

Canadian BROADCASTER & TELESREEN

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June 15th, 1955



—McMurdo Studio, Kentville, N.S.

ROYAL COVERAGE IN ANNAPOLIS VA'LEY was given by CFAB-CKEN, Windsor-Kentville, N.S., with on-the-spot broadcasts during the 23rd Annual Apple Blossom Festival, May 27 to 30. Assembled above are Festival Queen Annapolisa XXIII and her nine Valley Princesses, posing in front of the statue of Evangeline, at Grand Pre Memorial Park. The twin stations broadcast their acclamation. From left to right their Royal Highnesses are: Joan Phinney, Middleton; Heather Armstrong, Windsor; Shirley Cottendon, RCAF Greenwood; Joan Davies, Bridgetown; Marilyn Oyler, Kentville; Queen Annapolisa XXIII, Patricia Thibault, RCN Cornwallis; Jean Wheelhouse, Digby; Dawn Stevens, Wolfville; Eileen Anthony, Hantsport; Anne Garvock, Berwick.

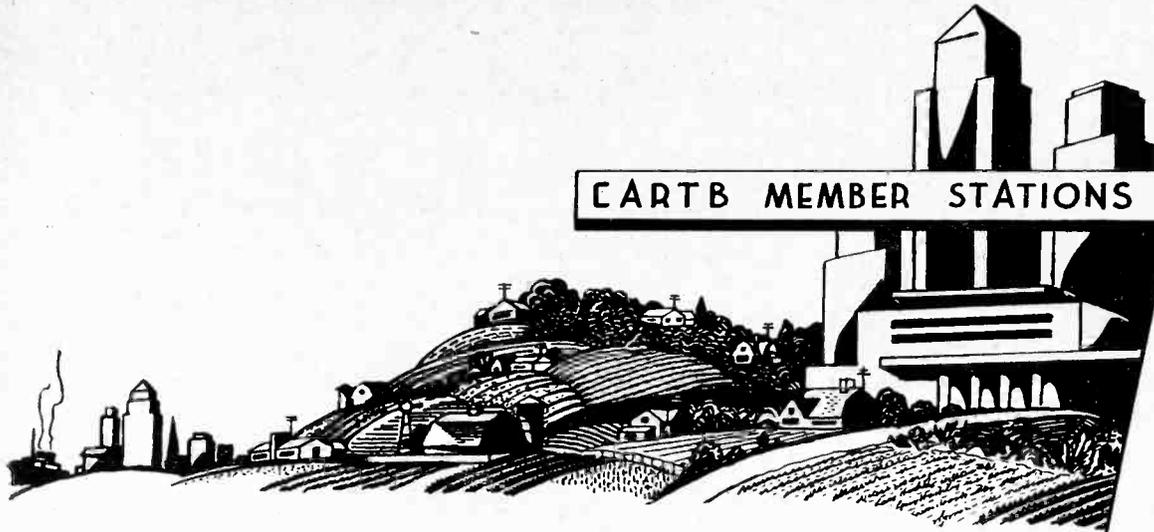
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Wherever They Go---

Wherever they go, there's radio, simply because wherever they go--the lake, the cottage, the motor trip, the hotel or motel, the summer camp--they take along their constant companion--the radio.

*Wherever They Go
There's Radio*

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 - CKEC New Glasgow
 - CFBC Saint John
 - CHSJ Saint John
 - CJON Saint John
 - VOCM St. John's
 - CJRW St. John's
 - CKCL Summerside
 - CFAB Truro
 - Windsor
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 - CJMT Chicoutimi
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 - CHEP Granby
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 - CHLP Montreal
 - CKAC Montreal
 - CHNC Montreal
 - CHRC New Carlisle
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 - CHRL Rimouski
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 - CFOB Fort Frances
 - CKPR Fort William
 - CKGR Gall
 - CJOY Guelph
 - CKOC Hamilton
 - CHML Hamilton
 - CJRL Kenora
 - CKLC Kingston
 - CKWS Kirkland Lake
 - CJKL Kitchener
 - CKJR Leamington
 - CJSP London
 - CFPL Montreal
 - CJAD Montreal
 - CFCF North Bay
 - CFCH Orillia
 - CKLB Owen Sound
 - CFOR Pembroke
 - CFOS Peterborough
 - CHOV Port Arthur
 - CHEX St. Catharines
 - CFPA St. Thomas
 - CKTB Sarnia
 - CHLO Sault Ste. Marie
 - CHOK Stratford
 - CKCY Sudbury
 - CJCS Tillsonburg
 - CHNO Timmins
 - CKOT Toronto
 - CKGB Toronto
 - CFRB Toronto
 - CHUM Windsor
 - CKFH Windsor
 - CKLW Wingham
 - CKNX Woodstock
 - CKOX Woodstock
- PRAIRIES (26)
 - CKX Brandon
 - CFAC Calgary
 - CFCN Calgary
 - CKXL Calgary
 - CFCW Calgary
 - CKDM Camrose
 - CFRN Dauphin
 - CHED Edmonton
 - CJCA Edmonton
 - CFAR Edmonton
 - CFGP Edmonton
 - CJOC Flin Flon
 - CHAT Grande Prairie
 - CHAB Lethbridge
 - CJNB Medicine Hat
 - CKYL Moose Jaw
 - CKBI North Battleford
 - CKRD Peace River
 - CKLO Prince Albert
 - CKRM Red Deer
 - CFQC Regina
 - CKOV Regina
 - CKRC Saskatoon
 - CJOB Saskatoon
 - CKY Winnipeg
 - CJGX Winnipeg
 - Yorlton
- PACIFIC (18)
 - CHWK Chilliwack
 - CJDC Dawson Creek
 - CFJC Kamloops
 - CKOV Kelowna
 - CHUB Nanaimo
 - CKLN Nelson
 - CKNW New Westminster
 - CKLG North Vancouver
 - CKOK Penticon
 - CKPG Prince George
 - CJAV Port Alberni
 - CJAT Trail
 - CJOR Vancouver
 - CKWX Vancouver
 - C-FUN Vernon
 - CJB Victoria
 - CKDA Victoria
 - CJVI Victoria



John A. MacLaren

AGENCY HEAD COULD NOT RALLY

News came last Saturday of the death in Miami, Florida, of John A. MacLaren, founder and president of the MacLaren Advertising Company Ltd. Known by all Canadian advertising, especially his staff, for his warm, friendly personality, he was a former newspaper man, whose success in the advertising business was considerably enhanced by his activity in radio, which included arranging and conducting sponsorship of the NHL Hockey broadcasts from the start.



Laren of Toronto.
An editorial tribute appears on page 5.

He succumbed to an arterial ailment with which he was afflicted while on a winter holiday in the south. The end came following a second operation. He was 63 and leaves Mrs. MacLaren, the former Christina Moffatt; a daughter, Mrs. Edward Enright of Toronto; a grandson, John MacLaren Enright; a brother, Hunter MacLaren of Dundas, and a sister, Miss Audrey Mac-

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.

CJBR Rimouski Now On 10 Kw



JACQUES BRILLANT

A power boost to ten kilowatts has gone into effect on CJBR-Radio, Rimouski, Que. Previously powered at 5,000 watts, and owned, along with its sister station CJEM, Edmundston, N.B., by the Central Public Service Corporation Ltd., CJBR has been on the air since November 15th, 1937.

According to Jacques Brillant, the president, the broadcasting division

of the company, including CJBR-TV which was launched last December, now employs around sixty people, having started in 1937 with ten.

PUBLICITY CHAIRMAN

Phil Stone, executive director of CHUM, Toronto has been elected chairman of the publicity committee for the Toronto branch of the Canadian Red Cross.



**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 "customers" and produce "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

MEMO to an ADVERTISER

*Retail Sales in
CJGX-land always
high. A natural
thing in such a rich
farm market.*

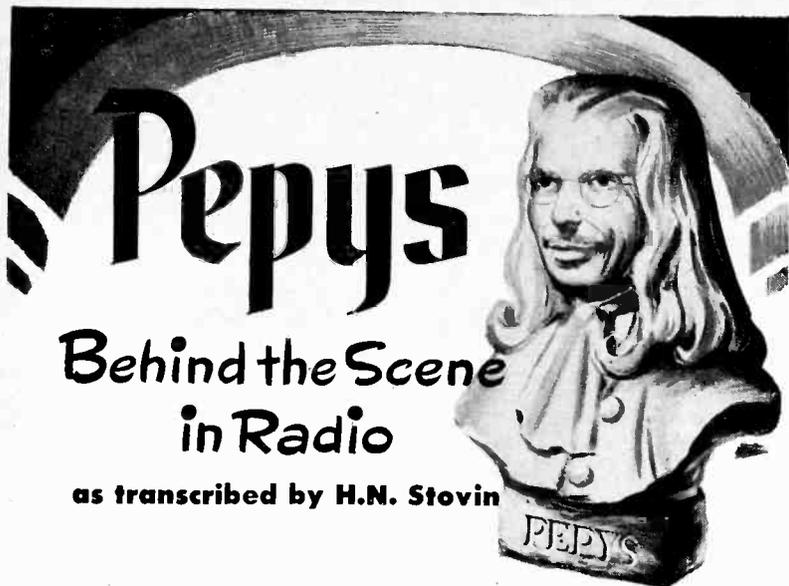


**THERE'S ALWAYS A REASON TO USE
WESTERN CANADA'S FARM STATION**

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.





To my diary this day in reflective mood, for it does indeed seem to me that we do none of us say "thank you" as often as we should. The thought did come through reading, in a Missouri, U.S.A., newspaper, a commendation of Station CKY Winnipeg for their recent telegram of appreciation to Dr. Jonas E. Salk for his work in developing the anti-polio vaccine. *More than 8,000* CKY listeners did sign the telegram, which took an operator six and a half solid hours to transmit. It is enterprise of such kinds which enables this alert Stovin station to cover "the full Manitoba market" ● ● ● A respectful sweep of my best beaver to CJOR Vancouver, and to Jack Short, who indeed is the horse-racing voice of B.C. He is now of age with CJOR, and can look back on his 21 years with that station with equine-imity, in that *he has never been without a sponsor* in all that time — truly a prestige building record both for himself and CJOR ● ● ● And from CJEM Edmundston, N.B., a story well worth the telling. The J. C. Penny Co., of Fort Kent, Maine, U.S.A., did invest an extra \$75.00 with CJEM for a special two-day sale promotion, but did use no other media. On the first day of the sale, they opened at 9 a.m., and by 10 a.m., *all sale specials were sold*. But the story does not end there. Crowds pushed into the store all day, and more help had to be employed. The store next door, J. J. Newberry Co., caught their overflow shoppers, and did ring up a 265 per cent increase in their sales for that day. Still another store in the block, W. T. Grant Co., did report their greatest sales day since January. The J. C. Penny Company comments: "We use CJEM because it is the *only* medium which covers our Canadian and U.S. shopping area effectively".

"A STOVIN STATION IS A PROVEN STATION"



HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

SOUNDING BOARD

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

SIGHT AND SOUND

Sir: Everybody's favorite question these days is "what is radio doing to beat TV?" Here, in case you care, are a few of my thoughts on what TV can, and is doing to keep viewers and to gain more.

In any family, TV at first is such a novelty they'll look at anything and everything. They look automatically — you've got them! Radio is given the heave-ho — except during the hours when the local TV station is off the air.

After six months or so, however, the viewer becomes more selective and he has found his favorites — the shows worthy of taking up his valuable time. It is at this point that radio becomes a real competitor and one that must be considered.

The good radio stations, the ones with some fight in them and lots of business because of that fight, train their program guns on locally produced features, special news features, personalities and likable music. Radio listeners like to hear local personalities, stories about local folk; tunes they can hum and that may revive old memories. Yes, they like the big names, but they don't want a steady diet of them.

It seems to me that those same folks are TV viewers, and just because they turn on the TV set, it doesn't mean they turn off the radio. Again, they like the big shows — the Gleasons, Ceasars and Sullivans: but again, they just won't do without that local seasoning.

TV in the long haul won't really beat good radio, nor does it want to beat it. But TV must remember those important ingredients in a well balanced program diet — local news, personalities, local people.

It has been said many times that TV cannot compete with radio when it comes to news. We say TV can and what is more important — *does!* TV is an electronic means of communication therefore, relaying a news bulletin to its viewers just as

quickly as radio can to its listeners. Granted, the bulletin is read over a slide or by an announcer on camera and the medium isn't put to its full pictorial use: but show me the newspaper that prints a picture for every story it carries.

Television can relay the story just as quickly and factually as can radio. In fact, I know one television station that telecast Premier Frost's election announcement, sound on film, within minutes of his announcement to the public. Sure — we set it up ahead of time. Radio could have done the same. Television news is on the upswing. It's going to get better and better, especially on the local scene. And don't forget, local people like to see local folks on television.

The other day somebody asked: "What Sponsors are Duck Soup for TV?"

We like to think all sponsors are duck soup for TV: or rather, TV is duck soup for all sponsors. It is, however, true, on the local scene, that there are accounts which just can't be moved from radio because their results are too good to get off a winning horse, and they're just not big enough to get into the blue chip medium. Their market area is just not wide enough to justify the extra cost of television.

On the other hand, there are some accounts in television who never used radio because they felt they had to have demonstration — show their product to get the best results from their advertising. We've also got all kinds of accounts on television now that not only never bothered with radio but just couldn't be talked into it. The glamor of television appealed to them; they tried it and found out it worked.

To sum up, I don't think television is out to beat radio in spite of so many advertisers thinking that TV is just radio with a picture added.

TV has its field of programming: radio has its own. If they both stick to doing their own jobs as best they can, there is no need to beat at each other. Maybe someday everybody will come to realize that while they are both "broadcasting", they are as different from each other as newspaper and radio!

R. A. REINHART,
Assistant Manager,
CFPI-TV, London, Ont.

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

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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A Diagnosis And A Prescription

Devised in the beginning to supply a higher grade of musical and literary culture to Canadian erudites without the necessary funds to do it, the CBC finds itself trapped between the symphony and the spot announcement. Once it thought the masses could be won over to the "better" programs by just playing them to them. But this was not to be. So the devotees of the kind of music called euphemistically "light pops" consider themselves victims of cultural conscription when they have to pay for grand opera, oratorios and profound dramas. Once, it would appear, the CBC thought it would be able to pay its way out of the old license fees (and later the excise tax) but this did not pan out. So lovers of Bach and Beethoven found themselves forced to listen to commercials being broadcast on the system which was devised to spread culture.

