

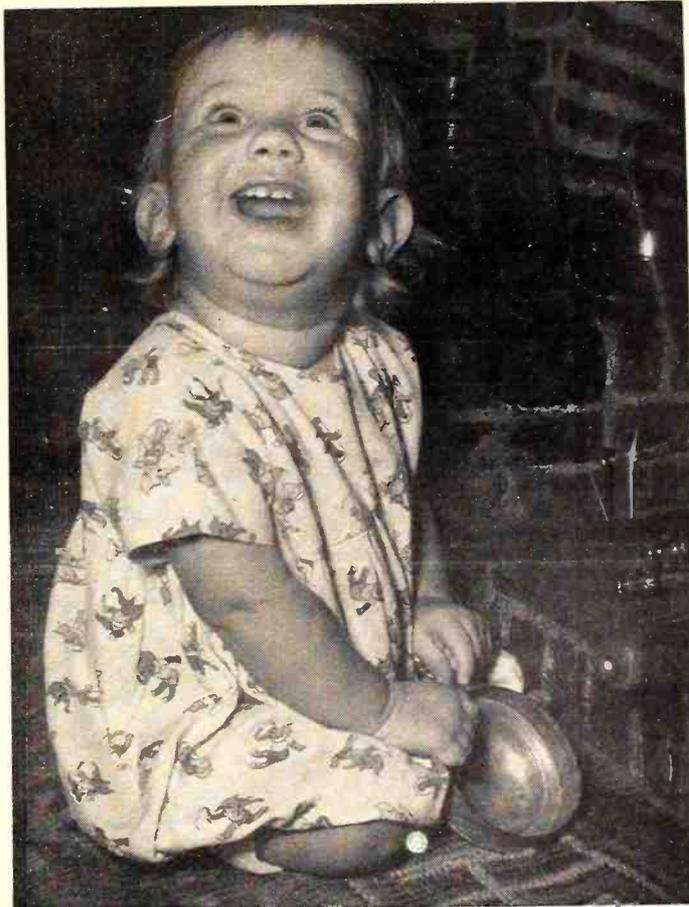
# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

Vol. 14, No. 20

TORONTO

October 19th, 1955



**Hey!  
It's  
Red  
Feather  
Time!**



## *In This Issue:*

A program with a Trans-Atlantic angle gets the Holroyd treatment on page 3.

Agenda for the CCBA meeting in London appears on page 4.

Fred A. Palmer, a U.S. radio station consultant with a message, delivers it on page 7.

New to these columns, but well known along Advertising Row, Nat Benson has something to say about agencies in "The Twin Assassins of Canadian Copy" on page 8.

"Woolworths Choose Music By Radio To Reach Most People" according to a piece by Jim Gonsalves, on page 14.

## *In the Telescreen Section*

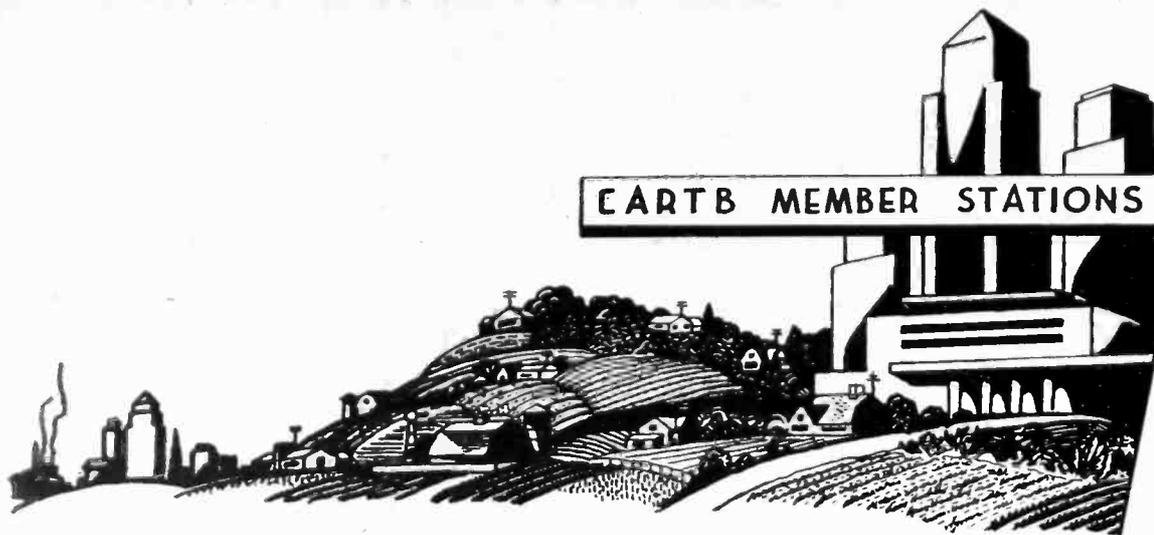
The astronomical soaring of the sale of TV sets and a charge that Canadian brewers would control the air get front page treatment on page 22.

A new process of cartoon animation is described on page 24.

A U.S. radio editor commends U.K. commercials for their restraint on page 25.

*All the regular features as well.*





## More Radios - - More Listeners

Radio Homes are estimated at 842,000 as at January 1st, 1955, according to calculations based on Dominion Bureau of Statistics figures.

This is a year's increase of 2 1/2%.

*Wherever You Go  
There's More Radio*

### The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 135 Broadcasting Stations whose voices are invited into 3,748,000 Canadian homes every day.

HEAD OFFICE  
108 Sparks Street  
Ottawa 4  
Phone 34036

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

#### CARTB Member Stations

- ATLANTIC (18)
  - CKBW Bridgewater
  - CKBC Bathurst
  - CKNB Campbellton
  - CFCY Charlottetown
  - CFNB Fredericton
  - CHNS Halifax
  - CJCH Halifax
  - CKEN Kentville
  - CKCW Moncton
  - CKMR Newcastle
  - CKEC New Glasgow
  - CFBC Saint John
  - CHSJ Saint John
  - CJON St. John's
  - VOCM St. John's
  - CJRW Summerside
  - CKCL Truro
  - CFAB Windsor
- FRENCH LANGUAGE (30)
  - CFGT Alma
  - CHAD Amos
  - CJMT Chicoutimi
  - CHFA Edmonton
  - CHFF Granby
  - CFRG Gravelbourg
  - CKCH Hull
  - CKRS Jonquiere
  - CKLS LaSarre
  - CKBL Matane
  - CKBM Montmagny
  - CHLP Montreal
  - CJMS Montreal
  - CKAC Montreal
  - CHNC Montreal
  - CHRC New Carlisle
  - CKCV Quebec
  - CJBR Quebec
  - CHRL Rimouski
  - CKRN Roberval
  - CFNS Rouyn
  - CJSO Saskatoon
  - CKSB Sorel
  - CKRB St. Boniface
  - CHNO St. Georges de Beauce
  - CKLD Sudbury
  - CFCL Thetford Mines
  - CKVD Timmins
  - CFDA Val D'Or
  - CKVM Victoriaville
- CENTRAL CANADA (43)
  - CKBB Barrie
  - CJBQ Belleville
  - CFJB Brampton
  - CKPC Bramford
  - CFCO Chatham
  - CKSF Corawall
  - CFOB Fort Frances
  - CKPR Fort William
  - CKGR Galt
  - CJOY Guelph
  - CKOC Hamilton
  - CHML Hamilton
  - CJRL Kenora
  - CKLC Kingston
  - CKWS Kirkland Lake
  - CJKL Kitchener
  - CKCR Leamington
  - CJSP London
  - CFPL London
  - CFAD Montreal
  - CFCF Montreal
  - CFCH North Bay
  - CFOR Orillia
  - CKLB Oshawa
  - CHOV Owen Sound
  - CHEX Pembroke
  - CFPA Peterborough
  - CKTB Port Arthur
  - CHLO St. Catharines
  - CHOK St. Thomas
  - CKOY Sarnia
  - CJET Sault Ste. Marie
  - CJCS Smith's Falls
  - CHNO Stratford
  - CKOT Sudbury
  - CKGB Tillsonburg
  - CFRB Timmins
  - CHUB Toronto
  - CKFH Toronto
  - CKLW Toronto
  - CKNX Windsor
  - CKOX Wingham
  - Woodstock
- PRAIRIES (26)
  - CKX Brandon
  - CFAC Calgary
  - CFCN Calgary
  - CKXL Calgary
  - CFCW Calgary
  - CKDM Calgary
  - CFRN Camrose
  - CHED Dauphin
  - CJCA Edmonton
  - CFAR Edmonton
  - CFGP Edmonton
  - CFOS Flin Flon
  - CJOC Grande Prairie
  - CHAT Lethbridge
  - CHAB Medicine Hat
  - CJNB Moose Jaw
  - CKYL North Battleford
  - CKBL Peace River
  - CKRD Prince Albert
  - CKCK Red Deer
  - CKRM Regina
  - CFQC Regina
  - CKOM Saskatoon
  - CKRC Saskatoon
  - CJOB Winnipeg
  - CKY Winnipeg
  - CJGX Yorkton
- PACIFIC (18)
  - CHWK Chilliwack
  - CJDC Dawson Creek
  - CFJC Kamloops
  - CKOV Kelowna
  - CHUB Nanaimo
  - CKLN Nelson
  - CKNW New Westminster
  - CKLG North Vancouver
  - CKOK Pentlcton
  - CKPG Port George
  - CJAV Port Alberni
  - CJAT Trail
  - CJOR Vancouver
  - CJWX Vancouver
  - C-FUN Vancouver
  - CJIB Vancouver
  - CKDA Vernon
  - CJVI Victoria



*Les Holroyd's Showcase*

**CHUM CARRIES GREETINGS FROM AFAR**

REQUEST PROGRAMS aren't exactly new to Canadian radio, but one on CHUM, Toronto, called *Trans Atlantic Family Favorites*, has a fresh angle on this rather old idea. Using a similar format to the BBC's popular *Family Favorites*, it draws its requests from the United Kingdom and a variety of other places, including New Guinea, Egypt and Singapore. It is a half-hour show aired every Saturday morning and sponsored by Kennedy Travel Bureau.

The problem of how to get requests from overseas was solved by placing small advertisements in two weekly English newspapers, *THE WEEKLY NEWS* and *THE SUNDAY POST*.

These two papers have a combined circulation of approximately 4,000,000, which is distributed all over the globe. The results from these have been startling, says CHUM's

program director and emcee of the show, Allen Cupples. The mail reached a peak of 200 letters a week last year and has been enough to keep the program booked up and to build a huge backlog.

The ad copy runs, "Greet your loved ones in Canada in the Toronto area. Send your requests to radio station CHUM, Toronto." Of course, some letters come to the station asking that songs be played for people in Vancouver and Halifax. Cupples saves these and at the end of each month he answers them, explaining as diplomatically as possible, that CHUM's 1,000-watt signal doesn't quite reach that far.

When a request is scheduled to be aired, a form letter is sent out informing the person for whom it is being played. All these names and addresses are kept and then given to the sponsor, who then has a ready made mailing list. In the case of the present sponsor, Kennedy Travel Bureau, all of the people making requests are possible future customers.

The program first hit the air about

a year ago. It was then broadcast seven days a week, six on a sustaining basis, while on Sunday it was sponsored by International TV, a Toronto retail store. At this time the music was mainly "Old Country" with records by such performers as the late Sir Harry Lauder and Jimmy Shand and his Band. Now, except for the theme "Coronation Bells" by Her Majesty's Grenadier Guards Band, it is mostly popular music of the Hit Parade variety.

Cupples advances several reasons for the change which, although radical, was done gradually. Not the least of these is because there are so many shows of an Old Country type. He also felt that he was alienating a large segment of his potential audience, especially among Canadians and the younger members of immigrant families, who didn't like the music he was playing. So he did some research into record sales in Britain and discovered that, except for a few performers such as Mantovani, the bulk of records being bought over there were by the same artists as were popular in Canada.

One offshoot of the show has been a sort of unofficial "bureau of missing persons." This started when a woman in England who hadn't seen her sister since before World War I, but knew she was somewhere in the Toronto area, solicited the program's aid in locating her. The only information they had was her maiden name, but Cupples decided to try anyway. Within minutes after the program had gone off the air, the long lost sister telephoned CHUM and the brief hunt had ended. Since then many similar requests have been made.

**McKIM MOVE**

Frank H. Nokes has succeeded R. W. Byron as account executive in the Winnipeg office of McKim Advertising Ltd. Byron, who has been with the agency for almost six years, is being transferred to their Vancouver office. Nokes has been in the advertising business for more than five years, the last three of which he spent as account executive with another agency.



CHUM



You can make sales headlines, when your advertising plans include a newscaster—and All-Canada stations have the best newscasters and the best news coverage.



**Pick Yourself a Stop-the-Press Newscaster!**

You can scoop the listening field, when you hand-pick a newscaster of note. He's a man with a built-in following—his fans are loyal and sure—he's a habit with them, like eating. The newscaster is a natural to *personalize* your approach and put your product in headlines.

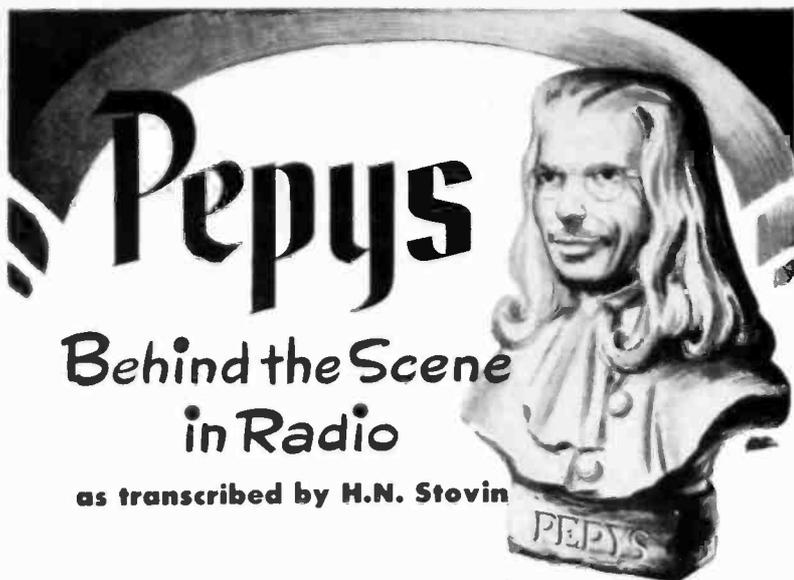
For selective radio, see your All-Canada Man for stop-the-press news about the best selection of stations, programs, times, adjacencies—to give your advertising daily headline coverage via radio.

