

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Vol. 14, No. 8

TORONTO

April 20th, 1955

"TIMMY" SANG HIS THANKS



RADIO, TV AND VARIETY artists who staged their ninth annual Easter Parade of Stars to raise money for the Society for Crippled Children shared the spotlight with Sandy McDonald, this year's "Timmy", symbol of the crippled children. "Timmy" is seen, with The Don Wright Chorus in the background, after he had sung "Father, We Thank Thee" to the hushed audience of 15,000 in Maple Leaf Gardens. The second hour of the two hour show was carried by over 100 radio stations from coast to coast and the final half hour was, for the first time, televised over the Eastern Canada microwave. Since the time and talents of all concerned with the show, the radio and TV time and Maple Leaf Gardens were given without charge, the entire proceeds of the concert, over \$3,700, went to the Easter Seal Campaign.

In This Issue:

THE COMMONS Broadcasting Committee meetings, and the Ohio State University awards won by Canadian radio are reported on pages 7 and 8.

A SUMMARY of the CARTB Retail Sales Clinic appears on page 8.

THE AGENDA of the forthcoming ACA Convention is on page 9.

JOE WARD's address to the CARTB Convention, "Increasing Local Radio Sales" is covered on pages 12 and 13.

"HOW A BANK USES RADIO" is discussed by James P. Furniss, vice-president and advertising manager of the Citizens and Southern Banks in Georgia, on page 14.

TRULL FUNERAL HOMES' experience with radio is covered on page 16.

A CB & T survey, on druggists' use of radio, appears on page 18.

THE STORY how CFAR Fliin Flon won this year's John J. Gillin Jr. Memorial Award is on page 20.

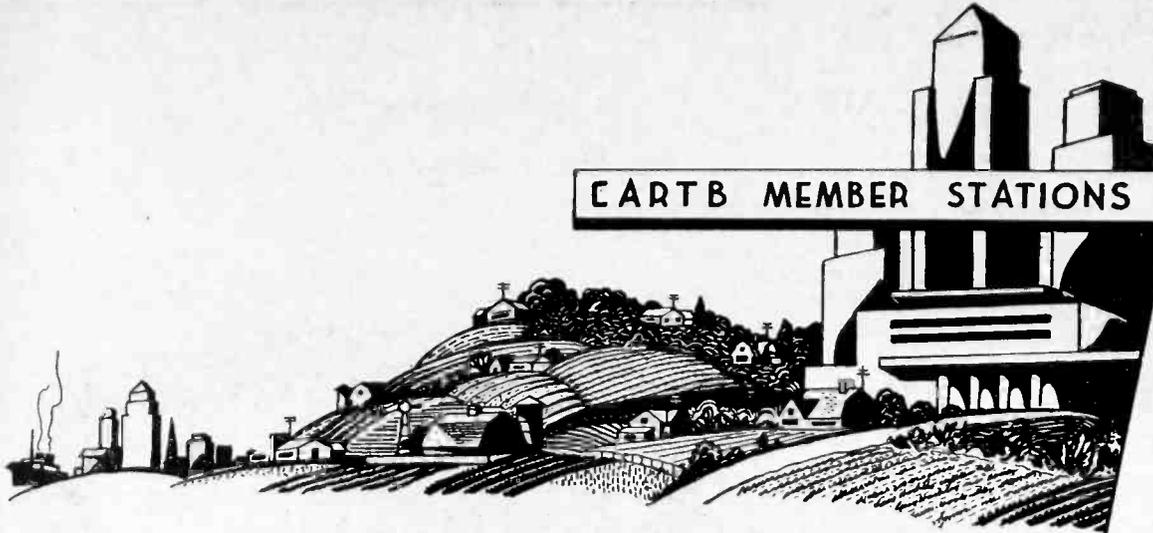
In the Telescreen Section

LASSIE, motion picture and television's canine star is featured on the front page.

THE GROWTH of English commercial TV is reported on page 24.

All the regular features as well.





CARTB Member Stations

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

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

FRENCH LANGUAGE (26)

- CHAD
- CJMT
- CHEA
- CHEF
- CKCH
- CKRS
- CKLS
- CKBL
- CKBM
- CHLP
- CKAC
- CHNC
- CHRC
- CKCV
- CJBR
- CHRL
- CKRN
- CJSO
- CKRB
- CFGT
- CHNQ
- CKLD
- CFCL
- CKVD
- CFDA
- CKVM

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

CENTRAL CANADA (39)

- CKBB
- CJBQ
- CFJB
- CFCO
- CKSF
- CKFI
- CKPR
- CKGR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- CJSP
- CFPL
- CJAD
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHLO
- CHOK
- CJCS
- CKOT
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX

- Barrie
- Belleville
- Brampton
- Chatham
- Cornwall
- Fort Frances
- Fort William
- Galt
- Guelph
- Hamilton
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- Leamington
- London
- Montreal
- Montreal
- North Bay
- Orillia
- Oshawa
- Owen Sound
- Pembroke
- Peterborough
- Port Arthur
- St. Catharines
- St. Thomas
- Sarnia
- Stratford
- Thilsonburg
- Timmins
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wincham
- Woodstock

PRAIRIES (26)

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

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

PACIFIC (18)

- CHWK
- CJDC
- CFJC
- CKOV
- CHUB
- CKLN
- CKNW
- CKLG
- CKFK
- CKPG
- CJAV
- CJAT
- CJOR
- CKWX
- C-FUN
- CJIB
- CKDA
- CJVI

- Chilliwack
- Dawson Creek
- Kamloops
- Kelowna
- Nanaimo
- Nelson
- New Westminster
- North Vancouver
- Pentlcton
- Prince George
- Port Alberni
- Trall
- Vancouver
- Vancouver
- Vancouver
- Vernon
- Victoria
- Victoria

Where Do They Listen?

Radio is mobile. It reaches people wherever they are . . . whatever they are doing.

Within the home, a good percentage of listeners join radio's audience before breakfast. As the day goes on, some drop out and are replaced by others.

Home listening takes place in the living room (43%); bedroom (20%); kitchen (31%); and elsewhere.

*Wherever You Go
There's 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



Board OK's Three TV And AM Bids But KO's CKNW Transfer To Southam

THE Board of Governors of the CBC has recommended that licenses be granted for privately-owned TV stations in Lethbridge, Alta., Wingham, Ont., and Charlottetown, P.E.I. It has also recommended licenses for radio stations at Lindsay and Smith's Falls, Ont. and St. Jerome, Que. It deferred its decision on the application for a radio license at Weyburn, Sask.

The Lethbridge TV license is being sought by Lethbridge Television Ltd., owned by CJOC and the LETHBRIDGE HERALD. It would operate on Channel 7 with 102.8 Kws video and 57.5 Kws audio.

The Wingham TV station would be operated by CKNX, owned by W. T. Cruickshank. It would be on Channel 8 and have a power of 20 Kws video and 12 Kws audio.

Island Radio Broadcasting Co. Ltd. are the applicants for the TV license for Charlottetown, P.E.I. This company operates station CFCY. The TV station would be on Channel 13 with a power of 21 Kws video and 12.5 Kws audio.

There was no opposition to the three TV applications.

The present manager of CKGB, Timmins, John Pollie, was recommended for a license for a 250 watt daytime radio station in Smith's Falls, Ont. over the protests of Frank Ryan, of CFRA, who said he was "bewildered" by statements that CFRA does not serve the Smith's Falls area adequately.

Greg-May Broadcasting Ltd., owned by Toronto radio personality Herb May and E. Neill Gregory and Charles A. Gregory, Lindsay druggists, were recommended for a 1,000 watt radio station in Lindsay, Ont.

The thousand watt station at St. Jerome would be operated by Montreal freelance television and radio producer Jean Lalonde, and was recommended for approval by the board.

CKNW TRANSFER DENIED

Transfer of control of CKNW, New Westminster, B.C. from William Rea Junr. to the Southam Company Ltd., was denied, because control of the station would "be held by interests controlling broadcasting stations in Calgary and Edmonton," which would constitute extension of multiple ownership and control of stations contrary to the Radio Act.

The Board deferred consideration of an application to transfer control of radio station CFDA, at Victoria-ville, Que. to Dr. C. A. Gilbert, pending the outcome of legal proceedings against shareholders.

MAY OUTLAW SIMULATED BROADCASTS

The broadcast of simulated or reconstructed sportcasts will be outlawed by a regulation which will be put into effect at the next meeting of the CBC board unless present "abuses" cease, the board said. This move was instigated by three top Canadian football and hockey organizations who appeared before the board to ask that they prohibit reconstructed play-by-play broadcasts of sporting events without the promoters' consent.

CFOR

ORILLIA

CFLL

CENTRAL ONTARIO

Ask For Facts

STEPHENS & TOWNDROW

TORONTO - MONTREAL

We are pleased to announce that

CHLN

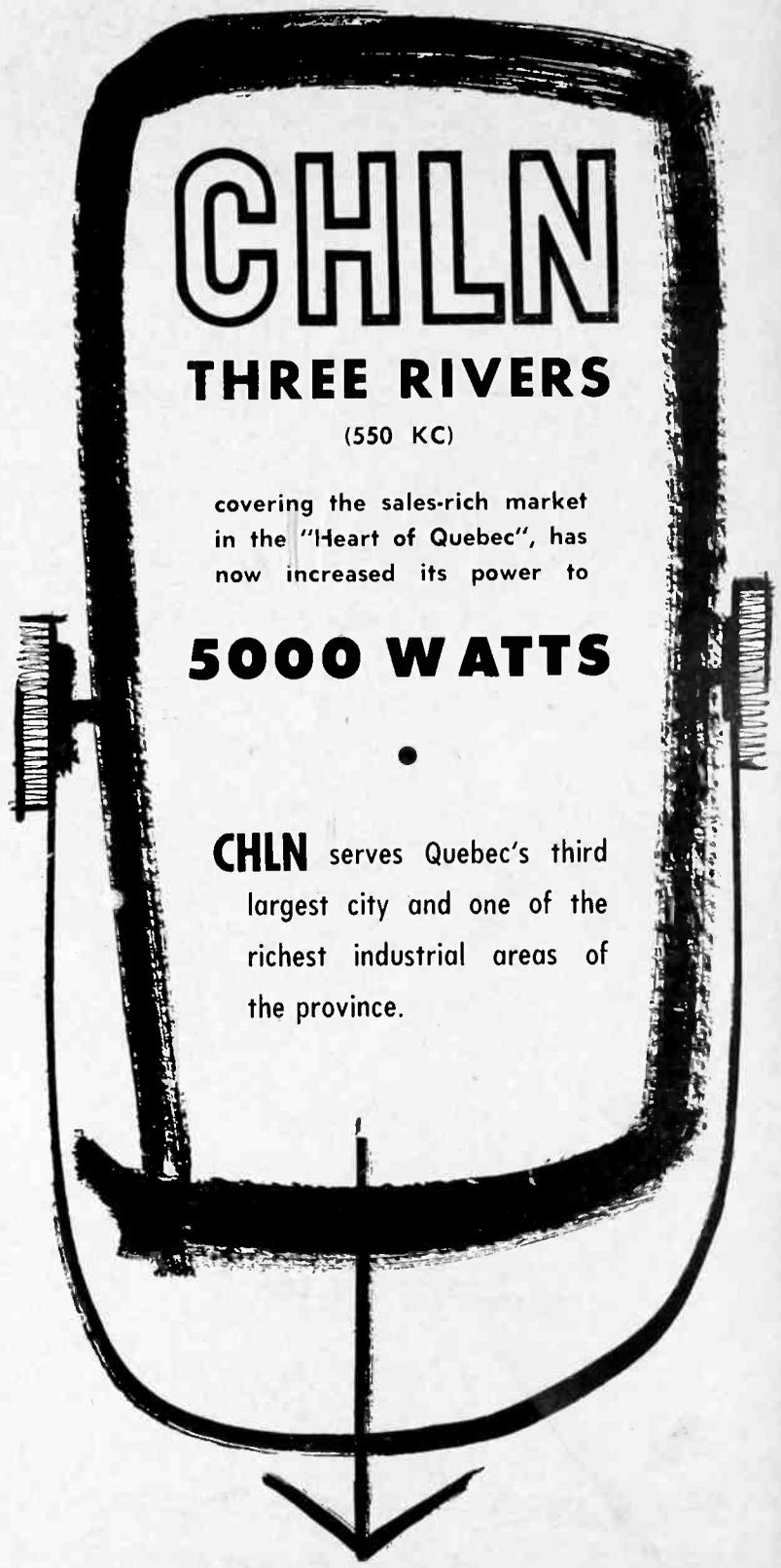
THREE RIVERS

(550 KC)

covering the sales-rich market in the "Heart of Quebec", has now increased its power to

5000 WATTS

CHLN serves Quebec's third largest city and one of the richest industrial areas of the province.

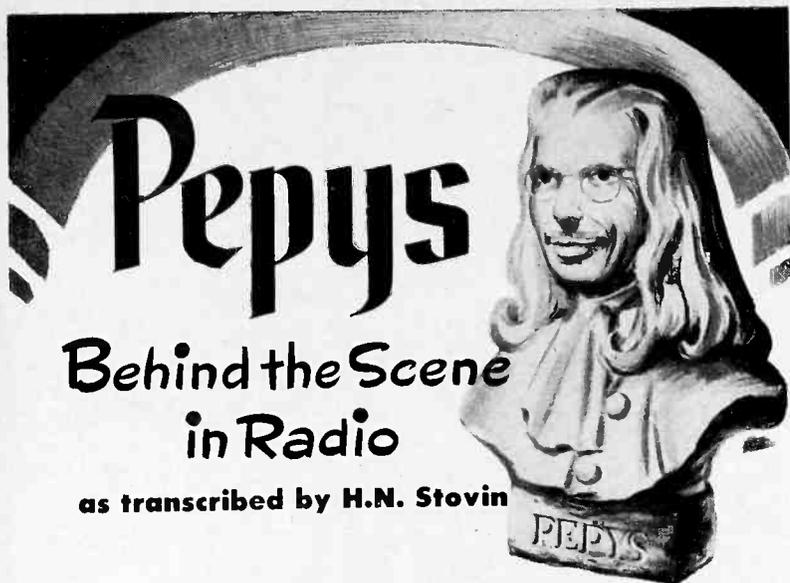


OMER RENAUD & CO.

