

*Canadian*  
**BROADCASTER & TELESCREEN**

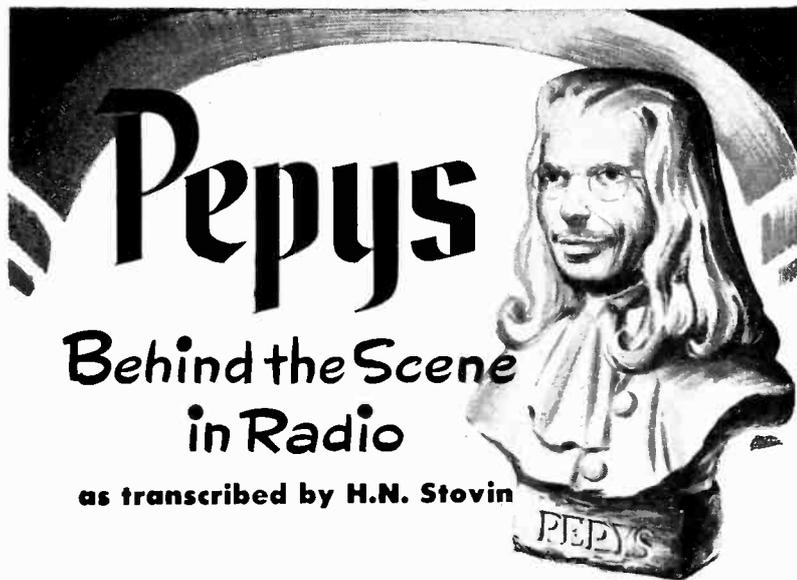
TWICE  
A  
MONTH

Vol. 16, No. 4

TORONTO

February 21st, 1957





Do know right well of artists and radio stations both who do have rating problems, and not of the welcome sort. But CKLC Kingston has rating problems of the more desirable kind, the which concern a tremendous upswing in audience in the past year. Do show three time periods to illustrate:

| TIME    | JAN/56 | JAN/57 |
|---------|--------|--------|
| 9 a.m.  | 46.2%  | 57.5%  |
| 11 a.m. | 41.8%  | 50.9%  |
| 4 p.m.  | 41.6%  | 50.9%  |

The which will, Pepys is assured, be noted with interest by those who do purchase audiences rather than time ● ● ● Much delighted by the slide-presentation given by my old friend Jack Radford, of CFJR Brockville, at the Park Plaza Hotel on January 29th, wherein much valuable information was given to Agency people on the Brockville market. Many of those present were much amazed to learn that there is no other market centre within 50 miles of Brockville, which itself is the trading centre for 62,000 people ● ● ● CKSF Cornwall might lead this entry with "The Case of the Missing Reeve". After the disappearance of Reeve William MacEwan on January 21st, CKSF did perform a major role in directing the first search activities, together with the Cornwall police. Searchers were told to call CKSF if any trace were found of the Reeve or his car. On February 5th CKSF and the police planned an all-out effort to find the missing Reeve. Appeals were broadcast by the station to farmers, asking them to search their properties thoroughly, and again to notify CKSF ● ● ● The boundaries of the City of Cornwall have been extended to give the city an area of some thirty square miles in contrast with its former one square mile ● ● ● Congratulations to CKCW Moncton, who did change a late night 1-hour disc jockey show from teen-age "music" to classical concert, and were deluged with letters and telephone calls requesting much more classical music.

"A STOVIN STATION IS A PROVEN STATION"

*Informing the Citizens*

**BELLEVILLE AIRS COUNCIL MEETINGS**



HERE IS THE CITY Government of Belleville at work, with Phil Flagler of CJBQ commenting on and monitoring the proceedings. On the left are Phil Flagler (at mike), Les Digby, William Argue, Douglas Moxam, Claude Tice, Effie McCabe and Charlie Hyde. Centred are Mayor Jane Forrester, city manager Dennis Herring, city clerk Anne Haggerty and Frank Grandame (back to camera). On the right, from left to right are Robertson Collins, G. B. Hyde (standing), John Stock, Ralph Graham, Robert Tempie and Donald Whalen.

CITIZENS of Belleville get the opportunity every second Monday evening to hear the problems facing their city council as the regular meetings are aired over

CJBQ. A special microphone control board with punch keys was produced for the sessions by the Northern Electric Company at its Belleville plant. This box and the associated equipment requires no monitoring for level.

Station manager Bill Stovin says that the programs have been getting good audiences and very favorable reactions. A letter to the station from Mayor Jane Forrester commends CJBQ on the service and reads in part: "The public-spirited interest and generosity in making possible such a service is a definite contribution towards informed participation by citizens in the problems of local government".

In addition to microphones for the aldermen, mayor, city manager and clerk, there is a microphone placed for the use of spokesmen for delegations, the city solicitor or other citizens appearing before the council.

Phil Flagler fills in with commentaries from his mike in the council chamber.

**Going Places!**

Claire Wallace personally conducted tour to Europe this summer (including Spain).

12 Countries  
Reasonable Cost  
Unusual Features

Give Claire a Call at:

**CLAIRE WALLACE TRAVEL BUREAU**

1110 Yonge Street, Toronto  
WA. 3-8471

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

Representative for these live Radio and Television Stations

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

**the man says**

**ADD THEM UP**

- No Other Major Market Centre Within Fifty Miles of Brockville.
- No Dependable Consistent Reception Of Any Canadian Television Commercials.
- One Of The Fastest Industrial Expansions In Eastern Ontario.
- Proven CFJR Domination Of This Area [B.B.M.I.]
- Your Use Of Radio Station CFJR If You Want Your Client's Goods or Services To Enjoy Sales In This Thriving Community.

**CFJR**  
BROCKVILLE, ONT.

Ask the STOVIN Boys.

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

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Vol. 16, No. 4

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February 21st, 1957

## Broadcasting Was Built On Trial & Error

THE CARTB Convention is only a month away. So it seems fitting to dust off the old admonition to people who will be going to Quebec to start planning now. They need to think carefully about all the doubts and problems they have in mind concerning the business of radio and television broadcasting. Then they must make up their minds to bring their points before the industry, however contentious they may be, at the appropriate meetings.

It is only about thirty-five years since what seemed like grotesque experiments with a passing fancy resulted in the beginnings of what we now know as commercial broadcasting.

Through these years, radio has grown into a great industry because it has been willing to make its advances on a trial and error basis. It is this same system - - of trial and error - - that will have to be maintained, forever, if the advances are to continue.

