

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

Vol. 13, No. 18

TORONTO

September 15th, 1954

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

RADIO GOES TO THE EX.



Fourteen Ontario radio stations came to town in a big way for the Canadian National Exhibition at Toronto. Taking a night each they put on a Square Dancing show in the Musical Big Top (the former Melody Fair tent). They ran contests and taped interviews for later airing at their home stations. "We had wonderful co-operation from all the stations" reported Don Wright of the CNE Publicity Department. "They all want to come again next year and some of them have suggested holding square dancing contests during the winter and bringing the winning teams to the 1955 Ex." Picture shows the CFPL, London staff with some of the quiz contest winners, the latter wearing the hats they won. CFPL staff are Front Row: Paul Soles (left), Lloyd Wright (centre) and Jack Illman (right). Tommy Thompson, the caller is the man at the mike and, right behind Lloyd, is Bob Scott, leader of the orchestra.

In This Issue:

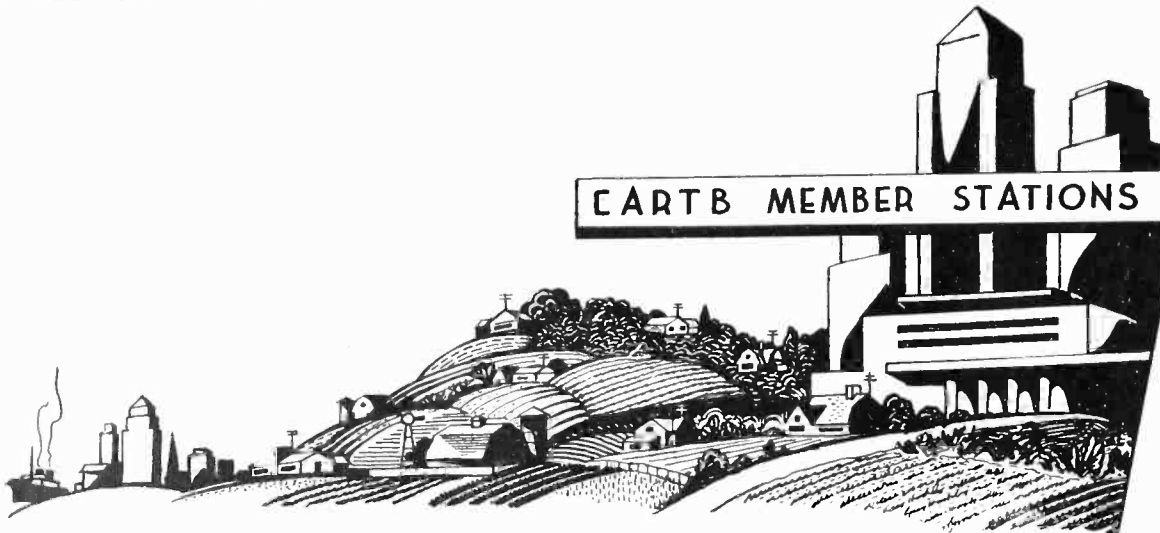
Sidney Roxan takes a look into the telescreen and discovers that 1954 is Television BOOM YEAR. His findings begin on Page 9.

Dick Lewis reports from the Western Association of Broadcasters convention at Banff where T. J. Allard gave a timely warning of the dangers of the Crown Corporation. Page 6.

The Bureau of Broadcast Measurement has issued its answer to the criticisms of its survey technique, made at the Quebec convention last March. Full report of charge and answer can be found on Page 16.

All the regular features as well.





What Price Broadcasting?

Only radio can offer saturation coverage of the entire Dominion of Canada, with an estimated 3,748,000 radio homes, with annual retail spendings quoted at \$12,092,174,000.

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 124 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

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

CARTB Member Stations

ATLANTIC (17)

- CKBW
- CKNB
- CFCY
- CFNB
- CHNS
- CJCH
- CKEN
- CKCW
- CKMR
- CKEC
- CFBC
- CHSJ
- CJON
- VOCM
- JRW
- CKCL
- CFAB
- Bridgewater
- Campbellton
- Charlottetown
- Fredericton
- Halifax
- Halifax
- Kentville
- Moncton
- Newcastle
- New Glasgow
- Saint John
- Saint John
- St. John's
- St. John's
- Summerside
- Turo
- Windsor

FRENCH LANGUAGE (27)

- CIAD
- CJMT
- CHFA
- CHEF
- CKRS
- CKLS
- CKBL
- CHLP
- CKAC
- CHNC
- CIIRC
- CKCY
- CJBR
- CHRL
- CKRN
- CKSN
- CKSO
- CHGB
- Amos
- Chicoutimi
- Edmonton
- Granby
- Hull
- Jonquiere
- LaSarre
- Matane
- Montreal
- Montreal
- Montreal
- Quebec
- Quebec
- Rimouski
- Roberval
- Rouyn
- Shawinigan Falls
- Sorel
- St. Anne de la
- Pocatiere
- St. Georges de Beauce
- St. Joseph d'Alma
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie

CENTRAL CANADA (40)

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

PRAIRIES (24)

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

PACIFIC (17)

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



CKXL IS THE TOPS WITH SCHOOL KIDS

WITH the kids back in school across the country CKXL Calgary is getting all set to resume a schools feature that has proved highly successful in the past.

Periodically school groups in the Calgary area write in and ask if they might visit the station's studios as part of their industrial tour of Calgary. Requests come in from a wide area. For instance there was the letter CKXL received from the Grade Nine class in the town of Rosemary, Alberta, 120 miles from Calgary.

Following their procedure for dealing with such requests CKXL sent this letter back to the Grade Nine spokesman:—

"Dear Alfred,

"We are happy to hear that the Grade Nine class of Rosemary School are planning an Industrial Tour of Calgary and pleased that Radion Station CKXL can, in some way, contribute to your visit.

"I have arranged for your visit to coincide with the time Stu Davis is on the air; that time will be at 1:30 p.m. on Saturday, May 8th.

"I would suggest that your teacher have a little contest between now and the 8th, the contest being that the boy and girl showing the most marked improvement in that time can speak on the Stu Davis show. That should be fun."

When the kids arrive at the station they are welcomed by Pearl Borgal, the station's Promotion and Publicity Director. Pearl suggests that in order to get a true picture of how a radio station functions they should make believe that their teacher has come to the station to buy time on the air.

INTRODUCED TO STAFF

Then Pearl explains how this would be done and the procedure that would have to be followed in order to get their announcement on the air. The children are introduced to the various members of the station staff who would handle their copy.

Next Pearl takes them on a tour of the control room, teletype, record library and recording equipment.

Finally they go to the main studio to meet Stu Davis, Canada's Cowboy Troubador. The teacher and selected boy and girl are interviewed by Stu.

Broadcasts from Iron Lung

Robert Dalton, Calgary musician who was struck down by poliomyelitis last Fall, is continuing to give musical pleasure to thousands of music lovers in Central and Southern Alberta, even though still confined to an iron lung. Bob prepares, announces and arranges for a weekly half-hour program of popular concert music on CFAC, Calgary, each Sunday at 1.00 o'clock.

The Robert Dalton "Pop" Concert is a great favorite with radio listeners. A great many letters have been pouring in, asking for selections and offering encouragement to Mr. Dalton.

CFAC engineers, with tape equipment, record the introductions to the selections that Mr. Dalton has chosen, and the program is put together with the music specified, at the radio station prior to the Sunday broadcast.

Mr. Dalton feels a great satisfaction in being able to carry on giving pleasure to people, even under the severe handicap of working from an iron lung.

His introductions have to be phrased to cope with the mechanical equipment which regulates his breathing. But in spite of these handicaps, the program of concert music is one of the most popular of its kind on CFAC's Sunday schedule.

CHLO Audience Drive In London Area

Recent establishment of its new London, Ont., studios by radio station CHLO, St. Thomas is being followed by an intensive promotion to increase its London area listenership.

Commencing in early September, CHLO is using exterior car cards, newspaper space, Sani-Poster displays and air promotion, to win Greater London audiences for its personalities and feature programs.

The campaign is being prepared and placed by Gislason-Reynolds Limited, Toronto, recently appointed to handle the account.

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

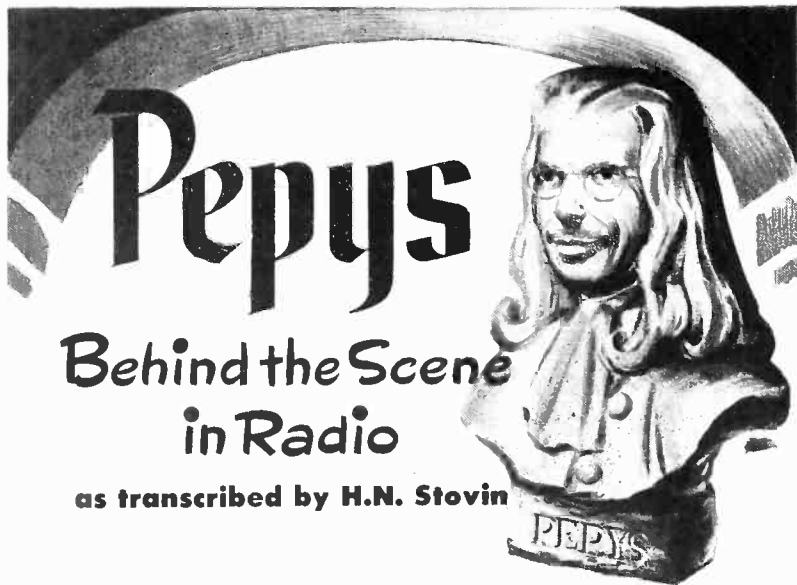
NORTHERN ONTARIO'S HIGH-POWERED RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD. IN CANADA

WEED & COMPANY IN THE U.S.A.





Do find it of interest to learn that there are still a few people who doubt the value of radio as an advertising medium, and of even more interest to learn how they do learn otherwise! From CJRL Kenora, the story of one of these — a merchant whom they did approach early in the season with the suggestion that radio could help him sell his propane gas, but who would have nothing to do with it. Recently he did telephone CJRL and ask humbly for the radio help he had formerly spurned, since his competitor (a regular user of CJRL) was getting all the business! Also from Kenora the news that a local Chevrolet dealer, using radio alone, did sell 13 new cars in 2 days ● ● ● At 4 p.m. on September 17 CKGR Galt goes on the air for the first time, with a 6.30 a.m. to 5.30 p.m. Autumn schedule, thus giving advertisers an excellent choice of times in which to reach the 85,000 people living in CKGR's coverage area ● ● ● From Andre Lecomte the good tidings that studio installation at CJBR-TV Rimouski is now complete and the antenna well on its upward way. Test patterns will commence in mid-October, with the Grand Opening set for early November, on which Pepys extends sincere good wishes for mighty success ● ● ● CKSF Cornwall does report much actual work already begun on the St. Lawrence Power Project, with 7½ miles of Highway No. 2 now being relocated. Though this involves no less than 1½ million dollars, it is but one small part of what will be done when the whole project gets under way ● ● ● From Yorkton, Saskatchewan, the news of a huge new retail store, to open in that busy city on November 1st next. "The Bay", always a wise merchandiser, does desire its share of the huge Fall and Winter spending that characterizes Yorkton at the end of each crop year — which might well provide thoughtful consideration by equally wise national advertisers as well.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

RADIO AGENCY PANEL TALKS TO CCBA

"SELLING Radio" is the simple theme of the convention of the Central Canada Broadcasters Association which takes place at Niagara Falls, Ont., October 25-26. The previous day, Sunday, there will be informal meetings of sales managers and program directors, who will discuss problems pertaining to their departments. There is also a meeting scheduled for television stations, of which there are so far three — CKSO-Television in Sudbury, CHCH Hamilton, and CFPL - Television, London.

Meetings will all take place at the Sheraton-Brock Hotel.

The first day of the convention proper has been designated as "agencies day", according to Tom Darling, manager of CHML, Hamilton, who is chairman of the agenda committee.

While the actual program has not yet been put into the right sequence, several items have been settled on, including a visit from a top American radio sales executive in the person of Tom J. Flanagan, managing director of Station Representatives Inc., New York.

AGENCY PANEL

There will be a panel of radio agency men, who will talk about past experiences with the medium. The line up which is a formidable one, includes Ralph Draper, Leo Burnett Agency; Sam Young, Stevenson & Scott; John McCuaig,

James Loving Advertising; Bob Amos, F. H. Hayhurst; Ramsay Lees, Ruthrauff & Ryan; Sam Logan, Cockfield Brown & Co. Ltd.; Neil Leroy. O'Neill, Larson & McMahon.

Sponsors will have a chance to say their piece during the sessions of another panel, which will include Gilbert Templeton, Templetons' Ltd. and Harry E. Wooley of Seven-Up Ontario Ltd.

SUCCESSFUL SELLING

Sales representatives, both local and national, will tell of case histories of successful selling by radio and station promotion directors will talk about their plans for keeping radio in the public eye.

The business of the association will get the treatment the second day, Tuesday, when Bill Hawkins, manager of CFOS, Owen Sound, starts the proceedings with a breakfast meeting for management, which, it appears, will continue until noon.

During the afternoon, Bill Stovin, manager of station CJBQ, Belleville, will deliver his reports as president of the association. This will be followed by reports from committees and "further business if any".

Serving with Tom Darling on the agenda committee are Harvey Freeman, Northern Broadcasting Co. Ltd.; W. T. "Doc" Cruickshank, CKNX, Wingham; Howard Caine, CKFH, Toronto; and Bill Stovin, CJBQ, Belleville.

LAST YEAR.....

Montreal housewives spent nearly \$500,000,000.00 on groceries.

Sell 'em with CFCF

66% of Montreal homes have radio sets in the kitchen.

RADIO SELLS GROCERIES!

Speak to ALL-CANADA WEED & CO.



Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

Editor & Publisher RICHARD G. LEWIS
News Editor SIDNEY ROXAN
Art Editor GREY HARKLEY
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Research Consultant GEORGE E. RUTTER

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September 15th, 1954

Advertising Needs Advertising

Eighty-six per cent of adult Canadians are unaware that advertising cuts costs by increasing production. Speaking to a convention of the Canadian Weekly Newspapers Association the other day, Wilfrid Sanders, president of the Canadian Institute of Public Opinion, which operates the Gallup Poll in Canada, broke down these unbelievers into four groups. First comes a staggering 51% who think that advertising adds to the cost of goods. Next, 25% believe it has no effect on costs. Then, a bare 14% believe that the increased production, born of advertising, actually cuts the cost of most goods. The remaining 10% have no definite opinion.

This mathematical analysis of a national misconception is not just evidence of an economic fallacy which ought to be corrected. It could be the death of our democracy. The competitive system is the basis of our entire existence. Without it, supply by popular demand gives way to control by agency of government; democracy gives way to the collectivist ideals of socialism or worse. And the one and only force which keeps business competing is the power of advertising.

It is the function of a research organization to dig up the facts, and to deliver them clearly and succinctly to those for whose benefit they have been explored. This has been done. Now what?

• • •

Public belief in advertising is essential, not just to one or two of the media; it is the life blood of all media, which must enjoy public trust if the messages they deliver in their varied ways are to be of any value. It is vital to all advertising agencies that the material they are charged with preparing flows into open and willing ears. Otherwise their claims will be worthless in terms of building sales. The same thing applies in the case of the actual advertisers. Be they manufacturers or distributors, their whole existence in business depends upon their ability to maintain public acceptance for their lines. And this acceptance has to start with advertising.

There is one more segment of society which needs advertising if it is to maintain standards of living on the high plane to which it has become accustomed. This, of course, is the entire community — the consumer who owes all the blessings of modern living to the fact that, through

RADIO RBS by Henry



UGH!

Translation: This will mean the end of conversation.

advertising, industry is forever vying with its own components to supply its markets with faster cars, whiter washing, tastier bread, smoother whiskey, smarter clothes, finer tobacco, warmer homes and so forth. The public has to understand that, without advertising, these things just could not be.

• • •

Wilfrid Sanders' startling revelations to the CWNA convention cannot be passed over lightly by anyone who believes in the competitive system under which we live so comfortably. Business, especially advertising business, has an unfortunate way of labelling research which does not show it up favorably as incompetent or inaccurate. We believe that, unfavorable though Mr. Sanders' disclosures may be, they cry aloud for immediate and concerted action on the part of everyone who buys or sells advertising, and wants to continue doing so. The public has to be made to understand and the public is not a simpleton.

• • •

To Please Or Not To Displease

Should programs be designed to please, or not to displease? That is the question. It is a question that has to be answered by producers and sponsors of both radio and television programs. They have to choose between shows with extreme reactions (like and dislike) or those which are so innocuous that they aren't even worth switching off. It is a challenge to broadcasters, to advertisers and to adver-

tising agencies, but especially to the broadcasters—both radio and television—who want to hold up their ends against newspapers, magazines, bill boards, car cards, sky writers, garbage cans, and, of course, each other.

In the past, this paper has often pointed out that, in its opinion, broadcasters have tried a little too hard to be all things to all men. Other media have other ideas. The magazine publishers come particularly to mind. We admit that there is no reason why broadcasters should emulate the magazine publishers, except that right now they are trying like anything to get recognized as publishers themselves, and publishers, as a rule, aim their shafts at selected segments of society.

Here is how the magazines seem to work.

The American COLLIERS hits at the younger set; SATURDAY EVENING POST goes after the business crowd; Canada's MACLEAN'S MAGAZINE aims somewhere between; ATLANTIC MONTHLY caters to the intelligentsia; READER'S DIGEST is designed for people who want to sound as though they read ATLANTIC MONTHLY.

This system may not result in the kind of mass coverage obtained by background music designed to keep a housewife busy while she is housecleaning, dish-washing or drawing a chicken; or even to lull her to sleep after the work is done. This kind of programming fulfils a purpose, but it does not keep people glued to their radio sets in spite of all distractions.

The other kind of show, the one that makes people tear themselves away from a bridge game, or else smash the radio to smithereens in a fit of passion, may not interest, or rather may not fail to offend as wide an audience. But those who are drawn to it, will put down their mops and their dish cloths, and drink in every word, even the commercials, although it may mean missing a bridge game or a movie show.

If radio does this, it will hold its own against television. If television does it, not even radio, with all its background and familiarity, will hold back the new medium. If both do it, if both pursue a relentless policy of putting on programs with the set purpose of pleasing a specific segment of society, then radio and television, hand in hand, as befits the two components of one medium, will climb together to dominance over all other media, in the lives of the people, and quite coincidentally, in the budgets of the advertisers.

Danger Of Crown Corporations WAB Convention Warned

Banff, Alta., The Three-Day Convention of the Western Association of Broadcasters ended with a warning that Government-operated Crown Corporations may become "The Real Government of the country."

