

## USE VIDEO IN ONTARIO ELECTION



THIRTEEN ONTARIO CABINET MINISTERS AND PREMIER LESLIE FROST distinguished themselves last month by appearing in a series of five films which were telecast on eleven Ontario stations in connection with the provincial election. Sitting before the cameras, from left to right, are Hon. Louis P. Cecile, Minister of Travel and Publicity; Hon. Wm. E. Hamilton, vice-chairman of the Hydro Electric Power Commission of Ontario; Hon. Leslie M. Frost, Premier of Ontario; and, obscured by the camera, Hon. Wm. Griesinger, Minister of Public Works. Personnel from S. W. Caldwell Ltd., who made the films, are, left to right, Sid Banks, executive producer; Carl Meurin at left hand camera; Karl Heydeman, operating the Teleprompter which is attached to the right hand camera; and cameraman Fritz Spiess. Production was supervised by McKim Advertising Ltd., Toronto.

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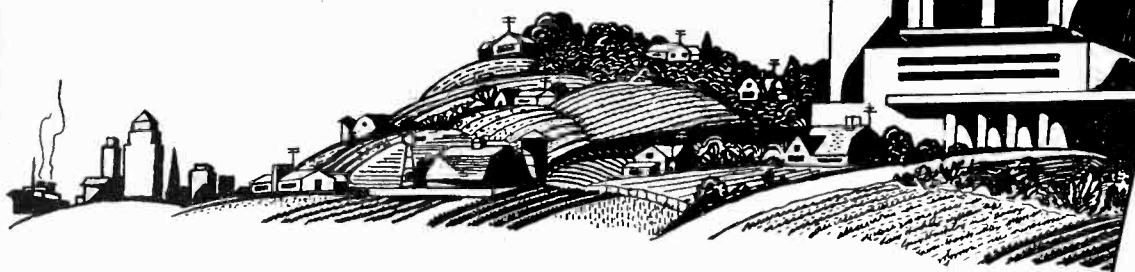
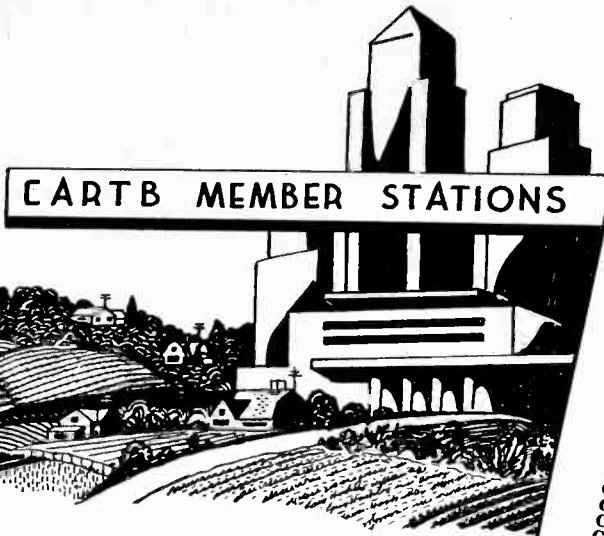
### *In the Telescreen Section*

THE SPONSORS ARE RUNNING for autumn bookings on private TV stations, say their representatives. Page 23.

CKCW-TV THROWS A PARTY for sponsors' sales people. Page 25.

*All the regular features as well*





# Radio Is Everywhere

24 out of every 25 homes in Canada listen to radio, and 28% of Canadian homes have 2 or more radios.\*

People listen to radio in nearly every room in the house—not to mention extensive out-of-home listening.

\*6% have 3 to 7 radios.

*Wherever You Go  
There's Radio*

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 128 Broadcasting Stations whose voices are invited into 3,748,000 Canadian homes every day.

HEAD OFFICE  
108 Sparks Street  
Ottawa 4  
Phone 34036

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

### CARTB Member Stations

- ATLANTIC (17)**
  - CKBW ..... Bridgewater
  - CKNB ..... Campbellton
  - CFCY ..... Charlottetown
  - CFNB ..... Fredericton
  - CHNS ..... Halifax
  - CJCH ..... Halifax
  - CKEN ..... Kentville
  - CKCW ..... Moncton
  - CKMR ..... Newcastle
  - CKEC ..... New Glasgow
  - CFBC ..... Saint John
  - CHSJ ..... Saint John
  - CJON ..... Saint John
  - VOCM ..... St. John's
  - CJRW ..... St. John's
  - CKCL ..... Summerside
  - CFAB ..... Truro
  - Windsor
- FRENCH LANGUAGE (26)**
  - CHAD ..... Amos
  - CJMT ..... Chicoutimi
  - CHFA ..... Edmonton
  - CHFE ..... Granby
  - CKCH ..... Hull
  - CKRS ..... Jonquiere
  - CK'S ..... LaSarre
  - CKBL ..... Matane
  - CKBM ..... Montmagny
  - CHLP ..... Montreal
  - CKAC ..... Montreal
  - CHNC ..... New Carlisle
  - CHRC ..... Quebec
  - CKCY ..... Quebec
  - CJBR ..... Rimouski
  - CHRL ..... Roberval
  - CKRN ..... Rouyn
  - CJSO ..... Sorel
  - CKRB ..... St. Georges de Beauce
  - CFGT ..... St. Joseph d'Alma
  - CHNO ..... Sudbury
  - CKLD ..... Thetford Mines
  - CFCL ..... Timmins
  - CKVD ..... Val D'Or
  - CFDA ..... Victoriaville
  - CKVM ..... Ville Marie
- CENTRAL CANADA (42)**
  - CKBB ..... Barrie
  - CJBJ ..... Belleville
  - CFJB ..... Brampton
  - CKPC ..... Brantford
  - CFCO ..... Chatham
  - CKSF ..... Cornwall
  - CFOB ..... Fort Frances
  - CKPR ..... Fort William
  - CKGR ..... Galt
  - CJOY ..... Guelph
  - CKOC ..... Hamilton
  - CHML ..... Kenora
  - CJRL ..... Kingston
  - CKLC ..... Kirkland Lake
  - CKWS ..... Kitchener
  - CJKL ..... Leamington
  - CKCR ..... London
  - CJSP ..... Montreal
  - CFPL ..... Montreal
  - CJAD ..... North Bay
  - CFCF ..... Orillia
  - CFCH ..... Owen Sound
  - CFOR ..... Peterborough
  - CKLB ..... Port Arthur
  - CFOV ..... St. Catharines
  - CHOV ..... St. Thomas
  - CHEX ..... Sault Ste. Marie
  - CFPA ..... Stratford
  - CKTB ..... Sudbury
  - CHLO ..... Tillsonburg
  - CHOK ..... Timmins
  - CKCY ..... Toronto
  - CJCS ..... Toronto
  - CHNO ..... Toronto
  - CKOT ..... Windsor
  - CKOT ..... Woodstock
  - CFRB ..... Brandon
  - CHUM ..... Calgary
  - CKFH ..... Calgary
  - CKLW ..... Calgary
  - CKNX ..... Calgary
  - CKOX ..... Camrose
- PRAIRIES (26)**
  - CKX ..... Dauphin
  - CFAC ..... Edmonton
  - CFCN ..... Edmonton
  - CKXL ..... Edmonton
  - CFCW ..... Flin Flon
  - CKDM ..... Grande Prairie
  - CFRN ..... Lethbridge
  - CHED ..... Medicine Hat
  - CJCA ..... Moose Jaw
  - CFAR ..... North Battleford
  - CFGP ..... Peace River
  - CJOC ..... Prince Albert
  - CHAT ..... Red Deer
  - CHAB ..... Regina
  - CHNB ..... Regina
  - CKY ..... Regina
  - CKYL ..... Saskatoon
  - CKBI ..... Saskatoon
  - CKRD ..... Winnipeg
  - CKRM ..... Winnipeg
  - CFQC ..... Winnipeg
  - CKOM ..... Yorkton
  - CKRC ..... Yorkton
  - CJOB ..... Yorkton
  - CKY ..... Yorkton
  - CJGX ..... Yorkton
- PACIFIC (18)**
  - CHWK ..... Chilliwack
  - CJDC ..... Dawson Creek
  - CFJC ..... Kamloops
  - CKOV ..... Kelowna
  - CHUB ..... Nanaimo
  - CKLN ..... Nanaimo
  - CKNW ..... Nelson
  - CKLG ..... New Westminster
  - CKOK ..... North Vancouver
  - CKRC ..... North Vancouver
  - CFPG ..... Pentlcton
  - CJAV ..... Prince George
  - CJAT ..... Port Alberni
  - CJOR ..... Trall
  - CKWX ..... Vancouver
  - CJIB ..... Vancouver
  - C-FUN ..... Vancouver
  - CJIB ..... Vancouver
  - CKDA ..... Vernon
  - CJVI ..... Victoria



# CARTB MEETS IN TORONTO MARCH 26

When the Canadian Association of Radio and Television Broadcasters meets at the Royal York Hotel, Toronto, March 26th, 1956, there will be sessions confined to radio broadcasters and others exclusively for the TV members. Also of course there will be more sessions open to both branches of the medium.

This decision came out of last month's meeting of the CARTB board of directors, who sandwiched their meetings in between sessions of the Ilsley Commission on Copyrights and the hearings of the Commons Committee on broadcasting.

Following the recent attempt by Montreal civic authorities to impose a tax on billboard advertising, the CARTB, along with a number of other bodies interested in advertising in various phases registered their protests. Jim Allard, who handled the matter in his capacity of executive vice-president of the CARTB reported that the proposed tax had been withdrawn.

Allard told the directors that resistance to the move had been spearheaded by the Montreal Advertising & Sales Executives Club, with the thought that such a step could be the harbinger of taxation on all media, and that it might quite easily spread across the country.

The board agreed that the association should continue to be represented by Allard on the Civil Defence Organization which has its headquarters in Ottawa.

One radio and one television station were admitted to membership in the association. These were CKCY - Radio, Sault Ste. Marie, Ontario, and CKVR-TV, Barrie.

### CKOY MANAGER

Bill Todd formerly an account executive at CKEY, Toronto, is the new station manager at CKOY, Ottawa. The move was effective May 23rd.

### AIR YALTA TEXT

The complete text of the Yalta papers was broadcast recently on WSVS Radio, Crew, Virginia. News director Don Greene said listeners went out of their way to make it clear they wanted the airings.

### CHANGE OF ADDRESS

International Surveys' new Montreal address is Keefer Building, 1440 St. Catherine Street West, and the telephone — University 6-1579.

## Gates Are Protected For Big Four Telecasts

COMPLETION of arrangements for televising the 1955 Big Four football games has been announced by E. L. Bushnell, assistant general manager of the CBC, and Vic Obeck, vice-president of Montreal Alouettes and chairman of the Big Four's radio and television committee.

The agreement gives the CBC full Canadian rights to televise all Big Four games on its network, subject to protective clauses designed to improve stadium gate receipts. A complete city-by-city schedule will be released later.

The protective clauses provide:

1. No home games will be telecast in home areas, either live or on a delayed basis.

2. No telecast of any Big Four game will be carried in a city in which another Big Four game is being played, except on a delayed basis.

3. No games between Toronto and Hamilton will be carried in either city, and Hamilton home games will not be carried by CKCO-TV, Kitchener.

This arrangement will cover all regular games of the league schedule, which runs from September 3rd to November 5th, but it does not cover the Big Four playoff games, November 12th and 19th. These will be available live to all stations on the microwave, which includes Windsor, London, Kitchener, Hamilton, Toronto, Peterborough, Kingston, Ottawa, Montreal and Quebec City.

Is your Salesman  
In Northern Ontario  
reaching his quota?

Give him **RADIO**  
support with

**CJKL** Kirkland Lake

**CFCH** North Bay

**CKGB** Timmins

# RCA TUBES

## for the BROADCASTER



The RCA 833-A, the Power Triode for 1 Kw AM transmitters

# "Old Reliable" OF THE 1 KW'S

Widely used in 1-Kw AM transmitters, the RCA 833-A has become famous for its superior performance at low cost.

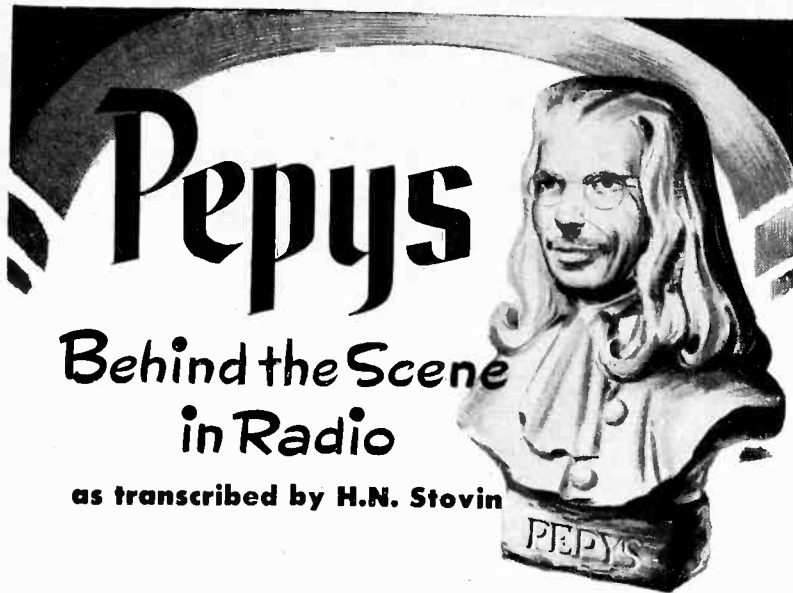
This power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads.

**RCA TUBE DISTRIBUTORS** are veterans in the radio field. There's one close by to give you authoritative technical information and the best possible service on your broadcast tube requirements. Phone him... or contact the Tube Dept., RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30.



TUBE DEPARTMENT  
**RCA VICTOR COMPANY, LTD.**  
1001 LENOIR STREET, MONTREAL 30





From CHED Edmonton the word, "Jerry's got something for the girls, and the girls want it!" Have myself been misled by statements of this kind in the past, but this time did note that it came from the station's new Promotion Manageress, Jean Saint. On his 11 to 12 noon show, "Something for the Girls", Jerry did air one flash announcement for Brickers Kiddies Wear. Ten minutes later Brickers had orders for 14 pairs of shoes, 2 pairs of rubber boots and 2 pairs of shorts — so their \$5.00 investment with CHED brought immediate cash sales of \$79.26 ● ● ● CKXL Calgary justly happy that the average Calgary retail client is using 24% more "CKXL-erated" service than last year. National advertisers might take the hint, and ask a Stovin salesman for more details of CKXL's proven selling ability ● ● ● Don Worden of CKOM Saskatoon has gained the praise of James F. Clark, Editor of "The Pathfinder" — prisoner publication of the penitentiary in Prince Albert. After a visit — voluntary — to the prison, Mr. Worden chose this as the subject of his radio broadcast "Rambling". News of this reached "The Pathfinder", and Editor Clark devoted his column to an appreciation of Mr. Worden's effort. Part of it reads, "In acknowledging this fine gesture on the part of Mr. Worden, it may appear that we are clapping ourselves on the back. We assure one and all that this is not the case. From it comes the encouragement and incentive to try that much harder to create a better understanding of prison, and the men who live within its walls" ● ● ● Do extend a right hearty welcome to Lionel, with whom is Fred Lynds, both of Moncton's Radio Station, and sincere appreciation of their lavish hospitality ● ● ● Pepys does extend his very best wishes and congratulations to Mr. & Mrs. Lee Raeburn and their new daughter, born on Thursday, May 19th. Lee is the able National TV Sales Director of Stovin's proven TV stations. Thanks for the cigar!

