

Canadian
BROADCASTER & TELESCREEN

TWICE
A
MONTH

Vol. No. 7

TORONTO

April 4th, 1957





*Wherever you go ...
there's Radio!*

RADIO IS MOBILE

The car radio audience is growing rapidly. In fact it is now large enough to constitute a major market in itself.

In Canada today there are 1,040,000* homes that have at least one car equipped with a radio — an increase of 15% over last year. This is a BIG PLUS to the home audience.

Radio reaches people anytime, anywhere, everywhere.

* DBS September 1956

Reach Them All

With Radio - - The Sound Medium

BROADCAST ADVERTISING BUREAU
Radio Division

200 St. Clair Ave. West - Toronto 7
Phone WA. 2-0502

The Broadcast Advertising Bureau-Radio Division, promotes exclusively the use and sale of Radio as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.



Crippled Children

STARS TURN OUT FOR TIMMY-TIME

FOR THE TWELFTH consecutive year, radio and television, private and CBC, are combining on Palm Sunday -- April 14 -- to air the annual Timmy's Easter Parade of Stars.

On Our Cover

On a background of micro-phones, television cameras and lights, here is "Timmy", personification of the 1957 Easter Seals Drive for Crippled Children. Timmy, or to give him his real name -- Paul Gamble is seen singing on a background of broadcasting paraphernalia, symbolizing the appeal which will be carried across the nation on April 14, when, from Maple Leaf Gardens, a host of distinguished radio, television, stage and screen performers will send out the Easter Seal message by radio and TV on "Timmy's Easter Parade of Stars."

The photograph of Timmy is by Ian Hammerton of CKNX-TV, Wingham; art work - Fred Martin of The House of Engravers Ltd.

Barris, King Ganam and Gordie Tapp with the Country Hoedown Gang.

Permission for artists and musicians to appear without fee has been again granted by the Toronto Musicians Association, the Association of Canadian Radio & Television Artists and the American Guild of Variety Artists.

The whole undertaking is being organized by the Radio and Television Executive Committee of the Society for Crippled Children. The chairman is Austin Moran, vice-president and director of Radio and Television, McConnell, Eastman & Co. Ltd. Committee members are: Cy Mack, Mart Kenney, Waldo Holden, Foster Hewitt, Len Headley, Cec Long, Norm Harris, Bernard Cowan, Hec McCallum, Don Insley, Ken Marsden, Ron McAlister, Joyce Rhodes, Patricia Remeny, Wib Perry, Pat Boswell and Jack Dunlop. Representing the Society on the committee are: Ray Auld, Jack Sarney, Harry Hutton and Bud McAllister.

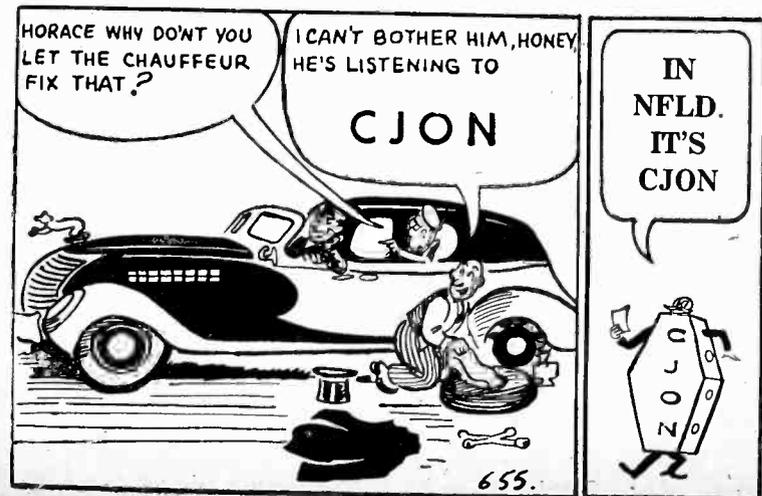
Newsman Turns To Politics



NEWS AND sports editor at CJAT, Trail, B.C. Bill McLoughlin, was named Liberal candidate for Kootenay West in the forthcoming federal election, at a nominating convention there last month.

Bill, who is an ex-Torontonian, won the nomination over one other candidate, Darrell Anderson, a high school teacher.

After two years as sports editor with a local paper, Bill joined the staff of CJAT in his present capacity in 1953.



In Edmonton

CHOOSE THE ONE WITH...



DAY AND NIGHT

CFRN RADIO

IN THE HEART OF ALBERTA'S BEST RETAIL SALES AREA

Check now with:

RADIO REPRESENTATIVES LTD.

Montreal — Toronto — Winnipeg — Vancouver

CANADIAN STATION REPRESENTATIVES

New York — Chicago

HARLAN G. OAKES & ASSOCIATES

San Francisco — Los Angeles

"Spring Is Here"

Says Lionel ...

... "so why not get your advertisers to 'spring' into action by using the 10,000 watt voice of the Atlantic Provinces' most powerful independent station."

For complete details, contact the Stovin sales force in Toronto or Montreal.

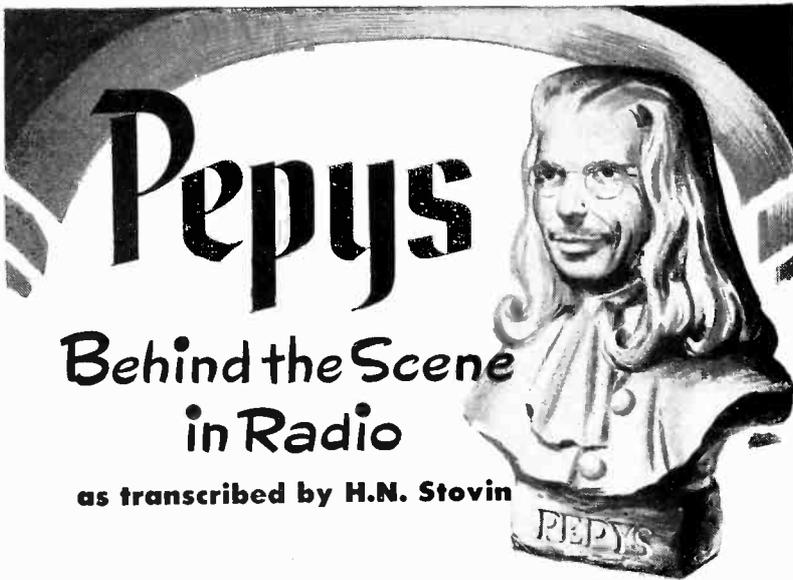


CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.



Have heard it said that experience is something which a chorus girl does acquire by stages and a college girl by degrees ● ● ● Not depending on experience, CKLC Kingston did engage Elliott-Haynes to conduct 2 Surveys among local retailers, and did learn the following:

1. "Which of the two Kingston Radio Stations do you listen to most?"

Answers: — July, 1956 Survey	February, 1957 Survey
Total Scores (100)	Total Scores (100)
CKLC 33	43
CKWS 13	17
Both 14	20
No opinion 40	20

2. "If you were planning a radio campaign on one of the Kingston radio stations which station would you use?"

CKLC 28	33
CKWS 14	18
Both 12	15
Neither 8	7
No opinion 38	27

Pepys does especially salute CJBQ Belleville, for having had 100% audience increase in the past 8 years, and is now on the way to an even larger listenership with its power increase from 250 to 1000 watts on March 14th; on its new Frequency of 800 Kilocycles. And another salute for its very smart promotion piece, "Flight Bulletin from your TCA Captain" ● ● ● February CKCW Moncton did begin a Teenage Show on Saturdays from 2 to 3:30 P.M. Through High School Students' Council, it is handled by the teenagers themselves. A main feature is a round-table discussion between the students and the Mayor or other civic officials, the C.O.'s of the military services, the R.C.M.P., and others. There is also a sports review and newscast, delivered by the teenagers, and their selection of a "Hit Parade". The Moncton YMCA has invited the station to do the program from the "Y" Building — feeling that this Show fits in with their youth program admirably ● ● ● And CHOV Pembroke also with a new show — "Party Line" — a radio exchange by telephone in which listeners call to exchange household hints, clothing, household articles, and opinions on almost everything. Survey shows that on Feb. 7th alone no less than 461 telephone calls could not be handled — so great is the response.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY VANCOUVER

MONTREAL TORONTO WINNIPEG

Representative for
these live Radio and Television Stations

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

TRIO TOTALS 45 YEARS EXPERIENCE



John Bradley

Hedleigh Venning

Peter Hilton

CARPENTERS AND painters were still hammering and shifting paint buckets about in the spanking-new agency offices of Bradley, Venning & Hilton Limited when CB&T interviewed the senior members of the new, Toronto advertising firm the other day.

"This may sound immodest", shouted Hedleigh Venning, the trio's marketing research expert, over the uproar, "but frankly, we feel that this three-man advertising team of ours, composed as it is of senior men in three widely different fields of experience, is qualified to handle practically every type of advertising assignment there is, in any media, including broadcasting."

Certainly this interviewer didn't see anything immodest whatsoever in Mr. Venning's reference to the wide and varied experience and future scope of the new firm — not when he learned exactly what the trio's combined marketing, agency and publicity experience chalked up to, exactly 45 years.

Venning, himself, in addition to many other advertising coups in the past, as advertising and sales manager of Shirriff's Ltd. piloted Shirriff's sales in 1955 to eleven times their 1936 total, and has been director, president or chairman of almost every Canadian advertising association you could name.

Ex-newspaperman John Bradley, the new firm's PR and idea man, besides pulling off spectacular publicity campaigns like turning the Hurricane Hazel-interrupted re-opening celebrations of Toronto's post-subway Yonge Street from a fiasco into a sensational TV and radio flood relief benefit, was also, almost single-handedly, responsible for talking Torontonians into shifting their Easter Parade from its long-established, traditional locale, the Sunnyside boardwalk, to the heart-of-the-town, Yonge-Bay-Bloor district, in a single year's campaign.

As if all this weren't enough, the trio's new-products expert, lecturer and writer, Peter Hilton, who is also president of the \$6 million per annum New York advertising agency, Hilton & Riggio Inc., is one of the four men who fanfared Snow Crop products to their present consumer popularity, besides being founder of the New Products Institute Inc., which sponsors new product seminars every year in New York city.

However, despite the tremendous scope and big-time past experience fused in the new firm, its philosophy

for the future is not to take on jobs only from the larger, top-of-the-heap Canadian companies but to handle contracts for smaller and medium-sized companies. As Bradley puts it, "One big mistake made by several other advertising agencies we could name is to assign small-client jobs to wet-behind-the-ears junior men and only work senior men on big jobs. This is not a fair or wise use of experience. It helps create big-company monopolies, doesn't give the little man a chance and provokes bad will towards the agency. We here at B.V.&H. plan to deal from the same deck to every client who wants to 'buy our brains' whether he be large or small. Which-ever medium will sell his product best—broadcast or print—that's the medium we'll use."

Asked whether he thought either broadcast or print were more effective advertising media for most products, Venning replied with an explosive "Of course not! Anybody'd be a fool not to acknowledge the effectiveness of both media for different purposes. Radio and TV have the advantage of being able to demonstrate and act out the virtues of a product. On the other hand, print cannot be beaten for providing the consumer with information he's looking for about a product. Often when a man wants to buy something, the first place he'll turn to find out which brand to buy is the advertising section of his daily newspaper."

"On the other hand" pointed out John Bradley "both radio and TV are also available to the consumer, right there in his home, whenever he wants information about a product. What's more broadcast advertising can also reach him through his car radio, when he couldn't possibly be reading a newspaper. I know the efficacy of this from my own experience radio-advertising a Hamilton real-estate subdivision, through CHML. Sunday drivers, wheeling about with nothing to do and nowhere to go, tuned in by the hundreds to my radio broadcasts and then headed straight for the subdivision. The first week-end we sold 50 homes, as a result. We found, too, that radio, better than print can put across a persuasive argument as to why a consumer should buy a product. On this real-estate job, we had on-the-spot radio interviews between salesmen and home-shoppers. The pro-and-con discussion that took place formed some of the most convincing bits of advertising I've ever handled."

