

ADMEN SEE BEAVER PRESENTATION



ALL CJOR'S NEWSCASTERS AND OTHER BROADCASTERS whose joint efforts on the Vancouver station combined to win their station one of this paper's Beaver Awards were recent guests of the Ad and Sales Bureau of the Vancouver Board of Trade when CJOR was presented with the plaque by chairman Frank Baker. 350 friends of CJOR in sales and advertising were on hand to applaud. The presentation was followed up when Frank Baker presented CJOR president George Chandler with a more life-like trophy borrowed from the Vancouver Museum. (Inset) Gathered after the official Beaver presentation, the large picture shows, left to right: Art Chandler, chief engineer; CJOR; Wally Knox, promotion manager; Dorwin Baird, editorial director; Don Laws, commercial manager; George Chandler himself; Jack Webster, news editor; Vic Waters, production manager; Chris Crombie, The Vancouver Sun ("That A Fair Question"); and Herb Gates, "Sun" Promotion Manager. Absent — Arthur Helps, moderator of "Town Meeting In Canada" and His Worship Mayor Fred Hume, who messaged: "Teamwork has won this award and as a personal friend of the members of that team, I know it was well deserved." The proceedings were taped and broadcast by the station during the evening and the next morning.

In This Issue:

U.S. Consultant Hugh Feltis urged radio men to come in from the golf course—between foursomes. Page 6.

A CB & T Retail Survey by Glen Smith shows radio rates high with appliance dealers. Page 10.

The WAB got a lot of sound advice for sound broadcasters on holding their own in these days of change from Jim Allard. Page 14.

In the Telescreen Section

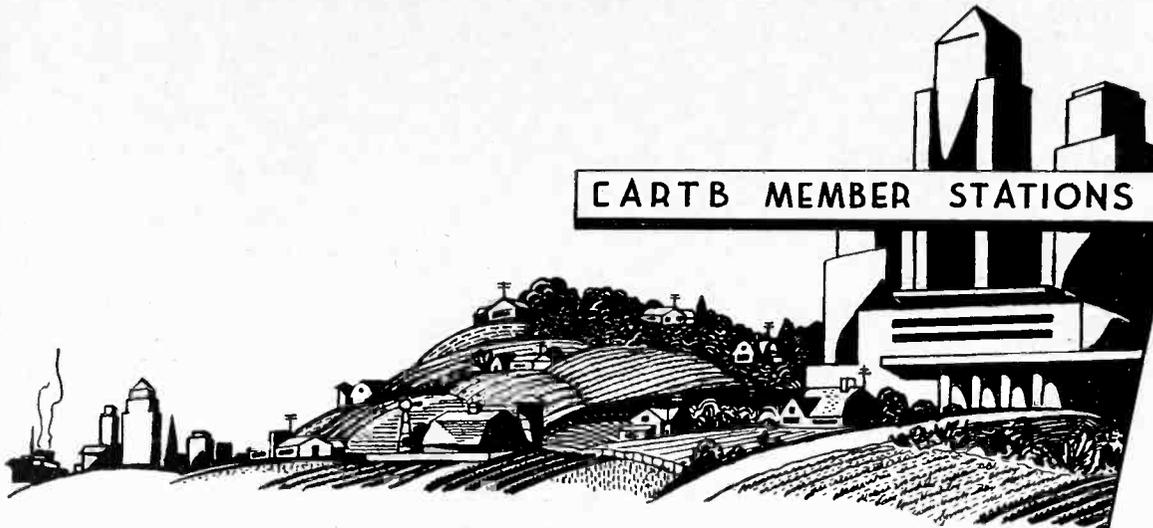
CKCO-TV went all out on their play by play of the Ontario Amateur Golf Finals. Page 21.

The CBC announcement that color is coming in '56 indicates to Les Holroyd that "Someone Changed His Mind". Page 22.

UK Commercial TV kicks off with a fat book of rules, one of which is that sponsors are not going to control the programs. Page 26.

All The Regular Features As Well





"Yes Days"

Summer Days are "Yes Days".

People on vacation are relaxed. Nothing perturbs them. They are far more likely to say "Yes" when they've taken off for the country, leaving their worries in town.

Wise manufacturers and merchants take advantage of this by feeding their gentle reminders over the car radios, cottage radios and portables, which are standard equipment with holiday makers now.

*Wherever You Go
There's Radio*

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

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

CARTB Member Stations

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



Les Holroyd's Show Case

BUSINESS IS EVERYONE'S BUSINESS

A PROGRAM which is in the unique position of being the only one of its type in the Toronto area and which pulls the heaviest response in telephone calls and letters of any show carried by the station and yet is at present unsponsored is "Today In Business" aired five nights a week by CKFH.

The most listened to part of the ten minute show, according to the telephone and the mail, is the closing report of the Toronto Stock Exchange. Given here are the 20 or 25 most active stocks in each of the three categories of mining, industrials and oils. In addition there is a resume of trading on the London and New York exchanges and the Dow-Jones closing averages.

The program also keeps its audience informed on a wide variety of business and financial news. Covered are such topics as newly issued construction permits, strikes and impending strikes, executive appointments, news from Ottawa about tax changes and the myriad of other things which make up a day in business.

When possible, interviews with visiting businessmen or industrialists are tape recorded for airing on Today In Business. Recent interviewees have included Sir Harry Pilkington, president of Pilkington Glass Limited and Commander Whitehead, the "Man from Schweppes."

Running now for two years, with the present announcer Len Rowcliffe broadcasting it for over half of this

time, the show has had three different sponsors. These were Hertz Drive Yourself of Ontario (car rentals) and two Toronto stock brokers. The reason they gave CKFH manager Howard Caine for dropping the show was that when they listened to it themselves they were bored and they felt that this would hold true for all the radio audience.

They couldn't have been more wrong! Last summer it was decided to discontinue the program. The cancellation was announced on the morning stock report and before the afternoon was very old the station had received over 100 telephone calls asking that it be kept on. Most of these were from Toronto but calls also came from as far afield as Beaverton, Oshawa and Guelph. The program schedule was reshuffled and Today In Business has been on ever since.

The program has this audience because, as Caine explains it, the closing reports of the stock exchanges are published only in the late editions of the daily newspapers. Since these aren't the copies delivered to homes and aren't available except in the central part of the city, the show has many listeners in Toronto as well as in the surrounding area.

SALES! SALES! SALES!

Support your salesman in Northern Ontario with

RADIO

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

MR. DISC JOCKEY, USA

Curley Gurlock, a disc jockey with CJCA, Edmonton, has been named "Mr. Disc Jockey, USA" by the Country Music Disc Jockey Association. Gurlock was informed of the honor by Oscar Davis of WSM, Nashville, Tennessee, following the Association's recent annual meeting.

Gurlock was born in Lethbridge, Alberta, and was active in western-music bands before joining CJCA as a disc jockey three years ago. He will appear on an hour long radio and television network show which will originate from Nashville, next November 25.



PORTRAIT OF A BUYER'S MARKET

Mrs. Buyer, once anxious to be sold, has now become "Choosy". 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!

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



MONTREAL

MEMO to an ADVERTISER

Field days, agricultural demonstrations and fairs are stimulating buying impulse in Western Canada. CJGX covers these events.



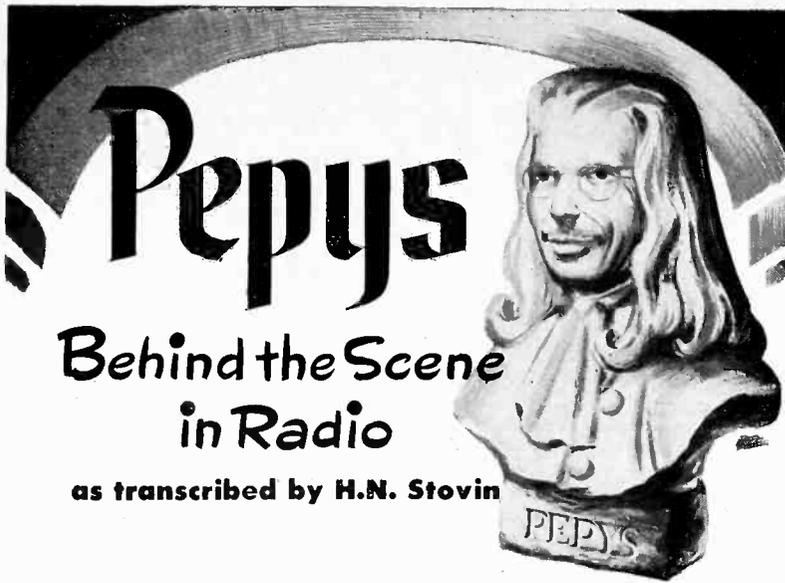
THERE'S ALWAYS A REASON TO USE WESTERN CANADA'S FARM STATION

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.





Much goodly activity to report from our busy Stovin stations, who, I do believe, have not yet heard that Radio is supposed to experience a "summer slump!" ● ● ● From the Radio Director of a Toronto Advertising Agency, the word "I thought you might be interested to know that at the end of the second week of broadcasts on CHED Edmonton, this station gave us an excellent return, the cost per order being the lowest of 47 stations carrying the campaign. I am very much impressed" ● ● ● CJOR Vancouver does report modestly on an amazing success story. RCA Victor did bring into that city 80 special albums to sell at \$35.00 each. One dealer, Thompson and Page Limited, seven years on Ross Mortimer's "Take it Easy" from 2 to 3.30 p.m., did ask Ross to devote three spots to push the albums. Another dealer used a newspaper advertisement, while a third did use spots on another station. Every one of the 80 albums was sold, but this is not the end of the story. *Every dealer advised that Ross Mortimer's name was mentioned with each of their sales.* As will surely be written by somebody in a century or so "Do Love That Man!" ● ● ● CKY Winnipeg justly gratified by its impressive B.B.M., no less than 192,510 homes — with strong penetration into rural areas. Also proud of the large list of advertisers now using CKY exclusively to reach those rural areas. They do quote in proof six major advertisers now capitalizing on CKY's vast sales potential, to wit: International Harvester, Cockshutt Plow, J. I. Case, United Tractor, Allis-Chalmers, and Huggard Equipment — all of whom are getting steady and positive response to their sales messages over CKY ● ● ● Though these many years in the medium, do still marvel at the power of Radio, when well administered, to sell goods and services — which is the moral to these stories.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

Community Service

LONG ON LAUGHTER



EMCEE AND ORGANIZER of the "CHED Variety Review," CHED's news director Al Slaight is the magician of the show (in inset) and completely captures his youthful audience.

BEHIND the day-by-day barrage of on-the-air promotions, newspaper ads and out-of-the-ordinary gimmicks, CHED, CHEDmonton—as it likes to call itself—has been presenting a feature it does not promote. One night each week the *CHED Variety Review* plays to the unfortunates in an Edmonton hospital, home or institution.

Those who have seen it describe it as a bright and bouncy one-hour show, that can be staged in the larg-

est auditorium or the smallest ward. The show is not broadcast and receives no form of publicity. It is strictly a CHED community service project for which the reward can only be an inner feeling of satisfaction.

The show is organized and emceed by CHED's news director, Al Slaight, who invariably brings the house down with his blend of humor and magic. The present troupe also includes a ventriloquist, instrumentalists, a vocal group and a "master-of-the-mime" who pantomimes well-known recordings. The show is planned to appeal to all age groups, and usually includes plenty of audience participation. "Of course it is tough to get spectators onto the stage," explains CHED manager Don McKay, "if the show is being presented in an iron lung polio ward or a home for the aged. But the laughter and applause come just the same."

CHED pays the shot for the best entertainers in the city to appear on *The Review* each week. When the circuit of all Edmonton institutions is completed, a new show is organized and it makes the rounds again, with sixty minutes of top-notch entertainment for which the pay-off is laughter, the bonus a cup of coffee, and the welcome, a fervent "come again soon."

In the North

RADIO SELLS

To move merchandise in Northern Ontario you need

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

The "Northern" Stations

CFOR ORILLIA

IN CENTRAL ONTARIO

Delivers

★ **GREATEST POWER**

★ **BIGGEST BBM**

★ **LARGEST CITY AND AREA ACCEPTANCE**

5000 WATTS

Stephens & Towndrow Ltd.

Toronto - Montreal

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

Editor & Publisher RICHARD G. LEWIS
 Art Editor GREY HARKLEY
 Editorial Dept. GLEN SMITH
 LESLIE A. HOLROYD
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Vol. 14, No. 14

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

July 20th, 1955

Disagreement Is Democracy

A report appeared in the last issue of this paper to the effect that the Western Association of Broadcasters had passed three important resolutions. While these resolutions concerned three matters as vital to the industry as equitable performing right fees, legislation to set up the long-sought independent regulatory body for all broadcasting and the right to have competitive TV, it was not their nature that was so significant. What really counted was the fact that steps taken by the parent Canadian Association of Radio & Television Broadcasters in these regards had been enthusiastically and unanimously endorsed by two important regional groups, with virtually no one abstaining from voting.

First to express approval was the Atlantic Association of Broadcasters, last month, at their convention at St. Andrews, N.B. One week later, the Western Association gave the same matters the same treatment at Jasper.

For a variety of reasons, it must be a matter of considerable gratification to the national organization to receive these demonstrations of unqualified approval from two representative groups of the industry.