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN & COMPANY**  
 MONTREAL TORONTO WINNIPEG VANCOUVER  
 Representative for these live Radio Stations

CJOR Vancouver	CFAR Flin Flon	CKLC Kingston
CFPR Prince Rupert	CKY Winnipeg	CKSF Cornwall
CKLN Nelson	CJRL Kenora	CJBR Rimouski
CKXL Calgary	CJBC Toronto	CJEM Edmonton
CHED Edmonton	CFOS Owen Sound	CKCW Moncton
CJGX Yorkton	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

# SOUNDING BOARD

Letters intended for publication must state the name and address of the sender. A pen-name or initials will be used if requested but no anonymous letters will be read.

## MORE ABOUT FACTS

Sir:

Your April 20th editorial "Let's Have the Facts" was an exposé of "extravagant claims and meaningless superlatives." As you say, it applies to advertising in all its branches, and this includes radio stations themselves. With all and sundry claiming to be the top dill pickle in their respective markets, little Miss Modesty stands off stage neglected and forlorn. Meanwhile, a pompous wee man rushes boldly out front, to inform the audience with monotonous frequency, that they are listening to the greatest colosstupendous production of all time.

In their youthful exuberance, some announcers make grandiose claims in their station breaks. You hear it everywhere you travel: "This is station PUFF, most influential this side of Mars."

We have instituted a drive to eliminate boastful station breaks, such as "bring you the TOPS in radio entertainment," "dial 630 for the BEST in radio." We have decided to let the listener decide whether or not it's the "TOPS" or "BEST." Our purpose will be to strive to bring the listener the very best. Informing him or her that it is, does nothing but irritate, thereby nullifying any good impression that may have been made. In other words, we are replacing grandiose claims with FACTUAL — thereby truthful, irrefutable — STATION BREAKS, such as: "Since 1931 — serving the Okanagan for 24 years" "the pioneer voice of the Okanagan."

Insofar as specifically telling "how a named sponsor used radio with outstanding success in a named small market," we report as follows:

Jack Gordon, manager of a Kelowna Super-Valu food market, ordered 20 announcements to advertise rose bushes. Spots consisted of 15-second flashes and a few 30-

second spots. This was on Friday.

On Saturday, at 3 p.m. he phoned in frantically wanting to know how many spots had run. When informed that 14 had gone, he said: "Cancel the other six, we're sold out!" He had spent exactly \$25.00. Sales resulting from rose bushes approximated \$600. Also, sales volume for the two days was away up, showing that shoppers had made other sizeable purchases while they were there. Mr. Gordon used no other form of advertising whatsoever and related that he was "very, very pleased indeed."

To give another example of the kind of "CKOVerage" radio advertisers enjoy here: Mrs. Pettigrew, manageress of a local jewelery store, ordered a quantity of Jubilee spoons to commemorate the city's "Golden Jubilee." Within one hour after the first spot went on the air, customers were in the store making purchases. "I had several phone calls, too," she added. The spoons sell for almost \$7.00 each.

Insofar as listeners are concerned, we invite them—both in our monthly publication and over the air — to write the station as often as they like, telling us of their listening preference.

The station management welcomes suggestions on how to improve the station, and, if they have merit, such ideas are put into immediate effect. Sign-on to sign-off we seek the approval of our listeners. In a word — we are trying hard — to please.

ED. BOYD,  
 Promotion Director,  
 CKOV, Kelowna.

## "BONNE" VOYAGE



Sir:

In the Shortwaves column of your May 18th issue, I was interested to see a photograph of, and story on, Al Davidson, CKY, Winnipeg, sole Canadian representative of the NATO tour of the Benelux countries.

I thought you might be interested to know that my Boss, Corey Thomson (photograph enclosed) left Paris last Thursday for Bonne as sole Canadian representative on the NATO tour of Germany. When are you leaving?

WILMA KENDALL  
 Secretary to Corey Thomson  
 CKVL, Verdun, Que.

## B.C. RADIO HAS CHANGED!

Latest BBM figures give the 2 station markets of

## CHUB and CJAV

NANAIMO PORT ALBERNI

A larger BBM increase than any area in British Columbia!

Check with —  
 Stephens & Towndrow in Toronto and Montreal.

Donald Cooke, Inc. in the U.S.A.  
 John N. Hunt & Associates in Vancouver.

# Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

Editor & Publisher . . . . . RICHARD G. LEWIS  
 Art Editor . . . . . GREY HARKLEY  
 Editorial Dept. . . . . GLEN SMITH  
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 Research Consultant . . . . . GEORGE E. RUTTER

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Vol. 14, No. 11

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June 1st, 1955

### Five Thousand Good Wishes

There is always something heartening about growth and expansion. But right now, when some people persist in their doubts about the future of the radio broadcasting medium, in the face of the infant television, the power boost of a non-network independent station should have a special significance to broadcasters and advertisers who are inclined to wonder.

We are referring to the function which takes place the day this issue goes into the mail. It is the launching of the new 5 kilowatt transmitter of station CKLB, Oshawa.

In offering congratulations and best wishes to Al Collins and his associates, we should like to point out the courage this station is displaying in taking this important step under the very walls of the big city, bristling with fifty kilowatt antennas, and with TV stations to the west and the south.

CKLB, like its counterparts all over the continent, does not receive government grants or subsidies, or other largesse from the public purse. It must depend upon the patronage of merchants and businessmen who use its facilities to sell their goods. And these merchants will only use these facilities, mark you, if the station is able to attract thousands of listeners, by serving them the programs they want to hear. If it cannot please enough people, it will fail to interest the advertisers. Then, like any other business, it will shut its doors for lack of customers.

Getting this transmitter onto the air has been a big struggle for CKLB. This is in accordance with the tradition of the first broadcasters, who gave up everything else, because they saw in a radio station the fulfilment of an ideal. This actual day is the day in the annals of CKLB on which it made the grade. Its success so far, and the success it will earn and enjoy in the future, is the success of everyone of us who believes in the rightness and fitness of the tried and proven economic system of which we are a part and which we know proudly as private enterprise.

### Pulling Together

No small measure of praise is due the Canadian Association of Radio & Television Broadcasters — its directors, its

RADIO RIBS . . . by Harkley



"Funny how some producers hit the ceiling when you forget to bring your script."

staff and by no means least its executive vice-president, Jim Allard, for its gargantuan efforts during the second half of May.

There was an appearance to make before the Ilsley Commission on Copyrights; there was another presentation to put before the Parliamentary Committee on Radio and Television Broadcasting; there was also a meeting of the Board of Directors, who, besides dealing with routine matters, were on hand to support their aides in the presentations.

The presentations to both tribunals were made by Jim Allard, who also dealt with the barrage of questions leveled at the CARTB by members of the committee, following the reading of the brief. An idea of the competent manner in which Allard conducted himself was indicated by the fact that at least two members of the Parliamentary Committee, neither of them especially sympathetic to the cause of the CARTB, took the time and the trouble to congratulate the CARTB's administrator for his able performance.

Canada's private broadcasters are fortunate, not only in the ability of the man they employ to conduct their association, but also in the calibre of man who sits on its board of directors and gives of his time and talent in order that his fellow broadcasters may have the benefit of his experience.

Committees and commissions may come and go. The cause of private broadcasting may go forward or backward. But

come what may, the spirit of teamwork evidenced in the association's day to day operation is something to be proud of, something to cherish.

### The Show Is The Thing

People are not attracted to radio or allured by television, any more than they are repelled by the one or appalled by the other. The fact of the matter is that it is what they get in the way of programs that delights or displeases them. In other words, the fact that they stay home for *The Bing Crosby Show* is not because of any undying love for the kind of broadcasting called radio. It is because they are addicted to *The Groaner*, and if he appeared on television, and more palatably, they would switch, without batting an eye. To put it briefly — the show is the thing.

If radio broadcasters are going to make headway in the face of television, and if telecasters are going to consolidate and increase their gains, notwithstanding the radio, they are going to have to think in terms, not of a new kind of research to outrate the old, not of a bigger and better give away with which to buy an audience. They are going to have to think about giving more people the kind of entertainment, information, inspiration that they want. And this means what the listeners want, not what they want in the major production centres, but in the areas covered by the individual stations.

In the present battle between radio and television, the biggest loser to date has been network radio. This is because of the centralization which is part and parcel of network broadcasting, where program ideas for the back sixties and the four hundred alike are conceived in the ivory towers of the advertising agencies and the network offices.

The fact that, in radio particularly, with TV following suit not far behind, advertisers are tending more and more to picking up locally produced program ideas from stations, rather than the elaborate presentations of the national production centres, indicates pretty clearly that local station people are getting more credit for knowing what their audiences want than they ever had before. The only thing is, they'll have to keep on justifying it, these local station people.

# POINTS of Sale

How far does "local" go? It isn't advertising; it's shopping news.

"Did you hear young Bill Smith yesterday? He said they have nylons at half price down at Battersby's Department Store."

And here's another "local" selling point.

A man from Cape Breton Island trekked to Antigonish, N.S. to buy a used truck he had heard about on a CJFX newscast.

This "local" went 75 miles.

Your "national" message will reach the "locals" via these live community stations.

Facts and figures? Yours for the asking.

**C-FUN**  
VANCOUVER

**CKBB**  
BARRIE

**CKTB**  
ST. CATHARINES

**CKOK**  
PENTICTON

**CJCH**  
HALIFAX

**CHOK**  
SARNIA

**CJFX**  
ANTIGONISH

**CKVR-TV**  
CHANNEL 3

**PAUL MULVIHILL & Co.**

Toronto  
77 York Street  
PAUL MULVIHILL  
EM. 8-6554

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

## Copyrights

# COPYRIGHT LAW NEEDS NEW LOOK

PRESENT Canadian musical copyright legislation, which has been on the statute books since 1842, stands in dire need of overhaul because prevailing conditions have drastically changed in the past century, especially with the coming of radio and television and the general development of mass communications media. This claim was contained in a brief presented in Ottawa, May 18 by the Canadian Association of Radio and Television Broadcasters to the Royal Commission on Patents, Copyrights, Trade Marks and Industrial Designs, sitting under the chairmanship of the Rt. Hon. J. L. Ilsley.

The brief which was presented by CARTB executive vice-president Jim Allard, supported from a legal standpoint by Sam Rogers, Q.C., sought drastic amendments to copyright law, to assist radio and television broadcasters and other purveyors of music to merchandise their product to the greatest public interest.

With the expressed view of encouraging "the production and use of Canadian creative material as a contribution to the development of a Canadian cultural heritage," the

brief recommended a review of Canada's position relative to international copyright conventions, withdrawal of Canada from all international copyright conventions with the possible exception of UNESCO, and a change in the term of copyright to a more reasonable period.

Further recommendations were as follows:

- (1) Compulsory identification of copyright ownership on all recordings and sheet music.
- (2) Compulsory registration of copyright ownership, especially assignments, in convenient form at some central place.
- (3) The statutory right to "per program licenses".
- (4) Clear cut statutory definition of responsibility for payment of copyright fees as between material used on networks and material used on individual broadcasting stations.
- (5) An advance in the date required for filing of tariffs by the copyright societies.
- (6) Continuation of the Copyright Appeal Board or its equivalent but with provision for changing the personnel structure if this be found expedient or necessary, and with right of appeal.
- (7) In relation to television broadcasting, the consolidation of various forms of copyright existing in any one unit of actual production or

usage as a matter of practical convenience.

(8) The creation of a separate right vested in radio and television broadcasting stations providing for copyright in any and all material originated or broadcast by such stations. This is to be in essence a "broadcast right" which would prohibit any unauthorized person from picking up and re-broadcasting any radio or television broadcast.

The brief recalled that the original purpose of copyright law was to protect the composer so that he could continue to contribute to the nation's cultural heritage. At the time the legislation was passed (1842) it permitted a reasonable fee to the publisher and others responsible for presentation of the work to the public. There has been no basic change in Canadian copyright during the last hundred years, but the conditions under which authors and publishers operate have changed radically.

With the advent of radio and television (unheard of far less than a hundred years ago) mass production and dissemination of a composer's work has become possible and profitable. He no longer needs to be protected from having his music heard. The radio and television stations that broadcast it making it popular and profitable, pay for this privilege.

The existing law, by which Canadian broadcasters pay foreign publishers of music by composers now dead "not only fails in most cases to serve these (original) purposes but actually assists in defeating them". Far too much Canadian money is being spent for royalties on music from older countries instead of keeping that money in Canada for fostering native talent, the brief said.

Who owns what, and how much is to be charged for it, is knowledge that often is not available for several months at the beginning of a year. For these months the Canadian

**MINERS, LUMBERJACKS,  
RAILWAYMEN, TOURISTS**

You sell them all in  
Northern Ontario with

**RADIO**

**CKGB** Timmins

**CJKL** Kirkland Lake

**CFCH** North Bay

**CFGPD** OUR NEW  
"VOICE of the MIGHTY PEACE"  
5000 WATTS  
WILL  
"SMOKE OUT MORE BUSINESS PER BUCK THAN YOU CAN SHAKE A BLANKET AT."

SERVING ONE QUARTER OF THE RICHEST PROVINCE IN CANADA  
CFGPD IS 300 AIR MILES FROM THE NEAREST NETWORK STATION.

IN CANADA ASK AN ALL-CANADA MAN, IN THE U.S.A. WEED & CO.

**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

radio and television broadcasters must chart their course blindly — a practice not conducive to sound business nor enlightened programming, Allard pointed out.

**SEEK AMENDMENT TO ACT**

The CARTB brief recommended: "an amendment to the Copyright Act providing for filing of the tariffs proposed by the copyright societies not later than September 15 in the preceding year. We recommend also that objections be filed not later than October 15, and that the Copyright Appeal Board be required to make public its decision in relation to the tariffs and objections not later than December 1 of the year previous to that in which the tariffs will become applicable.

"We strongly recommend that the Copyright Act be amended to require public announcement by the appropriate tribunal of the public performing right fees payable in any calendar year:

- (a) in terms of a fixed sum of dollars;
- (b) on or before December 1 of the next preceding year.

"The arrangement we have suggested above would enable all parties to the particular transaction in question to know what the use of the repertoire of any one of the copyright societies will cost and plan accordingly in relation to it.

"Especially objectionable is any arrangement based on percentage of gross revenue. Broadcasting stations derive significant portions of their income from material which does not use music. This includes news, sports, dramatic broadcasts, commentary, and similar material.

"Moreover, the gross revenue formula inevitably leads to demands

for inspection of the books of businesses using copyright material by the copyright societies . . . Some of these groups might directly or indirectly be in competition with the interest of Canadian purveyors of music or in competition with those who supply Canadian purveyors with program material."

**CHANGES IN APPEAL BOARD**

CARTB's recommendations pay tribute to the "useful, indeed essential, function" that the Copyright Appeal Board has performed. However, the brief submits some points for consideration, if any change is contemplated in the composition of the Board's personnel.

- (a) A three-man panel, drawn from the Restrictive Trade Practices Commission with the present powers of the Board.
- (b) A three-man panel, with the

present powers of the Board, made up of one representative of the copyright societies, one representative from the music users, with a Chairman to be selected by agreement by either the Governor-in-Council or by a judge of the Supreme Court of Canada.

- (c) Transfer of the Board's powers to the Tariff Board.

The broadcasters asked for the right of appeal on decisions of the Board to the Supreme Court on questions of jurisdiction.

