

Canadian BROADCASTER & TELESCREEN

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TORONTO

November 2nd, 1955

THE SHOW MUST GO ON --- AND ON!



ACRTF PRESIDENT BOBBY GOURD, and his wife, Anne, kept the French language broadcasters' show on the road at the Ste. Marguerite Convention last month. They are seen here, dressed especially for the "Habitant Dinner", where, from traditional French Canadian pea soup to the most captivating bunch of nuts you ever met, a good French-Canadian time was had by all.

In This Issue:

"Confidence Keynotes Meeting of French Broadcasters" headlines Bill Stewart's report on the ACRTF convention — Page 6.

"Public service can win listeners for radio" was the conclusion drawn by a BMI Clinic at the same convention. Page 8.

The CCBA Convention in London last week was a happy combination of work and play. Page 12.

Sales and program ideas were exchanged during a clinic at the CCBA Convention. Page 14.

Commander Whitehead, the man from Schweppes, and his free commercials were welcomed by the Toronto Advertising and Sales Club. Page 16.

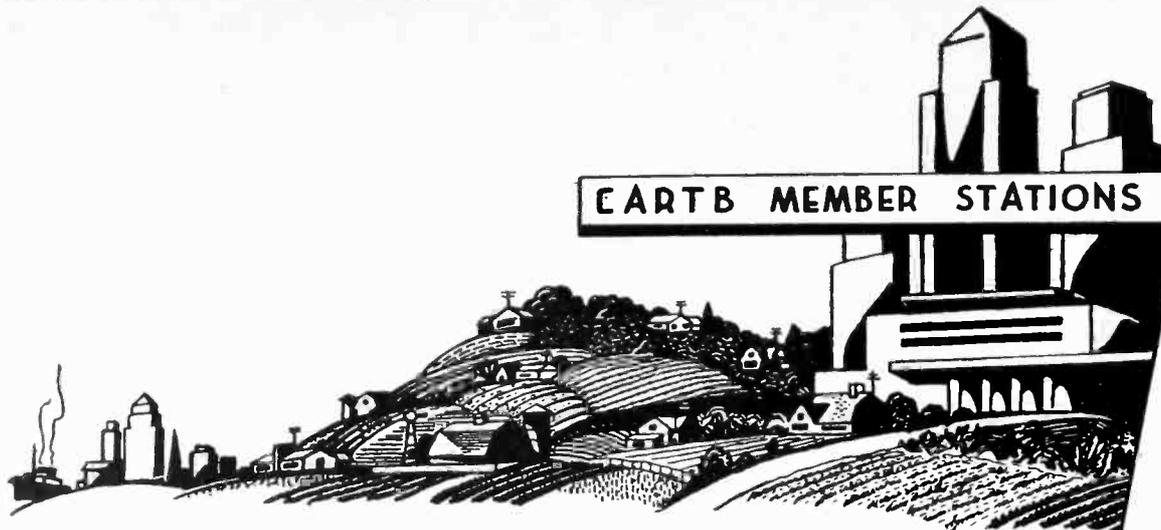
In the Telescreen Section

"Buys School For TV — 1 Buck" is front page news on page 25.

Advertising money being spent in TV is new money. A verbatim report of the speech given by G. C. Hammond, past president of CAAA and vice-president and general manager of Cockfield Brown and Co. Ltd., Montreal, to the CCBA Convention appears on page 28.

All the regular features as well.





Give - - - Give Enough!

COAST TO COAST the 135 radio stations and television stations of the CARTB have been devoting incalculable hours of time to spear-heading, publicizing and promoting Red Feather Drives in the cities, towns and villages of which the communities they serve are comprised.

To quote Mr. Charles Dalton, Toronto Red Feather Campaign Chairman, "the men and women of radio and television are doing yeoman service in getting the Red Feather message across to the public. Without their assistance, we could not accomplish the task successfully."

*Wherever You Go
There's Radio*

**The CANADIAN ASSOCIATION of
RADIO & TELEVISION BROADCASTERS**

Representing 135 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 (18)**
- CKBW
- CKBC
- CKNB
- CFCY
- CFNB
- CHNS
- CJCH
- CKEN
- CKCW
- CKMR
- CKEC
- CFBC
- CHSJ
- CJON
- VOCM
- CJRW
- CKCL
- CFAB
- Bridgewater
- Bathurst
- Campbellton
- Charlottetown
- Fredericton
- Halifax
- Halifax
- Kentville
- Moncton
- Newcastle
- New Glasgow
- Saint John
- Saint John
- St. John's
- St. John's
- Summerside
- Truro
- Windsor
- FRENCH LANGUAGE (30)**
- CFGT
- CHAD
- CJMT
- CHFA
- CHEF
- CFRG
- CKCH
- CKRS
- CKLS
- CKBL
- CKBM
- CHLP
- CJMS
- CKAC
- CHNC
- CHRC
- CKCV
- CJBR
- CHRL
- CKRN
- CFNS
- CJSO
- CKSB
- CKRB
- CHNO
- CKLD
- CFCL
- CKVD
- CFDA
- CKVM
- Alma
- Amos
- Chicoutimi
- Edmonton
- Granby
- Gravelbourg
- Hull
- Jonquiere
- LaSarre
- Matane
- Montmagny
- Montreal
- Montreal
- Montreal
- New Carlisle
- Quebec
- Quebec
- Rimouski
- Roberval
- Rouyn
- Saskatoon
- Saskatoon
- Sorel
- St. Boniface
- St. Georges de Beauce
- Sudbury
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie
- CENTRAL CANADA (43)**
- CKBB
- CJBO
- CFJB
- CKPC
- CFCO
- CKSF
- CFOB
- CKPR
- CKGR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- CJSP
- CFPL
- CJAD
- CFCF
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHEX
- CFPA
- CKTB
- CHLO
- CHOK
- CKCY
- CJET
- CJCS
- CHNO
- CKOT
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX
- Barrie
- Belleville
- Brampton
- Brampton
- Chatford
- Cornwall
- Fort Frances
- Fort William
- Galt
- Guelph
- Hamilton
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- Leamington
- London
- London
- Montreal
- Montreal
- North Bay
- Orilla
- Oshawa
- Owen Sound
- Pembroke
- Peterborough
- Port Arthur
- St. Catharines
- St. Thomas
- Sarnia
- Sault Ste. Marie
- Smith's Falls
- Stratford
- Sudbury
- Tillsonburg
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock
- PRAIRIES (26)**
- CKX
- CFAC
- CFCN
- CKXL
- CFCW
- CKDM
- CFRN
- CHED
- CJCA
- CFAR
- CFGP
- CJOC
- CHAT
- CHAB
- CJNB
- CKYL
- CKBI
- CKRD
- CKCK
- CKRM
- CFQC
- CKOM
- CKRC
- CJOB
- CKY
- CJGX
- PACIFIC (18)
- CKWK
- CJDC
- CFJC
- CKOV
- CHUB
- CKLN
- CKNW
- CKLG
- CKOK
- CKPG
- CJAV
- CJAT
- CJOR
- CKWX
- C-FUN
- CJIB
- CKDA
- CJVI
- Brandon
- Calgary
- Calgary
- Calgary
- Camrose
- Dauphin
- Edmonton
- Edmonton
- Edmonton
- Flin Flon
- Grande Prairie
- Lethbridge
- Medicine Hat
- Moose Jaw
- North Battleford
- Peace River
- Prince Albert
- Red Deer
- Regina
- Regina
- Saskatoon
- Saskatoon
- Saskatoon
- Winnipeg
- Winnipeg
- Winnipeg
- Yorkton
- Chilliwack
- Dawson Creek
- Kamloops
- Kelowna
- Nanaimo
- Nelson
- New Westminster
- North Vancouver
- Penticton
- Prince George
- Port Alberni
- Trall
- Vancouver
- Vancouver
- Vancouver
- Vancouver
- Vernon
- Victoria
- Victoria



SHORTWAVES

STARTED FIRST FRENCH STATION

IN 1921 Canada's first French language radio station CKAC was started by Pamphile R. DuTremblay, as an affiliate of his newspaper LA PRESSE. Twelve years later another Montreal French language newspaper, LA PATRIE also presided over by DuTremblay, obtained a radio outlet, CHLP.

The founder of these two newspapers and the radio stations they supported was a one time Quebec lawyer who became a Member of Parliament, Member of the Legislative Council for his province and was appointed to a seat in the Canadian Senate. As president of LA PRESSE, Senator DuTremblay controlled the largest daily newspaper in Quebec.

At 76 the Senator's health began to fail. Towards the end of September, he was confined to Hotel Dieu Hospital in Montreal. On October 12, members of the Dominion and Provincial governments and the Senator's associates in the newspaper and radio industries joined his family in Montreal's St. James Cathedral as the Archbishop of Montreal, Paul Emile Cardinal Leger, conducted a funeral service for the statesman and publisher who died on October 6.

RIVAL STATIONS TEAM

Victoria's two radio stations, CKDA and CJVI, teamed up this summer to raise money for charity. In association with the Vancouver Island Track Roadster Association and one of the Island's stock car tracks, Western Speedway, a radio versus press race was arranged. Representatives of the two stations pitted their driving skill against employees of the two daily newspapers in the city.

On Saturday, August 20, 5,000 people saw CKDA Sports Director, Keith MacKenzie, cross the finish line first in an 8-lap race at Western Speedway. The station's morning deejay, Doug. McFarland, was close behind him in second place. The \$200 prize money went to the CKDA Good Samaritan Fund. Thus encouraged, the group held another race on October 2 and the CKDA Good Samaritan Fund received \$200 more.

TRANSISTORS ARE HERE

Conventional plug-in radio sets and standard battery operated portables may soon be things of the past, says Richard Snyder, Electrical Division sales manager of the Olin Mathieson Chemical Corporation. Snyder claims that both will be replaced by the new transistor radio in combination with a transistor battery.

He says that a transistor set gives more than 500 hours of listening time for 60 cents, which is about the same, and in some cases less, than the cost of electricity from a wall socket. He cites experiments by automobile companies with transistor radios that can be slipped into the dashboard, played while the car is in operation, and then removed for beach or picnic use when the car is parked.

He estimates that there will be a \$100,000,000 market in the US for transistor radio batteries within the next three years, moving mostly through the drug stores.

NEW SELLING PLAN

What is termed a "Segmented Selling Plan" is being put into effect by CBS-Radio. John Karol, vice-president in charge of network sales, lists nine companies which have purchased radio time under the new plan, which allows different clients to

purchase segments of the same show.

The cost to advertisers ranges from \$1,440 to \$2,100 for a five minute segment. In a letter to agencies, clients and prospects, Karol emphasized the fact that the plan is ideally suited to fit the budget requirements of every type of national advertiser. Also, by giving them a chance to get on more than one network show, it enables them to reach bigger audiences.



Telephone
Answering
Service

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

Phone for Booklet in

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

CKTB Sells St. Catharines, the Rich Niagara Peninsula

BECAUSE

it has more audience in this market than all other Canadian stations combined.

Get the whole story from our Reps: Mulvihill in Toronto and Montreal, McGillvra in U.S.A.

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

Is your Salesman
In Northern Ontario
reaching his quota?

Give him **RADIO**
support with

CJKL Kirkland Lake
CFCH North Bay
CKGB Timmins

nearly

1
—
2

OF SASKATCHEWAN

LISTENS TO

CFQC DAILY ...

SEE OUR REPS!

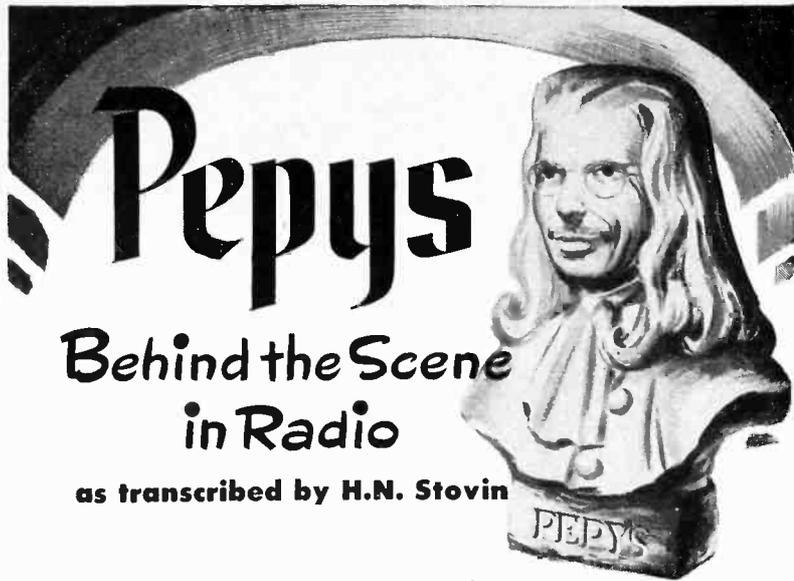
Contact: RADIO REPS - Canada
ADAM J. YOUNG, Jr.,
U.S.A.