The situation is the same with television, though this infant has literally catapulted into importance in a miraculously short time, thanks in large measure to the tenacity of its pioneers, most of whom got their training on the radio side of broadcasting.

With one day being devoted to radio and another to television, this year's CARTB Convention will give everyone an opportunity to lay their opinions face up on the table for open discussion. Not only the broadcasters, but advertising agencies and their clients as well, have a great deal at stake that is closely tied up with broadcasting, and it is to be hoped that they will be on hand to express their views to the benefit of all concerned. Then, at the closed business session, the broadcasters will have a chance to take down their hair in private, as they take stock of themselves and their activities.

Of by no means minor importance is the meeting of the Bureau of Broadcast Measurement, scheduled for the day before the Convention, March 24.

BBM has come up with a new technique of measurement. Basically the idea behind the new system has been judged efficient. It was on the strength of this judgment that the Bureau was instructed to go ahead with the plan.

No one can be even remotely con-



"We're sure to see some of the CARTB boys in the Quebec Chateau de Hoosegow now".

nected with the broadcasting business, in either branch, without having heard rumbles of dissatisfaction over the results of the first survey. Others are loud in their praise. We believe though that the entire industry stands firmly behind any plan which might develop into a good and efficient BBM.

Like broadcasting itself, which, as has been said, was nurtured on a diet of trial and error, broadcasting research is very definitely still in the testing stage. And it is through the courage of those who were willing to be tested, and, on occasion, found wanting, that broadcasting has grown to the phenomenal dimensions it has attained today.

Because the new style BBM is going on trial before a meeting of its members - - broadcasters, agencies and advertisers - - at the March 24 meeting in Quebec, we do not feel we should comment either favorably or otherwise until the "evidence" has been heard. We do feel though, that proof of the potential effectiveness of this kind of research lies in that evidence, and we sincerely hope that those with testimony to offer - - favorable or otherwise - - will make it possible for that evidence to be heard.

According to our view, there is one particular point to remember in the discussions about BBM which are going to take place, and the point is this. It is not broadcast advertising - - either radio or television - - which is going on trial. It is broadcast advertising research,

## Good Technicians Are Making TV

PEOPLE CAN SAY what they like about the political structure of the CBC, but no one can deny that since TV came to Canada some five years ago, its mechanics have improved remarkably.

At first, the technical approach to television production was, in a word, lousy. During sports events, the camera would inevitably lose the ball or puck, fade-outs were often incomplete, slides appeared upside down, cameras focused on the wrong person, and studio productions carried a "boxy" effect which earmarked them as just that - - and indoor show from a small studio.

After five years of flubs, boobs and mistakes, the average show now has originality of idea and polish in presentation.

The men behind the camera, and the men behind them, have learned by their mistakes and learned well.

Many of the technical producers at the CBC have been with the corporation from its beginning, when their shows, like their ability seemed to flounder in the dark. Now they and their crews have at least achieved believable props, effective lighting, co-ordinated camera work and audible sound.

To a commensurate degree, the same progress is being made by the private stations.

Credit for this achievement must be divided between operators in all spheres, from management and star performers to stage hands and prop boys. Yet we feel that the group which has shown the greatest progress is comprised of the technical people.

Because of their fine work, larger audiences are being attracted and so sponsors are spending more money to reach them.

Canadian television has improved - - for sure. But this does not mean that the millennium has arrived. Possibly the next step towards the never-to-be-attained goal of perfection is smoother team work between the technical side and the performers. When both these groups are working on the same team - - as part of that team - - a new phase of progress will have begun.

Not so long ago, in the border areas, it was a common thing to hear: "Oh, that show's on Canadian TV. It'll be terrible. Turn to something else." Now, a frequent remark is "Let's see what's on Canadian TV. I'm sick of American quiz shows and whodunits."

### SEATS IN NEW ARENA FETCH \$10 VIA CFCL

A PROGRAM, broadcast by CFCL, Timmins, last month, designed to aid the completion of the Abitibi Community Arena at Iroquois Falls, resulted in donations amounting to \$7,970.00.

The program which lasted for four hours was a telephone drive for the sale of seats in the new arena, just completed after a year and a half of construction.

The broadcast got under way at 11.10. The seats in the arena were

sold for \$10.00 each and when the broadcast ended at 3.30 a.m. the donations totalled \$1730.00.

Calls were received from as far north as Hearst, 220 miles north west of Timmins; LaSarre in Northern Quebec, and from such remote points as Holtyre and Moonbeam, Ontario.

The pledges of money for seats have not ended. To date \$7,970.00 has been donated and calls are still being received at CFCL.

### *CJET Retail Sales Clinic*

## Salesmen's Indifference Kills Sales

C. W. (BILL) WRIGHT of Toronto, a well known sales and speech specialist, demonstrated to merchants of Smith Falls, Perth, Carleton Place and area last week how they could improve customer relations and at the same time boost their sales.

In a one-day clinic, sponsored by radio station CJET, Bill Wright imparted to his classes many of the sales principles and techniques used by large department stores.

He said that the greatest fault with many sales people today is indifference toward their customers. The number one customer complaint, he said, is high pressure selling by sales people who overlook the fact that every customer has the right to see sufficient merchandise and to be sufficiently informed on that merchandise before making a selection.

The salesman should merely help the customer to buy.

In citing an example, Wright referred to a statement made by Lance Rumble, sales manager for General Motors and one of the most successful salesmen of the day. Mr. Rumble, he said, claimed he never sold anything in his life. All he ever did was "make it comfortable for the customer to buy."

Stores that give atmosphere, said Wright, bring customers back.

Sales people were urged to use the international language of goodwill, a genuine smile.

#### RIGHTS AND WRONGS

Mr. Wright dealt with the right and wrong of selling as it applies to all sales: in the approach, the presentation, the close and in dealing with objections and handling complaints.

At the end of the clinic, two local merchants expressed their warm thanks to the speaker and to CJET for the initiative shown in making such a service available.

Jack Pollie, general manager of CJET, said that advertising was only half the job of selling. It can create the desire for a person to want to buy. It extends an invitation to people to come to a store but the sales are actually made in the store. When sales people are better qualified to sell, then, and only then, can the merchant derive full value from his advertising expenditures. It was with this thought in mind, said Jack, that the retail sales course was presented.

#### Handbook of Broadcasting

THE 1957 EDITION of the Handbook of Broadcasting covering the fundamentals of radio and television is written by Waldo Abbot and Richard L. Rider and published by the McGraw-Hill Book Company.