The warning was issued by T. J. Allard of Ottawa, Executive Vice-President of the Canadian Association of Radio and Television Broadcasters. He said a danger exists that the Corporations may replace "The men and women we have selected by due process of secret ballot to govern our affairs."

The delegates also heard a report on internal industry problems from Findlay MacDonald of CJCH, Halifax, President of the C.A.R.T.B.

At the Convention's concluding banquet, Beaver Awards, made annually for distinguished service to Canadian Broadcasting, were presented to two Alberta Radio Stations.

The Awards, given by Radio's Trade Publication, *THE CANADIAN BROADCASTER AND TELESREEN*, were presented to CJCA, Edmonton, and CJOC, Lethbridge, Alta., by the magazine's editor, Richard G. Lewis of Toronto. The recipients were selected by an independent committee and a similar one was made to CKWX, Vancouver, at the Pacific National Exhibition.

ACTIVE INTEREST

The bronze plaques were awarded "For displaying active interest in their listeners by sending their farm directors to Toronto to cover the Royal Winter Fair."

It was decided to hold the 1955 Convention at Jasper, Alta., June 26th to 28th.

A new Association President, Syd Boyling of CHAB, Moose Jaw, Sask., was elected as well as three new directors. The three are John Craig, of CKX, Brandon, Manitoba, Maurice Finnerty of CKOC, Penticton, and Hal Crittenden of CKCK, Regina.

PRAIRIE DIVISIONS

The retiring President of the Association, manager of CJCA, Edmonton, Gerry Gaetz, had suggested that a Prairie division might be set up within the Western Association to discuss and decide regional problems.

He proposed that a Prairie group meet annually and the Western Association could then meet every two or three years.

Convention delegates generally decided against such a move which would establish an Association similar to one now in operation within the National Association in British Columbia.

CFCN, Calgary, manager, Gordon Love, and CFQC, Saskatoon, manager, A. A. Murphy, opposed formation of a Prairie association on the grounds that the Western Association would be weakened by the establishment of regional divisions.

The convention also considered whether to change its name to Western Association of Radio and Television Broadcasters in recognition of the advent of private TV in the West.

The WAB constitution has been amended to provide for election of two additional directors to represent television—one from British Columbia and one representing Alberta, Saskatchewan, Manitoba and Northern Ontario.

The delegates decided to retain the existing name for the time being.

Address by T. J. Allard — Executive Vice-President CARTB to the WAB — BCAB Conventions

TODAY we have in existence that curious device, known by different names in different countries, but called in Canada the Crown Corporation. Whatever the theory may be, the Crown Corporation is, in fact, the only completely irresponsible power-holding organism in our community.

A business is directly responsible to its directors, its shareholders and to the public. Its affairs are reported periodically to its directors and its shareholders, and these reports must be satisfactory or changes are made. Its service or product must command the acceptance of the public or it will pass from existence.

A department of government is responsible to a minister and he to the House of Commons. Any member of that House can ask for and get information concerning the operations, income, costs, of the Department, and, short of information vital to the security of the nation, anything he cares to find out. Both the business and the government department pass the test of responsibility.

CURTAIN OF SECRECY

But the Crown Corporation is, in fact, responsible to no one. A questioner in the House of Commons, ask what he may, will be told, and always has been told, that it is not in the public interest to divulge this information. He will be told what the Deputy Minister of Finance is paid, but not the President of the CNR or the Chairman of the Board of Governors of the CBC. The public is never informed.

Where boards of directors exist for Crown Corporations, they are invariably men and women appointed for short terms by process of Order in Council, people who are not experts in the particular field involved, and who, on a voluntary or semi-voluntary basis, meet but three or four times a year to try and discuss all the vast, complex, far-flung affairs of highly technical and complicated operations.

Whatever the theory may be, the fact is that Crown Corporations are very much the personal property of the two or three people who control and operate them, and, in spite of the fact that they wield tremendous power over the lives of every citizen, are not responsible to the citizenry at large or their elected representatives.

Thoughtful men in our House of Commons have, from time to time, charged that Parliaments have lost their meaning and that real power has passed into the hands of the Executive, known in our country as the Cabinet.

While this would be a regrettable thing, it is regrettable to the extent that it is true. It is even more unfortunate that much of the real

power does not lie even in the hands of the Cabinet, but in the hands of a small group of men operating Crown Corporations, many of whom are not even well-known to the people at large.

To speak of these Corporations as publicly-owned is, in my view, to misuse words as intensely as the Russians misuse them when they refer to their "Peoples' Courts", and to their system as "Democracy".

General Motors Corporation is publicly-owned, and so are virtually all our industrial enterprises. The Crown Corporation is very much privately-owned. There is a real and growing danger that the governing complex of the so-called Crown Corporations is becoming the real government of the country instead of the men and women we have selected by due process of secret ballot to govern our affairs for us.

The tyranny of the expert will be no less real, even though more effectively disguised, than the tyranny of the absolute hereditary monarch. Indeed, there are a few signs of hereditary control beginning to appear in Crown Corporations.

These represent a flanking attack on the enterprise and individual liberty that has built virtually everything worth while in our modern world. If enterprise and individual liberty are to survive, it is an attack that must be contained and repulsed.

RESPONSIBILITY

In this, as in similar tasks with a similar purpose, the broadcasting industry, it seems to me, has a singular responsibility. We are a medium of information and of opinion. This means, first of all, that we have the responsibility to inform about dangers and remedies and to express opinions about them both.

It means the even greater responsibility of keeping the channels of information free so that the information and opinions can be conveyed to all. And we have a little more experience than most with that curious device known as the Crown Corporation, the only device in free countries which operates and regulates in the same organism.

Responsibility is never an easy task, and sometimes not a popular one, but there is never any liberty never progress, without it. In this case, if the challenge to exercise responsibility can strike no higher note, it is certainly essential to our own survival.



"Where INSIDE information really pays off"

To put your sales message right inside this rich and vast "Market Behind the Wall" that is Northern Ontario, you must use these 3 vital "Northern Stations".

Outside station reception is inconsistent, unsure, almost "walled-out".

Step up your product sales by using

CFCH

NORTH BAY

CJKL

KIRKLAND LAKE

CKGB

TIMMINS

No television reception in the North

UNDER NORTHERN MANAGEMENT
Reps
NBS
in Canada
WEED & Co.
in USA

LEARN RETAILING TOO WARD TELLS AM-MEN

By DICK LFWIS

IF radio people are going to sell radio advertising to large department stores and other retail businesses, they are going to have to learn to talk about retailing instead of radio, according to Joseph B. Ward, founder and president of the U.S. Advertising Research Bureau Incorporated, or, as it is more familiarly known, ARBI.

Joe Ward was talking to the Western Association of Broadcasters at their convention at Banff, Alta last week, as their "keynote speaker", and he pulled no punches in telling the western radio men about their shortcomings in selling their medium on the local level.

Ward wound his extemporaneous talk around a three-fold method of selling:

(1) Do you want to make any money?

(2) Here's how other people have done so.

(3) Why don't you do something about it?

DOLLARS

"I drove myself nearly crazy", this speaker confessed at the beginning of his ninety-minute address, "trying to find a common denominator between advertising by radio and in the newspaper". He said the answer hit him suddenly in one word — dollars.

The only fair comparison to make is to set up a hundred dollars worth of radio advertising against a hundred dollars worth of newspaper. Spend the same amount of money advertising the same refrigerator simultaneously — to get the same weather and store conditions — in radio and newspaper. Then talk to the customers whose interest is stirred, and find out what brought them in, he said, adding: "and do it at the cash register, which is the only yardstick.

Ward told the meeting that if broadcasters want to sell radio to retailers, they have to face up to the fact that the advertising manager of a big store has no authority to switch from black and white (printed) ads to some other medium. He is not interested in developing other media, but just in using space to sell more goods.

The general merchandise manager, on the other hand, is interested in selling more merchandise by any medium. "Radio people are unaware of this fundamental principle", he went on, "Many of them don't even know the name of the advertising manager, and didn't know such a man existed as the general merchandise manager."

When a station is trying to land a new retail account, especially when it is a large store, the general manager of the station should make the first approach to the general manager of the store, he said. This can be done socially, on the golf course, at lunch or wherever the opportunity presents itself. The important thing is that the general manager should approach the general manager.

The next man is the sales manager, who must have the fundamental knowledge not only to explain the technical aspects of broadcast adver-

tising, but to apply them to the specific problems of the particular sponsor.

Then the program director has to come out of his office at the studio to examine the store's problems to determine what would sell its merchandise. It isn't enough for the Program Director to know his business. He has to know the sponsor's business too. And the same thing goes for the station's salesmen.

Then this researcher, who not only makes studies to find out what is wrong, but also goes on to prescribe the remedy, came back to his first and prime point — the general manager has to inspire his staff by going out and selling top local accounts himself.

If stations are going to get major retailers on the air, they will have to accommodate themselves to the retailers because the retailers aren't going to accommodate themselves to them, Ward said. In major markets, retailers don't want to sign up for two or three hundred spots. They aren't accustomed to buying newspaper lineage in such limited quantities. "Sign them up for a 5,000 spot contract", he said, "but provide for a minimum use of so many spots a day or week or month, because they won't do them any good unless they use them."

RETAILER'S NEEDS

Retailers want more flexibility than stations are used to giving, he continued. It is very convenient to a station to sell a sponsor fifteen minutes across the board on a five-day-a-week, fifty-two week contract, he said, but this isn't the way a retailer buys his advertising. He likes to go up and down on a fluctuating basis.

He has a gigantic sale today, nothing tomorrow, and then another special the day after. He hates to advertise when he has nothing to sell. He may use regular programs, but his real need is for supplemental spot campaigns for use when and as they are needed. It is the multiple use of these spots that can turn the trick, he said, not the same program, same time, same day, same station.

Department stores are staffed with copy-writers, well versed in copy for newspapers. But, he said, they are not equipped to handle radio. It is extremely hard to turn newspaper copy people into radio writers, he went on.

"One is written for the ear and the other for the eye, and the two will never meet. Radio must make a woman say: 'I could just see myself in the dress that announcer was describing,'" he elaborated.

"Many radio stations", Ward said, "have unfortunately failed to develop copy writers. Instead

they turn over the job to some kid tucked away in a corner and they envisage him as turning out copy for some poor sucker of an advertiser."

INDIVIDUALITY

Signature sound effects, like the sound of a bell, make people recognize them when they come on the air and say: "I wonder what the XYZ Department Store is selling today". Some sort of identifying sound should be used for all major accounts, he said, because local commercials have a monotonous sameness which can be broken with signature sound effects.

"Announcers are my pet peeve when it comes to selling merchandise", Ward said, "and you managers and sales managers are to blame for letting them get away with it. They become prima donnas with their turtle neck sweaters and suede shoes. They think they are artists and persist in apeing some big time network announcer who is their God. "The worst part of it is that this insincerity leaks through to the customers."

MUST BE SOLD

Station salesmen who are not sold on radio are talked out of sales and often right out of the business, because a dissatisfied sponsor says: "We tried radio for our shoe department and it isn't worth a damn." "That kind of salesman," Joe pointed out, "is afraid to suggest that maybe there was something the matter with the shoes. You cannot have a dynamic medium of advertising if you are afraid to go in and discuss it with your accounts", he said.

He suggested that store managers and sales people often don't hear their own spots on the air, and advocated recording them and playing them back. "They can clip newspaper advertisements, and look at them again and again", he said, "but they have to be sold on the idea that radio is doing the great job it is doing to help them sell."

Ward pointed up the danger of selling radio in insufficient quantities. "If the need is for a hundred spots, and he won't buy, don't settle for fifty, twenty or five."

In the case of department store advertising, he felt it was undesirable to try and sell too many items. "Divide the number of spots in the campaign by fifteen and that's how many products you can sell. If there are sixty spots, you can sell four products", he said.

If a store is spending 10 per cent on radio and 90 per cent in the newspapers, concentrate the radio in departments where it will match the newspaper advertising dollar for dollar, he advised.

Finally, as his parting and most earnest admonition, Joe begged the broadcasters not to try and sell radio by tearing down other media or lighting into other stations. If you attack newspapers or television, he said, you are killing advertising, and if you kill advertising, you will be killing your own radio.

The
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RADIO
PICTURE**
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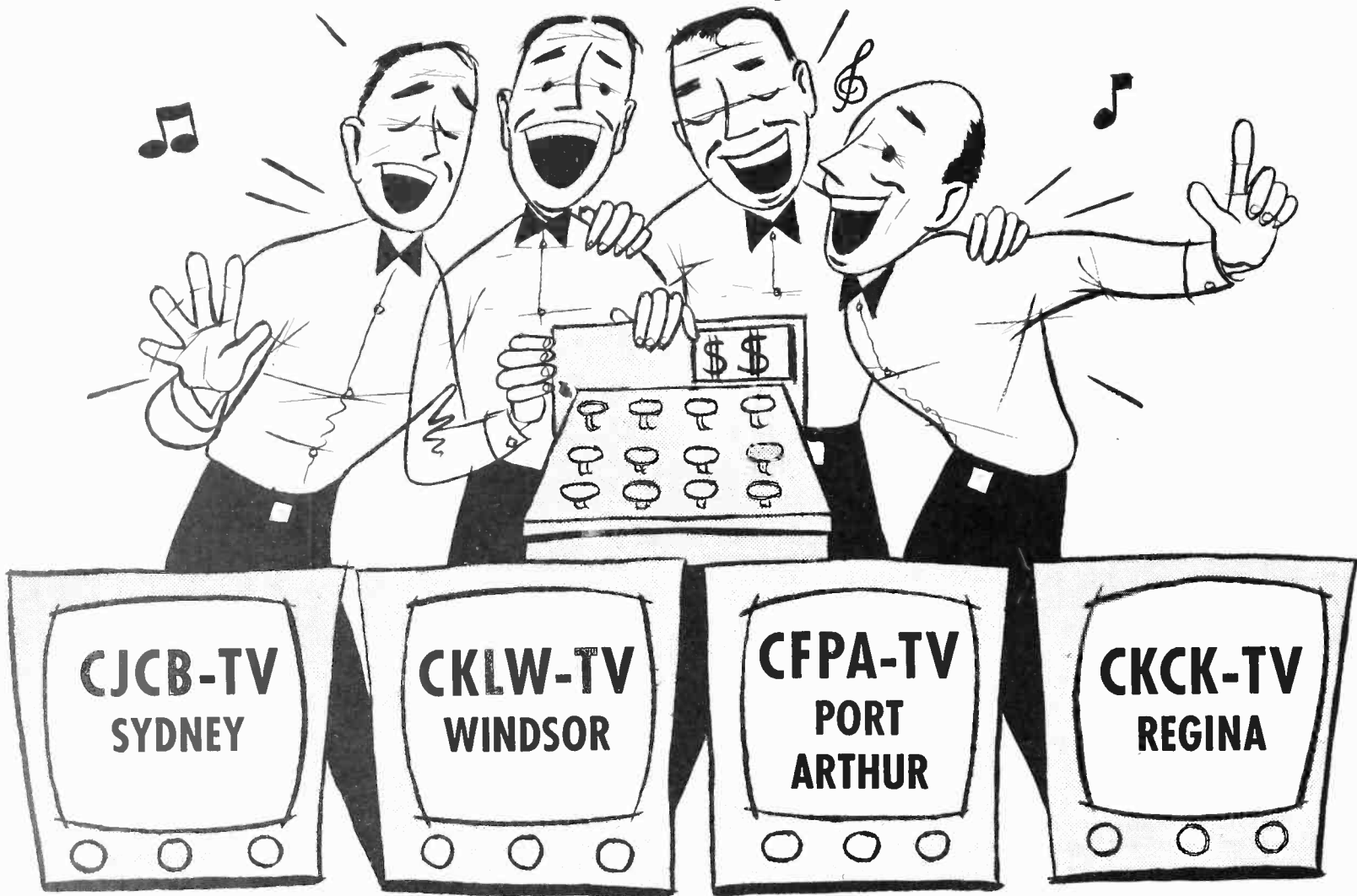
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1000
PERSUASIVE
WATTS!**

★ NEAREST STATION
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NEXT NEAREST
200 MILES DISTANT

CHAT
MEDICINE HAT

An All-Canada-Weed Station

Here's a quartet that makes the cash register sing



(Commencing in September)

TV comes to four more cities in Canada—Windsor, Sydney, Regina, and Port Arthur—and a new shortcut to brighten your sales picture is born. More and more advertisers are discovering that selling by television means greater and more successful sales. Television is the ideal medium for your product—it reaches into millions of homes across

Canada with direct, personal, *visual* sales appeal. Now CKLW-TV dips into the densely populated area around Windsor, CJCB-TV sparks new business in the Maritimes, CFPA-TV brings television to the developing Lakehead, and CKCK-TV taps the rich prairie market. Plot your TV campaign now and call your All-Canada TV man today for details concerning times and stations.

These stations form four more links in the chain of television coverage offered by All-Canada TV, representing stations,

*CHSJ-TV
Saint John

*CKSO-TV
Sudbury

*CFPL-TV
London

*CHCH-TV
Hamilton

CHEX-TV
Peterborough

CHCT-TV
Calgary

CKWS-TV
Kingston

*now in operation



CANADA'S FIRST TELEVISION SERVICE ORGANIZATION

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TORONTO

MONTREAL

SIDNEY ROXAN Looks Into The Telescreen And Finds 1954 A Boom Year

24 TV Stations By Year End 4 in 5 Homes Within Range

THE year 1954 will go on record as the Great Television Year for Canada; the year when more people spent more time looking at more TV than ever before; the year which saw the most rapid expansion of TV the Dominion is likely to experience.

The year 1954 is not yet three-quarters of the way through but nobody in close touch with the TV industry, either on the transmitting or receiving ends, has the slightest doubt that this is going to be the case. The facts and figures of the first eight months of 1954, together with the firm-based prophecies and trends for the rest of the year, make its record-breaking potentialities absolutely certain.

A Dominion-wide survey reveals that more than 70 per cent of Canada's population of 15,000,000 will be within good TV viewing range by the end of the year. To the 13 TV stations already in operation will be added another eleven during the next four months — quadrupling the number of stations in operation at the end of 1953. Another three are slated to commence operation in the early months of 1955.

MASS AUDIENCE

More than 8,000,000 viewers or potential viewers are already within good-reception range of a TV station and a further 2,000,000 will be added to this tremendous mass audience potential when the total of TV stations in the Dominion rises to 27 by February, 1955. This compares with only six in operation at the end of 1953.