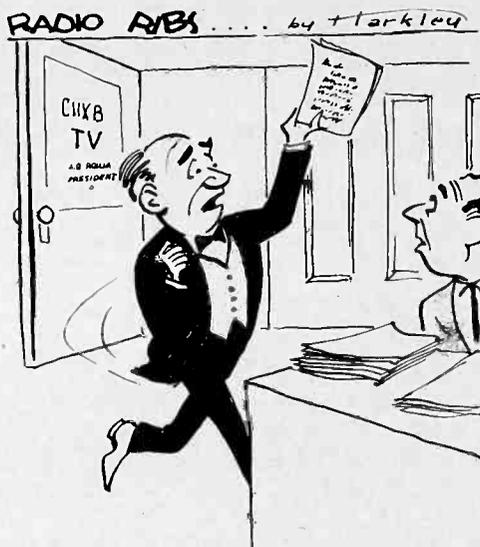
Now there is a new thing called pay-TV, operated with a picture which unscrambles on a viewer's telescreen only when a coin is deposited in the slot provided for the purpose.

The other day in Ottawa, a cabinet minister said he thought it might be a fine thing — for the private stations. Obviously the honorable gentleman was joking, because this device is ready made for the CBC. And therein lies our answer to question two.

The thing to do with the CBC is to take its operas and oratorios and pipe them on a direct channel, right into the receiving sets of the people who want them. Further than this, they should be piped on a closed circuit so that heretics who prefer Berlin to Berlioz would not even be able to see them or hear them.

The mechanics would be simple. Slot devices, attachable to receiving sets, would be made available to all and sundry. People wanting to hear their output of serious programs would become "subscribers". They would pay a nominal fee to the government for the slot device, and buy their programs at say twenty-five cents for an hour of symphony, to a dollar and a half for a full evening performance of a grand opera. The government might have to do a bit of financing to start with, but with the millions of Canadians who must be living only to listen to CBC programs (or the government would never let them spend all that money), it would soon be running on such a profitable basis that private broadcasters would be drooling to the powers to let them in.

It would save the government the



"It's damn silly for this viewer to write that the films are getting worse. They're the same ones."

embarrassment of having to make enemies at every turn. It would save them soiling their hands with tawdry advertising dollars. It would save them millions of dollars of public funds. It would save them having their instrument of education and erudition contaminated by the manipulation of politicians. And how they must hate that!

John A. MacLaren

The report of the death last week-end of Jack MacLaren, who started and ran the advertising agency of that name, dealt a great blow to the advertising industry as a whole, but it also means a tremendous personal loss to everyone in any phase of the business, whatever their estate, who has had the privilege of coming in contact with him.

His story as the head of the successful and influential business he built is that he came to Toronto from his native Orangeville in 1912 as a cub reporter on the old *TORONTO WORLD*, and started his career by scoring a tremendous scoop on the sinking of the *Titanic*. The next year, at the age of 22, he became financial editor of *SATURDAY NIGHT*. Then he represented *THE TELEGRAM* in the press gallery at Queen's Park. In the first war, he went overseas with the first Canadian division as a correspondent for a group of Canadian dailies.

After the war, he got into the advertising business, which was his first step towards building what has become one of Canada's largest advertising agencies. Strangely, the one factor which probably contributed most to the success of the

undertaking of this former newspaper reporter has been radio, for in the summer of 1929, he made a deal with Connie Smythe, under which he acquired the sole right to broadcast hockey games from the Maple Leaf Gardens, when Smythe got them built and the games under way.

During the second war, it is well known how Jack MacLaren linked his truly amazing understanding of people with advertising, to further the aims and ends of the Wartime Prices and Trade Board and the Victory Loan Campaigns.

Jack MacLaren was a big man. He was big enough to talk to anyone, any time. In his office, when someone wanted to know what Jack MacLaren thought about something, they went and asked him. People ranked above everything in his mind. This writer remembers him coming willingly out of an important meeting to see someone who was in trouble.

Perhaps the true key to the success of this man who has built an important and useful business on the warmth of his personality and his ability to understand people is that it will live on after him.

The mechanism was set up long ago. A committee of seven of his associates automatically takes over the reins, serving the agency's clients, making its contributions to the country's well being. As the organization which will continue to bear its founder's name continues to prosper, it will be a fitting memorial to the man who gave it life, and let a little of himself rub off on those who were close to him.

The Ratings Are On Trial

The system of program ratings is on trial. While various sets of figures are the apparent issue, what is actually being assessed is the whole system of listener measurement by programs, which produces figures which are generally admitted to be estimates but which are sometimes treated as accurate tallies.

We believe that the industry is most anxious to improve the research it is making available to buyers. That is why it assumes the lion's share of the cost of the Bureau of Broadcast Measurement.

We are privileged to chronicle the research story as fully as possible in our news columns. We believe though that before accepting reports and comments on this question, readers should make sure that the paper or papers in which they appear do not hold allegiance to an advertising medium which competes with broadcasting and might derive considerable gain for the discrediting or disparagement of radio and television ratings.

POINTS of Sale

Halifax and Antigonish are both major Maritime markets, with plenty of scope for enterprising distributors and manufacturers of branded products. But they are separate communities, each with its own kind of people, with their individual interests, tastes, inclinations and living habits.

To get your message over in these two rich markets, consider them individually. Let our first hand knowledge of Halifax and CJCH listeners, help you speak to Haligonians in their own language. Then let us do likewise with the CJFX family in and around the counties it serves.

Let us help with this individual localized treatment in all seven of the markets whose stations we represent.

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

WHAT PRICE CULTURE—*Now?*

Massey Report Needs Rewriting . . . Not Reprinting

By HUGH McCONKEY

PHOTOGRAPHED BETWEEN SITTINGS, the Massey Commission brought down its 200,000 word report four years ago on the state of Canadian Culture. Listed from left to right, the Commissioners were: Arthur Surveyor, B.A.Sc., C.E., D.Eng., L.I.D., Montreal Civil Engineer; Most Reverend Georges-Henri Levesque, O.P., D.Sc.Soc., Dean of Social Sciences, Laval University; Right Honorable Vincent Massey, P.C., C.T., then Chancellor of the University of Toronto, now Governor General of Canada; Miss Hilda Neatby, M.A., Ph.D., Acting Head of the History Department of the University of Saskatchewan; Norman A. M. MacKenzie, C.M.G., Q.C., L.I.D., President of the University of British Columbia.



People who keep their ears to the ground tell us that there's more than a good possibility that we'll have another Royal Commission to examine our Canadian culture, similar to that headed by the Right Honorable Vincent Massey. Now, before anybody leaves the room, let it be said that this might be a good thing indeed, patterned after the first Massey Commission if it was any good, or entirely different from that body if it wasn't any good. Let's just take a look at what went on before and form a comparatively reasoned judgment on its work, particularly with respect to broadcasting.

Opinions on that earlier report range all the way from the quick conclusion that its every clause should be acclaimed, to the suggestion that never before was there such an example of the misfortune which can result from the employment of eminent and distinguished persons to perform services for which they are unsuited concerning matters with which they are unfamiliar. The truth is probably somewhere in between.

Certainly the eventual document was impressive, it exercised all of the skills of the fine printer, artistic bookbinder, learned writer and sheer weight (2 lbs., 6 ozs.). The material it contained within this framework had about it the aura of the very culture which was being discussed, and yet careful reading seemed to leave something to be desired.

TERMS OF REFERENCE

The Commission was authorized by Canadian Order-in-Council P.C. 1786 which set forth that "there exist already certain federal agencies and activities . . . including the Canadian Broadcasting Corporation and Na-

tional Film Board, the National Gallery, the National Museum, the Public Archives, the Library of Parliament, the National War Museum, the system of Aid for Research . . . and other government agencies, and that it is desirable that an examination be conducted into such agencies and activities with a view to recommending their most effective conduct in the national interest . . ."

The ensuing Commission of Appointment was equally explicit, and used such phrases as, "to examine and make recommendations . . . the principles upon which the policy of Canada should be based in the fields of radio and television broadcasting".

The Commissioners were, as Chairman, the Right Hon. Vincent Massey, then Chancellor of the University of Toronto! Arthur Surveyor, Civil Engineer from Montreal; Norman A. MacKenzie, president of the University of British Columbia; Most Reverend Georges-Henri Levesque, Dean of Social Sciences at Laval University; and Miss Hilda Neatby, Professor of History, University of Saskatchewan.

DIGNITY AND KINDNESS

To begin with, we could have forgiven even such a distinguished body if it had been frightened by the limitless boundaries of the task which it took on, but much credit must be given to the Commissioners for the way they went about their inquiries. They travelled all over Canada, they heard, in fact welcomed, any and everyone who wanted to make representations to them. Each group or person was treated with equal dignity and kindness, and ever so gradually the Commission built up for itself an acceptance in the mind of the public.

It is perhaps worth noting that the group, possibly in order to construct at least some boundaries to the scope of its inquiry, adopted a public designation, "Royal Commission on National Development in the Arts, Letters and Sciences 1949-51" which appears on the front cover of their report, under which title they conducted all of their work, and yet which was really unauthorized and misleading. It was both of these, because the words Arts, Letters and Sciences do not appear anywhere

in the Commission of Appointment, and because their Commission apparently limited their authority and their responsibility to the "certain federal agencies and activities" mentioned in the Order-in-Council.

BOREDOM IS IN THE BORED

That a purpose should have been able to be served by the Commission might be self-evident, for despite the modern attitude which tells us that good taste is a matter of personal preference, it is very necessary to cultivate our natural tastes. There may be a few persons who have instinctive good taste, just as there are a few persons who are born with absolute musical pitch. But even good musicians have to achieve a keener sense of pitch through practice.

The English philosopher, C. E. M. Joad said, "Good taste is not instinctive, but acquired. All native tastes are bad, and good taste grows slowly. It depends on our willingness to be bored with what is good, in order that we may become bored with what is bad and so demand something better."

What he had in mind was that the person who hears Bach or a talk over the radio on some cultural subject, by an authority on that subject, and finds it "boring" needs to learn that the boredom is in him, not in Bach. He needs to learn this, not in order to become more "cultured", which is a horrid term anyway, but in order to get as much pleasure out of the music as there is in it. Joad's words underline the need for a such Commission, but not necessarily for this particular Commission, because he went on to point out that such a pursuit must be "... approached by a process of trial and error, and the humility which (will) accept on faith and the judgment of others what it cannot yet dare reject on its own." To do this, the "others" must have our whole-hearted respect. . . the composition of such a body must be from as broad a base as possible, an achievement hardly likely to come from a group four out of five of whom held exalted positions with provincial universities.

That this difficulty was apparent even within the Commission became obvious when the Report, as finally drafted, contained some very lengthy "reservations" from Arthur Surveyer, the one member not connected with a university. In fact, his opening sentence pointed this out, when he said "It is seldom that five people can reach identical conclusions on all of the various aspects of a specific problem", yet the only contrary opinions were his own, the other four apparently concurring on the various points.

Actually, it was not so much a majority and minority report as a dead heat — the voice of education against the voice of business.

BROADCASTING IS PUBLISHING

Mr. Surveyer's further observations on the subject of broadcasting indicate that he did not share his colleagues' lack of understanding that broadcasting is publishing. In turning down the major suggestions relating to the CBC's discretionary controlling power over non-governmental radio and television, they showed that they did not understand that the term "freedom of the press" must apply to radio. In this, they would disagree with President

Eisenhower, who told a convention of American broadcasters: "One of the things that has made us an informed public is the fact that we have had a free press, and now these great institutions, radio and television, have moved in to take their place alongside the older media of mass communications. And this means, if we are to draw any conclusions from the past, that they in turn must be free. . ."

In recommending that as a matter "of elemental equity" an independent regulatory body should be established, Mr. Surveyer did not have his colleagues' support, but he did indicate that he at least was aware of the trend of public opinion, and that we might well wonder what the majority recommendation might have been if the Commission had been less academically weighted. Elliott-Haynes surveys of Canadian attitudes toward ownership-management of the radio industry showed that those who would prefer all private ownership and operation rose from 44 per cent in September, 1944, to 69.1 per cent as of May, 1953, while supporters of all government control dropped from 36 per cent to 13.8 per cent.

ADMINISTRATIVE AREAS

Mr. Surveyor, perhaps as well as any member of the Commission, realized the difficulty of the task, a difficulty which forced them again and again to retreat into financial or administrative areas upon which to comment or make recommendations, rather than in the realm of ideas — what one might have thought as being their primary field. In commenting upon the artistic contributions of the CBC, he quoted liberally from a brief, heard in Toronto. The part of this brief devoted to the general subject of broadcasting said: "It is evident that the CBC supplies livings to executives, technicians, announcers, producers . . . none of whom are primary creators of art — and pays very poorly the writers whose works often reach vast bodies of listeners, and on whose ideas and creative skill a whole elaborate production may be built."

In fact, although many briefs were reviewed, the actual "cultural" recommendations of the Commission are sparse indeed, the majority of the Report having been devoted to suggestions for the more physical framework under which they felt that the Arts might approach a higher level. Because of their interest in this aspect they were emboldened to make to the federal government recommendations outside its jurisdiction in advocating large cash grants to the universities, in that universities are of provincial rather than national concern.

Apparently the propriety of such a recommendation did not occur to them, nor were they apparently disturbed by the fact that four of the Commission members were officers of universities which were to and have since benefited by the grants.

It isn't until articles 66-70 that they approach radio from a cultural or program content standpoint, and almost all of their suggestions under these sections are devoted to the ways in which the CBC might further develop their "talks" programs, even going so far as to urge that national advisory councils be appointed to assist the Governors to promote these talks.

TO REVIEW TV

For television, there were two rather more distinct recommendations: (1) that the CBC exercise strict control over all television stations in Canada (an opinion presumably not entirely shared by Mr. Surveyer) . . . to avoid excessive commercialism, and to encourage Canadian content and the use of Canadian talent, and (2) that the whole subject of television broadcasting in Canada be considered by an independent investigating body not later than three years after the commencement of regular Canadian television broadcasting. That these two findings have not been completely followed is perhaps sufficiently obvious as not to require further comment.

