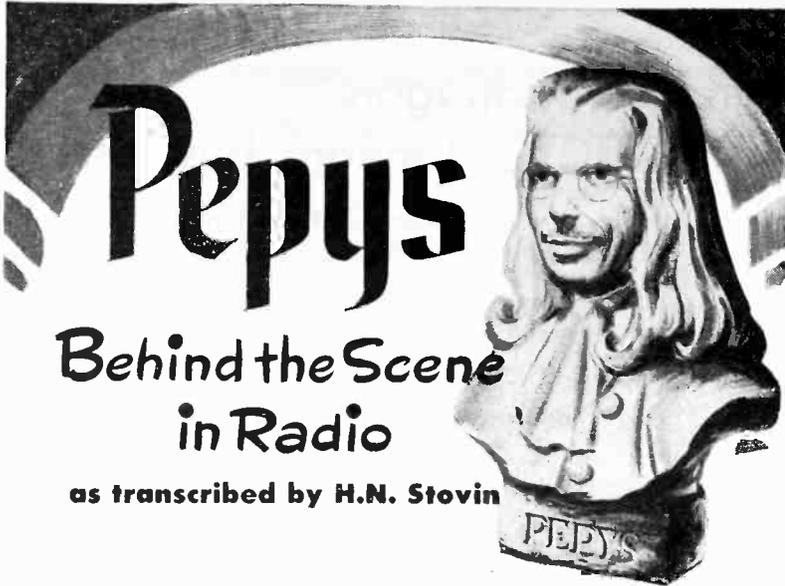
•

★ NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT

•

CHAT
 MEDICINE HAT

An All-Canada-Weed Station



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

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LOCAL TIME SALESMAN

for

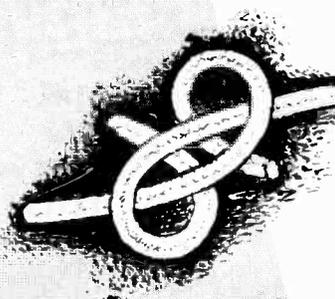
TILLSONBURG & District

Good salary and liberal commission for right man.

Send full particulars and references to:

CKOT

TILLSONBURG ONT.



QUEBEC

isn't
a problem
with

CKOV

1000 1280
WATTS K.C.

REPRESENTATIVES
OMER RENAUD & CO.
TORONTO-MONTREAL
IN U.S.A. WEED & CO.

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 Willcocks St., Toronto 5

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Vol. 14, No. 4

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

February 16th, 1955

The Customer Could Be Wrong

Radio broadcasters are not the only ones who are facing a difficult period of adjustment occasioned by the advent of TV. Sponsors, who need advertising media to sell their wares are a bit bewildered too, as are the agencies, to whom it is all just as new as to anyone else.

Over the years, radio has followed a policy of taking its problems to its sponsors, and then following along with whatever suggestions they had to make. They have worked on the premise that the customer is always right, which is an age-old philosophy which could conceivably have played itself out by now.

If the truth were known, the agency and his client are in just as much of a quandary over recent developments as are the radio broadcasters. Advertising returns have to be calculated on a cost basis, and television has made these costs soar. Radio is still a low cost medium. We are convinced that it can still be sold by those broadcasters who are prepared to adjust themselves to changing conditions. Outside advice is worth while, whatever the source. But no one has as much experience in the problems of broadcasting as the broadcasters. Their opinions are really the most valid, and when they are willing to bend to the influence of outsiders, even extremely interested outsiders, they are taking a chance of selling themselves short.

Actually there can be no hemming or hawing about it. The one way to hold radio sponsors is to outprogram the television people and so hang onto and increase the audience for radio. This is obvious. It doesn't need an agency man, a sponsor or a trade paper for that matter. It is the principle on which radio has grown up to maturity through the years. It is the one on which television is basing its beginnings. It is the underlying principle in private enterprise. It is plain horse sense. It doesn't need talking about. It needs doing.

. . .

RIP For The CBC

Whatever the outcome, whether the CBC technicians went out on strike or not, and, if they had, whether or not they got what they were after, there was something sadly ironic about the threat of a strike and the predicament in which it placed the CBC.

Our national broadcasting system has no better friend than the labor movement.



"Now here's a stove that's guaranteed to keep the homemaker in the kitchen."

Every time there is a major labor convention or meeting, it seems as though it comes up with a vote of approval or confidence in the way the Canadian Broadcasting Corporation is currently behaving.

This is not to be wondered at.

Socialism — or the Co-operative Commonwealth Federation as it calls itself in this country — proudly proclaims itself the voice of labor. The object of its — labor's — admiration, the CBC, is built on purely socialistic lines. So naturally they have a great deal in common. So, does it not seem a trifle strange that this close friend of labor, and of unions, is now being unbranded unfair in its behavior as an employer to those who have been dedicating themselves to its service as their lives' work, and who would now rather risk the rigors and hardships of unemployment than continue to earn their salaries in its employ?

The outcome of the strike, which may or may not have been determined by the time this appears, could not matter less in our eyes. What does concern us though is the fact that the national broadcasting system is even now going through the process of losing its last friend.

The dedicated reformers who devised the CBC to protect the people of Canada against something or other which hadn't happened yet are dead and gone.

Students and erudites who welcomed the CBC as the bearer of serious music and artistic drama, find themselves forced to pay for soap operas and wrestling matches.

The man in the street, who was anaesthetized into the belief that he was getting a broadcasting system which would cater to his tastes, is disgruntled with what he considers long-hair eye-wash, which is costing him large sums of money, whereas he now knows that under a private enterprise system his tastes would be catered to without cost at all.

Artists, who once found CBC a long sought outlet for their talents, have felt constrained to secure themselves what they consider adequate pay by means of unions.

Once the politicians saw in the CBC their private weapon for publicizing themselves in their political aims and ambitions, but now they stand aghast at the arbitrary attitude of the national music box which more and more is trying to call the tune instead of just playing it.

Advertisers, especially in television, are up in arms over the treatment they get when they want to buy some of the time the CBC wants to sell.

And now, finally, the labor it has nurtured and fostered turned on it, and seemed sharpening its fangs in preparedness to bite the hand that feeds it.

Actually there is no one left who truly appreciates the existence of this nationally-owned public utility, with the possible exception of a handful of artists for whom it is the only outlet for talent which is not based on box office. Why then is this national liability that no one wants allowed to live on? Why, when the burden of taxation is rising while the national income shrinks, don't they effect a logical economy by lopping off a costly activity which has outlived its usefulness?

. . .

Shoes Worn Out

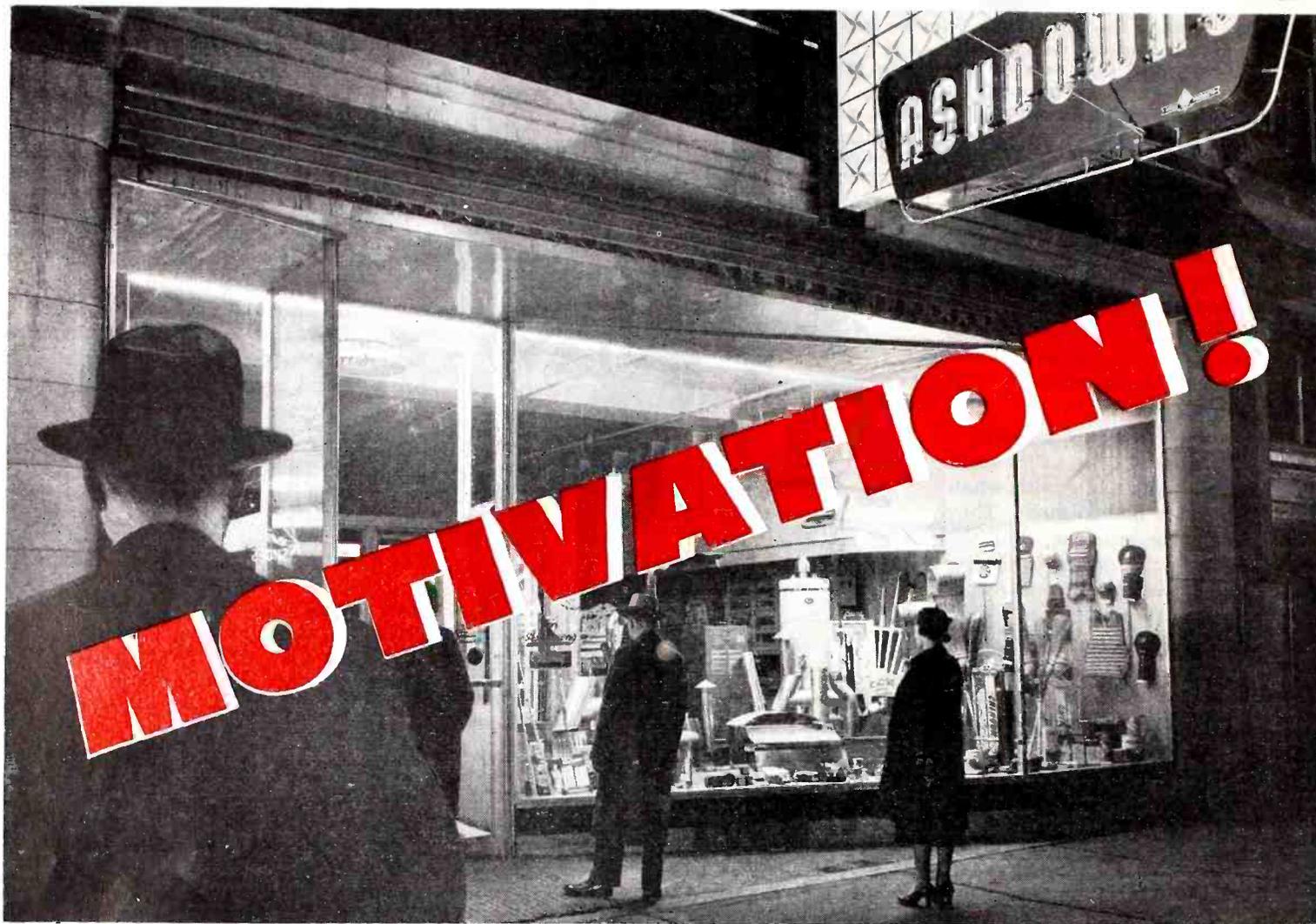
The unemployed employables who have been eking out their subsistence with unemployment insurance payments are to be paid further sums by virtue of a law passed in the first week of the present session of parliament. All four parties tumbled over each other to make sure that unemployed voters would know that they, too, believed in pay, whether or not the insurance was sufficient.

In one large Canadian city, where the distribution of this manna of a Monday morning requires the services of two policemen to direct traffic, the local parking problem is extremely severe, although the street is one of the widest in Canada.

The assumption is that people who require their unemployment insurance pay must drive to get it because they no longer can afford to buy shoes.

—Printed Word

This is what we mean by



Two mentions on CFAC sells complete stock of Plastic Storm Window Kits

"Just *two* mentions on our regular breakfast-time weather report," enthuses Mr. A. E. Stephens, Assistant Manager in charge of advertising for Ashdown's Ltd., Calgary's foremost departmental hardware store, "and our entire stock of Plastic Storm Window Kits was gone!" Store Manager E. Goett is completely in accord with this enthusiasm.

Mr. Stephens goes on to say, "during 86 years of operation, Ashdown's Ltd. has built an enviable reputation in Calgary — both for quality of merchandise and in customer confidence and respect. However, until recently, we had not used radio advertising to any extent. "We now use the daily morning weather-report, with one commercial message each day, and this serves to keep the company name before the people. Results have been cumulative; we are now reaping the benefits of advertising carried over CFAC last year.