The 13 stations already hitting the country's telescreens are the six Canadian Broadcasting Corporation transmitters: C B F T, Montreal (French), CBMT, Montreal (English), CBOT, Ottawa (French and English), CBLT, Toronto, CBWT, Winnipeg, and CBUT, Vancouver, — and seven private stations — CHCH-TV, Hamilton, CKCO-TV, Kitchener, C F P L - T V, London, CKCK-TV, Regina, CFCM-TV, Quebec City, CHSJ-TV, Saint John, N.B. and CKSO-TV, Sudbury.

The Fall months of September and October will see the greatest spurt yet in the expansion of TV facilities, for seven new stations are scheduled to take the air in these two months. They are:

September: CKLW-TV, Windsor (on 16th), CFPA-TV, Port Arthur (on 19th), and CJCB-TV, Sydney, Nova Scotia (late in the month).

October: CHCT-TV, Calgary (films only in mid-month, studio facilities ready in November), CFRN-TV, Edmonton, CKWS-TV, Kingston and CFQC-TV, Saskatoon.

CJBR - TV, Rimouski, Que., is scheduled for a November opening and CKCW-TV, Moncton, N.B., and Sault Ste. Marie, Ont., for Decem-

ber. The seventh CBC station, CBHT, Halifax, is also slated for December.

The early months of 1955 will see C K Y - T V, Brandon, Manitoba, CHEX-TV, Peterborough, Ont. and CHLT-TV, Sherbrooke, Que. also on the air.

72 PER CENT COVERAGE

Working on the basis of 1954 BBM Household Estimates and the declared coverage areas of the various TV stations approximately 2,807,000 homes, or 72.2 per cent of the total, will be within good-reception range when the TV stations, already planned, are in full operation. This does not take into account fringe-area sets which are already pulling in a reasonably good picture.

It is interesting to note that Ontario, which will have ten TV stations operating by early 1955, expects, by then, to have a household coverage of 86.5 per cent, the highest in Canada. Next comes Nova Scotia with 77.3 per cent, followed by Quebec 73.6 per cent, Manitoba 73 per cent, British Columbia 66.2 per cent, New Brunswick 63 per cent, Alberta 55.9 per cent, Saskatchewan 42.2 per cent and Prince Edward Island 37.9 per cent.

The tremendous growth of this coverage, to almost blanket proportions, has been more than matched by the sale of sets. At the end of 1952, with only two CBC stations on the air and some U.S. border stations beaming-in on Canada, there were 224,811 sets in use. By the end of 1953 this figure had been more than doubled to 590,211. The end of 1954 should see it comfortably top the million mark!

SALE OF SETS TREBLED

Latest report of the Radio-Television Manufacturers Association of Canada, which contains sales figures up to the end of July, emphasizes that 1954 is certainly all set to be TV Boom Year. Let the figures speak for themselves.

In July 26,491 TV sets were sold, almost three times the July 1953 total of 9,332. In the first seven months of 1954, 207,724 TV sets were sold compared with 134,472 in the same period of 1953.

Nor is that all. Canadian TV manufacturers have such faith in 1954 that they were scheduled to step up production by more than 60 per cent in the three months August, September and October, with a planned output of 159,221 sets.

Typical of the fabulous growth of

TV in Canada is the success story of CKSO-TV, Sudbury, the first private TV station to begin operating in the Dominion. Total estimated sale of TV sets in the area served by CKSO-TV in the first ten months of its operation is more than 9,100. This includes 7,400 in the Sudbury urban area, 1,100 rural sets within 25 miles of the transmitter and 590 in Sturgeon Falls, North Bay and other fringe areas.

A recent survey of Coniston, ten miles from Sudbury showed that 74 per cent of the homes are now TV-equipped.

The rapid pace at which Canadian TV is climbing out of its swaddling clothes is partly due to the speed with which TV stations are being linked together by microwave. The Bell Telephone Co. has built up an extensive network of microwave facilities in Eastern Canada, serving the transmitters at Toronto, Ottawa, Montreal and Quebec. The C.P.R. and C.N.R. communications divisions

provide a similar set-up for Kitchener, London, Hamilton and Toronto.

Also scheduled for a microwave link-up are Kingston, Windsor and Peterborough. In the not too distant future Winnipeg will also come into the circuit.

CBC ENLARGES STAFF

The CBC, soon to be strongly outnumbered in the quantity of transmitters it owns — seven out of 27—intends meeting private competition by enlarging its staff and facilities. In Montreal it is building a third studio in the old YWCA building. A second mobile unit will bring its camera strength up to 14.

Whichever way you look at it — TV coverage, the number of sets in use or the amount of time sold to sponsors (and that is another story told elsewhere in this issue) — TV is certainly making 1954 its BOOM YEAR. And there is still color TV to come.

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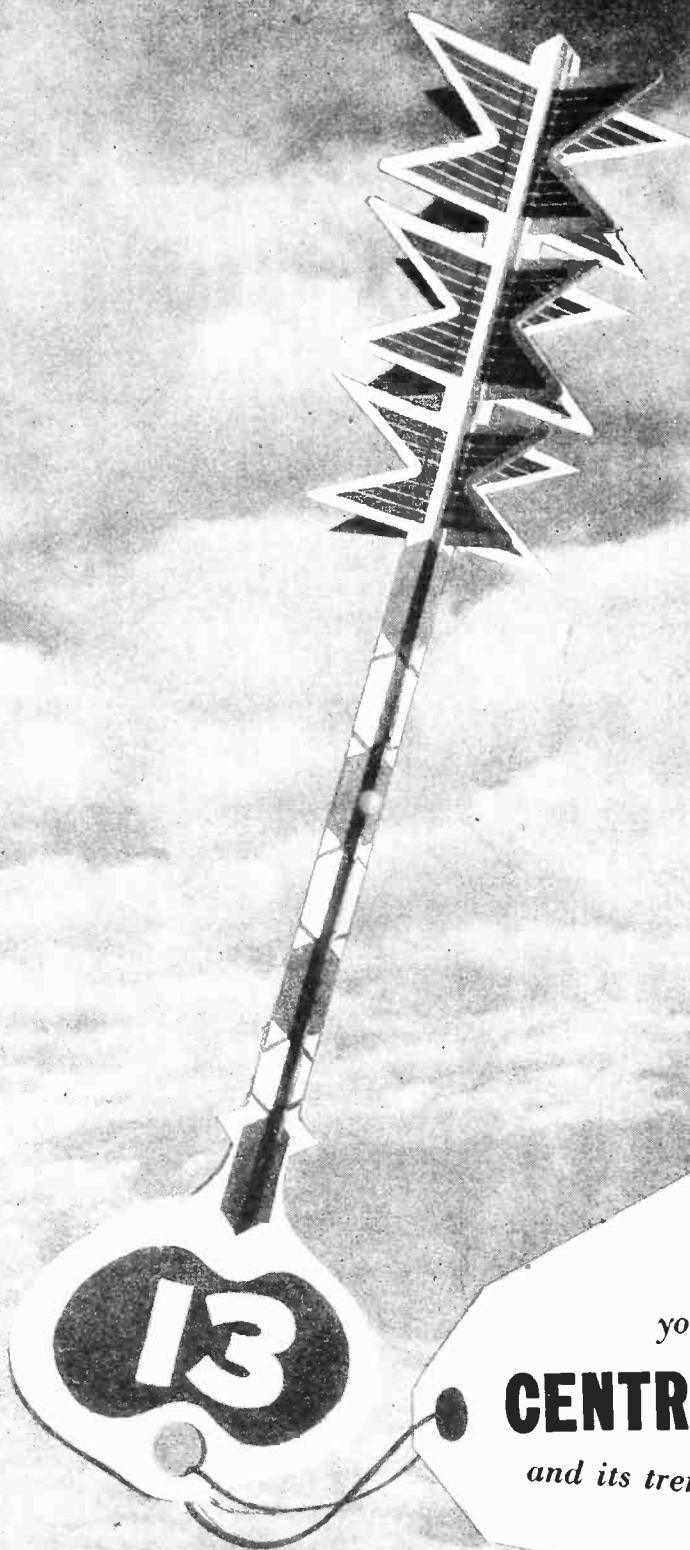
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N.S.

ask ALL CANADA television

Population (Coverage Area)	
URBAN	149,888
RURAL	226,027
TOTAL	375,915

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BUSINESS IS BOOMING SO...

TV Stations May Turn Down Network Sponsored Shows

By **SIDNEY ROXAN**

BUSINESS is booming so much that privately-owned television stations in Canada are attempting to refuse CBC network sponsored programs. It is understood that almost all of them are now making representations to the CBC in an effort to refuse about half a dozen network programs a week, so that they can fit in more locally-sold programs.

The CBC-TV network's schedule is so full that it is taking up practically all the private stations' peak period time from 8 p.m. to 11 p.m. seven nights a week, as against the ten and a half hours minimum incorporated in the conditions of their licenses.

Typical situation is that of one private TV station which will be left with only two and a half hours peak viewing time a week if it accepts all the CBC programs.

As this station feels obliged to take the sustaining "Scope" on Sunday nights as the only really cultural program put out by the CBC, this leaves them with only one and a half hours a week available for local selling.

DOES NOT PAY

Furthermore private stations are finding that it does not pay to run network shows. They receive only 30 per cent of the rate for a live U.S. show, 50 per cent for a live Canadian show and 60 per cent for a film. This means that some stations are receiving less revenue for a U.S. show than it costs them to keep on the air.

Business is certainly pretty good. One agency has just swung a \$150,000 deal for a 52-weeks show. Advertisers seeking 20 second flash announcements adjacent to big shows in the peak viewing periods are finding it almost impossible to get them. Some stations are now offering eight second identification spots in which the advertiser shares the ten second identification period with the station. Approximately a quarter of the slide is taken up by the station, plus two seconds audio. The rest is at the disposal of the advertiser. The CBC stations are not accepting these I.D.'s — so far.

They are considered especially attractive as reminders for well-known products and for package identification.

In an effort to provide more facilities for advertisers several private stations are extending their operating hours into the daytime period. CHCH-TV, Hamilton is beginning transmissions at 1.30 p.m. and hopes within the next year, conditions and sales, permitting, to extend it right back to 7 a.m.

CFPL-TV, London and CKSO-TV Sudbury both move back to a 2 p.m. starting time this month and CHSJ-TV, Saint John, N.B. and CKCK-TV Regina are slated for 3 p.m.

Here is the latest schedule of shows and sponsors booked for the CBC network:

SUNDAY:

6:30-7 p.m. *My Favorite Husband*, sponsored alternate weeks by International Silver, Toronto, and Simmons Mattress, Montreal.

7-7:30 p.m. *Our Miss Brooks*, General Foods Ltd., Toronto.
 8-9 p.m. *Toast of the Town*, Ford Motors of Canada, Windsor.
 9-9:30 p.m. *Four Star Playhouse*, Singer Sewing Machine Co., Toronto.
 9:30-10 p.m. *Show Time* (Canadian live), Canadian General Electric, Toronto.

MONDAY:

8-9 p.m. *Sid Caesar Show*, three weeks out of four, RCA-Victor Ltd., Montreal; Adams Chiclets, Toronto; one week in four NBC Spectacular 8-9:30 p.m. RCA-Victor Ltd., Montreal; Ford Motors of Canada, Windsor.
 9-9:30 p.m. *Dragnet*, three weeks in four, alternating, Elna Sewing Machines, Toronto, S. C. Johnson & Son, Brantford.
 9:30-10 p.m. *Mr. Show Business* (Canadian live), Bordens Ltd., Toronto.
 10-11 p.m. *Studio One*, Canadian Westinghouse, Hamilton.

TUESDAY:

7:30-7:45 p.m. *Dinah Shore Show*, General Motors of Canada, Oshawa.
 8-9 p.m. *Milton Berle Show*, two out of four, General Motors of Canada, Oshawa, and one out of four, *Martha Raye Show*, Hazel Bishop Ltd., Toronto; *Bob Hope Show*, General Foods Ltd., Toronto.
 9-9:30 p.m. *Town Hall* (Canadian live), Canada Packers Ltd., Toronto.
 9:30-10:30 p.m. *General Motors Theatre* (Canadian live), General Motors of Canada, Oshawa.

WEDNESDAY:

8:30-9 p.m. *Liberace*, alternate weeks, Robin Hood Mills, Toronto; John Inglis Co., Toronto.
 9-9:30 p.m. *Ford Theatre*, Ford Motors of Canada, Windsor.
 9:30-10 p.m. *On Stage* (Canadian live), Lever Bros., Toronto.

THURSDAY:

7:30-7:45 p.m. *Dinah Shore Show*, General Motors of Canada, Oshawa.
 8-8:30 p.m. *The Plouffe Family* (Canadian live), Imperial Tobacco Co., Montreal.
 9:30-10:30 p.m. *Kraft Theatre*, Kraft Food Ltd., Toronto.
 10:30-11 p.m. *Of All Things*, Crosley.

FRIDAY:

5-5:30 p.m. *Roy Rogers Show*, General Foods Ltd., Toronto.

8-8:30 p.m. *Red Buttons Show*, General Motors of Canada, Oshawa.
 8:30-9 p.m. *Sunshine Sketches*, Heinz Co. of Canada Ltd., Toronto, three weeks out of four. Wayne & Shuster one week out of four.
 9-9:30 p.m. *Frigidaire Show*, Frigidaire.
 9:30-10 p.m. *Dear Phoebe*, Campbell Soup Co., New Toronto.
 10-11 p.m. *Fights*, Gillette Safety Razor Co., Montreal.

SATURDAY:

1:55 p.m. to end. *Big Four Football* (Canadian live), National Carbon Co., Toronto (games in cities where there is a TV station, will be kinescoped and telecast the following day, 2 p.m. to end).
 5-5:30 p.m. *Wild Bill Hickok*, Kellogg's Ltd., London, Ont.
 7-7:30 p.m. *Holiday Ranch* (Canadian live), Canadian Canner's Ltd., Hamilton.
 8-9 p.m. *Jackie Gleason Show*, Schick Ltd., Toronto; Nestle Ltd., Toronto; Shaeffer Pen of Canada, Toronto.
 9-9:30 p.m. *CBC Playbill* (Canadian live), Procter & Gamble of Canada Toronto.
 9:30-10:45 p.m. *NHL Hockey* (Canadian live), Imperial Oil Ltd., Toronto.
 10:45-11 p.m. *Greatest Fights*, Canadian Home Products Ltd., Windsor.

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**TOP DOG
ON CANADA'S
WEST COAST**

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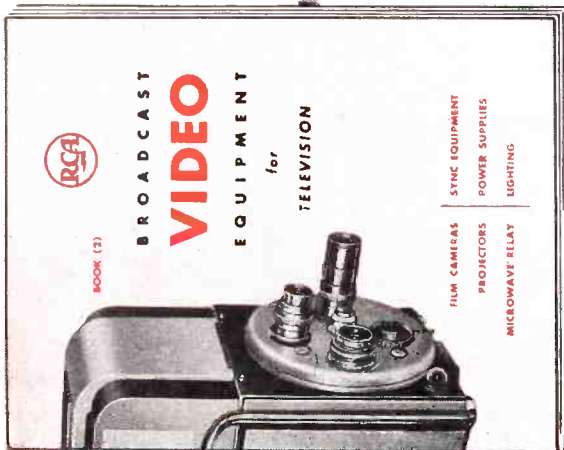
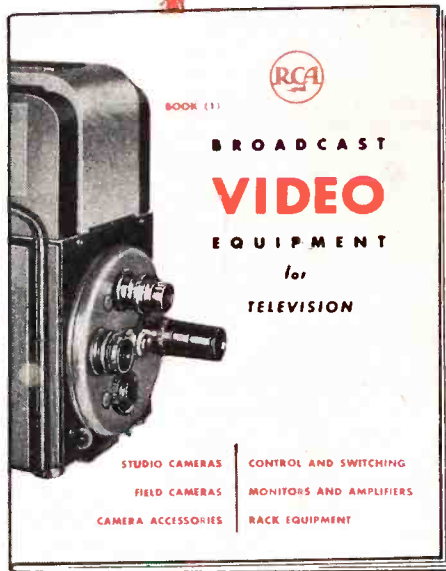
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Television Stations and Personnel Register

KEY

- | | | |
|------------------------|------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Women's Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

British Columbia

CBUT, VANCOUVER: E.R.P. 100 kw. on channel 2. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

Manitoba

CBWT, WINNIPEG: E.R.P. 52.5 kw. on channel 4. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

New Brunswick

CHSJ-TV, SAINT JOHN: E.R.P. 27.8 kw. on channel 4. CBC basic. (1) New Brunswick Broadcasting Co. Ltd. — (2) George A. Cromwell — (6) Earl McCaroon — (10) Jene Wood — (14) J. G. Bishop — (15) T. R. Dowling — (16 to 19) All-Canada TV.

Ontario

CHCH-TV, HAMILTON: E.R.P. 42.9 kw. on channel 11. CBC basic. (1) Niagara Television Ltd. — (2) Kenneth D. Soble — (3) S. J. Bibby — (4) J. R. Peters — (5) Thomas J. Sutton — (6) Russ Eastcott — (8) Dave Rogers — (14) William Jeynes — (16 to 19) All-Canada TV — (20) Adam Young.

CKCO-TV, KITCHENER: E.R.P. 16 kw. on channel 13. CBC basic. (1) Central Ontario Television Ltd. — (2) Eugene E. Fitzgibbons — (3) William D. McGregor — (5) Eugene E. Fitzgibbons — (8) Don Hildebrand — (9) George Raymond — (14) Alexander Day — (15) Kenneth Horn — (16 to 17) Jos. Hardy — (19) John N. Hunt & Assoc. — (20) Weed & Co.

CFPL-TV, LONDON: E.R.P. 117 kw. on channel 10. CBC basic. (1) London Free Press Printing Co. Ltd. — (2) Murray T. Brown — (3) Robert Reinhart — (5) Kevin Knight — (8) Ron Laidlaw — (10) Mary Ashwell — (11) Roy Jewell — (12) Dorothea Belcher — (14) Glen Robitaille — (15) Dale Duffield — (16 to 19) All-Canada TV — (20) Weed & Co.

CBOT, OTTAWA: E.R.P. 15 kw. on channel 4. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

CBLT, TORONTO: E.R.P. 25.65 kw. on channel 9. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

CKSO-TV, SUDBURY: E.R.P. 2 kw. on channel 5. CBC basic. (1) CKSO Radio Ltd. — (2) Wilf Woodill — (3) Don Martz — (5) Jim Boyd — (6) Don Martz — (9) Don Martz — (13) Jeannine Patry — (14) Jim McRea — (16 to 19) All-Canada TV — (20) Weed & Co.