FOUR OF A KIND

This particular discussion of the Massey Report has of necessity been confined for the most part to discussing the origin of the Commission and its findings as they applied to broadcasting, but it is fair to say that these latter parallel to a very large extent its discussions in the other sections of the inquiry. The initial public acclaim died down rather quickly, only some of the suggestions were ever put into practice; and the rest were allowed to gather dust on library shelves.

Possibly the error came about in the composition of the Commission, all learned and distinguished people surely, but all but one from approximately the same field, without the diversification of experience which such a task requires.

Certainly sufficient time was devoted to the inquiry, but perhaps

not enough time was spent before the sessions took place. It might have been wiser if the terms of the inquiry had been more explicit, if the Commissioners had had a better understanding of just what they were expected to do. Obviously this had been considered by the Cabinet originally and discarded in favor of allowing the widest possible scope, but hindsight being what it is, it can now be seen that the terms weren't quite fair to the people doing the work.

Nevertheless, the Commission itself at least laid a foundation for such an activity. If we are to have another Royal Commission, let us make sure that it differs in character and in terms of reference, keeping a realistic attitude toward its work tempered by the old Chinese advice: "If you have two loaves of bread, sell one and buy a lily."

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CBC Governors

FIVE SEEK AM, FIVE TV LICENSES

Board Meets June 24 In Ottawa

FIVE applications for radio station licenses and five for TV station licenses will be on the agenda when the CBC Board of Governors holds its 96th meeting in Ottawa on June 24th. Competing applications will be heard for a TV station in North Bay and for a radio station in Swift Current, Sask. Other requests before the Board include three for transfer of control of licensee companies, two for power increases of TV stations, one for a change of frequency of a radio station, 12 for share transfer and reorganization of licensee companies and one each for a standby transmitter license and a broadcast pickup license. The Board will also hear further representations, if there are any, on the question of simulated broadcasts of sports events. In the opinion of the Board there have been "abuses" in the simulation of broadcasts and it may wish to pass a regulation restricting them.

The North Bay TV applications, both on behalf of a proposed company to be incorporated, are being made by G. A. Alger and J. F. Grainger. Alger's application is for a 28.5 kw video, 14.25 audio station on Channel 10, directional, while a 21 kw video, 12.5 kw audio station on Channel 10, directional is being sought by Grainger. The latter is a proposed partnership of the North Bay Nugget and CFCH-Radio.

Central Alberta Broadcasting Company Ltd., owner of CKRD, Red Deer is applying for a TV license in that city. The proposed station would have a power of 4.54 kw video, 2.27 kw audio on Channel 6.

An application for a TV station in Timmins is being made by J. Conrad Lavigne, president of CFCL, Timmins, on behalf of a proposed company to be incorporated. The request asks for a power of 18.5 kw video and 9.25 kw audio on Channel 6.

Quebec North Shore & Labrador Railway Company is seeking a license to build a TV station in Scheferville, Quebec, the town at the site of the Knob Lake iron ore development. The station would have a power of 43 watts video and 22 watts audio on Channel 9.

FIVE SEEK RADIO LICENSES

Frontier City Broadcasting Company Ltd and Swift Current Broadcasting Company Ltd. are the two applicants for the Swift Current station. Both are asking for a 250 watt station on 1400 kcs.

Other applications for radio station licenses are being made by West Newfoundland Broadcasters Ltd., for a 1,000 watt station on 560 kcs in Corner Brook, Newfoundland; F. Vincent Regan, for a 5,000 watt station on 1290 kcs in London, Ontario, and Phillip Bodnoff for a 250 watt station on 1340 kcs in Weyburn, Sask. The Bodnoff application was heard at the last meeting of the Board and deferred for further study and to allow for the provision of additional information regarding the proposed operation of the station.

Transfer of control is being requested by three northern Ontario stations. Kirkland Lake Broadcasting Ltd., operators of CJKL, are asking for transfer of control to Mrs. Irma Jacqueline Elliott. Northern Broadcasting Ltd. are requesting transfer of control of CFCH, North Bay to Mrs. Phyllis Audrey Campbell. Timmins Broadcasting Ltd., operators of CKGB, are asking for trans-

fer of control to Kenneth Roy Thomson. Mrs. Elliott and Mrs. Campbell are daughters of Roy H. Thomson and Kenneth is his son.

POWER INCREASES

CHCH-TV, Hamilton, is seeking an increase in power from 16.9 kw video and 10.05 kw audio, with a directional antenna at a height of 622 feet above average terrain, to 100 kw video and 60 kw audio with a directional antenna at a height of 641 feet above average terrain.

CKCO-TV, Kitchener, is applying for a power increase from 16 kw video and 8.45 kw audio with a directional antenna at a height of 501 feet above average terrain to 29.4 kw video and 14.6 audio with a directional antenna at a height of 928 feet above average terrain. Neither application asks for a change of channel.

CKRD, Red Deer, is applying for a change of frequency from 850 kcs to 1440 kcs with power to remain at 1,000 watts. This application was deferred at the Board's last meeting at the request of the applicant.

A standby transmitter license is being requested by CKCH, Hull. CJVI, Victoria, is seeking a broadcast pickup license which would permit the station to broadcast with a mobile transmitter.

In asking for further representations on the matter of simulated broadcasts the Board said, in an announcement that "it may wish to establish a regulation restricting simulated broadcasts in order to prevent such practices unless there is full assurance otherwise that there will be no abusive use by other stations of information taken from direct actuality broadcasts".

The question of reconstructed broadcasts came up last April when the National Hockey League, the Western Interprovincial Football Union and the Interprovincial Rugby Football Union asked the CBC to prohibit reconstructed play-by-play broadcasts of sports events without the promoters' consent. They described the practice of simulated broadcasts as "piracy" and said that such broadcasts threaten the league's ability to sell live broadcasting rights to radio stations and networks.

Present CBC regulations forbid reconstructed broadcasts in areas served by live broadcasts until after the event is ended, but allow simulated broadcasts in areas not served by a live broadcast.

Research

RATINGS CAN'T REPLACE GOOD JUDGMENT

BBM Continues Experimental Program Rating Studies

A PROGRAM rating of ten, indicating that ten per cent of the people telephoned in a specified area were listening at the time, can be interpreted as an estimate of the number of homes reached by the program — one thousand in an area of ten thousand homes — but that is all. Clyde McDonald, research director of the Bureau of Broadcast Measurement, was speaking of his second trial program rating study, which has just been completed in Hamilton, when he pointed out that "it is completely impossible and unrealistic to assume that the percentage figure, or rating, applies to any adjoining area". He went on to explain that in the recent trial study in Hamilton, CKOC and CHML ratings can be projected to Hamilton BBM area, but not beyond.

McDonald said that the reason for stressing this point was that he finds that there are those who try to apply the percentage of urban listeners to surrounding rural areas, in order to arrive at a *messages-per-dollar* cost figure. "This is one of the reasons why ratings have fallen into disrepute, and it is our hope, through such test surveys as the Kingston and Hamilton ones, to educate time buyers, stations and other users of ratings to apply them only in their proper perspective," he said.

"Whatever is done to increase the accuracy of program ratings, there is no substitute for good judgment in buying radio or television time," this researcher states firmly and emphatically. "In spite of all the statistics in the world, there are factors which have to be weighed," he said. Such points could be: "audience com-

position in terms of sex, age and income; degree of penetration of the advertising message through the appeal of the program; level of attention of listeners to sales messages, because of the holding power of the advertising copy; acceptance of the sales message because of convincing writing."

According to McDonald, in the next few months BBM will undertake still more trial rating surveys across Canada. Starting at scratch with the Kingston project (*CB & T May 18*) he says they were able to demonstrate how, on a basis of 75 to 80 calls an hour, ratings can vary as much as five or even more, without meaning that a difference really exists. Station A, for example, can show a rating of 20 for a specific time slot, but need not necessarily have the edge on B, with only a 19. However,

taking into consideration a desire for complete accuracy and the cost factor, he feels that from 75 to 100 calls an hour is a reasonable and practical compromise between the two.

McDonald had one word of warning for all users of coincidental surveys, and it was this: "The not uncommon practice among researchers of striking averages from one time period to the next, or from survey to survey, completely blots out week to week and program to program changes, sometimes even reversing the actual trends," he said. "If any rating service employs any method of this kind of 'smoothing', he added, "it should be reported in detail, so that the true value of the rating data can be assessed.

EXTENDED COINCIDENTAL

McDonald says the two recent surveys, in Kingston and Hamilton, made it quite evident that, with the present coincidental technique, surveys conducted in cities with populations of less than fifty thousand are "shaky". This was why, in the Hamilton study, they tested a new form of telephone survey which he calls "Extended Coincidental".

This, briefly, is an application of the "recall" system. The only thing is, instead of asking respondents to remember what they listened to over the past hour or two, it asks them what was the last thing they did to

their set — when did they turn it on, if it is on, or off if it is off; and what were they listening to?

Only about one in fifteen were unable to recall, the survey revealed. Typical answers were: "Set off since noon"; "listening to CKOC since 2 o'clock"; "listening to CHML since 11"; "listened to the noon news and then turned it off".

McDonald feels his "Extended Coincidental" technique holds great promise for surveying the smaller markets — cities and towns with less than 50,000 population — "with a satisfactory degree of reliability".

Announcement

CKOC APPOINTMENT



NORMAN INKSTER has recently been appointed general sales manager of Radio Hamilton CKOC. Mr. Inkster brings with him many years of experience in the sales division of the automotive and broadcasting industries.

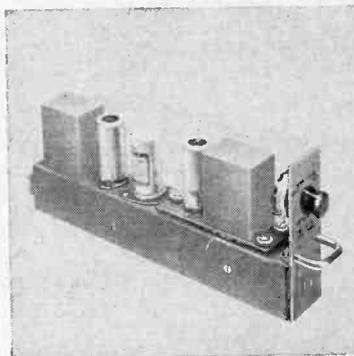


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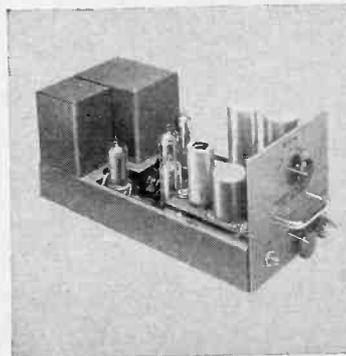
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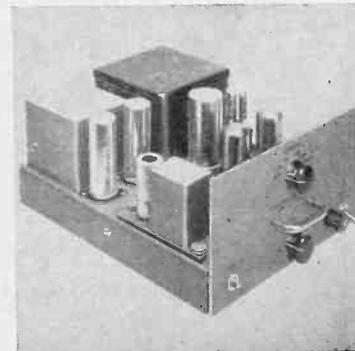
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Only A Maritimer Could Ask . . .

ARE THE MARITIMES REALLY BACKWARD?

By PAT TWEEDIE

SHEDIAC, Wedgeport, Cavendish, Barachois, Five Houses. Never heard of them? Probably you haven't. They're five dots on the Canadian map, and you'll find them in New Brunswick, Nova Scotia and Prince Edward Island. They are a small part of the Maritimes, fifty thousand square miles of picturesque, rugged land in Eastern Canada, inhabited by more than one and a quarter million people. But because they are quaint and lovely — and quiet — they seem to the uninformed to be typical of Maritime life.

It is true that Maritimers have a very different way of life compared to the people of other provinces of Canada. And because of this, some Canadians have voiced the opinion that Maritimers are backward! Let's examine this opinion. Let's look in on some of those little communities like Shediac, Wedgeport and Cavendish.

Shediac, in New Brunswick, is the Lobster Capital of the world. Each year, thousands of these flavorful crustaceans are shipped out of the Shediac area to points throughout North America and it is an accepted fact that there are no finer lobster grounds anywhere in the world than in the Maritime Provinces. The Maritimers had a good product, and they knew it. The result? A multi-million dollar industry!

Wedgeport, in Nova Scotia, is also known for its fishing, but in a different way. This little community of slightly more than a thousand people is the site of the annual International Tuna Tournament, where deep-sea fishermen from many na-

tions gather each year to take part in the highly-skilled competition.

Cavendish, in Prince Edward Island, is another famous Maritime community, for here is located the immortal "Green Gables", home of Anne, the principal character in L. M. Montgomery's classic novel, "Anne of Green Gables".

These, and hundreds of other communities like them, each in their own way, contribute to Maritime prosperity.

There are other names, too. Names like Miramichi. What is it, this place with the ancient Indian name? Well, Miramichi is the name of a New Brunswick River, and it, too, is famous — famous for one of the most popular of outdoor sports, salmon fishing. And to Miramichi, add the name Restigouche, or Tobique, other famous salmon fishing streams in New Brunswick. They're a sportman's paradise, preserved in graceful natural beauty. And yet, though preserving them in their natural state, the people along these rivers have managed to capitalize on their massive, swirling waters. Each year these rivers attract thousands of people — names like Bing Crosby and the Duke of Edinburgh — who come to test their skill, and match wits with the delicate, but mighty salmon. Manitoba has rivers, and so has Saskatchewan. But have they ever sold them to the wealthy tourist trade the way Maritimers have done?

PROVINCE BY PROVINCE

Let's take a look at the Maritimes, province by province.

New Brunswick is the largest of the three provinces. Four years ago it had three cities. Today it has five. Is this recession?

Saint John, the largest of the cities, and the oldest incorporated city in

Canada, has one of the largest and finest drydocks in the British Commonwealth. Black's Harbor, a town 50 miles down the coast from Saint John, is the centre of one of the largest fish packing plants in the world — a plant that has sold its products in a hundred different countries. Is this backwardness?

Moncton is another of New Brunswick's cities. It is one of the major rail centres in the east, and more than fifty major industries have located plants in the Moncton area. A former Governor-General of Canada, Viscount Alexander, during a stopover in Moncton, remarked, "It seems that one cannot go anywhere in Canada without visiting Moncton." Famed world-roamer Bob Davis was so impressed with the individuality of Moncton as a Canadian city that he called it "a miniature Chicago". Nobody ever called Chicago backward!

