NEW BOARD FOR CARTB

SERVING THE PRIVATE BROADCASTERS from coast to coast as directors of the Canadian Association of Radio & Television Broadcasters are: left to right, seated: Henri LePage, CFCM-TV, Quebec City; John Hirtle, CKBW, Bridgewater, N.S.; J. Arthur Dupont, (vice-president) CJAD, Montreal; Jack M. Davidson, (president) Northern Broadcasting Ltd., Toronto; René LaPointe, CKBL, Matane, Que.; George Cromwell, CHSJ-TV, Saint John, N.B.; David A. Gourd, Radio-Nord Ltée, Rouyn, Que.; standing: Wally Slatter, CJOY, Guelph; W. T. "Doc" Cruickshank, CKNX, Wingham; Maurice Finnerly, CKOK, Penticton; Hal A. Crittenden, CKCK-TV, Regina, Sask.; Fred A. Lynds, CKCW, Moncton, N.B.; F. H. "Tiny" Elphicke, CKWX, Vancouver; Baxter Ricard, CHNO, Sudbury; John Craig, CKX, Brandon; Gerry Gault, CJCA, Edmonton; Sid Boyling, CHAB, Moose Jaw. Missing from picture, J. E. "Ted" Campeau, CKLW-TV, Windsor, and retiring president E. Finlay MacDonald, CJCH, Halifax, who will sit with the board in an ex-officio advisory capacity.

In This Issue:

AN INTRODUCTION to the new president of the CARTB, Jack Davidson, appears on page 6.
FINLAY MACDONALD, the retiring president, and two guest speakers, U.K.'s Frank Owen and the U.S.'s John Karol are reported on page 8.
EXECUTIVE VICE-PRESIDENT Jim Allard's report to the CARTB appears on page 10.
RADIO'S NEWS PANEL from Vancouver is discussed on page 15.

In the Telescreen Section

AN OUTLINE of the television deliberations appears on the front page.

All the regular features as well.
Who Listens To Radio?

96.4% of Canada's homes listen to six million radio sets — an average of 1.6 radios for every radio home.

According to the latest official figures, 70% of all radio homes have one radio set; 22% have two; and 8% have three or more.

Besides these, there are automobile radios; portable sets; and radios in use outside homes.

Last year, Canadians bought a new radio every seventy seconds.

Everybody Listens To Radio

The Canadian Association of Radio & Television Broadcasters

Representing 126 Broadcasting Stations whose voices are invited into 3,748,000 Canadian homes every day.
S H O R T W A V E S

The CBC has been added to the organizations represented on the Association of Canadian Advertisers' annual award jury.

The ten man group will choose up to 20 entries from the field of Canadian advertising who have made a significant contribution to advertising in the past year.

The CBC will be represented by Chairman Davidson Dunton. As in past years, the CARTB will have a seat. This year the private broadcasters' representative will be Jack Davidson, president of the organization. Award winners will be announced at the ACA annual meeting in Toronto in May.

Three Canadians were made fellows of the Institute of Radio Engineers at its 43rd annual banquet in New York recently. IRE fellowships, the highest grade of membership in the Institute, went to William G. Richardson, director of engineering at the CBC, Ottawa, William A. Nichols assistant-chief engineer at the CBC, Montreal and Guy Ballard, vice-president and director of the radio and electrical engineering division of the National Research Council, Ottawa.

Richardson was honored "for his contributions to the art of broadcasting, both sound and television, in Canada"; Nichols, "for his contributions to the construction of the national radio system in Canada"; and Ballard, "for his direction of radar and electronic research in Canada".

Leo Cox, vice-president of James Lovick and Company Ltd., has been appointed general manager of the firm's Montreal office and a member of the board of directors, announces James Lovick. Collin Raymont becomes executive officer.

Final total in the March of Dimes at Oshawa, where Dick Smyth of CKLB grew a moustache, was $440, and not $300 as was erroneously reported.

Recent Pontiac advertising in Toronto daily newspapers has been a recommendation by Kate Aitken, radio's good neighbor. Six photos of Kate depict her viewing, driving, parking in the CBC lot, and broadcasting her recommendation over CFRB.

CBI, the CBC radio station in Sydney, N.S., has increased its power from 1,000 to 5,000 watts and changed its frequency from 1570 to 1140 kc.

Jack MacLaren, president of MacLaren Advertising Company Ltd., has started on the road to recovery after a critical arterial operation in Lake Worth, Fla., where he had been spending a winter holiday. An emergency operation was performed ten days ago, and the encouraging reports that the crisis was passed were described as a miracle.

Several moves by members of the executive staff of the Canadian Marconi Company have been made as a result of the company's erection of a new plant in Montreal.

The new factory which will open early in 1956 to manufacture magnetrons and various types of transmitting tubes, will have as general manager Harry A. Rice who moves from his former position as manager of Marconi's commercial products division. C. P. McNamara, formerly Rice's assistant, is the new manager of the commercial products division. L. T. Bird has been promoted from chief engineer to assistant manager under McNamara.

Promotions for three head office officials have been announced by the CBC. Marcel Carter, formerly head of the CBC's personnel and administrative services, becomes executive assistant to general manager J. A. Ouimet. C. E. Stiles, assistant personnel director moves up to director and Kenneth M. Kelly, planning officer in the personnel division, becomes assistant director.

Paul Mulvihill has announced that his Toronto rep. office, Paul Mulvihill and Company is now at No. 111, 77 York St.

We are pleased to announce that

CKAC

MONTREAL

the pioneer of French radio in America, carrying the greatest volume of radio advertising in Quebec for the past 33 years, is now

NATIONALLY REPRESENTED in both

MONTREAL

AND

TORONTO

by

OMER RENAUD & CO.

MONTREAL — 1411 Stanley St., BElair 9541
TORONTO — 170 Bay Street, EMpire 4-1197
Do observe by the almanack that already we are well into Spring, and do wish the weather man would not lag so far behind. From CKXL Calgary the word that Calgary Motor Products did in February spend $1400.00 on an announcement “blitz”, and found sales so successful that they are back for another one in March, to cost $1500.00. Though not familiar with the word “blitz”, I do recognize good results right readily. CKOM Saskatoon almost too good with their results, since Miller Hatcheries forced to cancel their contract until they can catch up with orders already received. Truly a “proven” station! On comparing Elliott-Haynes radio rating results with those of 1954, do find CJBR Rimouski showing an increase of 2.5% in the weekly average percentage of listeners tuned in to that station. Sets in Use figure shows 47.6 as a weekly average, which is almost double the national average.

From the top radio salesman in the Upper Ottawa Valley, by which I mean CHOF Pembroke, of course, a success story of the Pembroke Furniture Company, which sponsors CHOF’s “Sports Page”. They did decide to make a special offer on chesterfield suites, giving a very high trade-in allowance of $100.00 on the purchase of a new suite. They did spend a total of $46.00 on radio, and $7.00 on a window streamer. By 9 o’clock on Saturday night, they had sold $7000.00 worth of chesterfields — which does speak for itself! There is a new “sell-radio” slogan abroad which all alert time-buyers might contemplate. It was coined by the capable sales-staff of the Stovin organization — “BUY A MONTH — NOT A MINUTE” on a proven Stovin Station, of course!

“A STOVIN STATION IS A PROVEN STATION”

RHODES TAKE ITS PIONEERS

Thirty-six members of a new Pioneer Club were announced at the CARTB Convention. To qualify they had completed twenty-five years in the broadcasting industry by December 31st, 1951. The printing plates for the membership cards will be destroyed at the end of April, and any further nominations shall be sent to the CARTB before that date, when membership closes forever.

