

Canadian BROADCASTER & TELESREEN

TWICE
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MONTH

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TORONTO

April 6th, 1955

NEW BOARD FOR CARTB



CPR Photo

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 Finnerty, CKOK, Penticton; Hal A. Crittenden, CKCK-TV, Regina, Sask.; Fred A. Lynds, KKCW, Moncton, N.B.; F. H. "Tiny" Elphicke, CKWX, Vancouver; Baxter Ricard, CHNO, Sudbury; John Craig, CKX, Brandon; Gerry Gaetz, 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.

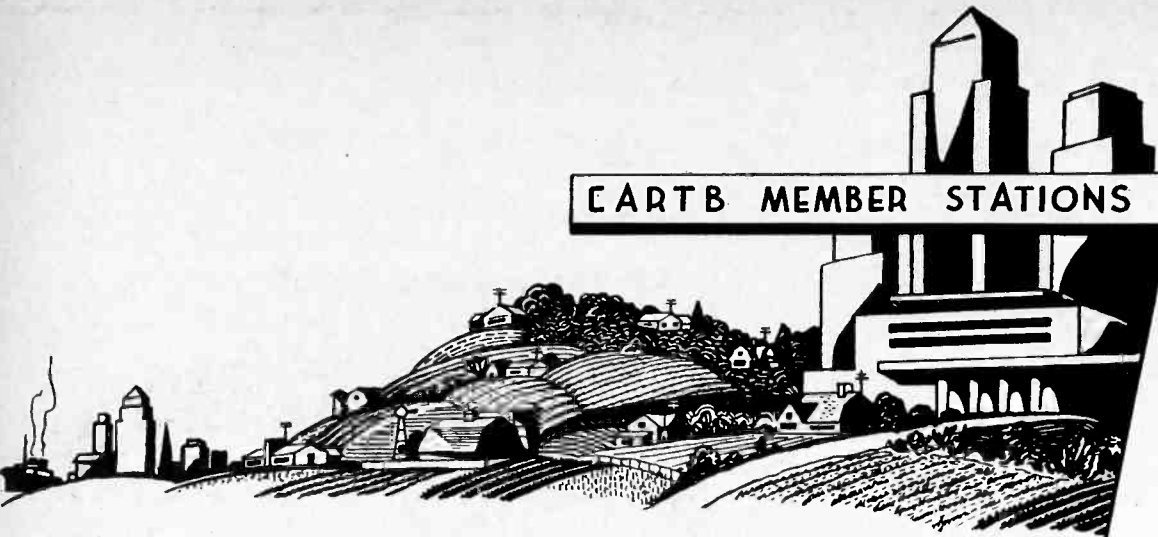
RADIO'S NEWS PANEL from Vancouver is discussed on page 15.

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.

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

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

CARTB Member Stations

ATLANTIC (17)

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

FRENCH LANGUAGE (26)

- CHAD Granby
- CJMT Hull
- CHEA Jonquiere
- CHEF LaSarre
- CKCH Matane
- CKRS Montmagny
- CKLS Montreal
- CKBL Montreal
- CKBM New Carlisle
- CHLP Quebec
- CKAC Rimouski
- CHNC Roberval
- CHRC Rouyn
- CKCV Sorel
- CJBR St. Georges de Beauce
- CHRL St. Joseph d'Alma
- CKRN Sudbury
- CJSO Theford Mines
- CFGT Timmins
- CHNO Val D'Or
- CKLD Victoriaville
- CFCL Ville Marie
- CKVD Barrie
- CFDA Belleville
- CKVM Brampton

CENTRAL CANADA (39)

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

PRAIRIES (26)

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

PACIFIC (18)

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



SHORT WAVES

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 three persons 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 Rayment 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 kcs.

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

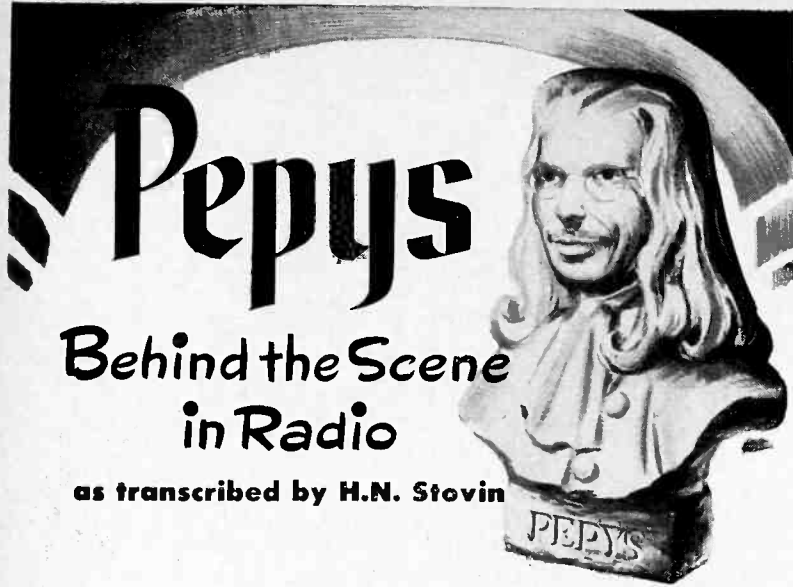
TORONTO

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 ● ● ● CKSF Cornwall on March 7th checked its mail count as no less than 4488 letters — ample proof of the lively interest listeners take in CKSF's sound programming ● ● ● 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 do mean CHOV Pembroke, of course, a success story of the Pembroke Furniture Company, which sponsors CHOV'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"

