IT MAY BE THE BEAVERS, but then again it may be Harkley who came out of hibernation for the announcement of the award winners which appears on page 5 of this issue. The judges picked five radio and one television stations whose actions have contributed to the progress of the broadcasting industry in Canada. Congratulations are in order and we should like to lead the parade.

In This Issue:
A RADIO EDITORIAL that rang the bell for CKCW, Moncton, appears on page 6.
DOCTORS AND LAWYERS use radio for Public Relations on page 10.
TRULL FUNERAL HOME Goes into its 21st Year on CFRB. Page 13.
The PRESIDENT OF MBS says that advertising can use good radio and good television. Page 14.
Our TWICE YEARLY DATA SECTION for radio broadcasting begins on page 19.

In the Telescreen Section
Introducing MISS MOTOROLA-TV, all five of them. Page 35.
RATES AND DATA on the UK's coming Commercial TV. Page 39.
TV DATA SECTION is on pages 41 and 42.
All the regular features as well.
Radio Is Effective

Radio uses the human voice, with its prodigious powers of suggestion and persuasion.

It was the human voice that carried the words of men like Prime Minister Churchill and President Roosevelt, to stir up the soul of the free world during the dark days of war.

It is the human voice which is the prime tool used by your salesman and your competitors to sell merchandise.

Wherever You Go
There's Radio

The CANADIAN ASSOCIATION of
RADIO & TELEVISION BROADCASTERS

Representing 128 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
Former BBC foreign affairs commentator Ernest Watkins, now resident in Calgary, with his own law practice, has begun a series of broadcasts. Presenting Ernest Watkins over CFAC Radio, Calgary, Watkins began broadcasting in 1940, in Iceland, and after his release from the Army in 1945, joined the BBC, giving a Neues Commentary for Schools. He later broadcast on the BBC overseas service.

A writer, his latest book is entitled The Prospect of Canada.

Low power relay broadcasting stations would enable thousands of residents of the interior of British Columbia to hear Canadian radio programs, says H. W. Herridge, CCF MP for Kootenay West.

President Eisenhower will address the 33rd annual convention of the National Association of Radio and Television Broadcasters in Washington on May 24th.

Fees and royalties of both CAPAC and BMI Canada Ltd. are to be the same for 1955 as they were in 1954, according to the scale, listed by the Copyright Appeal Board in the Canadian Gazette.

The Composers' Authors' and Publishers' Association of Canada will receive about $200,000 from CBC and private radio stations, BMI Canada Ltd. will get about $55,500 from private stations using its works.

The fees were agreed upon at a private meeting held because a Royal Commission is studying Canada's copyright law. The Copyright Appeal Board adjourned indefinitely its inquiry that they might collect fees hearing on a request by the two for TV performances.

CBC is defeating its own aim of a high level of entertainment by its control of radio and TV, says Dr. Marcus Long of the University of Toronto, whose address to the CARTB Convention was reported in the last issue Speaking this time in Vancouver, before the BC Teachers' Federation Convention, he said that he was opposed to any more government control than was necessary. It is better to err on the side of freedom, he said, and private stations should be increased rather than the government monopoly.

DAY or NIGHT
it's the same story
CHNS
LEADS IN POPULARITY

How's this for hard-selling fact? Out of the 21 most popular daytime programmes aired over the three Halifax Radio stations, yours truly, CHNS broadcasts 20, says the Elliott-Haynes Daytime programme survey for Feb. 15. But don't go away, there's more to come! In April of this year, the Elliott-Haynes people went over to the night shift and discovered that of the 25 most popular nightly programmes from Halifax stations, CHNS again walked off with the lion's share of 25.

These figures, plus share of audience reports from both Elliott-Haynes and B.B.M., bear out our contention that you're heard by more people, more effectively, more of the time over CHNS than with any other station in Halifax.

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

DON'T YOU WISH YOU HAD A DOGHOUSE LIKE MINE?

XAW, I'M SATISFIED WITH MY PLACE AS LONG AS MY MASTER LETS ME LISTEN TO.

CJON
NEWFOUNDLAND

DON'T MISS "The Housewives' Club"

B.B.M.
OF ANY STATION*ON THE PRAIRIES

"the station that's added another 'B' to B.B.M."

*PRIVATE
Represented by
H.N. STOVIN CO., Canada.......FORJOE & CO., U.S.A.
This day to hear a most noteworthy address by Kevin B. Sweeney, President of the Radio Advertising Bureau, Inc., who did cite many figures to show that the radio audience in the United States is now bigger and more personal than ever, due to individual rather than family listening. And it did please me much to reflect on how much of the same story is now being told, as regards individual, in the new and excellent presentation of Radio by the C.A.R.T.B. • • • Georges Guerrette, Manager of CJEM, Edmundston, N.B., does tell me that Fraser Pulp and Paper Co., of that city, has declared a net profit of $4,889,171.00 for 1954, of which $4,638,000.00 has been set aside for income tax thereon. This does make the $262,171.00 remaining look like small potatoes, but does show that, among Maritime markets, CJEM's is a truly progressive one • • • CJNB, North Battleford, has sold a 22-minute daily program to merchants in Lloydminster, some 90 miles to the West. These merchant-sponsors have thus paid a real tribute to the coverage of CJNB's 5,000 watts, if for this were not their station also, they would not unloose their purses • • • Robin Hood Flour Mills did lately sponsor a quarter-hour network program on all affiliated French stations, during which Station CJBR, Rimouski — a proven Stovin station — did pull 8,836 mailed contest entries, all with “proof of purchase”. This far out-pulled every one of the other Lower St. Lawrence stations. To add to their accomplishment, the winning contest entry was from Rimouski. Pepys, while gratified, is not surprised that Robin Hood Flour Mills has renewed their contract. • • • And a welcome to CKOM, Saskatoon's new early morning voice — that of Jack McClung, a versatile salesman and a bright personality — who opens his show with "Wake up, Saskatchewan, this is your "OM, AM, MC, JMcj!" • • • To close with a salute to the Association of Canadian Advertisers, now in session, who are giving a goodly part of their deliberations to Radio as an Advertising medium.

“A STOVIN STATION IS A PROVEN STATION”

Editorials

Thanks, A.C.A.!

Radio and television broadcasting, along with most other media of advertising, owe a sincere expression of appreciation to the advertisers for the courtesy they are being accorded at the ACA Convention. Each in turn is giving an opportunity to appear before the meeting and make what in fact, however well it is disguised, is nothing short of a sales presentation. It is a courteous gesture which should reap its reward.

This is a far cry from the day, doubtless within reach of the memories of most of us, when it was not like this at all. We are thinking of the days when a salesman of advertising, or anything else for that matter, approached a prospective buyer rather as a person of the lowest order might crave audience with a monarch.

It was considered a matter of routine to keep him waiting for an interminable time, until to, in a spirit of supplantation, turn him away.

Finally, having brow-beaten every advantage out of him he could, he would grandiloquently append his flowery signature to the bottom of the order form.

There was a time, during the war, when the situation was completely reversed to its present state. Then, because of shortages, buyers pleaded with salesmen to let them have the merchandise they needed, bribed them even with presents and other favors, just as the old time salesmen used to "buy" his business in those nearly forgotten days.

Each extreme was bad as extremes invariably are. Now though, with shortages a thing of the past, the buyer has the advantage once more. But the situation has changed, as well it might, and today people recognize that it is just as much to the buyer's advantage to get what he wants, as it is to the seller's to get his order. Besides this, modern buyers realize that no one is better able to help them buy wisely than a salesman who is kindly disposed. He has it in his power to hand on the short cuts to the buyer, or save them for the company. It is in his hands.

Buyers, by hanging out the welcome sign for media salesmen, by opening the doors of their convention to them and letting them come in and tell their story, are adopting the wisest policy they can. They are insuring themselves the utmost co-operation when they are placing their advertising. And this is exactly as it should be.

Only the Courts Can Decide

Concern is being expressed in various quarters for the practice being engaged in by some radio stations of simulating play-by-play broadcasts of sporting events by adopting the accents on the spot play-by-plays produced by other stations. The matter was brought before the governors of the CBC at their last meeting, and they have announced that a regulation prohibiting such broadcasts will be introduced unless "present abuses cease."

These broadcasts are open to criticism on at least two counts. When an athletic association or other organization has accorded broadcasting rights to a station or sponsor for a consideration, the act of another station of turning them to their own use without payment might well be viewed in the same light as their own literary plagiarism. It is also a fact that because these broadcasts have an element of sham, in that they purport to be actual play-by-plays when they aren't, they take on the stigma of poor taste in the view of most people, even though they are labeled "reconstructed".

Insofar as taste is concerned, the listeners are the only judges. If they find them distasteful, they will stop listening and sponsors will soon cancel.

As regards legality, there is a Department of Justice which operates courts of law to punish those who, in disregard of the law, to suppress lawbreakers and so to restrain and regulate. This is the democratic procedure.

By attempting to drive this wrong off the airwaves by regulation, CBC governors and officials are acting with the best intentions in the world without a doubt. However, in usurping what is actually the authority of the courts, no matter how benevolent their intentions may be, they are throwing democracy in the discard, in favor of dictatorship.

If reconstructed sportscasts are within the law, however undesirable they may seem, interference is a breach of democracy. If they are believed to be contrary to the law, only the courts can decide.

---

Horace N. Stovin

MONTREAL TORONTO WINNIPEG VANCOUVER

Representatives for 319 lone Radio Stations

CJBR Vancouver CFFR Flin Flon CFAR Brockville
CRPR Prince Rupert CJYK Winnipeg CFFL Kingston
CJKB Nelson CKY Kenora CKFF Cornwall
CJXG Calgary CJRL Toronto CKSB Galt
CJOZ Edmonton CFSW Owen Sound CJBB Rimouski
CJGY Yorkton CCHC Pembroke CJEM Edmundton
CJNB North Battleford CHOV Pembroke CCKW Moncton
CKOM Saskatoon CJSB Belleville ZBM Bermuda
KVOS Bellingham - Vancouver ZNS Nassau

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Live Programmes ★ Custom Transcription ★ Singing Commercials ★

DON WRIGHT CHORUS
NOW HAS
COMPLETE NORTH AMERICAN COVERAGE!!!