"We stand ready to assist the Commission in any way desired with implementation of its extremely important investigations into the field of copyright in Canada," Allard said. "After nearly a quarter of a century of day-in, day-out, experience with the practical application of copyright

legislation and practices in Canada the broadcasting industry is convinced that a complete overhaul of these is needed to conform with today's realities to protect the public interest, to reduce confusion and complexity, to reduce the misunderstanding and litigation involved in the copyright field and to assist in the development of Canadian cultural and intellectual materials."

**Announcement**



**H. E. E. PEPLER**

At a recent meeting of the Board of Directors of Jos. A. Hardy & Company Limited, Mr. H. E. E. (Ted) Pepler was appointed Manager of the Radio Division, Toronto, effective immediately. Prior to joining Jos. A. Hardy & Company Limited, Mr. Pepler served as an officer with the Canadian Army in Korea.

**RADIO STATION CKGR**

GALT, ONTARIO

is proud to announce the appointment of Radio Time Sales Limited as National Representatives in Toronto, and Montreal.

*For information, contact:*

MR. N. D. BROWN,  
RADIO TIME SALES,  
147 University Avenue,  
Toronto, Ontario.

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RADIO TIME SALES,  
1231 St. Catherines St. W.,  
Montreal, Quebec.

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



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

OF ANY STATION\* ON THE  
PRAIRIE

\*Private

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

Represented by

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

**CKCH**  
*Soon*  
**5000 WATTS**

With a potential listening audience of over

**400,000**

French speaking people is a **MUST**

.....**CKCH**.....

**Hull and Ottawa**

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

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



**F**RED LYNDS of CKCW and CKCW-TV, Moncton, in town last week for the annual meeting of the Toronto Chapter of the Let's Wash Lionel Down With A Bucket of Suds Society (with a repeat performance scheduled for Montreal this week) had things to say to *The Desk* about the June 20-1 Atlantic Association of Broadcasters' Convention at the Algonquin Hotel, St. Andrews-by-the-Sea, N.B.

From Sunday afternoon golf and evening beach party, to the bitter end, all meetings will be open to broadcasters, advertisers, agencies, suppliers, yes and even the trade press.

"The whole idea," says president Fred, "is to give all our friends a chance to meet the Atlantic broadcasters on the home ground, to see what we have and what we do with what we have."

Details of the meetings aren't complete at press time, (When were they?) However, we are able to say that Newfoundland's provocative premier, Hon. Joe E. Smallwood, will be the speaker at the annual dinner and is slated to say things about the Atlantic Provinces in general and Canada's tenth province in particular.

Another famous maritimer (or is it Atlanticist?), Mr. Canada himself, alias John Fisher, is going to deliver the keynote speech the first morning.

When the AAB elected Lynds its president, it expected him to pull something different out of the hat,

which is exactly what he is doing on the Monday afternoon.

"For years — decades in fact — we have been trying," said he, "to find out what programs will do the best job, make the greatest impact, please the most listeners. We have consulted psychologists, mathematicians, doctors of divinity, professors, and every kind of expert you can shake a stick at. But we have never asked the listeners what programs they want to hear."

So, on the Monday afternoon, four listeners of mixed genders and levels will grace the platform and not only tell the broadcasters what they think of them, but also what they want to hear from the radio stations and why. Also, in case you get overly carried away by exuberance or something, the chairman, who has been instructed to keep bringing the audience down to earth with a succession of dull thuds, will be — this hapless correspondent, it says here. But don't worry, I'll think up an alibi.

After the forum, you are going to find out whether the panel is right in what it says it wants to hear, because the meeting will be addressed on the statistics of listening by Walter Elliott of Elliott-Haynes Ltd.

Monday night is the annual dinner with seafood and Joe Smallwood for local atmosphere.

Tuesday morning's business session will be open to those who can take it. Then, Professor W. Y. Smith, of the Economic Council of the Atlantic Provinces, and a Professor of Economic and Political Science at the University of New Brunswick, will talk of the bright future which lies ahead for the Atlantic provinces.

There'll be teas for the ladies and all the fun of the fairway in a golf tournament. Adjournment will come in lots of time to let those who will, get out to Jasper for the WAB Convention June 28-9. If they are spared.

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

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

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

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

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

BBM STUDY NO. 6

**CFCO — 630 Kcs — Chatham**



**NEW CANADIAN**

On May 20, Citizenship Day, Blair Nelson, top man on CFQC-TV's totem pole, and a one time officer in the U.S. Marines, became a Canadian citizen — officially.

To celebrate the occasion, Blair was presented with what my informant describes as "a gorgeous pair of genuine Indian moccasins, and a not so genuine coonskin cap". The communiqué continues: "Which he is wearing in the office and on the street. So far".

With all the respect due to a new Canadian, this not so new one, (but new within the meaning of the act none the less) would like to remind Blair of the words uttered by our Minister of Citizenship, when he said, in so many words, that Canadian babies are better.

**DON'T LAUGH AT THE CLOWN**

Jackie Gleason is so big he has a fabulous diet according to the papers. He is a clown and gets a lot of million dollars a year because of it. He is on TV. In spite of all this, when the editor of a Canadian magazine pinned these labels on him, he was peeved to the point of suing for libel or something.

The writ was against LIBERTY MAGAZINE, its publisher, Jack Kent Cooke and its editor, Frank Rasky, and the reason for it all was an article of Rasky's in the May issue, which was a TV number, with a title that offended the comedian. The title was: "Why I am TV's Greatest Clown — Jackie Gleason".

We gave Rasky a call on the phone and learned that the July issue will carry a "Sorry, Jackie, if we have embarrassed you". That will be that.

An amusing sidelight on the event was a note in Alex Barris' column in the *GLOBE & MAIL* last Thursday.

Quipped the *Casting About* columnist, "... to appease him, the magazine will have to print some sort of retraction like "Why I'm Not TV's Number One Clown" etc., etc.

**THE PRESIDENT SPEAKS**

US broadcasters must have experienced quite a thrill last month when their trade association was addressed at its annual convention by no less a personage than President Eisenhower.

In his talk, described as an informal one, the President gave broad-

casters the status of publishers by talking to them about freedom of news and urging radio and television to separate news from opinion.

The first US President ever to address a NARTB convention, he said:

"One of the things that has made us an informed public is the fact that we have had a free press, and now these great institutions, radio and television, have moved in to take their place alongside the older media of mass communications.

"And this means, if we are to draw any lessons from the past, that they in turn must be free . . .

"I once heard an expression with respect to newspaper standards: The newspaper columns belong to the public and the editorial page belongs to the paper.

"And for myself, I find that an easy standard to follow and to apply as I examine a newspaper. I should think some such standard could be developed among you.

"Of course you want to entertain. Of course you want people to look at it, and I am all for it. And I think everybody else is.

"But when we come to something that we call news — and I am certain that I am not speaking of any-

thing you haven't discussed earnestly among yourselves — let us simply be sure it is news."

**FAVORITE COMIC**

My favorite comic book, *THE NEW YORKER*, had a profile of my favorite comic, Victor Borge, in its May 7 issue. It told how his one man New York show, *Comedy in Music*, played 616 times to 402,000 people, and grossed over one and a half million dollars, or about eighteen thousand dollars a week.

The same article, — it's by Geoffrey T. Hellman and runs nearly ten thousand words — relates that: "the stagehands' union requires Borge to hire eleven men, who attend to the lighting, move his piano, and at one point let down a chandelier from the ceiling, and the musicians' union requires him to hire four 'stand-ins', including one pianist, none of whom plays a note, except in the lounge after the show is over, but some of whom function as request-number-requesting stooges in the audience."

And speaking of audience, I have to get this off to the printer's or disappoint the thousands of readers avidly awaiting my words. So buzz me if you hear anything, won't you?

**REPETITION IS HIGHLY RECOMMENDED**

**Let Us Tell Your Story AGAIN And AGAIN And Then AGAIN . . .**

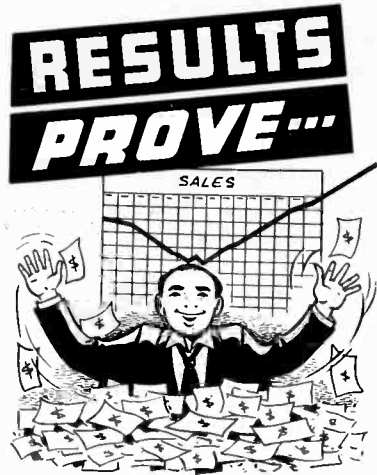
- \* \*
- Vancouver's **CKLG**
- Vernon's **CJIB**
- Dawson Creek's **CJDC**
- Calgary's **CFCN**
- Red Deer's **CKRD**
- Regina's **CKRM**
- Dauphin's **CKDM**
- Edmonton's **CFRN**
- Saskatoon's **CFQC**
- Brandon's **CKX**
- Winnipeg's **CJOB**
- Fort Frances' **CFOB**
- Fort William's **CKPR**
-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

**Radio Representatives Limited**



**VANCOUVER  
WINNIPEG  
TORONTO  
MONTREAL**



**CHNS is your  
BEST "RADIO BUY"**

**in the important HALIFAX AREA**

Here's why:

**B**OTH local and national sponsors have found from experience that in Halifax, best results come from using the most listened-to station — CHNS! Join the long list of satisfied sponsors and watch your sales going up with CHNS!



*The Voice  
and Choice  
of HALIFAX!*

*House Committee*

**START COMPETITIVE TV—SEPARATE CBC FUNCTIONS**

Private broadcasters went after the government last week for the right to establish independent television stations all over Canada, especially in Montreal, Toronto, Ottawa, Winnipeg, Vancouver and Halifax, where CBC television now enjoys a monopoly. In the brief they presented to the Special Commons Committee on Broadcasting, the Canadian Association of Radio & Television Broadcasters, through its spokesman, Jim Allard, not only pressed for an end to the government's TV monopoly, but also renewed its plea for an independent body to take over from the CBC the regulation of all Canadian radio and television broadcasting.

The association, whose membership includes 128 radio and 22 television stations, said that relaxing present TV license restrictions would be consistent with the recommendations of the Massey Commission. It could also concur with the general outline of previous government policy statements, and "would give Canadians... a choice of more than one television program at one time from Canadian sources."

The brief's second recommendation — the creation of an independent regulatory board for Canadian broadcasting — contended that such a move would bring broadcasting regulation into harmony with parallel regulatory situations in all parts of Canada and would provide a basis of democratic principles for the regulatory structure of Canadian broadcasting. The present situation is that the CBC, a single body, combines executive, legislative and judicial functions. CARTB's brief points out that the Corporation is at once, con-

troller, competitor, judge, prosecutor, litigant, singly or in combination, in its relationship with private broadcasting interests.

Drawing support and ammunition from the findings of the Massey Commission and opinions expressed in recent parliamentary debate on the granting of television broadcasting licenses, the brief asks for licensing of private TV stations in all areas, including the six cities where CBC now enjoys sole television transmitting privileges.

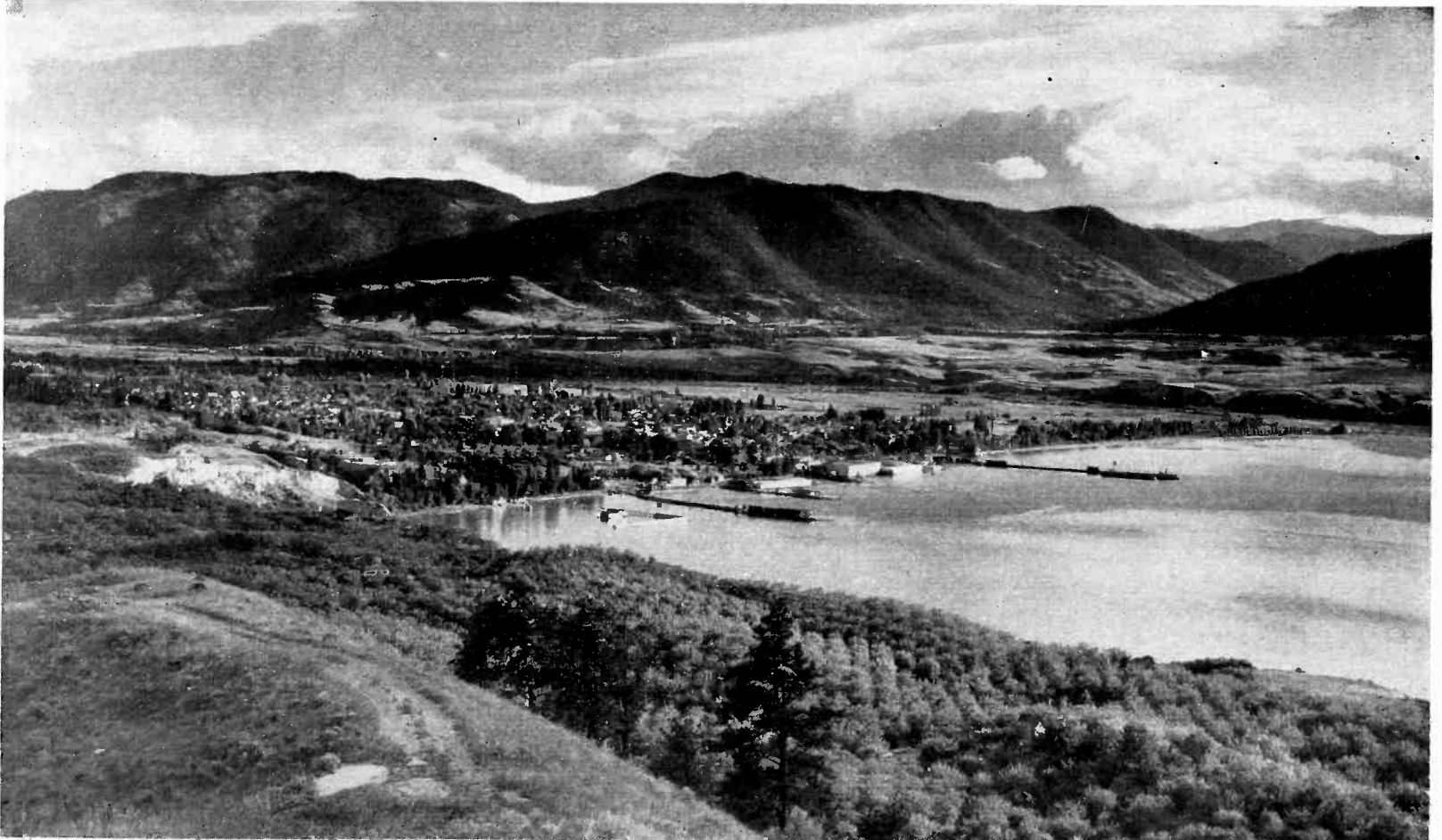
The Massey Commission recommended that private television stations be licensed only when the CBC has available national programs, some of which the private stations would use, the brief pointed out. It went on to say that the Royal Commission's chairman stated later, in a luncheon address: "This does not mean, however, that there can be no television in say, Vancouver, or Halifax, until the CBC has completed a system of national television

networks, a long and very costly business. We were talking of programs."

In his presentation of the CARTB submission, T. J. Allard, executive vice-president of the association, pointed out that the Massey Commission quite apparently visualized the granting of applications from Canadian citizens for television licenses in all areas of Canada at or before "the point that has now been reached." With authority derived from a policy statement by Revenue Minister McCann which said: "It is anticipated that, in due course, private stations (TV) will be permitted in areas covered by CBC stations." Allard further contended that "in due course" has now arrived. The CARTB submitted that, since eight of the provinces are now served with television and all ten should be by the end of this year, "this is an adequate national television system", and licenses should therefore be considered for all areas in Canada, without exception.

**Here is CKOK-land**

• • One of a series



PENTICTON, B.C. FROM MUNSON MOUNTAIN

Photo by Stocks

SEE PAUL MULVIHILL & CO. IN CANADA

Served by  
RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.