Quebec

CBFT, MONTREAL: E.R.P. 15.7 kw. on channel 2. CBC (French) basic. Owned and operated by the Canadian Broadcasting Corporation.

CBMT, MONTREAL: E.R.P. 21.5 kw. on channel 6. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

CFQM-TV, QUEBEC: E.R.P. 92.3 kw. on channel 4. CBC (French) basic. (1) Télévision de Québec (Canada) Ltée. — (2) Ernest Miller — (3) Claude Garneau — (4) A. P. Fitzgibbons — (13) Miss S. Guinard — (14) Ernest Miller — (16 to 19) Jos. Hardy — (20) Weed & Co.

Saskatchewan

CKCK-TV, REGINA: E.R.P. 20 kw. on channel 2. (1) Trans-Canada Communications Ltd. — (2) Harold A. Crittenden — (4) Lloyd Westmoreland — (6) L. G. Glover — (8) Jim McLeod — (9) Lloyd J. Saunders — (10) Rita Spicer — (12) Bill Rees — (14) Ernest A. Strong — (15) Alex White — (16 to 19) All-Canada TV.

NOW UNDER CONSTRUCTION

Alberta

CHCT-TV, CALGARY: E.R.P. 10.9 kw. on channel 2. (2) John Battison — (16 to 19) All-Canada TV.

CFRN-TV, EDMONTON: E.R.P. 23.9 kw. on channel 3. (2) G. R. A. Rice — (5) Sidney Lancaster — (14) Frank Makepeace — (16 to 19) Radio Representatives.

New Brunswick

CKCW-TV, MONCTON: E.R.P. 5 kw. on channel 2. (1) Moncton Broadcasting Ltd. — (2) Fred A. Lynds — (5) Hubert Button.

Nova Scotia

CBHT, HALIFAX: E.R.P. 10 kw. on channel 3. Owned and operated by

the Canadian Broadcasting Corporation.

CJCB-TV, SYDNEY: E.R.P. 100 kw. on channel 4. (1) Cape Breton Broadcasters Ltd. — (2) J. Marven Nathanson — (6) Norris L. Nathanson — (14) Robert J. Norton — (16 to 19) All-Canada TV.

Ontario

CKWS-TV, KINGSTON: E.R.P. 99 kw. on channel 11. (1) Frontenac Broadcasting Co. Ltd. — (2) R. W. Hofstetter — (4) Harry Edgar — (6) William Luxton — (14) Bert Cobb — (16 to 19) All-Canada TV.

CHEX-TV, PETERBOROUGH: E.R.P. 102 kw. on channel 12. (1) Kawartha Broadcasting Co. Ltd. — (2) Don Lawrie — (16 to 19) All-Canada TV.

CFPA-TV, PORT ARTHUR: E.R.P. 5.10 kw. on channel 2. CBC basic. (1) Ralph H. Parker Ltd. — (2) Ralph H. Parker — (16 to 19) All-Canada TV — (20) Weed & Co.

CJIC-TV, SAULT STE. MARIE: E.R.P. 5.16 kw. on channel 2. (1) Hyland Radio-TV Ltd.

CKLW-TV, WINDSOR: E.R.P. 250 kw. on channel 9. (1) Western

Ontario Broadcasting Co. Ltd. — (2) J. E. Campeau — (4) R. J. Johnston — (5) S. C. Ritchie — (14) W. J. Carter — (16 to 19) All-Canada TV — (20) Adam J. Young Jr.

Quebec

CJBR-TV, RIMOUSKI: E.R.P. 32.5 kw. on channel 3 (French). (1) Lower St. Lawrence Radio Inc. — (2) André Lecomte — (6) Francois Raymond — (16 to 19) Horace N. Stovin & Co. — (20) Adam J. Young Jr.

CHLT-TV, SHERBROOKE: E.R.P. 27 kw. on channel 7. (French).

Saskatchewan

CFQC-TV, SASKATOON: E.R.P. 35.8 kw. on Channel 8. (2) Blaire Nelson — (3) Vernon Dallin — (5) Walter Romanow — (8) Godfrey Hudson — (14) Lyn Hoskins — (16 to 19) Radio Representatives.

THIS LITTLE AD. BRINGS US MANY CUSTOMERS
OUR WRITING SERVICE KEEPS THEM WITH US

Walter A. Dales
907 KEEFER BUILDING
UN 6-7105 MONTREAL



Canadian Advertising Agency
LIMITED

MONTREAL-TORONTO-VANCOUVER

SUN LIFE BUILDING • MONTREAL 2 • TELEPHONE UN-6-7711

August 12th, 1954.

Radio Station CFRN,
EDMONTON, Alta.

ATTENTION: Mr. Hopps

Dear Mr. Hopps:

It has come to our attention that you have arranged two publicity spots for B.C. Cherries on Woodward's daily "In the Woman's World" program.

It is gratifying to receive such assistance and on behalf of B.C. Tree Fruits Limited and ourselves, I would like to thank you very much for your interest.

May I take this opportunity to welcome you to the "B.C. Fruit" network of stations.

Yours very truly,

K. L. Johnson
K. L. Johnson.

KLJ/me

Another reason why it's

CFRN

IN EDMONTON

RADIO REPRESENTATIVES LTD.

Montreal - Toronto - Winnipeg - Vancouver

In Victoria

CKDA

Most Listened to (Elliott-Haynes)

this is ...

IMPACT

in a RICH CANADIAN
PRIMARY MARKET

by actual survey made May, 1954

COVERAGE AREA

	GREATER LONDON	plus A & B	BONUS
No. of Homes	29,728	147,575	98,501
No. of Sets	9,879	47,038	33,589
% of sets tuned to CFPL-TV	95.9%	77.2%	19.38%

VIEWING HABITS OF CFPL-TV AUDIENCE

Sets are turned on:

	GREATER LONDON	plus A & B	BONUS
before 6 p.m.	5,872	25,447	10,872
between 6 - 7 p.m.	1,763	9,124	8,656
after 7 p.m.	2,163	12,374	14,057

Sets are turned off:

	GREATER LONDON	plus A & B	BONUS
before 11 p.m.	1,823	9,184	8,135
at 11 p.m.	1,407	11,280	11,094
at sign off	5,792	24,215	14,352

"Sign Off" on CFPL is 12:30 a.m. approximately.

FOR COPY OF COMPLETE SURVEY CONTACT ALL-CANADA TELEVISION

IN U.S.A. WEEB & COMPANY



Quebec May Enforce TV Censorship

Montreal — The Quebec Provincial Government is studying the problem of applying censorship to television films and live programs.

This was stated by Prime Minister Maurice Duplessis when he recalled that a law providing censorship of Television films and programs by the Quebec Cinema Censorship Board was already on the statute book. It was enacted during the 1952-53 session of the Quebec Legislature, but has not yet been enforced.

The Cinema Censorship Board now censors all films shown in Quebec motion picture theatres.

ABUSES

Supporting his statement Mr. Duplessis said "there have been abuses in certain films presented on television" but he did not say what the abuses were nor did he name the films in which they occurred.

Speaking of the "good results" already being obtained in the campaign against obscene films and literature he said "unfortunately some people are always trying to find ways of circumventing the law. We are trying to put an end to abuses wherever they exist and it is in the interest of everyone to co-operate in this task".

New Station Rates

The CBC has announced the Class A network rates of three private TV stations, to be added to their network on October 1st.

They are:

CKWS-TV, Kingston, Ont. \$190.00 per hour. Interconnection charges, when microwave connection becomes available on October 1st, will be Toronto-Kingston \$105.00 per hour, Toronto - Kingston - Ottawa - Montreal \$180.00 per hour.

CFQC-TV, Saskatoon, Sask. \$160.00 per hour.

CHCT-TV, Calgary, Alta. \$160.00 per hour.

Both the last two stations will be non-interconnected.

All rates are subject to frequency and regional discounts as per network rate card No. 6.

Midget TV Camera Produced in U.K.

London, England — An extremely light television camera has been produced in the United Kingdom. Exhibited at the annual British Radio and TV Show, it weighs only eight and a half pounds and is small enough to be placed in positions inaccessible to human observers.

Designed primarily for industrial purposes, it possesses adequate sensitivity to normal industrial lighting. This midget camera can be put to a multitude of uses from examining prototype jet aero-engines to a simultaneous facsimile transmission of blueprints and documents from one factory to another, claim its producers.

Agency Changes

Douglas P. Loney has joined the Toronto office of Ronalds Advertising Agency as Manager of the Radio and TV Department. He comes to Ronalds with a broad background of experience in both agency and station service.

D. Ernest Allen has been promoted to the roll of account executive. He was previously the manager of the radio and TV department.

TV & Radio Network Investigation

Washington — The Senate Commerce Committee has decided to go ahead with a full-scale study of the need for legislation to place under Federal control the radio and TV networks.

They're Safer than Money



**CANADIAN
PACIFIC
EXPRESS
TRAVELLERS
CHEQUES**

OBTAINABLE FROM ALL CANADIAN PACIFIC AGENTS AND MOST BANKS

Tom Briggs'

LETTER FROM PARIS

WITH the French people, it isn't a case of them missing what they have never had, when they are reported from time to time to be in favor of a little more — well, let's call it "commercialism" — in their radio and television. They had commercial radio once and they can get a bit now. And if all the economic factors keep pushing in the same direction, they may, like the English, get a bit more.

For years before the last war French radio was operated under a dual system of state and private group participation, and overall control was held by the government. This system seemed to get the approval of listeners at the time. But when the Germans occupied part of the country and terrorized the rest, private broadcasting became a thing of the past, a wartime casualty which has never recovered.

The reasons that the former system was not revived after 1945 can be easily guessed: a growing bureaucracy on the one hand, and the dispersal of the original radio companies and lack of other capital on the other.

FROM ALL DIRECTIONS

This leaves the average French radio listener of today — and there are about eight million of them — listening to any of three government networks, or the great French-language transmissions of Radio Luxembourg, or possibly any of a number of other radio services emanating from all over Europe in a dozen languages.

Radio Luxembourg, beaming forth powerfully on both long- and short-wave, brings to most French listeners a high-quality broadcast service and attracts them in such numbers (although there are no concrete statistics) that officials of "Radiodiffusion Francaise" are as alarmed and embarrassed over their problem as the men of the BBC are over Radio Luxembourg in English. (See C B & T, Martin Taylor's London Close-Up, August 4th, 1954.)

Radiodiffusion Francaise, or RDF, operates 53 transmitters throughout the country, linked together into three national networks — *Chaine Nationale*, *Chaine Parisienne* and *Paris Inter*. All of them, and Luxembourg too, get on the air before 7 a.m. and continue until close to midnight. And even though there is a certain amount of program interchange between the networks, RDF has to struggle hard to turn out one service as appealing as Luxembourg; three is a little too much. Incidentally, these RDF networks are not rated on an intellectual basis as is the case with the BBC in England.

INDIVIDUALIST

Then there is the little matter, internationally controversial wherever it is practised, of the annual license tax on radio receivers in France. RDF is financed by these and government grants. The latter, as usual, is more relied upon.

The Frenchman is an individualist, or tries to be, and he refuses to accept taxes with the same sense of inevitability with which he regards

death. This, plus all the other difficulties inherent in a radio tax, make collections in France a fascinating but highly unprofitable game that the government plays with the citizenry each year.

And that brings us back to another method of paying the bills—commercial. Fifteen years is a long time for Francois to remember what French commercial radio was like. But he likes Luxembourg. And besides, his sense of good taste isn't shaken

by the idea of commercialism. On the contrary, Francois is a very commercial fellow, and even if a few things on radio might jolt him a bit, he can turn it off, but he has saved himself 1,450 francs (\$4.50).

This argument of being able to turn off what is uninteresting is a very convincing one with Francois; there is probably nothing he likes better than switching off his expensive little radio (\$50.00 min. for mantel models), and asserting his right as an individual. But that is as far as it goes.

Francois will find it difficult to get worked up for more than a moment over this mechanical contrivance. He doesn't associate it with the govern-

ment, which he doesn't worry much about anyway, and he seldom pays the license tax, "so what is all the fuss about; let's get back to more important things like wine and politics!"

So it would seem that everything is wonderful in French radio. But costs keep going up, and in this period of political reform and trimmed budgets, it is just possible that the stage may be set for the return of a limited amount of commercialism to French radio.

WANTED STUDIO ENGINEER

We need a good, qualified studio engineer. Apply in writing, giving qualifications, experience, when available and salary expected. Apply to Chief Engineer, CKDA, Victoria, B.C.

We Have Selling Power...

Producing maximum results for our advertisers.

When a charitable appeal draws 32,467 contributions, we know we have a large, responsive audience; when these donors range from Barachois, Gaspé, to Sydney, Cape Breton, from Ship Harbour, Halifax Co., to Port Saunders, Sub-division 9, Newfoundland, we know we have extensive coverage.

In 11 years we have built our loyal following through careful programming; by presenting local features, entertainment and educational, with definite appeal to the various ethnic and economic groups in the region.

Combine our listenership and coverage with our low rates and you have effective selling power at low cost.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

CJFX

Representatives

Can. — Paul Mulvihill & Co.

U.S.A. — Adam J. Young Jr., Inc.

ANTIGONISH, N.S.

5,000 Watts

580 Kcs.

A BIGGER AND A BRIGHTER YEAR

Building goes on at a great rate in this NON-BOOM city. 1953 hit the four million mark. 1954 started with a three million dollar expansion order for BURNS & COMPANY Plant and the SICKS BREWERY.

Don't miss this expanding market. Add CKBI to your 1954 Campaigns.

CKBI

PRINCE ALBERT
SASKATCHEWAN

5000 WATTS

BBM Replies To Critics Of Annual Survey

AT the annual meeting of the Bureau of Broadcast Measurement held in Quebec, last March, an elaborate film presentation, sponsored by ten radio stations and prepared for them by Elliott-Haynes Ltd., was shown to delegates (C.B. & T. April 7th). The presentation, titled *An Evaluation Of The Mail Balloting Technique*, was designed to show the weaknesses in the BBM survey technique.

The BBM has now come back with a broadside answer to the allegations set out in that Evaluation. Prepared by its new Research and Development Director, Clyde H. McDonald, it makes a point-by-point reply to the Evaluation. We print in full, below, the official summary of its report and, as a memory refresher, we set each answer side-by-side with the original allegation to which it refers.

The statements made in the BBM official summary are supported by a long technical treatise, complete with graphs and algebraic equations.

In an introduction to the BBM report Charles J. Follett, Executive Secretary, writes:

"After detailed appraisal of method and results, and after consultation with other research authorities, we find that the 'Evaluation' is lacking in both method and accuracy of conclusions drawn. As a result, the critical study provides no reliable evidence of weakness in BBM techniques.

"While we are anxious to adopt refinements to BBM methods, we feel

that this critical study confuses and misleads rather than gives positive direction to improvement of radio coverage data.

"BBM's Board of Directors has approved the attached report on

the 'Evaluation' for release to the industry. It is hoped that the evidence presented will show clearly that criticisms of BBM methods and results as they appear in the study are largely unfounded.

"Reliable studies with approved techniques have been on the BBM planning board for some time. As results of these studies become available, we shall keep our members fully informed."

The Charge

The Answer

Is The BBM Sample Adequate?

Quoting the BBM "General Specifications for 1954 Survey" the Evaluation points out that the total size of the sample will be 100,000 ballots, designed to measure a total of 595 separate "cells", representing an average of approximately 170 mailed ballots per cell.

With an anticipated 50 per cent to 60 per cent return, adds the Evaluation, "it is expected that final returns will be based on samples of approximately 85 to 100 ballots.

"How accurate or how reliable can samples of 85 to 100 ballots be, in determining the coverage patterns of all stations heard in any given area?"

Taking their own ballot of Greater Toronto and Durham County (a metropolitan and a rural area, 500 ordinary ballots and 150 ballots with check-lists of stations being mailed in each) the Evaluators selected 20 random groups of 50 ballots from the returns. Then took 20 random groups each of 75, 100, 125, 150, 175 and 200.

They found that one sample of 50 ballots might show a station with as low a BBM as 50.0 while another might show the same station with as high a BBM as 66.0

"On the average such a station should have a BBM of approximately 58.0 so that any readings with samples of 50's can vary 8 percentage points on either side of the mean reading," claims the Evaluation.

On this basis the Evaluation gives the average variations for samples of 75 as 6.8 per cent either way and samples of 100 5.2 per cent either way. With samples of 200 the average variations were 2.0 per cent either way.

Taking its estimated BBM average sample of 85 to 100 the Evaluation claims that BBM statistics have a margin of errors of plus or minus 5 to 6 percentage points and adds "No station can claim superiority over other stations in the same area unless

(a) Analyzing BBM sampling error on the basis of "average" returns of 85 to 100 ballots is not too useful. The BBM sample is proportionate to the population of each county or city area for which coverage is reported. Therefore, the sample error for each size of cell will be different.

The Evaluation leaves also the mistaken impression that BBM Toronto coverage data may be represented by 85 to 100 ballots.

(b) The Evaluation tells us that BBM statistics are subject to an error of 5 to 6 per cent. This conclusion is open to question on 2 counts. First, the method of calculating "average variation" and the term itself are somewhat dubious. There are established techniques available for this purpose which unfortunately were not used. Secondly, there is no single error as is stated, but a range of error depending on the number of ballots used in each county or city.

BBM standard error ranges from plus or minus 7 per cent to as low as plus or minus 1.2 per cent in some of the cells with high population. BBM 1954 Survey specifications have already been determined and will be published as a range of error plus or minus 7 per cent to plus or minus 1.2 per cent.

(c) Curiously enough, the evaluation neglects to tell us what error is involved in the sample used for its results. On investigation, we have found that the error in the Evaluation study for Toronto results is considerably higher than 1952 BBM Survey data. In fact for check-list results recorded in the Evaluation, standard error is about three times BBM error in the same area.

(d) It is not correct to say that "the BBM sample should be approximately doubled" to reduce sampling error from 5 to 6 per cent down to 2 to 3 per cent. In fact a sample of 100 ballots with a standard error of plus or minus 5 per cent on a BBM of 50 per cent in any area would have to be raised to 400 to reduce error to 2.5 per cent. This is a

Looking for RESULTS?



Three years ago, a local manufacturer of cookies (and good cookies, too) bought a five minute program featuring the funny side of the news and a small contest with a daily jackpot of \$5 that grew every time the selected letter contained the wrong answer to the mystery person. Originally purchased for thirteen weeks, the program is now starting its fourth year. In one year, an average of over 1100 letters was received each week . . .



It's Results
that count!

CKCK REGINA

Representatives: All-Canada Radio Facilities

The Charge

its' coverage index is more than 10 to 12 percentage points above the others."