CFQC
500 KC
5000 WATTS



THE RADIO HUB OF SASKATCHEWAN





In good fig this day, being much uplifted by good news from our proven stations. CKSF does report from Cornwall that the "Seaway City" and the surrounding market is booming. Some 2,500 more men are now at work than were employed 18 months ago, and this labor force, with wives and children, represents a full 10,000 souls. There are 1,616 new telephones, and this fall school enrolment was up by more than 9% over last year. The only thing that is NOT up, and has not gone up for several years, is CKSF's national rate card ● ● ● And so to Yorkton, Saskatchewan, to read a letter just received by Jack Shortreed, Manager of Radio Station CJGX—a truly remarkable testimonial, since people are not wont to rush out to buy paint:

Please convey to your staff our sincere thanks for the wonderful co-operation extended to us during our recent campaign. As you are aware, the sale was an unqualified success, and in fact posed staff problems, since we were not able to offer our usual service to customers. We hope that our announcements over CJGX following the sale have cleared up any possible dissatisfaction among our would be customers.

Although various types of advertising were used for this sale, we definitely feel that CJGX was responsible for the crowd of over three times as many people as were prepared for.

Again, our thanks for your always friendly and willing co-operation.

*Yours truly,
MacKAY'S PAINT SHOP
E. B. MacKay.*

CKOM, Saskatoon does report business as GOOD, and adds proof by sending in the names of some 195 local merchants who do use CKOM as their "personal" salesman. The main point of interest does seem to be the number of those who are not in the City of Saskatoon, but in the surrounding rural areas. CKOM increased in power from 250 to 5,000 watts about 2 years ago, and this growing list of regional advertisers — in many different business categories — does prove that CKOM's new and stronger voice is being heard and heeded in the rich rural areas of Saskatchewan.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY VANCOUVER

MONTREAL TORONTO WINNIPEG

Representative for these live Radio Stations

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

KVOS Bellingham - Vancouver

Les Holroyd's Showcase

THEY'RE IN THE MONEY NOW

Quiz Loot Brings New Lease On Life To Winners

ACCORDING TO ITS ORIGINAL, The \$64,000 Question is more than the old Take It or Leave It radio show with three zeros added. Louis G. Cowan, who was also the man behind such shows as Stop The Music and The Quiz Kids, was addressing a luncheon meeting of the Radio & Television Executives Society Inc. at the Hotel Roosevelt in New York last month. He said that, in addition to the big prize, the show offered viewers a sense of identification with the contestants and a feeling of being there in the same way that a telecast of a sporting event does.

Cowan said that the people who have been contestants on the program have had a great deal to do with its success. Patrolman O'Hanlon, the New York policeman who is a Shakespearian expert, almost didn't get on the show Cowan said. But, he added, his application was luckily rechecked and the rest is history.

The effect that an appearance on The \$64,000 Question has had on the lives of participants and also of some non-participants has been unbelievable he said. Gino Prato, the shoemaker from the Bronx who won

\$32,000 answering questions about opera, is now a public relations man for a shoe repair supply firm and a celebrity all over the world he said. The chef who prepared the menu for the State Banquet in Buckingham Palace, the subject of the question won Marine Captain Richard McCutchen \$64,000, was unemployed and living in a small flat in London. Following the show he was searched out and given a job, thus starting him on what Cowan said he hoped would be a new career.

The luncheon served at this meeting was a selection of courses from this banquet.

Cowan called television "that giant sized infant" and said that it had taken the entertainment lead away from motion pictures.

Television in the United States consumes some 300 million viewing hours per day on about 30 million TV sets, he said. While about 80 million Americans attend movie theaters each week, the latest ratings show that 60 million people watch one TV show—The \$64,000 Question.

He urged those in his audience responsible for programming to take great care in selecting what they bring to this vast audience. He said that it is impossible to hang out a "For Children Only" sign.

Turning to the advertisers side of the program he said that this show has been an important factor in the cosmetic field. Not only has it meant increased sales for the sponsor, Revlon Nail Enamel Corp., but also for many other manufacturers, Cowan said.

YOUR BEST BUY
in
CANADA'S 3rd MARKET!

CHUB — Nanaimo, covers 100,000 population on Vancouver Island — AND — is often in SECOND PLACE in Vancouver Area Elliott-Haynes ratings — \$8.00 for 1-Minute!

CJAV — Port Alberni, gives you 92% of Alberni Valley listeners AND top coverage in the rich Mainland Area of Powell River — \$5.00 for 1-Minute!

SEE OUR REPS TODAY:
Stephens & Townsend Ltd. — Toronto and Montreal.
Horace N. Stovin & Co. — Winnipeg
John N. Hunt & Assoc. — Vancouver
Donald Cooke Inc. — U.S.A.

DOMINION SOUND EQUIPMENT

Dominion Sound Equipments Ltd. have announced the appointment of R. T. Manuel as sales and service representative in St. John's, Nfld.

Manuel will be operating from the office of the Northern Electric Co. Ltd., at 32 Adelaide Street, St. John's, Newfoundland.

CKRD RED DEER

ALBERTA BROADCASTING COMPANY LIMITED

The only DAILY advertising medium serving CENTRAL ALBERTA'S 100,000 consumers

850 Kc.
1000 Watts

SEE RADIO REPS

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

EMPIRE 3-5075

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

CCAB

Vol. 14, No. 21

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

November 2nd, 1955

On With The Show

No one could have attended last month's two conventions without being favorably impressed, but not so much with the depth of the deliberations at the business sessions as another factor. These were serious attempts to improve the business, and some of them were highly constructive. The main thing though that impressed those who attended Ste. Marguerite and London, more as onlookers than participants, was the entertainment. At first thought it seemed strange, after so many "strictly-business" conventions. On second thoughts though the only strange thing about it was that the tremendous capacity to entertain, which originally attracted these people to what used to be regarded as part of the entertainment business, has laid so latent so long and is brought out so seldom. It was astonishing, for example, that for two or three hours the Central Canada delegates conducted a "sales and program clinic" devoted to an exchange of ideas designed to sell more sponsors more radio advertising, but confined their discussions to telling each other about commercials which sold goods successfully and various ways and means they had employed — not interest but tricks — to induce people to stay on their wave lengths.

If anyone had tape recorded the really top flight floor show staged by artists from CFPL and played it to that clinic, it is just conceivable that some of them might have realized that people like entertainment for its own sake, and absorb the commercials that come between because they don't want to miss anything; that saturating them with spot announcements, buying their favor with money or inviting them to the studio or recording the voices of their children for later use may make one advertising agency man extremely happy, but will never, if they live to be a hundred and nine, make permanent listeners for their stations.

Time was when radio broadcasting consisted of radio programs — just that. There were such top-flight American imports as *Amos 'n' Andy*, Eddie Cantor's old *Chase and Sanborne Hour*, the peaceful *Davy Tree Hour*, *Easy Aces*, *Seth Parker*, *Showboat* and other unforgettables. And Canada had her own top flight programs too? Where are they now?

Do you remember the old Thursday night *Neilson Hour*? Julian Oliver, Jean Haig, Jimmie Shields and Ray Calder were four of the names that used to light



"Easy boy, easy! This is not the CBC."

up the canopy of that theatre. Didn't the *Cocoonoodle Club*, sponsored by Willards' Chocolates, feature among others CBC's present assistant general manager, Ernest L. Bushnell? And what about *CIL Opera House of the Air*? *Black Horse Tavern* for National Brewers' Yeast (Dawes Brewery); Big Bill Campbell and his shows and heaven knows how many more.

Where are they now? You may well ask. People prefer the new kind of programming — music and news. That is the answer. But how do they know? How many people now listening to radio (or not listening) remember the Baron Munchausen as delineated by Jack Pearl? *The Rudy Vallee Hour*? Reginald Stewart and his *Imperial Oil Hour*, Imperial Tobacco's *Joycasters*, National Carbon's *Eveready Hour*.

These shows had listeners. They had sponsors too. Why not give them a fresh trial. They'd be old hat. We know that. But the new generation wouldn't.

• • •

Enterprise On The Spot

A mild degree of commotion has been caused by a national sales representative who has offered to represent private television stations at a reduced rate of commission. The commotion exists largely among competing representatives who logically do not relish the idea. It is also said that there is some annoyance in advertising agency circles, which may be attributable to the fact that they will shortly be renewing their campaign for an increase in their commissions.

C B & T has only this to say. It is scarcely in keeping with the system of private enterprise, in which advertising plays such an important part, to question the right of competitors in any field of business to sell their goods or services for what they choose to charge. It is possible that in the case in point this representative may be able to offer a better service for less money. If this is so, it is in accordance with the principles of private enterprise. It is also within the realms of possibility that he may be depreciating the value of this service, and so of the entire medium as some sort of a "loss leader". If this is the case, it is to be regretted, but it is still legal.

• • •

CBC Needs Complaints

Canadian Broadcasting Corporation, according to CBC official in Vancouver, needs criticism. Says CBUT television program director, Marc Munro, "We need critical reaction. It's a bad thing to get favorable letters. Letters should suggest changes and if enough people say it, programs will be changed or removed."

Contrary view is expressed by another CBC official, manager of radio station CBU in Vancouver, who declares that "CBC is a sacred trust, not a business venture, and because it is not a business venture people attack it vociferously. As a culturally unifying factor in Canada it is essential to the country."

Lack of critical letters concerning CBC-TV in Vancouver lies in fact that so few people in that area watch CBC productions, most preferring to tune in to nearby US television transmitters. In areas less fortunately situated, such as Halifax and Montreal, where television audiences are forced to rely on CBC monopoly, supply of complaints should be adequate to satisfy CBC officials like Mr. Munro.

Forthcoming Royal Commission on radio and television should supply Mr. Munro with adequate number of complaints. Commission should serve, also, to explode moth-eaten myth that Canada would fall apart at seams were it not for "culturally unifying factor" of CBC. CBC officials in Vancouver, according to BUP, have refused to accept paid advertising from privately-owned radio station CKNW in New Westminster, on ground that private station's service was not of type acceptable to CBC. Criticism of CBC's action remains unanswered.

—The Letter Review.

ACR77

CONFIDENCE KEYNOTES MEETING OF FRENCH BROADCASTERS

By BILL STEWART

STE. MARGUERITE, QUE. — The French-Canadian Association of Broadcasters (Association Canadienne de la Radio et de la Télévision de langue Française) met in this Laurentian resort town, Oct. 16-18 and the main fact that emerged from their meeting was the confidence of radio men in the future of their industry.

This was evident in formal discussion at four business sessions during which representatives of various sections of the broadcasting industry brought forward figures showing that radio's place in the field of public information and entertainment is now taking shape again after the initial flurry of uncertainty that followed the appearance on the scene of TV.

The same confidence was manifest in the great deal of informal talk carried on by representatives of the 26 French-language members of the ACRTF which was formed in 1954 and held its first general meeting last year at Montebello.

The 150 persons who attended this year's lively gathering — an increase of 50 per cent compared with the first meeting — got first-hand reports from American radio men about the work they have done since TV appeared across the border eight years ago.

TV IS GOOD FOR RADIO

One prominent American official, Joseph Connolly, vice-president in charge of programs, WCAU, Philadelphia, told a BMI program clinic, following the ACRTF meeting, that "TV is the best thing that has ever happened to radio."

What Connolly had in mind was what was expressed in many different ways by other Quebec radio men:

Television has made radio take a good look at itself, its methods and its market and the result has been better radio and a determination to make itself even better, to hold its share of the advertising which is its lifeblood.

Representatives of a number of the French-language stations brought reports of success with programs featuring local talent—some of them widely distributed among other stations.

There were reports on the growing importance of newscasts and the need to give full attention to this field of broadcasting which helps stations identify themselves with their communities and perform a role of public service important to their future.

MORE RADIO THAN ALL OTHER MEDIA

Walter Elliott, president of Elliott-Haynes Ltd., the program rating organization, told the meeting held at the Alpine Inn that today 98 per cent of Canadian homes have one or more radio sets.

He said this means that radio advertising is carried into more homes than all other forms of advertising combined. In addition, 800,000 Canadian automobiles are equipped



ALL ON HAND FOR THE ACRTF CONVENTION, in the top picture we have a covey of agency types: sitting, left to right, Cam Logan, Cockfield Brown & Co. Ltd., Toronto; Mary Moran, MacLaren Advertising Co. Ltd., Toronto; Paul Corbeil, Spitzer & Mills Ltd., Montreal. Standing: Bill Hannah, Cockfield Brown & Co. Ltd., Montreal; Joe Beauregard, McKim Advertising Ltd., Montreal.

Next the reps, starting at the left front with Adam Young, Adam J. Young Jr. Inc., New York; Andy McDermott, Radio & Television Sales Inc., Toronto; Ted Pepier, Joseph A. Hardy & Co. Ltd., Toronto; Marc Legault, Omer Renaud & Co., Montreal; Ken Davis, Omer Renaud & Co., Toronto. Back row: Bruce Butler, Joseph A. Hardy & Co. Ltd., Toronto; Omer Renaud, Omer Renaud & Co., Montreal; Emery Richmond, Radio & Television Sales Inc.; missing from picture (probably out trying to swipe a station while the other reps were busy) is H. N. Stovin's Micky Maguire.