**COMPETITION BUILDS AUDIENCE**

"Competitive television will provide better and more effective service," the brief continued. In addition, it said that competition should tend to reduce the number of Canadians who now view U.S. television programs regularly, in areas where only one Canadian signal is available. Experience has shown that competition also greatly increases the size of audience available. And, Allard told the committee, "competitive television service in all areas of Canada will increase the sale of television sets and this will stimulate the growth of a great new industry. Also, it has been demonstrated clearly, that competition increases the value of the service provided to viewers."

The brief went on to say that if channels available for use in these areas are not employed by Canada, there is serious danger that these or adjacent channels will be employed by the United States . . . To permit their use now would assist in the further development of a Canadian television service by and for Canadians."

**NEED INDEPENDENT BODY**

A separate regulatory body, recommended in the brief, wouldn't be connected with any operating broadcasting group. It would come under the Minister of Transport, and be the administrative authority to recommend the granting of radio and television broadcasting licenses and related matters. The body would also be the regulatory authority for all Canadian broadcasting stations. The brief submitted that such an independent regulatory authority would be consistent with basic principles for publication, broadcasting's present degree of development and place in the community, and with accepted constitutional principles.

Conflict between public interest and freedom of published material has long been resolved by third party judgment, the brief said. With printed forms of publication, this third party is represented by the courts. Now, the CARTB pointed out, broadcasting is the newest form of publication. And, like all other forms, when it requires legal regulation in the public interest, the method of regulation should take due account of the long established principles of third party judgment.

With regard to broadcasting, there is urgent need for review of existing legislation. The Aird report in 1929,

anticipating that all broadcasting in Canada would be nationally owned, framed the laws which established the Broadcasting Act and the establishment of the CBC. In so doing, it was intended that the CBC's Board of Governors should supervise the operations of that organization, but not to regulate for privately-owned stations. Allard submitted that: "The proposed regulatory board would be consistent with today's situation recognizing not only the changes that have taken place in our society and economy, and in the structure and position of broadcasting, but the actual structure of present-day Canadian broadcasting."

Separation of powers is a principle important to the democratic philosophy, the brief stated. "The principle is clearly established in every parallel situation that democracy cannot permit a single body to combine the executive, legislative and judicial functions. Yet these are precisely the conflicting roles now being played by the CBC."

The brief cited the instances of the Transport Board, the Air Transport Board and the Australian Broadcasting Board, and said the Government recently had recognized the principle of separation of investigating and judicial functions in implementing the recommendations of the MacQuarrie Commission regarding the Combines Act. The MacQuarrie Commission's contention that "as long as a single official is placed in the position of being required to perform incompatible functions there is room for a good deal of public misunderstanding", was quoted in this connection.

"The present regulatory situation in broadcasting is clearly open to the same criticism made by the MacQuarrie Commission, for the same reasons and with the same results," the CARTB brief stated.

**SPONSORS TO SPARE**

There was sufficient commercial revenue available to maintain both CBC and private television in key centres, T. J. Allard said, under questioning following the brief's presentation to the Commons Committee. He supported his views with findings from a survey of advertising agencies.

The survey showed that there were more than enough sponsors, he said. One agency claimed it had a client with \$1,000,000 earmarked for TV time costs.

The Broadcasters' Association poll covered 75 ad agencies and 28 were

heard from in the report. Answers to questions were given by all major agencies which are the ones with clients interested in TV sponsorship. The survey showed 12 agencies with clients wanting time on Vancouver TV, 21 for Toronto and 21 in Montreal.

Agencies with existing TV sponsors who wanted more time, totalled 9 in Vancouver, 12 in Toronto and 12 in Montreal. Advertisers unable to buy time or programs they were after but who were presently sponsoring shows were reported by 10 Vancouver agencies, 15 in Toronto and 12 in Montreal.

The survey revealed that there were 13 agencies with clients buying U.S. TV time on adjacent stations. Agencies reported a total of about 85 clients ready when more TV stations were available. One specified Toronto, one Montreal, one Vancouver, and 25 claimed sponsors for all three cities.

Canadian sponsors were spending about \$1,600,000 in New York State and about \$200,000 in Washington State, Allard said. Based on the survey, he stated, the CARTB felt there was plenty of cake to share. The association was urging competitive TV in all areas, including those where private stations enjoy a monopoly now — not just Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver where CBC operates, Allard said, stressing this point.

**WILL OF THE PEOPLE**

The association was confident that the majority of Canadians wanted competitive TV, he said. In fact, they were enjoying it already — from

the U.S. An Elliott-Haynes TV survey showed the majority of people viewing American programs during a 24-hour period polled in March, 1955. York County had 1,176,297 watching U.S. channels, 791,529 watching CBLT, and 76,954 viewing Hamilton TV. The same situation was true in all places in Ontario with U.S. television reception available.

"These figures bring out the fact that there is no such thing as single service coverage," commented Donald Fleming (PC, Eglinton). He termed it an "exploded myth," and said: "I can't see any virtue in a system which keeps out Canadian competition, but lets in American competition."

Television hadn't hurt local radio business, Allard stated, although network business had declined and national advertising presented a spotty picture.

He denied that private TV operators were more interested in revenue than in the quality of their programs. It was the quality of programs that had kept them in business, he said.

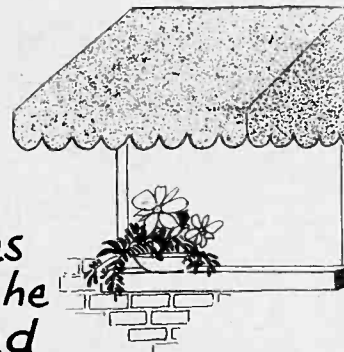
**WANTED GOOD DISC JOCKEY**

with ideas for night show on Northern Ontario station. Good salary to the right man plus talent. Send full particulars to

Box A238  
CANADIAN BROADCASTER & TELESREEN

*We know a man . . .*

*who drove 140 miles to buy awnings he heard advertised on our station*



**We**

**TELL AND SELL**

**So why not**

**BUY AND BENEFIT?**

SEE OUR REPS!

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



**THE RADIO HUB OF SASKATCHEWAN**

Introducing . . .

**CKCR's**

**Dutch**

**Twins**



Kitchener - Waterloo  
Dial 1490

**NOW**

**CKLB**

**OSHAWA**

**Extends a big  
5000 WATTS WELCOME**

**to more than**

**1,000,000**

**NEW FRIENDS—ALL  
POTENTIAL CUSTOMERS  
FOR YOU**

See

J. L. Alexander Ltd., Toronto and Montreal  
Joseph Hershey McGillvra in U.S.A.

News

WOULD BEAT W'KEND NEWS DEARTH

ONE move to come out of the recent meeting of news editors of Broadcast News stations was an answer to the no-news-on-Sundays complaint. Raised at the Central Canada regional meeting of news editors staged and conducted by Charlie Edwards for Broadcast News, a resolution from the floor suggested six months trial for an exchange system, without charge, to work week ends and holidays, when The Canadian Press is not operating at full swing. Proposed by Tom Darling, CHML, Hamilton, and Dave Rogers, CHCH-TV, Hamilton, the resolution called on managers of stations subscribing to Broadcast News to have their news departments file worthwhile news items at these times for the benefit of co-subscribers. It was understood that originating stations would not be required to file the item until they had used it themselves. The resolution was passed unanimously and the proposal is being taken by Edwards to the May-June meetings of the Prairie, B.C., French, and Atlantic regions, in order that the opinions of these broadcasters may be learned.

The meeting was attended by over 50 news and sports editors and featured two panels, one on general news handling and one on sports, an address by John Brooke, of the firm of McCarthy and McCarthy, legal advisors to BN, on the laws of libel and slander as they affect broadcasting, a look at BN's copy schedule by Charlie Edwards and a report on weekend coverage by Tom Willis of CFJB, Brampton, out of which the recommendation for its improvement arose. Reports by Hugh Bremner of CFPL on tape-recorded news and by Dave Rogers of CHCH-TV on television news-handling were not given, as the meeting had already run overtime.

NEWS NEEDS COLOR

Rod Dent of CHML, a member of the news panel, said that the three things needed for the operation of a newsroom are lots of money, a news editor with experience and who can give leadership and a staff of several members. One of the things lacking in radio news is color, he said. He urged the radio newsmen to look for unusual angles in their news stories.

Bob Douglas of CFOR, Orillia, said that at that station such things as criminal assault, indecent assault and domestic squabbles are bypassed. The matter of prominent people who get in some type of trouble is left alone until the case comes up in court, when only a brief mention is made of the charge and the sentence, if there is one. However if they should be brought up on a second offence they are treated the same way as anyone else, he said.

Comparing radio news with newspapers, Sam Solomon of CFCF, said that newspapers headline national and international news and that if radio gives too much time to local news it will lose listeners to the newspapers. He suggested that BN is missing a good bet in not giving more coverage to Canadian news on weekends and that a co-operative exchange of news, similar to THE CANADIAN PRESS, be set up between private radio and television stations.

WANT RADIO SPORTS EDITOR

The sports panel, with Ken Ellis of CFPL as chairman, and Phil Stone of CHUM, Rex Stimers of CKTB and Graham Emslie, subbing for Perc Allen of CKOC, urged that BN get

a full time sports editor who thinks and writes for radio. They felt that for this reason he should be a man with experience in radio rather than a newspaperman.

Charlie Edwards said that this matter had already been before BN's board of directors but that he would propose it again.

THE DANGERS OF LIBEL

Great caution plus a knowledge of the laws of defamation is necessary in the preparation of news broadcasts, John Brooke told the newsmen. Libel and slander are both actions for defamation which he defined partially as imputing the commission of a crime or unfitness for someone to carry on in an office or profession, unchastity in a woman or insanity. Defamatory words, to be actionable, must be published to a third person, he said.

Newspapers in Ontario are protected against libel and slander suits by definite time limits in which the charge can be laid and also by the fact that they can retract or apologize for what they have published, Brooke said. Broadcasters do not have such protection and he urged the newsmen to press for changes in these laws so that broadcasting would be covered.

News reporters, radio, television and newspaper, have a "qualified privilege," Brooke stated. The qualifications of this privilege are that the report should be fair and accurate, that it must be published without malice and in good faith and that the subject or meeting it covers is not one of which reports are forbidden by law.

Brooke told the newsmen that they should always do their utmost to give an impartial, reasonable view of both sides of the question, particularly in criminal cases. He suggested that the writer should scan his report, keeping in mind the 12 men who would make up the jury should a libel charge be laid.

In answer to one of many questions, this one a hypothetical case in which the news broadcast quoted the local police chief as saying that someone had been "drunk and irresponsible", Brooke said "the mere fact that somebody tells you something, is no defence if it is false and defamatory".

RADIO AND TV COUNTS SOAR

According to figures published recently by the Radio-Television Manufacturers Association of Canada, there are 6 million radios and nearly 1 1/2 million television sets in Canada—about 96 per cent of Canadian homes have radios and about one in every three homes has a television set.

AD CLUB NEWS

Frank Murray, assistant manager of CJBQ, Belleville, is the new president of the Sales and Advertising Club of that city.

Broadcasting loses its voice in the Toronto Ad Club, an Andy McDermott's term as president ends. He is succeeded by John Tee, advertising manager of Electric Auto-Lite. McDermott remains on the board as past president.

Command

FIRST POSITION

in your product field

In Northern Ontario you can take the lead with

RADIO

CJKL Kirkland Lake

CKGB Timmins

CFCH North Bay



CASH IN

ON THE BIG WEEKEND AUDIENCE THIS SUMMER IN EASTERN ONTARIO!

CKLC

HAS MORE LISTENERS THAN ANY OTHER KINGSTON STATION

IN 15 OUT OF THE 16

SATURDAY & SUNDAY LISTENING PERIODS

FIRST BY FAR!\*

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

CKLC

KINGSTON

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

"AW, SHUCKS," Says Lionel....

"Fred Lynds wants me to send this note to you — and you — and you — to ask you to attend the Atlantic Association of Broadcasters Convention at St. Andrews-by-the-Sea, June 20-21.

Fred is the president, you know, and he asked me to say 'I know you'll be there anyway, but I want you to know that we want you'."



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

**Now!**

**Full Power**

at

**900**

**CHNO**

**SUDBURY**

**A TREMENDOUS  
INCREASE  
IN  
COVERAGE  
AND  
NO INCREASE  
IN RATES**

**YOUR BEST RADIO  
BUY**

Rep:  
**OMER RENAUD & CO.**

*Report From Parliament Hill*

**CBC IS THE CABINET'S MOUTHPIECE**

**Radio Receipts Down Half Million But CBC Increased Staff**

**H**ERE'S a shocking comparison of monopoly versus competition. The giant Canadian National Railways in 1954 on \$604 million dollars of operations, reported a deficit of 28¾ million dollars. The government CBC, on a trifle less than \$20 million dollars of operations, had income of 4½ million and a deficit of 15½ million.

Thus, the government broadcasting monopoly, on expenditures about one-thirtieth of the CNR's, incurred more than half the CNR losses.

The government railway is in hot competition with the well-managed private enterprise, Canadian Pacific Railway.

The government broadcasting corporation has complete monopoly control over both its radio and television private station competitors.

The useful Canadian National Rail system with assets of \$3 billion dollars, carries probably half of Canada's agricultural and manufactured output.

The CBC costly radio-TV corporation lists assets of only \$16 millions, is far from completing its projected national networks to supply what amounts to vaudeville and theatre entertainment plus propaganda.

CBC's financial position grows worse year by year.

Finance Minister Harris' budget white paper estimates that the government in the fiscal year ending



By  
**CHESTER A. BLOOM**  
Editorial Commentator for  
Canadian newspapers and non-  
government owned broadcast-  
ing stations.

March 31, 1955, paid the CBC 28¾ million dollars exclusive of payments for international broadcasting.

Against that spoon fed revenue of 28¾ million, A. Davidson Dunton, CBC Board Chairman, told the Parliamentary Committee, that CBC earned from commercial broadcasting the same year only a total of \$6 million dollars — 3¾ million on commercial television and \$2¼ million radio advertising. Radio receipts fell off half a million dollars.

The Canadian National Railway, to hold down its 1954 losses, reduced its staff of employees by more than 8,000 personnel.

The CBC increased its staffs from 2,971 in March, 1954 to 3,973 in March, 1955, an increase of more than 1,000 in one year.

**THE EXAMPLE OF ST. JOHN'S**

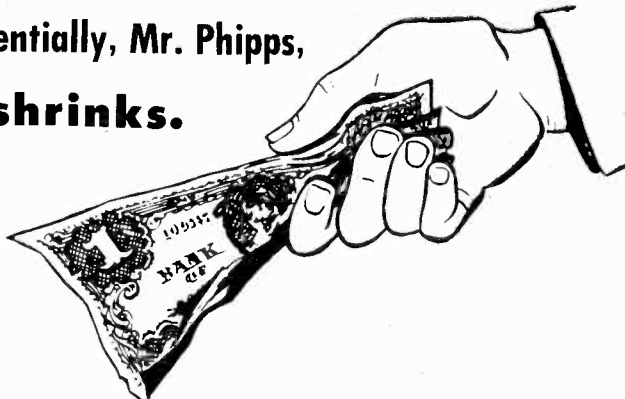
The public should heed carefully what happened at St. John's, Newfoundland, where the cabinet rejected a CBC recommendation for a CBC-TV license and gave it instead to the private Newfoundland Broadcasting Company Limited.

The Parliamentary Broadcasting Committee, could not get the facts; but enough was revealed to show how a political club is wielded over the CBC.