The following have qualified to date:

- Carl E. O’Brien, CFQC, Saskatchewan, Sask.;
- W. H. Baker, CFRB, Toronto, Ont.;
- John Beardall, CFBC, Hamilton, Ont.;
- W. C. Borrett, CHNS, Halifax, N.S.;
- George Chandler, CJOR, Vancouver, B.C.;
- M. V. Chestnut, All-Canada Radio Facilities Ltd., Winnipeg, Man.;
- Phil Clayton, CKOM, Sarnia, Ont.;
- J. A. Dupont, CJAD, Montreal, P.Q.;
- W. V. W. George, London, England;
- Arthur Holstead, CKWX, Vancouver, B.C.;
- Leslie Horton, CKOC, Hamilton, Ont.;
- A. E. Jacobsen, CHAB, Moose Jaw, Sask.;
- Miss A. A. Marshall, CFQC, Saskatoon, Sask.;
- Arthur Mills, CFBRN, Edmonton, Alta.;
- A. A. Murphy, CFQC, Saskatchewan, Sask.;
- G. R. A. Rice, CFBRN, Edmonton, Alta.;
- Leonard Spencer, CKAC, Montreal, P.Q.;
- Horace Stovin, Horace N. Stovin & Co., Toronto, Ont.;
- E. G. Swan, E. O. Swan Co., Toronto, Ont.;
- the late C. A. Landry, CHNS, Halifax, N.S.;
- J. S. Neil, CFNE, Fredericton, N.B.;
- Foster Hewitt, CKFH, Toronto, Ont.;
- Lloyd Moore, CFBRB, Toronto, Ont.;
- Samuel Rogers, Q.C., Rogers & Rowland, Vanco, Toronto, Ont.;
- H. S. Love, CFBRN, Edmonton, Alta.;
- Arthur Chandler, CJOR, Vancouver, B.C.;
- Wes McKnight, CFBRB, Toronto, Ont.;

Jack Sharpie, CFBRB, Toronto, Ont.;
Harry Swaby, CFBRB, Toronto, Ont.;
James Cooper, CFBRB, Toronto, Ont.;
P. C. MacLean, CFBRN, Edmonton, Alta.;
Norman Botterill, CJOC, Lethbridge, Alta.;
Frank Hollingworth, CJCA, Edmonton, Alta.;
the late Clyde Mitchell, CKAX, Kitcheener, Ont.;
the late Jack Slater, CJJOY, Guelph, Ont.;
The late Col. K. S. Rogers, CFPC, Charlottetown, P.E.I.

25 YEARS OF SERVICE

At the CARTB Convention, Quarter Century Club Awards were presented to employees of CARTB member stations, sales representatives, and members of other allied fields who have completed 25 years service in the industry.

The award winners are: T. C. Maguire, Horace N. Stovin & Co.;
- Aurele Pelletier, CHRC, Quebec, P.Q.;
- Phil Lalonde, CKAC, Montreal, P.Q.;
- Roy H. Thomson, Northern Broadcasting Co. Ltd.;
- Fred G. Usher, CJVI, Victoria, B.C.;
- Joseph Sommers, CJVI, Victoria, B.C.;
- Al Smith, CJVI, Victoria, B.C.;
- John C. Thompson, CKOV, Kelowna, B.C.;
- Casey Wells, CHWK, Chilliwack, B.C.;
- Jack Pilling, CHWK, Chilliwack, B.C.;
- Fred H. Pemberton, CKSF, Cornwall, Ont.;
- Lynnwood C. Hoskins, CFQCS, Saskatoon, Sask.;
- W. T. Cranston, CKOC, Hamilton, Ont.;
- Andy McDermott, Radio and Television Sales Inc.;
- Lloyd E. Moffat, CKY, Winnipeg, Man.;
- Wm. R. Hart, CKRI, Prince Albert, Sask.;
- Fred A. Lynds, CKCW, Moncton, N.B.;
- Gerry Gaetz, CJCA, Edmonton, Alta.;
- Rex Frost, CFBRB, Toronto, Ont.

A matter of choice—

And 80% of the listeners choose CFQC for just one program!
(Elliott-Haynes rating for “People Are Funny”.)

A matter of choice—

And YOU’LL choose CFQC to reach a rich Saskatchewan market!

See our reps!

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

THE RADIO HUB OF SASKATCHEWAN
Remember La Prensa

A question which should be causing concern to everyone, in radio and television broadcasting alike, is the indication that the CBC is endeavoring to jockey itself into a news monopoly as regards television.

Last month, at a meeting of CBC officials and private television operators, it became evident that the CBC wants to set up a news exchange with the private stations to function "co-operatively" along the lines of the service now performed by The Canadian Press and its member newspapers.

The danger in this plan, under which the CBC would supply the bulk of the news to private stations in return for their local items when anything newsworthy occurred, would do a great deal to tighten the load these stations have to bear in this important department. It is on the principle of pooling the news and swapping it with that of its fellow members that the Canadian newspapers have built their high state of efficiency. No doubt the CBC is full aware of this and is for that reason trying to emulate it for television. If it succeeds, it will have dealt a blow at the heart of Canadian democracy from which we are in doubt if it will ever recover.

In spite of the similarities between the proposed TV news gathering department of the CBC and the newspapers' Canadian Press, there is a distinct difference between the two organizations.

Whereas the CBC is an agency of government, the Canadian Press is owned entirely by the newspapers it serves. When a B.C. newspaper files a story with CP, it is made available to those other papers across the country which have also become part owners in the news gathering organization. Membership is voluntary to newspapers. British United Press and other news agencies compete for this business. CP's only function is to supply news.

In the case of the CBC, stations have nothing to say about the operation of its news department, other than suggestions they might from time to time be invited to proffer at meetings called by the CBC. Private stations have no seats on the CBC board. They have no entry into the committees which frame the regulations under which the CBC orders their comings and goings. It is true that they have an alternative to accepting CBC news. But because neither of the news services now serving radio is prepared to offer telecasters a comprehensive news service, their alternative is to go without.

Neither the CP nor the BUP is under any obligation to private television broadcasters to supply them with a comprehensive news service. The logical development, if the news services aren't interested, would be for the broadcasters, radio and television, to combine forces and organize their own. The only thing is, this would take years in the fulfillment, and in the meantime, CBC would be well entrenched and hard to dislodge.

This very real threat should concern everyone interested in the free passage of news. While its immediate effect would be on television, it should be of grave concern to radio broadcasters as well. It should even be a matter of alarm to those TV stations which stand to benefit from it right away. It should also be of interest and concern to the publishers of newspapers and the news services they own and support, if for no other reason, because the free passage of news is the essence of their existence, and a government news monopoly would automatically mean government news control.

Remember La Prensa.

Radio Bob... "It works!"

"What impressed me, Grigsby was that when BBM fails, we always have Elliott Haynes."

Broadcasters At Work

More sleep and less play seemed to key note the 1955 meeting of the Canadian Association of Radio & Television Broadcasters. Those responsible for preparation of the agenda may take for themselves a well-earned pat on the back for a job well done.

The topic which gained the greatest amount of time, attention and emphasis was that of retail selling. Special credit is due to the fervor of the president of the American Research Bureau Inc. (ARBI) Canadian broadcasting's old friend Joe Ward, who got snow-bound in Chicago. Joe missed the slot they had reserved for him on the program, but managed to make it in time for a special unscheduled luncheon meeting, during which he took the radio part of his audience apart for being "an industry with a built-in inferiority complex".

In order to give Joe's talk on retail radio the space it deserves, we have saved it along with reports and digests of several other speeches, for our next issue.

Another session devoted to the retail side of radio advertising was the forum to which just about every broadcaster contributed and which is still to come. Sharing of ideas like this is the best way this industry can offset the centralization of information which goes along with state ownership, and still maintain independence.

The main message to come out of the sessions devoted to "retail radio", which is reporting gains in virtually all centres from coast to coast, should be brought home to manufacturers and wholesale distributors. It should be made to say to him: "Look mister! The retail merchants are using local radio to sell your goods. Local retailers, who hear the programs, talk to the housewives who hear them and comment on them, are using radio advertising in ever growing volume."

This year, at the CARIB, the industry turned out to work above all else. More than it ever has before, it showed a willingness to pool its resources in ideas and experiences with those of its fellow broadcasters. This sign is a healthy one.
THE week before last, the Canadian Association of Radio and Television Broadcasters got themselves a new president who is up to his eyes and ears in radio and television, and has one foot in the newspaper business as well. Shy, retiring, urbane Jack Davidson, a youthful forty-four, looks as though he had never had a worry in his life and has just finished treating an ulcer to prove it.

Davidson is a member of the triumvirate which runs Roy Thomson's Canadian radio and television stations and newspapers, while the big chief sits behind his desk in the venerable offices of The Scotsman in Edinburgh and plots an invasion of British commercial television which is just around the corner.

In his pleasant yet unassuming home in suburban Leaside, Jack sits back in a corner and beams happily as his exuberant and engaging wife, Frances, does most of the entertaining. When seventeen-year-old Bill, or Jacques, now sixteen, steps out of line, Jack's remonstrance is subdued and almost timid. You realize later that the youngsters do really "mind what they tell them," in spite of the apparent urbanity. Well, most of the time, anyhow.

At the Toronto head office, on the twenty-fifth floor of the Bank of Nova Scotia Building, as general manager of Thomson's broadcasting interests, he controls and steers the managers of the seven radio and television stations, and, through them, the 175 odd men and women on the payroll. This domain consists of the three radio stations Thomson owns outright in Timmins, North Bay and Kirkland Lake, and the two radio and television stations which he shares with Senator Rupert Davies, and which he operates for the partnership.