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

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Vol. 16, No. 7

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

April 4th, 1957

Minuses Need Considering Too

Press reports of the report of the Fowler Commission indicate that one of the most important things in the Commission's eyes is the old question of Canadian talent. In the past, this part of the report would have inevitably brought up the old objection that the talent that can be bought at a practical price for single station broadcast is not generally speaking fit for the air. After the recent convention, however — and the Fowler report did not appear until after it was all over — we are inclined to think the stations will say: "Well, if that's the case, I guess we'll have to do something about it."

In his vice-president's report, chronicled on page 15 of this issue, Jim Allard spoke forcefully and at some length on the subject of stations pooling talent. He offered this suggestion as a means of "providing the new program ideas that broadcasting needs to meet competition from other media yet permit economies of operation in doing it."

This point apparently made an impression on many of the broadcasters, judging by the conversations and remarks that followed his speech.

Possibly this same factor is indicative of something else too.

When the Massey Report appeared, there was a tendency among the broadcasters to slough off the whole thing because some of the worth-while but highly impractical recommendations of that erudite body were impossible, and let it go at that. It is to be sincerely hoped that in the case of the Fowler Report, prepared by a trio of practical businessmen, the industry will examine all the recommendations with a positive view, to see whether they cannot be made to work.

The report goes a long way towards recommending two of the CARTB's major quests — relieving the CBC of its regulatory duties, which it has done in part, and allowing second TV stations in the major markets, which it has recommended for the near future. It also will be found to have commended the private stations for their work in the field of community service.

On the other hand, the private stations are criticized, among other things, for their negative approach to the battle with the CBC and also their failure to use what the commission considers an adequate amount of local and other live talent.

It is our sincere suggestion that if the plus part of the report is accepted, as it obviously will be, the minus part has to be taken too. It has to be given serious consideration and, wherever possible, action, in order that it may be brought home to the public that private broadcasters are possessed of sincerity of purpose and are willing to accept criticism just as they take praise. They cannot, in all logic, receive the one and refute the other, especially when both come from the same source.

This paper never has and never will endorse any system of state ownership of broadcasting. It honestly believes that government ownership of any medium of communication is an evil thing. At the same time it has a similar disbelief in income tax and parking tags. But just as we pay our tax and our tags, we have to accept state ownership of and interference with broadcasting because, unless we can do something to wipe it out, that is the way it is.

News Briefs

- • A full analysis of the report of the Royal Commission on Broadcasting which was released at press time will appear in the next issue. In the meantime, here are the highlights as prepared by Broadcast News, which we are printing here with their kind permission.

- • Appointment of a "Board of Broadcast Governors" responsible for supervising all broadcasting in Canada, under parliament.

- • The CBC would retain authority to direct private stations in the use of its "National Service."

- • The Federal Government's policy of single-station TV operation in viewing areas should soon be abandoned but second stations should meet rigorous performance standards.

- • There would be no license fee on TV or radio receivers.

- • The CBC, which now gets its money year-to-year from parliament should be financed on a long-term basis founded generally on the amount of national consumer spending.

- • Canada's system of combining publicly and privately-owned broadcasting should be maintained.

- • Enforcement of broadcast regulations should be tightened. The regulatory body should not hesitate to cancel station licenses for flagrant violations.

- • Extension of the CBC's French-Language radio and TV service is recommended.

- • Developments of more live Canadian programs should be encouraged, in both radio and TV.

- • The commission suggested the CBC abandon its dominion radio network.

- • For the future, there should be a statutory prohibition against more than 20 per cent non-Canadian ownership in a Canadian broadcasting station.

(See also story on page 24)



CARTB Convention

U. S. EXPERTS SCORE RADIOMEN DESPITE MEDIUM'S COMEBACK

RADIO'S CURRENT come-back in popularity as an advertising medium was the common denominator stressed in talks given by three American radio advertising experts on the morning of Radio Day at the CARTB Convention - - March 24.

Barney Corson, advertising director for Tidy House Products Co, Iowa, hauled Canadian radio broadcasters over the coals for their lack of faith in the medium. "No wonder", he said, "that radio hit an all-time low following the first flush of TV's success". Seeing Milton Berle in a money-making little box so scared radio people that they rushed off to syphon their best brains and talent into TV too. They behaved exactly like the newspapers when radio first came, he said - - prepared for the funeral. And just as printed media found they still had a place - - "last

year US newspapers had their greatest year in history - - so radio today has been able to stage a come-back."

Corson warned Canadian radio people not to adopt the if-we-can't-lick-em-join-em attitude towards TV that newspapers once took towards radio when they bought radio stations in order to become "talking newspapers". He said that just as these were unsuccessful, so would any attempt by radio people fail to make a "picture radio" out of TV.

"In the cold, hard economic facts of life", he continued, "you can still reach more people per dollar in radio than any other way". To do this, he said, stations should meet up with their responsibilities to their communities.

"Radio has sold more groceries than any other medium", he went

on, but the grocers don't know this because you haven't told them". This is not done, he persisted, "by giving away the one commodity you have to sell - - time - - for the doubtful privilege of having a grocery store show a display of a nationally advertised product."

The speaker advised radio stations to concentrate on developing character, believability, interesting programs and good public relations with retailers.

RADIO HAS BEEN WEAK

The second Radio Day speaker was Frederic Gregg, account executive for Young & Rubicam, New York, whose specialty is promoting Bird's Eye Foods.

"Many a Canadian radio time-seller" said Mr. Gregg "is so busy whopping up the rates that he

doesn't even take the time to find out whether there is any of the product in question for sale on the local market." He mentioned several instances of where people had tried to sell him radio markets for Bird's Eye in regions where there weren't even any frozen food lockers.

"It would be ridiculous", he claimed to try and sell black-eyed frozen peas in Seattle. We buy radio time where they do sell - - in places like Alabama, and only in those places. It's understandable, I think, for our hackles to rise and for us to dislike time-sellers who try to sell us a market that doesn't exist. In cases like this, radio has been very weak in its public relations."

"It has been weak, too," Gregg pointed out "in the way high-rating stations often offer only their high rating and don't do anything else to help sell the product. This is why low-rating stations often sell a product far better." By adding to the enticement of low program costs, excellent research on the local market and a pleasing, radio personality who can sell, a low-rated station can sometimes play David to big-station Goliaths, he said.

Radio, said Gregg, still has the greatest sales story of any medium. Like Corson, he thought it very foolish for radio to give time away.

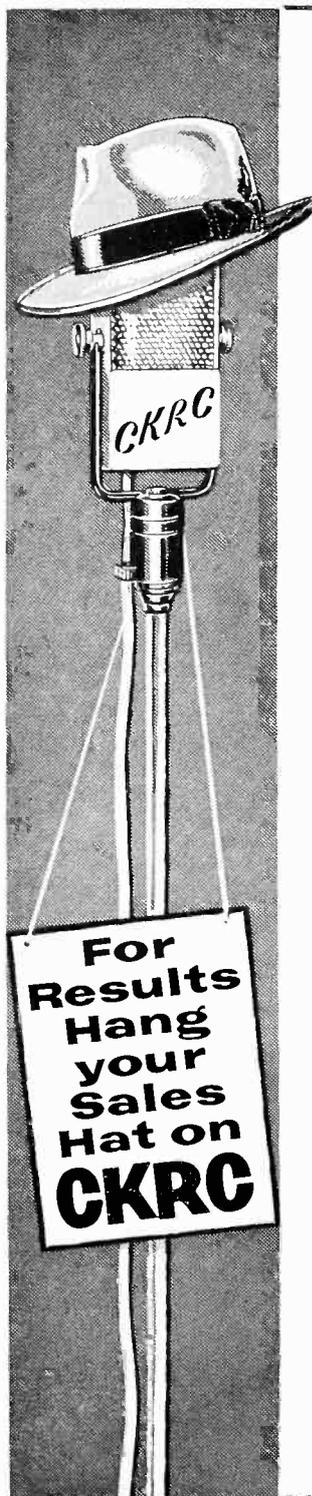
ARDUOUS ROAD OF THOUGHT

The third American speaker on the morning of Radio Day was Arthur Porter, vice-president in charge of media, J. Walter Thompson Company, New York. He felt that the advent of TV and the new competing strength radio is summoning up these days together have opened up new dimensions undreamed of in radio before.

He outlined seven significant new developments in radio responsible for giving it its "new look". Size of the radio audience is the first big change. Though today, in the US, an average evening



Arthur Porter



Where's the AUDIENCE in WINNIPEG

1957 B.B.M.: T.P.A. Survey Area No. 94 (Metropolitan Winnipeg Area)

Out of 36 - 1/2 Hour Periods (6 a.m. to 12 midnight) per day.

	M	T	W	F	S	S
CKRC leads in	18	18	21	11	12	22
Station B leads in	4	3	2	0	3	2
Station C leads in	5	8	3	21	11	11

• Thursday not surveyed. Remaining Periods in each day, 2 or more stations were tied for lead.

Where's the MARKET in MANITOBA

METROPOLITAN WINNIPEG has . . .

- 59.8% of the total Net Effective Buying Power in Manitoba
 - 62.8% of all Manitoba RETAIL sales
- 70% of all Manitoba FOOD sales
 - 67.1% of all Manitoba GENERAL MERCH. sales
- 77.2% of all Manitoba FURN. — HOUSE — RADIO sales
 - 56.8% of all Manitoba AUTO sales
- 68.8% of all Manitoba DRUG sales

METROPOLITAN WINNIPEG Per Capita Income \$1,179 — Manitoba — P.C.I. \$1,029

METROPOLITAN WINNIPEG Per Family Income \$4,211 — Manitoba — P.C.I. \$3,715

(Sales Management Survey of Buying Power)

the MANITOBA MARKET is in METROPOLITAN WINNIPEG —

where more people listen to

CKRC

than any other station

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

CJEM-RADIO
Edmundston, New Brunswick

New Brunswick's HIGHEST PER FAMILY INCOME COUNTIES ARE

1. Madawaska
2. Restigouche

BOTH in CJEM's coverage area. A wise choice in New Brunswick is:

CJEM-RADIO
1,000 watts

Ask the Stovin Boys

Radio Day (cont'd from page 6)

sponsored network program reaches only a million families compared with the 5½ million of 1949, this does not mean that radio has lost its punch, only that a different kind of strategy is needed to capitalize on the fact that radio still has a more constant day and night listening audience than TV. "Radio can still reach mass audiences", Porter stated, "not at any one time period or on one day - - but on a cumulative basis."

"Daytime listening has outstripped evening" said Porter, "and the early morning hours, the noon period and early evening hours have emerged as the peak listening periods when the largest audience is to be found." With the average of nearly three sets per family today all-over-the-house availability is one of radio's greatest strengths, he said.

Automobile radio amounts to 35 million cars on the road. "Over 80 per cent of all new cars have radios, and they're almost always on. In fact, the average length of time spent by drivers listening to their radios is nearly seven hours a week." Moreover, this audience consists mostly of adults, heavily weighted with men, an audience of both TV owners as well as non-owners," Porter said. "In fact the automobile has increased the size of the morning radio audience by four per cent since 1949."

A stable year-round audience suffering very few seasonal variations is another new radio dimension. "Daytime radio audiences used to drop 25 per cent in summer" said Porter "and now they only drop about 15 per cent." Radio has emerged as a major source of news and information and news and music have become radio's prime bailliwick, he said.

The rise of the independent (non-network) stations from 800 in 1949 to nearly 3,000 today is the sixth new radio dimension. This means, said Porter, that radio today can provide much more local interest, by dealing with local personalities and events, than ever before. Previously independent stations siphoned off only a quarter of the daytime listening audiences. Now they get about a third.

The seventh new radio dimension is radio's changing sales pattern. "Back in '49", said Porter, "about 90 per cent of all network daytime segments were sponsored exclusively. Today more than half are on a participation basis. Some recent studies have shown that, in terms of the audience reached per dollar, even in nighttime hours, some network programs are today delivering more homes per dollar invested than they did back in the era before TV, when radio was chalking up king-sized audiences on a highly efficient basis."

"Radio cannot create the impact of a *Tennessee Ernie Ford* or a *Lux Video Theatre* or a four-color bleed," Porter said. "But what it can do is talk convincingly to people in lots of different places and by continually tapping away at consumer consciousness it can fill a terribly important place in a total advertising program."

PORTRAIT OF A PRESIDENT



VERN DALLIN

CB & T Photo

VERN DALLIN claims he is a dead-pan, but he certainly was far from it when he posed for the CB & T camera to take this portrait between sessions at the CARTB Convention last week.