Radio and television license seekers must first apply to the Dept. of Transport to disclose proposed wave lengths, area coverage, towers, antennae, power, all technical details. Transport finds fault, approves, or amends the application, forwards it to CBC Board of Governors.

Chairman Dunton of the CBC Board explained the Board examines the application for suitability, finances, credit, reliability for service and recommends or rejects the application. CBC approval goes to the Cabinet where Mr. Dunton said he confers with the Minister, Hon.

**Confidentially, Mr. Phipps,  
it shrinks.**



... And how it shrinks! That is, UNTIL YOU START CONCENTRATING ON CFCF-RADIO. Then you'll start singing a happier tune!

Radio, remember, is the most economical mass medium. Compare it for cost-per-impression with any other medium . . . and, with radio in mind, your dollar s-t-r-e-t-c-h-e-s more profitably.

Here, at CFCF-RADIO, we spend many dollars acquiring the very finest talent available — in programming, writing, production, promotion — skilled, imaginative, experienced, and every last one a SALESMAN'S salesman!

So, if you want to reach CLASS and MASS with effective RESULTS . . . at LOW COST . . . use one of Canada's really fine radio stations — use CFCF-RADIO.



**P.S. Confidentially, Mr. Phipps,  
it's a wise move.**

There is no substitute for  
... SOUND experience  
... SOUND judgement  
... SOUND advertising

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



**TORONTO'S exciting  
DAYTIME Radio Station!**

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

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

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

J. J. McCann, on broadcasting, for final decision.

But why did the Cabinet reject its own CBC's recommendation for a CBC station in St. John's, Newfoundland and give it to a private company?

(I interject to say that if any applicant is so innocent as to think his financial background, suitability, reliability of service, etc., are the only things considered, he had better have his head examined.)

But occasionally signals do get crossed in the intricate ball-passing among CBC, the Dept. of Transport and the Cabinet. Example, St. John's.

The embarrassed Mr. Dunton was pressed to tell, why, even after Hon. Mr. McCann had said the Newfoundland license would go to CBC, it was later handed to the private Newfoundland Broadcasting Company.

A CCF member from Saskatoon, R. R. Knight, said he heard a whisper that a Mr. Smallwood was involved. Mr. Knight emphasized that CBC and government policy for years had been to refuse broadcasting licenses to any Provincial Government.

CBC, said Mr. Knight, had taken away CKY from the Manitoba Government and refused a license to the Saskatchewan Government.

(Personally, I like Mr. Dunton; think he is doing a hard job under the guns of the Cabinet.) Mr. Dunton proceeded to explain. He gave one of the lamest explanations which told nothing at all that I have ever heard in any government committee.

Mr. Dunton denied that CBC had received any communication from the Newfoundland Government. He said CBC was reviewing "a private application" and at the same time wanting a TV license on the same channel and place for CBC. The Board had heard the private application at one hearing and deferred action.

Then, said Mr. Dunton, the CBC Board met at St. John's, reviewed the situation and recommended a CBC-TV license there. "But if not," he said, "the private application should

be accepted as a second choice . . . the CBC recommendation was for the CBC station, but the approval was different," he said.

The Board had investigated the Newfoundland Broadcasting Company which got the license. All its shares were held by private individuals, no government member.

Donald Fleming, Progressive-Conservative, Eglinton, Toronto, asked if the same thing could happen elsewhere in Canada.

"Yes," said Mr. Dunton. "But I think there were particular circumstances in Newfoundland and it is unlikely to happen again."

"But it could happen elsewhere in Canada," insisted Mr. Fleming. "Yes," answered Mr. Dunton.

That incident reveals the relation between CBC and politics in its true light.

Mr. Knight asked Mr. Dunton what reasons were given to him for refusal of a license for a publicly owned station at St. John's.

"I think you are aware," replied Mr. Dunton, "that all applications for new stations are dealt with by the government as a whole — by the Cabinet. Under the act, they have to be," said Mr. Dunton, concluding significantly, "I think the reasons given were not very full."

**CABINET'S MOUTHPIECE**

Get the meaning of that! It was an admission that the CBC Board of Governors is a mere mouthpiece of the Cabinet by the liaison between Mr. Dunton and Hon. J. J. McCann.

CBC is a mere creature of the cabinet, subject to the most capricious political interference, is the only possible conclusion.

It explains why the National Liberal Federation and the Young Liberal Federation have demanded a study of advisability of replacing the CBC monopoly control with an independent regulatory tribunal not connected with any existing broadcasting system.

It explains the predigested "press conferences" on the CBC with the sycophantic leading questions by selected press gallery reporters to emphasize all the best sides of the government.

The chief combatant of an independent regulatory tribunal is Hon. J. J. McCann with whom Mr. Dunton said he confers continually on Cabinet policy.

When Mr. Dunton was asked in committee if he were prepared to say there was no Provincial control over the Newfoundland Broadcasting Company, Mr. Dunton answered

shortly: "I know nothing about that". A perfect example of the old proverb: "Where ignorance is bliss, 'tis folly to be wise".

Let us turn now to another phase of CBC. Mr. Dunton, in the Parliamentary Committee has been fighting a hard running battle in defense of CBC's television monopoly.

(Continued on page 16)

**MORE PROOF!**

**3 PLUGS...**

in closing commercials of Walkrite Ltd.'s morning newscast on CKRD, brought out



**400 PEOPLE...**

when the store opened on a Sale Day with a group of women's dresses marked down to \$1.00 each. That's results — but there's more: within

**9 MINUTES...**

after Walkrite Ltd.'s doors opened, all 57 dresses were snapped up! They were . . .

**SOLD OUT!**

For results in Central Alberta . . . use the only daily advertising medium selling this rich eager market! . . .

**CKRD**

RED DEER — ALBERTA  
850 Kcs. 1000 Watts

See Radio Reps

**CFOR ORILLIA**  
IN CENTRAL ONTARIO

*Delivers*

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

Stephens & Towndrow Ltd. • Toronto - Montreal



News is the MOST powerful feature of radio! The greater majority of people turn to CFPL Radio because it has . . .

**an ear for news**

Three wire services, a 65 man editorial source plus 200 "correspondents" throughout Western Ontario, present news material to CFPL Radio's three news editors. Imagine the impact your product story gets when it is carried simultaneously to half a million ears throughout Western Ontario, 21 times daily. Contact All-Canada Radio; in U.S.A., Weed & Co.

**CFPL radio dial 980**  
London Canada

(Continued from page 15)

One reason he has given repeatedly is that to set up a duplicate television station where one already is operating would mean it would fail for lack of sufficient commercial broadcasting for both.

Tom Goode, a Vancouver Liberal M.P. again and again emphasized that Vancouver merchants are spending some \$140,000 a year with a U.S. border TV station at Bellingham to advertise goods that could only be sold in Canada. The single CBC-TV station in Vancouver could

not give them space or time due to its limitations.

Mr. Goode recited how B.C. investors were anxious not only to build a private TV station but ready to invest \$600,000 in creating a studio to produce Canadian programs.

Southern Ontario members recited the same situation exists in that Province where Toronto merchants are advertising Toronto goods sold only in Canada on the Buffalo and other New York TV stations. The one Toronto TV station cannot give them the time or space.

Mr. Dunton said a duplicate station could not use the same Canadian programs from the CBC-TV network; viewers would not stand for the same programs from two stations in the same area.

So Mr. Dunton thought the duplicate private stations would turn to the U.S. networks to import the ready-made mass produced U.S. programs at \$300 per half hour against the cost of Canadian programs which cost the CBC up to \$6,000 per half hour to produce.

But Mr. Goode could not see why CBC continues to refuse licenses to competitive private stations which produce local programs the same as CBC permits duplication of radio stations right across Canada. Mr. Dunton continued to insist that the much higher cost of television program production would cause them to turn to U.S. imports.

Mr. Dunton admitted to the Committee that CBC itself imports from 45 to 50 per cent of U.S. programs for its networks. But he insisted that the result of private station competition would be to weaken the entire CBC television network system.

When pressed into a corner by citations that Canadian private capital is ready to enter the competitive field of producing Canadian programs, Mr. Dunton then falls back on the basic theory that it is up to Parliament to decide. But Mr. Dunton is supposed to be Chief Parliamentary Television Adviser.

Mr. Dunton admits that CBC itself pays 50 to 60 per cent of CBC's cost of producing Canadian programs for the big industrial and commercial advertiser sponsors on CBC-TV. Mr. Dunton denies vigorously that constitutes subsidizing Canadian commercial sponsors.

The 50 or 60 per cent of program cost absorbed by the CBC, he said, includes all charges, stations, network costs, etc. By this method Canadian programs could be produced whereas otherwise the sponsors could easily obtain at much less cost U.S. programs.

Perhaps that explains why CBC is only earning 3¼ million on TV commercial advertising against the 28 millions the government is paying for CBC operations.

**PRIVATE STATIONS' RIGHTS**

One point seems so far to have been overlooked in the Committee by the defeated advocates of competitive private Canadian television.

The CBC is pouring millions, not only into its big key network broadcasting stations, towers and equipment across Canada, but also into studios attached to each station.

For example, \$1,700,000 is now being spent in Ottawa for the big tower, broadcasting equipment and dual studios for producing both French and English Canadian programs.

The huge production centres are in Toronto and Montreal, but every CBC station across Canada is being equipped for program production.

In addition, in Montreal, the magnificent new \$7 to \$8 million layout of the National Film Board is equipped for similar production.

CBC, like all government institutions, seems to think it is the actual owner and possessor of these multi-million dollar layouts; not the taxpayers of Canada.

The taxpayers of Canada, and especially the owners of television sets who are now captive to CBC stations might well ask this question: Why should not private stations be accorded, by rental payment of course, the same rights to use CBC and the Film Board studios for production of competitive Canadian programs?

The taxpayers of Canada, especially owners of TV sets, are the real owners, not only of these magnificent multi-million dollar CBC studios and equipment, but also of the CBC micro-wave network system. That's a plain fact.

What moral or legal right has the CBC to deny television viewers the right to look at other TV made-in-Canada programs, as well as the CBC's own? Especially when the expanding micro-wave network facilities are equipped to transmit half a dozen or more separate TV channels.

What moral or legal right has the CBC to deny Canadian investors the right to use the taxpayers' studios for production of more and better Canadian programs?

Is it because the CBC Cabinet combination is determined to maintain its monopoly control for political brain-washing of the Canadian public as its loaded TV press conferences plainly indicate?

The St. John's, Newfoundland, incident furnishes the proof.

**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.

**This summer thousands of tourists will be listening to**

**CKWS—Kingston**

A popular vacation-centre — Kingston and surrounding districts attract thousands of tourists every year from the U.S. and Canada. These visitors come prepared to spend money in a prosperous market. You can reach them effectively with CKWS — 5000 Watts - 960 KC - "The Town & Country Salesman".

**CKWS**  
KINGSTON

Reps:  
NBS in CANADA  
WEED & CO. in U.S.A.

If your sales need  
**HELP**  
In the North — try  
**RADIO**  
It sells

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



# CKCY

SAULT STE MARIE  
O N T A R I O

IN A RESTRICTED TWO NETWORK STATION AREA

A NEW "INDEPENDENT" VOICE

NOW SERVES

OVER

**75,000** *Listeners*

\* RETAIL SALES 1954  
\$ 56,000,000.00

NETWORK  
STATION  
"A"

1400

NETWORK  
STATION  
"B"



CALL STEPHENS & TOWNDROW LTD.- CANADIAN REPS.

# A Growing Market

\$620,000 contract let for first stage of the Pacific Great Eastern Railway to the Peace River Area from Prince George.

COVER THIS MARKET OVER

# CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

## National Sales Reps

# NATIONAL SPOT RADIO BACK TO STAY

"The newer forms of more exciting advertising, radio and television, will absorb more than their normal share of the increasing total advertising expenditure, so that their annual rate of progress will probably exceed that of the older media." So forecast T. F. Flanagan, managing director of the Station Representatives Association Inc., New York, in a recent address. Flanagan who was speaking to the Bridgeport (Conn.) Advertising Club a couple of weeks ago, told his audience that radio broadcasting continues to boom. "Mature" media like magazines and newspapers will continue to grow at a "small but satisfactory annual percentage rate," but the broadcast media will do better, he felt.

Introducing his subject, close to the pocket-book of radio broadcasters throughout the country, Flanagan said: "Time was not so many years ago when the conversation . . . in the morning revolved around what Amos and Andy said last night, the Happiness Boys . . . et al. But in this swiftly changing world, not even conversation pieces last too long. There is another darling in the conversation now, and its name is television. So we now talk about Peter Pan, Dragnet, Lucy, George Gobel. These, too, will pass and we will have something new to talk about. But both radio and television will be absorbed into the extensive routine of American life. Both will be no less powerful because they are totally accepted."

Refuting the feeling that television has eaten into radio as a means of

communication, an advertising medium, or in total listening, Flanagan stated: "On the contrary, radio is booming. On May 1st, 1955, there were 453 television stations on the (U.S.) air, an increase of 66 over May 1st, 1954. But the number of radio stations operating on May 1st, 1955 was 2,717, an increase of 154 over the same time a year ago.

"Radio is booming in sales of radio sets — 13½ million in 1953; 10 million in 1954, and for 1955, current sales are at the rate of 13,400,000 for the year.

### WHEREVER YOU GO

" . . . Once the radio set was in the living room. Now it is not only in the living room, but all over the house, so the sales are of individual room sets and clock radios, portable radios, and especially car radios. It is estimated that 70 per cent of the new

cars spewing out of the factories are equipped with auto radios, and many more have radio sets installed after purchase.

" . . . Listening is huge, universal, ubiquitous, 24 hours a day, pervasive wherever you go. That fellow Othman, who syndicates a column from Washington, says he has a new radio set which wakes him up in the morning, to which he listens awhile, then he breaks it in half and carries half of it into the bathroom. I doubt that the rating services are in Othman's bedroom and bathroom to record his listening habits — the station, the program, the amount of listening time."

Taking a comprehensive look at radio today, Flanagan continued: "Radio is in 98 per cent of all homes.

# TO SELL FRENCH CANADA YOU NEED RADIO...

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

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

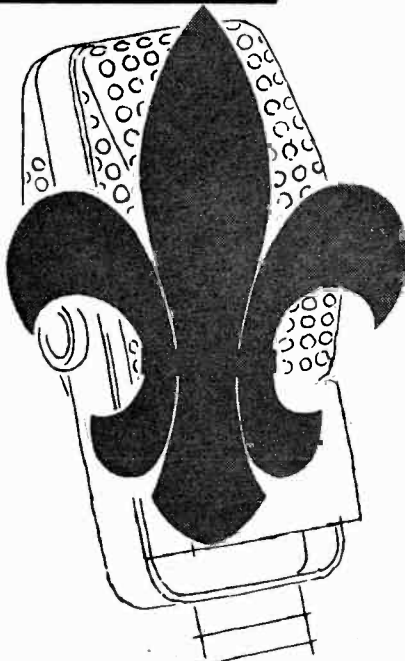
Ask your district Salesman or your Sales Agent to call personally at any Hardy Station and let them see for themselves what we mean by top co-operation with Manufacturers and their Advertising Agencies.

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

1489 Mountain St.  
Montreal, Quebec  
PL. 1101

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

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



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

- CHRC, Quebec City
- CHNC, New Carlisle
- CKBL, Matane
- CHLT, Sherbrooke
- CKRS, Jonquiere
- CKVM, Ville-Marie
- CJSO, Sorel
- CHRL, Roberval
- CKSM, Shawinigan Falls
- CKLD, Thetford Mines
- CKTS, Sherbrooke (Eng.)
- CKNB, Campbellton, N.B. (Eng.)