There's quite an electronic look to the shot of the equipment men which came third. From left to right the front row contains Hugh Hauck, Canadian Westinghouse Co. Ltd., Montreal; Charles Boisvert, RCA, Montreal; Johnny Nadeau, Canadian Marconi Co., Montreal; Ed Gareau, Canadian General Electric Co. Ltd., Toronto; Johnny Walker, RCA Victor Co. Ltd., Montreal; Geo. McCurdy, McCurdy Radio Industries Ltd., Toronto; Ken Fowler, Canadian General Electric Co. Ltd.

The CARTB contingent brings up the rear with research director Dick Thibodeau on the left; then CARTB secretary Flora Love; executive vice-president Jim Allard; president Jack Davidson; sales director Chas. Fenton; Taschereau Fortier, newly appointed French counsel to the association.

with radio sets and 70 per cent of new cars are sold equipped with radios.

Elliott said that while the competition from television may have taken away some advertising business from radio, Canada's population growth in the last 10 years — an increase of 15 per cent — amply compensates the radio industry for the loss.

He went on to say that studies have shown that in Quebec the radio sets-in-use index is the highest in the world. Further research indicates that in Quebec, day time radio programs reach 70 per cent more listeners than elsewhere in Canada and night time programs reach 50 per cent more.

Elliott announced that in November, his company will publish a report on 20,000 interviews with radio listeners in all parts of Quebec which will indicate the listenership of each radio station in the province.

There were no elections of officers at the ACRTF meeting. The association's elections are held when the CARTB, with which the French-language group is affiliated, holds its annual meeting next year.

Jack Davidson, CARTB president, attended the ACRTF sessions and complimented their members for the assistance French-language officers lend to the national association.

GROWING PRESTIGE

David Gourd, ACRTF president, noting the increased attendance, said it was a sign of growing prestige and of consideration of the important results expected of the French-language group.

Gourd introduced to the meeting Taschereau Fortier of Quebec City who has succeeded Guy Roberge, as legal adviser of the ACRTF.

At different times during the meeting there were references to a western tour undertaken last summer by Gourd and the success he achieved in establishing contact between the French-language group and their western colleagues in the broadcasting industry.

The CARTB president gave a full review of the problems that inspired the formation of the national association and the results that were achieved.

He recalled the days when newscasts could not be sponsored; when no spot commercials were permitted after 7:00 p.m.; when operating licences were of a single year's duration.

He told of the benefits of CARTB franchises for advertising agencies.

He told how Jim Allard, CARTB vice-president and general manager, receives at the central Ottawa office a volume of day to day information from radio and TV members and how this is of use to all members.

"Had it not been for CARTB efforts, I believe there would have been NO private TV licences," said Mr. Davidson. "There still are none in the six largest Canadian cities, but I believe there will be. I also believe that when private TV comes to the major centres, the public will

be as pleased as it has been with private radio."

Davidson said there were some murmurings when the CARTB engaged in its long fight over copyright fees and in an area such as Kirkland Lake, fees paid by his company's radio station there jumped 400 per cent.

"However, the CARTB is saving each of us in copyright fees more in a year than our contributions to the association," said the president.

He urged members of the French-language association to elect strong officers who can carry out effectively policies as determined by their wishes.

Nolin Trudeau, an expert on advertising and publicity in Quebec's French-language market, urged ACRTF members to pay close attention to their own advertising in English and to use "impeccable language."

His advice was that "a lot of time and effort" be devoted to the radio station's own publicity material.

NEW AVENUES OF ENTERPRISE

The growing confidence of the French-language radio men in their industry, despite the challenge, became manifest early in the meeting when Aurele Pelletier, program director at CHRC, Quebec City, declared that radio is indispensable to the public.

Pelletier, conducting a panel discussion on the new avenues of enterprise open to radio said, the vast reach of radio was unequalled by any other medium and its benefits to advertisers remained unchanged despite the presence of TV.

He admitted that the radio industry had suffered from inertia but he said this had been put aside and the industry needed to make careful studies of the local and national fields to get the business it is well able to do.

Guy Daviault of the Montreal office of the sales reps, Joseph A. Hardy and Company, told of a recent tour of radio stations in various parts of Quebec and his discovery that local talent in the majority of the centres he visited is "astonishingly good."

"Broadcasters are becoming aware of the local point of view and the advantage of expressing it," he said,

adding there is a growing effort to draw attention to the personality of a local station whereas former practice was for the local station to imitate its big-city brother.

NIGHT LISTENERSHIP STILL GOOD

André Daveluy, who has sold radio advertising for CKAC for 22 years, reported on changing trends. He said today the majority of advertisers will not undertake sponsorship of major production efforts.

Their campaigns are shorter and more frequent. Long-term campaigns are fewer. There are fewer sponsored 15-minute programs. There are more 5-minute programs.

Daveluy said that the most popular advertising times are morning periods. Advertisers have a good choice of times at night when listenership still remains good, he added.

He said radio stations would be wise to study the question of night time advertisers and undertake a campaign to prove to sponsors that night time advertising is still valuable.

The meeting heard from a radio-preacher, Father Marcel-Marie Desmarais of the Dominican order who is heard over 20 French-language stations.

WHY RADIO WORKS

Charles Fenton of the CARTB's national sales office in Toronto presented a report on the work of the Toronto office on behalf of association members and showed a film — "Why Radio Works" — about the effectiveness of radio.

Fenton said some national advertisers are put off campaigns that might go to a local station because of the attitude of local retailers. He urged ACRTF members to get to know the local retailers of the various national industries and businesses and to make sure they know of the advantages of radio advertising in their community.

Roger Charbonneau, Montreal representative of Radio Nord Incorporée, explained the need for budgeting by broadcasting stations large and small. He said it was the best way of controlling costs, of setting rates for employees working on commission, and of keeping a constant check on receipts as well as on comparative costs.

Charbonneau said budgeting would remind station operators of such items as the need for keeping their insurance, including their automobile insurance, up to date.

Jules Gobeil, secretary-treasurer of Quebec Retail Merchants Association, suggested that the ACRTF and his organization set up a joint committee to study the possibilities of radio advertising campaigns by members of the merchants' association.

Guy Rondeau of CHRC conducted a panel on the value of newscasts as a sales instrument. He said news is of incalculable importance in establishment of close relations between a radio station and its listeners.

Paul-Emile Corbeil, a radio pioneer in Montreal and now with Spitzer and Mills advertising agency, told the meeting that advertising agencies have as much interest as radio men in keeping alive what he called the "most powerful medium of advertising."

Corbeil said TV has not yet found itself or its final operating formula. Some sponsors are fascinated by it because it is a new medium but radio still provides an inexpensive advertising outlet.

ACRTF members heard from Leon Alarie of Chicopee, Mass., about French-language broadcasting in New England. Before winding up its meeting the association announced it and its members will take all possible steps to help American French-language broadcasters.

Annual dinner guests of the ACRTF were Dr. Adrien Pouliot, member of the CBC board of governors; Daniel Johnson, parliamentary assistant to Quebec's Attorney-General; and Léopold Langlois, MP from Gaspé; and Lionel Bertrand, secretary-treasurer of the French-language weekly newspapers association.

Members of the executive of the ACRTF are:

President, David Gourd, Radio Nord Incorporée.

Vice-president, Phil Lalonde, CKAC, Montreal.

Secretary-treasurer, Maurice Boulianne, CJSO, Sorel.

Directors — Tom Burham, CKRS and CKRS-TV, Jonquière; René Lapointe, CKBL, Matane; and Paul Lepage, CKCV, Quebec.

POINTS of Sale

HOW MANY? That's a good question. We have the statistics.

HOW MUCH? An even better question because its answer measures the acceptance our stations enjoy in their communities. We have the facts.

C-FUN
VANCOUVER

CKBB
BARRIE

CKTB
ST. CATHARINES

CKOK
PENTICTON

CJCH
HALIFAX

CHOK
SARNIA

CJFX
ANTIGONISH

CKVR-TV
CHANNEL 3

CKGN-TV
NORTH BAY

**PAUL
MULVIHILL
& Co. Ltd.**

Toronto
77 York Street
PAUL MULVIHILL
EM. 8-6554

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



keep ahead of the game

CFNB

IN NEW BRUNSWICK

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



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

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

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

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

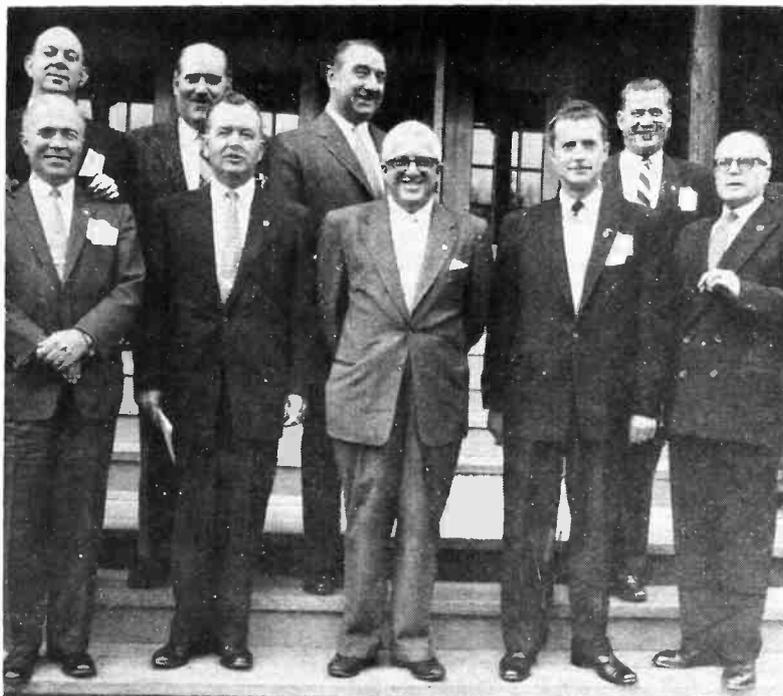
**1st in RESULTS, with
Kingston's most effective
sales promotion
campaigns!**

Contact: Horace N. Stovin

**CKLC
KINGSTON**

Program Clinic

LISTENERS LOVE RADIO FOR PUBLIC SERVICE
BMI Brings US Broadcasters To Share Experiences



AT STE. MARGUERITE FOR THE BMI CLINIC, this group of speakers and officers posed for the CB & T camera between sessions. From left to right, in the front row, they are: E. R. Vadeboncoeur, president WSYR-AM-FM-TV, Syracuse, N.Y.; Joe Connolly, vice-president, WCAU, Philadelphia, Pa.; Robert Burton, vice-president, Broadcast Music Inc., New York and general manager BMI Canada Ltd.; Conrad Lavigne, president, CFCL-AM-TV, Timmins, Ont.; Dr. Claude Champagne, assistant director, Quebec Conservatory of Music; in the back row, J. Frank Jarman, vice-president, WDNC, Durham, N.C.; W. Harold Moon, assistant general manager, BMI Canada Ltd.; Robert Jouglet, sales promotion manager, CKAC, Montreal; T. Clyde Moon, field representative, BMI Canada Ltd.

STE. MARGUERITE, QUE. — Service to listeners was the keynote of a BMI clinic which followed the second annual meeting of the French-Canadian Association

of Broadcasters (Association Canadienne de la Radio et de la Télévision de langue française). It was the first bilingual clinic held for the broadcasting industry in Canada.

The idea of putting across in a community that the local radio or TV station is at the service of its citizens emerged from pointed talks given by Joseph Connolly, vice-

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

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

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

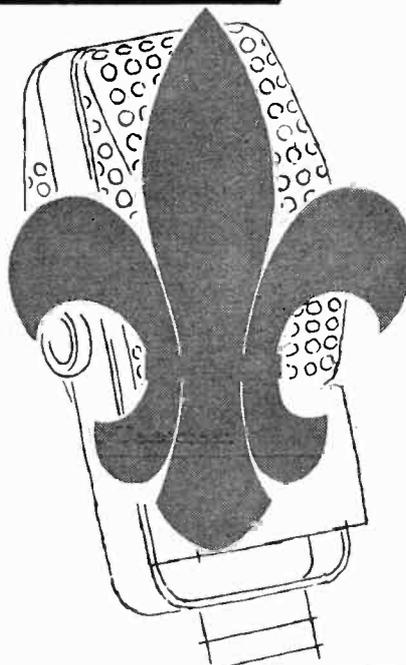
Ask your district Salesman or your Sales Agent to call personally at any Hardy Station and let them see for themselves what we mean by top co-operation with Manufacturers and their Advertising Agencies.

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

1489 Mountain St.
Montreal, Quebec
PL. 1101

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

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



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

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

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

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

president in charge of programs at WCAU, Philadelphia, and by E. R. Vadeboncoeur, president and general manager of WSYR, Syracuse, N.Y.