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

RADIO SALUTES ITS PIONEERS

Thirty-six members of a new Pioneer Club were announced at the CARTB Convention. To qualify they had to have 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 should be sent to the CARTB before that date, when membership closes forever. The following have qualified to date:

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

Jack Sharpe, CFRB, Toronto, Ont.; Harry Swabey, CFRB, Toronto, Ont.; James Cooper, CFRB, Toronto, Ont.; F. G. Makepeace, CFRN, Edmonton, Alta.; Norman Botterill, CJOC, Lethbridge, Alta.; Frank Hollingworth, CJCA, Edmonton, Alta.; the late Clyde Mitchell, CKCR, Kitchener, Ont.; the late Jack Slatter, CJOY, Guelph, Ont.; The late Col. K. S. Rogers, CFCY, 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.; Lynwood C. Hoskins, CFQC, Saskatoon, Sask.; W. T. Cranston, CKOC, Hamilton, Ont.; Andy McDermott, Radio and Television Sales Inc.; Lloyd E. Moffat, CKY, Winnipeg, Man.; Wm. R. Hart, CKBI, Prince Albert, Sask.; Fred A. Lynds, CKCW, Moncton, N.B.; Gerry Gaetz, CJCA, Edmonton, Alta.; Rex Frost, CFRB, Toronto, Ont.

A matter of choice —

eenie?

minie?

meenie?

moe?

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

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

PROFILE OF A PRESIDENT



JACK DAVIDSON, at right, chats with a group of 'Northern' managers. Left to right they are: Gordon Burnett, CJKL, Kirkland Lake; Keith Packer, CFCH, North Bay; Doug Scanlan, CKWS, Kingston; Jack Pollie, CKGB, Timmins; Harvey Freeman, Toronto office; Jack Weatherwax, CHEX, Peterborough; Roy Hofstetter, CKWS-TV, Kingston.

Photo by Holroyd of CB&T

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 disprove 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 but 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 Jacquie, now sixteen, steps out of line, Jack's remonstrance is subdued and almost timid. You realize later though, that the youngsters do really "mind what he tells 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-controller 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 con-

tacts 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 hoisting a couple — and still be boss and haul 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 rated 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 business' prime requisite — profit. Also, the impressive looking diploma they gave him on graduation got him to Toronto to link up with a now defunct auto supply house.

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 parleying himself into ownership 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 salesman's day, and the two of them went turn about as announcer and operator through the day of rest. 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 what the public wants, is certain to comply".

As far as the business barometer is concerned, Davidson predicts "a shirtsleeve 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 CARTB president says that "radio broadcasters and newspaper publishers must work untiringly 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 to the consent 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 5 (i) 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 kcs., by John William Pollie on behalf

of a proposed company to be incorporated; at St. Jerome, P.Q., 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 kws. video, 57.5 kws. audio and directional antenna height of 668 feet by Lethbridge Television Ltd.; at Charlottetown, P.E.I., on Channel 13, with e.r.p. of 21 kws. video, 12.5 kws. audio, and directional antenna height of 401 feet, by The Island Radio Broadcasting Company Ltd.; at Wingham, Ont., on Channel 8, with e.r.p. 20 kws. video, 12 kws. audio, and directional antenna height of 793ft., 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 CHED, Edmonton, is seeking a standby transmitter license.

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 and it's growing fast: The Canadian Locomotive Co. plant, The Dupont Co. Nylon plant, The Aluminum Co. of Canada plant, Imperial Chemical Co. Terylene plant, the Gould Battery plant, and many more! In an accurate survey of a representative number of industrial workers, it was found that more 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.

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

Total Daytime Audience: 65,110 homes.
½ hr. program "B" time Basic
32c 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

SALES FORMULA for Northern Ontario

- ★ A good product
- ★ Distribution
- ★ RADIO

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

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

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

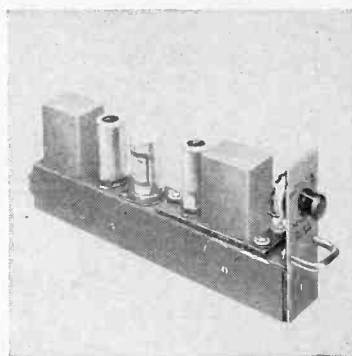


STANDARD OF THE INDUSTRY

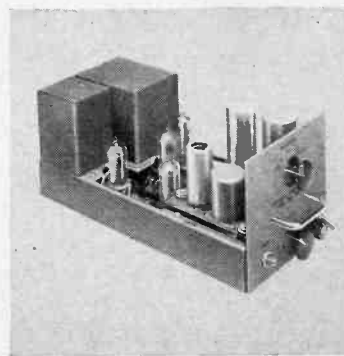
... in Broadcast Amplifiers!

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 of 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.