Fredericton, New Brunswick's capital, is known throughout North America for its beauty. Nestled among the stately elms along the banks of the St. John River, which, incidentally, has been referred to by many as the "Rhine of America," the grace and grandeur of this beautiful city have enchanted the hearts of all who have visited there. Has the grace and beauty of nature fallen into a category of backwardness?

In Nova Scotia, it's a similar story. The port of Halifax has one of the finest harbors in the world and together with Saint John, it handles all shipping in and out of Eastern Canada during the winter months. Both harbors are open the year around. Remember — if there is any shipping of major importance during the winter months, anywhere in Eastern Canada, it is in the Maritimes. They're just bound to be busy!

Lunenburg, Nova Scotia, is a

little fishing community that should be known to Canadians in all walks of life, for Lunenburg is the home of the once proud, once famous "Bluenose", one of the fastest fishing vessels ever built. What does it look like? Take a look at the back of a Canadian dime. That's the Bluenose!

And what Canadian hasn't heard of the fabulous Annapolis Valley in Nova Scotia. This rich, fertile valley is one of the most renowned districts in the world for apple growing and about two million barrels of apples are picked annually. It's a four million dollar industry and it serves the world!

And how about the famous Canadian oysters — delicate, mouth-watering morsels from Malpeque in Prince Edward Island. Or perhaps New Brunswick or Prince Edward Island potatoes. Almost every decent meal you get you pay your token to the Maritimes.

FACTS AND STATISTICS

Want some more facts? Mineral production in New Brunswick and Nova Scotia in 1952 totalled more than seventy-five million dollars. This figure was higher than the combined total mineral production of Saskatchewan and Manitoba during the same period. The gross value of products produced by the three provinces in 1950 was over five hundred million dollars. Cape Breton in Nova Scotia produces one-third of Canada's coal. The world's largest scallop fleet sails out of Digby, Nova Scotia. Prince Edward Island is an important exporter of certified seed potatoes to the United States and South America. Are these to be overlooked, despite the fact that they contribute to the Canadian economy?

But don't take it from me. Go down to the Maritime Provinces. Meet the people who grow apples in the Annapolis Valley. Fish the fabulous Miramichi, Restigouche and Tobique Rivers. Taste the magnificent flavor of the Malpeque oyster. See the wonders of the mighty St. John River. Be welcomed into Maritime homes and feel the warmth of the hospitality of the people. Enjoy the simple, honest way they live and study carefully their moral code to live and let live. Then go home and ask yourself if they're backward!

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SIXTEENTH TERM FOR PETRILLO

Murdoch Again Canadian Music Chief

James C. Petrillo was assured a sixteenth one-year term as president of the American Federation of Musicians at the 58th Annual Convention in Cleveland last week, when he was renominated by acclamation and without opposition. Following his report to the convention, Petrillo called for a motion that the A. F. of M. vote for merger with the new AFL-CIO union. It was unanimously approved. Walter M. Murdoch, Toronto, was nominated without opposition to continue as Canadian Representative on the Board.

Petrillo asked the delegates to consider whether the full seven delegates be sent to the special Chicago AF of L Convention August 10-11, or if the president alone should represent the A. F. of M. It was unanimously voted that president Petrillo be the only representative.

The Canadian Congress of the AF of L and the CIO, Petrillo said, will have the privilege of deciding on merger, with the various trade unions voting individually as it was done in the United States.

Some people have expressed the fear of the power to be wielded by a union of 15 to 20 million persons, Petrillo continued, but he said no labor leader wants a labor government in the U.S. "All labor wants is a fair shake," he said, adding: "I don't want any employer taking advantage of me and I don't want to take unfair advantage of him. We all

want to eat so let's all eat together." He praised Walter Reuther for giving up his job as president of the CIO in the interests of labor unity and termed him "one of the greatest labor leaders of all time".

MUSIC DIRECTOR FOR CKNW

The new music director at CKNW, New Westminster is Len Hopkins. Hopkins has been the band leader at the Chateau Laurier, Ottawa, for the last 17 years.



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



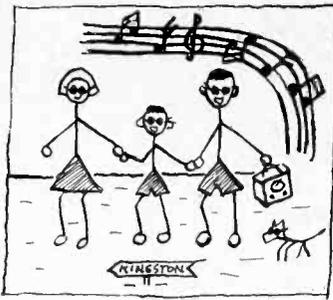
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Conventions

TWIN-BILL AAB-WAB CONFABS FOR JUNE

Conventions come in pairs for Canadian broadcasting this month, with Fred Lynds' Atlantic station men meeting at St. Andrews-by-the-Sea, N.B., June 20-21, and Sid Boyling's Western Association holding its annual gathering at Jasper Park Lodge, Alta., June 28-29.

The easterners start officially Monday morning, June 20, but most delegates and guests are planning to arrive over the week-end. President Fred Lynds speaks glibly of beach parties, fishing and (temperature permitting) swimming. He also hopes to organize a golf tournament.

Monday (20th) they are kicking off with the keynote address from John Fisher, originally a marfitter, who has earned himself the title of Mr. Canada.

Monday afternoon, Lynds will present an unusual attraction in the form of a panel of listeners, who, we gather, are to tell the broadcasters what they wish they would put on

the air. This will be followed with a talk by Walter Elliott on the statistics of listening.

Monday night is the annual dinner. Fred Lynds hints at seafood for the inner man and is quite definite about an address by Newfoundland's colorful premier, Hon. Joseph E. Smallwood.

Tuesday morning is set aside for a business session, but we are led to understand that the doors will be open to everyone who is interested. A man known to be well versed in the economics of the eastern part of Canada, Dr. W. Y. Smith, of the Economic Council of the Atlantic Provinces, and a professor of Economic and Political Science at the University of New Brunswick, will talk of "The Bright Future That Lies Ahead For The Atlantic Provinces".

WESTWARD HA!

Sid Boyling, president of the Western Association of Broadcasters, outlines the agenda for his gathering with a last minute wire.

The Prairie and B.C. radio and television men will start invading the ramparts of Jasper Park Lodge on June 27, that being the day set aside for registrations.

As his pièce de résistance, Boyling is presenting as his main speaker,

an old friend of Canadian radio, Hugh M. Feltis, of Seattle, Wash. Feltis who is now combining consultation work with national sales representation in the Pacific North West, will be remembered as one of the original chieftains of the U.S. Broadcast Measurement Bureau. He was guest speaker at the CARTB (then CAB) Convention in Quebec City in 1948. He speaks the first morning (28).

That afternoon there takes place the annual WAB Golf tournament at which it will once again be decided whether the various trophies go to Gordon Love of CFCN, Calgary or A. A. Murphy, of CFQC, Saskatoon. There will be prizes for just about every player who does not hook onto a trophy. Also, in view of the new system under which the association buys the prizes with cheques presented by those who will, donors will be able to find relief from the tension when they learn just what form it was decided the prizes they gave should take.

The second morning (29) reports will be heard of CARTB activities. Reports will be delivered by Jack Davidson, and Jim Allard, respectively that organization's president and executive vice-president.

During the afternoon there will be two meetings. Sessions for radio broadcasters will run simultaneously with ones for television broadcasters.

The exact date and time of the annual dinner is not included in the Boyling communiqué, but they will presumably be able to work it in somehow.

In the North

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CJKL Kirkland Lake

CFCH North Bay

The "Northern" Stations

ANNOUNCEMENT



F. H. ELPHICKE



W. A. SPEERS

Mr. H. R. Carson, General Manager of the All-Canada Mutually Operated Radio Stations, announces the appointment of Mr. F. H. Elphicke, of Vancouver, to the post of Assistant General Manager of the ACO Stations; and the addition to the ACO Executive Committee of Mr. W. A. Speers of Winnipeg. Mr. Elphicke, a Past President of The Canadian Association of Radio & Television Broadcasters, has seen radio service in Calgary, Edmonton, and Winnipeg, and is presently Vice-President and General Manager of CKWX, in Vancouver. Mr. Speers, a former Director of The Canadian Association of Radio & Television Broadcasters, is Manager of CKRC, Winnipeg, to which post he came after executive duties in Regina and Hamilton. The All-Canada Mutually Operated Radio Stations include CKOC Hamilton, CKRC Winnipeg, CKCK Regina, CJOC Lethbridge, CFAC Calgary, CJCA Edmonton, CFGP Grande Prairie, CJAT Trail, CKWX Vancouver, and CJVI Victoria. Other Members of the ACO Executive Committee are Mr. G. F. Herbert of Toronto, Mr. Gerry Gaetz of Edmonton, and Mr. A. M. Cairns of Calgary.

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

REPS—
PAUL MULVIHILL - TORONTO-MONTREAL
ADAM YOUNG USA

JOINS MULVIHILL



Formerly with Radio Representatives Ltd., Alex Beard has joined the national sales representative office of Paul Mulvihill & Co. He will work out of Toronto on sales

for the eight Mulvihill represented stations.

ANNOUNCER

We have an opening for an experienced broadcaster capable of building and holding an audience.

Write, giving job history and references. Send air check.

CKOC HAMILTON

Opinion

CKCW'S MARITIME FORUM ENDS SECOND SERIES

MOUNT ALLISON FORUM PANEL on the subject — "What Should the Community Expect of the University". Left to right they are: Dr. H. W. McKiel, Dean of Science, Mount Allison University; Dr. A. J. Ebbutt, Dean of Arts, MAU; Hon. T. B. Parlee, Minister for Municipal Affairs, N.B. Government; L. W. Simms, President, L. W. Simms Co. Limited; Dr. W. MacKenzie, Superintendent of Schools — Saint John, N.B., and Dr. G. G. Kerr, Moderator.



MOUNT ALLISON Forum on Maritime Affairs concluded its second successful series on April 17th, broadcasting from CKCW-Radio, Moncton. The program has attracted much attention in the Maritimes and was organized by CKCW in co-operation with Mount Allison University, Sackville, N.B. The brain-child of CKCW's president, Fred Lynds, it's a public information program featuring authoritative panel guests, and is designed to post Maritimers on the potential of the Maritime Provinces.

Mount Allison Forum was first introduced during February, 1954 after discussions between Lynds and the president of the university, Dr. W. T. Ross Flemington and other faculty members. The university men were most enthusiastic about the proposition and speakers from many parts of Canada were invited to appear on Forum. The subjects to be discussed ranged from Maritime industry to Art, Music and Sport.

Some of the men who have appeared on Forum were the Hon. Milton F. Gregg, V.C. Minister of Labor; George Nowlan as president of the Progressive Conservative Association of Canada; Claire Gillis, M.P. for Cape Breton South; and Dr. N. A. Hesler, past president of the Canadian Manufacturers Association. All expenses incurred by speakers are paid by CKCW. In fact

the Moncton Radio station underwrites the entire project.

DISCUSS MARITIME TOPICS

Panel discussions are held before the student body, with interest being concentrated on Maritime topics. Some of the titles of past panel discussions were: "How to attract capital to the Maritimes," "The future of the Maritime coal industry," "Music and Maritime Audiences," and "Unemployment in the Maritimes."

Several difficulties are encountered by the station in arranging the broadcasts. The first was beyond their control, and was the fact that speakers coming from a distance often arrived late. This meant that the panelists were not always able to discuss their approach to the program before making the tape. The greatest co-operation between station

"While I have some reservations on some of the opinions expressed last evening, I think the Forum is a splendid means to focus attention on Maritime problems and to motivate measures directed to a greater participation of the Maritimes in the economic development of Canada."

When the university year ended in May of 1954, Dr. Donald Kerr of the Extension Department was sent by CKCW to the United States to study similar type programs with the object of improving the Mount Allison effort. He visited universities in Cincinnati and New York, and upon his return plans were laid for the second series to begin in October. This year's series ended in April because it was felt that the broadcasts might interfere with final examinations.

Starting with the second series, the program was made fifteen minutes longer to allow for questions and answers at the end of the half hour discussion. Also, the time was altered from Thursday evening to Sunday afternoon. These changes are considered to have made a great improvement in Forum.

All the broadcasts are recorded on tape and a transcript is made of each. Copies are then mailed out to civic, provincial and federal authorities, local businessmen and industrial leaders, and are also made available to any listener. Full details of each Forum are supplied to all Maritime publications by the university public relations department.

Other radio stations in the Atlantic Provinces may feature the program soon, and the possibility of televising Forum over CKCW-TV in the fall is under discussion.

CFOR ORILLIA
 IN CENTRAL ONTARIO
 Delivers
 ★ GREATEST POWER
 ★ BIGGEST BBM
 ★ LARGEST CITY AND AREA ACCEPTANCE
5000 WATTS
 Stephens & Towndrow Ltd. • Toronto - Montreal

A
 YO-YO
 GOES
 UP AND
 DOWN
 BUT
 SALES
 GO ONLY
 ONE WAY
 ...UP!
CHLO
 LONDON and ST. THOMAS
 See: Stephens and Towndrow
 in Toronto and Montreal.
 Adam J. Young in U.S.A.

Emergency

THEY COVERED THE FIRE FRONT

"The fire is coming our way!" When Raymond Snyder, the transmitter operator at CKBW's Hebbville transmitter site phoned that report to Vernon Mossman, duty announcer at the studios, on Sunday afternoon, May 22, he started a chain of events that didn't trail to an end until five days later. The staff had dispersed for the weekend, enjoying the first hot weather of the season — revelling in the thoughts of the two day holiday! After

How do you fight a forest fire coming towards you with express train speed? What can you do with a couple of CO₂ extinguishers, an almost dry well, an electric pump and no power?

At 4:15, the call went on the air for all staff to report. About this time, too, first reports were aired that fire had broken out on the western side of the neighboring town of Liverpool, thirty miles away.

Fire departments from all over the South Shore and thousands of volunteers were rushing to fight the fire on a dozen fronts. No professional help was available to protect the transmitter!

The warning came in time for a half dozen staffers to reach the scene. Sales Manager, Lester Rogers, Chief Engineer, Doug Hirtle, Program Director Max Ramey, Commercial Manager, Jim Newell, Announcers, Bob MacLaren and Vern Rodenhizer arrived just in advance of the fire. Doug Hirtle evacuated the Chief Transmitter operator, Lloyd Griswold's family and returned just as the fire hit the nineteen acre transmitter site!

