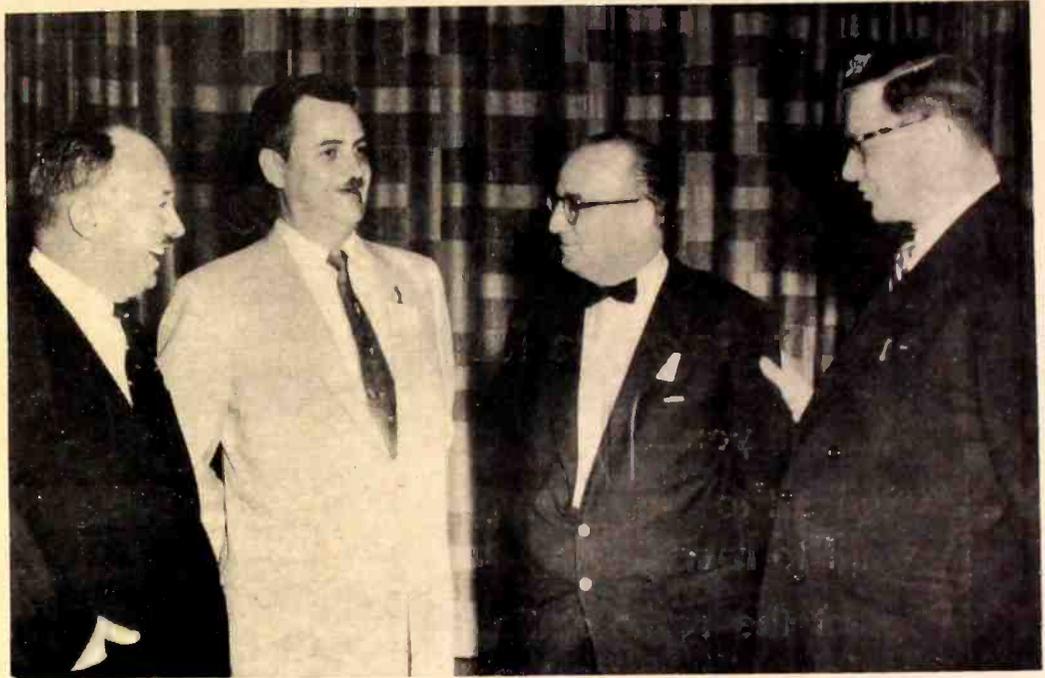




THREE PREMIERS AND A PRESIDENT



—CKCW-TV Photo by Bill Curtis

BIG ATLANTIC POLITICAL GUNS came to St. Andrews, New Brunswick, for president Fred Lynd's AAB Convention last month when Premier Joe E. Smallwood of Newfoundland delivered a provocative after dinner speech. From left to right: Premier Henry Hicks, Nova Scotia; Fred Lynds; Premier Joe E. Smallwood; Premier Hugh John Flemming, New Brunswick.

In This Issue:

CBC BOARD OF GOVERNORS' DECISIONS on five AM applications — three deferments, two denials. Reported on page 4.

COMMONS COMMITTEE VOTE DEFEATS CARTB proposals for independent regulatory board for broadcasting and ending CBC's single-service TV policy. Page 6.

AAB CONVENTION'S LISTENERS' PANEL covered by J. Wilfrid Brayley on page 8.

OPTIMISM FOR ATLANTIC PROVINCES' ECONOMY highlighted in AAB Convention report on page 12.

FARM BROADCASTERS LIKE TO TALK SHOP and do with Dick Lewis on page 16.

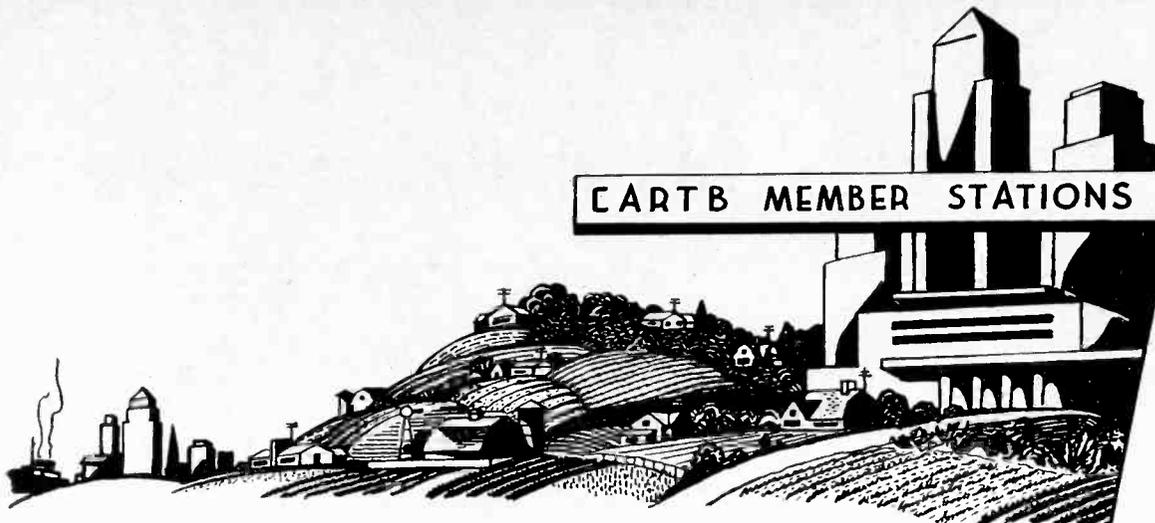
In the Telescreen Section

CBC GOVERNORS RECOMMEND TV LICENSES for North Bay and Timmins. Decisions on page 23.

DRASTIC TAX REDUCTION on Canadian-made motion pictures makes the news on page 23.

All the regular features as well.





You Call Your Shots

With National Selective Radio

- YOU** can call your shots.
- YOU** select the markets you want to reach.
- YOU** select the radio stations which will cover those markets.
- YOU** select a program vehicle which will attract the type of audience you want within those markets.
- YOU** select a broadcasting time when your audience will be most receptive to your message.

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Phone 34036

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

CARTB Member Stations

- ATLANTIC (17)**
- CKBW Bridgewater
 - CFCY Campbellton
 - CFCB Charlottetown
 - CHNS Fredericton
 - CJCH Halifax
 - CKEN Halifax
 - CKCW Kentville
 - CKMR Moncton
 - CKEC Newcastle
 - CFBC New Glasgow
 - CHSJ Saint John
 - CJON Saint John
 - VOCM Saint John
 - CJRW St. John's
 - CKCL St. John's
 - CFAB Summerside
 - Truro
 - Windsor

FRENCH LANGUAGE (26)

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

CENTRAL CANADA (42)

- CKBB Barrie
- CJBQ Belleville
- CFJB Brampton
- CKPC Brantford
- CFCO Brantford
- CKSF Cornham
- CFOB Fort Frances
- CKPR Fort William
- CKGR Galt
- CJOY Guelph
- CKOC Hamilton
- CHML Hamilton
- CJRL Kenora
- CKLC Kingston
- CKWS Kingston
- CJKL Kirkland Lake
- CKCR Kitchener
- CJSP Leamington
- CFPL London
- CJAD London
- CFCH Montreal
- CFOR Montreal
- CKLB North Bay
- CFOS Orillia
- CHOV Oshawa
- CHEX Owen Sound
- CFPA Pembroke
- CKTB Peterborough
- CHLO Port Arthur
- CHOK St. Catharines
- CKCY St. Thomas
- CJCS Sault Ste. Marie
- CHNO Sarnia
- CKOT Stratford
- CKGB Sudbury
- CFRB Tillsonburg
- CHUM Timmins
- CKFH Toronto
- CKLW Toronto
- CKNX Toronto
- CKOX Windsor
- Wingham
- Woodstock

PRAIRIES (26)

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

PACIFIC (18)

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



Les Holroyd's Show Case

BRINGING THE OUTDOORS—INDOORS

"Here's a world cruise in music for shut-ins and their friends — everywhere". This greeting, or a similar one, has been broadcast on the first Sunday in June (National Shut-In's Day) for ten years now by Jaff Ford of CFRB, Toronto and it is his and the station's welcome to a program specially designed for the many people in listening range of CFRB's signal who are unable to leave their sickbeds or wheelchairs.

On the special Shut-In's Day broadcast, Ford takes his listeners on a fanciful journey all over the globe by playing recordings of the music peculiar to each country. He introduces the records with colorful descriptions of the places and people to aid in setting the mood. On this year's "cruise in music" there were songs from Ireland, Luxembourg, France, Scotland, Austria, Spain, Trinidad and, to close the show, "Aloha Oe", the Hawaiian song of farewell.

Ford, who was bedridden himself for over three years and realizes the part that radio plays in the lives of shut-ins, started the program in 1945 without a definite format. It was a pot-pourri of light music, aimed he said "at trying to bring some of the outdoors — indoors". Then five years ago he came up with the idea of a mythical trip around the world which is the way the show has been done ever since.

In an effort to find out what type of music the shut-ins like to hear he quizzed several of them. He received the same answer from all of them, "keep it light and gay, we get enough sad songs and dirges already". So he selects music which is happy and rhythmic and the letters and calls he gets bear out his choice as being correct. In keeping with this idea, the theme music for the show is called, "Happy-Go-Lucky."

BROADCASTS SANTA TOO

Ford doesn't confine his efforts to entertain shut-in's to just this one program a year. This November he will be broadcasting his 11th consecutive actuality description of the sights, sounds and color that make up the Eaton's Santa Claus Parade. This is, of course, primarily for the children who are unable to get downtown and see it.

He also does a program each Saturday afternoon, *Music From Many Lands*. Although it isn't done for shut-ins particularly, many of them listen to it every week, the mail bag indicates.

It is a similar type of show to the Shut-In's Day broadcast, with imagination once more taking the listeners to far away places.

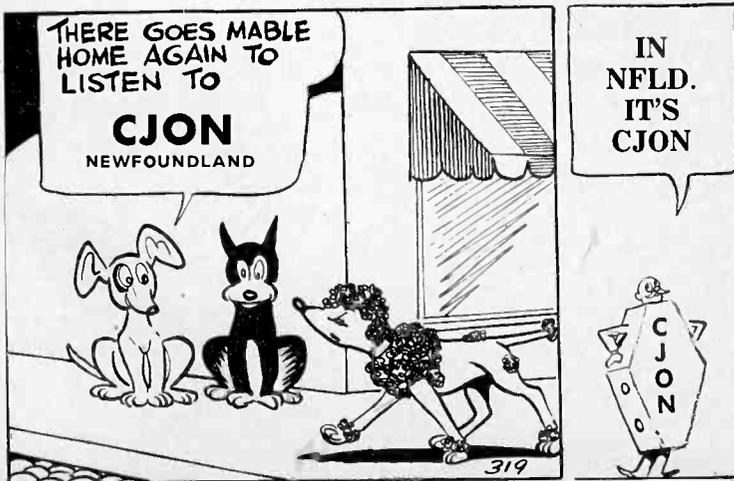


JAFF FORD

When Ford first had the idea for this program many of his friends warned him that it would fail because people were interested only in music from their own homelands. However, the letters and postcards he has received from all over Ontario, and quite a few from neighboring New York state, seem to prove his theory that music has a universal appeal. The letters thank him for the program's thoughtfulness and often contain requests.

During the recent Canadian International Trade Fair in Toronto he departed from the usual style of the program and took his listeners on a tour of the booths and displays of many of the exhibiting countries.

On another edition of *Music From Many Lands* he played a Polish record on which the male vocalist breaks into uncontrollable laughter. After it had finished Ford felt that the lyrics might not be in keeping with broadcasting regulations so he asked that if anyone listening understood them would they please call him and explain. While the next record was going over the air a lady telephoned and answered his question. Ford heaved a deep sigh of relief when she told him the record was perfectly all right.



An 8 Million Dollar Gas Pipe Line

The Saskatchewan Power Corporation has started work on an eight million dollar pipe line linking Prince Albert with the Saskatchewan gas fields, making Prince Albert the second city in the province to be served with natural gas!

Get complete coverage and results in this progressive Western Market — use CKBI.

CKBI

PRINCE ALBERT

SASKATCHEWAN

5,000 Watts

CKCH

Soon

5000 WATTS

With a potential listening audience of over

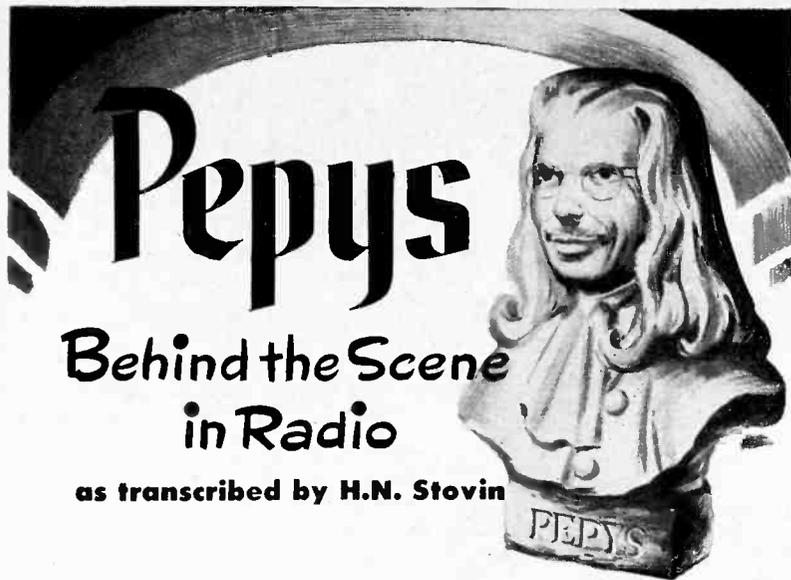
400,000

French speaking people is a **MUST**

CKCH

Hull and Ottawa

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



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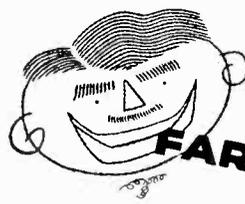
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Western Ontario — Canada's Finest Farming Area. Farm Radio fills demand for fast accurate information with Roy Jewell's . . .

FARMING TODAY



For the facts — call All-Canada Radio; in U.S.A., Weed & Co.

CFPL radio dial 980

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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

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Vol. 14, No. 13

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

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Actually the first thing a prospective sponsor wants is an estimate of how much business there is in the area in question, to be won over by a successful campaign. He wants to know about earnings, because you can't sell merchandise to indigents. He wants information about the way they live, because he knows that farmers buy more plows than factory workers. He wants to know how often they are paid, so that he can offer weekly terms to weekly workers and so forth. No information about the style of living of the people in a station's market is superfluous. Advertisers and their agencies are always asking for information about "audience composition" and this is what they mean by that phrase.

Then there is the question of the selection of the medium. The man responsible for spending national advertising dollars in an area must be sure that he uses the radio if it's an area of listeners, the television if they are all viewers and the newspaper if they are readers. Media need to supply facts, not superlatives, in support of their claims of coverage and acceptance.