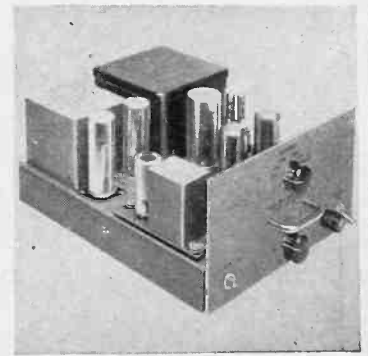
For full information on RCA Broadcast Amplifiers and on RCA Victor's complete line of broadcast equipment, contact your RCA Victor Broadcast Sales Representative.



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

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 had "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 as far as we can go and still retain our charter as private enterprise broadcasters," he said. "We have admitted to the necessity of certain regulation, 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 small-

er 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, Chicoutimi; CKRB, St. Georges de Beauce, CFGT, St. Joseph D'Alma; CHED, Edmonton; CKYL, Peace River; CFCW, Camrose; CKBM, Montmagny; CKGR, Galt; CKLG, North Vancouver; CJSP, Leamington; CKOT, Tillsonburg.

MEET 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 news-

paper 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-bombs 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 printed word 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 offences; (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 M.P.'s say, not 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

Canada's Third Largest Market
Keen Co-operation
Low Cost
Good Availabilities

YES — **CKLG** — VANCOUVER
 DOES SPELL GOOD THINGS FOR YOU

SAVE MONEY ACT NOW
 Buy
CKLG — VANCOUVER

SALES REPRESENTATIVES
 FOR A DISTINGUISHED GROUP
 OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER



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 Bonspiel, 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.

1905

1955

SASKATCHEWAN GOLDEN JUBILEE

Spotlighting Saskatchewan

CKRM REGINA

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

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 'spectacular' and the super-colossal extravaganza have their place in advertising just as a gatefold 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 enters 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.
Weed & Co. in U.S.A.

IT PAYS TO LOOK OVER CROK-LAND

Guess we better see Horace N. Stovin and Joe Weed!

CKOK: RADIO SASKATOON
Saskatchewan's Top Salesman ... With 5000 Watts

Here is CKOK-land

One of a series



THE PENTICTON V's FROM PENTICTON, B.C.
Served by

SEE PAUL MULVIHILL & 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 CARTB 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 non-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".

ada. Thirdly, there is the United States parallel".



Jim Allard

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 Can-

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

ELEVISION DEPT.



They got my last scent!*

Nobody, advertising to consumers, should place all their resources in one medium alone — nor believe that anything has taken the place of radio as a powerful, profitable medium. Remember—radio is the most economical mass medium available; it reaches more people more of the time than any other medium . . . it reaches people when they are eating, working, playing, relaxing, driving, retiring, rising, reading a book — or yes, sir, even standing on their heads. Radio does it . . . what else can?

In Montreal, one of Canada's biggest and most profitable markets, your advertising can be most effective with CFCF-RADIO. Our staff is lively, imaginative, and happy here. We do great work because of it. In this huge market, CFCF-RADIO enjoys both MASS and CLASS audience. Your advertising will pay off sales-wise because of it. Now, how about it? CFCF-RADIO is represented by All-Canada in Canada, and Weed in the U.S.A.



* Any similarity between characters as portrayed in this ad and actual advertisers, living or dead, is purely coincidental.



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.

CFPL radio dial 980

London Canada

economic history repeats itself, the upturn in Canada might begin anywhere between September of 1955 and he 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 to the two million new Canadians who were born between 1936 and 1942. Every one of these will require capital and consumer goods," he said. "All of these homes will become potential radio listeners and television viewers.

"Even assuming an upward trend in the general economic curve," he warned, "radio broadcasting stations will increasingly need to develop techniques to meet the new competition of television. Both radio and television broadcasting must meet increasingly aggressive production, distribution 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 aiming "much if not even most" present-day radio programming at teenagers. Assuming this "unfortunate and ill-defined phrase" to refer to the 14 to 19 age group, he pointed out that "there are just over one million 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 areas 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 Canada 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 international group of listeners?" he wanted to know. The same people do not buy TRUE CONFESSIONS and HARPER'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 production 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 standard and classical music, drama, even Shakespearean drama, lectures, panels, talks if the speakers have something to say and say it well, for huntin', fishin' and shootin' shows.

SALES AND RESEARCH

Allard then suggested that there may be need for greater planning and more vital and enthusiastic approaches 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 listening 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 the 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 advertiser got was up to him in the presentation of his commercial message." He questioned whether broadcasting could put itself on a "circulation only" basis but felt it was worth trying.

Continued on page 14



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

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

REPS—
PAUL MULVIHILL - TORONTO - MONTREAL
ADAM YOUNG U.S.A.

CFGP OUR NEW "VOICE of the MIGHTY PEACE"

5000 WATTS

"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.

In the North RADIO SELLS

To move merchandise in Northern Ontario you need

CKGB Timmins
CJKL Kirkland Lake
CFCH North Bay

The "Northern" Stations

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.

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



YOU can say what you like about CARTB Conventions. What actually happens is you spend eleven of the twelve months counting the days, the eleventh month dreading the hour, and the three days of the actual affair assuring yourself, as you travel from room to room in the Château Frontenac, that you hate the damn things, as you shake hands and rub shoulders with just about ninety per cent of all the friends you have in the world.

There are meetings to cover, and a small smash of tact to be aimed at a couple of expiring advertisers. But why do you think I brought Les Holroyd (no relation to Bill ditto)?