The newly-elected president of the Canadian Association of Radio & Television Broadcasters is doubly qualified for his new duties because, when he is at home in Saskatoon, he is manager of CFQC-Radio and assistant manager of CFQC-TV.

Vern celebrated his fiftieth birthday on March 16 and is now completing his twenty-third year with CFQC. He has been coming to CAB and CARTB meetings for twenty years.

He was elected to the board of the regional Western Association of Broadcasters at the Jasper meeting in June 1955. He was made president of that body right from the start. He took his seat on the board of directors of the CARTB in March 1956.

Vern started his career as a civil engineer. He still belongs to the association of Professional Engineers.

He is married, and his wife, Margaret, has presented him with five children including a pair of twins who are now nine years old. The others are 19, 16 and 13.

Vern Dallin has twice been chairman of the Saskatoon School Board and is still a member of that organization. He is the present Grand First Principal of the Grand Chapter of Royal Arch Masons of Saskatchewan. He is a past president of Kiwanis.

By way of hobby, Vern likes calling square dances, and does just

this for two recognized clubs in Saskatoon. He likes golf and claims he has been known to beat A. A. Murphy - - once.

A Growing Market

Prince George - - Gateway to the proposed

\$1,000,000,000
ROCKY MOUNTAIN
TRENCH
DEVELOPMENT

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

All-Canada in Canada
Weed & Company in U.S.A.

The B.B.M. Time Period Audience Study (Nov./56)

Reports:

CKWS 91 firsts
Other Station 8 "
Equal 9
PERIODS REPORTED 108

See T.P.A. area number 57 for Frontenac-Lennox-Addington, the Home counties.

The secret is in our programming — Ask N.B.S. or WEED & CO.

CKWS-RADIO

Your town and country salesman

960 Kcs

5000 Watts

KINGSTON, ONTARIO

G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.

BBM Progress Report

DIRECTOR LISTS SECOND TPA'S IMPROVEMENTS OVER FIRST

SURVEYS LIKE BBM's new study can never reach an absolute degree of finiteness, but the bureau's second TPA survey is a great improvement on the first.

This was the gist of the remarks of Clyde MacDonald, research and development



Clyde MacDonald

director of the Bureau of Broadcast Measurement, when he rose to deliver his progress report to a special meeting of BBM members on Sunday March 24 at the Chateau Frontenac, Quebec. Chairman of the meeting was Horace N. Stovin, BBM vice-president. He was pinch-hitting for President Charles Vint who was unable to attend.

Pointing out that even Dominion Bureau of Statistics figures on such concrete matters as population are, at best, only good estimates, MacDonald proceeded to outline the improvements evident in the recently released second TPA survey over the first.

"TPA No. 2 represents appreciable advances over TPA No. 1, in scope, in the format of its questionnaire and in tabulation and coverage tech-

niques," he said.

TPA No. 1 covered three days nationally and six days in a number of other areas, principally 17 big cities. TPA No. 2, he pointed out, covers four days nationally and seven days in 32 city areas (of over 50,000 population)".

TPA No. 1, he continued, merely divided Canada into 44 areas, covered out-of-home audiences in three six-hour segments (Mon., Tues. and Wed.) and took 12-13 weeks to produce. TPA No. 2, on the other hand, divides the Dominion into 162 areas, covers out-of-home in six three-hour segments Thursdays, Fridays, Saturdays and Sundays and takes only 7-8 weeks to produce."

LACK OF DOLLARS

Most of the limitations of TPA No. 1 were due to BBM's lack of dollars, MacDonald said: "Forthcoming TPA's will provide satisfactory coverage", he added, "but only in direct ratio to the dollars BBM members allocate to the project."

MacDonald saw no reason why some BBM members should be surprised to learn that many limitations of TPA No. 1 still persisted in No. 2. Taking Newfoundland as an example, he pointed out that due to lack of transport facilities, "it is only natural that figures from there are achieving only a gradual consistency. Against such limitation

could be set many decided improvements in TPA No. 2, he said.

"For instance", he said, "people won't be nearly so tempted in TPA No. 2 to scribble down scurrilous



Horace Stovin

or even obscene answers on the question blanks, thus causing a certain number of wasted questionnaires. We have taken the elemental factors of TPA No. 1 and completely redesigned its format and phrasing in such a way as to leave ourselves less open to such witticisms. The new form is also much more interesting and cuts wastage by encouraging respondents to take us seriously," he continued.

MacDonald said that there were also advances in tabulation techniques employed on the new form. Unlike TPA No. 1, No. 2 projects its figures in decimals and no longer ignores vital less-than-at-unit factors not taken into account in No. 1. The total of these fractional figures adds up to a much more thorough coverage in TPA 2, he added.

"In fact", he stated "when you take into account all these advances in scope, form and tabulation and total them up you get a TPA 2 that is infinitely better than No. 1.

DELUDED WITH QUESTIONS

Many questions from the floor deluged MacDonald as he concluded his introductory remarks.

"Why are the figures for out-of-home audiences so surprisingly small?" asked one member. MacDonald answered that when you average the figures on car-listening, the result is lower than seems right. Audience percentage is very high, say, from 6-9 a.m. but very low from 9-12, especially in big cities. Indeed the first might be as high as 10 per cent, the second only 1 per cent. Naturally, therefore the average of the two would be low.

"What about the status of non-member stations? Doesn't not taking them into account decrease TPA's cross-Canada validity?" was another question asked. Chairman Stovin chose to answer this one himself by saying: "For radio stations not members, the answer is simply that we haven't felt we had enough money to take them into account. However TV non-member stations are included in our coverage."

"Why all this apologetic attitude?" asked another convention member. "Why apologize when TPA needs no apology?" To this both Stovin and MacDonald answered that they didn't think pointing out TPA's limitations constituted apology and that by the word "limitation" they did not mean "flaw".

Another question came from Olive Jennings of Jas. Lovick & Co. Ltd. She wanted to know why the BBM

board of directors could not be comprised entirely of advertisers. She was assured that the board would give this suggestion careful consideration.

Jim Potts of Lever Brothers rose to say that while his company was, on certain factors, still critical of TPA, it applauded its progress and anticipated even better things from the future. "Certainly", he added, "it only shows the healthy state of BBM that is administrators can admit and discuss its limitations. This is not propitiation, only common sense, and it's the only way open for progress."

FULL TIME ADMINISTRATOR

During this meeting, Horace Stovin referred to MacDonald's intention of leaving to establish his own business, but not until a suitable time. He said that it was the feeling of the directors that BBM had reached a point where a full time administrator was needed. For the time being, Canadian Economic Research Associates had been retained to handle the administration of the Bureau until a permanent executive could be appointed. W. H. "Hal" Poole of that organization reported that they had found the basic principles on which BBM functions to be satisfactory. He felt that arrangements could probably be made under which MacDonald could continue to direct its research after he established his own office.

ANNUAL MEETING

At the annual business meeting of the Bureau of Broadcast Measurement which was held on Tuesday afternoon, March 26, it was decided to increase the board of directors from twelve to fifteen. This was achieved by the election of one extra director to each of the three groups, advertisers, advertising agencies, and broadcasters.

With these and other new directors elected, the board now consists of the following:

Advertisers: Chas. R. Vint, director of Colgate-Palmolive Ltd. (BBM president); J. J. McGill, advertising manager, Imperial Tobacco Sales Co. of Canada Ltd.; A. M. Sanders, president of Whitehall Pharmacal (Canada) Ltd.; George S. Bertram, advertising manager, Swift Canadian Co. Ltd.; W. W. Vanderburgh, advertising manager, Coca-Cola Ltd.

Advertising Agencies: W. E. Trimble, copy chief, Baker Advertising Agency Ltd.; Frank Mills, president of Spitzer & Mills Ltd.; C. W. McQuillin, executive vice-president, Cockfield Brown & Co. Ltd.; Robert M. Campbell, vice-president, J. Walter Thompson Co. Ltd.; Leslie F. Chitty, Toronto manager, Batten, Barton, Durstine & Osborn Inc.

Broadcasters: Horace N. Stovin, Horace N. Stovin & Co., vice-president; E. Lloyd Moore, manager, CFRB, Toronto; W. Clifford Wingrove, assistant manager, CFPL-TV, London; Ross A. McCreath, TV time manager, All-Canada Television; André Davluy, traffic manager, CKAC, Montreal.

CHECK CJOR's NEW BBM

COST PER THOUSAND

6-9 am	\$1.93
9-12 N	1.65
12-3 pm	1.79
3-6 pm	1.48

CHECK CJOR's E-H CIRCULATION REPORT

Circulation per \$ — 12,871

Above figures based on 1 Time
1 min rate of \$18.00.

CJOR 600 Kc.

5000 Watts

Vancouver, B.C.

Rep: H. N. Stovin

***This way
to
Montreal***



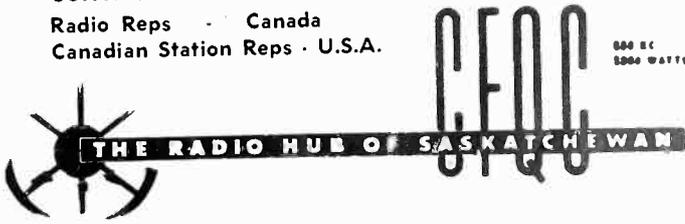
1957 B.B.M. FIGURES SHOW

"CFQC has up to twice as many night time listeners as any other Northern Saskatchewan Radio Station."

LISTEN TO CFQC REGULARLY

Place Your Advertising Where It Does The Most

CONTACT OUR REPS:
Radio Reps - Canada
Canadian Station Reps - U.S.A.



FROM HUNTSVILLE TO HEARST THERE ARE 307,000 PEOPLE

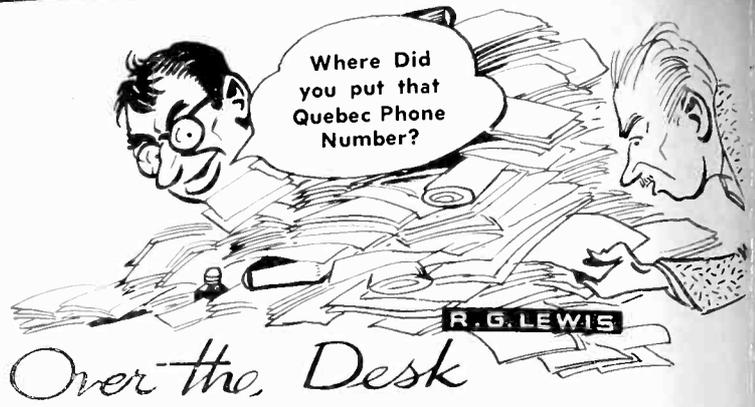
CKGB TIMMINS

CJKL KIRKLAND LAKE

CFCH NORTH BAY

REACHES 'EM ALL!

CALL National Broadcast Sales, Toronto
Weed & Company in the U.S.



WHEN BART GARDINER and I arrived at the Château Frontenac in historic old Quebec City, I received a telegram. It was from Bob Buss who sent it from his room which was number 2411, on the fourth floor -- obviously. (We were on the 6th.) The telegram read: "Avec spring temps on le way nous avons thoughts de Fertab arretez joyeux Jean Beliveau a vous". Then I knew that we were, in very truth, at the Château Frontenac in historic old -- oh you finish it.

In spite of this significant beginning, the convention was not a noisy or raucous one. (I wanted to use that word because I wasn't sure whether it was raucous or rawkous. I'm still not sure).

cause they arrived at the morning meetings awake and alert. Can you tie that one?

This was my sixteenth successive CAB-CARTB meeting and here's what I decided. A new crop of broadcasters has grown up in me 1.6 decades. The new gang differs from the old one in that with these boys the broadcasting business is the thing they used to think about when they were in school, not something they came into out of the broker's office, car showroom or laundry. They came to the convention to work and that is precisely what they did.

But what about the old guard you ask? Weren't they kicking their heels? Just a teensy bit? To which I, as one who is one of the or damn near it reply: "No they weren't for the simple reason they were too bloody tired."

To sum it up, there's a great deal more maturity than there used to be at the CARTB Conventions these days, and most of the maturity emanates from the young guys.



IN FRENCH THEY SAY BIENVENUE

THANKING the management and staff of the hotel for their courtesy and co-operation seemed to ring with a truer note this year than ever did in my hearing aid anyhow.

