

Canadian BROADCASTER & TELESCREEN

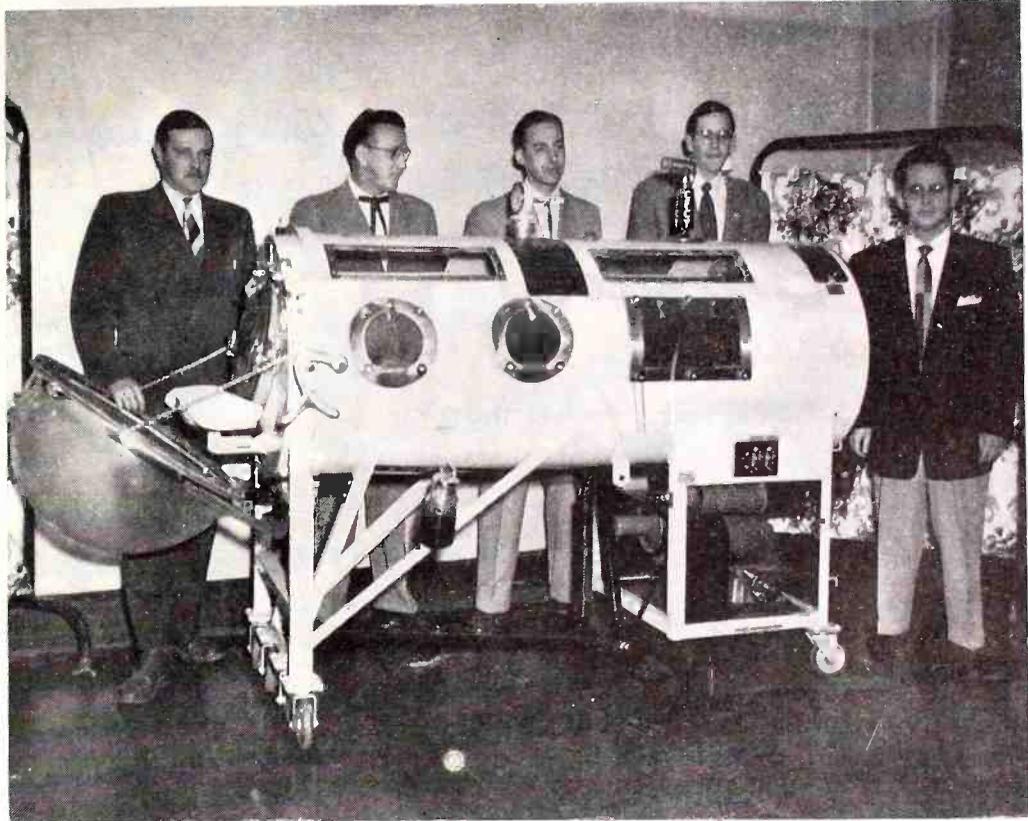
TWICE
A
MONTH

Vol. 14, No. 5

TORONTO

March 2nd, 1955

CHARLOTTETOWN BOUGHT THREE



THIS IRON LUNG was one of three bought by the Prince Edward Island Chapter for Poliomyelitis. A campaign run by CFCY, Charlottetown, enabled the fund to collect \$1,250 more than its target, set during the Island's March of Dimes campaign. Left to right: Major V. N. Hodson, Secretary of the P.E.I. Chapter, Rae Simmons, Ches Cooper, Kent MacDonald and Loman McAulay, four CFCY announcers.

In This Issue:

The proceedings of the Hsley Royal Commission on Copyrights are reported on page 7.

The use of radio to sell cars gets the treatment from Alan Gayfer on page 8 under the title "Radio Costs Less . . . Sells More".

Report of last month's meeting of the CBC Board of Governors is on page 11.

A preliminary run-down of the CARTB Convention Agenda is to be found on page 14.

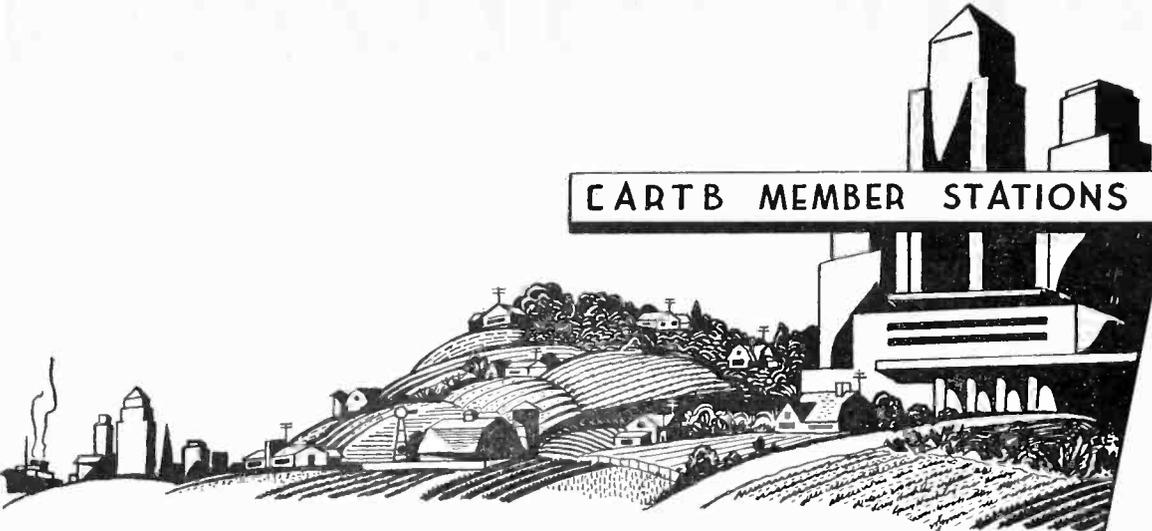
In the Telescreen Section

TV's four Canadian sales reps have a word to say on page 19 in "TV Is Booming Now, But . . ."

There's a provocative piece by Hugh Garner on page 22 called "Five Good Men and True".

All the regular features as well.





CARTB Stations Are Selective

- (i) They enable advertisers to *select* the areas they want to reach with their sales messages.
- (ii) They make it possible for advertisers to *select* each area at the precise time when a spot will do them the most good, time differentials not withstanding.
- (iii) They allow advertisers to *select* the vehicle — women's program, farm program, sport or newscast, musical — which will reach the precise group they want to sell.

Ask Any CARTB Station

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE
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Ottawa 4
Phone 34036

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

CARTB Member Stations

ATLANTIC (17)

- CKBW
- CKNB
- CFCY
- CFNB
- CHNS
- CJCH
- CKEN
- CKCW
- CKMR
- CKEC
- CFBC
- CHSJ
- CJON
- VOCM
- CJRW
- CKCL
- CFAB
- Bridgewater
- Campbellton
- Charlottetown
- Fredericton
- Halifax
- Halifax
- Kentville
- Moncton
- Newcastle
- New Glasgow
- Saint John
- Saint John
- St. John's
- St. John's
- Summerside
- Truro
- Windsor

FRENCH LANGUAGE (27)

- CHAD
- CJMT
- CHFA
- CHFP
- CKCH
- CKRS
- CKLS
- CKBL
- CKBM
- CHLP
- CKAC
- CHNC
- CHRC
- CHCY
- CJBR
- CHRL
- CKRN
- CJSO
- CHGB
- Amos
- Chicoutimi
- Edmonton
- Granby
- Hull
- Jonquiere
- LaSarre
- Matane
- Montmagny
- Montreal
- Montreal
- New Carlisle
- Quebec
- Quebec
- Rimouski
- Roberval
- Rouyn
- Sorel
- St. Anne de la
- Pocatiere
- St. Georges de Beauce
- St. Joseph d'Alma
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie

CENTRAL CANADA (37)

- CKBB
- CJBO
- CFJB
- CFCO
- CKSF
- CKFI
- CKPR
- CKGR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- CFPL
- CJAD
- CFCH
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHLO
- CHOK
- CJCS
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX
- Barrie
- Belleville
- Brampton
- Chatham
- Cornwall
- Fort Frances
- Fort William
- Galt
- Guelph
- Hamilton
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- London
- London
- Montreal
- Montreal
- North Bay
- Orillia
- Owen Sound
- Pembroke
- Peterborough
- Port Arthur
- St. Catharines
- St. Thomas
- Sarnia
- Stratford
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock

PRAIRIES (26)

- CKX
- CFAC
- CFCN
- CKXL
- CFCW
- CKDM
- CFRN
- CFED
- CJCA
- CFAR
- CFGP
- CJOC
- CHAT
- CHAB
- CJNB
- CKYL
- CKBI
- CKRD
- CKCK
- CKRM
- CFQC
- CKOM
- CKRC
- CJOB
- CKY
- CJGX
- Brandon
- Calgary
- Calgary
- Calgary
- Camrose
- Dauphin
- Edmonton
- Edmonton
- Edmonton
- Flin Flon
- Grande Prairie
- Lethbridge
- Medicine Hat
- Moose Jaw
- North Battleford
- Peace River
- Prince Albert
- Red Deer
- Regina
- Regina
- Saskatoon
- Saskatoon
- Winnipeg
- Winnipeg
- Winnipeg
- Yorkton

PACIFIC (18)

- CHWK
- CJDC
- CKOV
- CKUB
- CKLN
- CKNW
- CKLG
- CKOK
- CKPG
- CJAV
- CJAT
- CJOR
- CKWX
- CKMO
- CJIB
- CKDA
- CJVI
- Chilliwack
- Dawson Creek
- Kamloops
- Kelowna
- Nanaimo
- Nelson
- New Westminster
- North Vancouver
- Penticton
- Prince George
- Port Alberni
- Trail
- Vancouver
- Vancouver
- Vancouver
- Vernon
- Victoria



SHORT WAVES

"We are entirely opposed to competition by government against its citizens" says G. S. Thorvaldson, president of the Canadian Chamber of Commerce. On a tour of British Columbia, Thorvaldson said the bell ought to be rung on the CBC as it is both competing with and controlling radio in Canada.

He said the operation was wholly contrary to the free enterprise system and unsound in principle.

A license has been granted to the Algonquin Radio Company Ltd. for the operation of station CKCY in Sault Ste. Marie. President Carmen P. Greco says they hope to begin operations of this second station early in May.



CARMEN P. GRECO

The new station will be a 250 watter on 1400 Kcs. At its September meeting the CBC Board heard an objection by Grant Hyland, of CJIC, who claimed that a second radio station in the Sault, competing with a TV station as well, would lose money. The application for the new station claimed there was not enough advertising time on the other station to fill the demand.

An urgent appeal for blood donors, type "O-RH Negative," broadcast over CKCR, Kitchener, brought 36 volunteers and saved the life of Casper Dautner whose condition was critical following a lung operation.

Within minutes of the station's announcement the switchboard at the Kitchener-Waterloo Hospital was swamped with calls, some from towns as far distant as 30 miles. Since "O-RH Negative" blood is possessed by only 15 per cent of people, many would-be donors were of no use.

Although Dautner required transfusions amounting to two and a half gallons (more than the average body contains) sufficient blood was left over to start a small bank for future needs.

Surveys recently completed in the United States by *Advertest Research* show that three out of four motorists can identify the sponsor of radio programs to which they have been listening while driving. Further, they can also play back substantial parts of the commercials.

The survey was carried out along the New Jersey turnpike, interviews beginning ten minutes after a specific program went off the air and continuing for one hour.

Of all the cars stopped, 77 per cent had radios in working order. Of 190 cars halted for interviewing after the *Amos'n'Andy* show, 75.4 per cent of the occupants could accurately repeat much of the commercials which were broadcast with the show. There was an average of 2.8 listeners per automobile.

A colored chart showing the radio frequencies allocated to various services in this country has been published by the Canadian Radio Technical Planning Board, in co-operation with the Telecommunications division of the Department of Transport.

The chart, which measures 34 inches by 30 inches is in full color. It includes a color key, a table of frequency nomenclature, a colored band showing microwave absorption characteristics, and general explanatory notes on the allocations.