The device most usually used to accomplish this purpose in broadcasting is what is known as program ratings. These however are, at best, only estimates. They provide a yardstick for a broad assessment of an audience. More often than not, the margin of error is too great for them to be used as a comparison between two stations. It is also worth noting that while broadcasting stations make a practice of supplying this kind of analysis of audience, in an effort to establish the degree to which it hears the advertising matter, the printed media are able to satisfy their clients with considerably less information. While there are studies called readership surveys which purport to gauge the acceptance of each individual advertisement, their use is the exception rather than the rule,

RADIO RB... by Harkley



"JB's just trying to remind him it's the women he's talking to."

and for the most part the publishers rely on circulation audits which simply report how many copies are delivered and take no cognizance of whether their recipients open them, and if so what items if any they read.

Probably the best way for broadcasters to establish their local acceptance is to publicize the local advertisers who use their facilities, pointing out that they are right there to hear the programs, listen to their customers' opinions and so judge for themselves. In other words, ask the man who lives there.

More and more the tendency is going to be for advertising media to be competing with one another as they carve up the advertising dollar between them. This is done on the so-called national front by supplying the right kind of information. This falls into three categories. There are three questions that need answering: (1) Why advertise in Blankville? (2) Why use radio . . . television? (3) Why use this station?

Operation Tongue-Lash

Planners of the agenda for last month's Atlantic Association of Broadcasters' Convention rate an "E" for enterprise and a "C" for courage. The reason for this is that they saw fit to subject themselves to a tongue-lashing from a panel of listeners especially invited to come and tell them what they thought of them and their programs.

This forward step might well be taken as an example by the rest of the industry, which tends to seek out and adapt any conceivable device with which to bolster

audience, except that somehow or other it often seems prone to leave the feelings of the audience itself way down on the list.

While the publisher of this paper is proud and gratified to have been asked to perform the functions of chairman of this panel, he feels that it should be made clear that the plan was not his doing, but came from Fred Lynds, the association's president for the past year, to whom credit for the experiment rightfully belongs.

The members of this panel entered into the spirit of the project whole heartedly. They were asked ahead of time to express their views without pulling punches or sparing feelings, and this is precisely what they did.

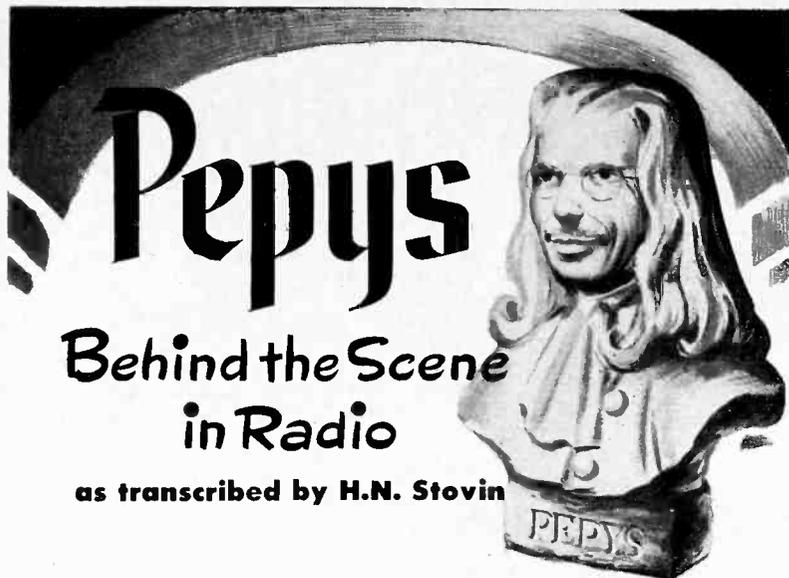
The most popular complaint — if complaints can be called popular — concerned the effect of programs on children. Two kinds of programs got special attention. These were the crime shows, which, it was felt, shone more glamor on the robbers than the cops. They also had quite a bit to say about "torch singers" and also too much modern and not enough of the traditional Christmas music.

Some of the comments expressed by the panelists were far from holeproof, but they were asked to express honest opinions, which they did. Criticism on the part of broadcasters who, some of them, sprang to the defence of their own efforts, was uncalled for because the panel was not brought together to lay charges but to express opinions.

On the whole though, *Operation Tongue-Lash* was a complete success, and should be repeated all over the country.

If any criticism of this effort is valid, it is this. The AAB panel came far closer to being a representative cross-section of the community than were the four educators and one engineer who made up the Massey Commission. No one will deny this. At the same time, several levels of society were unrepresented. For example, there was no representative of what is probably the largest listening group, the working man's wife. Also, they completely left out the group which was so over-emphasized in the Royal Commission, and that of course was the education group. These are small points and can be easily remedied in future efforts.

Through this panel, free radio in Canada, which has always proclaimed that it sets its sails according to the desires of the people, defied precedent by going to some people and asking them what those desires might be.



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Facts Not Superlatives

It is probably quite logical that when a broadcasting station wants to focus attention on the advantages of using its facilities for purposes of advertising, it accents the ratings it gets for its programs, along with the large number of receiving sets which are located in its area. Obviously statistics of this type are exceedingly important to buyers of advertising, be they advertising agency people or officials of the company for which the advertising is to be undertaken. There are other points though which must not be overlooked.

Actually the first thing a prospective sponsor wants is an estimate of how much business there is in the area in question, to be won over by a successful campaign. He wants to know about earnings, because you can't sell merchandise to indigents. He wants information about the way they live, because he knows that farmers buy more plows than factory workers. He wants to know how often they are paid, so that he can offer weekly terms to weekly workers and so forth. No information about the style of living of the people in a station's market is superfluous. Advertisers and their agencies are always asking for information about "audience composition" and this is what they mean by that phrase.

Then there is the question of the selection of the medium. The man responsible for spending national advertising dollars in an area must be sure that he uses the radio if it's an area of listeners, the television if they are all viewers and the newspaper if they are readers. Media need to supply facts, not superlatives, in support of their claims of coverage and acceptance.

The device most usually used to accomplish this purpose in broadcasting is what is known as program ratings. These however are, at best, only estimates. They provide a yardstick for a broad assessment of an audience. More often than not, the margin of error is too great for them to be used as a comparison between two stations. It is also worth noting that while broadcasting stations make a practice of supplying this kind of analysis of audience, in an effort to establish the degree to which it hears the advertising matter, the printed media are able to satisfy their clients with considerably less information. While there are studies called readership surveys which purport to gauge the acceptance of each individual advertisement, their use is the exception rather than the rule,

RADIO RBS... by Harkley



"JB's just trying to remind him it's the women he's talking to."

and for the most part the publishers rely on circulation audits which simply report how many copies are delivered and take no cognizance of whether their recipients open them, and if so what items if any they read.

Probably the best way for broadcasters to establish their local acceptance is to publicize the local advertisers who use their facilities, pointing out that they are right there to hear the programs, listen to their customers' opinions and so judge for themselves. In other words, ask the man who lives there.

More and more the tendency is going to be for advertising media to be competing with one another as they carve up the advertising dollar between them. This is done on the so-called national front by supplying the right kind of information. This falls into three categories. There are three questions that need answering: (1) Why advertise in Blankville? (2) Why use radio . . . television? (3) Why use this station?

Operation Tongue-Lash

Planners of the agenda for last month's Atlantic Association of Broadcasters' Convention rate an "E" for enterprise and a "C" for courage. The reason for this is that they saw fit to subject themselves to a tongue-lashing from a panel of listeners especially invited to come and tell them what they thought of them and their programs.

This forward step might well be taken as an example by the rest of the industry, which tends to seek out and adapt any conceivable device with which to bolster

audience, except that somehow or other it often seems prone to leave the feelings of the audience itself way down on the list.

While the publisher of this paper is proud and gratified to have been asked to perform the functions of chairman of this panel, he feels that it should be made clear that the plan was not his doing, but came from Fred Lynds, the association's president for the past year, to whom credit for the experiment rightfully belongs.

The members of this panel entered into the spirit of the project whole heartedly. They were asked ahead of time to express their views without pulling punches or sparing feelings, and this is precisely what they did.

The most popular complaint — if complaints can be called popular — concerned the effect of programs on children. Two kinds of programs got special attention. These were the crime shows, which, it was felt, shone more glamor on the robbers than the cops. They also had quite a bit to say about "torch singers" and also too much modern and not enough of the traditional Christmas music.

Some of the comments expressed by the panelists were far from holeproof, but they were asked to express honest opinions, which they did. Criticism on the part of broadcasters who, some of them, sprang to the defence of their own efforts, was uncalled for because the panel was not brought together to lay charges but to express opinions.

On the whole though, *Operation Tongue-Lash* was a complete success, and should be repeated all over the country.

If any criticism of this effort is valid, it is this. The AAB panel came far closer to being a representative cross-section of the community than were the four educators and one engineer who made up the Massey Commission. No one will deny this. At the same time, several levels of society were unrepresented. For example, there was no representative of what is probably the largest listening group, the working man's wife. Also, they completely left out the group which was so over-emphasized in the Royal Commission, and that of course was the education group. These are small points and can be easily remedied in future efforts.

Through this panel, free radio in Canada, which has always proclaimed that it sets its sails according to the desires of the people, defied precedent by going to some people and asking them what those desires might be.

It's
Results
That
Count!

\$100
of
Advertising
produced
\$60,000
in
Sales

For particulars see . . .
OMER RENAUD & CO.

CHNO
SUDBURY'S
RADIO ACTIVE
STATION

House Committee

CARTB PROPOSALS REJECTED

THE CARTB's recommendation that an independent board be established to regulate all Canadian radio and television was rejected June 17 by the Commons Committee on Broadcasting. The committee's report also rejected the CARTB's second proposal that the government's single-service policy for television broadcasting be discontinued. However it recommended that it be studied further. The committee's report to the House of Commons, said that the evidence presented to the all-party group "does not warrant the establishment of such a regulatory board at the present time."

The broadcasters' association had stressed the point in their brief presented by their spokesman, Jim Al-lard, that broadcasting is regulated now by the publicly owned CBC, whose stations, at the same time, compete with private broadcasters.

Shortly after the committee's report was tabled, the Progressive Conservative opposition issued a statement outlining amendments it had proposed to the report, but which were defeated on the committee vote. The Conservatives supported formation of an independent regulatory board to regulate and control all forms of broadcasting, and among other points, abandonment of the government's single-service TV policy, which dictates that only one station may be licensed in any one locality.

The CARTB's recommendation for an independent regulatory body was

supported by the Canadian Chamber of Commerce, but was opposed by the Canadian Federation of Agriculture.

Prime Minister St. Laurent had said in the Commons that the government was considering appointment of a Royal Commission to review the government's radio and television policies. On May 19 he said that the government has not laid down for all time its single-service TV policy. Three weeks previously he had said in the Commons that in his personal opinion an independent regulatory board was not desirable or necessary. The Commons Broadcasting Committee's report made no specific mention of a Royal Commission to study sound and television broadcasting in Canada. It did say however that the TV problem required further study and this is interpreted to mean that a Royal Commission will be appointed.

The Committee's report said that it is necessary for the CBC to supplement its income from public sources with revenues from commercial operations. The CBC's view, is that it is impossible to operate a nation-wide service in sound and television on a purely commercial basis, which has been stated by A. Davidson Dunton, Chairman of the Board of Governors of the CBC.

The following is a full transcript of the report as it was tabled in the house.

1. Your Committee was appointed by resolution of the House on Thursday, March 10, 1955, to consider the Annual Report of the Canadian Broadcasting Corporation and to review the policies and aims of the Corporation and its regulations, revenues, expenditures and development, with power to examine and inquire into the matters and things herein referred to and to report from time to time their observations and opinions thereon, and to send for persons, papers and records; that the Committee have power to print such

papers and evidence from day to day as may be deemed advisable or necessary; that the Committee have power to meet while the House is sitting.

2. Your Committee held 35 meetings, including a meeting in Montreal for the purpose of observing the operations and installations of the Canadian Broadcasting Corporation.

3. Your Committee made a detailed examination of the 1953-54 Annual Report of the Canadian Broadcasting Corporation and unanimously adopted such Report. The Chairman of the Board of Governors, the General Manager and other officials appeared as witnesses and were examined at length as to the Corporation's policies, aims, regulations, revenues, expenditures and developments.

4. Your Committee also heard submissions from the Canadian Association of Radio and Television Broadcasters, the American Federation of Musicians in the United States and Canada, and heard evidence from the Controller, Assistant Controller and other officers of the Telecommunications Branch of the Department of Transport with respect to the administration of the Radio Act and the regulations made thereunder.

5. Your Committee is grateful to the Bell Telephone Company for its demonstration of the principles of microwave radio relay transmission. The evidence on the major problems involved in engineering a radio relay system was helpful for the Committee's understanding of developments in that field.

6. Your Committee took note of a brief presented by the Canadian Association of Radio and Television Broadcasters with respect to a separate regulatory board having minimum essential regulatory powers over radio and television broadcasting in Canada. The Canadian Chamber of Commerce forwarded to your Committee a resolution supporting

**CKRD
SPOT**

CAMPAIGN SELLS

2

**CARS
PER DAY**

FOR RED DEER
AUTO DEALER

This is further proof that CKRD — the only daily advertising medium in its area—packs a double punch when it comes to "selling talk" in Central Alberta.

[If you are thinking
of sales
think of including]

CKRD

RED DEER ALBERTA
850 kcs. 1000 Watts

IN CANADA — Contact Radio
Representatives Ltd., Toronto,
Montreal, Winnipeg, Vancouver.
IN U.S.A. — Adam J. Young Jr.,
New York.

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

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

Total Night-time Audience: 34,480 homes.
½ hr. Night-time "A" time Basic
87c per M Homes

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

BBM STUDY NO. 6

CFCO—630 Kcs—Chatham

that view. On the other hand a communication from the Canadian Federation of Agriculture supported the present system of national control of radio and television. Your Committee is of the opinion, however, that the evidence adduced does not warrant the establishment of such a separate regulatory board at the present time.

7. Following the established practice of Parliamentary Committees not to hear representations from political parties, your Committee declined to hear representations from the Labour Progressive Party.

8. Your Committee heard evidence on regulations in effect with respect to free broadcasting time granted to all political parties and commends the declaration of the Chairman of the Board of Governors of the Canadian Broadcasting Corporation that such regulations are continuously under review.

9. Your Committee discussed at some length the subject of religious broadcasting and regulations governing religious broadcasts. The Canadian Broadcasting Corporation is to be commended on the type of network religious broadcasts which were arranged in co-operation with the Religious Advisory Council.

10. In a medium which exerts so strong an influence on public thought as radio and television it is desirable that the greatest care be taken to provide balance and freedom in the presentation of opinion. The Committee suggests this be constantly kept in view in seeking a wider selection in those participating in the programmes.

11. Considerable information was laid before the Committee as a result of specific requests made by members of the Committee, most of which was incorporated into the evidence or appears as appendices thereto.

12. Your Committee examined at length the financial statements of the Canadian Broadcasting Corporation and considered its accounting methods. The Committee is of the opinion that such accounting methods have been improved since the Auditor General's Report of August 5, 1954, and recommends that the Canadian Broadcasting Corporation should continue its studies to modernize and further improve all its accounting practices.

13. Your Committee heard evidence on the improvements and extension in coverage in sound broadcasting since the previous Committee met. The Committee noted that, although there were no major developments in sound broadcasting, coverage was extended to certain outlying areas. The Committee also noted with approval that the Canadian Broadcasting Corporation would, whenever practicable to do so, extend its radio coverage to areas not yet served adequately.