MONTREAL
1411 Stanley Street
BElair 9541

TORONTO
170 Bay Street
EMpire 4-1197





Do this day set down in my diary, by permission, a letter written by Greg Clark — whom I do regard highly as a pleasant angling companion and a writer with a truly human touch — to Elwood Glover, whose golden voice and entertaining broadcasts I have myself enjoyed many times also.

Dear Elwood:

I had a funny experience earlier in the week that would amuse and maybe gratify you.

I was driving about 5:45 p.m. down Mt. Pleasant, and came to St. Clair where I was halted in the traffic by the light. You were on radio station CJBC and you had just come to a series of Daffynitions, one of which about a bachelor gave me a kick. And I was sitting there with a sappy grin on my face when I happened to glance at the car beside me, and that guy had a sappy grin like mine. I quickly glanced around at the other cars in the group, and I'll be damned if they all didn't have the same grin, so I think it reasonable to declare that you had a hundred percent audience there at that moment. When the light changed, and we flowed across, I had the fleeting impression that the up-coming traffic was also tuned in, and the Daffynitions were still coming, and all I glimpsed had, like a reflection, the same silly grin I had on myself.

You would have got a nice charge if you could have seen it.

The best,

(signed) Greg.

The whole being proof, once again, that people do appreciate and tune in to the station which does combine service with entertainment in its programming. Which indeed CJBC Toronto does right well — as do all our "proven" Stovin Stations.

"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

CKOM WORKS APRIL FOOL GAG



HOOLFULHOO was the catch word at the end of March, in Saskatoon, when C K O M Radio opened its April Fool campaign there. Four days before the foolish first, announcers on the station began introducing records, programs, and even the station, with the magic word. Even the telephonist answered the phone by saying, "Good morning, this is CKOM your Hoolfuhloo station".

After two days of this the whole city was wondering what was up with the station, and since the gimmick had originated in the Promotion department, even the announcers began to wonder.

March 31, Dan Warden and Bob Washington did the rounds of the

town in a 1934 Buick convertible, painted yellow, with red wheels. They too, looked festive, as they introduced themselves to Saskatoonians. Bob wore a black and white check suit, with red vest and wig, a derby hat, a black moustache and a dog collar and leash. Dan wore top hat and tails, with trimmings. Clue to the affair was the sign on the front of the car, "CKOM femmes are fatal".

April 1 began with "Smokey" Campbell's *Sunrise Ranch*, but hardly had the first record begun to spin than the Studio was invaded by seven feminine members of CKOM's staff. For the next six hours the ladies ran the station, locking the males in Studio B. Offers of cake and cigarettes came in from the listeners, so the boys did not starve.

Some Saskatoon lady listeners thought the idea was fine, some thought it should remain a women's station. Interest ran so high on the question of *Who'll Fool Who* that phone calls were coming in three days later.

- ★ Kapuskasing
- ★ Kirkland Lake
- ★ Timmins ★ Cochrane
- ★ Rouyn - Noranda
- ★ North Bay

SELL the NORTH with RADIO!

- CKGB** Timmins
- CJKL** Kirkland Lake
- CFCH** North Bay

Mobile Station License

The closing date for filing license applications for the proposed Restricted Common Carrier Mobile Radio Service has been extended to May 1. The purpose of the service will be to provide a medium for the direct operational control and dispatch of vehicles as well as furnishing a message relay and a telephone answering type of communication for mobile stations.



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

an ear for news

Your product story 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

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

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

Published twice a month by
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1
EMPIRE 3-5075

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

Editor & Publisher RICHARD G. LEWIS
Art Editor GREY HARKLEY
Editorial Dept. ALAN H. GAYFER
 LESLIE A. HOLROYD
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Production Dept. ROBERT G. MOWAT
Research Consultant GEORGE E. RUTTER



Vol. 14, No. 8

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

April 20th, 1955

Let's Have The Facts

Why is it that in advertising, in all its branches, people so often try to save themselves the effort of digging for facts by using, in their place, extravagant claims and meaningless superlatives

Right now, at the office, we are milling around three article ideas which have come from our readers, as contributions to this paper.

In one case, a station official has suggested that its key people write articles for us. The copy chief is to expound on how he feels effective copy should be prepared. The program director is to write down how he thinks programs should be presented. The news chief is to propound his views on the best way to gather, prepare and broadcast the news.

In the second case, a man who is concerned with the sales side of the business, wants to tell the advertisers and their agencies who read our paper why he thinks they should use broadcasting stations located in the smaller markets.

Finally, a third wants to hold forth on how much better he feels it would be for the listeners if the quality of music and drama and other programs could be improved by raising their cultural standards.

The common denominator in all these proposed articles is that they would be designed to tell people how to do things, in the opinion of the writers; how to write copy; how to produce programs; how to gather news; how to use radio advertising; how to please listeners. Articles with this constructive purpose would be of interest to a paper like this, of course. But will these specific ideas stand up in terms of effectiveness and conviction under closer scrutiny?

In each of these instances, people want to contribute their views of how something — their own particular vocational "something" — should be done. They live with it day and night, so they are surely the logical people to discourse on such subjects.

This is true, of course, but it is equally true that they are so close to the subject that it is questionable whether they are able to see the problems with true objectivity. Also, when they look at their topics from the standpoint of sellers of the product, might it not be reasonable to regard their views as slightly biased in favor of what they have to sell, be it copy, small market stations or cultural programs?

RADIO A/B/C by Harkley



"There's been no living with her since that producer said she had a head for TV."

There is small conviction or interest in the statement that a certain product is the best on the market, when that statement is made by the head of the refinery which markets the product. Because of his natural bias, such claims are sloughed off because "that's what he's paid to say". So, seeing the point, he goes out and gets Mrs. A, of Waterloo, Ontario (name on request) to admit into a microphone or onto the air that she has raised nineteen children with his product — restored lustre to her tired hair with it, — cooked with it, or used it in her laundry, with tremendous success. This way he gets the credibility he is after. But there is another angle.

In this age of doubt, people are not tremendously influenced by other people's opinions. If they were, the temper of many of the editorial opinions expressed on many of the editorial pages of many of the country's newspapers would cause the government considerable concern. But they do not have this effect, and the reason is that while they express honest and thoughtful opinions, they are still opinions and, as such, lack the conviction which only comes from the recital of facts.

The three would-be contributors to these columns would like to express their opinions of how they follow their respective callings. But they want to say, didactically and querulously, "Why doesn't somebody do something to improve the copy heard and seen on radio and television?" All they have to do to get this

thought into print is to set down a case history showing how a named sponsor and his named agency went about improving copy for their named product. It should tell specifically how another named sponsor used radio with outstanding success in a named small market. And finally our program man who wants people to believe that listeners would gobble up avidly his better type of programs — and we are convinced that they would — need only find one named station which is doing this sort of thing, describe what it does and relate the facts on which its success is deduced.

The trouble is that whether this kind of writing is being done for an article in a trade paper or an announcement for a commercial product, preparation of the material requires more than just writing. It needs research, in copious quantities. And research of this type requires time and highly intelligent effort. Can it be that this is the reason why, though we expounded these thoughts to each of our three would-be contributors, they have none of them been heard from since?

A Break For Broadcasters

With half a day devoted to radio and a like period to television during the Association of Canadian Advertisers Convention next month, broadcasting is getting the recognition it deserves from the men who pay the bills. Details of the agenda appear elsewhere in this issue. They seem to us to be filled with interest for those who sell the medium, in both its branches, and produce its vehicles, as well as to those who buy it. It is hoped that members of the industry will avail themselves fully of the opportunity they will be afforded to attend both these sessions and the luncheons which precede them, if they are not able to sit in on the entire convention.

Rightly or wrongly it has been suggested in the past that the broadcasting industry was getting the brush off at these important annual functions; that it was not getting a fair chance to tell its story. Whether this charge was true or false, and, if true, whether or not it was the result of lack of interest on the part of this industry, both kinds of broadcasters are getting a real break this year. It is hoped they will appreciate it by turning out in large numbers.

40,000

\$1025.00

THESE TWO FIGURES SPELL OUT SUCCESS IN EASTERN ONTARIO!

In co-operation with the Kingston Chamber of Commerce, CKLC promoted a Victory Parade for the Kingston Senior Hockey team, through the main business section of the city. As a result, 40,000 people turned out to see the parade! To top it off, CKLC did a complete remote broadcast of the entire parade and sold the program to 101 Kingston sponsors. They paid a total of \$1025.00 for the 1 hour program and CKLC donated the entire proceeds to a local hospital for Children. In Kingston, the listeners and the sponsors are behind CKLC!

IN KINGSTON, IT'S

CKLC

CANADA - Horace N. Stovin U.S.A. - Forjoe & Co.

Commons Broadcasting Committee

CBC ADMITS TELECASTS COULD BE BETTER

THE cost of broadcasting and the choice of the speakers on some of the programs presented by the CBC have been features of the deliberations of the Commons Broadcasting Committee, sitting currently in Ottawa. Problems discussed have been new relay stations, broadcasts to the North, TV programming, censorship of speakers, the balance of programs such as "Press Conference," and religious programming.

Referring to the cost of building new relay stations to give better service in those areas now getting poor reception, Alphonse Ouimet, general manager of the CBC, said that the Corporation's budget did not permit expansion in some areas without cutting down in others. He replied to a question by T. A. M. Kirk, Parliamentary Assistant to the Postmaster General, by saying that the cost of building a relay station to serve 23,000 French Canadians in the Digby-Yarmouth area — Kirk's constituency — would be about \$200,000. Kirk had claimed that these people did not have good reception of the CBC's French language station in Moncton, N.B.

Ouimet said that between 95 and 98 per cent of Canadians were within reach of radio service, and it would cost nearly as much to give radio to the rest as it did to give the present services.

Davidson Dunton, chairman of the CBC Board, said that to counteract the Russian broadcasts to Canada's

north would be an enormously expensive proposition. He said that two possible solutions had been put forward by the CBC and the Northern Affairs department. One is a series of 50 kw repeater stations, which he said would be very expensive to build and maintain, the other is that one or two very powerful short wave stations should be built in the south.

Replying to Tom Goode, Liberal member for Burnaby-Richmond, Dunton said that the CBC had not investigated the effect of the Russian broadcasts on the Northern populations, and did not know how many Indians or Eskimos had receiving sets.

TASTE FOR LAVISH TV PROGRAMS

Reviewing Canadian television, Dunton said that the Canadian public had acquired a taste, partly due to the proximity of the United States, for lavish and expensive TV productions.

He said that there was a great deal of room for improvement in Canadian TV but it would involve more facilities and time to work. He looked forward to improvements in programs in the future. Television productions in the U.S., he said cost between \$25,000 and \$35,000 on the average, while some went as high as \$200,000. A Canadian half hour, said Dunton, cost about \$5,000. If programs were produced on the same lavish scale as in the U.S., then the cost would be about as high.

Dunton said that TV had caused radio to lose some nighttime listeners, and some sponsored programs, during the last year. Canadian TV included seven CBC and 18 private stations, he said, and five more were expected to be on the air this year. Toronto and Montreal, he said, produce more TV programs than any

other centre in N. America, except Hollywood and New York.

Replying to the CCF member for Saskatoon, R. R. Knight, Dunton said that the CBC's policy was directed toward the development of a taste for classical music in Canada. He claimed that people got more out of this type of music than out of pop music. The amount of talent available to play classical music had grown in recent years, he said, and the network could not use all of it.

PANELS SAID UNBALANCED

Press Conference came under fire from Progressive Conservative Donald Fleming, member for Toronto Eglinton, who said that the choice of speakers on the program appeared to be unbalanced. He cited a list of newspaper men participating in the program, and said it would be most unfortunate if some interviewers developed an inside track in getting selected for program appearances.

He said that the Ottawa editor of MACLEAN'S, Blair Fraser, appeared 21 times on the program during 1953-54 and was 18 times chairman. He also pointed out that last year seven Liberal MPs were chosen to be interviewed, compared with one from the each of the other parties.

Dunton admitted that the figures given did not indicate very good balance, but he said that chairmen were selected because they appeared to be good ones and also made suggestions as to who the other interviewers should be. This selection was based on the subject to be discussed, and the person considered to be most qualified to deal with it. He said CBC officials should and would catch any tendency toward giving the same people an inside track.

Fleming also said that Capital Report was improperly balanced, pointing out that Matthew Halton in London and Douglas Lachance in Paris had a 71 per cent monopoly of European reporting on the program. He said that reports from Ottawa showed that three of the eleven commentators in the last two years had absorbed 60 per cent of the reports given.

Dunton replied that the figures

IT'S RESULTS THAT COUNT!

Kjellander Seed Company of Regina purchased six spot announcements on CKCK. Within one week two carloads of seed grain were sold to customers reached through CKCK.



FOR HIGH RESULTS — LOW COST USE



CKCK REGINA

Representatives: All-Canada Radio Facilities



MORE LISTENERS THAN ANY STATION ON THE PRAIRIES

(quoted from CBC tables) showed balance in that the Corporation was not looking for mathematical balance, but an overall balance in the views expressed. He said he could not recall any criticism of commentaries by Halton and Lachance, though complaints and comments had come in from three of the political parties about the Ottawa reports.

He said that it was very difficult to obtain commentators in Europe who had a knowledge of Canadian interests.

R. R. Knight backed him up here by saying that in his opinion it was possible to have balanced opinion from three persons. Revenue Minister McCann said that mere membership of the Parliamentary press gallery did not qualify a newspaper man to make radio broadcasts, and the CBC had to take into account the competence of the commentators. Irvin Studer, Liberal member for Maple Creek-Swift Current, said that he did not think there was much demand from the public for commentaries.

THERE IS NO CENSORSHIP

Russell Reinke, Liberal member for Hamilton South, said subversive ideas should not be allowed on "government stations". He asked what would happen if someone like Dr. James Endicott, president of the Canadian Peace Congress, expressed subversive views.

Dunton said that the CBC did not censor a speaker or commentator, but the yardstick for stopping a speaker was whether he was breaking the law or broadcasting regulations. Donald Fleming said they could be certain that Communists could get their ideas over to the people more subtly than by breaking the law.