This word "bienvenue", meaning "welcome" is a prime product of Château Frontenac. It isn't just management I mean either, because there seems to be a keen desire to be helpful -- and cheerful -- in the heart of every clerk, bell-hop, switchboard girl and everyone.

I think the top example was when I was trying, without success, to get someone on the house phone. It was probably Buss -- and finally he gave it up as a bad job. I got it about fifteen minutes later. It was the switchboard girl who phoned

200,000 PEOPLE WITH \$200,000,000 TO SPEND

THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

PAUL MULVHILL
Representative now in both Toronto and Montreal

The NIAGARA DISTRICT STATION



say that she thought my party was in the All-Canada suite, and should she try and reach him there?

As one who has stayed and is still staying in an awful lot of hotels, I should like to suggest that other hostleries might do well to include in their training systems for prospective employees a stay of at least a week at the old Château. If they learned nothing else, they'd find out the real meaning of the word politeness.

Messieurs et mesdames du Château Frontenac, je vous remercie beaucoup -- très beaucoup.

\$100 FOR AN IDEA

THIS IS FOR announcers, copy writers and producers. We, CB & T, are offering a prize of \$100 in cold cash to be paid to the staffer or staffers responsible for the best single idea used by a station to promote Canadian Radio Week which is being held across Canada from May 4 to May 11. The prize goes to the person or people responsible for the conception and operation of the idea. Actually that's all there is to it.

To go into detail a little farther though, it works like this. All you have to do is describe the promotion, which can be on the air or off. After you have done whatever it is, type a description of it in duplicate on one side of your station's letterhead, double spaced. Do not type on the back of the sheet. If it runs over, staple one or more extra sheets to the first one. Do not put it in a binder, album, photograph frame or other similar device. Keep it until you receive our bulletin advising you where to send it.

The \$100 will go to the individual

or individuals on the station who come up with the idea which the Canadian Radio Week Committee considers the best in terms of originality and effectiveness. The committee is headed, incidentally, by Denis Whitaker of CHML, Hamilton.

Only one single idea will be considered from any one station, and the contest is open to staff of all radio stations in Canada -- CARTB, non-CARTB and CBC. It is strictly not open to managers, but they will be asked to confirm the validity of the entry chosen as winner.

One other thing -- photographs. Only send a picture -- not more than one to an entry -- if it is needed to show how the promotion worked. Radio is a sound medium, so pictures may not be necessary.

That's all there is to say for now except -- go to it and may the best man (or woman) win.

BACK TO WORK MEETING

THE WAB meeting is now set for Jasper Park, June 19-21. It's a "back-to-work" agenda, says President Bob Buss. First day will be devoted to golf, and then two days solid business.

LOST AND FOUND

My hearing aid picked up some -- to me -- interesting news at Quebec. It concerns Alex Sherwood, one-time Standard Radio ambassador, and latterly with BAB in New York. Alex is now linked with General Teleradio, 1440 Broadway, N.Y. I understand he is covering a southern territory.

THAT'S IT, BROTHER!

HERE ENDETH the post-Convention issue of CB & T. But that isn't all. We'll be back with you in two weeks, so, in the meantime, buzz me if you hear anything, won't you?

RADIO

SOLD BY

Stephens  *Towndrow*

Limited

Toronto Montreal

EXCLUSIVELY

COVER WESTERN ONTARIO

from

CFCO CHATHAM

1000 WATTS on 630

Total Daytime BBM: 83,780 (1956).

Lowest cost-per-thousand for Class A spots in Western Ontario.

Greatest local acceptance in home county, of any Western Ontario station: 78% daily circulation in Kent County (E. H. 1956).

CKOK-land We have shown you the Scenery and the People. *Now,* **HERE ARE THE SPONSORS**



Photo by Cameo Photo Supplies

DON LANGE JEWELLERS, a chain jewellery store, sponsor a half-hour program weekly plus four spots daily. 100% of their advertising budget is spent with CKOK. Pictured by a display is Miss Lila Boucher, Manageress of the store.

Served by

RADIO STATION CKOK, PENTICTON, B.C.

Represented by

HUNT in VANCOUVER

MULVIHILL in TORONTO & MONTREAL

FORJOE in U.S.A.

POINTS OF SALE

PENTICTON is BOOMING

The Fruit season is upon us.

The Trans-Canada Pipeline has moved in its construction crews and their families too.

The new Federal Income tax hdqtrs. is employing 80 white collar men and women.

You just can't miss.

- CJFX** Antigonish
- CKBB** Barrie
- CJCH** Halifax
- CKOK** Penticton
- CKTB** St. Catharines
- CHOK** Sarnia

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



CFCN, CALGARY

Sponsored
24 HRS. A DAY

MOST LISTENED TO BECAUSE . . .

- **BETTER PROGRAMS . . .**
through more imaginative programming.
- **BETTER NEWS COVERAGE . . .**
by Western Canada's biggest news staff.
- **CFCN GOES OUT TO GET IT . . .**
with Mobile Units always on the job.



**10,000 WATTS
CALGARY
ALBERTA**

BLUE CHIPS!

Allstate Insurance
American Home Foods
Bristol-Myers
British-American Oil
Canada Packers
Christie-Brown
Clark, W. Ltd.
Coca-Cola
Colgate Palmolive
Dominion Dairies
Five Roses
General Foods
General Motors
Geritol
Harold F. Ritchie
Hoover Co.
Kelvinator

Lever Bros.
McLarens
Mother Parkers
National Drug
Pal Blades
Peoples Credit Jewellers
Pepsi-Cola
Pinex
Procter and Gamble
Salada Tea
Seven-Up
Spratts
Standard Brands
Super Anahist
Trans-Canada Credit
Tintex
Wampoles
Warner Lambert

JOIN US ON —

CKSL

5000 Watts

24 Hours

IN LONDON AND WESTERN ONTARIO

Ryerson Institute

WANT MORE CONTACT WITH STATIONS



CB & T Photo

RYERSON OFFICIALS and graduates attended the convention. From left to right they are: Andy McDermott, a member of the advisory council; Ron McKee, vice-president of the Alumni Association, now with CJET, Smiths Falls; Eric Palin, director of the Ryerson School of Electronics; Geoff Jamieson in the graduating class at Ryerson.

In a special presentation on behalf of the Ryerson Institute of Technology, Director E. L. Palin of Ryerson's School of Radio and Television Arts, spoke to the CARTB convention at Quebec on the role that Ryerson plays in the TV and radio industry.

He said that 127 young men and women have already graduated from Ryerson's three-year Radio and TV Arts course but that one of Ryerson's weak spots was lack of communication between the school and the broadcasting industry.

Palin pointed out that this year's 25 graduates are not doing as well in finding employment as he might have wished. He urged CARTB members to look over the Ryerson calendar to see if there were any aspects of the industry which the school was overlooking.

"Ryerson's course in Radio and TV Arts does not train students to revolutionize the industry only to fit in with it," he said.

Taking over from Director Palin, Geoff Jamieson, one of this year's Ryerson graduates, said that donations to Ryerson are spent wisely and answer a great need. He pointed

out that Toronto costs of living for the Ryerson student (Ryerson has no residences) are very high and even the smallest cash scholarships are most welcome. Even more interesting to the school, he added, was the interest the TV and radio industry takes in Ryerson grads.

"I represent", said Geoff, "25 graduates who have undergone three years of training rather than going directly into the industry and starting to earn money right away. We hope you people won't overemphasize the fact that we are only students -- I would imagine that if you people do a good job at your business, then you too are still students, in a sense."

Ronald McKee, chief announcer of CJET, Smiths Falls, who is vice-president of the Ryerson Alumni Association, spoke on how the association planned working to help place new graduates and would offer information services on each, which members of the industry, interested in hiring new personnel, might profit by.

"A graduate of Ryerson is without experience" McKee said, "but if he lacks experience, he does have background in every field of the industry. Employees without this background are liable to know only their own little niche in the business, and not understand the industry from an overall point of view."

Andy McDermott, of Radio and Television Sales, Inc. and a member of the Ryerson Advisory Board, which is composed of members of the broadcast industry, said that a bursary often insures that a student can carry out his whole three-year course, and not have to stop midway due to financial pressure. He said that last year 20 stations and firms donated \$1500, only \$800 of which went into scholarships because the remainder was too urgently needed for bursaries.

He pointed out that even a small, cash bursary might mean the difference between success or failure in a young student's future life.

CJAV RADIO

Port Alberni — B.C.

is the most!

over

90%

of the early morning audience

Contact

VANCOUVER
John N. Hunt
& Associates

TORONTO &
MONTREAL
Stephens &
Towndrow

U.S.A.

Donald Cooke

• Elliott-Haynes

**SASKATCHEWAN'S
MOST POWERFUL
PRIVATE STATION**

**DAY AND NIGHT
10,000 WATTS
BUY NOW AT
THE 5000 WATT RATE**

CKBI

CENTRE OF PRAIRIE PROVINCES

**900 Kcs
CENTRE OF THE DIAL**

**PRINCE ALBERT
CENTRE OF SASKATCHEWAN**

REPS: ALL CANADA RADIO FACILITIES LTD.— IN U.S.A: WEED & CO.



CARTB Convention

PRESIDENT STRESSES "OTHER ACTIVITIES" ON EVE OF REPORT

By Dick Lewis

THE FOWLER REPORT wasn't out, but its arrival was expected any moment. So, when the broadcasters assembled for their private business meeting last Tuesday, there was a distinct feeling that the most important thing to do was to get back to business.

Something over five hundred delegates and guests turned out at the Château Frontenac, in Quebec City and, after a day devoted to craft talks on radio broadcasting, the radio and television men sent their guests off on tours and tea parties, and retired behind closed doors for the annual business meeting of the Canadian Association of Radio and Television Broadcasters.

President Fred Lynds opened the proceedings in an optimistic and forward-looking tone.



Fred Lynds

Rumors of fur-to-fly evaporated quickly before his glowing tribute, applauded enthusiastically by the whole meeting, of the work done by Jim Allard and all others concerned with the mammoth task of presenting the private broadcasters' case to the Royal Commission on Broadcasting.

Lynds outlined the tremendous amount of work which the association has undertaken during the hearings. The Association had presented twenty-seven different briefs and documents, he said. Besides writing and rewriting, machinery had to be set and kept in motion to

distribute the material to news services, newspapers and the public at large. They had given assistance to any and every organization which wanted to put in briefs, and was looking for the facts to relate in them. Perpetual contact had to be maintained with all media of publicity. Allard had attended every meeting of the Commission as it had gone on its way to and fro across the country. Lynds said he had personally attended the meetings in the east, and expressed his own and the association's appreciation for the assistance afforded by F. H. Elphicke, of CKWX, Vancouver, who had taken over from him during the western part of the Commission's tour.

Now it was over, he said, and a return to normal business was overdue.

NEW MEMBERS

Stressing the fact that the association had been continuing its other activities notwithstanding the demands created by the Commission, Lynds reported that during his year in office membership in the various branches of the association had increased by thirteen. The ranks of the radio section had grown from 140 to 146 stations; the 25 TV station members had increased to 29; there had also been an enrolment of three new associate members.

The new radio station members, he continued, are: CJEM, Edmundston; CKJL, St. Jerome; CKSW, Swift Current; CFRY, Portage La Prairie; CFAM, Altona; CKDH Amherst.

In the television section, new stations to join during the year were: CHEK-TV, Victoria; CKRN-TV, Rouyn; CKMI-TV, Quebec; CHAT-TV, Medicine Hat.

OBITUARY TRIBUTES

Lynds then paid tribute to the memory of six members and friends of the association who had died during the year. These were: J. Grant Hyland, CJIC-Radio and CJIC-TV, Sault Ste. Marie; Mrs. Grace Peebles, CKDM, Dauphin, Man.; Cecil Brown, formerly of the Department of Transport; Bee Arnee, National Association of Radio and Television Broadcasters, Washington; Alex Clark, Alex L. Clark Ltd., Toronto; J. K. Curran, CJRW, Summerside.