NBC — Sundays 5:30 p.m.
CBC (Dom.) — Sundays 8:30 p.m.

That should give you quite a sales pitch!
BEAVERS GO COAST TO COAST

This paper takes pleasure in announcing the names of the radio and television stations which have won its Beaver Awards for Distinguished Service to Canadian Broadcasting in 1954. It is also with considerable pleasure that we are able to say that the same distinguished panel of judges which gave generously of their time and abilities last year agreed to serve again.

This year, awards went to stations as far east as CKKW, Moncton and as far west as CJOR, Vancouver. Two went to Alberta stations, CJCA, Edmonton and CFAC, Calgary. One will be presented in Quebec to CFCC, Montreal. One stays in Ontario, with the first television station to win a Beaver, CFPL-TV, London.

The system employed in determining winners is as follows:

1. The staff of this paper agrees on between 20 or 30 stories which appeared in the previous year's issues as being worthy of consideration for awards. These are reprinted under the general caption "Prelude to the Beavers", which appeared in our CARTB Convention issue of March 16th.

2. Copies of this issue are sent to each of the judges, who, without consultation or conferring with one another decide (a) how many of the articles are of Beaver Award calibre and (b) how they stand in order of merit.

3. The results of each judge are tabulated, scoring 10 points for each first, 9 for each second and so forth, but only reports of projects deemed of Beaver calibre are counted, and not more than ten at the most.

The conditions established by the paper are that the number of awards shall be from three to six, according to the opinion of the judges. This year they decided there should be the maximum of six. The winners stood in the following order:

1. CJOR, Vancouver
2. CKKW, Moncton
3. CJCA, Edmonton
4. CFPL-TV, London
5. CFAC, Calgary
6. CFCC, Montreal

TELEVISION STATION CFPL-TV
LONDON, ONTARIO

for its combination of sound business and public service in the development, production and promotion of such purposeful programs as "The Calgary Story," "State Your Case," "This Week" and others, both sponsored and sustaining, as discussed by CFAC Public Service Director Clarence F. MacK in a speech which was condensed and published July 21st, 1954, under the title "Public Service Pays!"

RADIO STATION CFCC
MONTREAL

for "Montreal Children's Theatre", presented on the station by Dorothy Davis and Violet Walters, for the past 15 years, during which time it has afforded early opportunities for self-expression to such well known young Canadian artists as Dick Easton, Bonar Stuart, Patricia Joudry and Elizabeth Kramer. This award is based on "CFCC Children's Theatre", which appeared April 21st, 1954.
PUBLIC MUST KNOW HOW ITS BUSINESS IS CONDUCTED

This CKCW Editorial Had The Desired Results

"On Thursday evening of last week the Police Committee of the Moncton City Council met with the members of the Moncton Local of the Police Protective Association. Presumably a new contract with the Police was discussed. We say presumably because we don't really know what was discussed. Our reporter who was sent to cover the meeting was asked to leave.

"We did read in the paper the next day that in addition to discussing wages the Committee recommended the purchase of a new car for the department. What else took place we don't know and won't know until the next Council meeting when the Committee recommendations are read.

"Some time ago reporters were asked to leave the meeting in City Hall which was discussing a law suit the city was involved in. It was explained at that time that it was felt advisable for the city not to reveal its plans to what might be termed "The Enemy Camp". With this we agreed and we did not complain about the meeting dealing with the suit being held in camera.

"Now we are informed that wage negotiations are to be held in secret. Now we'll be the first to agree that it is much easier for city officials or anyone in public office to hold a meeting without the public being represented by the Press, and it's much easier to issue a formally worded statement after the negotiations have been completed than to have the Press present reporting who says what.

"But we do think the public has a right to know who is in favor of higher salaries for policemen... or who is against it so that they may use this knowledge the next time they have occasion to visit the polls. Some people seem to think that we're sometimes rather childish about guarding the right of the Press to freely report public meetings. But it's amazing how fast that right can disappear and how easily people can find arguments—and good ones—as to why the Press should not be admitted. First it was a law suit, now it's wage negotiations. From there it's not too far a step to ban the Press from all committee meetings.

"Public officials must realize they must keep the public informed of how they conduct public business... and all City Hall business is public business.

"Yesterday Mayor Joyce said, 'very often something happens in Council or Committee of the Whole that can be quite important, but escapes entirely the attention of the Press and radio who report these things to you.'

"We submit that it's rather difficult to report anything, let alone important happenings at City Hall meetings if a reporter is not allowed to attend these meetings."

A Growing Market

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

+ COVER THIS MARKET OVER CKPG

PRINCE GEORGE, B.C.

550 Kcs.  250 Watts
All-Canada in Canada
Weed and Company in U.S.A.

CKRC is seeking a young man for their newsroom to do reporting, editing and broadcasting of news. The major requirement is a sincere interest in current affairs and ambition to go ahead with a career in news broadcasting. Please apply by letter to the News Editor, CKRC, Winnipeg, stating age, marital status, salary expected and other pertinent details. All replies confidential.
Ampex magnetic tape recorders
...lasting quality for every professional use

Ampex machines are built with sustained quality and durability—the prime requirements of the major broadcast networks and recording studios. These perfectionists have chosen Ampex, some as long as six years ago, and their machines are still in use today. For example, one Ampex, after 18,000 hours of heavy duty still maintains performance equal to published specifications for new machines! This is the kind of lasting value that is the Ampex standard of excellence in sound recording.

**MODEL 600 • THE NEWEST AMPLEX**

The Ampex 600 is a portable model that weighs less than 25 pounds. It is an Ampex in design and performance and gives the same class of fidelity, accuracy of timing and reliability as other Ampex recorders. It is the ideal instrument for radio stations, music conservatories, educators, high fidelity enthusiasts and other professional and semi-professional users.

**SERIES 350 • THE MOST VERSATILE AMPLEX**

The 350 Series is universally preferred for original and delayed broadcasts, exchanging taped programs, music and drama rehearsals and other performances requiring extensive cueing and editing. Tape editing is remarkably fast with "feather touch" controls mounted within easy reach on a 30°-slanted top plate. The 350 Series is unusually accessible for installation and servicing, and is available in a variety of tape speeds and mounting styles.

**SERIES 300 • THE FINEST AMPLEX**

The 300 Series comprises the most perfect sound recording machines yet offered by any manufacturer. They are unexcelled for performances deserving the finest recording and reproduction it is possible to make. Superb design and flawless mechanical stability achieve the utmost in program fidelity, operating reliability and timing accuracy.

**MODEL 450 • FOR BACKGROUND MUSIC**

The Model 450 is a reproducer which provides sustained high fidelity background music anywhere. It is ideal for the finer hotels, restaurants, department stores, funeral parlors, factories and other users of pre-recorded programs. It plays continuously for 8 hours. Starting, stopping, reversing and repeating can be controlled automatically.

**SERIES S-3200 • FOR TAPE DUPLICATION**

This Series of machines achieves true mass duplication of previously recorded tapes while preserving the superb fidelity of the master recording. Up to 10 exact replicas can be made simultaneously, and up to 2500 hours of program material can be produced in an 8-hour day (or one hour in 10 seconds!). The S-3200 Series duplicates both single and double track masters and 2 track stereophonic tapes, of any standard speed, in one pass either "forward" or "backward."

**ELECTRONIC EQUIPMENT DEPARTMENT**

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**

830 Lansdowne Ave., Toronto, Ont.
PEOPLE in London, Ontario, know the story of the Salk Polio Vaccine. Many of them learned that story through CFPL-Radio's "Polio Report". This was a series of six broadcasts outlining the major points of the discovery and use of the vaccine. It was presented to help listeners understand the important meaning and story of this latest medical discovery, which the station felt was doubly important because London school children were scheduled to be inoculated with the Salk Vaccine around the end of April.

The idea started with CFPL news editor Bill Scott, who was covering a polio press conference in Ann Arbor, Michigan, headquarters of the Salk Vaccine Test Survey. Bill worked on the plan with producer Barry Morgan. Staff members volunteered their services liberally.

CFPL built four, ten minute, shows and two documentaries. They used material gathered at Ann Arbor from discussions on the vaccine between scientists and others. Then of course there were the tapes which had been recorded while the doctors were at work on the project. This gave listeners the essential facts of the vaccine project in six programs prepared specifically for the radio audience; in one week.

Then, on the morning of April 12th, Scott and Morgan, with technician Graham Murray, sat in with two thousand news men at the University of Michigan when the break came and they were told of the effectiveness of the serum.

Bulletins were phoned back to London throughout that day, and next a final thirty-minute documentary was put together from the three hours continuous tape recordings of the scientists' reports, to bring listeners up to the results and tell them the plans for the future.

Exercise Vaccine netted CFPL-Radio three bulging file folders; four tapes of broadcasts; ten tapes of interviews and speeches; and a series of programs with a purpose, which rated high in interest.

U.S. RADIO IS BACK

RADIO got a shot in the arm last week in Toronto when Kevin H. Sweeney, president of the U.S. Radio Advertising Bureau flew up from New York to talk to the Advertising & Sales Club of Toronto. He told them that TV has occasioned radical changes but that radio business is bigger and better than ever.

Sweeney, who gives with the speeches like disc jockeys spread the superlatives — five hundred last year with more for '55 — spoke of the five hundred thousand people who bought themselves those $49.95 pocket (transistor) radios — "that only a jerk would buy" — as soon as they came on the market, and went for so many of the superior...
models — half the size and twice the life for $78.95 — that the manufacturers were back ordered by 700,000 before they could say transistor radio.