Reinke asked if the CBC tries to stimulate writers to produce anti Communist scripts. Dunton said that writers did their best work without direction, but that the biggest single problem to broadcasting was the shortage of play scripts. There were not enough good writers in Canada, he said. Speaking to Knight, he said that higher rewards might induce more writers to write for broadcasting. At that time the CBC was paying \$350 to \$600 for an hour long script.

Commenting on religious programs, Tom Goode said that Social Credit Premier Manning of Alberta uses his religious program *Back to the Bible Hour* for political purposes. He said that Manning had been appealing for funds contrary to CBC regulations. Answering Knight, Goode also said that he would rather see sponsored religious programs than none at all. Smaller stations could not afford to run religious programs unsponsored, he said, even if the larger city stations could.

Dunton said that there was no regulation on the subject, but that as a matter of policy, after consulting the National Religious Advisory Council, the CBC had decided not to allow sponsorship of religious programs on its stations. Bishop Sheen's *Life Is Worth Living* was mentioned as the type of program the CBC had carried on CBC stations.

Ohio Cites One Private Station and CBC

One first award and an honorable mention have been won by CFAC, Calgary in the 19th American Exhibition of Educational Radio and TV programs put on by the Institute for Education by Radio and TV of the Ohio State University. The programs which won were "This Week in the News", written and produced by CFAC's drama director, Clarence Mack, and "Today in Business" written and produced by Jim Kunkel of CFAC's production staff. At the same exhibition, the CBC topped the American network programs list with seven first awards and eleven honorable mentions. There was also a special award.

CFAC's first award — *This Week in the News* — came under the heading of Public Affairs, which was class 4 of group 2, for regional networks, regional organizations, and regional clear channel stations of 5 to 50 kws. The citation read: "For providing a greater understanding of the events of the previous week through a thoroughly enjoyable dramatization of them."



Clarence Mack

The program, which scored an honorable mention at Ohio in 1953, has been on the air for six years, during the last three of which it has been sponsored by Canadian Freightways Ltd. Clarence Mack, its producer, uses two narrators, and radio voices from the CFAC Wednesday Night Playhouse group. Sound effects are introduced to heighten the general effect of the program, which is heard every Sunday night. In 1952

this program won a Canadian Radio Award for non-network drama.

Honorable mention was made of *Today in Business*. "For presenting a unique program in the field of business and industry in that it provides a source of information that will be of interest and aid to the business man in his work." A Saturday program, it is beamed at the business man, bringing to him a summary of the week's business activities. A week's summary of Canadian business, stock prices and industrials is supplied by James Richardson and Sons, and there is a Chamber of Commerce talk, and the current grain and livestock prices. A further feature of the program is an edited tape recording of a service club luncheon speech, *A Man and His Message*. An hour and a quarter long, the program finishes with a newscast and sports summary. It is unsponsored.



Jim Kunkel

CBC AWARDS

The CBC awards were shared in some cases, with Provincial Departments of Education in Manitoba, British Columbia, Saskatchewan, Alberta and Ontario. The Corporation took one TV first award for *Let's Take a Look* "which clearly explains to elementary school children the importance of conserving one of our most precious natural resources — the soil". TV honorable mentions went to *Living*, a "program of mature content"; *Summer Festival* "for the high level of content"; and *Press Conference* "for thoughtful presentation of segregation".

CBC radio's first awards went to *Stage 55* "for continued exploration of challenging and significant radio drama"; *Summer Fallow*, for "stories of rural problems told with complete and human understanding"; *What's In Your Mind?* for "mature presentation"; *Sounds Fun*, a program for

children, planned and presented by the Junior League of Toronto; *Pioneer Settlements*, a program of the Ontario Department of Education; and *Men Behind The News*, "an excellent program".

Honorable mentions were received for *The Quiet Force*, *Voices of the Wild*, *Adventures in Speech*, (planned by the Manitoba Department of Education), *Ecoutez!* (planned by the British Columbia Department of Education), *Listening is Fun* (joint production of the Departments of Education of Manitoba, Saskatchewan, Alberta, and British Columbia).

A special award went for *English*, produced by the Ontario Department of Education as "a literary experience of a quality which school children seldom are privileged to hear".

American network runners up were, NBC, CBS, and ABC.

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.

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

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

*CARTB Convention***RADIO BOOMING AS LOCAL MEDIUM****Ideas Exchanged At Retail Clinic**

"OUR existence in the years ahead will depend on sales to local merchants," Lyman Potts of CKOC, Hamilton told broadcasters who attended an experimental retail sales clinic at CARTB's thirtieth annual convention. Potts, who co-chaired the clinic with Ed Rawlinson of CKBI and Jack Davidson, said that American radio men have already forecast the end of network radio. He told them they must create features, attractive to public and advertisers alike, in the same way that magazines and newspapers have done.

Rawlinson, subbing for the absent Bob Buss, said: "we need to express confidence in our business instead of crying in our beer. We must restate our faith in radio." He said that radio must become a first class sales organization. He cited the case of the billboard business, which when things got tough, made up a forceful sales presentation, improved its product and made its position better than ever.

Discussion of the many subjects, which went from how to sell to department stores to how to set credit ratings and make collections, was started off by members of the audience who had been asked to tell how their station handled a specific problem. Then others who had suggestions or solutions to offer tossed them in spontaneously.

Bill Speers of CKRC, on the department store question, said it was necessary to call on them daily, find out what they have to advertise and how much they want to spend. He said: "for years we have been trying to sell them broadcasting, when we should have been trying to sell them advertising." He recommended programs of a service nature, advising housewives of money-saving specials. He also suggested that campaigns can be made to do a job for department stores.

Telephone books, business directories and newspapers were given as good sources of prospect lists by Don Jamieson of CJON, St. John's, Jamieson also suggested that an occasional drive around town would uncover newly opened businesses or ones which didn't appear in the other lists. He said that radio had not been tapping these local prospects which he felt were the answer to television competition.

Fenwick Job, of CFJB, Brampton, said that the idea of checking newspaper advertising had been used with success at his station.

INSTITUTIONAL ADVERTISERS

Institutional advertisers such as banks, insurance companies, public utilities and large manufacturers are big potential sponsors according to Gerry Gaetz of CJCA. Gaetz said that a regular campaign should be made on this kind of organization. Suggestions were made by several of those present who had been successful in selling to these people. Vern Dallin of CFQC said that his station had got quite a lot of business from the Saskatchewan government-owned insurance and power companies.

In Bridgewater, N.S., every time the fire bell sounds, a local insurance agency airs news of the fire over CKBW, Jack Hirtle said. According to Bill Speers, an insurance agent, who sponsors the announcement of the time each night at midnight, is now known all over Winnipeg. Spe-

cial events features were suggested by Lyman Potts as possible sales to institutional advertisers. CKOC, he said, had been successful in selling an insurance company on the idea of sponsoring a broadcast of the opening ceremonies of their new building in Hamilton.

Selling the advertiser the show which will appeal to the proper audience is important, Fred Pemberton of CKSF told the clinic. He mentioned the case of one client who wanted to sponsor a Protestant church program over his station. A survey showed that the people in the station's coverage area were over 60 per cent Roman Catholic, and the man ended up sponsoring a hillbilly music show instead.

Sid Boyling of CHAB spoke about the use of gimmicks. A shopping guide, at Christmas, Easter and other similar times of the year, which contained no direct commercial message but rather was filled with "suggestions" as to where to shop, is being used very successfully at that station.

"Tagging" of local dealers' names to nationally advertised products, a classified section on the station's mailbag program wherein anything can be advertised for ten cents a word and the announcement of sport scores, from the actual scene of the event complete with crowd noise, during station breaks when the station is carrying network broadcasts are other "gimmicks" Boyling mentioned which are being used at CHAB.

One gimmick which backfired slightly was a "First Baby of the Year" contest. The mother of the winning baby turned out to be, in Boyling's words, a "wayward woman".

The use of portable audition equipment was considered advantageous by Jack Hirtle who said that over 60 per cent of CKBW's local business was out of the town. Howard Caine of CKFH said that although this might be used in a smaller market it didn't work in a large one like Toronto as the client was continually interrupted while the audition was being played. He said that the current cycle change in Toronto was another block in the use of this equipment. A solution to this was suggested by Lyman Potts who said that CKOC uses "take-home" auditions that can be played by anyone who has a three-speed record player.

SERVICING ACCOUNTS

The problem of who should service accounts was discussed at some length and several ways to do this were brought out. Keith Packer of CFCH, North Bay, said that he believes the station manager should visit the accounts because "the little man of today may be the big man of

tomorrow". Gerry Gaetz disagreed, on the grounds that this would be impossible in a city the size of Edmonton where his station has over 200 accounts. To get around this Gaetz said he personally is active in community affairs where he can meet these businessmen quite frequently. A show of hands as to who actually did service accounts was split about half and half between salesmen and continuity writers.

More calls made by salesmen who know what they are going to sell and to whom they are going to sell it and regular meetings of the salesmen with the station manager were Fred Lynd's formula to increase local sales. At CKCW, sales meetings are held every morning at 8:30 and the salesmen are making calls shortly after 9:00. Bill Hawkins of CFOS, Owen Sound, said sales meetings are held at that station every morning, every afternoon at 5:30 and, when necessary, on Saturday morning. He felt that setting a sales objective and then letting the sales manager look after his department was a good way to solve this problem.

SALES HELP WANTED

Although unable to devise a real system to find successful radio salesmen, Claude Irvine of CHOK, Sarnia, said he does have three main sources. These are: other radio stations; the moving of station personnel who appear to have selling ability and experienced salesmen from other fields. Irvine said a good radio salesman must have fresh ideas, be willing to make lots of calls and "be hot after a buck".

Malcolm Neill of CFNB said the best system for paying salesmen is a combination of salary and commission. His explanation of this was that the man on straight salary would give good service but wouldn't be after new business while the reverse was true of the straight commission man.

TWO SUCCESS STORIES

Two stories which really proved radio's power to sell were told during the clinic. One related by Fred Pemberton was about a special radio promotion by the Zeller's store in Cornwall who, in their radio advertising only, made the offer of a simulated pearly necklace for 99 cents with every purchase of baby garments over three dollars. In one day they sold 90 dozen necklaces, every sale attributable to radio.

Fen Job told of a Brampton shoe store which used spots to advertise a shoe sale. After several of the spots had been aired the manager of the store telephoned the radio station saying he couldn't possibly handle any more business, he would pay for the remainder of the spots but would they please not broadcast any more of them.

CHABis pleased
to announce
that

effective

April 1st

1955,

it is being
represented

by

Stephens &

Towndrow Ltd.

of Toronto in

the Ontario

area and by

Radio Time

Sales (Que.)

Ltd. of

Montreal

in the

Quebec area

CHABMOOSE JAW
SASKATCHEWAN

Radio And TV Both Get Good Play At ACA Conference

RADIO and Television get a half a day apiece at the Association of Canadian Advertisers 40th Annual Conference at the Royal York Hotel, Toronto, May 3 to 6.

The radio starts the Convention Tuesday, May 3, with a luncheon address by CARTB past president E. Finlay MacDonald, manager of CJCH, Halifax, entitled "The Thin Partition". The same afternoon will be entirely given over to radio, when, in a presentation called "Radio Serves You Right", the CARTB will tell radio advertising's story with emphasis on such topics as: Radio Audience, Radio's Flexibility and Selectivity; Radio's Economy; Radio's Part in Advertising; Getting Value in Radio Advertising; The results of Radio Advertising.

An entire half day devoted to television will be launched at the luncheon, Thursday, May 5, when Barry Wood, once a top flight NBC performer, now executive producer in charge of color television for that network, will speak on color TV. In his talk he will discuss what color television will mean to advertising profit; what color television will mean to the advertising budget; what color television can do in creating dealer excitement and participation; and its effect on color in packaging.

The chair for the TV session which will take up that afternoon will be occupied by the chairman of the ACA committee on radio and television; Jim Potts of Pepsodent Sales Ltd.

A twenty-five minute color film on the production of a color television show is scheduled for the afternoon program.

A battery of Canadian advertisers, agency and TV executives will form two panels. One is to discuss production of TV commercials, live, filmed and animated, from a strictly Canadian viewpoint. This panel will consist of Spence Caldwell, S. W. Caldwell Ltd.; Jack Ralph, vice-president

J. Arthur Rank's Screen Advertising Services of Canada; Dean Peterson, Peterson Productions; Gerry Keeley, Rapid Grip & Batten Film Division; Philip Feld, Shamus Culhane, New York; and a CBC producer, as yet unnamed.

The second panel will deal with the present state of TV in Canada, and will be made up of Paul L'Anglais, Radio-Video Programme Producers, Montreal; Murray Brown, CFPL-Television, London; Hugh Horler, MacLaren Advertising Co. Ltd.; Bob Spence, advertising manager, Lever Brothers Ltd.

GOLD MEDAL AWARDS

The Wednesday morning session will be open only to ACA delegates, but the luncheon will be open to the public. The speaker will be Fairfax M. Cone, president of the U.S. agency, Foote, Cone & Belding. His subject will be *If It Isn't Creative, It Isn't Advertising*.

The ACA's three gold medal awards for distinguished service to Canadian advertising will be presented at this luncheon.

Two speakers are scheduled for the Wednesday afternoon. At 2:30 Dr. Irving Lorge, US psychologist at

Teachers' College, Columbia University, will discuss improving the salesman's capacity "to learn, to create, to exercise judgment, to use initiative, to develop his whole personality". At 3:15, Thomas M. Reilly, vice-president, the American Institute of Management, New York, is to talk about the necessity for and the methods how "good liaison and communications should be maintained between the top executive, management, labor, suppliers, the consumer and so on".

John Scott, former foreign correspondent and now assistant to the publisher of TIME and LIFE, will hand on some of his first hand knowledge gained from living and working in Russia, Germany and other foreign countries.

Wednesday evening there is a cocktail party and dinner for members only.

Thursday morning is given over to packaging. Synchronized with this session will be another on industrial advertising.

The final morning, Friday, May 6, there will also be dual sessions. In one meeting there will be discussions on "Media Research", while

in the other, the topic will be "Public Relations and Weekly Newspapers".