Admittedly the book is primarily designed for students, however, it is doubtful if a broadcaster exists who couldn't learn or re-learn a great deal from the 531-page volume.

Completely up to date, the book covers color television and video recording as well as chapters on virtually every phase of broadcasting from radio and TV script writing to Broadcast Law, programming, a discussion of TV sports, material on High Fidelity and music on television. The chapter on the making of recordings has been entirely rewritten with new emphasis on tape recording.

#### MacMillan Moves To McCann-Erickson

Don MacMillan, who came to Toronto in September 1952 (just in time for the opening of CBLT) from CFAC, Calgary, has left McKim Advertising Ltd and joined McCann-

Erickson (Canada) Ltd, Toronto. At McKim Advertising he was radio and television director, and he has assumed similar duties in his new berth.

Radio and television accounts which will be in Don's care at McCann-Erickson include Chrysler, Swift Canadian, Coca-Cola and Bulova among others.

Don says he cannot wait for the Fowler report. He explains that he feels that the present no-choice system under which the CBC operates makes television too expensive except for the largest Canadian businesses.



Don MacMillan

"The addition of second stations, especially in major markets will make TV advertising available to the client who cannot afford network, but who can certainly run to a spot announcement campaign," he said.

"Another thing," he added, "there must be thousands of people who have not yet bought TV sets and won't do so until they can look in on more than one station."

# 307,000 PEOPLE CAPTURED by RADIO in NORTHERN ONTARIO!

## SELL 'EM WITH

**CKGB** TIMMINS

**CJKL** KIRKLAND LAKE

**CFCH** NORTH BAY

CALL NATIONAL BROADCAST SALES  
WEED & CO. in the U.S.

# C K B W

BRIDGEWATER

NOVA SCOTIA

563 carloads of Christmas trees — approximately 788,200 trees — were shipped through Bridgewater during the Christmas season. Retail value — about \$2,500,000

*Serving the Wealthy South Shore*

RADIO REPS in CANADA  
DONALD COOKE in the USA

intend to employ commando tactics on time buyers unless it is absolutely necessary.

Another addition to the Stovin menage is Alex Findlay, a former record salesman with an unusual hobby, who will be vivisected in an early issue of this paper.

**CANADIAN SHOW GAINS FAME**

**A**LMOST FIVE YEARS ago, E. Finlay MacDonald of CJCH, Halifax, said that "Bonanza" was "one of the most attractive musicals I've ever seen". Furthermore, his station backed the show at Halifax's Capitol Theatre to the tune of some ten thousand dollars (C B & T, May 7, 1952).

Last month it was reported in Britain's daily and weekly press that "Bonanza" will be commercial television's first venture into a full-scale musical in that country.

The brain child of Chet Lambertson and Jim Richardson, the former an English professor at King's College, Halifax, the story was developed as a result of the writer-composer team's experiences in the oil fields of Alberta, scene of the plot.

London's DAILY TELEGRAPH printed that "Bonanza is imported from Canada and deals with the effect of an oil strike in Alberta on a farmer's family".

THE STAGE writes that the play "is a new and original Canadian show and comes fresh to television with no second-hand associations".

"Bonanza" features the music of Geraldo and his orchestra, Britain's foremost popular musical organization and will be produced by Michael Mills.

The show bowed in on February 2 over the British network.

The original music was printed by BMI Canada Ltd. and this organization reports that there is already interest in Hollywood and Australia.

**SEX AND THE CBC**

**"W**HO IN the National Film Board decided to place a film on the rehabilitation of a prostitute in the Sunday afternoon CBC-TV program schedule?"

This was the question posed the other day by George Bain of the Toronto GLOBE & MAIL.

Bain said that the CBC decided not to show its presentation of *The Street* on Sunday afternoon, Jan. 27 because they did not think that it would fit in with the regular kids' programs going on at that time.

As he put it, "a long-standing Sunday afternoon favorite, for instance, is Lassie, but a lassie of a different sort."

**BEST DRESSED WOMEN**

**T**HE LIST of the ten best dressed women in Canada, published in LIBERTY magazine last month included three members of the private broadcast industry. They are Lorie Molter, promotion manager of CKCK, Regina; Ellen Reddin, women's editor of CHCT-TV, Calgary and Peggy Sprague, office manager of CJOB, Winnipeg.

**IN CLOSING**

**C**B & T PRODUCTION Manager Bob Mowat is in the news right now. Friday February 8, he became a two-time father, when his wife, Shirley, presented him with his second daughter. The next day, he suffered a nasty fall, which resulted first in a black eye, but after an X-Ray he was found to have broken his cheekbone.

Bob was operated on last Thursday, and is still recuperating in hospital. Progress is as it should be.

And now I'd better wind this up before the printer prepares me for the next bed to Bob's, so buzz me if you hear anything, won't you?

*CBC Governors*

**WILL HEAR 1 TV AND 2 RADIO APPS**

**W**HEN THE BOARD of Governors meets on March 15 in Ottawa it will consider an application from the Okanagan Valley Television Co. Ltd., for permission to establish a main TV transmitter and two satellite stations in the Okanagan Valley, B.C.

Another important request before the board involves consideration of an application from CHCT-TV asking for transfer of control of Calgary Television Ltd. to Frederick Shaw.

CKSO-TV, Sudbury, will ask for an increase in power and International Radio and Television Corp. Ltd., Kitimat, BC, will request permission to establish an AM broad-

casting station at Kitimat.

Two applications for licenses to establish AM broadcasting outlets will be considered from Lloyd Olan at Huntsville (a company to be incorporated) and the Melfort Broadcasting Co. Ltd. at Melfort, Sask.

CKPR, Fort William; CKOT, Tillsonburg and CHRC, Quebec City, will apply for increases in power and CHEX, Peterborough will request an increase in power in addition to a change in AM frequency.

A request will be made by CKVL, Verdun, for permission to program the station on a separate FM bilingual basis daily between six p.m. and midnight.

**G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS**  
 TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

**Here's the HOT NEWS from CKRC**

**IN TURN OUT TURN SWEEP!**

These familiar words were heard for two weeks as Johnny Esaw gave play-by-play descriptions of the world's largest Bonspiel — Manitoba's 69th Annual, in January. And Johnny will be on hand in Kingston for direct broadcasts of the McDonald Brier. Yes — Manitoba listeners get complete sports coverage on C K R C.

REPS: ALL-CANADA RADIO FACILITIES LTD. WEED AND CO. in U.S.A.