Besides this, as executive assistant to the president of the Thomson Company Ltd., Jack has a hand in the guidance of the newspaper empire, as well as a variety of other concerns, including a trucking outfit and a furniture factory.

With him on this committee are Sid Chapman, Thomson's treasurer-bookkeeper and Mac McCabe, Jack's opposite number on the newspaper side.

FRIENDLY BUT STILL THE BOSS

As an employer, Jack Davidson has schooled himself — obviously against his natural warm instincts, though he would rather show Thomson a deficit than admit it — to be cold and calculating in his business contacts with the people who work under him. "If they don't pay off," he is given to saying, with the quiet determination of a man who is trying to convince himself, "they have to go." It's a fact too. But he doesn't mention the large number of announcers and others he has bounced for their sins, and then rehired when he thought they had seen the light. Neither does he tell how his top eight men on the broadcasting side have a total of over eighty years of service with the organization.

Jack prides himself on his ability to be on good terms socially with "the boys" — and that runs from a stiffish poker game to sitting back and hoasting a couple — and still be able to send them up on the carpet if need be in the morning. There isn't a manager or other key man in any of the stations who doesn't regard Jack as one of his best personal friends. Neither does a single one of them kid himself that this close friendship would save his neck from the axe if he raised it.

FROM RANCH TO RADIO

Jack Mason Davidson, to give him his full appendage, was born on his father's two hundred acre cattle ranch at Sauble Falls, Bruce County, Ontario, on March 4th, 1911. He graduated from high school, at Mitchell, Ont., and got his first job there, with the Canadian Bank of Commerce, at about ten dollars a week.

With an early eye to the main chance, he took a course with an American correspondence school in general and cost accounting. He is not sure how valuable this course was in itself, except that it gave him his first insight into what he considers his own prime requisite — profit. Also, the impressive looking diploma they gave him on graduation got him to Toronto to link up with a furniture manufacturer.

Fate took a hand in Davidson's history when, six months after his move to Toronto, his employers sent him to Kirkland Lake as manager, which, he explains, meant salesman. It was in Kirkland Lake that he stumbled into a struggling promoter, busy part owner and general manager of the three Northern radio stations (CKGB, Timmins; CJKL, Kirkland Lake; and CFCH, North Bay) and the Timmins Press, who gave him a job as announcer-salesman-writer-operator on CJKL.

The gimmick, as Jack explains it, was that announcers at CJKL worked Monday through Saturday. Sunday was salesmen's day, and the two of them went turn about as announcer and operator through the day.

So Jack started his sixteen-year-old career with Roy Thomson on the basis of a seven-day, thirty-dollar week.

Since that time, he has done most radio station jobs from the bottom up. He is in "the business because he likes it. He professes a great desire for more and more money, but would obviously be loth to sacrifice his pleasant associations with his associates even for tremendous wealth.

CRYSTAL BALL

Jack Davidson is confident that there will be private television in major areas at least by the end of 1955, if not earlier. He is sure that the government will see the wisdom of providing Canadian viewers with alternative programs over private enterprise stations. "The people expect it," he said. "And the government, with an ear to the public wants, is certain to comply."

As far as the business barometer is concerned, Davidson predicts "a shirt-sleeve year for all established advertising media. Actively interested in radio and TV, and also, though not quite as directly, in the newspaper business, the new CARB president says that "radio broadcasters and newspaper publishers must work unitedly to produce a better product if they are to hold their own against television." Television, he feels, "will have to take care not to let the first flush of enthusiasm rush to its head. After the novelty goes, advertisers will begin to analyze TV advertising on the same dollar basis as they do for the older media."
CBC Will Mull CKNW Sale To Southam

One of the most contentious figures in Canadian radio is bowing out. Subject 1, the entity, of the CBC. Bill Rea announced March 21 that the board will consider transfer of the license of his CKNW, New Westminster, to the Southam Company Ltd. Rea’s reason is ill health. He has been living in Santa Barbara since he collapsed last May.

Four new radio and two new television licenses will be requested at the public session of the CBC Board of Governors to be held April 15 in Ottawa. Further, an amendment to Regulation 9 (c) is requested by the Inter-Provincial Rugby Football Union to prevent stations from reconstructing play-by-play broadcasts of events without consent of the participating organizations.

The radio licenses sought are at Lindsay, Ont., a 1,000-watt AM on 910 Kcs. DA-1, by the Greg-May Broadcasting Ltd.; at Smiths Falls, Ont., a 250-watt AM on 1070 kHz, by John William Pollic on behalf of a proposed company to be incorporated; at St. Jerome, PQ., a 1,000-watt AM on 900 Kcs., DA-1 by Jean Lalonde; at Weyburn, Sask., a 250-watt AM on 1340 Kcs., by Phillip Bodnoff.

The TV licenses sought are at Lethbridge, Alta., on Channel 7, with e.r.p. 102.8 kw video, 51.5 kw audio and directional antenna height of 491 feet, by The Island Radio Broadcasting Company Ltd.; at Wingham, Ont., on Channel 8, with e.r.p. 20 kw video, 12 kw audio, and directional antenna height of 732 ft., by Radio Station CKNX, Ltd.

Eight licensee companies are requesting transfer of shares or reorganization of the companies. These are: CKWX, Vancouver, CFBC, Saint John, CJFX, Antigonish, CKBW, Bridgewater, CJCS, Stratford, CKLW, Windsor, CKOX, Woodstock, and CKVM, Ville-Marie.

Transfer of control of licensee companies is sought at six radio stations, CHRD, Drummondville, and CFDA, Victoriaville, have been brought over from the previous meeting of the governors, the others are: CKOV, Kelowna, VOCM, St. John’s, and CHAB, Moose Jaw.

There is an application for change of frequency from 850 to 1440 Kcs., by CKRD, Red Deer, and CHFD, Edmonton, in seeking a standby transmitter license.

SALES FORMULA for Northern Ontario

★ A good product
★ Distribution
★ RADIO

CKGB Timmins
CJKL Kirkland Lake
CFCH North Bay

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

Total Daytime Audience: 65,510 homes.
½ hr. program "B" time Basic
33c per M. Homes
Total Night-time Audience: 34,480 homes.
½ 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

RCA high fidelity Speech Input Amplifiers are designed to provide stations with studio, recording and portable remote amplifiers offering the maximum in fidelity, flexibility, convenience and reliability at a minimum cost. All RCA Amplifiers, including the three units shown at right, are suitable for FM, having a uniform response to 15,000 cycles. Distortion and noise levels have been reduced to a very low value through careful engineering design and construction.

For full information on RCA Broadcast Amplifiers and on RCA Victor’s complete line of broadcast equipment, contact your RCA Victor Broadcast Sales Representative.

STANDARD OF THE INDUSTRY

...in Broadcast Amplifiers!

RCA PREAMPLIFIER & ISOLATION AMPLIFIER (Type BA-21A)

RCA PROGRAM AMPLIFIER (Type BA-23A)

RCA MONITORING AMPLIFIER (Type BA-24A)

“BROADCASTING IS OUR BUSINESS”

ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30

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

Kingston is the Industrial Giant of Eastern Ontario. The biggest market between Toronto and Montreal now is host to some of Canada’s biggest industries growing fast! The Canadian Locomotive Co. plant, The Dupont Co. Nylon plant, The Aluminum Co. of Canada plant, Imperial Chemical Co. Terepene plant, the Gould Battery plant, and many more! In an accurate survey of a representative number of industrial workers, it was found that over 90% of these men and their families listen to CKLC than to 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.

Walter A. Dales
37 KEEPER BUILDING
UN 6 7105 MONTREAL
REGULATORY ROLE REACTS AGAINST CBC
Mutual Interests Outweigh TV-Radio Competition

QUEBEC CITY. — The CBC will only receive the public support it should when it has its functions separated" by the establishment of the separate regulatory body for which the nation's broadcasters have continued to press, Finlay MacDonald, in his opening address as president of the CARTB, told the convention that Canada's broadcasters have an "obligation to protect the CBC from unjustified attacks, particularly with respect to their presence as a program institution."

"In policy matters, we have gone far as we could go, as we can go to retain our charter as private enterprise broadcasters," he said. "We have admitted to the necessity of certain regulations, encouraged and complimented the best in our nationally-owned broadcasting system...co-operated without surrendering."

CARTB directors, both radio and TV, are of a single mind in recommending that both kinds of broadcasting be served by the one association, he said. "The mutuality of our interests as both radio and TV broadcasters calls for strength and unity in the association and far outshadows any competitive issues," he continued.

Speaking of the results of the growth of TV on radio station revenues, Macdonald said that national radio billings dropped during the past year, but "very healthy increases in local and regional business have taken up the slack."