Conclusion. "The BBM sample is inadequate to meet the statistical margins of accuracy as indicated in BBM specifications. In order to meet these specifications the BBM sample should be approximately doubled."

Comparison of Characteristics: Respondents vs. Non-Respondents

Conducting personal interviews with both families which answered their ballot and those which did not, the Evaluators found that, compared with non-respondents, those answering the ballot were predominantly in the middle and upper income groups with disproportionate representation from the lower income level.

While mail ballot respondents showed a higher degree of car ownership they fell considerably below the non-co-operative families in the percentage of cars equipped with radios.

Telephone ownership was high among ballot respondents, relatively low among the other group. TV set ownership was lower among respondents than non-respondents.

The Evaluation claims that the differences in the characteristics of the two groups appeared to dissolve at levels between 80 per cent and 85 per cent.

Conclusion. "A return of approximately 50 per cent to 60 per cent of BBM's original mailing does not assure an accurate cross-section of the area under study. A minimum return of 80 per cent appears to be necessary in order to assure accurate cross-sectioning."

Does The Ballot Reflect Total Family Listening?

On personally interviewing ballot respondents the Evaluators found that 35 per cent of the ballots were filled in by the male head-of-the-house, 44 per cent by the female head-of-the-house, 11 per cent by adult son or daughter, and 10 per cent by other adults.

It was also found that in 37 per cent of the families no other person was consulted about the ballot, and that full family consultation was found in only 14 per cent of the cases. It was also noted that 90.9 per cent of respondents had in mind in-home listening only.

Conclusion: There is a strong indication that the ballot, as presently designed, does not elicit complete family listening. Some device to include auto and out-of-home listening in the coverage measurement might also be considered.

The Answer

matter of elementary statistical reasoning.

- (e) Finally, sample adequacy is not only a matter of the number of ballots returned, as is assumed by the Evaluation. It depends on the randomness of the sample, number of cases, cost relationship and the precision required by those who use the data.

- (a) The writers of the Evaluation have fallen into a familiar statistical snare by assuming that if your sample is balanced for some things such as income, etc., it is unbiased for the characteristic you are measuring.

This is, unfortunately, a frequent error in interpretation of research results. What you must do is demonstrate that these attributes, income and ownership of various items, are related to radio station listening if such comparisons are to be significant.

- (b) In tackling this problem of non-response bias, no evidence is produced in the study that these attributes, such as income level, auto ownership (with or without radio), telephone ownership and television ownership are related in any way to station listening.

- (c) Even if we accept the unsupportable assumption that income and ownership of autos, television, etc., are related to station listening, no measures of reliability of the differences between the characteristics are shown or taken into account in this critical study.

- (d) The critical study falls into a further familiar error by assuming that the percentage response is a measure of bias. Conceivably we could have an unbiased sample with 10 per cent returns. It is not the number of returns but their representativeness in terms of radio listening that is vital.

Also we have evidence from the Politz study that 50 to 60 per cent response produces unbiased returns for radio station listening. Similarly the 80 per cent figure quoted is probably *a priori* rather than empirical.

- (a) Once again, this is a very important question, but unfortunately, it has not been made clear that the wording and appearance of the questionnaire form used in the critical study are very different from the actual BBM form. Therefore, we cannot generalize from the results of this study to BBM results.

- (b) However, if we accept the results as being roughly comparable, it is relatively encouraging to see that two or more persons were consulted in two returns of three.

BBM will study, in the near future, the implications of family listening, and in particular the impact of out-of-home (including auto) and out-of-living room listening.

(Continued on page 20)



HUNTING

for something?

IF YOUR'E GUNNING
for Greater Sales in the
Saskatchewan Market,
THEN LET US LOAD YOUR GUN !

OUR AMMUNITION — a large portion of urban and rural Saskatchewan. . .

- served with 5,000 watts from the 600 spot. . .
- loaded with good listening, and lots of selling power!

NO DECOYS NECESSARY — just see our reps!

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



THE RADIO HUB OF SASKATCHEWAN



CJBR 5000 WATTS

A Weekly BBM of 74,310

gives

CJBR

RIMOUSKI

The Largest French-Language Potential Coverage in Canada after Montreal and Quebec City

5000 WATTS ON 900 KCS.
Supplementary to the French Network

CJBR

RIMOUSKI

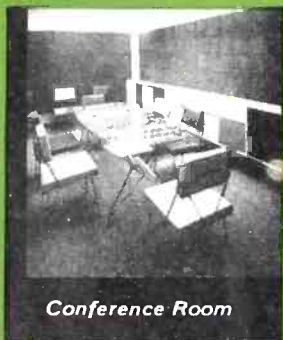
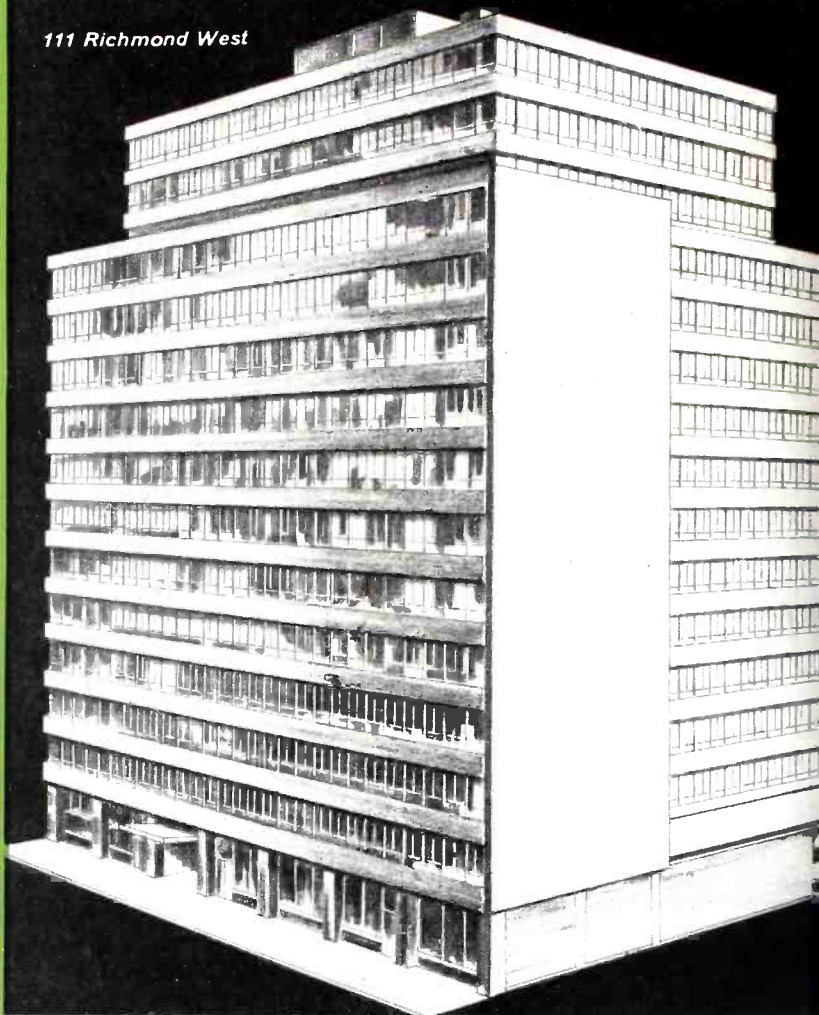
Ask
HORACE STOVIN IN CANADA
ADAM J. YOUNG IN THE U.S.A.

ANOTHER PROVEN STOVIN STATION

and on the air in November

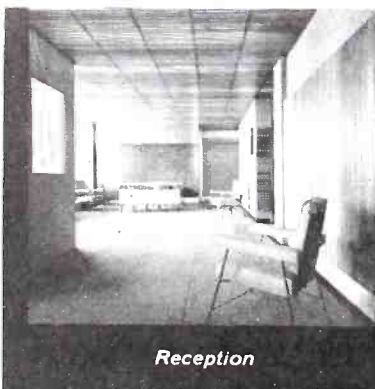
CJBR-TV

111 Richmond West

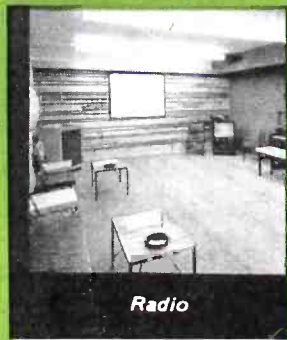


Conference Room

We've made a



Reception



Radio

This is really a little piece to thank our clients for so much trouble they've put us to. Fact is, MacLaren clients have a nice habit of increasing their advertising. They do this because they find it pays. Another fact is that every now and then new clients appoint MacLaren's to direct their advertising. They do this because they've heard it pays.

All this means more work for us; and more work calls for more people. It's no mean chore to find the kind of people who can turn out the good, solid advertising that MacLaren clients expect.

But we find them. Then we have to find a place to put them. For years our Toronto office has been adding new floors, opening annexes and doubling-up folks in offices. Then we said, "enough."

Now we're all together again under one brand new roof at 111 Richmond West. It's a shiny new building with lots of colour and light; with many new facilities, some of them unique. Very nice, indeed: but all this we don't take too seriously. For good advertising, as we've said before, depends on good people, not on good offices.

Our people we do take seriously. With 240 good advertising people under one roof, we are Toronto's largest advertising agency. In our Montreal office and our four branch offices, business and staff have also been growing. It's a big job to direct the efforts of all these people and that is why we took the occasion of our recent move to strengthen our executive. You'll see the details across the page.

These new changes will help us to do a still better job for our clients: those clients we started out to thank. So, despite all these problems, now happily solved, we offer a sincere thank you to those who made them for us.



J. A. MacLAREN *President*



E. V. RECHNITZER
*Senior Vice-President
and Director*



JAMES FERRES
*Vice-President
and Managing Director*



M. D. MacMAHON
Treasurer and Director

changes ...



BROOKER
President



C. E. BROWN
Vice-President



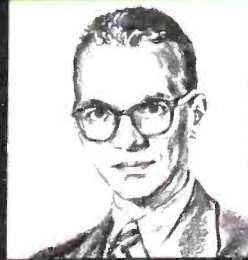
F. P. GILL
Vice-President



W. F. HARRISON
Vice-President



SCOTT STOCKWELL
Vice-President



F. H. HORLER
*Assistant Manager
and Director of
Radio and Television*



D. C. LINTON
*Assistant Manager
and
Director of Media*



G. G. SINCLAIR
*Assistant Manager
and Director of
Creative Services*

Maclaren advertising co. limited

TORONTO MONTREAL VANCOUVER WINNIPEG OTTAWA LONDON, ENG.



**You Can Only
SELL to The People
Who can BUY!**

And the people in the Yorkton Area have the money . . . For more than a decade farmers in the Yorkton area have *always* had a good crop. Likewise, this district has one of the highest incomes in Western Canada. When you advertise on CJGX Yorkton, you reach the people who can buy — want to buy!

CJGX

YORKTON
Saskatchewan

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



BIG NEWS KINGSTON CKWS-TV

GOES ON THE AIR OCTOBER 15th, 1954

BE FIRST IN

THIS ENTHUSIASTIC MARKET!

Cash in on Eastern Ontario's pent-up television enthusiasm when CKWS-TV Kingston goes on the air October 15th. CKWS-TV is the sure way to capture the rich purchasing power of Kingston and surrounding districts . . . a fast, positive way to expand your product sales.

ACT NOW!
REQUEST AVAILABILITIES

CKWS-TV
KINGSTON

Reps.
All-Canada Television in Canada
Weed & Co. in U.S.A.

Cont'd

BBM REPLIES TO CRITICS

The Charge

The Answer

Relationship Between Ballot Listening Date And Data Obtained Via Personal Interviews

In an effort to find if there was any relationship between a station's BBM index and the actual amount of listening which a family does throughout a week, the Evaluators compared the coverage indices of six Toronto stations with the results of listening diaries taken by personal interview with every member of the household.

Taking Station A with a BBM index of 71.0 as their base, they declare that the index of 61.1 for Station B should have been 47.6, an inflation of 28.4 per cent. Station C's index of 41.2 should have been 28.0, an inflation of 47.1 per cent. The figures for Station D were 51.2 and 27.2, inflation of 88.2 per cent; Station E 30.9 and 17.9, inflation of 72.6 per cent; Station F 17.6 and 6.7, inflation of 162.7 per cent.

From this they deduced that there is no constant relationship between coverage and the actual amount of listening and the Evaluation comments: "Thus, it is theoretically possible for a station with an unusually popular program on a once-a-day or once-a-week basis, to obtain a disproportionately higher BBM than another station which is listened to more often and longer throughout the day or throughout the week.

(a) The Evaluation makes the statement: "there is no constant relationship between coverage as reported via the ballot, and the actual amount of listening to individual stations".

The data actually show a close correlation between these two dimensions of the radio audience, to the point that, if the figures could be substantiated, we could predict hours of listening to various stations within areas, from BBM results and vice versa.

(b) This same finding is corroborated, in part at least, by the Greene and Robinson (1947) study (NBC and Columbia University) which finds high correlation between "listening at least once a week" — roughly corresponding to BBM — and "share of time". This study shows that "share of time" can be accurately predicted from the "most listening" and "listening at least once a week", similar to our statement in the above comment.

(c) Therefore, it would appear that the statement "it is theoretically possible for a station with an unusually popular program . . . etc." is not supported by the figures themselves. It would appear probable that despite unusually popular programs on one station or another — BBM figures are not distorted to any great extent.

(d) Again the lack of thorough analysis and questionable manipulation of percentages casts doubt on the Evaluation study.

Use Of Check-List

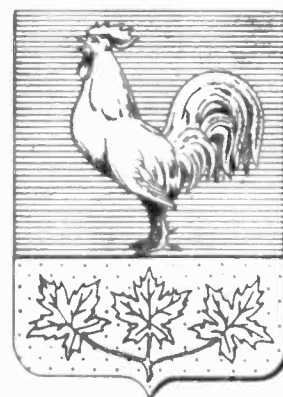
The Evaluation claims that "it is a reasonable assumption that the respondent, in filling out the details on a mail ballot, is inclined to list the more popular, longer established and better publicized stations, and may possibly devote less thought and attention to the smaller stations.

"It may also be assumed that local stations inherit a greater share of the

In BBM, the use of a check-list has been under discussion for some time. There would be undoubted advantages in efficiency of processing returns, but a new survey with check-list ballots would not be comparable to previous surveys.

Before such a basic change in method is adopted, then, BBM must have clear, undisputed evidence that

CHFA



JE CROIS ET JE CHANTE

The West's "Most
Progressive French
Radio Voice"

serves

EDMONTON

and

NORTHERN ALBERTA
effectively!

680 KC.

La Voix Francaise
De l'Alberta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

The Charge

respondent's attention than do the outside stations."

This, according to the Evaluation, brings up the question of the possible use of a check-list of stations to be inserted with the mail ballot, as a help and guide to the respondent in filling in the ballot.

In an effort to measure what the effect of such a check-list would be the Evaluators, in the special mailing of 150 ballots each to the Greater Toronto and Durham County areas, enclosed a check-list of stations heard within each area.

The results so produced, the Evaluators considered, were not necessarily conclusive but rather indicative of a trend.

Ballots returned from the Greater Toronto area showed that the inclusion of a check-list increased the daytime coverage indices for the six Toronto stations by 3.8 to 66.0 per cent and the indices for three "outside" stations (Hamilton and St. Catharines) by 130.1 to 215.2 per cent.

Evening indices for the Toronto stations were increased by 5.1 to 32 per cent and for "outside" stations by 151.2 to 264.6 per cent.

Their findings for Durham County followed a similar trend but the increases were not so large, especially in the case of the "outside" stations.

From these figures the Evaluators deduced that the inclusion of a check-list had the effect of increasing coverage indices, on the average, by approximately 22 per cent.

"All or part of this increase may be considered inflationary," declare the Evaluators. "What becomes cause for concern, however, is that the use of the check-list does not increase the coverage indices of all stations in the same proportions."

They give as examples a popular, well-established and highly publicized Toronto station which showed an increase of 4 per cent on both daytime and evening indices, as compared with the 66 per cent increase for a Toronto station which has been established a relatively short time.

Conclusion: While the check-list has little effect on the coverage indices of the higher-rated stations within their home markets, it does affect their coverage in the areas outside their home markets. The greatest effect, however, is observed in the coverage indices of smaller stations in home markets and some outside stations.

The Answer

it will improve radio coverage data and retain maximum reliability of the studies. As to whether the conclusions drawn in the Evaluation will help us decide this question, these points are apropos:

(a) The study shows no tests of error of the coverage figures and of the differences between them. Unfortunately the per cent increase method produces spurious figures which confuse the issue rather than clarify it. Therefore readers of the report are unaware of the statistical errors to which the coverage figures of the Evaluation are subject.

(b) There is a very high degree of correlation (.95) between check-list and non-check-list station coverage percentages in the two areas tested. The degree of association is sufficient to be able to predict within a few percentage points the coverage which would be obtained with a check-list from the non-check-list group.

This high degree of relationship would also tell us that there is little change in relative position of the stations in their coverage as a percentage of radio homes if a checklist were employed.

(c) Most important of all, however, this relationship tends to dispute the statement "... what becomes cause for concern, however, is that the use of the check-list does not increase the coverage index of all stations in the same proportions".

Actually, what has been shown is that in a specified city or county a high coverage percentage increases less with check-list than a low coverage percentage. However, when applied to station coverage as a whole, the high linear correlation means that theoretically the total coverage of small stations will be increased in roughly the same proportion as major stations.

For example, if Station "X" gains from 100,000 to 125,000 total BBM, then Station "Y" will gain 25 per cent from 1,000,000 to 1,250,000 total BBM (plus or minus the usual unavoidable sampling error).

In practice, there will be many factors which may cause variations, principally the spillover of major station coverage in the U.S. These can be revealed by a broad-scale research project.