Since the war, Americans have bought 120,000,000 radios although 95 per cent of them already had sets, he told the audience.

It is the age of personal radios rather than the family job in the living room, he said.

95 per cent of teen-age girls listen, he said, and 75 per cent listen seven times a week.

After seven years of TV, women are listening more than they ever listened before.

Today only 25 per cent of listening takes place in the living room, while seven years ago the figure was 95 per cent.

Where did they all go? Into the bedrooms (55 per cent) and the kitchens (80 per cent).

But listeners aren't the only ones who have changed their habits.

There has been a shift in sponsors (he called them customers), and stations as well.

At the end of the war, most radio advertising — about 65 per cent — was national. This year, two-thirds of the volume will come from retailers who are already buying more than half.

At the end of the war there were eight hundred radio stations and most of them were affiliated with one of the networks. Today there are 2,800 stations, 500 in towns or cities which do not support a daily newspaper.

The station which used to do business with eighty to a hundred advertisers now has three, four or even five hundred.

CKLC played a big part in the promotion of a victory parade staged by the Kingston Chamber of Commerce recently to celebrate the Kingston Goodyear’s win over the Belleville Memos in the senior hockey playoffs. The parade was watched by 40,000 people and an actuality broadcast of it and the official ceremonies at the City Hall done by staffers Johnnie Kelly and John Bermingham was carried by CKLC. The station got 101 local business firms to sponsor the broadcast and donated the entire proceeds of $1,025 to the Anganda Children’s Hospital in Kingston.

The parade consisted of bands, floats and the hockey teams. It featured the payoff of a bet on the hockey series between the mayors of the two cities. Since the Kingston team were the winners, Mayor Jack Both of Belleville paid off the wager by leading a horse, with Mayor George Clarke Wright of Kingston in the saddle, along the parade’s route through downtown Kingston.

The crowd was lined seven deep along the parade route and was larger than the one which saw Princess Elizabeth and the Duke of Edinburgh. It was even necessary to have a motorcycle police escort to keep it off the streets.

And speaking of keeping me off the street, the printer is yammering for my fortnightly column, so chin chin and buzz me if you hear anything, won’t you?

Say You Saw It in C B & T

Best of Good Wishes for a successful convention to the A.C.A.

from

CHLP-MONTREAL

REPS: James L. Alexander Ltd. in Toronto
DOCTORS AND LAWYERS
USE RADIO FOR PR

A LITTLE explored or exploited field of usefulness, and consequently revenue, lies open before the broadcasting industry in the field of "public relations", judging by a number of activities which are being undertaken, and have been undertaken over the past year or two, by radio station CJOR, Vancouver.

Back in October, 1952, when the British Columbia Medical Association asked this station to advise how it might use radio to enlighten the public on the question of State Medicine, Dorwin Baird, who concerned himself with such off the track ventures for the station came up with Doctor's Viewpoint. This was a series of interviews between Baird and a doctor on a variety of subjects.

It was a definite departure for the ethic-bound medical profession to embark on anything which even remotely resembled advertising, but it worked. What is more, since this venture began, the idea has spread to other professions and businesses which had previously regarded advertising as something that just isn't done.

First to follow the doctors were the lawyers, when the B.C. Law Society started a run, that was destined to go for two years, with five minute talks called Your Lawyer.

Regulations prohibit the sale of stocks or bonds being solicited by means of radio advertising, but a Vancouver investment dealer, Hall Securities Ltd., came up with a series called Dollars and Common Sense, in which people were "informed on the functions of an investment dealer and stock broker".

Another comparable venture was an undertaking of the Greater Vancouver Druggists' Association called The Story of Pharmacy, designed to point up the professional status of a druggist.

Doctor's Notebook

Doctor's Viewpoint, changed later to Doctor's Notebook, broke a long standing policy of the Medical Association, when that body not only permitted members to appear on the show but even allowed them to be named.

Baird lists five subjects used in the interviews to illustrate the wide range of subjects discussed. First however he points out that subjects break down into two general categories. He says they use two interviews on a straight medical topic, such as the discussion of a specific disease, against one which he called "medical economics", which could mean State Medicine.

The five topics he listed as employment projects:
(1) Eye problems in pre-school children.
(2) How your doctor co-operates in Vancouver's hospital crowding situation.
(3) Cancer control and prevention.
(4) The role of the Canadian Medical Association.
(5) The high price of becoming a doctor, the cost of whose training and equipment mean he starts his career $25,000 in the red.

Mail and phone response to this program is not prolific, Baird says. One reason is that it is not requested. Top response and reaction did not follow the broadcasts dealing with alcoholism or obesity, as might have been expected, but a discussion of the menopause.

Naturally there are still some sceptics who find it hard to cast off the generations old antipathy to publicizing the medical profession, but most Vancouver and nearby doctors, Baird says, are enthusiastically behind the project and now cheerfully display signs in their offices calling attention to the program.

Your Lawyer

The purpose of the Law Society in embarking on Your Lawyer was basically to break down fear and distrust and more specifically to persuade people to consult their lawyers even on minor matters, in order to prevent major consequences. These five minute talks — not interviews — were delivered by Baird, and were devoted, first to the background of the profession, explanation of the training a lawyer is given and recital of the responsibilities he assumes. Secondly, they gave examples of what happens when people do not see a lawyer regarding such matters as wills, real estate and private loans. Criminal aspects were not discussed.

Now, six months after the series ended, calls still come into the station asking for the name of a good lawyer, Baird says.

Public Relations

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DOLLARS AND COMMON SENSE

Broadcasting regulations won’t let anyone actually sell stocks and bonds over the radio, but Hall Securities, in a series of talks and after a two month’s trial run, are “pleasantly surprised with the results.” Designed to “take the mystery and suspicion” out of financial dealings, the talks are on some phase of the investment business, which seems, judging by the response reported by the sponsor, to be working out well.

STORY OF PHARMACY

A program designed to build up the pharmacist from a merchant to a professional man is the most recent of CJOR’s public relations efforts, and once again it is in the hands of the station’s Dorwin Baird, who helped devise the Story of Pharmacy.

These talks cover a broad field, but each one is designed to build up the druggist into a true disciple of the pioneer Grecian pharmacist, Hippocrates. Here again, it is felt important to impress on the people that, years of training, a man must have before he is qualified to mix a prescription. The cost of medicines is another point for enlightenment. The sponsor is the greater Vancouver Druggists’ Association, and the program is integrated into Baird’s daily morning show Max In The House.

The relatively short time periods consumed, and the large amount of preparatory work entailed, make programs like those seem low profit ventures in terms of direct revenue. However, CJOR feels that they pay off in public prestige because people are impressed when they hear prominent groups like doctors and lawyers broadcasting over the station. They also feel that, when an association broadcasts, the station it uses is raised in the esteem of its members.

Books

World Gazetteer


The latest Macmillan World Gazetteer and Geographical Dictionary, has been produced with the wants in mind of those who must find out, and of those who merely want to die out of curiosity. The Gazetteer will stand on your desk as a reference, or equally well in the bookshelf to satisfy young Willie’s demands, for it contains a wealth of information about cities known, half known and unknown.

Unfortunately, facts given in the Gazetteer do not always seem to stand up to scrutiny. To take just one example, do you believe that Toronto is a larger city than Montreal? It’s in the book!

Perhaps then, the publishers’ claim to have verified all information from the “latest available sources” is not to be believed. T. C. Collocott and J. O. Thorne, the editors of this 800 page, have, however, produced a remarkable effort, which, at $6.95 should be well worth shelf space.

Oh yes, I think it only fair to point out that the Editors will be “glad (if at the same time sorry) to have any shortcomings reported to them for correction in future editions”.

Gayfer.

how do you buy TIME?

coverage?

CKNX penetrates a 12-county area with the largest rural BBM of any of the nine radio stations in the area.

cost per thousand?

this rich farm market is sold on CKNX at the lowest cost per thousand of all district stations.

ratings?

the latest surveys show that more radios are tuned to CKNX than all other stations combined—all day—7 days a week.

market?

retail sales volume in this 12-county area totals $726,000,000—15.7 per cent of the provincial total.

results?

renewals from more than 40 national advertisers date back five years or longer, and the figure is even larger for local advertisers.

by any yardstick

CKNX makes a terrific impression—on people—on sales. On you?

The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL
“The man who couldn’t save a nickel”
sells Personal Security Program for
The Bank of Nova Scotia

Savings
they can
really bank on!

Bankers know that savings accounts have a habit of falling short of their objective because, human nature being what it is, the temptation to spend is often greater than the determination to save.

It was this facet of human nature that made the problem of selling The Bank of Nova Scotia’s Personal Security Program so interesting. Basically this program is an agreement by the individual to make regular deposits towards a predetermined savings goal. If he dies before he reaches it, the Bank will still pay the full amount of his financial aim to his estate, providing he has kept to his side of the agreement.

The problem then was to find—to select by headline—the people to whom such a savings plan would appeal and to make it appear attractive in spite of copy which by the nature of the contract was necessarily technical.

One year later we can say that this has been done. Thousands of customers are reaching their savings goal. And as a valuable by-product the Bank’s personnel are more sales minded.

If you have a similar mass education problem we should be happy to discuss it with you.


FUNERAL HOUR IN 21ST YEAR

By Leslie Holroyd

"We feel that radio has played an outstanding part in the success of our organization. The public relations value and goodwill that it has provided for our firm, and the profession as a whole, is immeasurable." The man who said this, Douglas L. Trull, vice-president of Trull Funeral Homes Limited, Toronto, speaks with knowledge and experience. His company’s sponsorship of the TRULL FUNERAL HOUR in a pre-program conference. Left to right they are: Don McCracken, CFRB technician; Blain Mathé, violinist; Edgar Goodaire, at the piano; Simeon Joyce, organist; Bill Orr, Wm. R. Orr Ltd., the agency; Bill Millard, announcer - narrator; Margaret Stilwell, and Carl Tapscott, vocalists.