Connolly gave his French-language audience WCAU's "Twelve Commandments of Better Programming" while Vadeboncoeur told of the importance of local news development. Emphasis on service to listeners was the strain that ran through both addresses.

These are WCAU's Twelve Commandments:

- (1) Capitalize on community interest;
- (2) Make the most of your music;
- (3) Be novel with news;
- (4) Develop service facilities;
- (5) Build local personalities;
- (6) Get closer to your audience;
- (7) Make public service pay off;
- (8) Experiment endlessly;
- (9) Look your listener in the eye;
- (10) Accent on youth;
- (11) Pitch and promote;
- (12) Keep a perpetual inventory going.

SUPER-SATURATED

Connolly said WCAU is in one of the United States' first super-saturated TV areas and in its case the advent of TV was the best thing that had happened to radio because it had made the older medium take stock of itself and carry out a real study of its position as a medium of public information, entertainment and advertising.

He said WCAU's study of its music programs led it to arrange music periods by blocks of mood and type music. A Sunday morning show of pop concert music from 6:30 to 8:00 a.m. won the station 66 per cent of the audience in an 11 station area.

WCAU made a feature of oddities and chuckles in the news and billed it *That's Life*. The station's observation was that the most effective results from Beep telephone interviews with people in the news were achieved by editing out the voice of the station interviewer.

With the idea of giving as much service as possible to its listeners, WCAU developed weekend traffic bulletins, hourly reports on vital news stories and a service of hurricane warning bulletins for Philadelphians in summer resorts on the New Jersey coast, 50 miles away. Connolly said citizens derive comfort from the knowledge that in an emergency, their radio station is keeping a close watch on the situation and will pass vital information on to them immediately.

WCAU builds up station personalities by careful promotion but signs them to exclusive contracts.

WCAU tries to keep close to its listeners by audience participation programs. A problem of the station's distance from the heart of Philadelphia was overcome by putting on special programs for the city's service clubs and similar organizations which supervise transportation of their members to WCAU's studios. WCAU also maintains a small music group which is on call for performances at small parties.

Connolly said there is no such thing as a good sustaining program. Sponsorship inspires listener respect. WCAU, faced with the problem of

meeting night time TV competition, worked out a series of 27 dramatic programs telling the story of important Philadelphia companies.

NEW IDEAS AND OLD SWITCHES

He said a station should be on the watch constantly for new program ideas or for effective switches of old program formulas.

WCAU at all times has some kind of contest going for its listeners. These not only keep its audience interested in the station but contest letters from listeners contain incidental remarks about WCAU programs that are a constant source of criticism and valuable tips.

Feeling that youngsters brought up in homes with TV had turned their backs on radio, WCAU conducted current affairs quiz programs among competing teams of youngsters of high school age and also career forums in which a changing panel of high school boys and girls question men who have made their mark as local and national figures.

Connolly said a station should take as much pains with its promotion as with its commercial advertising. A spot announcement worth \$30 to an advertiser is worth the same money to the station if used for promotion and should get the same care in its preparation.

Concluding, Connolly said WCAU takes constant stock of itself by holding thrice-weekly meetings of all staff, regardless of rank, who have any connection with programs put on the air.

Staff suggestions, comment and criticism lead to improvements and the management's attention to suggestions creates interest on the part of the staff.

FASTER AND CHEAPER

News presentation on radio and TV are two entirely different things. This was the opening shot from E. R. Vadeboncoeur, who presides over both the radio and TV operations of WSYR, Syracuse. So far TV has not found proper methods of covering news since it is not yet as flexible as it may be with further technical improvements, he said.

A newsman with 30 years' experience, the WSYR official said news is radio's bread and butter and no station can afford to be without a news staff — even of just one competent man — to handle news properly.

He said local news is one of the chief factors in a station's problem

of identifying itself with its community.

WSYR hired the star reporter on a local newspaper to run its news department and the result is listener-catching programs put on at less cost than other programs taking equal time.

WSYR's highest-rated commercial program is one following right after an 8:00 a.m. newscast.

Vadeboncoeur was travelling through Connecticut during recent floods and said he saw local radio stations perform the best jobs of informing the public about an emergency he had ever experienced.

He recommended use of the Beep recorder for interviews with officials in charge of arrangements to deal with such a community emergency or for similar interviews with people in the news or officials armed with information of general interest.

Vadeboncoeur said his TV outlet at Syracuse uses two film cameras — one equipped with a 400-foot magazine — for its local news coverage. Film is processed in a bridgematic tank which can turn out 300 feet of film ready for use in one hour and 400 feet the second hour.

He said when Carmen Basilio and Paddy DeMarco met at Syracuse for the world's middleweight boxing title, a TV blackout was applied to live broadcasting of the match but his station was on the air with film on the fight less than two hours after it ended.

He felt that radio news will always be faster than TV news and will remain four or five times less expensive. News will remain radio's best source of revenue next to music.

IMAGINATION IS LACKING

Robert Jouglet, director of sales promotion for CKAC, Montreal, said French-language radio stations are overloaded with popular songs and lacked imagination in their presentation of programs of recorded music.

Jouglet said disc-jockeys, no matter what qualities they possess, seldom say anything worthwhile, funny or interesting. He blamed this on lack of proper preparation of their programs.

He said a good selection of recorded music can be broadcast successfully by a radio station at 7:30 p.m. when TV programs are in full swing.

These programs may not achieve a high rating but they will reach a special audience and once well established will appeal to a sponsor. Some American radio stations without TV competition by use of music alone.

Jouglet reported on a survey made two years ago among 1,000 radio listeners in rural areas in Quebec. In general terms, the group had no interest in folk music that is not genuine. Their views of poorly-performed and recorded square dances was the same.

He said it is regrettable that Canadian radio artists still have to go abroad for recognition. An opinion often expressed is that Canadian markets are too restricted to support them properly.

Jouglet said a good Canadian market exists for good recordings of Canadian works and performances.

He said the radio industry should demand better quality in Canadian recordings and better records by Canadian artists.

"THE VISCOUNT WAS AN EXPERT AT SIZING UP SITUATIONS,"

Says Lionel



"Viscount Alexander, I mean, the former Governor-General. He said, 'It seems that one cannot go anywhere in Canada without visiting Moncton.'"

Mind you, that was a few years ago. Times have changed a little. For instance, they now have a direct stagecoach line between Moose Jaw and Swift Current.

But Moncton is still Hub of the Maritimes; a bustling area full of moneyed Maritimers. Proof? In the four counties that CKCW serves, more than 75% of the 35,420 householders own their own homes!

Start your Maritime campaign plans with CKCW as your hub station!



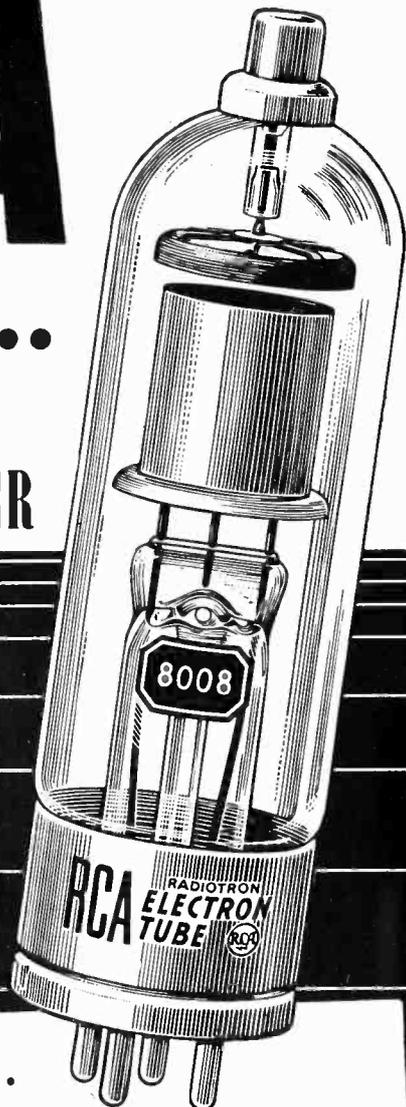
If your sales need **HELP** In the North — try **RADIO** It sells

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

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

RCA TUBES ...

*for the
BROADCASTER*



RCA - 8008* ...
a mercury-vapour
rectifier for heavy-duty
power supplies

**Look to your RCA Tube Distributor for
dependable electron tubes**

A phone call to your local RCA Tube Distributor is a quick and sure way of getting prompt answers to your electron tube problems ... and the best possible service for your tube requirements. Or contact The Tube Dept., RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30.

★RCA Mercury-Vapour Rectifiers

You can get a wide variety of mercury-vapour rectifiers from RCA Victor. They are noted for their freedom from arc-back and for their long, trouble-free service in all applications.



TUBE DEPARTMENT

RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30

Opinion

BRING BACK RADIO'S GLAMOR IS U.S. ADMAN'S ADMONITION

SOME RADIO STATIONS have been accused of "having neglected to revamp their operations to keep at least some of the very real glamor, excitement and, above all, the friendship-building qualities of radio, against the inroads of this TV upstart."

Addressing a meeting of the National Association of Radio and Television Broadcasters in Roanoke, Virginia, Frank Silvernail, manager of station relations for the Batten, Barton, Durstine and Osborn Advertising Agency, cited stations' ignorance of how to sell their own medium as the reason for the slide of funds from radio to TV in the U.S.

Silvernail exonerated the advertising agencies from the switch of funds from radio to TV, claiming that the agencies' responsibility to their clients was to buy the most effective possible advertising medium best suited to the requirement of the clients in the particular market.

He cited three things which he claimed had contributed to keeping national advertisers from using more radio.

"The first thing", said Silvernail, "is a lamentable tendency to sell by the numbers ... making ratings the only selling point whether we are being offered a program or an announcement package." He claimed that this type of selling lacked

creative imagination or awareness of what the advertiser can really use best. Describing radio as a "35 year old housewife ... in competition with the Marilyn Monroe glamor of television", he urged those engaged in selling radio to learn to rouse enthusiasm for the medium in place of "mechanistic tabulations". He praised those radio stations which develop talent that is uniquely their own, who build shows with human interest and work out ideas for adapting the copy approach of the product to what they have to offer the advertiser, and then make sure that both the advertiser and the agency know about it. In so doing, he said, "they are recapturing the old lure of radio and selling it."

Silvernail's second complaint was that stations were not taking enough trouble to influence local distributors and dealers in favor of their medium. "What good does it do for us to recommend the use of radio in a specific market where we know it would be an asset," he asked, "if the district managers report that their big dealers are more or less luke-warm about it?"

The third point he made was the failure to rouse enthusiasm of the client himself, to give him the really practical reasons why radio can do a job for him over and above the essentials. "Data alone may satisfy him that your station is probably as adequate as a half dozen other ways of investing his budget for the market," Silvernail pointed out, "but they will never make his eyes light up, or make him pound the table because of the super extra advantage of how you would merchandise his campaign to the dealers, or the incredible hold your home economics expert, your farm specialist, your local news analyst, or your friendly old counsellor have on the hearts of your listeners, and what their personal endorsement can mean."

Command

FIRST POSITION

in your product field

In Northern Ontario you
can take the lead with

RADIO

CJKL Kirkland Lake

CKGB Timmins

CFCH North Bay

CARTB FRANCHISES

Two more advertising agencies have been added to the list of those franchised by the CARTB. They are: Weill and Eby, Inc., Buffalo and Toronto and Bennett & Northrop Inc., Boston and Halifax.

*cover London and
Western Ontario with*

CFPL radio dial 980

Contact All Canada Radio: In U.S.A. Weed & Co.

**A LITTLE
CASH BUYS A**

L



T

**OF LISTENERS
ON CFCF-RADIO**

CFCF *radio*
MONTREAL

Represented:
In Canada, by All Canada
In U.S.A., by Weed & Co.
In Montreal, REgent 1 1101

ALL WORK AND NO PLAY MAKE JACK

But CCBA Members Find A Happy Medium

By DICK LEWIS



A GOOD TIME IS BEING HAD BY ALL AT THE CCBA CONVENTION in these pictures. Above, Floyd Wright and his CFPL Radio Rangers are whooping it up during the Chuck Wagon Dinner. At left, Priscilla Wright, flanked by her father and mother, Don and Lillian, contributed her versatile voice to the proceedings. At right, CARTB President Jack Davidson, with Mrs. D. (Fran), dig in to the fine fare.

WHETHER you took in last month's French broadcasters' convention at Ste. Marguerite or the Central Canada one at London, or both, you could not very well avoid coming up with one conclusion, and that is that radio and television are forms of show business after all.

From the French Canadian "Habitant" dinner at the Alpine Inn to the gen-u-wine Western Chuck Wagon Dinner at the Hotel London (London is in western Ontario, and that must be the reason for that) the show at both conventions went on — and on — and on. There was one difference. In London, they had Paul Soles' smooth-running, well organized and highly hilarious stage show, featuring CFPL-TV cowboy musicians and a comic magician, and headlining the appealing voice of London's Priscilla Wright (with Daddy Don at the piano). In the Laurentians, the ebullient Canadiens (and their charming Canadiennes) preferred to obtain their entertainment on a do-it-yourself plan.