OTHER ACTIVITIES

Briefly outlining some of the CARTB's many other activities, Lynds touched on the radio and TV presentation before the 1956 Convention of the Association of Canadian Advertisers; extensive negotiations with CAPAC and finally a successful appearance before the copyright Appeal Board; negotiations and a final agreement on TV copyright fees; the January 1957 TV Seminar in Toronto; the Standard Accounting Manual, produced by J. Arthur Manning of CKCL, Truro, which is now being printed for distribution to members; co-operation between the CARTB and the International Association of American Broadcasters; continuance of the *Reports from Parliament Hill*; the association's activity in youth work through the twenty-eight stations which regularly broadcast the *Teenage Book Parade*; the enfranchisement of advertising agencies; the investigation of charitable organizations requesting free air time; the distribution of interviews with ministers and others prepared by Bob Bowman of CKLG, North Vancouver; sales helps through the Broadcast Advertising Bureau which is about to add TV to its activities; proffering assistance to advertising agencies in the preparation of copy in the French language, a function which is about to be expanded.

MORE ABOUT BBM

Returning to the speaker's stand after his Sunday presentation, Clyde MacDonald, director of Research and Development for the Bureau of Broadcast Measurement, advised the broadcasters to wait until the end of the year to adjust their rates in accordance with BBM Time Period Audience reports. "I am the first

THESE MEN KNOW THE KINGSTON MARKET!

On *Two Surveys* these men who *know* chose CKLC. In July, 1956 and in Feb., 1957 we asked 100 Kingston Retailers which Kingston radio station they would use if planning a radio campaign.

ANSWER	July %	Feb. %
CKLC	28	33
CKWS	14	18
Both Stations	12	15
Would not use radio	8	7
No opinion	38	27

(Elliott-Haynes Surveys)

BUY CKLC
CHOICE
THE VOICE OF KINGSTON
and EASTERN ONTARIO

Contact:

Horace N. Stovin (Can.)
Forjoe & Co. (U.S.A.)

G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO • WINNIPEG • VANCOUVER
519 Jarvis St. 171 McDermott 804 Hornby St.

ONE LOOK

at the November **BBM TIME PERIOD AUDIENCE SURVEY** will show conclusively that **CFNB** is by far **THE BIGGEST AND BEST BUY** in **NEW BRUNSWICK.**

For the whole story see —

THE ALL-CANADA MAN
Weed & Co. in the U.S.



We've got something |
to SHOUT ABOUT!
CHOV's
BBM-TPA study
Confirms
CHOV IS A BEST BUY!
radio Pembroke 1000 watts
REPS. H. N. STOVIN

Talent pool would provide new programs

to admit that we have a long way to go," he said, "so use your BBM and use it a lot, but use other things along with it, because it is still in the trial period."

Explaining that, with any research effort of this type, "there have to be areas where some stations are over-estimated and some under-estimated", he felt that the industry should get two or three studies under its belt before taking it for sure.

Radio's sales ambassador, Charlie Fenton of the Broadcast Advertising Bureau, prefaced his remarks on BBM with the thought that "we don't sell time, programs or markets; we promote the medium nationally."

He commended TPA as being "a very long step ahead", though it was not yet perfect. "The Radio Advertising Bureau in the States", he said, "have no such thing and would welcome a truly national study."

He pointed out that Canadian radio and television have a tremendous advantage over other media of advertising which are not supplying information to anything like the same extent as the broadcast media. "We are not talking about potentials" he said, "but estimates of actual audience."

Explaining this point, he explained that through the new BBM studies, "we can now tell nationally what listening habits are by days of the week; we can tell advertisers the extent of audiences by time of day". He said he did not propose sending out this information though until a thorough examination and study of the reports has been made.

BBM REPORTS ARE GUIDES

The third member of the BBM panel to lift up his voice was Ramsay Lees, media director of BBDO (Canada) Inc. Holding up a telephone directory, Ramsay told the broadcasters that his text, taken from the Book of Numbers, was "Many are called but few feel they have been receiving the right numbers".

Warning his audience that BBM reports are guides rather than end results, he expressed an earnest hope that the CBC could be coaxed back into the fold. He said that in preparation for this appearance he had called twenty-eight agency people and that it was their general opinion that there were obviously flaws in this first BBM report, but that the fourth report will be as nearly accurate as possible. He reported them as saying: "It is from good to excellent -- as far as it goes". After the fourth report, he felt the BBM would have attained the same status and stature as the bible of the print media, ABC. In the States, he said, advertising people are excited over this first truly national rating service.

He said that those whose reports were unfavorable fell into two categories. The first went something like this: "Why should I pay good money to get my teeth kicked in?" The second, and, he implied, wiser station was saying: "Well, if it is right,

I'd better do something about it."

"In TPA", he concluded, "we have a rough diamond. A great deal of work will have to be done on it." And then, as a parting thrust, in lighter vein, he said: "Remember, with all his money, Henry Ford never owned a Cadillac."

QUIET BUT DETERMINED

It was a quieter, battle-worn but more than ever determined Jim Allard who rose to deliver his executive vice-president's report to the well attended and attentive gathering of radio and television broadcasters, and he jumped right into the nub of the matter when he spoke of the main criticism that had been leveled at the broadcasters during the hearings of the Royal Commission.

To use his own words: "Every Royal Commission report to date and some Parliamentary Broadcasting Committees have clobbered us for failure to use enough Canadian material and especially enough Canadian talent."

Dismissing the usual alibis about the difficulties of "assembling pools of talent in most cities or the cost of using live talent except on the pooled basis", he tackled the possibilities of developing mechanics which would overcome these difficulties. "Should there



Jim Allard

be a co-operative program unit", he wanted to know, "operating in major Canadian cities, syndicating programs featuring live Canadian talent to member stations by line, tape or disc?"

He explored the possibilities of a "talent bicycling arrangement", with a "number of specific program productions, and the talent involved moving from city to city, operating in each one for a period of thirteen weeks, or more, or less."

Among the ideas along these lines which he threw out to the meeting were regional networks, either daily tie-ins at regular times, permitting special broadcasts on news, road conditions, weather, crop conditions and agricultural or stock prices common to an entire area. He mentioned cases where this system in used with a "hot line" set up, "permitting (local break-ins from any of the network points with news of outstanding interest". He said that most of these regional networks operating in the States use some live talent if only on the basis of one good program a week.

If arrangements like these could be made practical, "they would help to create personalities, assist in providing the new program ideas that broadcasting needs to meet competition from other media, yet permit economies of operation in doing it", he said.

CHED

Biggest Name in Edmonton Radio

10,000 WATTS



Buy the audience that buys the merchandise

It takes results to make local advertisers renew year after year. In fact CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly, some for more than 20 years.

Local accounts buy on logic. They know CHRC's family programs serve fathers and mothers best and give their advertising the greatest sales drive.

Your national advertising on CHRC is certain to pay off in French Quebec — and do a really effective selling job — at the lowest possible cost.



THE RADIO SELLING POWER OF QUEBEC CITY



REPS — Jos. A. Hardy & Co. Ltd. — Canadian Station Representatives.

G. N. MACKENZIE LIMITED HAS SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.

CARTB Convention

TELEVISION HAS SOPHISTICATED RADIO

IN ONE RESPECT at least, US broadcasting has the edge on Canada, because there is a closer tie between American universities and broadcasters than there is in this country. This view was expounded to the CARTB Convention in Quebec last week by Dr. Paul Lazarsfeld, Austrian born chairman of the Department of Sociology of Columbia University.

Dr. Lazarsfeld explained that, especially in sociology, the university can



Dr. Paul Lazarsfeld

can amplify and render consistent the wealth of specific knowledge which broadcasting can be made to disclose about its human audience. Most people want to hear information pertaining in some degree

to themselves, the Doctor said. "Young housewives like soap operas about young housewives and teenagers like to hear about teen-agers. People with no criminal tendencies are usually unaffected by crime-type entertainment. People with criminal tendencies are. Sociology can help broadcasting filter out hidden but harmful influences detrimental to sound mental growth on the part of the audience public.

"But because people are interested most in things pertaining to themselves, it is difficult to tell people things they don't already know, in other words educate them, said Lazarsfeld. He added that "there is

hardly anything that educated and uneducated people disagree on more than in their choice of radio and TV programs. For instance, it is quite true that the educated 25 per cent don't really like commercials, whereas uneducated people often find them rather interesting. With this class-struggle in mind, it can be seen that the advent of TV has placed radio on an entirely different rung of the social ladder."

RADIO GROWS SOPHISTICATED

TV has helped radio become more sophisticated, he said. "The entire social and educational aspect of radio seems to have changed. We now see radio not only in isolation but as keeping company with the isolated individual, who is often the thinker, the intellectual. On the other hand, TV is a mass-directed medium and many so-called intellectuals are inclined to look down their noses at it as a substitute for conversation among the inarticulate.

"What makes people like one type of program more than others? Lazarsfeld asked. "Sociology has discovered that about 20 per cent of people are 'advice givers', whose nature inclines them to it. These opinion leaders can be found in all social strata, each having its own leader.

"Office girls listen to one office girl, workers listen to one worker. These are the people who are most likely to expose themselves to mass media - - if only because they like to learn something new in order to give advice about it. It is they who are responsible for setting the jelly of their followers' minds into specific moulds about specific programs and

it makes some programs succeed and some fail. Thus the fate of any new broadcast usually goes through this two-step process - - leader sees, leaders tell - - before sponsors know whether the program will fail or succeed."

Dr. Lazarsfeld pointed out that because all such facts as these are pretty well an old-story to broadcasters themselves who have come across them in station rating surveys, there might be some question as to what sociology and psychology can add to them. He said that studying the more abstract and general findings of the universities has often helped successful broadcasters become more successful.

In broadcast sales techniques, a knowledge of sociology and psychology can help time-sellers convince their clients, who may not happen to know of these things, Lazarsfeld pointed out.

The Columbia sociologist also commented on the complexity of many audience sampling survey techniques used by the broadcasting industry.

"With supplementary sociological knowledge" he claimed "the same results could proceed from simple, inexpensive tests and methods. Small groups can yield just as valuable information as large groups.

QUESTION PERIOD

Answering a question from the convention floor, "Is it good to give people what they want in radio programs, even if what they want isn't good?", Lazarsfeld said. "By giving people what they want, only, you may cater to misconception. Also, lots of people don't want what most people want."

Another member of the audience pointed out that though there was a higher level of musical culture in Germany than perhaps anywhere else in the world, yet Germany submitted itself to Nazi-ism. "Is it wise,

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SOON 5000 watts

The station that means
more business for you

CKCW

QUEBEC CITY

Representatives
TORONTO - MONTREAL
OMER RENAUD & Co
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The decision of the judges was unanimous, although chairman Richard said "the final decision was no easy task due to the excellent character of the submission." These submissions are received from private radio and television stations across Canada.

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**CKLB
OSHAWA**

*Is Growing With
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Ontario!*

CKLB's 5,000 watts
signal is gaining
acceptance in the entire
area from
Hamilton to Belleville

Full market information on
Oshawa (pop. 50,136) and
the district served by CKLB
is available from our Reps.

**LORRIE POTTS
& COMPANY**

TORONTO and MONTREAL
J. N. HUNT — VANCOUVER, B.C.

CARTB Convention

TELEVISION HAS SOPHISTICATED RADIO

IN ONE RESPECT at least, US broadcasting has the edge on Canada, because there is a closer tie between American universities and broadcasters than there is in this country. This view was expounded to the CARTB Convention in Quebec last week by Dr. Paul Lazarsfeld, Austrian born chairman of the Department of Sociology of Columbia University.

Dr. Lazarsfeld explained that, especially in sociology, the university can amplify and render consistent the wealth of specific knowledge which broadcasting can be made to disclose about its human audience. Most people want to hear information pertaining in some degree to themselves, the Doctor said.

"Young housewives like soap operas about young housewives and teenagers like to hear about teen-agers. People with no criminal tendencies are usually unaffected by crime-type entertainment. People with criminal tendencies are. Sociology can help broadcasting filter out hidden but harmful influences detrimental to sound mental growth on the part of the audience public.

"But because people are interested most in things pertaining to themselves, it is difficult to tell people things they don't already know, in other words educate them, said Lazarsfeld. He added that "there is

hardly anything that educated and uneducated people disagree on more than in their choice of radio and TV programs. For instance, it is quite true that the educated 25 per cent don't really like commercials, whereas uneducated people often find them rather interesting. With this class-struggle in mind, it can be seen that the advent of TV has placed radio on an entirely different rung of the social ladder."