14. Your Committee heard evidence on the operation of the International Service and having examined the estimates for that service for 1955-56, noted with approval that while a reduction in expenditure is being effected, there would be no reduction in service to countries behind the Iron Curtain.

15. Your Committee examined the television operations of the Canadian Broadcasting Corporation and was impressed with the remarkable developments since the previous Committee met in 1953, and noted the national service has been extended to over 70 per cent of the population.

Your Committee also noted with approval that the Corporation is planning for further developments of the national television service and of its extension to areas not yet covered.

16. Your Committee is mindful of the importance of television. It undoubtedly has a strong influence on people throughout the country, being a valuable medium for the promotion of national unity, and a source of education and entertainment. The evidence produced to your Committee confirms its views, however, that television is a costly and complicated medium of communication. In this connection there should be borne in mind the following statement made by the chairman of the Board of Governors of the Canadian Broadcasting Corporation on the desirability of developing a truly Canadian nation wide service:

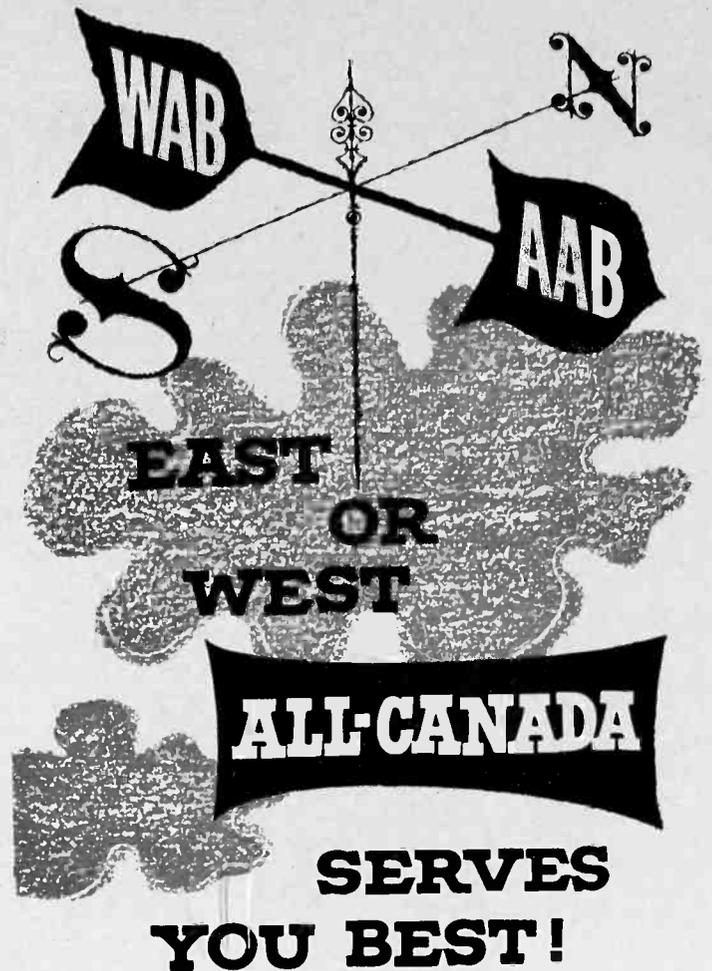
"... we are perfectly convinced and think it is very plain that it is impossible for anyone or anybody to operate a nation wide service in this country — a national service in sound and television — on a purely commercial basis."

17. Your Committee feels that the present system of financing the Canadian Broadcasting Corporation, in the light of increasing operating costs, should be reviewed to ensure a continued expansion of the national television service. In this connection the Committee agrees that it is essential for the Corporation to continue to supplement the income it receives from public sources with revenues from commercial operations.

18. The Corporation is to be commended for its continued development of Canadian programmes in both the French language and English language services. However, your Committee recognizes the necessity of a continued outlay of public funds to ensure the maintenance of a high standard of Canadian production and the development of Canadian talent.

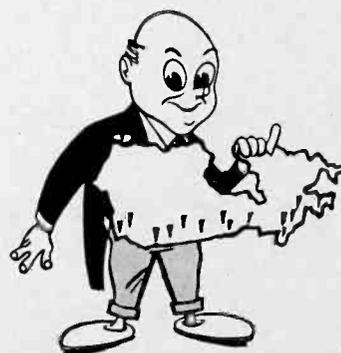
19. Your Committee commends the private stations for the part they are playing in the development of the national service and for their efforts to give better community service by way of discussion of matters of local interest, and other public service broadcasts.

20. Your Committee has carefully considered the single service coverage policy which now governs television broadcasting. It is of the opinion that the policy has proved to be a desirable one. It finds, however, that its application involves certain technical and other difficulties which would warrant further study of the whole question.



Wherever you go in Canada, you'll find your All-Canada Man working hand in hand with the local broadcasters' association in the interests of Canadian Radio. You'll find him offering Canadian advertisers the finest selection of stations, times and adjacencies available. You'll find him ready and waiting to prove radio's effectiveness by supplying complete and authoritative market information and coverage data. Yes, wherever you go in Canada, All-Canada serves you best with a complete radio advertising service.

CHWK Chilliwack	CKBI	Prince Albert
CFJC Kamloops	CKCK	Regina
CKOV Kelowna	CKRC	Winnipeg
CKPG Prince George	CJSH-FM	Hamilton
CJAT Trail	CJCS	Stratford
CKWX Vancouver	CKOC	Hamilton
CJVI Victoria	CKSO	Sudbury
CFAC Calgary	CFRB	Toronto
CJCA Edmonton	CFPL	London
CFGP Grande Prairie	CKLW	Windsor
CJOC Lethbridge	CFCF	Montreal
CHAT Medicine Hat	CHNS	Halifax
CFNB Fredericton	CJLS	Yarmouth
CHSJ Saint John	CJCB	Sydney
CFCY Charlottetown	CJON	St. John's



**MINERS, LUMBERJACKS,
RAILWAYMEN, TOURISTS**

You sell them all in
Northern Ontario with

RADIO

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

ALL-CANADA RADIO
FACILITIES LIMITED

AAB Convention

Radiomen Listen As Listeners Speak

By J. WILFRID BRAYLEY

THE Atlantic Association of Broadcasters called in a panel of representatives, citizens of Moncton, N.B., to tell them what they thought of radio programs. And they heard criticisms of violence-type shows for children, over-enthusiastic sportscasters, bad English and pronunciation, hill-billy music and juveniles singing torch songs. One member of the panel — a juvenile court judge and county magistrate — added that in spite of the criticisms, for more than eighty per cent of the time, the four radios — three house and one car sets — in his family were tuned to the local private station rather than the CBC station only thirty miles away.

The other members of the panel were the Regent of an IODE Chapter, the past president of a Canadian Club and an official of the Chamber of Commerce.

Richard G. Lewis, publisher of this paper and panel chairman, said it seemed likely a new Royal Commission would be appointed to investigate radio and television. He felt that there was a danger in such a Commission bringing in a report which would be just another blueprint of the Massey Report, "which will be quite useless".

"The Massey Report was wrong in so many ways," Lewis said. "It voiced the opinion of four out of five



Photo by Lou Tappé

THE LISTENERS' PANEL aired its criticisms of radio programs at the AAB Convention. Left to right: Judge W. F. Lane, Mrs. Owen Branscombe, Richard G. Lewis, Chairman, Mrs. Frank Blackmore, and A. T. Parkes.

of its members, who were all connected with universities. Also it unsuccessfully forecast the speed with which TV would develop in Canada. It is absolutely essential that when this new Commission tables its report, it voices the opinion of a true cross-section of Canadians. It must rewrite the old Massey Report — not reprint it."

LESS BLOOD — MORE SINCERITY

Juvenile Court Judge and Magistrate W. F. Lane, who admitted a preference to listening to his own private station over the nearby CBC outlet, said one fault with radio was

that it was prone to lay too much stress on the size of its audience. This tendency sacrificed quality for programs of mass appeal.

He did not go along with the people who railed at commercials, because he knew that, without them, radio would cost too much. However, advertisers should see to it that their commercials are not too obtrusive. He thought listeners turned against advertisers of this type.

Judge Lane did not like announcers who were affected, insincere or cursed with forced humor. "Others," he said, "intone a commercial about

a detergent in the tone of voice they would use in reciting *Hamlet's Soliloquy*. It grates on one's nerves."

Replying to questions, he said there was too much blood and thunder in some crime broadcasts for children, even though the story pointed up the moral that crime does not pay. He thought children unfortunately retained the memory of the violence and were apt to be over-impressed by it. The robber had more appeal than the cop and brutality mixed with bad English were bad examples for young listeners.

MORE APPROPRIATE MUSIC

Mrs. Owen Branscombe, immediate past president of the Moncton Canadian Club, said one of her biggest complaints was when the juvenile singer in the children's programs sang the current torch song rather than appropriate children's songs. She also wanted band music as a background for her household chores, and an uninterrupted period of classical or semi-classical music for a restful spot in a busy day. She also wanted more attention given to sacred music.

Mrs. Branscombe did not like some advertising. "Do we need to be bombarded all day with loud, improbable advertising commercials, making such extravagant claims that the listener

MORE POWER TO YOU

CJBR—Radio, Rimouski, Quebec

Now **10,000** Watts

NO RATE INCREASE

*More Power
Wider Coverage
Stronger Signal*

Covering Quebec's THIRD Largest Market

CJBR

**Rimouski
QUEBEC**

Now
**10,000
WATTS**

Get the Whole
CJBR—RADIO

Story From
Horace N. Stovin & Co. in Canada
Adam J. Young in U.S.A.

actually becomes skeptical of the products and, in all probability, a customer is lost? The listener can and does build up an immunity to such wildly exaggerated claims, while short, snappy sane and catchy advertising would have the opposite effect," she said.

She also expressed her dislike for the advertising and background music when they roar in disturbingly on the program. She suggested more sacred music and less *Rudolph* and *White Christmas* at Christmas. She said she felt that carols should not start before December 10th but should keep going until New Year's Eve. They should not be cut off the day after Christmas, she said.

There were too many soap operas and too many quiz and giveaway shows to suit her. She suggested that a daytime variety program on private stations, similar to CBC's *Trans Canada Matinée*, would be highly popular with women.

A PLEA FOR GOOD ENGLISH

Mrs. Frank Blackmore, an IODE Chapter Regent, said she liked announcers with well-modulated, pleasantly accented voices, who use good English and are sincere. "I don't like people on the air who are long-winded, who try too hard to be funny, who lack sincerity, and those who will not take the time or trouble to read an announcement, either news or commercial, with proper pronunciation of place names and well-known personalities," she said.

On children's programs, she asked a curb on violence, because she had experience of having to quiet the disturbed slumbers of a child, who had been impressed by a crime show. Usually she turned them off rather than have her children disturbed.

SPORTS SPECIALISTS

A. T. Parkes, manager of the Moncton Chamber of Commerce, said that his gripe against sport-casters was that they set themselves up as authorities on all kinds of sports. He thought stations should bring in men who had special knowledge gained from actual experience to describe sporting events which were off the beaten track.

NEILL IN REBUTTAL

Malcolm Neill, of CFNB, Fredericton, said he was glad that the panel had said nothing about local live talent, and he took it they preferred good shows on tape, rather than the use of poorer talent, just because it was "live".

Neill said stations often used modern Christmas songs on the air rather than associate the old favorite carols with commercials. The industry was conscious of the need for a more appropriate use of lyrics suitable for children and this also went for modern songs that were sometimes not suitable for the ears of youngsters.

He thought that announcers, who were expected to be equipped with so many qualifications, actually did a good job, all things considered. And as for sports specialists doing sport-casts, he said they normally didn't make good announcers even though they were authorities on their own game. He thought there was too much stress on shows with violence. He did not think that violence made too much of, or too serious, an impression on children.

"TOWN MEETING IN CANADA" ON ABC

Arthur Helps' "Town Meeting in Canada" which originates from CJOR, Vancouver and goes out on tape to 9 other stations, took over "America's Town Meeting" time and program on the ABC network last month. The speakers were M. J. Coldwell, CCF leader; Arthur Laing, B.C. Liberal leader; Leon J. Ladner, Q.C., Geoffrey Harwood, Seattle news commentator; and of course, Arthur R. Helps, who has been moderator on these programs since he started them 12 years ago. The subject was: "How Far Should Canada Go in Following United States Foreign Policy?"

Recognition of Red China by the United States was forecast as probable in the near future by speakers on the program. M. J. Coldwell said that Chiang Kai Shek should be removed from his island and put in a position where he couldn't start a war. He also recommended that Red China be admitted to the United Nations Assembly. Russia's present "soft" policy is not a genuine peace offensive, but was adopted because the psychological moment had arrived for recognition by the United States, Coldwell said.

The CCF leader was critical of U.S. foreign policy, particularly in the Far East. "The recognition of the hard fact that a government controls the mainland of China would have prevented the Korean War," he said. "Canada voted for the decision though Pearson said it was premature and unwise," he stated, and continued, "Canada has been too much influenced by the U.S.A. since the war and should make it clear that she has no obligations other than those which flow from her membership in the United Nations."

During the question period, Leon Ladner said trade with China was not in keeping with Canadian foreign policy. Canada should be proud of the Colombo Plan, to which she has made a very real contribution, he added.

The program was broadcast, subsequent to the Canadian and U.S. airing, over the Voice of America and was beamed around the world on the United States Armed Forces Radio Network.

Town Meeting in Canada was first launched by Arthur Helps in November, 1943, as an hour long, year round CJOR broadcast. Since then other stations have picked it up and it is now heard on 10 Canadian sta-

tions — CJOR, Vancouver; CJIB, Vernon; CKPG, Prince George; CKUA, Edmonton; CJGX, Yorkton, Sask.; CKNX, Wingham, Ont.; CKCL, Truro, N.S.; CKEN-CFAB, Kentville, N.S.; CJD C, Dawson Creek, B.C., and VOCM, St. John's Nfld.

The program is approaching its 600th broadcast. It has won two Columbus International awards, and participated in a 1955 Beaver Award. *Town Meeting in Canada* was the first Canadian public discussion program to go on the air and the first Canadian program to win a Columbus award. It was also the first regular Canadian program broadcast in Newfoundland, starting just before Newfoundland became a province of Canada.

More National Advertisers Using B.C. RADIO Than Ever Before !



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

Penetrating every corner of the province, B.C. radio has chalked up an outstanding record of customer-pulling impact in Canada's third largest market.

With 584,000* sets now in use—greater than the total circulation of the province's daily newspapers—B.C. radio drives your message home to more people than any other media.

For selected markets, new markets—and new products—schedule B.C. radio and discover your best media buy in B.C.

*D. B. S.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

MANY CHANGES IN P & G PROGRAMS

Procter & Gamble Company of Canada will be losing four of its daytime serials following a decision of P. & G. in the United States to drop five of them as of July 1. One of them, *The Woman In My Home* was not carried in Canada.

The cutback by the American company has been made to allow a larger budget for TV made necessary by an increased number of stations on the network and the introduction of several new programs.