In the first place, it is always pleasant to hear we have accord from people who might easily disagree. More important than this though is the fact that the officers of such organizations as the CARTB must know their members' opinions if they are to do their pleasure.

If most members express their views, the procedure is an exemplary case of the democratic system at its best. But if only a few have the courage to say what they think, democracy becomes tainted with dictatorship.

• • •

This paper has, at times, taken it upon itself to criticize officials of various reforming bodies who, claiming to speak the thoughts of their followers, lash out at all manner of business, recreational and other activities. Frequent checks disclose that members of such bodies know nothing about the views that are being expressed as their own. The fact of the matter is, of course, that they have never taken the trouble to tell their elected or appointed officials what they really think, so that the officials are justified in assessing silence as consent and assuming that their own views are endorsed by their members.

RADIO RIBS... by Harkley



"I wish I'd said that."

It is because of this kind of backwardness that organizations of a certain religious denomination, among whom a large percentage must be business people of high principle, who nevertheless smoke, drink and perhaps even gamble in moderation, can and frequently do record resolutions implying that these people, along with the other members, regard these practices in which they regularly indulge, as being out of accord with Christian behavior.

By the same token, it is because members of trade associations — and the Canadian Association of Radio & Television Broadcasters is only one — don't seem to have the courage to express their views, that non-representative, and therefore undemocratic steps are taken by the associations, and other organizations that are supposed to represent them.

If the matter had been put to the vote of the full membership of the Association of Canadian Advertisers, would the CBC have been accorded a seat on the ACA awards jury, thereby being accepted by the industry as part of the advertising business?

Elections are not won by people who vote. More often the results rest with those who stay away from the polls.

The crippling strikes which, from time to time, paralyze industry and cripple the country's economy, are caused by the union members who stay away from the meetings.

Government is continuing its steady and unrestricted encroachment into the fields of business, not because people think it should, but because people who really

don't think it should don't think it's worth the trouble to say what they think.

The cliché says that a chain is as strong as its weakest link. To reverse the order, the CARTB — and therefore the radio and television broadcasting industry — is as weak as those of its members who don't have the intestinal fortitude to say their piece, and would rather abstain from voting than openly disagree.

Who's Kiddin' Now?

After firm statements that color TV would have to wait until the CBC was good and ready to start at it, voiced in the past two months by most CBC top men and Hon. J. J. McCann, the responsible minister, it now seems that the CBC is ready.

The information comes from a provision in the CBC's budget of a half million dollars to be used for experimenting in Color TV during 1956.

The press front-paged the story. The president of the Radio, Television & Electronics Manufacturing Association said it was a fine thing for his industry as it would enable his manufacturers to open up a new field in color receivers. But let's face it. Just how far will a half million dollars go in developing color television, broadcasting's multi-billion dollar son, when it costs not much less than this amount to establish just one black and white transmitter?

In this present stage of its existence, the CBC for some reason best known to itself, is bending over backwards to be nice to everyone, even private broadcasters. This could be for any one of a variety of reasons. One is that it is saddled with a commercially bankrupt Dominion Network and has contracted to pay the wire line companies half a million dollars a year for another two years for the transmission lines it doesn't know what to do with. It could also be that it has wakened to the realization that its black and white TV operation is for the birds and now it is wondering what on earth to do with color. It could be that it wants to throw the private telecasters into a crazier tailspin than it has been able to do with black and white. Perhaps more likely than anything, it wants to get the manufacturers off its neck.

Anyhow, it would be our advice to take the CBC color announcement with a grain of hypo, and not let this new issue becloud the important one — competitive TV.

POINTS of Sale

Had to quit doodling the copy for this ad to talk to a national advertiser (name if we must) who decided last weekend that people still live, eat, dress and stuff-like-that-there in the summer months. Not only this, but he had realized that while some radios move out in the summer, at least as many move in. He also came up with the idea that holiday makers are easy to sell when they are relaxed. Then he set the machinery in motion for a sales campaign on a nice long list of stations.

It's summer time, with a bonus of tourists and holiday makers in these live community markets:

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

YOU DON'T BEAT TV ON GOLF COURSE



A Report of a speech by HUGH FELTIS, who knew what he was telling them to come in from!

IN spite of the few television stations already operating in Western Canada, radio in that part of the country is not yet faced with television in the true sense. On the contrary, it is right now sitting blissfully in the quiet-before-the-storm period which invariably comes ahead of television. And when the storm does break, as it must, radio is not going to ward it off by cutting its rates. This was the opening shot of a blunt warning heard by Western Canada's free enterprise broadcasters at their Convention at the Canadian National Railways' Rocky Mountain resort, Jasper Park Lodge, late last month. The warning was sounded by a guest speaker from south of the border, in

the person of Hugh Feltis, who used to come to CAB conventions eight years ago, as head of the American industry-owned Broadcast Measurement Bureau (now defunct), and who, since that time, has established himself as a broadcast management consultant and station sales representative, with headquarters in Seattle, Wash. Speaking of the coming of TV from his own experience, Feltis warned that the day is coming when "the sun won't be shining so brightly." He went on to suggest that "there is something you (radio men) can do to get the roof repaired (against that day)."

He told the meeting that "a lot of emotion goes into the television busi-

ness during the trial period, when it becomes a smart thing for agencies to drop radio and start TV." It has nothing to do with the sales effect of the advertising, he felt, but was rather a case of "one agency man showing his new television program off to another." Explaining it as inevitable, he said, "there is nothing you can do about it and some of it will rub off on the advertisers. You simply have to wait for it to wear off."

He felt that this situation would be less evident in Canada because, in most cases, an area has already seen and heard outside TV stations on sets which have already been in use for some time before the local station gets going.

MUST CUT OPERATING COSTS

Feltis expressed himself as being amazed at the size of the staffs at Canadian radio stations. In 1949, when he went to KOMO, Seattle, there was a staff of 150 people. This, he said, has now been reduced to 50, and Western Canadian stations should use this lull period before TV really gets started to make do with fewer people and lower fixed operating costs. The trend is for fewer people earning more money, he said.

He urged managers, especially owner-managers, to get themselves free of details, and so fit themselves to face the critical times ahead.

LOOK TO THE PROGRAMS

On the subject of radio shows, Feltis said that "TV has caused fabulous changes in radio programming. CBS and NBC have gone through all kinds of gyrations," he said, "and with many national budgets diverted to television, the pattern of national network radio is not yet clear in the States." Possibly, he felt, this kind of radio would evolve into some sort of a wired program service deal. "If networks are relying on commercial support," he said, "there has to be a change. You can always get the chamber music for sustainers, but it is the commercials that count."



keep ahead of the game IN NEW BRUNSWICK

CFNB

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

NEW BRUNSWICK'S MOST LISTENED TO STATION

For the whole story see

The All-Canada Man

Weed & Co. in the United States

Radio--Has More Than Doubled Its Volume In Seven Years

He went on to point out that in the States, change of network programming has given rise to an increase in the number of independent (non-network) stations, which is in tune with changed listening habits.

You can't do anything else while you are looking at television, he said. It requires the most intense kind of concentration, and the people of the United States cannot stand concentration in too large doses. They need something else to ease the tension, and this is where the background music supplied by radio comes in.

"The basic thing about radio programming," he continued, "is that if your market is a multiple station market, you have to decide what kind of service you have to offer," and then go ahead and concentrate on that. He said he was amazed how little attention station-owners have given to their programming. "They are too busy sailing their yachts," he quipped. The right programming formula is to "decide what the other fellow can't or won't do and then work at that."

KOMO was about to go broke, running into the red at the rate of about \$20,000 a month, he said, when he took it over and saved it by turning it into a sports station. He spoke of stations which defy precedent by offering listeners good music in the daytime. Others become good disc jockey stations. And then, in each market there is going to be the one outstanding station, with the best participating shows, the best news service, farm programs, women's hours. He said it should be just like the *NEW YORK TIMES*, which simply makes it its business to be the best.

SELLING THE MEDIUM

Television won't hurt stations so much if they don't depend on national business, provided they work at intelligent promotion, he said. "They need to come up with demonstrations of program effectiveness, because of the guys in the agencies who get lost in the new glamor of television.

"It is pretty important for radio," he went on, "to have something going on which can show that the audience is still there." He mentioned a *Fiesta* giveaway program which brought in twenty thousand letters a week, comparing very favorably with mail pull cost for TV ratings. BBM and other forms of research are simply tools, he said. What really counts is: "Did you sell the groceries and how much did it cost?" If you can sell groceries and have a good program at the same time, then you know how to run a radio station.

POTENTIAL IS STILL GOOD

Feltis said he found himself unable to get tremendously perturbed about the future of a business which has more than doubled its volume in the States, from \$156 million in 1946 to \$328 million seven years later in 1953. However, he warned that everyone won't be able to make money as easily as they have made it in the past.

"It isn't going to hurt some of those golfers to come in from the golf course and go back to work

in their radio stations," he said. Since TV, "some Seattle radio stations have had the biggest years in their histories," he went on. "Others are in the red."

The speaker urged the radio men to stop sniping at other stations and to turn their guns on the other media. As an example of how this can be made to work out, he cited the case of the station which found that after a year's concentrated drive, two-thirds of their accounts were concerns which had never spent a dime on radio before. "Getting new kinds of accounts is one of the most important steps for radio," he said. "Newspapers and magazines have done a better job of selling than radio," he taunted, "and sooner or later we'll have to do what they do."

Feltis went on to point out that radio is not the same as newspapers and it is not the same as television. "It isn't true," he said, "that everybody can use radio to sell everything. It is true that some people can use television best." He advised them to make sure that radio was the right medium for an account before spending time trying to sell it.

His four sales approaches were:

(1) Analyze the prospect and then, if it is a company which has never used radio, "pitch for the medium itself," because it may never have heard the story. He felt that each station should have someone on its staff making pitches to people who have never used radio.

(2) Analyze the client who is "at least warm enough to listen." Feltis thought that the man who would be interested in finding out if radio would help him should be approached differently to the one to whom the idea is new.

(3) "Then there is the client who is using radio, but you, with your specialized audience, may have something extra for him." This wasn't a destructive approach, he said, but the possibility of adding to what was already being done.

(4) Finally, he said, there is a need for real know-how about how you sell merchandise. "I have never talked to an advertiser about selling more goods for him," he said, "who didn't have time to listen." He went on to suggest that the man is not so interested in program structure and such technical details as much as such points as getting distribution for his own goods.

"You need the facts when you are talking to these people," Feltis continued. "I don't like blue sky salesmen, who are entertaining but never bring you anything. I like the 'just facts man'."

However, he went on to suggest that "there is nothing duller or less effective than a big fat page copied out of a marketing magazine." Facts should be made useful, he felt, adding: "You are more than a reference librarian. I never let a statistician write the final page that's going to be shown to the client. There's nothing duller than one statistician talking to another."

CIRCULATION RATES TOP

"Circulation is the basis of all advertising," Feltis continued, "and you've done a magnificent job in this country of keeping the Bureau of Broadcast Measurement together. Other media bring circulation figures

to life when they use them, and radio should do the same," he said.

As far as local advertising is concerned, he said, "just keep giving the retailer ideas and to hell with research."

In the case of national business, he reminded them, "the agency guy that buys the time has to justify what he buys to someone else. After he's heard your pitch," he said, "he has to make his recommendation to someone you may never see. If you haven't left him the right kind of ammunition, or if your competitor has done better, you've missed." He advised them to pay less attention to all other kinds of audience measurement and to remember that "sales effectiveness is the only thing that counts."

Feltis contended that sometimes merchandising helps and sometimes it doesn't. He said that it was wrong to give the account a check list of merchandising services which you are going to give him whether he needs them or not. "If you do it for this guy, it doesn't mean you have to do it for that one," he said. "If you can sell his groceries, you are going to do business with him anyhow. He's going to dance with the guy who helps him."

In closing, Feltis advised the broadcasters to keep on their payrolls only those salesmen who bring in the business, and added, "whatever you are paying them, you should pay them more."

MORE DRIVE IN 55!

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

Add this Market
to your next Campaign.

CKBI

PRINCE ALBERT

Saskatchewan

5000 WATTS

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

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.



CASH IN

ON THE BIG WEEKEND AUDIENCE THIS SUMMER IN EASTERN ONTARIO!

CKLC

HAS MORE LISTENERS THAN ANY OTHER KINGSTON STATION

IN 15 OUT OF THE 16

SATURDAY & SUNDAY LISTENING PERIODS

FIRST BY FAR!*

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

CKLC KINGSTON

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

Tourist Trade

CALLING ALL MO-TOURISTS



Photo by Stilling
HERE IS CFCN'S "COURTESY CAR" IN ACTION, with Don Thomas, CFCN Chief Announcer, at left, his first aide, Paula Wright in the centre, talking to a passing John Q.

A PROGRAM which is aimed primarily at tourists is bobbing up all over the country—continent, in fact. Called *Courtesy Car*, this show had its beginnings in the States, with Robert J. Dean, who launched it way back in 1948 on KOTA, Rapid City, South Dakota, and is now syndicating it both sides of the border. Gordon Carter, Calgary, has acquired

all Canadian rights from Dean and has it running on CFCN, Calgary, where he is production manager.

The way they work it is with a Meteor Ranch Wagon, bright red, with "CFCN Courtesy Car" prominently displayed on all sides of a rack which fits on the roof.