The program started in 1934 when Lorne W. Trull, the present vice-president’s father, worked out the format with Bill Orr, a young advertising man who was just beginning his career with Lorne Ardziel. They felt the public would like to hear the old-time hymns, many of which were rapidly being forgotten. Bill Orr has been in charge of the program ever since and today, although he is president of his own advertising agency, William R. Orr Limited, he still chooses the hymns and poems and writes the scripts.

The show, which goes on the air live, is a mixture of these hymns, quiet music and philosophical poetry on the style of Edgar Guest.

The program has as announcer, Ross Millard and features Blain Mathé, violinist, Simeon Joyce, organist, Edgar Goodaire, pianist and vocalists Margaret Stilwell and Carl Tapscott. Tapscott has been on the show since it first went on the air and Millard, Goodaire and Mathé have all been on it over 15 years.

At Christmas the program has a biblical theme and the cast is augmented with a choir, a harpist and a cellist. Though not as big a production, the Easter program also follows a biblical line.

An annual affair now for many years has been the "Shut-Ins Day" broadcast, from Carlton Street United Church. People who are unable to get out ordinarily are brought to the church by friends or relatives, several hundred of them every year. Many come back year after year. They tell Trull they enjoy listening to the show at home the rest of the time.

The primary purpose of the program is to promote goodwill, the sponsor says, and, for that reason, commercials are kept to a minimum. Rather than a straight selling type of commercial, they are more a reminder of Trull’s name and two business locations.

Trull said two reasons why his company doesn’t contemplate entering television are its high cost as compared with radio and the difficulty of formulating a program style which could equate the job radio is doing and also make full use of the visual aspects of the newer medium.

One funeral director in the United States who uses television gives public relations talks and answers questions from viewers, but Trull doesn’t think that this type of program would go in Canada because it seemed to him to be “high-pressure selling.”

How much of Trull’s success can be attributed to radio is hard to estimate, but in the years since they started using it they have erected a second chapel, built additions to it and the original one, and quadrupled their staff.

The only other advertising medium they employ is newspaper. Their advertising dollar is split about half and half between it and radio.

Despite the problem of telling how much actual business is derived from the broadcasts, Trull is certain he is getting his money’s worth — and maybe more. He bases this on the many telephone calls and letters, which often contain requests for poetry and musical selections, that both he and CFRB receive from people not only in the immediate vicinity of Toronto but, on occasion, from as far distant as the Maritimes.

Radio’s advantage over other media, Trull feels, is in what he calls “its unique, personal approach.” People become familiar with the performers as well as the sponsor and the sponsor comes to mind when they hear the performer’s name. The funeral home has had telephone calls several times asking for Ross Millard, the announcer on the show, and many listeners believe that it is aired directly from one of the Trull chapels.

THE TRULL FUNERAL HOUR in a pre-program conference. Left to right they are: Don McCracken, CFRB technician; Blain Mathé, violinist; Edgar Goodaire, at the piano; Simeon Joyce, organist; Bill Orr, Wm. R. Orr Ltd., the agency; Bill Millard, announcer - narrator; Margaret Stilwell, and Carl Tapscott, vocalists.

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40,000

$1025.00

THESE TWO FIGURES SPELL OUT SUCCESS IN EASTERN ONTARIO!

In cooperation 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

COLUMBIA RECORDS OF CANADA LTD.

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$1025.00

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IN KINGSTON, IT’S CKLC

COLUMBIA RECORDS OF CANADA LTD.
EACH TO ITS OWN FORTE

Advertising Can Use Good Radio and Good TV

The total amount invested in all advertising annually has increased by leaps and bounds in the United States. In 1946, it amounted to $3,264,000,000. Six years later in 1952, it had more than doubled to $7,156,000,000. In 1954, advertisers invested the record amount of $8,145,000,000 gross in advertising to move their goods, according to "Printers' Ink" estimates. Even more interesting is how advertisers divided these expenditures among the different advertising media, especially with the advent and growth of television.

The first year that television expenditures represented a substantial portion of the total was 1950, when they accounted for 3% of all media figures. They have increased, of course each year since, increasing to 6.3% in 1952, 7.8% in 1953 and 9.9% in 1954.

Because these percentages are increasing percentages of larger amounts, the dollar figures for television are even more impressive. In 1950, television expenditures totalled $170,500,000; in 1952, they were $453,900,000; in 1953 they were $610,500,000; and last year, 1954, they were $869,100,000.

Television, in attracting these substantial amounts from advertisers, affected all media figures. They have increased, in fact all other media, had to be content with reduced shares of the total pie, and in some cases with actual reductions in dollars spent in their media, despite the healthy and hefty growth of advertising over recent years. Other media were hit, but the one hit hardest was television's companion in the house, radio. And I am speaking now of all types of radio, national spot, local, and network combined.

Radio, which had been running as high as 13.5% of the all media total in 1946, for example, dropped in share each year after television arrived. Radio's share of the total was 10.6% in 1950; 8.7% in 1952; and 7.4% in 1954. Because of the sharp increase in overall advertising expenditures, radio dollars, gross radio dollars at least, actually increased from 1950 to 1953.

TV GETS FIRST EDGE

1954 was the first year to record a drop in share and in dollars. Here are the figures: $805,400,000 for radio in 1950, $640,500,000 in 1953, $608,100,000 in 1954. By the way, was also the first year TV expenditures actually topped radio in the United States.

Since these figures, (estimated by "Printers' Ink") are gross dollars, I think it's only fair to say that the trend actually is considerably greater in favor of television. It would be well to bear two factors in mind in interpreting the radio figures.

First, is that the number of United States radio stations increased each of these years, and still continues to increase, meaning the average station had considerably less "take home pay". In 1946 there were 1,004 U.S. radio stations; in 1954 there were 2,636. (In contrast, U.S. TV stations were frozen from 1948 to 1952 at only 109, and there were 378 as of January 1, 1955).

Second, radio can, I believe, always afford to be a good buy because it has no irrediscutable cost as to "time". It has, for example, no possible instability of raw material costs, no print or papers as do magazines, newspapers and outdoor, and so it has a distinct advantage in the highly competitive advertising era ahead.

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

HARDY STATIONS SELL OVER 3½ MILLION FRENCH CANADIANS DAILY

LESS DOLLARS FROM MORE SPONSORS

Local billings have increased. In 1950 they represented 44.8% of the net dollars invested in radio. In 1953, they accounted for more than half, 51.6% to be exact. National spot is on the rise as well. It accounted for 28.2% of radio's total net dollars in 1950. By 1953, this had increased to 29.6%. Regional networks dropped slightly from 1.5% in 1950 to 1.4% in 1953. National networks, which "way back in 1935 had accounted for as much as 55% of the total, dropped quite sharply. In 1950, national networks received 27.5% of all net radio dollars. In 1953, the figure was 21.7% and in 1953, this was diminished further to 18.0%.

Condensed from an address to the CARTB
By Thomas F. O'Neil, President Mutual Broadcasting System Inc.
These are the 22 live-wire Radio Stations which have installed Gates Transmitters supplied by Marconi:

CFRA - Ottawa, Ont.
CKOM - Saskatoon, Sask.
CJMS - Montreal, Que.
CKBL - Matane, Que.
CKVL - Verdun, Que.
CBN - St. John's, Nfld.
CBI - Sydney, N.S.
CBV - Quebec, Que.
CBO - Ottawa, Ont.
CKCH - Hull, Que.
CHRL - Roberval, Que.
CFGT - Alma, Que.
CJGX - Yorkton, Sask.
CBY - Corner Brook, Nfld.
CHED - Edmonton, Alta.
CKCV - Quebec, Que.
CKBM - Montmagny, Que.
CJMT - Chicoutimi, Que.
CKEC - New Glasgow, N.S.
CKRB - St. George de Beauce, Que.
CFCW - Camrose, Alta.
CKGR - Galt, Ont.

Marconi supplied 60% of all new radio stations with Gates Transmitters – the most reliable available.

Station owners, operators and engineers will recognize one important fact from these figures—that the largest percentage of radio stations receiving licenses since the freeze, realized that only Marconi could satisfy their particular needs . . . in equipment, engineering experience and service.

Canadian Marconi could do this through its exclusive distributorship for Gates Radio Company by supplying these 22 stations with complete Gates transmitting stations . . . the most reliable and economical on the market.

You can be sure when planning a new radio or television station, or adding to present facilities, Canadian Marconi can also supply your broadcasting and television studio or transmission needs.

At your request, skilled Marconi engineers will analyze contemplated operations and recommend the type of installation that will most adequately and economically meet your specific requirements.

GATES TRANSMITTERS MEAN LOWER OPERATING AND MAINTENANCE COSTS

- Easy to install — units are complete . . . saves days of installation labour.
- True economy — Gates makes much that it uses . . . no double markups . . . less freight charges from one supplier to another and fewer costly delays in production.
- New modern designed tubes and cooling system . . . means longer life . . . less maintenance.

The Gates “Power Saver” 5-10 KW transmitter — entirely new, with low cost tube complement.
For your interest, we have broken down the network expenditures of the top 100 advertisers. Actually more of them used network radio in 1953 than in 1951, 10 more did in fact, a very encouraging sign. However, the 77 who used network radio in 1953 actually spent less (about 13% less) in actual dollars than the 67 did in 1951.

In 1951, the top 100 placed $147,700,000 in network radio and $85,560,000 in television. In 1953 they invested $167,800,000 in television, and $125,000,000 in network radio. Not-at-all incidentally, and quite impressively, I believe, in each of these years the combined radio-TV expenditures of these leading 100 advertisers (who have more research and advertising know-how than any other group in the country) represented in excess of half of their total budgets. Network radio is receiving less dollars from more of the leading 100 advertisers, and more dollars from many more medium and small advertisers.