Regular price of the chart is \$5.00 but personnel, companies and organizations affiliated or connected with the sponsors of the CRTPB may purchase it for \$2.00. Prepaid orders may be sent to the Secretary-Treasurer, CRTPB, Room 410, 200 St. Clair Ave. West, Toronto 7. Money orders or cheques should be made payable to the Canadian Radio Technical Planning Board.

Paul Taylor Phelan Ltd. has changed its name to Paul Phelan Advertising Ltd. announces president H. Ernest Paul. The address remains the same, 380 Victoria St., Toronto.

CKRM

The GOLDEN Voice of Saskatchewan

1955 . . . Saskatchewan's GOLDEN JUBILEE Year.

In the Celebrations and special events marking this half century of progressive expansion, we honor our hardy pioneers whose plans and efforts went into the building of this great province. On the foundations laid by their successful efforts, an even greater Saskatchewan is being built with a robust economy based on wheat, oil, minerals and forest products.

We at CKRM, with nearly thirty years experience in catering to the needs and wants of Saskatchewan listeners, are proud of the part we have played in our province's development. Proud of our past, and confident of the future, we step into the next fifty years firm in the belief that they belong to western Canada.

For further facts, and information on how you can join in the Jubilee Celebrations honoring Saskatchewan's pioneers, write PUBLICITY DEPT., RADIO STATION CKRM, REGINA, SASK.

1905 1955 SASKATCHEWAN GOLDEN JUBILEE

Spotlighting Saskatchewan

CKRM REGINA

See or write "RADIO REPRESENTATIVES", 5000 Watts
980 Kcs. Montreal - Toronto - Winnipeg - Vancouver

SELLING IN MONTREAL?

THAT'S OUR BUSINESS

YOUR PRODUCT
advertised on CFCF means
more business
for you.



ASK YOUR
ALL-CANADA MAN

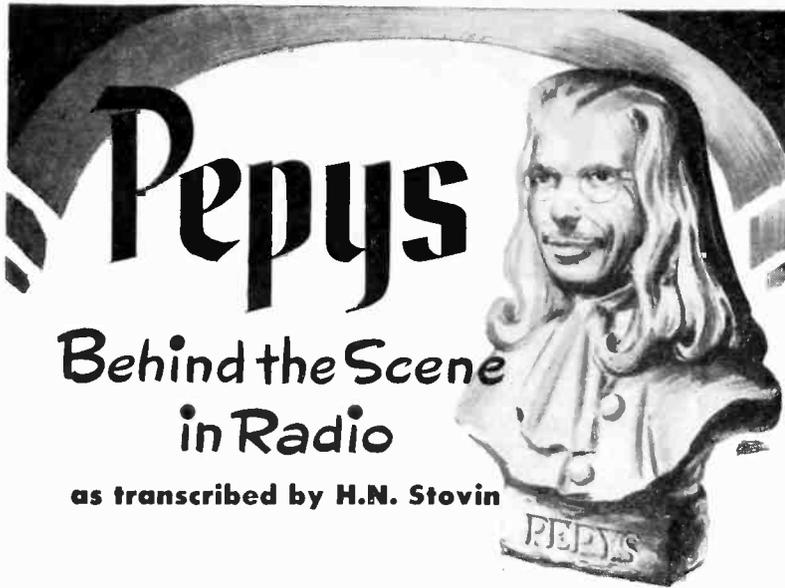
I LIKE THIS ONE, BUT IT DOESN'T HAVE ANY DIALS.

IT DOESN'T NEED ANY, IT'S PERPETUALLY TUNED TO

CJON
NEWFOUNDLAND

Most Local
Most National
Business

701



This day to a coffee-house much frequented of merchants, where I did state that, in my opinion, no pleasant word did ever begin with the letters "sn" — sneer, snide, snail and the like all having ill-favored associations. Whereon some carping individual did dispute that "snow" was indeed beautiful. With much snow to shovel these days, do indeed believe he was an ignorant fellow!

● ● ● Do find Galt, Ontario — the home of Station CKGR — a market worthy of respect. During the power changeover from 25 to 60 cycle in that city, Hydro workers did adjust no less than 5700 washers and a like number of refrigerators, which was, says The Financial Post, "far greater than the average so far recorded in most other municipalities". Pepys does comment that CKGR is the medium for reaching the owners of these appliances, who must indeed buy goodly amounts of food and washing products

● ● ● A North Battleford newspaper, commenting on the growth and development of CJNB there, does add the joyous comment, "even newspaper people enjoy listening to their programs". B.B.M. shows CJNB to be the only station in Saskatchewan to show an increase in total daytime circulation, which has now reached 21,600 radio homes ● ● ● Recently, a \$200 weekend spot campaign over CKXL Calgary did sell *nine homes* of quality construction. A repeat of the same on the next weekend sold *five more homes*. The third weekend, no CKXL advertising and *no sales!* Another Real Estate firm, V.H.M. Realty, made a record in January of 49 homes sold, for which they do in large measure credit CKXL ● ● ● From CHAB, Moose Jaw, a "last-minute" call that they have but *one only* 5-minute segment left in their "Rural Route 800" show, from 1.10 to 1.15 p.m. This does reach a large farm audience, is shared by co-sponsors of dignity, costs but \$2600.00 for a full year of daily participation, and is a choice buy for some national advertiser who does act quickly.

"A STOVIN STATION IS A PROVEN STATION"

CJVI Boosts Victoria Sales



BOB SWITZER interviewed store officials during the January Sale campaign. Here, Bob, (holding the mike) chats with, left to right: Bob Curran, Jack Beresford, and Les Curran about sales in the King-TV Company. Below: the Read-o-graph on the downtown sign.

The New Year began with a radio promotion campaign in Victoria, where CJVI used station breaks to promote the January sales in the city. Brochures explaining the system behind the station's series of spots were sent out to all the stores, to interest them in this promotion. Then during the whole of the month such announcements as these were heard:

"Laugh with the folks at 79 Wistful Vista tonight at 6:30. It's Fibber McGee and Molly time. The buyers best bet . . . that's January sale time in Victoria," or, "It's January sale time in Victoria, shop this month and save. At five o'clock this afternoon hear adventure and thrills on Hopalong Cassidy".

Two special daily shows ran as well during January. Mabel Laine, director of the station's advertiser service department, visited stores, talked with the clerks and customer, and then gave reports to the CJVI listeners. Each weekday morning, Mabel told the listeners what in-

trigued her about the products and prices offered by her latest choice taken from the list of January sale clients.

At 7:30 in the evening announcer Bob Switzer made his reports, bringing tape recordings of interviews he had conducted earlier in the day with managers and staff members of various of the city's stores.

On top of these two programs and the announcements, CJVI's neon sign in Victoria was put to good use by the use of the Read-o-graph portion, which featured one of the stores taking part in the plan for a portion of each day.

Newscasts too, were pressed into operation on behalf of Victoria's merchants, when items began coming in from the downtown area saying that, for example, commissionaires had to be called out of a store to help control the crowds that had gathered before the store had even opened for the day. Enthusiasm ran high among the merchants, too.

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

Here's a Fact or Two . . .

Ninety Per Cent of the householders in the Twin Cities own the homes in which they live.

THESE STATISTICS ARE PUBLISHED MONTHLY AS A SERVICE TO ADVERTISERS BY

CKCR AM-FM

KITCHENER, ONTARIO

OMER RENAUD ADAM YOUNG JR.

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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Vol. 14, No. 5

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March 2nd, 1955

Analyzing The Rumors

For some time past a rumor has been coming out of Ottawa to the effect that this session the government will announce a reversal of its present policy under which the CBC has a TV monopoly in the major markets of Toronto, Montreal, Vancouver, Winnipeg, Ottawa and Halifax. There is nothing new about Ottawa rumors. If you go at it hard enough, you can hear whatever you want to hear. However, last week, a Canadian Press story appeared stating that "details of plans to set up a television network from coast to coast are expected to be announced shortly by the government".

The story goes on to say that speculation is that the Bell Telephone Company will build the western link from Toronto to Vancouver at an estimated cost of \$50,000,000.00, and will then proceed to rent it to the CBC, for about \$2,500,000.00.

The only possible connection between the two stories seems to be that the CBC may be planning to sublet the microwave to private stations for separate network programs, thereby recovering some of the outlay.

Another thought is that in the States, TV networks are on the wane. Few if any programs gain from live transmission except perhaps for sports and some other actualities. Film is improving in quality, in the States that is, and it is finding steadily growing favor with the big stars and sponsors alike, who are hesitant to risk the mistakes which are bound to creep in under the tremendous pressure of a live performance, when re-makes are relatively simple when shows are filmed.

One thing is sure. Under the existing system, CBC gets a large share of advertisers' outlays for time, in the case of network programs, but not with filmed shows, which like transcribed ones in radio are invariably placed on a selective basis. This could be the reason why, in the face of shrinking networks, CBC seems to be going head over heels into just that side of the business.

• • •

Let's Pool Our Resources

Elsewhere in this issue, an article tells, quite exhaustively, how radio is being put to work across the country to move cars. If this article is useful from the standpoint of the broadcasters, it is because of the wide-co-operation we received from the nearly fifty radio stations which complied with our request for the information on which the article could be prepared. It is

RADIO AIDS by Harkley



"Actor? Yeah. But not that good."

through such use of these columns for the accumulation of facts on a particular subject that we are best able to function usefully as the industry's trade paper. Success though depends entirely on the willingness of the broadcasters to supply the facts. While we greatly appreciate the co-operation of those fifty stations which helped make this article possible, we cannot resist a passing mention of the remainder, approximately a hundred of them, which either did not see fit to send in their information, or, if they did send it, were too late for it to be used.

Given the co-operation of the industry, we are very much hoping we may be able to run a series of these surveys on various kinds of retail business. We think the project is a useful one, first so that all stations may be enabled to do an even better job for the local merchants in the particular line under consideration, and secondly for those who manufacture or distribute the merchandise the merchants sell, in order that they may be assisted in determining the kind of vehicles which are moving the kind of goods they make.

With the car piece out of the way, Alan Gayfer is starting out on a similar project, only this time his topic is Super Markets. We sincerely hope that he will be armed with facts by those who co-operated in the case of the cars. We hope also that we may hear as well from others who did not get around to writing their facts down last time we went after them.

If current worrying about business is justified, it could be because too many of us have been trying to battle it out on our own, satisfied to have only our own experi-

ence to go by. At the risk of being trite, we can only add that there is a great deal of strength engendered by unity, and the pooling of ideas and experiences certainly comes under this heading.

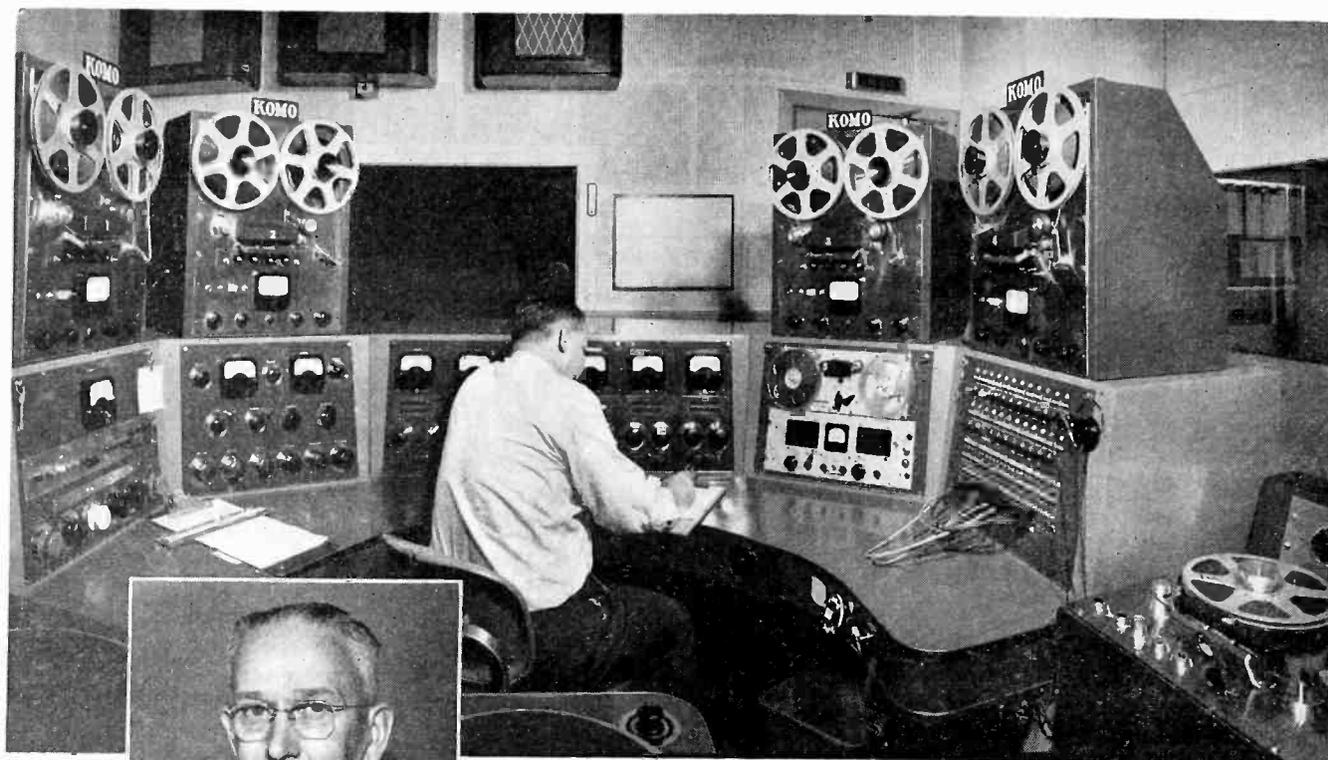
Beavers Ahoy!