The motor is souped up with a special generator and power supply to operate a 60-watt FM transmitter. The signal is picked up by the station and rebroadcast over the regular AM.

Chief announcer Don Thomas drives it out on the highway for three daily half-hour programs, designed to keep tourists in and around Calgary for an extra few days by keeping them filled in on events and attractions.

Each show includes a newscast, done from the station, and road and weather reports which are aired from the car. There is also tourist information, such as the availability and whereabouts of accommodation, and other gen on where to eat, where to sleep and what to see.

Don, who is aided and abetted by Paula Wright, intersperses the items

Okanagan Invitation

MOTORISTS driving towards Penticton, B.C., are told, via their car radios, what vacancies there are, if any, at The Prince Charles Hotel.

This hotel makes full use of CKOK-Radio, with five-minute daily newscasts, at 5 in the evening, a weekly half-hour of Scottish recordings and spots Friday and Saturday evenings. In the winter, they are aiming at local people, suggesting they have dinner at the hotel, which now has an extremely up-to-date cocktail lounge. In the spring, though, as soon as the tourist season begins, they phone the station just before program time to say how many vacancies are available. This information is worked into the commercials, with the thought that they will reach people approaching the city in their cars and wondering where they are going to stay.

The sponsor reports that reaction to this is consistent and often results in the hotel receiving a phone call before the program is off the air. According to the management, it has done a great deal to offset sudden vacancies due to last-minute and unexpected cancellations and early check-outs.

on the program with interviews with tourists. He invites passing motorists, calling them by license numbers, to pull over to the side of the road or street if they want information. Then, if they were listening to the broadcast and do as he suggests—and he says it is surprising how many are and do—they toot and pull over, and he interviews them right in their cars and the interview goes out on the air.

The *Courtesy Car* operates fifteen miles out on the four arteries that enter the city.

The nature of the program is such that it readily accommodates spots for such sponsors as auto supplies, gas, hotels, restaurants and anyone else interested in tourists.

After its first week on the air, British-American Oil Company was using the program. B.C. Fruit Processors had spots and also were having Don hand interviewees glasses of ice cold Okanagan apple juice. A hotel in Banff, the Timerline, was also on. Nibbles were coming from all quarters.

A WORLD of promotional ideas and merchandising features await you at

CHLO

LONDON and ST. THOMAS

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

CHFA

The West's "Most Progressive French Radio Voice"

serves

EDMONTON

and

NORTHERN ALBERTA

effectively!

680 KCS.

La Voix Francaise De l'Alberta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

NOW **AMPEX** Frees Your Staff for Other Duties



New
AUTOMATIC BROADCAST PROGRAMMING SYSTEM

a new concept in radio . . .

Here's a major step in radio progress — pre-taped programs precisely cued to pre-taped announcements for continuous automatic broadcasting for anything from 15 minutes to 15 hours. Two Ampex 450 tape reproducers are operated alternately, automatically cued by sub-audible trigger signals, automatically time-corrected every 30 minutes. And it's a versatile system, that can be operated with conventional broadcasts at any time.

a new time-saving system . . .

Just push a button and you automatically release your staff announcers for other duties. You can actually extend your broadcast day without increasing your staff. "Flubs" are eliminated and sponsors are better satisfied. You can use your own material or buy programmed segments from commercial sources. You'll save time — save dollars with Ampex.

Signature of Perfection in Sound Equipment

AMPEX

Canadian General Electric Co. Ltd.
 Section B-1565
 830 Lansdowne Ave.
 Toronto 4, Ontario.

031W-053

Please send me information on Ampex Automatic Broadcast Programming System.

Name _____

Address _____

Exclusive Canadian distribution to Broadcast Stations by
 Electronic Equipment & Tube Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

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

Wherever You Go, Radio Sells Appliances

By GLEN SMITH

THIRTY radio stations from Newfoundland to Vancouver, sharing well over 300 appliance dealer sponsors, say without exception that their retail appliance sponsors spend the bulk of their budget in radio, and that radio gets results. Investigation also shows widespread evidence of skill employed by the stations in providing their appliance dealers with times, types of programs, spots and continuity, well suited to their clients' needs. The percentage of individual budgets allocated to TV sets, refrigerators, ranges, washers and other lines varies with seasons, locality and each retailer's market.

A case in point of appliance retailers' product selection being governed by locality, is supplied by Geoff Stirling of CJON, St. John's. Our most easterly correspondent reports that with television coming on the air within six weeks, most of the retailers are now stressing television. CJON has practically every major appliance dealer in St. John's advertising on a regular basis and has found that the average one favors 15-minute programs. Before TV became a near reality, the group stressed all kinds of appliances, including refrigerators, irons and washing machines.

A success story in St. John's was written for Bowring's Department Store by CJON. Bowring's is one of the largest department stores with an appliance section in Newfoundland and had stocked "Fleetwood"

television sets. Fleetwood was an unknown name in Newfoundland and they hadn't sold any other appliances under that brand name before. Faced with competition from such well established brand names as RCA, Marconi and GE, they bought a program called Television Progress Report, recommended by CJON. The show is aired twice a day and features Fleetwood receivers.

The program constitutes a progress report on CJON television installation, day by day. For example, a recent broadcast was devoted to a story about the arrival of 73 tons of cement from Halifax and transporting it to the site for erection of the television antenna. The report ended, of course, with a plug that "you'll be able to watch CJON-Television best with a Fleetwood

receiver." Obviously the program does an institutional job too, for Newfoundland's forthcoming television industry, which is a plus that should benefit the advertiser as well.

Fred Ayre, general manager of Bowring's, stated that in his opinion it is one of the best examples of radio's effectiveness that he has ever witnessed. It seems that their customers no longer question what brand they should buy—only what size of screen. Bowring's are very pleased with sales and orders for sets that have been placed. Geoff Stirling writes: "In view of the fact that there is not even a test pattern on the air, and won't be for a few weeks yet . . . and no other outside signal gets in here, we feel that since Bowring's have got out such a large number of sets into homes, and have orders running into hundreds, when the test pattern goes on, this is a remarkable example of what can be achieved with a little bit of imagination."

THEY CAME IN CARLOADS

"We've got 'em, now how in hell are we going to sell them?" That's the statement that confronted CHAT, Medicine Hat, when they visited one of their local appliance dealers. CHAT's report explains that, "they had gone on the hook and bought a carload of refrigerators."

CHAT suggested and sold a saturation of 65 spots to run two weeks on a Monday through Friday basis. They report that at the end of the two weeks the dealer only had three models left on the floor. He gives full credit to radio since it was the only advertising he did. The spot saturation campaign supplemented his regular advertising, which consists of a half-hour show and a spot a day, Monday through Friday.

Another CHAT success story concerns an appliance dealer who has had good results with a program—Treasure Chest of Melody. A monthly contest is run in conjunction with the program, whereby people send in the names of about-to-be married couples they know. A letter is drawn from the "Treasure Chest" each month-end and a small appliance prize is given to the letter-writer. From his record of the engaged couples, the dealer sends a card reminding them that their name has been sent in by a friend and that the card entitles them to a 15 per cent discount on merchandise purchased either before or after the wedding.

In addition to supplying a prospect list and a buying incentive, the promotion has resulted in an overall increase in sales. This retailer runs three spots a

Advertisement for CKCK Regina featuring a wreath with the text "BETTER THAN EVER" and "59.6% OF SASK. RADIOS". Includes a cartoon character and the text "DIAL 620" and "Representatives: All-Canada Radio Facilities".

week in connection with the show plus a saturation campaign at least once a month for various sales promotions.

CHAT has 17 appliance dealers on the air, with the majority of them preferring spot announcements and flashes.

LONDON DEALERS FAVOR SPOTS

In the London area, CFPL Radio reports that aside from one 5-minute sportcast and one 15-minute news-cast their appliance time buyers prefer spots, either on a yearly basis or in saturation packages.

On the average, the proportion of the budget allocated by the London merchants is 40 per cent to TV, 20 per cent to radios, 35 per cent to white goods, 5 per cent to small appliances and other lines. This is in an average market with local television coverage.

Urlin Appliances, a dealer in a village four miles north of London, had heard city dealers using CFPL-Radio for saturation packages. He had bought 29 of last year's model refrigerators in a "Package Deal" and decided to invest his quantity discount in radio and newspaper advertising. Since he was new to radio and interested in results, he asked each buyer where they had heard about his sale. Radio sold 24 of the 29 units, and the traffic created by radio also sold 2 deep-freeze units and 3 electric ranges. Many were sold to Londoners who would never have heard of this dealer but for radio. As a clincher, CFPL says, "this dealer now has a regular spot in our farm show."

SPONSOR ON 15 YEARS

A cross-section of CKRM Regina's appliance advertisers shows that they have about 30 local and 15 to 20 rural dealers on the air. The majority are year 'round advertisers who use spot campaigns. Some sponsor 15 and 30 minute musical programs, while one dealer has a daily news and sportcast.

Jack Boitson cited the case of Crescent Furniture, which is CKRM's largest appliance advertiser. This retailer has been using the station continuously for over 15 years. The present budget allows for a daily 5 minute news-cast at 12 noon, and a daily 10 minute sportcast at 12.40. To supplement this, Crescent uses a saturation spot campaign almost every week-end, consisting of 30 spots on a Thursday, Friday and Saturday. Also, from time to time, they sponsor sports events — football, curling and baseball. This dealer uses some newspaper and TV advertising.

Dave Levene, general manager of Crescent Furniture, who believes in specializing in certain items and coordinating all media, has this to say about advertising. "It's the life blood of a successful retail business. It is the greatest individual force one can have and use to insure continued success." Mainly built on CKRM radio advertising, this company's growth has been rapid. Today they have two large stores in Regina, one in Moose Jaw, and one at Swift Current, all springing from their one main store in Regina, which started only 15 years ago.

CHAB AIRS AIRMEN

A Moose Jaw department store advertiser has a series called *Meet the Air Force* on CHAB. This program features a personality announcer and uses talent from the permanent Air Base south of Moose

Jaw, interspersed with interesting facts about Air Force personnel and administration. The dealer also uses saturation spot and teaser announcements whenever there are special items to sell. For example, in the last half of June, thirty spots sold thirty Frigidaires.

In another case, an appliance and furniture store in Swift Current which had a fire in its warehouse rented the local rink and moved its entire stock into it. Saturation spot announcements on CHAB created a fabulous sale and moved the whole stock of merchandise.

46,000 VIE FOR FRIG

From CFCL, Timmins comes a case history of a promotion with results laid right on the barrel-head. Earl R. Hurst, Timmins appliance dealer wanted a super-doooper promotion to push their new Frigidaire products. The station came up with a local amateur contest that lasted 20 weeks, ending just before Easter. To obtain a good mailing list, CFCL suggested that listeners be encouraged to vote for the artist of their choice each

week. A draw for a new Frigidaire refrigerator was announced for the end of the contest. The dealer received over 46,000 entries during the campaign from as far distant as Hearst and Ramore. His sales skyrocketed and Hurst has been using radio on a large scale ever since.

In the land of Evangeline, a Kentville, N.S. appliance dealer was in dead earnest when he said, "we're doing practically all of our advertising on the air and we give it full credit for this tremendous business development." These words were directed to CKEN-CFAB, Kentville-Windsor as a result of the results obtained by his sponsorship of *Woman of the Year*, which started in March of this year. The program ran 8:00-8:30 Sunday nights, together with daily spots Monday through Friday. At the middle of June a sales check from January 1 to June 11 revealed that the retailer, F. J. McEachern, had rolled up a sales volume which was 75 per cent of his whole previous year's business. So *Woman of the Year* was ditto at the

half year mark.

With a short jump to P.E.I., CFCY Charlottetown reports briefly that their appliance dealers prefer spots or newscasts; they are quite regular advertisers, who allocate about 80 per cent of their radio budgets to white goods and 20 per cent to television receivers.

In the wheat country, throughout CJGX, Yorkton's area, appliance stores prefer hard-sell, "blanket" spot campaigns, geared to a specific promotion. They're regular advertisers, using a small number of spots each week for store name recognition, and stepping them up to 10 or 20 spots a day during a large promotion. Jack Goodman said, "about 70 per cent of the radio advertising is devoted to white goods, 20 per cent to radio receivers, and 10 per cent to other lines. As to television, there ain't no such animal here" . . . yet.

TORONTO 50% TV

In the metropolitan market of Toronto, CKFH reported that appli- (Continued on page 13)

CKRC

Completes The Picture



CKRC announcer Bob Bye interviews customers at the opening of North End Furniture's new store. These interviews were broadcast from the store on CKRC's popular "Saturday Afternoon Parade of Bands". 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.

cjoc
LETHBRIDGE

throws

A
10-THOUSAND
WATT
SWITCH

ANOTHER IMPORTANT MILESTONE IS REACHED IN THE 29 YEAR STORY OF SERVICE TO SOUTH ALBERTA WITH A DAYTIME BOOST IN POWER TO 10-THOUSAND WATTS

for YOU this means . . .

IMPROVED SIGNAL TO PRESENT LISTENERS AND A HOST OF NEW FRIENDS IN FORMER FRINGE AREAS

37% of the people listening all the time 88% are listening to **cjoc** LETHBRIDGE

FOR NEW COVERAGE RANGE AND 1/2-MILLIVOLT CONTOUR SEE YOUR ALL-CANADA MAN ABOUT SOUTH ALBERTA

(Continued from page 11)
 ance dealers cover the waterfront with all kinds of shows, including news, sports, spots, and musical programs. The percentages of money allocated to the various lines somewhat reverses the general trend in this highly competitive area and stresses television receivers with about 50 per cent on the average, 20 per cent for radio receivers, 20 per cent for white goods, 10 per cent for small appliances and 5 per cent for other lines.