There are many reasons for the increased use of network radio by smaller advertisers. One of these is the dropping of many of the artificial restrictions to network broadcasting such as the Basic Minimum group, and fixed territorial groups.

Another and important reason is the lowered cost of network broadcasting. I don't mean to pretend that selling 10, ten thousand dollar advertisers is as easy as selling 1, one hundred thousand dollar advertiser, but it can be and is being done.

In February, 1955, there were 148 advertisers on the four networks. They bought a combined total of 550 time periods. Since this is an average of over three time segments or exposures per advertiser, the trend to multiple broadcasts is marked and obvious.

Another trend was even more marked. That was the trend to shorter time period buys. The most popular categories according to the purchases of advertisers were the 15-minute broadcast which accounted for 52% of all segments sold; the 5-minute broadcast which accounted for 21% of all segments sold: one-minute participations, very recent newcomers to network selling, which accounted for 12% of all segments sold.

Contrast this new with the picture six years earlier: 15-minute broadcasts were the most popular, accounting for 64% of all segments sold; but half-hour broadcasts were the second most popular sale, accounting for 20% of all segments sold; sponsored network broadcasts of less than 15 minutes duration accounted for less than 2.5% of all segments sold.

SHORTER SHOWS MORE NEWS

The rise of what we call the “splinter” sale has had two effects on network programming. The trend to shorter programs, 5 and 10-minute shows in particular, has greatly increased the number of newcasts and commentaries on all networks. And the necessity to capsule commentary and compress news into shorter form has in many cases improved the product.

In other areas the trend to “splinter sales” has been less fortunate from the listeners' point of view. Few, except the really large advertisers, are willing to program their network buys. The trend toward splinter sales places squarely on the network the dual responsibility for selecting and presenting:

1. Those programs which will best attract the substantial audiences advertisers require. 2. Selecting and presenting those programs which will, at the same time, best complement the programming of the individual stations themselves.

THE WARD STUDY

Last March we made a six figure investment in one of the most ambitious research projects ever undertaken by a single network, commonly referred to as the Ward Study. I believe all of you may find our overall findings interesting.

Ours was a study of people. We wanted to know how many people listened to the radio each day, how long they listened, and what they did that listening. How much of it was in the car, how much of it in the kitchen, how much of it in the living room, and when were the best times to reach people in each of these locations? All of this and much more is interesting.

And so we had the Ward organization place personally 40,000 diaries coast-to-coast according to a very carefully selected probability sample prepared by an outside expert. The diaries covered the complete daily activities including their exposure to all media in 7,000 families. We found that in a typical day the radio audience and the television audience were a great deal closer in size than any one suspected.

Within a typical day, 77,568,000 different people listen to their radios and 79,312,000 watch television. About an equal number of men (35,000,000) listen to radio as tune to television. 35,285,000 adult women listen to their radios in an average 25 minute period. They use them less than 32,000,000 view television. More, actually a half million more, teen agers listen to radio than tune to television in a typical day.

ELECTRONIC BABY SITTER

Where then is the overall advantage for television? We found it in the children's category. The advantage for television here (over 5,000,000) convinces us that television is the greatest electronic baby sitter of all.

The point is this, that when you add all the listening done by people in and out of the house as well as everywhere in the house, a quite different picture develops as to radio and television's relative reach than any counting of warm tubes can possibly uncover. If television is a large and great medium, then radio which reaches even more people (one half of all Americans) actually is more effective at reaching the buying ears. It's a great deal more effective.

True, listening habits have changed. Radio today is a concurrent activity, done while the listener is driving, cooking, is making up the beds, or, even, is making out the marketing list. Actually, more listening is done in the morning in the kitchen than in any other place. You cannot catch as many people through radio as you can through television. But television too has a problem. It services, and still depends on, relatively few advertisers who can afford it. And there are still, of course, far too few television stations.

As of January this year, there were 576 TV stations as compared with 2,774 radio stations. Less than 50% of United States radio stations have network affiliations but 85% of U.S. television stations have one or more TV network affiliations.

Whereas radio has as its solid base today great diversification of advertisers and many stations, plus substantial local revenue, television's pyramid is an upside down one. The television network is dependent on few advertisers, and it, in turn, depends on relatively few stations.

The scarcity of television stations and the fact that virtually all key programming is network programming has caused both talent and production problems to have gone up. Since the local station can actually make more, and make it easier too, in network and national spot sales, the incentive really to service local advertisers in television is less great than it should be.

The fact is, we believe that there is ample room for both of our electronic children, radio and television, to prosper as far in the future as I can see, if each will concentrate on what it can do best.

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

Sports news

Three daily sportscasts over CFPL Radio, plus the top coverage of major sports events as they happen, draw a large audience of Sportfans. CFPL Radio Sportscasts reach the audience you must reach to sell your products. Call All-Canada Radio, in U.S.A., Weed & Co.
EVEN STEVEN
The girl went trembling to her station-owner father to tell him she was going to marry the son of his hated competitor. But the old man wasn't mad. He grinned fiendishly and said: "I knew I'd get even with that damn rate cutter in the end."

TIP TO PRODUCERS
It's all right thinking up new programs to please listeners. But don't forget to take an occasional listen to the ones that are supposed to be pleasing them now.

SELF PROTECTION
The reason the secretary didn't tell her boss everything that went on when he was out of town was that she felt that what he didn't know wouldn't hurt her.

PAN MAIL
Dear Sir: Your column is nothing but a lot of betachlor-vinyldichlorarsine. N. O. Bull

When did you learn to look things up, Mr. B?

WHAT PRICE GLORY?
Hollywood is a place where a star works all his life to become recognized and then wears dark glasses so that no one will know who he is.

Fred Allen

SOME FUN
Bennett (how could we write this column without him?) Cerf, deserves an "A" for the one about the wayward child who, when asked if she knew where bad little girls go, replied: "They go almost everywhere."

AUDREY STUFF
Then there was the doll who was so dumb she took her typewriter on a fishing trip because last time her boy friend said: "We'll drop a line."

IDEA DEPT.
If raising hell doesn't get results, why not try heaven and earth?

PROGRESS
Ah television! The greatest deterrent to intelligent conversation since woman!

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

reps: All-Canada Radio Facilities Limited - Weed & Company
IN THE BIG BOOMING B.C. MARKET...

B.C. RADIO
DELIVERS THE CUSTOMERS!

B.C.'s fabulous post-war growth has created a king-size, big-buying market of over 14 million people.

You cover this rich, responsive market completely when you schedule B.C. radio. 584,000* sets in use now beam your message morning, noon or night into every corner of the province. No other medium gives you such constant, hard-hitting impact . . . such outstanding value for your advertising dollars.

British Columbians are radio listeners . . . with money to spend! Small wonder more national advertisers are using more B.C. radio than ever.

*684,000

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
## RADIO NETWORK STATIONS

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<thead>
<tr>
<th>CBC Trans-Canada Network</th>
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<tbody>
<tr>
<td>Atlantic Region (Basic)</td>
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<td>CBI</td>
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<tr>
<td>CBH</td>
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<td>Fredericton</td>
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<td>CBA</td>
<td>Sackville</td>
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<td>CHSJ</td>
<td>Saint John</td>
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<tr>
<td>Atlantic Region (Supplementary)</td>
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<td>CBN</td>
<td>St. John's</td>
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<td>Cornerbrook</td>
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<td>Timmins</td>
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<td>Sault Ste. Marie</td>
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<td>CKPR</td>
<td>Fort William</td>
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<td>Hamilton</td>
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<td>Prairie Region (Basic)</td>
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### STILL THE LOWEST COST PER "M" HOMES IN WESTERN ONTARIO

- Total Daytime Audience: 65,110 homes.
- 1½ hr. program "B" time Basic
- 32c per M Homes
- Total Night-time Audience: 34,800 homes.
- ½ hr. Night-time "A" time Basic
- 87c per M Homes

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

**BBM Study No. 6**

**CBC French Network**

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*These four stations sold as a group.*

**CFBC—630 Kcs—Chatham**

---

**MOTIVATION**

164 sides of beef sold following one mention on CFAC.

---

**It's still a fact, Station 600, CJOR, has the strongest signal and greatest coverage in British Columbia**
**STATION and PERSONNEL REGISTER (Radio)**

**Canada**


**CFP, PRINCE RUPERT:** 250 watts on 1,290 kcs. T-Cans. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation, Represented in Canada by H. N. Stovin.


**CRL, VANCOUVER:** 10,000 watts on 690 kcs. Trans-Canada Network. Canadian Broadcasting Corporation.


---

**In Victoria**

**Most Listened to (Elliott-Haynes)**

Some people don't believe in "Ogopogo," denizen of B.C.'s Okanagan Lake. Others do. Regardless, Ogopogo says: "I believe in PEOPLE! . . . especially in all the wonderful, loyal, responsive people who listen to CKOV." CKOV's success is due to 24 years of continuous friendship. Today, as in 1931, CKOV remains "the valley's FIRST Station."
Representatives Ltd. — (21) John N. Hunt — (22) Don Cooke Inc.


Alberta


CFCN, CALGARY: 10,000 watts on 1,060 kcs. Dom. Basic. (1) The Voice of the Prairies Ltd. — (2)

TV may do the job in some areas, but in Northern Ontario RADIO is the SALES medium.

And

RADIO means

CKGB Timmins
CJKL Kirkland Lake
CFCH North Bay

HAS THE GREATEST CIRCULATION OF ANY MEDIUM IN THE EDMONTON TRADING AREA...
GIVES LOWEST COST - PER - THOUSAND SELLING POWER!

POPULATION . . . . 560,000
May 4th, 1955


CBR, WATROUS: 50,000 watts on 540 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


Manitoba


CBW, WINNIPEG: 50,000 watts on 990 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


Only CKTB can sell the rich Niagara Peninsula

with its constantly expanding diversified industry, its stupendous hydro electric power developments and its prosperous orchards and vineyards.