While this issue of CB & T is "in the works", the staff of the paper is turning in its nominations for Beaver Awards, which will soon be presented to stations for their service to their industry in 1954. Nominations are based on articles and items which appeared in this paper during the past year. Around twenty such nominations are being picked out by the staff. These will appear in our special issue for the CARTB Convention, which appears March 16. These nominations will be turned over to a board of independent judges, who will pick the final Beaver Award Winners for announcement early in May.

It is not a little gratifying to find that this year the field is wider than last. There are more stories to pick from and better stories. We believe this indicates a growing awareness in the industry of the need for publicity, especially in the face of new opposition which is looming up. If a better performance record is resulting from this competition, then the competition is well worth while.

Canadian Broadcaster's Beaver Awards are a continuing project. They are open to stations, radio or television. No briefs or presentations are considered. All that has to be done to qualify is to have a story appear in the editorial columns of this paper. Stories submitted are assessed in a normal way for use in the paper. They are not considered in the light of the likelihood of their winning awards. The only yardstick is news value. Later, when they are considered for awards, the issue changes somewhat, and they are looked at from the standpoint of their usefulness to the industry.

To sum up the situation, may we repeat that there are two steps for stations to take to qualify for the 1955 Beavers which will be presented in the spring of 1956. First, they must so act that their behavior reflects distinction and credit on the business of radio and television broadcasting. In the second place, they must take the necessary steps to make these facts known. It is to encourage the latter that it has been decided that the qualification for nomination for Beavers will be publication of the station's activity in the editorial columns of this paper.



"18,000 HOURS and still within specs"

says Francis Brott, Chief Engineer, KOMO, Seattle

"Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex — that's why we've added four Ampex 350's."



This new Model 600 weighs 28 pounds — price \$669.80 (\$733 including carrying case). (A matching amplifier-speaker unit, Model 620, weighs 16 pounds, price \$201.10.)

● NOW an Ampex for every broadcast need

With the addition of the new lightweight Model 600 series, Ampex now offers your broadcast station a superior machine to meet every tape requirement . . . from distant field pickups to major network recordings. For top-ranking performances and rehearsals and programs involving extensive editing, dubbing and "spot" announcements, choose from the Series 350 . . . for recordings "on location" that assure studio fidelity and accuracy, choose from the Series 600. All Ampex recorders have the same basic head design.

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent ($\pm 0.2\%$) that tapes are always on speed — without program crowdings or cutoffs. Ampex reproduction is so faithful that it is indistinguishable from a live broadcast — the result of an unsurpassed combination of broad frequency response, wide dynamic range and imperceptible flutter and wow.



Accepted as the Signature of Perfection in Tape Machines

For a convincing demonstration, contact your Ampex Distributor today

Distributed in Canada by
ELECTRONIC EQUIPMENT DEPARTMENT

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

830 LANSDOWNE AVE., TORONTO, ONTARIO

REVENUE IRRELEVANT IN ROYALTIES

Music Users Say Present Copyright System Outmoded

RADIO'S turn before the Ilsley Commission on copyrights, now sitting in Ottawa, has been set over until later, probably early in May. The association of music users, called the Musical Protective Society of which the CARTB is a member, put in a strong brief amplified by plenty of arguments, against the current system of basing music royalties on revenue rather than performance, be it played in dance halls, auditoriums, restaurants or on radio or television. Willard Z. Estey who carried the banner for the music users, as counsel for their association, advocated discarding the performing right society and its system of collecting royalties from the ball rooms, concert halls and broadcasting stations which give the music public performance in favor of adding a few cents to the retail price of a record. He suggested that this procedure would save collection costs and the saving could be passed along to the composers.

We asked representatives of CARTB and CAPAC what they each wanted the Ilsley Royal Commission on Copyright to do. Here is what they said:

For the Canadian Broadcasters

JIM ALLARD
Executive Vice-President
CARTB

1. Changes in Copyright legislation, practices and procedures in Canada that would give: (a) per program licenses to those broadcasters who desired it; (b) clearance at source. This would enable any broadcasting station to operate with only one copyright license, but at the same time form part of a network that had licenses from both societies.

2. Compulsory identification of copyright ownership on all recordings and sheet music.

3. Compulsory registration of copyright ownership, especially assignments, in convenient form at some central place.

4. An advance in the date required for filing of tariffs by the Copyright Societies in order that the Copyright Appeal Board may conveniently complete its sittings in any present year for the purpose of fixing fees for the next ensuing calendar year.

5. Continuation of the Copyright Appeal Board or its equivalent, but with provision for changing the personnel structure if this be found expedient or necessary and with right of appeal.

6. In relation to television broadcasting, the consolidation of various forms of copyright existing in any one unit of actual production or usage as a matter of practical convenience.

7. The creation of a separate right vested in radio and television broadcasting stations providing for copyright in any and all material originated or broadcast by such stations. This "broadcast right" would protect broadcasters against having their programs picked up and re-broadcast without their permission and against having these programs recorded, re-recorded, or diffused or transmitted by line without their permission.

For the Performing Right Society

BILL LOW
General Manager
CAPAC

CAPAC urges that the basic principle of copyright, recognized in the Berne Convention by all European countries outside the Iron Curtain, throughout the British Commonwealth and in major South American countries is sound, and Canada cannot afford to repudiate its creative artists. That principle is that during his lifetime and for fifty years after death, no other person can without his or his heirs' permission copy, use or make money out of the literary, artistic or musical form created by any author, artist or composer. No other person has any right in any such work, because no other person created it.

Canada should ratify the Brussels revision of the Berne Convention and the Universal Copyright Convention because they bring up to date the protection which is inherently the right of all creative artists.

Canada cannot maintain its self respect in the protection of its creative artists, if it deprives them of the protection they now enjoy. It owes to them the duty of bringing the Copyright Act up to date.

CAPAC affirms the propriety of requiring approval of performing right tariffs by a judicial tribunal.

8. Withdrawal of Canada from any international conventions or treaties that would prevent our own parliament from translating into effective legislation any of the above recommendations.

Supporting arguments for these basic recommendations are given in an extensive 32-page presentation which also has fifty pages of appendices plus supporting verbal and other material.

Estey produced facts and figures to prove that public performance of music increases rather than diminishes its sale in present day experience. The performing right societies (such as CAPAC and BMI) collect a "substantial fee amounting in gross to over a million dollars a year for this free advertising and promotion," he said. "This situation logically leads one to consider the abolition of the performing right as a part of copyright in modern society," he insisted.

Estey said that what his clients, the music users, wanted to know was what happens to the money they pay the performing right societies; how much of it goes to the composers of the music.

In the proposals Estey put to the Commission at the end of his brief, he suggested the abolition of the system under which performing right societies collect copyright fees from music users in favor of a small levy being made when a record is sold over the counter. He suggested, al-

ternatively, that the present term of copyright (50 years) after the death of the composer be reduced to coincide with the term of a patent in Canada which is 17 years, or to the 25 period permitted under UNESCO, or to coincide with the term of copyright in the United States, which is 28 years with the right to renew for a further 28. This last system he deemed the most desirable.

Further recommendations included compulsory registration of works by the copyright holder; a registration fee of \$3 for each work copyrighted; that identification of the ownership of the performing right in any work be identified on the recording or sheet music under pain of a heavy penalty.

Watch for the
Beaver Award Nominations
in Canadian
Broadcaster & Telescreen
March 16

CKBI

CKBI CASE HISTORY

CLIENT: Mann Motors, Prince Albert, Sask.

VEHICLE: One spot announcement.

TIME: 8:45 a.m. (on Wake Up Shake Up Show)

DATE: February 5th, 1955.

RESULTS: Sold 10 cars —

1 New 1955 Buick.

2 New 1954 Pontiacs.

7 Used cars (various makes).

RESULTS

RESULTS

CKBI

SHERBROOKE, P.Q.

The prosperous Sherbrooke area is still expanding. Work on the new \$1½ million extension to The Super-Heater Company's plant is now approaching completion, where stationary steam power plants for electrical and industrial firms will be manufactured. CHLT and CKTS really blanket these wealthy Eastern Townships — where over 496,200 people earn a Consumer Spending Income of some \$400 millions a year.

Representatives:

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

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts
CKTS
(ENGLISH) 1240 Kc. 250 Watts
SHERBROOKE, QUE.



CFOR

ORILLIA

SELLS

CENTRAL ONTARIO

Ask For Facts

STEPHENS & TOWNDROW
TORONTO - MONTREAL

Survey

RADIO COSTS LESS... SELLS MORE

Coast-to-Coast Car Dealers Find It Saves To Advertise On Radio

By Alan H. Gayfer

Over sixty per cent of Canadian car dealers, in cities right across Canada, selling both new and used cars, find that radio gives them the advertising results they need. This is based on a CB & T survey of stations to which nearly fifty responded. Moreover, a fact which is important in these days of a highly competitive automobile market, it seems pretty evident that radio offers them these results at a price they can afford to pay.

Two stations with almost the lowest percentage of car dealers using their facilities, provide the greatest contrast, one because it is in a place where dealers can sell cars readily, the other because the local dealers are losing money. At Trail, where CJAT broadcasts, "per capita car ownership is the second highest in Canada". Interest has been very high in the new models coming onto the market for 1955.

Only two out of eight dealers in the city advertise with CJAT. Toronto's CKFH on the other hand reports that the dealers are "crying the blues, and the blues depend on what type of dealership they have". Some of the dealers apparently have more orders than they can supply, while others are distinctly handicapped in their relations with the manufacturers. Used car dealers claim they are losing money all round. The result is the same, and only "a fraction" of the potential of dealers advertise over CKFH.

Four of the stations which sent

back the questionnaires, have achieved 100 per cent of their potential. Yet surprisingly enough, these four stations, CFJB Brampton, CFJR Brockville, CHAB Moose Jaw, and CKSM Shawinigan Falls do not offer anything out of the ordinary in the way of commercials.

SALESMAN'S NAME ANNOUNCED

The staff at Moose Jaw believe that the personal touch is still the best. As well as naming the sponsor-dealer, the announcer mentions a "salesman of the day" by name, and listeners are told to ask for him when calling at the showroom or at the used car lot. At other times a particular car is offered at an outstanding value, as the "Daily Special". This has great pull, "not only in selling the particular unit, but as a traffic getter, to get people on the lot". What the auto salesman looks for as much as anything else is a chance to put his spiel over, even though the advertised car may be already sold. CHAB finds that pride too, has its influence when selling used cars, by emphasizing "the pride angle of owning a 'Big' car".