"Last October, the incident reported above proved this effectiveness. And further proof comes in every day. Our radio copy on TV sets has stressed quality rather than price, and has intimated that Ashdown's shopped the market to obtain only the best for our customers. This, plus the confidence we have earned in the past, has led to greater TV sales for us!

"January, 1955, has been one of the best months in the business history of the store. Our radio advertising on CFAC has certainly been a prime factor in this success!"

It's a fact! CFAC is the motivating force in selling Calgary! Stories like this have been proving it for years!



MR. E. GOETT
Manager

'MOTIVATION' that's **CFAC** in Calgary

TWO STATIONS PHONE COSTA RICA

Get Scoops On President's Duel Story

A world scoop was the reward of CKOM, Saskatoon's night news editor Harvey Tate, when he followed up a hunch and phoned President Jose Figueres of Costa Rica during the rebellion there. Sam Solomon, news director of CFCF, Montreal, another private radio station, obtained an exclusive interview by phone with the President's wife, a few days later, and NBC News' film and radio correspondent Paul Sanche was caught and bound by the rebels while news-gathering with a government patrol.

Tate received *Broadcast News* first report of the feud between Nicaraguan President Anastasio Somoza and President Figueres on the evening of Wednesday, January 12, soon after the outbreak of the rebellion. President Somoza had challenged the Costa Rican leader to a duel at the border, in order to settle the dispute, which was the result of a long-standing feud between the two men. Tate said he was, at the time, at a loss for a lead on a local story, and after reading the *Broadcast News* item, decided he would go all out for a personal interview by phone with the challenged President. CKOM news director Dave Bradley gave him the OK, and Tate picked up his phone to try the long shot.



Harvey Tate

"It's an international emergency" he told the operator, without really knowing why, and the gamble came off. Despite the fact that there was a six hour delay on all calls to the little republic of Costa Rica, and communications were due to be cut off in only an hour, Tate got through to President Figueres to ask his opinion of the challenge thrown down by President Somoza.

"SOMOZA MUST BE CRAZY"

To his surprise, Figueres had not yet heard of the proposed duel, despite the fact that the challenge had been issued only two hundred miles away, in Managua, the capital of Nicaragua. So from 3,000 mile distant Saskatoon, over a long distance wire, he had to be doubly assured that the report was indeed true. "Somoza must be crazy," he commented. On being asked by Tate if he proposed to take up the challenge or go to the border to meet his rival to settle their differences peacefully, he added:

"I would not make or accept such an offer. The Organization of American States is looking into the matter and I will leave everything to that group."

Figueres added that he did not think that Communist elements were involved, but that the question was purely one of "dictatorial leadership".

CKOM'S PART ACCENTED

For only nine dollars, then, Tate had a world-wide scoop, with the certainty that within an hour all other lines through to the republic would be cut off. Tipping off the *Canadian Press* in Edmonton and the *British United Press* in Vancouver the story was soon on its way across Canada and the world. BUP filed the story through to the States,

marking it "urgentwise", and the *Associated Press* teletypes in New York soon had the item in all parts of the globe.

Nearly all the Canadian and American newspapers and many others overseas played up CKOM's part in releasing the story to the world. BUP wired Tate: **ALL POINTS GOING WILD OVER YOUR TELEPHONE CALL, CONGRATULATIONS.** Canadian Press wrote next day to say: "AP cables in New York which feed news to South America and the world, wired last night that they were very happy with the story. Nice going".

Next morning Peter McGurk of Weed and Co. heard John Gambling, the WOR morning disc jockey announce to his 25,000,000 listeners, "An enterprising Canadian radio station, CKOM in Saskatoon, Saskatchewan, reported the challenge of President Anastasio Somoza to a duel with President Figueres, but the challenge was not accepted".

McGurk wrote to CKOM saying: "I don't know how they got the news, but I thought you might throw your chest out and say, 'That's some coverage'."

CBC used the story which the private radio station had put out, some thirteen hours after it broke, and gave no credit to the Saskatoon boys.

SAM SPOKE TO MADAME

Following up at the weekend, when radio telephone communications had been restored between Canada and Costa Rica, Sam Solo-

mon, news director of radio station CFCF, Montreal, rang the telephone in President Figueres' house once more, this time to speak to Mrs. Figueres, the former Karin Olsen of New York City.

The President's wife said that her country was pleased over the action by the council of the Organization of American States. It had been reported that the council had ordered fighter planes to be sent to Costa Rica to help the government troops defeat the rebels, and in fact a squadron of P 51 Mustangs had arrived in the republic from an air station in Texas.

Though the rebel radio station still claimed that rebel forces held the town of Santa Rosa, Mrs. Figueres said that loyalist troops had recaptured the town. She said that the rebels were mainly Costa Rican "mercenaries" backed by the government of President Somoza in Nicaragua. The interview was then put out on all the wire services.

SANCHE LAY DOWN

While all this was going on, the NBC News' film and radio correspondent on the spot, Paul Sanche, had been captured and held by the insurgents, who refused at first to believe that he and his companion captives were correspondents.

Sanche, with three other Americans, was operating with a government patrol at the front when they met a rebel group. The Americans immediately flattened themselves, and thereby saved their lives, while two other Costa Rican newsmen who ran for it, were shot and killed.

The four Americans were taken into captivity, and Sanche reported on his release that their treatment was not that expected by a newsman.

"They wouldn't believe we were news correspondents, so they took everything away from us, cameras, papers, everything, and they decided to tie our hands behind our backs so we couldn't escape. They were quite rough. They kept consulting us, thinking that we were out from the other side. Some of the officers started believing that we were news correspondents, so they decided to untie us. We were tied and untied, and some trusted us and some didn't."

Later reports coming in from the rebel side were by Sanche himself, who broadcast on the rebel radio, saying that he was being permitted to shoot pictures and would send them on.

Sanche was released unharmed on Wednesday, January 19th.

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

SELLING IN MONTREAL?

THAT'S OUR BUSINESS

YOUR PRODUCT
advertised on CFCF means
more business
for you.



ASK YOUR
ALL-CANADA MAN

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

**ADVERTISING
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CKSO

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do. He said that TV was not going to destroy radio any more than radio, in its early years, destroyed the recording business or newspapers. Radio was merely faced with the challenge of another medium, he said, and it was facing that challenge sensibly and confidently, adapting itself to the changing conditions with new programming patterns and realistic rates.

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In Victoria



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- Frank Tumpane... 8:00 a.m. news
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- Harvey Kirk. 10:50 Morning Show

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

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

More Radio Homes

CFRN —

Day-time: 5,150 Increase*

Night-time: 1,540 Increase*

*B.B.M., 1954.

MORE AND MORE IN EDMONTON,
IT'S

CFRN

RADIO

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RADIO REPRESENTATIVES LIMITED

Montreal - Toronto - Winnipeg - Vancouver

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Associated with

McCURDY RADIO INDUSTRIES LTD.

22 FRONT ST. W., TORONTO, ONT. EM. 3-1106

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



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

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

CHWK CHILLIWACK
CJDC DANSON CREEK
CFJC KAMLOOPS
CKOV KELOWNA
CHUB NANAIMO
CKLN NELSON
CKNW NEW WESTMINSTER
CKOK PENTICTON
CJAV PORT ALBERNI
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Try us!
Walter A. Dales
907 KEEFER BUILDING
UN 6-7105 MONTREAL

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

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- CJDC DAWSON CREEK
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THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

TV CUTS INROADS IN NATIONAL BUDGETS

BC Radio Men Face The Facts At Victoria Meeting

INCREASES of local business have more than offset the impact that has been felt by the private radio stations of British Columbia upon national advertising budgets, according to Maurice Finnerty, speaking as acting president of the B.C. Association of Radio and Television Broadcasters. Finnerty, who also presides over the destinies of radio station CKOK, Penticton, has been pinch-hitting for Bill Rea of CKNW, New Westminster, whose health prevented him from completing his term. He was reporting to the BCARTB Convention which took place at Victoria early this month. Later he was elected to the presidenrepresent the west coast regional association on cy, and, along with F. H. "Tiny" Elphicke, willthe board of directors of the national CARTB. Other B.C. broadcasters elected to the regional board were Chuck Rudd, CHUB, Nanaimo, vice-president and Jack Pilling of CHWK, Nanaimo.

Finnerty forecast a tightening of national business in the coming year. He warned the audience of "the trend during the past twelve months indicated by the suggestions and offers of cut-rates and deals, some bordering on the unethical, which are beginning to appear. He urged the broadcasters to maintain their published rates and to resist special deals.

"Radio generally," he said, "has more than held its own when compared to other media." He drew a special comparison with the weekly newspapers who, he said, "to my knowledge, lost over twenty per cent in national linage in 1954".

Finnerty prescribed public service as a means of increasing the importance of stations to their communities. He drew attention to what he

termed "the inflexibility of competitive print media" and "the sheer inability, because of costs, of television to provide the public service for which we (in radio) are so admirably equipped".

As though to emphasize his point still further, he reiterated with: "It is my considered opinion that the radio station which makes itself indispensable to the activities of its

community will be the radio station that will most successfully combat increasing competition from other media."

His closing remark brought forth a round of applause: "I would remind all station owners and operators," he said, "that while it is conceived to be the responsibility of government at the present time to protect citizens from excesses of private enterprise insofar as broadcasting is concerned, it is also the responsibility of broadcasters to protect citizens from the excesses of bureaucracy."

UNPRECEDENTED PROSPERITY

The BC Deputy Minister of Trade and Commerce painted a vivid picture of unprecedented prosperity and development in the province, with the provincial payroll at an all time high and a population of 1,266,000, an increase of 36,000 over 1953. "It is our clear duty" he said, "to present the assets of British Columbia at every opportunity and by every means. By radio, TV, newspaper, magazine, films and government, municipal, Board of Trade and Chamber of Commerce literature, we should invite investigation leading to investment."

While advocating "the principle of buying BC products wherever price and quality are equal," he denied that this meant trying to "live within ourselves," because, as he pointed out, "we live by export markets and must of necessity buy the products of other Canadian provinces and those of foreign countries to whom we sell".

GOVERNMENT RELATIONS

The BCARTB has for some years made a point of establishing and maintaining a close liaison with the ministers and members of the provincial government. This year, as in every alternate year since 1951, winter meetings were held in Victoria during the first session of the house, and members of the cabinet had been invited to have dinner as the broadcasters' guests on the last day of the convention. The affair is on a strictly social basis, without speeches or officialdom of any kind, and it is felt that a mutually cordial relationship has resulted.

It was in keeping with this idea that an invitation was extended to Tom Olson, president of station KGY, Olympia, Wash., and chairman of the Washington State Broadcasters Legislative Committee. It is in this latter capacity that he addressed the audience, describing the news and actuality services conducted by the association from the State legislature.

Tom Olson's presentation, including actual tapes of several of the broadcasts, was well received, and he was generous in answering the questions and entering into the discussions which followed the main address.

REMOTE PANEL

The second hour of the first afternoon was given over to an experiment conducted by the editor of this paper. Requested to give an hour long speech which he considered an impractical length, Dick Lewis appeared with five tape recordings, which were played to the meeting, punctuated with his comments, designed primarily to allow for the adjustment of the recorder between tapes.

BY ANY RECOGNIZED YARDSTICK . . .