PROMOTION ON THE MOVE

The Canadian Propane Limited has found John Nesbitt and his *Passing Parade* a perfect vehicle for making the home-maker aware of their products. This program is broadcast daily at 9:30 a.m. over CFCW, Camrose, Alberta. The station arranged to have poster cards installed on all Canadian Propane trucks which ply the highways in East-Central Alberta. The posters don't promote Canadian Propane, but CFCW and John Nesbitt. This is important coverage because the trucks roll up a month in the rural areas where propane is sold. The client stated that their dealers have received widespread recognition through the use of radio and no other medium. This is quite significant since the company is a comparative newcomer to the appliance field in East-Central Alberta and the program started only five months ago.

CFCW has fifteen appliance dealers on a yearly advertising contract and six more who use solitary shows. The majority of them prefer spot announcements and the group comprise about 80 per cent of all dealers in CFCW's listening area. Most of them have decreased their newspaper advertising by a fair share to take advantage of radio's flexibility.

Henry's Furniture Store in Rouyn, Quebec, a Westinghouse dealer, offered a 1955 Nash Metropolitan to the person who could guess how much money was in his store window. The 20 by 10 foot display showed the car with a miniature farmhouse in the foreground, complete with stream, bridge, cattle, roads and trees. Pennies, nickels, dimes, quarters and dollar bills were spread throughout the display.

The radio campaign consisted of a broadcast in front of the store at the opening and spot announcements for a month prior to the final day of the contest. CKRN gave progress bulletins on the contest and other information related to it. The result, according to the sponsor, was the most successful promotion he had had during the past six years.

WHEREVER YOU GO . . .

CHED, Edmonton has 16 sponsors who feature appliances fairly regularly, and 8 plug them occasionally. Two of them use newscasts; 19 use

spot announcements; and 1 has a program.

In Saint John, N.B., CFBC states that appliance stores prefer programs of currently popular music. Their sponsors' budget allocations divide between their lines with 33 1/3 per cent for television receivers, 20 per cent for radio receivers, 33 1/3 per cent for white goods, and 10 per cent for other lines. By contrast, CKCW, Moncton estimate their sponsors' split as follows: white goods — 60 per cent, radio and television sets — 25 per cent, small appliances — 10 per cent, all other lines — 5 per cent.

On CKX, 10 dealers use spot announcements, 1 has had a sportscast for 8 years, 2 sponsor hockey, 1 the 7:00 p.m. news, and 3 prefer musical programs. In Vancouver, CKWX's appliance sponsors prefer newscasts and spots. In Sault Ste. Marie it's the same with white goods getting the emphasis on the new CKCY.

CHOV, Pembroke has 8 appliance stores that ring the bell with radio. In their opinion, almost every type of radio can be used to sell appliances. They also feel that the housewife is an important factor and suggest that the times selected should be geared to catch her ear. "Radio can, does and will sell appliances," Ramsay Garrow said.

Stratford has just naturally got the hang of promoting things, it seems. One of CJCS's long-time sponsors suffered a fire in his store basement. Damage to his white goods stock was confined to slight discoloration. CJCS advised a saturation campaign, and cleared out his stock of 52 refrigerators, 29 washers, a number of automatic washers and dryers, and many small appliances, all in three days.

Other stations heard from were CKOV, Kelowna; CKPG, Prince George; CKPR, Fort William; CKSM, Shawinigan Falls; CFJR, Brockville; CJOC, Lethbridge; CJSP, Leamington; and CHLO, St. Thomas. Each one provided instances of appliance sponsors successfully using their station to sell their lines. The pattern of program selection and budget allocation is similar to the foregoing instances and the basic conclusion is the same. Local radio rates high with local appliance dealers.

A short-short success story came from the honeymooners' mecca and home of the seventh wonder of the world and CHVC, at Niagara Falls. Howard Bedford wrote: "One of the best success stories I know is the dealer who buys a daily spot participation in our annual series of 25 Christmas Carol broadcasts. One year a close check revealed that he sold an average of one major appliance a day for the 25 broadcasts to customers who were definitely and directly brought in by CHVC."

CBC STAFF APPOINTMENTS

THE appointments of Marcel Carter as assistant controller of administration of the CBC, and of Gerard Lamarche as CBC director for the province of Quebec, have been announced by Alphonse Ouimet, CBC general manager.

Carter, 40, joined the CBC in 1944 as manager of personnel and administrative services at the then newly formed International Service in Montreal. In 1945 he was made supervisor of administrative services at Ottawa. Five years later he was assigned to the general manager's office in Montreal, where he dealt with general financial and administrative problems. Since February, 1953, he has been director of personnel and administration. In his new position, Carter will assist Col. R. P. Landry in the direction and supervision of all CBC administrative functions.

Lamarche has been with the CBC since 1942 and has been successively attached to the technical, commercial and administrative departments. In 1952 he was named program director of CBF, Montreal, and became program director for Quebec province last year. He succeeds Aurele Seguin, who retired several weeks ago.

H. G. Walker has been appointed assistant CBC director for Ontario, according to an announcement from the director for the province, Ira Dilworth. "Bud" Walker has been located in Ottawa as director of network co-ordination and will con-

tinue to supervise national network operations from his new headquarters in Toronto.

Dilworth also announced that to facilitate program planning for radio and television, J. A. Beaudet, director of program planning, will move from Ottawa to Toronto, the principal English network production centre.

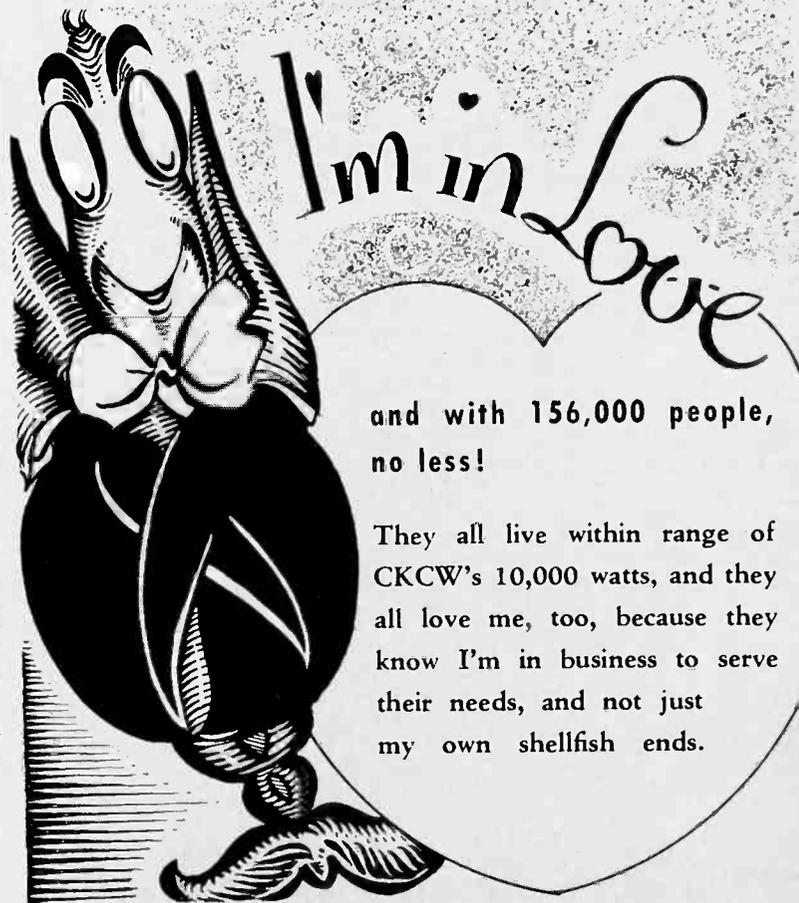
AGENCY MOVES

James Lovick & Company Limited have moved into their new building in Vancouver at 1178 West Pender St. The telephone number is TA. 6221.

In Northern Ontario radio listenership is high.

MORE SETS IN USE

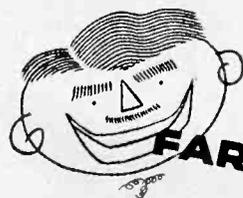
	Sets in Use
CKGB Timmins	51.8%
CJKL Kirkland Lake	41.2%
CFCH North Bay	42.0%



and with 156,000 people, no less!

They all live within range of CKCW's 10,000 watts, and they all love me, too, because they know I'm in business to serve their needs, and not just my own shellfish ends.

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



Western Ontario — Canada's Finest Farming Area. Farm Radio fills demand for fast accurate information with Roy Jewell's . . .

FARMING TODAY

For the facts — call All-Canada Radio; in U.S.A., Weed & Co.

CFPL radio dial 980

WAB Convention

FIT RADIO ADVERTISING TO SPONSORS

Allard Advocates New Look At Radio As Advertising Medium

ANNUAL expenditures on advertising in the United States work out at sixty dollars for each member of the population against an annual output of twenty-five dollars per Canadian. In presenting this point in his report to the Western Association of Broadcasters at Jasper last month, CARTB executive vice-president Jim Allard pointed up the fact that in Canada "there is still a big field almost completely untapped by any advertising medium." Allard went on to tell the broadcasters that "the value of advertising, its place in a modern economy and its uses to society, have not been fully explained nor fully grasped here." He said this was a task for all media, but that the medium which tackles the problem first will get the most good from it. He also said that advertising media, especially radio broadcasters, should acquire a greater knowledge of "the problem of advertisers, and the structure of modern business, especially in relation to distribution."

He urged station managers to cultivate district sales managers and supervisors and field salesmen to whose head offices "the recommendations of these people are increasingly important in deciding what medium is to be used and which individual unit within each of the media." He also described as being of growing importance the recommendation of retail outlets, especially the larger chain stores and supermarkets.

"It is helpful to know the problems of all actual or potential advertisers, both local and national, much better than we do now," Allard said. "All advertising media in Canada have had a tendency to look at their procedures from their own viewpoint," he went on. "Thus we may be offering the advertiser a

package which is convenient to us but doesn't fit in with his problems."

Allard listed things a medium should know about a retail advertiser as (1) his seasonal peaks, (2) his external and internal traffic problems and (3) the types of people he wants to reach.

He went on to suggest that stations tend to encourage advertisers to stay on the air fifty-two weeks a year, because it is "very convenient from our viewpoint." While this may suit some advertisers, especially at the national level, he felt that "there may be many advertisers who benefit most from saturation campaigns over a limited period." A better understanding of the advertisers' problems would enable broadcasters to help them solve them, and would earn their loyalty, he felt.

Some of the information that would be welcomed by the national advertisers was, he felt, wholesale and retail dollar volume figures; new construction; new retail outlets and details of the living habits of the community. "It is important for him to know, for instance, how many people come home for lunch, what types of people get up when, go to bed when, and what the audience composition of a given station is at given periods throughout the day—composition by age, sex, buying power and like key factors," he said.

Allard went on to say that the stations most successfully meeting increased competition are those which have looked to the product they are selling and completely revolutionized their program structures. "What seems to be necessary now," he said, "is a determined drive to find out what people really do want, a complete casting aside of preconceived prejudices and beliefs, and a completely open mind in shaping radical new program policies with vitality and enthusiasm."

RESEARCHING THE RESEARCH

Advocating an overhaul of statistical information provided to advertisers, Allard said that "the individual listener and his motivations are becoming increasingly important... we must now know, and so must advertisers, the individual listener's feelings about the station he is tuned to and why he tuned to it in the first place. Personal habits and con-



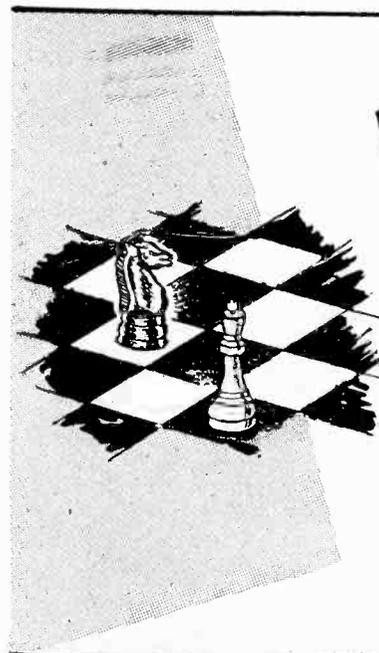
Jim Allard

current activities are now extremely useful guides to program departments on the one hand and the buyers of advertising on the other."

As an example of this kind of research, Allard cited the Mutual Broadcasting — J. A. Ward survey, which "took a selected cross-section of U.S. citizens who kept individual diaries over two-day periods. These listed general activities," he said, "such as eating, reading, and dressing for each fifteen-minute interval for each of the two days." The chief value of this, he explained, is that it focuses attention squarely on the individual, not the group listener, and shows how listening habits are individual, not the group listener, which, he pointed out, is highly important to the individual advertiser.