The five programs being dropped in the United States are: *Backstage Wife*, *The Woman In My Home*, *Rosemary*, *Young Dr. Malone* and *Brighter Day*. The latter two are being retained by CBS in the hope of finding a new sponsor, but Canadian Procter & Gamble is dropping them. *Young Dr. Malone* is out at CFCF, Montreal, CFRB, Toronto, CFPL, London, CKOY, Ottawa and CKRC, Winnipeg. *Brighter Day* is cancelled on CFCF, CFRB and CFPL.

Backstage Wife has been dropped from CBL, Toronto.

Rosemary, which has been running on the Trans-Canada Network except in Toronto, will be replaced by *Perry Mason*. In Toronto the *Perry Mason* show has been running on CFRB and will continue.

As a replacement on CFRB and CFCF, Canadian P. & G. has a new show, *Melody Parade*, to run Monday to Friday. It commenced July 4 and features a five minute newscast followed by 25 minutes of recorded music.

The Canadian company has five other serials running on the Trans-Canada Network: *Road of Life*, *Guiding Light*, *Ma Perkins*, *Pepper Young's Family* and *Right to Happiness*.

In television, starting July 8 Canadian P. & G. will have a new show, *Twilight Theatre*, on the CBC-TV Network. It's a half-hour dramatic show on film which is being imported from the U.S. *America's Greatest Bands* is a summer replacement for the *Jackie Gleason* show. The foregoing two shows are Canadian P. & G.'s only television programs for the summer.



E. V. RECHNITZER



JAMES FERRES

Einar V. Rechnitzer is president and James Ferres, senior vice-president of MacLaren Advertising Company Limited, Toronto. Both have been with the agency for about 30 years. Rechnitzer is a director of the Canadian Association of Advertising Agencies. New directors of the agency are: C. Edmund Brown, F. Percival Gill, William F. Harrison and Scott Stockwell. M. D'Arcy MacMahon continues as treasurer and director.

CBC ASSISTANT CONTROLLER

The appointment of Charles Jennings, 47, as assistant controller of broadcasting has been announced by Alphonse Ouimet, CBC general manager. Jennings will also retain his duties as director of programs. The appointment entails supervision of all broadcasting activities for the CBC in both radio and television and continued responsibility for overall program planning. Jennings will be located in Ottawa.

Prior to turning to the creative and administrative side of programming in 1938, Jennings was an announcer for many years. Starting with CKGW, in 1928 he joined the CRBC, forerunner of the CBC, in 1933. Highlights of his announcing career include the first broadcast of the opening of Parliament, the first commercial network broadcast in Canada and the arrival of the R-100 dirigible in Montreal.

He became chief announcer for the CBC in 1936 and was the voice of CBC's National News for several years.

Jennings has previously been supervisor of program planning, assistant supervisor of programs,

general supervisor of programs and assistant director general of programs.

AGENCY MOVES

R. C. Smith and Son Limited, Toronto advertising agency, have moved from 80 King Street West to 380 Victoria Street as of July 1. The telephone number — EM. 4-9396 — remains the same.

Command

FIRST POSITION

in your product field

In Northern Ontario you can take the lead with

RADIO

CJKL Kirkland Lake

CKGB Timmins

CFCH North Bay

1,269 OF THIS PAPER'S
TOTAL CIRCULATION OF
1,828 ARE NATIONAL
ADVERTISERS & AGENCIES



TORONTO'S exciting
DAYTIME Radio Station!

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

CHUM — 1050 — can deliver "customers" and produce "sales" at the lowest cost in Toronto. Call us for particulars:

Allan F. Waters — EMpire 4-4271
Radio Station CHUM — 1050 kc.
250 Adelaide St. West

Attention Artists & Employers of Talent

A NEW CASTING SERVICE — NOT TAKING A COMMISSION ON EARNINGS — IS NOW OPERATING TO SERVE YOU

FOR THE ARTIST

A complete history of his experience, background and physical details is listed on a card. To this card is mounted a picture of the artist, 3 1/2" x 5" in size. One copy of this card is placed in Central Casting's files, and others are forwarded to the various advertising agencies, film companies, etc. for reference.

The artist may use Central Casting's telephone number as an alternative number to be left with producers, etc. Central Casting will take calls for him and endeavour to get in touch with him when the need arises.

The charge made to the artist for these services is a straight \$2.00 per month. No commissions for work obtained for the artist are involved.

Save Time! Let "Central" Handle Your Casting Problems.

FOR THE EMPLOYER OF TALENT

He is supplied with complete information and a picture on all of Central Casting's subscribers. When he is casting, he can refer to Central Casting, giving details of the types required. Central Casting will, in turn, send to him several people from each category required, to be interviewed and auditioned.

If an employer wants a specific person for a job who may or may not be a subscriber to Central Casting, Central Casting will get in touch with the particular artist required, and book him for the job, thus saving the employer both time and effort.

As a subscriber, the employer can refer talent approaching him to Central Casting, and if he so desires, we will give him a report on that particular individual, whether or not he is a subscriber to Central Casting.

CENTRAL CASTING AGENCY

519 JARVIS STREET TORONTO, ONT. WA. 3-8429

The
WESTERN
RADIO
PICTURE
is
NOT
COMPLETE

without

OUR
1000
PERSUASIVE
WATTS!

* NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT
MEDICINE HAT

An All-Canada-Weed Station

POINTS of Sale

Every one of the thousands of Americans who cross into Canada at Sarnia, immediately becomes a local listener to CHOK. They will be pleasantly surprised to hear the familiar brand names of the products they use at home; they will be eager to treat their taste glands, their crank cases and their complexions to products that have a ring of novelty to their names when they catch them on their car radios.

Wherever you go this summer, American tourists are spending money on the kind of products you want to sell.

To reach this mammoth market on wheels, let us advise you how you may best use these seven salesful stations:

C-FUN
VANCOUVER

CKBB
BARRIE

CKTB
ST. CATHARINES

CKOK
PENTICTON

CJCH
HALIFAX

CHOK
SARNIA

CJFX
ANTIGONISH

CKVR-TV
CHANNEL 3

PAUL MULVIHILL & Co.

Toronto
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PAUL MULVIHILL
EM. 8-6554

Montreal
1250 McGill College Avenue
MURRAY MacIVOR
UN. 6-8105

AAB Convention

PROSPERITY AHEAD FOR ATLANTIC PROVINCES

Canadian Radio Commentator John Fisher brought his bag full of oratorical brews and potions to St. Andrews by-the-sea, N.B., to open the Atlantic Association of Broadcasters' meeting at the lush Algonquin Hotel which AAB president Fred Lynds had picked for the annual event. John gave the broadcasters and agency and other friends from Central (it used to be "Upper") Canada the full force of his familiar forensic treatment when he did his not inconsiderable best to charm them into a better understanding of the important economic and cultural roles played by the four seaside provinces.

John was the opening speaker at the two day (plus Sunday beach party) affair. Premier Joe E. Smallwood of Newfoundland addressed the annual dinner and Premiers Hicks of Nova Scotia and Flemming of New Brunswick were also guests-with-a-message.

The AAB elected Gerry Redmond of CHNS, Halifax, its new president. He succeeds Fred Lynds, CKCW, Moncton, who bowed himself out of office with congratulations for his 1955 Convention ringing in his ears. Other officers elected were John Hirtle, CKBW, Bridgewater, vice-president; J. Arthur Manning, CKCL Truro, secretary; and Geoffrey Stirling, CJON, St. John's, treasurer. Election of directors to represent the region on the board of the parent CARTB was delayed until March.

The Digby Pines Hotel was selected as the site for the next annual convention, which is to be held in the latter half of June. Actual dates will be announced shortly.



GERRY REDMOND

REPORTS FROM CARTB

CARTB president Jack Davidson paid tribute to two of his predecessors

from the Maritimes, Malcolm Neill, CFNB, Fredericton and Finlay MacDonald, CJCH, Halifax. He told of the growing prestige of radio in the national life. He said that every time a broadcaster speaks to a group, takes an active part in a community enterprise, broadcasts an event of major importance to his community or attains high office or stature in a local or national organization, he is performing a service for the industry. And to him, the achieving of prestige and stature went hand in hand with the industry's selling effort.

Jim Allard, executive vice-president of the parent association, said radio broadcasters were holding and improving their positions as a more useful service to Canada as a result of new program, promotion and sales ideas.

All too frequently, broadcasters have used the phrase "we give the people what they want". Unfortunately, he said, in rare cases does the industry know what the people want because "we have never asked".

Stating that it is no longer sufficient to know that the public will accept certain programs, he cited some "surprising results" from talking to actual and potential listeners, and finding out what really interests them. One station, he said, found out that it should go heavier on polka music; another cut out its jive program. It was not always true that the taste of a disc jockey reflected the taste in a community or any large part of it. Another departure was the use of nostalgic programs of the *Remember When* variety. They included shows featuring the special music of a specific past period; dramatizations of outstanding community events in the past or a community historical series. He also mentioned revivals by actual re-broadcast of formerly popular station programs. Allard said that what was needed was a "revolution in program techniques", and not just a "readjustment of program times or approaches".

Advocating more and more participation in community affairs, he listed as falling into that category emphasis on local news and editorial broadcasting besides active participation by members of the staff in local service organizations.

MARITIMERS NOT WRONG BUT DIFFERENT

John Fisher said the rest of Canada should understand that while the tempo is a little slower, this didn't mean that Maritimers were wrong — just different. He charged that some Central Canadians draw a line at Quebec which they regard as



PORTRAIT OF A BUYER'S MARKET

Mrs. Buyer, once anxious to be sold, has now become "Choosy". She now waits to be wooed like a beautiful and unattainable lady. Some advertisers respond to this new situation by sulking in their tents like Ajax.

But at CFCF-RADIO, we accept the challenge of the New Order. We creatively sell. With sparkling, new ideas; convincing announcers, talented, imaginative writers — with drama and force, CFCF-RADIO attracts Mrs. Listener and convinces her to buy NOW. Use one of Canada's really fine radio stations — CFCF-RADIO in Montreal. Reach CLASS and MASS with our experienced know-how!



REPRESENTED:
In Canada, by All-Canada
In U.S.A., by Weed & Co.

the eastern extremity of Canada. The day would come, he said, when the full potential of the St. Lawrence Seaway would be realized by the creation of great trans-shipment ports on the Atlantic.

UNION JACK FOREVER

Sparks flew onto front pages across Canada from the highly charged address delivered to the annual dinner by Newfoundland's ex-radio announcer premier, Hon. Joe E. Smallwood, when he served notice that Newfoundland had not entered Confederation to fly any flag but the Union Jack. He warned that the people of his province, rather than becoming second class citizens, would show the other Maritime Provinces how to get out of Confederation.

He welcomed the development of other provinces, but, he said "the Canada we don't like is the Canada that consists of just Ontario and Quebec". His government had preferred to steer a dynamic course for its own development, but there were times, he felt, when the federal government could be more helpful, especially in the development of Canada's natural resources in these Atlantic provinces.

The AAB dinner also featured a presentation by CARTB president Jack Davidson to the immediate past president, Finlay MacDonald of CJCH, Halifax, in recognition of his devotion to the industry during his term. The gift was a barometer.

FACTS AND FIGURES

Dr. W. Y. Smith, of Fredericton, economic adviser to the New Brunswick government and an economics professor at the University of New



TAKING TIME OUT FOR A VISIT between sessions, left to right are: Lou Tappé, SESAC Inc.; Jim Allard, executive vice-president, CARTB; and Jack Davidson, CARTB president.

Brunswick, spoke optimistically of the future of the four provinces and voiced a plea for more working together on the common cause of "those things which are essential for the development of the region".

Through this factual address, the professor, a one-time newspaper reporter, completed the pattern of Atlantic area conditions which the AAB had etched into its agenda. The pattern was first outlined by John Fisher. Then Premier Smallwood

gave it some embellishing color. Finally it was authenticated with facts and figures by Professor Bill Smith's paper on the economics of the area, which will be treated at length in an early issue of CB & T. This combination of speakers, it was generally felt, painted a comprehensive picture of the wealth, actual and potential, of the four seaside provinces.

Also on the statistical side, Walter Elliott of the Elliott-Haynes research

organization told of radio's new role in the face of television. He spoke of the movement of radio sets inside and outside the house, and spoke especially of programs designed especially for motorists while on the road, and groups of symphonic music lovers. In its new role, he said, radio's popularity is growing.

A former CKCW official, now manager of the Moncton Chamber of Commerce, Alf Parkes, came to the convention to assist in the listener panel reported in this issue. During the sessions he expressed briefly the appreciation of the Chamber for the co-operation it receives from the broadcasting stations.

U.S. visitors were Pete McGurk, Weed & Co., and Lou Tappé, SESAC Inc.

NEW CKGB MANAGER

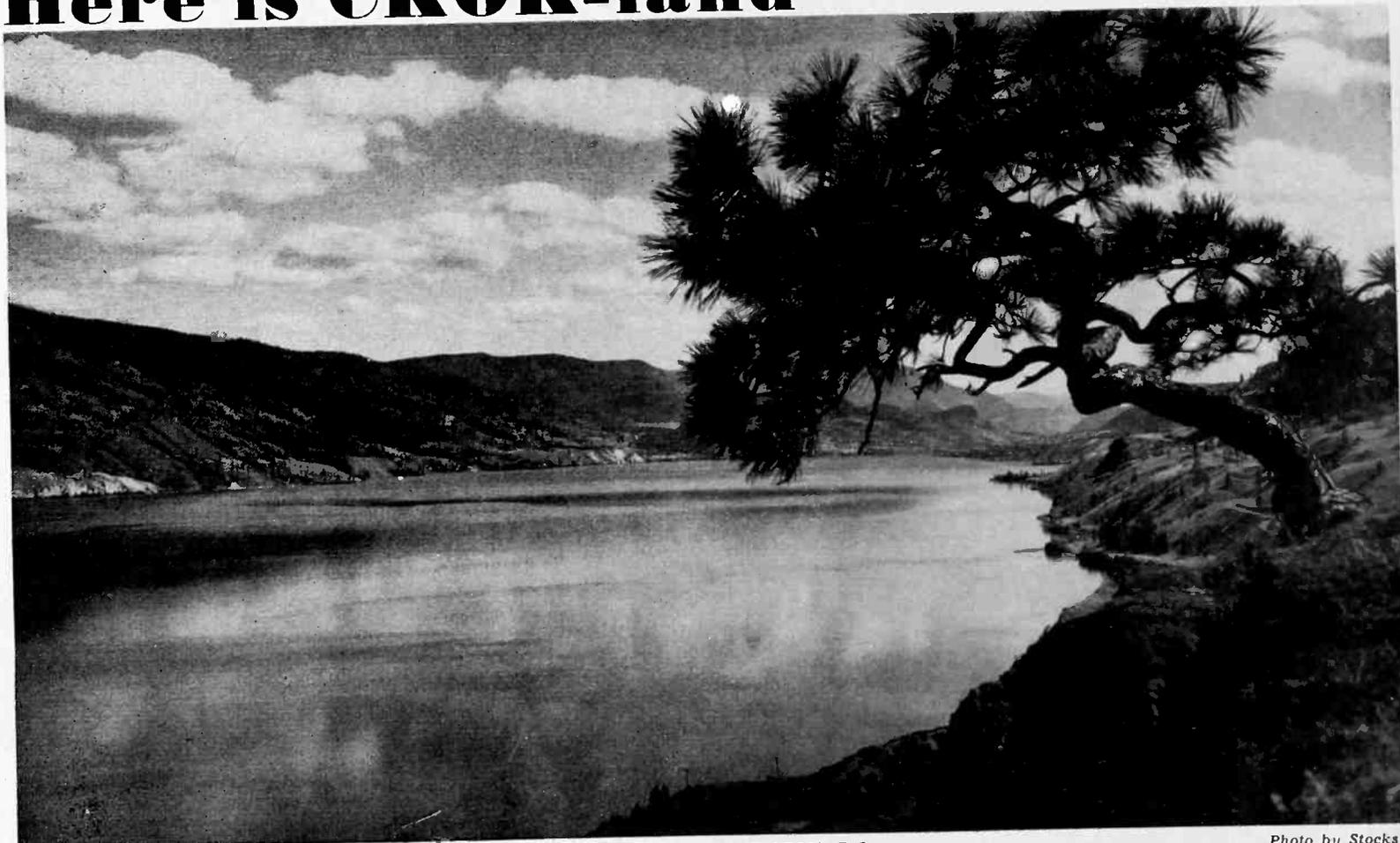
W. Wally Rewegan is the new station manager of CKGB, Timmins. The appointment was effective on June 1st according to an announcement made by Harvey Freeman, supervisor of radio stations for the Thomson Company. Rewegan, sales manager at the station for the past three years, succeeds John Pollie who is opening his own radio station in Smiths Falls, Ontario.