The Friday luncheon speaker is William J. J. Gordon, Head of Design Synthesis Group, Arthur D. Little Inc., Cambridge, Mass. His subject will be *Mixing Aesthetics and Engineering with Research*.

IMPORTANCE OF MAGAZINES

Friday afternoon the convention will hear from Horace S. Schwerin, who heads his own research organization in New York, and will talk about ways and means of copy testing.

The Magazine Advertising Bureau will make a presentation called "The Importance of Magazines".

At six o'clock the decks will be cleared for the cocktail party, to be followed with the annual dinner, at which there will be no speech but a special program of entertainment.

Tickets for individual sessions or luncheons may be obtained from the ACA office, 85 Richmond Street West, Toronto at \$3.50 each. The Friday night dinner and cocktail party — \$8.50.

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.

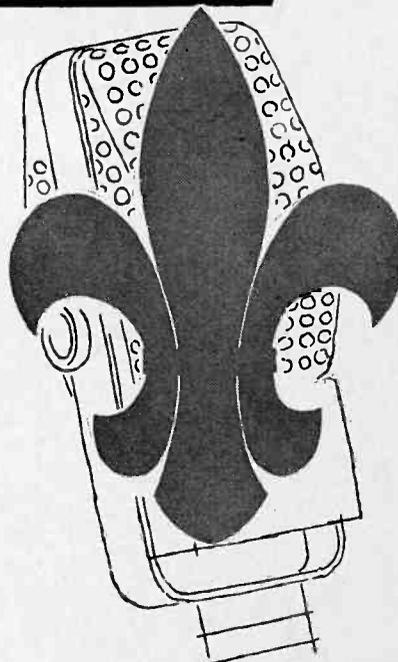
French language listeners are the best in the world, with the highest ratings for listenership, for responsiveness, and for loyalty to both local stations and sponsors.

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

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



EDNA SLATTER is back in broadcasting and about time too. Radio's youngest looking (and no doubt youngest) grandmother, is proclaimed in an advertisement elsewhere in this issue as the "Ad and Promo Manager" of Radio Representatives Ltd., the rep office which was run by her husband, Jack, until his untimely death early last year.



Copyright by McKague, Toronto

Edna's history in broadcasting goes father than her husband's close association with the business, her son Wally's partnership in CJOY, Guelph, and her two months' old grandson, John Gregory Slatter, who is slated for the business already. On her own autonomous hook, she goes back in the biz to 1933, when for thirteen years she ran the gamut with the CRBC and later the CBC from secretary to office manager to personnel assistant.

Then, in association with Lorne Greene, she took a whirl at the training side of broadcasting at the Academy of Radio Arts of blessed memory. Edna admits frankly that The Academy died the death for

financial reasons, but she relates with pride, justifiable pride I think you will agree, that most of the students in the seven classes she helped graduate are still in radio and television in Canada, the United States and other countries.

It isn't just a case of finding out what makes people tick that appeals to Edna. She likes to make them tick, and this is the reason why the Artist Management Bureau she formed and operated from 1953-4 was a natural. As she puts it herself, she "enjoyed working with the artists, grooming newcomers and established groups, and launching them in the business". On the other side of the ledger though, Edna felt balked and frustrated because she felt the supply of worth while talent so greatly exceeded the demand, and "since I could not defeat this condition, I have signed *thirty* to that activity," she says.

At the Radio Reps office, they're saying that Edna is back where she belongs. Radio Reps stations are welcoming her home. The broadcasting industry is saying its "Bien-venues". Who are we to be different?

PILOT — COURIER — RACER

CKPC, Brantford, has a new general manager in the person of Deryk Upton, former commercial manager of CFJB, Brampton. The appointment was effective March 18. Hailing from the north of Scotland, Upton is a veteran pilot of the Battle of Britain. Once a King's Courier with the British Diplomatic Corps, he has also been a jet pilot and car racer. Under the new regime at the station, accent will be on music and news. Music is to be of the popular variety with some hill-billy. News will be as local as possible. CKPC is supplementary to the Dominion Network.

APRIL FOOLS

"Even the policemen had a twinkle in their eyes," said CKLB Oshawa's Dick Smyth after he had roused half the town in a panic on April 1 when he announced at 6 a.m. that he had overslept and the time was really 7 a.m.

Oshawa citizens left their homes without breakfast, and one General Motors worker reached the plant to find no one there, before the local police finally called a halt to the gag.

RTMA MEET

The 26th Annual General Meeting of the Radio-Television Manufacturers' Association of Canada will be held June 2 and 3 at the Sheraton Brock Hotel, Niagara Falls.

**A super salesman
in a super market . . .**

C J C H - Halifax!

70% of Local advertisers use **CJCH, Halifax**

PROOF of Local acceptance!

You will get results in this thriving market . . . economically and effectively with CJCH.

- 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

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE
REPS — PAUL MULVIHILL - TORONTO-MONTREAL ADAM YOUNG U.S.A.



Radio and newspaper had a set-to in Barrie last month which resulted in an extra \$165 for the crippled children's fund. The parties involved were hockey teams organized by CKBB and the BARRIE EXAMINER. The regular hockey season had been over for several weeks, but nevertheless nearly five hundred people turned out for the game. In the picture, there's Barrie's eight-year-old "Timmie," Dickie Saunders in the middle; at the left it's Bob Hooper of THE EXAMINER, and at the right we have Bob Hunter of CKBB.

• • •

And here at the bottom, down to the shiny coffee-stained top of The Desk is you know who, requesting that you — buzz me if you hear anything, won't you?

**Command
FIRST
POSITION**
in your product field
In Northern Ontario you can take the lead with
RADIO

- CJKL** Kirkland Lake
- CKGB** Timmins
- CFCH** North Bay

AHEM!

April 11, 1955

Dear Vern:

The hatchery business is possibly the only one in the world which really does have to "count its chickens before they hatch".

The very excellent co-operation . . . of Radio Station CFQC has got us out of many a "jam" in disposing of chick surpluses in recent years.

Within the past three weeks, using two spot announcements per day over CFQC, we have disposed of over 50,000 "problem" chicks, and as a direct result of this radio advertising, received as many as 118 long distance calls in one day, regarding the chicks advertised in the spot announcements.

We do not hesitate to recommend radio when quick sales action is needed.

Yours very truly,
EARLY HATCHERIES.
(signed) J. G. Cooney,
Advertising Manager.

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



THE RADIO HUB OF SASKATCHEWAN



STANDARD OF THE INDUSTRY

...in Broadcast Microphones!

Excellence of performance and dependability plus RCA Victor's continuing program of research, development and electronic engineering have made RCA Studio Equipment the standard of the broadcast industry!

The broadcast-type microphones shown here feature smooth response-frequency characteristics over the audio range, low distortion, high output levels, well-shielded output transformers to prevent hum pickup.

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



VELOCITY MICROPHONE
RCA Type 44-BX



POLYDIRECTIONAL MICROPHONE
RCA Type 77-D



PRESSURE MICROPHONE
RCA Type BK-1A

"BROADCASTING IS OUR BUSINESS"

**ENGINEERING PRODUCTS DEPARTMENT
RCA VICTOR COMPANY, LTD.**

1001 LENOIR STREET, MONTREAL 30

They Listen To Sudbury
NORTHERN ONTARIO'S

Greatest
**ADVERTISING
 MEDIUM**

CKSO

NORTHERN ONTARIO'S
 HIGH-POWERED
 RADIO STATION

• • •

ALL-CANADA RADIO FACILITIES LTD.
 IN CANADA

WEED & COMPANY
 IN THE U.S.A.

CARTB Convention

Sell Advertising — Not Radio
Joe Ward Urges Broadcasters

BROADCASTERS heard their calling described as "the advertising medium with a built-in inferiority complex" when they were addressed on the last day of the CARTB Convention at a lunch meeting by ARBI president Joe Ward on the subject of "Increasing Local Radio Sales".

The lunch meeting was specially arranged, at almost a moment's notice, because Ward, who had been scheduled to speak that morning, had been grounded because of blizzards in Chicago. However, the president of the Advertising Research Bureau Inc. managed to reach Quebec, and got a well earned round of applause for his tenacity.

Apparently there are many broadcasters who are the last to find out what the ARBI studies have disclosed by comparisons of radio and newspaper advertising at the point of sale, and that is that radio can and does sell merchandise, Ward said. Salesmen go out expecting to be told the campaign was a flop and are constantly bracing themselves against that shock. "When the shoe man says the campaign was no use, instead of saying 'what's the matter with your shoes?' he apologizes and says 'I'm sorry. We'll try to do better next time'."

Radio is defeating itself and living off its own revenue when it tries to get its business by taking it away from other stations instead of other media. "Radio men have the greatest story in the world to tell in terms of the number of sets in homes and cars," he said. "The number of people listening has little or nothing to do with the potential sale of merchandise," he went on. "What is most important is the cost of radio per thousand listeners."



Holroyd of C B & T
Joe Ward

PROGRAM FOR SELLING

"Instead of taking the crumbs from other stations," the speaker urged the broadcasters to "get the meat and vegetables from the newspapers." Their columns, he explained contain a prospect list which is unparalleled.

He illustrated his point by drawing attention to the large number of US broadcasters who measure the newspaper ads every day, by store and sometimes even by department, tabulate them, and thus keep a record of what advertisers are doing in the dailies.

"To get effective results," he said, "radio needs to be used in the same dollar amounts as the other media."

Ward turned his attention to station sales staffs by pointing out that they divide into categories; those who sell radio; those who sell advertising designed to pre-sell the customer on merchandise before he comes into the store.

A minority group of salesmen relies on selling by telling the facts, Ward said. Others though will make use of any kind of story to sell their bill of goods. There is also the "con man" who talks to the account about anything, as long as he can sell him some radio, whether or not it does him any good.

Station sales managers need to be briefed on the station's objectives, he went on. Too many stations are run like show business instead of just plain business.

Every station needs at least one man who is familiar with merchandising, he stated, adding that this is a form of knowledge radio men too often lack.

The need is less for salesmen and more for account executives, he said. They should be versed in advertising as well as radio so that they can help accounts spend their money wisely, even in other media. The account men, he proceeded, should encourage advertisers, even the smaller merchant who does his advertising himself, to plan what he is going to push and when he is going to push it. An effort should be made to find out how much volume he expects to add, and how much money he has added to his advertising budget to achieve this.

The advertiser wants help in the co-ordination of the functions of selling merchandise. He is not interested in the number of kilowatts. He wants to know how many items his radio advertising can sell.

SELLING DEPARTMENT STORES

More department stores are not using radio because station salesmen are not talking to the right man, Ward said. The advertising manager of a department store usually has very little authority as regards changing advertising policies. The advertising manager is a technical man trained to pre-sell merchandise by means of newspaper advertisements, he said. He works as third

CKCH
Soon
5000 WATTS

•••••
 With a potential listening audience of over
400,000
 French speaking people is a MUST

••••• **CKCH** •••••

Hull and Ottawa

Representatives:
 Omer Renaud in Canada
 J. H. McGillvra in U.S.A.

man on a team with the merchandising manager and a buyer, who have been earning their bonus by sales inspired by printed ads and hate to chance losing out on volume. They know how they fare in the old way, and hate to chance a change.

Ward advocated that the broadcasters approach the National Retail Drygoods Association in New York. This association, which operates for retailers all over, puts out all kinds of material on merchandizing. Associate membership for stations comes from \$50 to \$75 a year depending on the size, he said, and could be a very inexpensive way of learning the language the merchants talk and which is a language all their own.

As steps towards lining up department stores as sponsors he told the radio men first to find out the problems of these merchants with which they are probably quite unfamiliar. "Find out which are the key departments which may produce as much as 70 or 80 per cent of their business," he said, and then find out which are the weak ones that need pushing.

The first thing to sell department stores, according to Joe Ward is spots. Too many stations start off trying to sell them programs. It is better policy to start with spots, placed where they will do the most good, because these advertisers are used to advertising when they have something that needs to be pushed. Programs run horizontally, that is to say every week on the same day or every day at the same time. They will do an institutional job, selling the name of the concern and its reputation. This can be taken on later. The first thing to do is to build with spots where he wants big promotions. Special sales of shoes—lingerie or whatever else interests him come first. Then will be time enough for the program to build the name and the character of the store.

WORDS TO BE HEARD

Speaking of radio copy, Ward stated flatly that "too much of it is cribbed from the newspaper and you couldn't do worse".

He explained his point by stating that a newspaper advertisement is usually built around an illustration. It goes with the picture and is written for the eye. Radio words, on the other hand, have to create mental images, he said, because they are only going to be heard.

Because skilful advertising writers bear this in mind, and write words the sound of which will conjure up pictures, fashion merchandise sells exceptionally well by radio. But this only applies if it is properly handled.

For example, the speaker explained such expressions as "Ladies, come down and see the . . ." conjure up milling crowds of thousands of women, and scare potential customers away. But a personalized message, one that makes every woman think she is being personally invited—although she knows deep down that this is absurd—will do more to bring her into the store than anything else.

Joe Ward would have all announcers called "air salesmen", because they are supplied to the merchant as trained salesmen-of-the-air to sell in his or his salesmen's place.

There is no room on an efficient announce staff for prima donnas who are there to preen their feathers, he said.

The program director should be tied in more closely with the sales department, he continued. The PD and the sales manager need each other. They should work together to develop the right program to sell more merchandise for the specific advertiser.

Some stores use radio advertising, Ward said, which is aimed at teenagers, specifically to get them shopping where they will stay when they grow up and become parents.

Radio gives advertisers a wonderful opportunity to dominate a market, he said.

"What are you doing," he asked the broadcasters, "to develop specific audience on car radios?"

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

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

QUEBEC isn't a problem with WEED

1000 WATTS 1280 K.C.

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

BY ANY RECOGNIZED YARDSTICK . . .

More people listen to

CKRC 630 K.C.
WINNIPEG

than to any other Manitoba station

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

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

ELLIOTT-HAYNES

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

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

CKRC WINNIPEG
MANITOBA

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

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.