- CJON Jack White
- CJCB Ed Smith
- CJLS Denny Como
- CHNX Clive Schaefer
- CFNB Larry Knowles
- CHSJ William Stewart
- CFCY A. S. Dickson
- CFCF Sam Sullivan
- CKOC Graham Emslie
- CJCS Alex Smith
- CKSO Bob Evans
- CFRB Jack Dennett
- CFPL Hugh Bremner
- CKLW Austin Grant
- CKRC Ev Dutton
- CKBI Francis Church
- CKCK Jim McLeod
- CFAC E. L. Heywood
- CJCA Russ Sheppard
- CFGP Gertrude Charters
- CJOC W. H. S. Skellon
- CHAT Michael Lynch
- CHWK Jim McDonald
- CFJC Gordon Rye
- CKOV Bob Hall
- CKGP J. D. Gray
- CJAT Bill McLoughlin
- CKWX Bert Cannings
- CJVI Earle MacLeod



**ALL-CANADA RADIO FACILITIES LIMITED**

VANCOUVER  
CALGARY  
WINNIPEG  
TORONTO  
MONTREAL



Did, in the last page of my diary, promise more news of the Radio Preference Survey conducted but lately among the 28,000 members of the Manitoba Farmers' Union. In 9 out of the 12 survey districts, the membership did vote CKY as their favorite radio station. The M.F.U. does now sponsor "Rhythm Ranch", a quarter-hour western-type show, three times a week on CKY

● ● ● Do copy this next item from "Merchandising News" a lively journal issued by Station CHOV Pembroke, which does reach 1500 business houses in the Ottawa Valley: Four and a half years ago, E. A. LISK AND SONS LIMITED general store and bakery in Eaganville, Ontario, contracted with CHOV to sponsor a daily afternoon newscast. Their objective was to reach housewives in the upper Ottawa and Bonnechere valleys. At the time, Lisk's had only three delivery trucks, limited though very modern bakery facilities and only a portion of a very promising market. During four and a half years of continuous advertising with CHOV, Lisk's have added new automatic slicing and wrapping machines, seven new delivery trucks, a new storage warehouse and a new oven, with a second new oven currently being installed. Thirty new employees have been added to staff and the bakery now works 24 hours a day in three shifts! ● ● ● In Brockville, Ontario, Onsite Construction and Brock Realty Companies did contract with CFJR for a 3-week campaign of one-minute announcements, plus 5-minute and half-hour programs. Their objective was to sell homes in Brockville's new "Highland Gardens" development. CFJR was the only medium used, and the campaign cost less than \$400.00. Despite adverse weather conditions, no less than TWENTY-SIX HOUSES WERE SOLD, representing over \$350,000 in sales ● ● ● Do close with the quip about the little Parisienne who got a mink coat as a gift, because she said "oui, oui, oui" all the way home!

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

MEMBERS OF RADIO STATION REPRESENTATIVES ASSOCIATION

## ONTARIO BROADCASTERS MEET OCT. 24

THE AGENDA for the Central Canada Broadcasters Association Convention at the Hotel London in London, October 24-5 is set, barring any last minute changes, according to president Howard Caine of CKFH, Toronto.



Howard Caine

All sessions are open, except the Tuesday afternoon business meeting, and the executive hopes that non-members planning to attend will come on Sunday (23), which is registration day, and stay until Tuesday noon (25).

The meeting will come to order Monday morning (24) at 9:30, when Howard Caine will deliver his address of welcome. After such routine matters as appointment of a convention secretary, adoption of the minutes of last year's meeting and appointment of committees, Al Collins of CKLB, Oshawa, will take the chair to deliver the report of his Constitution Committee.

Next comes the keynote address, to be delivered by Tom Robinson, of the London Life Insurance Company, internationally known speaker on selling.

Following a coffee break (courtesy of CFRB, Toronto) Murray Brown,

of CFPL-Radio and CFPL-TV, London, will deliver a talk on radio and television in the local London market. In his talk, Brown will discuss among other things where radio can do a better job for advertisers than television and vice versa. The title of his talk is announced as "Radio-TV Management — Organization Or Chaos?"

Monday afternoon is left open for a golf tournament, weather permitting. If the weather is unfavorable, and for those who don't play golf, a tour of the London Winery and of CFPL-Television has been arranged.

Monday evening at 6:30 the Canadian Wine Institute will, as usual, play host at a champagne cocktail party. Following this, there will be an informal chuck wagon supper, which will take the place of the annual banquet. There will be no speaker.

### TUESDAY, OCTOBER 25

The first item on the second day is an address by the past president of the Canadian Association of Advertising Agencies, G. C. Hammond, vice president and general manager of Cockfield Brown & Co. Ltd., Montreal. He will speak on "Crystal Ballistics".

Following CFRB's usual coffee break, there will be a sales and program clinic which is to be chaired by two Hamiltonians, Denny Whitaker of CHML and Lyman Potts of CKOC.

Lunch will be followed with the closed business session. During this Howard Caine will report to the members. Jack Davidson, president of the CARTB, and general manager of Northern Broadcasting Co. Ltd. will report on activities of the national body, and the executive vice president of the CARTB, Jim Allard, will present a Review of Broadcasting.

Next comes a report of the Sales Advisory committee; Farm Committee (Phil Flagler, CJBQ, Belleville); Committee of Junior Broadcasting (Vin Dittmer, CKNX, Wingham); Public Service Committee (W. N. Hawkins, CFOS, Owen Sound).

CFRB's private blend of coffee will be followed by the report of all committees; election of CCBA officers; nomination of CARTB directors; report of audit committee; new and unfinished business; time and place of 1956 meeting; adjournment.

**SIXTH  
IN ONTARIO!**  
CHUM - RADIO - 1050 K.C.

TORONTO'S exciting  
DAYTIME STATION!

\* **221,738**  
DAILY CIRCULATION

\* Elliott-Haynes Radio Circulation Report — Ontario 1955.

Toronto: Allan Waters—EM. 4-4271.  
Montreal: Emery Richmond—BE. 7042.  
U.S.A.: J. M. McGillivra.



"the man says"

"Worry is just like a rocking chair, It's something to do, But it gets you nowhere."

The man also says:  
When you place your radio campaigns on CFJR you DO get somewhere. Ask the Stovin Boys.

**CFJR** BROCKVILLE, ONT.

# Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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

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

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

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



Vol. 14, No. 20

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

October 19th, 1955

## Happy Half Century

At this particular moment, all we who profess and call ourselves publishers — be it calligraphic, electronic or what have you — and all ye who live from the avails of any or all of the varieties of publishing, should rise to our feet and let our roistering huzzahs ring from the rooftops. And why? Because one of our number is having a birthday.

Resisting the impulse to point out that we, at the tender age of nigh onto fourteen years, will be old and grey ourselves some day, we should like to disclose that the object of our congratulations is none other than Canada's national magazine, as it so rightly proclaims itself from its masthead, which is currently celebrating its fiftieth birthday with, and we use the cliché without apology, justifiable pride. Coupled with the knowledge of this form of rejoicing is the intelligence that the high degree of acceptance MACLEAN'S MAGAZINE has attained is indicated by the fact that its circulation is rapidly nearing the half million mark, notwithstanding the fact that it operates as a purely competitive business under the gargantuan guns of the American publishers, and is still able to retain its Canadian citizenship on a paid-up basis, by the payment of taxes.

MACLEAN'S MAGAZINE is a number one outlet for Canadian writers and artists. This state of affairs has not come about because of government or other divine ordinance, decreeing how much of its material it may import from other countries. The volume of Canadian material used has been in accordance with public demand. In fact it is not so long ago that MACLEAN'S had quite a reputation, especially in writing circles, for its use of second rights to American fiction. The publishers succumbed, not to government regulations, but to a growing demand on the part of the public for Canadian writings and Canadian drawings. The demand was not for material just because it was the work of Canadians, but, doubtless, because Canadian writers and Canadian artists could better depict the Canadian things and the Canadian people about whom Canadians wanted to read.

It is a significant fact that Canada has taken MACLEAN'S MAGAZINE to the national bosom as one of a chain of thirty-six publications. It is significant that no frowns at this "multiple ownership" have darkened the governmental firmament.

The two stepping stones to the success

RADIO RBX ... by tankled



"Yes, ladies and gentlemen, I can personally testify that Hair-Tabs will grow hair on a billiard ball."

of MACLEAN'S MAGAZINE have been, first, public acceptance, and, second — a direct derivative of the first — advertising revenue. It is a noticeable fact that no Commissar of the Printed Word or other Little Dictator decrees the maximum amount of advertising which may be printed for every page of stories and articles. The balance rests with the publishers alone and their wisdom which calls a halt when the limit is reached from the standpoint of the only real arbiters, the people.

MACLEAN'S MAGAZINE has risen to its present eminence in spite of countless other attempts by competing publishers to dislodge it. There is no government license to operate required of publishers-in-print. There is no restriction to the number of publishers who may start in business, unless it is their ability to make their service useful enough to the public that their existence will be justified.

MACLEAN'S MAGAZINE and the Canadian public have cohabited happily for half a century with one and only one instrument of mutual protection, the laws of the land.

MACLEAN'S MAGAZINE has availed itself of its right to exercise and promote its beliefs in politics and other contentious arenas, without obligation to voice views of other factions or other people beyond the common sense dictates of its editors.

MACLEAN'S MAGAZINE has prospered for half a century as a medium of expression

operating as a truly private enterprise, gaining country-wide acceptance under nothing but a profit motive.

May we presume to offer our sincere congratulations to the men and women who give us MACLEAN'S MAGAZINE, because it is a living example of democracy at work — a living example to bureaucrats, socialists, reformers, parlor pinks, yes and even to some broadcasters? The broadcasters we mean are those who cannot see that when they let the government relieve them of what should be their responsibilities as electronic publishers, they are not only jeopardizing the future of their own industry but are also depriving the people of Canada of one of the basic freedoms.

This freedom is the right of the people to a free radio and a free television along with a free press. It is their right to expect the broadcasters to dispense entertainment and information dictated by their own good judgment, influenced by the majorities and the minorities in their communities as they see fit. It is their right to look to the broadcasters for program fare which is fearlessly presented subject to one and only one book of rules, the laws of the land.

## Shoes In The Night

Porters have a good chance to judge folks (he said). Take these little boxes marked "for shoes" that you'll usually find — if you look hard enough — somewhere near the door in a room on a night run in a railway coach. Now, porters are supposed to come along in the night like Santa or the Easter rabbit and make the shoes to shine. Usually we do come along and take out the shoes and I suppose passengers judge us by whether we rub hard and put on a high shine, or just daub polish on the shoes and don't rub very hard; but, mister, here's how I judge the passengers: about one in a lot of runs will put his shoes into that little box with the toes upward towards him and the heels away from him where I can get a grip on the shoes easier.

Not very many passengers or people are that thoughtful, or kind enough to go to the trouble. Gives a man a good feeling to reach in and find shoes placed convenient.

— The Printed Word.

# Promotion

## BUILDS AUDIENCE — GETS RESULTS

We believe in extensive and continuing program promotion . . . aware that such a policy is of benefit to all.

Particular emphasis is given to radio and newspaper, and it is worth noting that of the Four Radio Stations in North-Eastern Nova Scotia and Cape Breton Island, ONLY CJFX uses newspaper advertising regularly and consistently.

This extra promotion is yours at no extra cost.

WE HAVE THE RIGHT APPROACH TO SELL

5,000 WATTS  
580 KCS.

# CJFX

ANTIGONISH, N.S.

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

## RADIO-RIMOUSKI

# CJBR

*Always a Good Buy ---*

*Now Better Than Ever*

SEE THE STOVIN BOYS

TORONTO - MONTREAL - WINNIPEG - VANCOUVER

ADAM J. YOUNG JR. in the U.S.A.

# CJBR

Rimouski  
QUEBEC

Now  
**10,000**  
WATTS

### People

## CANNINGS HEADS CFCF NEWS

AS A PART of its policy of expanding its news department, CFCF Montreal has announced the appointment of a new director of news in the person of Bert Cannings, who leaves the directorship

disciplinarian in 1939, transferring to RCAF Public Relations when that branch was formed in 1940.

He broke into radio news in 1945 and helped build the CKWX newsroom. In his ten years on the coast, he represented all private Canadian radio stations when he covered the Arctic Operation Sweetbriar. Later he covered the opening phases of the Korean war in 1950. In 1952, he toured the RCAF NATO establishments in Europe, returning with taped and written material.

Cannings wrote and produced the much publicized traffic documentary *Why They Do It*, in which interviews with traffic violators were taped at the scene of the accident. He also went down into Vancouver's underworld to make his startling actuality series, *They Walked By Night*, in which he recorded the voices of dope addicts, safe blowers, shop lifters and hustlers.



BERT CANNINGS

of the CKWX Vancouver news department to take over his new job. Under his guidance, the Montreal station will develop "more complete coverage of the local, provincial and national news fields." This, according to Al Hammond, who in his capacity as manager of the broadcasting division of the Canadian Marconi Company manages CFCF, will involve "hiring of more experienced personnel in the Montreal newsroom, strengthening of the CFCF news stringers in metropolitan and rural newspoints and the establishment of correspondents in the provincial and national capitals."

Coverage will be extended locally to include Montreal City Hall, police and other courts. News channels will also be set up to take care of the more important conventions, labor union's activities, as well as waterfront and armed services movements.

Cannings, who has spent twenty-eight of his forty-four years in Canadian newspapers, public relations and radio, worked with newspapers in Calgary, Edmonton and Medicine Hat until the war. He enlisted as a

## CBC Names F.R. Halhed Assistant Supervisor Outside Broadcasts

F. R. Halhed, the former CBC International Service representative in Toronto, has been appointed assistant supervisor of outside broadcasts and special events for the corporation. The appointment was announced by CBC director of programs, Charles Jennings.

Halhed, who recently co-ordinated all CBC activities at the Boy Scout World Jamboree at Niagara, began his radio career in 1937 at CFCT (now CJVI), Victoria. He joined the CBC in 1941 as an announcer at Vancouver, and four years later was transferred to Winnipeg as a producer.

In 1948 he moved to Montreal as editor of *Canadian Chronicle* one of the English programs of the CBC International Service, and took over the post of Toronto representative in 1952. One of his duties last year was as Commonwealth Liaison Officer at the British Empire and Commonwealth Games in Vancouver, responsible for co-ordinating daily broadcasts of the games to many parts of the world.

# CFOR ORILLIA

IN CENTRAL ONTARIO

Delivers

★ **GREATEST POWER**

★ **BIGGEST BBM**

★ **LARGEST CITY AND AREA ACCEPTANCE**

**5000 WATTS**

Stephens & Towndrow Ltd.

Toronto - Montreal

# RADIO IS NOT GETTING ITS SHARE To Manage CKRD

“IF you have something good to sell, you should be proud to sell it”. With this remark, Fred A. Palmer, radio station consultant from Worthington, Ohio, kicked off a two-day sales school at Oshawa for members of the staffs of CKLB, Oshawa, and CKPC, Brantford. Palmer told the group that there are five points which businessmen inquire about regarding radio—ownership and policy of the station, coverage, programs, staff qualifications and comparative costs of radio with other media. He said every salesman should equip himself with all this information, and should set up a regular plan of calls in order to land a sale.

The salesman's job starts when the prospect says “No”, Palmer said. He also outlined several common objections to buying radio, together with the proper rebuttal for each.

The audition is an important tool in the salesman's kit, and the co-operation of the program and technical departments should be obtained in order to put on a good presentation. Palmer suggested that wherever possible the auditions should be held at the station, in order to get the prospect away from interruptions at his own office or store. The client is invariably interested in seeing around the studios, and it is imperative that he obtain a good impression on his audition visit. Palmer also advised the use of heavy promotion, together with regular service calls by the salesman, once the contract is signed, in order to maintain the interest of the client in his purchase of radio advertising.

The speaker said that for twenty-five years he had advocated the account system of selling, with each salesman handling his own list of calls. Now, he said, there is too much ground to cover, and the only way to cover it is by the territory

system. In this way every account, large and small, should be called upon at least every ninety days.