More people listen to

CKRC 630 K. C. WINNIPEG

than to any other Manitoba station

**BUREAU OF BROADCAST MEASUREMENT
6-7 TIMES PER WEEK
(RADIO HOMES)**

	DAYTIME	NIGHT
CKRC	(118,100)	(93,860)
Station 'B'	(107,940)	(72,570)
Station 'C'	(101,410)	(71,880)
Station 'D'	(74,820)	(53,680)

ELLIOTT-HAYNES

CKRC	(35.0%)
Station 'B'	(23.3%)
Station 'C'	(21.9%)
Station 'D'	(19.8%)

These figures are taken from a special summary of city and area reports, 7.00 a.m. to 12 midnight, for 1954. Prepared by Elliott-Haynes Ltd.

CKRC WINNIPEG MANITOBA

REPS. ALL-CANADA RADIO FACILITIES WEED & CO. IN U.S.A.

This opened up with what started out to be an address from Montreal by the well-known former BC broadcaster, Walter Dales, now operating a script syndicate. The oration ended with a commercial, in which the speaker attempted to sell Lewis to any Convention, for any price.

A detailed article, reporting the suggestions proffered by these interviewees, is in the course of preparation for our next issue.

The three-man panel of Vancouver agency men took the stand on the Tuesday afternoon to lay their charges at the broadcasters' door.

First, Ray Perrault of O'Brien Advertising accused the radio industry of burying its head in the sand. He said that the ordinary man regards TV as a glamor medium. He is overawed by the new monster in the livingroom. "Radio people are inclined to be negative," he said. "Their salesmen are inclined to dismiss TV as something that hasn't won a large audience yet. But," he continued, "TV audiences are growing all the time.

"We'd like to know about new ways to sell on radio," he said. "How about the news and sports formula that has worked so well on the other station? We want to know why we should go into your market. Radio is not selling enough of its pluses in the face of TV," he said.

Ray had harsh words to say about about what he called "the fantastic jumble of rating systems". He said that one station says this survey, another these findings, another just talks about sales. "The flood of station promotion literature that crosses the desk with three separate stations all claiming dominance in the same market lacks conviction," he said. "These promotion pieces lack factual evidence to support the sales pitch," he went on. What was wanted, he said, was contour maps, and maps showing where mail was received from small communities, and where business is derived from local merchants.

Turning his guns on the practice of multiple-spotting, he said it was unfair to a client to be on the tag end of three spots in a row.

This speaker concluded with the thought that agencies believe in radio as a low cost medium, but radio stations have been under-selling themselves. What agencies want is "the information to help sell the sponsor's product in your area at less cost," he said. "The main function of the station is to deliver an audience."

EXPERTS ALL

Doug Craig, with James Lovick & Co. Ltd., called on the broadcasters to supply the agencies with answers to clients' questions.

"Clients knew about TV long before it came to Canada," he reminded the meeting, adding: "Everyone is a TV expert." He said that clients feel that when they buy radio they get all the ears there are, but that because there are so many radio stations, they only get a fraction.

Clients want to know about night time radio, he said. "If the audience has fallen off at nights, is night time still a good buy? Have rates been adjusted?"

Craig went on to advance his belief that the dollars going into television aren't all new dollars. "Some of them must come out of radio," he said. "Radio can get itself pushed into an uncomfortable position between newspapers and TV," he continued.

In the face of the invasion into western Canada of TV, he called for "a buyable cost per thousand in radio".

"The situation looks black and I don't know what you can do about it." This was the foreboding opening of John Tierney of Cockfield Brown. "The television is here to stay," he continued, "but so is radio. The question is what can radio do to maintain its healthy position?"

The need is for leadership, he went on, leadership that will come from the ranks of your own industry ... from the National Association.

"Selling the medium is an industry job — a big job — a job that should be tackled with the same purpose and tenacity as problems arising from government controls."

Tierney listed a number of steps he felt the industry should take.

"You should get more facts about your audience. Makeup of audience should be made available at regular intervals. Intensive audience research is part of the answer.

"Continuing education, undertaken by the industry, is maybe part of the job too," he went on, suggesting that perhaps the CARTB should employ field salesmen in each province.

"Perhaps individual stations could resell themselves, from management down, on radio, thus reinspiring enthusiasm.

"Perhaps stations should expect and demand better effort from their reps, who should get away from the practice of going around saying what is wrong with TV."

The convention was attended by fourteen member stations' represen-

tatives, the total attendance numbering 37.

THE RESULTFUL buy CKY WINNIPEG

MORE LISTENERS THAN ANY STATION ON THE PRAIRIES

Local Appeal

BUILDS AUDIENCE—GETS RESULTS

About 75% of the people in our coverage area fall into the category of Rural Listeners. Most are of Scottish descent, with French and Irish groups also well represented. Their major occupations are Farming, Fishing, Lumbering. They have definite program preferences and because we give them the features they like, they listen attentively and loyally.

Proof of popularity—76,000 Homes (D) B.B.M.

WE HAVE THE RIGHT APPROACH TO SELL

5,000 WATTS
580 KCS.

CJFX

ANTIGONISH, N.S.

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

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

B.C.'s 17 Radio Stations

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

Guarantee Complete B.C. Radio Coverage

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

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

MEMO to an ADVERTISER



Ask the rep why so many manufacturers have travellers in CJGX-land. 300 salesmen must mean a good market!

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

**CJGX
YORKTON
SASKATCHEWAN**



Basic Station, CBC Dominion Network:
Representatives:
Horace N. Stovin & Co.
Inland Broadcasting Service, Winnipeg
U.S.A. —
Adam J. Young, Jr., Inc.

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



WHILE I was waiting the three hours it took TCA to decide to transport me to Saskatoon, I had plenty of time to compile one of my better columns, chock full of acerbity and acidity, about socialized air travel. That was Friday, January 28. Now it is Monday, February 7, and I am on my way back to Canada — Toronto that is — on the eighth of my eight-leg trip. My TCA Super Constellation took off from Winnipeg, where I spent the week end, on the dot, damn the luck, as have the sundry other aircraft I have been riding these past ten days, and my perfectly good column has gone completely to waste. Now, instead of lying back contemplating the stratosphere, or whatever that stuff is, up here 19,000 feet in the air, I must needs squat the portable on my knees and write me another. Oh well. That's TCA for you. You can't even depend on them to fall down on the job.

It's been a lively trip, with a good, if fast look-see at TV at Saskatoon, Edmonton and Calgary; a two-day stopover in Vancouver, with Tiny and Lena Elphicke; a preview of spring plus a two-day convention of the BCARTB in Victoria; a week-end in Winnipeg to gather my notes, see the station boys and spend Sunday at the Garsides; and now heading homewards towards the relaxed quiescence of the Broadcaster Office. As I may have mentioned in erst-while columns, I wonder if I'll be able to keep up the pace when I'm middle aged.

Next we foregathered at the Gaetz for a stirrup (make that parachute) cup with Gerry and Frances, Don (CHED) MacKay and Dick Rice, before the latter drove me to the air port for the Calgary plane.

In Calgary it was dinner at their Petroleum Club with CHCT-TV's John and Nancy Battison. Then I paid a visit to gaze at and admire the fabulous house Harold Carson has built, with its power driven drapes in the charming living room which only lacks an intercom system so that Harold and Anne can talk to each other from opposite corners.

Monday I saw Don Hartford return to CFAC after spending Christmas and New Year's in hospital, following a heart attack early in December. He is fit looking, and happy to be back, naurally. He has to take it easy though.

TIPS FOR TELECASTERS

Lunch was with Gordon and Jim Love and Gordon Carter in the pleasant dining room on the lower level of CFCN's new studios. Jim took me out to see the CHCT-TV plant, which has been making haste — slowly and satisfactorily under the Gordon Love presidency (Harold Carson is the company secretary) — as a strictly film operation. Now that this is running smoothly, they feel they are ready for a studio, with a camera, one that is bolted securely to the floor, the president insists. Ask him about plans for a portable unit for remote telecasting, and he will snort something about fire engines. Ideas like that have to be laughed out of court, Gordon says.

Gordon Love's advice to people who are looking over other TV stations prior to equip-

WESTERN HOSPITALITY

There's something quite depressing about arriving at an air port and wending your way to the hotel alone, in my book. But this situation did not arise on this trip. My late landing at Saskatoon, notwithstanding, there was Maggie Morrison, CFQC promotion director, waiting to drive me to the Bessborough, and on to the Blair Nelson's for the evening.

News director Godfrey Hudson drove me to the plane Saturday evening, and I was met in Edmonton by Gerry Gaetz, and Tiny Elphicke who was on his way back to Vancouver after a CARTB board meeting in Ottawa. I was just in time to join them and some friends for dinner at the Petroleum Club.

Next day, Sunday, it was lunch with the (CFRN) Rices, and an excursion to the transmitter for a look at the tower that sends out AM, FM and TV signals all at the same time. (Dick has promised me the lowdown on this unique set-up, and I'll be handing it along as soon as it arrives.)

CHLT
FRENCH
900 Kc. 1000 Watts

**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships

Quebec

CKTS
ENGLISH
1240 Kc. 250 Watts

Representatives

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

ping their own is not to look at the gear they are using in the studios, but rather at the stuff they bought and are now storing out in the barn.

WESTWARD EVER WESTWARD

Monday evening I took off for the big hop to the coast, and ate my dinner over the Rocky Mountains. I guess they were there. It was dark though and I couldn't say for sure.

I got off the plane in Vancouver to find that Tiny Elphicke had raced home from Edmonton in time to drive out with Lena and welcome me to the coast. This was Monday night. Tuesday was spent mostly puttering, and then Wednesday I was escorted by Tiny and Sam Ross over the Gulf to Nanaimo — they have bars on the boats now in case you are interested — from where we drove to Victoria, the Empress and the winter meeting of the BCARTB.

The flight back from Vancouver to Winnipeg, over the Rockies, was something to write home about. I took over a dozen color shots, which haven't come back from the finishers yet. If I don't back you against a wall next time I see you and make you look at them whether you want to or not, don't say anything, because it'll mean they didn't come out.

Sunday at the Garsides . . . oh I mentioned that, didn't I? Lunch at the Winnipeg Carleton Club with Les Garside, Bill Speers of CKRC, Lloyd Moffat of CKY — that was the Monday agenda. And then the Super-Connie — this Super-Connie chugging along at over 300 miles an hour to bring me and the column home to Toronto, to be met — yes met again — by my own car, the good old *Flying Bedpan*, propelled by our own Bob Mowat.

It was a swell trip. I'll probably be seeing you in the over-matter.

GERMANY CALLING

When the Penticton V's carry the torch for Canadian hockey in this month's world hockey tournament at Dusseldorf, Germany, CKOK sports editor Dave Roegele will be taping play-by-plays and airmailing them back to the home town.

Dave flies over by TCA, leaving Montreal February 19. He will arrive in Dusseldorf in time for the seven play-off games.

In addition to this, Dave will file with BROADCAST NEWS a daily five hundred word story which will be made available to all BN subscriber stations.

MEET WENDY WARREN

The American BMI has just seconded Margaret Hood (she's CKY Winnipeg's Wendy Warren) to talk to the west coast US broadcasters in the BMI Pacific program clinics which are getting under way right now. Her title she disclosed in a chat at the CKY studios when I was in Winnipeg is *Radio Programming Theory of Relativity*. I double checked but that's what it is. Together, Margaret and I deduced that what it means is — "The application of common sense to daytime shows." I thought of asking why 'n' hell they didn't say so, but forebore.

Whether she's being Wendy on the air or Margaret between times, this gal's strong point is talking. While this might be said to apply to almost any member of the privileged sex, Margaret Hood carries it to extremes. For example, in the city of Winnipeg alone there are 935 women's organizations. She doesn't call on them all every month, but she figures she visits upwards of a hundred and twenty of them each year. At Christmas it was the Scottish Literary Society. New Year's she dropped in on the Burns Club of Winnipeg. (CBC taped the proceedings for broadcast by the BBC next year but didn't let on until it was all over.) This month it's the Canadian Legion.