He cited another survey, the NBC-Starch project, which consisted of interviews with individuals about radio broadcasting. "Data was compiled," he said, "on people who actually listened to radio in a typical evening, providing information which would show, for instance, which listener attended college, which read THE LADIES' HOME JOURNAL, which watched television and when. Such information," he said, "enables an advertiser to reach intelligently the people he wants, when he wants to, with a message that will sell that particular type of individual."

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



**QUEBEC
isn't
a problem
with**

CJORY
1000 WATTS 1280 K.C.

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

Referring to the "looseness" of existing statistical information as a possible "trap for radio broadcasting", Allard spoke of the difference in the picture delineated in "percentage of homes" information and what he termed the "so-called program popularity polls". He mentioned a specific survey showing "the percentage of homes using radio as between 1946 and 1954, and the number of homes using radio as between these two periods." This was an American Broadcasting Company survey conducted by the A. C. Nielsen Company. It showed among other things that the percentage of homes listening to any ABC program had declined 17 per cent for the period 10 a.m. to noon, but the number of homes had increased by 14 per cent.

PROGRAMS ARE THE THING

Allard exploded the statement "we give the people what they want", along program lines with this sentence: "Unfortunately in rare cases do we know what the people want, because we have never asked." He shrugged off as insufficient the information that they will accept a certain program or even that when two programs are offered, they will accept "a" in somewhat larger quantities than "b".

He said that "some surprising results are achieved when you send people out to talk to actual and potential listeners and find out what would really interest them. One such survey led WKAP, Allentown, Pa., "to lay heavy emphasis on polka music," he said. Another, conducted by KCBC in Des Moines, led to a station edict reading: "No jive for the juveniles". He felt that it is not always true that an individual disc jockey's taste reflects taste in a community or even his own age segment of it."

NEW LOOK FOR RADIO

Referring to various ideas being employed by stations both sides of the line, he told how WINS in New York is now "following a technique of trying to attach itself to groups which have large followings and some measure of common interest. It makes a point," he said, "of emphasizing on news broadcasts any outstanding service rendered by firemen", seeking out groups like this where it can develop friendships and loyalties. "WAVZ in New Haven

leans heavily on community improvements in its editorial broadcasts." He was quite emphatic about the value of such nostalgic programs as revivals of specific music from a specific past period, dramatizations of outstanding community events in the past or a community historic series.

He spoke of stations which have experimented with non-professional announcers or commentators. "Local teachers," he said, "might be interested in taking a night announcing shift or a specific program. Some of them, when employed for this purpose," he said, "have come up with some interesting program ideas, in addition to being valuable additions to the announcing staff."

He told of special attention which is being paid by some stations to "individual as opposed to group sport". Fishing, shooting and hunting were pastimes of interest to large numbers of Canadians, he felt, and relatively few stations as yet have begun to cash in on the popularity of "curling, basketball, bowling, tennis, canoeing, skiing, snowshoeing and similar sports." He suggested that many of these have either "wider participation or wider audience interest or both than the established group games, such as baseball, hockey and football."

He spoke of the "wide aggressive lead" of the western radio stations in reorganizing newscasts. "Most of the news departments of Western Canada stations are easily among the best organized and most useful on the continent," he said, singling out CFQC, Saskatoon, and CKWX, Vancouver, for special mention, and also the Maritimes stations' co-operative news-gathering organization, Radio Press Limited. He commended those stations which are now taking pains to see that their news is "kept fresh", instead of repeating the same items over and over.

"Station breaks can be an important part of programming too", Allard continued. He told how station KDKA, Pittsburgh, has a former movie star make them for their station. WNBC, New York, uses "gimmick" station calls, he said, using the voices of two people whose names are Day and Knight. ("Day and night we go for WNBC"). He also mentioned stations which have station calls recorded by such local personalities as the mayor.

Promotion

BUILDS AUDIENCE—GETS RESULTS

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

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

This extra promotion is yours at no extra cost.

WE HAVE THE RIGHT APPROACH TO SELL

5,000 WATTS

580 KCS.

CJFX

ANTIGONISH, N.S.

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

*PUT ON AIR IMMEDIATELY
NO GRAVEL HAUL
FOR MANNIX-RAYMOND
UNTIL DRIVERS ARE
ADVISED VIA RADIO*

Gravel Haul is Seaway Work

Mannix-Raymond is Seaway Contractor

Radio means CKSF

"The Seaway Station"

This is an actual flash similar to dozens used by Seaway Builders to direct their employees. Proving once-and-for-all that if you want to reach the ENTIRE SEAWAY MARKET . . . we're the boys to do it!

CKSF CORNWALL, ONT.
"WHERE EVERYTHING'S HAPPENING AT ONCE"

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

When you travel carry...



**CANADIAN
PACIFIC
EXPRESS
TRAVELLERS
CHEQUES**

OBTAINABLE FROM ALL
CANADIAN PACIFIC AGENTS AND MOST BANKS

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.**



THEY let loose with the office camera at the WAB Convention last month, with the result that with all these pictures, I'm not sure if we don't belong in the Telescreen Section of this issue. However . . .!

It was a good Convention, if you thrill to the idea of following the ball over acres and acres of the most picturesque scenery you ever saw. I am speaking of the course at Jasper by the way, that being where this year's convention was held. And if that reads as though the convention took place on the golf course at Jasper, move up one and take an A, because you're so right.

It was a good convention, if you like driving the ball off the tee and hear it zing into invisibility.

It was a good convention if you like to stagger into the club house after the eighteenth hole, up the steps to the showers, and then a cool glass of your own particular poison.

It was a good convention, if you like to spend the evening lying to your friends about the way you sunk a mashie shot on the ninth for a three; niblicked your way out of the trap on the eleventh and got home for a five; did a hole in one on the fifteenth; would have walked away with the trophy, if five or six of the guys from down east hadn't done better; triumphantly took home the prize for the ninth low gross, which turned out to be the electric toaster which Red Hopps had bought with the promissory note you had yourself given for a prize.

It was a good convention if you like golf. The only thing is — you guessed it — I don't.

At St. Andrews, just before the WAB, the Maritimers — excuse me I mean Atlanticists — had a lot of fun too. They had a lobster party on the beach and a golf tournament as well. The only thing was, they threw the lobster party the evening before the convention began, and they adjourned at noon of the second day, and played golf after the work was done. I don't know what it proves. Possibly that all work and no play makes Jack. Or does it?

Gerry Gaetz' move to get the Western functions relegated to the realm of business, by holding them in such metropolises as Calgary, Edmonton, Winnipeg or Vancouver, got a hearing but ended with a cold shoulder, for the time being at any rate.

Of course, if it is the desire of the members of the WAB to turn their conventions into golf tournaments, it is certainly their privilege. In fact perhaps I should take some lessons in the honorable game and get into broadcasting, where they seem to be able to afford that sort of thing.

There is one other thought though, and it is a serious one.

This hack is old enough to remember way back when you could depend upon the Western Convention to come up with whatever was going to be proposed that was new at the following meeting of the national CAB, as it was then called. They were industry leaders in those days, with more good-of-the-industry-ism flowing in the veins of each of them than can be mustered between them now. They used to go out on a limb with demands that the national as-

The Northern Ontario salesman may drive 1320 MILES in a week. Make his job easier with RADIO support.

In the North

RADIO SELLS!

CFCH North Bay

CJKL Kirkland Lake

CKGB Timmins



**BUY the station that
SELLS Saskatchewan**

NEARLY 1/2 OF
SASKATCHEWAN
LISTENS TO
CFQC DAILY!

See our reps!

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



**MORE LISTENERS
THAN ANY STATION
ON THE PRAIRIES**

sociation go to work on relaxation of such inhibiting CBC regulations as the price mention ban and the no-discs-after-7:30 rule. They lead the way. They were the real power behind the CAB. Those were the days! Oh well!



This is Frances Davidson, who kept pace with her husband, Jack, as he purveyed cordiality and goodwill by the glass, in his capacity of visiting CARTB president, in the executive suite that had been reserved for the purpose, and which was called significantly "Cabin AA". Wishing to make sure she survived, the WAB executive supplied her with this means of locomotion. That evening she slipped, and sprained her ankle.



HE CAME! HE SAW! HE CONQUERED!



Who? Me? Order!

WAB'S NEW PRESIDENT, Vern Dallin, of CFQC, Saskatoon, wasn't sure whether to growl, grin or grimace when the members first elected him to their board and then chose him as president of the Western Association of Broadcasters Convention at Jasper last month. Vern started as a civil engineer, and joined up with CFQC in 1935 as commercial manager, later assuming the responsibilities of manager also.

Everything must be done to conserve the rapier-like judgment of the delegates for the making of important decisions on the convention floor. Here new president Vern Dallin is standing behind the electric "Golfmobile" in which are seated his wife, Margaret, and CFCN's Gordon Love. The contraption is used to propel players around the course and so conserve . . . (Oh I mentioned that didn't I?).



Introducing Tom Timpson of the Room Service Department of "The Lodge". He is delivering a case of b*er to one of the cabins, balancing

it on his shoulder with one hand and steering his bike with the other.

And that brings me down to the story about the lady who was coughing her head off in church. A sympathizer in the next pew fumbled in her bag for a tablet. She nudged the cougher and handed it to her. She looked a little puzzled for just a moment and then, with a smile of appreciation, she slipped it in her mouth, just as her benefactress realized what it was — a Fertab. Hurriedly the cougher left, which is precisely what I am going to do. 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 CJAV

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.
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IMPRESSIONS!

IMPRESSIONS!

IMPRESSIONS!

IMPRESSIONS!

Create in People a Desire . . .

DESIRE creates DEMAND
DEMAND creates SALES

Radio Rep Stations deliver loyal audiences in seventeen productive markets

*

RADIO

- Vancouver's **CKLG**
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- Regina's **CKRM**
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- 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**
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*

Effectively yours,

Radio Representatives Limited



VANCOUVER
WINNIPEG
TORONTO
MONTREAL

YOU CAN'T COVER SIMCOE COUNTY Without CKBB
BARRIE
HEPS —
PAUL MULVHILL —
TORONTO MONTREAL
ADAM YOUNG U.S.A.

C'est la vie, n'est-ce-pas?

Les clients se dépêchent à se servir de CJBR depuis l'augmentation de notre signal à 10,000 watts, sans augmenter le coût de l'annonce.*

CJBR

CJBR

* "Bop translation"

MAN, THIS IS THE GREATEST!
Clients are flipping their lids to use CJBR since the power boost to 10,000 watts with no rate increase. CJBR-Radio, Rimouski, Quebec is real smooth, Dad.

Get the facts about CJBR from:
Horace N. Stovin & Co. in Canada
Adam J. Young, Jr. in U.S.A.

CFPL RADIO COMMENTATOR BRINGS HOME TAPES AND FILMS OF RUSSIAN TOUR

WHILE newswomen on a tour of Russia with the Canadian Women's Press Club found most of their film destroyed by Russian customs officials, Joan Pritchard, CFPL Radio women's commentator brought out more than an hour's recorded interviews on tape and some pictures — in a hand bag.

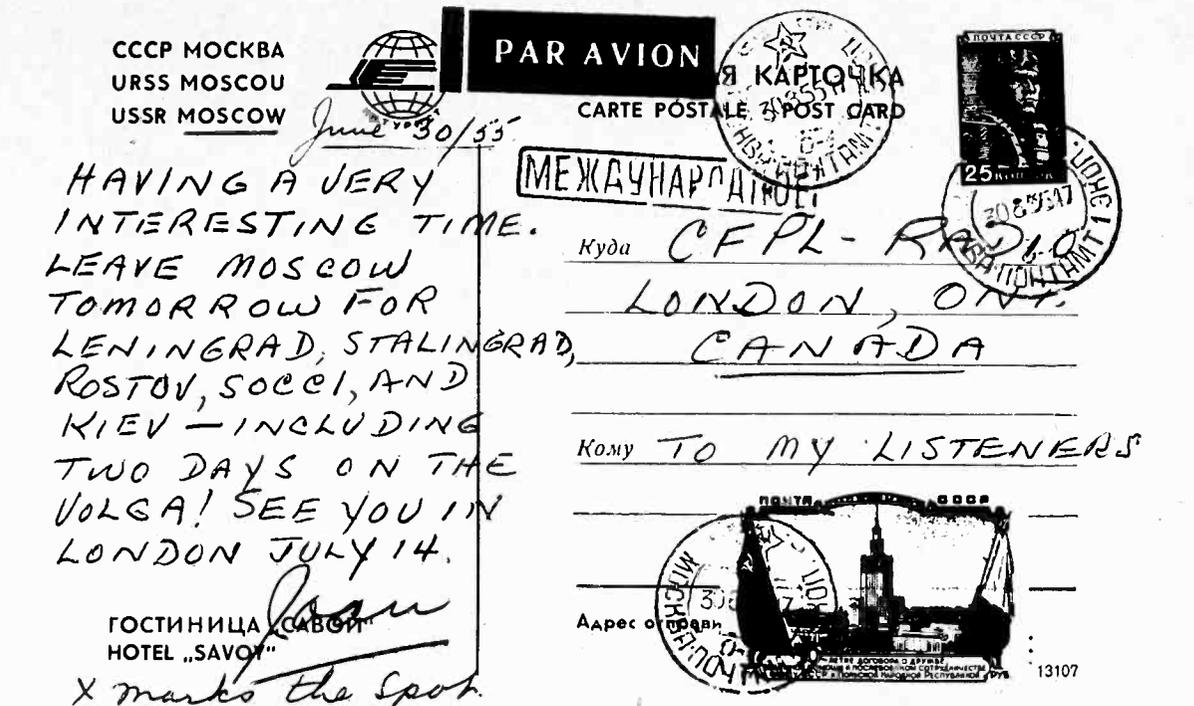
Joan believes she is one of the first Western news people to bring tape recordings from the Soviet Union. "I had declared the tape recorder and tapes when we entered the country," she said, "but they didn't ask me about them, and made no effort to take them away from me."