Newscasts and spots are the vehicles of CFJB Brampton's car dealers. They believe in the value of being specific, and always offer a car by brand name rather than just "all bargains". Customers have been known to ring up a dealer immediately after a broadcast, stating that they did not know that he carried Cadillacs, or in another instance, Chryslers. In both of these cases the cars mentioned were bought for cash. On another occasion straightforward commercials, with no gimmicks, paid off when the other day a 1953 Chevrolet Bel Air hardtop, "in immaculate condition", went for \$2,250 cash within half an hour of

the broadcast of the 10:00 a.m. news. All that was stated was the condition of the car and a short description of it, endorsed by the station concerned, which must have been an important factor in the sale.

Big Three competition plays its part on CKSM Shawinigan Falls, where dealers of the three top manufacturers all broadcast regularly. When Ford organized a national sale two years back, their local dealers were able to sell 84 new cars during two days of hard selling, aided by the radio campaign.

GUESTS MAKE RECORDINGS

A feature of the commercials which both CHAB and CKSM use is on-the-spot interviews which are recorded and then broadcast as the sponsor decides. CHAB has made a "Business Review" of these interviews. Listeners hear the voice of the salesman on the lot, as he reviews the cars for sale on any day, emphasizing their selling points. CKSM makes this service available to dealers, to pinpoint the new car showings. Interviews are recorded on the floor, with guests giving their opinions of the cars offered.

Similar intensive highlighting of new car showings at CJVI Victoria, where only 40 per cent of the dealers use the station, attracted seventeen thousand customers to the showrooms of Thomas Plimley Ltd. in two days, leaving the sales desk "overflowing with orders".

Dealers use mainly "newscasts, one minute radio advertisements, impact campaigns, and sports features" at Brockville, where CFJR has signed one account for a 1955 contract totalling over \$5,000. "The fact that an outside used car sales company came to Brockville almost unknown,

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



QUEBEC
isn't
a problem
with

CKRV

1000 WATTS 1280 K.C.

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

and, through impact campaigns over CFJR, rose to first position in used car sales, had a strong bearing on the above quoted contract placement," says the station.

The survey shows that in Canadian radio, so far as automobile advertising is concerned, spots predominate, accounting for more than half of the budgets used by dealers. Sponsorship comes under ten main headings: Spots, Newscasts, Sports-casts, Music, Weather Reports, Saturation Campaigns, Gimmicks, Variety Programs, Drama, and Political commentaries (Report from Parliament Hill at CFGP) which are used in that order of popularity.

A tabulation of the stations' reports shows 186 spot campaigns, 70 newscasts, and 43 sports reports or commentaries. This accounted for the bulk of car dealers' radio advertising. Some stations, such as CKPR Fort William, feature five separate newscasts, sponsored by individual dealers, all of whom supplement their news programs with frequent additional spots, while the rest of the dealers using CKPR, employ "consistent spots" only.

One sponsoring a newscast, Gibson Motors, wrote CKPR:

"On a recent analysis of our advertising over the past 12 months, we have found our 15 minute daily radio program on your station to be a very effective means of reducing both new and used car inventories.

"We would like to cite two instances:

"1. Used car and truck sale held last November. Individual units spotlighted twice daily over a two week period. Result, 25 units sold. Salesmen report large percentage of walking prospects referred to radio announcements.

"2. Last June, by consistent daily radio and newspaper advertising, our entire stock of 30 English units was liquidated within the month. Salesmen again report radio directly responsible for a good percentage of their sales.

"From here on Radio is a *must* on our advertising budget."

CKX Brandon highlights three points which it believes are the "basic principles of good radio advertising: (1) consistency, (2) listener appeal, (3) good writers and alert news service, both of which are the responsibility of the radio station". At CKX one dealer sponsors a weather report, another runs daily sports reports and a weekly round-up, one while two carry news reports. The important part about these reports, one feels, is that they are both centred on the locality in which the dealers operate, giving items of local news, thus increasing the confidence built up between the dealers, the listeners and the station. One newscast is handled in a novel way, the item of news being read between numbers in a program of music.

BUSINESS THRIVES ON RADIO

CFJC Kamloops shows how a dealer, by shrewd use of radio, can literally build his business on radio advertising. Syd Smith, the local Chevrolet-Oldsmobile dealer, is referred to as "the number one sponsor on CFJC".

Spending \$7,000 a year on all types of vehicles, from flashes to transcribed half-hour shows, this dealer has virtually compelled others to move in on radio to try to emulate him. In the six years he has been using

[ANNOUNCEMENT]



D. C. TROWELL



W. C. WINGROVE



H. W. BLAHOUT

Recent Executive changes and appointments in the Electronics Division of the London Free Press Printing Company, London (Canada), were announced by Murray T. Brown, Division Manager. W. Clifford Wingrove moves from the position of Assistant Manager of CPFL-Radio to Sales and Promotion Manager of CFPL-Television. Douglas C. Trowell, Sales and Promotion Manager of CFPL-Radio, becomes Assistant Manager of CFPL-Radio, succeeding Mr. Wingrove. H. Warren Blahout was appointed to the position of National Traffic Supervisor, CFPL-Radio.

radio, Smith has more than tripled his staff, and now has a turnover of \$1,500,000.

British Columbia provides another example from CJOR Vancouver. Their client was hesitant about radio advertising, but agreed to give it a trial. At first, spots on Saturday mornings only were used, but such results were obtained that immediate increases were asked for. The dealer reported that he was obtaining better results from radio, for less money that he had been obtaining through newspapers.

This dealer also gave an example of six used cars which were sold one Saturday morning, all directly attributable to CJOR, for an outlay on advertising of only \$56. Despite results like this, the station reports: "It is very hard to give a top success story because of our getting steady results."

AN EXPERIMENT WHICH PAID
At the other end of Canada, about

80 per cent of the automobile dealers of Bridgewater, buy time regularly on CKBW, sponsoring news, weather forecasts and spot announcements. A further feature which receives full support is the nightly listing of gaso-

line outlets open for business in three towns, after normal hours.

Though each dealer in the area can report a success story through radio, says CKBW, the top story

Continued on page 10

THE RESULTFUL buy  **CKX WINNIPEG**

MORE LISTENERS THAN ANY STATION ON THE PRAIRIES



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.

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

RADIO COSTS LESS . . .

Continued from page 9

belongs to Bridgewater Motors, the Dodge-DeSoto dealers. This firm sponsored a weather report as its first venture into the medium, on a trial basis. At the end of the first three months, during which no other advertising or outside salesmen were used, Bridgewater Motors reported that 70 per cent of their sales were directly attributable to radio. Yet, pointed out the dealer, the cost was less than two tenths of one per cent of gross sales.

An interesting point about this dealer's commercials is that each one of them ends with the name of a person who had bought a new or used car or truck from the firm, thus bringing in from the opposite angle from CHAB, Moose Jaw, the personal touch that can mean so much, especially in small communities.

HARD SELLERS USE GIMMICKS

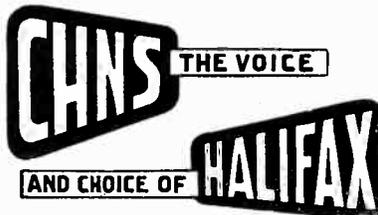
Outside of the usual field of spots, newscasts and sports come the gimmick commercials, sponsored by new dealers, expanding dealers, and dealers in a jam, but all of them



MORE PEOPLE WILL HEAR IT THAN ON ANY OTHER STATION IN HALIFAX!

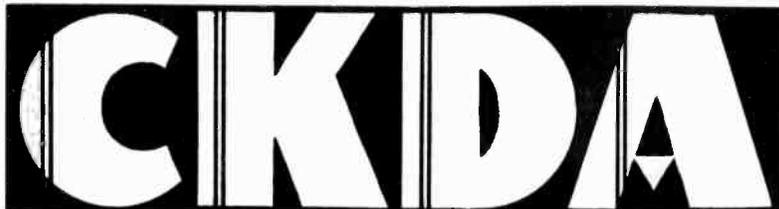
PUTTING it the more usual way, it's a fact, backed by Elliott Haynes survey figures on daytime — nighttime listenership, that in the 130,000 plus market of metropolitan Halifax, MORE people listen to CHNS than listen to both the other local radio stations combined!

This means that with CHNS you are getting top quality programming for the lowest cost per listener. Think it over. You'll see why it makes dollars and sense to buy —



In Canada, see the All-Canada Man and Weed and Co., in the U.S.A.

In Victoria



Most Listened to (Elliott-Haynes)

live wire hard sellers, willing to fight for their markets.

Typical is Connelly Motors of Ottawa, which has been buying time on CKOY regularly while building up a new Buick-Pontiac dealership. Connelly introduced Ottawa listeners to a Chinese auction by radio. Six announcements were run on Thursday and Friday, coupled with newspaper ads drawing attention to the radio announcements to be made on Saturday. These began at eight a.m. with a one-minute announcement which was repeated every hour.

A car was announced as being sold by Connelly Motors at a competitive price, which would be reduced by \$20 for each hour that the car remained unsold. A flood of prospects went to the lot, and bought nine new cars during the day, at a total outlay of \$85.

Nineteen hard-to-move cars and trucks was the selling problem with which K . . . Motors Limited of Antigonish faced CJFX during August last year. Using spot announcements, the dealer's regular evening newscast and a series of five minute "happy buyer" interviews, CJFX ran the campaign in conjunction with a competition. "The used units were bargained for, and as each customer was sold he was offered the opportunity to compete with his fellow used vehicle buyer in a contest," says CJFX. "The contest winner was to choose his prize from a generous prize line-up including — a seven day all expense paid trip to New York City, a \$500 credit note on a new or used car, and a \$500 university scholarship." The winner of the contest took the credit note as it happened. By the end of August all the nineteen had been sold, too.

Gladwell Motors of Victoria, who advertise on both CKDA and CJVI, had a gimmick which linked up with CKDA's recent change of dial spot to 1280. A package deal was sold, featuring a "car of the day" which was also highlighted on the lot. The gimmick was that motorists were

invited to drive in and at no obligation have their push button radios tuned and set at the new 1280 spot. The garage concerned kept staff there round the clock to accommodate any motorist. While the motorists were there they were invited to be sure and see the car of the day. This invitation was then followed by a description of the car. Used car sales rose by 30 per cent during the month.

LISTENERS WANT FACTS

Dealers then, definitely seem to prefer, by their results, spots and newscasts, with sports reports coming in third. Quite a few of the respondents said, in so many words, that the public is always as prepared to listen to straight sales talk, with few trimmings, as it is to be inveigled with cute words into a sale.

Furthermore, listeners want to hear specific facts mentioned in the commercials, not just a "fine selection of used cars", but mileage, color, condition, year, and so on referring to a typical car which the dealer has chosen.

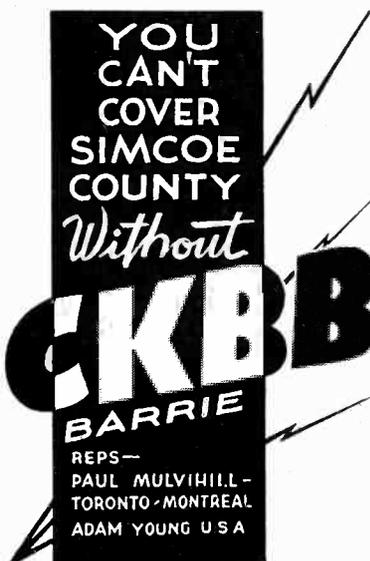
Personalities certainly seem to have a refreshing effect on sales, whether by mention of the salesman's name, or by employing direct customer interviews.

The salesmen have found that even when the car of the day has been sold, prospects do not just walk away, but are open to be sold another car since they have gone to the lot.

Gimmicks appear to have most use when a concentrated all out effort is required, as for instance, by the Plymouth dealer in Pembroke, Martin-Matthews Ltd. who sold 1/3 of his year's quota before the end of January with a three-day saturation campaign over CHOV that cost him only \$135. This campaign of 15 second flashes and 1 minute spots was carefully placed, and employed attention-getting echo effects with each announcement, yet throughout, Martin used no newspaper ads. But the use of gimmicks does seem to end with the special campaigns.

