

# Canadian BROADCASTER & TELESCREEN

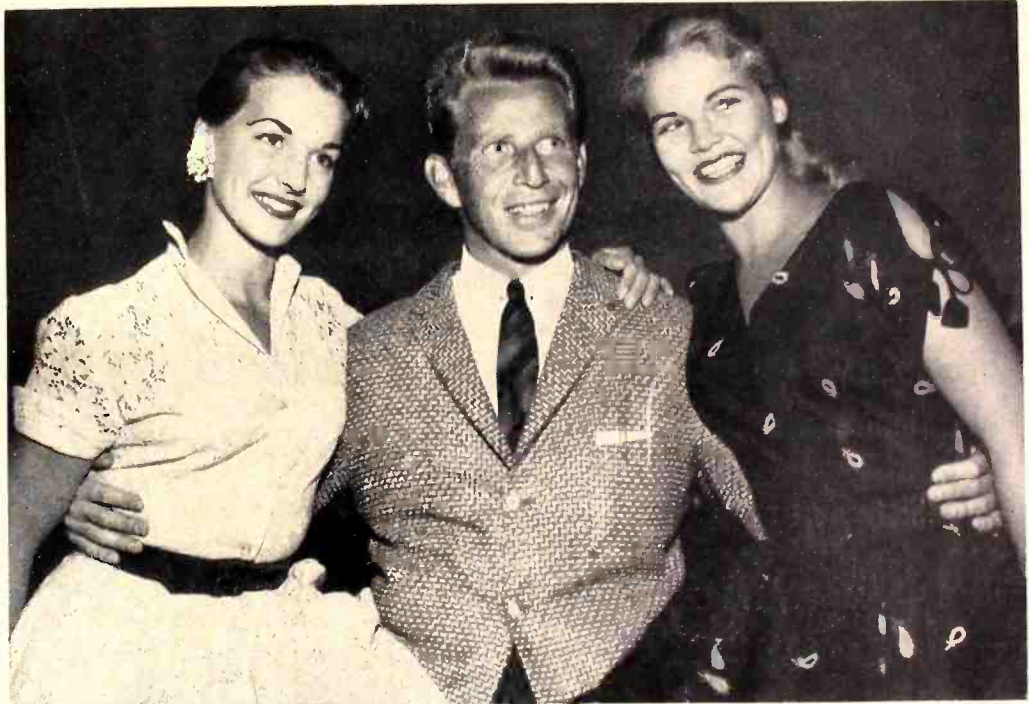
TWICE  
A  
MONTH

Vol. 14, No. 18

TORONTO

September 21st, 1955

## WIDE VARIETY ON NEW RAE SHOW



—Photo by Herb Nott

STAR OF THE JACKIE RAE SHOW, Jackie Rae himself, is seen with two of the dancers who will appear regularly on the TV series, Gayle Gibson at the left and Glenna Jones. The show is a weekly half hour variety and talent hunt program which will be seen on 24 Canadian TV stations. It is sponsored alternate weeks by Sunbeam Corporation (Canada) Limited and The Borden Company Limited. Story on Page 21.

### *In This Issue:*

"News About News Is Good News" is the title of Joe Stern's story on radio's top commodity on page 6.

The second of three parts of Professor W. Y. Smith's survey of the four Atlantic provinces appears on page 10.

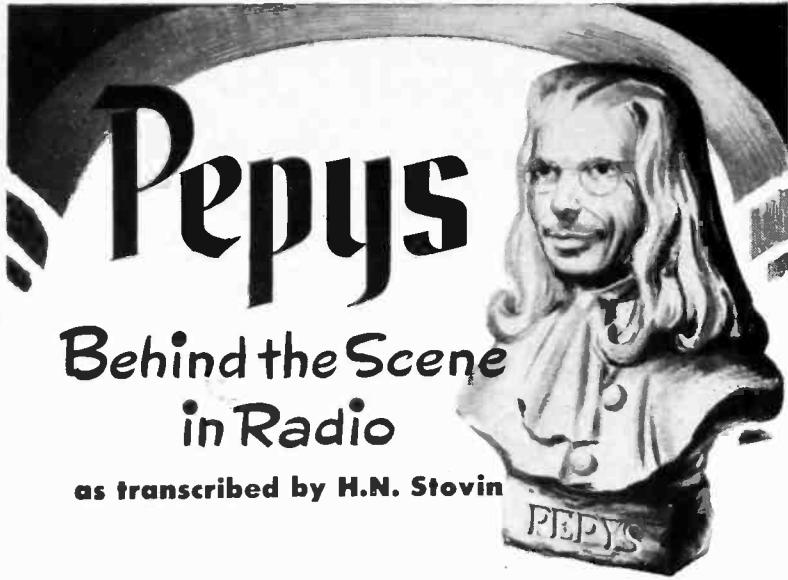
Hugh McConkey takes a look at new style merchandising as it affects advertising in an article called "No Sell In Self-Serve".

### *In the Telescreen Section*

CBC's Davidson Dunton says that CBC TV policy means "More Canadian Programs For More Canadians" in an excerpt from his speech at the Canadian National Exhibition, reprinted on page 19.

*All the regular features as well.*





From Winnipeg this day a story of much interest from the Manitoba Farmers' Union, who have just made known to Station CKY the results of an exhaustive survey, made to find out the Station to which Manitobans did listen most. More of the contents of this survey in my diary later, but note for now that it did result in a year's advertising campaign for the M.F.U., over CKY, Winnipeg, and of goodly proportions ● ● ● In a contest sponsored by the Calgary Branch of the Canadian Women's Press Club, CKXL's "Club Diary" program received the 1955 award for the best Publick Service program on any of the three Calgary stations. A doff of my Sunday beaver to CKXL's Mrs. Pearl Borgal, who did build this program, in less than a year, into such stature among women ● ● ● CKLC, Kingston does send a letter from Milbros Appliances, of that city, who did advertise a recent sale of electrical appliances, using all media, including CKLC. Do now quote from the letter written by the Manager of the store:

"CKLC opened the campaign with one spot announcement nearly an hour before any other source reached the public. In that hour, the first six sets were sold. You can't beat that for quick results. CKLC continued to produce with equal results all through the campaign, and we can honestly attribute over 60% of our total sales directly to CKLC. This campaign has certainly proved to us that it pays big dividends to use CKLC Radio in Kingston."

Do right heartily commend D.B.S. new "Canada 1955" yearbook for the way it does show the prosperity and popularity of private radio in this country. Photographs on page 280 show both the interior and exterior views of CHED, Edmonton — the only privately-owned radio station to be so featured — and we may be proud that our industry is so worthily represented thereby.

"A STOVIN STATION IS A PROVEN STATION"

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

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

*Advertising*

**ADVERTISERS' CODE PROTECTS POLICE**

A "Code of Ethics and Standards of Practice" for the advertising industry has been compiled by the International Advertising Association Inc., New York. The compilation of the code took three years to complete. It was prepared by a group of international advertising executives known as the "Standards Committee", under the chairmanship of Walter Sauer, advertising manager of Home Products International.

The complete code contains the basic precepts or fundamentals principles as they apply to advertisers and agencies, and the standards of practice for radio, television, newspapers, magazines and other media.

The fundamental principles consist of the following six rules:

- (1) The foremost responsibility of advertising is to protect the public interest.
- (2) Public confidence in advertising must always be maintained.
- (3) The truth must be adhered to in all advertising.
- (4) Advertising in every country should conform not only to law but to moral principles and standards of public decency.
- (5) Advertisers, agencies, and media should not be party to monopolistic practices.
- (6) Advertisers, agencies, and media should not discredit competitors.

As regards advertising content, the code recommends that "trade marks, packaging, slogans and advertising devices of competitors should not be imitated; illustrations should always

be in good taste and should not distort or exaggerate; testimonials should represent truthful statements of actual experience with the product; price claims in advertising should not be misleading."

On agency relations, the code ventures that "no portion of normal advertising agency commissions should be directly or indirectly rebated; unsound and speculative solicitation for new business is contrary to good advertising practice; advertising accounts should be solicited and awarded on the basis of merit."

The code also suggests that "advertising media should undertake to provide accurate information to advertisers and agencies on the current number, general character and distribution of their readers and audiences. A clear and full statement of all rates and discounts applicable to various classifications of advertising should be made available by every medium to all advertisers and agencies and strictly adhered to."

The code describes the prime function of an agency and the basic service it renders as consisting of interpreting to the public, or to that part of it which it is desired to reach, the advantages of a product or service.

The code also deals with the procedure of setting up contracts, and how the clauses should read. Billing procedures for all media are enumerated, and the procedure for radio and television reads: "payments to be made — in advance for both time and talent for broadcast and telecasts."

The association has designed an emblem, which agencies will receive upon request stating that they will adhere to the code.

Currently the association is mailing advance copies of "section one" of the code to member agencies for perusal and comment. Advance copies of two more sections are to follow in November and January.

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

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

**CFOR ORILLIA**  
 IN CENTRAL ONTARIO  
 Delivers

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

Stephens & Towndrow Ltd. • Toronto - Montreal

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

Published twice a month by  
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1  
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Research Consultant . . . . . GEORGE E. RUTTER

**CCAB**

Vol. 14, No. 18

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

September 21st, 1955

## One Industry

In the next six months, broadcasters from three regions will be holding their conventions, and the national association will be staging its annual conference too. October 16, it's the Quebec French language stations which foregather at Ste Marguerite. A few days later, October 24-5, it's the Central Canada group, whose meeting takes place in London, Ontario. Early in 1956, at a date to be announced, Vancouver will be the scene of the annual meeting of the BC stations. March 26 is the date of the big CARTB affair, at the Royal York Hotel, Toronto.

In no industry we know of is there a greater spirit of friendship, which, through the years, has enabled broadcasters to take their individual problems to the conventions, throw them into the pot and go home with the answers, not only to their own but to everyone else's problems as well. This is still the state of affairs today, yet there are changes taking place from within which need to be acted upon.

First, no regular attendant at these functions can fail to notice the large number of new faces which appear from year to year. Old timers turn to one another with knowing looks which say: "Who's the red headed guy across the table who hasn't stopped taking notes all day?" They know that his notes are probably "doodles" which he has been frantically making to cover up his shyness over being thrown among so many people he's never seen who don't seem to have got around to noticing him yet. They should also know that no newcomer's contributions to the industry can begin until the social ice is broken, and should be only too anxious to offer an ice-pick.

Then, broadcasters have lately been developing more interests too, such as the coming of television. On this question, we can only point out that radio and TV broadcasters have interests which differ, of course. These are taken care of at conventions by holding separate meetings for each group. On the other hand, both kinds of broadcasters have a great deal in common, and earnest concentration and co-operation on these *mutual* problems is of untold importance if the whole industry is to present an unbroken and united front to those who would restrict and inhibit it.

The one fact to face up to is that radio and TV broadcasters both answer to the same authority, and as long as this state of affairs prevails, unqualified unity is the only answer.

RADIO RIBS... but fair-ried.



"But Boss, all I said was: 'Dig this real cool Chopin number. He's the most to say the least. Don't be a square. Stay tuned and get gone, real gone'."

## Advertising Must Do More Than Sell

Answers to the question of just what advertising is intended to do fall into as many schools as there are thoughts on the subject. Obviously its broad purpose is to sell the product or service to which it is tied. But the question inspires a variety of other answers.

In the first place, people who create, sell, plan or otherwise purvey advertising in any of its forms, are divided between those who urge the use of what the purveyor knows will achieve his end and those who take the easier way and supply him with what he, the advertiser, thinks will do the job.