NEW MEDIA MAN

R. E. "Dick" Canney is the director of media at Gislason-Reynolds Ltd., effective June 1st. Previously Canney was advertising manager of BullDog Electric Products Company (Canada) Ltd. He is a past president of the Young Men's Advertising and Sales Club of Toronto and an active member of the Senior Ad Club.

Here is CKOK-land

• • One of a series



LAKE SKAHA, PENTICTON, B.C.

Photo by Stocks

SEE PAUL MULVIHILL & CO. IN CANADA

Served by
RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.

Is your Salesman
In Northern Ontario
reaching his quota?

Give him **RADIO**
support with

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

WHAT A BUY!

The 2-Station Market of

CHUB and **CJAV**
Nanaimo Port Alberni

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

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

- Check with —
- Stephens & Towndrow in Toronto and Montreal.
 - Horace N. Stovin & Co. in Winnipeg.
 - John N. Hunt & Associates in Vancouver.
 - Donald Cooke, Inc. in the U.S.A.

**DALLIN PRESIDENT
OF WAB**

Vernon Dallin of CFQC, Saskatoon, was elected president of the Western Association of Broadcasters at the conclusion of the organization's two day annual meeting in Jasper, Alberta, last week. Dallin succeeds Sid Boyling of CHAB, Moose Jaw.

Other new members of the board of directors are Bob Buss of CHAT, Medicine Hat, who succeeds Gerry Gaetz of CJCA, Edmonton and C. J. "Chuck" Rudd of CHUB, Nanaimo who succeeds F. H. "Tiny" Elphicke of CKWX, Vancouver.

Members of the 1955 board who have another year to serve are John Craig, of CKX, Brandon, Harold Crittenden of CKCK-TV, Regina and Maurice Finnerty of CKOK, Penticton.

At the concluding session of the convention, the WAB endorsed the efforts of the national body, The Canadian Association of Radio and Television Broadcasters, toward fair and equitable performing rights fees, to obtain legislation for an independent body to regulate broadcasting and the right to have competitive television in Canada.

Time and place of the 1956 annual meeting was not set but was left to the president and the directors to decide.

W A B REPORT

A full report of last week's convention of the Western Association of Broadcasters will appear in our next issue.

HOLD PARTY FOR LISTENERS



In the picture Reid, with the microphone, is seen chatting with some of his listeners during the "Toast and Marmalade" party. In the corner, the sign, which was on CKCW-Radio's entrance, inviting passers-by to join in the fun.

OVER 1200 people attended the *Toast and Marmalade* party held by CKCW Radio one morning recently to mark the promotion of Bob Reid, the early morning man on *Toast and Marmalade* for the past 15 years, to program director. The party served the double purpose of softening any unfavorable reaction listeners might have had towards the station for moving the popular Reid and also gave them a chance to meet and welcome the show's new emcee, Ray Bourque.

The party was held between seven and nine in the morning, while *Toast and Marmalade* was on the air, with Reid emceeing it for the last time. It was broadcast from a special studio which had been set up in a ballroom which is in the same building as CKCW Radio's regular studios.

Announcements inviting listeners to attend had been aired during the week before the party, but no direct invitations had been sent out.

In the crowd there were people from the city and the rural areas and towns around Moncton, including members of service clubs, welfare organizations, church groups, the police and fire departments, the Board of Trade, the Chamber of Commerce and the clergy who dropped in for toast, marmalade and coffee prepared and served by CKCW staffers. Also present were representatives from every one of the station's local advertisers and many of its national sponsors.

In appreciation of the program and the community service which it and Reid had performed he and his wife were showered with gifts from listeners.



STEAK AND UMBRELLA OPEN PRIZE TAKERS this year, left to right, at rear are: John Rush, Cam Logan, Ian Smith and Scott Hanna. Their hosts are Wally Slatter and Fred Metcalf of CJOY, Guelph, shown in front. John Rush's trophy is the Jack Slatter Memorial, presented by Radio Representatives Ltd. The tourney was held at Cutten Fields Golf and Country Club in Guelph, June 23.

Drinking Up Excess Profits? NOT HERE. WE TURN IT BACK INTO MERCHANDISING FOR OUR SPONSORS.

CHLO

LONDON and ST. THOMAS

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

CJAT HAS WORKSHOP FOR MINISTERS



CJAT Staff Photo by Ken Hughes

Twenty ministers representing seven denominations participated in a three-day radio workshop in Trail, B.C., sponsored jointly by the Trail Ministerial Association and CJAT. Sessions covering many phases in the preparation and delivery of religious broadcasts were conducted by Rev. Allan F. Crewe. Now a United Church minister in Nanaimo, Mr. Crewe was formerly with CKOV, Kelowna and CKWX, Vancouver.

Seen in the picture in a typical session are (left to right): Rev.

Charles Postal, Pentecostal Church, Trail; Rev. L. D. Ritchie, Rossland Anglican Church, Rossland; Lieutenant Harold Thornhill, Salvation Army, Nelson; Rev. D. Stone (at the mike) United Church, East Trail; Rev. Paul Lade, Full Gospel Assembly, Trail; Archdeacon B. A. Resker, Anglican Church, Castlegar; Rev. A. J. Lawton, St. Andrews United Church, Rossland and, seated at the typewriter, Lieutenant Jack Barr, Salvation Army, Trail.

RELIGIOUS PROGRAMS POORLY PRESENTED

Although religious broadcasts have nearly as wide an audience appeal as hockey games, Reverend J. S. Thompson — Dean of the Faculty of Divinity at McGill University—said they are probably the worst presented of all radio programs. Dr. Thompson was the general manager of the CBC following Gladstone Murray.

He was addressing the Montreal-Ottawa conference of the United Church of Canada recently.

Dean Thompson who was the retiring chairman of a committee on radio and television, complained that there is too much "Sermonizing" in religious broadcasts and too little thought and attention given to the presentation.

"There are some people on religious broadcasts who just are not equipped to speak over the radio," he added. Ministers should never try to preach on the air, but should try to talk intimately as if they were addressing a person face to face. Few ministers seemed to do that.

Television was an almost perfect technique for transmitting ideas, but technical capacity had far outpaced human capacity to use it.

Reverend Norman Rawson, minister at St. James' United Church in Montreal who succeeded Dr. Thompson as chairman of the radio-television committee, said that before Monsignor Fulton J. Sheen, Roman

SYMPATHY EXTENDED

The sympathy of the radio and television broadcasting industry and its friends goes out to CARTB vice-president, Jim Allard, whose father passed away ten days ago, in Edmonton.

Catholic Bishop in New York, went on the air, he was trained in broadcasting techniques for two months.

He said that any minister undertaking radio or television talks should undergo a course of training.

The conference adopted a motion, urging that "Ministers and others who may be asked to participate in programs should study most carefully the manner of presenting their material and adapting it to the techniques of radio broadcasting."

The conference also said that, while it is gratified, religious services are being televised, the presentation "should be arranged at an hour other than the normal time at which our congregations assemble for public worship."

NBS SALES APPOINTMENT

The appointment of Maurice J. LaTour as national sales executive has been announced by E. F. Kavanagh, vice-president of National Broadcast Sales, Montreal. LaTour has had several years' experience in radio, television and general advertising with Cockfield Brown & Co. Ltd. and with Molson's Brewery Ltd. where, until recently, he was in charge of radio and television.

RE-APPOINTED TO BN BOARD

H. Gordon Love, president of CFCN, Calgary, was re-appointed as western Canada representative on the board of directors of Broadcast News at a recent meeting in Jasper, Alberta, of western Canadian broadcasters who subscribe to the news service. Love, a member of the original board of directors when the company was formed in 1953, is also vice-president of BN which provides world news to Canada's privately owned radio and television stations.

FERRIS isn't FOOLING!!

He says
FREQUENCY
and
FLEXIBILITY
are
FUNDAMENTAL
FACTORS!

FEDERATE with FERRIS for FOREMOST results!

*

RADIO

- Vancouver's CKLG
- Vernon's CJIB
- Dawson Creek's CJDC
- Calgary's CFCN
- Red Deer's CKRD
- Regina's CKRM
- Dauphin's CKDM
- Edmonton's CFRN
- Saskatoon's CFQC
- Brandon's CKX
- Winnipeg's CJOB
- Fort Frances' CFOB
- Fort William's CKPR
- Guelph's CJOY
- Tillsonburg's CKOT
- Bridgewater's CKBW
- Summerside's CJRW

*

Effectively yours,

Radio
Representatives
Limited



VANCOUVER
WINNIPEG
TORONTO
MONTREAL

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

CKTB Sells St. Catharines, the Rich Niagara Peninsula
BECAUSE
it has more audience in this market than all other Canadian stations combined.

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

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

Farm Broadcasts

THEY LIKE TO TALK SHOP

This article is based on a talk to the Canadian Agricultural Chemicals Association

By RICHARD G. LEWIS

Just as a publisher of a printed medium has a farm page or farm section, so does the other publisher, operating in the electronic media, the radio broadcaster, devote a certain number of hours to agricultural topics.

Stations' signals are heard far farther afield than the home city. The purpose in mentioning this obvious fact is that it might seem strange to offer, as a case history, an idea of what station CFRB, in the metropolis of Toronto, does along the lines of farm broadcasting.

Rex Frost, this station's veteran farm broadcaster, handles CFRB's daily noon-time program directed to the farmers. He originated the program in 1932 with a straight farm news format. Two years later he incorporated into it remote special events broadcasts of plowing matches, fall fairs and other important features of rural community life. And are the farmers interested? Frost thinks so. A few Christmases ago, he offered to send a personal greeting card to anyone sending him one. He was deluged with 4,800.

In the early morning, CFRB also carries a program handled by John Bradshaw, a farming and science graduate who has turned to radio. A former supervisor of development for the Veterans' Land Act, this man bases his programs on interviews

with agricultural economists, Department of Agriculture officials, spokesmen for farm organizations and farm young people.

HIGH PRESSURE IS SUSPECT

There are two approaches in selling the farmer, according to Jim Coulter, who until recently, had charge of farm activities at CKCW, Moncton. The first, he says, is to meet him man to man, on his own ground. He likes this. The second alternative is to treat him as a businessman and try and teach him modern methods. Many farmers unconsciously resent this latter approach. However, if the particular farmer looks on his farm as a factory to make money, he'll probably appreciate money making tips and methods. The problem for the salesman of modern methods is to appreciate and respect farmers who fall in the first category.

According to Coulter, most farmers suspect pressure selling, but react favorably to slow, unrehearsed interesting talk. The farmer's wife is important, and probably keeps him informed on what has been on the

radio.

Farmers question obvious publicity handouts, stilted talk by youngsters just out of agricultural college. Farmers live with old Mother Nature. They know she knows best . . . that there is no substitute for the old girl. If advertisers can show how science can work with her, rather than attempting to replace her, they'll get by.

From Quebec City, Lucien Sevigny has been broadcasting his daily *Le Domaine Agricole* every day since April, 1952. This broadcaster's formula is to supply the most up-to-date information to both husband and wife. He broadcasts farmers' needs for farm machinery, help and breeding stock, in a sort of gratuitous want-ad section. His experience is that his listeners are not interested in highly technical material but that they prefer information to music.

Phil Flager of CJBQ, Belleville, gets to the farm listener by being a reporter on farm activities locally and by using local experts to do the commentating. The station feels this system is preferable to employing a farm expert.

personal contact does the greatest good, Jack says.

The CJGX microphone is in attendance at field demonstrations, livestock shows and sales, fairs and seed shows, he continues. "Probably," he adds, "our most important single contact with farm families is through *The 4-H Club Reporter* program which attends and publicizes this youth organization's events and airs their projects and aspirations."

FAVORS INTEGRATED PLUGS

Roy Bonnisteel of CKTB, St. Catharines, states bluntly: ". . . the listeners know I am getting paid to say what I do about Purina Feeds. There's no real reason why they should believe me but they will believe the fellow down the road, when they hear him on my tape recording, because he has nothing to gain by plugging any product.

"I firmly believe that these integrated plugs in which old Joe Mason who lives on the fifth concession, happens to mention that he uses Purina feed for his chickens, have more value than my especially prepared spots at the beginning and end of my show."

CJOY, Guelph, the home of the Ontario Agricultural College, conducts regular interviews with personnel from the University. They air talks with local agricultural representatives. They give full coverage to such emergencies as army worm and tomato blight, airing expert advice on how to cope with such crises. They tape record and broadcast agricultural events, and keep their listeners informed about the activities of calf clubs, potato clubs, Junior Farmers, Women's Institutes and so forth.

CJOY is one of a group of Ontario stations which exchange special interviews and other farm broadcasts so that each may have the advantage of the others' programs. Besides CJOY, this group consists of CJBQ, Belleville; CFOS, Owen Sound;

KNOW DESIRES AND PROBLEMS

A station with an audience which is entirely agricultural is *Western Canada's Farm Station, CJGX*, Yorkton, Sask. The station manager, Jack Shortreed, says that a radio station gets messages across to farmers in the same way as to any other audience group, by knowing the audience's desires and problems; by becoming identified with the audience; by carefully programming to the audience.

He lists these activities as being typical of how the station keeps in touch with its rural listeners:

Close liaison with the department of agriculture, local agricultural representatives and the Extension Department of the University of Saskatchewan helps in this regard, but

"It's too hot indoors, . . .
I'm going for
a drive!"



. . . and when people head outdoors in summer, radio goes right along with them. Car radios are considered almost standard equipment in the family automobile today, and it would be hard to find a summer cottage on any of Saskatchewan's holiday beaches that didn't have a radio. Whenever people go to "get away from it all", they take radio, because they want to be entertained. When you plan your summer advertising, remember CKRM, Saskatchewan's important radio station with the big listening audience.