Besides covering the meetings, there are all manner of people to see. There's the All-Canada gang in the Chinese suite; the Stovin stable in Crown 20; Charlie Edwards and his flock of scribes from Broadcast News trying to stay up later than Phil and Daphne Curran from BUP; the CGE boys, the RCA boys and the other equipment people; Bob Tait, Norris MacKenzie and the other transcription fellows doing their important intriguing wherever an available corner arises. And then of

course we musn't forget the SESAC family. This year it was Alice Heinecke, squired by Lou Tappé and Jim Myers. You have to risk your life every time you turn round a bend in the Château's endless halls for fear of running into Lou Tappé, just rushing back to the suite, at 4:00 a.m., from signing up another station for SESAC. Oh yes! Wherever you go there's Tappé!

Then of course there were the sponsors, notably Gordon Ferris of HFC, and Gilbert (TRC) Templeton, forever trying to slip round a corner when they saw the manager of yet another station who wasn't on their list, bearing down on them with a gleam in his eye and an opener in his hand.

Every once in a while, up jumps Jim Allard, wearing the tense expression on his face that means that now more than ever he is damned if he is going to get worried. And above all others, when you want to know where something is, or when or how or why, you just naturally look for Flora Love, the gal with the answers.

It was a good convention as conventions go, and as conventions go, it went.

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

BIENVENUE

One thing about staging them 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".

Somehow 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 smiles her "good morning m'sieur" as you phone for your coffee and Seltzer; 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* that 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 handing out the cigars on account of a son, born to his wife Eileen in the wee small hours of March 29th. The

nipper, 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 Shandro, 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 CFCW, at Camrose, Alta.

Down east for the convention, Tom stopped by our office to do a bit of crowing (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 probs 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 Donalds". On Tuesday it's ". . . the weather in Camrose, Sedgewick and Holden". (No foolin'!)

The gag works well, even though nobody knows Harry or Waldo! Tom

says people in these hamlets stop each other on the street and say: "Did you hear the old burg was on the weather report this morning?"

NO. 1 EMCEE

John Fox, CFJB, 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, KFWB, 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 standpoints.

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?

BEING FIRST is a habit with CHNS

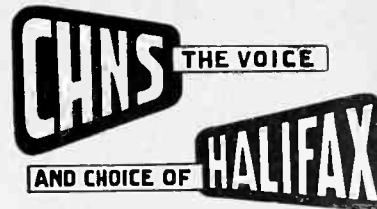
CHNS IS FIRST in total ratings from sign-on to sign-off.

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 with the busy, growing, Halifax Metropolitan area.



Contact the All-Canada Man in Canada and Weed & Co. in the U.S.A.

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 & TELESREEN

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 & TELESREEN
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?

CHLO

LONDON and ST. THOMAS

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

CFOR**ORILLIA****SELLS****CENTRAL
ONTARIO**

Ask For Facts

**STEPHENS & TOWNDROW
TORONTO - MONTREAL****TEEN AGE MINORITY**

Continued from page 11

Next, Allard sketched briefly the functions of the CARTB sales office which operates under Charlie Fenton and Dick Thibodeau in Toronto. He pointed out that the sales department needs the co-operation of stations. He mentioned in this connection, the fact that advertising is becoming more local and less national, with more national advertisers entering the co-operative advertising field all the time.

He advocated having more salesmen 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 frequent calls on advertisers and agencies by all concerned, especially at high levels. "The president of a national 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 ultimate good of both," Allard said, "But in every other area their interests are not only common but mutual. Both are facets of the broadcasting industry, both are part of the

TAPED NEWS GAVE STOCKMEN PRICES

Tape recordings made in the bull ring were broadcast at 6:05 every morning in Calgary during the Spring Bull Sale there. CFAC Farm Director Ron McCullough, himself a stock owner and a graduate agriculturist, interviewed stockmen from all over the United States and Canada.

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

west, and CFAC devoted half an hour each day to covering it.

The series of broadcasts, sponsored by J. E. Love and Sons Feed and Supplies, Hides and Wool, covered the highlights of each day's sale. An average bull was sold for about \$605, though one animal, owned by Sandy Cross of Calgary, reached a price of \$10,000.

There was wide interest throughout the area in the sales and the bull ring was kept crowded. Many of the spectators were people from the city who were intrigued by the auctioneer's methods.

great new form of electronic publishing 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 experience 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 parallel 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 he 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 increase broadcasting's standing in the community at large."

**TO SELL FRENCH CANADA
YOU NEED RADIO...**

In French Canada, RADIO is not only the best and most economical buy, it is also the most productive. And, in some areas, it is the ONLY DAILY ADVERTISING MEDIUM.

French-speaking Quebec is the fastest-growing market in Canada. Mining, Manufacturing, Forestry, Electric Power, Agriculture, Fishing and Tourists combine to make it grow.