There are those who believe that advertising should inform potential buyers of the commodity on such points as what it is, what it will do for them, where they can get it, why they should get it — and also how they can pay for it. The opposite view to that of this faction is that all advertising is supposed to do is to make people so dissatisfied with what they have that they will discard it in favor of the advertiser's product.

There is advertising which uses superlative headlines to attract attention. There is advertising which relies on an informative fact reporting kind of copy.

There is advertising which uses color plates of expensive art work in print, or such artifices as singing announcements on radio or TV. There is advertising which tells its factual story in neat black type on white paper or plain ordinary clearly-spoken prose on the air.

Which is right? Which is wrong?

There isn't much question about it. If you do enough advertising, it will sell. Various techniques will give various results, but experience proves that if you keep hammering away at the product long enough, you will ultimately insinuate it into the public conscience and the client will be so happy he could put his foot through the ruddy drum. But is this the end? Could there be more?

Advertising which fulfils the function of scaring, aggravating, anesthetizing or cajoling people into becoming customers may be said to be doing its job, because it sells. Unfortunately it may also end up by antagonizing these people when they emerge from the particular spell into which it cast them to wonder what hit them and why. It will be like the old-time life insurance salesman who used to sell seven out of ten of his prospects with terrifying word pictures of dejection and destitution on the first visit, but knew he could never call back for a second try if he should happen to miss. And just as this insurance salesman dealt a blow at the reputation and prestige of his industry each time he made a sale, so is the advertising man disparaging the system of private business, of which advertising is the show window, if he is a party to the preparation or presentation of advertisements which are not based on a straight forward recital of facts.

Not just false advertising, but advertising which makes exaggerated claims, uses linguistic trickery to disguise the truth, and otherwise transcends all known codes of advertising ethics will boomerang on its perpetrators, but that is not important. What really matters is that when a medicinal or automotive product overdoes its claims, it will reflect against the whole medicine and motor industries. This is disastrous for those concerned, but there is more. Statements made in advertising which antagonize the public result in the discrediting of the medium of advertising used, and also of all other advertising. They start making people say "you can't believe what you read in the papers, hear on the radio, see on television". This does not only harm advertising. It is a shaft aimed smack at the heart of the whole system of competitive business which, without advertising, simply cannot function.

Advertising is not only a super-salesman of goods and services. It is the mainstay of a way of life called alternatively private enterprise, freedom and democracy. It is a way of life which is cherished by most of the people we know. So we should think they would want to do everything they can to bolster and maintain it,

**need  
another  
salesman?**

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

**SEE  
HORACE STOVIN  
FOR THE STORY**

**CJOR**  
Vancouver, B.C.

## A C.B. & T. Survey

# NEWS ABOUT NEWS IS GOOD NEWS

By JOE STERN

**I**F ALL the sponsors of newscasts lined up, one behind the other, they would form a line from breakfast to supper and half-way back to lunch. This, in effect, is what a western station replied to a query about the saleability of news. After listening to what fifty-seven other stations had to say, from coast to coast, it seems fairly obvious that news is Canadian radio's No. 1 commodity.

But news did not achieve this lofty position overnight. Nor as a result of a new approach to radio programming brought about by television. News was at a premium long before television made any real or imagined inroads on radio. News was and is at a premium because a lot of alert and diligent work, as well as a lot of money, go into the preparation of newscasts. Above all, news is at a premium because commercials preceding or following a newscast have demonstrated, again and again, the power of advertising on radio newscasts. That power is so intense that sponsors have had to cancel their advertising because the response produced a demand that exceeded the supply. For example, the other day a manufacturer of orchard ladders in the fruit-laden Okanagan Valley made a hurried call to station CKOV, Kelowna. "Please," he said, "don't mention ladders any more. We can't keep up with it."

In this instance, the sponsor advertised ladders. Actually there are too many products advertised by newscast sponsors to list.

### HOW THEY STAND

One of the most common sponsors of newscasts is apparently the automotive industry and its related or associated fields. This includes car dealers, garages, gasoline and oil companies, farm implement and farm machinery suppliers.

Food products run a very close second, and include the usual food retailers, plus dairies and drug stores.

Building, hardware, household supplies and services come next. These include lumber dealers, plumbing, heating, roofing and painting contractors, as well as furniture and appliance stores.

In volume of advertisers, the clothing industry ranks fourth, and includes department stores, men's, women's and children's, along with shoe stores.

As has been said, newscast sponsors are very varied, and the standings are based on a tabulation of sponsors on all of the 58 stations which replied. It does not mean that the automotive industry dominates every station's market. Some stations may have more clothing store sponsors, while others may have none at all. What it means is that more stations have reported the automotive industry in their list of advertisers than any other.

### RADIO SELLS—RADIO BUYS

To give you an idea of how varied sponsors really are, look at CFCL, the French language station in Timmins. The Canadian Army sponsors a newscast there.

The Hudson Bay Mining and

Smelting Company at Flin Flon sponsors a newscast on CFAR. Here there are no commercials, merely identification.

At CJOR, Vancouver, one newscast is sponsored on a co-operative basis by more than thirty stores located at a west Vancouver shopping centre. The commercials on each newscast are confined to one particular store in that centre.

Sponsors also include those who want to buy rather than sell.

A produce company sponsors an early morning newscast on CHAB, Moose Jaw. In their commercials the firm quotes the daily egg and poultry prices it pays to farmers selling such items.

This news survey is based on data supplied by 58 radio stations stretching from the west coast across the Prairies into Central Canada and throughout Quebec and the Atlantic provinces. They are as follows: CJVI, Victoria; CKWX, Vancouver; CJOR, Vancouver; C-FUN, Vancouver; CHUB, Nanaimo; CKNW, New Westminster; CFJC, Kamloops; CHWK, Chilliwack; CKPG, Prince George; CJAT, Trail; CKOV, Kelowna; CFAC, Calgary; CJOC, Lethbridge; CFGP, Grand Prairie; CKRD, Red Deer; CJCA, Edmonton; CHFA, Edmonton; CFQC, Saskatoon; CKOM, Saskatoon; CKCK, Regina; CKRM, Regina; CHAB, Moose Jaw; CJNB, North Battleford; CKDM, Dauphin; CFAR, Flin Flon; CKEY, Toronto; CHUM, Toronto; CFRA, Ottawa; CJIC, Sault Ste. Marie; CKCY, Sault Ste. Marie; CFOR, Orillia; CFJB, Brampton; CHOK, Sarnia; CHVC, Niagara Falls; CJSP, Leamington; CFCH, North Bay; CKLB, Oshawa; CKPC, Brantford; CKOX, Woodstock; CKWS, Kingston; CJJOY, Guelph; CKCR, Kitchener; CJBQ, Belleville; CKBB, Barrie; CFCL, Timmins; CKCH, Hull; CKCV, Quebec; CHRC, Quebec; CKRN, Rouyn; CHAD, Amos; CKVD, Val D'or; CKLS, Lasarre; CFNB, Fredericton; CKCW, Moncton; CKMR, Newcastle; CJFX, Antigonish; CJCB, Sydney; CJCH, Halifax.

An American lumber and veneer firm sponsors a newscast over CJIC, Sault Ste. Marie. Here the commercials are aimed at obtaining a steady supply of raw timber from timber contractors and jobbers.

General Motors of Oshawa engages

in institutional advertising. On CKLB, Oshawa, their commercials hammer away at the point that "Oshawa people are craftsmen who build fine cars."

Leading the list of national accounts are the finance companies. Flour mills and cake mixes stand second among national sponsors.

The results and satisfaction advertisers have received from sponsoring newscasts is perhaps best gleaned from the readiness with which they renew contracts, despite sizeable increases in rates.

Twenty-six stations of the fifty-eight heard from have anywhere from one to half a dozen clients, or more, who have consistently sponsored newscasts anywhere from one to seventeen years. Of these, six stations have had eleven sponsors for ten years or more. About seventy percent of all newscasts are sponsored.

The number of newscast stations present daily ranges between about forty, or roughly two hundred and fifty per week, to twelve a day, or roughly seventy-five per week.

### LOCAL VS. NATIONAL

To sustain and maintain the quality of such a large number of newscasts, stations rarely rely on the regular wire services alone. The station's own news staffs gather additional local information by leg work and through contacts. Reports from correspondents, and news leads supplied by the public—many stations get tip-offs from the public by offering \$2 to \$5 an item — are the usual other sources.

About a hundred correspondents are on the list of station CHAB, Moose Jaw. Stations CJCH, Halifax, and CKOV, Kelowna, employ twenty-three and thirteen correspondents, respectively.

To collect still more news, stations are always standing by with a microphone and tape recorder to cover any event of sufficient merit. The long distance telephone is seldom spared, and personalities in the news are contacted. Many stations tape record the voices of correspondents and others who call on the phone. Stations like to spice their newscasts with actual voice transcriptions of the men in the news, whether regional or international.

An idea of how much stations are prepared to spend in order to present adequate news coverage is demonstrated by CJCH, Halifax. This station's news department operates on an estimated budget of \$24,000 yearly, besides employing several university trained men as news editors. Other stations spend more; still others less.

In their presentation of the news,

stations fall into two groups. Half the stations which replied highlight events of local importance. The second half, mix news into a pot-pourri of local, national and international reports.

Fenwick Job, managing director at CFJB, Brampton, put his station's news policy this way: "All our news is local and we do not broadcast the national material unless it is of overwhelming importance."

Fred Russell, of station CKLB, Oshawa, on the other hand, said: "Newscasts do not feature local news for the sake of its being local news, but every story is weighed for its news value and listener interest to allow balanced news presentation of local, regional, Canadian and world news."

The stations belonging to the first group, and adhering with slightly varying degrees of rigidity to Fenwick Job's attitude toward newscasts, categorize news and chop it into individual parcels.

Weather is mostly included in the newscasts of this group, although some stations, like CJSP, Leamington, sell it separately too.

Both groups separate sports, although occasionally sport scores may be added to newscasts.

Stations in group one indicate that local news is easiest to sell, with national, international, sports, weather and women's following in that order.

**NEWS FOR WOMEN**

In their treatment of women's news, stations again array themselves in two groups. The ones that say they pay special attention to the feminine segment of their audience, and the ones that don't.

Replies regarding the subject of women's news show that at least half the stations either have news for women or incorporate women's news into regular programs for women.

Women's news, however, does not contain items of feminine interest only. Stations CKCW, Moncton, and CFAC, Calgary, reported that women's news contains the same general information presented in the others. CKCW's manager, Tom Tonner, said: "Our 10.59 A.M. newscast started out to be a news report

of women's features, but many of our women listeners requested international and local news."

On CHAB, Moose Jaw, the women's news consists of such things as "baby bulletins." Martha Fiddler, the station's promotion director, put it this way: "A local drug store sponsors a mid-morning five-minute newscast emphasizing women's news and starring the 'Pink and Blue Parade', announcing the newest 'Little Citizens' at local hospitals."

**MANY COMMENTARIES**

Forty-two stations reported they do more than just newscasting. They present a wide variety of commentaries on local or international news, on sports or women's affairs.

Out west, a network of six stations, CJVI, Victoria; CKWX, Vancouver; CKOV, Kelowna; CJCA, Edmonton; CJAT, Trail; and CKPG, Prince George, present transcribed and syndicated commentaries by Ralph Pashley and Sam Ross. Pashley's *Capital City Report* is taped at CJVI'S studios in Victoria.

On CHVC, Niagara Falls, the station (Continued on page 8)

# POINTS of Sale

Business activity in St. Catharines reached new heights with retail stores chalking up a 1954 sales volume of \$65,151,000, over the \$63,470,000 the previous year.

Higher earnings made possible large scale buying.

Make sure your message is heard over these live-wire stations.