Referring to the new importance that was attaching itself to the Main Streets of the smaller centres rather than Yonge and St. Catherine Streets, he pointed out that it is to the smaller "local" centres that the national advertisers are now looking.

"In welcoming the large audience, he said that this year's registration was the highest on record. Association membership now includes 126 radio stations, 18 television stations and 40 associate members. Radio stations which have joined since the last annual meeting are: CJMT, Chico; CKBB, St. Georges de Beauvoir; CPTG, St. Joseph D'Alma; CHED, Edmonton; CKYF, Peace River; CFCW, Camrose; CKBM, Montmagny; CKOL, Galt; CKLG, North Vancouver, CJSP, Leamington; CKOT, Tillsonburg.

METE ATOMS WITH KNOWLEDGE

Radio and television can insure the survival of the human race by spreading knowledge and sounding warnings so that the sons of man will know where they are going. Frank Owen, O.B.E., a British newspaper man who was a Liberal member of the British House of Commons twenty-six years ago, at the age of 23, flew over the Atlantic to tell the broadcasters, in the keynote speech, that they have it in their power to civilize mankind before the A-bombers obliterate it.

"Freedom of press is only license to print a word, not to utter it," he said. He summed up the restrictions still imposed on the press in the UK as (1) stringent libel laws which make it vital to be extremely careful what is printed about a man who is robbing the public and has already been to jail for similar offenses; (2) wartime regulations under which a newspaper could be shut down if, in the opinion of the Home Secretary, it printed anything likely to "create alarm and despondency or give comfort to the enemy"; (3) prohibition against printing what MP's say in the Chamber but in committee or anywhere within the precincts of the Houses of Parliament; (4) the power of government to control the printed word by rationing newsprint or coal.

Owen went on to point out that there are even greater restrictions on what may be said than printed.

People can say things in Marble Arch and Hyde Park, which they would never dare say in Parliament Square, he said. "No vital subject can be discussed on the BBC for 14 days before it is to be dealt with in either House," he said, adding that this is a very recent measure introduced by the Tory government.

He said that great sympathy would be felt "on our side of the Atlantic" for the quest of the private broadcasters for an independent regulatory commission for broadcasting. In Britain, where commercial TV will shortly be launched, the Independent Television Authority will start off by licensing four "area contractors" to put on the shows and sell the advertising. It will take £2,000,000 ($5,600,000) to get started with one of these licenses which are being granted to four out of twenty-one applicants. Licensees so far, are electronics, entertainment and newspaper people. Eventually their number will swell to fifty or sixty. The threat of this competition is already making the BBC sit up and take notice.

"All the people of the free world must join in securing the right of the free word over the air. Churches and trade unions have found out that union is

LISTENER BECOMES
"RABID CURLING FAN"

thanks to the "VERY CLEAR DESCRIPTIONS" broadcast by CKRM's Johnny Esaw on Saskatchewan's Jubilee Curling Events.

Mr. Johnny Esaw,
Sports Director,
Radio Station CKRM,
Regina, Sask.

Dear Mr. Esaw:

Your mention the other day of the fact that CKRM has broadcast a total of 42 hours of curling coverage in the last few weeks prompted me to send you a note of appreciation.

So much has been said of the terrific attendance at this year's Brier, and I think a lot of the credit for this is due to radio. I had never been inside a curling rink in my life but after listening to your very clear descriptions of the Regina Brier, the Southern Playdowns and then the Provincial Playdowns I wouldn't have missed the Brier for anything in the world.

The net result of all this is that I am now as rabid a curling fan as I have been of football — which is tough on the nerves! Thank you once again for all the time and effort which you put into these broadcasts.

Yours sincerely,
(Mrs.) Viviane Evans,
Regina, Sask.
strength and freedom has to be fought for," he said.

FLEXIBILITY SELLS
SAYS KAROL

The greatest attraction which network radio has for advertisers today is its flexibility, according to the CBS Radio vice-president in charge of sales. This makes it possible to achieve highest sales results by the purchase of programs or segments of programs at many different times during the week, John Karol told the broadcasters' convention in Quebec City.

"This opportunity to buy whole shows, or portions of shows, enables a sponsor to achieve greater dispersion of his advertising message and to accumulate larger audiences than ever before at extremely low cost," Karol said. The competition of other media has made it necessary to make changes in sales and programming concepts, he said. At CBS Radio this has been done, he added, without sacrificing the quality of programming.

Name stars like Bing Crosby, Rosemary Clooney, Amos 'n' Andy, Tennessee Ernie and Edward R. Murrow are being sponsored under the "strip programming concept" enabling CBS Radio to maintain quality programming while keeping costs down, Karol said.

Radio in the United States has gone through a period of readjustment as television approached the proportions of a national medium, he said. As this comes closer to being a reality radio's value becomes more clearly defined, he pointed out.

"The spectaculars' and the super-colossal extravagana have their place in advertising just as a garifeld does in print. But there is nothing more important than the day-to-day repetition of an advertiser's message — and the way in which this can be done best at the lowest cost is with network radio," Karol said. Radio news 98 per cent of the homes in the United States, he said, and there are 111,000,000 sets in working condition. Much of radio's audience is made up of people on the move; in automobiles, on beaches and in public places. And this is the audience at which the new programs are aimed. Karol declared that if this vast audience could be measured, "the job of selling network radio would be a breeze!"

Karol showed the broadcasters an animated CBS radio promotion film, "Tune In Tomorrow", which illustrated the projected growth of radio to 1960.

A Market
You NEED!

32 major manufacturing industries, Agriculture, Tourist industry.

Here's a market you can't afford to miss. Get your share by using the station with the "special brand of enthusiasm" CHEX — that intensively sells Peterborough and district.

CHEX
PETERBOROUGH

Reps: NBS in Canada.
Wood & Co. in U.S.A.

Here is CKOK-land • • One of a series

SEE PAUL MULVYHILL & CO. IN CANADA

RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.
TEEN AGE MINORITY GETS TOO MUCH TIME
Allard Says Senior Citizens Better Prospects For Radio Ads

THREE factors of vital concern to broadcasting are contributing to making 1955 "a year of indecision, change and uncertainty" calling for the gathering of information and the making of long-term plans but only short term decisions. This was how Jim Allard strode into his report to the broadcasters, in which he told them the good and the not so good, as their executive vice-president, on the second afternoon of the CARIB convention at Quebec last month. These three factors, he said, are "general economic conditions, the economic climate of the advertising business and the impact of television."

"Provision of no-government television service in Canada's six major centres," he said, "is a basic factor in the development of Canadian television without which this newest development in the broadcasting art can only develop at half throttle." He said one Ottawa rumor has it that this development will come in late 1955; another on completion of the micro-wave link, probably about 1958. The CBC is in no hurry, he felt, and the latter date is the most likely unless "a great deal more steam is put behind attempts to get television licenses in such centres at the local level, by the citizenry at large, especially in the key city of Toronto."

Next Allard commented on the national economy, which he felt, paradoxically, is "basically strong, even healthy, yet weak spots have appeared in it, some of them nation wide, others local in their impact". He mentioned increased unemployment, sales slumps and harder selling. Some of these factors, he said, have had some adverse effect upon sales revenues of some broadcasting stations.

On the other hand, he pointed out, "capital investment expenditure remains at a high level. Secondly, a high level of construction is planned or under way in many areas in Canada. Thirdly, there is the United States parallel."

Jim Allard

He went on to point out the usual pattern of Canadian economic conditions which traditionally "reflect those in the United States but with a time lag of 12 to 18 months. If

News is the MOST powerful feature of radio! The greater majority of people turn to CFPL Radio because it has . . .

an ear for news

Three wire services, a 65 man editorial source plus 200 "correspondents" throughout Western Ontario, present news material to CFPL Radio's three news editors. Imagine the impact your product story gets when it is carried simultaneously to half a million ears throughout Western Ontario, 21 times daily. Contact All-Canada Radio; in U.S.A., Weed & Co.
economic history repeats itself, the upturn in Canada might begin any-where between September 1955 and the spring of 1956," he said.

KNOWING THE PEOPLE
Half a million radio and television homes are going to be built between 1956 and 1962. Allard was referring casually to develop-ment to the 50,000 million new Canadian who were born between 1936 and 1942. Every one of these will require capital and some knowl-edge about the needs, he said. "All of these homes will be-come potential radio listeners and television viewers.

"Improving an upward trend in the general economic curve," he warned, "radio broadcasting stations will increasingly need to develop techniques to meet the new compe-tition of television. Both radio and television broadcasting must meet increasing agricultural production, dis-tribution and selling methods being evolved by other media, notably the daily newspapers. It is in this field that a sound knowledge of population characteristics can be of greatest use, in both programming and selling," he said.