Business and other sessions in London were relatively few, as opposed to an over-stuffed Quebec

agenda and they were surprisingly well attended. Called to order at ten o'clock in the morning on Monday, October 24, by CCBA president Howard Caine, the meeting hit its stride with a keynote speech, delivered by the London district manager of the London Life Insurance Company, T. O. Robinson, who came at them with one of those success-is-around-the-corner-so-out-with-the-application-form-boys kind of



harangues, which sends insurance men out with a gleam in their eyes, and bring them back to roost with nothing less than a sale of ten thousand 20 pay life.

This speaker told his audience about the rosy vistas in radio's future, disclosing that he had queried the 57 men on his staff and found them to be the collective owners of 129 radios. Deriding radio's fear of competition from television, he said: "Weak men wait for opportunities; strong men make them."

Still in optimistic vein, he urged executives to study statistics, which forecast for Canada greatly increased national income and potentialities in various fields.

Income from agricultural pursuits for 1967 is estimated at \$1,400,000,000, he said; entire national income will be \$19,000,000,000; the population will have increased over 5,000,000, with a labor force of 2,840,000.

IMPORTANCE OF PEOPLE

"What products are manufactured by a radio or television station? What do you really have to sell? Is it kilowatts, kilocycles, megacycles?"

Those electronic giants, radio and television, are quite useless without

people to bring life to them, according to Murray Brown, who was the next speaker. Brown, who is the general manager of CFPL-Radio and CFPL-TV devoted his talk to comparing and paralleling the two halves of the joint operation which is in his charge.

The prime need for effort and money in either undertaking, he stressed, is the training and supervision of personnel. He repeatedly emphasized the desirability of management's taking the staff into its confidence, rather than "keeping everything on the manager's desk."



Here is CFPL chief, Murray Brown, with his two right-hand men, Doug Trowell, left, of CFPL-Radio and Bob Reinhart, right, of CFPL-Television.

He went on to say that managers are wise to allow staff members to familiarize themselves with other stations, by having them join them on visits to other stations, and also in having them take courses of various kinds.

INTEGRATION OR SEPARATION

Whether a company which owns both radio and television stations should run them as one integrated operation or two completely separate ones is a matter of opinion, Murray said, as both methods have their good and bad features.

He listed the merits of the integrated system as:

- (1) Gives all the staff an equal interest in radio and TV.
- (2) Eliminates costly duplication of staff functions common to both radio and TV.

"On the other side of the ledger", he said, are such situations as:

- (1) "Staff must have split loyalties between the two media and are responsible to a variety of bosses.
- (2) "Lack of association with strictly one medium eliminates the healthy competitive spirit vital to the success of both the radio and television stations."

Expressing his company as so far favoring the plan of separating the operations, he named two modifications: "engineering — director of engineering and his technical staff common to both—and public service — our supervisor of public service works jointly for both radio and TV . . . as he can co-ordinate the assistance to be granted by both media and eliminate the need for organizations to make separate approaches to radio and television and tell their story."

There is some liaison between the news departments and some radio personalities do appear on TV as freelance artists, he went on, but other than this, "all other functions are completely independent of one another."

While admitting there may be faults to the system, he said that "results thus far would indicate that both media have taken on their own individual personalities and each is enjoying a good public acceptance, good business and a good 'esprit de corps'."

CONSTITUTION AMENDED

Change of the name of the national association, formerly the Canadian Association of Broadcasters, to the Canadian Association of Radio and Television Broadcasters, was ratified by the meeting. It was also decided by resolution that "no member of

GET ATTENTION WITH MAGNETS

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

ERIC H. HARDMAN LIMITED

137 Wellington St. W. Toronto
EM: 8-2765
In Montreal: R. H. CASSIDY
630 Dorchester St. W., Phone UN. 6-8191

CCBA ELECTS OFFICERS



THE NEW CCBA BOARD, standing, from left to right, are Baxter Ricard, CHNO, Sudbury, 2nd vice-president; Fenwick Job, CFJB, Brampton, treasurer; Al Collins, CKLB, Oshawa, 1st vice-president; Doug Trowell, CFPL-Radio, London, secretary. Seated is Tom Darling, CHML, Hamilton, president. TV directors (not in picture) are Roy Hofstetter, CKWS-TV, Kingston and Ralph Snelgrove, CKVR-TV, Barrie.



REPRESENTING THE CCBA on the board of directors of the CARTB are, left to right, Bill Hawkins, CFOS, Owen Sound; Al Hammond, CFCF, Montreal; Jack Davidson, CARTB president, Northern Broadcasting Ltd.; Gene Fitzgibbons, CKCO-TV, Kitchener; W. T. Cruickshank, CKNX-Radio, Wingham.

the CCBA shall serve more than three years as a member of the board in any capacity." Another amendment to the constitution established five territorial zones, namely, North, East, West, Central and Metropolitan as those from each of which one of five directors should be elected, with two more being chosen to represent the TV stations, the latter to be elected from "the paid television membership at large".

It was agreed that "the TV membership should be assessed dues in accordance with those levied radio broadcasters, effective January 1, 1956," and that the annual meeting of the CCBA be held the last week in October.

OFFICERS ELECTED

Next president of the CCBA is Tom Darling, manager of CHML, Hamilton. Serving with him as radio directors on the new board are:

Al Collins, CKLB, Oshawa; first vice-president; Baxter Ricard, CHNO, Sudbury, second vice-president; Fenwick Job, CFJB, Brampton, treasurer; and Doug Trowell, CFPL-Radio, London, secretary. Representing the TV membership are Roy Hofstetter, CKWS-TV, Kingston and Ralph Snelgrove, CKVR-TV, Barrie.

Chosen to represent the CCBA as radio directors on the board of the national CARTB are: Al Hammond, CFCF, Montreal and Bill Hawkins, CFOS, Owen Sound. They replace Wally Slatter, CJOY, Guelph and J. Arthur Dupont, CJAD, Montreal. Replacing Ted Campeau, CKLW-TV, Windsor, as TV director is Gene Fitzgibbons, CKCO-TV, Kitchener. CCBA representatives remaining on the national board for another year are: W. T. Cruickshank, CKNX, Wingham and Jack Davidson, CJKL, Kirkland Lake.

SELLING AND RESELLING WIN BACK SPONSORS

SELLING AND RE-SELLING national selective radio to national advertisers and their agencies is how Chas. W. Fenton, sales director of the Canadian Association of Radio and Television Broadcasters, describes the job of his Sales Advisory Committee.

In his address to the Central Canada Broadcasters Association on October 25, Fenton described the committee as one of the most important of the CARTB and stressed the importance of re-selling the medium "to win back some of our former clients."

Fenton said that the work of the committee fell into three categories:

The first of these was the making of sales presentations to agencies and advertisers. These have been well received in Toronto, he said, and he expects to do the same thing in Montreal. He cited insurance companies and trust companies as examples of national advertisers which had been reached by the presentations.

He spoke next of the personal calls on agencies and advertisers made by members of the committee. "I find most people ready to listen to a sales story on radio today," he said.

Fenton described the third phase of the committee's work, the direct mail sales promotion. He referred to letters in his files which proved that direct mail promotion actually brought business to stations. Copies of all SAC material is available to stations for their own promotional use, he said.

When radio broadcasters take the time to get steamed up about TV, Fenton remarked, a newspaper or magazine salesman slips in and comes away with an order. He quoted a automobile dealer in the U.S. who said, "There is only one kind of market — a salesman's market." It is up to the broadcasters to sell their medium, he said.

There has been no change in change in personnel on the committee, Fenton said, with the exception of the new chairman, Howard Caine, who replaced Jack Davidson, and the addition of three new members, Fen Job, Deny Whitaker and Ken Davis. The veteran members who are remaining on the committee this year are: Paul Mulvihill, George Hellman, Bill Stephens, Stu MacKay and Bruce Butler.

Fenton called for the help of broadcasters in calling on dealers and handlers of nationally advertised merchandise in their home markets. "Try to generate some enthusiasm for radio advertising among these people," he said and expressed his belief that such enthusiasm would find its way back to the head office. He said that manufacturers rely on their local dealers to keep them posted on the most effective advertising medium in their market, and the very least a broadcaster could do would be to get the dealers on his mailing list. "Remember today we are not faced with a buyers' market nor sellers' market," he said. "We are competing for business in a salesman's market."

GOT YOUR TICKETS for the GREY CUP?

*†\$%! Neither have we.

But we DO have a WINNING LINE-UP!

SEVENTEEN TEAMS playing to CAPACITY CROWDS

GIVE YOUR ADVERTISER A BOX SEAT

Annual memberships or season tickets still available.

★ Ask your Radio Rep Man ★

BRITISH COLUMBIA
CKNW - New Westminster
CJIB - Vernon
CJDC - Dawson Creek

ALBERTA
CFCN - Calgary
CKRD - Red Deer
CFRN - Edmonton

SASKATCHEWAN
CFQC - Saskatoon
CKRM - Regina

MANITOBA
CJOB - Winnipeg
CKDM - Dauphin
CKX - Brandon

ONTARIO
CKPR - Fort William
CFOB - Fort Frances
CJOY - Guelph
CKOT - Tillsonburg

MARITIMES
CKBW - Bridgewater
CJRW - Summerside

Radio
Representatives
Limited



TORONTO
MONTREAL
WINNIPEG
VANCOUVER

CCBA Sales & Program Panel

Stations Stage Idea Swappery

By DICK LEWIS

A PANEL DEVOTED to questions of sales and programming was conducted at the Central Canada Broadcasters' Association convention at London last week under the joint chairmanship of two Hamilton radio station executives, Denny Whitaker, commercial manager of CHML and Lyman Potts, assistant manager of CKOC.

First of a succession of sales and program men to step to the PA mike for a three-minute talk was Ken Watt of CFPL-Radio, London, who said that his station's experience of repeating one transcribed spot announcement several times a day for a week must be an effective means of advertising because sponsors of this type of saturation campaign invariably come back for more, often developing from this one shot system into regular year-round buyers.

Bill Stephens, of the radio rep concern, Stephens & Towndrow, was

emphatic about the advantages reaped with national sponsors by stations which co-operate by getting to know the local salesmen of advertiser companies better. These men, he felt, have a great influence on top management when it comes to buying advertising, and management appreciates the interest stations display in their fieldmen.

BLASTS FREELoadERS

Fen Job let loose with both barrels against some advertisers who make a practice of employing public relations concerns to get free publicity from stations. When Job receives such requests, he invariably returns them to the president of the firm involved, advising him the cost of the time which would be used. He expressed himself as being especially incensed by firms who address their requests not to him but to program directors, who might be more prone to yield to them.

RADIO-TV TOO CLOSE

There is a tendency for advertisers to divert money for TV from radio

more than from other media and therefore radio and TV stations should not be in the same organization. Gordon Ferris, president of Radio Representatives Ltd., expressed the view that station reps should call more and more on advertisers to offset this situation by educating them. "You have to know a sponsor's problems in order to show him how TV should complement rather than replace radio," he said, adding that this is already being done by U.S. radio networks.

He went on to say that agencies work on a percentage of sales, this being the basis on which sponsors arrive at their appropriations. "If we (reps) can effectively show them how they can increase sales, the appropriations will grow, to the advantage of the agencies", he said.

Summer-selling was the topic of John French, sales manager of CKLC, Kingston. The trick is, according to John, to persuade sponsors to use radio at pay time when money is around. As an example, he pointed out that everybody doesn't take their holidays in the summer and some people — in upper income brackets — prefer going away in the winter,

It's
Results
That
Count!

\$100
of
Advertising
produced
\$60,000
in
Sales

For particulars see . . .

OMER RENAUD & CO.

CHNO

SUDBURY'S
RADIO ACTIVE
STATION

1st
IN
Circulation
CKY
WINNIPEG

Only CKY Winnipeg can give you 192,510 radio homes (circulation) the biggest circulation of any advertising media in the Full Manitoba Market

CKY	192,510
A	116,578
B	72,117
TV	40,000

• CKY.. 192,510
• Wpg. Newspaper A. . 116,578
• Wpg. Newspaper B. . 72,117
• Wpg. TV. . 40,000

Canada - H. N. Stovin & Company
U.S.A - Forjoe & Company Inc.

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

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

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

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

BBM STUDY NO. 6

CFCO — 630 Kcs — Chatham

PRIVATE WIRE Teletype
CUTS COSTS

Have our communications specialists demonstrate how PW Teletype can work for you. Call your nearest telegraph office.

Costly delays and mistakes can be eliminated . . . heavy inventories, duplicate accounting and warehousing can be reduced when branches are linked via PRIVATE WIRE TELETYPE. PW Teletype cuts costs and improves operations in scores of ways.