They were far too busy for pictures for this story of the fabulous fire at Bridgewater last month. The report is an on-the-spot one, factual and uncolored by

CKBW Station Manager

JAMIE MacLEOD

With shovels, buckets, branches and boots, the boys tried to check the first onrush as the flames, fanned by winds as high as 35 miles per hour, tore into the dry, low shrubbery covering the transmitter site. The air was filled with flaming branches. Billowing white smoke hid each man from his neighbor. The group fell back to a neighboring apple orchard and waited to see the transmitter building go.

It was at this critical moment that the call for help was answered. About thirty young lads between the ages of ten and sixteen, members of sea cadet "Niobe" of Bridgewater, arrived by truck. Each was armed with a

back tank extinguisher. These youngsters, most of whom had yet to shave for the first time, marched into the fire like soldiers advancing into battle and stopped the fire within a hundred feet of the transmitter building. Their courage and discipline could only be described as magnificent.

During this time, both sources of power at the transmitter failed and CKBW was off the air. At 5:17, power was restored and the station began emergency programming from the transmitter. The fire had roared past the transmitter site and now was closing in on the town of Bridgewater three miles away.

Minute by minute, CKBW followed the course of the fire for the benefit of listeners, giving progress reports and warnings, messages, and calls for extra firefighters. From the high transmitter site, the whole fire area could be viewed.

Early in the evening, the fire reached the outskirts of Bridgewater at two separate points, roaring down through the golf course and closing in, too, on the south end of town. Momentarily, CKBW waited for instructions to order the evacuation of the town. Then, the power failed again!

STATE OF EMERGENCY

CKBW was off the air. The outskirts of Bridgewater were on fire. The roads were blocked with sightseers. Telephone service was on an emergency basis only. One thread was left in the CKBW communication system — the direct line to Halifax.

**SALES!
SALES!
SALES!**

Support your salesman in
Northern Ontario with

RADIO

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

Local Appeal

BUILDS AUDIENCE — GETS RESULTS

About 75% of the people in our coverage area fall into the category of Rural Listeners. Most are of Scottish descent, with French and Irish groups also well represented. Their major occupations are Farming, Fishing, Lumbering. They have definite program preferences and because we give them the features they like, they listen attentively and loyally.

Proof of popularity—76,000 Homes (D) B.B.M.

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.

I phoned CHNS in Halifax. In a few words I told Gerry Parsons the story and asked CHNS to stand by. Both Canadian National and Canadian Pacific Telegraphs co-operated and in a few minutes the CKBW transmitter site and CHNS were linked by direct telephone. CKBW had the information. CHNS would relay it. CHNS immediately advised their South Shore listeners of the situation and warned them to stand by for emergency information. For a thirty minute period, they took over the duties and responsibilities of CKBW.

Providentially, the wind started to die down. A half dozen fire departments and hundreds of volunteers were rushed into Bridgewater and the fire was brought under control. By the time CKBW returned to the air at 8:30, the immediate danger had passed.

This was the situation at 8:30 Sunday evening. CHNS had advised their South Shore listeners that CKBW was back on the air. The CKBW transmitter site was circled by fire but no major blaze was closer than a mile. Thousands of men were fighting the fire, both in Bridgewater and points as far as ten miles distant.

Official sources had no time for news reporting. Their messages were brief and to the point — "Fire under control on Pine Street". "More men needed at Wileville". "Tell those damn sightseers to get off the roads, they're in our way".

CKBW crews took off in cars to each fire fighting front and brought back first hand accounts of what was going on. It was during these trips that the first information was obtained on the fire situation in the Liverpool area. Sightseers reported that what had been a small blaze was fanned by the high winds into a devastating force that was wiping out whole communities. In the Bridgewater area, friends and listeners started phoning in reports on the fire in their immediate area. In this way, CKBW was able to pinpoint the progress of the fire within the town itself almost foot by foot. Bulletins and round-ups were aired at intervals of a few minutes. Many of the residents of Bridgewater had prepared to evacuate. The fact that there was no panic evacuation can largely be attributed to the detailed information aired by CKBW. An evacuation of the town at this stage would only have blocked the highways and hampered the fire fighting activities.

CKBW reported the fire losses as they occurred, checked rumors and prevented their spread by officially denying the untrue ones. CKBW told the homeless to report to the Salvation Army. Staff members calmed listeners who phoned "tell my husband to come home right away".

The Canadian Press was kept informed on the situation. THE HALIFAX HERALD phoned for information. So did CJCH. Mike MacNeil of CHNS,

a former CKBW staff member, interviewed me by phone for the latest fire news.

As the night wore on, the fires died down — were beaten down by sheer manpower. The first official report was received from the Liverpool area — a shocking report that said fifty buildings of all kinds destroyed, one fishing village completely wiped out. The Maritime Telegraph and Telephone Company gave their fullest co-operation and a steady telephone contact was maintained with the Liverpool area from mid-evening on.

REPORTERS ARRIVE

By 12:30 a.m. the Bridgewater Fire Chief, Gordon Snyder, reported "you can serve no practical purpose by remaining on the air. The situation is completely under control". Bob Stillwell, Lloyd Griswold and I maintained an all night fire watch at the transmitter.

Monday morning at six, CKBW was back on the air with a 15-minute interview with Gerry Martin of the Canadian Press, who had just visited the Bridgewater fire areas. He was the first of a string of reporters to arrive. Gerry was able to report the fire "black out", with the exception of smoldering tree stumps and turf. The CBC sent Ken Homer to visit the fire areas in Bridgewater and Liverpool. During the day, he originated three network feeds from CKBW. One of his reports was carried by the International Service and rebroadcast by the BBC. CHNS, Halifax, phoned for the latest news. CJCH, Halifax, sent a two man crew to visit both fire areas.

Monday was a "mopping up" day! The requests of the Salvation Army had to be aired. Every rumor had to be checked with official sources. Details and missing parts of the story had to be gathered. Warnings had to be broadcast to those in the fire area to report any signs of fire immediately. In the afternoon, the wind came up again and the story started to repeat. By late afternoon, CKBW reporters were again visiting the fire scenes, tracing the route of the fire, re-assuring the listeners that the situation was under control. The Hebbville transmitter, a central point in the fire area, was used as headquarters with most fire reports originating there. The air staff was working shifts, prepared for round-the-clock coverage. But, by dark Monday night, the fires could again be considered out.

Monday, it was possible for the first time to start assessing the damage. Reports kept flowing in from Liverpool — twenty eight homes destroyed, the fishing community of Moose Harbor wiped out, 70 to 80 buildings of all types destroyed, 14 fishing boats burned at their moorings. There were stories on the work of the Salvation Army and Red Cross, stories on the efforts of the firefighters.

Tuesday, the excitement was still high, but the fires were low. Small outbreaks in the Liverpool area kept the firefighters busy for part of the day. Each alarm had to be checked and the details aired. In the Bridgewater area, the situation was finally quiet enough that the District Forest Ranger was able to visit CKBW and fill in some details on the fire. The Bridgewater fire chief, who had coordinated all the efforts of the various fire departments, gave CKBW a ten minute interview. Bob MacLaren and Engineer Doug Hirtle spent the day

touring the Liverpool fire area — obtaining interviews and an eyewitness account of the destruction. Tuesday night, CKBW aired an hour long fire round-up — tracing both fires from their beginnings to their end, plus interviews with fire officials and fire victims.

SYMPATHY FROM MP & PM

Tuesday, telegrams were dispatched to the Honorable R. H. Winters, Minister of Public Works and M.P. for the Lunenburg-Queens district, telling him of the fire losses and asking for a statement. General Manager John Hirtle, who was in Ottawa attending a CARTB Board Meeting, had been kept informed of the situation. He met with Mr. Winters and learned of the Minister's plan to visit the stricken areas.

The Premier of Nova Scotia, the Honorable Henry Hicks, returned to Canada Monday night from a trip to Great Britain. Tuesday afternoon, CKBW reached him by telephone and recorded his message of sympathy to those who had suffered fire losses. Tuesday, too, a telegram was received from Mr. Winters expressing

his sympathy and concern and stating that he would tour the fire areas the following Friday. Both these messages were aired several times by CKBW in newscasts and fire round-ups.

Tuesday afternoon, the Kiwanis Clubs of Bridgewater and Liverpool asked CKBW to organize a variety show in aid of the fire victims. Wednesday, Thursday and Friday, Max Ramey and I kept the telephone operators of the South Shore and the neighboring Annapolis Valley busy and, with the aid of the Kiwanis Clubs, organized a cast of a hundred and fifty.

CKBW gave this benefit show maximum publicity. Friday night, fifteen hundred people gathered in the Bridgewater Memorial Arena — and the first thousand dollars was raised for the fire relief funds. Originally planned as a two hour show, such was the response from local artists and groups that it ended up as a five hour effort.

Bob Winters arrived at ten o'clock and addressed the crowd, congratulating those in the fire areas on the

fact that they had immediately started to rehabilitate themselves without waiting for outside aid. After his address, he stayed to enjoy the rest of the program. Later, in his report to the House of Commons, Mr. Winters commended CKBW for the job done during this disastrous week. Although this show wasn't intended or designed to promote telephone pledges, they kept pouring in — from a ship at sea, from a business-man listening a hundred and fifty miles away, from business firms and individuals. Pledges, large and small, that night added the second thousand dollars to the relief funds.

Our story has no ending. Today, it's an appeal from the Salvation Army for six men to help dig a foundation. Tomorrow, the next day and the day after there'll be free publicity for fund raising drives by organizations large and small, reports of the Disaster Relief Committees, fire prevention spots to be aired. Two hundred thousand dollars must be raised and CKBW must play its part.

"Log it PUBLIC SERVICE and give it good times!"

CKRC

Completes The Picture



CKRC announcer, George Knight (right) and Tom Pacey, Manager of the Odeon Theatre, present Mrs. Agnes Paley with a "shower" of gifts on the stage of the theatre. This Mother's Day promotion between CKRC and The Odeon was to select Manitoba's Mother of the Year. Listeners sent in nominations. Mrs. Paley, who has cared for 35 foster children during the past 14 years, was declared . . . "most deserving". Just one more example of CKRC's sponsor promotion.

**by any recognized yardstick . . .
MORE PEOPLE LISTEN TO CKRC THAN
TO ANY OTHER MANITOBA STATION**

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



WE'RE HOT AS A FIRECRACKER!

WATCH OUR SPARKS . . .

. . . DO YOU A BANG-UP BUSINESS

CATCH OUR SMOKE OVER 600

AND SEE OUR REPS!

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



THE RADIO HUB OF SASKATCHEWAN



**PORTRAIT
OF A
BUYER'S MARKET**

Mrs. Buyer, once anxious to be sold, has now become "Choosey". She now waits to be wooed like a beautiful and unattainable lady. Some advertisers respond to this new situation by sulking in their tents like Ajax.

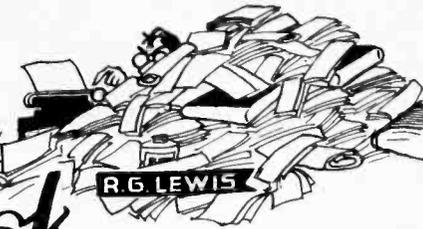
But at CFCF-RADIO, we accept the challenge of the New Order. We creatively sell. With sparkling, new ideas; convincing announcers, talented, imaginative writers — with drama and force, CFCF-RADIO attracts Mrs. Listener and convinces her to buy NOW. Use one of Canada's really fine radio stations — CFCF-RADIO in Montreal. Reach CLASS and MASS with our experienced know-how!



RADIO
MONTREAL

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

**Over the
Desk**



Take a good look at this cut because you won't see it for another twenty years. It is a picture of Gordon Ferris, who has changed jobs twice in two decades, both times in May, 1955. From now until May, 1975, Gordon will be found in the offices of Radio Representatives Ltd., 25 Adelaide Street West, Toronto, where he assumed the presidency and general management on acquiring a substantial interest in the business June 1st.



GORDON FERRIS

Household Finance, where Ferris held forth as advertising and public relations director from '36 on, used to pipe in radio programs from the States, like *It Can Be Done*, featuring Edgar A. Guest among others, and *The Whistler*. Then he saw the advertising value of Canadian shows for Canadian listeners and bought the All-Canada - NBC transcribed *Reflections*.

Next he decided to put on his hat and sally forth to find out for himself what people listened to on their own home stations.

Gradually he diverted the bulk of Household's advertising budget into locally produced Canadian programs on 108 local Canadian stations. He bought sports in BC; weather and road reports in Alberta; news in Ontario; music in the maritimes. Gord says he can't name all the deejays in Canada, but he knows most of the good ones.

With seventeen radio and two television stations on the Radio Reps list, Gordon says the road ahead is straight and clear. He says radio sells harder than ever before when advertisers make full use of its two "fs" — frequency and flexibility. (I abstained from adding a third — "Ferris"). "As for television, it is still an infant," he says, "— lusty, unpredictable and oh so glamorous."

WORTH READING

Two booklets of value to telecasters themselves as well as the public might well be made available to viewers by TV stations across the country. They are "Things You Should Know About The Purchase And Servicing Of Television Sets"

and "Your Television Antenna System".

These booklets are available from the Better Business Bureau, 372 Bay Street, Toronto, at 15c and 10c in stamps respectively.

The first named work is a 12-page pamphlet advising viewers about the reception they may expect, especially in those respects in which TV differs from radio. It explains the various kinds of interference, such as atmospheric conditions, "ghosts", passing automobiles, other TV sets.

There are further explanations about the various types of antennae, manufacturers' guarantee, service contracts, and so forth.

"Your Television Antenna System" is divided into four two-page sections headed: "What is a Television Antenna?", "Why a Television Antenna System?", "Where to Put a Television Antenna", "How to Care for Your Antenna System".

Stations and others interested in quantity prices may apply to the Toronto Better Business Bureau.

CASTING BUREAU

Central Casting Agency has set itself up in business at 519 Jarvis Street, Toronto, to earn itself an honest buck by saving time for talent employers by acting as their casting agents.

The organization is headed by actor

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



an ear for news

Your product story is carried simultaneously to half a million ears throughout Western Ontario, 21 times daily. Contact All-Canada Radio; in U.S.A., Weed & Co.

CFPL radio dial 980

Howard Milsom who emphasizes that CCA does not collect a commission — just a couple of dollars a month — from the artists. Agencies, producers and others are charged fees in accordance with the services that are rendered.