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

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

That may be an exaggeration, because some people push that figure way down to only 96.3 per cent of homes. There are 2½ sets per home. For the total number of radio sets in working condition, you can have your choice between 117 million arrived at by sampling and projection, or the figure of 129 million in the recent RCA Annual Report. With radios in the bedrooms, kitchens, dining rooms, play rooms, children's rooms etc., if you computed the number of rooms in which radio is listened to, it would far exceed the number of sets.

"Homes average 2.83 listening hours per day . . . a very difficult figure to arrive at, when you consider all the people and all the different times and places at which they listen, but it is quite a good figure." He went on to quote Starch, the research organization which recently computed that "56,250,000 people listened to radio last night". There are hundreds of ways to prove that radio listening is on the increase, especially daytime radio, and especially listening to locally produced radio programs, he said.

**CAR LISTENING**

Flanagan quoted a research story in the auto radio field, which is a major segment of the radio listening audience. Various elements in the radio industry appropriated a fund of \$60,000 to find out how many cars had radios. Employing the usual sampling and projection techniques the answer came out to 29 million. However, the annual reports of the Automobile Manufacturers Association, taking into account an allowance for obsolescence, show how many radio sets are in cars that factories ship, also how many radios are built and sent to dealers to install in cars not equipped at the factory, and provide a total of 37 million. If the automobile manufacturers deliver 7 million cars this year in the U.S. as an estimated minimum, there will be another 5 million auto sets added to the radio circulation, less a small figure for obsolescence. Hence the car radio audience provides a very considerable circulation in itself, aside from home and portable sets.

**LISTENERS "AT WORK"**

In considering the "at-work" audi-

ence, Flanagan said that while no one has ever measured it, except to try by diary or recall, it would be perfectly simple for research to take typical towns and streets successively, and determine the listening habits of barbers and their customers, hotel guests, one-man tailor shops, specialty shops, service stations and garages, offices, factories — a total of 4 million business and manufacturing places, with more than 60 million people employed, and an uncounted number of them listening an uncounted number of hours a day.

**SEASONAL — SECTIONAL — SUPPLEMENTAL**

"Nothing succeeds in advertising like frequency," said Flanagan. "That's the secret of success of radio saturation campaigns which are now gaining in popularity and effectiveness.

"There are three divisions of radio advertising — network, national, spot, local retail," he said, adding: "The interest of the members of our Association is in national spot, and national spot advertising is thoroughly understood to apply to seasonal, sectional, supplemental advertising, to conducting market sampling operation, saturation campaigns, and spreading acceptance, territory by territory across the country.

"But since one and one make two, national spot advertising is not only these familiar uses, but it is a national medium and is so used, sometimes as the sole or principal medium of a sponsor, and sometimes parallel to the national use of other media.

"But it is the first and only total national medium, because no other medium reaches 96.3 per cent of the homes, plus the unmeasured, out-of-home listening, and no other medium has as wide a range of continuous circulation around the clock. Newspapers also fit the prescription for flexible use, and a national but not total medium, since radio has this advantage over newspapers — that at the same time it covers the urban areas, it covers the suburban and farm areas totally, too.

"Saturation of announcements includes a large total of markets, of leading stations, 52 weeks a year that you can buy for \$2,000,000 in National

Spot — 21 spot announcements a week in 185 large metropolitan markets, on 185 leading stations, 43 per cent of population weekly; 2.3 times a week; 84,000,000 impressions; 52 weeks a year — \$2,000,000.

"National spot time sales are \$50,000,000 higher than network.

**MORE STATIONS IN MORE MARKETS**

"The healthiest part of radio is the local retail business, which has also shown a steady increase since 1937," Flanagan said. "This is most significant because the retail merchant knows whether or not his advertising is paying, and he has a choice of many media. While network income to the stations is now minor, local retail advertising and a revival of national spot business are good auguries for prosperity," he maintained.

"One of the problems of National Spot is to induce advertisers to use more stations in more markets. Ford Motor Company has led the way with the use of more than 1,400 radio stations in a typical campaign. If advertising is a factor in the Ford business, then radio must be credited with having done its share in so quickly helping Ford to a photo-finish. Some of the new campaigns starting on radio are using upwards of 200 to 300 stations.

"The effectiveness of advertising in low cost movement of manufactured products and of services is gaining recognition at a rate almost as great as the remarkable annual increases in power production, life insurance holdings, and the other fast growing industries and businesses. . . . If you find a medium that works, spread it, build up its power. Concentrate.

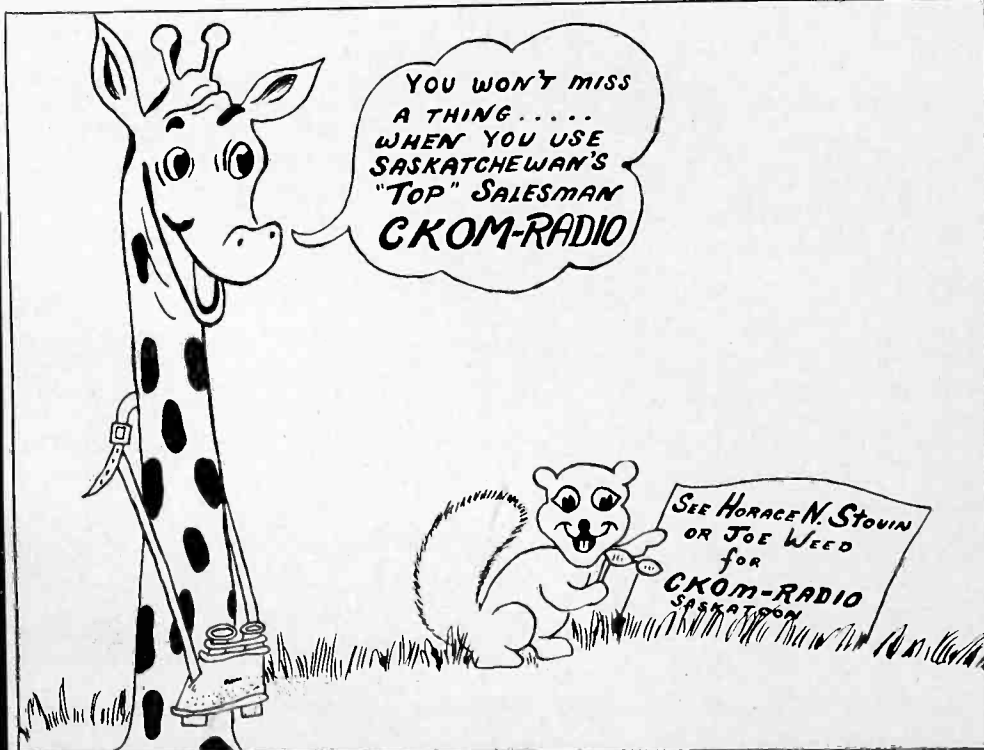
"Our far greater economy, our standard of living needed new advertising media. You have them. You have to use them with larger concepts of expenditure and more creative imagination . . . As we build more steel mills, electrical equipment factories, electronics plants, cement plants, and as we equip them with more productive machinery, we have to match them with more advertising, more efficiently used."

*The*  
**WESTERN**  
**RADIO**  
**PICTURE**  
*is*  
**NOT**  
 ★  
**COMPLETE**  
*without*  
**OUR**  
**1000**  
**PERSUASIVE**  
**WATTS!**

★ NEAREST STATION  
 110 MILES DISTANT  
 NEXT NEAREST  
 200 MILES DISTANT

**CHAT**  
 MEDICINE HAT

An All-Canada-Weed Station





\* 164 sides of beef sold following one mention on CFAC.

*Research*

**LAUNCH CIRCULATION YARDSTICK FOR TV NOW AND RADIO SOON**

A STATISTICAL study of television viewing has been initiated with a trial survey in the 54 counties of Ontario, conducted by Elliott-Haynes Ltd., the research organization responsible, among other undertakings, for the radio ratings. Three functions are performed by the study, which will become an annual one, be extended into the other regions of the country and will also expand into radio broadcasting.

The three "purposes" of the survey, as stated fully in the first report amount to (a) "... to arrive at a close estimate of the actual number of television-equipped households within each county; (b) to tabulate by counties the percentage and number of persons (16 years of age and over) who can recall viewing given television stations at any time within the period of 24 hours prior to interview; (c) to compile individual station reports, showing the daily circulation which a station obtains within the county or counties where it can be viewed ... in terms of percentages and numbers of persons or viewers."

Results of the Ontario survey are based on about twenty thousand personal interviews, taken in 237 Ontario cities, towns and villages throughout the months of January, February and March, 1955. The number of interviews, Walter Elliott says, is based on a minimum of 400 per county, irrespective of the size or population of the county. This same system will be continued in the other areas in some of which work is already under way.

The three sections of the Ontario survey, which is the pattern for all of them, is like this.

**SURVEY OF HOMES**

"A Survey of the TV - equipped Homes in Ontario" lists the 54 counties in the first column. In column 2, it shows "Estimated Number of Homes", which, it is stated, are "estimates based on the 1951 Census, with adjustment for population changes to January, 1955". Column 3 shows the percentage of homes found in the sample to have television sets. The heading in this case is "Television Equipped". Column 4, "Television Homes", projects the percentage figure in column three into what might be termed an estimated per county circulation.

In counties in which the percen-

tage of TV equipped homes is estimated below 1 per cent, no figure appears in either column 3 or column 4.

**CIRCULATION BY COUNTIES**

Column 1 in the second section, headed "Daily Circulation of Television Stations by County in Ontario", starts with the name of the county, under which there appears a figure in brackets, presumably representing population. Column 2 lists the stations heard in that county; column 3, the city in which the station is located. Columns 4 and 5 shows the daily circulation by percentage of the potential and then in a gross number. This, as was stated above, is the number of people over 16 who can recall viewing the TV stations at any time within the period of 24 hours prior to interview.

Counties where the survey showed less than 1 per cent television coverage are so designated. In Ontario there are seven such counties. They are: Cochrane, Haliburton, Kenora, Manitoulin, Nipissing, Parry Sound and Temiskaming.

**CIRCULATION BY STATIONS**

In section 3, the procedure is reversed, and instead of tabulating the degree of viewing by counties, the survey shows the degree to which each station penetrates all the counties in its area with circulation over 1 per cent. The set up is the same as in section 2, except that here column 1 and column 2 are the station and the city, and column 3 is the county.

Elliott says that similar TV reports will be published for the Atlantic provinces around June 15; for Quebec about October 15; and November 15 is the target for the western provinces.

In radio, Ontario circulation figures are due July 1; Atlantic provinces, August 1; Quebec, November 1; western provinces, December 1.

**An 8 Million Dollar Gas Pipe Line**

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

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

**CKBI**

PRINCE ALBERT

SASKATCHEWAN

5,000 Watts

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

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

PAUL MULVIHILL  
Representative now in both Toronto and Montreal

The NIAGARA DISTRICT STATION

**CKTB**  
ST. CATHARINES

# LEWISITE

### FINANCIAL STANDING

Sometimes it isn't so much a case of "how's your credit?" as "how's your debit?"

• • •

### COPY TEST

Wouldn't a good way to win belief for advertising be to make sure that the copy tells the truth?

• • •

### WHAT PRICE PURPOSE?

Since when is the substance or purpose of an address more important than a good "bon mot"?

*E. Finlay MacDonald*

• • •

### UNBALANCING THE BUDGET

CBC's dread of rival private TV stations can be rationalized by the plain fact that they seem to be able to lose plenty of money without any competition.

• • •

### FOR WHAT WE ARE ABOUT TO RECEIVE

May 26 a Richmond, Va., radio station aired the funeral service of the 360 persons expected to die on US highways during the Memorial Day week end.

• • •

### WHAT NEXT? DEPT.

How about a coin device to scramble the TV picture when you don't like what you are getting? The money could go to a musicians' welfare fund.

• • •

### TIME GENTLEMEN!

We don't mind the busy exec who glances pointedly at his watch when we linger on a visit to his office, but it was a bit of a blow the other day when he strode across the room and tore three leaves off the calendar.

• • •

### AUDREY STUFF

Then there's the girl who was so dumb she thought that a happy medium was a boom in daytime radio.

• • •

### TURNTABLE

Watch our next issue for a seething article telling what television stations are doing to win back the business they've lost to radio.

who says  
you can't see  
radio?



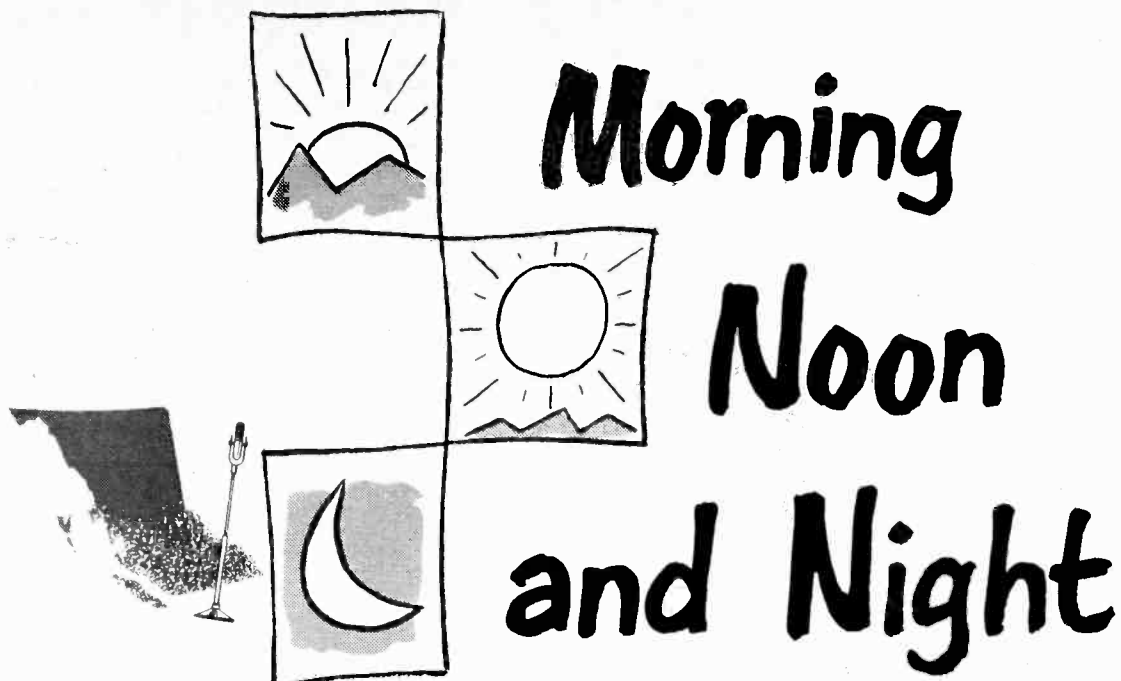
Vancouver sees CKWX twenty-four hours a day, 365 days a year. Sees these big cards on the bus and trolley coach lines that criss-cross every nook and cranny of the city. So if you want to sell in booming, bustling Vancouver (more babies, bucks, and building than you can keep up with) see CKWX. It's the station you can't lose sight of.

# CKWX radio Vancouver

5000 friendly watts

reps ALL-CANADA RADIO FACILITIES LIMITED • WEED & COMPANY

8802



# RADIO SELLS

## THE WHOPPING 1 $\frac{1}{4}$ BILLION

### DOLLAR B.C. MARKET

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

Population up 42% in the last 12 years! Average net buying-income per capita one of the highest in Canada! Total retail sales last year nearly 1 $\frac{1}{4}$  billion dollars! Anyway you look at it—British Columbia is a mammoth, growing, ready-and-able-to-buy market.