Get the whole story from our reps: Multivill in Toronto and Montreal, McGill in U.S.A.

PERSONALITIES

MAKE A RADIO STATION!

...and in the province of Saskatchewan, CKRM is a prominent personality. Shows like:

* "THE SUNSHINE CLUB"
  (daily from 6 a.m. to 9 a.m.)
* "KENNARD'S KORRAL"
  (daily from 1 p.m. to 3 p.m.)
* "THE CHATTERBOX"
  (daily from 4:30 p.m. to 5:30 p.m.)
* "CLUB TIME"
  (daily from 10:15 p.m. to 1:00 a.m.)

...are reasons why people prefer to listen to CKRM.

For a complete story on our Personality Shows, ask our Reps

CKRM, REGINA

1950

1955

980 Ks. See or write "RADIO REPRESENTATIVES", Montreal - Toronto - Winnipeg - Vancouver

5000 Watts

www.americanradiohistory.com
DID-YA-KNOW by "GROPO"

Facts Beat Opinions

PROGRAMMING
1. PERSONALITIES — Don Ramsey at CJCJ, the only Canadian who was ever invited to appear as Mr. Deejay, U.S.A. over 30,000 Watt WSM, Nashville, Tennessee! Don plays country and western music in the "Range Riders" shows hundreds of written requests each week.

2. SERVICE — CKYL, Peace River from January 1 to end of the interleague playoffs. CKYL broadcast crews travelled over 5,000 miles broadcasting 29 games and five grand challenge finals from curling bonspiels.

RESPONSE FROM LISTENERS
1. CKNX Wingham — Myrna Nuttall, a popular daily fan over the years, drew 660 letters from listeners onesslering 3c for the Radio from Wingham’s MYRNA.

2. CFCW CAMROSE WHAT’S IN THE BOX resulted in over 450 letters daily from enthralled listeners.

Ontario


Buy The Home Station
The Shortest Route For Results

CONTACT:
Doug Grout — Lorrie Potts — Ross Nerby (Montreal)

James L. Alexander Limited

TO OR TON O — MONTREAL
ADDRESS SHIP TO: 3-907 TELEPHONE NUMBER: 4348

YOU CAN'T COVER SIMCOE COUNTY WITHOUT THE BARRE

REPS:
FAIRUX MULTIVLHL—T ONT UA—MONTREAL—ADAM YOUNG @U

KEY
1. Owner or Company name
2. President or Company name
3. News Director
4. Sports Director
5. Manager
6. Assistant Manager
7. Commercial Manager
8. Production Director
9. Program Director
10. Music Director
11. Chief Operator
12. Toronto Reps
13. Montreal Reps
14. Winnipeg Reps
15. Vancouver Reps
16. U.S. Reps


Why Use RADIO? In Northern Ontario there is no TV. Listeners depend on radio for news, information and entertainment.

CFCH North Bay
CKGB Timmins
CJRL Kirkland Lake

AT LAST!! NEW!! GUARANTEED TO NATIONAL ADVERTISERS

Why Use RADIO? In Northern Ontario there is no TV. Listeners depend on radio for news, information and entertainment.

CFCH North Bay
CKGB Timmins
CJRL Kirkland Lake


Reason:

1. Broadcast to 120,000 listeners in South Western Ontario.
2. Superior exposure in most popular market in Canada.
3. Large market, 300 local and national advertisers.
4. Guaranteed national exposure.

Call for information on:

1. Guaranteed national broadcast coverage.
2. Guaranteed national newspaper advertising.
3. Special promotions.
4. Special announcement services.

Call or Write:

H. F. BEST (U.S.A.)
250 WATTS 710 K.C.
Serving Canada's Sun Parlor
WindSOR-LEAMINGTON MARKET!

More than 300 Local and National advertisers in two months operation already prove CJSF is western Ontario's best radio buy! Serving 635,400 people representing One Twenty-Fifth of Canada's national retail sales! Act now!

REPRESENTATIVES

RADIO & TELEVISION SALES INC.

www.americanradiohistory.com

CBO, OTTAWA: 1,000 watts on 910 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CHEX, PETERBOROUGH: 1,000 watts on 1,240 kcs. Dom. Basic. (1) Kawartha Broadcasting Co.


SMITH'S FALLS: 250 watts on 1,070 kcs. (Approved by C.B.C. D/T Approval pending.) (1) John William Pollie, on behalf of a proposed company to be incorporated.


CBL, TORONTO: 50,000 watts on 740 kc. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CBE, WINDSOR: 10,000 watts on 1,350 kc. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


**QUEBEC**


CBJ, CHICOUTIMI: 10,000 watts on 1,580 kc. French Network. Owned and operated by the Canadian Broadcasting Corporation.


**With 5000 WATTS**

**STEPHENS & TOWNDROW LTD.**

**TORONTO • MONTREAL**

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

**Hull and Ottawa**

Representatives: Omer Renaud in Canada
J. H. McGilivra in U.S.A.
CAPAC SALUTES THE A.C.A.

The Composers, Authors and Publishers Association of Canada Limited and the members of the Association of Canadian Advertisers, share many interests, but of utmost importance is our mutual interest in presenting Canadian audiences with programs containing the world’s best loved music. The CAPAC license, obtained by the operators of Radio and Television Broadcasting Stations, enables advertisers to present programs of the favourite melodies of today, the revivals of yesterday and the evergreen standards that never fade. The experienced advertiser knows that, through the years, music has proven to be the most effective means of reaching the Canadian public.

CAPAC makes available to Canadian Radio and Television Broadcasting Stations the copyright music, both of its own Canadian members and of more than 100,000 composers, authors and publishers representing practically all nationalities in the world. This constitutes most of the music that is broadcast in Canada. CAPAC is a non-profit association. All the fees collected, less only the administration expense, are distributed among composers, authors and publishers in proportion to the extent their music is performed.

COMPOSERS, AUTHORS AND PUBLISHERS ASSOCIATION of Canada Limited
182 St. George Street, Toronto 5
May 4th, 1955
Canadian Broadcaster & Telescreen
Page Twenty-Nine


ST. JEROME: 1,000 watts on 990 kcs. (Approved by CBC) 717 Riverview pending — (1) Jean Lalonde.


STEP ONE — Use Selective Radio! This way you select the audience you want and where you want. You concentrate your advertising messages in any market, region or city you choose. And at the same time, you get your choice of stations, times and ad- jencies. Your All-Canada Man offers you 30 selective radio stations representing 29 major Canadian markets. Ask him — he'll be glad to help you put selective radio to work for you and your products.

STEP TWO — Choose a Packaged Program. With an All-Canada packaged program, you enjoy top sponsor identification. You get a top-flight radio program with no production problems to worry about — no talent budgets to cost. You get a proven, tested show at a fraction of the original cost. All-Canada is the leading distributor of packaged radio programs in Canada. Your All-Canada man will be pleased to show you how an All-Canada program can solve your advertising problems... and save your advertising dollars.

You can dance the Advertisers’ mambo! — the proven two-step to successful advertising.

Canadians dance the "Two-Step Mambo:" One step with Selective Radio and the second step with an All-Canada Packaged Program — for a profitable advertising campaign.

All-Canada Radio
Facilities Limited
VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

CBL, TORONTO: 50,000 watts on 740 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation


Cbu, WINDSOR: 1,000 watts on 1,550 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


Cbj, Chicoutimi: 10,000 watts on 1,580 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.


In Northern Ontario radio listenership is high.

MORE SETS IN USE

Sets in Use

CKGB 51.8%
CJTL 41.2%
Kirkland Lake 42.0%
CFCH 42.0%

In Northern Ontario radio listenership is high.

MORE SETS IN USE

Sets in Use

CKGB 51.8%
CJTL 41.2%
Kirkland Lake 42.0%
CFCH 42.0%

Cfor, Orillia

In Central Ontario

Delivers:

* BIGGEST BBM
* GREATEST POWER
* LARGEST CITY AND AREA ACCEPTANCE

WITH

5000 WATTS

STEPSHEN & TOWNDROW LTD.
TORONTO · MONTREAL

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

Ckch Soon

5000 WATTS

Canadian Broadcast & Telescreen Page Twenty-Seven

May 4th, 1955

www.americanradiohistory.com


CBF, MONTREAL: 50,000 watts on 690 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CBM, MONTREAL: 50,000 watts on 940 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CBV, QUEBEC: 1,000 watts on 980 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.


CAPAC SALUTES THE A.C.A.

The Composers, Authors and Publishers Association of Canada Limited and the members of the Association of Canadian Advertisers, share many interests, but of utmost importance is our mutual interest in presenting Canadian audiences with programs containing the world's best loved music. The CAPAC license, obtained by the operators of Radio and Television Broadcasting Stations, enables advertisers to present programs of the favourite melodies of today, the revivals of yesterday and the evergreen standards that never fade. The experienced advertiser knows that, through the years, music has proven to be the most effective means of reaching the Canadian public.

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You can dance the Advertisers' mambo! — the proven

two-step to successful advertising

STEP ONE — Use Selective Radio! This way, you select the audience you want — when and where you want. You concentrate your advertising messages in any market, region or city you choose. And at the same time, you get your choice of stations, times and adjacent markets. Your All-Canada Man offers you 30 selective radio stations representing 29 major Canadian markets. Ask him — he'll be glad to show you the best selective radio to work for you and your products.

STEP TWO — Choose a Packaged Program! With an All-Canada packaged program, you enjoy top sponsor identification. You get a top-flight radio program with no production problems to worry about. No talent budgets to cost. You get a proven, tested show at a fraction of the original cost. All-Canada is the leading distributor of packaged radio programs in Canada. Your All-Canada man will be pleased to show you how an All-Canada program can solve your advertising problems ... and save your advertising dollars.

qBCUE isn't a problem with

SELECTIVE RADIO PLUS
PACKAGED PROGRAMS ALL-
CANADA'S TWO-STEP COURSE TO PROFITABLE ADVERTISING

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL


New Brunswick


CFNB, MONCTON: 5,000 watts on 1,340 kc. French Network, owned and operated by the Canadian Broadcasting Corporation.