Milsom says that the way it works is that a complete history of the artist is listed on a card, together with a picture. One copy is filed by CCA, and others are forwarded to various talent users. CCA's phone number (WAlnut 3-8429) is available to artists for calls when necessary.

Employers are supplied with a file of cards on artist subscribers. He can use these cards or CCA will, if requested, send several people from desired categories to be interviewed and auditioned. It will contact specific artists and bring them in to see him. Or, again, a subscribing employer may check on talent which approaches him for a personal report, whether that performer is a subscriber or not.

Associated with Milsom on his staff are David Carghill, another freelance actor and Thelma Mitchell, who serves as secretary.

QUICK QUIZ

The publishers of that useful pocket book "Quick Canadian Facts" have a weekly five question quiz that anyone may have for the asking. Just write Quick Canadian Facts, 810 Lumsden Bldg., Toronto. Here is a sample quiz.

1. In total number are there more foxes, mink or chinchillas on Canadian fur farms?
2. On the average do Canadian men or women have the longest life expectancy?
3. What percentage of Canadian workers are eligible for unemployment insurance benefits?
4. Lord Tweedsmuir was appointed Governor-General of Canada in what year?
5. Last year did the CBC receive from the special 15 per cent tax on radio and television sets \$2 million, \$12 million, \$22 million?

ANSWERS: 5. The CBC received \$22 million from this source. 3. About two-thirds are eligible for unemployment benefits, although all workers pay into the fund since it is partly supported from tax revenues. 1. Mink rank first, chinchillas second.

4. In 1935. 2. Women have the longest life expectancy.

REMOTE CONTROL

A hearing aid which plugs directly into the output circuit of a radio, and which is pocket size, has been developed in the U.K. It needs no batteries or tubes.

WINS FESTIVAL AWARD

Chris Wiggins, a copy writer in CFAC's Advertiser Service Department, was awarded the "Henry Osborne Challenge Trophy" for the best performance by an actor at the Dominion Drama Festival Finals held recently in Regina. Chris appears quite frequently in the CFAC weekly production *This Week in the News* which earned a first award at Ohio State for CFAC, and was involved in the station's recent "Beaver".

Chris was born in Blackpool, England, came to Canada three years ago and settled at Trail, B.C. His trophy winning performance was his "King Magnus" in George Bernard Shaw's political comedy, "The Applescart".

ONE FOR PICKERSGILL

George Brown, production manager at CFAC, Calgary became a father for the sixth time on May 29 when his wife presented him with a seven pound, six ounce daughter, Bonnie Jean. George now has two daughters and four sons.

GOLDEN JUBILEE

Forty towns and villages in Saskatchewan have been invited by CFQC, Saskatoon, to take part in a program series called *Meet Saskatchewan*, devised by the station as part of the province's Golden Jubilee, which it is celebrating this year.

Each town gets a fifteen minute period free of charge and provides the whole show. This may include many or all of the following features: the town band, the school chorus, old timers reminiscing about the early days or the mayor talking about the town today.

MASTER OF TRANSLATION

The first Master's degree in Translation ever to be awarded by a Canadian university has been won from University of Montreal by one of Broadcast News' women's editors, 24-year-old Doreen Bedard.

Miss Bedard was the first student

to enrol in 1952 for the two year course. She has been with Broadcast News since last September.

MOTHER OF INVENTION

Television sets are "necessities" which cannot be attached by creditors in bankruptcy actions, according to a ruling of the California State Legislature. Other such "necessities" include pianos and refrigerators.

SEEING IS BELIEVING

In the recent Ontario election campaign, Premier Leslie Frost took full advantage of the first opportunity to use television in an election. In addition to the five "teamwork" quarter hours which were filmed by S. W. Caldwell Ltd., and a picture of one of which appeared on the front page of the June 1 issue of this paper, he appeared on TV live in Kitchener, Sault Ste. Marie, Windsor, Hamilton, Kingston, Peterboro and Sudbury, along with his candidates in those ridings. He also appeared twice on CBC free time telecasts, once with a panel including Claire Wallace, John Collingwood Reade, Willson Woodside and Byrne Hope Sanders. On the other program, he appeared alone.

Enough of this. The only thing I am running for is the train for the AAB and WAB conventions, so buzz me if you hear anything, won't you?

B.C. RADIO HAS CHANGED!

Latest BBM figures give the 2 station markets of

CHUB and C.JAV

NANAIMO PORT ALBERNI

A larger BBM increase than any area in British Columbia!

Check with —
Stephens & Towndrow in Toronto and Montreal.

Horace N. Stovin & Co.
in Winnipeg.

John N. Hunt & Associates
in Vancouver.

Donald Cooke, Inc. in the U.S.A.

**DO IT!
You won't
RUE IT!**

Select these **READY, WILLING AND ABLE** stations because they exercise such **great influence** over **thousands and thousands** of **people** week in and week out

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

* Saskatoon's **CFQC-TV**
Edmonton's **CFRN-TV**

Effectively yours,

**Radio
Representatives
Limited**



VANCOUVER
WINNIPEG
MONTREAL
TORONTO

more homes

CFNB

IN NEW BRUNSWICK

... listen to CFNB than to any other station. Continued important mining developments and the construction of Camp Gagetown are steadily adding homes to New Brunswick's largest radio audience. Your advertising dollar goes farther than ever before on CFNB

NEW BRUNSWICK'S MOST LISTENED TO STATION

Get the whole story from our reps:
ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. in U.S.

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

Radio for Retailers

Radio Rates with Retail Jewelers

125 Stores Use Spots And Programs On 31 Stations

By GLEN SMITH

JEWELERS across Canada are radio-active — that's the definite conclusion supplied by CB & T's most recent questionnaire-survey covering the jewelry field. All of the 31 radio stations heard from have one or more jeweler sponsors. From a total of eight in CJBQ, Belleville's area, six have taken to the air, with a new store about to open, committed to be number seven. CKOT, Tillsonburg, three weeks old and doing nicely, reports two jeweler sponsors on the air with the station's first signal. Across the group, a pattern is established for type, frequency and times getting the best results.

In a total of about 125 retail jeweler sponsors on these 31 radio stations, 58 use spot announcements, 21 flash announcements, 16 newscasts, 13 saturation frequency on their spots or flashes and three use jingles. The occasional sponsor is accounted for in more than one of the categories. Time signals get consistent use by nine jewelers, while another 29 use 15 minute to half hour programs varying from street interviews, syndicated transcribed programs and bandstand pops to weekly mystery shows and giveaways.

CKX happily reports a 100 per cent use of radio by the six jewelers in Brandon. Wright and Wightman, Jewelers and Reesor's Jewelry Store, two of the oldest firms in Brandon, have been advertisers ever since CKX started. Phipps Jewelry Store and Ted Hemings, two newer establishments, are both consistent radio advertisers too, while Maley's

Jewelry Store and Eve's Gift Shop confine their advertising to the pre-Christmas period. Promoter Betty Murphy sums up that no unusual gimmicks are used — strictly time signals and spot announcements, plus the Christmas jack-pot contest.

ALL USE RADIO

CHAB, Moose Jaw states: "... every jeweler in Moose Jaw uses radio advertising in some form or another." The kind of programs used are listed: Half-hour and one hour musical programs, popular and salon-type music; newscasts; western shows such as *Frontier Town*; *Red Skelton*; *Dennis Day*. Assiniboia merchants seem to like sponsoring comedy and western shows. Swift Current prefers musical shows and spots. In Moose Jaw, it's newscasts and saturation spots.

"One Moose Jaw jeweler sponsors a five-minute morning newscast the

year-round with emphasis on local news and announcements on special events in Moose Jaw and district," said the report from CHAB. "This store is so sold on radio advertising that they have cut their newspaper advertising to the very minimum and now spend the former newspaper allotment on extra radio spots over CHAB." With regard to spots, CHAB says: "The jewelry stores ... use saturation spot advertising more than any other method. For special sales they will start days ahead with an average of five or six one-hundred word announcements per day."

A feature used by a Moose Jaw jeweler is the use of his first name in the regular commercials. He states: "More strangers come into the store and call me by my first name than you would believe possible." For example, a man walked into the store recently, and said: "I'm from Swift Current and I've heard your name so often on the radio I decided to come to Moose Jaw and buy my diamond from you." Another store used a slogan to identify the fact that they fully insured the jewelry they sold for the buyer by "There's no loss at Bloss".

AVERAGES SIX SPOTS A DAY.

The Lakehead Station, CFP, Port Arthur, reports that Birks Stitt Credit Jewelers, Port Arthur, is one of their largest advertisers. Stitt thinks radio is terrific and 60 per cent of his advertising budget is used over CFP in the form of spot announcements. He works very closely with the sales and continuity departments of the station and spends at least two hours a week planning his advertising for the week. Fifty word commercials with plenty of punch give the best results. Birks Stitt use an average of six spots a day and jump up to twelve a day for four days to do volume selling.

At CKCR, Kitchener, jewelers are classified into two categories. "A" stores employ a watch repairman and someone qualified to set and cut stones; "B", the Credit Department stores, run from one department selling everything from watches to garden hose. The report states: "Like the druggist and the corner grocer, the Class 'A' jeweler has little imagination and scope as a rule, and is a tough nut to crack when it comes to selling radio. McLeod's Jewelers have been advertising intermittently with CKCR for over ten years, only at Christmas time and with tie-ins on a participating basis on special events such as the Waterloo Band Festival.

Somewhere between "A" and "B"



Every Day is Bargain Day at CFCY

A bargain is a purchase that represents unusual value.

	Cost per 1000
Compare CFCY rates with others.	
CFCY — 1/2 hour "A" time	\$.25
5 best daily papers — 1/2 page	2.46
2 established TV stations — 1/2 hour	7.87
20 best Maritime weeklies — 1/2 page	7.33
3 major radio stations — 1/2 hour47

CFCY reaches 156,310 homes (B.B.M.-Day) in five provinces at bargain basement rates.

Use CFCY — top value in Sell-ective radio.

CFCY

THE FRIENDLY VOICE OF THE MARITIMES

REPS: All-Canada - Weed & Co. in the U.S.A.

is Swiss Credit Jewelers. The proprietor, Mitch Neirheim, likes something original in the way of commercials. The boys kid about his merchandise, and about Mitch, on deejay shows, and get results.

The Vienna Goldsmithing Art Company had a special problem. They were craftsmen creating custom jewelry of all types. Desiring to move into the retail trade, they needed a special type of introduction. CKCR did a series of documentary type broadcasts, designed to introduce the public to the gold and silversmithing art. This was followed with a weekly program on Sunday afternoons of concert favorites. After the concert series, they promoted the new retail activity with spots.

Also on CKCR, Weston Credit Jewelers go in for spot saturation to promote their big sales. Through the year, they place two spots a day, Monday through Saturday. The saturation campaign is in addition to the daily spots. These spots are normally placed near newscasts, in participating shows, at lunch and dinner time. Weston's like personalities and state a preference for a certain announcer. They even have him do commercials from their store on a P.A. system, in order to capitalize fully on his voice.

FROM ONE STORE TO THREE

No less than fifteen jewelers are time buyers on CKRM, Regina. Jack Boitson in his "Jewelreport" says: "... we decided to talk about one jewelry store... J. Alex MacKenzie Limited... that has been using CKRM for over twenty continuous years."

MacKenzie's is a local firm that

has progressed from one small store, in Regina, founded 28 years ago. Today there are three stores — the main one in Regina and branches in Moose Jaw and Prince Albert.

Fifteen years ago, MacKenzie's bought CKRM's 12:30 p.m. news, and have used it continuously ever since on a 7-a-week basis. In addition, they've used spots periodically, and other fifteen minute features. Jack says: "The uniqueness of the noon newscast is their theme, used successfully for over ten years. The song is sung by our production manager, Bob Hill, to the tune of 'Grandfather's Clock', and the words go, 'It's 12:30 now and it's time for the news... A gift from MacKenzie is a gift at its best — as we've told you many times before!' It may not be outstanding, but it has successfully associated MacKenzie's with the 12:30 news!"

Special features promoted by CKRM for MacKenzie's include *Christmas in October*. Run for the past four years with a great deal of success, it urges the public to buy in October for Christmas, on a lay-away-plan, with premium offers beginning in October. Another is the *Silver Club*, run twice a year. Membership is limited to 40 women who purchase a silver set on a budget plan. At the end of each series, a draw is made, and one of the 40 ladies receives a cheque, refunding her complete purchase price. In addition, free premiums and gifts are given to all members.

MacKenzie's don't run clearance sales as a rule. They have special promotions like imported diamond showings, and about twice a year

(Continued on page 20)

Memo to
TIME BUYERS!
BUY CKCK
FOR
59.6
OF
SASK.
RADIOS

CKCK REGINA

Representatives: All-Canada Radio Facilities

**TO SELL FRENCH CANADA
YOU NEED RADIO...**

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

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

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

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

1489 Mountain St.
Montreal, Quebec
PL. 1101

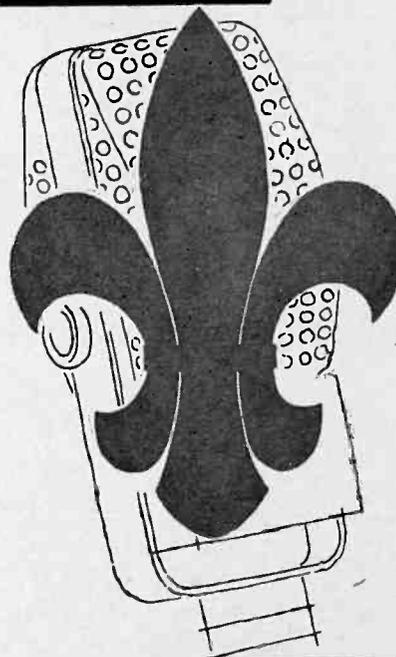
39 St. John St.
Quebec City, Quebec
5-7373

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

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

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

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



HARDY STATIONS SELL OVER 3 1/2 MILLION FRENCH CANADIANS DAILY

CKCH

Soon

5000 WATTS

With a potential listening audience of over

400,000

French speaking people is a MUST

CKCH

Hull and Ottawa

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

wherever you go — there's radio

RADIO

... moves right outdoors with you in summer!