CANADIAN NATIONAL SERVICE CANADIAN PACIFIC

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

and stay home through what is erroneously known as the "summer hiatus". He reminded the meeting that as a general rule there is more unemployment in the winter and less in the summer.

Fred Metcalf, of CJOY, Guelph, told about a department store which cancelled its week-end saturation spots because it simply could not handle the business. The station persuaded them to switch their spots to the first three days of the week, and this move was successful in building up Monday to Wednesday sales.

How *Holiday Ticket*, attracts listeners by means of a system of program saturation was recounted by Gordon Garrison, CKLB, Oshawa. This program, which is aired in five minute segments ten times daily and five times nightly, accommodates the advertising of twenty-eight local merchants, each using a minimum of ten programs. Listeners are called by phone and they must identify the sponsor of the program then on the air, in order to qualify for a trip for two to Bermuda. Only listeners who have sent in forms are called, and these forms are only obtainable in the stores of the sponsors.

SPECIAL EVENTS SELL

Making "special events" out of everything from Hallowe'en to "Back-to-school-day" is given the "treatment" by CJBQ, Belleville. As an example, Phil Flagler described how for "Back-to-School-Day" they sent out their women's commentator to the schools to tape interviews with principals, parents and children for later airing. The result was that everyone stayed glued to their receivers waiting for the day and the hour when their interviews would be broadcast. Another kind of special events day suitable for this application was a "Sports Day", he said. Sponsors form this show.

Bill Pratt of CFOR, Orillia spoke about a five minute program which has been on the air every day, Monday through Friday, for a new and used car dealer for two years and has just been renewed indefinitely. The owner does his own commercials, Bill explained, and this means sitting in a car he is trying to sell and telling the listeners its points. He does this, pitching a specific car, five times a week, and once a week he does a general run down of the models that are on the lot.

RADIO SHOULD BOOST RATES

Norm Inkster, CKOC, Hamilton, says the product that a radio station

delivers is increasing in value with the growth of the country in population and economics. It is conceivable that in the next few years radio stations will be increasing their rates rather than reducing them, he said. "People don't buy thousands of radios for their cars and homes except to listen to them" he went on. "Radio stations in TV markets should increase their rates, not reduce them", he repeated, adding: "We must not do anything (like rate cutting) to disparage the medium in the eyes of advertisers."

J. Arthur Dupont, CJAD, Montreal, told of his station's success with such accounts as the Robert Simpson Company and the A & P Stores. The station has made a study of this kind of account, with phenomenal results. Recorded air checks are available to anyone interested.

ANNOUNCERS HAVE IDEAS

Bill Tonner, CKOX, Woodstock, told of two programs. *On The Town* consists of taped interviews with anyone and everyone on such contentious subjects as the one the station has recently used — cocktail bars, which are under consideration in his city. This topic, which was considered too hot to handle by the local press, made for considerable public interest on the air, he said.

Another idea propounded by this, until very recently, maritimer, is a program of news for women, incorporating information about meetings, teas, bingoes and other events being staged by the Victorian Order of Nurses, Red Cross, National Institute for the Blind and so forth. Announcements are aired for these organizations without charge, and the sponsor cashes in on the goodwill they engender.

Program ideas like these aren't his. They don't come from program directors, but from announcers who have ideas of their own and should not be brushed aside, he said.

Arthur O'Hagan, CHOK, Sarnia, spoke of *Sports Unlimited* and the direct sales it produces for Provincial Tire. Each broadcast is devoted to one phase of local sport, he said. They have round table discussions between sports editors, players and others, and these experts are asked to answer questions sent in by listeners. When there is one available they record phone interviews with

top sporting figures currently in the public eye. Recently they called Rocky Marciano at his training camp and had the interview on the air the next day.

Jack Weatherwax of CHEX, Peterborough told of a successful program venture called *Party Line*. An announcer invites listeners to phone in calls and ask household questions. Then he invites other housewives to phone in the answers. Simple . . . effective . . . popular, says Jack.

The live audience program has been deserted by radio. It costs nothing more than an ordinary show, but today radio has become too "canned". This was the opinion expressed by John Bermingham, of CKLC, Kingston, John told of his station's daily 4.15 p.m. *Hi-Time* aimed at tenn-agers, who started coming up to the studio to sit in and join in, to the tune of fifty or sixty a day, two years ago, and have been doing so ever since, notwithstanding five TV channels which are always beckoning in Kingston.

ANNOUNCEMENT



ALEX. E. BEDARD

whose appointment to Sales has been announced by N. D. Brown, President of Radio Time Sales (Ontario) Limited. Mr. Bedard brings with him some 10 years' experience in Radio and Television in Canada.

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

**MINERS, LUMBERJACKS,
 RAILWAYMEN, TOURISTS**

You sell them all in
 Northern Ontario with

RADIO

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

QUEBEC
 isn't
 a problem
 with
CKOC
 1000 WATTS 1280 K.C.
 REPRESENTATIVES
 OMER RENAUD & CO.
 TORONTO-MONTREAL
 H. U. S. A. WEED & CO.

Public Relations

ADMEN WELCOMED THIS FREE COMMERCIAL

PR Man Becomes Public Figure Peddling Pop

By JIM GONSALVES

"PEOPLE ARE MUCH MORE INTERESTED in people than in things," says Commander Edward Whitehead, and that may explain why the Advertising and Sales Club of Toronto had trouble seating the over 350 members and guests who packed the banquet room of Toronto's Royal York Hotel to hear a luncheon address by the be-whiskered Overseas President of Schweppes Ltd. on October 25.

The commander's tall, bearded figure has become as widely known as have his deep English accents. The combination of the two can be said to have done for Schweppes' Tonic Water what a certain uniformed bellhop with a strident call did for Philip Morris. It has also served to thrust the commander into the role of a public figure.

Commander Whitehead has the good sense to appreciate the commercial value of such notoriety. In his address to the Ad and Sales Club he told how it has brought him the opportunity, as in a recent instance, to sell his product on 10 different radio and television shows in one week. And Schweppes didn't have to pick up the tab for air time either.

In his address the Commander made no bones about his object in speaking to the group. He could he said, do no other thing than tell the story of Schweppes, the only company which could operate at a profit selling the British people water at a shilling a bottle.

He traced the development of the company, from its foundation in 1794, when Schweppes was noted solely for its fabled therapeutic value, to 1836, when it earned a Royal Warrant. The Warrant allows the company to use the coat of arms of the Royal family on its labels and stationery accompanied by the claim that it is the sole supplier of mineral waters to the Royal family.

This was about the only form of advertising the company would consider doing up until the last war, the Commander said. He claimed that even now he found "a much healthier attitude to sales" in Canada and the U.S. than in Britain.

STRICTLY CARRIAGE TRADE

The audience learned that Schweppes originally catered to the "carriage" trade in the U.S. because of the high import price. Even in Britain it was considered a quality beverage and marketed as such. Doubtless the Royal Warrant was of value there, but the Commander pointed out that few consumers in the U.S. market could appreciate the prestige attached to the symbol by their counterparts in Britain.

The decision to step up advertising and promotion came after the last war, when, as the Commander put it, "there were not so many of the better people left." It was obvious that mass consumption of the imported item could never be achieved, he said, because of the prohibitive price. Even so, there was heavy opposition in the London office to franchised bottling. There was a feeling, Commander Whitehead said, that the quality of the product would suffer if the bottling was carried out away from the supervision of the home office.

Schweppes first tried the franchised bottling system in the British colony of Malta. Commander Whitehead cautioned his audience against being too greatly impressed by the 1,000 per cent increase in sales there, because as he said, Malta is a small British colony much patronized by the Royal Navy.

The Malta experiment was a success, Royal Navy or not, and after similar experiments in other British colonies showed the same results, the decision to seek a franchised bottling deal in the U.S. was made.

The company selected was Pepsi-Cola and Schweppes undertook "coincidentally", the Commander said, to bottle and distribute Pepsi-Cola in Britain. Schweppes sent along their own technicians to supervise the bottling.

DOOMED TO FAIL

The next snag turned out to be the old U.S. distributors of the beverage. Commander Whitehead described these as selling Schweppes Tonic Water alongside of champagne and caviar. Naturally these distributors had to be passed up in favor of others more amenable to mass consumption.

The old dealers doomed the campaign to failure. They said that the "Man from Schweppes" would never be able to convince his old customers that the product he was now offering them for two-thirds of the old price was the same old imported brand.

It was approximately at this juncture that his colleagues began looking pointedly at Edward Whitehead, and the man and the beard were rocketed into prominence. The Commander insists that he violently opposed the whole idea at first. He was outvoted, however, and confessed to his audience that he is now glad of the fact.

He has reason to be glad. He can, and did, proudly claim that his company has increased foreign sales 400 per cent since the first radio announcement proclaimed: "The man from Schweppes is here".

In an aside, he confessed that the "precious ginger essences" used in the preparation of Schweppes Ginger Ale were not locked in his briefcase, as mentioned in the commercial. Neither was he just arriving from London. The essences were safely stored at the Pepsi-Cola plant and the Commander was on his way back to London to report the favor-



Commander E. Whitehead

able prospects presented by the American market.

The North American public took the distinguished looking Englishman to its heart. Through magazine advertisements, the latest of which shows him resplendent in pink coat riding to hounds on Long Island, he is instantly recognized as Mr. Schweppes wherever he goes.

Cited by the Commander as results of his campaign were the sales increases in such American cities as Miami (90 per cent sales rise) and Hollywood (an increase of 8,000 cases a month).

ORIGINALITY OF IMPACT

There was a point to the Commander's address other than the story of Schweppes. He touched on it early in the talk in an anecdote illustrating the need for originality of impact in a sales campaign. He stressed the superiority of the type of advertising we know in Canada as opposed to the inobtrusive prestige advertising which used to be the company's policy.

He stressed too, with a shade of embarrassment, the advantage an executive who has the ability to talk can be to his company. The Commander is currently featured as himself, "Commander Whitehead — The man from Schweppes" in a travel film produced by BOAC and designed for world showing. He can certainly stand as a shining example of the enormous public relations job one man can do.

The evening before the Ad and Sales Club luncheon, the Commander was the guest of the Women's Advertising and Sales Club of Toronto. The ladies thought up a new twist in introductions. They featured a tape recorded dramatic presentation done by CFRB. The sound of guns and sirens heralded the announcement that it was the year 1939 and Britain was at war. Next came a flash that a certain Commander Whitehead of the Royal Navy was doing his bit above and beyond the call of duty. He had "schepped" his razor overboard.

Victory came next, with sounds of Rule Britannia and Men of Harlech and the tape told of the Commander's post war career featuring among other things a line of the Commander's famous Schweppes ad. Then with everyone up to date on his "operation, growth and development," as they described it in a thank-you note, ad clubber Cec Long introduced — "The world's greatest mixer . . . the man from Schweppes, Commander Whitehead."

EXCLUSIVE CONNECTION WITH WESTERN UNION CABLE SERVICE

CANADIAN NATIONAL TELEGRAPHS

J. R. WHITE, GENERAL MANAGER
TORONTO

CHECK	RECEIVERS NO.	TIME FILED	CHARGE TO DEPT OR ADDRESS
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CLASS OF SERVICE DESIRED

DAY LETTER	NIGHT MESSAGE	NIGHT LETTER	PLACE X OPPOSITE SERVICE DESIRED
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(54) = ..

Send the following message, subject to the terms on back hereof, which are hereby agreed to

VA 105 25 GET REPLY=FD VANCOUVER BC 17 1955 OCT 17 PM 1 55

D A GROUT=JAMES L ALEXANDER LTD
100 ADELAIDE ST WEST TOR=

HAVE PLEASURE APPOINTING YOU OUR REPRESENTATIVES TORONTO
MONTREAL EFFECTIVE IMMEDIATELY STOP PLEASE ADVISE OUR
AGENCY FRIENDS
REGARDS=

BOB BOWMAN=

CKLG VANCOUVER

IS YOUR MESSAGE COMPLETE? EXTRA WORDS COST ONLY A FEW CENTS.

NEW NET SHOWS CAN SAVE RADIO NBC VEE-PEE TELLS U.S. ADMEN

ROBERT W. SARNOFF, NBC's executive vice-president, has sounded a warning to American radio.

In a speech to a meeting of the Eastern Region of the American Association of Advertising Agencies, Sarnoff warned that radio would shrink down to a series of local services unless the networks develop new program concepts, new advertising patterns and new promotion approaches, in an effort to create concentrated audience attention.

He said that radio's advertising function is to provide "national circulation at low cost" and that this made it of great advantage to advertisers more interested in circulation than identity with an individual program. When network radio begins to make itself indispensable to major advertisers in this way the radio medium will be on its way up, Sarnoff said.

Sarnoff cited two NBC shows, *Monitor* and *Weekday*, designed to capture large audiences. He claimed that by scheduling a large block of service over a large part of the broadcast day, the programming develops an identity which makes it easy to remember and convenient to use.