CBAF, MONCTON: 5,000 watts on 1,300 kc. French Net. Owned and operated by the Canadian Broadcasting Corporation.

Prince Edward Island


Newfoundland

CBY, CORNERBROOK: 1,000 watts on 790 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CGB, GANDER: 250 watts on 1,450 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CFT, GRAND FALLS: 1,000 watts on 1,350 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CBN, ST. JOHN'S: 10,000 watts on 640 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.


CFY... WHERE A BUCK GETS THE MOST

CIRCULATION COST COST PER PER insertion space

FIVE Maritime daily — 1/4 page 52,000 0.00 5.46
TWENTY Maritime weekly + 1/4 page 82,065 0.00 5.73
THREE Major radio stations — 1/4 hour 438,307 0.00 0.45
CFY — 1/4 hour — time only 156,310 0.00 0.25

CFY is not the only Maritime medium to give good dollar value but CFY does give greatest dollar value. Television has affected radio listening in the Maritimes and will affect it even more as more sets and more stations go into operation. But television will not, in the foreseeable future, replace CFY as the Maritime medium where a buck gets the most.

See the "All-Canada" Men or Weed & Co. in the U.S.A.
Diversified local programming is the main reason why more people in New Brunswick listen to CFNB than to any other station.

Thirty-Two years of service to the people of New Brunswick has won a steady, loyal listenership for CFNB. That's why CFNB's audience is constantly growing and local and national sponsors continue to renew schedules.

Get complete, up-to-the minute sales facts. Contact your All-Canada representative (Weed & Co. in U.S.A.) He will be glad to give you facts and figures to show you why CFNB dominates New Brunswick.

CFNB

5000 WATTS - 550 KCS.

FREDERICA, N.B.
Serving English-speaking Canadians, two CBC networks... Trans-Canada and Dominion... stretch from Atlantic to Pacific.

The CBC French Network serves French-speaking listeners from Moncton and Edmundston in New Brunswick through the Province of Quebec to Sudbury and Timmins in Northern Ontario and westward to St. Boniface, Gravelbourg, Saskatoon and Edmonton.

With coverage of over 1,280,000 Canadian TV homes, the CBC Television Network now includes 26 stations... in Halifax, Sydney, Moncton, Saint John, Rimouski, Quebec, Montreal (2), Ottawa, Kingston, Peterboro, Toronto, Hamilton, Kitchener, London, Windsor, Sudbury, Sault Ste. Marie, Port Arthur, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton and Vancouver.

Four additional TV stations will be on the air within the next few months... including CBOFT, the CBC's French-language station in Ottawa, CKVR-TV in Barrie, CHLT-TV in Sherbrooke and CJON-TV in St. John's, Newfoundland.

In radio AND television, the CBC welcomes the opportunity to work closely with advertising agencies and their clients and to cooperate with them to the fullest possible extent in the creation and production of Canadian-talent programs both French and English.
HERE are the five Ontario lovelies who all won the title of "Miss Motorola TV" in beauty contests staged on five Ontario Television stations for the Motorola Company of Canada through the joint efforts of McKim Advertising Ltd. and All-Canada Television. Contests were staged on the stations for the five weeks before Easter and the winners were brought to Toronto and flown by American Air Lines to New York to walk in the Easter Parade up New York's Fifth Avenue. The happy party was convoyed by Motorola's Lois Harrington, at the left of our picture. The others, continuing from the left, are: Wanda Kozdars, the winner from C F P L - TV, London; Sheila Kennett from CKWS-TV, Kingston; Lorna Doone Wood, CHCH-TV, Hamilton; Kathleen Wood, CJIC-TV, Sault Ste. Marie; Marina McCourt, CKSO-TV, Sudbury.

In each of the five markets, customers submitted photographs of their nominations for "Miss Motorola TV". Six of these were selected and shown on a daily ten minute telecast emceed by the station's homemaker personality. A panel of three judges with a different Motorola dealer as chairman each day picked the daily winner and runner-up. Of the daily winners, four were chosen to appear on the show in person and one was named the final winner, "Miss Motorola TV".

The five winners and a chaperone from the Motorola Company were flown to New York by American Airlines for Easter weekend where the Sheraton Russell Hotel on Park Avenue provided accommodation.

While in New York they went on tours planned by the Calladine and Baldry Travel Agency, attended TV shows, visited UN headquarters and Rockefeller Centre, took a yacht cruise around Manhattan and topped it all off by walking down Fifth Avenue in New York's famous Easter Parade.

Besides the weekend in New York the five winners were presented with a Motorola mantel radio, a Bulova watch, a Baldina camera, an Ayers blanket, an Elizabeth Arden Beauty Box, luggage by Dominion Luggage, Toni hair care and Monarch Knitting hosiery. Each of the second prize winners received a Lewyt vacuum cleaner and each daily winner, a pair of Monarch Knitting hosiery and the daily runners-up a hit Quality record. All the prizes were donated by the manufacturers and they were mentioned on each show.
GET C.G.E. ALL EQUIPMENT FROM ONE MANUFACTURER...

OFFERS YOU UNDIVIDED RESPONSIBILITY

FOR A COMPLETE LINE OF COLOR OR BLACK & WHITE TV EQUIPMENT!

TV BROADCASTERS—why spend extra time and money buying your equipment from many different suppliers? Let Canadian General Electric be the single source of responsibility for delivering equipment when you want it... for delivering the performance you prefer. C.G.E. can answer all your TV needs! Take advantage of C.G.E.'s performance tested and approved equipment. Go down the list—from the smallest tube to 100 kw VHF transmitters—C.G.E. has everything you need to go on the air!

COMPLETE EQUIPMENT MEANS...
the widespread resources of Canadian General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable... in short, all your electrical and electronic requirements!

* G.E. Vidicon Camera provides improved performance over Iconoscope Channel for Black and White film and slide projection. Channel designed for easy servicesability.

* Uni-Level Amplifier as a "station attendant" is ideal for controlling level changes encountered between different program sources—permits unattended remote audio operation.
- G-E Color or Monochrome Camera Channels. Finest quality, high economy plus operating ease.

- G-E Studio Switching Combinations exactly fit your needs ... from the smallest to the largest studio operation.

- Complete Color Film & Slide Facilities. Ideally-integrated units deliver versatile commercial & film programming.

- G-E Transmitters answer all requirements ... color or B&W. From 5 KW VHF to high power 100 KW VHF units.

- Optical Multiplexer (with cover removed) for use with Vidicon Film Channel. Will handle four projector sources. No keystoning.

- G-E Sync-Generators literally set the pattern for proposed RETMA requirements ... stamped finest in the industry!

- G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

**Remember**

The pieces of equipment shown here represent a mere fraction of the complete G-E TV line. There's a G-E combination to exactly fit any broadcaster's needs. Get the G-E story first-hand. Have our representative make an in-person presentation of the new, economical Pyramid Plan for color TV. Or, write: Section B1515, Canadian General Electric Co. Ltd., Electronic Equipment Department, 830 Lansdowne Ave., Toronto.

**Progress Is Our Most Important Product**

Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED
TELESCREENINGS

Wire transmission of programs will bring TV to outlying areas where radiated programs cannot go, according to Trans-Community Television Network Inc. and Comprovision Inc. in the U.S.A.

Under the system, studios will be set up as usual, and signals will be piped direct to TV sets by wire, carrying commercials and live, film and kinescope programs. Installation costs are estimated at between $14,000 and $16,000. The method will be introduced early in May.

The National Association of Radio and Television Broadcasters, Washington, D.C., has declared that it will oppose any system of pay-as-you-see TV that interferes with the present set up. It claims that plans for paid television now being considered in the United States would curtail the amount of free TV available to the public by taking up channels now being used.

After a special meeting in Washington, the TV board of the association said that the premise of free entertainment over the air waves had been established for more than 30 years, and 34,000,000 people had bought sets on the assumption that services would be free and full.

The basic pattern should not be altered at the expense of the U.S. public.

A TV link up by microwave relays between London and Moscow is possible this year states TV controller McGovern of the BBC. A series of relays in Sweden, Denmark, France and England would be involved.

Though Lucille Ball and Desi Arnaz have decided not to film any more sequences of their I Love Lucy show, it will continue its 52 weeks run on the CBC-TV network. In Canada, this program has two sponsors whose commercials are seen and heard alternate Wednesdays. These are Sylvania Electric Canada Ltd., through Harold F. Stanfield Ltd., and the H. J. Heinz Co. of Canada Ltd., through MacLaren Advertising Co. Ltd.

Sufficient program material has been filmed for the show to continue after the present contract ends, should the sponsors wish to continue.

Increased demand for "ad films", both for theatres and TV has caused Audio Pictures Ltd. to double the size of their Toronto studio to 50,000 square feet, according to David Coplan, their new managing director.

An extra five tons of RCA Victor Photophone recording equipment has been installed, and Audio now claims electronic facilities equalled by no other studio outside of Hollywood.

An Ottawa, Coplan has served with Columbia Pictures, United Artists, and Odeon theatres, both here and in the United Kingdom. He was managing director of United Artists Corporation in England. During the war he worked with the National Film Board. Facilities at Audio Pictures include a library of nearly 4,000 filmed playlets in full color for use in any or all of 800 theatres, estimated to provide an audience of 3,500,000 Canadians a week. Audio Pictures Ltd., is one of the Canadian Film Industry group.

TV ANNOUNCER WANTED FOR EXPANDING WESTERN TV STATION

On Camera and voice-over work. Clean, mature appearance, authoritative delivery. Broadcast experience essential.