Palmer conducted an evening of sample interviews, with the CKLB and CKPC salesmen taking part. He offered constructive criticism to each one and suggested ways to improve their appearance, approach and presentation.

On the second day, Palmer dealt mainly with the organization of a sales staff, covering such items as sales objectives, individual sales quotas, incentives and collections. He cited many instances in his own experience where sales objectives have been increased tremendously—even doubled, and where these new figures have been reached by the use of proper selling techniques coupled with good incentives for the salesman.

Radio, said the speaker, has too long been content with just a small share of the advertising dollar. It's time now to think big, to come up with new ideas and charge good money for them.



The appointment of G. A. (Fred) Bartley as manager of CKRD-Radio, Red Deer, was announced October 1 by the president of the Central Alberta Broadcasting Company, G. S. Henry.

Bartley, who is married and has two children, graduated from the University of Alberta. He served in the radar branch of the RCAF during the war, and on his release continued in the field of electronics as a broadcasting engineer. Since then he has been manager of Northwest Telephone Company Ltd., and for the past three years has served on the staff of the Broadcast and Television section of the Sales Engineering Branch of Canadian General Electric Company Ltd.



• **BOVINE BILL'S**

## Memo to an Advertiser

• The world is fed by the Prairies' wheat. The richest farm income area in the Prairies is the Yorkton area. You can cover this area daily **ONLY** on CJGX.



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

# CJGX

## YORKTON SASKATCHEWAN

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

### RADIO REPS APPOINTMENTS

Don Wall, formerly assistant director of radio and TV in the Montreal office of MacLaren Advertising Co. Ltd., has joined Radio Representatives Ltd. as assistant manager of their Montreal office. He will be working with Wilf Dippie and will specialize in radio time sales and new business development.

Dick Sienko, formerly with Confederation Life Association, has taken charge of the research and statistical department at Radio Reps. A native of Georgetown, Ont., Dick will be learning the business preparatory to joining the reps' sales staff.

### CANADA'S THIRD MARKET IS EXPANDING

WHAT A BUY —  
\$8 for 1-Minute!

NANAIMO is now a suburb of Vancouver with 20 ferries daily to Nanaimo and return!

RADIO CHUB — Nanaimo, is often in **SECOND PLACE** in Elliott-Haynes VANCOUVER AREA ratings.

ANOTHER TOP BUY —  
\$5 for 1-Minute!

CJAV-Port Alberni gives you 92% of the listening in the Alberni Valley and merchants in the rich Mainland Area of Powell River use CJAV exclusively for radio advertising.

ASK OUR REPS —  
Stephens & Towndrow Ltd. — Toronto and Montreal  
Horace N. Stovin & Co. — Winnipeg  
John N. Hunt & Assoc. — Vancouver  
Donald Cooke, Inc. — U.S.A.

## Only results count...

Ratings, surveys, listenership studies have their merits, but what the radio advertiser wants is increased sales.

For 12 years CKWS has been successfully building sales for local and national advertisers.

In the wealthy Eastern Ontario market, let CKWS be your salesman.

# CKWS RADIO

Kingston  
Eastern Ontario

5000 watts on 960 kc's  
The Eastern Ontario Station  
located in Kingston.

# POINTS of Sale

Peak time varies from town to town. Don't offer "Tea Time Tunes" at the supper hour. Let us show you how to put your message over at nine peak times — one for each of the nine areas served by the nine community broadcasting stations we represent.

**C-FUN**  
VANCOUVER

**CKBB**  
BARRIE

**CKTB**  
ST. CATHARINES

**CKOK**  
PENTICTON

**CJCH**  
HALIFAX

**CHOK**  
SARNIA

**CJFX**  
ANTIGONISH

**CKVR-TV**  
CHANNEL 3

**CKGN-TV**  
NORTH BAY

**PAUL  
MULVIHILL**

**& Co. Ltd.**

Toronto  
77 York Street  
PAUL MULVIHILL  
EM. 8-6554

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

## Advertising

# THE TWIN ASSASSINS OF CANADIAN COPY

By NAT BENSON

**C**HICKEN-HEARTED CLIENTS who insist on "old hat" approaches and ad themes, plus the enervating habit of slavishly using American parent-company copy, are the dual murderers of originality and power in Canadian copy-themes. What can we do about this vicious invasion of the Canadian copywriters' domain?

"I'm sorry, sir, I may be wrong, but I don't think this American copy is as good as we can do up here, if we have time," suggested the eager young man.

"You what?" roared the double-chinned vice-president. "Doncha know that copy was written in New York by Stu McScriven, the ace copy chief of Tellem & Sellem on Madison Avenue?"

"I know that, sir, but it's pretty loud for our customers, and a lot of it isn't quite applicable to client-products available locally."

"Don't give me that stuff!" contradicted the boss. "Just change the logo and run it the way Stu McScriven wrote it." And that's the way it was run.

At least one hundred potential Canadian customers who read the finished golden prose printed "just

the way Stu wrote it" thought it was pretty loud. But only fifty of them decided not to buy "Gordon's Golden-Brown Globules" on that account — and only two or three had the initiative to write Mr. Gordon saying they thought that both he and his products were 'way off base.

A Canadian copywriter wouldn't have done it that way. Even if he has never toiled (as the writer has) in several of the more plushy purlieus of Madison Avenue, he still senses, if he has any of the old time merchandising and selling sense at all, that what may very well be considered genuine 24-karat rockem-'n'-sockem copy in Manhattan may quite conceivably lay a square egg north of the border.

As a nation of buying people, Canadians aren't too smoothly geared to accept the real hot-razzle-dazzle

technique of the sizzling word-weavers around 42nd Street. South of the Border the market is so huge, and so expansive, and the competition is so ferociously keen that the American buying and shopping public have almost developed to the point where they expect to be entertained and fascinated by the more fantastic types of claims on the part of advertisers and the tending-circus manner of presentation that naturally goes along with such enthusiasm.

But alas for Stu McScriven and his glowing splashes of golden prose, Canadians don't think thataway. They demand solid, step-by-step conviction. The old razzle-dazzle merely gives them strabismus when they're in a buying mood, and they unconsciously but instinctively saunter over toward a less inflated but more dependable competitive product.

### OVERAWED BY U.S. IMMENSITY

Some boss admen never realize that the Canadian buying public and the Canadian customer-dollar are almost allergic to fabulous claims on the part of merchants. Our boss admen behave this way, because every time they have contact with a major American manufacturer they are inevitably overawed by the immensity of his market and sales potential, as well as his latest records of volume, often ten times that of ours for sheer reasons of population.

It is a wise thing to remember that now we are a nation of approximately 15,000,000 souls, while our great and friendly neighbor boasts over 150,000,000. Naturally they can and should buy over 10 times what we can possibly absorb. Even more naturally, they are infinitely more susceptible to the more vigorous and impassioned technique in the realm of selling and promoting merchandise.

The ideal copy-approach on either side of the Border always attracts and never offends. It doesn't grasp your coat-lapels, stand on your shoes and bellow in your ear. Its appeal is often as insidiously irresistible as that of Cleopatra. Operating north of Buffalo, the ideal copy slant learns to behave itself and act in impeccably good taste. It becomes content with presenting in order the cogent and provable reasons why one product does give you more for your money. Sometimes it can and should feature one single dominant merit of a product or process—sometimes it can, if it avoids the crowding of copy points, present a myriad of product-appeals.

That same crowding of too much into all available copy space is not a peculiarly native fault on the part of Canadian advertisers, — but Canadian clients, as a species, have never quite learned that there is no more pleasure in absorbing an overcrowded advertising message than in riding a jam-packed street car or bus. They forget what good school teachers know: that in trying to

**BY ANY MEASURE,  
CKCK is . . .**

**THE BIG ONE**

*in Saskatchewan*

"To be a Big One . . . Join a Big One" . . . and Remember,  
The BIG One in Saskatchewan is CKCK . . .

**with 59.6% of Sask. radios!**

**CKCK REGINA-Dial 620**

Representatives: All Canada Radio Facilities.

"get across" too much to your listeners or readers, you defeat your basic intentions just as effectively as you do when you get across too little.

**PATIENCE TIRES FAST**

Somewhere on the narrow tight-rope now well defined by the seen-read-remembered boys, is the golden mean of maximum "assimilability" — beyond which, you repel or cause to vanish your reader, listener or viewer. That is something that TV experts might begin to allow to percolate through their platinum equipment, because no current medium of advertising is as costly or can be more wasteful than TV, when those in charge of the commercials are true-blue members of the "Tell-'em-the-Whole-Story". Nothing, it should be remembered, is as anemic or tires faster than an ad reader, listener, or viewer's patience. Television is rapidly becoming second-rate entertainment for the same identical silly reason of overloading the "3 golden minutes" of commercials to the absolute gunwales, which results in offensively dull or strident "entertainment", fortunately very easy to give its quietus by flicking a dial.

The story is told in Manhattan of a young copywriter loading an ad to the last bearable syllable with 1685 institutional company facts under the lash of an insistent account executive. When the copy chief saw this ragout of verbiage he roared forth, "Whyja try to put all this goulash in this one little ad?"

"Because," the writer excused himself, "because Mr. Plushley, the account executive said the client said in this special ad we had to put every-

thing that his Company stood for."

"Well by God, that's something that this Company won't stand for!" bellowed the chief. "Tell Plushley I said to tell that big knucklehead that his company is wasting its money buying space if he's going to overload ads this way."

That tendency to overload is, if anything, far more prevalent on this side of the border than below, because there aren't many of the experts left in the big agencies' head offices who do not realize the compelling value of pure white space in giving an ad distinction and taste, by meeting the eye as restfully as a telling pause in radio falls upon the ear, or even some TV snow falling obliteratedly on the upper slopes of some bosomy TV charm dispenser, relieves the viewer.

In the tents of the Bedouins as well as among the welk-sellers of Dover, it is a known and accepted fact that no mistake is easier to make than the fatal one of overselling a pleasantly prospective customer.

**SMOOTHER, FASTER, ABLER**

After spending some time in Manhattan under the supervision and kindly tutelage of some of the finest copy chiefs extant, those at Y & R in the early 1940's, the writer is ready to admit that three out of every ten pieces of copy which come northward from Gotham are considerably fresher than that which most local sons can produce. Most of the New Yorkers have been at it longer; they have long enjoyed the daily stimulus of one brilliant mind functioning with others, each fine talent making a constant effort to vie with

the other "300 hitters" on a creative line-up. All these factors can do, and should make Manhattan's copy-chiefs better, smoother, faster, abler, etc.

At one time the above-mentioned agency had Raymond Rubicam, Roy Whittier, Sid Ward, Bob Work, George Gribbin (Y & R's present copy director), Ted Replier (head of Washington's Advertising Council), Ted Patrick (editor of HOLIDAY), Charlie Feldman, Stan Jones, and Harry Rubicam, all functioning together as a team of expert copy supervisors, packing as much power in their own way as the baseball Yankees of 1927. Every one of these men was an advertising copywriter's ideal as a supervisor, because around them seldom was heard a discouraging word. There was hardly any turn-over in that copy dept., even for big money, because everybody there wanted to stay there, learning more every day about his craft from the foremost practitioners of this difficult form of creative commercial writing.

Able supervisors such as these memorable leaders in their field seldom imposed any hard and fast Do's and Don'ts on their writers: most of them readily admitted that beyond the surface flashiness of certain incomparable devices, Canadian copywriters, if worth their salt, should be able, willing, and allowed to do far more than just change the date-line, the logos, and a product or two of the American proofs shipped northward. Local Canadian problems, they realized, demanded local treatment, and national and regional quirks could be better

dealt with on their chillier native heath.

From that agency's founder down, they were an inspiring team to be associated with, because one was always conscious of his own daily inevitable growth and development resulting from steady contact with the most alert minds in this ever-changing business. 100 per cent competent copy supervisors like these almost guaranteed that three out of every ten ads that they created would be arresting, because of that same peculiar excellence due to furious concentration, plus "unfrozen" attitudes and opinions which all but insisted on writers finding new, fresh, and unhackneyed ways of approaching copy problems new and old.

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

**SELL the NORTH  
 with RADIO!**

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

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



**WITH THE  
 BIGGEST  
 B.B.M.**

**OF ANY STATION\* ON THE  
 PRAIRIE**

\*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.



# Top Dog on the West Coast



# CKNW

NEW WESTMINSTER, B.C.

*has appointed*

# Radio Representatives Limited

TORONTO

MONTREAL

WINNIPEG

*its national representative*



**5000 explosive watts**

**1320 kcs.**

**'By Every Survey—B.C.'s most  
Listened To Station'**

**TOP DOG** in  
programming  
audience  
promotion  
merchandising  
... and **S-A-L-E-S** ...



# RADIO ESSENTIAL IN CIVIL DEFENCE

Special to C B & T

by

**DORWIN BAIRD**

Canada's new concept of Civil Defence makes the use of broadcasting stations "essential" in any mass evacuation scheme, according to Major-General F. F. Worthington, federal CD co-ordinator. A newsmen's conference, held at the Civil Defence College at Arnprior, Ont., October 11-13, gave about 80 representatives of radio, TV and press a full high-level briefing on the new role of Civil Defence.

While Worthington emphasized that radio must be used during evacuation as the sole means of communicating CD instructions to the public, he admitted that there was still a difference of opinion between the military and CD authorities as to how this could be done.

Air Force officials have insisted that radio would provide a navigational aid to the enemy, and at the moment, the conference was told, "we are still looking at this thing through pre-nuclear age eyes." An emergency today would mean that stations would go off the air—period.

Civil Defence authorities told the conference that the U.S. Conelrad system "could not be used in Canada," and a strong hint was given that American authorities are not entirely pleased with this system of confusing radio signals themselves.

Worthington and his assistant, Major-General George S. Hatton, said that over five years had been spent in trying to work out a way for radio to play its full CD role. "I think we shall see a solution within six months," Hatton said.

About 30 of the newsmen attending the conference were radio editors and news directors, from across the country.

### Omer Renaud Move

Omer Renaud and Co. have moved from 170 Bay St. to 199 Bay St. Their phone number though remains the same — EM. 4-1197.

## Ten Years Ago

Items from The Broadcaster for October 20, 1945

Ten years ago this paper was rejoicing, along with business in general, over the lifting of the advertising restrictions in Hon. J. L. Ilsley's first post-war budget, although, the story pointed out, concern was being expressed over the fact that Excess Profits Taxation had not been completely removed. Commenting on the situation, L. E. Phenner, then president of Canadian Cellucotton Products Co. Ltd., and senior vice-president of the ACA, pointed out that Canada needs export trade, "but it should be possible for every Canadian business house to bear the cost of entering the export field, not just those companies which are high up in the excess profits class".

A letter from Major S. C. Ritchie (now Cam of CKLW) asked stations and others to send to him in London narrative or dramatic scripts for the use of the Canadian Forces Radio Service, of which he was in charge.

Cockfield Brown & Co. Ltd. were busy readying York Knitting Mills' *Singing Stars of Tomorrow* for its return to the Trans-Canada network. Auditions had just been conducted by Les Chitty and John

Adaskin in the eastern provinces and by Alan Savage and Rex Battle out west.

Johnny Wayne and Frankie Shuster, just home from their stint with the Army Show, were reported, in an article entitled "Johnny Get Your Pick", as having turned their talents to writing the *Johnny Home Show* for the CBC. The series dealt with problems of rehabilitation.