JAMES P. FURNISS, vice-president and advertising manager of the Citizens and Southern National Banks in the state of Georgia, was grounded in Atlanta on his way to the CARTB Convention where he was scheduled to speak. An attempt to bring in his voice by wire line failed. Here CB & T offers a condensation of the talk he prepared but never delivered.

RADIO GETS BUSINESS FOR BANK

For a bank, we buy a lot of radio in Georgia. This year we have budgeted \$53,000 for this purpose. Relatively speaking actual radio expense accounted for about 30 per cent of our total budget for external media last year.

When I became advertising manager of the Citizens & Southern Banks in Georgia in November, 1952, we ran a special survey in Atlanta. First we found that 90 out of 100 who had no bank account did own radio sets. Another thing we found was that at least seven out of ten people whom we talked with listened to radio on one of two consecutive days. In the case of people who had no bank accounts at least twice as many listened to radio as television. Another interesting fact was that of married people, the lady of the house did the family banking in 27 cases out of 100. She took part in the banking in another 40 cases. Thus the woman was in our picture at least two thirds of the time.

to listen to our commercials if they are any good. They can't skip over our message as they can when it is presented to them in printed form.

To give you an idea on how we use radio, let me first give you some idea of what kind of a bank we are. Our home state is Georgia. Georgia is the keystone state in the Southeastern part of the United States. Like its neighboring states, Georgia is growing industrially and financially because of its ideal location, climate and potential markets. As a bank, we enjoy a pretty broad range of customers both in type and in number. In Georgia one out of every five dollars on deposit in banks is on deposit in the Citizens & Southern.

LOCAL DECISIONS

In 1952 we appointed an advertising officer in each office throughout the C & S system. He was to have authority to gear his advertising and promotion efforts to the special needs of his own office. The advertising department at Atlanta headquarters was set up as a service office, giving the local man the tools he needed and helping him learn how to use them.

Although under this new set-up it was most difficult for the local man to have to sit down and schedule his own advertising, we felt it would force him to think about what he was doing and to choose the advertising that tied in best with his office's objectives. Twice a year, we hold a meeting of all these advertising officers and review procedures and ideas. We acquaint our people with the reasoning behind our suggestions on media.

First, our agency, Burke, Dowling, Adams, has prepared a book of radio spots, on every conceivable banking subject. One copy of this spot book goes to each radio station we use and another copy goes to each local advertising officer. The spots are keyed by bank service and identifying numbers. From this book, the ad man can select commercials he would like to use and can schedule them in advance — locally.

Second, we have worked out certain program ideas. One of these is *Cavalcade of Song*. This is a half-hour musical memory program,

With this survey as a background we could see certain things. Radio was still a good medium in the face of television. And it was a good way for us to reach people who had no bank accounts.

Here, let me underline the importance of those folks who have no bank accounts. If a person is happy with his bank, most bankers will agree that it is a mistake to approach him with any kind of argument that his bank is not as good as it should be. The reason? You not only must tear down confidence in his present bank but also must chip away at the confidence he has in banking.

It has been our feeling that unfriendly attitudes toward banking come more from people who have had no experience with banks. Thus by using radio, for reaching the non-banking public, we are doing a double job of getting new business and making people happier about the banking system that serves them.

Beyond that, there are other things about radio. First, radio is a good buy at the price it is being offered in Georgia. Another thing — compared with other media, production costs on radio are next to nothing. Then there is a certain quality about radio that the printed word does not have — the sincerity and warmth of the human voice. Banking is based on confidence and it seemed to us that the intimacy, directness and inflections of the human voice on radio can help build confidence in our bank. Also radio has flexibility. Still another fact is that if people are listening to radio, they almost have

MEMO to an ADVERTISER

*Beautiful Spring!
Crops going in.
Imperative to reach all
the farmers in the
prairies' richest
farm market!*



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

CJGX
YORKTON
SASKATCHEWAN

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



prepared in Atlanta by our advertising agency. We use it in five cities so that it blankets the state.

We also prepared a format on a hillbilly show called *Record Rodeo*, which follows the format we prepared but selects its own records and remarks.

Then we prepared what we call one-minute news caps. These spots start out with two or three top news headlines and then swing into the banking news of the day.

We also suggested that each office go in pretty heavily for women's participation spots. As the lady in charge of the program developed familiarity with the messages we had to get across, we urged our local advertising officer to let her present the spots in her own language.

PROGRAMS FOR BANKING

In addition to that, we encouraged each advertising officer to hunt around for local programs that would fit his own local need.

One of our newest programs is called *Bouquets for Breakfast*. Toward the end of the program, the announcer pays verbal tribute to someone who has done something on behalf of his community or people living in it. The person who is honored also receives a bouquet of flowers which is delivered during the morning to his home. This program is building friends for the bank, among the many listeners who like the idea of starting the day with a smile.

In buying these local programs we have relied very heavily on the local station manager for his representative. We believe that if anyone should know his audience, it should be the local radio station's man.

One way we tried to promote trust business might be compared to a cold canvas. We had an excellent booklet on the subject of wills and decided to offer it as a give-away. So we designed a newspaper ad offering the book as a give-away and ran it. We got nine requests. Then we used the same amount of money in radio time. We had over 400 requests for the booklet and had to cut out the spot because we had run out of our supply.

Radio also helps get business. Last Fall, we decided to go after the non-banking market in earnest with an all-out campaign lasting six weeks. We used all media, newspaper, television, direct mail and, above all, radio. Among the media we usually use, only radio's budget was increased. Normally, we would expect to open about 2,200 accounts during such a six-week period. In this case we opened 6,636, and they were good accounts, too. In every month since the campaign, we have opened at least 60 per cent more checking accounts than we normally do.

But the place I like to think of where radio did a tremendous job for us has to do with a banking service known as Savings Certificates. Savings Certificates are a two-year investment paying 2½ per cent if held until maturity. They are sold in units of \$100 or larger.

We used every media we could lay hands on — TV, direct mail, display, outdoor, newspaper — and of course radio. Radio carried the brunt of the job. In several areas we increased spots to a real saturation schedule. In the first four weeks, for example, we added 800 spots to our Atlanta schedule.

The bank tentatively had hoped

to sell \$6,000,000 worth of certificates in the period of a year. Within six months, though, we had sold over \$7,000,000 worth. And in the following 12 months we sold another \$12,000,000 — over a million dollars a month! Our total time money, that is savings and savings certificates, in the parent bank of the C & S system has increased 21 per cent since we introduced Savings Certificates.

Our two largest banking competitors — both had practically the same package to sell — 2½ per cent two year certificates. In the same period of time their time deposits stayed exactly the same.

MEETING TV COMPETITION

Going ahead, what will happen in the competition between TV and radio for the advertiser's dollar is anyone's guess.

In the last two years, we have experienced the problem of what to do in four Georgia cities where TV has just started. We bought TV time in three of them and skipped it in the fourth. And we bought pretty heavily for us too — about \$25,000 worth. Our radio budget for 1954 was only \$3,000 less than the year before.

We now are using television in only one city. Our radio budgets have been increased in the two cities where we cancelled television. Basically, the reason was that we felt we were getting more advertising per dollar for radio than we were for television. Even now, only 28 per cent of the money we spend in television is being spent for time. The balance goes into talent, live announcers, actors, cameramen and other production expenses. In radio however, 95 per cent of the money we spend goes for time.

Because I understand television is relatively new in many localities in your country, our experience may offer you some comfort. When television first comes to town, the effects appear to be ruinous. Some radio stations give up the ghost and quit. In Georgia, however, no well-run radio station went out of business.

In less than a year in most places, however, things begin to change. Radio listenership picks up. Even though radio listenership may not reach its previous level, it comes pretty close. As TV sets increase in numbers, so does the price of TV. The out-of-pocket expense for local advertisers begins to loom large in relation to what they feel they can concentrate in any one medium.

Although I am a great believer in radio, I feel it is very important to use the medium correctly. There are certain subjects for which newspaper is far and away superior. Where the story is long and complex, where prospects want an opportunity to read and reread, where a bank is trying to reach a certain hard core of persons who just don't listen to radio, then newspaper is the best answer.

Because every one of our offices has autonomy, the radio stations did not have an easy time selling some of our local officers. Yet the excellent job done by the majority of radio stations, together with the fundamental merit of the medium when it comes to selling bank services, have earned a permanent place for radio in our scheme of things.

**THE RIGHT PROGRAMS
BUILD AUDIENCE - GET RESULTS**

Our early evening programs (7:15 - 8:00) have, in the last four weeks, drawn 57 unsolicited fan letters. Areas heard from include: Charlottetown and Souris, P.E.I.; Sydney, Inverness, Cheticamp and Port Hawkesbury, Cape Breton Island; New Glasgow, Halifax and Antigonish on the mainland.

This indicates strong regional acceptance of our programs . . . a large, attentive audience for our advertisers' sales messages.

WE HAVE THE RIGHT APPROACH TO SELL

**5,000 WATTS
580 KCS.**

CJFX
ANTIGONISH, N.S.

CAN. - Paul Mulvihill & Co. U.S.A. - Canadian Station Reps Ltd.

A CRYSTAL BALL IS NOT NEEDED TO PREDICT SALES RESULTS



when you use

CHLO

LONDON and ST. THOMAS

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

Give Your Campaign
**MORE
DRIVE
IN 55!**

ADD
CKBI

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

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

CKBI
PRINCE ALBERT
Saskatchewan
5000 WATTS

TODAY'S SINGING STAR OF TOMORROW



A red-headed coloratura soprano from the little city of Prince Albert, Saskatchewan, has been awarded the Grand Award on *Singing Stars of Tomorrow* nation-wide singing competition, the Dominion Network pro-

gram sponsored by Canadian Industries Ltd. She is Lesia Zubrack, daughter of Prince Albert druggist and choir leader Michael Zubrack.

Miss Zubrack will receive \$2,000 as the best female singer heard among twenty-two entrants who competed on the program during the season. She was the featured singer at the Grand Award broadcast from Massey Hall in Toronto, Sunday, April 3.

The top award for male entrants went to Bernard Turgeon, baritone, of Edmonton, who will receive \$1,000.

Cheques for \$500 will be given soprano Emily Cundari of Windsor, and baritone Gaston Harnois of Shawinigan Falls. Honorable Mention awards of \$100 will go to Norman Mittleman and Pieter Van Ginkel, both of Winnipeg; Diane Oxner of Halifax and Marguerite Lavergne of Montreal.

The program is produced for CIL by Cockfield Brown & Co. Ltd.

**Station Raises \$1400
For Homeless Family**

Money was raised at the rate of \$311 an hour during a four and a half hour benefit show run over CJVI, Victoria, recently. A Cordova Bay, Victoria, worker, Gerry Lloyd, his wife and three children were turned out of their house when it caught fire, just at the supper hour. Helpless, the Lloyds were left to watch the house being burnt to a shell, leaving them with nothing but the clothes they were wearing, and the charity of their neighbors.

Within an hour of the fire, CJVI had begun an ad lib show calling on the people of Victoria to help. The show then ran throughout the evening on all the station's free periods. Despite the fact that the appeals were being made during the evening period, over \$1600 was raised, of which \$1400 came solely through the efforts of the radio station.



From 9:30 to 11 p.m., the staff made their greatest effort, when Hugh Curtis, Fred Usher, and Dick Batey conducted a running commentary as the money and goods of all descriptions flowed into the playhouse at the station. Clothing, food, bedding and cash, and even toys for the children, came in until the playhouse was jammed. Besides this, Dowell's Cartage and Storage of Victoria donated three large moving vans to help pick up gifts of furniture and clothing and move them out to the Cordova Bay community hall near the Lloyd's former home.

The family stayed with neighbors for the night and accepted the offer of a furnished home rent free for two months.

CFPL Takes Bereft Sailor Home

A US seaman returning to an Atlantic Coast base from his home in Michigan, was notified of his mother's death by CFPL radio and a Canadian housewife who spotted him standing on the highway near London, Ontario. The sailor, Seaman Dwight

Ewing, was hitchhiking, while going back to base after a short furlough to attend his father's funeral. The housewife who saw him had been listening to CFPL radio's *Houseparty* Saturday afternoon deejay show. Announcer Paul Soles had twice asked his listeners to look out for the sailor, on behalf of the police forces of Michigan and Ontario, as his mother had been killed in a car smash.

Ewing made his way to the studios of CFPL by taxi where he spoke to friends in his home in Saginaw, Mich. Announcer Jack Bennett then stood in on the *Houseparty*, while Soles and staffer Bill Pring of CFPL drove the bereaved sailor to Flint, Mich.

In a letter of appreciation, Ewing's family wrote to CFPL asking that their thanks be conveyed over the air to the housewife who had stopped him on the highway.

REGIONAL CONVENTIONS

The following are the dates for the conventions of the regional broadcasters' associations for the balance of 1955.

Atlantic Association of Broadcasters: The Algonquin, St. Andrews by the Sea, June 20-1.

Western Association of Broadcasters: Jasper Park Lodge, June 27 (registration) to June 29.

French Canadian Association of Broadcasters, St. Marguerite, Quebec, October 2-4.

Central Canada Broadcasters Association (engineers): Sheraton-Brock, Niagara Falls, October 20-1.

Central Canada Broadcasters Association (sales managers): Hotel London, London, Ont., October 23.

Central Canada Broadcasters Association (annual meeting): Hotel London, London, Ont., October 24-5.



HOW CLOSE WE ARE TO THE SEAWAY!!!

From The CKSF Transmitter

To 2,200,000 Horsepower Powerhouse	2.5
To Long Sault Control Dam	6.0
To Dykes	1.8
To 7-storey Seaway Authority Headquarters	1.5
To Main Hydro Project Office	1.9
To Commencement Housing Relocation Area	5.5
To Relocation No. 2 Highways3
To Relocation C.N.R. Railroad1
To New Vehicular Bridge at Polley's Gut	2.5
To Seaway Locks Dredging	3.5
To Navigation Canals During Construction	1.7
To Mille Roches (to completely disappear)	3.5
To Moulinette (to completely disappear)	4.8
To Main Cofferdam across St. Lawrence River	2.5
To Dept. of Transport Drydocks	2.2
To Massena (U.S.A. Seaway Headquarters)	9.0
To Iroquois Locks and Dam	30 miles west
To Cote Locks	32 miles east

CKSF "THE SEAWAY STATION"
CORNWALL, ONT.