**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

## News Broadcasts . . . .

**. . . . Build audiences  
Attract sponsors  
Distinguish stations**

The transcontinental Broadcast News circuit serves 118 private radio stations and 19 private television stations with flash-fast news from home and abroad.

Station managers and news and sports editors meet regularly with Broadcast News planning service development to meet increasing audience-sponsor demand for diversified, specialized news coverage.

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

# BROADCAST NEWS

Head Office

Toronto



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

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

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

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

**1st** in RESULTS, with  
Kingston's most effec-  
tive sales promotion  
campaigns!

Contact: Horace N. Stovin

**CKLC  
KINGSTON**

(Continued from page 7)

tion's commentary is handled by the mayor. However, most stations' commentators are drawn from their own staffs or correspondents.

Among the forty-two stations reporting that they present commentaries, two state that they rely on the CBC for this kind of material. CHFA, Edmonton, joins the CBC's French network in the fall and winter months, and CHOK, Sarnia, uses commentaries supplied by the Trans-Canada network of the CBC.

**SPONSORS ARE HAPPY**

The path of newscasts is strewn with glittering bouquets of success stories. The stations that did not have any success stories were not heard from. Yet in enumerating their success stories all stations dis-

played a sense of modesty. For example, Wally Slatter, manager at CJOY, Guelph, reported that two commercials on a noon newscast sold eleven refrigerators in one afternoon—a gross sale of about \$2,200. He added: "Not a 'top' sales story, but the client was mighty happy."

Sheila Hassell, sales director at CHUB, Nanaimo, told of a grocer who offered 376 dozen of tomato plants on the 2:00 p.m. *Housewives' News*, and sold every plant before they had been offered on the second. "The newscast," she says, "cost him \$6.00, and he sold the tomato plants at 30c a dozen—giving him a clear profit of \$106.80 on his advertising."

CJNB's manager, Harry Dekker, reported that a North Battleford butcher has increased his sausage sales from 300 to 700 pounds a week, by sponsoring a newscast.

Hymie McFee, program director at CFNB, Fredericton, said a small dairy has expanded three times, and upped its yearly average of milk sales by 5,000 quarts, by using practically no advertising except a daily five-minute newscast at 9:55 a.m.

Ten thousand dollars worth of used cars were sold in three days by a Dauphin garage over CKDM, the station's production manager Jack Henderson reported.

CKCY's manager, Al Bestall, said a Sault Ste. Marie dealer sold six used cars by using one spot announcement on one newscast.

Another single announcement on CFJB, Brampton, brought responses within three hours from half a dozen prospective customers interested in an \$8,200 Eldorado car. Fenwick Job adds: "The car was sold at ten

per cent over the list price."

CKRM, Regina's promotion manager, Jack Boitson, tells how the Toronto office of Massey-Harris Ferguson sent a man up to the station to look over the commercial copy which was believed to be responsible for booming tractor sales in Saskatchewan. The commercials are read on a newscast, and by the middle of last June no less than 60 tractors had been shipped out of Regina to dealers.

Johnny Younie, news editor at CKRD, Red Deer, tells of a ladies-wear store that advertised a sale of dresses on three morning newscasts. By the time the store opened, 400 people were on hand and the complete stock of 57 dresses was sold out in nine minutes.

Promotion director at CFAC, Calgary, Dick Tregillus, says: "O.K. Rubber Welders have averaged 50 passenger tires per month, which they mark down to the 8:00 p.m. newscast."

Rene Barrette, manager at CFCL, Timmins, told of a merchant who advertised nylons at 98 cents a pair. The selling campaign consisted of two spots on a newscast and one morning spot the following day. "Two days later," Barrette says, "the manager asked that I go see him. When I walked in he told me that he was not pleased at all. When I asked what had been the result he told me that he sold 492 pairs of hose out of a possible 500."

As a result of the 8:00 a.m. newscast which Ospra sponsors, Pete McGarvey, program director at CFOR, Orillia, reported that more Orillians have been swallowing more Ospra than any other headache powder.

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

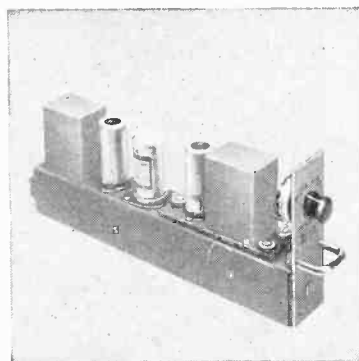
REPS—  
PAUL MULVIHILL -  
TORONTO - MONTREAL  
ADAM YOUNG U.S.A



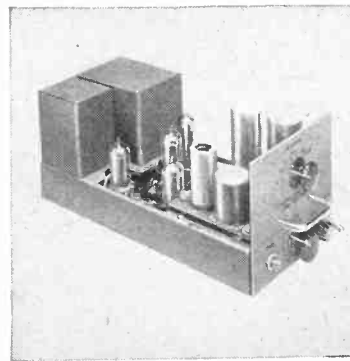
**STANDARD OF THE INDUSTRY**  
**...in Broadcast Amplifiers!**

RCA high fidelity Speech Input Amplifiers are designed to provide stations with studio, recording and portable remote amplifiers offering the maximum in fidelity, flexibility, convenience and reliability at a minimum of cost. All RCA Amplifiers, including the three units shown at right, are suitable for FM, having a uniform response to 15,000 cycles. Distortion and noise levels have been reduced to a very low value through careful engineering design and construction.

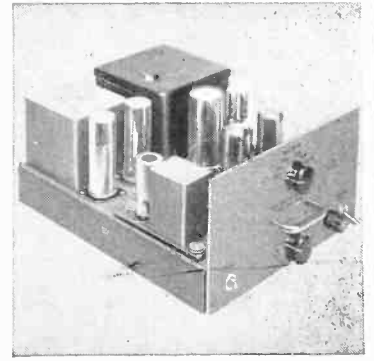
For full information on RCA Broadcast Amplifiers and on RCA Victor's complete line of broadcast equipment, contact your RCA Victor Broadcast Sales Representative.



**RCA PREAMPLIFIER &  
ISOLATION AMPLIFIER  
(Type BA-21A)**



**RCA PROGRAM AMPLIFIER  
(Type BA-23A)**



**RCA MONITORING AMPLIFIER  
(Type BA-24A)**

**"BROADCASTING IS OUR BUSINESS"**

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

**1001 LENOIR STREET, MONTREAL 30**

*CBC Governors*

# AYE APPS - NAY BOOZE

THREE applications for radio licenses were recommended for approval by the CBC Board of Governors at their recent meeting in Quebec City. Applications for a power increase for a television station and a radio station were also recommended for approval. Recommended for denial was an application by the Quebec Association of Broadcasters for permission to allow product identification in brewery and winery advertisements on radio and television.

Two of the new radio stations are in Western Ontario, in London and in Simcoe. The London application was made by F. Vincent Regan, on behalf of a company to be incorporated, for a 5,000 watt station on 1,290 kcs. The Simcoe license was awarded to Theodore M. Fielder, also on behalf of a company to be incorporated. It will be a daytime station with 250 watts power on 1,560 kcs.

The other radio application to receive approval was one from Frontier Broadcasting Company Limited, Swift Current, Saskatchewan. The new station will be a 250 watt on 1,400 kcs. A similar request from Swift Current Broadcasting Company Limited was recommended for denial.

CFPL-TV, London's application for a power increase from 59.6 kw audio and 117 kw video to 195 kw audio and 325 kw video was recommended for approval by the board. Antenna height and Channel will remain the same.

An application from Evangeline Broadcasting Company Limited for a power increase and a change of frequency at CKEN, Kentville, Nova Scotia was recommended for approval. The power increase is from 250 watts to 1,000 and the change of frequency from 1,350 to 1,490 kcs.

Transfer of control of CHWK, Chilliwack from Fraser Valley Broadcasters Limited to Jack Pilling was approved by the board. Also recommended for approval was a change of name of the licensee of CFCL, Timmins from J. Conrad Lavigne to J. Conrad Lavigne Enterprises Limited.

All 18 of the applications for share transfers and reorganization of licensee companies were recommended for approval. These were from CKRD, Red Deer; CKOK, Penticton; CJIB, Vernon; CKX, Brandon; CJOB, Winnipeg; CJFX, Antigonish; CFAB, Windsor and CKEN, Kentville, N.S.; CKBB, Barrie; CJBQ, Belleville; CKPR, Fort William; CJSP, Leamington; CKOY, Ottawa; CKEY, Toronto;

CFCY, Charlottetown; CKAC, Montreal; CKVM, Ville Marie; CFRG, Gravelbourg, and CKRM, Regina.

A request by the Quebec Association of Broadcasters for permission to identify the product in brewery and winery advertisements on radio and television was turned down by the board. In an announcement the board said it decided "after full consideration" not to change the present regulation which permits only identification of the brewery or winery which sponsors the program.

At present the approved form is "This program is presented with the compliments of the ABC Brewery". The Quebec Broadcasters had requested that they be allowed to add such words as "makers of XYZ Beer".

The board has still to decide on a request, presented by Joseph Sedgwick, Q.C., to permit sponsorship by breweries and wineries in Ontario. Only three provinces, Quebec, New Brunswick and Newfoundland, allow such advertising at present. The governors will give the Ontario request further consideration at their next meeting which will be held in Ottawa probably Dec. 1 or 2.

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

**SELL the NORTH with RADIO!**

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

## RADIO-RIMOUSKI **CJBR**

*Always a Good Buy ---  
Now Better Than Ever*

**CJBR** Rimouski **Now 10,000 WATTS**  
QUEBEC

### Ekotape TAPE RECORDERS

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

### MACHLETT TUBES

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

### Teletalk INTERCOMMUNICATIONS SYSTEMS

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



### DOMINION SOUND Equipments Limited

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

DS-55-11



IF YOUR GOAL is greater sales in the Saskatchewan market.

**OUR FIELD** — nearly half of Saskatchewan listens to CFQC daily . . .

**OUR STRATEGY** — served with 5,000 watts from the 600 spot . . .

**OUR TEAM** — good listening and lots of selling power!

FOR A SMART PLAY — just see our reps!

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



THE RADIO HUB OF SASKATCHEWAN



• **BOVINE BILL'S**

**Memo to an Advertiser**

• "The **ONLY** way to reach the Prairies' richest farm market **DAILY** is by using **CJGX** — whose 300 communities and thousands of farms dial 940 daily."



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

**CJGX**  
**YORKTON**  
**SASKATCHEWAN**

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

**THE ATLANTIC ECONOMY HAS A BRIGHT FUTURE**

Part two of an appraisal of Canada's Atlantic Region, slightly condensed from an address delivered to the Atlantic Association of Broadcasters at St. Andrews, N.B., June 21, 1955.

By **W. Y. SMITH**

Professor of Economic & Political Science at the University of New Brunswick.

**NOVA SCOTIA** has the most diversified economy of the four Atlantic Provinces and also the most highly industrialized. The major economic problem which confronts the economy of Nova Scotia today is the future of its coal industry. It has been estimated that at least one hundred thousand people in the province depend either directly or indirectly on the industry for their livelihood. A considerable number of factors have combined to decrease the market for Nova Scotia coal. The increasing use of oil for heating purposes by both industrial and domestic consumers, the use of diesel locomotives by the railroads, and the relatively lower price of other sources of energy generally have contracted employment in the industry. Other factors, such as the construction of the St. Lawrence Seaway and the resulting decrease in the cost of shipping U.S. coal to Quebec markets are bound to have a considerable effect on the markets for Nova Scotia coal in the future.