Jim Allard, then doing a column from Ottawa, commented on "the increased reliance placed on radio addresses during election campaigns by men in public life".

A veteran wanting a job in radio could be sure of a hearing at CJOR, Vancouver, and what is more he could rely on having an opportunity to talk to the right man. Aspirants showing little or no talent, the story said, were told the truth, that their chances were slim. Promising ones were given a second audition, at which a transcription was made. This was given them for use in applying for work at other stations. Dick Diespecker and Wallie Peters were ready to talk to those showing an inclination for writing or music, respectively, it went on.

*cover London and  
Western Ontario with*

**CFPL radio dial 980**

Contact All Canada Radio: In U.S.A. Weed & Co.



# keep ahead of the game

# CFNB

## IN NEW BRUNSWICK

and the game is bigger than ever this year. Six thousand workers will be employed in construction and clearing at Camp Gagetown. Many of them and their families will live in trailer camps fifteen or twenty miles from Fredericton. Most of them will have radios and the nearest retail market is Fredericton. CFNB is the way to reach this big addition to the Fredericton market with your sales message.

**NEW BRUNSWICK'S MOST LISTENED TO STATION**

For the whole story see  
The All-Canada Man  
Weed & Co. in the United States

*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

# LET'S GET TOGETHER

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

## ABOUT WHAT?

### ABOUT OUTSTANDING EQUIPMENT BY:

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

For further information

THE TOP NAME IN THE BUSINESS

*Alex L. Clark*  
LIMITED

3745 BLOOR ST. W., TORONTO 18  
BELmont 1-3303

# RESEARCH IS AS RESEARCH DOES

*It Isn't So Much The Research, But How It Is Used That Matters*

By HUGH McCONKEY

WE LAUGHED when the agency man said that he had taken a survey, and she didn't like it, so the campaign was killed. We didn't know that he was serious. Trouble was, we could see that he was doing what we didn't realize that we did every day — adding an implied "yes, but" — to research findings. We all tend to pay lip service to the soundness of research, then tack on our own reservations to those findings.

This would be fine if our own reservations had any sound basis, but most of them spring from superstition, personal attitudes or just plain bias. We're a little inclined to accept research when it confirms our own judgment, and to misinterpret it when it doesn't.

The justly famous scientist, Dr. Alexis Carrel, once remarked that the cure for cancer could probably be found in research which had already been done. The trouble was, he said, that the researchers went on researching, and nobody ever stopped long enough to analyze and digest what had already been discovered.

It is the same today in advertising research. Discoveries of great value lie undigested and forgotten in the

files. Agencies bring in distinguished psychiatrists and motivation researchers to conduct special projects. Two years and seventeen reports later, these learned gentlemen return to their hallowed halls and their reports are carefully filed, misinterpreted before being forgotten.

## NEW TRAILS ON OLD TRACKS

Now, you'll hear younger creative people tell you that they don't believe in being tied to the apron strings of research, that somebody has to blaze new trails. Sure they do, and more power to them, but they may get there faster if they take a look, a seriously analytical look, at what went on before.

There's nothing fundamentally wrong with checklists, or we wouldn't have been given the Ten Commandments. Nonetheless, any checklist — and despite what they tell you most creative persons worth their salt use one consciously or unconsciously — is only a memory-help. It just assists us to recall what we already know. It does nothing to add to our knowledge of Mr. and Mrs. Canada, their hopes, their dreams, their motivations or their present attitudes to our products or our sales messages.

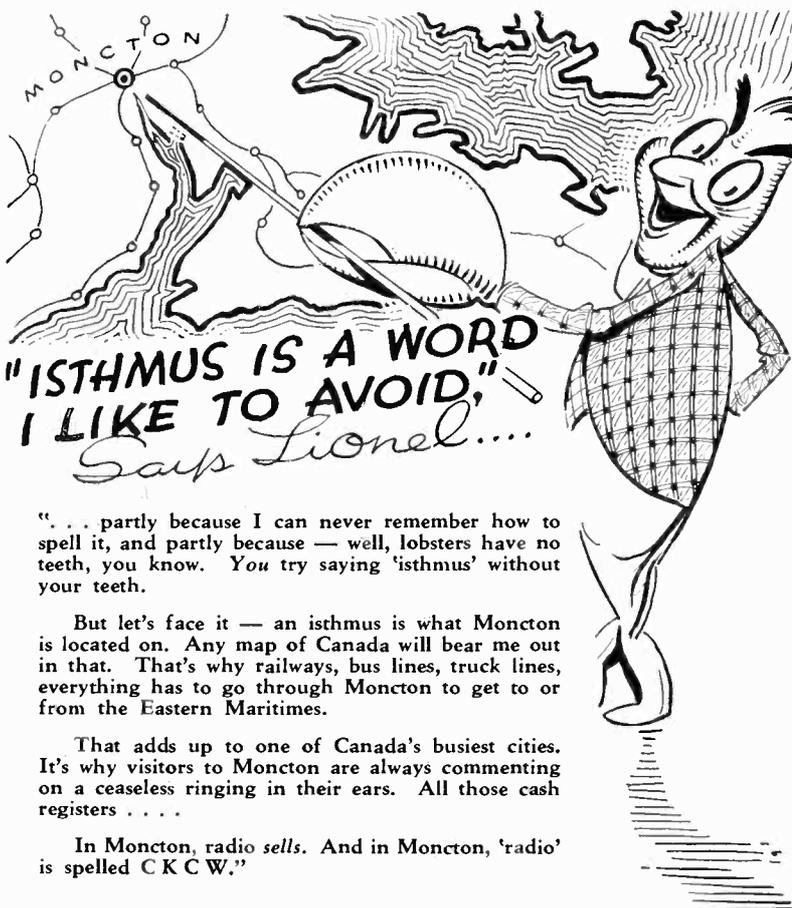
Most of the trouble comes from

laziness on the part of advertising people. It is much easier to map out a campaign, or to hammer out a few broadcasting scripts, without taking the trouble to consult some research findings, or to measure our work against any set of standards.

And even this won't help if we don't know what those standards mean. Learning to interpret research findings is an art in itself and one of the traits it calls for is one of the most difficult to acquire: an open mind which can yet draw from experience. More soundly conceived and professionally executed research has been lost through faulty interpretation than might be supposed. Part of the problem exists within the interpreters themselves, and is fanned into a higher flame by misquotations in the advertising press. Certainly as capable a writer as Walter Weir wasn't fully reported when he denounced copy research as being "this pseudo-science" which has succeeded in making advertising "even more banal than it was", while at the same meeting (of the American Marketing Association) the vice-president of another major agency said that those who attack research as fakery are just as wrong as those who claim it will work miracles. David Ogilvy, current bright copy man of U.S. advertising, is a former research director and trumpets its benefits to himself personally, his agency and its clients; says "it is flabbergasting to see some of the campaigns which come out of major agencies which boast big creative departments. Obviously something goes wrong — somewhere along the line". What he was too polite to say is that perhaps they can't understand what they've found out.

## MOTIVATION or CHARLATANISM

Currently, of course, the aspect of research most under scrutiny is that great Madison Avenue Toy — Motivation Research. There are those who slavishly follow its every dictate, accept its every hint as the discovery of the age, yet there also are those who call it charlatanism carried to the hilt, refer to it as the Cult-of-the-Dry-Martini-Club (yet



But let's face it — an isthmus is what Moncton is located on. Any map of Canada will bear me out in that. That's why railways, bus lines, truck lines, everything has to go through Moncton to get to or from the Eastern Maritimes.

That adds up to one of Canada's busiest cities. It's why visitors to Moncton are always commenting on a ceaseless ringing in their ears. All those cash registers . . . .

In Moncton, radio sells. And in Moncton, 'radio' is spelled C K C W."

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

## SALES FORMULA for Northern Ontario

- ★ A good product
- ★ Distribution
- ★ RADIO

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

secretly look over their shoulders and wonder). The v.p. of Campbell Soup said, "... that we need to know more about ... the motivations of consumers is obvious. We need to have greater understanding of the stimuli they respond to. Therefore ... the only question is, how to get that information.

At the same time, I feel, motivation research has been given a black eye because of what looks like so much hocus pocus. Surely there are better ways of finding out why consumers do or do not like canned soup than by getting their interpretation of an ink blot."

A leading practitioner of motivation research solemnly assures us that they discovered, on behalf of a client, that the term "nationwide" was found to mean "international" and that "human relations", to the majority of people, was a term connected with sex.

RESEARCH PLUS EXPERIENCE

These are some of the boundaries of research that give pause to the serious creative man, but there are others. Two of the apparently soundest methods of advertising research are those practiced by the Gallup-Robinson organization and the Daniel Starch people. Gallup-Robinson is valuable because it does not restrict itself to mere ratings but continually analyzes the factors which make for those high and low ratings. They suggest what to do and what not to do. Starch, on the other hand, analyzes how many people have noted your advertisement after it has appeared, how many have not only seen it but associated it with the correct sponsor, and how many have read most of the copy. The two techniques would, it should seem, work hand in hand, and sometimes they do. One agency changed the format of a client's advertisement to conform with Gallup-Robinson indications, and not only got a very high Starch rating but actually increased coupon returns by 1,200 per cent. Another agency switched from a technique which had been receiving top Starch ratings to one which they felt should score even higher percentages, as forecast by Gallup-Robinson, and fell to a readership level much below a competitor who ignored every G-R principle.

Confusing? Yes, perhaps, but mostly to those who didn't look beyond the obvious, who mistook the trees for the forest, and who, in the final analysis, provided the general reason for this thesis: that it is not primarily the fault of research when it doesn't work, but the errors of interpretation. So often, any conclusion you draw from a research report requires judgment uncomplicated by prejudice, yet based upon an awareness of previous guideposts. Just as you'll never find the sign "Billybones Camp — straight ahead" if you haven't been following the previous signs which told of the decreasing mileage, and the prospectus which advised you in which direction to turn at the start of the journey, you won't find the route to your cash registers if you don't couple past experience with current research findings. Both have to go hand in hand, but both require the same attributes which make for success in any business—lack of prejudice and good old, everyday common horse-sense.

DUROCHER JOINS NBC

LEO DUROCHER resigned as manager of the New York Giants on Saturday, September 24. Three days later, Robert W. Sarnoff, executive vice president of NBC, announced that NBC had signed the former baseball manager to an executive post in their talent relations department.

In addition to his job of scouting new talent for NBC, Durocher will act as a sports commentator, make guest appearances on NBC programs, and occasionally represent the network at public engagements. His headquarters will be at the NBC Pacific Division in Hollywood.

As a reason for the appointment, Sarnoff cited Durocher's outstanding executive ability displayed during his long managerial career in baseball. His intimate acquaintance with many NBC stars and other notable personalities in the fields of entertainment and sports qualifies him for his job in talent relations, Sarnoff said.



**QUEBEC**  
isn't  
a problem  
with  
**CKRC**  
1000 WATTS 1280 K.C.

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

SAY YOU SAW IT IN CB&T

# Manitoba gets it's NEWS from CKRC

HERE ARE THE NEWSCASTERS WHO HAVE EARNED THE  
CONFIDENCE OF MANITOBANS WITH ACCURATE UP-TO-THE-  
MINUTE, NEWS COVERAGE ON 24 NEWSCASTS A DAY  
NEWSCAST SPONSORSHIP ON CKRC ALWAYS DELIVERS  
A LARGE, ATTENTIVE AUDIENCE OF  
POTENTIAL CUSTOMERS



E.V. DUTTON  
News Editor



RON. ALDERSON  
News Announcer



PAT McDOUGALL  
News Announcer



WARNER TROYER  
News Announcer



RON OAKES  
News Reporter

# CKRC 630 On Your Dial WINNIPEG, MAN.

For rates and  
availabilities see:  
REPS. All-Canada  
Radio Facilities —  
in U.S.A. —  
Weed & Co.

## Programs

# WOOLWORTHS CHOOSE MUSIC BY RADIO TO REACH MOST PEOPLE

N.Y. Agency Promotes Interest Among Canadian Managers With Music And Statistics

By JIM GONSALVES

**A** UNIVERSAL LOVE OF MUSIC is the premise around which the F. W. Woolworth Company built its new Sunday Show, *The Woolworth Hour*, which started in the States on CBS last June and is now heard in Canada on CBC-Dominion, and CFRB in Toronto. Lynn Baker Inc., Woolworth's New York agency, has just staged a presentation at CFRB, to welcome the show to the Canadian airways, and inject enthusiasm into some of the sponsor's key personnel.

The presentation, staged by the New York agency whose officials came to Toronto for the purpose, was attended by the president of Woolworth's Canadian chain, R. D. Campbell, and store managers and representatives of the company from all over the country.

It opened with Canadian band leader Percy Faith and the show's 45-piece orchestra playing *Three O'Clock In The Morning*. Next came a barrage of statistics to explain to the managers of Woolworth stores, in convention in Toronto, why radio has been picked as the vehicle to help them bring people into their stores.

The audience heard that while 39% of all Canadian homes have tele-



— Photo by Herb Nott & Co. Ltd.

CFRB'S BIG STUDIO was the scene of a meeting of Woolworth managers from all over Canada who gathered to hear an introduction, staged by the New York agency Lynn Baker Inc., to the "Woolworth Hour" which CBS is now piping into Canada over CBC-Dominion and CFRB, Toronto. Participants in this production lined up on the studio stage for the camera, with a background of Woolworth managers. From left to right they are: Waldo Holden, sales manager CFRB; Mary Bentley, account executive Lynn Baker Inc., New York; R. D. Campbell, president, the F. W. Woolworth Co. Ltd.; Dave Derstun, radio and TV producer for Lynn Baker; F. L. Gooderham, sales manager and supervisor, F. W. Woolworth Co. Ltd.

vision sets, 96% have radios. The remaining 4% were judged to be so remote as to be of no use to the

advertiser anyway. 2,206,000 homes in Canada have one radio set, it was learned, while 908,000 have two and

as many as 173,000 have three. Only 65,000 homes have more than three sets. This means that there are 5,200,000 radio sets in Canadian homes. "Remember," the announcer's voice went on, "39% of all passenger vehicles are equipped with radios." That adds 800,000 more to the total, not counting the large number of portable sets in use.

As regards the dollar value of radio, it was noted that whereas a mere \$8,500,000 was spent on television advertising in 1954, almost three times that amount was spent on radio, \$23,000,000.

### FLEXIBILITY OF MUSIC

A description of the show was given next. It will run for an hour every Sunday, seven minutes of the time being devoted to advertising the range of items carried in Woolworth stores. The musical format is planned to be so flexible that the show should appeal to practically every taste. An idea of the range was shown by the list of guest stars scheduled to appear: Eddy Fisher; opera star Patrice Muncell; Dave Brubeck; balad singer Burl Ives; Marion Anderson; Ima Sumac; the French singing star Genevieve, and the Robert Shaw choral group. The

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

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

French-speaking Quebec is the fastest growing market in Canada. Hardy Stations are "promotion-minded" stations and assist many National advertisers on Direct Mail and "Point-of-Sale" displays in their trading areas.