The recordings include an interview with Olga Tchetchetkina, described as a vice-editor with PRAVDA, the official Russian newspaper. This interview and the other recordings are being heard on CFPL RADIO.

Joan also brought out four rolls of black and white film which lay undetected at the bottom of her handbag. She lost two rolls of color film, which were exposed by customs officials after she had surrendered them on request.

"I wrote my name on the cartridges and gave them to the customs men. After a long delay, we finally took off. My film had been returned to me, but on the plane, I discovered it had been exposed. I could have wept," she said.

About her tour of Russia itself, she said that she found the people very friendly, but the language bar-



CFPL-RADIO WOMEN'S COMMENTATOR JOAN PRITCHARD not only went to Moscow the other day, but sent back this post card to prove it to the station and her listeners. Joan was the only private radio representative who took this trip with the Canadian Women's Press Club during their European tour. Safely home again, she has been giving full reports on her two daily shows over CFPL-Radio.

rier prevented too much communication, "although you run into people who speak English in the oddest places!"

The newswomen tramped the streets of the Russian cities quite freely

but they were always running to get an interpreter so that they could ask questions and talk to people. She said they were not followed or escorted.

The hour long collection of tapes

of various people and places will form the basis, together with Joan's own recollections, for a series of eighteen ten-minute shows, as well as material for her two daily women's shows.



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...in Broadcast Microphones!

Excellence of performance and dependability plus RCA Victor's continuing program of research, development and electronic engineering have made RCA Studio Equipment the standard of the broadcast industry!

The broadcast-type microphones shown here feature smooth response-frequency characteristics over the audio range, low distortion, high output levels, well-shielded output transformers to prevent hum pickup.

For full information on these and other units in RCA Victor's complete line of studio equipment, just contact your RCA Victor Broadcast Sales Representative.



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RCA Type 44-BX



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RCA Type BK-1A

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RCA VICTOR COMPANY, LTD.

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Opinion

Broadcasting Rates Same Freedom As Press

"Any medium of mass communication should operate within the framework of the general law of the land, and not be subject to specific controls which limit its freedom as a means of purveying information and news." Charles Fenton, sales director of the Canadian Association of Radio and Television Broadcasters told a recent meeting of the Downtown Kiwanis Club of Toronto that broadcasting stations in Canada today do not operate within this framework of the law. "On the contrary," he said, "they operate under very strict controls imposed by the Broadcasting Act, and regulations having force of law made under that Act."

One of the bodies with power to make these regulations is the Canadian Broadcasting Corporation, Fenton said, describing that body as a "tax-free, subsidized, government-owned operation, which competes with privately-owned stations. It is judge, jury, policeman, competitor, hangman, all in one", he charged.

Affirming the belief of the membership of his association that the CBC should continue to provide a national broadcasting and programming service, Fenton went on to say that all the private broadcasters ask is that there be brought to an end "the present system under which a government agency, itself under

control of the executive arm, is simultaneously competitor with, and regulator of, non-government stations, and combines within itself executive, legislative and judicial powers". In place of this, he said, the CARTB wants "freedom for broadcasting stations to operate under the law, with the necessary powers of review and regulation being embodied in a separate regulatory body not connected with any broadcasting system".

PRESS IS PARALLEL

Fenton drew a parallel between the struggle for freedom of the press following the invention of the printing press and the CARTB's fight for

"broadcast freedom".

What the result of this struggle will be depends on whether those who want to see freedom live can keep their eye on the main target — "that all channels must be kept free for expressing ideas, opinions and reporting news".

"All media of information must be kept from falling, by default or indifference, into the hands of centralized control, which would mean that before long only the ideas of the controllers would find any expression and there would be reported only such news as happened to be favorable to them," Fenton said.

Broadcasting, he said, is part of the press. "Just as the printed means is mechanical publication, so is broadcasting electronic publication." Broadcasting is daily becoming a more important source of communication and information because of economic factors which are resulting in the ever decreasing number of daily newspapers in North America, he said. "More and more", he said, "the free peoples of North America are coming to depend upon broadcasting to find out what goes on in government, business, the community and the world."

"Radio has become the inseparable companion of the Canadian people," he said. "It is available to them at all times, in all places, no matter what else they may be doing. The Canadian people actually depend on radio. It isn't a diversion. It fills a need."

CHARLES AUSTIN MOORE

Austin Moore, vice-president and radio-television director of Imperial Advertising Limited, Halifax, passed away in Halifax, July 9 after an illness which lasted two months. Mr. Moore was born in Andover, New Brunswick, in 1912 and was a graduate in engineering from Acadia University. He joined Imperial Advertising Limited four years ago after spending 12 years with CFNB, Fredericton.

Mr Moore is survived by his wife, one daughter and three sons.



TORONTO'S exciting DAYTIME Radio Station!

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

CHUM— 1050 — can deliver "sales" 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

CBC BUYS LAND IN WINNIPEG

Forty thousand square feet of property immediately surrounding the CBC building at the corner of Portage Avenue and Young Street in Winnipeg have been purchased by the CBC at a cost of \$245,000, according to an announcement made early this month by J. R. Finlay, CBC director for the prairie provinces. Finlay said that the property was bought mainly with an eye on future developments in television, but that there are no immediate plans for it.

The present CBC building houses CBWT television studios and transmitter, radio studios for CBW and network production and all the offices and services of the CBC's Prairie Regional Headquarters. The purchase was made, Finlay said, to make sure that future space requirements can be met without the necessity of moving all these facilities.

Several buildings now rented as storerooms and offices and three houses are located in the newly acquired area.

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12 Years Agency Experience Toronto and Montreal
Seeking Permanent Agency Position in Toronto or Hamilton
Write to Box A241—Canadian Broadcaster and Telescreen.

OGOPOGO GRAM

From **CKOV, KELOWNA, B.C.**

SINCE 1931 "THE VOICE OF THE OKANAGAN"

630 KC

1000 WATTS

DAY LETTERS	"OV"	NIGHT LETTERS	"OV"	TIME FILED	"630"
-------------	------	---------------	------	------------	-------

MULTI-MILLION DOLLAR DEVELOPMENT.

FRUIT CROP \$25,000,000.00 . . . KELOWNA SUSPENSION BRIDGE \$8,500,000.00.

BUILDING PERMITS \$3,000,000.00 (to date in Okanagan Valley).

OTHER PROJECTS \$2,500,000.00.

1955, 1956, and the years ahead, look "RO\$Y" in this great fruit-growing valley, especially from KELOWNA, "Canada's Apple Capitol," in the heart of it all.



"OV OPOGO"
(Related to our Friendly, World-Famous Lake Okanagan Inhabitant "OGOPOGO")

CKOV
"THOROUGH C(K)OVERAGE"

“
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

LEWISITE

BUTTER OR WORSE

People who don't find out on which side their bread is buttered today may be forced to find out where it is margarine tomorrow.

• • •

PLAIN FACTS DEPT.

"I never heard a good sustainer. I never heard a bad commercial."

—Hugh Feltis.

• • •

DIAGNOSIS

Then there's the girl who was so dumb, she thought that when people called her girl friend inscrutable, they meant she couldn't have any children.

• • •

EVALUATION

Money isn't as important as most people think. It's twice as important.

—Glen Smith.

• • •

GOOD QUESTION

Who wouldn't prefer to hear a salesman talk shop than something he doesn't know anything about at all?

• • •

DIS-REP-UTE

How about the sales representative who developed such a keen sense of discrimination that he didn't even like himself?

• • •

MAIL BAG

Dear Dick: Speaking of summer sustainers, thought you might be interested in Eddie Condon's cure for a hangover—the juice from two quarts of whiskey.

—Clarence Houston,
CFCH, North Bay.

• • •

SAFETY SLOGAN

Take it easy: Don't be a statistic!

—Don Thomas,
CFCH, Calgary.

• • •

EMPLOYER'S LIABILITY

When it came to a showdown, the personnel manager turned down the guy with stars in his eyes in favor of the one with ants in his pants.

TELECAST AMATEUR GOLF FINAL



DURING CKCO-TV'S PLAY-BY-PLAY of the Ontario Amateur Golf Tournament, Tom Rafferty (right of left hand picture) faces Don Farr at the camera for a Dominion Rubber Co. Ltd. commercial between holes. In the other picture, Neil MacDonal is seen operating the camera fifteen feet up on the lift truck, used to cover a good deal of the play. This camera trailed 800 feet of cable back to the mobile truck.

FOUR cameras, a mobile truck, a station wagon, a mobile jeep and a half mile of coaxial cable were only part of the equipment used when CKCO-TV, Kitchener telecast its play-by-play of the Ontario Amateur Golf Tournament final from the Westmount Golf Club in Kitchener, July 9. The show was completely sponsored with five firms participating. These were Ronson Art Metal Works (Canada) Ltd., Dominion Rubber Company Ltd., and three Kitchener companies, Ellis and Howard, Boehmers and F & M Distributors.

CKCO-TV also telecast a half hour show on each of the four nights leading up to the final. Each night the program featured a rundown of the day's scoring, interviews with golf personalities and tips on how to play better golf. The preliminary shows gave the technical crews an opportunity to prepare themselves for the big job of telecasting the final.

Three of the four cameras were used for the coverage of the match with the other one back at CKCO-TV's studio. Here Norm Aldred was cut in with live commercials. Two cameras were located at the clubhouse. One was used to pick up activity around the clubhouse and to shoot the live commercials performed on the spot by Tom Rafferty. Rafferty also did the commentary on the play of the holes in this area. The other, mounted on a lift truck which could raise it 15 feet above the ground, was equipped with 800 feet of cable and a long focal length lens making it possible to cover the action from a distance.

The fourth camera was on top of the mobile jeep which was driven around the course to catch play on holes distant from the clubhouse.

The picture from this camera was excellent except during a minor breakdown on the generator supplying power to it. While repairs were being made, the other cameras had to take over but only a few minutes of play were missed.

The jeep also carried a two-way short wave radio over which the commentary, voiced by CKCO-TV's program director, Don Martz and Normie Himes, was broadcast. Himes, the professional at the Westmount club, knows every hole from tee to green and added a lot of color to the shot by shot account.

Three microwave units, supplied by Canadian National Telegraphs, connected the mobile units with the mobile truck at the clubhouse and with the studio. For audio connections, telephone lines provided by the Bell Telephone Company of Canada were used.

To supplement its own equipment, CKCO-TV borrowed 400 feet of cable and two lenses from CHCH-TV, Hamilton and 600 feet of cable from CBLT, Toronto.

25 CKCO-TV technicians were employed in the telecast with the mobile unit being directed by Bruce Lawson and studio direction by Harold Mantey.

In addition to being a successful technical achievement the telecast was well received by its sponsors. One of them, Jack Ellis of Ellis and Howard, said that his company had received "terrific dollar value".

Crowds in attendance at the final broke all records, and officials of the Ontario Golf Association, who put on the tournament, felt that the telecast did not prevent the crowd from being larger.

LET'S GET TOGETHER

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

ABOUT WHAT?

ABOUT OUTSTANDING EQUIPMENT BY:

● HOUSTON-FEARLESS

Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolals.

● MOLE-RICHARDSON

Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.

● KLIEGEL

Fluorescent Slimline, scoops, spots, special effects lights, and lighting control equipment.

● AURICON

16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.

● GRAY

Telop — projects Opaque or Transparent Material, Solid Objects, Tape, etc. Teloprojector — 2" x 2" Continuous Sequence Projector. Multiplexers.

● BELL & HOWELL

Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.

● MOVIOLA

Film Editors, Previewers, Synchronizers; Optical & Magnetic. Standard Equipment throughout the Film Industry.

● NEUMADE

Everything for Film Handling.

● MAGNASYNC

16 mm., 17½ mm. and 35 mm. magnetic film recorders.

● FREZZO-LITE

Portable motion picture floodlight. Permits one-man newsreel photography.

● ACCESSORIES

Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

For further information Phone, Wire, Write or Hitch-Hike to:

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630 Dorchester St. W., Phone UN. 6-8191

Color TV

SOMEONE CHANGED HIS MIND

Government Announces Color TV In 1956

By LESLIE HOLROYD

COLOR television on an experimental basis will be coming to Canada in the fall of 1956 it was disclosed when the CBC budget for 1955-56 was tabled in the Commons earlier this month. Plans call for an expenditure of \$500,000 for modifications on CBC transmitters in Ottawa, Toronto and Montreal, which will permit them to carry color programs. About \$400,000 will be spent on equipment and \$100,000 on engineering and overhead. Of the total amount about \$5,000 is expected to be spent by next March 31 and the remainder between then and the late fall of 1956.

The announcement marks a decided change in the attitude of CBC officials towards color TV. Up until now they have been hesitant and cautious about it. Two months ago, on May 13, when he was appearing as a witness before the Commons Committee on Broadcasting, A. Davidson Dunton, chairman of the CBC Board of Governors, was asked whether the CBC had done any experimenting in color TV. He replied, "no, because experimenting and research in color is very expensive. We have not the funds to do it and we do not feel we need to, because people in the United States, as well as some others, are putting a great deal of money into it and we study their results."