There are some brighter shades in the whole picture, in that there are some factors which increase the demand for coal in the future. Prominent among these is the gas turbine engine which has been developed by Professor Mordell at McGill University. It is hoped that it will reduce the operating cost of a railway locomotive well below the present costs based on the use of diesel oil. However, there is no escaping the fact that the future of the Nova Scotia coal industry is a most complicated economic problem. Indeed, it is a national problem. Only

the federal government has the necessary authority and the financial resources to deal with this problem adequately.

Apart from the coal industry, the opportunities for economic expansion in Nova Scotia in the future appear to be reasonably good. Economic growth can probably best be promoted through the expansion of the traditional industries based on the forests, the mines, and the sea, and the fostering of even more highly diversified manufacturing industries producing a product of small bulk and high value which will be able

to stand the high transportation charges to the principal consumer markets of the other Atlantic Provinces and other parts of Canada.

Fortunately, the Province does possess a natural resource potential which can serve as the basis for a substantial expansion of existing industries. Although Nova Scotia forest industries are already relatively highly developed, there is apparently a supply of wood available sufficient to support a considerable increase in these industries. In addition, the development of a large market for pre-cooked fish offers an excellent opportunity for the expansion of the fish processing industry. Indeed, the so-called "fish stick" has been the most important and revolutionary development in fish marketing in this century.

**AGRICULTURE, FISH AND TOURISTS**

Turning now to Prince Edward Island, this province has a very mature and highly developed agricultural economy. Over 85 per cent of its total land area is under cultivation. In 1954 farm cash income was estimated at over 23 million dollars. Since Confederation in 1949, there has been a substantial increase in the sale of agricultural products to Newfoundland and there is every reason to expect that this trade will continue to expand in the future as economic conditions improve and incomes continue to rise.

Next in importance to agriculture

**"THE BIGGEST BORE IN THE MARITIMES,"**  
*Says Lionel....*

"... is the tidal bore in the Petitcodiac, which roars through Moncton at a sensational height.

Most powerful private station in the Maritimes is CKCW, blanketing the complete Moncton trading area with its 156,000 people. For your money, the Petitcodiac may be just a bore; but for a sponsor's money, CKCW is a buy.

A public service record unexcelled in Canada explains CKCW's large and loyal listenership. It's the key to sales results in the Hub of the Maritimes!"



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

**SALES FORMULA**  
for  
**Northern Ontario**

- ★ A good product
- ★ Distribution
- ★ RADIO

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



is the province's fishing industry. In 1954 the landed value of the catch of the fishing industry was 2.7 million dollars, and of this total 1.9 million came from the sale of lobsters. An effort is being made to lessen the industry's dependence on lobster fishing by increasing the catch of groundfish. Development in this direction has very great possibilities because groundfish serve as the base for the fish stick, which, as has been noted, has had a revolutionary impact on the fishing industry as a whole.

The province's manufacturing industry is concerned primarily with the processing of its fish and agricultural products. Recently the provincial government has endeavored to encourage the expansion of manufacturing industries through the granting of industrial development loans. Although the food processing industry is already highly developed, for example, the Island produces about one-half of the canned chicken produced in Canada, and there appears to be ample room for still greater expansion.

In addition, the Island's tourist industry possesses very great possibilities for expansion in the immediate future. The general atmosphere of the Island and its magnificent beaches make it ideally suited for the tourist trade. As transportation facilities improve and better accommodation becomes available, there is every reason to anticipate that the province's income from this industry will increase year by year.

**BASE METALS AND FORESTS**

Of the three Maritime Provinces, I believe New Brunswick has the greatest opportunity for economic expansion in the immediate future. Indeed, developments in recent years indicate that economists may have to consider the New Brunswick economy to be in rather a different category from that of Prince Edward Island and Nova Scotia. While these provinces have reached a stage of economic maturity in the sense that they do not possess substantial known resources, which can be the basis for great economic expansion, this is not now true of New Brunswick. Recent discoveries and surveys have indicated that the province possesses base metal deposits, a forest potential, and sources of hydro electric power which can be the basis for very substantial economic expansion in the future.

The base metal deposits are of particular importance. Since early 1953, proven reserves of over 60 million tons of lead, zinc, silver, and copper have been discovered in the Bathurst-Newcastle area of Northern New Brunswick. The possibilities for the rapid and extensive development of these deposits are excellent. Two large companies are both planning to have large concentrating plants in operation by 1958. The total capital investment involved is in excess of 25 million dollars. In addition to the lead-zinc-copper deposits, a Montreal corporation, Stratmat Ltd., is going ahead with plans for the development of the manganese deposits in the Woodstock area. This could mean a very substantial development in the Upper Saint John River area.

In addition to the important developments in the mining industry, a report last year by the New Brunswick Department of Lands and

Mines indicated that there is a large unused potential in New Brunswick forests. It appears that present cutting in the province is well below annual growth and that the annual cut could be very considerably increased, perhaps doubled. This opens up great possibilities for expansion in the lumbering and pulp and paper industries. The New Brunswick Government has recently appointed a Forest Development Commission with the specific task of promoting the expansion of the province's forest industries.

The development of a mining industry, with allied smelting and refining industries, and the expansion of the pulp and paper industry, will require large amounts of relatively cheap power. At the present time there is no large surplus of electric power available in the province and the cost of power, due to the fact that 75 per cent of the generating facilities of the New Brunswick Electric Power Commission consists of high-cost steam units, is about the highest in Canada.

A very greatly increased supply of electric power can be made available and the cost reduced by the development of the hydro electric power potential of the Saint John River. A report in 1953, issued by the International Joint Commission, revealed that the river above Fredericton could economically produce over 700,000 h.p., of which over half could be obtained from sites located on the Canadian side of the border in New Brunswick.

The first step in developing this electric power potential is now under way. Premier Flemming has just set off the charge which marked the beginning of the construction of a hydro electric generating station at Beechwood on the main Saint John River about one hundred miles above Fredericton. The Beechwood generating station will ultimately have a generating capacity of 135,000 h.p. and the total cost will be approximately 50 million dollars. Financing a project of this size is a considerable undertaking for a small province like New Brunswick. Financial aid from Ottawa was requested on several occasions but it was refused on the grounds that it was contrary to federal government policy.

*(The third and concluding part of Professor Smith's exhaustive study of the economy of Canada's four Atlantic provinces will appear in our next issue.)*



**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

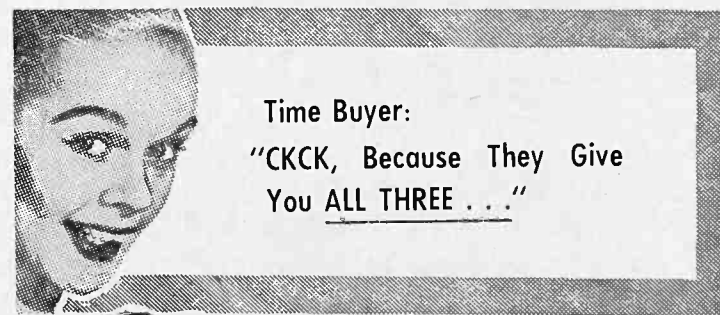
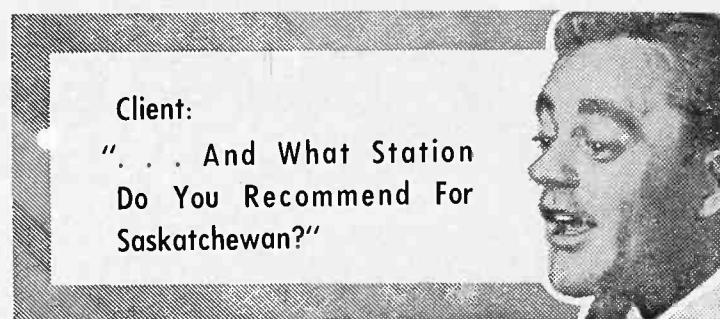


With a potential listening audience of over **400,000** French speaking people is a **MUST**



**Hull and Ottawa**

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

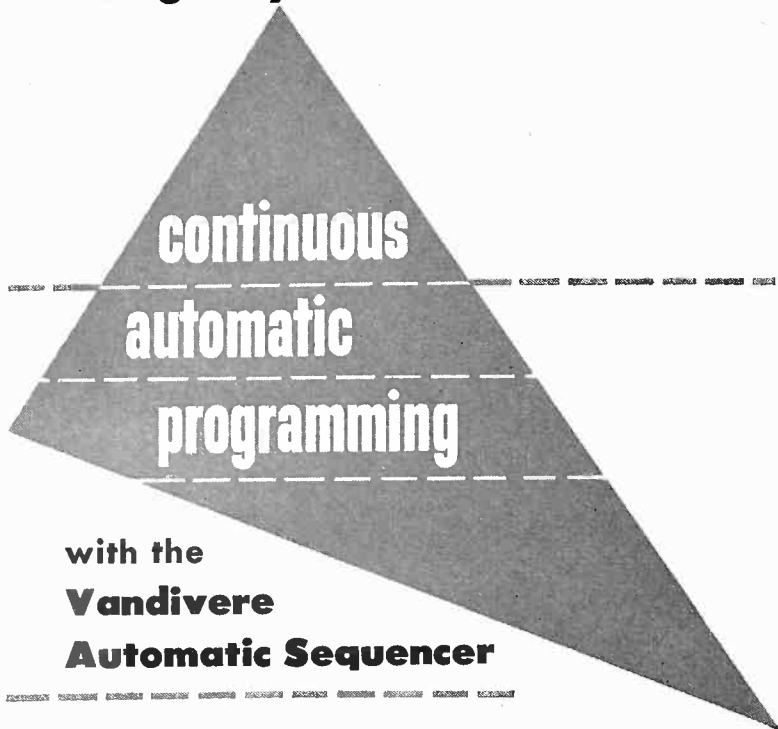


**MARKET... COVERAGE... PROGRAMMING!**

**CKCK REGINA**

Representatives: All-Canada Radio Facilities

canadian **Marconi**  
can give you



with the  
**Vandivere**  
**Automatic Sequencer**

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

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

*the Sequencer can automatically:*

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

Write for full information to:

BROADCAST and TV STATION EQUIPMENT DEPARTMENT

**Marconi** 

CANADIAN MARCONI COMPANY • MONTREAL 16

Canada's Largest Electronic Specialists

*Merchandising*

**THERE'S NO SELL IN SELF-SERVE**

By HUGH McCONKEY

Modern serve-yourself retailing methods, and the growing number of products which compete for space on retailers' shelves, make it imperative for a manufacturer to pre-sell customers on his product before they go to the store to buy. Time was when you'd go into the corner grocery, be greeted personally by the proprietor and spend a few minutes in aimless conversation, leading up to the thought that you needed some coffee, "My usual kind, Harry," you'd say, and he'd reach it down for you. Sometimes, since you were there, Harry would tell you about a new bar of soap he had in, he might remind you that it was "supposed to float so's you couldn't lose it in the bath", and you'd take a few bars of that, too. Just before you left, of course, you'd have to acknowledge the little tugs at your coat made by your 4-year-old, who had not failed to inspect the candy counter which Harry had thoughtfully provided near the door.

That was then. Today, in most cities, Harry's store has been taken over by the Mammoth SuperMart and the whole process of shopping turned into an assembly line routine. Harry isn't there to remind Mrs. Customer of her favorite brand; he can't suggest related products; she's on her own and must make some sort of decision each time she reaches out for a tin, a package or a jar. This simply means that if we want that customer to pick up our product we must use every technique at our command to pre-sell her before she walks into the store.

her; she must know how large it is or how many servings it provides (because there's no one to ask); she must have a mental image of how she's going to serve it, or when she's going to serve it, and with what; and she must know what it looks like on the shelf. Above all, she must have this knowledge about our product in such a compelling way that she'll resist the temptation to pick up the tin which is 2c cheaper, or has a brighter colored label, or looks larger, or is in the "Special Feature for Today" class.