Reps: Horace N. Stovin (Canada)
Joseph Hershey McGillvra (U.S.A.)

If your sales need
HELP
In the North — try
RADIO
It sells

- CKGB** Timmins
- CJKL** Kirkland Lake
- CFCH** North Bay

CARTB Convention

BLAMES BUSINESS FOR OWN PLIGHT

Business Shirks Responsibilities - - - Dr. Long

A CALL to Canada's private broadcasters to get together with the CBC on the subject of the establishment of a regulatory body independent of any programming operation was made by Dr. Marcus Long, professor of philosophy at the University of Toronto, in an address to the CARTB Convention in Quebec City last month.

Dr. Long put it like this. "Surely an enlightened government, such as we have in Ottawa, could, in co-operation with yourselves and the CBC, select a group of public-spirited citizens, capable of independent and sensible action."

Long said that control of the media of communication by political forces can be an actual danger to our freedom. "Freedom," he said, "is always endangered where government demands more control than it actually needs." He suggested that an independent body for the regulation of broadcasting, while still serving its purpose, would keep this government control to a minimum.

Besides the increased power of government, Long said, there are two other threats to our free society. These are what he called "the widespread surge of fear" (as McCarthyism in the U.S.) and a "sense of irresponsibility on the part of citizens".

He told the broadcasters that they

must assume their responsibility as citizens and not think only in terms of profit. He said "radio and television are the most powerful influences today in shaping personality, producing an informed citizenry and establishing the manners and tastes of the public." He felt that although "cheap entertainment" will not make people bad; it will keep them from being "fully good".

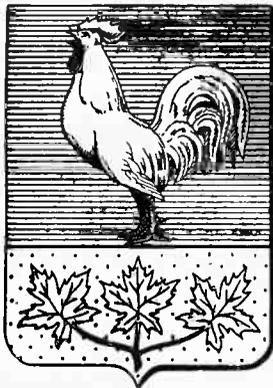
He urged the broadcasters to discharge this responsibility by every means in their power, to use their stations "not merely for profitable entertainment but to make your Canadian listeners better Canadians and more significant persons". Failure to do this, he felt, would contribute to the death of freedom and, among the first to suffer, would be the broadcasters themselves.

While the Doctor expressed his alarm at the growing trend towards controls, he felt that business was to blame for its own plight. Referring to *The Big Change*, by Frederick Lewis Allen, he said: "big business at the beginning of the twentieth century, rejected the idea of responsibility. Today it is fenced around by regulations, the number of which is likely to increase. Society revolts against the irresponsibles, and quite properly so. Irresponsibility leads to the death of freedom."



Dr. Long

CHFA



The West's "Most Progressive French Radio Voice"

serves

EDMONTON

and

NORTHERN ALBERTA

effectively!

680 KCS.

La Voix Francaise De l'Alberta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

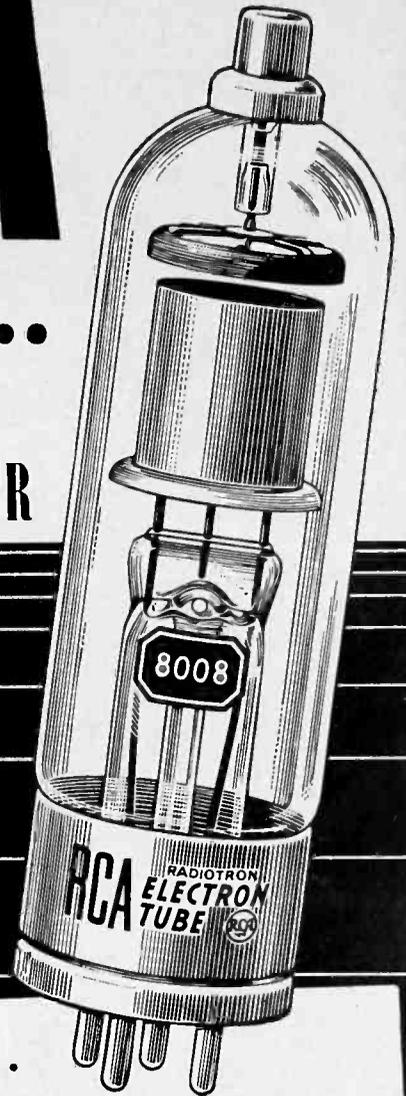
In Victoria

CKDA

Most Listened to (Elliott-Haynes)

**RCA
TUBES ...**

*for the
BROADCASTER*



RCA - 8008* ...
a mercury-vapour
rectifier for heavy-duty
power supplies

**Look to your RCA Tube Distributor for
dependable electron tubes**

A phone call to your local RCA Tube Distributor is a quick and sure way of getting prompt answers to your electron tube problems... and the best possible service for your tube requirements. Or contact The Tube Dept., RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30.

***RCA Mercury-Vapour Rectifiers**

You can get a wide variety of mercury-vapour rectifiers from RCA Victor. They are noted for their freedom from arc-back and for their long, trouble-free service in all applications.



TUBE DEPARTMENT

RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30

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

CB&T Survey

Community Radio For Community Druggists

By Alan H. Gayfer

Radio station CKLG, North Vancouver, has been on the air for two months, and in that time two drug store accounts have been signed. Both are using spots to sell entirely different services. One offers a fairly high priced range of cameras, cosmetics, and so on. The other puts itself forward, stressing convenience and reliability. Though a newcomer to the industry, this station nevertheless is typical of it, according to the answers received to CB & T's latest questionnaire-survey. This attempted to find out where radio stood in relation to druggists, those stores which are at once practical pharmacists and meeting places for so many communities.

Most widely used of the radio programs bought by druggists from coast to coast is probably the *Cherub Club*, *Baby Book*, or *Pink and Blue Parade* to give a few of the names connected with the idea of announcing new births.

CHAB, Moose Jaw, circulates mimeographed forms in the local hospitals which read: "This is a service offered you by the Moose Jaw — Hospital and CHAB. If you wish, CHAB will broadcast the announcement of the birth of your new baby. This program is broadcast

Monday through Saturday on the 12:00 News and on Sunday on the 12:30 News. Please remember this is a service — it is not compulsory! If you would like the birth of your baby broadcast, please fill in the following." There is a simple form for mothers to fill in. The newscast and announcements are sponsored by one of Moose Jaw's druggists. He runs a mail order service and this benefits greatly from the radio publicity of the birth announcements.

As a further example of this druggist's service, he sponsors a week-end announcement advising Moose Jaw's inhabitants which of the city's pharmacists will be open for deliveries, and at what time on Sundays. But though he has bought several different types of program during the years he has been doing business with CHAB, this druggist has always included the *Pink and Blue Parade*.

The Enman Drug Co., of Prince Edward Island, sponsored *Baby Days* a program for mothers with small children, over CJRW, Summerside. Names of new parents were announced on the program, and a free thermometer was available at the store for each new born as a traffic creator. A similar program was aired by CKNB, Campbellton, N.B. A "new arrivals club" was sponsored by one of the local druggists on a weekly syndicated program. The program incorporated the gift of a Johnson's Baby Kit to the new mothers. A

special baby pack is also given by Brown's Pharmacy of Kelowna, which announces all the births at the Kelowna General Hospital over CKOV. Brown's run a five minute program thrice weekly, and a series of spot announcements. Each of the new mothers receives her baby pack before she leaves the hospital. This *Stork Club* of Brown's has led the store management to claim "we now do the largest baby business in town".

Two other stations recommend baby shows, CKLN, Nelson, and CKOX, Woodstock, where one of the druggists has sponsored for four years, a *Cherub Club* which has increased his business considerably.

FARM REMEDIES PAY

In rural areas, not only does the effect of a baby club make itself felt, but also the spots and plugs connected with farm livestock create interest. Many of the druggists find that it pays to push the drugs and remedies for animals that they have for sale to the farmers.

CKOX reports that four of the drug stores in their area are pushing this type of product:

"A recent development in the drug store business in this area has been the increase in the use of antibiotics in the treatment of ailments among livestock, as a cure for mastitis, featherpicking in poultry, scours in cattle, acetonemia, and other ailments, plus the use of vitamins as feed supplements. The product value

B.C. RADIO HAS CHANGED!

Latest BBM figures give the 2 station markets of

CHUB and CJAV

NANAIMO PORT ALBERNI

A larger BBM increase than any area in British Columbia!

Check with —
 Stephens & Towndrow in Toronto and Montreal.

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

**An experienced salesman
 in Eastern Ontario**

CKWS

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

CKWS KINGSTON

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

To do a first-class selling job, you need an experienced salesman. That's why alert advertisers choose CKWS with confidence. This important station has proved its ability as a salesman in the wealthy Kingston market — an area rich in purchasing power — rich in potential — an area with over 60,000 radio homes. Make your advertising dollar go farther with CKWS. You must cover the ENTIRE area, not Kingston alone to get the most effective value from your advertising.

of these items has become an important source of revenue to drug stores." CKOX has found that the products, since their introduction, have been almost exclusively advertised on radio.

Local stores in this community have been tying in with national promotions, and flashes and spots stressing that a particular product is available at the sponsor's store, have worked well, reports Woodstock.

In Saskatchewan, CJNB, North Battleford, another using the birth announcements scheme, says:

"The druggist using the 8:30 a.m. spot is very successful in promoting the sale of veterinary and farm animal supplies, which is an extra source of revenue missed by many drug stores."

Five druggists co-operate on a ten minute segment of news on Roy Jewell's *Farming Today* program on CFPL, London. This is tied in with Nixon's farm drugs. Another co-operative program is presented by CKCR, Kitchener, which also pushes Nixon drugs. CFJB, Brampton, too, presents eight druggists in a co-operative program for the Nixon products and "every one of these druggists is more than satisfied" says the station.

The Nixon compounds are produced by Nixon Laboratories for the treatment of diseases affecting farm livestock. At Kitchener the druggists use a "Western" show as their chosen medium.

CKLC, Kingston, link up drug store announcements with their *Kingston Jamboree*, which aims at the farm audience. McLeod's Pharmacy use this program to plug their farm and animal preparations.

"This program has a fantastic rural audience," reports CKLC, "drawing 40-50 request letters a day from such diversified Eastern Ontario points as Brockville, Trenton, Pembroke and of course the Frontenac County area. Because the drug store (McLeod's Pharmacy) is located directly opposite Kingston's famous outdoor market, the farmers who come into town to sell their produce flock in McLeod's to buy the products they've heard advertised on CKLC all through the week," the station says. "The selling of farm and animal drugs has become big business in Kingston through the use of CKLC."

A SHARE IN THE COMMUNITY

A fair proportion of druggists place quite an emphasis on the community service type of program. Galloway-Ellis Drugs Ltd. of Kamloops has

sponsored for the past twenty years over CFJC, a program called *Bulletin Board*, which is an outlet for community organizations and clubs to broadcast their announcements of meetings and social functions. This program is a thrice weekly quarter hour. A drug store in Antigonish, N.S., gets together with other merchants at Valentine's time for a week-long program on CJFX entitled *Cupid's Corner*. These co-sponsors crowned "Mrs. Valentine For 1955" presenting her with seven gifts including some Chanel No. 5 and a coffee percolator. *Cupid's Corner* attracted 3,500 entries in five days, the program being now in its 11th year.

McGill and Willits sponsor the *Club Calendar* over CKOV, Kelowna. Similar to the *Bulletin Board*, this allows the local non-profit organizations free publicity. Local mail for this calendar is dropped into a special box in the drug store.

Another Kelowna drug store, Physicians' Prescription Pharmacy, runs a *People's Exchange* over CKOV. This is an exchange program on which Kelowna citizens can advertise their surplus goods, or their wants. Free air time is offered to listeners who have anything to swap, rent, buy, sell, trade, or hire. All the listeners have to do to put an announcement on the air is fill out a form at the Physicians' Pharmacy.

Two or three stations have found that a program offering medical advice is often a good sales ambassador for drug stores. CFGT, Alma, has a program sponsored by La Pharmacie Naudville, called *Conseil Quotidien sur la santé*, (*Daily Health Guide*) which is published by the National Health and Welfare Department. CKPR, Fort William says: "In the summer, druggists use special five minute programs concerning First Aid lifesaving hints, and First Aid hints for campers, hunters and people on the beaches. The series did a tremendous job for Bourke's last summer." Bourke's Drug Store also took a week of spots for their weed killer, which was selling slowly. The entire stock of killer was sold, plus a good amount of similar products.

Staples Drug Stores in Moncton have run a five minute daily vehicle for over two years on CKCW. Called *Tell Me Doctor*, the program succeeds *Baby Days* which the same stores ran for more than five years on the station.

"In a recent conversation with Mr. Staples, he stated that he considered his radio advertising

more important than his windows — which as you know, to a druggist are fairly important," says CKCW.

Programs, says this station, do a great deal to build the prestige of the store and afford the opportunity to gain the confidence of the customer more than spots do. But this station finds that national advertisers are not always too co-operative in helping the druggist to sponsor a program. This applies even when the national men are prepared to buy newspaper space on a co-operative basis, says CKCW.

DOCTORS MEAN BUSINESS

A prescription service campaign sometimes tied in with local druggists' associations, has proved most valuable to many communities. Druggists have found too, that adequate preparation of a series of spots centred on the prescription service can often lead to increased orders coming from the medical profession.

This has been the case in London, where CFPL advertise the Chapman Drugs prescription service. "He has found this excellent public relations with the medical profession, increasing his business on this level, and at the same time developing his whole trade by the increased traffic!" says CFPL. E. S. McKenzie, a local druggist in New Glasgow, sponsors a five minute weekly over CKEC called *A Man And His Magic* which is woven round the skill and apparent magic of pharmacy. This is reported to be very successful.

CKOM, Saskatoon, found that the druggists were slackening off and dropping their radio advertising, and so approached the Saskatoon Retail Druggists' Association. Though acting on a restricted budget, the radio men put out a fifteen minute weekly transcribed show, *So The Story Goes*. The association was very satisfied with this series during last fall, and "after a summer hiatus they will no doubt be back for another campaign starter next fall," says CKOM.