Speaking right after Dunton, and as a member of the Committee, Revenue Minister McCann, who reports

to Parliament on matters concerning the CBC, said: "Until we get to the position where color television sets can be offered to the public at reasonable prices, we will have to get along with black and white."

Ernest Bushnell, assistant general manager of the CBC, speaking at the ACA Convention in Toronto May 4th, said: "when there is sufficient interest to warrant it (color TV), we will make the necessary expenditure." Commenting on a color kinescope which had been shown by Barry Wood of NBC, Bushnell said: "the color TV demonstrated today may have satisfied you, but it didn't satisfy me. Someone else will have to fool around with it before we spend money on it, and," he added, "I'm still a sceptic. There has been more promotion than actuality on color. When we are sure we can deliver to the public something that is good, we will".

A Broadcast News story dated July 8 quoted "a CBC official" as saying: "under present plans experimental programs may be broadcast in the three cities by the late fall of 1956". He added that the modification of the transmitters will permit the three stations to receive and retelecast United States color programs and to telecast color films but the CBC does not plan to produce programs in color because of the prohibitive cost. At present the CBC receives some US color shows but it can receive and retransmit them in black and white only.

The same CBC official said that Canadian advertisers will be able to use color during the periods devoted to colorcasting but these would have to be film shows which would be cheaper than live production. He estimated the construction of a color studio with three cameras would cost \$1,000,000. A color TV camera costs about \$100,000 and requires a crew of three operators.

"The experience we will gain from rebroadcasting US color programs will prepare us for the day when we will be doing our own color producing", the official said.

It is expected that the English language transmitters in Montreal and Ottawa will be modified first with conversion of the French language outlets probably coming later. The microwave link between the three cities can be converted to carry colorcasts and the coast-to-coast microwave now under construction can also be modified for this purpose.

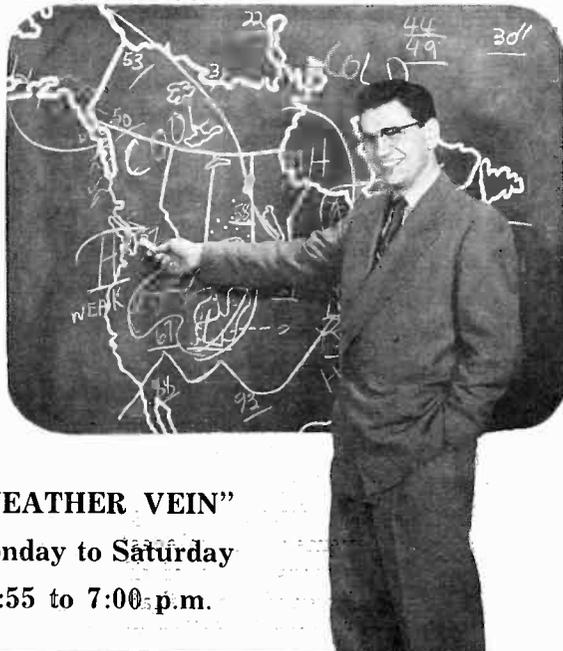
WONDERFUL STIMULANT

The CBC's decision to start color TV in Canada will mean a boom in

WEATHER VEIN

WEATHER IN SASKATCHEWAN IS A MIGHTY IMPORTANT SUBJECT

Channel 2 viewers in the agricultural area around Regina look to the daily "WEATHER VEIN" telecasts for their up-to-date weather information. Business generally, and particularly farming is dependent upon this forecast. The Farmers are our biggest friends and CKCK-TV tells the story to them every day with weatherman Hugh Delaney on the "WEATHER VEIN"



"WEATHER VEIN"

Monday to Saturday

6:55 to 7:00 p.m.

CKCK-TV CHANNEL **2** REGINA

the TV market, according to Carl A. Pollock, president of the Radio-Electronics-Television Manufacturers Association. Pollock said the plan was "a wonderful stimulant to Canadian manufacturers and we're happy to see this leadership given by the CBC".

"All our manufacturers are most interested in color television", he said, "but so far, no color sets have been built in Canada."

Pollock predicted that the price of color receivers, which is now about three times that of black and white sets, will eventually be only 50 or 60 per cent higher.

Prices of color receivers in the United States have dropped about \$300 since they first went on the market. One 21-inch set which originally sold for \$995 now sells for \$695, and another firm which brought out a 15-inch set at \$1,195 now sells a 21-inch model for \$800.

The budget also disclosed that capital expenditures by the CBC on television and radio in the current fiscal year which ends next March 31 will total \$12,111,619. \$8,750,991 will be spent on TV and \$3,360,628 on radio.

Plans for power increases at CBLT, Toronto, and CBFT, the French language TV station in Montreal, were also revealed. The cost of the power increases and new studios and film-recording equipment in the two cities is estimated at \$872,000.

A CBC official said that the extent of the power increases had not yet been decided. CBFT now operates on a power of 15.7 kw, which can be increased to a maximum of 100 kw, while CBLT's power is 25 kw, which can reach a top power of 325 kw.

RCA BACKS SUMMER TV

RCA Victor's summer replacement for the *Sid Caesar Show* is *Caesar Presents*, which started Monday night, July 4. *Producer's Show Case*, also sponsored by RCA Victor, will continue right through the summer.

LOCAL TALENT TV'D ON CBOFT INAUGURAL

CBC Ottawa television marked the opening of CBOFT, the increase to full power for CBOT, and the beginning of separate language transmissions on a regular basis with a special "Inaugural Program", Friday evening, June 24.

The program, which was seen in Quebec City and the Montreal area as well as over both CBOT and CBOFT, included short commemorative addresses in both languages by the Hon. James J. McCann, Minister of National Revenue, A. D. Dunton, Chairman of the Board of Governors of the CBC, and Alphonse Ouimet, CBC's General Manager.

With a light and musical atmosphere, the program, produced by Pierre Normandin, presented Ottawa area artists in a series of vocal and instrumental selections accompanied by Cammie Howard and his orchestra.

Heading the list of performers was the well-known Hull vocal group Les Joyeux Camarades. Soloists included Freda Lyon and Margaret Munson of Ottawa, Colette Devlin of Hull and Montreal, and vibraphone soloist Pete Fleming.

This opening program was preceded at 8 p.m. by a half-hour salute to CBOFT from CBFT in Montreal.

ASN APPOINTMENT

Associated Screen News has announced the appointment of Kenneth V. Cooper as director of public relations and advertising. Cooper takes over from Jack Chisholm who will concentrate on his dual responsibility of heading the company's Ontario sales department and the Toronto production unit. Previously Ontario sales manager of ASN, Cooper will also be in charge of Associated's trailer sales division.

AIR FIRE FILM IN FORTY MINUTES

At exactly 4:45 p.m. on July 5th, a phone call received at CKCW-TV from the Moncton Flying Club revealed the sighting of a forest fire in the Scott's Hill area, about 11 miles from Moncton. Photographer Bill Curtis took off at 5:10 for the site of the blaze.

Flying over the thickly wooded area, it was revealed that the spectacular fire was raging out of control less than two miles from the settlement at Scott's Hill. 90 feet of XX film was shot of the holocaust, at a relatively slow rate of speed, due to the bumpy condition of the smoke-filled air above the fire. The plane returned to its base; the photographer to his car; the car to CKCW-TV. Arrived exactly 5:50 p.m. The

film was processed and on the projector at 6:30, the first item on the regular early evening newscast.

An appeal was made by the newscaster for volunteers to aid in fighting the blaze, and within five minutes it was answered by the H.M.C.S. Naval Base at Coverdale, N.B. and the Albert County Civil Defence Organization. The blaze was brought under control about 9:00 on Tuesday evening, after burning to within 1/4 mile of the first homes in the area.

SAY YOU SAW IT
in
C B & T

When You Advertise It—Televise It



EDMONTON

ALBERTA

**THE THIRD LARGEST MARKET
in Western Canada**

Television Division

Radio Representatives Limited

Toronto Vancouver Winnipeg Montreal

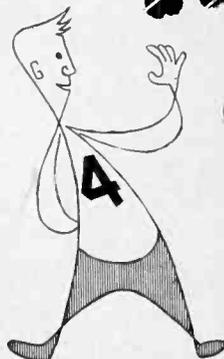
TV SALESMAN

Opening for experienced salesman who wants to make a lot of money honestly.

Must stand thorough investigation from sales and character standpoints.

Write in confidence to

FRED A. LYND'S - CKCW-TV - Moncton, N.B.



MELI-MELO

**QUEBEC'S FAVORITE MUSICAL QUIZ
WITH JACQUES LAROCHELLE ET COLETTE SEQUIN**

MONDAY-WEDNESDAY-FRIDAY-FROM 6.30 to 7 P.M.

OVER 21,000
LETTERS RECEIVED
SINCE MAY 16th



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

Lionel says:

"It is mighty nice to know that sponsors are satisfied, and the folks at the H. J. Heinz Company are just that.

"They used 24 twenty-second slide-spots, in a co-operative deal. CKCW-TV provided brochures and store pennants to dress up the campaign.

"73 stores were stocked with from 5 to 30 cases of ketchup and soups.

"And the results - - -

"The Heinz people report that:

"MOST OF THE GOODS WERE SOLD"

P.S. They're glad and we're glad they're glad. Lionel.



PACKING A LUNCH is what Judy Jacobson seems to be doing in this picture from CKSO-TV, Sudbury. Just what the sign at the right means is not quite clear. It looks, though, as if there is some sort of bargaining going on concerning sex in the Nickle City. Apparently it sells regularly for \$65.00 and has been marked down to \$48.95, and as a special offer for this week only, it's reduced still further to \$38.95. Tennis, anyone?

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

WANTED

Secretary for manager of West Coast radio station. Must be expert typist, shorthand, filing; also understand traffic. Pleasant disposition most important. Job includes profit sharing, group insurance, pension. Reply

Box A242, C B & T

TV STATION FOR WINGHAM

The official license to operate CKNX - TV, Wingham, has been granted by the Department of Transport to Radio Station CKNX Limited. W. T. Cruickshank has announced. He also announced the appointment of All-Canada Television as representative for the new TV station.



Saskatchewan's Golden Jubilee

MATTER OF FACT, CHANNEL 8 IS GIVING EXCELLENT NEWS COVERAGE . . . WITH FILMS, STILLS, STORIES OF DISTRICT CELEBRATIONS.

Care to join us?

See our reps — Radio Reps, Can.
Adam J. Young, Jr. (U.S.)

Harlan G. Oakes (West Coast)

CHANNEL 8 **CFQC-TV**
 SASKATOON, SASKATCHEWAN

Ekotape TAPE RECORDERS

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

MACHLETT TUBES

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

Teletalk INTERCOMMUNICATIONS SYSTEMS

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

DOMINION SOUND Equipments Limited

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

DS-55-11

Opinion

TV DICTATORSHIP SHOULD STIR SERVICE CLUBS

Adapted from a Talk to the Penticton Rotary Club

By RICHARD G. LEWIS

ONE of the most important things in the free-enterprise democratic system, which is so much a part of the aims and ideals of service clubs, is that there is always another store across the street. The significance of this is that it is the principle which affords the public protection against having to pay prices that are too high for the quality that is too low. Store "A" does a better job because it knows that store "B" will pounce on its customers the minute it falls down. The best thing that ever happened to Eaton's is Simpson's; the best thing that ever happened to Kelowna is Penticton; and, with certain reservations, the best thing that ever happened to radio is television.

What about these reservations? Since the whole principle of socialism is to do away with this healthy kind of competition, no one can deny that, in its television policies at least, our federal government is a completely socialistic one.

In the six major centres across Canada, where the CBC has established its own television stations, no one may set up in competition, even though they would be risking their own capital and effort to give the people who live in them a choice of programs. The fact of the matter is that the CBC knows it could not get audience for the programs it puts on between the ones it brings in from the States, against any sort of opposition at all.

This situation has effect far farther afield than Vancouver, Winnipeg, Toronto, Ottawa, Montreal and Halifax, where the CBC stations are located. Under the Broadcasting Act, only the CBC may operate radio or TV networks, on which it alone feeds programs to private stations. People who live in places where private television stations have been established are denied the literally dozens of superb programs, which sponsors are willing—no, eager—to bring the public, without a cent of cost. The result of this is that the people have to cough up the money to maintain the CBC, which gives them, in return, a choice of listening to what it chooses to give them or

else turning off their sets, simply because the CBC's TV schedules are full and it won't let anyone set up new stations.

It is awfully difficult to get people in Penticton, where there is no television, all worked up about the plight of the poor people in Vancouver or other places, who are the sufferers. However it is worthy of note by everyone that, through its TV policy, the government is bringing into play yet another form of thought control, which has become such an important part in the current system of rule. This is not rule by parliament for the people; not by the government proper—that is to say the cabinet; but rule by a group of civil servants in Ottawa. These non-elected officials head their departments; they speak with authority in the name of their ministers; and generally they wield an arbitrary and uncurbed power over the public which can only be compared to a dictatorship of the most vicious kind.