Visits to community centres and

settlements are seldom off the agenda. These give Margaret a chance to tell women who are not too well blessed with wealth how to stretch the budget.

As Wendy Warren, she does three daily shots on the air. First there is *Tune To Win* which I was rash enough to refer to as a "Casino type show", to be told that it is entertaining too. This runs one hour and ten minutes daily, in seven ten minute segments, which are all sold.

Then she does one called *Home Bakers' Quiz* a five minute shot for Lake of the Woods Milling Company.

Finally, in the afternoons, it's *Let's Listen To Wendy*, in which she talks about just about everything except food, to just about everyone

who drops in, from virtuosos, to just plain listeners who want to see what she looks like.

Three programs a day are taken in her firm but dainty stride, but, she insists, the important thing is getting to her groups — the Masons, the Canadian Legions, the women's organizations and anyone else who asks her.

Somebody turn on the vacuum cleaner and put it by the bed. I can't sleep without the noise of a plane. Oh yes and buzz me if you hear anything, won't you?

Forms Close March 2
for
CARTB ISSUE — March 16

It's a fact! Over 86% of all purchases are influenced by women. We're happy about it, because we can influence them as long as . . .

IT'S A WOMAN'S WORLD



. . . with the "Joan Pritchard Show", daily at 11 a.m. and 2 p.m. For full details contact All-Canada Radio; in U.S.A., Weed & Co.



CFPL radio dial 980

more homes

CFNB IN NEW BRUNSWICK

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

NEW BRUNSWICK'S MOST LISTENED TO STATION

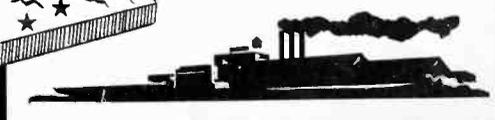
Get the whole story from our reps:
ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. in U.S.

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

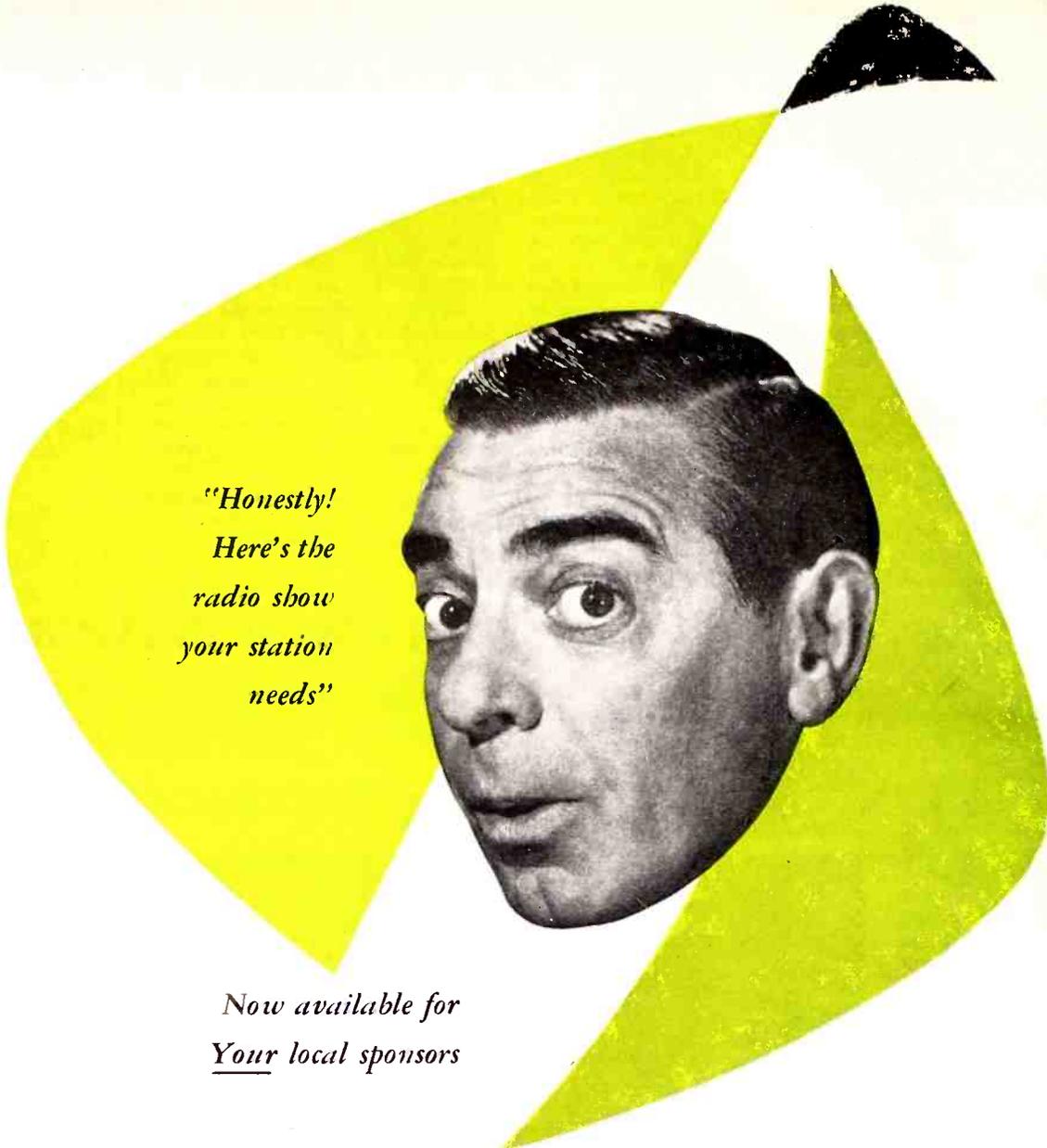
- CHWK CHILLIWACK
- CJDC DAWSON CREEK
- CFJC KAMLOOPS
- CKOV KELOWNA
- CHUB NANAIMO
- CKLN NELSON
- CKNW NEW WESTMINSTER
- CKOK PENTICTON
- CJAV PORT ALBERNI
- CKPG PRINCE GEORGE
- CJAT TRAIL
- CJOR VANCOUVER
- CKMO VANCOUVER
- CKWX VANCOUVER
- CJIB VERNON
- CKDA VICTORIA
- CJVI VICTORIA



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



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



*"Honestly!
Here's the
radio show
your station
needs"*

*Now available for
Your local sponsors*

The EDDIE CANTOR Show

every week
5 BIG
half-hours

starring
EDDIE CANTOR
with
JIMMY WALLINGTON

plus
4 great, new
SINGING STARS

and
Big 18-piece
ORCHESTRA

Here's the happiest show on radio . . . and it's just the answer to your station's need for appealing, new programming. So act now . . . put the great Cantor name to work for you *five times a week*. It's easy to sell . . . it's easy to promote.

Write, wire or phone your local All-Canada Man now to set up an audition. For complete information on this rollicking, new comedy show, phone today.

*Every show complete on the disc—
no production work needed.*

**ALL-CANADA
RADIO PROGRAMS**

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

REMEMBER THE REGULARS

By Alan Chadwick

LET'S give some thought to our regular customers! Have you ever noticed that nearly all the big guns of radio and TV advertising seem to be aimed at prospective customers rather than existing ones? They are apparently not designed to keep customers -- but merely to replace them.

The general theory appears to be "Let's grab as many customers as possible from "Wuffo" and "Snuffo" so that we can at least be sure of maintaining last year's sales volume, even if we don't increase it." Needless to say, both "Wuffo" and "Snuffo" will be sniping away in their advertising at competitors' customers at the same time that their customers are being tempted away to fields that look a brighter shade of green.

The present vogue for coupons, which enable the product to be obtained either free or at a greatly reduced price, is another example of advertising which attracts business from new users and does little to build up the confidence and goodwill of old ones. While the coupons are on the market they tend to attract users of that particular type of product away from competitive brands, but as soon as the offer is withdrawn many of these "new customers" return to their previous brand. The effect of the coupon offer on an old, regular customer is not usually good. When a box of detergent has been bought every week for 39 cents, the arrival of a coupon entitling the owner to purchase the same size package for only 19 cents does not result in the purchase of two cartons by the regular customer on the following week.

It usually results in a lower profit on this sale by both manufacturer and dealer and causes the customer to wonder whether the regular price of 39 cents is too high when obviously the manufacturer can afford to cut the price whenever he feels like doing so.

OLD CUSTOMERS ARE RIGHT TOO

Looking at the advertising picture as a whole, it would appear that the major part of radio, television and consumer publication budgets are used almost exclusively to influence new customers while the regular customers, those neglected people who provide most of the black figures on one side of the balance sheet, are left to the public relations department and the service depart-

ment to look after. The one big exception being the annual calendar a "repeat business encourager" which is very grudgingly allowed a small spot in the advertising budget.

Take a look at an average sample of cigarette TV advertising. The viewer is asked to "Try X-Brand to-day for an amazing taste treat." He already smokes X-Brand. He likes them but has never experienced the "amazing taste treat". He also wonders whether Z-Brand with the "revolutionary supersonic filter tip", which he saw featured in the last commercial, might be better for his throat. He would rather like to be assured that his old friend X-Brand is still the good cigarette he has smoked for years.

In most appliance commercials the inference is that the user has an old, beat-up machine which has been a source of trouble, inconvenience and expense ever since its purchase. This monster should of course be traded in at a "much more than its worth" allowance on a revolutionary new *Super Magic Wizard*. Let us pause for a moment, hat in hand, to consider the thoughts of the owner of an old model *Magic Wizard* when hit by the impact of this type of advertising appeal.

For the amateur mathematician there is fun in adding up totals of users from sales figures given by some advertisers. It is intriguing to find that only four advertisers' sales total 360% of the whole market while sales of "other leading brands" total 40%. Truly a giant economy size 40% market!

This wizardry with figures will not impress the old customer. He would rather know about improve-

ments in the product which keep pace with the attractions offered by competitive brands.

SWITCHERS BEWAILED

Advertisers often bewail the fact that consumers are fickle and apt to change brands at the drop of a hat (or a price). Is it any wonder, when day in and day out they are subjected to strong, repetitive advertising via powerful media, mostly slanted so as to plant the idea that they should change their brand?

It costs money and time to find and train good salesmen. So most companies do everything possible to keep their salesmen. They know that although advertising will attract more new salesmen whenever they are needed, it is less expensive and more sales result when salesmen do not leave to join competitors after a few months' service. Yet many of these same companies do just the opposite

Continued on page 16

Give Your Campaign

MORE DRIVE IN 55!

ADD

CKBI

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

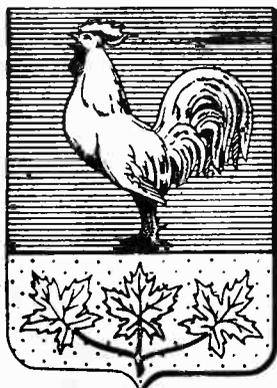
1954 Interim Wheat
Board Payments put over
one million dollars into
the pockets of local
farmers.

CKBI

PRINCE ALBERT

Saskatchewan
5000 WATTS

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

120,000

Happy
Listeners

In
This
Area
Stay
Tuned
To

680

for the best
in radio entertainment

CHLO

LONDON and ST. THOMAS

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





INCREASES YOUR SALES IN WEALTHY NORTHERN ONTARIO

In this rich area only the 3 "Northern Stations" penetrate "The Market Behind the Wall". Outside station reception is inconsistent sometimes impossible. Make your advertising dollar do more by using

CFCH

NORTH BAY

CJKL

KIRKLAND LAKE

CKGB

TIMMINS

No television reception in the North



Remember the Regulars

Continued from page 15

with their customers. Large amounts are spent on advertising designed to attract new customers but never a word is slanted to the old ones who are expected to provide constant repeat business.