1905
1955
SASKATCHEWAN GOLDEN JUBILEE

Spotlighting Saskatchewan

CKRM REGINA

See or write "RADIO REPRESENTATIVES"
Montreal - Toronto - Winnipeg - Vancouver

980 Kcs. 5000 Watts

CFOR ORILLIA

IN CENTRAL ONTARIO

Delivers

- ★ GREATEST POWER
- ★ BIGGEST BBM
- ★ LARGEST CITY AND AREA ACCEPTANCE
- 5000 WATTS**

Stephens & Towndrow Ltd.

Toronto - Montreal

CFOR, Orillia; CKBB, Barrie; CKNX, Wingham; and CFPL, London.

Public Safety

J. R. Henry, farm director of CFCN, Calgary, offers the thought that farm people are more easily entertained than their city friends, but, at the same time are quicker to catch inaccuracies. Besides the usual market reports and interviews, this station carries a weekly program called *I'd Rather Be A Farmer*, by Jimmy Gray, the editor of *THE FARM & RANCH REVIEW*. These talks he describes as half editorial, half philosophical and designed to be thought provoking. He takes strong stands on contentious issues with the idea of getting reactions from the listeners. This, incidentally, reflects the general character of the stations, which, from the management down, are given to calling a spade a spade.

Roy Jewell, farm director of CFPL, London, spends a great deal of time travelling through the area and meeting his listeners, as individuals and in groups. He subscribes to the idea that rather than an agricultural expert, he is the medium through which expert agricultural knowledge and opinions may be channeled.

Then of course there are the three western stations, CJOC, Lethbridge; CJCA, Edmonton and CKWX, Vancouver, whose farm directors brought their tape recorders to Toronto last year and the year before to cover the Royal Winter Fair for the benefit of their listeners.

STATISTICS TO BURN

If you want statistics — barrels of them — you can consult all manner of experts. During the time you spend doing this, though, those broadcasters could be selling your goods and services, if you would give them the opportunity. But by opportunity, I mean give them credit for knowledge of their markets. Give them your commercial message through your advertising agency, but have the agency consult the stations about where that message should go.

There is only one man to ask about the program preferences of an Okanagan apple grower; an Alberta cattleman; a Prairie wheat grower; an Ontario dairyman; a mixed farmer from French-speaking Quebec; a Nova Scotian apple man; a New Brunswick or Prince Edward Island potato grower. The answer is — ask the man who lives there.

TEN RADIO, TWO TV STATIONS WIN AWARDS



Photo by Ragsdale A.R.P.S.

TEN radio and two television stations were among the 28 winners of the 1955 Public Safety Awards given by the Ontario Safety League, and presented by the Honorable Dana H. Porter, Attorney-General of Ontario, at a meeting of the League in Toronto last month.

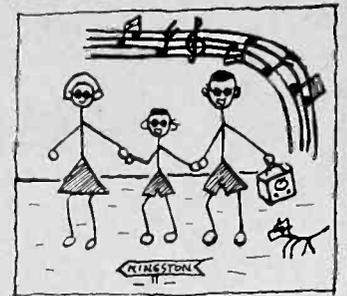
Shown after receiving the awards are: (left to right) John Kannawin, CBC director of radio for Ontario, CBL, Toronto; Mrs. Edna Slatter, CJOY, Guelph; Ira Dilworth, CBC director for Ontario; John Tyrrell, CKFH, Toronto; Arnold Anderson and Mrs. Florence Buchanan, CKPC, Brantford, Police Sergeant Ralph Gulliver, CKOC, Hamilton; Trudy Manchester, CKSO and CKSO-TV, Sudbury; Reid Forsee, CJBC, Toronto; and Fergus Mutrie, CBC director of TV for Ontario, CBLT, Toronto. Other stations which received awards were CFOR, Orillia, CHUM and CKEY, both of Toronto.

Established in 1952, the awards are given to public information media in recognition of outstanding contributions made to public safety in Ontario.

Other winners were: four daily newspapers: THE SUDBURY DAILY STAR, THE TORONTO TELEGRAM, THE TORONTO GLOBE AND MAIL, THE WOODSTOCK SENTINEL-REVIEW, two weekly newspapers: THE AURORA BANNER and THE DRYDEN OBSERVER, four business papers: BUS AND TRUCK TRANSPORT, CANADIAN AUTOMOTIVE TRADE,

CANADIAN UNDERWRITER, TRUCK TRANSPORTATION, three employee publications: The Bell Telephone Company of Canada, Brewer's Warehousing Company Limited, Consolidated Truck Lines Limited; and three public service organizations, The Canadian National Institute for the Blind, National Farm Radio Forum and the Ontario Motor League.

An additional honor, the Public Interest Award of the National Safety Council in the United States, was conferred upon the three CBC stations, CBL, CJBC and CBLT.



CASH IN

ON THE BIG WEEKEND AUDIENCE THIS SUMMER IN EASTERN ONTARIO!

CKLC

HAS MORE LISTENERS THAN ANY OTHER KINGSTON STATION

IN 15 OUT OF THE 16

SATURDAY & SUNDAY LISTENING PERIODS

FIRST BY FAR!*

CONTACT HORACE N. STOVIN — CAN. FORJOE and CO. — U.S.A.

CKLC

KINGSTON

*COMPLETE BBM RATING SURVEY OF KINGSTON AREA, MARCH '55.

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



Our Dutch Twins are **GROWING** with the Twin Cities

Kitchener - Waterloo
Dial 1490

**TO PICNIC
or
NOT to PICNIC—**



**that is the question —
answered by radio!**

Nearly 1/2 of Saskatchewan listens to
CFQC daily* for
Weather Forecasts — (PLUS)

Make sure they hear your Sales Message

*BBM

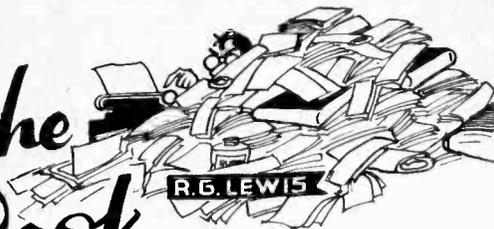
See our reps!

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



THE RADIO HUB OF SASKATCHEWAN

Over the Desk



THE tumult and the shouting that have been echoing up and down Agency Avenue die down with the announcement that Wib Perry left his desk at Leo Burnett of Canada Ltd. last week to take up the cudgels for Robert Otto Company Canada Ltd. Wib's title at Burnett's was manager of broadcasting. In his new berth, he is vice-president in full charge of the Canadian subsidiary, in which he has also become a shareholder. The top account is Miles Laboratories, manufacturers of Alka-Seltzer, who now use 67 radio stations in Canada. Wib will have complete charge of all business placed in all media by the Canadian office, which is unusual, in that his entire advertising experience dating back over the past fourteen years has been in radio and television.

A native of Warton, Ontario, Perry spent six years completing the four year course at Sarnia High School, and then literally sailed through the Ontario Agricultural College at Guelph with flying colors. I asked him what this proved and he said he didn't know except that it was only



Wib Perry

after leaving High School that he realized —and I quote— that it is necessary to apply yourself if you are going to learn anything — close of quotation.

A factor which he feels may have had a bearing on this was that he went through High School "on the family," but paid his own way through OAC, doing clerical work for the school's OTC unit.

Wib wrote his OAC thesis on Percheron horses, graduated with honors in May, 1941 and immediately entered the broadcasting business as an announcer-writer at CKRN, Rouyn, which was then a part of Roy Thomson's Northern chain and was operating under the general management of Jack Cooke.

After holding down jobs at CJKL,

Kirkland Lake and CKSO, Sudbury, he accepted a bid to join the announcing staff at CFRB. This was in the Fall of 1942, and lasted about two years, when Spence Caldwell, then manager of CJBC, gave him what he still feels was the chance of a lifetime, in the shape of the emcee spot on the station's breakfast program, which was called *It's About Time*.

In the summer of 1945, the program suddenly came to an end, when the CBC changed its program management and policies and Wib took off for the States.

It was while he was at CFRB and CJBC, incidentally, that Wib took a crack at writing comedy. It all started when the late Maurice Rosenfeld asked him to try and help two other kids, who had just graduated from University, and were trying to break into radio with their gags. Incidentally this team is now known — nationally and internationally — as Wayne & Shuster. They had just started their *Jaxer Wife Preservers* for MacLaren's. Wib must have made the grade, because Rosy put him on a retaining fee and, still on a freelance basis, started him working on gags for Alan Young and *The Buckingham Show*.

When he took off for California, Perry had a line on a job at the

In the good old summertime . . .
they'll be listening to

CHEX

Peterborough

At work and play this summer, tourists and local residents in the Peterborough area will be listening to CHEX.

Build your summer sales with a progressive station that gives complete coverage, has proven sales ability in this wealthy market.

CHEX
Peterborough

Under Northern
Management

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

QUEBEC isn't a problem with

CHEX

1000 WATTS 1280 K.C.

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

Warner Brothers' station, KFWB, which fell through. Instead, he landed, with his wife, Jean and (then) two children at another California station — KOCB, in the orange country town of Ontario.

This job ended with a large explosion, but not before Jean had produced their third daughter, and Wib had taken his first shot at the sales and administration sides of the business.

Next, he joined WCAX, Burlington, Vt., as combined morning broadcaster and salesman. Shortly his fourth and (he says) final daughter came to stay. Gradually a growing bank account began to justify nostalgic thoughts about Canada, and, in the summer of 1949, they packed their trunks and took off for Toronto.

It was this point that Wib embarked on his agency career, when Bill Byles took him into the radio department at Young & Rubicam to write copy. But Wib, with some business experience behind him now, was looking ahead. Pretty soon he was made Byles' assistant radio and TV director.

Three years later, he got the call from Leo Burnett, and, after a like period there, has, at the age of thirty-nine, moved once again, to the Otto office.

"This," Wib says, "is it".

WARPHANS ADOPTED

Thirteen-year-old Nicole Le Corre, who lives just outside Paris at the Children's Home in Sevres which is sponsored by the Unitarian Service Committee, has 14 foster parents. For Nicole, it's a feast or a famine, because a little over six months ago she was very much alone. She's a French war orphan.

It all started just before last Christmas when Radio Station CHAB, Moose Jaw, decided to raise \$780.00 to "adopt" five youngsters under the USC Foster Parent scheme. Dollar bills poured into the radio station and soon swelled to the amount required. Sid Boyling, the station manager, dreamed up the scheme which invited listeners to write to the children, and even send small parcels.

An on-the-spot director of USC reports that beaming, red head, Nicole delightedly showed her the stacks of letters she had received from her correspondents in Canada. Also Nicole's shelter, food, clothing and education are provided for under the foster parent plan.

STATION PLAYS BALL

A novel promotion was staged by CJNB, North Battleford one evening



"CKCY GETS THE LION'S SHARE OF THE NEWS" turned out to be more than a mere slogan when the circus visited Sault Ste. Marie recently. Broadcasting a description of how it feels to be in the cage with the big cat is Doug McGowan, CKCY's new editor.

recently when the station turned over its broadcasting facilities and time from eight o'clock until midnight to the Beavers, the city's entry in the Western Canada Baseball League, to help the team raise funds

and publicize itself.

The novelty of the plan was that during the entire time all the announcing, interviewing of guests and introducing of records was handled by the ball players.

Each fifteen minute segment of the four hour period was sponsored by a local firm and the money paid by the sponsors was given to the Beavers. During the latter part of the broadcast, listeners telephoned requests and pledged donations to the ball team.

The business manager of the team, Alex Johnston, said that the scheme "was a tremendous success" and he felt it had helped to assure the ball club of greater support from the fans.

ESSAY CONTEST

Teen-age Book Parade, the weekly children's program produced by the CARTB and made available to its member stations across Canada, is tied in with an essay contest sponsored by the Kingston Local Council of Women on CKWS.

The new application of this program consists of an essay contest on the subject "My Favorite Book". The book chosen by contestants has to be one of those recommended on the program.

Contestants are divided into two

age groups — 13 to 15 and 16 to 19. Various cash prizes are being given.

And now it's 10.30 tonight in Edmonton, where I am, which is 1.30 tomorrow morning back home in Toronto, which I left at 10 this morning, which was 7 here, and tomorrow I have to get the 6.20 a.m. train to Jasper, but then that is 9.20 a.m. in Toronto. Or is it? Oh well. if you hear anything, I'll be sleeping off St. Andrews and Jasper. So don't buzz me. Buzz Charlie Edwards. He never goes to bed anyhow.

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.

JAMES L. ALEXANDER LIMITED

Can Now Give You

THE FULL IMPORTANT FACTS

About

CKBC Bathurst N.B.

and their

RADIO-CAPTURED AUDIENCE

IN GLOUCESTER COUNTY

Lorrie Potts
Sales Manager
403 Concourse Bldg.
Toronto

Doug Grout
General Manager

Ross Nerby
Sales Manager
1117 Drummond Bldg.
Montreal

TESTING ?

USE THE ONE STATION MARKET!

***They Listen - - To CKBW**

SUN. TO SAT.	Sets in Use	% Listeners
9 a.m. - 1 p.m.	48.4	82.6
1 p.m. - 6 p.m.	37.1	73.2
6 p.m. - 10 p.m.	42.7	83.7
All Day	42.3	79.3

* Elliott-Haynes — February '55

CKBW — BRIDGEWATER

CALL RADIO REPS OR DON COOKE

If your sales need

HELP

In the North — try

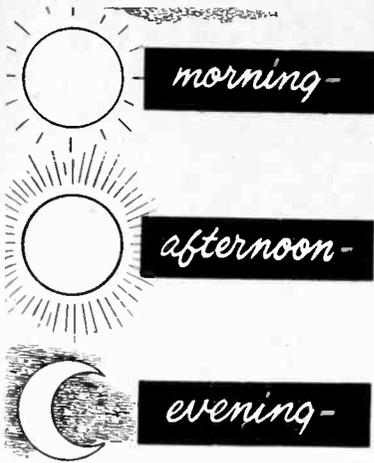
RADIO

It sells

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay



**CHNS is the
TOP STATION**

in the great

HALIFAX MARKET

Whatever the time of day, you'll find more folks in Halifax listening to CHNS than either of the other two radio stations in town. Surveys show it and your sales will prove it when you sell with CHNS!



*The Voice
and Choice
of HALIFAX!*

PAUL-PHELAN DIRECTOR



GEORGE VALE

The appointment of George Vale to the board of directors of Paul-Phelan Advertising Limited has been announced by president H. Ernest Paul. Vale is radio and television manager of the agency which he joined in October, 1952. Prior to this he was with J. J. Gibbons Limited. Before coming to Toronto, Vale was with CFAR, Flin Flon, Manitoba, and the three Northern Broadcasting Company Limited stations, CJKL, Kirkland Lake, CKGB, Timmins and CFCH, North Bay.

CARTB FRANCHISES

Two Montreal advertising agencies, Desbarats Advertising Agency and Quebec Advertising Agency Limited, have been enfranchised by the Canadian Association of Radio and Television Broadcasters.

Opinion

News Competition Offers Opportunities

Writers, artists and producers have more new opportunities today than ever before because there has never been a time when competition has been more intense between the three major media of mass communication — radio, television and the press, George V. Ferguson, editor of THE MONTREAL STAR, told a luncheon meeting of the Advertising and Sales Club of Toronto last month.

This competition, with the three media all watching each other, would mean that none of them could risk suppressing or distorting the news, he said.