She must know the name of our brand and what it will do for

**JOB FOR ADVERTISING**

This is a job for shirt-sleeved advertising, and for more of it than is currently being used. I say more of it because it should be pretty obvious that brand familiarity alone often tips the scales, at point of purchase, in favor of this or that product.

Leading psychologists assure us that repetition helps us in two ways. Each repeat takes the memory up to a higher level by combining the impact of the new with the residue of the old, and, what is even more to the point, there is a marked tendency for impressions to fade more slowly after repetition. That is, the rate of forgetfulness is in inverse ratio to the number of impressions we create. I think this is an important basic to keep in mind when planning our advertising and I put it ahead of the message itself, because the message must be written with this in mind.

**MORE  
DRIVE  
IN 55!**

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

Add this Market  
to your next Campaign.

**CKBI**  
PRINCE ALBERT  
Saskatchewan  
5000 WATTS

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

Is your Salesman  
In Northern Ontario  
reaching his quota?

Give him **RADIO**  
support with

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

If we can afford big productions "regularly", so much the better, but we must never lose sight of the fact that we may have to content ourselves with smaller time or space units in order to achieve the repetition that is a must.

We must adapt all of our sales-tools to these new patterns of distribution and we must be unusually alert to the subtle changes which occur within these marketing patterns themselves.

Take the super markets, in which mass display of packages and free choice aisles are the dominant characteristics. How do we handle this type of distribution? The use of large space, illustrations that show mouth-watering dishes, prominent brand name display, the use of color — all of these were finely developed advertising techniques long before the super markets were born. But all of them need to be sharpened, and the research staffs are working on improving their effectiveness.

Changes in packaging have been obviously brought about by the necessities of chain-store inter-brand competition, and packages have been redesigned to fit in with the advertising. We see radio and television personalities used on the package (Roy Rogers and Trigger remind us to pick up this package of Sugar Crisp) and there's a distinct trend to package simplification for easy identification from across the aisle, use of dominant or slightly off-beat colors. While Cross Tissue rejected nearly one hundred tones of red before settling on the one now used — and sales are reflecting the wisdom of the care taken — it not only is sufficiently off-beat to be remembered, but the visual design has been worked out in such a manner that the rolls make a continuous pattern on the retailers' shelves.

When we realize that the average super market serves between 3,000 and 5,000 or more families, while the neighborhood grocer caters to from 200 to 500 families, we know that the super market must depend upon traffic and volume buying, and needs to exert pressures to maintain this traffic flow. That results in the huge volume of newspaper and local radio retail food advertising placed by them.

Since brand-name recognition becomes of such vital importance in self-service selling, it is the biggest and most powerful advertisers who have the best chance of staying on the open shelves. This same trend to "bigness" is extending itself to the chains, too, with larger stores, greater variety, more price ranges and higher dollar volume per store. In turn, this has an effect on us through increased volume of local advertising done by the big units in the drug, auto accessory, departmental store fields. Another trend can be noticed in the promotion of private brands, at one time a very large factor in food store sales and threatening to increase, yet now somewhat on the down curve because of the increased advertising weight thrown behind national labels, as witness the increased use of nationally advertised brand names in chain-stores' own advertising.

**CAPTIVE DISTRIBUTOR METHOD**

While the big manufacturers are tending to diversify, there is evidence that they are developing a

captive distributor method of outlet. Examples are the single franchise Chevrolet dealers in Toronto being created to replace multiple line dealers.

This relationship encourages national advertising with a retail slant, a style of selling with emphasis on the advantages of trading with the exclusive dealer, and again, an emphasis on strong brand name identification that aims to pre-sell the customer so strongly that he will be diverted from a normal impulse to inspect many makes or models before he chooses.

**The evidence of our product's worth must be placed in the hands of the prospect "before" he or she comes out shopping, and we must write our advertising directly to the new "sales floor" — out of the over-the-counter area and into place in the conversation over the dinner table.**

In the days of Harry, the neighborhood grocer, the family probably talked over major purchases at the big kitchen table, while breakfasting on oatmeal, followed by pancakes and bacon. Today there is no break-

fast table. You'll find Father gulping his coffee while the car-pool driver honks, and Mother's spooning a prepared baby food into Junior while Sis calls down that somebody must have taken her school bag because she can't find it. Any serious discussion will have to wait until the evening, when the whole family can argue the merits of the Superjet Engine or the EasyFlo Transmission, after which Mother can tell Dad about the new washer-dryer combination she heard about on the radio. And they'd better have the facts by then, too, because the trend to self service is invading every field, with the latest entry being Supermarkets for building materials, "one-stop" lumber yards supplying paint, hardware, lawn and garden supplies, electrical and plumbing fixtures as well as all building supplies. In addition, these alert retailers offer complete plans for everything from a basement recreation room to a major rebuilding job, and will rent out the tools to help you do the work. Each piece of lumber is clearly marked with the size and price. Cartop carriers are provided to help home

owners haul their orders home in time for weekend projects.

The store includes a series of model kitchens, bathrooms and utility rooms where the public can inspect new wall finishes, flooring, ceiling materials and windows, as well as a central check-out system to speed shopping for cash customers.

In this area too, then, it becomes increasingly vital to pre-sell the consumer. Our whole marketing structure has been geared to bigger and stronger and more frequent appeals through every conceivable medium, all directed towards a sales impact for our particular product — right up until the consumer steps into the store, and then she is given a truly free choice.

It's the sum total of the impressions we've stored up in her mind before she reaches out that will determine whose product she puts into her basket, plus the visual reminder we provide by tying in our packaging with our advertising. It's a job that calls for forthrightness, advanced skills, and hard work . . . and there's a pay-off waiting at the checkout counter.

1925



1955

The Composers, Authors and Publishers Association of Canada (CAPAC) is thirty years old this year. More than 40 years ago, in 1914, the Performing Rights Society of Great Britain and the American Society of Composers, Authors and Publishers Association were formed; the latter organization largely at the instigation of the late Victor Herbert. Mother of all performing rights societies is the Société des Auteurs Compositeurs et Editeurs de Musique of France, which was established in 1850.

Through its affiliation with the American, British, French and similar composers' organizations in more than thirty countries, CAPAC represents more than 100,000 composers, authors and publishers, of practically all nationalities. This vast reservoir of music, which is made available to broadcasters under a single CAPAC license, includes most of the music broadcast in Canada. CAPAC is a central bureau through which broadcasters can secure, at a minimum of trouble and expense, permission to broadcast the many thousands of copyright musical selections which constitute a vital part of the program schedule of every station.

Like all similar organizations in other countries, CAPAC can make no profits for itself, pays no dividends and charges its members no agency commission, no entrance fees or subscriptions. All fees collected are distributed among the composers, authors and publishers concerned, in proportion to the relative use of their music. No expenses are deducted from the fees beyond the bare cost of administration, which is less than fifteen per cent of the gross amount collected.

**COMPOSERS, AUTHORS AND PUBLISHERS ASSOCIATION  
of Canada Limited**

**182 St. George Street, Toronto 5**

*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

## French Press Hails CBC Probe

THE proposed establishment of a Royal Commission to investigate the CBC was given an editorial welcome by three French language Quebec papers, whose editorials were reprinted in THE TORONTO TELEGRAM.

The Toronto newspaper quoted MONTREAL-MATIN, as having said: "the coming of television and the complete dictatorship of the CBC in this field have only shown more than ever the necessity of putting an end to a perfectly socialistic policy under a so-called Liberal and Democratic government."

"It is a scandal to see the CBC acting both as judge of private enterprise and as opponent or competitor of the latter. Numerous Liberals have been scandalized and have aired publicly their opposition to such a system."

"Unfortunately, there have had to be years of protests before action has been taken. It remains to be hoped that the investigation will be serious and that it will leave aside all political considerations."

### WASTE AND EXTRAVAGANCE

LE DEVOIR of Montreal is reported to have remarked: "the inquiry will

allow us to draw some clear conclusions from a discussion on which the public at the moment cannot give any considered opinion: the expense of the CBC for television. An impartial commission which has available all the information will be able to say if there is waste and extravagance, or if this service is properly administered."

### LISTENERS DESPISED

LA PATRIE of Montreal wrote: "Certainly, here is an inquiry that is not coming too soon. In the choice of its programs the CBC has appeared to despise its listeners who, however, are called upon to pay tremendous deficits of its administration."

"There is need to examine attentively the financial set-up of the CBC. Many taxpayers wonder if its services are not costing too much. That is always the vice of a state enterprise, nobody having really any interest in balancing the budget, as it is indispensable to do in a private firm. In the event of a deficit — and this is no accidental case, for it happens each year — it has only to obtain new subsidies from the Government, supplied by our taxes."

## 17 STATIONS GET SERIES FOR ONTARIO GOV'T

Starting this month, seventeen Ontario private radio stations are presenting a new series of ten minute programs called, *Going Places with John Collingwood Reade*. Sponsored by the Ontario Department of Highways, the series constitutes a new approach to highways information and driver education.

The programs consist of up-to-date news about highway planning, historical highlights about the countryside through which the highways pass, comments, and safe-driving suggestions, including "thumb-nail" explanations of traffic laws.

The show will be heard Thursday evenings, over the following stations: CKLW, Windsor; CFPL, London; CKOC, Hamilton; CHEX, Peterborough; CKLC, Kingston; CFRA, Ottawa; CFJR, Brockville; CFCH, North Bay; CKCY, Sault Ste. Marie; CFPA, Port Arthur; CFRB, Toronto; CKCR, Kitchener; CKSF, Cornwall; CHOK, Sarnia; CKBB, Barrie; CKSO, Sudbury; CKTB, St. Catharines.

Reade has been a familiar voice on Canadian, British and American airwaves for over twenty-years. In Ontario he is especially known for his newscasts and commentaries over CFRB, Toronto. He travels abroad frequently and has made an extensive study of traffic control in a number of countries.

McKim Advertising Ltd., Toronto, is the agency.

### GOLF CHAMP

The Canadian Senior Golf Championship, in the hands of Andy Wilson, salesman for CKVL, Verdun, and Radio & TV Sales Inc., Montreal, for the last two years, was lost to Norman Lucas of the CBC, Winnipeg.

### BBM MOVES

Effective October 1, The Bureau of Broadcast Measurement will be located at 96 Eglinton Ave. East, Toronto 12.

*cover London and  
 Western Ontario with*  
**CFPL radio dial 980**  
 Contact All Canada Radio: In U.S.A. Weed & Co.



**keep ahead of the game  
 IN NEW BRUNSWICK**

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

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

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

# SHORT WAVES

### NEW CALL LETTERS

The new radio station in Smiths Falls, Ontario which was to have the call letters CFRL has been granted permission by the Department of Transport to change to cJET. Jack Pollicie, president and general manager of Rideau Broadcasting Limited, the company which will operate cJET, said the new call letters were selected as distinctive and will symbolize a new sound in Eastern Ontario. The 250 watt will commence operations around October 1 and will be on the air from dawn to dusk.

National representatives for cJET are James L. Alexander Ltd. in Toronto and Montreal and J. H. McGillvra, Inc. in the United States.

### NEW CBC GOVERNOR

Gerard Gingras, a Montreal investment dealer, has been appointed for a three year term as a governor of the CBC. Gingras' appointment was effective September 1 and brings to ten the number of governors sitting on the board. One vacancy, brought about by the recent retirement of W. H. Phillips of Ottawa, still exists.