IT PAYS TO DEMONSTRATE

One big advantage of TV advertising — the opportunity of being able to give effective demonstrations of the product in the home — is still being ignored by some advertisers who replace demonstrations with imaginary benefits, fantastic claims or knocks at competitors. Such advertising can only have negative results so far as old customers are concerned.

The regular purchaser knows that her wash, although satisfactory, is not more dazzling than new. She knows that she does not have an extra morning or afternoon to play golf because her "Wonda-Shef" prepares her family's dinner while she is out. She is not pleased with the line about the "new low, low price" which she is willing to believe may be a big saving on the price she paid for the same model six months ago.

The old customer would be interested to see a demonstration of how the product can be used to best advantage — and for that matter so would the new prospective customer. This brings us to an indirect but important function of advertising.

BRANDING BREEDS BELIEF

Even after an advertised product has been purchased, pride of ownership must be kept at a high level if

recommendations to new users and repeat business is expected.

A friend of mine bought an out-board motor made by a reliable but comparatively unknown manufacturer. He was delighted with its performance, its appearance left nothing to be desired, gas consumption was low, its trolling speed was a fisherman's dream and its ability to start on the first pull was extraordinary. His pleasure lasted until the day a party of relatives went out in the boat with him.

Said relative number one "What make of motor did you buy?"

"Never heard of that make" said relative number two. "Why didn't you buy a *Searude*?"

"Hope we don't get stranded out on the lake" said number three. "These cheaper makes aren't so reliable."

"How will you go on when you want parts?" chimed in relative number one.

After ten minutes of this my friend could almost imagine he heard a stutter in the motor and was beginning to regret his purchase.

Fortunately, just like the testimonial ads, this story has a happy ending. The following week the manufacturer of my friend's motor started to advertise using the kind of copy that provided the facts needed to quieten criticism.

A well-known oil company recently used a heading for its newspaper advertisements which invited the readership of its own customers only. This idea was unusual, and although I am not one of this company's regular customers, I read the ad and I am sure many other prospective customers did also. Here is

an oil company spending a worthwhile part of its budget to reach its regular customers. Judging from some of the campaigns of its competitors . . . "Try the ALL NEW", "Switch to-day" etc., they doubt whether they have any regular customers.

RETAILERS REMEMBER REGULARS

Few retail businesses neglect to slant at least a good share of their advertising to regular customers. The big national advertisers seem to be unique in their preoccupation with the new customer. Ideas which appeal to the old customers as well as the new are almost unlimited: Hints on how to get the best service from a product already purchased; suggestions and reports from other users; information on service available; new additions to the line; recipes and formulae (for a good example see Kraft advertising); even blunt suggestions that now is the time to buy another one for a gift.

As many nationally famous advertisers have proved — it pays to remember old friends. Why should not more of the "big guns" of advertising be aimed at the advertiser's own regular customers instead of at those of competitors?

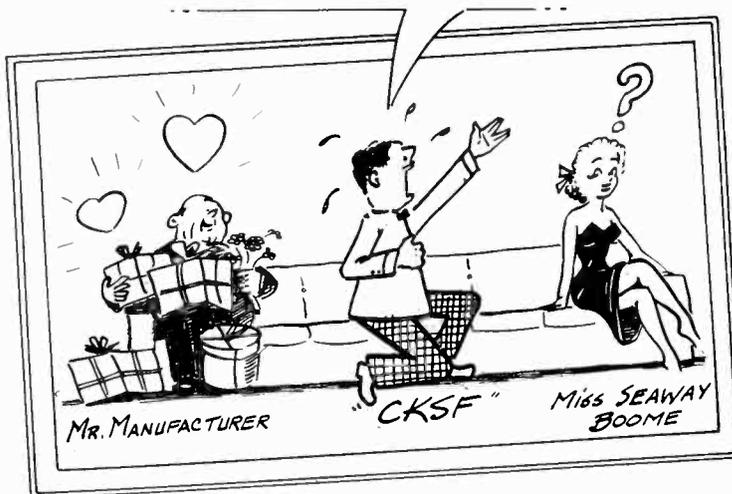
CKLB WINS AWARD

The "Golden Man and Boy" Award, from the Boys' Clubs of Canada for community service has been won by CKLB, Oshawa. The trophy was presented to Al Collins, president of CKLB by Ed Mitchell, regional director of the Boys' Clubs of Canada at the annual meetings of the Women's Welfare League of Oshawa in January.

When making the award Mitchell pointed out the splendid public service work of radio in Canada as a whole, and of CKLB, in particular. He said that this was only the third time the award had been made to a Canadian radio station, and the first time in Ontario.

Most of CKLB's boys' work has centred around the activities at Simcoe Hall Settlement House, a Red Feather service in Oshawa. The Settlement House has a minor basketball league which has over 180 members ranging in age from 8 to 14. In addition to sponsoring a team in the league (The CKLB Cagers) the station broadcasts play-by-play accounts of the games played every Saturday morning. CKLB has also helped publicize boys' work projects such as National Boys' Week.

WILL YOU BE HIS VALENTINE ?



--- "two's company" we well know and the two of you might conceivably get along without us — but — as we get a lot of innocent fun out of playing cupid in cases like this — may we remain in the picture?

REPS: HORACE N. STOVIN (CANADA)
JOSEPH H. MCGILLVRA (U.S.A.)

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 & Towndrow, Toronto & Mont.
Donald Cooke Inc., United States
John N. Hunt & Assoc., Vancouver, B.C.

CKVL increases power from 1 to 10 kw.



- transmitters supplied by **Marconi**

New Power enables Radio Station CKVL Verdun to greatly increase potential listeners.

CKVL began operations in 1946 with a 1000 watt Marconi transmitter. Recently, the Station decided to modernize and obtain greater coverage. Again, CKVL looked to Marconi.

Marconi, through its exclusive affiliation with Gates Radio Company installed 2 new 10 KW Gates transmitters and 3 tower phasing and antenna tuning equipment . . . the finest available. The new type of tubes in the transmitters effect a line load reduction averaging 3 KW per hour. Maximum power output 10,500 watts with a load of 40-280 ohms. Ultra modern design means front doors may be opened without operator being exposed to high voltage — means tuning, checking and manipulating of all operating functions can be done without disrupting carrier.

BROADCAST & TV STATION EQUIPMENT DEPT.

Marconi



CANADIAN MARCONI COMPANY

CANADA'S LARGEST ELECTRONIC SPECIALISTS

GATES transmitters lower operating and maintenance costs

- ★ complete units save days of installation labour.
- ★ tube cost reduced by one half that of earlier equipment.
- ★ more efficient cooling.
- ★ designed for easier servicing and maintenance.

If you're planning a new station, or if you're planning to add to your present facilities, the Marconi Engineering Consultant Service can be a great advantage to you.

This service makes available MARCONI specialists who will inspect your proposed operation and recommend the type and size of equipment that will most adequately and economically meet your specific requirements.

SEND THIS COUPON TODAY!

Broadcast & TV Station Equipment Dept.
Canadian Marconi Company
2442 Trenton Avenue, Montreal.

- Please send further information on Gates transmitters.
- We would like further information on how your Engineering Service can be of assistance to us.

NAME

ADDRESS

CITY PROV.

(ADVERTISEMENT)

CJCA SALES MANAGER



CAMERON PERRY

Broadcasting Station CJCA, Edmonton, announces the appointment of Cameron Perry as Sales Manager.

Mr. Perry has been active in radio for nineteen years as announcer, production manager and sales manager.

After seventeen years with CJOC, Lethbridge, he transferred to CJVI, Victoria in 1952, and was moved to CJCA, Edmonton, in December, 1954.

Ad and Sales Club

WATSON OUTLINES AD CLUB GROWTH

False Beards For Founders At Founders' Day Rally

By Alan Gayfer

Twenty-seven years ago, nine energetic young men founded the Advertising and Sales Club of Toronto. On January 25, these same men came together at the Club's Founders' Day Rally, held in the Ballroom of the Royal York Hotel, Toronto. Few, however of the rest of the gathered members could distinguish one from the others. That was the \$64 question, or rather the \$85 question, for the man who could identify the most would gain an \$85 Gruen watch. The difficulty was that they were all dressed alike, with false beards, wigs and gowns!

Stu Ballard, who donated the Gruen, gave his time to the Salvation Army, represented by Major Arnold Brown, national publicity officer. He compared the Ad Club's work with that of the Army, saying that their business was with people, and that he was pleased to say the Army was still Gruen, and that he was grateful indeed for this opportunity of time by Gruen. The proceedings were being broadcast over CKEY.

A farewell was said to Al Alexander, Advertising manager of Gestner duplicators, who said he was leaving for other parts. In fact he was still going to live in Ontario, but Ontario, California. Al introduced the guest speaker, Charlie Watson, O'Keefe's vice-president in charge of public relations, and one of the Club's founders. Charlie had chosen as his topic, "Why I Belong to the Ad Club".

"I believe," he said, "that the pur-

poses of this club are the same as when we founded it back in 1928, namely, that we in the advertising trade, profession or craft, may work for our common good and for the good of the community, by getting together regularly to exchange views and ideas.

"We were known" Watson went on, "as the Ad Round Table, in those early days, for we used to meet in a hotel, sometimes in the evening, sometimes for luncheons. We few would gather after the meal, in a bedroom, and sit around on the floor, on the bed, or even on a chair, swapping the thoughts and methods that we found had appealed to us, and brought results."

Watson said that in those days, they aroused much irony among older members of the profession. These older members, he said, had organized such a club before the first world war, and had gone broke

as the result of trying to organize a World Convention. This era in the early life of the present Ad and Sales Club was known, he said, as the "You-guys'll-loose-your-shirts" era.

A BIGGER OUTLOOK

He said that once the embryo club had proved its ability to survive, a process almost of belittlement became popular among the pessimists. Watson said that the favorite comment was, "You're just a direct mail group" which was intended to crush the founders entirely. In fact, he pointed out, Direct Mail is now a major medium in the advertising profession, and one the application of which often has far-reaching consequences.

"Soon after this," said Watson, "we began to realize that advertising men can never do anything in a small way, we had simply got to be big in everything we did. So we decided to venture into the field that had ruined our predecessors and hold a world meeting of direct mail men. We named it the Big Show, Watson added, "even having our own private newspaper called THE CHISELER. In the show two features stand out in my mind, Ken Anderson of Walshes giving a mime of Prince Muskoka, and the lampooning of CBC, then the CRBC. I distinctly remember that we predicted the end of the Commission within one year. And that was 20 years ago, which only goes to show that we were not right all the time!

SALESMEN MOVED IN

"But despite all our meetings, and the discussions we had, trade in those days was a hard proposition, and selling goods, or keeping in business, if you like to look at it that way, meant more than just advertising," Watson continued. "The days of the depression and the years that followed in the mid thirties were hard ones for Canada. Soon salesmen and advertising men of that era were to be heard greeting one another with "Didn't I see you at the Ad Club yesterday?" Weekly or monthly meetings became planning centres for the space and time salesmen. The day, or the afternoon even, following the meetings would find a stream of salesmen coming into your office with the inevitable greeting, wanting to sell you their space."

Then, said Watson, the Ad Round Table became changed to the Advertising and Sales Club of Toronto, and the Club began to develop its field of endeavour by the series of "splendid courses" the first of which was begun by Alec Phare. Later, Watson said, a course in Public Relations itself sprang up in the University Extension Department under Dr. W. J. Dunlop. Sales courses run at the University he pointed out have seen as many as 800 registering at the Convocation Hall, such was the attraction of "the sales profession which has made so much difference

Continued on page 20

BIG?