Don't let other people's vacations and "fun in the sun" interrupt your advertising schedule. In Saskatchewan, radio goes right outdoors in the summer . . . to cover this market, advertise on CKRM — the preferred station with the BIG listening audience.

1905 1955
Saskatchewan Golden Jubilee

Spotlighting Saskatchewan

CKRM REGINA

980 Kcs. See or write "RADIO REPRESENTATIVES", 5000 Watts
Montreal - Toronto - Winnipeg - Vancouver

(Continued from page 19)

they feature a half price reduction of all costume jewelry.

In Belleville, CJBQ's F. M. Barrett Co. use a saturation campaign to sell diamonds, with a prize tie-in of a trip to New York. Results are good and plans are under way for steady use and development of the formula.

A company town formula shows up in Trail, B.C. where Consolidated Mining and Smelting Company employ about 5,000 men and women with a monthly payroll of approximately 1½ million dollars. Most of the five jewelers using CJAT swing into a saturation campaign just before each payday. All are regular radio advertisers.

VOX POP

CKDA, Victoria, reports a *Roving Reporter* show and describes it . . . "A lively man-on-the-street broadcast sponsored by Rose's Jewelers Ltd., Victoria. This program is of human interest and passersby may participate. A question is asked each morning of general interest to the public and listeners. Views are heard from people in all walks of life. Many interesting discussions take place as people from all over Canada and the United States as well as many new Canadians have taken part. A gift from Rose's Jewelers is presented to each interviewee by Dave Armstrong, the emcee of the show. Rose's have sponsored this show three times weekly for the last three and a half years."

Also from the same Victoria station comes *Sweetheart of the Morning*, sponsored by Little and Taylor. A special song is chosen and the lady receives a gift and "a four leaf clover for luck". To be a lucky "Sweetheart of the Morning", the winner must hear her name over the air and call into Little and Taylor Jewelers within seven days to receive her gift. The show is popular and in its second year.

One gimmick idea comes from CJNB, North Battleford. Twice a year jeweler sponsors remind the public every hour on the hour from sign on to sign off about the changes to and from daylight time.

A 20 per cent increase in sales was recorded by Asmussens Jewelers in North Battleford with a contest over CJNB. Contestants had to write an essay of 100 words or less with a Bridal Bell diamond as the prize on "Why I want my engagement ring to be a Bridal Bell Diamond". Flash announcements publicized the contest.

Here's a "capsule comment" from Penticton's CKOK. Last May 7th, the day before Mother's Day, Don Lange Credit Jewelers mentioned on their early morning announcement that they had a supply of Bulova-Pentictons, the same watch that was presented to the World Champion hockey team, Penticton Vees. By the end of the day, they had sold one men's model and two ladies' models — \$274 worth of watches. The advertising cost — \$6.60. By the end of the week they had completely sold out, and had to re-order. Incidentally, this sponsor uses one 100-word spot and two flashes six days a week, plus saturation and extra programs during the Christmas season.

A singing jingle created by the boys in the back room at CHAT for Alberta Credit Jewelers in Medicine Hat seems to have rung some bells. Orville Kope says: "These jingles

have paid off. We have found that jingles made locally, especially for jewelers, seem to put the jeweler in a better buying mood (and obviously the public too).

One jingle goes:

Need a watch, need a ring,
Need repairs for anything?
A.C.J. has the answer for you.

90 PER CENT FOR RADIO

Ninety per cent is a nice round figure and that's the proportion of their advertising budget that C. S. Hook and Sons of Grande Prairie use on radio over station CFGP. The station reports that this is a minimum allotment used and that the jeweler is a firm believer in saturation campaigns. High frequency spots are used almost exclusively in addition to special events such as curling and hockey broadcasts. For example, the station said: "they recently celebrated a 50 year anniversary with a tremendous sale. In this case we got 95 per cent of the budget with the weekly paper getting the rest. Spots were scheduled about an hour apart throughout the week of their sale. The final figures gave them a profit only slightly less than their entire Christmas take . . . Completely convinced . . . has already budgeted his next year's advertising for radio".

R. H. Watcher (he sells watches) in Grande Prairie has the daily spot immediately preceding the Dominion Observatory Time Signal, which he claims gives him excellent results. He also buys a program every year which runs from late fall to Christmas.

CKCW in Moncton, like the Belleville station, has six out of eight jewelers in Moncton who use the station on a year-round basis — with the other two periodic time buyers. Tom Tonner reports the Peoples Credit Jewelers have sponsored the 6 p.m. news six days a week for 18 years. Another firm, Clogg's Jewelry Store, after five years on the 2 p.m. newscast, with a change of management switched to spot announcements. These are augmented by eight separate promotions a year, supported by saturation spot frequency plus participation in the *June Bride* program. *June Bride* has a simple format — customers in the five participating stores are allowed a vote for every cent spent during the six weeks' promotion. Clogg's have used this show successfully for the past five years.

N. R. Park and Sons of Yorkton and Wynyard, Saskatchewan use a "Casino" type giveaway program every week day on CJGX, and tie-in their window and counter displays. The sponsor asserts that the show has gained tangible results as a traffic builder. He says, "Recently, a shopper had a small repair made to a watch strap. When informed that there was no charge, she demanded that a charge be made, so that she might obtain a proof of purchase slip. She got her slip." Howie's also of Yorkton, used dramatized spots to announce Ronson Electric Shavers. Sound effects were used to show a comparison of how quietly Ronsons run and the noise of an old model of un-named make. The spots sold Ronsons for Howie's.

A jeweler in Leamington, Ont., finds good results using the Sunday morning *Citizens All* program which is aimed at the various national groups to be found within CJSP's coverage area.



IT ISN'T THE HEAT

Westerners can never get accustomed to eastern humidity, but in the east we certainly get accustomed to hearing them tell us so.

. . . .

READIN', 'RITIN' AND RADIO

"There seems nothing that the throwing of (election) results on a screen can do that sound radio cannot, except perhaps to irritate those viewers who can't read."

—Punch

. . . .

CASINO TYPE ELECTION

Can it be that the politicians have taken a leaf out of some broadcasters' books and are trying to buy votes like listeners?

. . . .

MARRIED BLISTER

A nagging wife is a woman who buys her husband two ties for his birthday and then snorts, when he comes down to breakfast wearing one of them: "Don't like the other one, huh?"

. . . .

HARD LINES

Shouldn't the marriage lines be amended to read: "For better or for granted"?

. . . .

BOY SCOUT DEPT.

"CKCH, Ottawa, is installing 'Tune in to CKFH billboards at all main approaches to the city'."

—Marketing

. . . .

YOU SCRATCH MINE

Now that the CBC occupies a seat on the awards jury of the Association of Canadian Advertisers, how about a seat for an ad-man on the board of governors of the CBC?

. . . .

AUDREY STUFF

Then there is the girl who was so dumb she was sure the reason for all the delay in the development of color TV revolved around the question of racial discrimination.

. . . .

ADAGE DEPT.

Before you louse it up — THIMK.

—Swiped

“ all he knows is they were listening to ”



Serves the little rascal right. If he was listening to CKWX (as most Vancouverites do) he wouldn't have wandered off and got lost. For CKWX summer programming invariably corners the market on ears. On nearby beaches (dozens of them), in summer camps (within rifle shot of the city), on the roads (miles of them), on city and suburban patios (thousands!)— wherever you go there's radio. Around Vancouver, radio means dial 980. Look into it if you want a look in on the best-buying audience in Canada's west

CKWX radio Vancouver

5000 friendly watts

reps ALL-CANADA RADIO FACILITIES LIMITED • WEED & COMPANY

639b FEATURES

Dynamic moving coil type pressure element and an improved ribbon type velocity element • Six patterns • Discrimination between front and back averages 20 db. • Impedance 35 ohms • Output level:—56dbm, 10 dynes/sq.cm.



670 FEATURES

Ribbon-type element coupled to an acoustical network • Three basic patterns • Discrimination between front and back averages 18db • Impedance 30/50 or 150/250 ohms • Output level—58 dbm 10 dynes/sq.cm. • Case of rugged high impact plastic.



671a FEATURES

Improved low inertia velocity element • Two stage wind filter • Essentially uniform frequency response from 30 to 16,000 cycles at 5 ft. • Impedance 30/50 or 150/250 ohms • Output level—56.5 dbm, 10 dynes/sq.cm. • Case of rugged high impact plastic.



Thinking of buying MICROPHONES?

Do you want a cardioid microphone which will give unexcelled performance in a studio, theatre or auditorium and handle the most difficult jobs? We suggest the type 639B with its six patterns and a greater sensitivity than most microphones of its class.

Do you want a cardioid microphone which will give outstanding performance in control room, studio, theatre or auditorium work? We suggest the 670 for its ability to efficiently exclude unwanted noise while providing a wide angle of program pick up.

Do you want a velocity microphone which has high signal to noise ratio and extremely low hum pick up? The 671A will prove especially valuable in many difficult situations.

Do you want an all round, efficient, and rugged microphone for nearly every type of broadcasting requirement from remotes to auditoriums? We suggest the 633 dynamic microphone.

Sounds easy to pick the right one—sure it is; and for further details, if you require them, please contact your local Northern Electric Branch Office.

633 FEATURES

Highly efficient pressure unit • Rugged • Dependable • Low price • Output level—59 dbm, 10 dynes/sq.cm. • Non-directional or semi-directional.



Northern Electric

COMPANY LIMITED

AD-1055-1

ST. JOHN'S, Nfld. HALIFAX SYDNEY MONCTON SAINT JOHN, N.B. CHICOUTIMI QUEBEC CITY TROIS RIVIERES SHERBROOKE
 ROSEMONT MOUNT ROYAL MONTREAL OTTAWA VAL D'OR KINGSTON TORONTO O'CONNOR DRIVE KITCHENER
 HAMILTON ST. CATHARINES LONDON SARNIA KIRKLAND LAKE WINDSOR TIMMINS SUDBURY
 FORT WILLIAM WINNIPEG BRANDON REGINA SASKATOON MEDICINE HAT LETHBRIDGE CALGARY EDMONTON
 TRAIL PENTICTON VERNON PRINCE GEORGE NEW WESTMINSTER VANCOUVER VICTORIA NANAIMO

LITTLE THEATRE ON TV

WITH the production of a half-hour comedy, *The Dear Departed*, CKCO-TV, Kitchener, recorded their claim of being the first independent Canadian television station to telecast a live drama. The players were all members of the Kitchener-Waterloo Little Theatre Group, including the director, Rod Rekofski. Studio direction was by Bruce Lawson of CKCO-TV.

The two sets used in the play, the living and dining rooms of a home in the period around 1910, were designed and built by the station's set designer, Jack Knowles.

Written by Stanley Houghton, the comedy revolved around the death of Abel, grandfather of the Slater family and means used by the surviving members of the family in their efforts to divide the old man's possessions.

The six members of the cast in the picture are (left to right): Ben, played by Ed Tuck; Elizabeth —



Photo by Roy Purkis

Maxine Walmsley; Abel—Cal Simpson; Victoria — Elaine Heuckroth;

Mrs. Slater — Joan Hamm and Mr. Slater — Austin Walsh.

URGE T'CASTERS AND MANUF'RS TEAM ON COLOR

A strong plea for TV receiver manufacturers and the CBC to get together to provide color programs and color receivers by a certain target date was voiced at the annual meeting of the Radio-Electronics-



F. W. RADCLIFFE

Television Manufacturers Association of Niagara Falls this month by a top executive of a set manufacturing concern.

F. W. Radcliffe, vice-president of RCA Victor Company Ltd., Montreal, pointed out the simultaneous need for both color programs and color receivers, because, as he put it, "you cannot sell automobiles in areas where there are no roads", or "electric ranges and electric refrigerators in areas not served by power lines."

Expressing the personal belief that color programming must come first, the speaker said he realized that "those who carry the responsibility for color programming do not want to make their investment too far in advance of when the public will actively purchase color receivers."

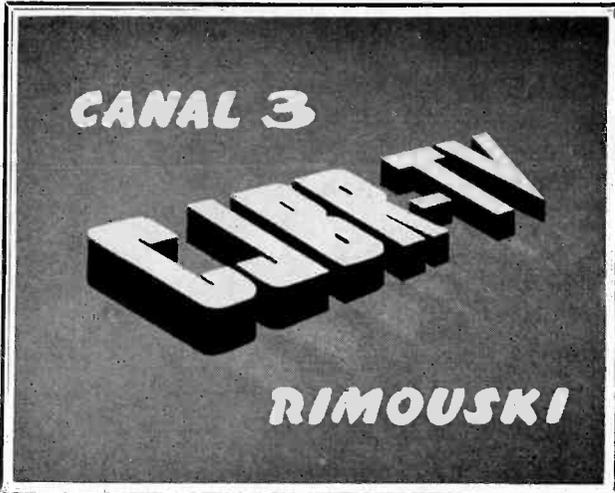
Without specifically naming the Canadian Broadcasting Corporation, he went on to propose that "the telecasting group, those who have the authority to set up for color telecasting . . . make definite plans that by a certain target date they will make available so many hours a week of color programming," while the receiver manufacturers make sure that "by the same date, there

will be available so many thousand color receivers."

As a further step to speeding up color TV in Canada, Radcliffe suggested that "those carrying the telecasting responsibility might take some of the funds presently being collected in excise tax on TV, which I understand in the fiscal year ending March 31st resulted in a surplus budget, and use them to give us some color programs." He also suggested that arrangements be made to modify the microwave line to carry color and that Toronto, Montreal and Ottawa transmitters be adjusted to telecast some color programs each day.

The speaker dismissed the argument that Canadians would not pay the price for color television receivers by pointing to the sales of high priced cars. "There is of course a way in which color TV receivers could be put out at a relatively lower price," he said. "That is for the Hon. Minister of Finance to remove from color TV what our industry believes to be a discriminatory tax, the 15 per cent tax. We could certainly look forward to lower prices if we did not have to add in that 15 per cent."

The ONLY TV STATION Covering Eastern Quebec



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

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

Soon 10,000 Watts for CJBRTV

CLAIMS PAY-TV WOULD KILL FREE TV

PAY-TELEVISION will degrade and ultimately destroy free television, Brigadier General David Sarnoff, chairman of the board of the National Broadcasting Company, warned in a statement filed with the Federal Communications Commission earlier this month.