And—it's a market that responds fast to radio! Saturating all B.C.'s key market areas, B.C. radio is the media choice of more national advertisers who want continuous results!

Buy B.C. radio and see—no other medium gives you such effective coverage—such buyer for buyer value for your advertising dollar.

# HURRY! HURRY! HURRY!

## Sponsors Queue Now For Autumn Shows

By Leslie Holroyd

**I**F the four national reps of Canada's independent television stations agree on only one thing, that one thing is that fall and winter program schedules are going to be crowded and advertisers interested in sponsoring shows on TV should be making plans now. Summer is the time for test campaigns because that's when the stations can give them the attention they need. Also, with network schedules not yet made up, it is impossible to buy definite time, so some stations are accepting bookings on a priority basis, with details to be determined later.

"Summer business isn't booming but placements for fall are heavy and are going to be heavier," said Ross McCreath, manager of television time sales at All-Canada Television. McCreath, speaking for the 13 stations his firm represents, with three more yet to come on the air, said that, although the fall and winter network schedules aren't set yet, advertisers who plan using television in this period "should get their bid in now." He added that the advertiser who starts his show in June or July will get the preference in time slots over the advertiser who starts in August, September or October. He said that two shows are already starting on some of the All-Canada represented stations with a view to maintaining the better times for fall and winter.

Summer time is the time for advertisers to run test campaigns, McCreath said, because good times are available and, as the stations are anxious to get this business, more attention and care will be given them than in the busier seasons. He said that many stations are filling the gaps in their summer schedules with good syndicated films on which the advertiser can buy spots. An exception to this is CHCH-TV which, located as it is in a highly competitive market, where many film shows have already been seen, is going in heavily for sports. Plans call for lacrosse, golf and tennis, all to be done as remotes from the Hamilton Forum and all available for sponsorship.

McCreath felt that advertisers who are dropping out of TV for the summer are making a mistake. There will be, at the end of June, 250,000 more sets than there were at the beginning of January with the seasonal loss in percentage of viewers being more than picked up, he said. He said that since many of these new sets are in markets where stations have recently opened, the advertiser will still get the benefit from television's novelty.

According to McCreath, late night viewing is high in the summer, when people come in at dark and, unable to sleep, sit and catch the last couple of hours of telecasting. "Late movies are a valuable property and adver-

tisers are missing a bet if they aren't using them," he said.

With the expanding hours of television schedules, many clients now using night time are going to move into day time. While sponsors who want to reach a general audience will have to go on at night, McCreath said the accounts such as foods, which are interested mainly in women, are more successful in the day time. Still speaking about foods, and speaking from experience, he said, the wife tells him what brands to buy.

Alternate week sponsorship is becoming more popular all the time particularly on network shows, because of the cost, but also to some extent in selective programming. He said that it will continue to rise, due to a recent network rate increase of about 20 per cent.

Doing a little crystal-gazing, McCreath said that the day will soon come, though not in all markets, when Canadian TV stations will be on the air at 7:00 a.m. With continuous improvements in equipment, and with operators becoming more experienced, he saw the time when all stations would be equipped to do remote telecasts and would be doing them every day.

### TIME FOR TESTING

Summer sponsorship has fallen off about 20 per cent at CFQC-TV, Saskatoon and CFRN-TV, Edmonton according to their rep, Bill Ross of Radio Representatives Ltd. However, the recession extends only through June and July and advance bookings are already indicating a return to capacity for the latter part of August.

Ross said that fall and winter is almost sold out now on these two stations, and sponsors who plan campaigns in these markets should get their times and programs set up as soon as possible.

A test campaign which has been running over CFQC-TV since the middle of April, and which ends the third week in June, for Richard Hudnut Quick Home Permanents, has been highly successful, Ross said. The sponsor says that more direct results have been obtained from this campaign than any other the company has tried.

The kitchen shows on the two stations have been suspended for the summer and their place is being taken by two CBS film shows, *Love of Life* and *Secret Storm*. These are participating shows and have several sponsors, some local and some national, Ross said.

On this type of participating show sponsors must take a minimum of 52 participations in any 52 consecutive weeks. This, he said, is done to protect both the sponsor and the station. The sponsor would get no real effect from a short campaign and could lose the value he might get from his sales message if the station sold the same participation to a rival product. The station must invest heavily to do a proper job, and stands to lose considerably if it lacks sponsors.

Ross mentioned a series of flashes sold on the basis of their adjacency to top network shows. These were for Simoniz and started on CFRN-TV. The company was so pleased with the results that they are now carried on all western Canada TV stations.

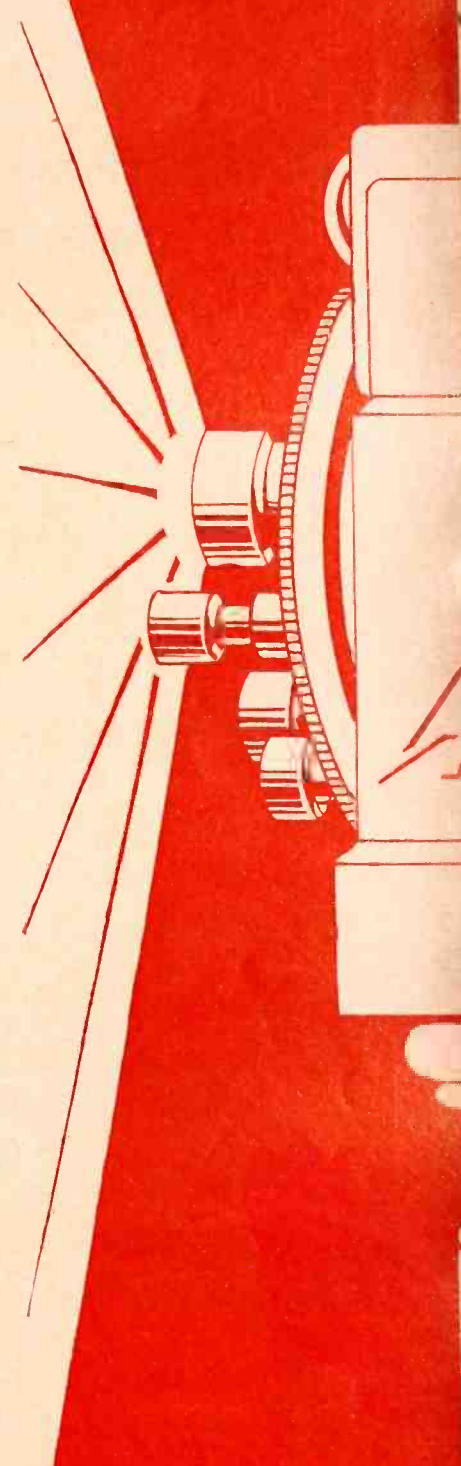
He said that in order to guarantee winter availabilities, sponsors should get on the air now and "homestead" their audience before the peak fall season returns. Some sponsors, whose network shows are discontinued for the summer, are carrying through with replacements. Ross cited Schaeffer Pens who are planning a film show to start in the middle of July to carry their sales story when *The Jackie Gleason Show* goes off the air.

### SEE SELL-OUT FOR FALL

Although the summer business has fallen off to some extent, the drop was less than had been anticipated. This is the case at CJBR-TV, Rimouski, CKCW-TV, Moncton and KVOS-TV, Bellingham, Washington according to Lee Raeburn, the television man at Horace N. Stovin & Company.

As fall program schedules are not set yet, stations are selling time — spots or programs — by having the clients put their names on a priority list. The names at the top of the list get the first choice, Raeburn

(Continued on page 24)



# COMPANY ORGANIZED FOR BARRIE TV

Ralph Snelgrove, president and general manager of Ralph Snelgrove Television Ltd., licensee of the new channel 3 station at Barrie, Ont., expects that CKVR-TV will be on the air September 15.

On the board of the company with Snelgrove is R. Stanley Dilworth,

president of Dilworth Equipment Ltd., Toronto, as vice-president; H. L. VanWyck, an Owen Sound lawyer, is secretary, and W. Elmer Webster of Barrie is treasurer. Paul Mulvihill, who heads his own radio and TV representation business and former mayor of Barrie, Peter A. Sinclair



TELEVISION IS ON ITS WAY TO BARRIE as Eloise and Toby Snelgrove turn the first sod on the site of the new station, CKVR-TV. Viewing the proceedings are, left to right, Don Emery, contractor, Mrs. Ralph Snelgrove and Ralph, president of the TV company.

(Continued from page 23) said, adding his warning that the list is getting long.

A client who sponsored a test campaign on CJBR-TV consisting of only two spot announcements drew more than 460 replies and was, of course, extremely pleased. Another test, this one at KVOS-TV, for a correspondence course costing between \$125 and \$200 brought four times as many replies as printed media had drawn, at exactly the same cost. This company has renewed the campaign, Raeburn said.

### MORE TIME NEEDED

Summer sponsorship isn't as brisk at it was in the spring but many sponsors, particularly those using spots, are already signed to come back on the air early in August. This is the situation at CFCM-TV, Quebec City and CKCO-TV, Kitchener, said Bob Armstrong of Joseph A. Hardy and Co. Ltd.

Armstrong has a "healthy list" of advertisers wanting Class A time for programs. But until the network schedule is set — he thought this would be sometime in August — he is placing them on a waiting list with priority on a "first come, first served" basis.

With so many advertisers wanting this time, Armstrong felt that it might be necessary for stations to use research to investigate the value of Saturday and Sunday afternoons, from a sponsorship standpoint. He suggested that the shift to day time sponsorship may extend through all the days of the week. Sponsors on both of his stations have been successful with day time programs, especially the kitchen shows.

With the most desirable time periods during the fall and winter being used mainly for network shows, Armstrong said that stations are restricted to a small amount of local programming. For this reason, he said, the summer months give the stations a chance to develop new programs and techniques.

Great interest is already being shown in CKRS-TV, Jonquière and CHLT-TV, Sherbrooke both of which hope to be on the air by October 1st. He said that when these stations commence operations, there will be a total of four independent French language stations plus the CBC stations in Montreal and, in the near future, Ottawa. When this happens advertisers will have to consider either adapting their English commercials or having French ones made, he said. At CFCM-TV, the kitchen show has been sold out since the station went on the air and Armstrong felt that one reason for this is because the commercials are live and thus are easily spoken in French by station people.

### NEW YORK RADIO BEATS TV

An audience twice as large as the TV audience is claimed for radio in New York during the hours between 7 a.m. and 7 p.m., says Carl Ward, general manager of WCBS Radio, New York.

He said that TV in those hours draws an average of 662,640 viewers, while radio draws an average of 1,382,240 listeners. Peak strength for radio, Monday through Friday, is between 6 and 7 in the evening, he says. He emphasized that radio's main pull was in the over-21 age group.

## Pictures . . . . .



Make News!

And CFQC-TV's PHOTOGRAPHY DEPT. gets pictures — and films — that make newscasts outstanding!

For TV NEWS that's TOPS — we'll take CFQC-TV!

HOW ABOUT YOU?

SEE OUR REPS!

Radio Reps — Can.

Adam J. Young — U.S.A.



are the other directors.

Paul Mulvihill & Company are the station's Canadian sales representatives, and Canadian Station Representatives Ltd., a subsidiary of Adam J. Young, Jr., will represent the station in the U.S.A.

Installation of the 5,000 watt Canadian General Electric Company transmitter will commence this summer in the new studio building now being constructed to hold both the television station and its sister radio station CKBB. The microwave link is now under construction. A feature of the new building will be that the corridor between the radio studio and the TV studio will be wide enough to enable cameras to be moved to and used in the radio studio in an emergency.

The Class "A" national hour rate for CKVR-TV has been established at \$240, and a Bureau of Broadcast Measurement survey indicates that the "A", "B" and "C" coverage areas will embrace nearly half a million people with 55,000 television receivers.

LOCAL NEWS IS BIG NEWS IN  
CENTRAL & WESTERN ONTARIO  
HIGH RATINGS — LOW COST  
HIGH INTEREST — HIGH RESULTS



Al Hodge — Channel 13 news editor whose "nose for news" has given Central and Western Ontario Viewers a front row seat at local events. The CKCO-TV news cameras and newsman Jack Phillips travel 4000 miles a month to assure "The Best to be seen is on Channel 13".

A portion of this news is now available. Phone Jos. A. Hardy & Co. in Montreal at PLateau 1101, in Toronto at EMPire 3-6009 or John N. Hunt & Associates in Vancouver at TAtlow 6277.



Promotion

PLAY HOST TO SPONSORS' MEN

TWENTY-EIGHT Moncton and district representatives of national advertisers were invited recently to an informal reception at CKCW-TV...

After signing the guest book, the guests received a specially prepared "ID" card, signed by president Fred Lynds...

Next, comfortably seated in the studio, each guest received a booklet containing information about the station and varied comments from the seven thousand letters which have poured in from all over the Maritimes since it opened last December.

Then they sat in on the televising of The Jack Armstrong Show, one of CKCW-TV's live originations. After a word of welcome from Fred Lynds, Hubert Button, assistant manager, outlined in a short talk the station's programming and other plans for the immediate future.

and using simple diagrams to illustrate his points. The sales manager, Joe Irving, put in his share with a short description of the power of the medium. The large number of comments and questions these talks inspired indicated a keen interest on the part of the guests.

After the talks, they were divided into groups for a grand tour of the station. The operations of each department were explained by the men in charge, who were then subjected to literally volleys of questions.

Finally, from the control room, the visitors were given a chance to take a look at the intricate workings of the station in actual operation from behind the screens.



NATIONAL ADVERTISERS' REPRESENTATIVES divided into groups to make a close inspection of each department of CKCW-TV. Here, in the film library, are, from left to right: William Murray, CKCW-TV announcer; Charles Clark, Tip Top Tailors Ltd.; Don MacDonald, Morse Products (tea); Harvey Mesheau, Atlantic Wholesalers Ltd.

WANTED Experienced announcer to specialize in Radio and Television News. Send photograph and audition tape with application to: CKX-TV Brandon, Manitoba

For JINGLES that are different Contact DON WRIGHT Productions Write - Wire - or Phone for Details "STONEGATES," LONDON 5, CANADA TELEPHONE 3-0886



STANDARD OF THE INDUSTRY

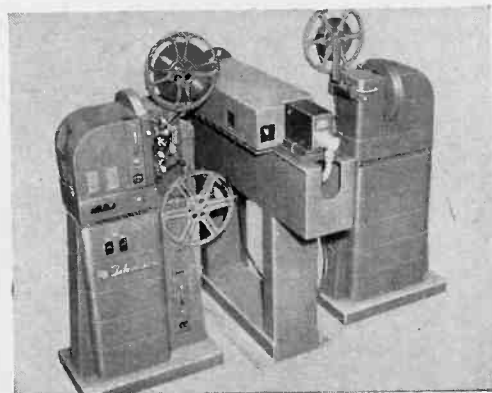
...in Television Film Cameras...the VIDICON!

The RCA TK-21 Vidicon Film Camera has been developed for use in high quality reproduction of motion picture films or slides in a television system...

For full information on the RCA Vidicon Film Camera and on RCA Victor's complete line of broadcast equipment, contact your RCA Victor Broadcast Sales Representative.