The good part about this form of programming, Sarnoff said, "is that, over the course of a dozen hours or so, it can collect a lot of listeners. By using a schedule of advertising positions spread across the programming, the advertiser can reach a cumulative audience that adds up . . . to the big circulation numbers."

Sarnoff told how NBC's new program concept, variations of which have been adopted by other networks, has come under the guns of the spot radio people, who claim that the big networks are poaching on their preserves.

He accused the spot reps of shortsightedness and said, "Everybody in the radio business should be concentrating on getting more nourishment for the medium, instead of fighting over diminished scraps."

The NBC vice-president explained to the agency men that the nation's radio networks needed to achieve net time sales amounting to as little as one per cent of the total advertising expenditure (\$8.5 billion) to begin an upward spiral which could assure the survival and stability of the medium.

MOORE TO BN BOARD

Lloyd Moore, manager of CFRB, Toronto, will represent central Canada private broadcasters for a two year term on the board of directors of Broadcast News Ltd. It was announced at the fifth annual meeting of the Central Canada Broadcasters Association that Lloyd will succeed Ken Soble of CHML-Radio and CHCH-TV, Hamilton.

JOINS STOVIN GROUP

Horace N. Stovin & Co. announces that station CJMS, Montreal, has entered into an arrangement under which the station will be represented across Canada by the Stovin offices.

Radio Is Making Money Says CBS President

The attitude of people in U.S. radio has been described by Arthur Hull Hayes, president of CBS Radio, as the sort of indefinable optimism that comes when a commercial venture is making money.

In Hayes' opinion radio was at its lowest point several months ago and is now on its way up. He likens the situation to the days of radio's advent when everyone said that the recording business was finished. In spite of radio and TV the recording business is still alive.

To support his statement he cited radio sales figures compiled by the Radio — Electronics — Television Manufacturers Association which tell of a 40.9 per cent increase in radio sales in the U.S. over last year. "We've started up with radio," he said.

1st
IN
Circulation

CKY WINNIPEG

Only CKY Winnipeg can give you 192,510 radio homes (circulation) the **biggest** circulation of any advertising media in the Full Manitoba Market

CKY	192,510
Wpg. Newspaper A	116,578
Wpg. Newspaper B	72,117
TV	40,000

• CKY.. 192,510
• Wpg. Newspaper A.. 116,578
• Wpg. Newspaper B.. 72,117
• Wpg. TV.. 40,000

Canada - H. N. Stovin & Company
U.S.A - Forjoe & Company Inc.

HIGH

in results

LOW

in rates

CKCY

SAULT STE MARIE

Represented by Stephens & Towndrow

Modern Travelling Salesmen go by . . .

KILOCYCLE!

. . . and the "Travelling sales MESSAGES" sent out over CKRM bring back business . . . LOTS OF IT. Put your "Travelling sales MESSAGES" in the lush territory of Regina and district and watch the results. Of course, the vehicle to use is CKRM . . . the important radio station with the BIG listening audience.



See or write "Radio Representatives"

Montreal - Toronto - Winnipeg - Vancouver

Seek Public Guidance On Beer And Liquor Ads

Residents of Ontario may see a change in the advertising of liquor and beer. A story in THE GLOBE AND MAIL, Toronto, says that according

to William Collings, chairman of the Ontario Liquor Control Board, the board is now reviewing the regulations governing this type of advertising on radio and television, in newspapers, street cars and buses and periodicals.

Collings said that the board will hear briefs from newspapers, radio and television interests, liquor firms and temperance groups. He indicated that the comments of the board would be given to the press some time in November.

He added, "If there is a better way of regulating liquor advertising we want to know about it. We are looking to public opinion for guidance."

Present regulations in Ontario permit institutional advertising in printed media but none is permitted on radio or television. Besides the restriction of the board the CBC exercises control over radio and TV advertising. However, liquor and beer commercials can still be heard and seen on programs coming from the United States.

A Growing Market

Building permits issued during first nine months of 1955 exceed \$2,500,000 for city of Prince George.

COVER THIS MARKET OVER

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

CKBB

now has a weekly circulation of over

17,400 homes in Simcoe and Dufferin Counties.

AN INCREASE OF 26.8% IN THREE YEARS

More people listen to **CKBB** both day and night than ever before.

94% OF BARRIE RADIO HOMES ARE TUNED TO CKBB DURING ANY GIVEN WEEK.

From 1955 Bureau of Broadcast Measurement Survey.

REPS: Paul Mulvihill - Toronto and Montreal.
Adam J. Young, Jr. - U.S.A.

IS THE CBC GOOD FOR WRITERS?

YES

Says the CBC

NO

Says Writer Shapiro

IT IS NOW POSSIBLE, for the first time, for a dramatic writer to live in Canada and earn a good income from his talent, says the CBC.

In a booklet issued by the Corporation called "Writing for CBC radio and television", it is stressed that the CBC is on the alert for plays by talented Canadian as well as non-Canadian writers. The booklet states that encouragement and help is given to promising writers whose work is not yet at production level.

Designed to serve as a guide for writers and writers-to-be, it points to the increase in CBC rates during the past year. Radio scripts brought from \$125 to \$600 and television scripts earned from \$200 to \$1000. For special features longer than an hour, fees will range up to \$1,250.

To handle the inflow of plays more promptly, the CBC has increased its staff of script editors. Radio and television consume 500 half-hour and hour-long scripts a year and the editors read over 4000 dramas in the course of picking the ones that are produced.

The booklet serves as a catalog for all CBC departments. It covers all categories of radio and television drama, explains the type of thing needed, and gives the price the writer can expect should his manuscript be accepted. It gives the requirements for talks, short stories and poems, farm, school and children's features, religious broadcasts and special occasions such as Christmas and other festivals, quoting in each case the price the material will bring.

CANADIAN WRITER LIONEL SHAPIRO has described the CBC system of selecting material for its drama department as accentuating "a terrible weakness in the system of government owned TV."

In an article currently appearing in MACLEAN'S MAGAZINE, Shapiro tells how the CBC was "cajoled" into buying an option on his television play *The Twenty-Third Mission* only after it had been successfully produced on NBC's *Television Playhouse*. During the CBC's option year, the play was produced in England on BBC-TV and was favorably received by the London press. On his return to Canada, however, Shapiro was told that his play had not been produced here because no CBC producer cared for it sufficiently.

Shapiro places the blame for this on an unnamed CBC official described as "a grand panjundrum of drama in the CBC who was enjoying a purple mood that season, and specialized in the bizarre, the supernatural and lecherous Orientals." *The Twenty-Third Mission* was a war play written especially for Armistice Day.

Shapiro cannot be accused of mere "sour grapes." His work so far has included five television plays produced in the States; one stage play produced by the Bristol Old Vic Company in England; and three novels, the last of which is a Book-of-the-month selection. While he concedes that the "grand panjundrum" has a right to like what he pleases, he points to the evils that accompany one man's control of Canadian TV playwrighting.

BBC BONER

The BBC had to draw on its reserve of stiff upper lips last week.

The Corporation was broadcasting the Queen's toast to the President of Portugal on October 25, when the pomp and circumstance was interrupted by loud, far out sounds from a jazz band lasting for almost half a minute.

The BBC later admitted, red faced, to a "technical error".

CJMS CERTIFIED

The Canada Labor Relations Board has certified the National Association of Broadcast Employees and Technicians (CIO-CCL) as bargaining agent for 21 employees of La Bonne Chanson Incorpo'ree, operators of CJMS, Montreal.

CFGP OUR NEW

"VOICE of the MIGHTY PEACE"

5000 WATTS

WILL SMOKE OUT MORE BUSINESS PER BUCK THAN YOU CAN SHAKE A BLANKET AT."

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

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

RADIO-RIMOUSKI

CJBR

Always a Good Buy - - -
Now Better Than Ever

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

Agencies

RECHNITZER HEADS CAAA



Benson Ltd., Toronto; Palmer Hayhurst, president of The F. H. Hayhurst Co. Ltd., Toronto; J. E. McConnell, president of McConnell, Eastman & Co. Ltd., Toronto; Mark Napier, vice-president and managing director of J. Walter Thompson Co. Ltd., Toronto; G. Alec Phare, managing director of R. C. Smith & Son Ltd., Toronto; Warren Reynolds, president of E. W. Reynolds Ltd., Toronto; H. E. Smith, vice-president of Stevenson & Scott Ltd., Montreal and F. de B. Walker, vice-president of Ronalds Advertising Agency Ltd., Montreal. The manager is Alex M. Miller.

THE NEW PRESIDENT of the Canadian Association of Advertising Agencies is Einar V. Rechnitzer, president of MacLaren Advertising Co. Ltd. Rechnitzer succeeds G. C. Hammond, vice-president of Cockfield Brown & Co. Ltd., Montreal. Vice-presidents of the association are: Elton Johnson, president of Locke, Johnson & Co. Ltd., Toronto and D. E. Longmore, president of McKim Advertising Ltd., Toronto. The secretary-treasurer is W. H. Reid, managing director of Spitzer & Mills Ltd., Toronto.

On the board of directors are: K. G. Anderson, president of Walsh Advertising Co. Ltd., Toronto; D. F. Benson, vice-president of Vickers &

SIXTH IN ONTARIO!

CHUM - RADIO - 1050 K.C.

TORONTO'S exciting DAYTIME STATION!

***221,738**

DAILY CIRCULATION

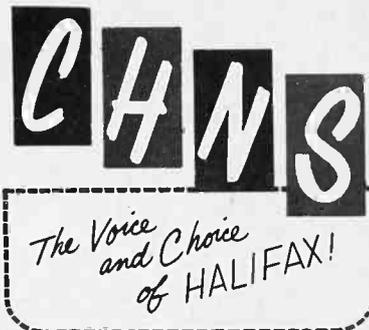
* Elliott-Haynes Radio Circulation Report - Ontario 1955.

Toronto: Allan Waters—EM. 4-4271.
Montreal: Emery Richmond—BE. 7042.
U.S.A.: J. M. McGillvra.



Any time is CHNS time in Halifax according to all Elliott-Haynes and BBM surveys.

Why don't you too use the station preferred by most listeners in the Halifax area . . .



CFOR ORILLIA

IN CENTRAL ONTARIO

Delivers

★ **GREATEST POWER**

★ **BIGGEST BBM**

★ **LARGEST CITY AND AREA ACCEPTANCE**

5000 WATTS

Stephens & Towndrow Ltd. • Toronto - Montreal

Here is CKOK-land

One of a series



BLOSSOM TIME, LAKE SKAHA, PENTICTON, B.C.

Photo by Stocks

Served by

RADIO STATION CKOK

SEE PAUL MULVIHILL & CO. IN CANADA

DONALD COOKE INC. IN U.S.A.

An 8 Million Dollar Gas Pipe Line

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

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

CKBI

PRINCE ALBERT

SASKATCHEWAN

5,000 Watts

CFCN

Best Broadcasting Medium

Ask Radio Reps. for CFCN STORY

COMBINING PROGRAMMING & COVERAGE
A MILLION DOLLAR SERIES

CFCN VARIETY THEATRE

Afternoons and Evenings Daily. You can participate.

ASK RADIO REPS FOR THE WHOLE STORY

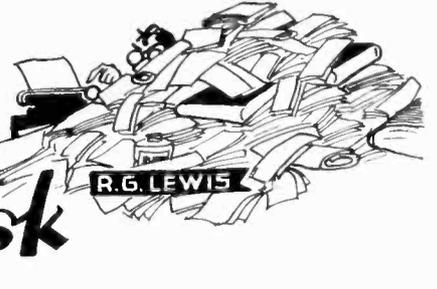
The Buyers Choice

CFCN

10,000 WATTS

The Sellers Voice

Over the Desk



LIFE begins at 38 for G. Norris Mackenzie, salesman extraordinary of recorded radio and filmed TV programs, who left the program division of All-Canada Radio Facilities Ltd. six years ago, did a two year stretch as sales manager of a printing house and then teamed up with Spence Caldwell as vice-president in charge of sales for the S. W. Caldwell Company Ltd.



This week, Norris brought his four year old association with Spence to a close, and hung out his own shingle "because I'm pushing forty, and if I'm ever going to have a business of my own, I have to make haste fast."

The new concern is being incorporated as G. Norris Mackenzie Ltd. Norris says he will not be immoderately weighed down with a surfeit of capital, because he is going into the venture entirely on his own. His main asset, he claims, with a reasonable facsimile of a modest blush, is a backlog of eighteen years in broadcasting.

Norris starts out with his former first aide, Bill Milnes, and his secretary, Diane Peirce. The hanging of the shingle is somewhat ethereal so far, but will take place as soon as a door over which to suspend it is located and acquired. So hold the flowers, boys!

STOVIN STAFFERS

Godfrey (Tjuk) Tudor, associated with the Horace N. Stovin and Co. organization for the past five years, will shortly rate a place of honor on the CBS-TV show, *What's My Line?* The thing is, Tjuk leaves Canada in December to establish an Art Centre at Santa Barbara, California, in partnership with his wife, Susannah. Tudor's position as manager of Stovin's Winnipeg office will be filled by Cecil E. Montgomery.