Whether these operations come under the heading of departments, such as the National Film Board, or Crown Corporations, such as the CBC, they are closed corporations, whose manipulations and peregrinations, instead of being public property, are protected from public view under the familiar protest that it would be contrary to the public welfare to let the people know what is

being done with their money and their rights.

Service clubs do not like to get mixed up in politics. This is extremely difficult to understand. Politics comes from a Greek word meaning citizenship. The development of good citizenship is one of the objectives of all service clubs. That is what they say anyhow. In the case of Rotary, part of the second of the four objectives of this international organization is to encourage and foster high ethical standards in business. If the establishment by the government of so-called publicly-owned organizations to compete, on a tax-free basis, with ordinary tax-paying businesses, is ethical, then let's all take a one-way ticket behind the Iron Curtain, where things like this are done under their right name.

If there is any group of Canadians which should be incensed into activity against the socialistic policies with which we are afflicted, it is those businessmen who have pledged themselves to the service of their communities under the banners of one of the service clubs. The Battle of Broadcasting is just a phase in the war that is being waged between people who like the way we live—that is to say by trying to be useful to our neighbors—and the other way—the way that reduces loving your neighbor to a process of orders-in-council, hidden taxes and payroll deductions.

Leave it to Jane . . . to build a bigger audience for

CKWS-TV—Kingston

Yes, Jane Sherman's show "At Home with Jane" is daily attracting more viewers to CKWS-TV. This popular program features news, interviews, recipes and other interesting items especially selected to please the ladies. And it's just one of the entertaining shows that's giving CKWS-TV a bigger, more enthusiastic audience everyday.

CKWS-TV — Kingston Channel 11

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

* GUELPH BILTMORES—MEMORIAL CUP '54
 * K.W. DUTCHMEN—O.R.F.U. CHAMPIONS '54
 * ONTARIO AMATEUR GOLF CHAMPION '54
 * K.W. DUTCHMEN—ALLEN CUP '55

TOM RAFFERTY... has the camera eye on them all for **ckco-tv** channel 13 on his two daily sportscasts!

"LET'S TALK SPORTS", 6.30 AND "THREE STAR SPORTS FINAL", 11.30, HAVE CAPTURED THE CENTRAL ONTARIO AUDIENCE WITH THE STORIES OF THESE AND MANY OTHER SPECIAL SPORTS EVENTS. EVERYTHING FROM FORD CARS TO HOUSEHOLD APPLIANCES TO VIGORLUBE HAVE SOLD LIKE HOT CAKES ON THESE TWO SHOWS. — LET THEM CAPTURE SALES FOR YOU TOO. — CALL HARDY'S IN TORONTO OR JOHN N. HUNT & ASSOCIATES IN VANCOUVER.

CENTRAL ONTARIO TELEVISION LIMITED : 864 KING STREET WEST, KITCHENER.



Announcement



SIDNEY S. LANCASTER

BRUCE D. ALLOWAY

G. R. A. Rice, President and General Manager of Sunwapta Broadcasting Company Limited announces the appointments of Sidney S. Lancaster as Program Director and Bruce D. Alloway as Sales Manager of CFRN-TV, Edmonton.

Mr. Lancaster began his radio career in Edmonton in 1928 as a junior announcer, later becoming assistant manager of CFRN. In 1944 he was appointed sales manager of Radio Representatives Limited in Toronto. He was also a member of the faculty of the Lorne Greene Academy of Radio Arts. Returning west, Mr. Lancaster managed CJIB, Vernon, B.C., and was in news work with CKDA, Victoria and CKNW, New Westminster. He gained his television experience in Los Angeles, prior to joining CFRN-TV.

Mr. Alloway, a native Edmontonian spent three years in radio sales in Edmonton and Calgary, before taking a position as account executive with All-Canada Radio Facilities in Toronto. For the past five years he was associated with CKXL in Calgary. His sales and market research knowledge and experience will be a decided asset to both local and national advertising phases of CFRN-TV in the booming Edmonton market.

UK Television

SELL ADS—NOT SPONSORSHIP

Limit Commercials To Six Minutes In Hour Of Programs

By BRIAN RICHARDSON

ON September 22nd, the first independent commercial television station in Britain will start transmitting its programs. It is being built in Croydon, a suburb of London, and will serve an area in which about ten million people live. By March 1956, two other commercial stations will open, one in Birmingham, in the Midlands and one farther north in Manchester, in Lancashire. These three stations will bring almost sixty per cent of the total population of the United Kingdom within reach. After that, stations will be opened at the rate of about one a year. Virtually all the people in Britain can be reached by 14 or 15 stations.

One of these, at a not too distant date, will probably be in Scotland, in the Edinburgh-Glasgow area. Rumor has it that Roy Thomson, Canadian publisher and broadcaster, who recently bought the Edinburgh paper, THE SCOTSMAN, together with certain Scottish associates of his, will have a hand in this one.

also may be given up to £750,000 (\$2,100,000) each year on a special government grant. For the needs of the moment, however, ITA will have to rely almost entirely upon the money it will get from the sale of transmission time on its stations to the private companies.

INDEPENDENT TELEVISION AUTHORITY

Responsible for Britain's new television service is the Independent Television Authority, or ITA, set up in August, 1954, by an Act of Parliament, with a statutory life of 10 years. Under this act, ITA will not have to produce programs. Its main functions are to own and operate transmitting stations.

The programs will be supplied by privately financed companies known as "program contractors," which will work under long contracts with ITA. These private companies have to equip themselves with all the facilities they need to put on their own shows, but ITA will keep a careful watch over the programs they transmit and will make sure that they maintain a proper balance and preserve good taste. ITA will require the companies to provide varied entertainment, and will make sure they do not specialize in any one type of program.

News programs will be dealt with by a private specialist organization, the Independent Television News Ltd. This organization will supply news broadcasts to the private companies, all of which are represented on the Board of the news company. ITA must see to it that all news and political matters broadcast are accurate and impartial.

Only in exceptional circumstances will ITA put on its own programs, if it is necessary in order to secure a proper balance in the programs, or if there happens to be a temporary absence of private companies able to provide material.

FINANCE

ITA is to be allowed a loan from the British Government of up to £2,000,000 (\$5,600,000) for its initial capital expenditure within the first five years of its life, but only £1,000,000 (\$2,800,000) of this loan can be drawn during the first year.

The whole amount will have to be repaid before the end of ITA's statutory life in July, 1964. The Authority

NO "SPONSORED" PROGRAMS

The private program companies will get their money from the sale of advertising time in the programs they provide. But advertisers will not be allowed to "sponsor" programs. Once programs have been worked out and created by the companies, they will be offered to advertisers. The complete program will resemble the contents of a newspaper or magazine; there will be editorial contents and advertisements. Only advertising time will be offered for sale.

ITA controls the amount of time given to advertising. "Spot" advertising time must not exceed an average of six minutes in the hour, although advertising features such as a "shopping guide" are not subject to this limitation. Advertisements may be inserted only at the beginning or end of programs, or in natural breaks, but not specially manufactured breaks. Furthermore, there must not be more than six periods of advertising in any one hour. No advertising material is allowed to be inserted into programs dealing with religion, Royalty or national ceremonies.

POSITION OF THE B.B.C.

At the moment, the only television service in Britain is run by the B.B.C. It is a national service and will continue after ITA has started. The B.B.C. may begin a second program when it has been allotted a wavelength, but the B.B.C. does not, and will not in the future, run a commercial television service.

EVENTUAL GROWTH OF ITA IN BRITAIN

ITA has been negotiating contracts with four companies for its first three stations, and in May signed the first contract. As more stations are opened, further contracts will be drawn up.

The Director-General of ITA, Sir Robert Fraser, has said that ITA has decided to adopt a system "which would give us in the end perhaps 40 to 50 stations, all of which, or the great majority of which, would be independent one from the other."

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

60,600 WATTS



• • • THE ONLY TV STATION COVERING EASTERN QUEBEC

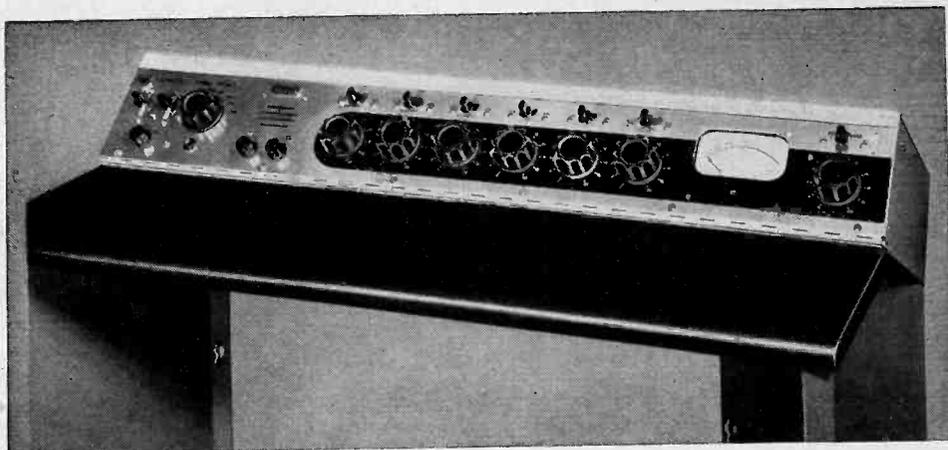
Get the facts about this station from:
Horace N. Stovin & Co. in Canada
Adam J. Young, Jr. in U.S.A.

RADIO

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

Marconi

OFFERS NEW EASIER TO OPERATE STATION EQUIPMENT



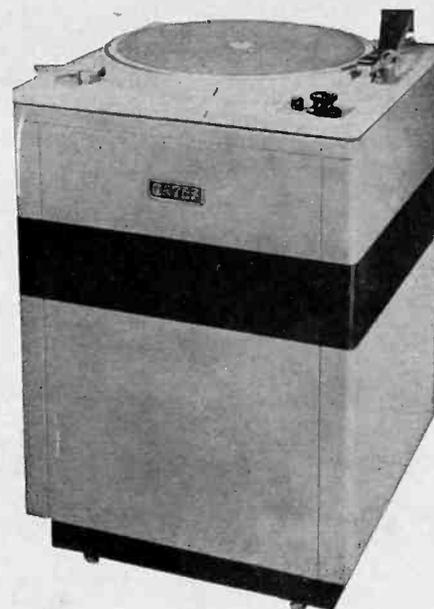
NEW Gates Speech input Console — only 1 yard wide

The new "Yard", packed into an area of 36" x 53/4" x 12 1/2", is a comprehensive 6-channel speech console, including amplifiers and power supply. All controls are at the operator's finger tips . . . note cue speaker mounted on front panel.

Printed wiring assures uniform performance. Also completely new — 3 separate plug-in monitoring amplifiers.

The ultra new Gates "Yard" assures complete serviceability and accessibility . . . hinged-down front, swing-up top. You get choice of terminal strips or connectors for rear connections (state preference when ordering).

Reaching New Standards of performance this equipment will make station operation more efficient!



NEW Gates 3-speed turntable —

Here is the Gates instant starting 3-speed turntable . . . plus motor starting from one flip-type lever .

Cue allowance no more than 1/6 turn at 33-1/3 RPM. One piece cast aluminum chassis designed for minimum resonance. Compact — 29 1/2" x 21 1/4" x 21 1/2" . . . chassis can be cabinet or desk mounted.



NEW Gates light, remote amplifier with 4 mixing channels

The Dynamote is about the size of a portable typewriter (5-7/8" x 10 1/4" x 17 3/4" with battery case). Weighs only 29 pounds with batteries. Printed circuits eliminate wiring errors. Four mixing channels of 150 ohms impedance provides universal usage of 50, 150 or 250 ohm microphones. Choose the microphone connectors wanted (specify connectors desired when ordering).

RUSH THIS COUPON TODAY!

Broadcast & TV Station Equipment Dept.
Canadian Marconi Company
2442 Trenton Avenue Montreal 16, P.Q.

Please send illustrated brochures on:

- The New Gates "Yard" console
- New Gates 3-speed Turntable
- The New Gates Dynamote

NAME

ADDRESS

CITY PROVINCE

Broadcast & TV Station Equipment Dept.

Marconi



CANADIAN MARCONI COMPANY

CANADA'S LARGEST ELECTRONIC SPECIALISTS

RADIO RANG UP THIS SALE!



In Ontario \$166,665,900 per year* is spent on gasoline and car lubricants.

On CFRB in one month, 15 hours and 43 minutes** were sponsored by oil companies and their dealers.

Why do the gasoline and oil people buy time on CFRB? There's a good reason. CFRB helps them sell.

There are other media, of course, that help bring in sales. But radio selling messages have an exceptional persistence, an un-escapable quality. Today you hear radio selling messages in cars, in service stations, upstairs, downstairs, indoors and out, homes, offices . . . everywhere!

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

CFRB can be your opportunity to increase your sales in this No. 1 market. Why not talk it over with the CFRB people?

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

**Based on CFRB program schedule for January, 1955

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

CFRB . . .

Canada's most powerful independent radio station gives you:

- complete coverage of over 1/2 million radio homes every week.
- complete coverage of 44 counties spending \$66,283,699 every week.
- complete coverage of an area populated by 5 million people . . . responsible for 40% of Canada's total retail sales.
- the showmanship, salesmanship and skill that nearly 30 years of experience marked by exceptional success can bring.

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

CFRB

TORONTO

50,000 watts

1010 on your dial