Allard scorned the practice of "muck if not even most" present-day radio programming at teenagers. Allard was referring to the "unfor-tunate and ill-defined phrase" to refer to the 14 to 19 age group, he pointed out that "there are just over one mil-lion such people in Canada. They are outnumbered," he went on, "by just about twenty-five thousand by those 65 years of age and over." Expanding this thought he went on to say that "these senior citizens are probably good prospects for radio programs and radio advertising" if for no other reason because at their age they have a tendency to "transfer some of their more youthful activities to those more likely within range of radio receivers".

Claiming that the teen-age group is the smallest age group in the country, he said it is outnumbered four to one by the under fifteen group and seven to one by the twenty to sixty group. "All these figures are taken from a very interesting volume survey entitled 'The Census of Cana-dia 1951,'" he said, recommending it as a "gold mine of information for any aggressive and imaginative programming of sales staff".

REVOLUTION IN PROGRAMS
"Would there be value in having each station possessed of a certain specific character, appealing strongly and consistently to a fixed interna-tional group of listeners?" he was to ask. The same people do not buy True Confessions and Har-der's or The Police Gazette and Saturday Evening Post.

He expressed himself opposed to the situation where "two or more stations in a city are running the same kind of programs, referring what he called the "Magazine Format" requiring a carefully planned program structure entirely controlled by the station. "The programs would be there," he said, "and he (the advertiser) would be permitted to buy one or more announcements in a given period of time to identify himself with a particular program."

"This," he continued, "would force advertising agencies to concentrate on the production of commercial announcements rather than the produc-tion of programs.

"Everybody is a part of some minority or other," Allard pointed out, and "not every Canadian has a crew cut or red hair or likes so-called 'popular' music." He went on to say that "experiments under way, in California, Texas, Louisiana and Florida in particular, have demonstrated to the dollar and cents profit of the stations involved that there is a surprisingly large audience for stan-dard and classical music, drama, even Shakespearean drama, lectures, panels, talks if the speakers have something to say and say it well, for hunting, fishing and shows shows.

SALES AND RESEARCH
Allard then suggested that there may be need for greater planning and more vital and enthusiastic ap-proaches on the sales side.

Radio broadcasting has another "built-in problem" in the program popularity polls with their "pin-pointed figures purporting to show the number of people actually listen-ing to a given bar of music at a given three second period." His point was that the printed media have always stayed strictly to circulation figures. "Advertisers and agencies know how many copies were sold and apparently newspapers don't care whether people bought them to read or to wrap fish in," he said.

"They offered for sales their circulation which was their potential and the degree of potential the ad-ver-tiser got was up to him in the presentation of his commercial mes-sage." He questioned whether broadcasting could put itself on a "circulation only" basis but felt it was worth trying.

Continued on page 14
It's still a fact, Station 600, CJOR, has the strongest signal and greatest coverage in British Columbia.

Thank You

for coming up to see us
at the CARTB, Quebec—and for all the nice things you're saying about . . .

THE SESAC TRANSCRIBED LIBRARY

Lou Alice Jim
BENVENUE

One thing about staying there at the Château Frontenac in Quebec City, you know you're welcome, which, translated into French, is "bienvenue", which turned back into English again, means — "well come".

Somewhere or other those Canadiens (and Canadiennes) take a fiendish delight in making sure you're comfortable. The elevator boy hopes you will enjoy your stay. Room service smirks her "good morning m'sieur", as you phone for your coffee and Selten; and the bellboy who brings the telegrams to your room is a cheerful and happy individual who is tickled to death he has the opportunity of being useful.

There is a lesson for us in the way we are treated in Quebec. I suppose it's an innate Anglo-Saxon shyness or something. Whatever it is though, it makes us crawl inside ourselves every time we are approached by someone we don't think we know, albeit it might be a client, sponsor, customer... or just someone who is so full of joie de vivre in Quebec he isn't going to take a chance of being gruff to someone who might turn out to be a nice guy.

This was my fourteenth successive national convention. Nine of them were held at the Château. I hope they'll have nine of the next fourteen there too. Or ten, or eleven, or all of them.

Merci bien Quebec. Vous êtes très gentil. Je vous aime beaucoup.

FRESH HEIR DEPT.

CBC's commercial sales rep (television), Trevor Valentine, is hanging out the cigars on account of a son, born to his wife Eileen in the wee small hours of March 29th. The

tripper, who weighed in at 6 lbs., 2 ozs., will be called Blair, after Blair Nelson of CFQC-TV, as promised over a glass of you-know-what in the Bessborough some months ago.

WHAT IS TV?

Tom Shandrow, who left CJCA, Edmonton, where his promotion department won one of this paper's original Beaver Awards, went straight from 1949 right up until last October, when he got back into radio by starting CFCD, at Camrose, Alta.

Down east for the convention, Tom stopped by our office to do a bit of cowering (or whatever Beavers do when they're pleased and proud) for the new venture which now boasts nearly two hundred year round sponsors. (This is strictly off the record, Tom says. That's why he had it printed on the back of a brochure I suppose.)

Tom also says some of his listeners in Camrose and about eighty adjoining communities are on the outer fringe of the outer fringe of Edmonton Television, but another block of them is so far from anywhere that they think this new noise is "one of them television sets like they show in the mail order catalogues." (Naturally this paper would never quote such a palpable plug.)

A new angle on weather reports features the probes in two communities besides Camrose every day. Now take it again — slowly. What happens is that on Monday the announcer says: "... and now for the weather in Camrose, Strome and Donaldson!" On Tuesday it's "the weather in Camrose, Sedgwick and Holden." (No foolin')

The gag works well, even though nobody knows Harry or Waido! Tom says people in these hamlets stop each other on the street and say: "Did you hear the old bug was on the weather report this morning?"

No. 1 EMCEE

John Fox, CPJO, Brampton, announcer, has won an award as "The Number One Master of Ceremonies on the Clubtime Show Around The World." The award is given by a panel of Hollywood producers and directors, who listened to excerpts of Clubtime taken from scores of radio stations in the United States, Canada, Mexico, Hawaii and South America. The originator of the show, KPWB, Hollywood's Bob Laughlin asked for the check to be made in November. The judge's voted Fox the "tops" from both the production and technical standpoint.

Laughlin told Fox personally of his award, saying that he was the best of them all — "including me!"

And that brings me to the point where I can report that The Desk is cleaned off for this issue, largely because the damn thing hasn't had time to get dirty. So buzz me if you hear anything won't you?

SALES PROMOTION OPPORTUNITY

Canada's largest broadcast advertising organization requires the services of a man or woman for its advertising and promotion department.

Activities include development of sales presentations, statistics and station data, for both sales and service to clients.

This is an opportunity to join an established aggressive and growing company, with outstanding prospects for advancement.

Station experience an asset.

Apply giving full particulars and salary requirements.

Box A232 - CANADIAN BROADCASTER & TELESCREEN
54 Wellington St. West
Toronto, Ont.

WANTED

GOOD DISC JOCKEY

with ideas for night show on Northern Ontario station. Good salary to the right man plus talent. Send full particulars to Box A230

CANADIAN BROADCASTER & TELESCREEN

BEING FIRST is a habit with CHNS

CHNS IS FIRST in total ratings from sign-on to sign-off.

CHNS IS FIRST during more quarter hours — day and night — than any other 5000 watt radio station within the Metropolitan Halifax area.

CHNS IS FIRST in programming and promotions.

CHNS IS FIRST consistently in share of audience surveys.

MAKE CHNS YOUR FIRST choice when looking for contacts within the busy, growing, Metropolitan Halifax area.

MAKE CHNS YOUR FIRST choice when looking for contacts within the busy, growing, Metropolitan Halifax area.

CONTACT THE VOICE

AND CHOICE OF HALIFAX

CHNS

WANTED

GOOD DISC JOCKEY

with ideas for night show on Northern Ontario station. Good salary to the right man plus talent. Send full particulars to Box A230

CANADIAN BROADCASTER & TELESCREEN

SALE PROMOTION OPPORTUNITY

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This is an opportunity to join an established aggressive and growing company, with outstanding prospects for advancement.

Station experience an asset.

Apply giving full particulars and salary requirements.

Box A232 - CANADIAN BROADCASTER & TELESCREEN
54 Wellington St. West
Toronto, Ont.

Here's a Fact or Two...

Approximately 22,500 motor vehicles have been registered in the twin-cities this year including buses, trucks, cars, motor-cycles and trailers.