**CKRC** 630 K.C.

BROADCASTING TO ALL OF **Manitoba** FROM THE **Red River Valley**

**CHUB GOES UP!**

**RATINGS\* - UP**  
 Day & Night!

**RADIO SETS IN USE\* - UP** Day & Night!  
**MAIL -**

Nearly 2-Million Label-Bearing Letters in Past Year!

**CHUB — NANAIMO**

**THE "TRIED AND TRUE" MAIL COUNT STATION FOR THE PAST FIVE YEARS!**

VANCOUVER  
 John N. Hunt & Assoc.  
 U.S.  
 Donald Cooke Inc.  
 TORONTO and MONTREAL  
 Stephens & Townsend Ltd.  
 \*Elliott-Haynes, January, 1957.

*Calgary Herald Presents*

**SOON!**



**GREATER  
IMPACT**  
on the  
**PRAIRIES**



**"NEWS GLOSSARY" EXPLAINS WHAT NEWS TERMS MEAN**

**P**UT A NEW PICTURE in an old frame, or get a new angle on an old idea and you get attention. That was the formula used by CFAC, Calgary when the station developed the news department feature program, *The Herald News Glossary*.

There's nothing new about a glossary and there's nothing new about news on the air, but a daily feature, which explains terms appearing in the day's news, is a fresh angle on the old idea.

The man behind CFAC's *News Glossary* is news staffer Cliff Cowan, who says that most of his 30 odd years have been spent digging up information of one sort or another. He spent three years on the news department's night-side, editing and rewriting the news which came in on the late news budget.

"It was all grist for the mill," Cowan recalls, "but I became increasingly concerned about the number of telephone calls, letters and personal inquiries asking for explanations of terms which are

almost household words."

With this in mind, he began reading the newspapers and the teleprinters in a different light and came up with the idea that news sources do use terms which are never explained.

Cowan took his brainchild to the news director - - a program which would explain the news terms; not a commentary on the ideas in the news - - but an authoritative explanation of terms and a yarn about the family trees of interesting words.

The idea was adopted. The news department's library was enlarged to accommodate the increased use it would be put to and the program made its debut on the air.

Every day the news is carefully scanned and likely terms chosen for possible study. Within a few weeks of its inception, *News Glossary* was bought as a sponsored show by the CALGARY HERALD.

**ONE ITEM A DAY**

On the air over a year now, it is customary on the five-minute daily

program to pick one item out of the HERALD columns of the current day and explain it.

Sometimes it gets tough, Cowan says. During a municipal election in Calgary last fall, Cliff took on the task of explaining the term "Proportional-Representation", a very complicated system of voting and vote counting.

The library at CFAC was of no help and the HERALD library also proved to be inadequate. Inquiries at the City Hall were fruitless. At long last in a corner of the public library, he found a dust-covered book entitled "Proportional Representation".

It took three consecutive days for *News Glossary* to get the story across. The next day, Cliff was asked by the municipal government if he could supply City Hall with a copy of his three, five-minute scripts on the subject.

Several high schools in Calgary list the programs as prescribed listening for classes in English, Latin and Social Studies.

**CJGX  
YORKTON**

increasing to

**10,000 watts**  
(daytime)

1,000 watts - night

Present power

**1,000 watts**  
DAY & NIGHT

SOON:

Greater listening audience in the most productive mixed farming areas of Saskatchewan and Manitoba.

For IMPACT ON THE PRAIRIES — see our reps.

REPS:

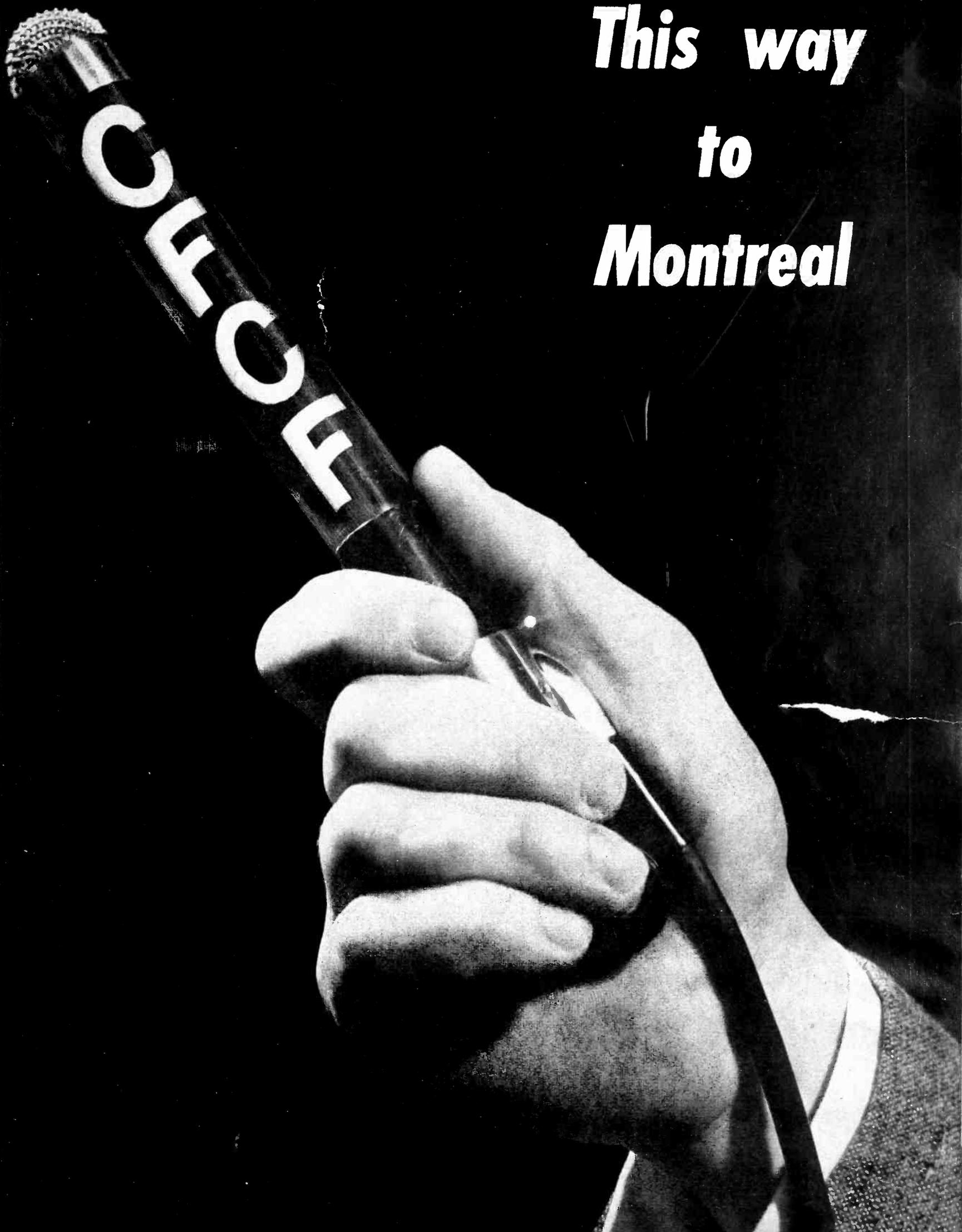
Horace N. Stovin & Co.  
Inland Broadcasting  
Service, Winnipeg.  
Adam J. Young, Jr., Inc.,  
U.S.A.