RADIO GROWS SOPHISTICATED

TV has helped radio become more sophisticated, he said. "The entire social and educational aspect of radio seems to have changed. We now see radio not only in isolation but as keeping company with the isolated individual, who is often the thinker, the intellectual. On the other hand, TV is a mass-directed medium and many so-called intellectuals are inclined to look down their noses at it as a substitute for conversation among the inarticulate.

"What makes people like one type of program more than others? Lazarsfeld asked. "Sociology has discovered that about 20 per cent of people are 'advice givers', whose nature inclines them to it. These opinion leaders can be found in all social strata, each having its own leader.

"Office girls listen to one office girl, workers listen to one worker. These are the people who are most likely to expose themselves to mass media - - if only because they like to learn something new in order to give advice about it. It is they who are responsible for setting the jelly of their followers' minds into specific moulds about specific programs and

it makes some programs succeed and some fail. Thus the fate of any new broadcast usually goes through this two-step process - - leader sees, leaders tells - - before sponsors know whether the program will fail or succeed."

Dr. Lazarsfeld pointed out that because all such facts as these are pretty well an old-story to broadcasters themselves who have come across them in station rating surveys, there might be some question as to what sociology and psychology can add to them. He said that studying the more abstract and general findings of the universities has often helped successful broadcasters become more successful.

In broadcast sales techniques, a knowledge of sociology and psychology can help time-sellers convince their clients, who may not happen to know of these things, Lazarsfeld pointed out.

The Columbia sociologist also commented on the complexity of many audience sampling survey techniques used by the broadcasting industry.

"With supplementary sociological knowledge" he claimed "the same results could proceed from simple, inexpensive tests and methods. Small groups can yield just as valuable information as large groups.

QUESTION PERIOD

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Full market information on
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LORRIE POTTS & COMPANY

TORONTO and MONTREAL
J. N. HUNT — VANCOUVER, B.C.

OPPORTUNITY

A Good Job Available For Experienced Copy Writer In Large Radio Station. We'd Like To Hear From Men And Girls Who Like Copy Writing And Want A Job With A Future. Top Pay For The Right Person.

Send Details And Sample Copy To

Box A311

Canadian Broadcaster & Telescreen, 54 Wellington St. W., Toronto

HERE IS AN OPPORTUNITY

TO MOVE TO ONE OF B.C.'s FASTEST GROWING MARKETS.

CJAT, TRAIL, requires two men

WE NEED AN EXPERIENCED ANNOUNCER, able to handle regular shift work including reading of some newscasts.

WE ALSO NEED AN EXPERIENCED NEWS EDITOR — who can voice news.

You'll enjoy working in Trail, one of B.C.'s friendliest cities, with every type of sports and organization activity and located just 150 miles from Spokane.

CJAT offers pension plan, M.S.A., Life Insurance and B.C. Hospital Insurance.

We have a lot to offer the right man — but you must be experienced.

Send letter listing previous experience, references, details about yourself, previous employment, and audition tape to:

Ken Hughes
Radio Station CJAT
815 Victoria Street
Trail, B.C.

The Atlantic Association of Broadcasters

invites you to attend the

A A B Annual Convention

at the Fort Cumberland Hotel

Amherst, Nova Scotia

April 25, 26, 27

CARTB Convention

EDITORIALS ARE TOO SACRED TO SELL

THERE ARE innumerable examples of the public service that station WAVZ, New Haven, Conn. has been able to perform through its policy of radio editorializing, and this is one of the station's features which is considered too sacred to offer for sponsorship.



Dan Kops

Ex-newspaperman Daniel W. Kops, executive vice president of WAVZ, who was already known to the maritime broadcasters following his talk at the Atlantic convention last summer told delegates and the CARTB guests at last week's convention of New Haven's Freedom Light. This, he said, is a memorial in the middle of New Haven Green, which is dedicated to Hungary's freedom fighters. Its erection was the result of the influence of WAVZ editorials.

Kops told the broadcasters that the dedication of the Freedom Light was only an isolated example of the public service WAVZ has been able to give its community through its editorials. New schools, veteran housing projects, city-operated ramp garages, court reform and slum clearance were other examples, he said.

Kops both writes and presents these editorials himself, relying on research material from the station's news department and background material from local organizations and other contacts.

WAVZ editorials, he said, are broadcast from tapes six times a day, at 7.30 and 8.30 am and at 12.30, 5.30, 6.30, and 10.30 pm. He explained that they are not aired every day or on regular days, but just when there is a live issue to talk about. Generally speaking they are heard three or four days a week. The regular practice is to tape them ahead and re-run them for each broadcast. However when the issue is one that changes from hour to hour, they are retaped to keep them up to date.

Kops said he makes a point of sending typed copies of his editorials to the individuals who figure in them, and invites their comments. "Sometimes editorials bring out opposing points of view", he added. "That's fine with us. Controversy builds audience interest. Building and resolving controversy is a definite form of public service."

NOT JUST AGAINST SIN

"There is no topic suitable for publication in a general newspaper that isn't appropriate for radio" continued Kops. "We try to hit the issues that interest the people rather than just being against sin, and we pick only subjects on which we have a reasonable chance of bringing action".

Radio editorials can also generalize on specific hot news subjects, playing up the significance behind the event. An example he gave of this was Virginia Jaspers, the infant nurse who shook a baby in her care to death because of its crying. Subsequent investigation showed that other babies in her care, within a period of from five to six years, had died under similar circumstances, although there had never been any direct evidence with which to accuse the nurse.

Looking for constructive, general meaning in this incident WAVZ broadcast a blunt chastisement of the State Police, the State Attorney and the Coroner, all of whom had known of the suspicions against Virginia Jasper beforehand.

"Oddly enough", said Kops "though radio editorials may seem to imitate newspapers sometimes, the newspapers follow up on our leads. In the Virginia Jaspers case, our local newspaper, which had previously ignored the issue, spread it over its front page the day after our editorial."

NEW STATION requires COMPLETE STAFF

Excellent opportunities for experienced staff on new daytime radio station, Richmond Hill, Ontario -- just north of Toronto.

- ★ Chief Engineer
- ★ Farm Commentator
- ★ Announcers
- ★ Copy Writers
- ★ Women's Commentator
- ★ Sales Representatives

contact:

JOHN GRAHAM,
52 Bridgeport St.,
Richmond Hill, Ont.

1 ANNOUNCER AND 1 LOCAL SALESMAN

needed for CJON - Radio St. Johns, Newfoundland. Apply giving all details to:

Geoff Stirling, President,
CJON - Radio
c/o All-Canada Radio Fac.
Ltd., Room 305,
80 Richmond St. W.,
Toronto, Ontario.



TIME GENTLEMEN!

It is now quite in order to forecast the results of the Fowler Commission.

. . .

CONFITEOR

Everything we do or do not do in the States is not necessarily right -- only most of it.
— *Barney Corson*
CARTB Speaker

. . .

DEPT OF DEFINITIONS

A salesman is a fellow who after he's talked to you for a while, you think so too.
— *Ibid*

. . .

QUIEN SABE?

I know that half my (advertising) money is wasted, but I don't know which half.
— *John Wanamaker*

. . .

DEPT OF PLATITUDES

You're only young once -- and that's enough.

. . .

AUDREY STUFF

Then there's the girl who was so dumb she thought that compatible color meant a mixed marriage.

. . .

POINT OF PURCHASE

A sale is the place you go to buy something you don't want because they are selling it for half price.

. . .

CONCERNING CONVENTIONS

I've been through the age where you think you can and can't. Now I've reached the point where I know I can't but still do. Oh how I hate to think of the one where you know you can't and don't.

. . .

NOTE TO READERS

If you like convention news, you'll be delighted to find this issue crowded with it; if you don't you'll be glad to get it over all at once.



THIS IS VANCOUVER

most expanding market in the West!

Miles of new roads, acres of new industrial development, complete new residential districts - that's the way Vancouver is growing. The new Oak Street Bridge to span the Fraser River is just one of the signs that point to this phenomenal growth. All the signs show a great and profitable new market for your goods or services. To make it *really* profitable for you, to reach the people you want to reach, sell with CKWX... FIRST in Canada's third market.

CKWX

RADIO VANCOUVER

REPS: All-Canada Radio Facilities Ltd., Weed and Company



Congratulations to **ched** EDMONTON 

on your power increase to
10,000 WATTS

The Collins 21-M Broadcast Transmitter now installed features:

- No crystal ovens
- Greater forced air cooling
- Easy access to all relays
- Simplified circuitry
- Minimum floor space requirement.

Collins

CREATIVE LEADER IN BROADCAST EQUIPMENT



COLLINS RADIO COMPANY OF CANADA LTD.,
 11 Bermondsey Road, Toronto 16, Ontario.

TV AND RADIO MEET ON CARTB BOARD



NEWLY ELECTED DIRECTORS of the Canadian Association of Radio & Television Broadcasters are, from left to right, seated: D. A. Gourd, Northern Radio - Radio Nord, vice-president (radio); Vern Dallin, CFQC, Saskatoon, president; Geoff Stirling, CJON-TV, St. John's Newfoundland; and, vice-president (TV); Fred Lynds, CKCW, Moncton, immediate past president; standing, from the left, J. Arthur Manning, CKCL, Truro; J. O. Blick, CJOB, Winnipeg; W. N. Hawkins, CFOS, Owen Sound; Baxter Richard, CHNO, Sudbury; R. J. Buss, CHAT, Medicine Hat; Jack Davidson, Northern Broadcasting Co.; William Stovin, CJBQ, Belleville; J. Arthur Dupont, CJAD, Montreal; Tom Burham, CKRS-TV, Jonquière; Norman Botterill, CJLH-TV Lethbridge; Lionel Morin, CJMS, Montreal. Missing from the picture are: Chuck Rudd, CHUB, Nanaimo; Gil Seabrook, CJIB, Vernon; Dave Armstrong, CHEK-TV, Victoria; Eugene Fitzgibbons, CKCO-TV, Kitchener.

CARTB TV-Day

Televiewers Don't Want Concentrated Culture

By Bart Gardiner

"CULTURE can't compete with cowboys - - at least not on TV" said Rodney Erickson, speaking at the Wednesday morning TV Day session of the CARTB convention in Quebec. Basing his observations on multi-network, minute-by-minute audience ratings, Erickson, vice-president of Young & Rubicam, New York, said that, this year, "culture" didn't have a chance to steal viewers away from purely entertainment shows.

"The average viewer", he said, "just won't give high-priced, high-quality long-hair shows a second glance when there's a low-cost quiz or variety show on opposite it. Sponsors who still try to cram expensive culture down the average viewer's craw might as well put all that money and all that righteousness



Rodney Erickson

back in their pocket and sit back and enjoy the fact that, in TV at least, the penalty of greediness is wealth. At almost all time slots in the TV day or week culture is a 'dog'."

Comparing the viewer-popularity of shows like *Lassie*, *Sergeant Preston* and *My Friend Flicka* with the success of more cultural efforts, all that Erickson could say was that it's "a bumper year for dogs and horses." Certainly in the early evening hours, he went on to say, "when 'children of all ages' exert a great influence over programming, 'kidult' shows crowd culture right off the networks." He defined 'Kidult' shows as shows which the head of the house enjoyed as much as junior "as long as they featured a man's man, a boy's boy, or an animal's animal."

As for the after-dinner, after-dishes hours from 10 to 10:30, when exhausted mothers have managed to pry at least the children, if not Pop away from the last 'kidult', no show requiring much more concentration than *I Love Lucy* is usually successful, Erickson said.

The demise of the hour-long live

TV drama is indicative of this, he continued. Instead the half-hour drama is gaining momentum. Another rather interesting aspect of changing TV popularity was that on TV, unlike radio, shows running for too many years begin to pall and bore viewers. "Mama, a well-liked show simply got fatigued," he said, by way of example.

"The environment of a program is another thing sponsors should check when programming", said Erickson. "Now that the *Red Skelton Show* is preceding the \$64,000 *Question*, Skelton audience ratings have gone way up."

Erickson described successful shows as being "daytime sex substitutes for the housewife. Certainly from 10 a.m. to 4 p.m. it is the housewife who is the TV audience. All daytime commercials should be directed to the ear as well as the eye so that they reach women when they leave the room.