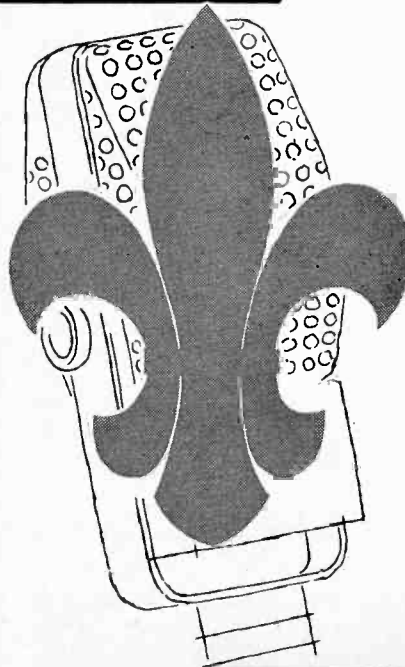
French language listeners are the best in the world, with the highest ratings for listenership, for responsiveness, and for loyalty to both local stations and sponsors.

For complete information, write, wire, or phone any of our three offices.

1489 Mountain St.
Montreal, Quebec
PL. 1101

39 St. John St.
Quebec City, Quebec
5-7373

129 Adelaide St. W.
Toronto, Ontario
EM. 3-6009



These important radio stations are essential to selling and merchandising your products successfully in French Canada.

CHRC, Quebec City

CHNC, New Carlisle

CKBL, Matane

CHLT, Sherbrooke

CKRS, Jonquiere

CKVM, Ville-Marie

CJSO, Sorel

CHRL, Roberval

CKSM, Shawinigan Falls

CKLD, Thetford Mines

CKTS, Sherbrooke (Eng.)

CKNB, Campbellton, N.B. (Eng.)

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 1/2 MILLION FRENCH CANADIANS DAILY



Sam Ross



Bert Cannings



Dorwin Baird



Jack Webster

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 not only 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 newsmen, which stole the show at the BCARTB Convention last Fall and was invited to appear at the CARTB. 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 mem-

ber 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 editorials should go all the way on any question they sincerely believe in.

Editorials should not all be criticisms but stands should also 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

said about them, he added. At CJOR the editorials are broadcast in the evening and rebroadcast the next day at noon, thus reaching two almost completely different audiences.

A few of the subjects which have been editorialized over CJOR, Baird listed as: Vancouver's need for some type of city management; supporting the removal of the tax on new cars; and deriding the government's television policy.

Radio, Baird said, must stand up — on its own feet — and be counted as a voice in the community.

The CBC, the chain newspaper owner, the individual newspapers themselves and some private radio stations were given by Jack Webster as grave menaces to our freedom of information.

Webster, who has a news interview show on CJOR, *City Mike*,

said, "it is ludicrous to me that, in this country, which we proudly boast to be one of the great free nations of the world, we have a government radio and television system which is bound, like the British newspaper chains who follow the unspoken wish of the Press Lords, to reflect the unspoken wishes of the government in power; and which in its domination and potential censorship, economic and actual, could strangle all but the toughest private radio."

The chain newspapers, he said, are operated by businessmen who are only interested in producing, as cheaply as possible, a colorless and "lack-lustre" advertising medium. All newspapers by their "hysterical sensationalism" are losing the respect of their readers, Webster said.

He attacked radio stations who use newspaper and wire service stories without checking their accuracy. This he said is "adding fuel to the fire for the enemies of freedom".

Webster urged the station owners to take a good look at their newsroom operation, decide they were going to be publishers, not just because it is in the cause of freedom but also because it is good business, and take their proper place in the development and maintenance of democracy in Canada today.

Walter Winchell is to leave ABC radio and television on Christmas Day, 1955. He says an accumulation of grievances came to a head when he found a loophole in a million dollar insurance policy which was supposed to cover him.

CKBI

RESULTS

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.

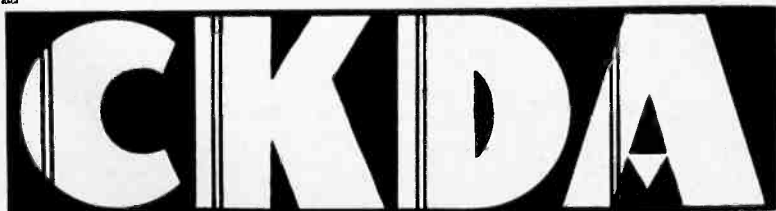
RESULTS: Sold 10 cars —

- 1 New 1955 Buick.
- 2 New 1954 Pontiacs.
- 7 Used cars (various makes).

RESULTS

CKBI

In Victoria



Most Listened to (Elliott-Haynes)

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.

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 watter, 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 sidemen were counting the collection we heard one of our parishioners telling about the game. Yes, FH 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.

A Growing Market

★
 \$620,000 contract let for first stage of the Pacific Great Eastern Railway to the Peace River Area from Prince George.

★
 COVER THIS MARKET OVER

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

CGE PRESENTS ROGERS AWARDS



Holroyd of C B & T

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, CFOR, Orillia; Allan F. Waters, CHUM, Toronto.

QUEBEC isn't a problem with

CKOV

1000 WATTS 1280 K.C.

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

WHAT A BUY!

The 2-Station Market of
CHUB and CJAV

Nanaimo Port Alberni

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 CARTB 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 surveyed 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 with no 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 ballots.

"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

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

MORE LISTENERS
THAN ANY STATION
ON THE PRAIRIES

CKTB Sells St. Catharines, the Niagara Peninsula and Away Beyond

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

Copies available from our reps: Paul Mulvihill & Co., in Toronto and Montreal; J. H. McGillvra in U.S.A.