**CONGRATULATIONS TO CFRB**

The Management and staff of All-Canada Radio Facilities Limited wish to extend congratulations and best wishes to Harry Sedgwick and the directors and staff of Radio Station CFRB, Toronto.

As their Canadian national representatives, All-Canada is proud to have a share in the continuing success story of this great station.

***This way  
to  
Montreal***



*A Challenge & An Opportunity*

**MEET EVENING TV WITH NEW SHOWS - - NEW IDEAS**

By Ian Grant

**R**ADIO HAS BOTH a challenge and the opportunity of a lifetime to use the evening hours to win back listeners with something new and different. Stuart MacKay told CB&T in an interview last week, that there are exceptions, but since television started in Canada, radio's one-time huge evening audiences have declined.



Stuart MacKay

The General Manager of All - Canada Radio Facilities Ltd., went on to say that not only people with televisions, but also those without a television set in their homes, are losing interest in radio at night

because of the lacklustre unimaginative programming on the part of many stations in Canada.

"Too many broadcasters are accepting second place without a murmur", he said.

"Who turned out the lights? What has happened to radio's showmanship and character. The road has never been easy for radio, for the industry has always faced competition of one sort or another. Although television is admittedly one of the greatest competitors radio has faced, there is no need to give up".

MacKay went on to point out that television has captured audiences at night, and, faced with this, the time was never more opportune for the medium to re-assess its value during the evening hours and do something about it.

He said that, from the beginning, radio's progress has been measured by its ability to reach out and hold audiences, whether it's for entertainment or education. There has always been and still is a need for an awareness of the demands of the listener for new programming ideas and better standards of broadcasting.

Right now, when there is nothing to lose, the evening hours represent an opportunity for radio to meet the problem, MacKay said.

"I feel that the industry, from coast to coast, should roll up its sleeves during the evening period. And nighttime radio can be nation-wide workshop from which will emerge exciting new programming ideas - - new personalities - - in short the answer to the problem that is plaguing the industry at present".

The evening hours will give us an opportunity to work on new local live talent programs, to experiment with new forms of news reporting, such as local Meet - The - Press panels.

The evening hours can provide us with the opportunity of being more selective, to reach out and entertain groups that for too many years we have thought of being minorities.

**NEW FIELDS TO CONQUER**

MacKay says, that while radio's community work is unexcelled by any other media, there are still new horizons in this field that will develop an even stronger relationship between the station and the community.

"We shouldn't eliminate the use of the many valuable services that are available to radio in the form of outstanding dramatic and variety programs," he said. "Music must play a most important part, but many

stations are beginning to realize that music in itself is not the end all."

If stations want to develop the loyalty of the listener, MacKay feels that they are going to have to work harder for that loyalty; they are going to have to earn attention and respect.

"You can't Buy listener loyalty", he said. "Only imagination, creative ability and salesmanship will bring the audience back to radio at night."

MacKay said he feels that the immediate problem is to assess the problems and possibilities of nighttime radio broadcasting. This, he suggested, "might well be the basis for discussion at next month's CARTB Convention".

"We are not facing a commercial problem," he said. "In fact, not only has daytime radio successfully held its audience and revenue, but both have gained to such an extent that most stations are enjoying their greatest period of prosperity. In the evening hours as well, many are carrying a substantial schedule of commercials.

"The problem is not one of revenue", he continued, "for a station with a diminished nighttime audience still represents a better buy than most media. Nevertheless, the fact remains that radio's nighttime audience can be improved and must be improved if radio is to maintain its position."

We mustn't forget, he added, that the problem will not always be a question of just evening programming. Before long, TV will be spreading its schedules into daytime, and then radio's problem will be round the clock.

**NEED A MAN ?  
EQUIPMENT TO SELL ?**  
Try a small ad  
in  
**C B & T**

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**  
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

**RECORDS**

It goes almost without saying that the new records established by New Brunswickers in 1956 will be broken in 1957! Record income — record production — record retail sales. In fact, New Brunswickers established so many records we can't find time to record them because we're busy setting new ones! New Brunswickers never had it so good. You can expose your sales message better and for less money, when you take advantage of CFNB's "Provincial Coverage".



**SERVING NEW BRUNSWICK'S EXPANDING ECONOMY**

Have our Reps give you the full story — see:

The All-Canada Man.  
Weed & Co. in the United States.

**CKBI**

Prince  
Albert

**SOON**

with

**10,000  
WATTS**

Watch  
for  
our  
Announcement

**CKBI**

Prince Albert

Represented by

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

## KITCHENER STATION CELEBRATES 3rd BIRTHDAY



## Blind Writer-Announcer



A RECENT ADDITION to the announcing staff at CKGN-TV, North Bay, is Bill Saunders, who has been blind for the past six years. Bill writes his announcements in Braille and has worked out a system of cueing with the control room.

## Roberts Joins TV Reps

FORMERLY WITH CKWS-TV, Kingston, as a time salesman, Michael Roberts has been appointed to the time sales staff of Television Representatives Ltd.

With the Kingston station for two and a half years, his knowledge of production and programming will be projected to the national level on behalf of the stations represented by the company.

## CBC APPROVES PRIVATE NETWORK

A REQUEST BY CKCO-TV, Kitchener, to operate a private television network has been approved by the CBC.

Station Manager McGregor said that if enough sponsor backing is obtained, the network would service independent stations in Canada with three afternoon shows a week.

He said that the station would by no means be competitive and would operate over facilities now used by the CBC, during the half-hour before its regular 4 pm. opening transmission.