Each of the three, Ferguson said, "will make its own, its different approach. We won't be able to copy each other. The door is open for all kinds of creative activity on the part of writers, artists and producers, and the revenue available to bring that creative ability to its audience will be found", because the industries and the public all stand to benefit from this rivalry.

"I don't think there is much real evidence that advertising and circulation dollars are a constant, unchanging quantity" he said. "New production seems to evoke new revenues if the creative and sales branches of the communications industry are up to snuff."

In the 200 year history of the press, Ferguson said, it has changed its form many times and it has been these changes which have developed its traditions. Radio and TV, he said,

are developing their own patterns "in brilliant and sometimes erratic ways."

"But the broad flow of development is indicated, I think, by the history of the newspaper press. It flows from a deep instinct of western society — a society which for all its faults, keeps its ideas fairly well intact, and moves slowly and stumblingly towards them," Ferguson said. He added that the easy solution would be to pass a law governing news.

"There is, they say, a law about pure food. Why not a law about pure news? But the students and practitioners of the press, radio and TV in western lands recognize very well that to pass such a law would be to destroy the precise values which the press today contributes to a free society."

Ferguson said that the public and publisher alike feel that a newspaper has a "certain public, or social, responsibility". Moral and ethical standards, he said, play a large part in the thinking of better and more responsible publishers everywhere.

IN 1954...FOR THE SECOND YEAR IN A ROW



*Private

MORE HOMES than any other station
 HOMES than any newspaper
 HOMES than any magazine
 Three reasons why more and more profit-minded business men are realizing the customer potential in the 192,510 radio homes served by CKY Winnipeg

Represented by
H. N. Stovin Co. Canada...Forjoe Co-U.S.A.

Sales Promotion

Radio 1955 Top Mass Media

"RADIO 1955 is big. Radio covers more homes, reaches more people than any of the other mass media," CARTB's Sales Director, Chas. W. Fenton said last month, in addressing the Annual Meeting of the Proprietary Association, at the Chantecler, St. Adele-en-haut, Quebec. Since the advent of television, radio listening and radio advertising have undergone changes, but they are both bigger than ever today, Fenton said.

Radio is emerging from a changing scene, which has been accompanied by changes in advertising methods and techniques, changes in the various media and the use of them, which are all part of the overall developments in business brought about by advertising, Fenton told the meeting. The Proprietary group have been one of radio's largest sponsors, he said. To illustrate the present value of radio he said that there are radios in 3,748,000 Canadian homes or 96.4 per cent of all homes and that there are at least 6,000,000 sets in use in Canada — 1.6 radios for every radio home, with 28 per cent of radio homes having two or more sets.

Listening habits are changing, he said. "Living room audiences are smaller, but out of the living room, audiences are definitely larger." A 1954 DBS survey showed that there were over 800,000 radio-equipped passenger cars in Canada. Since then CARTB estimates that the figure has risen to over 1,000,000, exclusive of trucks and commercial vehicles. Fenton referred to this captive audience as large enough to constitute a major market in itself. There is a survey underway in the U.S. to estimate the out-of-home audience, but not in Canada to date, he said.

The speaker mentioned that one store alone in New York is selling 3,000 of the new miniature transistor radios a month. Radio today is the inseparable companion of the Canadian people, Fenton stated, and that he saw no reason why this situation wouldn't continue.

Fenton termed radio the multiple attention medium, stating that people listen to radio while doing a great variety of other things at the same time — eating, shaving, driving, dressing. He stressed the point that creative advertising people have and should devise many ways to put this fact to profitable use.

Fenton quoted Hon. J. W. Pickers-gill, the federal Minister of Citizen-ship and Immigration. Speaking of

Newfoundland, he said: "Because of difficulties in road and rail travel there is no other province in which radio is so important as a means of communication . . . I believe it is true that, without radio, there would have been no Confederation for Newfoundland."

"I understand that CBC policy prevents you from using TV in five markets where they now have a monopoly," Fenton told the meeting. "Radio can certainly do a job for you here," he said, adding that radio's great economy makes high frequency



CARTB SALES DIRECTOR Charles Fenton tells advertisers of radio's selling power and backs it with facts and figures.

possible and saturation campaigns are very effective.

"Radio is an essential medium in nearly every national advertising campaign," he said in conclusion. "As far as radio coming back is concerned — it never went away. Radio still sells."

RADIO GAL WANTED

Duties —

two air shows daily and commercial writing.

Apply giving full particulars including samples of writing and air check if possible to

Program Manager
CJOY - Guelph, Ont.

AVAILABLE

MANAGER - SALESMAN

34, thoroughly experienced in Southern Ontario radio, can build sales, best record; family. Strong, sales - copy - programming - personnel. Must offer potential for high earnings.

Write Box A240 C B & T

AIR HEALTH QUERIES AND ANSWERS

WITH the general public, and parents in particular, showing a great deal of concern lately over the Salk Vaccine reports, CHUB, Nanaimo, has started the Public Health Corner program, headed by Dr. E. W. R. Best, Director of the central Vancouver Island Health Unit. Friday afternoons Dr. Best visits CHUB and answers health questions which listeners telephone into him while he is on the air.



DR. E. W. R. BEST

As director of Public Health for Central Vancouver Island for the past five years, and a father of two small children, Dr. Best has done much to explain recent adverse reports concerning Salk Vaccine. So frequent were the telephone calls reaching his Public Health Corner,

with regard to this vaccine that an entire program was used to review the subject. This program created considerable interest and the local Health Centre has reported that well over 95 per cent of the pre-school children in Central Vancouver Island had been treated with Salk Vaccine.

EXPERIENCED ANNOUNCER WANTED

to break in as chief announcer.

Must have at least two years experience.

Salary commensurate with ability.

Wire Collect Immediately

RADIO STATION
CKBC - BATHURST, N.B.

FOR SALE

SHARE

RADIO REPRESENTATIVES LTD.

OFFERS INVITED

Write Box A239, Canadian Broadcaster & Telescreen

WANTED: EXPERIENCED NEWSMAN for Rewrite and Air Work

CFPL RADIO needs an experienced reporter for their expanding News Department. Please apply by letter to Hugh Bremner, Supervisor of News Services, CFPL RADIO, London, Ontario, including audition tape, and outlining experience, training, etc. All replies confidential.

SALES DIRECTOR REQUIRED at CFCO Chatham

Excellent opportunity for a young married man with ability and go. Announcing experience preferred. Earning possibilities 6 to 8 thousand on commission basis.

Write for application form to
Radio Station CFCO, P.O. Box 277
CHATHAM, ONTARIO

“
 all
 he
 knows
 is
 they
 were
 listening
 to
 ”



Serves the little rascal right. If he was listening to CKWX (as most Vancouverites do) he wouldn't have wandered off and got lost. For CKWX summer programming invariably corners the market on ears. On nearby beaches (dozens of them), in summer camps (within rifle shot of the city), on the roads (miles of them), on city and suburban patios (thousands!)—wherever you go there's radio. Around Vancouver, radio means dial 980. Look into it if you want a look in on the best-buying audience in Canada's west

CKWX radio Vancouver

5000 friendly watts

reps ALL-CANADA RADIO FACILITIES LIMITED • WEED & COMPANY



ROAD SHOW

Last month, Jack Davidson made the same speech at St. Andrews, N.B. and Jasper, Alta., but with different frin-stances. (Editor's Note: The names were changed to protect the innocent.)

• • •

LAST STRAW

The new program director certainly loused up the show, but the rub was that nobody noticed.

• • •

OVER THE DESK

I looked for the last item in all the most unlikely places where it was most likely to turn up, but it didn't.

• • •

SIMPLE SAMPLE

Then there's the research man who was asked to take a popularity poll of a certain program and went back to report that he did and she didn't like it.

• • •

K-O-O-O-O-L

Thanks to Chas Tierney for his definition of a summer sustainer — 2 ounces of rum, mixer and ice.

• • •

DAYDREAM

The AAB staged such a restful convention that I did not wake up until three days after it was over.

• • •

SIMULCAST

Next year, instead of holding the WAB meeting immediately after the AAB, why not stage them at the same time so that it would be physically impossible to attend them both?

• • •

GOOD OLD DAYS

The new trans-continental trains are the last word in speed, luxury, modernity, beauty, comfort and all that, but I'll still take a good old-fashioned airplane.

• • •

E PLURIBUS UNUM

John Fisher made a pitch for Canadian unity at St. Andrews by telling the Maritimers what a bunch of bastards we are in Toronto.

CBC Governors

OK TIMMINS AND NORTH BAY TV BIDS

Defer Schefferville, Deny Red Deer

THE CBC Board of Governors at its meeting in Ottawa last month recommended licensing of television stations in North Bay and Timmins but recommended for denial an application for a TV station in Red Deer, Alberta and deferred for further study one from Schefferville, Quebec. Power increases were recommended for CHCH-TV, Hamilton and CKCO-TV, Kitchener. The North Bay license went to a group headed by Gerald A. Alger over a competing application from J. F. Grainger, president of THE NORTH BAY NUGGET and Keith Packer of CFCH, North Bay.

In its recommendation for the North Bay license the Board noted that the Alger applicants were all local residents while half the control in the Grainger group would be held by interests participating in television and radio stations in Kingston and Peterborough as well as owning CFCH and several other radio stations. This was a reference to the Thomson radio and television interests.

The North Bay station would have a power of 21 kw video and 12.5 kw audio on Channel 10.

The TV application of J. Conrad Lavigne, owner of CFCL, Timmins was recommended for approval on the condition that he apply for transfer of operations to a proposed company. At the public hearings

during the meeting Lavigne said that he plans to transfer his radio and television holdings to a company which would be known as Lavigne Enterprises Limited.

The Timmins outlet, which is to be on Channel 6, would have a power of 18.5 kw video and 9.25 kw audio.

The application of Central Alberta Broadcasting Company Limited, owner of CKRD, Red Deer for a TV station in that city was recommended for denial because the Board was not satisfied with the proposed financing which it felt would not assure operation of the station through a period of development.

Deferment of the Schefferville application was made to allow for further study. The application was made by Quebec North Shore & Labrador Railway Company to serve its employees in the northern Quebec mining centre at Knob Lake.

GRANT POWER BOOSTS

The power boosts at Hamilton and Kitchener were recommended to improve the signals of the two stations in areas it was expected they would serve when first licensed. Neither station was seeking a change of channel.

CHCH-TV, Hamilton will increase its power from 16.9 kw video and 10.05 kw audio with a directional antenna at a height of 622 feet above average terrain to 100 kw video and 60 kw audio with a directional antenna at a height of 641 feet above average terrain.

The power of CKCO-TV, Kitchener will be raised from 16 kw video and 8.45 kw audio with a directional antenna at a height of 501 feet above average terrain to 29.4 kw video and 14.6 kw audio with a directional antenna at a height of 928 feet above average terrain.

CUT TAX ON ADVERTISING FILMS

A drastic reduction in the sales tax on motion pictures produced in Canada for all types of advertising purposes, which will mean big savings for users of such films, was announced recently by the Department of National Revenue in Ottawa and went into effect July 1. Formerly the tax was 10% of the total production cost. Now the tax is 10% of a basic evaluation of the film at 9½ cents per foot charged on the length of the edited original. The tax of 10% on the charge to the customer on all duplicate prints stays the same.

As an illustration: on a 1000 foot film which cost \$20,000 to produce, the sales tax under the old law was 10% or \$2000. Now it will be only 10% of 9½ cents per foot (\$95.00), a tax of \$9.50.

A letter, dated June 10, from the Department of National Revenue to collectors of customs and excise and others concerned says: "on 35 or 16 mm. film which has not been certified by the National Film Board as educational film, sales tax is to apply on the basis of 9½c per foot,

the footage to be the original printing in which the production value has been concentrated as distinct from release prints, the value mentioned to include sound strip, if any.

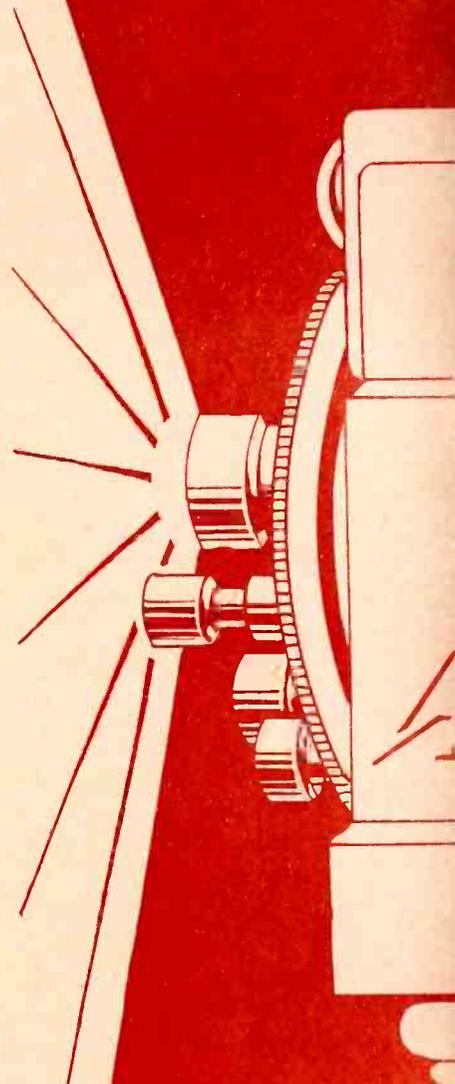
"On 35 or 16 mm. copies of originals, the sales tax is to apply on the actual charge made by the producer for the quantity and footage of prints produced from the original."

Films which are certified by the National Film Board as educational remain exempt from sales tax. The new tax applies to films whether in

black and white or color, sound or silent.

Film producers will still operate under sales tax licenses with which they can purchase film, developer, solutions and other materials used in the manufacture of films, free of sales tax.

The Association of Motion Picture Producers and Laboratories of Canada has been negotiating for such a reduction in the sales tax for many years and expect that it will encourage advertisers to a greater use of film.





Newest member of the competent staff of a station that effectively serves a single station market.

AND BOY! IS IT THE "BERRIES"!

See our reps — Radio Reps, Can.
Adam J. Young, Jr.
(U.S.)
Harlan G. Oakes
(West Coast)



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.

REGINA VISITORS TOUR CKCK-TV

CKCK-TV has been put on the sight-seeing tour agenda for visitors to Regina. Conducted tours by the Regina Chamber of Commerce for visiting public, high school and college students, and even from across the U.S. border, have kept station personnel quite busy since spring.

To honor the Province's Golden Jubilee, CKCK-TV has been featuring pictures of surrounding towns on their station breaks.

The response to the station's request for good pan shots of towns in the Regina area has been very good, and many centres not originally considered have been sending in their town pics to the station. Station and town identification are included in the shot. It's reported that the idea has maintained a high level of community interest.

Recently, 250 teachers-to-be came to Regina on a conducted tour in groups of 40, ranging over a three-day period. At CKCK-TV they were shown through the plant and all their questions answered in each department. There were plenty of questions, because they had been pre-indoctrinated with a course on basic television fundamentals in their modern science classes at the teaching school. At classes on the day following the visit, one person in each group gave their impression of the station tour. From reports, television has gained another group of interested professional people.