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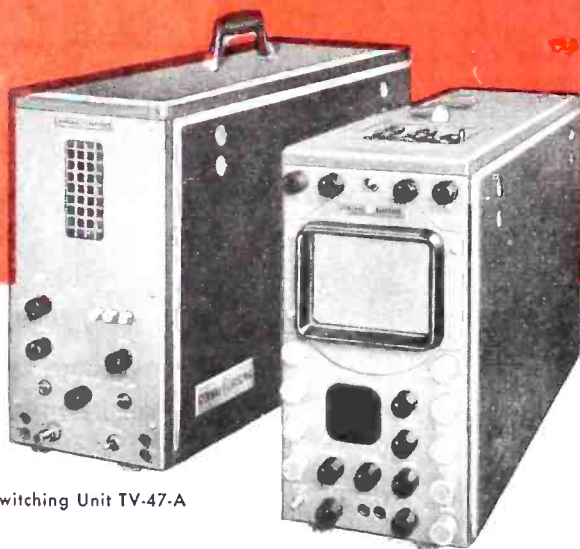
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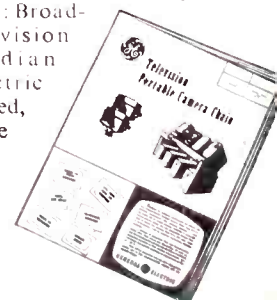
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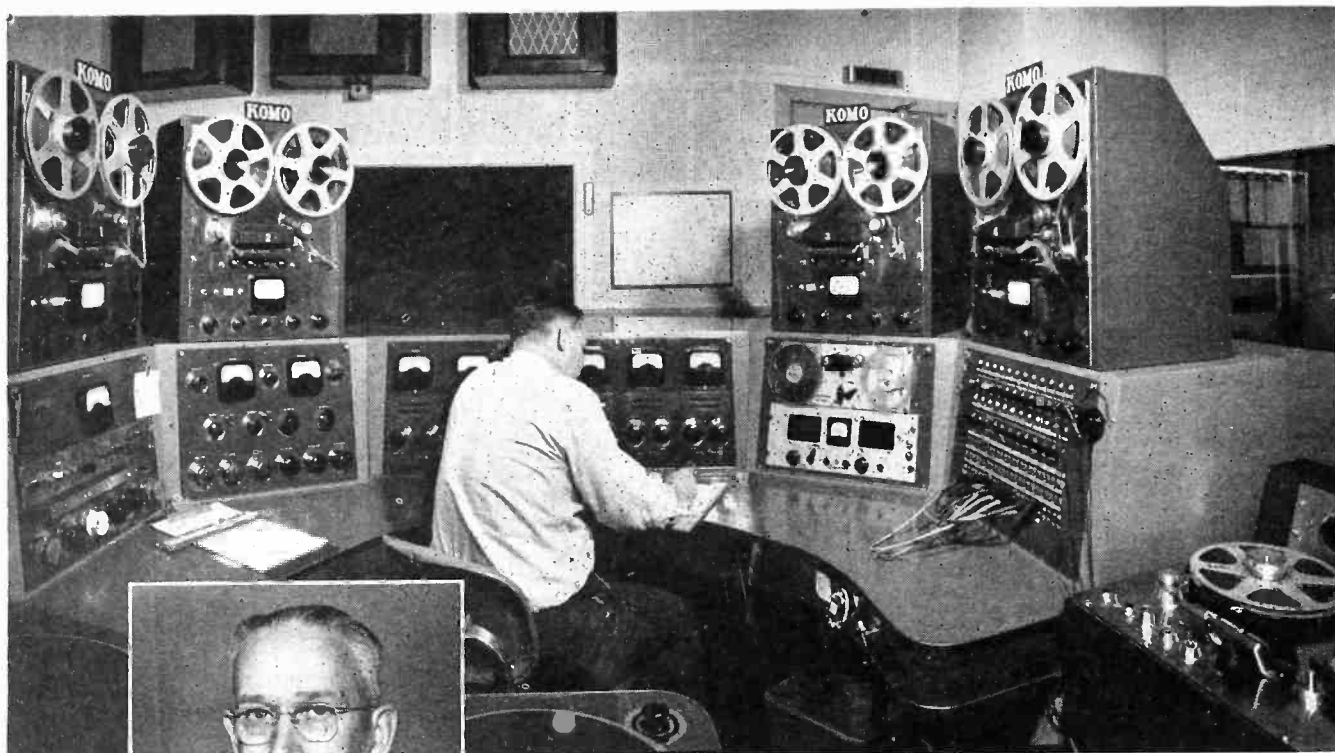
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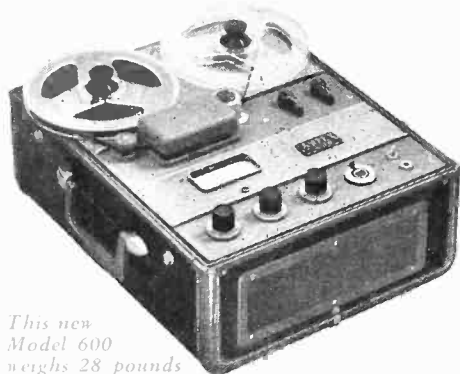
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DATELINE — SASKATOON

WHEN you approach Saskatoon's business section from the Nutana side at night, you see a gargantuan red sign that spells out the call letters of the city's community station — CKOM. The broadcasting station that was once a babe-in-arms is now a strapping young lad, relatively speaking.

CKOM has made strides because of its community service, its strong sports emphasis, and the modern-as-tomorrow equipment designed by one of Canada's up-and-coming radio engineers, Bill Forst.

Bob Hosie, CKOM's owner-manager, began broadcasting adventures on June 8th, 1951, opening day for Saskatoon's second station. Hosie owns the Empire Hotel in which CKOM studios are located; he has several out-of-town businesses and a garage; yet he finds time for all manner of active outdoor sports.

VIGOR AND INTEREST

Whether Bob Hosie assists in planning a float for the Saskatoon Exhibition or arranging a staff barbecue (for, not of the staff) there is vigor and interest in the job at hand.

One of the most outstanding men on Hosie's staff is chief engineer Bill Forst, a bright 28-year old, who seems to have been born under a lucky star. Bill, an Alberta boy, built the CJDC Dawson Creek, B.C. station when he was 21. In his first full-fledged engineering job an Old Timers' Association Cabin was converted into studios.

That was in 1947. Two years later in 1949, remote control ideas which he played around with at CJDC were used more extensively in establishing CKRD Red Deer's set-up. And in 1951, after coming to CKOM Saskatoon, Bill was the first man in Canada to receive approval for remote control equipment he developed.

ENGINEERING AWARD

Then the race began. Companies got on the band-wagon manufacturing equipment. Forst's contribution however, was noticed, and officially recognized when he received the Colonel Keith Rogers Memorial Engineering Award, given for outstanding service to the broadcasting industry in Canada, in recognition of his pioneering efforts of unattended operation of broadcast transmitters. If you remember, CB & T mentioned this award in the CAB, Quebec City, convention stories last spring.

When visiting Saskaberrybush, I happened to remember the honor Bill had received, and, being blessed with that provoking thing called female curiosity, I phone Bill to see if I could have a look at this remote control equipment. Be assured that what I know about transmitter operation is what Bill told me, so I can only give you a totally objective, child-like report.

The building in which this immaculate equipment is housed is a squat brick place, right in the middle of a prairie wheat field. The interior decorating is carefully executed, monochromatic grey and deep pink predominating.

MAZE OF TUBES

The remote control units struck me as looking like a series of burglar-proof bank vaults. But do

not be deceived! Inside one sees a maze of tubes, filaments (or what-

By HELEN CRAIG

you-call-ems), wires, and Technicolor knobs. It's a 500 watt unit, one of the most modern in Canada. And the whole building, and the equipment, is so clean and tidy that one would think Old Lady Dutch herself had taken up permanent residence.

Besides constantly developing engineering ideas for broadcasting, Bill has taken remote control beyond the boundary of radio into industry. He is in a position to design and supply custom-built supervisory remote control for any application.

Just recently Forst designed a system of remote control and telemetering for the city of Moose Jaw water works. The system will begin in mid-October and from Buffalo Pound Lake, twelve miles from Moose Jaw, the Forst method opens and closes required valves (and indicates whether or not they're open or closed). All this control activity and indication is done remotely. Also, the

all-radio wireless system checks, records, indicates water levels in Moose Jaw reservoirs.

It is little wonder that young Bill's young wife, Julie, is a competent radio operator herself, does tape recorder demonstrations, and attends to secretarial work for Mr. F. Julie's true femininity appears, though, in interior decoration (she did the attractive transmitter interior) and in imaginative cooking.

I would like to know if many CKOM listeners, who enjoy Art Henderson's sports shows, Arnold Stilling's news commentaries, and the varied radio diet of women's and kid's shows, music, and community news programs, realize that behind the scenes the work of an unsung engineering pioneer provides for broadcast efficiency. (That is, unsung as far as most Saskatonians are concerned).

It will be interesting to watch Bill Forst's engineering imagination bear further fruit. The theme for this quiet-mannered fellow's future might well be, "The sky's the limit".

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Among the diversified, steadily employed wage earners of London, 3,320 families are dependent on these three industries. Each family has one thing in common, a high effective buying power!



Among all London families, one common factor stands out. Their steady listening habits with regards to CFPL-Radio, is a potent medium for an advertising message.

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SHOULD RADIO-TV COVER CONGRESS HEARINGS? CBS PRESIDENT, JUDGE, GIVE THEIR VIEWS

Concerned over the banning of radio-television coverage of the U.S. Congress hearings on the resolution to censure Senator Joseph E. McCarthy, Dr. Frank Stanton, president of the Columbia Broadcasting System, delivered the first editorial ever broadcast by an American network on August 26th to declare his network's stand.

The first half of the editorial dealt with the inequity of not affording press privileges to "electronic journalism". This is a question which has been raised, not infrequently, by those who are disturbed about a similar state of affairs in Canada. We are therefore reprinting this part of the

editorial, without condensation, exactly as it was spoken into Columbia's radio and television microphones.

The CBS, in line with its declared policy of always giving both points of view, invited Judge Harold R. Medina, of the United States Court of Appeal, to reply to Dr. Stanton's editorial, giving him the same listening and viewing time used by Dr. Stanton. In conformity with this policy we print the excerpts from Judge Medina's speech which attempt to rebut Dr. Stanton's views, allowing him the same space in our columns as taken up by Dr. Stanton.

GOOD evening. This is to be a CBS editorial. I am Frank Stanton, president of the Columbia Broadcasting System, and I am speaking for CBS. In accord with our policy of fairness and balance in the discussion of public issues and at our invitation, Judge Harold R. Medina, who disagrees with our point of view, will appear one week from tonight at this same time over these facilities.

On next Tuesday, August 31st, in Washington, D.C., an historical event will take place: a special six-man committee of the Senate will open hearings on the resolution to censure Sen. McCarthy. This will be the first time in over two decades that the issue of censuring a senator will be before the Senate.

Reporters will be there, A small number of other people who happen to live in Washington or can afford to journey to our capital and can squeeze into the hearing room will be there.

But you of the radio and television audience will not be there. This is because it has been ruled that although the hearings are open, radio and television — and hence you listeners and viewers — may not enter. You will be barred from hearing and seeing part or all of these proceedings in your own homes. This means that you can learn about these proceedings by reading what somebody has written about them or by listening to what somebody says about them.

That is why I am here this evening. We at CBS, and we think all broadcasters, believe that this prohibition hurts you. We believe that the ruling is wrong and raises some very fundamental issues.

INFORMED PUBLIC

Radio and television comprise the newest kind of journalism — electronic journalism, which is vital part of the press and thus its freedom is guaranteed by the constitution. By bringing the governmental processes back from Washington to the people themselves, wherever they may be, electronic journalism is playing an

important part in permitting a citizen to exercise his basic right to be informed — to know what is going on.

Radio and television, by letting people see and hear for themselves — by having enlarged the hearing room, so to speak — have greatly quickened the people's interest in, and knowledge of, the governmental processes. In that way, radio and television are contributing to a better government because as James Madison long ago said, "A popular government without popular information or the means of acquiring it, is but a prologue to a farce or a tragedy, or perhaps both."

Yet this rule which would keep you out of these hearings turns its back on the contributions which electronic journalism can make. It shuts off your radio speakers and darkens your television screens and commands "thou shall not hear or see".

This is a drastic prohibition. We believe that those who support it have a very heavy burden in trying to establish that the evils of radio and television coverage are so great that they justify keeping you from seeing your government in action. They have failed to establish that there are such evils.

We do not think that this ban arises from bad faith. We think rather that as far as legislative hearings are concerned, the ban comes because of confusion and misunderstanding arising out of the fact that radio and television coverage are still something of a novelty. Legislators and others are not quite used to radio and television and have not yet

learned to accept them for what they are.

This is no different historically from what happened to the press itself. The legislatures in the early days of American history did not open their debates to the public. In the first sessions of Congress the presence of newspaper reporters was either forbidden or allowed without official recognition.

It was not until 1794 that newspaper correspondents were admitted to the galleries of the Senate. Even as late as 1841, the Senate attempted to limit coverage of its proceedings to one official group of reporters, excluding all others.

I am sure that many of the same reasons were advanced then for keeping out newspaper reporters that are advanced now for keeping out radio and television.

I am sure that there were those who argued that the presence of newspaper reporters whose words were read by millions of people, created distractions, prevented the orderly conduct of business, and caused the legislators to think less about the business at hand than to think, literally, of "playing to the galleries".

Similarly, today's arguments against broadcasting coverage of legislative hearings just don't hold water.

The first argument is that radio and television encourage spectacles, create a circus atmosphere, cause legislators and other participants to misbehave and generally rob the hearings of a judicial atmosphere.

Let us get the facts straight. These are not judicial court proceedings. These are proceedings of the legislators — our elected representatives — engaged in the public business of making laws directly affecting you and me. Issues as far reaching and as grave as this are most certainly our business.

*

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"This Delicate Process of Winnowing the Wheat from the Chaff, the True from the False, is Complicated Beyond Belief."

WITHOUT courts and judges our American democracy would be a heap of meaningless forms, without substance and of no effect. Our precious liberties would disappear into thin air and we should be ruled by force and the untrammelled will of the majority of the moment.

Most of us know this to be true; but what many fail to realize is that the evidence given by witnesses is the product which the wheels of justice grind into findings of true facts. These form the indispensable foundations for the judgments and decrees which transform our rights into actuality.

This delicate process of winnowing the wheat from the chaff, the true from the false, is complicated beyond belief, because the law deals with humanity in the raw and sometimes this is not a pretty sight.

TRUTH IMPOSSIBLE

And so, at the outset of this little talk, I wish to make my point and then do the best I can to prove it. What I say is this: Whenever there is a proceeding the object of which is to ascertain the truth, from conflicting testimony of witnesses and other proofs, whether it be in a court room or at a legislative hearing, or before the Baseball Commissioner, or at a meeting of a Board of Directors or anywhere else, the questioning of the witnesses before television apparatus, radio and the like furnishes such an impediment and handicap that the ascertainment of the true facts becomes well nigh impossible.

The real question is whether television and radio interfere with the ascertainment of the true facts. With most of us the notion that a person should take the witness stand, swear to tell the truth, the whole truth and nothing but the truth, and then make up a story out of whole cloth, seems unbelievable. But they do; and they do it every day in our courts throughout the land.

Our lives, our liberties and our property depend upon the exposure of these falsehoods. Some witnesses do this in a perfectly callous and cold-blooded way. They deliberately concoct their story, rehearse it, double check it and go ahead with it.

You have no idea how many crooks

there are, some of them highly intelligent and not seldom dressed in the height of fashion. Radio and television will never bother them. They are full of brass and have the hide of a crocodile.

Most witnesses who give false testimony do it because they are so prejudiced they let their emotions take over and they really believe some of the things they say, or they embroider and add a few details here and there, omitting the parts that are troublesome.

The whole gamut of humanity is involved in one way or another; the motives to conceal or to fabricate are legion. And I know what I am talking about. I am an expert in these things. My whole adult life has been spent in courtrooms, as a lawyer for almost forty years, as a trial judge and as a judge of the United States Court of Appeals.

I hope you begin to see how difficult it is to seek and find that sacred, precious thing — truth. All the resources of the law marshalled by a just, impartial patient arbiter, who presides over the contest with dignity and restraint, are none too ample for the task in hand.

But when the judge, witnesses and the lawyers, or their counterparts, perform their functions before the microphones and batteries of flood-lights, knowing that perhaps ten millions of people or more are listening and watching their every move, the temptation to put on an act becomes almost irresistible. And that is what they do. You have all seen it again and again in the recent proceedings which must still be fresh in the mind of everyone.

Amidst all this confusion, with witnesses and interrogators making speeches, interrupting one another, tossing in asides, with or without looks of astonishment, surprise, dismay or what not, how is one to find that submerged but precious kernel of truth?

The big man sees a bigger day

ahead. The little fellow, whose testimony may be the most important of the lot, is in the limelight at last. The temptation to say something sensational is hard to put down. At least he may add a few minor conversations — which never took place. The timid, reticent witness whose testimony is difficult to elicit under the most favorable circumstances, may shut up like a clam. And each and every one of them puts on an act.

Of course people like to see and hear these proceedings over radio and television. It is lots of fun; and it is instructive too, in a way. Because courts are open to the public some people seem to think that the public has a right to have the proceedings televised and sent out over the radio. But there just isn't any such right.

CHECKS ABUSES

The reason our courts are open to the public is not to provide recreation or instruction in the ways of government, but to prevent the possibility of Star Chamber proceedings, where everything is secret and corruption or flagrant judicial abuses might flourish unseen and be impossible of detection and exposure.

It is just and right that the people should see the wheels of justice in motion and that the

press should have free access to every court from the lowest to the highest. But the comings and goings of the members of the press are orderly and easily controlled. They present no such psychological barrier to the ascertainment of truth as do the radio and television.

There are many people in favor of the widest possible use of radio and television; and there are many in opposition who think the use of these media of communication is sometimes harmful. In presenting the case in opposition, as it appeared to me, I have tried to get at fundamentals, what we lawyers and judges call the jugular vein of a case.

Does the use of radio and television in any substantial sense affect the process of ascertaining the truth when examining the witnesses or considering other proofs?

I say it does, and that they constitute a psychological and very real barrier which, for all practical purposes, makes it impossible to get at the truth. And because of this I would exclude them, not only from courtrooms but from any other places where analogous efforts are being made to do justice on the basis of true facts. That is where the legislative hearings come in.

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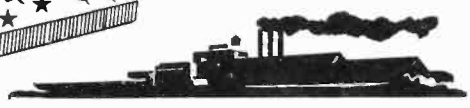
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ADVERTISING CUTS COSTS CREATES VALUE

By OTTO KLEPPNER

I WISH to take up a criticism basic to advertising — the challenge of those who question the economic usefulness of advertising — who regard nine-tenths of all advertising as a vast, wasteful misdirection of economic effort for which the consumer pays.

This criticism is voiced, not so much by the public, as by those who shape the public's thinking — the theoretical economists — the most influential and articulate of all critics of advertising. Their writings on economics are widely read and quoted. They spread their views on advertising among their pupils and those whom their pupils teach.

They have sponsored proposals to curb advertising, including some of the laws on the books (in the United States). Their views are heeded in high government places and their voices often become that of the government. What economists advocate today may become the rules under which we live tomorrow.