### CHRISTMAS PARTY

The International Advertising Association will hold its annual Christmas party at the St. Regis Hotel, Fifth Avenue and 55th Street, New York, on Friday December 9 from 5:30 to 8:30 p.m.

### ALASKA HIGHWAY

Remote broadcasts in the form of road reports were aired by station CJDC, Dawson Creek, from several positions along the Alaska Highway when heavy rains washed out sections of the road and stranded travellers and tourists recently.

The station sent its news staff and remote equipment on an exploration journey along the highway that started at five o'clock in the morning from Mile Zero at Dawson Creek, and arrived at Mile 456 on the highway some twelve hours later. In between the group broadcast reports on the road's condition from several posts. At one place the staff's car had to be pulled by a caterpillar tractor through a washed out area.

### FUNDS FOR ORPHANAGES

The Protestant and Catholic orphanages of Saint John were each beneficiaries of a cheque for \$400.00 in a public presentation over station CFBC, Saint John, last month.

The money was raised by staging a friendly softball game between CFBC's team, known as the "Hotshots", and the Saint John Firefighters Association's crack team, known as the "Mystery Women". The men of the smoke-eaters' team belonged to Local 771. Rain slightly dampened fans on the night of the game, but they turned out one thousand strong to watch the game

at Saint Peter's Ball Park. The score: a mystery.

### SALES SUCCESS

The J. C. Penney Co. of Fort Kent, Maine, booked a two day spot campaign on CJEM, Edmundston to promote a sale a few months ago. To test radio's effectiveness, they used no other advertising.

The sale was a huge success with all the "specials" sold within an hour after the store opened. The number of people who came to the sale was so large that the clerks in Penney's couldn't serve them all and they overflowed into neighboring stores. One store manager reported that business was up 265 per cent over normal and another said it was the biggest day in his store since the beginning of the year.

### AGGRESSIVE EXECUTIVE

available for progressive radio or TV station. 18 successful years in all phases radio industry including seven managerial. 35 years of age, married. Replies confidential.

Write Box A248  
CANADIAN BROADCASTER & TELESCREEN  
54 Wellington St. W., Toronto

### WANTED

Experienced Announcer  
for Calgary Radio  
Station.

Apply:  
Box A247  
Canadian Broadcaster  
and Telescreen

### WANTED — TWO ANNOUNCERS

With at least 1½ years experience each. One announcer with leaning towards country and western shows, the other to act as a salesman first and a DJ second. Wire Chief Announcer, CKBC, Bathurst collect if you feel you can fill either of these positions. Salary commensurate with ability and experience.

RADIO STATION CKBC  
BATHURST, N.B.



T. GORDON FERRIS  
President &  
General Manager



BILL STOECKEL  
Television-Time  
Sales Manager



BOB MUNRO  
Radio-Time  
Sales Manager



WILF DIPP  
Montreal Manager



A. J. MESSNER  
Winnipeg Manager



JOHN N. HUNT  
Vancouver Manager



AL PARKER  
TV Admin.



VIC MURPHY  
Accounting

## Radio Representatives Limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

**National Representatives For Radio And Television**



EDNA M. SLATTER  
Ad. & Promo. Manager



BILL ROSS  
TV Sales Rep.



ARNOLD STINSON  
Radio Sales Rep.



BILL AMES  
Radio Sales Rep.



BOB QUINN  
Radio Sales Rep.



DEL SHERMAN  
Montreal Admin.

# Promotion

**BUILDS AUDIENCE — GETS RESULTS**

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

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

This extra promotion is yours at no extra cost.

**WE HAVE THE RIGHT APPROACH TO SELL**

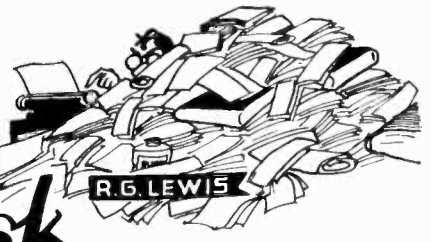
5,000 WATTS  
580 KCS.

# CJFX

ANTIGONISH, N.S.

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

# Over the Desk



Back from England between one and two weeks, your correspondent knows you will be happy to learn that he is now able to stay out of bed until a reasonable time, like eleven or twelve, and get up again in the human period between seven and eight. In case you are wondering what this is all about, it has to do with the process of flying the Atlantic, especially from east to west, and then, when the body has landed, waiting the interminable period before the mind, which must make the crossing on a boat, and a slow one at that, catches up with the cadaver. All of which boils down to the information that I'm back — body and soul — all of me.

**LETTER FROM LEO**

I was never quite sure what Leo Hutton did, except that he did it from Room 103, at 140 Wellington Street West, Ottawa, for the CP and CN Telegraphs. But Leo isn't going to do it any more. On the top of the pile that awaited my return to *The Desk* was a letter from Leo which conveyed the information that

that he will of course miss all his friends in the CARTB, to which we can only retort by asking the old goat how he thinks his friends will feel about him.

Besides his side lines with the wire line companies, Leo's serious activities were and no doubt still are concerned with the two organizations, the Hutton Hat Foundation and the Hutton Brassiere Corporation Unlimited, both of which held their meetings between sessions of CARTB Conventions.

Frankly, I honestly believe this so-called retirement is nothing but a plot. A man of many accomplishments, some honest and some even worse, Leo is a great cabinet maker, as is evidenced by the innumerable members of the broadcasting fraternity on whom he has bestowed end tables, coffee tables, dining room suites, hope chests and other products of his own handicraft. It seems altogether possible he may have "retired" to make one addition to the list — yours truly.



LEO HUTTON

"rumors have been floating around that I am about to retire and, unlike the rumor of Mark Twain's death, they are not exaggerated as I retire on August 31st." Leo goes on to say

**PNE CALLING**

CKWX, Vancouver seems to see eye to eye with me on the importance of these modern equivalents of the Fall Fairs. Or is it that I see eye to eye with them? The Pacific National Exhibition, rating second only to Toronto's CNE, has always interested CKWX manager, Tiny Elphicke, who has served on its

*They Listen To Sudbury*

**NORTHERN ONTARIO'S**

*Greatest*

**ADVERTISING**

**MEDIUM**

# CKSO

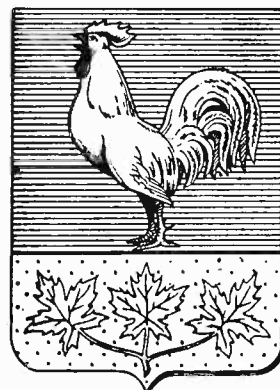
NORTHERN ONTARIO'S  
HIGH - POWERED  
RADIO STATION

• • •

ALL-CANADA RADIO FACILITIES LTD.  
IN CANADA

WEED & COMPANY  
IN THE U.S.A.

# CHFA



The West's "Most Progressive French Radio Voice"

serves

**EDMONTON**

and

**NORTHERN ALBERTA**  
effectively!

**680 KCS.**

**La Voix Francaise De l'Alberta**

Our Representatives:  
Omer Renaud & Cie.  
Toronto and Montreal

**JE CROIS ET JE CHANTE**

board of directors for many years. Now the station has invested ten thousand dollars in a permanent exhibition studio where an estimated million fair-goers will meet station personalities, watch programs and newscasts presented in specially constructed studios and generally build goodwill for themselves and their sponsors.

**COME TO THE FAIR**

Because the western broadcasters, in their wisdom, held their 1955 convention in June — the golf course is in better shape than I guess — I was able to take in this year's Canadian National Exhibition for the first time for quite awhile.

Strolling through the various buildings, I found the exhibits all of considerable interest, but even more so, I was struck by the ardor of the public which trailed its weary feet up and down the aisles looking at the merchandise on display as though their lives depended on it.

One reflection, and it came from one who is no stranger in these columns, Joe Stern, was that it wasn't so much a case of manufacturers exhibiting their goods as packaging samples of them with a combination bottle opener or cork screw and then high pressuring the public into buying them for a quarter. "It isn't so much an exhibition as a market" quoth Joe, as we each parted with forty cents for a hamburg sandwich which was described as "six slices of western beef on a bun".

For the last hour we were men with a mission. I suddenly remembered I was out of bacon at the house and needed some for breakfast. That should be easy, we decided, as we entered the Food Products Building (which was changed from the Pure Food Building on account, presumably, of a North American tendency to mispronounce the word "Pure"). But it wasn't so. We found available supplies of grape juice, ice cream, carving knives, cheese, pot wipers, soup, anchovies, but no bacon, except in buns. We did a bit of "seeing" and "I told-you-soing", and then bumped into the genial advertising manager of Swift's, George Bertram, who did a bit of demonstrating that knocked all our arguments into a cocked hat, and sent us home with enough bacon to last a month.

Seriously, the Canadian National Exhibition and other comparable affairs rate the attention of advertising people if only because they constitute the liveliest prospect list you ever saw.

Opposition to CBC's monopoly

croops up in strange places. Latterly it's in the form of an editorial in CANADIAN TRANSPORT, official journal of the Canadian Brotherhood of Railway Employees and other transport workers. The editorial says, in part:

"... we are not opposed to CBC. On the contrary, we consider it to be a very necessary government agency and want it to continue in the field of radio and TV, but we don't want it to have a monopoly. Tastes in entertainment differ. If we prefer to watch a wrestling program rather than having the ballet crammed down our throats, we think we should, so far as possible, be able to do so... CBC cannot satisfy the tastes of all people at all times, so we suggest they give the people what they think the people should have and let private enterprise into the field to give us an opportunity to choose what we want to watch and listen to."

And now you've had all you're going to get from this station, so I'm going to buzz off with the usual admonition to buzz me if you hear anything.

**QUEBEC**  
isn't  
a problem  
with  
**CKRC-TV**  
1000 WATTS 1280 K.C.  
Representatives  
**OMER RENAUD & Co**  
TORONTO MONTREAL  
IN U.S.A. WEED & CO.

SAY YOU SAW IT IN CB&T

# Manitoba gets it's NEWS from CKRC

ACCURATE UP-  
TO-THE-MINUTE  
NEWS COVERAGE

**CANADA'S THIRD MARKET  
IS EXPANDING**

**WHAT A BUY —  
\$8 for 1-Minute!**

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

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

**ANOTHER TOP BUY —  
\$5 for 1-Minute!**

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

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

**CKRC** WINNIPEG REPS: ALL-CANADA  
MANITOBA RADIO FACILITIES  
WEED & CO. IN U.S.A.



Nina Anthony (B.Sc., M.S., by the way) has run a newspaper, had her own radio program, and handled the Dorothy Douglas Show for 4 years. CKWX Women's Editor for the past 6 years, she is now devoting her time exclusively to "Our Neighbor Nina."

# "Our Neighbor Nina"

*is our star saleswoman . . . .  
she can sell for you, too!*

It's a new CKWX show featuring popular Nina Anthony.

Monday through Friday from 3:05 to 3:30 p.m., Nina

talks to the women of B.C. — advises them on what to buy and

where to buy it. And what's more, the ladies love it! You'll love it,

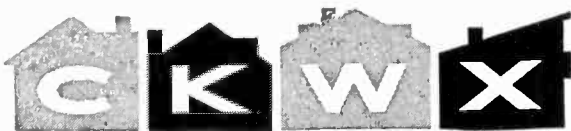
too, when "Our Neighbor Nina" talks about **your** product

to the ladies who do the shopping.

dial **980**

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

radio Vancouver



### HELP WANTED

One of the prime essentials of editorials condemning the perpetration of vicious practices is a perpetrator.

. . .

### AUDREY STUFF

Then there's the girl who was so dumb she told the hold-up man to go ahead and blow her brains out because her boy friend had often told her she didn't have any anyway.