RCA VIDICON TK-21 as used directly on TV projector



RCA VIDICON TK-21 as used on TP-11 multiplexer

"BROADCASTING IS OUR BUSINESS"

ENGINEERING PRODUCTS DEPARTMENT RCA VICTOR COMPANY, LTD. 1001 LENOIR STREET, MONTREAL 30

# IN THE NORTH

*They Look To Sudbury*

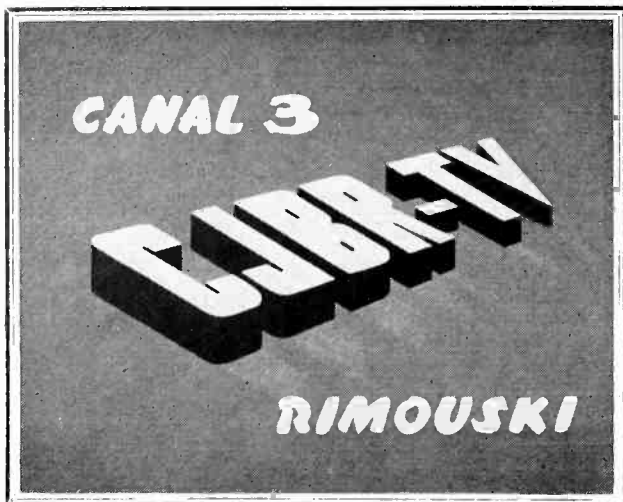


**CANADA'S FIRST PRIVATE TV STATION**

**ALL-CANADA RADIO FACILITIES LTD.**  
IN CANADA

**WEED & COMPANY**  
IN THE U.S.A.

## The ONLY TV STATION Covering Eastern Quebec



Now available: **Regional News**  
**Homemaker Show**  
**Sports Column**  
**Saturday Night Jamboree**  
**Harbour Club**  
**Jeannot & Jeannette**  
(Children's Program)

ASK: **HORACE N. STOVIN** IN CANADA  
**ADAM J. YOUNG** IN THE U.S.A.

**Soon 10,000 Watts for CJBRTV**

### *Award*

## PROF. PRESENTS FIRST TV BEAVER

*As Reported in The London Free Press.*

RON LAIDLAW SHOWS CFPL-TV'S BEAVER to some of the people who attended the dinner and the station's camera which relayed the picture to the viewing audience. Standing behind Ron is Murray Brown, manager of CFPL-Radio and CFPL-TV; Arthur R. Ford, Chancellor of University of Western Ontario, and vice-president and editor-in-chief of The London Free Press; Bob Reinhart, assistant manager of CFPL-TV; Professor J. L. "Bud" Wild, of the University of Western Ontario Journalism Course; London's Mayor George Beedle; and E. V. Rippingille, president of the Chamber of Commerce. The CFPL-TV cameraman is Ken Dougan.



Photo by Ken Poste

CFPL-TV newsreel service, in the person of department-head Ron Laidlaw, was honored last month with the Canadian equivalent of an "Oscar" award for outstanding coverage of local news events by the Trade Journal Canadian Broadcaster and Telescreen, of Toronto.

It was the first time the honor, known as the "Beaver" award, has been made to a television station and the only award made to an Ontario news medium in Ontario this year.

The other five 1955 awards went to radio stations across the nation.

The award was made by a panel of judges who based their decision on a November 16, 1954 article in the magazine entitled "News Makes News on This TV Station".

#### CREDITS OTHERS

Mr. Laidlaw deferred credit from himself to management of The London Free Press Printing Company and especially to members of his staff: Kenneth Dugan, Frank Guile, George Rennie and many behind-the-scenes men in the fields of production and writing.

Arthur R. Ford, vice-president of The London Free Press, chancellor of the University of Western Ontario and editor-in-chief of The Free Press, told how the decision to build the CFPL-TV station was finalized in his hospital room with Walter J. Blackburn, publisher of the newspaper. Mr. Ford said they not only decided to launch a television station but decided to make it the best television station in Canada.

#### WISER PUBLIC

Professor J. L. Wild, of the University of Western Ontario's journalism department, in presenting the award to Mr. Laidlaw, said television in this part of the country "is going to face an increasingly critical public — a public which is growing TV-wise — which will make greater demands on artists and technicians".

Beaver awards are chosen each year by an independent panel of Canadian judges on the basis of articles printed in the trade journal. The other five awards this year were won by: CJOR, Vancouver; CKCW, Moncton; CJCA, Edmonton; CFAC, Calgary and CFCE, Montreal — all radio stations.

#### 366 STORIES

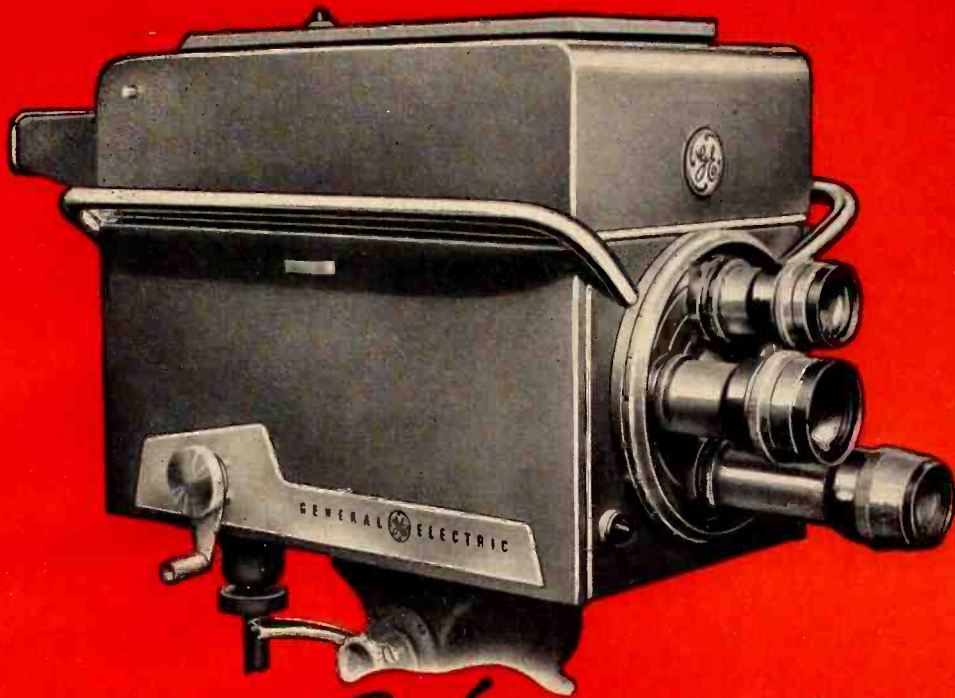
CFPL-TV's outstanding achievement, was the presentation of 366 stories within one month in 1954. Over 12,232 feet of film was used of which 5,466 feet were shown over the air.

Head table guests included: Mayor and Mrs. George E. Beedle; Mr. and Mrs. E. V. Rippingille; Mr. and Mrs. Ford, Mr. Lewis, Mr. and Mrs. Wild, Mr. and Mrs. Laidlaw and Mr. and Mrs. Murray Brown.

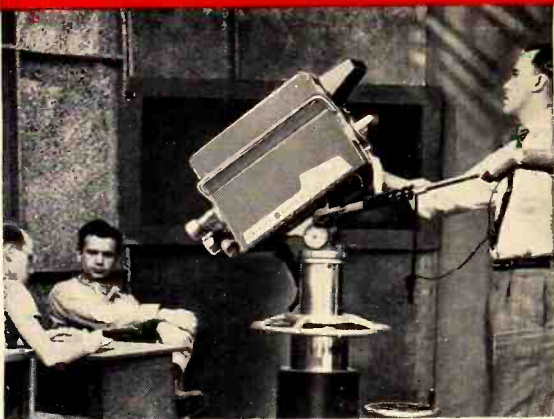
### say it with... **MAGNETS**

Already in use by many TV and radio stations, these moulded plastic letters are clean-cut and well proportioned, have unlimited uses. Available with concealed Alnico magnets for graphics and semi-permanent signs, they cling securely to any metal surface. Without magnets, they come cheaper, and can be attached with cement firmly and forever to any smooth object. Sizes 1½" or ¾" height; range of colours; supplied in fonts or to your special assortment. Write or phone for sample and prices.

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



# Versatile STUDIO CAMERA



FEATURE FOR FEATURE... ON REMOTES OR IN THE STUDIO...

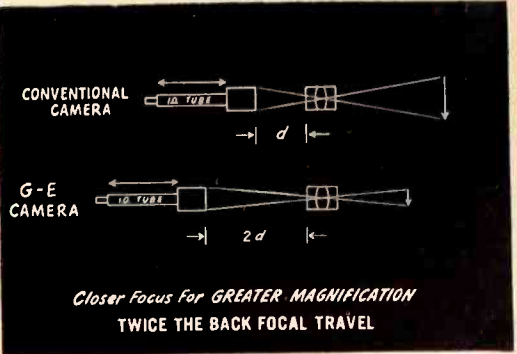
*There's no comparison!*

Go down the list of its superior design features . . . check any one of the many stations using G-E cameras . . . you'll recognize Canadian General Electric is far ahead of anything in the field today!

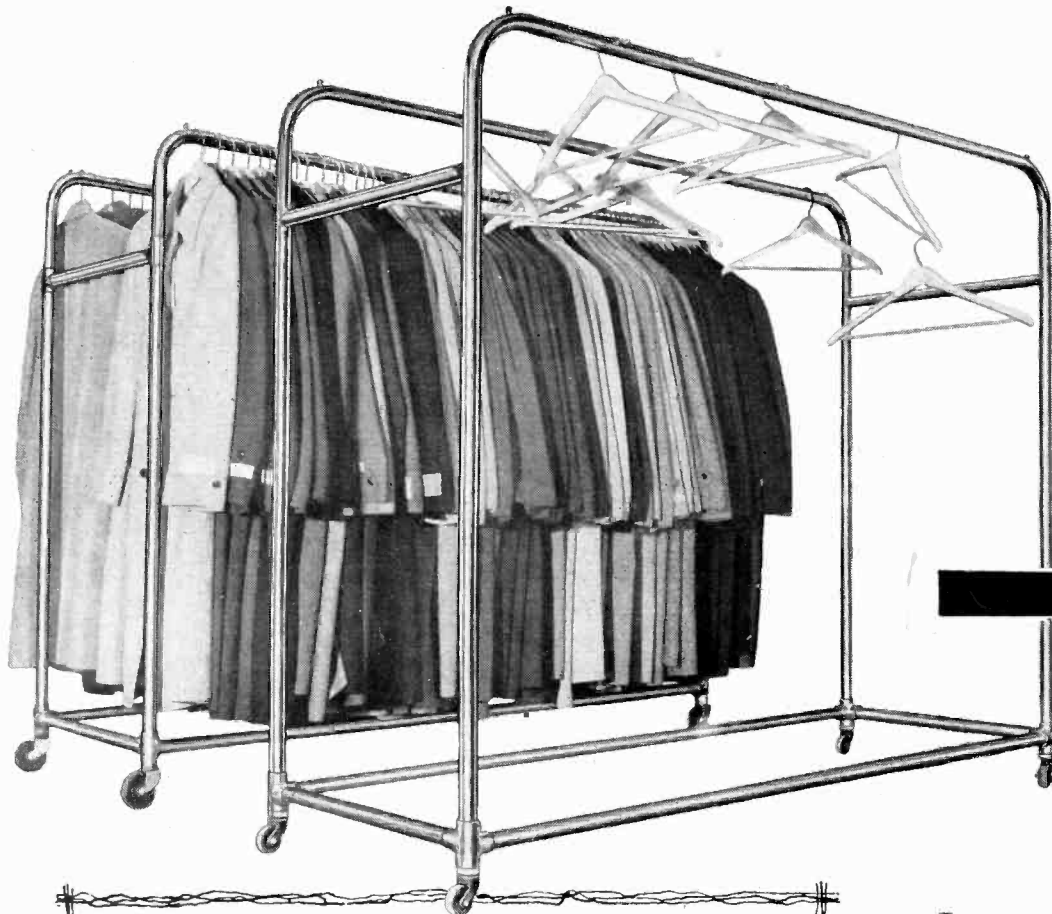
Remember, this G-E camera can be modified for *color* use at extremely low cost. Buy G-E cameras today and save big money tomorrow! Contact your local G-E broadcast representative today or write for complete information to *Canadian General Electric Co. Ltd., Electronic Equipment Dept., 830 Lansdowne Ave., Toronto, Ont.*

Complete Television Equipment for UHF and VHF

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**



- ✓ With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification—up to 25 times.
- ✓ Interchangeable with most existing television cameras.
- ✓ Vibration-isolated blower provides full length cooling of I.O. tube for long tube life and top picture quality.
- ✓ Flush viewfinder window, Removable visor for unrestricted viewing. ✓ Recessed knobs prevent accidental misadjustment.
- ✓ Change I.O. tube in 2 minutes! Remove only thumb screw and turret. ✓ Easy to store lenses for safekeeping.
- ✓ Rapid focus by crank or knob. ✓ Inside coupling knob for "line-up" focus.
- ✓ Silent blower permits close-up operation without microphone pick-up.
- ✓ Special shielding around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- ✓ Faster lenses supplied at no extra cost! 50 mm—f2.3 100 mm—f2.3 152 mm—f2.7. ✓ Lenses are positively indexed.
- ✓ Circuits provide sweep failure protection for your \$1600 I.O. tube. ✓ Quick change sweep expansion switch prevents under-scanning effects on the face of the tube.
- ✓ More than 15 different TV lenses can be mounted without special adaptation.
- ✓ Stabilized and friction-damped turret prevents oscillation or sagging when shifting lenses or tilting camera.
- ✓ Automatic engagement of focus control when side door of camera is closed.
- ✓ Low center of gravity in camera and Fearless pan and tilt head assure stability.
- ✓ Focus handle clutch protects against damage and mis-alignment.
- ✓ Removable I.O. yoke with ball-bearing slide assembly and plug-in electrical connections.
- ✓ Microphonics minimized. No signal circuits included in control console.
- ✓ 13 kv independent power supply for monitor picture tube. ✓ Calibration input terminals supplied.
- ✓ Change-over switch for composite or non-composite signals into monitor.
- ✓ Waveform monitor includes IRE calibration scale.
- ✓ Simultaneous vertical and horizontal waveform presentation.
- ✓ Large quiet blower in monitor console.
- ✓ Counter-balanced "draw-out" and removable panels for monitor accessibility.
- ✓ 12½" aluminized picture tube.
- ✓ Convenient, accessible rack unit. 2-way telephone communication between rack, camera and control console.
- ✓ Entire channel is factory-wired, with all plug-in inter-connections.



# RADIO EMPTIED THIS RACK!



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

- complete coverage of over 1/2 million radio homes every week.
- complete coverage of an area populated by 5 million people . . . responsible for 40% of Canada's total retail sales.
- complete coverage of 44 counties spending \$66,283,699 every week.
- the showmanship, salesmanship and skill that only 27 years of experience marked by exceptional success can bring.

Call in a CFRB representative. Let him show you how you can augment your sales through radio.

**CFRB**  
**T O R O N T O**

**50,000 watts**

**1010 on your dial**

**I**N ONTARIO, \$321,641,600\* per year is spent on wearing apparel and accessories. A well-known Toronto clothier increased his share of this giant market by advertising on CFRB with regular programs and spot announcements.

Why did he buy time on CFRB? For one sound reason. CFRB brought him sales . . . just as it can bring you sales.

Of course there are other ways of advertising that will bring you sales too. But radio selling messages have a persistence all their own . . . a stay-with-your-customer quality. Today you find radio selling messages emanating from the living room, kitchen, office, workshop, car . . . even the beach and the garden.

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

CFRB can be your opportunity to increase your sales in this No. 1 market. Why not give CFRB a call and let a representative show you how CFRB can up your sales.

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

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