GUILTY OF SMUGNESS

There are many sins of which man may be guilty, but high on the list is that of smugness. It would be a mistake for us to dismiss the opinions of these economists as "theoretical", because there is nothing theoretical about their influence.

I also found it a mistake to try to answer their criticisms with the familiar cliches about advertising because they were not supported by facts, and proved to be boasts that merely came back to plague me, and to worry me, and to make me more determined than every to get to the heart of the question.

To find out exactly what the economists had to say in their own words, about advertising, I went about gathering a collection of the most important, influential and representative books on general economics in which advertising is discussed as a part of the total scene, including books published in England as well as on this side of the water.

Here is what these works revealed about the way economists appraised advertising:

1. Although they vary in their approach to economics, there is great similarity in the way most of these writers look upon advertising.
2. When these writers speak of advertising, most of them usually think in terms of national advertising only.
3. They indict advertising that is fraudulent, deceptive and misleading without properly indicating what a small fraction of the total advertising output such advertising is.
4. They further divide advertising into two categories; the first, useful and good; the second, wasteful and bad.

These economists generally hold that the function of advertising is to disseminate information about new inventions and new products, and that such advertising is constructive, informative, useful.

"COSTLY WRANGLE"

By the same token, they hold that the rest of commercial advertising is NOT constructive, NOT informative, NOT useful. They refer to such advertising as competitive, combative, manipulative, self-cancelling, retaliatory; they regard such advertising as a costly wrangle to switch customers back and forth between brands by means of fictitious and trivial product differentiations and without increasing the total size of the market.

They say that as much as nine-tenths of all advertising is devoted to this socially useless and economically wasteful activity. They compare

the money spent in such brand-switching advertising to money spent in an armament race; the more one company spends on its brand, the more its rivals spend advertising their brands — each neutralizing the other. "And who pays for all this waste in the end?" ask the critics. "The consumer!" So runs the charge.

MISCONCEPTIONS

While most of the critics grant the importance of pioneering advertising in raising the standard of living, they condemn competitive advertising as raising the cost of living. That is their indictment of advertising.

Here's where these critics make their mistakes:

1. They fail to perceive that the same motives and skill which prompt a man to produce a new invention in the pioneering stage also impel him to improve it — especially when rival producers appear on the scene and the product enters the competitive stage.
2. They fail to perceive that, although the arrival of a completely new and socially useful type of invention in the pioneering stage may be dramatic, it does not happen often. Whereas the appearance of improvements in products in the competitive stage is almost a continual occurrence, resulting in equally dramatic improvements in the whole class of products over a period of time.

If that weren't so, new TV sets would be like those of nine years ago, and today's new refrigerators would be like those of 30 years ago. The grandeur of technology both in your country and in mine is not only in the occasional "something entirely new" that it produces, but also in the steady improvements of its many products day after day.

3. They fail to recognize that a man who is about to buy a product may want to know the latest developments in that field.
4. They fail to recognize that the advertising of an old distinctive product (like HP Sauce) may be as significant as the advertising of a new or an improved product. The usefulness of advertising does not depend upon whether the product advertised is new, or improved, or unchanged, but upon the satisfaction that product can render.
5. They overlook the fact that there are goals in business other than making the cheapest product at the cheapest price, and that business deals with value, not merely with price, and that each business sets its own value goal.

Here's where advertising men make their mistakes:

1. They accept the fallacious and

Something missing...

like selling Quebec market without

C.R. Co.

1000 WATTS 1280 K.C.

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

"Helps Create And Distribute The Better Values Which Men Offer"

limited statement of these critics of the function of advertising.

2. They fail to perceive that it isn't advertising as a whole that is under attack as wasteful and costly, but chiefly national advertising of products in the competitive stage.
3. They overlook the fact that there are no data to justify any sweeping statement about the effect of advertising on raising or lowering prices to the consumer.
4. They fail to produce a tenable statement of the function of advertising in our economy, especially one which illuminates the role of national competitive advertising as a part of our whole industrial system.

It took me a long time to discern the nature and the source of the confused thinking about advertising, and to discover the need for a foundation statement that would *validly* explain the role of advertising — particularly the role of competitive advertising — as a part of our free enterprise system.

BASIC STATEMENT

After much trial and error and long effort, such a needed, basic statement finally emerged. I welcome this privilege of presenting it to you.

- Line 1. The function of advertising in our economy is
- Line 2. to help create and distribute
- Line 3. the better values which men offer
- Line 4. in competition for the buyer's selection.

I should like to analyze this statement line by line, starting with Line 4 at the bottom, which serves as a base for the entire discussion, and working upward from that.

Line 4 . . . in competition for the buyer's selection.

The uniqueness of our system of free enterprise is the large degree of freedom it accords each man to make certain decisions for himself, especially how he uses his money (after taxes), and what he chooses to buy for it from the large variety of goods and services available to him. Every product must compete with many others for his selection. This is the base on which our economic structure stands.

Line 3 . . . the better values which men offer . . .

How do you get people to select your product. By having it provide a better value than is provided by others. The heads of every business firm must continually figure out what they can offer through a product that will give more people a greater degree of gratification than they are now obtaining.

This quest may be for a completely new type of product, for example, or for improved quality, or better engineering or style, or servicing, or variety, or packaging, or a lower price, or anything else that makes a man feel better satisfied with his

Otto Kleppner, of the New York advertising agency, the Kleppner Company, considers that those connected with advertising do a bad job of defending themselves against attack from the theoretical economists. In this speech, to the Association of Canadian Advertisers, he puts some powerful weapons into their hands.

purchase, or any combination of such ideas.

Line 2 . . . to help create and distribute . . .

At this point, advertising becomes the spokesman for all these departments, telling of the values their combined ingenuity and skill have made possible through that product. The fact that such advertising will appear is an incentive to retailers to stock the item. The fact that advertising *does* appear sets the entire selling or distributive machinery in motion.

Advertising has an important effect on the creation of value, too. The joy of invention and of craftsmanship is ageless. Countless useful innovations in products were produced before the days of advertising as we know it today. In this generation, however, the possibilities of advertising give a man the assurance that, if he can create something better than that which is already on the

market, he has a good way of telling many people about it.

Conversely, if he has a product which does not keep up with the procession, the world will quickly learn of the advances made by his rivals, and choose accordingly. Thus advertising serves as an *incentive* and as an *accelerator* to the creation of better values for the buyer.

HELPS CREATE VALUE

When low price is an important element of the better values being offered by a product, and when low cost depends upon large scale production, advertising is a way of helping provide the large number of customers needed to warrant that volume of production. In such instances, too, advertising helps create value.

Advertising, furthermore, can explain the significance to the buyer of the technical attributes of the product.

Line 1 . . . The function of advertising in our economy is . . .

Note the words in our *economy*. This is to distinguish what we are talking about from:

- a. the function of advertising in an economy different from the one enjoyed in Canada and the United States.
- b. the function of advertising from the standpoint of the individual business where its function is to help make profits.

The term "economy" as it is used here means the *arrangement of affairs with respect to production, distribution, and consumption of goods*.

A PUBLIC SERVICE

As advertising is also used for other purposes, as I mentioned earlier in the talk, advertising also has other functions. For example, it is used for recruiting; it is used for the Red Cross; it is used to advertise events such as your Canadian International Trade Fair; it is used to raise money for war children, and for other worthwhile causes.

We are not interested here in eulogizing the many different uses of advertising. We are interested in analyzing the role of advertising in the *production, distribution and consumption of goods*. That's why we say, "the function of advertising in our economy".

Finally, we come to the word,

"*function*", which means the *proper action of anything*. Since advertising acts by making representations about a product, its proper action is to make only those claims that the product can fulfill. Some advertising misrepresents the product so that a buyer finds himself with a poorer value instead of the better value he had been led to expect.

The deceptive use of advertising is a clear abuse of the public confidence which advertising as a whole has earned, and without which it could never have attained its present importance. We are concerned here only with the *proper action* or the *function of advertising* with which words we began the entire statement.

Thus we have the complete statement:

The function of advertising in our economy is

to help create and distribute the better values which men offer in competition for the buyer's selection.

VALUE GOAL

May I strongly point out that the value goal concept is *not* another definition of advertising; it is a frame of reference showing where and how advertising fits into our economy in terms of the values which a company sets out to achieve in its products.

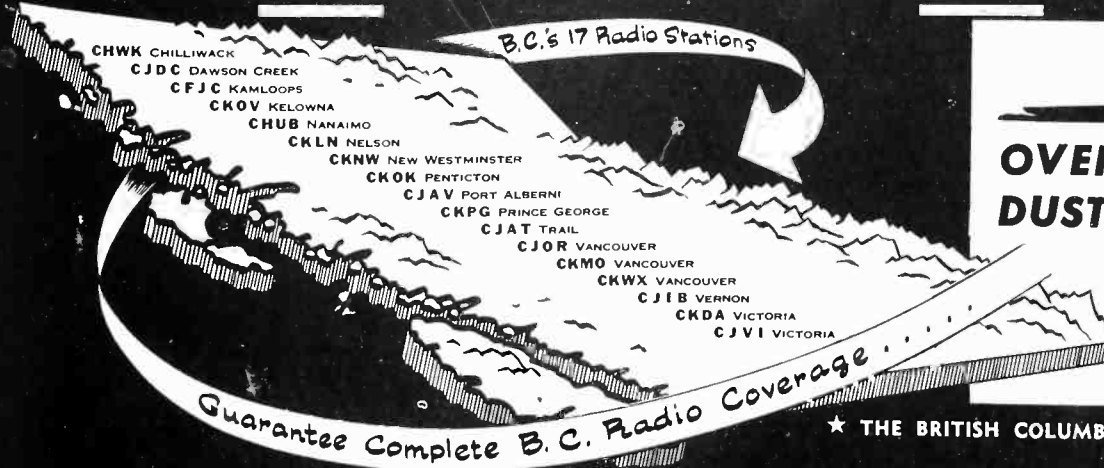
One of the major factors which gives our competitive enterprise system its creative impact, is its encouragement to many men to try to figure out what value goals would be most welcomed by most people, and to engage all their ingenuity in developing the products representing such values.

The great loss that occurs when government bureaus take the place of individual competition in prescribing consumer goods, is the stifling of men's vision, ingenuity and effort to provide a better variety of better values to enrich the life of the consumer.

● THIS LITTLE AD. BRINGS US MANY CUSTOMERS
● OUR WRITING SERVICE KEEPS THEM WITH US

Try us! **Walter A. Dales**
907 KEEFER BUILDING
UN 6-7105 MONTREAL

To sell ALL B.C. You need ALL B.C. Stations



OVER 30 MAJOR INDUSTRIAL CONCERNS STARTED BUSINESS IN B.C. LAST YEAR

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

MARRIED ANNOUNCER

With four years all round announcer experience available. Good news delivery. Tape and references on request.

Write BOX A211, CB & T.

**You've
good reason
to insist on**

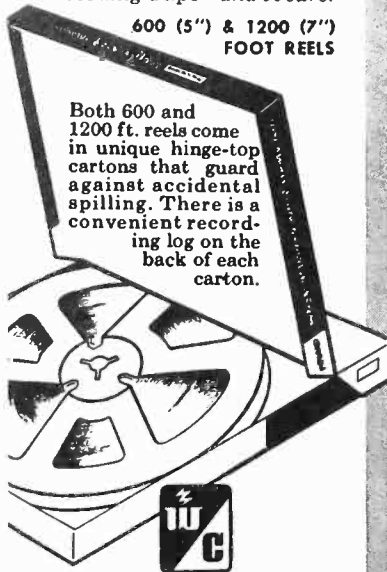
Webcor

**sound
recording
tape**

The events and material you record are important to you or you wouldn't record them. This then, is reason enough that you insist on recording tape that will give the ultimate in playback performance. But when you buy, remember, *although tapes look alike, they don't sound alike.* To assure the best reproduction, specify the tape made by America's leading manufacturer of fine electronic equipment — Webster-Chicago. Insist on Webcor Magnetic Recording Tape—and be sure!

600 (5") & 1200 (7")
FOOT REELS

Both 600 and 1200 ft. reels come in unique hinge-top cartons that guard against accidental spilling. There is a convenient recording log on the back of each carton.



WEBSTER-CHICAGO CORPORATION

means the best for all your sound recording equipment and supplies
Ask your supplier now or write to

Electronic Tube & Components Division
CANADIAN MARCONI COMPANY
830 BAYVIEW AVENUE, TORONTO 12, ONTARIO
Branches: Vancouver • Winnipeg • Montreal •
Halifax • St. John's, Nfld.

**Building a Radio Station
The Hard Way!**



Bob Bowman, manager of CKLG, Vancouver's new AM station, is one of those executive types who believes that if you want something done it is better to do it yourself. Here he is lending a couple of hands clearing the transmitter site being cut out of 18 acres of thickly wooded country at the foot of Mount Seymour. The station is scheduled to be on the air by December 1st.

**Staff Changes
At CHLO**



Peter Dickens

Climaxing six years with Radio Station CHLO, Peter K. Dickens has been appointed Assistant Manager. After graduation from the Academy of Radio Arts in 1948, Peter was a staff announcer when CHLO came on the air in May of that year, subsequently serving as Chief Announcer, Program Director, Sales Representative and Program Manager.

Glenn Bricklin, London musician, has been appointed Promotion Manager, bringing to the position 4½ years of experience as Sales Representative, London Sales Manager, and Production Manager. Mr. Bricklin also M.C.'d stage shows presented in London by CHLO.

STILL ACTIVE ON AIR

F. Robert Staton, a staff announcer for several years, who has been handling Program Department matters for the past few months has been officially named Program Director. In addition to the duties of this office, he is still active on the air, being heard on several feature daytime programs.


The new Chief Announcer at CHLO is Lou Tomasi, who joined the staff several months ago, after working as an announcer at CHOK Sarnia, CKOX, Woodstock and CHML, Hamilton. Lou is the host to CHLO's listeners to *Coffee Capers* 6-8.45 a.m., and the new feature disc-jockey show, *Clubtime*, heard from 3-6 p.m.

Two new voices to come to CHLO are those of Bob Walters, from CKSF Cornwall, and Stan Taylor, one of this year's graduates from the Ryerson Institute.

Ken F. Wright

Ken F. Wright has been appointed Commercial Manager of radio station CKRD, Red Deer, Alta. Ken spent five and a half years with the R.C.A.F. overseas, after which he attended Queen's University, graduating in 1949.

For the past several years Ken has been associated with the sales staff of Canadian General Electric, in Toronto and Edmonton. He takes up his new duties on September 15th.

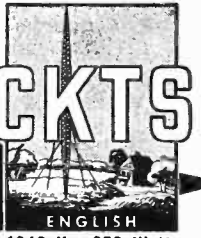


CHLT
FRENCH
900 Kc. 1000 Watts

**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships

Quebec



CKTS
ENGLISH
1240 Kc. 250 Watts

Representatives

CANADA — JOS. A. HARDY & CO. LTD.
Montreal and Toronto

U.S.A. — ADAM J. YOUNG JR., INC.

CFRA 5000 Watts
Day and Night

The **BIG** station
in Ottawa - - - -

Tops in NEWS . . . SPORTS . . . FEATURES

STEPHENS & TOWNDROW
TORONTO and MONTREAL

Radio Can Sell Anything

RADIO can sell anything — even bus seats to lacrosse fans! Example of this comes from CHUB, Nanaimo, B.C.

While Nanaimo's "Native Sons" were preparing themselves for their most crucial game so far in the Inter-City Lacrosse series the Nanaimo Lacrosse Booster Club and Dave Jones of the Vancouver Island Coach Lines got together with CHUB to see whether the station could rally enough fans to fill two buses for the game in Vancouver the same evening.

Plan was to take fans direct to the Kerrisdale Arena in Vancouver and to return to Nanaimo after midnight — at a special return fare of \$4.00.

CHUB began broadcasting the offer on the noon News. By 2.30 p.m. both buses were filled and the Coach Lines advised they could add one more bus load.

Although the buses were not leaving until 6 p.m. the third bus was filled by 4.30 — a total of 120 fans to cheer the Nanaimo "Native Sons" in their crucial game.

CARTB Meetings

The Executive Committee of the Canadian Association of Radio and Television Broadcasters will meet at Montebello, Que. October 14th and 15th. Many of the directors plan to be present at the French Language Section meeting in the same place, October 12th and 13th.

The Board of Directors of the CARTB will meet in Ottawa October 25-27th. The three-day meeting may be extended by up to two days to cope with the unusually large agenda facing the Board.

TELETHON AIDS HERO'S FUND



This pretty threesome from the K-W Quarterback Club's cheer-leading section pose with two Kitchener firemen as the John Mitchell Telethon goes into full swing.

CKCO-TV, Kitchener really got behind the fund for the late John Mitchell of Waterloo, who lost his life in an heroic effort to save a fellow worker from a gas-filled man-hole.

They went to town with a *John Mitchell Telethon*. The Kitchener and Waterloo Fire Departments co-operated by providing two fire trucks to floodlight the studio and the street around. The station's mobile unit was parked outside and on-the-street interviews were used in conjunction with a live hour-long musical variety show.

The doors of CKCO-TV were thrown open to the public. More than 500 people visited the studios, taking the opportunity to find out what makes a TV station run.

More than \$1,500 was collected through contributions at the door and telephone pledges on the night of the telecast.

1954 Radio Sales Top 132,000

The sale of 10,681 home radios during July brought the total for the seven months of 1954 up to 132,753, compared with 149,433 for the same period last year.

The sale of 2,493 portables and 4,597 auto radios during July increased the year-to-date totals to 16,504 and 55,805 respectively, according to statistics released by the Radio-Television Manufacturers Association of Canada.

1st
IN KINGSTON!

CKLC

1st With the News in Kingston and Eastern Ontario!

1st In Local Advertisers with Over Twice as Many Local Sponsors as Kingston's "Station B"!

1st In Results Both Local And National With The Biggest Success Stories In The Kingston Area!

1st In Community Service With Exclusive On-The-Spot Broadcasts of All Major Local Events! Public Service Interviews Every Day!

FIND OUT MORE!
Contact:
Horace N. Stovin Co. (Can.)
Forjoe & Co. (U.S.A.)

CKLC
KINGSTON, CANADA

ANNOUNCER WANTED

\$200 a month

WRITE **CHVC** NIAGARA FALLS

CHLO LONDON - ST. THOMAS

"MY" Station To Over 65,000 Ontario Families

Where every morning, Monday through Friday, Clare originates her housewives' show, right from her own kitchen.

Sincerity! Believability! Punch!