. . .

### AND CAR FARE?

Sir: Hugh Newton's article on getting your name in the paper was superb. It had everything. It was the most. He should have more money.

—Mrs. Newton

. . .

### THREE FREEDOMS

Free eats . . . free drinks . . . free press.

. . .

### CHANNEL CHUCKLES

"The views of the sponsor are his own and do not necessarily reflect the opinion of the commentator."

—Tribune Syndicate

. . .

### UNKINDEST CUT

Thanks to Chas. Edwards for " . . . the best issue you've put out since last time you went to England."

. . .

### FAMILIAR RING

After three weeks spent being a Canadian in England, I am once more reverting to type and resuming being an Englishman in Canada.

. . .

### THINK OR THWIN

Last year, heap big swim — no CBC; this year, heap big CBC — no swim.

. . .

### QUALITATIVE ANALYSIS

The station manager who made his point by posting a sign: "Good announcers will refrain from smoking while on duty".



## Verbatim

## MORE CANADIAN PROGRAMS FOR MORE CANADIANS

*From An Address Delivered At The Canadian National Exhibition*

Everybody knows that television operations are very expensive. And of course they have to be paid for somehow. In other mass communication media money comes in various ways, but it always has to come. Newspapers live both by advertising revenues and by the sale of their product. The theatrical moving picture industry practically is without such advertising revenues and relies almost entirely on paid admissions to theatres.

In various countries different ways of paying for television are used. In the United States revenues from advertisers using the medium support it entirely, up to now at least. On the other hand, in Great Britain television has been supported so far without any advertising revenue but rather from the proceeds of an annual subscription fee paid by members of the television public in the form of a receiving set licence. Starting this month, Britain will have a second system supported entirely by advertising. In the United States there are a number of people who think that revenue from advertising is not sufficient, and that there should be at least some programming paid for directly by the television public who want to look at it, by means of one or other of the proposed pay-as-you-see systems.

In Canada television broadcasting as a whole has had two sources of operating money: advertising; and a kind of one-time admission fee to television viewing paid by members of the public in the form of a 15 per cent excise tax on the wholesale price of their television set when they buy it.

The question that pops out immediately is why Canada does not follow the example of her neighbor to the south and let television develop entirely on money from advertisers, or why she does not do as Great Britain is doing and provide for at least a separate alternate system operating throughout the country, living on advertising revenues alone. I believe the answer lies in Canadian conditions that are quite different from either of these two other countries. Those conditions are the comparatively small population of Canada and her enormous size, the division of two main language groups, and the very proximity to the United States itself. Canada has an enormous populated area to cover with television, although the United States has also. The difference is

that some ten times as many people live in the United States area. Again, the potential public who support English language program production in the United States is some 15 times what it is in Canada. It is interesting that one television station in the New York area can reach about as many people as the whole population of Canada. Our 28 stations with all their costs together still cover fewer people than can the one transmitter in New York.



By A. DAVIDSON DUNTON  
CBC Chairman

Great Britain has only about three times as many people as we have but her's live in a nice compact island, and they can be covered with a television signal for a fraction of the cost required for the fewer people in Canada. And from the beginning our national resources of all kinds available for television had to be divided between two different language services.

The result of our space and population condition is that advertising alone cannot support an adequate national distribution system stretching east and west across the continent and linking Canadians from one ocean to the other. Nor does it appear, up to now at least, that advertising can go far in supporting the whole cost of television programs produced in this country. This is partly because of the number of people which any television program can even potentially reach in this country as against the initial cost of the production. It is also related to the fact that American programs produced at lavish expense in that

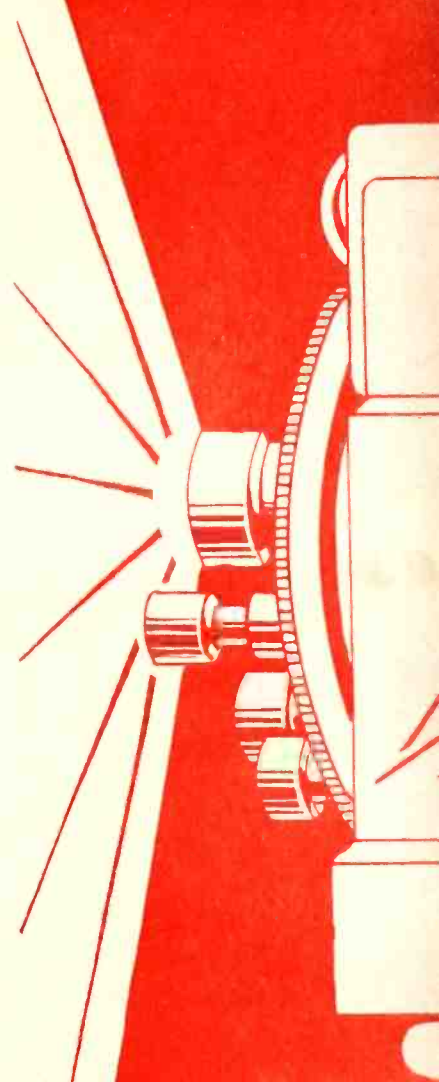
country, and the cost of which has been recovered in the large American market, can be imported into Canada and used for a price considerably less than the cost of a Canadian production of any pretention. These basic facts seem to add up to one inescapable conclusion—that in Canada some means of payment for television additional to advertising must be used if Canadian television is to both span the country adequately and to show Canadians any substantial amount of programming produced by fellow Canadians.

**\$15.00 PER FAMILY**

The amount going in operating costs of television from the public admission fee—the excise tax—has been about \$15.00 per television family per year. That works out just over four cents per family per evening. These amounts have made possible the building up of the nation-wide system of distribution of television programs by direct network and by recordings right across the country. An indication of the costs involved in distribution alone is that the CBC commits itself to a regular expenditure of well over \$100,000 a year simply for physically conveying national program service to each new station that is established, whether private or publicly owned. Then the funds coming directly from the television public have made possible the amount of program production for national distribution which we have in this country. Advertisers too have contributed heavily to these production costs as well as to the distribution costs connected with particular programs. But advertising alone based on the Canadian market has been far from able to support production costs for many national programs.

As you can well see, there are some big question marks in the future of Canadian television. So far the amount of \$15.00 per year per television set, together with advertising support coming through both private and public facilities, has built up a vigorous and extensive system very quickly. We in the CBC estimated some years ago that the amount needed above advertising through the years would be just about that—a bit over four cents per television family a day would be necessary to support, with the help of advertising, a reasonably adequate over-all system for Canada, meeting the national needs of wide distribution with a worthwhile Canadian

(Continued on page 23)



# LET'S GET TOGETHER

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

## ABOUT WHAT?

### ABOUT OUTSTANDING EQUIPMENT BY:

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

For further information

THE TOP NAME IN THE BUSINESS

*Alex L. Clark*  
LIMITED

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

# LASSIE VISITS CANADIAN MASTERS



— Photo by Turofsky

LASSIE AND HER BOYS took time out to call on her masters at All-Canada Television when she was in Toronto for the grandstand show at this year's Canadian National Exhibition. All-Canada got in a deal early in the piece and teamed up financially with producer Bob Maxwell when the Lassie films were first produced. As a result they shot the audition films between Calgary and Banff, and the TV series opens and closes in the Canadian Rockies. All-Canada got Canadian rights for TV, motion pictures and appearances for twenty years. Colgates have been sponsoring the TV series, through Foster Advertising Ltd., since April. Lassie is posing in our picture with a group of All-Canada directors and officers. Left to right they are: (back row) St. Clair Balfour, executive vice-president the Southam Company Ltd. and Clifford Sifton, both directors of All-Canada Radio Facilities Ltd.; Stuart MacKay, general manager; Marilyn Bell, swimming star; Michael Sifton, All-Canada director: (kneeling) Reo Thompson, manager, All-Canada Television; Guy Herbert, vice-president: with Lassie, Porky and Jeff of the Lassie Show.

One does it . . . .

## CKWS-TV KINGSTON

CHANNEL 11

There's only *one* Canadian TV station that reaches the wealthy market between Brighton and Brockville — CKWS-TV. Advertisers know their sales message will produce best results when they use this progressive station. Over 30,000 sets in the area.

**CKWS-TV**  
KINGSTON

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

# GERMAN SCOUTS TELEVISED



SEVENTY-FIVE BOY SCOUTS FROM GERMANY, who attended the recent World Boy Scout Jamboree at Niagara-on-the-Lake, were guests on CKCO-TV, Kitchener's daily program "Women and the News." The show's emcee, Elaine Cole, centre, had the German scouts, who understood no English, sing songs and play music for the audience. After the show, they made a grand tour of the station under the guidance of a German speaking CKCO-TV staffer, Guenther Wedekind.

# CBC Producer Stars In Own Show

Start "Jackie Rae Show" for Sunbeam and Bordens

Wednesday nights, starting September 21, 24 television stations across Canada will carry a half-hour combination musical variety and talent hunt program called *The Jackie Rae Show*. Sunbeam Corporation (Canada) Ltd., through their agency, Vickers & Benson, Ltd., Toronto, and The Borden Co. Ltd., through Young & Rubicam Ltd., Toronto, are sponsoring the show on an alternating basis.

Although the initial show originates from CBC-TV's Toronto studios, it will not stay static. Shows coming from Vancouver and Montreal will likely be seen in the near future.

Except for Jackie Rae and a small basic cast, both talent and settings will change too. Featured stars on the first program are singer Eydy Gorme and champion weight lifter, Doug Hepburn. The basic cast consists of the vocal quartet, "The Four Grads", and dancers Gayle Gibson, Glenna Jones, and Sandy Francis.

Next week, the show's guests are to be singers Don Cherry and Denyse Anger. Cherry, besides singing, is dabbling in golf, and the program is expected to move from the studio to a golf course for a demonstration of his skill. Denyse Anger is an 18-year-old from Quebec City, who recently sang her way into the second spot on *Pick The Stars*.

The program format will be open, with the accent on individual performers rather than large production numbers. It is produced by Norman Sedawie, who, together with Rae, Frank Peppiatt, and Sammy Sales, writes the scripts. Jack Kane is the musical director.

Since the show concentrates on the development of new talent, the sponsors chose Jackie Rae as the emcee,

because of his wide experience in show business — he started at the age of three—you-know—and besides assisting with the production of the spectacular Canadian National Exhibition Grandstand Show, has produced several variety shows, on the CBC. These include, *The Wayne & Shuster Show*, *Mr. Showbusiness*, *Opportunity Knocks*, and others. Rae was also the CBC's national supervisor of radio and television variety programs, a position from which he resigned recently to emcee this.

### JOINS AUDIO PICTURES

A former, senior film editor for CBC-TV news in Toronto, Charles R. Martin has joined the staff of Audio Pictures Limited as a producer-director. Martin hails from Britain, where he worked with the BBC and Pathe News.



**T**elephone  
**A**nswering  
**S**ervice

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

Phone for Booklet in

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



IF SALES IN  
CENTRAL  
ONTARIO

ARE  
YOUR  
GOAL

let Tom Rafferty carry the ball

on his two daily CKCO-TV sportscasts. The favourite by far in Central Ontario sport circles, Tom scores a first in high ratings, local interest at low cost. For information about availabilities on CKCO-TV's sports shows contact — Jos. A. Hardy in Toronto or Montreal and John N. Hunt in Vancouver.



KITCHENER, ONT.