The story of a new station, CFCW Camrose, gives the other end of the picture, and ends the survey:

"We here at CFCW have found that the sale of new and used cars appears to be down considerably from last year. Therefore, while this is a new station, only three months old, it appears the dealers have increased their advertising budget in an effort to offset the situation. Naturally, this is the first time most of them have used radio, but they all," (22 out of 23 dealers use the station) "seem to be of one opinion, and that is if anything can, radio will move the units for them."



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

Phone for Booklet in

Toronto WA. 4-4471 Montreal UN. 6-6921

CBC Governors

CBC Ayes TV And Nays AM Applications

MORE PROOF!

3 PLUGS...

in closing commercials of Walkrite Ltd.'s morning newscast on CKRD, brought out



400 PEOPLE...

when the store opened on a Sale Day with a group of women's dresses marked down to \$1.00 each. That's results — but there's more: within

9 MINUTES...

after Walkrite Ltd.'s doors opened, all 57 dresses were snapped up! They were ...

SOLD OUT!

For results in Central Alberta ... use the only daily advertising medium selling this rich eager market! ...

CKRD

RED DEER — ALBERTA

850 Kcs. 1000 Watts

See Radio Reps

AN application by Radio Saguenay Limitée to establish a television station in Jonquière, Quebec, has been recommended for approval by the CBC Board of Governors while an application from John William Pollie to open a daytime station in Smiths Falls, Ontario, has been recommended for denial.

Radio Saguenay Limitée's application was for a licence to build a TV station at Jonquière to operate on Channel 12 with a power of 20 kw. video and 10 kw. audio, and an antenna height of 311.5 feet above average terrain.

The request by Pollie was denied approval by the Board who said they did not believe that granting of the application would be justified in the light of broadcasting condition and service in the area.

Requests for power increases by one TV station (CJON-TV, St. John's, Nfld.), and two radio stations (CFOR, Orillia and CKDM, Dauphin, Man.) were recommended for approval.

The proposed CJON-TV power increase will be from 1.06 kw. video and .634 kw. audio with an antenna height of 92 feet above average terrain to 21 kw. video and 11 kw. audio with the antenna height to be 594 feet above average terrain. Plans also call for a change of Channel from 2 to 4 and a change of transmitter site.

Both of the radio power boost requests were for increases in daytime power. At Orillia the increase will be from 1,000 watts to 5,000 watts and at Dauphin from 250 watts to 1,000 watts. Also recommended for approval was a request for a change of frequency at Dauphin from 1230 kc. to 1050 kc.

Transfer of control of CHUM from York Broadcasters Limited to Allan F. Waters was recommended for approval.

Two other requests for transfer of control before the Board were not recommended for approval, one being denied and the other being deferred.

Application for transfer of control of CKTR, Trois Rivières from CKTR Limitée to Champion Savings Corporation Limited and Lloyd Rogers Champion was recommended for denial. The Board said that when application was made by Mr. Ruflange for CKTR's broadcasting licence in September, 1953, it was granted with the understanding that he would keep control of any company formed. For this reason, the Board was not prepared to recommend the transfer of control.

Deferred for further information was a request for transfer of control of CHR, Drummondville, Que. The request had been to transfer control from Radio Drummond Limitée to M. and Mme. J. A. Brochu, Ovide Brochu, Daniel Chantal, Henri Desfosses, Arthur Girouard, J. O. Roberge and M. Sigouin.

Applications for transfer of stock without affecting control were recommended for approval at CFCN, Calgary; CFGP, Grande Prairie; CJAT, Trail; CJVI, Victoria; CKDM, Dauphin; CJFX, Antigonish; CFAB, Windsor, N.S.; and CKEN, Kentville, N.S.; CHLP, Montreal and CKVM, Ville Marie. An application for a stock transfer from CHSJ, Saint John, N.B. was withdrawn by the applicant.

A request for change of name of licensee without affecting control of

A Growing Market

PGE Railway construction north to Peace River Area is slated to start next month.

COVER THIS MARKET OVER

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

All-Canada in Canada
Weed and Company in U.S.A.

the station was recommended for approval for CFRA, Ottawa. The change approved is from Frank Ryan to CFRA Limited.

The Board proposed to amend the regulations governing the length of programs sponsored by breweries and wineries. The amendment will decrease from fifteen to ten minutes the minimum time of such programs.



Sportsmen and spectators in London and Southwestern Ontario demand up-to-date ...

sports news

Three daily sportscasts over CFPL Radio, plus the top coverage of major sports events as they happen, draw a large audience of Sportsfans. CFPL Radio Sportscasts reach the audience you must reach to sell your products. Call All-Canada Radio, in U.S.A., Weed & Co.

CFPL radio dial 980

London Canada

MOTIVATION

that's
CFAC
in Calgary *

*"Convertible for Christmas" copy on CFAC for a two week period motivates 14 units from Rooney's Car Sales.

Over the Desk

R.G. LEWIS

Last issue's piece on CFQC-TV should not be interpreted to mean that radio is a forgotten man. That's what I got from Vern Dallin who is now, as always, at the helm of the radio station.

TV has curtailed radio schedules to a certain extent, of course, but CFQC was just about sold out in the past, and it has not been very difficult to find new sponsors in place of those who have diverted all or part of their budgets into TV." He went on to explain that they have hired another local salesman, so that the worst that can be said is that "it's taking more accounts to get the same volume of local radio business for the station".

Free plugs on contest programs are Vern's pet pceve. These plugs inserted into program in return for merchandise prizes, are just like giving away time," he said. "I figured out on one half hour show there were twelve product mentions besides the sponsor's. If we had collected our regular flash rate for each of these, it would have amounted to \$156 at CFQC rates."

ODS BODIKINS

Shakespeare is quite a drawing card on television according to THE NEW YORK TIMES. A NBC-TV Sunday afternoon production of *Macbeth*, starring Maurice Evans and Judith Anderson, had a Nielsen rating of 25.5. A Nielsen representative called this a "healthy" rating and said that his company's ratings for top evening shows runs between 40 and 50. The 25.5 figure means, he said, that *Macbeth* had been seen in 6,449,000 homes from coast to coast.

The Nielsen man, apparently pleased with this situation, figured out how long it would take for the same number of people to see the show on Broadway. Allowing two viewers for each of the 6,449,000 homes, and assuming that a Broadway theatre holds 1,000 people and gives eight performances a week, he concluded that it would take 32 years to reach the same audience as the televised show did in one production.

QUICK HIT

Do you like *Hit Parade* numbers? There's a Montreal disc jockey who thinks people tire of them and went to great lengths to prove his point. The deejay in question is CFCF's Lloyd Chester, who used *I Got My Baby* as the frinstance and his own *Lloyd's Lobby* late night program as the vehicle.

Each time the record ran, Lloyd identified the next tune by another name, but repeated the *Baby* number.

Apparently it took listeners about fifteen minutes to catch on. At any rate, by this time, a telephone exchange with a reputed capacity of fifty thousand calls, was completely jammed. Some listeners went farther, according to the *Broadcast News* story and called the gendarmes and several prowl cars were sent to the station. Just what they hoped to find the story does not say.

The record was made in the States by Teresa Brewer, the gal who made the hit record of *Music Music Music* about five years ago. Here *Baby* was reputed to have sold half a million copies the first two days after it came out. On this basis, Chester told his listeners, the recording is a *Hit Parade* candidate. "So," he said, "I've saved you three months of effort. You're tired of the *Hit Parade* record right now — all in one night," he said.

Next day an unnamed station "spokesman" reported the record mislaid and Chester home in bed.

There's something about being a bachelor that puzzles people. They can't understand how a man can live alone and like it. But here's the reverse situation, where it was the bachelor who was puzzled and the married people (or a person) who did the puzzling.

The other day, I was walking up Bay Street minding my own business when I was approached by a passer-by. She (it was a lady) stopped in my path and said: "You won't know me Mr. Lewis, but I'm Gordon's wife." I did the only thing I could under the circumstances, and said: "Oh yes of course. Gordon's wife. To be sure. How stupid of me! How do you do?"

"You know," said milady, almost backing me into the Toronto Stock Exchange, "I've often wanted to tell you how much Gordon likes your Thursday bridge games." I spluttered a bit, and managed to say: "Good old Gordon! It wouldn't be — uh — Thursday without good old Gordon!" "Oh how nice of you," she gurgled. "You'll never know what it means . . ."

I made the break eventually. Bridge is a wonderful game — I guess. I must look into it some time. Maybe I should take some lessons.

The CBC network is still using just as much free time on CKRC, Winnipeg, according to its manager, Bill Speers, but the paid shows, the network commercials that is, are divided by three. This leaves the stations, and others similarly affected, to fill in with disc shows, music, actualities, and what ever they can lay their hands on at prices they can afford to pay. Bill admitted that two shows the CBC is feeding to stations on a co-operative basis — which means no sell, no pay — are helping materially, but the problem is still there to be met. The co-op shows incidentally are *Gildersleeve* and *Fibber McGee and Molly*.

News features head the popularity polls in local originations, Bill says. He cited as an example *Ev Dutton's Almanac*, a weekly offering in which Ev gives his own peculiar slant on the news, varying from "the broadest sentimentality of an air crash

Sales Soar in Simcoe

when you use

CKBB - BARRIE

Throughout Simcoe County, CKBB listeners know they can count on this station for local news, entertainment and information. Local and national advertisers know they can depend on its proven sales ability for increased business.

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

to the most biting comment on civic affairs."

In a sentence-sermon Bill suggested that by clinging to its TV monopoly in the large centres, the CBC is stabbing itself in the back. "When it puts on Scope," he pointed out, "it cannot help infuriating the masses. When it's Jackie Gleason, it is riling the intelligentsia."

UNDER THE HAT

The good people of Kelowna, B.C. are incensed with the dittos of Medicine Hat, Alta., as why wouldn't they be? Yet Medicine Hat has proffered an olive branch, which is shaped something like the tongue of Bob Buss, manager of their station CHAT.

The facts as far as I can gather are that Medicine Hat has a new bridge. Presumably it also has a river to flow under the bridge, but this fact, if such it is, does not come out in the story. (Possibly they haven't got around to the river yet and will dig it later.)

The people of Medicine Hat, or their duly elected representatives at the City Hall, decided to name the bridge Ogopogo. This seems to me to be a very logical name for a bridge, especially when said bridge is located in a city bearing as logical a name as Medicine Hat.

This logical action on the part of the logical people of Medicine Hat infu-u-urated the people of Kelowna, B.C. who have a legendary (meaning non-existent) monster in their Okanagan Lake called by the same name — Ogopogo.

The wires have been burning up between the respective mayors of the two cities. It bordered on becom-

ing an international situation and probably would have become one if Kelowna and Medicine Hat had only been in different countries. (It should be noted here that it was the mayors and not their messages that are referred to as "respective".)

Finally "The Hat" caved in. Mayor Harry Veiner wrote a letter of apology to his Kelowna counterpart. He told how in 1870 Cree Indians, encamped at the site of Medicine Hat fearfully awaiting an impending attack by the Blackfeet, were saved by a monster serpent which appeared at a watering hole in the South Saskatchewan River, and offered an Indian Brave the secret of the medicine man's hat, if he would sacrifice his bride, Wapasos, to the monster. He did and everyone lived happily ever after, or fairly happily anyhow. Naturally they named the monster Ogopogo. What else?

However Mayor Veiner didn't want to take all the credit. (He prefers the votes.) So he must have called in CHAT manager Bob Buss to find a solution. This was to cling to their

point and their bridge and its name, but in deference to the people of Kelowna, and to avoid what bordered on becoming an international situation and probably would have become one if Kelowna and Medicine Hat had only been in different countries, Mayor V promised they would spell it backwards.

NEW CALL

In place of Vancouver's pioneer station CKMO, west coast listeners are hearing a new set of call letters C-FUN. Manager of the station which is now functioning under new ownership is Patt McDonald. Fin Anthony is the commercial manager. National sales representatives for Toronto and Montreal, as from the first of this month, are Mulvihill & Company.

And speaking of fun, before this comes out I'll have been out to Moncton to see Fred Lynds and his CKCW-TV, and back at The Desk again, so buzz me if you hear anything, won't you?