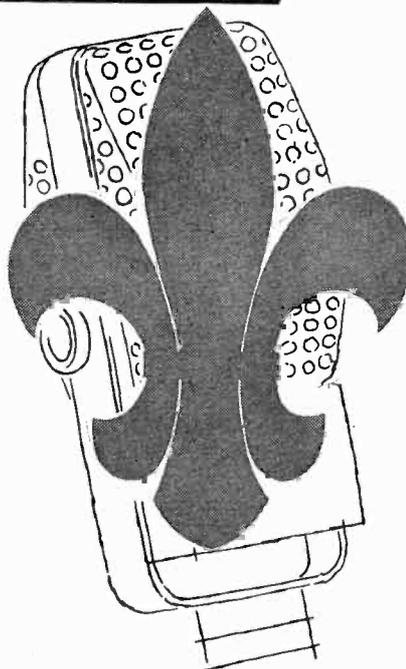
Ask your district Salesman or your Sales Agent to call personally at any Hardy Station and let them see for themselves what we mean by top co-operation with Manufacturers and their Advertising Agencies.

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

1489 Mountain St.  
Montreal, Quebec  
PL. 1101

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

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



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

CHRC, Quebec City

CHNC, New Carlisle

CKBL, Matane

CHLT, Sherbrooke

CKRS, Jonquiere

CKVM, Ville-Marie

CJSO, Sorel

CHRL, Roberval

CKSM, Shawinigan Falls

CKLD, Thetford Mines

CKTS, Sherbrooke (Eng.)

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

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

**HARDY STATIONS SELL OVER 3½ MILLION FRENCH CANADIANS DAILY**

show will also feature premieres of Broadway musical shows.

The house orchestra will be conducted by Percy Faith, who needs no introduction to Canadians. They also plan to use a 20-voice choir. Whenever Faith is not available, and it is hoped that this will not be very often, guest conductors will take over the baton. Johnny Green, composer of *Slaughter on Tenth Avenue*, Gordon Jenkins and David Rose were mentioned as possible substitutes.

The program then settled down to recorded extracts from forthcoming shows. It began with a song by Perry Como, followed by Judy Garland in a number from her Academy Award winning movie *A Star Is Born*. The Broadway team of Mary Martin and Enzo Pinza were featured next. Mary sang a number from their hit show *South Pacific*, and Pinza's heavy bass proved a splendid vehicle for *Welcome Home*. Also heard from were folk singer Harry Belafonte and the French chanteuse Edith Piaf. There was also a quick chorus by the Yale Glee Club, a taste of Victor Borge's piano comedy, and a grand finale on the trumpet of Louis Armstrong.

It was announced too, that there will be previews of music from the sound tracks of new Hollywood releases.

Of interest to Woolworth managers was the fact that each program will have a definite theme such as Christmas, spring, back to school, mother's day, etc. There will be special dedications as well, such as the opening of new Woolworth stores, and emphasis will be placed

regularly on different districts and centres.

In spite of all the interesting material outlined in the presentation, the people at Lynn Baker feel that the show will be its own best salesman.

The presentation closed with the playing of a tape recording of part of one of the recent shows.

**BEDARD JOINS RTS**

Alex Bedard has joined Radio Time Sales (Ontario) Limited. His duties will be in the Sales department and the appointment was effective October 15, according to Norm Brown, manager.

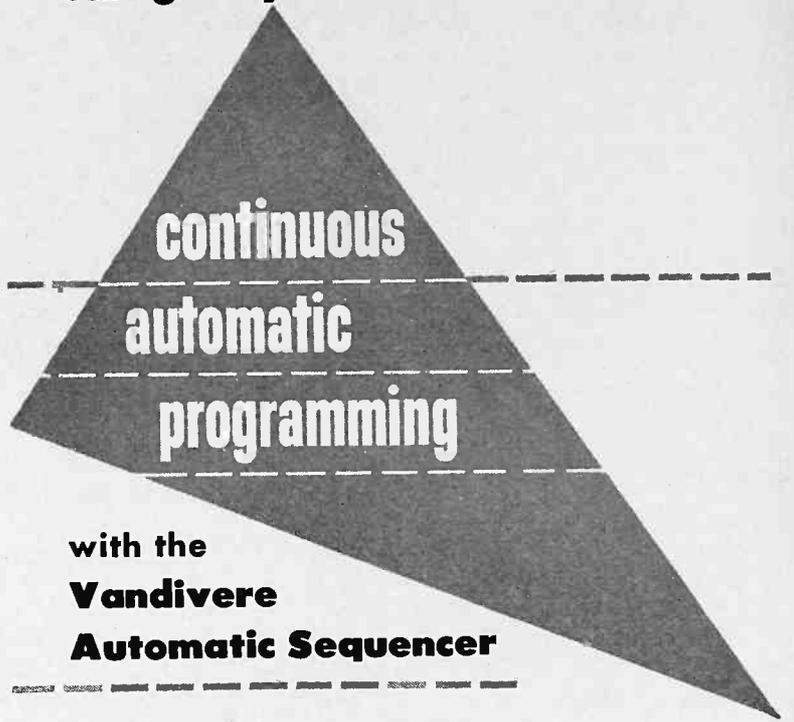
**In the North**

**RADIO SELLS**

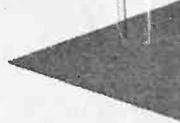
To move merchandise in Northern Ontario you need

- CKGB** Timmins
  - CJKL** Kirkland Lake
  - CFCH** North Bay
- The "Northern" Stations

**canadian Marconi**  
**can give you**



**with the Vandivere Automatic Sequencer**

-  saves programming time
- saves recording time
- saves in AM, FM or TV

The Automatic Sequencer contains a coder section which provides three suitably distinctive, low-level cue signals which may be applied to magnetic tape either at the time of program recording or subsequently by dubbing as an editorial or programming process.

*the Sequencer can automatically:*

-  Shut off a tape recorder and simultaneously start an automatic record changer.
-  Cycle between two tape recorders; simplify tape editing.
-  Advance slides at precisely cued points in television commercials.
-  Stop tape recorder reproducer, thus automatically cueing machine for following announcement; provide cues indicating to operator approaching end of recorded announcement.

Write for full information to:

BROADCAST and TV STATION EQUIPMENT DEPARTMENT

**Marconi** 

CANADIAN MARCONI COMPANY • MONTREAL 16

Canada's Largest Electronic Specialists



**PLENTY OF CONFIDENCE!**

Edmonton businessmen have PLENTY OF CONFIDENCE in the warm, personal approach of radio CHED. CHED's air salesmen get right into Northern Alberta homes. They sell! That's why there are 49% MORE local accounts using CHED today than six months ago.

Confidence is catching! You too, can buy with confidence, on

**CHED**

EDMONTON ALBERTA

REPRESENTATIVES: HORACE N. STOVIN & CO.  
FORJOE & COMPANY INC.

# EXCLUSIVE Another $\wedge$ Sports Feature!



CALGARY GINGER ALE

Co-sponsors

W.I.F.U. and GREY CUP

FOOTBALL BROADCASTS

with

NORTHERN ELECTRIC CO. LTD.

ALBERTA BUSINESS, TOO  
KNOWS THAT  
CFRN-RADIO  
DOMINATES THE MARKET

ANOTHER REASON WHY IT'S

# CFRN RADIO

IN EDMONTON

CANADA: RADIO REPRESENTATIVES LIMITED

Montreal - Toronto - Winnipeg - Vancouver  
U.S.A.: Adam J. Young, Jr., Inc. - Harlan G. Oakes & Assoc.

## Here's how to make your agency presentations more effective!

Clients appreciate efficient presentation of material whether it's a new merchandising idea, media analysis, schedule or report. That's why more and more progressive agencies are using plastic binding to give that professional look to their material — and it costs so little — can be done right in your own office.

Write today for your copy of the special **FREE PLASTIC BOUND PORTFOLIO PRESENTATION** giving complete list of binding applications and costs.

### General Binding Corporation (Canada) Limited

Dept. CBR-5A

855 Eastern Ave.

Toronto 8

Phone Riverdale 8128



WHEN Bob Tait leaves All-Canada's Toronto office, where he has been manager of the radio program division for three years, to take up his duties as head man for all All-Canada activities west of Fort William, he will be headquartered to begin with in Winnipeg.

Bob, his wife May and daughter Bonnie are all natives of Toronto—one of the few foreigners in the ACRF outfit, as Bob puts it—and this move probably stems from a prolonged tour of the west the Tait family made en famille last summer.

His first job was in the Bank of Commerce where he learned to add and subtract before he realized that his distaste for the close confinement of this financial institution was only equalled by the said institution's feelings for him. He put in a year or two as a cost accountant for the Ministry of Munitions and Supply—C. D. Howe, prop. — before accept-



ing an invitation to don the regalia of the Queen's York Rangers which were being mobilized in his own suburb of Scarborough. This was in the spring of 1942, and he started off in the pay office, rising to the rank of corporal. Six months later, he handed in his stripes, because he wanted to be a soldier, so they started him on courses in everything from unarmed combat to mental hygiene. As soon as they figured he knew anything, they took him off course and set him to instructing for a spell; then back to a course and so on. This lasted two years. In 1944, they put him up for a commission and he carried off the Belt as top cadet, emerging finally as a one-pipper. He volunteered for Pacific duty, so they put an Intelligence Badge on his cap and posted him to Washington, on loan to the American Army.

His last night in the U.S. Capitol,

Bob got himself into a poker game, won \$346.00 which he invested in Bacardi rum, which lasted him and his thirty odd travelling companions back to the Rehab Centre at Simcoe.

Bob got his first taste of radio when he was writing pamphlets for the Cancer Society and came in contact with the then chairman of publicity, Spence Caldwell. Spence, then manager of the All-Canada program division, hired Bob away to start in as a transcription shipper. He graduated to the position then occupied by Spence through the positions of salesman in the Maritimes, then in Montreal and finally in Toronto.

Through all the years Bob has been a happy smiling personage, always ready to get into a poker game and no mean hand as a piano player, strictly à la Jarvis St. he says. He is being succeeded in Toronto by his present lieutenant, close pal and complete opposite, Dan S. — call me Doc — Murray, a bi-product of CJCA Edmonton, who migrated to Canada and settled in Toronto three years ago.



Doc is as quiet as Bob is rowdy, which may be the wisdom in sending the eastern man to the western plains and vice versa.

you're missing  
a sure bet . . .

. . . if your plans  
don't include

# CHFA

## EDMONTON

The West's "Most Progressive  
French Radio Voice"

SERVING OVER 80,000  
FRENCH CANADIANS DAILY

680 KCS. La Voix Francaise  
De l'Alberta

Our Representatives:  
OMER RENAUD & CIE.  
Toronto and Montreal



**RADIO GETS SUPPORT FOR HOCKEY**

A hockey appeal on CHSJ-Radio last month brought in fifteen hundred dollars to help bring senior hockey to Saint John, N.B.

A group of businessmen decided to go on the air and ask for ten dollar cash donations during the time the show was on the air. During the broadcast, four different Saint John orchestras showed up at the studio and offered to supply entertainment. In addition, numerous civic officials and well known figures in Maritime sports circles came to the studio to broadcast appeals.

**BACK TO SCHOOL**

Doug Frame, who just left All-Canada Radio Facilities, Toronto, where he was in the promotion department, has gone to the University of Toronto to work for his degree. On completion of his course, five years hence, Doug proposes to enter the teaching profession. In the meantime, he is filling in — time and pocketbook — with Doug Grout of James L. Alexander Ltd., devoting some of the time he isn't studying to research and promotion work for that organization.

**GRAHAM ON CLOSED CIRCUIT**

The largest closed circuit TV operation ever attempted in Canada is now in progress during evangelist Billy Graham's current Toronto Crusade. To accommodate the overflow crowds from the main amphitheatre of the huge Coliseum of the Canadian National Exhibition, the East annex of the building is being used with the aid of large screen closed circuit television.

The crusade officials contracted with Dumont television network to provide these facilities, and S. W. Caldwell Ltd., Toronto television producers, are providing and operating six "Fleetwood" units for large screen television, fed by co-axial cable from the camera control room. These sets are mounted on specially constructed stands to provide six separate eight by ten foot images of the service in the main arena for the overflow congregation numbering up to 5000 each evening.

In addition to supplying and servicing the "Fleetwood" equipment, Caldwell's are in charge of general production and provide the actual camera and control room crews supervised by Bill Edge, DuMont engineer from Washington.

**SO SORRY PLEASE!**

I never knew about it before but Jack Lewis of CKEN-CFAB Kentville, N.S., can not only read but he can write too. This is evidenced by the fact that he must have read our news item about the Kentville station's expansion or else he would never have been able to complain that we got it all wrong, and the registering of the complaint entailed an ability to write. "It was nice of you to give us your space," he said, "but why the hell (tck! tck!) did you say we had a change of frequency of 1350 to 1490 when it was the exact opposite?"

Overlooking Jack's filthy language, I hope the error is herewith atoned for.

And in case I make any more, I shall close this off with the well known phrase — what is it now? Oh, I remember — buzz me if you hear anything, won't you?



**Ekotape TAPE RECORDERS**

The Model 220 Ekotape is a brand new lightweight two-speed portable, ideal for "on-the-spot" interviews etc. This Ekotape features—automatic speaker silencing for rewind and fast forward—selection finder for locating programmes on tape—a deluxe speaker system—simplified controls—central control for all tape travel—"straight-line" tape threading and extra sturdy carrying case.

**MACHLETT TUBES**

Designed to serve all broadcasters—AM, FM or TV. Reliable, low-cost operation at all power levels. OVER 50 YEARS SPECIALIZING IN TUBE MANUFACTURE EXCLUSIVELY.



**Teletalk INTERCOMMUNICATIONS SYSTEMS**

The ideal intercom system for efficient station administration. Co-ordinates communications between station manager, offices, studios, libraries and news room. Attractively designed in keeping with modern office and studio decor. Exceptional economy in operation and maintenance.



**DOMINION SOUND Equipments Limited**

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.  
BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

DS-55-11



**STANDARD OF THE INDUSTRY**

**...in Broadcast Microphones!**

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

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

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



VELOCITY MICROPHONE  
RCA Type 44-BX



POLYDIRECTIONAL MICROPHONE  
RCA Type 77-D



PRESSURE MICROPHONE  
RCA Type BK-1A

**"BROADCASTING IS OUR BUSINESS"**

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

**1001 LENOIR STREET, MONTREAL 30**

**need  
another  
salesman?**

**CJOR's  
tailor-made  
merchandis-  
ing policy  
means your  
product will  
be SOLD,  
on the air  
and in every  
outlet, for  
CJOR  
follows up  
air selling  
with extra  
attention  
by experts  
right in the  
store.**

**SEE  
HORACE STOVIN  
FOR THE STORY**

**CJOR**  
Vancouver, B.C.

**MORE  
DRIVE  
IN 55!**

**NOW  
OPERATING  
FROM NEW  
\$75,000.00  
STUDIOS  
IN THE  
CKBI BUILDING**

**Add this Market  
to your next Campaign.**

**CKBI**

**PRINCE ALBERT  
Saskatchewan  
5000 WATTS**

**All-Canada in Canada  
Weed & Co. in U.S.A.**

*Special Events*

**STATIONS TEAM FOR FOR CIVIL DEFENCE**

**D**URING THE RECENT civil defence exercise in Calgary, "Operation Lifesaver", CFAC, CFCN, CKXL, the French language Edmonton station, CHFA and the Calgary television station CHCT-TV all co-operated with Civil Defence authorities in alerting the public and in keeping them aware of how the evacuation of the northeast corner of the city was progressing. The plan called for the withdrawal of about 30,000 people by automobile, some to centres as much as 120 miles away.