"With the men out of the house", Erickson said, "women find a substitute for them in the strong per-

(Continued on page 22)



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(Continued on page 22)



Rodney Erickson

POINTS OF SALE

MORE POWER on CHANNEL 3

Buyers are Booking for the new

CKVR-TV

NEW POWER NEW 700 ft. TOWER

NEW VIEWERS

NEW SALES and NEW RATES JUNE 1

PAUL MULVIHILL & Co. Ltd.

CKVR-TV Channel 3

CKGN-TV North Bay

TORONTO 77 York St. EM. 8-6554

MONTREAL 1543 Crescent St. MURRAY MacIVOR PL. 1097



TV-Day At The CARTB (Continued from page 21)

sonality of the MC on daytime shows. He is either the hero in the serial, the MC in the audience participation show, the teacher on the service show or the host on the variety show, these being the four types of program most popular during the day.

TV AND THE RETAILER

Canadian TV should conduct "an educational program directed towards the advertising departments of retail concerns", said John Green, another morning speaker during the convention's TV Day. Green is the advertising manager of Fowler Dick and Walker, a large department store in Wilkes-Barre, Pa.

Green emphasized that by "advertising department" of a retail concern he means not only the advertising manager but his entire staff of artists, copy writers and production men. "It was because my staff at Fowler, Dick & Walker were clued-up about TV techniques that we were



John Green

able to help our local station interpret exactly what we wanted from the program of in-the-store commercials we planned," said Green. He described these TV commercials as bringing great sales success to the store. "The day after we shot our 5-minute commercial in our

beauty salon, the salon did more business the next day than at any other time in its history," he said.

Before taking on the contract with his local station, Mr. Green made sure he knew his market so that he could interpret it successfully to the cameramen, and to his advertising staff as well. He warned stations not to let their salesmen be the retail client's interpreter, but said station production departments themselves could confer with the client. Otherwise he may be disappointed with the commercial's results.

Green found that his best market consisted mainly of young couples in out-of-town suburban areas far from ordering outlets. Because old people do not travel far to shop and because young couples break the day more often to watch TV, it was the young-couple market which responded most to the commercials, as Green had predicted.

GET THE SURVEYS FIRST

Last speaker at the morning sessions of TV Day was William Fay, general manager of WROC-TV, Rochester, who described his early experiences in TV broadcasting. His advice to new station owners was that, before establishing their station, they should get full information from survey firms as to the number of sets in the area.

In almost every aspect of establishing a station "simplicity should be the keynote", said Fay. "Buy simple equipment, build your studio around the equipment, not vice versa, and, most important, set up a simple rate card for all buyers."

In planning new-station live shows, Fay said that the vital factor to watch was pre-estimation of costs. "In live shows", he pointed out, there are always many unexpected costs, time for extra rehearsals, unexpected props needed and extra lighting equipment."

The three sources of film purchase are from film libraries, syndicated film companies and institutional film concerns, he said. The advantage of film libraries was that some companies will exchange film for time on the air showing their product with room for further commercials the station can sell. Syndicated film he claimed had the merit of being made especially for TV and syndicated to various stations. Because stations just cannot afford to overlook not only their obligation to the television industry but their responsibility to the community around them, institutional films on health, public safety and the like, are also a must," he said.

Ralph Snelgrove of CKBB, Barrie, speaking on the handling of cooperative advertising on TV said that there is a current high demand upon this type of advertising. "Even if one sponsors drops out", he said "the others rush in with requests to double up on their time-quota". In his own area, Snelgrove said that 75 per cent of local business is cooperative.

Cliff Wingrove, CFPL-TV, London, discussed methods of programming to increase summer business. He advised stations to forget ambitious high-cost plans for trying to bolster summer business. He said the best way was to use the summer to cut station costs with low-priced, yet interesting programs. One interest-

ing method of doing this, he said, is to allow talent to accumulate a great deal of winter overtime so that they could be let go for long periods during summer.

Conrad Lavigne, of CFCL-TV, Timmins said that his station pays its salesmen in accordance with the amount of money they bring in. Another excellent sales technique, he found, was to invite clients up for a visit to his northern station. Because Timmins is in a mining and bush area, Lavigne said he gave his listeners public service programs of specific interest to them, safety rules for underground and for the bush, for example.

WHAT IS A GOOD MEDIA BUYER?

Slide-rule thinking based on rating charts is not the sign of a good media buyer.

This is the opinion of William O. Dekker, who is vice-president of all media with McCann-Erickson Inc. He should act according to other more human less mathematical premises as well, Dekker

said. "Certainly the media buyer should never forget he is only a part of the overall pattern of the TV industry, which is a partnership of buyers and sellers, motivated by mutuality of interest as well as pride of accomplishment", he said.

"The media man", he said, "is the man with the grave responsibility of carrying out broadcast plans, the authority to recommend specific media plans and the accountability for satisfying the client with the degree of acceptance of the recommended media."

WHAT'S YOUR HEADACHE

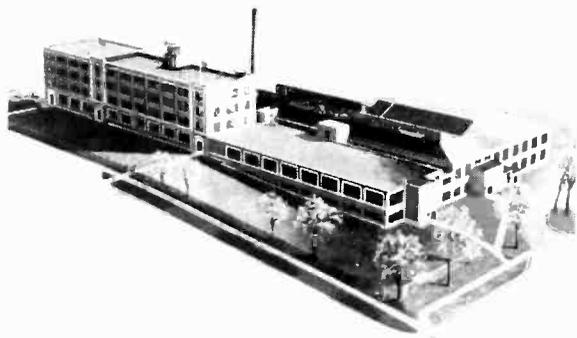
The next item on the TV Day afternoon agenda was a discussion of some current operating problems of television broadcasting stations -- giving both sides of the picture -- both program and sales. Entitled "What's Your Headache?", the panel was conducted by Herb Stewart of CHCT-TV, Calgary.

The first speaker on the panel, Blair Nelson of CFQC-TV, Saskatoon gave an appraisal of women's cooking programs. His first point was that the trend is now for cooking shows to be included as part of overall women's shows and not as separate entities. He also remarked that women's general shows were now being shortened to half-hour length to fit in more conveniently with the housewife's daily duties.

"Other trends in women's shows are the increase in number of participating sponsors; the use of the shows as an excellent local public relations source; and the featuring of a single pleasant personality".

Bruce Alloway, CFRN-TV, Edmonton, discussed methods of selling feature-length films. He said "the vital thing about feature films is that they are the big unexploited potentiality of the moment and that those with the highest potential were those which offer greatest plurality of sponsorship."

CANADA'S BIGGEST TIME SALESMAN



Western Clock Company Limited, Peterborough, Ont.
The Canadian Home of Big Ben

Canada's largest manufacturer and distributor of time pieces — The Western Clock Company Limited in PETERBOROUGH, Ontario.

Over 600 skilled employees are at work here making a complete line of spring-driven and electric alarm clocks, wall clocks, wrist watches and pocket watches.

Westclox products — for use in Canada and distribution throughout the world.

CHEX-TV Channel 12 PETERBOROUGH

REPS: All-Canada Television, Canada
Weed & Company U.S.A.

"Turns a Test Market Into a Best Market"

CFRN-TV Spotlights Cougars



SINCE RADIO BEGAN, and later with the advent of television, people have been trying all sorts of weird ideas to get on the air. The latest to come along is Al Oeming, promoter of the Edmonton Zoo and well-known zoologist who took along two cougars when he went to CFRN-TV in Edmonton for an interview.

No one tried to crowd the two

cougar stars off camera when they appeared on the program *Spotlight*.

Even though the animals were trained, Mike Connor, George Kidd and Don Britton had to muster a lot of courage to even hold onto the animals' chains.

Other animal personalities interviewed by the forward thinking CFRN-TV staffers have been a Cheetah and the odd prize bull.

STOVIN WILL DISTRIBUTE TPA FILMS

TELEVISION PRODUCTIONS of America, Inc. have established connections with the Horace N. Stovin & Co. offices for the distribution of their TV films in Canada. Later on they will go into production of Canadian-made films.

The two companies will be connected on a representative basis and Stovin radio-TV salesmen will not sell TPA properties.

TPA will begin operations with a representative in the Stovin Toronto office who will market shows using the Stovin contacts and goodwill.

In return, Stovin will have exclusive distribution rights for the TPA products.

TPA has appointed Ev Palmer their general sales manager for Canada. Palmer was formerly associated with Walsh Advertising Co. Ltd., ACA, CAAA and latterly McCann-Erickson (Canada) Ltd. He took over his new position as of March 22.



Ev Palmer

around the world, with each country having its own home-grown organization.

TPA has made 10 shows in Spanish, French, German, Italian, Japanese and English for use in these countries.

Already distributing in such countries as England, Australia, Puerto Rico, Colombia, Guatemala, Japan, and now Canada, the next market approached will be the Philippines.

The first series produced by TPA in Canada, *Last of the Mohicans*, was made at a cost of 1 1/4 million dollars, but is already paying dividends. Since its entry to the U.S. market Jan. 5, the series is now carried on at least 100 U.S. stations. It will be available in Canada for the fall season.

Future plans of TPA will include a Canadian production company, and as the distribution division expands, further salesmen will be linked with the Stovin offices across the country.

It is generally agreed by all concerned that the formation of such a relationship was a logical step now that the Canadian market has expanded to the point where the sale of such properties is beneficial to both groups.

Melzac explained that the reason TPA had been so long entering the Canadian market was that they spent over a year selecting their Canadian general manager, and a Canadian associate company such as the Stovin organization.

POLICY OF EXPANSION

The move is in keeping with the TPA policy of expansion, which, under TPA International vice-president Vince Melzac, has to date taken their film products to 16 countries

CJON-TV Will Add Viewers Through CJOX-TV

GEOFF STIRLING, president of CJON, St. John's Newfoundland, has announced that his new TV station, CJOX-TV, Argentia will begin its operations about May 15 on channel 10.

CJOX will carry all the programs now carried on CJON-TV thereby considerably increasing television homes covered at the present time by CJON-TV which broadcasts on channel 6.

In the new coverage area around the U.S. Naval base at Argentia there are 1,000 American service families and 1,000 Newfoundlanders who work on the base.

Because Americans are allowed to bring their household effects into Argentia and Pepperel duty-free, there is no accurate count of TV sets in the area, nor does the BBM survey take these into consideration, but station officials estimate

that there are at least 5,000 uncounted sets in each of these two areas.

CJOX will be supplied with all its equipment by RCA in Montreal and like its parent station, CJON-TV, it will also carry its pictures out across Newfoundland from an RCA Wave Stack antenna.

HELP OR EQUIPMENT WANTED?

Try an ad in CB & T

required immediately

2

TELEVISION ANNOUNCERS

for new English-language operation in Quebec

TV experience preferred
Bilingualism an asset

RUSH tape with photo and resume of experience, earnings and vital statistics, in confidence to

Program Supervisor, CKMI-TV
200 St.-Jean Bosco, Ste. Foy, Quebec City, Que.

THE TALK OF THE TOWN! THE TRIP OF THE YEAR!

Russia-Scandinavia Tour

with Margaret Aitken, M.P.; Mona Clark, editor of Gossip, and Claire Wallace, travel counsel.

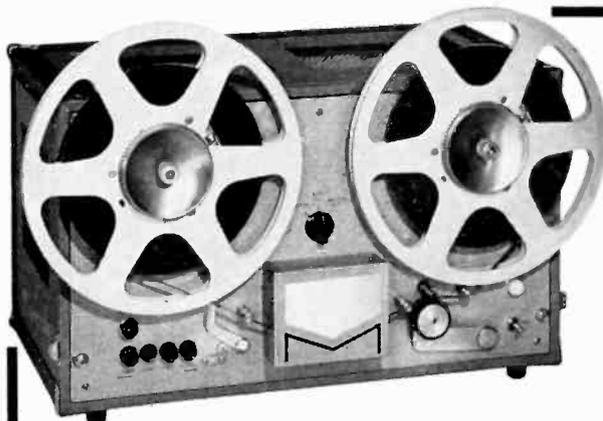
Leave Toronto — July 11
Back in Toronto — Aug. 12

Besides Russia, visiting Denmark, Switzerland, Sweden, Finland, Austria, England and Scotland.

Only \$1798

CLAIRE WALLACE TRAVEL BUREAU

1110 Yonge Street, Toronto
WA. 3-8471



magnecord

P 63-AX

instantly converts
your present
recording equipment
to the industry's
highest standards...
the magnificent new

To enable thousands of Magnecord users to modernize their professional recording equipment at lowest possible cost, Magnecord has designed the new P-63-AX tape transport. Simply plug it into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models); your equipment equals the finest made. Thus you save the cost of a new amplifier.