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

- CKTB ST. CATHARINES
- CKBB BARRIE
- CHOK SARNIA
- CJCH HALIFAX
- CJFX ANTIGONISH
- CKOK PENTICTON
- C-FUN VANCOUVER
- CKVR-TV Channel 3

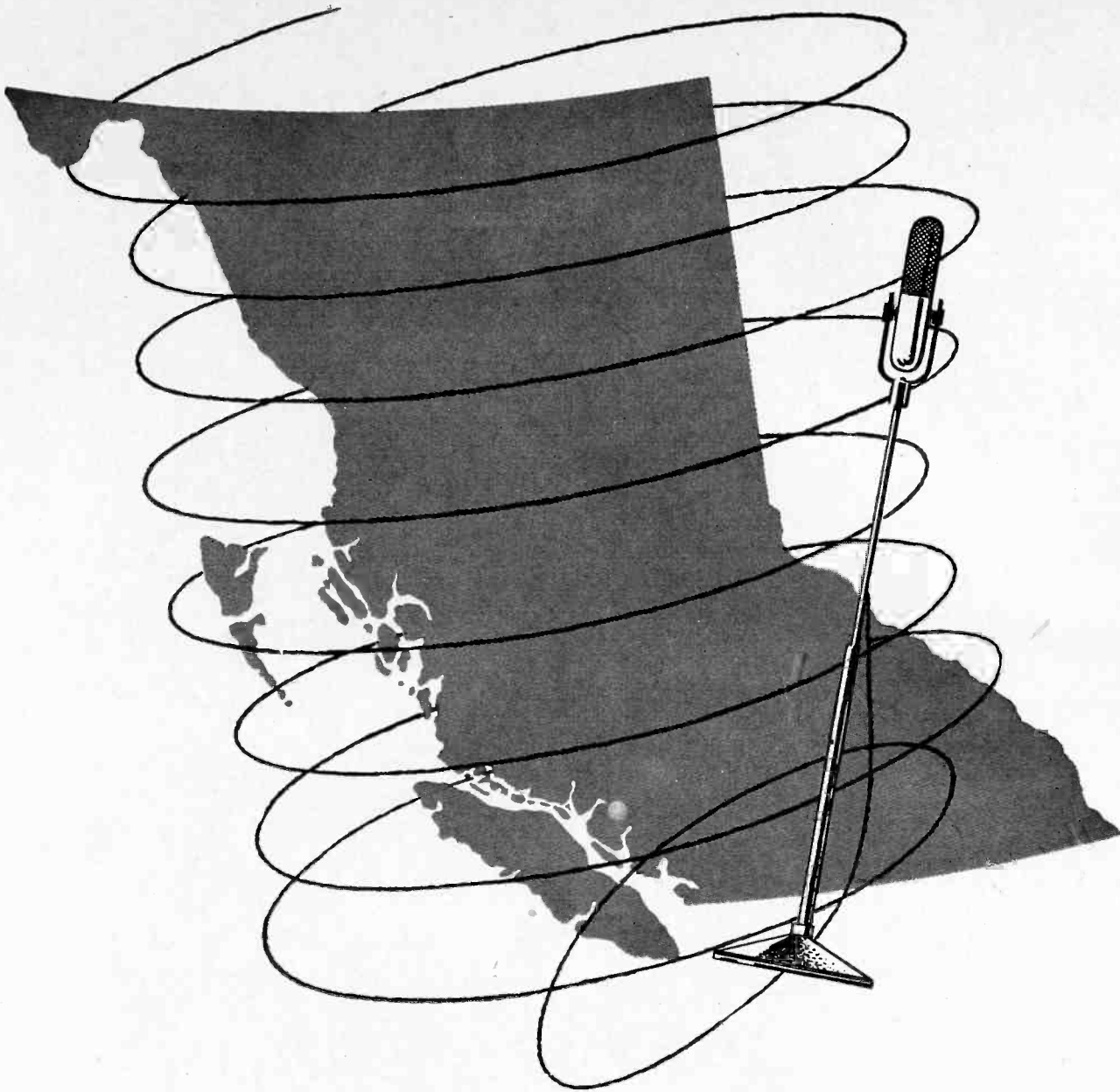
Paul Mulvihill & Co.

TORONTO
Room 111
77 York Street
EM. 8-6554

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

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 *

*D.B.S.

(total 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
CKWX	VANCOUVER
CJIB	VERNON
CKDA	VICTORIA
CJVI	VICTORIA

Look at it any way you want—radio moves products in the whopping 1¼ billion dollar B.C. Market!

With an average net-buying income of \$1248—compared with the national Canadian average of \$1106—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 Cannings 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

Fie 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 lurched 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
BIG
food
and
drug
chains
are
on
CKWX radio Vancouver**



*If your products are sold in grocery and drug stores
(and these days what isn't!), consider this fact: In Vancouver
the big food chains like **SAFEWAY** and **B & K** and **SUPER-VALU**,
and the **CUNNINGHAM** and **OWL** drug chains, all choose
CKWX for day-to-day radio selling. Last year,
chain stores placed seven times more business on CKWX
than the year before! How's that for chain reaction?*

5000 FRIENDLY WATTS

reps: All-Canada Radio Facilities Limited · Weed & Company

TV NEWS & RESEARCH HEADLINED AT CARTB

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.