When the alarm was sounded at 11:00 a.m., the stations cut into their broadcasting schedules to carry the wail of the warning siren and a message from the mayor of Calgary, former broadcaster D. H. MacKay. With the scheme in motion, press, radio and television reporters moved from the Operations Room to an Information Room where they received periodic reports. At the same time, the radio stations had representatives at the Civil Defence Information Centre, located at the airport, northwest of the city. From here they were able to watch the convoy of automobiles carrying evacuees out along the north road.

The evacuation was also covered by CHCT-TV with a movie camera in a light aircraft which followed the cavalcade along the highway into the reception centres.

At the various reception centres, radio was covering the arrival of the cars in several different ways. CFCN's Courtesy Car, with its mobile transmitter, travelled in the convoy and reported from two of the centres. Over the telephone, CFAC interviewed the editors of the weekly newspapers in six of the towns and found out how the townspeople were entertaining their guests and how they felt about "Operation Lifesaver". Radio also took to the air describing the scene of the evacuated area via shortwave. These reports were fed back to the studios, recorded and aired later in the day.

The All Clear was sounded shortly after 3:00 in the afternoon and all the radio stations carried the news to the reception centres where about 10,000 evacuees were gathered. While the cars were returning to the city, radio commentators were interviewing senior Civil Defence authorities and Army and Air Force personnel who had watched the entire procedure. When all the information had been tabulated, Alberta's Premier Manning and other provincial government officials flew down from Edmonton to discuss the operation with Calgary Civil Defence people. This meeting was aired over CFAC. That evening CFAC reviewed the entire exercise with a 50 minute documentary which included many of the highlights of earlier broadcasts.



250 Watts 1070 Kcs.

SMITHS FALLS, ONT.

is

**BREAKING THE  
SOUND BARRIER**

**OF EASTERN ONTARIO**

For the full facts contact:

*James L. Alexander Limited*

Lorrie Potts  
Sales Manager  
403 Concourse Bldg.  
Toronto

Doug Grout  
General Manager

Ross Nerby  
Sales Manager  
1117 Drummond Bldg.  
Montreal



**YOU GET ACTION  
WHEN YOU USE  
CKLC — Kingston**

**1st with LOCAL  
ADVERTISERS — over  
twice as many as  
Kingston's "Station B"**

**1st in LISTENERS!**  
(BBM radio ratings report)

**1st with the NEWS in  
Eastern Ontario**

**1st in RESULTS, with  
Kingston's most effective  
sales promotion  
campaigns!**

Contact: Horace N. Stovin

**CKLC  
KINGSTON**

Satire

A WORD TO THE WISE - - WORD-WISE

By CLIFF BOWERS

A NEW AND DREADFUL plague is sweeping the country. Not a successor to Scrabble; nor Love, which is really not new, despite the Hit Parade.

I refer to the currently maddening craze being dispensed via radio which causes normal people to attach the suffix "-wise" to nouns instead of modifying them with adjectives. Oh, I know this adjective racket can get sickening too, but this "-wise" business breaches the bonds of dignity.

Just in case you live in an isolated subdivision and do not quite understand what I mean, let me give you an explanation, sample-wise. There! See? That's one of those darn things, right there. Creeps up on you.

According to the experts on syntax, the first symptoms were discerned among the junior executives. But numbering few of these among my associates, I cannot really say. All I know is that I first became aware of the scourge on the radio.

It started innocently enough, I expect. But before the announcer in question had realized what this creeping horror was doing to him, he had become enmeshed in its terrible grip, adjective-wise. "That's the news," he chirped, "and now, weather-wise . . ."

I chuckled innocently, not realizing the awful implications of what I had just heard. However, a day or two later the trend became more apparent when he followed up his report, weather-wise, with a forecast, "county-wise". The third occasion dispelled what little doubt I still held.

This time, the announcer said, and I quote: "and now here's the news, first accident-wise, the toll was heavy . . . but cold-war-wise things are a little better, diplomatic-wise". I snapped off my set with a twist that nearly broke my wrist.

It was several days before I could summon the courage to try my radio again, but as I tuned in I caught the commercial and was hopeful that I would not be slugged, ear-wise, with the news, local-wise and world-wise. But I was wrong, both-wise.

I was inveigled into purchasing

Lumpo soap, the virtues of which were extolled lather-wise. I heard all about Toothy Dentifrice, foam-wise and Dandy Detergent, suds-wise. Not to mention Cosy Cake Mix, light and fluffy-wise.

It was horrible!

Here I must sound the clarion - warning-wise! This Thing is spreading, population-wise. On the streets, in offices, in factories, the greeting will soon be, "Well, hello there. How are you - Health-wise," or, "How's things, wife-wise?" Oh, I'm telling you this craze could be the ruination of our country, conversation-wise.

And we must be ever-vigilant that this dread sickness does not strike down the innocent - you and me. It can come upon you without warning over the air-waves and its grip seems unbreakable.

Some people say that TV is killing broadcasting but I don't believe that is the cause of its demise at all. I think this suffix stuff is the demon responsible. For example, it was long my cherished illusion that newscasts were divided into three autonomous, vaguely related departments - news, weather and sports. However, I have learned since the outgrowth of suffix-sickness that they are all one, divisible only thus: "Here's the news, sports-wise, weather-wise and news-wise."

Egad!

Constant watch must be maintained that this suffix-ness doesn't infiltrate the marrow of our business-life. In the world of memoranda, consider what confusion might be wrought by the boss's edict that "the fiscal report must be prepared yearly-wise, triplicate-wise." It could bring on revolution employee-wise.

Orders for a thousand gross of clothes pins may be soon relayed to the shipping department with the words: "Forward, truck or rail-wise. Our order, pin-wise, 1000 gross, rush-wise." After a diet of this even the psychiatrists would be needing psychiatrists - couch-wise.

Although I am not too certain how this dreadful infection got its start, broadcasting has done its part in promulgating it. Mayhaps it is only a defence reaction. What with TV and all. In any case, we must all do our best to protect society from this blight. I am going on record as being firmly and unalterably opposed to the suffix "-wise". No matter what its guise, I will fight it.

I trust that my favorite fall sports feature will not succumb. It is with a fearsome shudder that I think of Mel Allen calling out, "Look sharp! Feel sharp! Be sharp! And say, men. How're you fixed - blade-wise?"

It could spell the end of sports classics, radio-wise.

They've been listening

to

CKOV

for over

871 Years!

Here's the story:

43 listeners, chosen at random, north, south, east, and west, answered a simple query:

"HOW LONG HAVE YOU BEEN LISTENING TO CKOV?"

The following tabulation is proof of the LOYALTY CKOV has enjoyed since 1931, as "the Okanagan's first station."

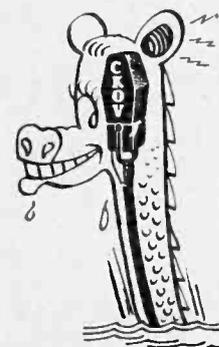
25 years	4
24 "	16
23 "	2
22 "	3
21 "	1
20 "	5
19 "	1
18 "	2
17 "	1
15 "	1
14 "	1
13 "	1
11 "	1
10 "	2
6 1/2 "	1
3 "	1

871 1/2 years - 43 listeners

LOYALTY means LISTENERS

LISTENERS means RESULTS

★ See ALL-CANADA ★



"OVopogo" (Closely related to O G O P O G O ;)

CKOV

KELOWNA, B. C.

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S HIGH-POWERED RADIO STATION

ALL-CANADA RADIO FACILITIES LTD. IN CANADA

WEED & COMPANY IN THE U.S.A.

YOU CAN'T COVER SIMCOE COUNTY Without **CKBB** BARRIE

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



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



**Hull and Ottawa**

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



**Engineers Meet At Niagara**

The Engineering Division of the Central Canada Broadcasters Association will open their 1955 two day Conference at the Sheraton Brock Hotel in Niagara Falls, Ontario, on October 20.

Registration starts at 8 o'clock on Thursday morning. At 9:30 a.m., Howard Caine, president of the CCBA, will deliver his opening address. He will be followed at 10:00 by a talk by Nick Pappas of McCurdy Radio Industries Ltd. entitled *Standardization of Audio*.

The first item on the agenda after lunch, which is at 12 noon, is a talk on the maintenance and service of relays and contactors, which will be given by Bob Tanner of the Northern Electric Company Ltd. This is followed at 3:00 p.m. by a session described as *Civil Defence and the*

*Engineer*. That completes the program for the first day until 7:30 p.m. when the manufacturers invite delegates to visit their displays.

Friday morning the sessions start at 9:00 with a talk on *TV and AM Test Equipment* by Bruce McKimmie of RCA. The only other item scheduled for the pre-lunch session is a business meeting and group picture at 11:00.

The afternoon is devoted to a forum conducted by Bob Naylor and Neville Mapham of the Canadian General Electric Co. Ltd. on *Transmitter Service*.

The Conference closes with a banquet at 8:00 p.m.

**ACRTA BANQUET AND AWARDS**

The Association of Canadian Radio and Television Artists has announced plans for its third annual Banquet and Ball to be held at the Royal York Hotel on Thursday, November 17th.

The event features the presentation of awards to artists and writers in the various fields of entertainment, and nominations from performers and producers across Canada are now being received by the Canadian Council of Authors and Artists, parent body of the Association.

The Banquet and Ball will be held in the hotel's Concert Hall, and is open to the public. The proceedings will be featured on television and broadcast on the Trans-Canada network of the CBC.

All proceeds go to ACRTA's Benevolent Fund.

**THEY WENT TO THE FAIR**

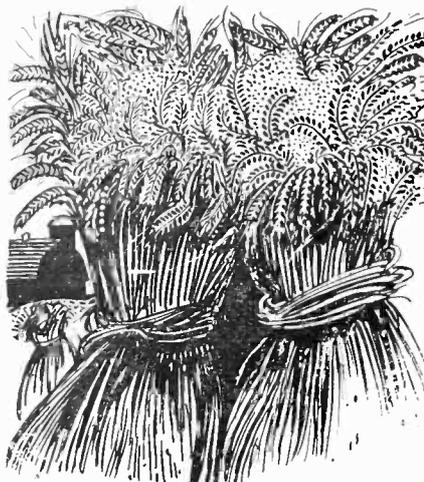
**E**LEVEN AND A HALF HOURS of CFAB-CKEN's daily program schedule on September 13, 14, 15, and 16 originated from the 190th annual Hants County Exhibition in Windsor.

The station had a specially constructed booth in the main building, and of the forty interviews broadcast during the four days of the exhibition, only four were recorded. The staff of five commentators and two operators did live broadcasts from 26 locations throughout the fair grounds. Program Director, Willard Bishop and his wife, Dianne, stayed at the fair each day from early morning till late at night.

All newscasts for the four days were broadcast from the exhibition booth where a Press Bureau teletype was in operation twenty-four hours a day.

The only snag which the CFAB-CKEN crew ran into was a goose in a pen close to the broadcast booth. In its effort to assist with the newscasts it drove Bishop to the point of buying a raffle ticket on it just so that he might have the pleasure of wringing its neck if he won. It is reported that he was denied the pleasure.

303 MILLION 500 THOUSAND BUSHELS . . . PLUS!



ANOTHER  
*Bumper*  
CROP  
MEANS A  
*Bumper*  
SALES  
MARKET  
*for you!*

**CFQC's**  
the RADIO HUB of this  
PROSPEROUS FARMING DISTRICT

Consider our market —

See our Reps!

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



THE RADIO HUB OF SASKATCHEWAN

**SALES!  
SALES!  
SALES!**

Support your salesman in Northern Ontario with

**RADIO**

**CKGB** Timmins

**CJKL** Kirkland Lake

**CFCH** North Bay

**WANTED**

**GOOD COMMERCIAL ANNOUNCER**

Good working conditions. Apply with full particulars and audition to:

**CKOV - Box 1481 Kelowna - B.C.**

Phone ATwater 9-1768

**George Mather & Associates**

Broadcast & Television Consultants

2051 RUSSET ROAD

PORT CREDIT, ONT.



**VOLUNTARY CENSORSHIP**

Following the defamatory remarks of Walter Dales anent the witticisms contained in this column, I am willing to submit every joke to him — not for his approval, but to make sure he gets them.



**PARENTAL CONTROL**

Don't forget the one about the station manager who trained his young hopeful to say: "Must we listen to the programs daddy? I like the lovely commercials."



**WEATHER FORECAST**

Peering ahead into the months of frost, snow, ice, slush, sunless wind and windless cold — it is cheering to meditate on how bad all this is going to be for the delicate leaves of the poison ivy plant.

— *The Printed Word*



**ROLLING STONE**

If I could find another job that paid as well, with as many nice people to work with, and that I enjoyed doing as much, I'd certainly take it.

— *Ross MacRae*



**NEGATIVE APPROACH**

Dear Sir: Why don't you run some success stories for radio — about the guy who bought a TV program which fell flat on its face?

— *A.M.*



**AUDREY STUFF**

Then there's the girl who was so dumb that when the golf pro told her to use her brassie she laughed and laughed because she knew she didn't have one on.



If some of the jokes in this column sometimes have a slightly familiar odor, don't think unkindly of us. Realize, rather that, in the words of Bennet Cerf, it's just a case of the tale dogging the wag.



**QUESTION BOX**

Recently a reverend doctor said on a CBC panel show that the \$64,000 Question is gambling because the enormous prize could be won in half an hour. Our question is — "How long did it take the doctor to win his degree?"



**HELP WANTED MALE**

Opening for fully qualified executive type, with initiative. Must be a self-starter, able to follow instructions implicitly.

to be ... or not to be ...  
listen  
to 'WX drama  
and see!

**CKWX**  
radio Vancouver  
dial 980

don't miss a thing ...  
... keep tuned to 980

**CKWX**  
radio Vancouver

for music  
with a beat  
that's right  
tune in 'WX tonight

**CKWX**  
radio Vancouver  
dial 980

here's  
how  
we  
look  
to  
our  
listeners...

AROUND THE HOUSE ... OR IN YOUR CAR  
'WX listening's best by far!

**CKWX** radio Vancouver ... dial 980

ads like these in the daily press help make it a habit to dial 980

radio Vancouver **CKWX**

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

## SET PRODUCTION HITS \$100 MILLION

THE manufacture of television sets in Canada has rocketed upwards since the start in 1948. Figures compiled by the Dominion Bureau of Statistics show that in 1954 the number of sets produced in this country was 611,206 with a value at the factory of \$105,682,414.

In 1948, production was limited to four sets worth \$931. Three years later, in 1951, output had risen to 48,657 sets with a value of \$12,902,090.

This rapid rise in production was no doubt caused by the constantly increasing demand for sets in the country. For the first time since production started in 1948, the sale of television sets in Canada has exceeded 100,000 a month.

A preliminary survey of set sales by the Radio-Electronics-Television Manufacturers' Association of Canada shows that 117,650 units were sold in September, a 43% increase over September, 1954.

The November, 1954, figure of 93,649 sets was the closest ever to the September high, which showed an increase of 65.5% over the 71,108 set sales in the preceding month of August. It was in August that the total television set sales exceeded 1½ million, making Canada the third nation in the world in the number of sets in use after the U.S. with 37 million and Great Britain with 4 million.