YOU BET!

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

263 communities in Eastern Ontario listen to CKLC!

CKLC is first choice by far among local advertisers!

Kingston's only station surveyed by BBM

To SELL Kingston and Eastern Ontario You MUST Use

CKLC KINGSTON, CANADA

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

HIGHEST Number of Radio Homes

LOWEST Cost Per Thousand

OF ANY STATION* IN SASKATCHEWAN

(B.B.M. - 1954)

*(Private Stations)



CKCK REGINA

Representatives: All-Canada Radio Facilities

At WLAU, 250 watts, Laurel, Mississippi "EVERYONE IS SOLD ON THE AMPEX 600"



Every week WLAU pays an "Ampex visit" to a different county school for a program called "Salute to Jones County Schools".

"If the Ampex 600 were paid a salary, the figure would run into the overtime column every week. It is used by the salesmen, announcers and the sports man. Everyone is sold on its performance and it's especially popular because it is so light and easy to handle. Since the success of a small station greatly depends on good local programs with the personal touch, we feel the Ampex 600 is the practical and economical answer to a real need."

Norma H. Leggett

Mrs. Norma H. Leggett, Manager
Radio Station WLAU, Laurel, Mississippi



For the grand opening of Sears Roebuck's newest and finest store in Mississippi (in Laurel), the Ampex 600 taped an interview with every department head.

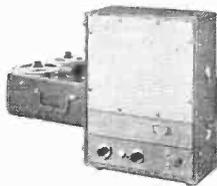


Our program director interviewing the manager of Jones County Auto Sales at the showing of the new 1955 Mercury. We taped every new car showing in Laurel.

Broadcast stations of 250 and 1000 watts are today discovering that for them too the Ampex Standard of Excellence pays for itself.

Ampex 600 portable tape recorder

Weighs just 28 pounds and has the Ampex standard of quality, reliability and durability throughout. Prices are \$669.80 unmounted or \$733.00 in portable case.



Ampex 620 portable amplifier-speaker

The perfect monitoring and demonstration unit, matches the 600 in quality, size and appearance, costs \$201.10 in portable case.

Ampex 350 studio tape recorder

"The big Ampex" — versatile, adaptable and durable, uses large or small reels, 7½ and 15 in./sec. tape speeds and connections for remote controls. Prices are \$1620.73 rack mountable and \$1768.68 console.

Signature of Perfection in Sound



Distributed in Canada by
ELECTRONIC EQUIPMENT DEPARTMENT

CANADIAN GENERAL ELECTRIC COMPANY LIMITED
830 LANSDOWNE AVE., TORONTO, ONTARIO

Mr. Advertiser

Have you any one salesman working the south shore of Nova Scotia who can devote one half hour at each home to selling your product and still make 13,090 calls a day for a maximum daily cost of \$27.00?

If you have, read no further

To those who are still with us may I say that just such a salesman is available to you.

CKBW BRIDGEWATER

is invited into 13,090 radio homes on the south shore of Nova Scotia every day of the week.

CKBW invites you to visit with them and tell your story to their friends.

SALES REPRESENTATIVES
FOR A DISTINGUISHED GROUP
OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

Ad & Sales Club

(Continued from page 18)

to the development of this continent." He added that over 17,000 had attended the Club's rallies.

But Watson deplored the fact that here in Canada, when speakers were sought for the rallies and luncheons, too many prominent "big names" were brought in from over the border. Whether speaking to rallies or to lecture courses he said, there were many Canadians who were admirably suited to the tasks, without bringing in visitors, however welcome they might be otherwise. Meaty talks on selling

to Canada were an imperative need, he felt.

CLUB MUST LEAD WAY

With the development of a national consciousness, Watson said, the membership of the Advertising and Sales Club of Toronto should develop a consciousness of their position in society and business representing a fine profession. They must be the leaders, he said, in all the fields of public service, giving of their time and ideas to serve the community whenever possible without needing to be asked. This is the Where-Do-We-Go-From-Here era, he said, and in this way, still fulfilling the original aims and ideals of the Club, Watson felt that it could look forward to a future as bright and full of vigor as its past.

Dr. W. J. Dunlop Ontario Minister Education, himself a life member, then presented Watson and his colleagues Noel Barbour of CHATELAIN, Roydon Barbour of Presentation of Canada, Hall Linton of MACLEAN'S, John Love of MARKETING, Jim Patterson of Stanley Manufacturing, Ross Purves of SATURDAY NIGHT PRESS, and Scott Stockwell of MacLaren Advertising with engraved pewter mugs. The ninth founder, Jim Anderson of R. C. MacLean, Ltd., was unable to be present.

One more point, the Gruen watch for the man who guessed right; Jim Knox won it from a group of others who all saw through the same number of disguises. In fact there had to be a draw to decide the winner. Art Pinard of Sherwin Williams Paints presented it to Jim amid the glare of press cameras, including one from CBC television.



STANDARD OF THE INDUSTRY

...in Transcription Turntables!

RCA Transcription Turntables have been engineered to meet the continuing demands of Canadian Broadcasters for the highest quality reproduction of broadcast transcriptions. Two units are shown here. The RCA Type BQ-70F is engineered to play all three speeds, the RCA Type BQ-1A is a fine groove turntable only. Both are ruggedly built to give years of satisfactory service.

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



RCA Type BQ-70F (3-speed)



RCA Type BQ-1A (33 1/3 and 45 r.p.m.)

"BROADCASTING IS OUR BUSINESS"

ENGINEERING PRODUCTS DEPARTMENT
RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30



STRIKE OUT!

Wouldn't it be awful if the CBC was forced off the air by the strike, and nobody noticed?

• • •

PLATITUDIANA

It isn't the things we don't know that get us in trouble. It's the things we don't know we don't know.

• • •

MAIL BAG

Sir: Your column performs a great public service, illustrating as it does the fact that there is no problem — international, national or domestic — which cannot be sloughed off in a three line gag.

—Observer

• • •

BCARTB HANGOVER

Dear BCARTB: After you'd finished discussing the commercials, it did occur to me that you might have given the teensiest thought to what goes between them.

—Me

• • •

ELDORADO

What disc jockeys need to beat TV is conversion to natural gas.

• • •

ADVICE TO REPS

Tell the agencies those things they think their clients want to know which the stations are willing to disclose.

• • •

KEEP IT DIRTY!

Speakers scheduled to speak at next month's CARTB Convention are hereby warned in advance that the only way to avoid saying anything which will offend is to stay home.

• • •

PROFESSIONAL JEALOUSY

Romuald Bourque, M.P., says his ten thousand a year is peanuts compared to that other comic, Jackie Gleason's seven millions.

• • •

HOW CLEAN IS CLEAN?

We have it from Walter Dales that Police Chief Drapeau is making such a good job of curbing vice in Montreal that it is doubtful whether the CARTB will ever be able to hold a convention in the P.Q. metropolis again.

TV HAS OWN HALF DAY AT CARTB

Five TV Directors May Sit On Board

Privately owned television stations will for the first time have a full half-day to discuss TV problems and plans at the annual meeting of the Canadian Association of Radio and Television Broadcasters at the Chateau Frontenac in Quebec City, March 21st to 23rd. This was decided at a meeting of the CARTB's board of directors in Ottawa in late January. The board also ratified an amendment to allow for the election of five television section directors. This amendment will be submitted for membership approval at the annual meeting.

A poll taken among the television member stations resulted in a decision not to have a special speaker for the TV section meeting. Instead, the members of this section will have a discussion on the many topics on their agenda. These include local versus national rate cards; standard forms of rate cards and contracts; the relationship between network and selective rates and vice versa; network programming, and personnel problems and training.

ANNUAL AWARDS

The Annual Dinner will, as in previous years, be the scene of the Awards presentations. Awards to be presented are The John J. Gillin Jr. Memorial Award for community service on the part of a CARTB member station; The Col. Keith Rogers Memorial Award for a contribution in the field of radio engineering and the Pioneer Club and Quarter Century Awards for long service in radio.

The Board of Directors decided that the John J. Gillin Memorial Award would remain open to radio stations only and that discussions be held in the future to set up a similar award for television stations.

SALES PROMOTION POLICY

A new and aggressive sales promotion policy, under the direction of Charles Fenton, the association's sales director will be started. It will be a coordinated general advertising and direct-mail campaign. Roydon Barbour of Presentation of Canada Ltd. presented his recommendations as to the best way the new idea could be carried out. There will be a visual demonstration at the annual meeting of the material to be used in the campaign.

COMMISSION ON COPYRIGHT

As a sitting of the Ilsley Commission on Copyright is to be held in mid-February, the board decided that Jim Allard and Samuel Rogers, Q.C. would present the Association's case. Allard will deal with the factual presentation, which is already in the hands of the Commission, and Rogers will present the legal aspects of the brief.

In conjunction with the Director's Meeting, extensive negotiations were carried out with CAPAC concerning settlement of 1955 copyright fees for television section members. The Board accepted the proposals submitted as a result of these negotiations.

NEW MEMBER STATIONS

Application for membership was approved for CKLG, North Vancouver and CKGR, Galt bringing the radio membership of the Association to 124. An associate membership application from James Alexander Ltd., radio representatives in Toronto was also approved.

AGENCY FRANCHISES

Six advertising agencies were enfranchised: Donald H. Copeland Advertising Ltd.; Roland Beaudry Ltd.; Brooks Advertising Ltd.; John McKenney Bingham Ltd.; Atherton and Currier Inc.; and Payeur Publicité.

HUMAN RIGHTS COMMISSION

On the recommendation of the Board, a presentation of the Association's views on the legal protection of news sources is being forwarded to UNESCO. The UNESCO Commission on Human Rights is undertaking the study of the views of various individuals and organizations on the subject of an International Code of Ethics for Information Personnel which will be presented to the United Nations Organization.

The gist of the CARTB's recommendation is that, in the interest of a well informed public, the widest possible sources of information must be made available to the publishers of news material, and that such publishers should not be required to divulge their sources of information.

CFOR

ORILLIA



CENTRAL ONTARIO

Ask For Facts

STEPHENS & TOWNDROW

TORONTO - MONTREAL

HERE'S NEWS...

... that wins awards! Here's a NEWS SERVICE (with 3 international awards) that wins listeners for a top rated prairie station . . . and also wins buyers for advertisers!

Contact: RADIO REPS - Canada
ADAM J. YOUNG, JR.,
U.S.A.



THE RADIO HUB OF SASKATCHEWAN





FROM
MICROPHONE
TO
CONSOLE

Northern
Electric

COMPANY LIMITED

44 BRANCHES THROUGHOUT CANADA

*I*N designing equipment for broadcasting, Northern Electric aims at producing top quality equipment at a reasonable cost. In order to do this, five factors are considered.

- (a) To provide equipment with the highest degree of flexibility to meet as nearly as possible all requirements from simple to complex operations and in addition have all the facilities where requirements are "special".
- (b) To work out mechanical and electrical layouts which permit easy access to all parts of the equipment for servicing. Easy access ensures regular servicing.
- (c) To conservatively rate all components to ensure long trouble-free life with high performance.
- (d) To produce designs in accordance with today's streamlining trend but with a sufficiently conservative touch so that equipment will remain pleasing in appearance in the years to come.
- (e) To translate the design ideas, by means of skilled craftsmen, into products of the finest workmanship.

For stations interested in equipment that is reliable, well made, outstanding in performance and at reasonable cost, please contact the Northern Electric Company Limited.