STEPHENS & TOWNDROW
TORONTO and MONTREAL

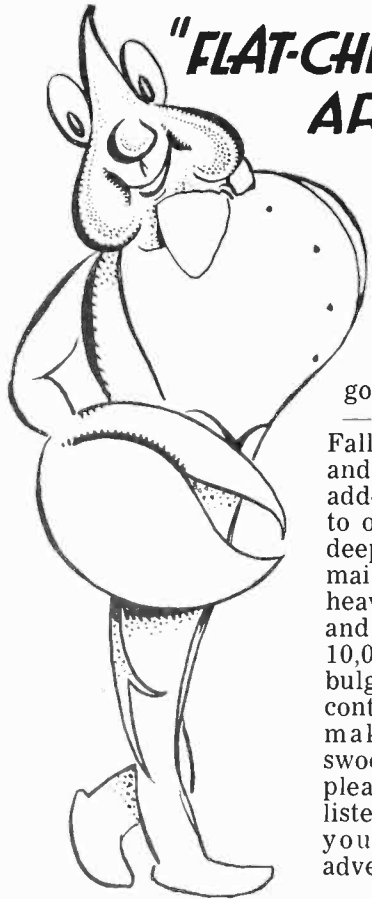
To sell ALL B.C. You need ALL B.C. Stations

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

CANADA'S HIGHEST WEEKLY
WAGE SCALE - - -
PLUS RAPIDLY GROWING
INDUSTRIAL EMPLOYMENT



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



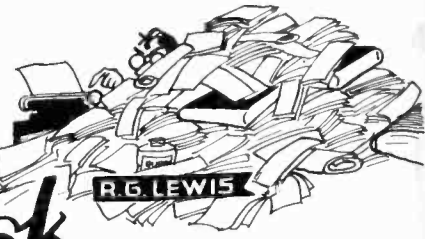
"FLAT-CHESTED FASHIONS ARE OUT,"

Says Lionel....

Around CKCW these days we've got our chests well out — and no wonder. Our Fall schedule is lined up and really shines. We've added more top talent to our staff. We're hip-deep in TV plans. Our mailbag has never been heavier with fan mail and contracts. CKCW's 10,000 watts power has bulged out our coverage contour map enough to make Christian Dior swoon — but it's mighty pleasing to our 156,000 listeners. It'll please you, too, when you advertise on CKCW.



Over the Desk



THE two nicest things about trips are leaving and getting home again. I haven't done very much of either yet in the current series of travelling, but this certainly is the season. Of course there was the jaunt to Sudbury to break into TV, as reported last issue. Then there was also a week-end in Moncton, or at its nearby shore, for the annual period of relaxation with Helen and Fred Lynds, to say nothing of pocket editions Fred, David and Ward.

Before leaving for Halifax, where Finlay MacDonald had me reviewed by the Royal Navy at a cocktail party on the British cruiser, *H.M.S. Sheffield*, Fred drove me and sundry others to see where he is going to put the TV transmitter. The "ceremony" is illustrated and described elsewhere in this department.

Time, tide and the TCA did not permit my introduction to the MacDonalds' latest addition to the family. It happened though, towards the end of July, and it's a boy — with a grey head of hair and a close crew cut, I rather imagine.

There wasn't all that hurry really. We could even have taken the lobsters out of their shells before we ate them, between the "Sheffield" and the airport. (They were grilled and mouth-watering, and I don't know if these or the Lynds' boiled ones win the culinary Beaver.)

We hit the ground twice en route to the air port, to catch the 9.30 p.m. plane. Ann and Finlay left me turning over my baggage to the agent. Then they took off in their private jet that looks just like an automobile.

It took TCA just eight hours to get me to Montreal. Three of these were spent whizzing through the air, and the other five, sitting in the Halifax air port, waiting for the plane to come in from Sydney. It is a lovely air port too, or it will be, when they finish building it.

WESTWARD HIC!

Between now and the next issue, this hack will have traipsed from

Toronto to Vancouver Island and back, by way of the WAB Convention at Banff and the BCAB ditto at Harrison Hot Springs, provided this doesn't reach TCA ahead of the trip. Following that, I have a promise to keep.

Last year our friend Tiny Elphicke and I conducted a safari up and down Vancouver Island. A faithful report of it appeared in these columns under the title "Westward Hic!". Solemnly we pledged ourselves to do the same thing this year, each of us adding a fervent, though unspoken, reservation — "if he is spared". Well, he was, and so was I, so the deal's on and we're going to do it again.

An attempt will be made to keep an accurate log of events for your amazement in the next issue, which follows this one by not two but three weeks. (Thirty days hath September, but it also hath five Wednesdays, thanks be, and we only appear on two of them. It is what is known privately, in the sanctity of the office, as a "drunk month". Oh boy!)

We shall also be carrying our report of the B.C. affair — assuming that the friendly postman gets the Banff report back to the office in time to be printed in this. Actually I had thought of writing it before I left. After nearly thirteen years of them, it wouldn't be hard. But someone wanted to know what I thought I was... a parliamentary committee? So that was that, And if that is Lizzie Majesty or something, so help me, I'm sorry.

HUMAN TELETYPE

On the trip west, I shall be accompanied by that human teletype, Charles B. Edwards, who will while away the hours alternately assuring me that this year he is going to shut up the suite and go to bed early at the WAB, and gazing down at the Brown-eyed Susans which grow wild on the Prairies.

Somewhere along the air pockets, we, who are the co-presidents and entire membership of the Canadian Association of Barnacles on the Bottom of the Broadcasting Business, will hold our annual meeting. Part of this affair will be the raising of our paper cups (dependent on the co-operation of the stewardess) to the new stations, radio or television, with the established and traditional toast — "Here's to another bottom for the Barnacles".

It is amazing the lengths to which this Edwards guy will go to avoid mixing it up over the cribbage board with this reporter.

Q.C. GRANDFATHER

Last word from the Stork Market discloses that Joe Sedgwick, Q.C., has become a grandfather. Accomplices were daughter Ruth and son-in-law Pete Harricks of All-Canada

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

FATTENING UP SPONSORS WITH INCREASED PROFITS 'TIS SIMPLE USE

CHLO
 LONDON and ST. THOMAS

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

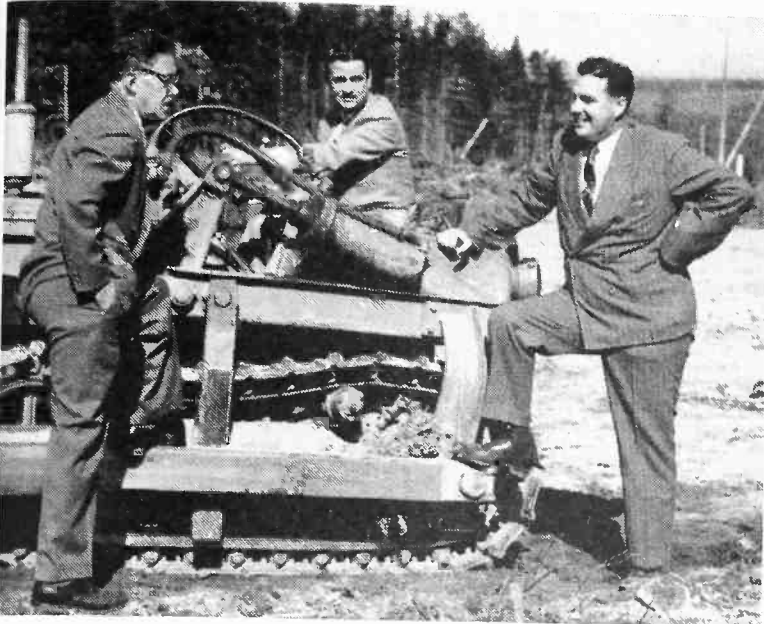
Telephone Answering Service

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

Phone for Booklet in
 Toronto WA. 4-4471 Montreal UN. 6-6921

Cont'd

OVER THE DESK



The first sod for Moncton's CKLW-Television, which is expected to hit the air in December, was turned over August 4th, when president Fred Lynds, straddled the bull-dozer, shut his eyes and opened the throttle. Standing nonchalantly by, in our picture, is Hubert Button at left and Winston Steeves at right. They are, respectively, production manager-to-be and the president of the Modern Construction Co. Ltd., who are building the transmitter house. The location is 1,300 feet up in the air on Caledonia Mountain, which is eighteen miles south of Moncton. "And that", says Fred coyly, "is 18 miles closer to Nova Scotia." Photo by Les McAuley

Radio Facilities Ltd. They have a son named Paul.

FRIENDLY GESTURE

CARTB executive vice-president Jim Allard and aides were on deck for the Canadian Weekly Newspapers Association Convention which took place in Toronto last month.

As part of a friendly gesture on the part of broadcasters to their home town weekly editors, arrangements were made to tape interviews for airing back in their own bailliwicks. Quite a number of them availed themselves of the opportunity.

BRITAIN BOOMING

Here is an item in the I-told-you-so department. I am referring to prophecies made during and after my trips to the UK that it would take quite a while, but eventually the ravages of Socialism would be repaired and the Conservatives would bring back prosperity to the tight little Island.

Notwithstanding the Socialists' threats that the return of the Conservatives would mean an end to full employment, Britain had more people working in June of this year than ever before. To be exact it was 22,466,000 against a June 1953 count of 22,238,000.

In mid-July the 220,100 registered as unemployed was the lowest since September 1951, 52,400 down from the same time last year.

During July, Britain's exports rose \$84 million over June to a total of \$716 million, the highest since the beginning of 1952. All of which must be embarrassing the Socialists like nobody's business, and probably inspired their visit to Russia and Red China.

And it ought to be embarrassing in this country too, points out the *GLOBE & MAIL* in a recent editorial, "not just to Socialists but to Liberals as well". It proceeds to point out that our (Canadian) falling exports, declining industrial employment and general economic contraction are no-

body's fault but our own, created by letting our costs and prices rise too high.

CKTB PRAISED

The director of the summer school at St. Catharines, Ontario, Wallace Lawton, says that "CKTB is an example of a private (radio) station doing fine work in supporting the arts at the community level."

According to the same spokesman the St. Catharines Board of Education, the Recreation Commission and the Separate School Board jointly sponsor the Summer School of Music and Arts held at the St. Catharines Collegiates each year. Former manager Cliff Wingrove (now at CFPL, London) and managing director Mary Burgoyne have, over the past four years, made a contribution (in station time and effort) which "goes beyond the general conception of civic co-operation", he says.

And that cleans off *The Desk* for this issue. And if you think I'm fooling you should see what I see. The damn thing's mahogany! Buzz me if you hear anything, won't you?

YOU CAN'T COVER SIMCOE COUNTY Without CKBB

BARRIE

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

Our great St. Lawrence Seaway Has started at last, The giant wheels of progress Are now turning fast! Man, what a project!!! It staggers the mind — Think of \$900,000,000.00 The cool, folding kind. Fourteen thousand workmen For 4 years and more, Will toil outside Our Studio Door! A fabulous market. With money to burn — Men willing to spend All the dollars they earn . . . To buy up **your products** That make life worth while For eating, or smoking, Or keeping in style . . . Their womenfolk too will Need stockings and blouses And waxes and paints For all their new houses. So as far as a market To sell all your wares Be they canly or toothpaste Or three-legged chairs: Get set for a **GOLDMINE** As the Seaway goes through (By the way) . . . May we be Of assistance to you?

CKSF CORNWALL

"THE SEAWAY STATION"

REPS: Horace N. Stovin (Canada)
Jos. H. McGillvra (U.S.A.)

CHRL

910 KC — 1000 W

ROBERVAL

"VOICE OF LAKE ST. JOHN"

is pleased to announce the appointment of

Jos. A. Hardy & Co. Ltd.

AS

Canadian Sales Representatives

EFFECTIVE SEPTEMBER 1st, 1954

Covering three counties, CHRL serves a population of 215,200 . . . 35,140 radio homes. See Hardy for complete details on this rich French-speaking Canadian market.

JOS. A. HARDY & CO. Ltd.

RADIO STATION REPRESENTATIVES

MONTREAL QUEBEC TORONTO

PL. 1101 5-7373 EM. 3-6009

No Matter How You Look At It...

statistics show that CFNB is the station most New Brunswickers listen to.

More important than statistics though is what these listeners think of the station. Do they look up to it? Do they buy from the advertisers they hear about?

Local sponsors — 120 of them — give the best answer to these questions. Get the whole story from our reps.

New Brunswick's
Most Listened-to
Station



See
The All-Canada Man
Weed & Co. in U.S.A.

5000 WATTS · 550 KCS. · FREDERICTON, N. B.



BIRDS & BEES DEPT

The difference between men and women is — 198,000.
Dominion Bureau of Statistics.

• • •

SO SIMPLE

One never-tried solution to the problem of government versus private broadcasting is the complete abolition of both.

• • •

MONEYBAGS

I want an accountant whom everyone will learn to hate.
Fred Lynds.

• • •

PAN MAIL

Sir: Your paper is like an enormous blanket thrown over the entire radio and television broadcasting industries — a wet one.
Seebeese

• • •

NOTE TO E.L.B.

Dear Ernie: Last Wednesday Jack Dunlop was out for the evening instead of staying home building up the ratings like you said.
R.G.L.

• • •

IMPASSE

How can you say a piece of artistry is cultural until the man who did it is dead?

• • •

PUBLIC SERVICE

What this country needs is more barber shops at air ports where passengers can occupy their time gainfully while waiting for TCA to decide to fly.

• • •

PROGRAM EVALUATION

Discussion panels are so educational, so informative, so enlightening, so cultural, so democratic, and so reasonable.

• • •

HELP WANTED FEMALE

Radio station in AM-TV market has opening for receptionist. Must be over 60 and look it. Should have poor complexion and figure. Dissonant voice and mousy hair preferred.

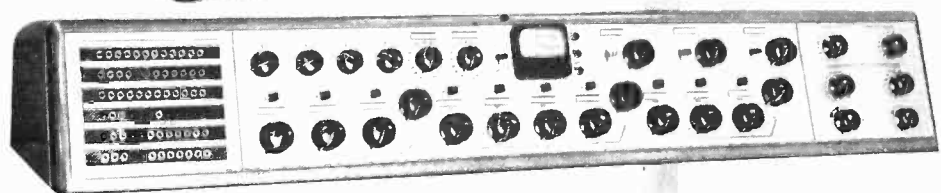
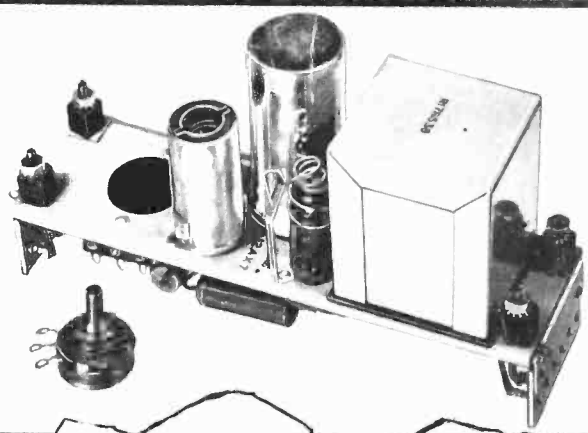
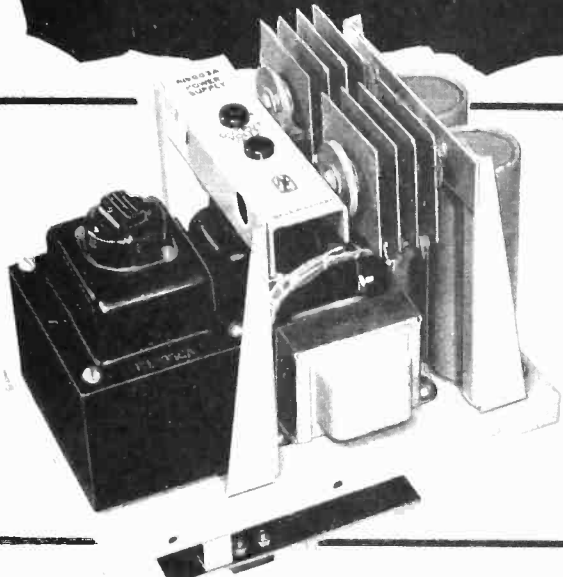
power 5000 watts		
BBM	CITY	TOTAL AREA
DAY	80,130	179,150
NIGHT	83,870	172,910
listenership		
CKRC (5,000 watts)		37.7 %
Station "B" (50,000 watts)		24.1 %
Station "C" (250 watts)		23.1 %
Station "D" (5,000 watts)		15.1 %
These figures are taken from a special summary of City and Area Listening Trends prepared by Elliott-Haynes Ltd.		

more people listen to **REPS. All Canada Radio Facilities - in USA Weed & Co.**

CKRC 630 on your dial

than any other Manitoba Station

FROM
Microphone
TO
Console...



NORTHERN ELECTRIC has designed and produced top quality equipment to meet the heavy demand of todays complex broadcasting requirements.

From the technical standpoint the equipment has flexibility, ease of operation, and long life due to ruggedness and conservative ratings of components.

The easy accessibility of all parts in Northern Electric designed and built equipment makes maintenance a pleasure instead of a chore.

From the administrative viewpoint the functional, yet pleasing designs, with attractive finishes, and reasonable prices, make Northern Electric equipment "musts" for any station interested in performance, appearance, and cost.

For Specifications and Details please contact the

Northern
Electric

COMPANY LIMITED

44 BRANCHES THROUGHOUT CANADA

1054-3

In a sales jam?

Jams and preserves enjoy a per capita sale of .04c.* If you're in the jam and preserve business you know your own sales per capita.

Are you getting your share of the market? If not, intensified advertising pressure may lift you out of your sales jam . . . and that's where we can help you.

Here are the facts. In Canada today, one-third of the total population lives in Ontario . . . Canada's richest, largest market. Here 40% of all retail sales are made. Here is the number 1 market for your product be it jams, hams, or any saleable goods or service. And it follows that if you sell more of your goods in the richest market, you'll get out of your sales jam and start to preserve your profits.

How we can help you. CFRB is the **one** medium in Ontario that reaches 619,430 homes in day time and 639,720 homes in night time. CFRB's the one medium that covers 44 counties. You can see that this is the logical medium to use to increase your sales in the rich market that CFRB covers. You want to sell more. We want to help you do it. Call us . . . or our representative and let us talk it over.

*Based on Jan.-June 1953 average of a five city study conducted by the Dominion Bureau of Statistics on Urban Food expenditures.

Your No. 1 Station in Canada's No. 1 Market

CFRB

TORONTO

50,000 watts 1010 K.C.

REPRESENTATIVES

UNITED STATES: Adam J. Young Jr., Incorporated
CANADA: All-Canada Radio Facilities, Limited