To serve this increasing audience the country now has twenty-eight stations.

### Brewers Would Control Air United Church Paper Says

Brewers and distillers are accused of making "serious attempts to influence Canadian powers in control of air waves".

This charge has been laid by the Reverend J. L. Wilson, former editor of the UNITED CHURCH OBSERVER, who is particularly opposed to the advertisement of Canadian beer and liquor on American television stations which can be picked up in Canada. He describes these as "brazen", and claims they have a "tremendously powerful influence on the Canadian public".

The United Church's Board of Evangelism is prepared to go to Buffalo to discuss the matter with TV and radio interests, says Rev. Wilson, adding that a resolution asking that controls on liquor and beer advertising in Canada do not be extended beyond their present limits also will be sent to the CBC.

## CBC-TV Follows Pearson To Moscow And Singapore

CBC RADIO AND TELEVISION is covering both Canada's External Affairs Minister, Lester B. Pearson's, trip to Moscow, and the Colombo Plan Conference in Singapore which Pearson is now attending.

René Levesque, veteran bilingual news commentator from Montreal, is already on his way home after handling the radio coverage on the Russian trip. While with Pearson's party he sent daily progress reports on the trip via London five days a week, for broadcast by radio on *CBC News Roundup* and the French network program *La Revue De L'actualité*. In addition to this, he prepared feature radio talks to be broadcast soon on the CBC Dominion network programs *Assignment Abroad* and *Feature Story*, as well as two talks for the French network.

Two newsmen who are accompanying Pearson on the trip are also featured on the CBC programs *Capital Report* and *Byline*. I. Norman Smith of the OTTAWA JOURNAL was heard from Moscow on *Capital Report* on October 16, and will speak from Singapore on *Byline* on October 27. The OTTAWA CITIZEN'S Frank Swanson spoke on *Byline* from Moscow on October 13.

Television coverage is in the hands of cameraman Paul Pequegnat who provided the CBC's first staff camera coverage from the Soviet Union. Part of his job is to send daily reports of the trip for TV newscasts. He is also preparing feature stories which will be seen towards the end of October and in November on *CBC Newsmagazine*. One of these will be on the city of Moscow, its people and interesting sights. They plan making another about the city of Singapore, and a third on India, which Pequegnat will also visit.

Another of Pequegnat's jobs while on the trip will be collecting material for the talks and public affairs TV program *This Week*. It is reported that he will try to get interviews with the Russian leaders, and a sound-on-film interview with Prime Minister Nehru of India.

The CBC hopes to use Levesque and other news correspondents who accompanied Pearson on the trip on TV discussion programs after their return home.

### CBC MONOPOLY SCORED BY RAILWAY UNION PAPER

THE OFFICIAL JOURNAL of the Canadian Brotherhood of Railway Employees and other Transport Workers, CANADIAN TRANSPORT, has come out in support of private enterprise in broadcasting.

In a recent editorial the paper says, "CBC cannot satisfy the tastes of all people at all times so we suggest they give the people what they think the people should have and let private enterprise into the field to give us an opportunity to choose what we want to watch and listen to".

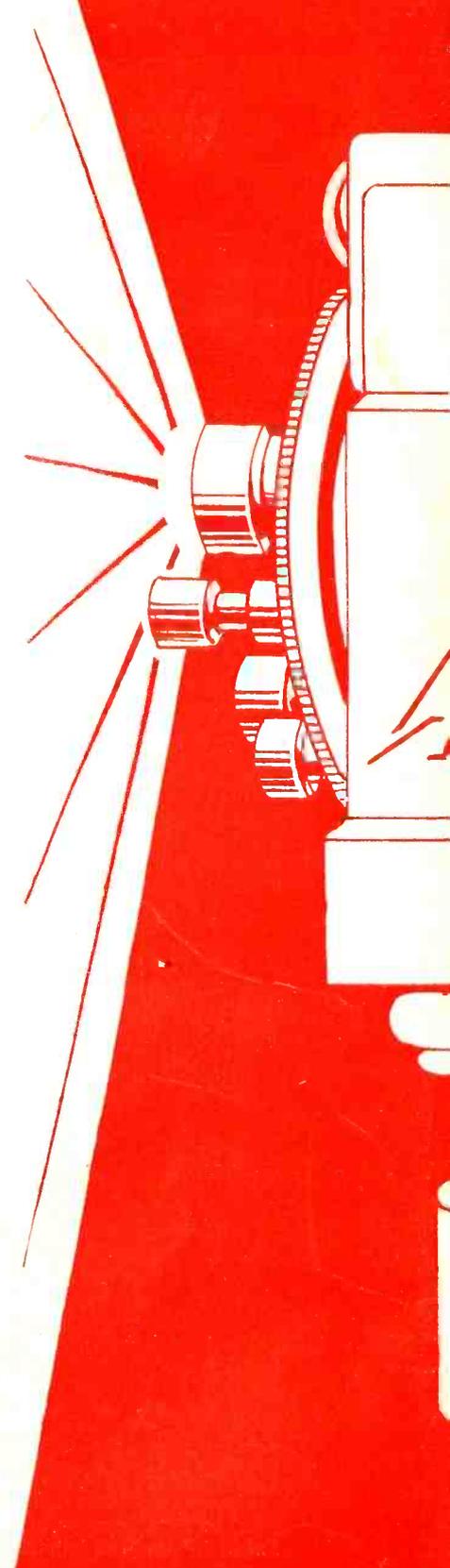
Referring to an article by A. R. M. Lower, reprinted in a pamphlet issued by the Canadian Congress of Labor, which contended that news broadcasts in the US were less accurate and impartial than those heard on the CBC, CANADIAN TRANSPORT says that while it considers the CBC handling of news to be excellent, there are some American TV features which make most CBC productions look like "amateur night in hicktown".

The editorial stresses the fact that CANADIAN TRANSPORT is not opposed to the CBC but to the monopoly it exercises in cities such as Ottawa, and to the opinion held by some people that the CBC should be given exclusive broadcasting rights so that "the tastes of the people could be improved by the 'better' presentations".

### U.K. ADMEN WARY OF MORNING SHOWS

BRITAIN'S NEW Independent Television Authority is having trouble selling advertising on morning shows designed for housewives. The reluctance of advertisers to buy time during the morning hours seems to stem from the fact that the large non-commercial BBC television network feels that housewives are too busy in the morning to watch TV. Consequently they run only test films until midafternoon.

Some ad men in Britain have already started complaining about the present system which was laid down by law. They would like to see the rules changed so that advertisers could sponsor their own shows as in the U.S. and Canada.



# CKRS-TV

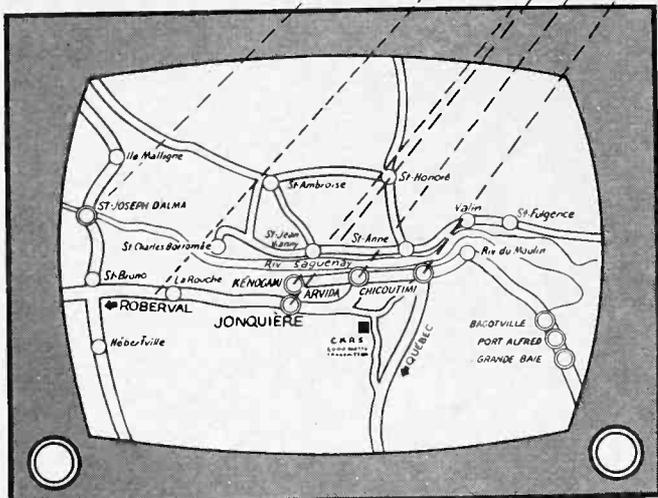
JONQUIERE - KENOGAMI

## CHANNEL 12

**20,000 WATTS VIDEO**  
**10,000 WATTS AUDIO**

*Commences Telecasting*

### NOVEMBER 19th, 1955



CKRS-TV JONQUIERE-KENOGAMI

### SERVING THE RICH MARKETS OF...

- ★ JONQUIERE
- ★ KENOGAMI
- ★ ARVIDA
- ★ CHICOUTIMI AND ALL THE LAC ST. JEAN - CHICOUTIMI AREA.

- ★ Population 211,200
- ★ Families 35,000
- ★ Buying Income per family \$5,932
- ★ Retail Sales per family \$3,580
- ★ No. of TV sets in Trading Area 1,000  
(Estimated 5,000 by Dec. 31/55)
- ★ Exclusive Television Coverage

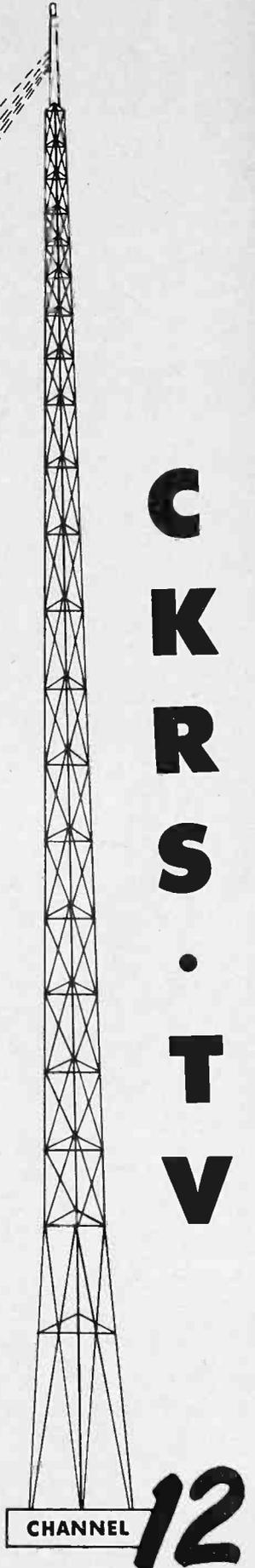
Represented by

## HARDY



TORONTO — 129 Adelaide St. W. EM. 3-6009  
MONTREAL — 1489 Mountain St. PL. 1101

JOS. A. HARDY CO. LTD.



## CBC WON'T PLUG RADIO FOR BILL REA

Refusal of the CBC to allow him to advertise his radio station over CBUT, Vancouver, has been called "bureaucratic discrimination" by Bill Rea, owner and president of CKNW, New Westminster. Rea said that CBC officials in Vancouver told him that his advertising was not of the type acceptable to the CBC. Rea claimed that his advertising was similar to that the CBC already carried for the Yellow Pages in the telephone directory but the officials still said no.

"I feel that this could be construed as a direct attempt to restrain trade," Rea said. "There is very little dif-

ference between the type of service I provide and the service offered by the Yellow Pages of the telephone directory."

He said he had contacted three American TV stations, two in Seattle, and one in Bellingham, and all had agreed to accept his advertising. He plans a series of spot announcements telling the story of radio in general and CKNW in particular.

"I had hoped to spend my money in Canada, supporting a Canadian institution," he said, "but through no fault of mine I have been compelled to take my business to the United States."

### The Most Powerful TV Station In the Province of Quebec . . .

### 60,600 WATTS



• • • THE ONLY TV STATION  
COVERING EASTERN QUEBEC

GET THE FACTS ABOUT THIS STATION FROM:

HORACE N. STOVIN

Montreal • Toronto • Winnipeg • Vancouver

Adam J. Young, Jr. in U.S.A.

## Films

### Cartoons Now Animated In Canada

A NEW word has been added to the Canadian language and its creators have fond hopes that it will soon become widely used by television broadcasters and advertisers in this country. The word is **Cinematation**, trade name for a Canadian-developed and produced process for animated cartoons.

Dick Rosenberg and Gerry Solway of Telefilm of Canada who are marketing the cartoons feel the strongest selling point for their product is the fact that while animated cartoons are nothing new to televisioners, the Cinematation process is cheap enough to give advertisers a greater variety of material than they could get anywhere else for a similar price.

The process is still in the patent pending stage but already two Canadian advertisers are using Cinematation ads. Peoples Credit Jewelers Ltd. are reported to be very happy with their ad which has been aired on TV stations in Peterborough and Regina. The Conroy Oil Burner Company of St. Catharines is also using the process to reach their market.

The new process turns out a product similar to the standard animated cartoon now seen on Canadian and U.S. telescreens. While Dick Rosenberg admits that his product may be outclassed by some of the slicker quality cartoons turned out in the U.S., he emphasizes that Cinematation now brings this type of advertising within the reach of the smaller budget. This, he claims, should make it of value to local advertisers.

Telefilm of Canada are producing three basic types of commercial in the new process.

There will be a library of "stock" commercials covering as wide a range of product as possible. This type should be of interest to local advertisers and will be personalized to fit their requirements.

The second is the co-operative or national-local type, which integrates the national product with the local dealer. Unlike the "open end" type of commercial which brings in the local sponsor's name and message as a tag-ending, this type works the dealer into the act instead of just mentioning him as an afterthought.

Finally there is the custom commercial, designed to serve manufacturers whose "whatsits" are not covered by the stock Cinematation

catalogue. This could also be used for fund raising campaigns and organizational publicity.

Advertisers are given a choice of 1 - minute, 20 - second or 8 - second commercials.

Another angle that technicians at Telefilm of Canada are working on is the wedding of folk songs and animated cartoons. Rosenberg is particularly enthusiastic about the possibilities of this type of thing in the province of Quebec, with its great wealth of folk music. So far, only two films of this type have been shot, one of which features a very catchy song about the hardships of men who are forced to wear toupees. With the humorous theme of the song, the animation is given great scope. Rosenberg feels that these could be turned out as shows on their own or could be used as fill-ins.

### Film Tells Investment Story

The benefits of securities investment is the subject of a 16-minute, 16-mm. film written and produced by Crawley Films Ltd. for the Investment Dealers' Association of Canada.

The film, which is available for showing to the general public from the Investment Dealers' Association of Canada, 170 Bay Street, Toronto, is called "A Matter of Importance", and was produced by George Gorman.

It deals with the story of a man who dreams of spending his nest egg of \$500 on his sports car so that he can enter it in competition. Tragedy strikes, however. His brother-in-law dies suddenly. As executor, the sports car fan is surprised to find that his sister has been left well provided for by her husband's purchase of investment securities. This object lesson makes him realize how money can grow through careful investment and he decides to forget his sports car and put his \$500 to work for him through the counsel of an investment dealer.

## CKNX-television...



double barrel sales power in  
number one farm market



wingham-ontario

Canada's  
this fall!

Following in the footsteps of 29 years of outstanding radio impact, CKNX-TV covers Canada's richest agricultural market, offering the best value for your advertising dollar in Western Ontario.

SEE YOUR ALL-CANADA REP FOR ... a date with channel 8!

*United Kingdom*

# U.K. COMMERCIALS SHOW COMMENDABLE RESTRAINT

## New York Times Editor Sits In On British Commercial Debut

THREE GLASSES of Watney's Ale disappeared one after the other as if by magic on a telescreen. Then an unseen announcer inquired simply: "Have you tried it?" This subdued approach was what impressed Jack Gould, radio and television editor of THE NEW YORK TIMES, who recently returned from England after witnessing the inception of commercial television there.

Back in the US, Gould wrote that watching the approach of British advertisers led him to the conclusion that their American counterparts have exhausted every sales angle but one — restraint.

In the British system commercials have been limited to six minutes an hour and no direct sponsorship of a program by an advertiser is allowed. The commercials must be kept separate from the contents of the show. This system of comparatively low pressure advertising caused Gould to reflect on the way in which American TV broadcasters have gone to the other end of the scale.