SEE YOUR LOCAL AUTHORIZED MAGNECORD DEALER OR WRITE US DIRECT

MAGNECORD CANADA LTD. 3745 BLOOR ST. WEST, TORONTO, ONT.

Royal Commission on Broadcasting

NEW TYPE BOARD AND 2nd TV's ARE RECOMMENDED

TIME has not been sufficient to permit the reading and digesting of the 150,000 word report of the Fowler Commission, and this procedure would be essential before a valid appraisal of the report could be written.

However, the report does state quite clearly that the time has come or is near at hand when the single TV channel policy of the government should be dropped. This is the policy under which sole telecasting rights are held by the CBC in the major centres of Vancouver, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

The Commission expressed the opinion that the time has come for this system to be abandoned, but it also said that any second stations in a viewing area should be made to provide programs not substantially below that of the CBC network level. It also said that both CBC and private stations should plan to increase TV viewing hours and widen network coverage. It suggested the use of low-power repeater stations as a means of increasing TV's present coverage of 80 per cent to 90 per cent.

In recommending the establishment of a 15-man Board of Broadcast Governors to regulate both private and government broadcasting in the place of the Board of Governors of the CBC, the commission pointed out that this board would not be as "authoritarian" as that sought by the CARTB, as it would be responsible to Parliament, and that the CBC would still exert power over the private stations as concerned network broadcasts. It also stated that in its opinion stiffer standards might be administered by the new board, which should have no hesitation in taking away a station's license for flagrant violations.

It apparently read weakness in the present system under which there is no intermediate step between a reprimand and -- what has

never happened so far -- cancellation of a station's license. With this thought apparently in mind, it suggested that stations should be brought into court for offences that could call for fines ranging from fifty to a thousand dollars.

ADVERTISING CONTRIBUTES

Stating that advertising is a positive contributor to living standards and economic activity, the report said that advertising should not be regarded as a regrettable or even deplorable feature of our public broadcasting system. It said that CBC's commercial activities not only helped the public treasury carry the costs of radio and TV but were "worthwhile in themselves".

It went on to suggest that CBC should go after local advertising on both its TV and radio stations.

It questioned the "too rigid" system of discounts for sponsored TV programs, where sponsors cannot pay full production costs. It said that either good quality programs should be produced at a price which sponsors can afford or the CBC should try to sell its programs to the highest bidder.

It felt that premium rates should be charged for spot commercials before and after CBC news broadcasts without actual sponsorship of the news itself.

It advised CBC to consider exporting programs or exchanging with other countries.

It disagreed with the suggestion made during the hearings that there should be a protective tariff on imported programs as a means of encouraging Canadian talent.

It endorsed the present pattern of public-private broadcasting; felt that the CBC should not move towards a complete national coverage through its own stations but that it should not eliminate its stations to become a program producer and network operator only.

It said it had no desire to see the CBC become more commercial or

have its program production slanted to attract greater advertising support. It said it has simply tried to say that the CBC is going to continue to be engaged in some commercial activities, and when it is so engaged, it should do so with skill and vigor.

CONCERNING COLOR

The commission estimated that half of the CBC's TV service will be in color by 1963 -- at an additional cost of \$6,000,000 in that year. As far as private stations are concerned, the commission felt that timing and pace of introducing color should be left to the individual stations and their owners. If they wished to do this immediately, either by filmed or live programs, they should be permitted to do so.

The Fowler Commission has definitely acknowledged that private broadcasters, whom it will be found both to commend and criticize in its report, have a place in the Canadian system. To such an extent is this true that it has recommended a new system of taxing private stations for their transmitting licenses.

It proposes a change from the present fee of from \$100 to \$6,000 a year to a levy of one per cent of gross revenue for stations with less than one hundred thousand dollars of gross revenue. In case of stations with gross revenues over that figure, it suggests one per cent on the first hundred thousand and one and a half per cent on anything above that.

The report of the Fowler Commission constitutes only a suggestion to the government, which need not be implemented in any or all of its points. It is felt however that it will provide a pattern, but no action is expected until after the June elections.

Tell It To The Sponsor!
in Our
MAY 2 (ACA) ISSUE
(Closing April 17)



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

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



Ed James'

TELE-TATTLE

HERBERT LEONARD, producer of Screen Gems' TV series *Adventures Of Rin Tin Tin* and *The 77th Bengal Lancers* and co-producer with Norm Blackburn of *Circus Boy* was in Toronto last month to scout Canadian locations and take a close look at Canadian production facilities in order to assess the feasibility of shooting some of the 1957-58 *Rin Tin Tin* stanzas here.

According to Lloyd Burns, vice-pres. and gen. mgr. of Screen Gems (Canada) Ltd., Leonard will also investigate the advisability of filming one or more new teleseries in Canada, two of which are presently on his Hollywood drawing boards.

THE SCOTT Paper Co. reportedly will sponsor a new program over the NBC-TV network next fall to star Canadian songstress Gisele.

The show will be produced Saturdays from 9:30 to 10:00 p.m.

According to reports, the program, owned by Jack Benny, will be produced by J&M Productions through MCA.

Plans are that Gisele will star in 13 live shows, and then the program is expected to switch to film.

THIS COLUMN is sad to hear about the illness of CBC producer Don Hudson. Don, who is in Toronto's Western hospital recuperating from a coronary condition, has been producing and directing the *Wayne and Shuster* show. He fell ill the evening before the March 16 show, and doctors estimate he would be in hospital for at least two months.

In the meantime, Stan Harris, producer of the *Hit Parade* will work on the show, and Norm Jewison, producer of *Barris Beat* will assist as director.

THROUGH THE use of Ampex Video Tape Recorders, ABC television network programs will be seen this summer in their regular time periods in many parts of the U.S.

Using the new machines, ABC-TV will follow the plan it pioneered last summer with film recorders for one-hour repeats designed to lick the "time difference" problem.

Eastern Standard Time stations will carry the network schedule one

hour earlier, at its "live" Eastern Daylight Time.

Most Central Standard Time stations will receive programs at their regular local time via the delayed feed.

Central Daylight Time stations will present the programs at their "live" time, Eastern Daylight Time.

Mountain Standard Time stations will carry most programming at their regular local time.

Pacific Daylight Time stations will also carry most programming at their regular local time.

Pacific Standard Time stations, as the Eastern Standard Time stations, will carry network schedules one hour earlier, in terms of local time, than during the winter months.

The only exceptions to this new arrangement will be special events which will be carried "live" throughout the country.

A NINETY - MINUTE afternoon variety show on CHCT-TV, Calgary called *Carousel* went on the air March 18 with a new low participation rate of \$52 all-inclusive for a one-minute spot.

The show features a prize quiz with a jack-pot of one thousand dollars in merchandise.

A recent survey showed more than fifty thousand sets tuned in to the station during this program.

That's that for now. Remember, if its new with you, tell it to Tele-Tattle.



Telephone Answering Service

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

Phone for Booklet in

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

SALES NEED A SHOT IN THE ARM?



Elaine Cole of CKCO-TV, Kitchener, received her Salk Vaccine Shot for Polio right on the air during her program "Telescope" . . . (daily 3:30 to 4:00). Because it looked so easy, 40,000 school-age children took their shots more readily.

If your advertising campaign needs a "shot in the arm" be sure to investigate the possibilities on Channel 13 — CKCO-TV in Kitchener. Our representatives are Jos. A. Hardy — Toronto and Montreal, and Weed Television Corporation, New York.



CKCO-TV Channel **13**
KITCHENER, ONT.

JOS. A. HARDY CO. LTD. TV DIVISION
TORONTO · MONTREAL

For anything musical —
live or recorded — contact

DON WRIGHT
Productions

Remember the new location!

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WA. 5-1631

CN ADDS NEWFOUNDLAND TO CBC NET IN '58

TRANSMISSION facilities of Canadian National Telegraphs should be ready for the CBC television network to serve five Newfoundland centres next year, says CNR president Donald Gordon.

In a report to the Commons Railway Committee, he stated that service is scheduled to start in 1958 from Sydney, N.S. to Port Aux Basques, Cornerbrook, Gander,

Grand Falls and St. John's.

Unlike the facilities provided by the CN jointly with CP Telegraphs, he said the Newfoundland link will be wholly a CN Telegraph enterprise.

The company now provides transmission facilities between Montreal, Quebec and Sherbrooke and is scheduled to extend the service to Jonquière and Rimouski later this year.

In Ontario, the same service is provided by CN between Toronto and London, Hamilton, Kitchener, Wingham and Windsor.

The Bell Telephone Co. owns the transmission facilities to other network points across the country.

New Film Is All-Canadian

A NEW TELEFILM series, *McLain of Hudson's Bay* is being produced in Canada by Associated Screen News.

The pilot film was wrapped up in four weeks from first shooting date to final answer print, considered fast even by Hollywood standards, marking the advent of Canada's first completely independently-produced adventure film series by a Canadian producer with an all-Canadian cast.

Commonwealth Film Service

THE CBC has announced it is co-operating with British and Australian broadcasting and film interests to establish and operate a new international news-film service, the British Commonwealth International Newsfilm Agency, Ltd.

Other organizations concerned were the BBC, the J. Arthur Rank Film Co. and the Australian Broadcasting Commission.

Kenneth Dick, managing editor of the new company says that the object is to strengthen television news coverage in the member countries. In Canada BCINA "will supplement TV news now obtained from such sources as United Press-Movietone, the BBC, Independent Television News, NBC, CBS, the European Broadcasting Organizations, and our own 149 free-lance cameramen, 25 of whom are stationed abroad," he said.

BCINA is established under a trust, and is to be controlled by a board of trustees comprising three BBC representatives, three Rank, one CBC and one ABC.

Alphonse Ouimet, CBC general manager, will be Canadian trustee and W. H. (Bill) Hogg of Toronto, the CBC's chief news editor, will be the Canadian director.

Chairman of the board will be Lord Radcliffe, wartime director-general of the British Ministry of Information.

Will Air NHL Earlier

NATIONAL televising of NHL Hockey games is expected to begin at an earlier date next season in the United States, says Clarence Campbell, president of the League.

He told a press conference in New York that they have a committee set up now to study the television problem. "The big thing," he said, "is whether we can get the two Canadian teams, Toronto and Montreal, to play more often in American cities on Saturday afternoons."

TV coverage of the NHL games on a coast-to-coast basis did not start this year until Jan. 5.

Magnetic Stripe Cuts Cost

TESTS HAVE been completed by Norman F. Spurr, a 50-year old British film producer, showing that a sound film can now be produced, all the way from camera to screen, in any part of the world, and done cheaply.

Working with UNESCO in Jordan, Spurr has perfected a process whereby the normal sound-track on film is replaced by a magnetic stripe upon which sound can be recorded directly, thus enabling the film to be developed with only the equipment required for silent films.

Primarily intended for use by educational groups with a low budget, the new idea will eliminate expensive processing, and allow shooting schedules to be shortened considerably by the time saved in development.

On one occasion, Spurr and an assistant produced an eight-minute news-reel film for Arab refugee camps in four working days from the first turn of the camera to projection on the screen. "Normally," commented Spurr, "it would have taken us a month or more, due to the time consumed in shuttling the material back and forth across the skies to Europe to specialized laboratories".

The magnetic striped film, developed on the spot, with no more in the way of production equipment than a camera, tape-recorder, and magnetic projector, will enable sound films to be produced with music and commentary, and with lip-synchronized dialogue with no sacrifice in basic quality and with a tremendous gain in speed.

At UNESCO House in Paris, Spurr stressed that this method is in no way intended to compete with the normal photographic sound tracks used commercially when the necessary money, staff, and equipment are available. On the other hand, according to the film-maker, it may help bring the production of cheap sound films for educational purposes to the very places where they are most badly needed — those parts of the world most remote from modern film processing laboratories.



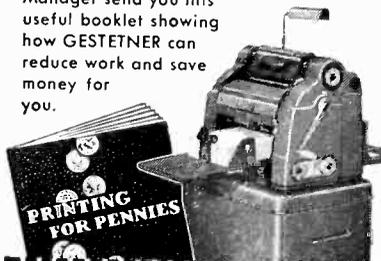
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