A CBC official said that while the

THE THREE triplet girls on the left are just three years of age, which by a remarkable twist of chance just happens to coincide with the third birthday of CKCO-TV, Kitchener.

While it is possible to identify Philomine in the picture, from there on it becomes complicated because even the mother of the Hoffman triplets can't tell Francine from Colleen.

Actual date of the CKCO-TV opening was March 1, 1954, and just as the triplets exude energy and curiosity, the station bases its success story on the same factors.

In the energy department a station official points out that CKCO-TV originated more than 4,000 live shows in its studios last year. Without using curiosity as a keynote of its policy, the programming department couldn't have found out the types of programs the viewers were interested in watching, the station claims.

## Birth Film Shocks Press

CANADIAN VIEWERS may someday watch the BBC film of a baby's birth shown to British viewers early this month.

The film was shown to UK audiences late at night so that children might not watch, and according to a UP report it only received opposition from one newspaper, the DAILY SKETCH.

The SKETCH ran a headline: "Revolted - - by a father of two" over a story by Alan Gardner.

"Revolted! Beyond the pale! I condemn the BBC for the worst lapse of taste ever," Gardner wrote.

Despite the newspapers the general public opinion was that it was a good program and there should be more of them.

A CBC spokesman said that the film has not been offered to the CBC yet, but when it is, they will consider it on its merit.

Technical

# VIDEO TAPE ADDS SIGHT TO SOUND

PROBABLY THE MOST significant development in television last year was the unveiling of the Ampex Corporation's video tape recorder (VTR) at the NARTB annual meeting in Chicago last April and its first practical test in



Photo by CBS, Hollywood

kinescope recording using motion picture film."

### VIDEOTAPE IN ACTION

On November 30th, CBS used the VTR for the 15 minute program, *Douglas Edwards With The News*. Beamed live from New York City at 4.15 p.m. Pacific Standard Time, the newscast was received at Television City, Hollywood and recorded on magnetic tape, providing a two hour delay for re-broadcast to 12 of the CBS Television Pacific network stations at 6.15 p.m.

The stations receiving the tape-recorded programs from Hollywood had previously been carrying this feature on the same time-delay basis, but had received only a "hot kinny" reproduction from the Hollywood network centre. On November 30, viewers in these 12 cities, saw for the first time, the "live" quality which only Eastern viewers had been accustomed to.

The live picture quality attained by the Videotape Recorder is most evident in the improved "grey scale" of the tape-recorded show, in contrast to the "hot kinny" appearance. The ability of magnetic tape to register all of the subtle gradations of shades from black to white, as originally "seen" by the television cameras, allows the picture to reach the viewer with a clarity and definition formerly associated only with live telecasts.

One of the most important changes which the VTR will bring to the television industry is the solution to the complex problems of East-to-West time differences, both in the USA and Canada.

In order to get a suitable viewing time for Eastern viewers it is necessary for the CBC to produce their live shows at times which would not be suitable viewing times for Western viewers where there is a three hour time lapse. In other words, an

THE VIDEO-TAPE RECORDER manufactured by the Ampex Corp. is shown taping the live broadcast of "Douglas Edwards With The News". The program originated in New York and was recorded by the machine in Hollywood to achieve a two hour delay and then played back to television audiences in 12 cities.

November on the CBS network.

The Canadian Broadcasting Corp. ordered four VTRs in December for CBWT, Winnipeg (C B & T, Dec. 6, '56). They will be used to record national CBC programs which reach Winnipeg live at present from eastern Canada via the microwave.

The 1957 Handbook of Broadcasting (Abbot and Rider, McGraw Hill) has this to say about the VTR in reference to the Chicago showing:

"For the first time a television program, both picture and sound, could be magnetically recorded with almost the same ease as radio programs are recorded. This development is having, and will continue to have, profound effects on the

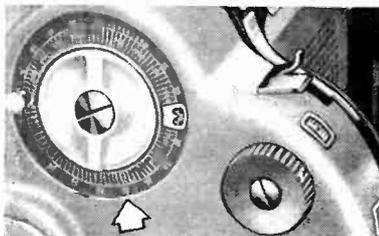
industry.

"The Ampex VTR records television programs on a magnetic tape two inches wide travelling at a speed of fifteen inches per second. Four revolving recording heads are used, and the travel of the heads is such that the recording is done across the width of the tape rather than along its length, as is the case in 1/4 inch sound tape. The machine will record and reproduce a minimum of 320 lines, which is better than the performance of home receivers. The typical home receiver will develop approximately 275 lines. As a result, to the viewer the picture looks as good as a live pickup. It is infinitely better than any known system of



## EVERYTHING UNDER AUTOMATIC CONTROL

Automatic Inking—Paper Feed—Controlled Delivery—Shut-off Counter—Variable Speed Control—make GESTETNER the last word in Automatic Efficiency. All Controls are grouped on the operator side of the machine for convenience in actual use.



**AUTOMATIC SHUT-OFF COUNTER**—Set counter for number of copies required. Machine automatically cuts off at pre-determined number. Counts from one to ten thousand.

Gestetner Stencil-Duplicating is so perfect that it looks like printing! Reproduces typewritten copy, line drawings, even half-tones, in your selection of colors. Simple and clean in operation—with perfect reproduction on every copy from first to last.

### WRITE FOR THIS NEW BOOKLET

Read how GESTETNER can REDUCE WORK and SAVE MONEY in your business. Mail Coupon TODAY.



**GESTETNER (CANADA) LTD.**  
117 KING STREET WEST, TORONTO

Please send me your new brochure "Printing for Pennies" without obligation.

NAME .....  
ADDRESS .....

CB2-57

# CFCM-TV, QUEBEC,

can give you **338,800** SELLING IMPRESSIONS  
of **Sight** and **Sound** for as little as  
**\$29.28** per day.

# 338,800 per day

Representative:

**JOS. A. HARDY & CO. LTD.**  
TORONTO and MONTREAL





Photo by CBS, Hollywood

**HERE IS A CLOSE-UP of the actual video-tape picture. The improved "grey scale" of the Videotape recording over that of previous delay-broadcast methods offers a picture quality formerly attained only in live broadcasts.**

eight p.m. show in Toronto would have to appear at five p.m. in Vancouver, assuming that the microwave facilities had been completed from coast to coast and that the transmission was instantaneous.

At present, the shows are kinescoped in Winnipeg and the kinescopes flown to Vancouver. While this procedure provides a convenient method for delaying the television fare for the West until supper is over and the dishes are done, the "hot kinny" process results in a loss in picture quality. It also requires the usual film developing and processing before being re-broadcast.