CBHT TO AUDITION TV TALENT IN AUGUST

Talented Maritimers will be given an opportunity to try for television when CBHT, Halifax, holds its first auditions during the month of August. A special panel of adjudicators will judge applicants with a view to finding potential talent for possible use in live local productions.

Because of the limited studio space and technical facilities in CBHT's temporary quarters, only those with stage, radio, or television experience will be granted auditions at this time. It is also impractical, at present, to audition any large acts. Auditions will be open to actors, actresses, light vocalists, small specialty acts, small light musical groups, commentators, and masters-of-ceremonies.

Commenting on the auditions, CBHT Program Director Carl MacCaull says: "We are primarily interested, at this time, in finding out the potential talent resources in our area, rather than looking for performers for any specific show or series of shows. This is a survey of talent possibilities. Due to our limited facilities at the present time, we cannot use large groups such as dancers, large bands, or choral groups. That is why we are restricting the auditions to certain categories. These categories are those which we can most likely use until we transfer to our permanent quarters."

AUTOMATION SYSTEMS FOR TV-RADIO

Complete automation of television and radio programs is now a reality. In Washington recently, at the annual convention of the National Association of Radio and Television Broadcasters, the General Electric Company demonstrated automation of television station film and slide programming equipment.

The experimental system shown, is the first automation equipment designed for TV stations yet demonstrated. Once the system is set into operation, supervision of the equipment is not necessary. All station breaks, commercials and programs are handled automatically by the automation system. Key to the new system is inaudible tone signals recorded on magnetic tape.

The automation system was used by G.E. to demonstrate new color film and slide equipment for TV stations. In the system, the color film equipment is first turned on, and then the tape playback unit. At the appropriate time during the color sound film an inaudible tone signal causes the film to stop and a second tone activates the film centre's slide mechanism, putting a stationary color picture on the TV screen. At the same time, an announcer's voice on the same tape as the tone signals, and keyed to the second tone, is broadcast. Additional tones cause other slides to appear at the proper times during the announcer's talk. At the end of the announcer's speech, a tone signal from the tape causes a new film to start running through the projector.

According to the engineers, the automation system would cut TV station operating costs substantially and could be used to control a TV station's complete programming schedule.

The new G-E film centre, which uses a continuous motion projector and a flying spot scanner system, can be automated because it uses a unique system for switching between film and slides, the engineers said.

RADIO STATIONS

An automatic radio programming system for AM broadcasting stations is also available. The system consists of two electronically interlocked tape playback units, designed by Ampex Corporation.

It automatically plays twelve full hours of program material, plus as much as three full hours of local announcements, inserted at predetermined times during the program. The system automatically corrects itself to station clock time every half hour and automatically inserts station breaks at exactly the correct time. Facilities are also provided for recording while broadcasting.

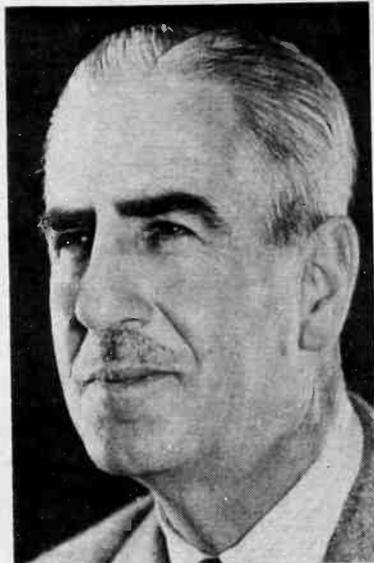
TV SET SALES UP

Sale of television receivers in Canada to the end of May this year has increased 59,460 over the same period last year according to a report from the Radio-Electronics-Television Manufacturers Association of Canada. The report says that sales to the end of May, 1954 totaled 158,890 sets while 218,350 have been sold in the corresponding five months this year.

FORM NEW TV SLIDE FIRM



RICHARD HILL



HAL WILLIAMS

DOMINION Broadcasting Company has ceased the production of slide commercials for TV and a separate company, Williams and Hill Ltd., has been formed to take over this part of Dominion's business. Dominion will continue to produce, as it has for many years, transcriptions for radio.

The president of the new company is Hal Williams, who is also president of Dominion, and the vice-president and general manager is Richard Hill. Hill has been at the head of the slide division at Dominion since it was opened in March, 1954.

The company's facilities include a fully equipped still photographic studio and darkroom and art studio. All the necessary art-work for the slides is done here because Hill said, they feel that if they accept art done outside they will find it impossible to maintain the standards of quality which they have set for themselves. For this same reason they will be doing only the one type of work, that of producing slides for TV commercials.

The company's film supervisor is Heintz Drege who came to Dominion from the CBC where he was a senior video operator. Before arriving in Canada, Drege was with 20th Century Fox in Europe and also worked with Radio Free Europe. The art department is in charge of Howard Pain,

formerly a designer with Consolidated Press. Carl Nemecek, who had his own photographic studio in Berlin, is the photographic director.

In the 14 months of slide production which the company has behind it, it has worked with about 20 of the major agencies in Toronto and has made slide commercials for over 40 accounts. Some of these are Ford, General Motors, Procter and Gamble, Molson's, General Mills, Campbell Soup, Canada Packers and Nestlé's.

They will shortly be going into the production of "Pictafilm", a system of movie film production developed by Dominion especially for the making of TV commercials. These commercials will be shot on a recently acquired 35mm Bell and Howell camera and the process will be exclusive with Williams and Hill Ltd.

WORLD TV STATIONS TOTAL 570

According to New York Times Service, there are 570 television stations in the world, as shown in a report from the U.N. Educational, Scientific and Cultural Organization, June 28. That is three times the number that existed two years ago. Thirty-eight nations now have TV. The world total of receivers is 42,000,000.

CLOSED CIRCUIT TV FOR SHERATON HOTELS

The Sheraton Chain has now connected its 30 hotels by means of a closed circuit microwave link and is offering business organizations and others closed circuit TV facilities for regional meetings. The Sheraton chain has been equipped for large screen TV for some time, but the inauguration of its own coast-to-coast closed circuit network marks the first move to become a major force in this new field.

The five Sheraton hotels in Canada are included in the net and their Mount Royal and King Edward in Toronto are the first to receive equipment.

The closed circuit network is designed to enable businesses and such professional functions as medical clinics to synchronize regional meetings in Sheraton hotels across the continent, without the necessity of bringing everyone to a central point. The advantages of decentralization and the saving by eliminating much trans-continental travel in the case of national dealer and sales meetings are points in favor of the project, Garner Havers, manager of the King Edward Hotel pointed out. Decentralization of convention traffic would be helpful in handling the regular tourist and business trade throughout the chain, he said.

A Sheraton subsidiary, Sheraton Closed Circuit Television, has been formed to operate the service and will be run by three former executives of Box Office Television, a major company in the closed circuit field in the States. Producer Walter Wanger, a former BOT board member, was named president of Sheraton

Closed Circuit Television. William Rosensohn, ex-BOT president and Robert Rosencrans, former BOT v-p, were named exec. v.p. and v.p. respectively for the new company.

In addition to business, professional and many uses the network will try to fill, the system has an entertainment potential, according to Sheraton vice-president Page Brown, which they will attempt to exploit in the U.S. and Canada. Most of this chain's thirty hotels will be in the network.

ASSISTANT SALES MANAGER

Richard Rosenberg has been appointed assistant sales manager of Telefilm of Canada. He will be with the company's head office in Toronto. Rosenberg's past experience includes newspaper and magazine advertising work, in addition to several years as a salesman.



Telephone
Answering
Service

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

Phone for Booklet in

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

Lionel says:

"We get so many letters from sales-happy sponsors, we take them for granted. Look at this for example:

Dear Lionel:

Our telecast advertising with CKCW-TV has been excellent bringing us an increase in business, especially with the items featured on TV.

We agreed to four telecast advertisements and since these have expired, I would like to continue this medium of advertising for two months according to our present schedule.

I might add that good results have been obtained in reaching people in the surrounding area as well as in Moncton.

Yours very truly,
(sgd.) *S. Stein*
Proprietor,
Cy's Sea Food Bar."



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

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

For
JINGLES
that are different
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DON WRIGHT
Productions

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

CJON-TV ADDS TO STAFF

Three additions in staff have been made at CJON-TV, St. John's, Newfoundland. Bob Lewis, formerly with KOWH, Omaha, Nebraska and with CJON radio for the past two years, has been appointed producer for the Canada Packers daily hour show on CJON-TV. Bill Jamieson from CJAD, Montreal and James Regan from CFAB, Windsor, N.S. have joined CJON-TV as staff announcers.

SUMMER TV SHOW FOR TONI

The Toni Division of the Gillette company is sponsoring *So This Is Hollywood*, a half hour situation comedy film series. The first program was aired July 1 and will continue on Friday nights throughout the summer on the inter-connected CBC network. The series is a replacement while the Gillette fights are off the air for the summer months. There are 8 stations in the network.

ELECTRONIC FIREWATCHER

An "electronic firewatcher", a new use for TV cameras which will make it possible for one man to watch for forest fires over thousands of acres of timberland, was demonstrated by Raytheon Manufacturing Company at a convention of forestry and conservation officials in the United States recently. Continuously rotating TV cameras which are operated completely by remote control are located in lookout towers spotted across the area to be watched. The picture is transmitted over a microwave beam to forestry headquarters where a series of television screens or monitors are viewed by observers.

The cameras also contain an azimuth scale which shows the position of the fire in relation to the horizon line. The exact location of the fire can be pinpointed by taking bearings from two or more towers.

The entire equipment needed for one tower installation is compact and light enough for one man to carry so that it can also be used as a portable unit. Tests have already proved it is capable of operating unattended in all types of extreme weather with a minimum of maintenance.

NEW TV SERIES FOR COLGATE

The Millionaire, a filmed TV series which has been running in the United States for some time, has been brought to Canadian viewers by Colgate-Palmolive Limited. The half hour show has been placed selectively by Foster Advertising Limited on about 14 stations across Canada. Its Canadian debut was over CBWT, Winnipeg on July 4. The program is scheduled to begin on the other stations within the next few weeks.

Products to be featured on the program are Palmolive Rapid Shave, Halo Shampoo, Colgate Dental Cream, Palmolive Soap and Palmolive Shave Cream.

Each episode in the series tells a complete story of the effect that the sudden receipt of a million dollars has on one particular person. The money is given to these people, who are from various walks of life, by *The Millionaire* whose face never appears on the TV screen.

SALES MANAGER FOR CKVR-TV

The appointment of Charles "Chuck" Tierney as sales manager of CKVR-TV, Barrie has been announced by Ralph Snelgrove, president and general manager of the station. Tierney has been working in radio since 1947 including service with CFOR, Orillia and CFRA, Ottawa. For the past two and one-half years he



Chas. 'Chuck' Tierney

has been in Antigonish, N.S., as production mgr. of CJFX and on the public relations staff of St. Francis Xavier University. He expects to assume his new duties on August 1.

FILM ARMY FOR TV

A series of films about the activities of the Canadian Army, to be shown later this year on Canadian TV, is being produced for The Department of National Defence by Associated Screen News of Montreal and Toronto. The majority of the films will be shot in 35mm. black and white but some will be filmed in 35mm. Eastman Color for release to motion picture theatres, in addition to their use on TV.

Producer of the series for ASN is veteran Jack Chisholm, and Ernie Reid, formerly with the National Film Board, is directing. Two camera crews, headed by cameramen Johnnie Colquillon and Bob Brooks, are equipped to shoot color or black and white. On the spot sound is being recorded to add authenticity to the films. The crews travel in two fully outfitted station wagons.

Shooting has already begun in western Canada. At Calgary, the highlight of the filming was the trooping of the Regimental Color by the Princess Patricia Canadian Light Infantry. This was shot in Eastman Color.

In Chilliwack, B.C., they covered the operations of the Royal Canadian School of Military Engineering. The engineers are presently engaged in a bridge building program along the Alaska Highway and the construction of a road through the mountains, all of which provided action for the ASN cameras.

After finishing their assignment in the west, the production crews are proceeding to other army camps across Canada and in Europe.

NOTA BENE:

"When we see a tall man, we call him tall. When we know we have two of the top TV stations in the West, we say we have two of the top TV stations in the West!"

WHY WINK IN THE DARK?

**SASKATOON
CFQC-TV
CHANNEL 8**

**EDMONTON
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Radio
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VANCOUVER
WINNIPEG
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now * **172,000**

TV HOMES IN CKCO-TV'S COVERAGE AREA!

A & B TOTAL *63,150

*Source B.B.M.

to sell to these homes call . . . Jos. A. Hardy Ltd. in Montreal at PLateau 1101, in Toronto at EMpire 3-6009, or John N. Hunt & Associates in Vancouver at TAflow 6277.

ckco-TV - CHANNEL 13 - 864 KING ST. W. - KITCHENER

say it with... **MAGNETS**

Already in use by many TV and radio stations, these moulded plastic letters are clean-cut and well proportioned, have unlimited uses. Available with concealed Alnico magnets for graphics and semi-permanent signs, they cling securely to any metal surface. Without magnets, they come cheaper, and can be attached with cement firmly and forever to any smooth object. Sizes 1 1/2" or 3/4" height; range of colours; supplied in fonts or to your special assortment. Write or phone for sample and prices.

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In Montreal: R. H. CASSIDY
630 Dorchester St. W. - UN. 6-8191

Marconi

no. 1 in equipping Canadian Stations since the freeze

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.

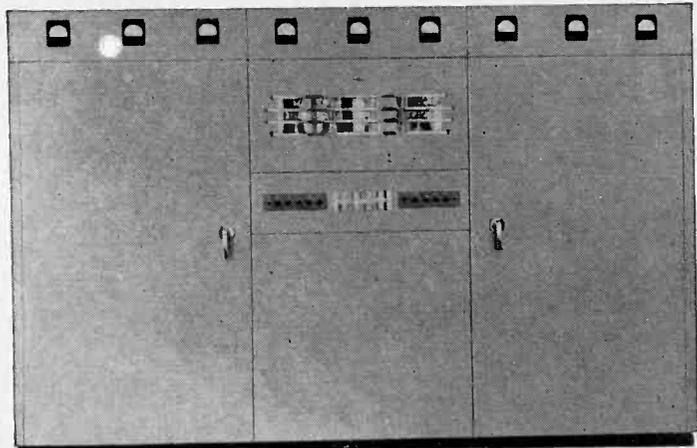
These are the 22 live-wire Radio Stations which have installed Gates Transmitters supplied by Marconi.

- 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.
- CFGF - 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.

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- Easy to install — units are complete . . . saves days of installation labour.
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- 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.

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- Please send further information on Gates Transmitters.
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RADIO FILLED THESE BUNDLE BUGGIES!



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**Canada's most powerful
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- the key to Canada's richest dollar market... the market where 40% of Canada's total retail sales are made
- over 27 years of successful radio salesmanship and showmanship

Call in a CFRB representative today. Let him show you, without obligation, how you can augment your sales through the result-getting medium of radio.

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 only. 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.

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

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

CFRB IS THE RADIO STATION THAT COVERS CANADA'S MOST PROFITABLE MARKET, ONTARIO, COMPLETELY

*Based on Dominion Bureau of Statistics
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**Based on CFRB program schedule for
January, 1955

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