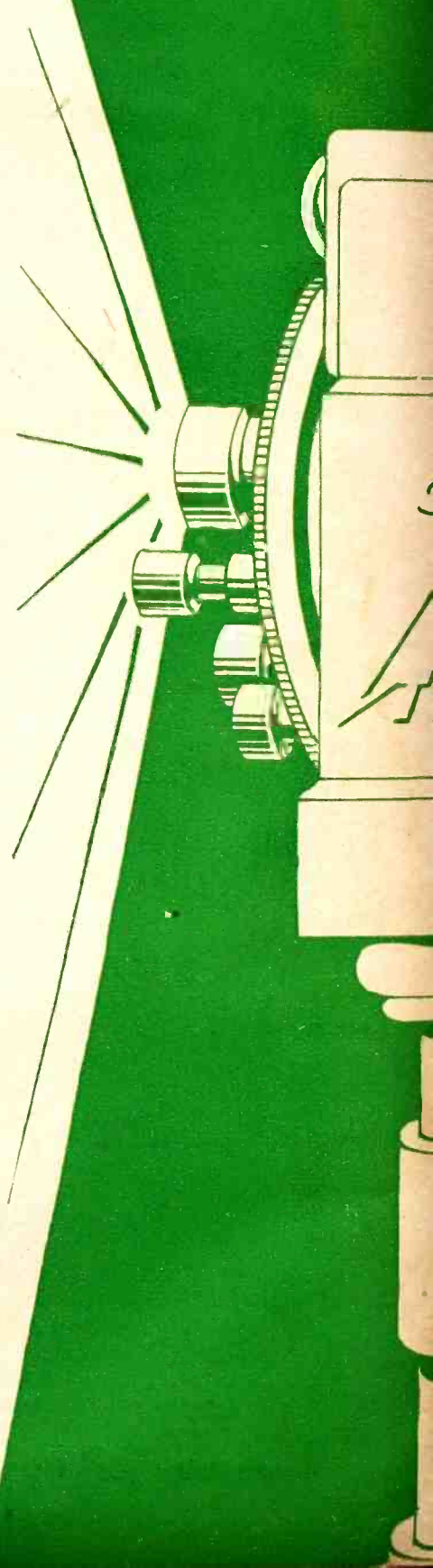
Delineation of coverage into A, B and C zones came in for discussion and it was decided that what the industry wants is to prevent extravagant coverage claims by standardizing stations' primary and other coverage zones. It was agreed that a standard set of coverage maps was essential as the basis of 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.

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

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

The ONLY TV STATION Covering Eastern Quebec



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

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

Soon 10,000 Watts for CJBRTV



"A Respected SALESMAN," says Lionel....

"... with a \$90,000,000 territory! That's CKCW, Moncton, serving exclusively a monied market made up of hustling, aggressive people, eager to spend and depending on CKCW to show them the way to the best values.

Cash in on this bustling market now through CKCW and CKCW-TV, the most respected salesmen in the Maritimes!

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
ASK: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

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.

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 Boucheron, 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 developed by picking up a black and white picture first to which the color picture is added. Both pictures are improved, Boucheron 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 SALES UP 60% 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 78 last year, making a total of 421. Ten new stations have commenced operation 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

The latest reports from the Radio-Television Manufacturers' Association of Canada show that January, 1955, sales of television sets in Canada were up to 55,760, an increase of 59.8 per cent over last year's January sales of 34,890. Radio receivers were down to 29.8 per cent, from 34,946 in January, 1954, to 24,548 this January.

Total sales of television sets for all of Canada to the end of this January were placed at 1,265,399. Over half of these, 685,061, were in Ontario. Quebec has the second largest number of sets with 376,997. Other provincial totals were given as Nova Scotia, 16,610; New Brunswick and Prince Edward Island, 16,115; Newfoundland, 392; Manitoba, 36,935; Saskatchewan, 14,485; Alberta, 29,186; and British Columbia, 89,618.

Projected production of television sets in 1955 by RTMA member companies is estimated at 892,560 while estimated sales are placed at 613,300. Estimated 1955 production of radio receivers is 535,170, and sales are estimated at 411,800.

have their full complement of stations.

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

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

For

JINGLES

that are different

Contact

DON WRIGHT

Productions

Write — Wire — or Phone for Details
"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886



RCA Television Cameras, for both studio and field use, have been engineered to combine excellence of performance with traditional RCA Victor dependability.

The RCA Type TK-11A monochrome camera, shown here, is designed to pick up scenes produced in television studios and provide composite video signals that can be fed to a television transmitter. The equipment introduces a new Image Orthicon Camera, MI-26011-A, and a new Viewfinder, MI-26016-A, and features improved mechanical design providing ready access to circuits and controls.

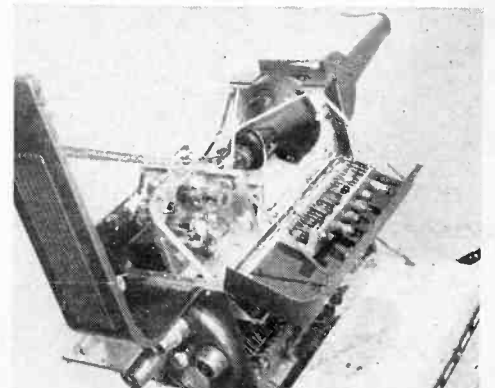
For full information on this and other units in RCA Victor's complete line of broadcast equipment, just contact your RCA Victor Broadcast Sales Representative.