"The pay-television promoters' philosophy of cash-on-the-barrel-head television is not in the public interest," Sarnoff declared. "Their standard of public interest is 'No Fee - No See'."

He said that co-existence between free television and pay television is impractical and added that pay-television would turn the system of free telecasting to a restricted system of "narrowcasting".

"To the extent that pay-television might be financially successful, it would jeopardize the basis for economic survival of a free television system," Sarnoff said. Economic necessity would inevitably force free television broadcasters to go into pay-television. This, he said "would set off a chain reaction which ultimately would mean the end of our American system of free television".

Some of the major points Sarnoff made against subscription TV were:

1. Free television programming quality would suffer.
2. Outstanding programs and stars would move from free to pay-television.
3. Sports events would move from free to pay-television.
4. Public service programming would suffer.

5. Motion picture producers may gain control of TV programs.

6. Pay-television would black out free television for millions.

Sarnoff pointed out that none of the pay-television promoters had said that they would invest any of their own money in building new broadcasting stations to transmit their programs. They plan to use the facilities that the free kind of television has built and which it supports at great cost to itself, he said.

"The pay-television promoters attack present free television programming with the statement that it is not in fact free because it is paid for by advertisements reflected in the prices of the products," Sarnoff said. "This argument is as absurd as contending that purchases of automobiles and clothing subsidize the press and that, were there no press, automobiles and clothing would cost the consumer less," he went on. "Of course, it is elementary economics that advertising produces increased sales which in turn make possible increased production, lower costs and lower prices to the consumer," he said, adding: "moreover, the lower prices are enjoyed by all buyers — those who do not own receiving sets as well those who do."

Step up Sales in Peterborough with

CHEX-TV

Sales are bigger, better than ever when you use CHEX-TV. This wide-awake station has a big audience of consistent viewers. It's the one TV station that gets fast sales action in wealthy, free-spending Peterborough and surrounding districts from Oshawa to Trenton, Port Hope to Gravenhurst.

CHEX-TV
Peterborough
Channel 12

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

A television newscast is a proven sales force. On Channel 2, Jim McLeod, CKCK-TV News Editor, brings viewers in contact with news of local importance, plus highlights of international affairs.

Many "firsts" are now to the credit of CKCK-TV. One in particular, was the televising of the opening of the 1955 Saskatchewan Legislature. The first legislature of any province to appear on television.

Also during discussions by the Premiers attending the Dominion-Provincial Conference, CKCK-TV presented special daily reports on its activities. Following this conference, Jim McLeod, CKCK-TV News Editor, interviewed Premier T. C. Douglas of the Province of Saskatchewan on discussions relative to the Province at those talks.

This is Saskatchewan's Golden Jubilee Year . . . A big birthday party has been planned for everyone. Mr. Advertiser, don't delay in hitching your wagon to Saskatchewan's brightest "star" . . . CKCK-TV, Channel 2.



"CKCK-TV News" with Jim McLeod, now open for national sale. Available Monday to Saturday basis, 7.10-7.20 p.m. Contact the All-Canada Man today!



CKCK-TV CHANNEL 2 REGINA

Manufacturers

RTMA ADDS ELECTRONICS

Seeks Relief From Radio-TV Tax

NEXT to motor cars, more money is spent in Canada on television sets — \$216,500,000 for 1954 says DBS — than any other consumer product. This statement was made at the annual meeting of the Radio - Electronics - Television Manufacturers Association (formerly RTMA) at Niagara Falls this month, when Carl Pollock, RETMA president and chairman, announced that there had been an increase of 66 per cent in the sale of TV receivers over the previous year. This, it was pointed out, indicates that Canada has the third largest number of television sets in the world, with nearly 1½ million receivers having been produced by the industry in five years.

The addition of "Electronics" to the name of the association is significant in that as a result of this move, RETMA now represents Canada's second largest industry with regard to retail sales volume in the consumer goods field. The Canadian electronics industry employs about 25,000 people, who produce a wide variety of products, including the production and sale of 30,000 television receivers a month at the current rate.

"The bitterest disappointment of the Association year was the Government's decision not to remove, or even reduce, the 15 per cent excise tax currently levied against television and radio receivers," said president Pollock in his report. "Radio and television receivers now stand alone at being taxed at 15 per cent, and the Canadian Broadcasting Corporation received over \$25 million from the excise tax on television and radio receivers in the past year," Pollock continued. He pointed out that since television is now national in scope, there appears to be no reason for not assisting the CBC financially out of the country's General Revenue rather than to subject the products of a specific industry to this discriminatory tax.

During the past year membership has continued to increase in the association. For the first time since it was founded in 1929, total membership now exceeds one hundred. There are 66 companies in the Parts and Accessory Division, 21 in the Receiver Division, and 16 in the Electronics Division — a total of 103 member-companies which represent

practically the whole of the electronic manufacturing industry of Canada, it was reported at the meeting.

During the year under review the members of the Receiver Division reported sales of 678,623 television receivers having a list value of over \$224,000,000, an increase of 66 per cent over the previous year. Pollock said that although radio set sales were substantial they decreased somewhat during the past 12 months. "Added interest in Hi-Fi and new innovations such as transistorized portables are expected to add impetus to lagging radio sales," he stated.

The defence orders and the sale of commercial equipment and servicing of electronic devices, when added to these figures, show that the Canadian electronics industry is maintaining over a half-billion dollars a year, it was pointed out.

Denis Olorenshaw is the new chairman of the association's Public Relations and Publicity Committee.

SHORTWAVE TV COMING

An invention of a Blenheim, Ontario man, Fred Pardo, which he claims may lead to shortwave television transmission, has come to the attention of the National Research Council in Ottawa. An official stated that NRC is "interested" and have had a look at the invention, called a time-space modulator, but will need a more complete practical demonstration before they can establish its full worth.

LITTLE MAN DOES BIG JOB FOR CJON-TV

The test pattern at CJON-TV, St. John's Newfoundland, is expected to get on the air at the end of July, thanks to a little man who did a big job.

When it was discovered that there was only 16 inches of headroom between floors where electrical cable had to be laid, they recruited a 3 ft. 6 in. tall master electrician, Martin Hefferton, seen between contractor Jack Wallace and CJON's Don Jamieson, who completed the tricky installation in six days.

The control and projection rooms are finished and the main studio is under construction.



Lionel says:

"We get so many letters from sales-happy sponsors, we take them for granted. Look at this for example:

"Dear Lionel:

Please take this letter as your authority to continue our program.

We wish to take this opportunity of thanking you for your co-operation in putting on our show. The results have astounded us, as we closed seven contracts in the past week, and each of these was a direct result of our TV program.

We feel that our investment in this program is certainly paying dividends.

Yours very truly,

L. C. Russell.

President,
Russell Construction Ltd."



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



* 'COME INTO THE KITCHEN' with CKCO-TV's Mrs. Violet Scriver

* and you come into 139,539 TV kitchens in Central Ontario. Join this long list of participating sponsors on this popular afternoon cooking show.

ckco-TV Channel **13** KITCHENER • 864 King St. W.

* There are still some participations available on 'COME INTO THE KITCHEN'. Phone Jos. A. Hardy & Co. in Montreal at PLateau 1101, in Toronto at EMpire 3-6009 or John N. Hunt and Associates at TAflow 6277 in Vancouver.

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Opinion

TV MUST KEEP PROGRAM LEVEL HIGH

THE television industry is failing to maintain a continuously high level of quality, ingenuity, and inventiveness in its programs, according to Frederic W. Ziv, chairman of the board of Ziv Television Programs Inc. He says this can only result in loss of audience, loss of impact and finally greater cost per thousand to the advertiser.

In the quarterly report of his company, which claims to be the largest radio and TV program syndicate in the U.S., Ziv said that it showed a 32 per cent increase over the first quarter of 1954. He regarded this as a challenge as well as an achievement.

Television, he said, had much to be proud of in its rapid progress, but he said that he and his staff felt strongly that it was entering into a critical period. The industry could not continue to command enthusiasm unless it abandoned its tendency to mediocrity.

Ziv said that TV was the most demanding segment of the theatrical entertainment arts, with a voracious appetite. Both audience and critics insisted on newness, freshness and vigor. But the patterns of success in the many fields of entertainment in the past, he said, should not be guideposts in building "this infant entertainment industry".

He felt that too many segments of the industry were complacent about the quality of the product and service being delivered to the home viewer.

The exciting and informative programs and entertainment ideas reaching the audience were too few compared with the total volume of telecasting being presented, he said.

Ziv felt that television was growing out of its infant stage and all engaged in the industry must face up to maturity in planning and execution.

"We must dedicate ourselves to find and develop, encourage and nourish, great new writers, who can approach this vast new medium of communication and entertainment in a spirit of courageous explorers, without being shackled by the formulas, formats, and inhibitions associated with the earlier forms of stagecraft," Ziv said. "We must search out the eager and able young minds of directors who will give voice and photographic genius to the fine writing which can be produced," he added.

He said that technical and production staffs must be encouraged to find new ways of helping advertisers to use the medium with greater effectiveness. He said that television was a great adventure and film TV

SUMMER SPORTS SHOW

The Obeck Summer Show, sponsored by the Macdonald Tobacco Company, started on June 8 on the Canadian microwave and on a delayed basis on other TV stations across Canada. It will run for 13 weeks as a replacement for *The Vic Obeck Show*.

With Obeck away on vacation, the program will feature Canadian sports authorities and news of outstanding sporting events across the country. Several guest masters of ceremonies, from Vancouver to Halifax, will present local sporting news.

Each week part of the half-hour show will be a film on golf instruction with the well-known champion, Jimmy Demaret. Appearing with Demaret will be many celebrities including Bing Crosby, Bobby Jones, Bob Hope and Sam Snead.

Release is through Harold F. Stanfield Ltd.

FIRST WIDE SCREEN

The first "cinemascope" or wide screen film to be made in Canada is being shot by the Nova Scotia Film Bureau under special arrangement with Bell & Howell, manufacturers of the anamorphic lens required for the process. The film, which has as its working title, *Identity*, is being produced by the Bureau's executive producer, Alan Grayston.

Filming has already been started and includes the opening ceremonies of the Angus L. Macdonald Bridge and scenic views of Halifax. Shooting will be done this summer at many of the major events in the province. The film will be shown in Nova Scotia at fairs and exhibitions, as well as being released through special outlets across Canada and the United States.

All alone —
but far from blue!



We're happy —

... we've a SINGLE STATION MARKET
to offer you ...

and you'll be happy - - -

... with results when you try us!

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Radio Reps — Canada.
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CHANNEL 8

CFQC-TV

SASKATOON, SASKATCHEWAN

programming offered the most thrilling opportunities of our time, but that the Ziv organization refused to let today's quality product achievements stand as the last frontier.

They had been taking many definite steps to free the creative energies of the Ziv organization for the most important task of making better and better TV pictures, he said.

Ziv said that his organization was making new plans, with the finest of technical minds available. "We are beginning the organization of an editorial staff which in association with our writers will drive relentlessly for dramatic scripts, for dramatic ideas, and action that will bring TV film programming to full maturity," he said. He expressed confidence in the future of Ziv films.

GET ATTENTION WITH MAGNETS

There's no end to the special effects you can get with magnets. Packages and small items can be suspended invisibly on backgrounds, cigarettes will stand up, match boxes can fly together. Invaluable for TV or window display purposes, Alnico Permanent Magnets cost little, yet last for years. Get them from Eric Hardman, all sizes from one eighth of an ounce upwards. Phone or write for prices.

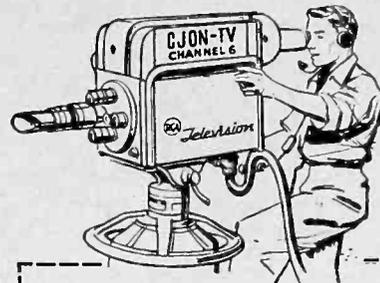
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CHOOSES



TELEVISION EQUIPMENT



18 CANADIAN TV STATIONS GO RCA!

• D. Jamieson, Vice-President of the Newfoundland Broadcasting Company (left), signs the contract for a complete RCA Victor TV station, assuring CJON-TV viewers the most dependable television service available. Mr. Jamieson is shown here with B. R. Machum, RCA Victor Broadcast Products Manager (right).



- CBFT** MONTREAL
- CBHT** HALIFAX
- CBMT** MONTREAL
- CBOFT** OTTAWA
- CBWT** WINNIPEG
- CFPA-TV** PORT ARTHUR-FORT WILLIAM
- CFPL-TV** LONDON
- CFQC-TV** SASKATOON
- CHCH-TV** HAMILTON
- CHEX-TV** PETERBOROUGH
- CJBR-TV** RIMOUSKI
- CJCB-TV** SYDNEY
- CJIC-TV** SAULT STE. MARIE
- CJON-TV** ST. JOHN'S
- CKCW-TV** MONCTON
- CKLW-TV** WINDSOR
- CKSO-TV** SUDBURY
- CKWS-TV** KINGSTON

The addition of another TV station to the RCA Victor roster swells the growing list of RCA-equipped television stations to 18 across the country. As the foremost Canadian supplier of TV transmission and studio facilities, RCA Victor is proud to play this important part in the development and expansion of television in Canada.

For your TV equipment requirements... call on your nearest RCA Victor Broadcast Engineer, or write direct to the Engineering Products Department, RCA Victor Company, Ltd., 1050 Lacasse Street, Montreal 30.



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CJON-TV'S 12-Slot Channel 6 'Wavestack' Antenna, an exclusive RCA development.

RADIO LOADED THIS TRUCK!



In Ontario, \$180,491,400* per year is spent on household furnishings, furniture, and radios. On CFRB in one month, 30 hours 47 minutes** were sponsored by people selling items of this type.

Why do the furniture people buy so much time on CFRB? There's only one reason. Results. And CFRB gets them.

There are other media that bring results too, of course. But radio selling messages have an unusual persistence, a certain enveloping quality. Today, you find radio selling messages issuing from homes, factories, offices, cars . . . everywhere.

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

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

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

**Based on CFRB program schedule for November, 1954

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

CFRB...

Canada's most powerful independent radio station gives you:

- complete coverage of over 1/2 million radio homes every week
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- complete coverage of 44 counties spending \$66,283,699.00 every week
- nearly three decades of skill, experience and success in radio salesmanship and showmanship

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.

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