An exception to the rule as far as the West is concerned was the Grey Cup Game (CB & T, Nov. 22, '56) where American microwave facilities were used from Winnipeg to Seattle, and temporary relay towers beamed the game to Vancouver. At the same time long distance telephone lines were used to carry the sound. Result was that there was a 1/25 of a second time lapse between the picture and the sound.

Winnipeg has not yet received its VTR machines; however, when they are put into operation, Western viewers will be able to get far better quality pictures of shows originating in the East.

Latest news from Jim Detlor, manager of the Ampex American Corporation's Canadian office in Toronto, is that the CBC will not get delivery of the four machines until "late this year or early next year."

Certain new refinements were added to the machines and therefore production will not begin until mid-summer, he reports.

**ADVANTAGES OF VIDEOTAPE**

Last week, Philip L. Gundy, vice-president of the Ampex Corp., cited the various advantages of videotape as revealed in the experiences of NBC and CBS with the machines. They include: tape copying; back-to-back replay when continuous programming on tape exceeds a one-hour period; back-to-back recording when continuous programming on tape exceeds a one-hour period; back-to-back replay of spot announcements without time-consuming custom editing for varied combinations of

individual announcements; more convenient scheduling with facility to record and playback within a common time slot; easily scheduled and leisurely-paced program review for evaluation, sales presentation and editing; simplified and flexible techniques for making commercial inserts within taped show; for peak performance, preventive maintenance simplified by comparative reference.

**ENORMOUS SAVINGS**

Programs can be recorded directly from the TV camera, from a TV receiver, from television transmission lines or from microwave relay systems and then rebroadcast immediately, or delayed indefinitely. The tape requires no processing and can be erased and re-used many times.

Telecasters could save thousands of dollars in recording programs which are presently filmed, and in this connection the company claims that the savings on the *Red Skelton Show* alone could have amounted to \$114,000 for the ten times when motion picture film was used.

The use of tape for film syndication is probably some years away. Ampex has not yet developed a duplicator although Gundy claims that one could be created in about 18 months. This is not likely to happen, however, until most stations are equipped with the machines and this in turn will probably have to wait until price reductions are in effect, bringing the VRT within the budgets of smaller market stations.

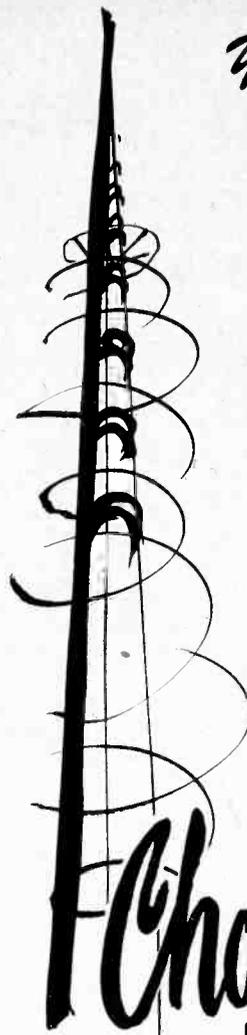
Basically, at present, Ampex videotape is designed specifically as a substitute for kinescope recordings.

There are a great many speculations concerning the possibilities of future use of the tape. One suggestion is that it could be used to localize national commercials with local dealers coming into the studios to record tags on tape. Another idea brings local consumers into the studios to tape interviews for national, regional or local sponsors.

One thing is certain and it is that videotape has opened up revolutionary possibilities for admen, film producers, station and network people and the offshoots of the industry who exist through these categories.

*You Are  
Cordially Invited...*

Sincerely,  
we extend to  
every NATIONAL ADVERTISER  
passing through  
Eastern Ontario  
an invitation  
to visit  
a great  
success story —  
the busiest television  
station  
in the country



**Channel Eleven**  
**KINGSTON**  
**CKWS-TV**

**KVOS-TV**

**NOW ON MAXIMUM POWER**  
**MOST POPULAR TV IN B.C.!**

\* VANCOUVER'S BIGGEST TV AUDIENCE  
(Share of weekly Audience 7:00 - 10:30 p.m.)

|                             |     |
|-----------------------------|-----|
| KVOS-TV .....               | 36% |
| Station A (Vancouver) ..... | 35% |
| Station B .....             | 12% |
| Station C .....             | 12% |
| Others .....                | 5%  |

\*International Surveys Ltd.

**COMPARE THE COST**

|               | <b>KVOS-TV</b> | <b>STATION A<br/>(Vancouver)</b> |
|---------------|----------------|----------------------------------|
| 20 secs. .... | \$ 87.00       | \$116.00                         |
| 1 min. ....   | 108.00         | 145.00                           |
| 30 min. ....  | 261.00         | 348.00                           |

SERVING OVER 75% OF THE PEOPLE OF BRITISH COLUMBIA

**KVOS-TV**

**CHANNEL 12**



Vancouver Office: 1687 W. Broadway — CHerry 5142  
Studios: Bellingham, Wash.



**GO PLACES**  
with  
**Lionel the Lobster**

The Best Way  
to Cover the Maritimes

**CKCW-TV**  
**NOW**  
**25,000 WATTS**

LET LIONEL GIVE YOUR SALES  
THE "BIG POWER BOOST"

REPRESENTATIVES  
STOVIN IN CANADA  
ADAM YOUNG IN U.S.A.



The Hub of the Maritimes

**MONCTON**  
**NEW BRUNSWICK**

*It Had To Happen*

**THEY ANIMATE PLATTERS FOR TV'S DEEJAYS**

COMBINING THE PROVEN appeal of animation and *Hit Parade* tunes, Cinemation, Ltd., of Toronto has come up with a series of five minute filmed packages which can be combined into a 15 minute live disc jockey format.



"The Green Door"

The idea behind the program is simply to take a best-selling record and animate a story around the lyrics. A sync-marked recording is then shipped to each station with the silent film footage which is run at the same time as the record is played. Songs include current hit parade leaders plus the occasional standard and western tune for variety.

Entitled *Hit Parade Time*, the programs have already met with "outstanding success," according to the producers.

Telecast on CWS-TV, Kingston, CFPL-TV, London and CKSO-TV, Sudbury, the shows have resulted in several complimentary calls to the stations and an average of from ten to 15 calls regarding the sponsors' products.

Fairway Foods, which sponsors the show in Sudbury and co-sponsors in London, reports a high percentage of sales on the firm's \$500 food freezer plan as a result of commercials on the program.