Write Box A236
Canadian Broadcaster & Telescreen

IN THE NORTH
They Look To Sudbury

CANADA'S FIRST PRIVATE TV STATION

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.
COMMERCIAL TV FOR SALE

By MARTIN TAYLOR

London, England — First bookings now are being made with the program contractors who plan to start transmission in six months’ time over Britain’s new Government-owned commercial TV stations.

Despite complete lack of information on likely number of viewers equipped to receive the new telecasts, the Reith Trust to issue rate cards reported “extremely favorable” response by advertisers.

The firms are Associated Broadcasting Company, formed by former BBC-TV chief Norman Collins and three theatrical impresarios to operate both from London and a Midland station in Birmingham, and Associated-Rediffusion, a joint enterprise of London’s powerful Daily Mail and the world-wide Rediffusion organization which will transmit from London.

The Associated-Rediffusion chief has issued a time card which indicates transmission will start at 10:30 a.m. and close down at 11 p.m., with rates divided into Peak time (8 p.m. to 11 p.m.), basic time (3 p.m. to 6 p.m., 7 p.m. to 8 p.m. and 10 p.m. to 11 p.m.); off time; and test time (10:30 a.m. to 3 p.m.).

In agreement with the BBC, the Independent Television Authority, which owns the commercial TV stations and controls all programs through a Government-appointed board, has ruled there will be no transmission between 6 p.m. and 7 p.m. to help preserve family harmony in viewing homes at the time children should be going to bed.

RATES ARE READY

Associated-Rediffusion, which will transmit from London on weekdays, has set rates at approximately £2,320 for a one-minute commercial during the peak time. It is still uncertain what length of program will be sponsored by a one-minute announcement.

For the “basic time” class, a one-minute commercial will cost approximately £1,820; during “off” time £910; and in the “test” time period £550.

Associated Broadcasting Company, which will transmit from London on Saturdays, and Sundays, has announced rates ranging from approximately £560 for a one-minute commercial on Saturday morning, to approximately £2,800 for a one-minute announcement Saturday or Sunday between 8 p.m. and 9:30 p.m.

The company’s rates for its Birmingham programs range from approximately £910; during “off” time £910; and in the “test” time period £550.

Special rates are quoted by the two companies for shopping guides, advertising features, documentaries and time signals which will be limited to five or seven seconds, seven times a day, and will be sold for a complete day only.

Both the contractors have emphasized that their arrangements are “flexible” and a spokesman for Associated-Rediffusion described the published conditions as “subject to reasonable interpretation at all times.”

He said the firm’s morning programs will be designed principally to appeal to women with a reasonable portion devoted to test-transmission. Afternoon transmission will be aimed mainly at children and evening programs will be designed for maximum popular appeal, he said.

UNDERESTIMATION

Already the Associated-Rediffusion organization is reported to have hired four new producers and completed a musical film.

Meanwhile preparations are being made for mass-sale of adapters to convert present one-channel sets used in most homes to receive BBC programs so they will be able to pickup the new transmission.

Sales of TV receivers are still booming with prices now averaging $22 lower than in 1948, in spite of a reported drop in exports, mainly to Canada.

Despite the optimism of Britain’s new commercial television industry, Steven Scheuer, chief of TV Key Inc., the U.S. syndicate which supplies a TV preview column to 49 U.S. papers, looks on prospects for TV advertising in Britain with some doubts.

He believes most executives are “seriously underestimating” the task ahead, after talking with many during a visit here.

IT'S NEW!

THE AURICON ‘PRO-600’

MODEL CM-75

FOR 16MM OPTICAL SOUND-ON-FILM

(600 FT. FILM CAPACITY)

Built-in features include: “C” mount for one lens; illuminated geared footage counter; push button “on-off” with safety interlocked film flow; built-in electric heater with thermostat control; Auricon electromagnetic film take-up; synchronous motor drive.

Accessories which are not built in include:

- interchangeable camera doors to accommodate standard viewfinder, auto-parallax view finder or Zoomar lens with interlocked view finder
- 3-lens turret
- lens turret blimping hood
- sunshade
- critical ground glass focusing
- telefinder optical system for filming with telephoto lenses
- several choices of optical sound track galvanometers and Auricon amplifiers

To cover these cities...

Kitchener
Waterloo
Guelph
Brantford
Woodstock
Stratford

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To cover these cities...

Kitchener
Waterloo
Guelph
Brantford
Woodstock
Stratford

3569 DUNDAS ST. W. • PHONE RO. 6-2491 • TORONTO

We sell to...

139,539 T.V. homes in Central Ontario.
$4412.00 buying income per family.
$3213.00 retail sales per family.

Central Ontario Television Limited
864 King St. W., Kitchener-Waterloo
Toronto Phone: EM. 6-0852

JOS. A. HARDY, Toronto, Montreal
JOHN N. HUNT, Vancouver

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MODEL CM-75

FOR 16MM OPTICAL SOUND-ON-FILM

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To cover these cities...

Kitchener
Waterloo
Guelph
Brantford
Woodstock
Stratford

3569 DUNDAS ST. W. • PHONE RO. 6-2491 • TORONTO

We sell to...

139,539 T.V. homes in Central Ontario.
$4412.00 buying income per family.
$3213.00 retail sales per family.

Central Ontario Television Limited
864 King St. W., Kitchener-Waterloo
Toronto Phone: EM. 6-0852

JOS. A. HARDY, Toronto, Montreal
JOHN N. HUNT, Vancouver
Montreal Toronto Winnipeg

Page

ALL-CANADA

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Best

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CJCB-TV

CJIC-TV CKSO-TV

CJON-TV

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6.7105
**STATION and PERSONNEL REGISTER (Television)**

1. Owner or Company name
2. President if a company
3. General Manager
4. Assistant Manager
5. Commercial Manager
6. Production Director
7. Program Director
8. Music Director
9. News Director
10. News Director
11. Women's Director
12. Farm Director
13. Promotion Director
14. Copy
15. Librarian
16. Chief Engineer
17. Chief Operator
18. Toronto Reps
19. Montreal Reps
20. Winnipeg Reps
21. Vancouver Reps
22. U.S. Reps

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**British Columbia**

CBUT, VANCOUVER: ERP 102 kw Video; 55.2 kw Audio; Channel 2; CBC Kine. Owned and operated by the Canadian Broadcasting Corporation.

**Alberta**


**Saskatchewan**


**Manitoba**


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**Ontario**


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**TV NEWS**

is TOPS on **CFQC-TV**

**AN AWARD WINNING NEWS SERVICE (including a Broadcaster “BEAUTY”) plus ADVANCED PRODUCTION TECHNIQUES, provide EXCELLENT NEWSCASTS**

For availability, see our reps . . .

Contact: Radio Reps – Canada
Adam J. Young, Jr. – U.S.A.

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**One does it . . . . . . . . . . . .**

**CKWS-TV KINGSTON**

**CHANNEL 11**

There’s only one Canadian TV station that reaches the wealthy market between Brighton and Brockville — CKWS-TV.

Advertisers know their sales message will produce best results when they use this progressive station. Over 30,000 sets in the area.

---

Reps: ALL-CANADA TELEVISION in Canada
WEED & CO. in U.S.A.
Three of a Kind.....

The three men pictured in this ad are all concentrating on building up the efficiency of Channel 2. Both the management of the station and its sales representatives are making every effort in their power to justify the confidence in Snelgrove management being demonstrated by the large number of far-sighted sponsors and agencies, who are already requesting time on CKVR-TV.....

Five Months Prior To Opening

Ralph Snelgrove

President of CKVR-TV and CKBB, started in broadcasting at the age of 17, with red sets. When he was 21, he was operating his own Truette Recording Studio. At 24, he went to Owen Sound to establish CFOs. Six years ago, in 1949, he transferred his activities to Barrie to build and operate his own CKBB.

CKVR-TV will be on the air September 15, with local programs, and CBC shows right off the microwave. CKVR-TV will be broadcasting right away to a ready-made audience of 55,000 TV homes, or better, in its A, B and C areas. The 2,500,000 seasoned viewers in these homes, who have been training their eyes and ears to bring in distant stations, may this comment on the coming of their own CKVR-TV:

"We Can Hardly Wait!"

To Open

P A U L M I L V I L L I H N

T O R O N T O

C K V R - T V

Barrie

C H A N N E L 3

S E R V I N G

The Heart of Ontario

REPRESENTED BY PAUL MULVIMILL & COMPANY

M O N T R E A L

W M R H O N D R Y
MAXIMUM POWER to blanket Essex and Western Kent County, carrying strong to the north and east into Middlesex and Elgin. But, what is more important to the advertiser...

MAXIMUM SELLING POWER is yours right now, as there are 97,000 receiving sets in CKLW-TV's coverage area. Based on present rate of sales, this figure will easily top 100,000 within the next couple of months. And it will continue to grow.

Population of this busy, thriving territory is 404,200, a steady market for ALL Canadian products. Look at the mechanized farms — look at the new factories, large and small — look at the lively home construction — and you'll see something worth while in solid, "prosperous Southwestern Ontario.

In Windsor, for instance, the weekly salary-wage average is $69.15, as compared with the national figure of $58.55.

Put this great selling force to work for YOU.

325,000 WATTS VIDEO

CANADA'S LARGEST PRO RATA AUDIENCE

97,000 RECEIVERS IN SIGNAL AREA

AVERAGE WEEKLY WAGE $69.15
In Ontario $728,630,500* per year is spent on groceries. On CFRB in one month, 91 hours 20 minutes and 30 seconds** were sponsored by people selling grocery items.

Why do the grocery people buy so much time on CFRB? For one reason. They get results on CFRB.

Of course there are other media that bring results too. But radio selling messages have a unique persistence, a clinging un-escapable quality. Today you find radio selling messages emanating from upstairs, downstairs, indoors and out, in cars, homes, offices—everywhere.

The "everywhereness" of radio is one thing, but to have this "everywhereness" in Ontario—the market where ½ 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