"The frantic hysteria and the notion that bombast is a substitute for good advertising copy simply do not make sense," he says. He points out that the advertiser is speaking in a home not an auditorium and should be guided accordingly.

"The effectiveness of American TV," Gould says, "both as an advertising and an entertainment medium, is being blunted by wanton excesses in video's sales function. Our TV has become shrill, loud, irritating and intrusive." He adds that viewers have become so numbed by the urgent pitch they do not fully realize how much better the commercial phase of video could be.

While the soft pedal attitude now prevalent in Britain may eventually be replaced by the type of thing seen on American screens — and Gould says general opinion over there supports this — he feels that at the moment the British system offers a useful comparison. It shows how much more effective subtlety and wit are as opposed to the commercials seen on American screens.

As an example Gould compares the impressive, highly technical gasoline commercials on American TV with a British commercial for

the same product. In the British version, the viewer is shown lovely country roads and interesting places to visit while motoring. "Surely this," he says "is both sensible and attractive advertising." He goes on to say: "American advertisers also must be slightly daft in constantly intruding in so many programs or allowing other indirect plugs, such as movie advertising etc. What they are doing," he writes, "is diluting their main sales appeal by being on stage too often. After a few nights of TV without the commercial touch impinging on a program's contents, it can be seen that an American advertiser has many of the same problems as a television performer. If he is over-exposed, he may just be taken for granted. By making the same point over and over again, the sponsor is merely wasting his money and irking his customer into the bargain, he says.

### GEMS OF ENTERTAINMENT

Gould admits that many of the British commercials were straight "hard sell" like those used in the US, but some he describes as "self contained little gems of entertainment". He goes on to say that their best cartoons were "hilarious in their imagination, subtlety and wit". While some American commercials of this type are fine Gould feels that US advertisers haven't begun to explore the possibilities. They should not

be so afraid to laugh, he says.

"Our advertising men might profit in one major respect from the British commercial TV," Gold says. "In taking it easy with their plugs and insisting that the broadcasting industry really obey its self regulatory code, they could lift their profession to a new high in public esteem and win the appreciation of untold numbers of viewers." And he adds as an afterthought, "They might also discover that they would not be talking to themselves so much."

## 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.

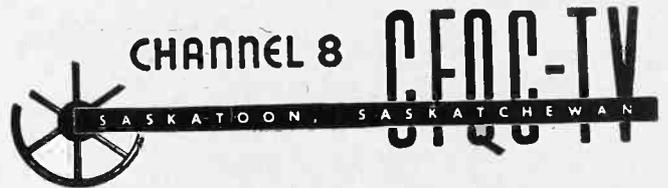
**ERIC H. HARDMAN LIMITED**  
137 Wellington St. W. Toronto  
EM. 8-2765  
In Montreal: R. H. CASSIDY  
630 Dorchester St. W. UN. 6-8191



**"BIG ENOUGH  
for an  
ELEPHANT  
or a  
COMBINE"**

That's what we said about our Studio One, when we first went into operation. . . .

WELL . . . Here's the Elephant!



See our Reps: Canada - Radio Reps.  
U.S.A. - Adam Young Television.

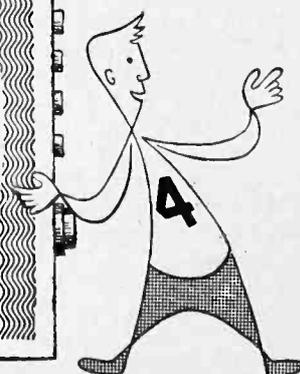


**Telephone  
Answering  
Service**

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

Phone for Booklet in

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



Bonhomme 4 says:

"CFCM-TV, Channel 4, Quebec City, serves eleven counties in Central Quebec Area where 131,400 families buy over \$331,567,000 merchandise per year."

CFCM-TV can sell your products in English and French.

*For Availabilities consult Jos. A. Hardy, Montreal and Toronto*

ASK THE ALL-CANADA MAN FOR DETAILS



CKCK-TV CHANNEL 2 REGINA



good reasons why viewers like



72

International

UNESCO STAGES FIRST TV-FILM MEET

THE UNITED NATIONS Economic, Social and Cultural Organization is sponsoring the first international meeting of television and film experts ever held.

Twenty-six countries have been invited to send representatives to the meeting which will be held in Tangiers from September 19 to 30, and is designed to bring together film producers and distributors and television program directors from some of the largest corporations in the world.

UNESCO officials and the delegates will try to iron out the many legal and administrative obstacles which stand in the way of international exchanges and the distribution of films. In discussing programs best suited for international distribution, the meeting will study ways of overcoming language and cultural differences and the ideal length and type of presentation for foreign consumption. They will also study co-production by television stations and film organizations, and the adaptation of existing films to television.

The CBC and the National Film Board will be attending the meeting, as well as NBC and the Film Council of America, the television stations of Poland, Czechoslovakia, Italy, France, Germany, Switzerland, the films division of the Indian Ministry of Information and Broadcast-

Calgary Starts Live Shows

For the first time since it opened almost a year ago, CHCT-TV will broadcast live shows from its studios in Calgary. Station manager Herb Stewart estimates there will be at least 22 hours of locally produced shows every week to supplement the CBC network programs.

So far, nearly 200 Albertans have been auditioned and final preparations are being made to put the new studio facilities into operation.

No actual date for the start of the shows has been given as yet due to delay in the construction of a microwave relay unit near the new station site. The unit will beam shows from the studio to the transmitting tower which will air them into more than 25 thousand sets in the Calgary area.

ing, CMQ network (Cuba), the Instituto de Investigaciones Cinematograficas (Spain), and Filmske Novosti (Yugoslavia). Observers representing the following organizations will also attend: the International Committee of Ethnographical Films; the International Federation of Film Producers Associations; the World Committee for Christian Broadcasting, and the International Broadcasting organization in Prague.

TELESCREENINGS

CANADA BEAMS FIGHT TO U.S.

CKWS-TV, Kingston, has attracted an audience in the US. A letter from a viewer in Syracuse, NY, 54 miles from Kingston, told how many Syracuse viewers tuned in to CKWS-TV when the Basillio championship fight was blacked out on their home station.

In most cases they merely turned their antennas towards Kingston, but one viewer claimed good reception from an antenna made of hay wire on a step ladder mounted on a card table on the roof.

The trend to CKWS-TV is likely to continue as more fights will be blacked out in the future in New York State.

PARTY CONFAB ON TV

Britain's Labor party has proved to be even more conservative than the Conservatives with regard to allowing television cameras into their annual party conferences.

The Conservative Party Annual Conference at Bournemouth was the subject of BBC television evening programs on October 6, 7 and 8, featuring telerecorded extracts of the day's proceedings and live interviews with people attending the conference. The program was patterned after the telecast of last year's conference at Blackpool.

The Labor party, however, only admitted the cameras to one session of their annual conference at Margate, on Tuesday, October 11, and this was regarded purely as an experiment.

EUROPEAN LINK

The first permanent television link between the BBC and Europe was inaugurated last month with a late night broadcast direct from the Paris night club, Moulin Rouge, in a show called Paris By Night.

One of the results of the new link, which connects Britain with France, Italy, Switzerland, Belgium, Holland and West Germany, is that British television sets will now occasionally remain on long after the customary BBC close-down at 11 p.m.

FILM SEEKS TEACHERS

In an effort to interest young people in entering the teaching profession, Moyer School Supplies Limited have sponsored the making of a film, Appointment with Youth. The movie was written and produced by Crawley Films Limited, Ottawa. It was premiered recently in Quebec City when it was shown to delegates attending the annual convention of the Canadian Education Association.

NAMES REPS

Robert F. Large, manager of CFCY and CFCY-TV, Charlottetown, P.E.I., has announced the appointment of All-Canada Television as representative for the new TV station which is expected to start telecasting in the summer of 1956. CFCY-TV will operate on Channel 13 with a power of 21 kw video and 12.5 kw audio.

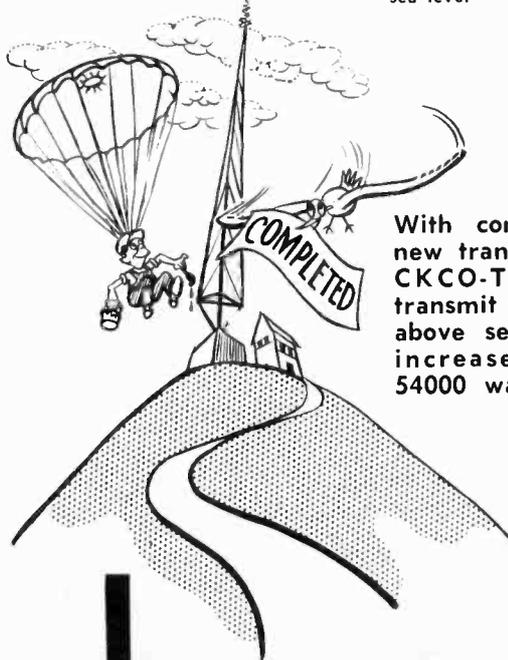
NOW COMPLETED

POWER + TOWER = COVERAGE

50 Kw. Max.

2083 feet above sea level

1 1/2 million people 1/10 of Canada's population

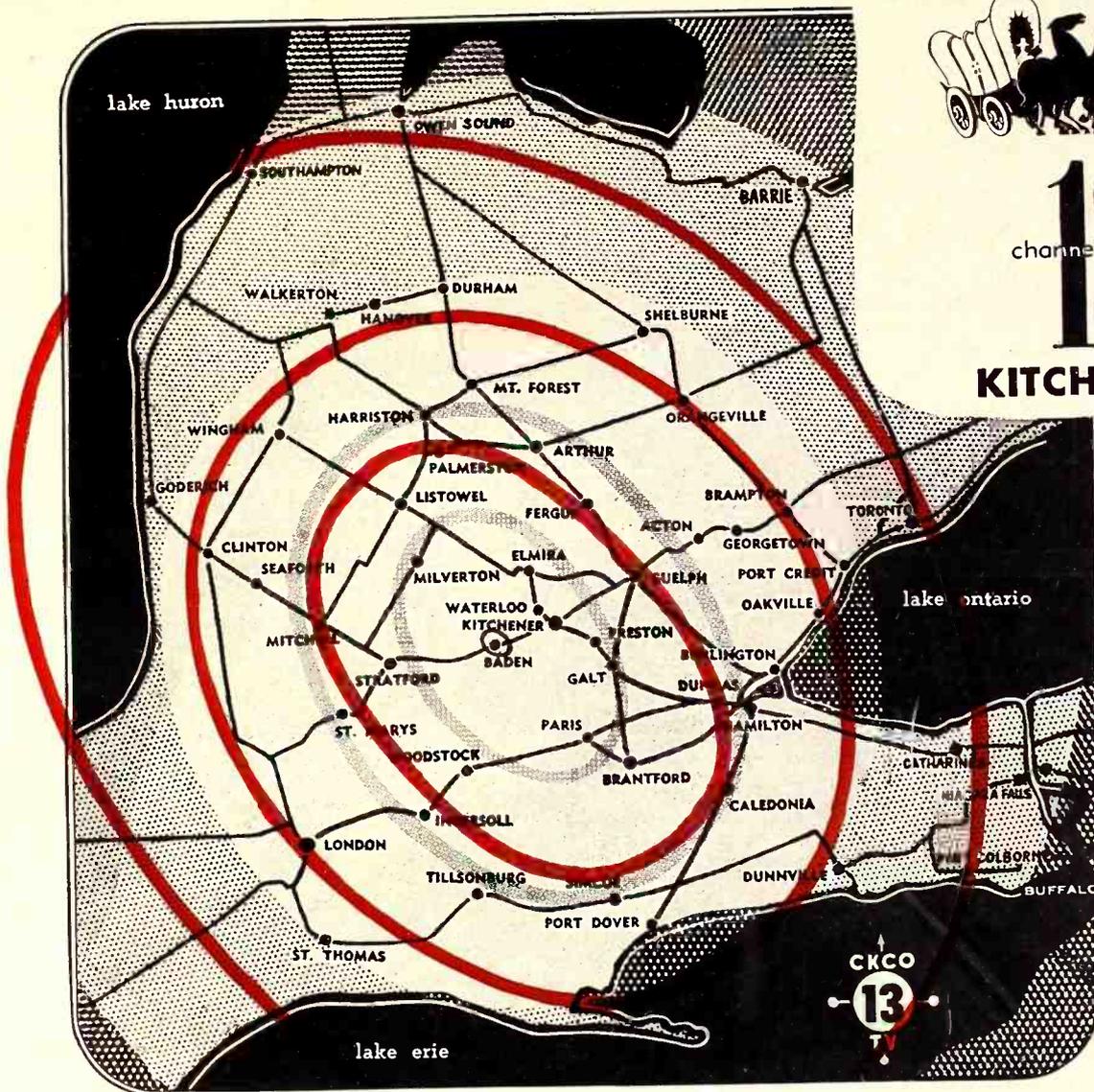


With completion of a new transmitting tower CKCO-TV will now transmit from 2060 feet above sea level at an increased power of 54000 watts maximum.

ckco-TV Channel 13 KITCHENER - CENTRAL ONTARIO

Reps: Jos. A. Hardy - Toronto, Montreal John N. Hunt & Associates - Vancouver

# Now! MORE POWER! MORE SALES!



channel  
**13**  
KITCHENER

**C  
K  
C  
O  
-  
T  
V**

## POWER + TOWER = COVERAGE IN CENTRAL ONTARIO

POWER — 54 KW. Maximum  
TOWER — 2060 Ft. above sea level

COVERAGE — 1,587,690 people  
1/10 of Canada's population

- penetration in 21 counties
- population 971,514 (A & B contours)  
1,587,690 (A, B & C contours)
- 446,696 families
- \$4,412 buying income per family
- \$3,213 retail sales per family
- 258,330 TV sets A, B & C contours
- completely equipped for all types of production
- complete mobile unit for remote productions
- linked by micro-wave with CBC network
- CKCO-TV the test market station

Represented by

**HARDY**

JOS. A. HARDY & CO. LTD.



TORONTO  
129 Adelaide St. West  
EMpire 3-6009

MONTREAL  
1489 Mountain St.  
PLateau 1101

# RADIO LOADED THIS TRUCK!



In Ontario, \$180,491,400\* per year is spent on household furnishings, furniture, and radios. On CFRB in one month, 30 hours 47 minutes\*\* were sponsored by people selling items of this type.

Why do the furniture people buy so much time on CFRB? There's only one reason. Results. And CFRB gets them.

There are other media that bring results too, of course. But radio selling messages have an unusual persistence, a certain enveloping quality. Today, you find radio selling messages issuing from homes, factories, offices, cars . . . everywhere.

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 #1 market. Why not talk it over with the CFRB people soon.

\*Based on Dominion Bureau of Statistics report for period from 1951 to 1952

\*\*Based on CFRB program schedule for November, 1951

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

## CFRB...

**Canada's most powerful independent radio station gives you:**

- complete coverage of over 1/2 million radio homes every week
- complete coverage of 44 counties spending \$66,283,699.00 every week
- the key to Canada's richest dollar market... where five million people live... where 40% of Canada's retail sales are made
- nearly three decades of skill, experience and success in 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.

# CFRB

## T O R O N T O

**50,000 watts**

**1010 on your dial**