[ANNOUNCEMENT]

**J. J. GIBBONS LTD.
APPOINTMENT**



CORINNE NOONAN

Mr. R. B. Pattinson, President of J. J. Gibbons Advertising, Ltd. is pleased to announce the appointment of Mrs. Corinne Noonan as Radio and Publicity Director of the Edmonton office. Mrs. Noonan joins Gibbons with an extensive background in the Advertising Agency field, and in her new position will be handling Television in addition to Radio and Public Relations. Mrs. Noonan was formerly Radio Director with Stewart-Bowman-Macpherson Ltd. and for the past year, has been Promotion Manager at Radio Station CHED, Edmonton.

**STILL THE LOWEST COST PER "M" HOMES
IN WESTERN ONTARIO**

Total Daytime Audience: 65,110 homes.
1/2 hr. program "B" time Basic
32c per M Homes

Total Night-time Audience: 34,480 homes.
1/2 hr. Night-time "A" time Basic
87c per M Homes

"No other Western Ontario Station as low regardless of power"

BBM STUDY NO. 6

CFCO—630 Kcs—Chatham

Here is CKOK-land

One of a series.



CATHEDRAL FISHING LAKES, NEAR PENTICTON, B.C.

Photo by Stocks

SEE PAUL MULVIHILL & CO. IN CANADA

Served by
RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.

Now!

Full Power

at

900

CHNO

SUDBURY

A TREMENDOUS
INCREASE
IN
COVERAGE
AND
NO INCREASE
IN RATES

YOUR BEST RADIO
BUY

Rep:
OMER RENAUD & CO.

CARTB Agenda

**RADIO-TV-PRESS-FINANCE
ARE TOPICS AT QUEBEC MEETING**

There's a pre-convention slated for the day before the real opening of the CARTB meeting this year at the Chateau Frontenac, Quebec City. The official opening of the thirtieth annual meetings actually takes place with the opening of Spring on March 21st, but things get moving a day earlier. Sunday March 20th, the registration desk will be open from 2:00 p.m. until 10:00 p.m. Also the Bureau of Broadcast Measurement gathers for a special meeting at 3:00 p.m. Under the chairmanship of BBM Vice-President Horace Stovin, BBM Research & Development Director, Clyde McDonald is going to take down his hair, stick out his neck and offer answers to such tortuous questions as: "Is the BBM sample big enough?" — "Do we really know the margin of error?" — "What about non response?" — "How about the check list?"

Also on the Sunday, the CARTB's 1954-55 board of directors meets in the Salon Wolfe at 8:30 p.m. The ladies are being invited to afternoon tea in Private Dining Room at 4 at four o'clock.

Guests will be welcome to all meetings Monday, March 21st, and all registrants are invited to attend any or all of the events listed.

CARTB President, Finlay MacDonal will call the meeting to order at 10:00 at which time he will deliver his address of welcome.

This will be followed by routine matters of business, such as the appointment of committees, and then, at 10:30, the keynote speech.

This year the first day's featured speaker will be a British newspaper columnist and former editor who was elected to the British House of Commons at the age of twenty-four and was hailed as the "second younger Pitt." He is Frank Owen,

columnist on Lord Beaverbrook's DAILY EXPRESS. He once edited the DAILY MAIL.

His biography of Lloyd George caused considerable comment when it came out last year.

Following the keynote address, the meeting will hear James F. Furniss, assistant vice-president of the radio conscious Citizens & Southern Bank of Atlanta, Georgia.

After a luncheon recess, Finlay MacDonal will rap his gavel at 2:30 p.m. for the much-discussed panel of newsmen from Vancouver stations, which caused wide comment at the BCARTB meeting at Harrison Hot Springs last fall. Same Ross, assistant manager of CKWX, will be in the chair. He will be supported by Bert Cannings of CKWX and Dorwin Baird and Jack Webster, both of CJOR.

The first day's sessions end with an address by John Karol, vice-president in charge of network sales for

the Columbia Broadcasting System, New York. Under the title *Radio's Resurgence*, this speaker will demonstrate the unshakeable faith he has built up over the past thirty years in radio as the lasting medium and an effective buy. Prior to his talk a new animated color film will be shown called *Tune In Tomorrow*, telling the story of radio in the past, present and future.

SOCIAL SIDE

The CARTB reception and annual dinner wind up guest day. Chairman at the dinner will be Jack M. Davidson, Northern Broadcasting Co. Ltd., CARTB vice-president.

The Colonel Keith S. Rogers Memorial Award will be presented by the Canadian General Electric Co. Ltd. for a technical accomplishment.

The Quarter Century Club awards will be presented to a long list of employees of CARTB member stations, sales representatives and people from other allied fields who have served the industry for 25 years. (The Quarter Century Club Committee consists of Jack Beardall, CFCO, Chatham, chairman; Lloyd Moore, CFRB, Toronto; Horace Stovin, Horace N. Stovin & Co., Toronto.

This year a special "Pioneer" award will be made to a limited number of members who completed twenty-five years in the broadcasting industry not later than December 31st, 1951.

The John J. Gillin Memorial Award will again be presented on the basis of any single or continuing contribution by a member station to any form of community service. The CARTB reports that a record number of entries has been received, and judging has been done by two members of the federal parliament, J. T. Richard and W. A. Robinson and H. Crossley Sherwood of the



Saskatchewan's Golden Jubilee

is a real provincial party this year!

Of course, we're in on the celebrating . . .
. . . May we suggest how YOU can join in —
cash in — on the proceedings, through our
excellent listenership?

For information about us, see our reps!

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



THE RADIO HUB OF SASKATCHEWAN



500 KC
5000 WATTS

**B.C. RADIO
HAS CHANGED!**

Latest BBM figures give the
2-station markets of

CHUB and CJAV

Nanaimo Port Alberni

A larger BBM increase than
any area in British Columbia!

Check with —
Stephens & Towndrow in Toronto
and Montreal.

Donald Cooke, Inc. in the U.S.
John N. Hunt & Assoc.
in Vancouver.

administrative staff of the House of Commons.

Guest speaker is Thomas F. O'Neil, president of Mutual Broadcasting System since 1952, president of General Teleradio Inc., a subsidiary of General Tire & Rubber and parent company of the Yankee Network, WOR-AM and WOR-TV. He is also a director of the Advertising Council and the Brand Names Foundation.

TUESDAY IS TV DAY

Television gets the attention of delegates and associate members on the second morning, when Finlay MacDonald will take the chair at a closed business session for the TV members.

A tentative lineup of topics for this session includes: Single rate card vs. local and national rate card; standard forms of contract, rate card, film rental contract and copyright protection; pay scales, personnel and training; period of protection; evening time allocations; program sequence in network scheduling; adequate notification of network sponsorship; sustaining programs.

After lunch there is a joint business session for both radio and television sessions. It will be closed to members and associates and at it the president, Finlay MacDonald, and the executive vice-president, Jim Allard, will deliver their reports. Action will be taken on a proposed amendment to by-law 10.

This will be followed by the election of directors and reports from the following committees: Advertising Standards Code Committee, Al Hammond, chairman; CBC Liaison Committee, Malcolm Neill, chairman; CARTB Industry Promotion Committee, Gordon Archibald, chairman.

At 4:30 p.m. the Bureau of Broadcast Measurement is holding its annual meeting.

The new Board of the CARTB meets at 5:50 p.m. in Salon Wolfe.

ON THE SELLING SIDE

Wednesday the meetings will again be open only to members and associates. Finlay MacDonald will occupy the chair for a morning meeting for the radio section. First, at 10:00 a.m., Joe Ward, Advertising Research Bureau Inc., Seattle, will talk on "Increasing Local Sales".

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

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

At 11, Jack Davidson will chair a panel on sales, which will discuss seventeen key points sent in ahead by stations and reps.

Next Chas. Fenton, CARTB sales director, is scheduled to deliver his report and give the first showing of CARTB's new Sales Presentation, designed for use with national advertisers.

Other items on the Wednesday morning agenda include matters concerning copyrights, "Operation Box", Teenage Book Parade, and others.

On Wednesday afternoon at 2:30, Dr. Marcus Long, Professor of Philosophy at the University of Toronto, who made such a hit as annual dinner speaker at the CCBA convention at Niagara Falls last fall, will

hold forth under the title *The Death of Freedom*.

A business meeting at 3:15 calls for introduction of the new officers, further reports of committees includ-

ing the resolutions committee; "other business" and official closing of the convention by Don Jamieson, chairman of the annual meeting agenda committee.

CJOB WINNIPEG

DELIVERS POWER WHERE IT COUNTS

79% OF THE RETAIL SALES IN MANITOBA ARE MADE WITHIN **CJOB'S** PRIMARY COVERAGE AREA — MAXIMUM RESULTS FOR MINIMUM COSTS IN CANADA'S 4th LARGEST MARKET

ON

CJOB

WINNIPEG

SALES REPRESENTATIVES FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

YOU GET A BIG PLUS IN KINGSTON WHEN YOU USE CKLC!

There are seven big military establishments in the Kingston area. They have a monthly payroll of well over half a million dollars! — An annual payroll of close to eight million dollars! This money is spent in Kingston! And according to an accurate independent survey, the men and their families in this area listen to CKLC more than any other station!

JUST ONE MORE REASON WHY YOU CAN'T SELL EASTERN ONTARIO WITHOUT CKLC KINGSTON

CONTACT: HORACE N. STOVIN - CANADA FORJOE & CO. U.S.A.

CFGP OUR NEW "VOICE of the MIGHTY PEACE"



WILL SMOKE OUT MORE BUSINESS PER BUCK THAN YOU CAN SHAKE A BLANKET AT.

SERVING ONE QUARTER OF THE RICHEST PROVINCE IN CANADA CFGP IS 300 AIR MILES FROM THE NEAREST NETWORK STATION.

IN CANADA ASK AN ALL-CANADA MAN, IN THE U.S.A. WEED & CO.

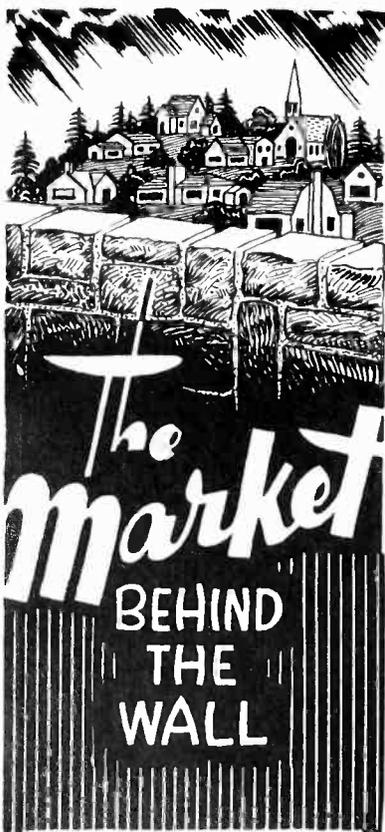
CKTB Sells St. Catharines, the Rich Niagara Peninsula BECAUSE

it has more audience in this market than all other Canadian stations combined.

Get the whole story from our Reps: Mulvihill in Toronto and Montreal, McGillvra in U.S.A.

The NIAGARA DISTRICT STATION

CKTB ST. CATHARINES



WE'RE KEEN ON FIGURES!*

Especially when they conclusively prove that listeners prefer these three Northern stations, the only ones that penetrate the "Market Behind the Wall".

	Night-time	% Sets in Use	% of Listeners
CFCH North Bay	Nov./54	42.0	89.9
CJKL Kirkland Lake	Oct./54	41.2	95.4
CKGB Timmins	Nov./54	51.8	80.7

CFCH
NORTH BAY

CJKL
KIRKLAND LAKE

CKGB
TIMMINS

* Elliott-Haynes

UNDER NORTHERN MANAGEMENT

Reps
NBS
in Canada
WEED & Co.
in USA

JOINS CARTB

F. R. "Dick" Thibodeau has joined the Toronto sales office of the Canadian Association of Radio and Television Broadcasters and will be in charge of research, statistics and French language sales. Dick is 34 years of age and comes to the CARTB from LE NOUVELLISTE in Trois-Rivières, Quebec where he was national advertising manager.

Other positions he has held include a period as industrial editor of the Aluminum Company of Canada's house organ, editor of Steinberg's Food Stores, Montreal, house magazine and manager of Le Bureau de Credit de Trois-Rivières. During the last war he completed a tour of operations as a Flying Officer in the R.C.A.F. His appointment to the CARTB was effective January 25th.