The sponsor of *Hit Parade Time* in Kingston and Peterborough and also the co-sponsor on the London station is Sunbrite Margarine. This organization also reports "a very gratifying response" to its record-premium promotion which offers viewers the opportunity of getting the records featured on the program for 50c and two boxtops.

Goodis-Goldberg & Co., Toronto is the advertising agency handling both accounts.

Cinemation Ltd. say that the record companies are giving the program their complete co-operation and the sponsors are providing back-up

advertising in the form of point-of-sale displays and newspaper promotion.



"Mutual Admiration Society"

Over a year was spent by the producers in the research and experimental stages before a suitable technique could be evolved which would enable them to provide an average of 2½ minutes of animation per song at a price that was not prohibitive.

Cinemation's top storyboard artist, Avrom Yanovsky, was assigned the task of creating interesting and humorous interpretations of the songs and art director Henry Orenstein saw the storyboards through the various animation stages until they were ready for the camera.

**RISE SEEN FOR LOW SCOTTISH RATES**

WHEN COMMERCIAL television starts in Scotland Aug. 31, British advertisers will be able to display their goods at less than one quarter the cost of reaching audiences in the London area.

The catch is this: in the London area, which has enjoyed commercial TV for about 18 months, about 1,700,000 homes are equipped with sets capable of receiving the service. Only an estimated 420,000 households in Scotland will be in the same category as of Aug. 31.

Chairman of Scottish Television Ltd., which will run the new commercial TV station under lease from the Independent Television Authority, is Roy Thomson, with extensive radio, TV and newspaper interests here in Canada, who now lives in Edinburgh.

Advertising rates announced by the Thomson Co. will range from \$11.20 for a five-second flash to

\$700.00 per minute at peak time. In London the same rates range from \$150.00 to \$3,000.00. In Scotland, minute spots will be available for as little as \$100.00 at off-peak times compared with \$400.00 in London.

British experts expect advertising rates will increase once a firm viewing audience has been built up. Advertisers now appear well satisfied with the results obtained from TV, and a number of companies are increasing the amount of money devoted to this medium. It is expected that the Scottish rates will approximate those of the London area within 18 months time.

**POINTS OF SALE**

CKVR-TV  
Channel 3

is

Ontario's  
2nd  
Lowest  
Cost-per-  
Thousand  
Station.

24,200  
Unduplicated  
Homes  
6-11 p.m.  
BBM-Nov. 1956

CKVR-TV  
Channel 3

CKGN-TV  
North Bay

**PAUL  
MULVIHILL  
& Co. Ltd.**

TORONTO  
77 York St.  
EM. 8-6554  
MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



In the Mail  
**MARCH 20**  
our  
**CARTB Convention Issue**

**CKVR-TV**  
**THE BUY-ROAD TO ONE HUNDRED COMMUNITIES**

|                                    |                                     |
|------------------------------------|-------------------------------------|
| <b>PENETANG</b><br>POPULATION 4996 | <b>MIDLAND</b><br>POPULATION 8050   |
| <b>BARRIE</b><br>POPULATION 17444  | <b>ORILLIA</b><br>POPULATION 13,301 |

Other locations shown: COLLINGWOOD, GRAVENHURST, MIDLAND, ORILLIA.

**G. N. MACKENZIE LIMITED HAS the SHOWS**  
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

**RICHARD ARTHUR  
MacDOUGAL**

**D**ICK MacDOUGAL, well known radio and television personality, died from a second heart attack in his Richmond Hill home on Feb. 15. He was 41.

Known to the television audience for his work on the daily *Tabloid*, Dick's radio career dates back to 1931, when his first job was as an operator with Toronto's old CFCA. A year later he moved to CKLW (then CKOK) Windsor as an announcer.

He returned to Toronto in 1933 and worked in every station in the city. Among these was CHUM, where he was the first announcer and program director of the then new station. It was from CHUM that Dick broadcast his first jazz show which was done as a remote broadcast from what is now the Purdy Auditorium.

Dick joined the CBC in 1947. Here he established himself as a jazz authority through his two programs, "Jazz Unlimited" and "Juke Box Jury."

His success with his interviews at the Canadian National Exhibition soon won him his job as host on "Tabloid", the show from which most Canadians will remember him. He leaves his wife and four children.

**News For Children**

**A** PROGRAM designed to help the world's children to get to know each other was started by the CBC last month.

The idea for the program arose from a meeting of the European Broadcasting Union in 1955, when it was proposed that a film exchange of children's news might help the children of the world understand each other.

It was decided that participating countries would pool two or three minute films in English and French twice a month.

The greatest  
French advertising  
medium  
in  
Quebec

300 000 KV  
**CHLT-TV** CHANNEL 7

SHERBROOKE  
We cover  
the Montreal market

Sell with *Believability* in the Edmonton Market

**RACKING UP SALES  
FOR PARTICIPATING ADVERTISERS**

Popular  
**Laura LINDSAY**  
"WHAT'S COOKIN' HOSTESS"  
Hostess Laura Lindsay keeps an interesting pot boiling on CFRN-TV's "What's Cookin'?" . . . a veritable pot pourri of interior design, fashion trends and homemakers' hints. Leading national and local advertiser's participation pays off handsomely!

**WHAT'S COOKIN'?**  
3:30 - 4:30 - Mon. thru Fri.

**ARE YOU PARTICIPATING?**

**Now Serving 60,000  
television homes**

SEE: Television Representatives Ltd.:  
Montreal, Toronto, Vancouver.  
Broadcast Sales—Winnipeg.  
Canadian Station Representatives: New York, Chicago  
Harlan G. Oakes—Los Angeles, San Francisco

**CANADA'S BEST FOR TELEVISION TEST**



**CHANNEL 3 EDMONTON**

To our friends,  
we say  
Thanks



*(You can thank some of the people some of the time)*

CFRB went on the air for the first time on February 19, 1927, and has operated continuously ever since. During those 30 years we have learned that it takes the co-operation and loyal support of a great many people to keep a radio station running happily. It takes so many, in fact, that we must admit the impossibility of thanking "all of the people all of the time."

Throughout the years we of CFRB have tried to say "thank you" by serving advertisers, listeners, and indeed the whole community to the best of our ability. But on the occasion of this, our 30th anniversary, we would like to tell you in actual words that we are deeply appreciative of your faith in us.

**CFRB**

**1010 ON YOUR DIAL**

*Celebrating 30 years  
of continuous operation*