THESE STATISTICS ARE PUBLISHED MONTHLY AS A SERVICE TO ADVERTISERS BY

CKCR AM-FM
KITCHENER, ONTARIO
OMER RENAUD
ADAM YOUNG JR.

Painting the Whole Picture for You.

Who We Sell and Why?

CHIO
LONDON and ST. THOMAS

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

www.americanradiohistory.com
TEEN AGE MINORITY
Continued from pape 11
Next, Allard sketched briefly the functions of the CARTB sales office which operates under Charlie Fen-
tor and Dick Thibodeau in Toronto. He pointed out that the sales depart-
ment needs the co-operation of stations. He mentioned in this con-
nection, the fact that advertising is becoming more local and less
national, with more national adver-
tisers entering the co-operative ad-
vertising field all the time.
He advocated having more sales-
man at stations and having them all
better informed and better equipped.
"Is there value in having your whole
staff keenly aware of the prime
importance of selling and on the
constant lookout for new accounts?"
he asked. "Is there value in having
better continuity departments, in
paying for people who can really
write announcements that move
goods?"
Another suggestion was more fre-
cquent calls on advertisers and agen-
cies by all concerned, especially at
high levels. "The president of a na-
tional advertising company likes to
hear regularly from the presidents of
broadcasting stations," he said.
"It has been found that there is
value in having sales managers call
on sales managers, and so on."

RADIO VS. TELEVISION
"Radio and television broadcasting
must remain competitive for the ul-
timate good of both," Allard said.
"But in every other area their in-
terests are not only common but
mutual. Both are facets of the broad-
casting industry, both are part of the

TAPED NEWS GAVE STOCKMEN PRICES
Tape recordings made in the bull
ring were broadcast at 6:00 every
morning in Calgary during the
Spring Bull Sale there. CPAC Farm
Director Ron McCullough, himself
a stock owner and a graduate agri-
culturist, interviewed stockmen from
all over the United States and Can-
ada.
The broadcasts were made at that
hour because most of the cattle
owners were tending their cattle by
6:30 a.m. Livestock is still the major
industry in Alberta, netting $54,000,-
000 in 1954. The Calgary sale is the
biggest auction of its kind in the
great new form of electronic publish-
ing upon which the entire world may
one day come to depend for its news
and information. Both have the same
responsibilities, the same problems
and the same organized outside
groups to deal with," he said.

Turning to the parallel situation
as it arose in the States a few years
ago, he said. "It was realized that the
two sections of the broadcasting
industry might remain divided and
thereby destroy each other, or unite
and gain greater strength, prestige
and stature resulting in a sounder
position for both. There are times
when we may profit from the ex-
perience of others."
He said that while at the present
time the CARTB Sales Department
occupies itself only with the sale of
radio broadcast advertising, a paral-
lel department to sell television will
be established as soon as there are
sufficient private television stations
to justify and finance it.

INFORMATION PLEASE
Jim Allard credited his member
stations with improved stature and
prestige. "In part, this growth . . .
is due to constant reiteration of even
that small part of his public service
activities of broadcasters reported
to us," he said. "Ironically enough for
people who are in the advertising
business, broadcasters generally seem
to have an almost unconscious desire
to hide their good works under a
bushel," he said.
"It has become crystal clear that
no industry in North America has a
finer record of public service and of
important community contribution
than our own. The more information
you can give us on such contributions,
the more we can do to further in-
crease broadcasting's standing in the
community at large."
NEWS IS RADIO’S RESPONSIBILITY

Four BC Newsmen Share News Know-How

Radio has to grow up and express its opinions on matters of the day. Gathering and distributing news are the bow of radio’s right. They are also its responsibility. With these thoughts, Sam Ross, assistant manager of CKWX, Vancouver and a former official of the Canadian Press, opened the panel of Vancouver news, which stole the show at the BARTB Convention last Fall and was invited to appear at the CARSTB. With Sam Ross in the chair, the panel was manned by Bert Cannings, also of CKWX, and Dorwin Baird and Jack Webster of CJOR.

A radio station cannot buy a “newsroom reputation” Ross said. It must earn that reputation by building and training a quality news staff.

Cannings told his audience of the three things an owner must provide so that his station will be able to do a job on news. These were a good news editor, good wire services and adequate space and equipment.

A good news editor must have a background in the news field and must have full authority to run the newsroom, he said. If the station manager is going to dictate the policy of the newsroom he doesn’t want a newsman, he wants a “trained ape from the zoo,” Cannings added.

The wire services do a good job on the national and international news, but they need to be supplemented by facilities for digging up local news, he said. He mentioned cultivation of such people as the city clerk, the cop on the beat, the corner newsboy, and groups like veterans’ organizations, labor unions and farmers, as possible sources of information. Members of the station’s staff should also be kept on the alert for potential news items.

For out of town stringers in the local regional area, payment by the “story used” system seemed to be the best, he said, as it gave them an incentive to get out and find stories with real news value.

The pitfall in the “Dollar-a-Holler” method of having the public contact the station when they see something that might be news is that the story still needs checking by the news editor or some other competent member of the station’s staff before it can be used, Cannings said.

The urgency of radio is one of the things that is selling it, he said, and because the people who are radio listeners are also newspaper readers, the news must be kept fresh. He cautioned, however, of the danger in using unverified stories. If you must be first with something he urged that this something be accuracy.

EDITORIALS WIN RESPECT

“If a station is to be a hometown station, it must give editorial opinion,” Dorwin Baird, editorial director of CJOR, told the broadcasters. Since his station started editorial broadcasts five years ago it has gained a much more respected position with its listeners, he said.

To give this “editorial opinion” the station must find someone capable of commenting on the local and national scenes and who has achieved stature in the community so that the listeners will have confidence in him, Baird said.

The station must decide what it is for and against — an editorial checklist — and management must give backing to its editorial writer. Baird felt that the editors should go all the way on any question they sincerely believe in.

Editorials should not all be criticisms but should be taken in support of those things the editorial policy deems worthy. Copies of the editorials should be sent to the people they are about so that they will not get an incorrect, secondhand account of what was

In Victoria

Most Listened to (Elliott-Haynes)

CKDA

CKBI CASE HISTORY

CLIENT: Mann Motors, Prince Albert, Sask.

VEHICLE: One spot announcement.

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


RESULTS: Sold 10 cars —

1 New 1955 Buick.
2 New 1954 Pontiacs.
7 Used cars (various makes).
THANK CKFH FOR WORLD HOCKEY BROADCASTS

The team, Penticton V's, the commentator, Foster Hewitt, and the sponsor who enabled the broadcast to be made, Imperial Oil Company, were all standout features of the hundreds of letters which have poured in to CKFH, Toronto, since the V's won the world hockey championship in Germany.

Typical of the letters was one from Harold F. Fishleigh, M.P.P.:

"Just a line of thanks to the Imperial Oil Company who made it possible for us to hear the World Hockey Championship played in Krefeld, Germany, on Sunday. It was a terrific broadcast, thanks to Imperial Oil and Foster Hewitt."

Though the station is only a 250 wattter, listeners wrote in from 100 mile distant Markdale to say how pleased they were with the reception. In Kitchener-Waterloo, too, hockey fans who had previously been unable to hear CKFH, erected a new outside aerial and reported perfect reception.

Referring to the commentary itself, a Girl Guide wrote in from Newmarket to Foster Hewitt: "...at the end I heard you say that some of the Russians when shaking hands with the Canadians used their left hand. Also you said that you didn’t know what it meant. After being a Brownie and now a Guide, I have learned that shaking another hand with your left hand means it’s closest to your heart and also it means friendship."

At Hewitt’s church the parishioners had to miss the start of the game due to the morning service. "But believe it or not," runs a letter from one of the church members, "a radio appeared in our parish hall, and while our sidesmen were counting the collection we heard one of our parishioners telling about the game. Yes, FII is a member of our church and his voice came in very clearly."

"I for one have not experienced a greater thrill over the air waves since the Normandy invasion, June 6th, 1944, which, despite the early hour, I was fortunate to hear," wrote another hockey fan.

CGE PRESENTS ROGERS AWARDS

THE COLONEL KEITH S. ROGERS MEMORIAL AWARD, presented annually by the Canadian General Electric Company Limited, was won this year by three Ontario stations for the public service they rendered during Hurricane Hazel last Fall. Pictured above, from left to right, are: Ron Robinson, vice-president and general manager of the Electronics Division of CGE, making the presentation following the CARTB’s annual dinner to Fenwick Job, CFJB, Brampton; Ernie Towndrow, for Gordon Smith, CFDR, Orillia; Allan F. Waters, CHUM, Toronto.