CALLING NEW CANADIANS



A series of programs aimed at the large number of new Canadians from countries all over the world who have settled in the Toronto area is being aired by CFRB Saturday evenings. Called *Canadians All*, it reviews, in words and music, the history and culture of these many non-English-speaking Canadians.

The script is by John Collingwood

Reade, who also acts as host, and the producer is Wishart Campbell, CFRB's musical director. Native singers and musicians contribute to each show.

Reade interviews a national from the country being featured and the musical numbers fit into the topics which they are discussing. The interviewee translates, into his native language, various messages of welcome to Canada. Messages are broadcast from the Honorable J. W. Pickersgill, Minister of Immigration and Citizenship, the management of CFRB and other appropriate people.

Programs have already been done on Poland, Finland, Lithuania, France and Hungary. The future schedule includes, among others Holland, Estonia, Latvia, the Ukraine, Germany, Norway, Italy and Greece.



TORONTO'S exciting
DAYTIME Radio Station!

- Frank Tumpane 8:00 a.m. news
- Phil Stone 8:10 a.m. sports
- Harvey Kirk 1050 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

WANTED
LOCAL TIME SALESMAN
AND ANNOUNCER

for

TILLSONBURG
& DISTRICT

Good pay and future
for the right men.

Send full particulars
and references to:

CKOT

TILLSONBURG - ONT.

WANTED
MANAGER

for Brand New
MARITIME STATION

Good Proposition

Apply In Writing

LEO LACHEY

Bathurst Broadcasting Co.
Bathurst, N.B.

... NETTING MORE LISTENERS ON THE AIR 24 HOURS DAILY WITH LONDON STUDIOS

CHLO

LONDON and ST. THOMAS

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

The New Station
at

SAULT STE. MARIE

has the following vacancies for people able to start work in mid-April as

ANNOUNCERS
COMMERCIAL WRITERS

Write with full
particulars to:

CARMEN GRECO
Algonquin Radio Ltd.
Sault Ste. Marie, Ont.

FOR SALE

One General Electric Model XT1A — 1 kw AM transmitter with 2 sets of tubes.

One RCA marginal relay remote control system.

Radio Station CKVL
Limited

211 Gordon Avenue
Verdun, Que.



AIN'T IT THE TRUTH?

Roger Rolland, program director of the CBC's French-language network . . . said the CBC had inherited cultural responsibilities that sometimes led it to produce broadcasts of such high caliber they missed most of their listeners.

Montreal Gazette

. . .

THERE SHOULD BE A LAW AGIN IT

" . . . there should be a clause Federal legislation to protect in the Copyright Act or other broadcasters against the use, recording or reproduction of their programs without their consent."

News Service Report

. . .

HELP WANTED

Wanted, for the CARTB Convention, a few more convictions for delegates to have the courage of.

. . .

DEPT OF DEFINITIONS

Maybe it hasn't caught up with you yet, but they're defining a hydromatic executive as a shiftless s.o.b.

. . .

CRITIQUE OF CRITIC

Then there's the critic who took so long writing his review that the program was over before he could get a look at it.

. . .

NOT GUILTY

A U.S. paper assures its readers that when the British parliament debated the abolition of capital punishment, the Churchill government's life was not in danger.

. . .

OBITUARY DEPT.

Great Way To Go.
With or without your boots on.
Ad for the U.S.
Great Northern Railway

. . .

ELDORADO

Then there's the gal who struggled for a mink coat for years — and then she stopped struggling.

. . .

OCCUPATIONAL HAZARD

Let's not forget the deejay who was getting along fine — until he contracted I-strain.



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

CKWX radio Vancouver 5000 friendly watts

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



FROM
MICROPHONE
TO
CONSOLE

Northern
Electric

COMPANY LIMITED

44 BRANCHES THROUGHOUT CANADA

In 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

TV IS BOOMING NOW BUT...

Reps Show Concern About Summer

Business is good in TV says Reo Thompson, manager of All-Canada Television. Bookings were up thirty per cent in January over December, he discloses, adding that the sources of this business include a widely varied group of national sponsors using spots and flashes, with contracts averaging 26 weeks. More clients, Thompson says, are also turning to thirty-nine and fifty-two weeks' contracts for syndicated programs than before, as the new industry really hits its stride.

Corliss Archer is on fourteen stations for B.C. Packers and S.O.S. *The Guy Lombardo Show* is on nine Ontario stations for Loblaw Groceries and Wm. Neilson Ltd. and the H. J. Heinz Company are co-sponsoring it on eight others. Coca-Cola has signed Eddie Cantor for thirty-nine weeks on fifteen stations. Libby McNeill & Libby of Canada Ltd. and the Harold F. Ritchie Co. Ltd. are alternating sponsorship of what has come to be known as the "Bank of America Package" of feature moving pictures, and these have been running in the late evening hours, once a week after the eleven o'clock news on seventeen stations since the end of January. The industry is sitting up and taking notice of this feature because these pictures are all post World War II, many of them being only four or five years old.

FRENCH DEMAND FOR TV

A somewhat different note of optimism stems from the representative of two eastern stations which only went on the air in December. These are CJBR, Rimouski and CKCW, Moncton, repped by Horace N. Stovin & Company. According to Lee Raeburn, who is devoting all his energies to broadcasting's new offspring, national sales for these two stations have been twice as much as the budgets called for.

Both these stations are placing quite a bit of emphasis on local programs. Rimouski is turning in five and a half hours a week, and Moncton has two and a half hours a day.

The demand for sets in Rimouski and the area has been considerable to say the least. A combination of heavy weather and the big demand for sets caused one television dealer to make deliveries in the country by snowmobile. Then there was the lumber company on the north shore of the St. Lawrence that felt compelled to fit up a log cabin, way out in the bush, to house a TV set and enough chairs to seat the men who were clamoring for the new form of relaxation.

Details of the programs being presented on this French language station will be forthcoming as soon as CB & T is able to pay its call. One interesting sidelight is the fact that besides TV schedules, the local weekly paper *Le Progres Du Golfe*, is publishing some of the recipes demonstrated by Angèle Landry on her *Demonstrations Culinaires* (Cooking Demonstrations), which is a daily feature on the station. It is reported that the paper noticed an immediate increase of over ten per cent in its circulation of 3,000.

Fred Lynds of CKCW-TV, Moncton was agreeably surprised when a recent Elliott-Haynes survey of this station area disclosed that there are, in range of the antenna, 14,900 TV sets, which is said to be 14.5 per cent of the potential.

The TV man from Radio Representatives Ltd., Bill Ross, says that about twenty-five per cent of the business they are booking for their two stations, CHCT-TV, Calgary and CFQC-TV, Saskatoon, is coming from accounts which never used radio in the past. Most recent of these, to book on his stations as well of course as others, are Supreme Aluminum Industries Ltd., Fiberglas Canada Ltd., Minute Maid Orange Juice and Snyder's Ltd., Kitchener furniture manufacturers.

WHAT TO DO IN SUMMER

Bill feels that the large volume of business booked for this winter and spring may follow the pattern of national radio and go into a summer recession because of major network programs going off the air. The problem, he points out, is finding replacements, either local shows or national film shows.

His solution is to use times opened up in this way to sponsors interested in making test campaigns, which they cannot do on single stations at the height of the season.

If sponsors do not have filmed commercials available, Bill suggests

that rather than go to the expense of having them produced for single station use, they let the stations do them live or else let the local art men improvise them for them.

LOCAL-NATIONAL TIE-UPS

The note of excited optimism continues with Robin Armstrong, who takes care of the two Hardy TV stations, CFCM-TV, Quebec City and CKCO-TV, Kitchener. Bob echoes Bill Ross' report that "lots of guys are going into TV who never used selective radio before, and these, according to his computations, represent a quarter of the number of current sponsors.

This rep brought up the question of summer sponsorship with the thought that national sponsors are wondering whether they will be able to afford to use TV in the good weather months, but are concerned over the fact that they are liable to lose out on present time slots if they let them go.

From the French viewpoint, Bob says that TV is really catching on, judging by what is happening at CFCM-TV, Quebec. All kinds of local merchants including the department stores are clamoring for time. Many of them are tying in with national advertisers by buying 8 second ID's following national programs.

A La Bonne Franquette (Pot Luck), CFCM-TV's daily daytime cooking show, has been lengthened from thirty to forty-five minutes. Besides a number of local spots, it is quite widely used by national food product and kitchen equipment concerns.

CKCO-TV, Kitchener, has just cleaned up a highly successful fashion show, Bob says. The success is apparently gauged by the fact that it had no less than seven sponsors, all "locals".

Armstrong points out that the way to gauge a station's success is by its local shows, the results of which are evident right away.

All in all, he says, "it looks as though we're in for a big spring".





One call does it all!

Your local
**RCA TUBE
 DISTRIBUTOR**
 now stocks
RCA TUBES
 for the
BROADCASTER

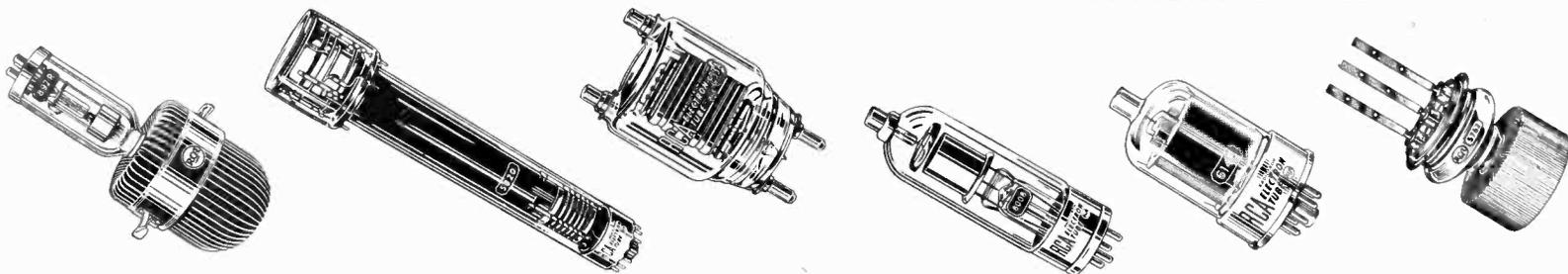
Now, with one call, you can get immediate personal service and delivery of the specific RCA Tubes you require—from the wide, well-balanced stocks of your local RCA Tube Distributor.

RCA-built Power Tubes offer you high quality plus long service life. By faithfully serving the important requirements of AM, FM and TV broadcasting, by utilizing their vast experience in tube engineering and manu-

facture, RCA Victor have maintained an unrivalled reputation for excellence of performance and true operating economy, exemplified in the RCA Power Tube.

When you replace, gain that extra margin of dependability by specifying RCA. For technical information, contact your local RCA Tube Distributor, or write: Tube Dept., RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



**YOUR RCA TUBE DISTRIBUTOR NOW HAS RCA TUBES FOR IMMEDIATE DELIVERY.
 CALL HIM FOR FAST AND FRIENDLY SERVICE.**



**TUBE DEPARTMENT
 RCA VICTOR COMPANY, LTD.**

1001 LENOIR STREET, MONTREAL 30

TELESCREENINGS

A fire which took place opposite the studios of CKCW-TV Moncton, gave the cameraman a chance to beat the press and even the radio men to the punch in presenting the news.

The local screens were showing the CKCW-TV test pattern, at 2:15 p.m. February 1. But when the studio staff heard that there was a fire opposite, they simply opened the doors, and gave viewers a grandstand view of the blaze while it was going on. At the same time the studio's film cameraman took a reel for showing on the 6:30 news. CBHT, Halifax later requested a copy of the film for their broadcast.

Second actuality of the day for CKCW-TV came when the weather forecaster decided to give his weather chat from outside the studio. All bundled up in warm clothes, he appeared before the viewers in 14 below zero weather.

600 veterinarians saw surgical operations being conducted on TV last month in New York State College of Agriculture at Cornell University, N.Y. A closed circuit color TV set up linked the operating room with the Statler auditorium nearby.