CKOC, Hamilton, too, approached the local Retail Druggists' Association telling the association of the station's plans to put on the *Allen Roth Show* as a salute to the retail druggists. The Association sent out a circular letter to all the druggists telling them of the proposed campaign: "Each program will contain three carefully prepared messages pointing up the skill and services offered the public by their neighborhood pharmacist. Each program script will be submitted to the H.R.D.A. for authenticity and suggestion.

"The Station (CKOC) hopes, in time, to tell the story of the growth and development of each store in the city. Our Association will also receive prominent play. From time to time every owner will be contacted

by a capable writer for specific information about his store. Within a day or two you will receive an explanatory letter and questionnaire from CKOC. Please fill out the form and return it as quickly as possible.

"I urge your full co-operation with CKOC in this endeavor."

This was followed up, as it says, by a letter from CKOC which told the druggists a little about the program of music which was to be presented. A questionnaire was enclosed asking for most of the pertinent information about the store to which it was sent. To quote CKOC, "it's going over like a dose of benzedrine". Show-cards, and articles in trade publications are all helping to highlight the show and make it a success.

LOCAL RADIO DOES THE JOB

Looking at the picture of the drug store radio as a whole, several features stand out. First there is the stores' value to the community on a purely practical medical basis. Second, drug stores are usually vendors of a wide variety of other products. (Though CKBI, Prince Albert, emphasizes that its drugs stores sell nothing but pharmaceutical goods.) Third, the wide range of shows which appear to be equally suited to drug stores and which are all-the-year-round shows: straight music, a bulletin board, a baby program, a deejay show, news, women's features, First Aid and medical advice, and so on. Fourth, the fact that the drug store is so readily accepted by all members of any community.

National advertisers, except for one or two cases, do not enter into this picture. Though one druggist is conservative to the extent of not wanting any more business — write CFGP, Grande Prairie, for confirmation — radio pays off for enterprising druggists.

WANTED EXPERIENCED ANNOUNCER

to work at one of Western Canada's most modern radio stations, CJDC Dawson Creek, B.C.

Good salary and working conditions.

Applicants are requested to send a taped audition.

WANTED COMMERCIAL MANAGER

Ontario radio station near Toronto of exceptional calibre requires sales manager in same category. Stymied now? If you're able to produce, are intelligent, educated and want a better than average income, this is a unique opportunity. Salary plus commission on gross can produce exceptional earnings for top man. We'd like to meet you. Give us details. Let's get together to discuss both your record and your future.

Write Box A233 - Canadian Broadcaster & Telescreen

Alex Bedard
Manager

Radio Representatives Ltd.

has pleasure in announcing that

Edna M. Slatter
(Mrs. Jack)

is now associated with this company as
Ad and Promo Manager

Head Office
EM. 8-2381 25 Adelaide St. W. Suite 306

Gillin Award

CREE BROADCASTS AND FIRE PREVENTION SEND AWARD TO CFAR



C. H. WITNEY
CFAR, Flin Flon, Man.

THIS year's John J. Gillin Junior Memorial Award for Community Service went to CFAR, Flin Flon, Man. Serving its many and varied communities of miners, trappers, fishermen, prospectors, explorers and farmers from its point of vantage five hundred miles north of Winnipeg on the Manitoba-Saskatchewan border, this thousand watter won the award for such ordinary acts of community service as weather reports and accident prevention campaigns and such extraordinary projects as putting on religious programs and news in the language of the Cree Indian. In his brief, CFAR manager Buck Witney points out that radio has a special service to render to such communities as Flin Flon, LaPas, Snow Lake, Lynn Lake, Island Falls and many smaller settlements and communities such as Gillam, Thicket Portage and Cormorant, along the Hudson Bay Railway, and within the station's coverage area. "Apart from the airplane, radio is their thin link with the outside world," the brief says.

want, immediately and without charge. This summer the station plans to make twice daily reports on the forest fire hazard throughout its area.

Even right in Flin Flon, listeners are kept continuously aware of the risk of fire. In the winter the station signs off at night with a reminder to listeners not to bank their fires too high. Also CFAR is connected with the fire alarm phone system and as soon as fire breaks out, airs the location and asks motorists and pedestrians to clear the way for the volunteer fire department. This announcement is usually repeated twice.

CFAR also carries on extensive water safety and accident prevention campaigns. Boat owners are often urged to equip their craft with a life preserver for each passenger. When Red Cross swimming instructors are in the area the station airs the word on newscasts and with spot announcements. Red Cross authorities, local and provincial, report fewer drownings have occurred in the Flin Flon district and give CFAR a great deal of the credit.

Every schoolday, National Safety Council material is used reminding drivers that children are on their way to school and urging them to drive carefully. This material is also used on many sustaining programs. Announcers are encouraged to watch road conditions and send out frequent warnings when they are bad. During the summer, the station has a public service program, *Evening Patrol*, specially designed to encourage safe driving.

Of the many public service activities mentioned in the brief, the *Mailbag* program is CFAR's main effort to take the place of daily mail delivery, daily newspapers, the telephone and telegraph. Aired every afternoon except Sunday and originally a fifteen minute show, the great response it received made more time necessary and it now runs for an hour and a half. Although it is used to promote such social events as teas and dances, its most vital function is the delivery of messages. These messages include progress reports on people in the hospital. They let the folks at home know when they can expect an absent member of the family. Some of the letters are just

newsy and of general interest.

A sample message goes like this:

Dear Sir: Would you please send this message to Bob Baker on Friday and Saturday? I am on my way up to Pukatawagan and will come to Swanee Lake as soon as we can fly from Pukatawagan. There is only 5 inches of ice at Pukatawagan. Will not be able to fly until there is 7 inches of ice. Make a runway for landing at Swanee Lake with spruce trees where the best ice is.

E. R. Brodbery.

The *Mailbag* is often used by the Indians to send messages and greetings and consequently has a large Indian audience. Aimed particularly at these people are fire prevention messages and thin ice warnings, during the periods of freeze-up and break-up. Each Friday a five minute newscast is given in Cree by Archdeacon R. B. Horsefield.

FIRE PREVENTION

Since forest fires are a big hazard in this part of the country, the station makes an extensive campaign during the highly combustible summer months. Announcements of fire conditions are made on every newscast and, when necessary, at every station break. During Fire Prevention Week, this campaign is intensified and includes speeches by civic leaders and any other promotion requested by the fire chief. If an emergency arises, CFAR broadcasts whatever announcements forestry officials

BIBLE STORIES IN CREE

CFAR works closely with the local Ministerial Association and all church services are broadcast without even line charges. On Saturdays, announcements are made of all church services to be held on Sunday and at present the station is experimenting with spots, five each Saturday, reminding people to attend church.

Other religious activities include broadcasts in Cree of stories from the Bible by Archdeacon R. B. Horsefield. The Roman Catholic church records its own religious programs, featuring Cree children. And at Christmas, a message in Cree, French and English is broadcast by the Catholic Bishop of the Keewatin Diocese. On one occasion recordings were made of Anglican Cree children telling the Christmas story in words and music from Christ Church in The Pas. This church was built by Franklin and his men in the early 1800's.

A TB Sanatorium, 100 miles south of Flin Flon, is visited several times a year and recordings of the Indians' greetings to their friends and relations on the reserve are made and broadcast later. Sometimes the recordings are in three languages, Cree, Chippewyan and Eskimo. Each Christmas CFAR charters a bus and takes entertainers and gifts to the 200 patients in the Sanatorium.

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

REFLECT** don't reject stations that will give your sales campaigns IMPETUS**

VANCOUVER - CKLG
VERNON - CJIB
DAWSON CREEK - CJDC
CALGARY - CFCN
RED DEER - CKRD
EDMONTON - CFRN
REGINA - CKRM
SASKATOON - CFQC
DAUPHIN - CKDM
BRANDON - CKX
WINNIPEG - CJOB
FORT FRANCES - CFOB
FORT WILLIAM - CKPR
GUELPH - CJOY
TILLSONBURG - CKOT
BRIDGEWATER - CKBW
SUMMERSIDE - CJRW

STATIONS OF DISTINCTION *

Radio Representatives Limited

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

Is your Salesman In Northern Ontario reaching his quota?

Give him RADIO support with

CJKL Kirkland Lake
CFCH North Bay
CKGB Timmins



EFFICIENCY EXIT

Then there's the program director who got his schedules so well in order that his management was able to let him go and save money.

• • •

STATION RELATIONS

They fired the new switchboard girl when they found out she thought a disc jockey was the pilot of a flying saucer.

• • •

PAN MAIL

Dear Dick: Some of your jokes are too obvious for your readership . . . even.

Mr. X

• • •

AVOIRDUPOIS

Byng Whittaker and George Murray notwithstanding, you don't need weight for TV as much as a lot of guts.

• • •

MOSSLSS STONE

Thanks to Phil Stone for the one about the looker who was viewing *Medic* on TV when the set gave out, so Blue Cross paid the repair bill.

• • •

ABC-CBC

There's something rather ironic about the plight of the station manager who hires an illiterate, teaches him to write, and the first thing he writes is a letter of application to the CBC.

• • •

EMERGENCY BROADCAST

Thanks to Vic George for the information that the BBC was swift to face up with the emergency occasioned by the British newspaper strike, by lengthening their newscasts five minutes.

• • •

POINT OF VIEW

An ingenious merchant brought out a new line of suits made of spun glass. A bright young advertising man suggested as a theme song: "I'll be seeing you in all the old familiar places".

—Swiped in its entirety from Bennett Cerf's "Laughter Incorporated"

• • •

OHO CANADA!

Sir: Mr. Pickersgill ought to be more careful. That was no baby. That was my wife.

J. Canuck



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

CKWX radio Vancouver 5000 friendly watts

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

*1954 study



ALLAN L. THOMPSON



HAROLD V. PETERSEN

*We're
hanging out
a new
shingle...*



*formerly
The James Fisher Company, Limited*

Founded in 1920, The James Fisher Company, Limited, has carried on business as an advertising agency under the same name for 35 years. On April 1, 1955, the company name becomes Thompson-Petersen Advertising Agency Limited.

Changing such a long-established and widely-known name called for careful consideration, but we believe that the new name does two important things that the old name does not. First, it closely identifies present top management, Mr. Allan L. Thompson, President, and Mr. Harold V. (Pete) Petersen, Vice-President, with the name of the company. Second, the inclusion of the words "Advertising Agency" is descriptive of the company's business.

Mr. Thompson, President for the past seven years, "grew up" with The James Fisher Company, Limited, and his service extends back more than 30 years. Mr. Petersen first became associated with the company in 1924 and became Vice-President in 1950.

While the name has changed, the old-established "Fisher" slogan... "Service with Sincerity"... will remain. For 35 years, it has represented the highest degree of creative thinking, constructive planning, sound merchandising and all-round advertising agency service.

There is no change in the company's policies or in personnel. The present Board of Directors — H. M. Duff; George E. Fowles; Sidney G. Law; George A. Martin and Harold C. Mason — will continue to serve in the same capacities.

THOMPSON - PETERSEN

advertising agency limited

215 VICTORIA STREET, TORONTO, ONTARIO
913 SUN LIFE BUILDING, MONTREAL, QUEBEC



FORMERLY THE JAMES FISHER COMPANY, LIMITED

LASSIE CAME TO TORONTO



Lassie, the collie star of the "Lassie" television show, which is now seen on Canadian stations from coast to coast, made a three day visit to Toronto to publicize the show's Canadian debut. Seen here, just after Lassie signed her Canadian contract, are: (left to right in front row) Harry Foster, president of Foster Advertising Ltd., the agency which handled the deal; Rudd Weatherwax, owner and trainer of Lassie; Mrs. Rosemary Rettig, mother of Tommy Rettig, right of her, who plays Jeff Miller, Lassie's master in the television series; Lassie and Denise Curran, account executive, Foster Advertising Ltd. At the back, from the left, are Frank Hill, vice-president in charge of sales, Colgate-Palmolive Ltd., Canadian sponsors of the program; Bob Jones, vice-president in charge of advertising, Colgate-Palmolive Ltd.; George Cleveland, "Gramps" on the show, C. G. Grace, president of Colgate-Palmolive Ltd. and R. B. Wakely, supervisor of accounts, Foster Advertising Ltd.

LASSIE, the golden brown collie who became famous through her appearance in "Lassie Come Home", the first of a series of "Lassie" films, now stars in her own television show over 22 stations from coast to coast in Canada. The program, which has been running for some time in the United States, made its Canadian debut over 15 stations on April 2nd and started on the other seven on the following two Saturdays. Lassie's sponsor in Canada for the 26 week series is Colgate-Palmolive Limited for their products, Colgate Dental Cream, Palmolive Soap, Lustre Cream Shampoo and Vel. The television series is, of course, on film and is telecast over the microwave in Eastern Canada and by the other stations from separate films. It is seen at 4:30 Saturday afternoons over all stations except CFPA-TV, Port Arthur, where it is shown at 6:30.

Since the Lassie of movie fame is now 14 years old she is retired and one of her many offspring appears in the television shows. Even though the present Lassie is male, it is virtually impossible to tell him from the original.

Laddie, another of Lassie's progeny, also appears on the TV series.

Because sound recording is done when the film is being shot, Lassie has been trained to obey hand signals, rather than spoken commands, given off-camera by her trainer and owner Rudd Weatherwax.

Weatherwax got the original Lassie when her owner brought the pup to him to have it broken of its bad habit of chasing cars. The owner was so pleased with the peace and quiet of his home in the absence of the pup that he asked Weatherwax to keep her in exchange for the ten dollar training fee. The dog earned

a total of \$264,000 in her seven years in the movies and at present is insured for \$100,000.

The show revolves around the adventures of Lassie and her young master Jeff Miller played by 12 year old Tommy Rettig. In the first episode, *The Inheritance*, Jeff inherits Lassie and while trying to make friends with the dog uncovers, and helps solve, a mystery. Also seen are Jeff's mother as played by Jan Clayton and his grandfather, known as "Gramps", played by Nova Scotia born George Cleveland.

Earlier this year the Lassie show was awarded an "Emmy", the television industry's equivalent of the movies' "Oscar", as the best children's program.