WHAT A BUY!
The 2-Station Market of CHUB and CJAY

Positively offers you the lowest rates in Canada’s third largest market — AND you get 10% discount for concurrent advertising on the 2 stations!

Cover the Vancouver area and Vancouver Island at the lowest possible cost —

Check now with:

Stephens & Towndrow  —  Toronto and Montreal.
Donald Cooke Inc.—United States.
John N. Hunt & Assoc. —  Vancouver.
BBM IS OVERHAULED

Director Reports On First Assignment

Radio's research yardstick, the Bureau of Broadcast Measurement, got a candid going over in Quebec last month, when the day before the opening of the CARTE Convention, its own director told a meeting of broadcasters, agency men and their clients the weaknesses and strengths of the audience measurement device. Under the chairmanship of BBM vice-president Horace N. Stovin, who said that the only way to approach research was in a spirit of honest doubt, the meeting was addressed by BBM research and development director, Clyde H. McDonald, who delivered a report dealing with the past present and future of this research activity.

Asked for a simple definition of what BBM does, McDonald said that it measures "the degree to which stations in each area are listened to once or twice a week, three to five times, and six or seven times. He warned that "you cannot combine BBM and program ratings to determine the cost per listener". Bob Campbell, vice-president of J. Walter Thompson Co. Ltd. and a director of BBM, pointed out that: "No type of research is necessarily definitive, and gives all the answers." He went on to explain that through BBM it is possible to determine how often families listen to stations. He then pointed out that Starch, Elliott-Haynes, Neilsen and International Surveys each cover one particular little segment of research and that all that any one research instrument can do is to measure one particular aspect of the whole.

In his presentation, Clyde McDonald made these points:

"Normal" distribution of BBM coverage statistics over areas verified results in variations which are just normal statistical ones.

The sending of a premium with ballot forms results in a significantly higher percentage of response in mail returns. But a ballot without premium still gives reasonably heavy returns.

Investigation shows that people who fail to return questionnaires think no differently from those who do. Therefore a fifty per cent return is an adequate estimate of station-tuning habits.

As a general rule, more than one person in the household contributes to the information given on the ballot.

"Aided Recall" – a reference list of stations – makes processing and tabulation easier and results in a higher percentage of returns so that coverage is improved without the impracticalities of the check-listed ballot.

The use of the mail has been confirmed as a more efficient method of contacting respondents than personal interviews or telephone techniques.

A change is recommended in past sample selection methods in rural areas, from cluster type to straight random selection.

A new type of ballot is being tested incorporating various advantages resulting from research.

McDonald's extremely comprehensive report to the broadcasting industry entitled "BBM – Is It Reliable? What Of The Future?" is available in bound form. It has been distributed to BBM members free of charge. Extra copies, which are also available to interested non-members, may be obtained from The Bureau of Broadcast Measurement, Federal Building, 85 Richmond Street West, Toronto 1, at $5.00 a copy.

SALES! SALES! SALES!

Support your salesman in Northern Ontario with RADIO CKGB Timmins CJKL Kirkland Lake CFCH North Bay

In the oil refining & farming country

a sure cure—CHOK – Sarnia

In the wealthy oil and farming country around Sarnia, a sure cure for slackening sales is CHOK. This wide-awake station has proved its ability to sell one of Ontario's richest, most productive markets.
B.C. IS SOLD ON RADIO

584,000 SETS NOW IN USE*

(totally daily newspaper circulation in B.C., 433,639)

CHWK CHILLIWACK
CJDC DAWSON CREEK
CFJC KAMLOOPS
CKOV KELOWNA
CHUB NANAIMO
CKLN NELSON
CKNW NEW WESTMINSTER
CKLG NORTH VANCOUVER
CKOK PENTICTON
CJAV PORT ALBERNI
CKPG PRINCE GEORGE
CJAT TRAIL
CJOR VANCOUVER
CFUN VANCOUVER
GKWX VANCOUVER
GIJN VERNON
CKDA VICTORIA
CJVI VICTORIA

Look at it any way you want—radio moves products in the whopping $1.4 billion dollar B.C. Market!

With an average net-buying income of 81248—compared with the national Canadian average of 81106—British Columbians have more to spend on every type of goods or services.

To sell this growing, able-to-buy market—B.C. radio is your most effective, penetrating and economical media.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
CARTB-ISM
Top billing goes to Adam Young's Bill Reilly for "I had to stop shooting crap because the sun was getting in my eyes".

BROAD-MINDED
Amelia says she has nothing against pornographic programs because she doesn't even own a pornograph.

BOTH SIDES OF IT
A rousing huzzah to Bert Cunnings for "running a news room can be awfully bloody simple or simply bloody awful!"

VOULEZ-VOUS?
I don't even know enough French to get my face slapped.
Thomas O'Neil, MBS President.

AUDREY STUFF
Then there's the girl who was so dumb she thought that a program which carried conviction was one produced from a penitentiary.

EX LIBRIS
Pie on Fred Allen who, in "Treadmill To Oblivion", said: "An advertising agency is 85 per cent confusion and 15 per cent commission".

CREDIT BENNETT CERF
When someone asked Bernard Shaw if he realized that "sugar" and "sumach" are the only two English words that begin with "s-u" and are pronounced "shu", he answered: "Sure".

MISSING PERSONS
Does anyone know the name of the man who lunched up to the desk at the Convention, picked up a CB & T and said: "Trade Paper?" We'd like to know what he's offering.

R.I.P.
Happiness is speechless.
George William Curtis
THE second morning of the CARTB convention was given over to television, and the top item on the agenda was the subject of news. A committee was appointed to discuss the topic, especially ways and means of procuring material. Concern was felt over the CBC's suggestion that private stations would be taken in on a co-operative basis with the CBC's own news department. The proposed arrangement was that private stations would make themselves and their facilities available to the CBC for coverage of newsworthy occurrences, which might from time to time develop in their areas, and this, it was felt, would intensify the CBC's existing monopoly.

Co-operative news arrangements have already been made by the CBC with CFPL-TV, London; CFQC-TV, Saskatoon; and CKCW-TV, Moncton.

The discussion at Quebec followed a meeting between private stations and CBC officials in Montreal March 17-18, when CBC made the proposal to the private operators.

Concern was expressed at the Quebec meeting over the fact that so far suggestions had not come forth from the news services.

**BBM OFFERS SET COUNTS**

Clyde McDonald, research director of the Bureau of Broadcast Measurement, said that in accordance with that organization's policy of getting into television on the same co-operative basis as it functions in radio, the Bureau is making a TV service available to that part of the broadcasting industry. He said that arrangements are being made to set it up in such a way that it will be financed entirely by television, with no radio station money being used.

At the meeting, the TV operators impressed on McDonald that at this early stage the big need is for accurate "set counts" within the coverage areas. The reason why this is the only useful information at the outset is that the audience picture is changing so fast. When some of the novelty wears off and viewing assumes a more stable pattern, it will be time enough to start measuring audience composition, hours of viewing and other qualitative aspects of the television audience.

Delineation of coverage into A, B and C zones came in for discussion and it was decided that what the industry wants is to prevent extravagant coverage claims by standardizing stations' primary and other coverage zones. It was agreed that a standard set of coverage maps was essential as the basis of any form of television audience or program research. Copies of such maps, it was understood, are available from stations which had to have their engineers prepare them at the time when they were applying for their licenses.

To illustrate the set count procedure, McDonald produced, as a specimen, a television set count he has just made in the Barry area for Ralph Snelgrove, licensee of CKVR-TV.

**OTHER BUSINESS**

The television meeting agreed that a standard form of contract, rate card and film rental agreement should be drawn up and submitted at the next television meeting which will take place in the next month or two.

It was agreed by the passage of a resolution that there should be a ninety day notification in advance on any rate adjustment, with a ninety day period of protection.
RCA Have TV Tape Recorder and Light Amplifier — Sarnoff

FOUR new electronic devices, a music synthesizer, a magnetic tape recorder for television and motion pictures, a light amplifier and a cooling system, were described in a recent address by Brigadier General David Sarnoff, chairman of the board of the Radio Corporation of America. Speaking to the American Institute of Electrical Engineers, of which he is a Fellow, Sarnoff said that the new developments are still in the experimental stage but he was revealing them because he believes that competition can be as "stimulating in research as in manufacturing and merchandising".

The RCA electronic music synthesizer, he said, is capable of not only generating any tone produced by the human voice or any musical instrument but can also produce tones beyond their range.

"It is not necessary that a composer be able to play a musical instrument," the General said, "it is possible to take the musical score of a great composer, key it through the synthesizer and obtain results that would be achieved by musicians playing their conventional instruments." This is done by pressing typewriter-like keys that actuate electron tubes and transistors.