1051-6

BEST WISHES TO W.A.B. (ENGINEERS)

LOCAL STAFF AND LOCAL SPONSORS

Saskatoon-TV Stresses Saskatchewan

By Dick Lewis



When Ted and Corny are let loose, anything can happen, and usually does. Between filmed orchestral numbers, these two crazy deejays, staff announcers at CFQC-TV Saskatoon, play the fool. In this instance it looks like pool.

Local business on CFQC-TV is up in volume over the total of network and national spot after just six weeks on the air. With an estimated nine thousand television receivers in Saskatoon and the area, Blair Nelson, who combines the duties of general manager and sales manager — vis à vis to Vern Dallin, who functions similarly on the radio side — reports a near sellout of class A time and a highly encouraging return from his average broadcast day of eight hours.

Saskatoon merchants are climbing on the band wagon in a big way, with appropriations ranging from \$9.60 a week for a single eight second ID, to a whopping great budget of fifty thousand a year for several program packages sponsored by one enterprising retail concern.

Since the station's opening day, this same sponsor has added five flashes a week, all adjacent to top-rated national food shows.

Jim Razzel, advertising manager of the concern, says: "If we weren't satisfied, we wouldn't be buying more." And the "more" turns out to be their own weekly half-hour cooking demonstration, called *Fun With Food*, which is slated to start a Saturday afternoon weekly run in March.

This sponsor is the OK Economy

Stores, with thirty-eight Super



Timber Jim

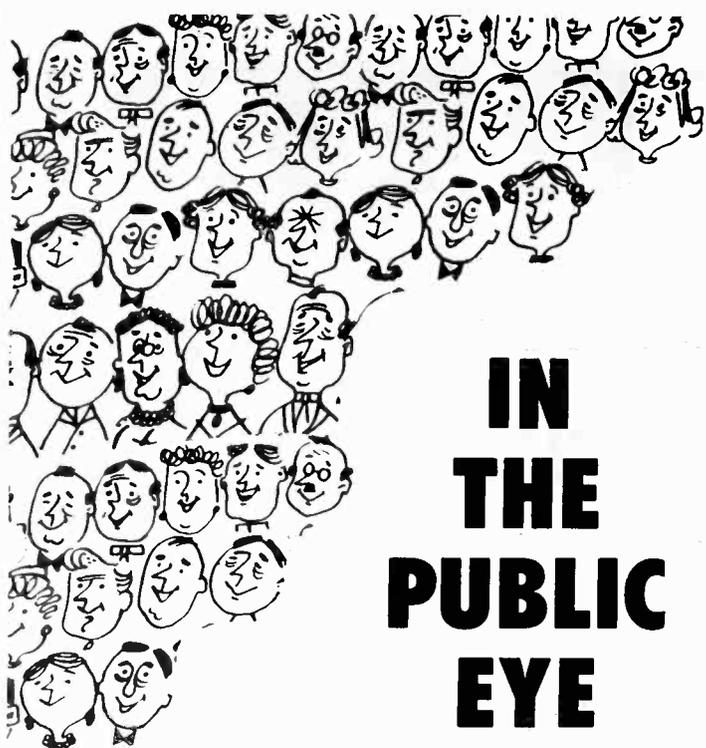
Markets all within reach of the station's signal. This Saskatchewan-owned chain contracted for three features before the station went on the air. These were seven newscasts a week at 6:35 p.m., with commercials of all types — live, film, slide and everything. *Hopalong Cassidy* draws the kids Thursday afternoon at five. Live commercials in conjunction with this are handled by staff announcer Bob Donnelly,

in the role of a traditional Western character, *Timber Jim*, who tastes the products in front of the camera and then recommends them to the youngsters and their mothers. The same evening at nine, they do a complete faceabout and make a serious pitch to adults with the filmed *Victory at Sea*.

ALL SHAPES AND SIZES

A local meat concern, Intercontinental Packers, buys the weather reports four days a week. The Motorola distributor and his dealers sponsor the weekly half-hour film show, *Life With Elizabeth*. An appliance store, Soberg Brothers, has the weekly fifteen minute syndicated *Sport Scholar*. *Favorite Story* is hooked up with Mid-City Motors, Saskatoon's Pontiac dealers. Two Ford dealers had signed up for pro-

Continued on page 24



IN THE PUBLIC EYE

from

HALIFAX to VANCOUVER



**B.C. PACKERS LIMITED and
S.O.S. MANUFACTURING CO. LTD. sponsoring**

"MEET CORLISS ARCHER"



N O W — THE COCA-COLA OF CANADA LTD. sponsoring

"EDDIE CANTOR COMEDY THEATRE"

The Biggest Most Elaborate Syndicated
Film Series Ever Produced



Other Top Ziv Features
Available for Canadian Sponsorship

- ★ "MR. DISTRICT ATTORNEY"
- ★ "I LED THREE LIVES"
- ★ "BOSTON BLACKIE"
- ★ "CISCO KID"
- ★ "FAVORITE STORY"

Consult Your All-Canada TV Film Man Today
For Full Details



Canada's First Television Service Organization

Montreal Toronto Winnipeg Calgary Vancouver

SASKATOON

Continued from page 23

grams, but had to cancel because of the strike. A moving and storage outfit, MacCosham Van Lines, bank-rolls *Your Star Showcase*. Brant Furniture and Beacon Electric team up as sponsors of a weekly fifteen minute live show with orchestra. Also, of course, there are innumerable spots and flashes for Saskatoon and district businesses of all shapes and sizes.

THREE PARTICIPATING PROGRAMS

Both local and national sponsors make full use of three live participating shows which are the main items on the afternoon schedule Monday through Friday. These are *Menu Magic* at four, followed by *Here Comes Alma* at half past four, and then a jump to six for *Ted and Corny At Large*.

In *Menu Magic*, Margaret Dee — actually Mrs. Vern Dallin making full use of her University of Saskatchewan dietitian's diploma—prepares dishes in front of the camera; receives guests from among the viewers, who are given a chance to demonstrate their pet recipes; and acts as general guide philosopher and friend to housewives who try to entwine themselves around their men's hearts by way of the traditional midriff route. One day a professional butcher came on the show to carve up a quarter of beef and explain the intricacies of the cuts to the viewers. Another time Margaret went into considerable detail about the markings on food cans, indicating the grade, size and quality of the goods they contain.

Margaret's kitchen set is fitted with about two thousand dollars worth of the most modern equipment, eagerly supplied by its manufacturers.

Alma Smith, a local writer with a recent contribution to *Chatelaine* to her credit, talks on just about everything, except food, which might interest women. She deals out her household hints, beauty secrets, tips on interior decorating, social notes, receives visits from officers of women's organizations and often welcomes handicraft experts who come to discuss their skills.

Once she had a youngster ride a pony into the studio. It came, with an instructor, from the Saskatoon Children's Riding Club, to stage a demonstration. It did.

HOW TO MAKE A CAKE

Anything goes on *Ted and Corny At Large*. These two screwballs — actually staff announcers Ted Bissland and Cornell Sawchuk — put filmed orchestral numbers on the air, and then, between the numbers, just horse around.

Not long ago, Ted, who is the regular announcer on *Menu Magic* did a burlesque of one of Margaret Dee's demonstrations. He picked on a cake. In deadly seriousness, he mixed up a concoction of ink, vinegar, shavings, sweepings and anything else he could lay his hands on. He "stirred" it, "basted" it, "folded" it, "whipped" it, and went through all the other motions. Then he popped it in the oven, with the heat set just so, and, in due course, produced the finished product. "See," he said, exhibiting a superb looking gâteau. He cut off a slice, ate it with an ecstatic "mmmmmm", and said: "It's easy." And it was too, because it was

a cake his mother had baked, as mothers will, and sent to her absent son, just in case he happened to be suffering from malnutrition.

Sometimes this zany pair steps out of character and goes all serious. Once a week, for example, they conduct a teenage panel, when youngsters express themselves with alarming candor on all manner of topics. One week it was conscription. Now they are planning to debate the fairness of shutting young men, who are old enough to be called into the armed forces, out of the beer parlors. Another time, the kids booted around the question of whether high school dances should be closed affairs, open only to high school students.

PAN-SASKATCHEWAN STAFF

The TV station has its own staff except for news, engineering and promotion.

Chief Engineer Lyn Hoskins and his immediate department run both transmitters to keep both radio and televisions on the air.

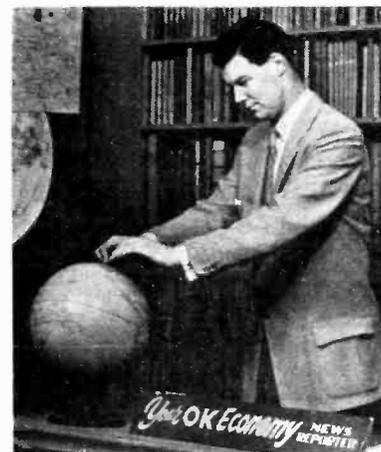
As in the case of radio, promotion for the TV station is in the competent hands of Margaret Morrison who takes her duties so seriously she even meets the trade press at the airport.

The radio station's news director, Godfrey Hudson, is now doubling in Video too, with his staff expanded by three to make a total of fourteen in the Radio-Television News Dept.

CFQC, incidentally, is one of two private TV stations—the other being CFPL, London, — to work on a reciprocal basis with the CBC News Department. Besides *News Reel*, the CBC supplies these two stations with about four hundred feet of news film a day, and the stations reciprocate by providing the CBC with whatever part of their own output is felt to be of national interest.

The station has two local salesmen. They operate under Blair Nelson.

Production is in the hands of Walter ("Spike") Rowanow, native Saskatonian of Ukrainian descent, who came from the drama department of the University of Saskatchewan. Spike tried the bright lights of New York once and didn't like it;



LES EDWARDS INTRODUCES THE NEWS as the OK Economy Reporter.

then he went to Windsor and took his Master's degree at Assumption University.

Spike has a staff of ten announcers, operators and other technicians. Besides the chief engineer and his aides, Hudson's news department and Maggie Morrison's promotion machine, CFQC-TV has a roster of twenty-three full timers. With two exceptions they are all natives of the Province of Saskatchewan.

TELESCREENINGS

C. K. Morningstar, manager of London transportation commission says that TV has caused a \$96,000 drop in revenue from the buses in the city during 1954.

"More people are staying at home nights to watch TV" he said, "It's the same in transit systems all across Canada."

CKX-TV, Brandon, Manitoba's first independent television station began broadcasting Friday, January 28. Residents of Winnipeg, who at the moment view CBWT are not able to pick up the new channel, but in the Brandon area, CBWT is crowded out by CKX-TV's signal. The area around Portage La Prairie now has two channels.

CHEX-TV, which begins operations on March 15 now has every executive position filled. The posts have been taken over by CHEX radio employees, who will carry out the same tasks in each medium.

Don Lawrie is the Manager, William Straiton the Program Director, Doug Manning the Commercial Manager, and Bert Cobb the Engineer. Jack Weatherwax, former Commercial Manager of CJKL, Kirkland Lake, has taken over the job of Manager of CHEX radio.

Claiming that advertising films being made in anticipation of British commercial TV are being produced in "appalling conditions at cut-rate prices," *Equity*, the British actors' union, has called on its 10,000 members to boycott these films after March 1.

The union is at the moment negotiating contracts for these films, and says the ban will continue until these contracts are completed.

Work has been commenced on the new CBC-TV building in Halifax, which is being built by Foundation Maritimes Ltd. CBHT will move to the new concrete brick and stone building from their present wooden frame former school, late in the year.

CBS announces that the "first 22 inch rectangular color TV picture tube for mass output" has been put into production. The manufacturer, CBS-Hytron Division of CBS has discontinued production of the 19 inch round color tube.