VISIT TO TORONTO

Lassie's entry into Canadian homes was marked by a three day goodwill visit to Toronto. The canine star got

a welcome which is usually reserved for visitors of the two-legged variety. After signing the register at the Royal York Hotel with an inked paw, Lassie was paraded, in the back seat of a convertible, to Massey Hall. Here in two shows sponsored by the TORONTO TELEGRAM and its safety symbol, Elmer the Elephant, the entire cast of the show appeared before capacity audiences. In between the two shows Lassie made a personal appearance on *Tabloid* over CBLT.

Everywhere the dog and his co-stars went during their stay in Toronto they were greeted by enthusiastic children — and adults — waiting to get even a glimpse of their doggie hero. Weatherwax said that the welcome given Lassie in Toronto was the greatest he had ever seen and, he added, "that includes Hollywood".

LET'S GET TOGETHER

IF YOU HAVE A TV LICENSE OR EXPECT TO HAVE ONE, OR IF YOU ARE A PRODUCER OF MOTION PICTURES, WE HAVE A LOT TO TALK ABOUT.

ABOUT WHAT?

ABOUT OUTSTANDING EQUIPMENT BY:

- **HOUSTON-FEARLESS**
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolae.
- **MOLE-RICHARDSON**
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **KLIEGL**
Fluorescent Slimline, scoops, spots, special effects lights, and lighting control equipment.
- **AURICON**
16mm. Sound-On-Film Cameras. Unequalled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.
- **GRAY**
Telop — projects Opaque or Transparent Material, Solid Objects, Tape, etc. Telojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**
Film Editors, Previewers, Synchronizers; Optical & Magnetic. Standard Equipment throughout the Film Industry.
- **NEUMADE**
Everything for Film Handling.
- **MAGNASYNC**
16 mm., 17½ mm. and 35 mm. magnetic film recorders.
- **FREZZO-LITE**
Portable motion picture flood-light. Permits one-man newsreel photography.
- **ACCESSORIES**
Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

For further information
Phone, Wire, Write or Hitch-Hike to:
THE TOP NAME IN THE BUSINESS

Alex L. Clark
LIMITED
3745 BLOOR ST. W., TORONTO 18
Belmont 1-3303

UK TV AT \$2800 A SPOT

"THE largest potential audience of any TV station in the world" is claimed by Sir Robert Fraser, director general of Britain's Independent Television Authority — "if the available competition is taken into account." He refers to the 10.4 million people who live within range of the ITA's transmitter at Croydon in the Greater London area. They own 1,160,000 receivers, which compares with Toronto's 306,000.

Peak rate for the new television service has just been announced. It will be \$2,800 for a commercial lasting one minute between 8 and 9:30 p.m. at weekends.

Sir Kenneth Clark, chairman of the Authority, estimates the cost of the

new stations at \$8,400,000 apiece to the program contractors, but says that this might be regarded as an understatement. He estimated the advertising revenue likely to be attracted to the new medium at \$64 millions annually, though he admitted that it was "anybody's guess" as to how much would come forth.

He has pointed out, nevertheless, that there have been technical troubles, as the difference between Band I (the channel now occupied by the BBC) and the new Band III had not been fully realized. He has said that they have tried to do in one year what the BBC, admittedly a pioneer in television, had done in 15 with the majority of the technical knowledge in the country behind it.

He believes that "the result will be worth waiting for". But despite his hopes, ITA, which goes on the air in September, is not planning a TV exposition at the Radio Exhibition held about that time. This is the showpiece of the industry, and the London DAILY TELEGRAPH, drawing a comparison between the present state of ITA and the early days of BBC-

TV, commented on the fact that the Corporation had made "superhuman" and successful efforts to show high definition TV pictures at *RadiOlympia* as long ago as 1936.

The cost to the individual viewers is another factor which the British have to take into consideration, for practically all but their newest receivers can only pick up Band I without adaptation. Only a very few of the sets which were bought before 1950 are of such construction that they can be adapted. ITA estimates that there are a million of these old receivers.

Converting the receivers and their aerials will cost anything up to \$60. At the moment conversion can only be undertaken in the London area, which contains about three quarters of a million receivers. And the millions of suppressors which have been fitted to electric appliances and cars to eliminate interference with Band I will have to be altered in order to protect Band III viewers as well.

AUDIENCE ASSURED

Despite the expense, the advertisers anticipate no trouble in building an audience for the new Band.

Humphrey Chilton, chairman of the Incorporated Society of British Advertisers, says: "... social snobbery will rapidly build an audience. Everybody will wish to be like the Joneses. And, incidentally, radio manufacturers are going to do all they can to encourage this".

The radio dealers have taken their green light from ITA's maps showing the area which can expect to receive the programs put out by the Southern transmitter. They expect to be overwhelmed with demands for new equipment and conversions, which they say will be increased by the BBC's imminent removal to the Crystal Palace, some 15 miles from its present site.

I.S.B.A. wants no back-to-back commercials. In this way advertisers hope to make the most of the slim pickings — one minute of advertising for each hour of telecasting — which the programs will be allowed to offer them.

While they are trying to make up



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



Eyes on Sports ...

(DAILY, 6.50 — 7.00 p.m.)

... is another top LIVE SHOW on CFQC - TV.

Daily, televiewers keep track of sports doings, and sports personalities.

And incidentally, sales messages get more than a sporting chance on this show! See our reps!

Radio Reps — Canada
Adam J. Young — U.S.
Harlan Oakes — West Coast

CHANNEL 8 **CFQC-TV**
S A S K A T O O N S A S K A T C H E W A N

WANTED
TV NEWSMAN

Young and eager with broadcast experience to operate TV News Department in western television station. Apply in writing to:

Box A234
CANADIAN BROADCASTER & TELESCREEN

their minds how they are going to use the new medium, the only other commercial station affecting Britain is tightening up on its advertisers. Radio Luxembourg, says the ADVERTISER'S WEEKLY, has decided that "scripts of commercials are repeatedly submitted that overrun the permitted wordage".

BBC STANDS PAT

The BBC, which maintains an air of monumental calm over everything outside of the Boat Race or the Derby, is taking very little apparent notice of its competitor.

At Lime Grove, where the new TV studios of the BBC are gradually taking shape, the atmosphere is one of superb self confidence. "We welcome competition. We have a network covering the whole country, a staff second to none, and we know where we are going." That's what a BBC spokesman told a meeting of Rotarians in February. This was Mrs. Ness Bradney, a BBC press officer, who also revealed Corporation plans for a second TV Band, which however, will not come into action until 1957-8. "The lack of a second wavelength is our greatest problem in catering for such a large audience," she said, referring to the UK's estimated nine million regular viewers.

BBC personnel have been reported as jumping for the fat salaries which ITA is supposed to have been offering. But the Corporation's staff remains much the same. Aidan Crawley, chief BBC foreign TV newsman, has gone "independent", but the fact remains that out of 500 engineers, only one has left, and out of 1,700 program staff, only eight have left.

Since the Corporation has kept most of the available technicians, ITA, with more studios to operate than the BBC, is being helped by Marconi College. It is training the engineers and operators, and the company is also helping the independent staff to install and equip themselves.

Though Britain's Conservative government stands for an expanding free enterprise, British policy since the war has been to limit domestic demand for goods, with the object of

avoiding inflation. Still looking for a postponement of commercial TV. Socialist members of Parliament are asking how the government hopes to reconcile powerful TV advertising with restricted internal demand.

A Bill, supported by the government, will also give the BBC and ITA performing rights in their broadcasts, lasting for 25 years from the first broadcast. Anyone who wishes to allow the pictures or sounds to be heard in public, will have to get a license first from the owner of the rights.

THEATRE IS WORRIED

To counter the programs which ITA will be putting on the air, BBC-TV will have first priority over all variety programs within the Corporation, says Canadian Rooney Pelletier, the new head of the BBC's Light Program. Meanwhile, two of the brightest names in British variety Bernard Delfont and Derek Roy, have formed their own companies to be connected with the independent TV, says THE STAGE.

Culture and more culture seems to be the theatre owners' only reply to the mass onslaughts of two TV Bands. However the MANCHESTER GUARDIAN said early this year that the live theatres "may well come to the conclusion that they would do better to concentrate their field of interest and cease trying to appeal to the lowest common factor in amorphous groups of coach trippers, narrowing the scope rather to the hard core of metropolitan theatre-goers, and catering also for the large foreign contingent and serious lovers of the theatre who have come to London on the understanding that they will find excellent examples of classical and modern drama on show".

Two final factors complete the picture of TV in Britain. The US researchers, A. C. Nielsen and Company, are to make a survey of British viewing habits, using their Audimeters in 60,000 homes. Both TV organizations have agreed to go off the air between 6 and 7 every night, and 6 and 7:30 on Sundays, in order to allow parents a breathing space in which to put the children to bed.

modern business uses PW Teletype



PW Teletype provides instant, typewritten two-way communication, linking all or any of your branches and departments, backed by the combined facilities of the two country-wide telegraph systems. Whether your business is large or small, PW can easily be installed to meet your needs — to save you money.

Call your nearest Telegraph Office.

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

PRIVATE WIRE Teletype SERVICE

CANADIAN NATIONAL **CANADIAN PACIFIC**

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

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

"Selling"
IS OUR BUSINESS,
says Lionel

... and here at CKCW-TV we're working in a \$76,000,000 territory. Of course, that's only in the City of Moncton. CKCW-TV reaches out beyond that, into a bustling market area where people spend more than \$91,000,000 annually!

Reach out for your share of this \$91,000,000 through CKCW and CKCW-TV, and you'll get tangible results!

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

TELESCREENINGS

Half a day — the luncheon and afternoon session of Thursday May 5 — will be devoted to color television and other TV topics at this year's convention of the Association of Canadian Advertisers which takes place at the Royal York Hotel, May 3 to 6. Details will be found in the ACA agenda story on page 9 of this issue.

commercial staff negotiated for program clearance of the game, sold it to a local sponsor, and produced the commercials.

After an all night work session, the engineers pronounced the equipment in working order at 9 p.m. Saturday. The game was seen by an estimated 200,000 audience.

Zenith Radio Corporation, forbidden to mention *Phonevision* in its commercials on the CBS-TV program, *Omnibus*, has withdrawn its co-sponsorship claiming unwarranted censorship.

Jack Chisholm has been appointed head of Associated Screen News' public relations and publicity department. It will operate out of Toronto from his arrival there on May 1. Assisting him will be Ronald O'Doherty, formerly of All-Canada sales promotion.

A mobile TV unit which only began to operate half an hour before the face-off, was installed in the Kitchener Auditorium at 45 hours notice, when CKCO-TV, Kitchener, made the first live telecast of a Canadian Senior "A" hockey game.

Over the horizon television pictures which can be picked up as much as 200 miles away without relay stations are now possible, announce Bell Telephone Laboratories.

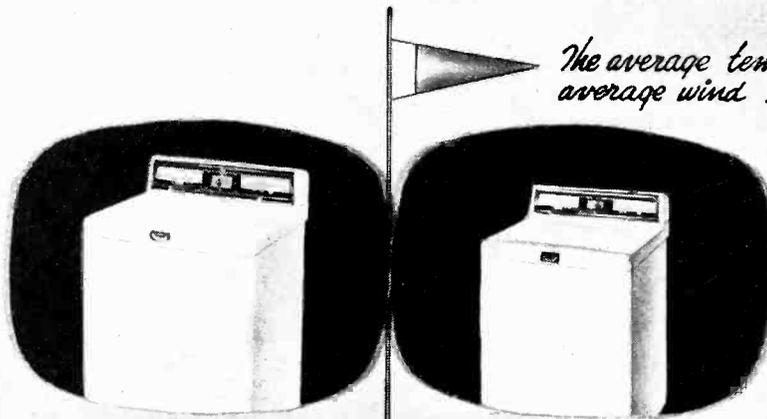
After the Kitchener-Waterloo Dutchmen won their sixth game of the Ontario Senior "A" championships against the Soo Greyhounds, the final game was arranged for the Kitchener rendezvous. But the game was due to begin 45 hours later.

It had long been known that certain ultra high frequency TV waves travelled over the horizon while most other waves used for TV and telephone relays were completely straight. But it was believed that the few UHF were too weak.

Sandy Day, CKCO's chief engineer, flew to Quebec City for some of the extra equipment needed, while two more of the staff drove to Toronto to round up more. Meanwhile the

Working with the Massachusetts Institute of Technology, Bell Laboratories found that by using bigger antennae and greater power, it was possible to utilize the weaker signals that drop off a strong straight signal, being deflected by the atmosphere.

COME WITH THE WIND



*The average temperature for the week 14 BELOW ZERO
 average wind 23 MILES PER HOUR*

*The item to be sold... accounting for
 2 to 3% of household appliance sales*

AUTOMATIC WASHER-DRYER COMBINATION

THE CAMPAIGN

- 5 PARTICIPATIONS - RITA'S INN
- 3 PARTICIPATIONS - SUPPER CLUB
- 2 FEATURE SPORTSCASTS

THE RESULTS TO DATE

- 10 COMPLETE DUAL-UNITS SOLD
- 5 SINGLE UNITS

THE SPONSOR

SUN ELECTRIC

*The TV STATION delivering the goods...
 Writing a story of sales successes
 unparalleled in the West!*

CKCK-TV CHANNEL **2** REGINA



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

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

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

NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED

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

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10 1/2-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.

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



Model 600



Model 350



Signature of Perfection in Sound

Distributed in Canada by
ELECTRONIC EQUIPMENT DEPARTMENT
CANADIAN GENERAL ELECTRIC COMPANY LIMITED
 830 LANSDOWNE AVE., TORONTO, ONT.



RADIO SOLD THIS CAR!

In Ontario, \$384,220,700 per year* is spent on motor vehicle sales. On CFRB in one month, 6 hours and 30 minutes** were sponsored by one automotive dealer.

Why does this dealer buy time on CFRB? There's only one answer. CFRB helps him sell.

Other media bring results too, of course. But radio selling messages are persistent . . . and they pursue. Today radio selling messages emanate from factories, offices, homes, cars . . . everywhere!

The "everywhereness" of radio is one thing, but to have this "everywhereness" in Ontario—the market where $\frac{1}{3}$ 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, 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 $\frac{1}{2}$ 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