STANDARD OF THE INDUSTRY

... in Television Studio Cameras!



RCA TV STUDIO CAMERA
Type TK-11A



... equipped with hinged doors for easy access to camera and viewfinder.

"BROADCASTING IS OUR BUSINESS"

ENGINEERING PRODUCTS DEPARTMENT
RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30

TELESCREENINGS

CFPL Radio and TV, London, Ontario, 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 \$10 meal to a 1955 car.

Recipes used on CFCM-TV, Quebec's *A La Bonne Franquette* 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 televising 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 CFCF, 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, CJON-TV, 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 wavestack, beaming programs away from the Atlantic. Maximum power will be 37,000 watts.

Chevrolet's director of research and development, Maurice Olley, 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 Stoeckel 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 net 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".

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.



TV comes to PETERBOROUGH . . .

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 availabilities now!

CHEX-TV
PETERBOROUGH

Under Northern Management

Reps:
ALL-CANADA
TELEVISION in Canada
WEED & CO. in U.S.A.



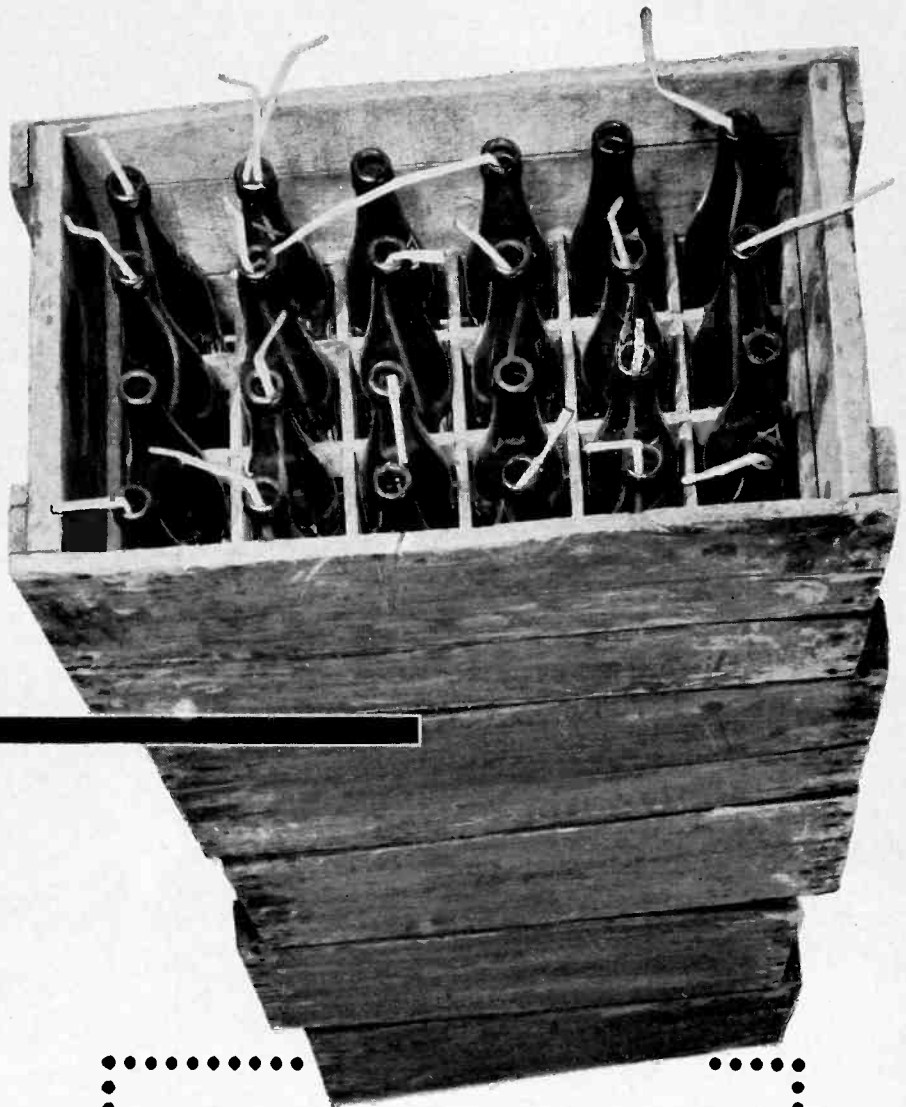
Telephone
Answering
Service

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

Phone for Booklet in

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

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.

*Based on Dominion Bureau of Statistics report for period from 1951 to 1952
**Based on CFRB program schedule for January 4, 1955

CFRB is the radio station that covers Canada's most profitable market, Ontario, completely

CFRB . . .

Canada's most powerful independent radio station gives you:

- complete coverage of over 1/2 million radio homes every week.
- complete coverage of 44 counties spending \$66,283,699 every week.
- complete coverage of an area populated by 5 million people . . . responsible for 40% of Canada's total retail sales.
- 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.

CFRB

TORONTO

50,000 watts

1010 on your dial