Sarnoff said that the RCA-TV magnetic tape recorder is a major step into a new era of "electronic photography" and is being field tested now by NBC.

Substantial progress has already been made in the development of an electronic light amplifier, he declared with an experimental model already capable of giving light amplification in ratios of more than 20 to 1.

"When that ratio reaches 100 to 1, a practical amplifier of light will be at hand," he added.

The electronic air conditioner, designed without any moving parts, a noiseless machine, is on the way and encouraging progress is being made at the RCA laboratories. As evidence of this progress he presented a film of a small electronic refrigerator, the first result of research in this field.

FCC RULE DENIED

The Federal Communications Commission rule limiting the number of TV stations which may be owned by the same interests, has been disallowed in the US Court of Appeals.

"The selection of a certain number, such as five or seven, as the maximum beyond which no multiple owner will be able to go, regardless of what he may be able to show on his own behalf, is contrary to the provisions of the Communications Act" said the court.

IN THE NORTH

They Look To Sudbury

CKCW

MONCTON NEW BRUNSWICK

"Hub of the Maritimes"

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

IN THE NORTH

They Look To Sudbury

CKCW

MONCTON NEW BRUNSWICK

"Hub of the Maritimes"

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

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

Soon 10,000 Watts for CJBR
GE CLAIMS IMPROVED BLACK & WHITE PICTURE DURING COLORCASTING

The General Electric Company has developed a color broadcasting method which assures clear definition on black and white sets even when color transmission is taking place.

Pierre Boucher, GE design engineer, told the Society of Motion Picture and Television Engineers and the Institute of Radio Engineers about the new method when addressing them in Chicago in February. He said that present colorcasting is used to form the black and white picture by employing superimposed red, blue, and green pictures only. But the difficulty of this method, he said, was that the slightest misregistration caused the black and white reception to lose detail.

The new method of transmission is caused by picking up a black and white picture first to which the color picture is added. Both pictures are improved, Boucher said because of the use of a separate black and white picture, and it is this "base" picture which the black and white receivers pick up. By this method, he said, even on occasions when the color registration is badly adjusted, giving a bad color picture, the black and white receivers will still obtain good reception.

LACK OF GOOD SITES SLOWS TV STATION ERECTION

The boom in the construction of new television stations in the United States appears to be almost at an end. With more than 90 per cent of the population in range of TV, locations for new stations are becoming scarce. Well aware that building a station can be extremely unprofitable in an area where the population is too small, or the competition too keen, future applicants will proceed with caution.

In mid-1952 when the Federal Communications Commission lifted a three and a half year freeze on construction permits and opened 70 new channels (14 through 83) in the ultra-high frequencies to supplement the twelve very-high frequency channels then in use, there were 109 stations. Due to the time required to build and equip stations only 14 new ones came on the air that year. However 220 opened in 1953 and 1954 last year, making a total of 421. Ten new stations have commenced operations so far this year but four others have closed down.

Of the stations which have started since 1952, 40 have gone off the air. More than 100 construction permits have been turned back and scores of applications withdrawn before they came up for formal consideration.

It would appear however that the growth won't come to a complete halt but will merely be slowed down as rival applicants are still vying for channels in choice areas which don't have their full complement of stations.

Existing stations in large market areas have also been selling for fabulous prices. Westinghouse recently paid $9,750,000 for a Pittsburgh station and earlier had purchased a Philadelphia station for $8,- 500,000.

Lack of good sites is slowing TV station erection.
TELESCREENINGS

CFPL Radio and TV, London, Ont., claim Canada’s first locally produced simulcast. It raised $2,500 for the YMCA chapter of the London Y’s Men’s Club through their seventh annual radio auction.

Donations of local merchants were auctioned and a battery of ten telephones kept fully occupied. Said club president Bill Gauld, “We could have sold twice as much merchandise, and used twice as many telephones.”

The money goes to the YMCA building fund, and to maintain the Queen Elizabeth summer camp. Items ranged from a $1 meal to a 1953 car.

Recipes used on CFBCM-TV, Quebec’s À La Bonne Française are to be printed and given away to all the viewers who write in asking for them. These printed recipes have been requested since the start of the program.

Construction has been started on a new radio building and an addition to the old television building by CKSO and CKSO-TV in Sudbury. The six thousand square feet of new space will include an 80 by 20 ft. storage area, a new art department and a small stage for television automobiles. A parking lot large enough for fifty cars is also being made. It is expected that the new building will be finished and in use next September.

TV is so potent, yet so expensive, that political broadcasts at election time may have to be carried free, says US Senator Warren Magnuson. He also said that trends in TV might lead to government regulation of the industry as a monopoly or a public utility.

A committee to free radio and TV from all kinds of bans on coverage is planned by the Louisiana Association of Broadcasters.

Art Weinthal, formerly of the promotion department of CFCP, Montreal, has joined the staff of Harold F. Stanfield Ltd. in Montreal. He will be working on TV production for that agency.

Newfoundland’s first TV station, CTV, St. John’s, is expected to be broadcasting programs by the end of August, 1955, announces RCA Victor Company Ltd., the company installing the equipment.

A feature of the station’s operation is the directional wavecatch, beaming programs away from the Atlantic. Maximum power will be 37,000 watts.

Chevrolet’s director of research and development, Maurice Oiley, says that TV may be a required feature of passenger cars of the future.

Addressing the Society of Automotive Engineers, he said that boredom was the driver’s greatest danger, and that drivers were more prone to fall asleep at the wheel when their passengers were somnolent. TV for passengers’ use, he said, would keep them awake. Radio, he said, may soon be considered an essential safety device.

All-Canada Television has announced the appointment of Jack Hulme to its Television Time Sales and Service Department. Hulme moves from a position as sales representative for All-Canada’s World program and Ontario Program divisions.

Hulme replaces Bill Stockel who has joined CHCH-TV, Hamilton, to work on national sales.

A cheaper TV service for small communities is the claim of the American Telephone and Telegraph Company. The operation involves an off-the-air pick up of programs from a regular TV station, and transmission by cable or microwave relay.

The company does not claim the same quality of reception, but says the service would be “acceptable”.

TELEVISION

STUDIO TV CAMERA FOR SALE

DuMont type TA-124-E

Studio camera chain used for short time by private station as I.O. film pickup pending installation of film scanner.

WRITE BOX A231, C B & T

THE CASE OF THE COCKER PUP!

The only clue — a brief mention on TED & CORNY AT LARGE . . . “Mrs. Blank in Sutherland has a four week old pup for sale . . .”

And as a result — 47 called Mrs. Blank within the hour, and nearly 100 called CFQC-TV! If they can do that for a dog, think what TED & CORNY AT LARGE can do for you! See our reps for results via Ted & Corny . . .

Radio Reps — Canada.
Adam J. Young, Jr. — U.S.A.

CHANNEL 8

CFQC-TV

SASKATOON, SASKATCHEWAN

TV comes to

CHEX-TV

Channel 12

NOW ON THE AIR!

In the prosperous Kawartha district, there’s a big TV audience — over 20,000 sets in the area covered by CHEX-TV — with ready money to spend. Don’t miss an important opportunity to boost sales this effective way. Ask All-Canada for availability now!

CHEX-TV
PETERBOROUGH

Under Northern Management
Reps: ALL-CANADA TELEVISION in Canada
WEED & CO. in U.S.A.
RADIO EMPTIED THESE SOFT DRINK BOTTLES!

In Ontario, $1,265,224,700 per year is spent on beverages and foods. On CFRB in one month, 96 hours and 59 minutes were sponsored by people selling these items.

Why do the beverage and food people buy so much time on CFRB? Because CFRB gets them results.

Results, of course, can be gained from other media too. But radio selling messages have a unique persistence, and attention getting quality. Then, as you know, radio is everywhere. Today you find radio selling messages filling the air at home, in cars, in offices, plants, workshops, indoors and out.

The "everywhereness" of radio is one thing, but to have this "everywhereness" in Ontario—the market where 1/3 of our Canadian population lives, and where 40% of all retail sales are made, is everything!

CFRB can be your opportunity to increase your sales in this No. 1 market. Why not talk it over with the CFRB people.

CFRB is the radio station that covers the most profitable market, Ontario, completely.

CFRB... Canada's most powerful independent radio station gives you:

- Complete coverage of over ½ million radio homes every week.
- Complete coverage of an area populated by 5 million people responsible for 40% of Canada's total retail sales.
- Complete coverage of 44 counties spending $66,283,699 every week.
- The showmanship, salesmanship and skill that nearly 30 years of experience marked by exceptional success can bring.

Call in a CFRB representative. Let him show you how you can augment your sales through radio.