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

60,600 WATTS



• • • THE ONLY TV STATION  
COVERING EASTERN QUEBEC

GET THE FACTS ABOUT THIS STATION FROM:

HORACE N. STOVIN

Montreal • Toronto • Winnipeg • Vancouver

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

# say it with... MAGNETS

Already in use by many TV and radio stations, these moulded plastic letters are clean-cut and well proportioned, have unlimited uses. Available with concealed Alnico magnets for graphics and semi-permanent signs, they cling securely to any metal surface. Without magnets, they come cheaper, and can be attached with cement firmly and forever to any smooth object. Sizes 1 1/2" or 3/4" height; range of colours; supplied in fonts or to your special assortment. Write or phone for sample and prices.

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

# ST. JOHN'S AND BARRIE ARE NEWEST STATIONS

**T**WO new stations are being added to the Canadian TV complement. One, CJON-TV, St. John's, Newfoundland, is already on Channel 6. The other, CKVR-TV, will start operating from its Barrie, Ontario, studios on Channel 3, September 28.

CJON-TV went on the air with its test pattern September 1, and reports that good reception has been afforded as far away as 120-mile distant Grand Bank, or to be specific "fair with rabbits' ears and perfect with an outside antenna". Station manager Don Jamieson says CJON-TV blankets the Avalon Peninsula, where most of the population is concentrated. The station is now on the air five hours a day and is about to commence its regular 4:30 to 11:10 p.m. commercial schedule any day now.

CJON-TV's sales reps are All-

Canada TV in Canada and Weed & Co. in the United States.

Ralph Snelgrove's CKVR-TV will be on the air with the first World Series telecast on September 28. At the time of going to press, they had just finished painting inside and outside the station, which is located just off highway 27 on the south-east outskirts of Barrie. Equipment was installed, and they were all set to get their test pattern onto Channel 3.

Ralph Snelgrove will personally manage the TV station, having established his brother Bert as manager of CKBB-Radio. Charles Tierney, who left CJFX, Antigonish to join Ralph, is the sales manager. Claude Baikie, formerly with CHCH-TV, Hamilton, has taken over production. Frank Fogg, a graduate of the Ontario College of Art, with wide experience in the field of commercial art, heads up the art department.

At this writing, all but three CBC network commercials had been added to the CKVR-TV schedule. The station starts its operations on the microwave.

Set count on September 1st, four weeks ahead of opening, was 21,010, according to Paul Mulvihill, who represents the station nationally and points out that this is an increase of 6,000 since the Bureau of Broadcast Measurement conducted a survey in March of this year. Local appliance dealers state that sets are going into the area at the rate of about a hundred a day. Snelgrove goes on to point out that while a portion of the stations service area is already receiving TV service, the people living west of Barrie, towards Owen Sound, and to the north, including the Muskoka district, will be getting their first taste of TV. These people he said, represent about one half of the station's potential audience.

### • • • XMAS OPENING FOR NORTH BAY

Television will come for the first time to a large area of Ontario, surrounding North Bay, when CKGN-TV begins operations on Channel 10.

The station will be the most powerful in the northern area with 51.5 kw power with an antenna height of 1221 feet above sea level. A studio, transmitter and administration building all on one site are being built now atop Burford Hill, near Callendar, about 10 miles south of North Bay.

The appointment of Russ J. Eastcott as general manager for the new company was announced recently. Eastcott was formerly Sales Manager of Motion Pictures for Television (Canada) Ltd., and before that served in various capacities with CHCH-TV and CHML in Hamilton.

Eastcott says the station will serve sizable portions of four districts: Nipissing, Parry Sound, Temiskaming and Sudbury. The station is confident of commencing operations before Christmas. Equipment is General Electric.

### • • • FILM ON CANADIAN LEGION

The Canadian Legion and what it does for veterans of two World Wars is the subject of a motion picture produced by Crawley Films Limited.

# THE NATION'S WHEAT BASKET (Regina, Sask.) IS BRIMMING OVER....

Regina's sprouting  
food baskets  
(83,086 mouths) as  
as of August 1st.  
... up nearly  
20% over a  
4 year period ...  
are being

**SOLIDLY SOLD  
BY ...**



# CKCK-TV CHANNEL 2 REGINA

### TV OPPORTUNITIES

Brand new Company, studios and facilities presenting good opportunities for devoted, hard-working people looking for a chance to advance.

### CKGN - TV North Bay

will commence in December and welcomes applications for:

### PRODUCTION MGR. LOCAL SALESMEN GOOD ANNOUNCERS

plus operators, editors, etc. Supply photo and details of radio and/or TV experience to

Russ J. Eastcott, Mgr.  
CKGN-TV, Box 630  
North Bay  
(not affiliated with radio or newspaper)

**A la bonne franquette**  
COOKING SHOW

**CANADA'S MOST SUCCESSFUL KITCHEN SHOW WITH HOSTESS CHARLOTTE FORTIN AND DEMONSTRATOR ELIANE FORTIER**

**Channel 4 CFQM-TV QUEBEC**  
THE SMART BUY

FOR PARTICIPATION CALL JOS. A. HARDY, IN MONTREAL AT PLATEAU 1101... IN TORONTO AT EMPIRE 3-6009

### DUNTON SPEECH (Continued from page 19)

effort in program production. We still think the amount looks about right for the future as the television audience grows, and also as the demand for improved and further-extended service grows. But the decision is not ours and we understand that very careful study is to be made of all the factors involved on behalf of the public.

Looking ahead it is easy to see several needs and challenges that face Canadian television, although at this stage it is not possible to say whether, or to what extent, they can be met. I believe most Canadians would agree that it would be desirable both to have some more Canadian program production, and also to further improve the amount we have. As you know the national service going to stations right across the country is a bit over 50 per cent Canadian produced, representing 25 to 30 hours per week of national English-language Canadian production. The French language national service represents another corresponding amount of original work. I am sure that Canadians will always want to see on their television screens a good number of productions from other countries, particularly of course from United States. But I think too most would also like to see more Canadian productions and to watch Canadian work that improves from year to year.

Then there are still many areas in Canada in which the people have no television service at all. Yet these are the very people to whom television actually can make the most difference, since they often have not the many other facilities of larger centres available to them. But again desirability and economics have to be matched; and it costs just as much to establish and operate a television transmitter that may reach 30,000 people as one that may happen to reach 500,000, and just as much to get program service to it if it is in a very distant area.

#### COLOR IS COMING

Then there is the question of color television. Some people have beaten the CBC over the head because they felt we were stubbornly holding up the development of color television.

Others have pounded it because they thought we were going to rush into color television when there were still so many other things needed for a good system across the country. Neither is right. Our attitude to color is positive and so is our planning. We think that it will be desirable to develop color telecasting as soon as it is practical on a large scale; that is when sets can be available in this country at prices at which a reasonably large number of Canadians will buy them. That time will come after it has come to the United States, where it has not yet arrived. When it does come, we hope the Canadian system will have the economic means one way or another to meet the extra broadcasting costs involved. We are doing what we can in the way of planning now. In the meantime there is still plenty to do in this country in improving our programming and making television available to Canadians who want it and who still haven't got it.

The many who have contributed to Canadian television I believe have together performed a remarkable feat in the last three years. The years ahead are just as important. Further big national decisions will have to be taken soon. Television has already become one of the most important means of communication for Canadians. How it develops will tell much about our nation of the future. Potentially I know it can further reflect our national life, draw more on the creative powers of Canadians and so help develop them become a still more effective means not just of communicating to Canadians, but among Canadians from one ocean to the other. Of one thing I am very confident — the many Canadians in many fields who are and may be in the future contributing to television will together be capable of carrying out what the nation decides it wants.

#### COLLINS MOVES

Collins Radio Company of Canada, Ltd., has moved to larger quarters, and is now located in the new Commonwealth Building, 77 Metcalfe Street, Ottawa 4, Ontario.

### TV GOLDEN JUBILEE

CKCK-TV marked Saskatchewan's Golden Jubilee celebrations last month with that station's first hour long studio production, *The Golden Land*. With an original musical score by CKCK-TV's Neil Harris, who also produced it, the show told the story of the province's people, weather, economy and development during the past fifty years.

A feature of the program was the singing of the Saskatchewan Golden Jubilee Choir. The choir was formed for the jubilee celebrations and has sung before Prime Minister St. Laurent and on Don McNeill's *Breakfast Club*. A ten piece orchestra provided the musical accompaniment and in the production numbers about 75 dancers and singers took part. Film clips and slides of jubilee celebrations which had taken place throughout the province were inserted to complete the story.

A special guest on the show was the Premier of Saskatchewan, the Honorable T. C. Douglas, who spoke on the economic progress of the province.

#### BBC-TV IN BLACK

A report on radio and television operations of the British Broadcasting Corporation indicates that increased revenue from the sale of TV licenses has made the service self-supporting for the first time. The report also describes the BBC's fight to hang onto its personnel, which is subjected to tempting offers from commercial TV. Britain's commercial TV begins rolling in September.



Alex Stewart has recently joined the TV sales staff at the Toronto office of Joseph A. Hardy & Co. Ltd. Prior to joining Hardy, Stewart had his own firm, Stewart Sales, which handled advertising specialties and business gifts.

#### FIRST COLOR PROCESS

Installation of the first 35 mm Eastman color printing and processing equipment is reported by Associated Screen News Ltd., Toronto. The equipment was designed and engineered by Consolidated Laboratories of Fort Lee, N.J., and is expected to result in a reduction of cost and quicker delivery, as well as an improvement in color quality. Full scale operation is predicted in the near future for the equipment which can handle Eastman color negative, inter negative and Eastman color positive at the rate of 55 feet per minute.



Proud as the proverbial peacock of our WOMEN'S SHOWS

Here's PAT MOTHERWELL of MENU MAGIC. A gal with more ideas than your favorite cookbook. And she's going to be around every day, Monday through Friday, 3:30 - 4:00 p.m., with everything from soup to nuts.



We're proud, too, of SALLY MERCHANT on SALLY TIME, a hostess with the mostest in personality, talent and guests, Monday through Friday, 4:00 - 4:30 p.m.

CARE TO JOIN US? SEE OUR REPS: RADIO REPS., CANADA, ADAM J. YOUNG, JR. U.S.A., HARLAN G. OAKES (WEST COAST)

CHANNEL 8

C.F.C.C.-TV  
SASKATOON SASKATCHEWAN



**They're Safer than Money**



CANADIAN PACIFIC EXPRESS TRAVELLERS CHEQUES

OBTAINABLE FROM ALL CANADIAN PACIFIC AGENTS AND MOST BANKS

# RADIO FILLED THIS CASH DRAWER!



In Ontario \$110,331,800\* per year is spent in drug stores alone. On CFRB in one month, 72 hours 25 minutes and 30 seconds\*\* were sponsored by druggists and drug companies.

Why do the drug people buy so much time on CFRB? There's only one answer. CFRB gets results.

Of course there are other ways of advertising that will bring you results too. But radio selling messages have an unusual persistence, a hard to forget quality. Today you find radio selling everywhere, all over the house, indoors and out, cars, homes, offices and factories.

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

CFRB can be your opportunity to increase your sales in this #1 market. Why not talk it over with the CFRB people?

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

\*\*Based on CFRB program schedule for January, 1955

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

## CFRB...

located in the heart of Canada's richest market, is Canada's most powerful, independent radio station. And as such CFRB can give you:

- 1 complete coverage of a \$66,283,699 spending market every week
- 2 the key to Canada's richest dollar market, where 40% of Canada's total retail sales are made by over five million people
- 3 complete coverage of over  $\frac{1}{2}$  million radio homes every week
- 4 the sure success that only over twenty-seven years of radio showmanship, salesmanship and skill can bring

Call in a CFRB representative today. Let him show you, without obligation, how you can augment your sales through the result-getting medium of radio.

# CFRB

## T O R O N T O

**50,000 watts**

**1010 on your dial**