One of the most dangerous fire hazards to day is brought about by the attachment of TV aerials to chimneys, said the executive committee of the Saskatchewan Fire Chiefs' Association at their meeting in Regina in January. They said that wind strain on the aerials could damage the chimney structure so that the house might catch fire from the normal operation of the heating equipment.

The executive hoped that the provincial government would soon pass legislation to protect homes and fire fighters from this type of aerial fixture.

"The CBC is so far behind in ideas, it just isn't doing a thing" says Carroll Levis, Canadian star of British broadcasting, now visiting Canada. Levis, who left Canada in 1936 when he failed to find work here, has become known as "England's Major Bowes" because of his talent shows. His present trip to North America is being undertaken as a survey of TV here in preparation for British commercial TV which he believes will commence by October.

Levis believes that Canada is "being sadly neglected" by the CBC, and that the CBC will not lift a finger to help homespun talent. He has been in Montreal and New York negotiating with TV networks to film talent shows in all the big cities "outside the iron curtain". He said that such films would be sold to TV stations around the world.

Commercials with a double value are a feature of the five-day-a-week weather reports now being sponsored by the Shell Oil Company of Canada over television stations in Kingston, Hamilton and Quebec City. In addition to advertising Shell products, the commercials familiarize viewers with the local Shell dealer by showing him at his station serving customers. Two dealers are shown on each five minute program, one at the beginning and one at the end.

The program over CKWS-TV, Kingston, *The Shell Weather Report*, comes on at 6:40 p.m. between the local news and sportscasts. *The Shell Weather Window* on CHCH-TV, Hamilton is aired at 6:25 p.m. and is followed by the news and sports.

Over CFCM-TV, Quebec City it is called *Les Pronostiques de la Temperature* and the commentary is spoken in French. It comes on at 6:05 p.m. after the local news and is followed by the sports news.

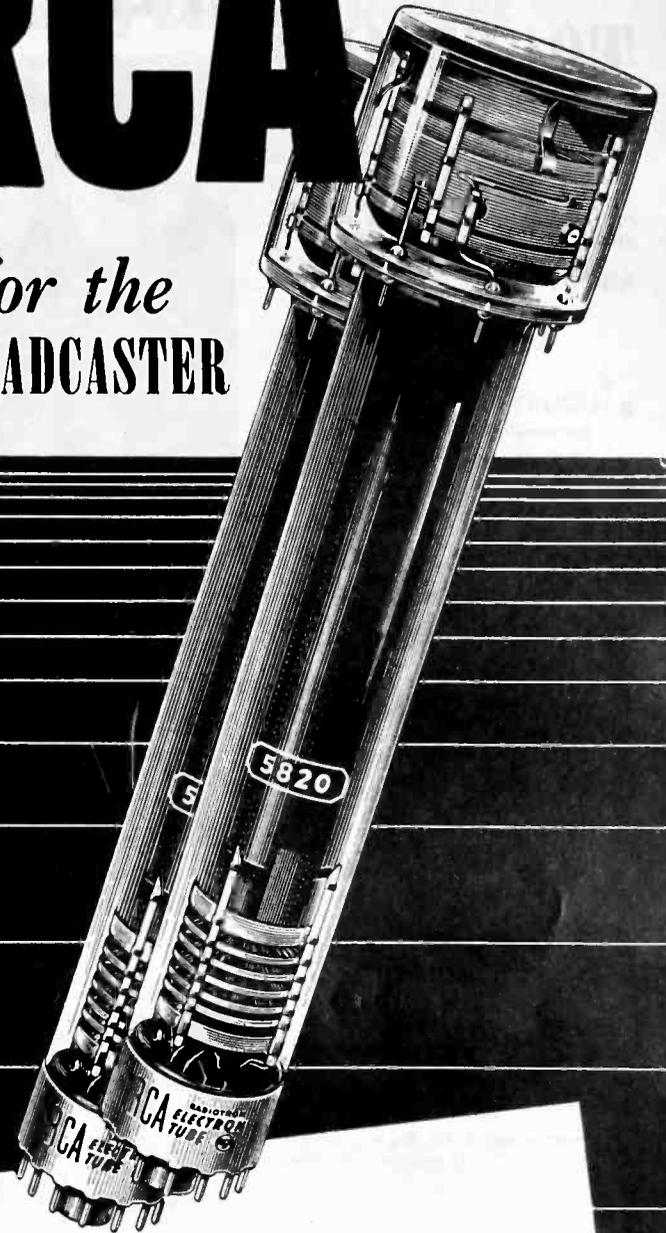
The deal was made through the Toronto office of the J. Walter Thompson Company Limited.

Radio station CJOC and the LETHBRIDGE HERALD have announced that they will form a company in the near future to make application for a license to operate a television station in Lethbridge.

There are two television stations in Alberta now, one each in Edmonton and Calgary.

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for the
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Television Veteran

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

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



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Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
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- **FREZZO-LITE**
Portable motion picture floodlight. Permits one-man newsreel photography.
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Rasky and Lazarus Primed for Action

AN enterprising effort to offer radio-television-film-magazine-newspaper coverage of any events taking place in Europe, which are of interest to Canadians, is getting under way under the guidance of a freelance cameraman and a former CBC-TV news director, both from Toronto, who have pulled up stakes to start their own business, Canada-World Productions, H.O. — Anywhere.

They are Felix Lazarus, one time National Film Board cameraman and Harry Rasky who just left CBC-TV, Toronto, where he has produced the twenty-five miles of 16 mm. film which have gone into *News Magazine*, the CBC's only original production to survive the two and a half years they and it have been running.

The idea is, to quote Harry: "We'll do anything honorable for anybody."

To be specific, the team starts at Dusseldorf, Germany, where they are covering the International Hockey matches for CBC and the *TORONTO TELEGRAM*. Next scheduled stop is Bonn. Here they linked up with the CBC's Matthew Halton for a TV documentary on German rearmament. This will be seen on *This Week*.

Other plans include a descent on Paris — in the spring — to film the current crisis, whatever it may be,

for the CBC, and do a celluloid documentary on Canadian artists for the National Film Board. Then they will visit Canadian air bases at Gros Tonquin and Metz; then off to Rome on the chance of getting close enough to Ingrid Bergman to do a piece for the *CANADIAN HOME JOURNAL*. They will also avail themselves of whatever tape and film opportunities may arise.

The first week in April, they will fly to Israel to film a story on Major General E. L. M. Burns, the Canadian who is chairman of the U.N. Truce Commission in Palestine, for Harry's old show *News Magazine*. They will also record a half hour radio documentary for the CBC summer series, *Footloose*.

Lazarus and Rasky plan living off such firm commitments as these and will be filing newspaper and magazine features and stories wherever they run into material of Canadian

interest.

The basic idea is that this team will stand ready to accept any assignment, from anyone, anywhere, anytime. If a local television station wants a play by play description of a rink from the hometown curling club matching granites with the Glasgow Caledonians, it just contacts Canada World Productions — if it can find them. A Canadian singer making her operatic debut in Rome or Berlin; a Canadian wedding in London; all such events are, they feel, good copy for home consumption, whether by TV, radio or the printed media.

Note: Canada - World Productions hasn't any permanent address or phone number. They will be riding from place to place in a Hillman station wagon (on loan by the way from the Canadian Rootes). As far as possible, they will keep contact with the Broadcaster office, where any enquiries may be directed.

CHOICE OF TV FARE IS IN VIEWERS' HANDS

Davidson Dunton, the chairman of the CBC Board of Governors, says he's confident television will make a real contribution to family life and that it's up to Canadian viewers to decide what kind of TV they will have.

Dunton addressed a meeting of the Canadian Club in London, Ontario, recently and said:

"Quite a number of people are concerned about what television will do to society. They feel many pressures are in force that will bring about a conformity in society and that television is one of them.

Dunton said TV now is available to three-quarters of the Canadian people and that more television shows are produced in Toronto and Montreal than in any United States cities except New York and Los Angeles.

There's a lot of excitement
down PETERBOROUGH way ...
TV's coming soon!

CHEX-TV on Channel 12

Bringing TV to a potential audience of nearly 174,000 in a big, free-spending market. For top availabilities on CHEX-TV — the only TV station covering the rich Peterborough area — act now!

CHEX-TV
PETERBOROUGH

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VISION in Canada
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CANTOR CLOWNS FOR COKE IN CANADA



Eddie Cantor clowns with Eddie Fisher during the night club routine on the Eddie Cantor Show.

The Eddie Cantor Comedy Theatre, new Ziv Television Production has been purchased for Canada by Coca-Cola Ltd. and its bottlers. The deal was made through D'Arcy Advertising and All-Canada Television, Canadian representatives for Ziv.

The program made its North American debut over CHCH-TV, Hamilton, January 21st and will soon be seen on more than 180 stations in the United States and Canada. At

present 13 Canadian stations are scheduled to carry the show.

The show follows a revue format of skits, songs, musical comedy production numbers and, of course, lots of beautiful girls. It will also feature guest stars; actors, actresses, musicians and comedians. Among those who will appear on some of the first programs are Brian Aherne, Elizabeth Scott, Eddie Fisher and David Rose.

**The ONLY TV STATION
Covering Eastern Quebec**



Now available: Regional News
Homemaker Show
Sports Column
Saturday Night Jamboree

ASK: HORACE N. STOVIN IN CANADA
ADAM J. YOUNG IN THE U.S.A.

**CHILDREN GET MORALS
FROM TV SAYS MOORE**

"CANADIAN children of today are gleaned their moral standards and the facts of life from TV performers such as Milton Berle and Lucille Ball," said J. Mavor Moore, Toronto writer, producer, actor in a speech to the Ontario Public Schools Men Teachers' Federation.

"For economic reasons our mass media will continue to be dominated, for some time by the United States but there is no reason why this should apply to our legitimate theatre. This is the place where we can be ourselves," he said.

"Children generally regard everything serious as pompous and dull, and you might almost say education is being subjected to the idea that teachers should become showmen and clowns," Moore said.

"... if they spend on the average some 32 hours a week watching TV, it would almost follow, from the child's point of view, that teachers should meet them half-way by becoming Jackie Gleasons of sorts."

He told the teachers there is nothing to stop Canada "leading the parade back to good theatre" and it is their responsibility, as teachers of creative people, to help towards this end.

**FUNNY MEN HINDERED
BY TV STAGES**

90 per cent of TV studios are arranged so that the audience gets a poor view of the comedian, and he receives little response by which to gauge his performance, according to Jan Murray emcee of ABC-TV's *Dollar A Second*. Murray fears that "the great comedians will be extinct 100 years from now" unless TV gives them a better break.

Murray says that no comedian can be at his best without audience reaction, and that the comedian needs to be close to his audience to give of his best. He says that comedians are asked to perform on a stage constructed to hold "platoons of dancers", so that the funny men find themselves in a big open space far away from the audience.

What's cookin'?



Menu Magic with Margaret Dee

viewed Monday thru Friday, 4.00 - 4.30 p.m.
A two thousand dollar kitchen, and a one million dollar gal — provide a participating program* that's got TV viewers glued to their sets!

* Buyers, take note!



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Radio reaches all the people. All ages . . . all interests . . . all trades . . . young and old alike, radio reaches more *different* people than any other medium.

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Radio is persistent. Wherever your customer goes, radio goes . . . holidaying, motoring, home, or work . . . your sales message goes with him.

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CFRB...

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- complete coverage of 44 counties spending \$66,283,699.00 every week
- nearly three decades of skill, experience and success in radio salesmanship and showmanship

Call in a CFRB representative today. Let him show you, without obligation, how you can augment your sales through the result-getting medium of radio.

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