On a screen four and a half feet by six, the vets were enabled to see the latest advances in surgery. Normally only about ten or twelve onlookers would have been able to watch the operation.

In a poll conducted in the Sudbury area during January, it was found that 54 per cent of the homes in the area have TV sets and that during the period of the polling, conducted only between 4 and 11 p.m., 80 per cent of these homes were watching television.

A popularity poll conducted the same week gave Jackie Gleason first place among the shows. The highest placed locally produced show, was CKSO-TV's *Televives Time*, which ran ninth. CBC News came last in the ratings, with 31st place.

So many requests came in for the free bottle of Maple Leaf Detergent offered by Canada Packers Ltd. over CFCM-TV, Quebec, that the firm had to withdraw its offer. 4,000 requests came in during the five days that the offer was open.

Mother Parker's Tea and Coffee is sponsoring the *Lilli Palmer Show*, Tuesdays from 7:45 to 8:00 p.m. over CBLT. The series started on Feb. 8th and runs for 26 weeks.

Miss Palmer chats about, and with, personalities of the stage, screen and music worlds.

Advertising agency for Mother Parker's Tea and Coffee is A. J. Denne and Company Limited.

DUPLESSIS ADMITS TV CENSORSHIP

ACCORDING to Premier Maurice Duplessis of Quebec a gentleman's agreement concerning the censorship of television films and programs exists between his government and the federal government. Duplessis said that he had a two hour meeting with Justice Minister Garson about three months ago to make the censorship arrangement.

The question of film censorship came up during a debate in the Quebec legislature when Duplessis said the Quebec government had bought films from the National Film Board for publicity purposes.

Raymond Belanger, Liberal member for Levis, asked, "Has not the premier said that there were communists in the National Film Board and the CBC?"

Duplessis replied, "I said there had been communists there and I repeat it. We decided to censor television films and we adopted a law to impose television film censorship." This law was passed December 10, 1952.

The premier said he had not seen many television shows but those he had seen seemed "stupid". Television keeps children away from their school work and wives from their kitchens, he said.

Duplessis said that films had been shown on television that were "not in tune with sound morals." However, it was understood that the Quebec government didn't intend to

apply its censorship law at this time as a result of the agreement between Mr. Garson and Mr. Duplessis.

When Belanger continued to speak of Duplessis' statements about the so-called "communist-infected CBC," Duplessis snapped, "I never said anything of the sort. I have always said there were perfectly honest gentlemen in the CBC and the National Film Board. But there was a time when some atheists and communists used these platforms to propagate their ideas."

Last October he said he received a letter from Immigration Minister Pickersgill asking him to delay application of the television censorship law. Duplessis said the letter had been sent because some NFB films had been held back by the Quebec Cinema Bureau.

The Quebec government insisted that the films should be censored, Duplessis said, and later he received another letter from Pickersgill agreeing to the censorship. He also said that the NFB now submits all its films to the Quebec cinema board before they are distributed in the province.

On the matter of government rights, Duplessis said, "Many people place our right to censor films in doubt—among them Justice Minister Garson. In passing, may I remark how easily certain persons place provincial rights in doubt but never the federal government's rights."

The ONLY TV STATION Covering Eastern Quebec



Now available: Regional News
Homemaker Show
Sports Column
Saturday Night Jamboree
Harbour Club
Jeannot & Jeanette
(Children's Program)

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

Soon 10,000 Watts for CJBR

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.

FIVE GOOD MEN AND TRUE

By Hugh Garner

THE panel show, "Fighting Words", is back on the CBC network, and this strikes me as a very good idea. There was a time a couple of years ago when the television screen seemed to be filled almost wholly with Arthur Godfrey shows interspersed with panel programs, but this may have been an hallucination caused by staring at Dagmar's low-cut gowns. (And by the way, whatever happened to her?)

The panel shows seem to be in a decline at present, with a goodly number of them gone the way *Fighting Words* nearly went, their panelists scattered to more mundane methods of earning their bread and butter. With the exception of one or two, such as *What's My Line*, in which the panelists' names mean more than their I.Q., none of television's panel shows ever reached the popularity of radio's *Information Please*.

Most of them seem to have died for lack of a sponsor, and they lacked a sponsor because they lacked audience appeal, and they lacked audience appeal because they were wrongly conceived and constructed.

In the first place, a panel show should either appeal to a general audience or to a loyal and intelligent segment of the larger television audience. To try and appeal to both at once is a form of TV suicide that is very painful to the pocketbook.

Information Please succeeded on radio because the panelists were men of broad and generalized knowledge, one of whom was sure to be able to answer a question dealing with American League batting averages as well as a colleague could answer

one dealing with Byzantine art. Between them there were very few subjects that could not be answered.

Their audience participated in the quiz, not only by sending questions which aimed to stump the experts, but also by trying to beat these intellectual Univacs to the answers. If a member of the radio audience beat Franklin P. Adams in answering a question on the nesting habits of the Arctic curlew, or Oscar Levant in spotting a Bartok composition played on the piano, he became a minor sensation in his own living room, and for a moment or two was looked up to by his family as an intellectual giant.

Many of our television quiz shows tried to get away from specialized questions — and a panel that could answer them — and instead substituted novelty in place of knowledge. This resulted briefly in a wider appeal, but failed to win many died-in-the-wool fans, or, what was more important to the networks, any died-in-the-wool sponsors. We had panel shows in which the panelists tried to guess the names of guest celebrities, the occupations of members of the public, or the names of musical compositions, but with the exception of *What's My Line* most of them disap-

peared one night, and were forgotten before the week was out. What the network brains forgot, or never knew for that matter, was that the word "novelty" has the same root as the word "new", and that there cannot be such a thing as a novelty continued until it is old and stale.

LOW AUDIENCE APPEAL

Other panel shows, especially on Canadian TV, were cursed from the beginning by a narrow audience appeal, and were watched apparently only by members of university faculties, arty young people, and a spate of assorted egg-heads. The members of these panels were recruited largely from our institutions of higher learning, and their intellectual interests were as far removed from those of the mass television audience as differential calculus is from a grocery bill.

Another mistake made by the producers of panel shows, and this was particularly true of our home-grown product, was the habit of hiring panelists who were about as photogenic as Caspar Milquetoast, but with less general knowledge than that cartoon character. Because a man or woman are experts on international affairs or the plays of William Shakespeare, it does not necessarily follow that they know anything at all about horticulture, military history, modern literature, or polar exploration. The greatest attribute of any quiz panelist is a broad if shallow, general knowledge rather than a specialization in one subject. And another, largely overlooked necessity, probably greater than the ability to answer questions on a variety of subjects, is personality and stage presence.

TV IS FUN FIRST

Were I to pick a panel for television I would begin by reminding myself that television is primarily an entertainment medium, and that the dissemination of culture or knowledge is a secondary function, that is best distributed to the mass of the public through their being entertained. In order to entertain them by means of a panel show I would be very careful in my choice

of panelists, picking them for a wide general knowledge, personality, and their ability to project this personality on to a TV screen.

I would avoid people with a Message, and those to whom art is always spelled with a capital A. I would also avoid poseurs and those who rest on planes of intellect suspended in the atmosphere. Instead, my panel would be formed of a firm but humorous master-of-ceremonies, and three men and a woman, or four men, who were recruited as follows: one from our sports page columnists, one magazine editor (Ralph Allen of *MACLEAN'S MAGAZINE* is an excellent panelist), one well-known stage or TV personality whose interests cover a wide variety of topics, and one comparatively unknown who has a good musical knowledge.

My master-of-ceremonies would be urbane, yet witty and down to earth. He would be a person who remembers at all times that a television show is not the General Assembly of the United Nations, and would be ready to sacrifice decorum for laughs. All my panelists would be able to double in brass, but if they were stumped for an answer on any subject they would admit it instead of trying to hedge and invent something to say.

Next to choosing my members of the panel carefully, I would have my show produced by someone who chooses the listeners' questions from the point of view of common sense rather than snobbery or a set of standards that are far and away above the heads of my audience.

I would limit questions on Shakespeare and all 15th, 16th and 17th century literature to one or two a month, remembering that the study of the Bard is a college specialty rather than a universal habit of the public. The same thing would apply to questions on Greek and Roman mythology, 19th century English poetry, and many other esoteric subjects that are largely forgotten outside the classroom. My producer's choice of questions would be governed by the belief that vanity is as great a sin as vulgarity, and that one should be avoided just as much as the other.

It is my belief that there is room on Canadian television for good panel shows, but they must be presented with skill and forethought. It must be recognized beforehand which part of the television audience the show will appeal to, and it should be aimed at that level of the public. And last but not least it should be entertaining.



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NO DICE FOR 3-D

TV's Father Peers In Crystal Ball

By Leslie Holroyd

IN the opinion of the man who made one of the largest contributions to its invention, television is not going to sound the death knell of radio. Dr. Vladimir K. Zworykin, who conceived the basic principle and perfected the iconoscope, the electronic pick-up tube which makes picture transmission practical, told members of the Toronto press that radio will survive because people just plain like to listen and whereas TV demands all their attention, they can be doing something else while listening to the radio.

Zworykin was in Toronto to address the Royal Canadian Institute and met the press through the courtesy of the RCA Victor Company Ltd. He worked for the parent company, RCA in the United States, from 1930 until his retirement last year at which time he was made an honorary vice-president of the corporation.

Born in Russia where he received his early training in the field of electronics, he came to the United States shortly after World War I. Soon after his arrival there he joined an American research staff and developed the iconoscope.

Zworykin, who saw his first television picture on a closed circuit in 1923, seldom watches TV now because he said, "I don't have the time. I read a lot." When he does watch it he is generally concerned with the technical end, rather than the entertainment value of the program. Because of his interest in the technical problems he often views color telecasts.

When asked if he thought Jackie Gleason was worth the millions of dollars he will receive under his new contract, Zworykin looked blank and said, "Who is he? I don't know the name."

3-D IS POSSIBLE

Third dimensional television was invented 15 years ago and is commercially feasible, but he added, people don't seem interested. This was evidenced by its short lived popularity in the movies, he said.

At present Zworykin is connected with the Rockefeller Institute where he is working on the application of TV to education. Tests made at an American university proved the value of television in this field when students who saw lectures and demonstrations on television made better marks than those present in the lecture hall.

Television's particular forte is complicated things, such as surgical operations, where a close-up view can be given and a much larger audience reached, Zworykin said. 250 channels in the United States have been set aside for educational purposes, with seven stations already operating and 15 others under construction, he said.

The transmission of television signals across the ocean is possible now, he said, and one company is talking of building an undersea

cable for this purpose. He mentioned that one method of trans-oceanic transmission would be to stagger aircraft departures so that the planes could act as relay stations.

Also in the future Dr. Zworykin saw such things as mural, or very large screen, receivers, much cheaper color sets, television on domestic telephones and a closed circuit TV set-up for the home.

This home TV is almost ready to be marketed and with it the housewife will be able to see what is happening in any room in the house without leaving her kitchen.

Books

STAGING TV PROGRAMS AND COMMERCIALS — by Robert J. Wade. Published by S. J. Reginald Saunders & Co. Ltd., Toronto. \$8.45.

A book which contains much of the available, tested information about television set construction and design, lighting, and many other facts on the staging of television programs and commercials is invaluable to anyone in, or contemplating entering, this field. Here is such a book.

This book, which might better be called a manual, covers all these things and many more. It is written in terms understandable to a newcomer and technical jargon is generally explained.

At times it also falls into the how-to-do-it category. In a chapter about scene construction it lists the basic

hardware and materials to be stocked in a property department and then explains and illustrates methods of stage carpentry.

Many pictures and drawings all through the book help define things that can't be put in words such as the various techniques employed in painting texture on backdrops. There are also photographs of typical equipment and commonly used television settings, several of which were designed by the author.

The author knows whereof he

speaks. Previous to entering television in 1944 he spent ten years as resident designer at a summer playhouse. He designed sets and artwork for many of the first big network shows, such as *Texaco Star Theatre*, *Lucky Strike Playhouse*, and the *Theatre Guild Series*.

In short this is a worthwhile addition to any TV station bookshelf and an asset to anyone involved in the designing or staging of television productions.

Holroyd.



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