The Tudors' venture in Santa Barbara will include the teaching of speech and drama, renting out of expensive paintings, and the importing of objets d'art from Canada and others parts of the world. "We'll be only a hundred miles from Los Angeles, and expect to draw a large percentage of our patronage from there," Tudor says.

Tjuk Tudor has spent ten years on the professional stage; fifteen years in the entertainment and communications fields. In Winnipeg, he was a member of the Sales and Ad Club, Carleton Club, and Winnipeg Ciné Club.

Cecil E. Montgomery of Winnipeg, new Stovin representative in Winnipeg, is a six-foot Irishman in his early thirties. He began his selling career in Dublin, in the radio, electrical and automotive fields. He came to Canada seven years ago, joined the T. Eaton Company Limited in retail merchandising and advertising, then switched



to the automotive field, where he qualified for General Motors' Master Salesmen's Club.

Montgomery is married (Olive Margaret) with two children, Belinda (5 years), and Tanis Ann (5 months), lives at 155 Kingston Row. He is a member of the Winnipeg Sales and Ad Club, and an active member of Little Theatre.

FIFTY-EIGHTH VARIETY



This photograph, snapped by your scribe in a Laurentian village during the recent convention, is included in the column as an object lesson to people who persist in writing copy in other than their native tongue.

SAY YOU SAW IT
IN C B & T

FRENCH CANADA CLINIC

Facts about French Canada are scheduled to come to light from a panel of admen who meet at the Royal York Hotel, Toronto, 12:15 p.m. to 5:00 p.m., Tuesday, November 8.

Tickets, including the lunch, come at six dollars. Pete Reid, (chairman), general manager of Spitzer & Mills Ltd.; Valmore Gratton, Montreal Tourist Bureau; Charles Sauriol, advertising manager LE SAMEDI and LA REVUE POPULAIRE; George W. Ralph, vice-president A. C. Nielsen Co. of Canada Ltd; Renée Morin, account executive Spitzer & Mills Ltd.; L. Raoul Daigneault, account executive, Cockfield Brown & Co. Ltd.

Cheques for tickets should be sent to The Advertising & Sales Club of Toronto, 208 King Street West, Toronto.

All Christmas mailing deadlines were not available at press time, but we are able to hand on dates for Europe and the United Kingdom for the provinces of Ontario and Quebec.

Dates are November 23 (Bay-Front P.O. Toronto) for Europe and November 29 for the United Kingdom.

These dates apply to all kinds of surface mail, whether first class, third class or parcel post.

Stations can render a worthwhile service to people with mail for overseas by broadcasting the deadlines.

And speaking of the mails, that is what this hunk of deathless prose has to go into, if it is to reach you, dearest and I hope breathless readers, so buzz me if you hear anything, won't you?

Ten Years Ago

Items from The Broadcaster for November 10, 1945

Ten years ago, this paper announced the appointment of the editor of THE MONTREAL STANDARD and formerly general manager of the recently defunct War Time Information Board as the first full-time paid chairman of the CBC. This was A. Davidson Dunton, who was introduced to BROADCASTER readers in the same issue by Walter Dales.

A short item described how CFCH, North Bay was helping returned men find housing by airing their case histories . . . Reo Thompson, just back from overseas, and former CJCA announcer, had been added to the announce staff at CKWX, Vancouver . . . In a progress report of the Bureau of Broadcast Measurement, it was told how 60 per cent of stations, including the CBC, had affiliated themselves, and the US industry had established a comparable agency — BMB . . . a report appeared of the opening of Toronto's dawn till dusk station CHUM.

The agenda for the CBC Board meeting included an application for the transfer of the license of station CFBR, Brockville, to the late Jack Murray, who said he would change the call letters to CFJM.

J. N. Harris contributed an article called "Radio Behind The Wire" in which he described, from personal experience, the listening habits in a POW camp in Germany.

This issue contained a list of stations, private and CBC, their reps,

managers and commercial manager. There were 102 stations and the list occupied two pages.

In "More Hope Than Charity", a column of chatter, the late Elda Hope had a word to say about too many product mentions in Colgates' Happy Gang. She enjoyed the opening night of the Northern Electric Show with its 40 piece orchestra.

A panel of Toronto radio people held the first of what were planned as monthly mass auditions, conducted by RCA Victor Co. Ltd. in their Royal York Hotel recording studios. RCA's Len Headley sent out reports on the 34 people heard, as compiled by this "jury", to agencies and others.

It was reported that an order in council transferred the CBC from the jurisdiction of the defunct Ministry of War Services to the Revenue Dept. under Hon. J. J. McCann.

The Sarnia Broadcasting Co. announced construction of a 5 kw broadcasting station.

Four quiz programs were fused into one show for a Victory loan program.

CKCH
Now
5000 WATTS

With a potential listening audience of over

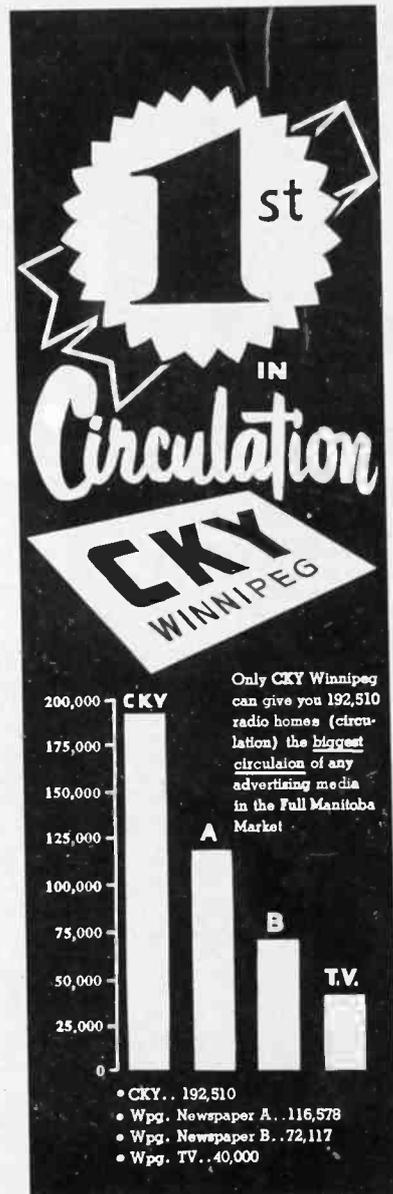
400,000

French speaking people is a **MUST**

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

Hull and Ottawa

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



Canada - H. N. Stovin & Company
U.S.A - Forjoe & Company Inc.

CJOR SELLS!

On The Air

with the largest group of experienced and popular air personalities in Canada.

In The Stores

with merchandising tailor-made for each national account — directed and carried into action by experts.

SEE HORACE N. STOVIN FOR THE DETAILS

CJOR

Vancouver, B.C.

WRITER WANTED

(Man or Woman)

for new and
aggressive
Northern Ontario
Station.

Full particulars to
Box A275 C B & T

STATION AND STRIKERS AGREE

AFTER EIGHT WEEKS the strike of 25 employees of radio station CKOY, Ottawa, has ended with the signing of a collective bargaining agreement between the station management and the (CIO-CCL) National Association of Broadcast Employees and Technicians.

A joint statement issued by Duncan K. MacTavish, president of CKOY and Timothy J. O'Sullivan, regional director of N-A-B-E-T says that the new collective agreement dates from June 1, 1955 to November 30, 1956.

The strike started on August 26 when 25 announcers, technicians and office employees of CKOY walked

out in protest against existing salary scales. Union officials charged that Jack Kent Cooke, owner of CKEY Toronto, sent some of his Toronto non-union staff to operate the Ottawa station which only went off the air for fifteen minutes on the day of the walkout.

Several days later the union picketed CKEY in what was described in an affidavit by the station's program director, Donald Insley, as a move intended to induce CKEY customers to withdraw their patronage.

CKEY obtained a temporary injunction from the Ontario Supreme Court restraining members of the Ottawa station from picketing and "interfering with operations at the Toronto station". Evidence of the type of "interference" submitted to the Supreme Court was a telegram received by a Toronto television and appliance firm from N-A-B-E-T's O'Sullivan which warned that the union would picket the firm's store unless it refrained from advertising on CKEY.

The agreement reached by the union and the station management calls a halt to the legal proceedings which have arisen out of the picketing and other forms of protest used. It also ends the court action in which CKOY sought damages from the union for the alleged publication of what it called an "injurious falsehood".

While the agreement provides for "certain revisions" to the wage scale in effect at CKOY and states that the major issues between the parties have now been fully resolved, it has referred "one or two matters" to arbitration.

TELEVISION FILM SALESMAN

Leading Canadian syndicated TV film distributor has excellent opportunity for salesman.

Top remuneration. Salary, commission and expenses.

Film sales experience and contacts with agencies and stations desirable but not essential.

Reply to Box A256 C B & T

PERSONNELITIES

CO-ORDINATOR OF RADIO

A. K. Morrow, 39, former supervisor of the CBC's farm and fisheries broadcast department has been promoted to the post of co-ordinator of radio. The appointment was announced last month by Alphonse Ouimet, general manager of the CBC. In his new position, Morrow will assist management in all matters concerning sound broadcasting.

Morrow joined the CBC as farm commentator at Halifax in 1945 following five years' service in the Royal Canadian Navy. In 1950 he went to Toronto as assistant supervisor of the CBC's farm and fisheries department. A year later he was made supervisor.

For the past 18 months he has been travelling across Canada organizing the CBC's national television farm service.

Now living in Ottawa, Morrow is married to the former Marianne Rogers, daughter of the late Colonel Keith S. Rogers, founder of CFCY, Charlottetown. They have two sons.

NAME BOB KNOWLES FARM AND FISHERIES CHIEF

The appointment of Bob Knowles as supervisor of the CBC's farm and fisheries broadcast department has been announced by CBC program director Charles Jennings.

Bob is 35, a native of Rutland, Saskatchewan. He worked with the CBC farm broadcasts in Winnipeg and Edmonton before moving to Toronto in 1954 as assistant supervisor of the department.

His old post of assistant supervisor has been taken over by R. S. (Jimmy) James, who worked for the Newfoundland Department of Agriculture before joining the CBC as farm and fisheries commentator for the Newfoundland region. He came to Toronto a year ago as the department's supervisor of production and his efforts were much in evidence on the *Farm Forum* broadcasts and *Summer Fallow*.

NAMED PD

When cJET, Smith Falls, starts operating officially some time in November, Bill Falkner will be responsible for programming.

Bill, who used to be a newscaster at CFKH, Toronto and a sales

representative for CKOY, Ottawa, has been appointed program director of the new station.



SPORTSCASTER — ANNOUNCER

Three years experience.

Can do play-by-play and all announcing duties.

Married with family.
Want to settle.

Box A254 - C B & T

EXPERIENCED SALESMAN WANTED

Radio station in major Ontario market requires salesman with good background in broadcasting, including proven sales record.

Group insurance, pension plan and opportunity for better than average earnings.

Reply in strictest confidence to:

Box A252, Canadian Broadcaster & Telescreen

IMMEDIATE OPENINGS FOR TWO EXPERIENCED ANNOUNCERS

Openings for two experienced announcers immediately. Progressive Maritime 5000 watt station. Top salary and good working conditions. Give complete details of qualifications and previous experience in first letter.

Send applications to:

Box A253 - Canadian Broadcaster & Telescreen

NEWS EDITOR
MUSICAL DIRECTOR
PROMOTION DIRECTOR
SPORTS DIRECTOR
CHIEF OPERATOR

These five administrative posts are open. Reorganization and expansion of large metropolitan radio station. Our employees know of this advertisement. This is an outstanding opportunity for the right person in each department. All replies will be in strictest confidence. Give full particulars, photo and any substantial data in first letter plus audition tape if applicable to production manager.

Box A255 - Canadian Broadcaster & Telescreen



AMBIDEXTROUS

Phil Lalonde (of CKAC) is so bi-lingual that he can answer any questions, even when he doesn't know.

— Bobby Gourd

• • •

A LA CARTE

There are menus from which you choose what you want, and menus which tell you what you're going to get.

— Larry Ouellette

• • •

QUALITATIVE ANALYSIS

It all depends whether you mean how good the show is or how good the sponsor thinks it is.

• • •

OPERATION EXERCISE

This witty saying, compiled during the final broadcasters' convention until the end of February, is directed to any friends of Charlie Edwards who might know of some meetings he could attend, just to keep his hand in, in the interim.

• • •

SLEEPY TIME GAL

We've been trying to think up some angle which would permit us to use the one about the girl who said: "If I'm not in bed by nine o'clock, I'm going home."

• • •

CALLING DR. KINSEY

Speaking of contempt (or were we?) Schweppesman Commander Whitehead credits Sir Winston Churchill with: "Without a little familiarity, you don't breed anything at all."

• • •

MUDDLE AISLE

High Fidelity — what one expects from marriage.

— Swiped expressly for CB & T by Pete McGarvey

• • •

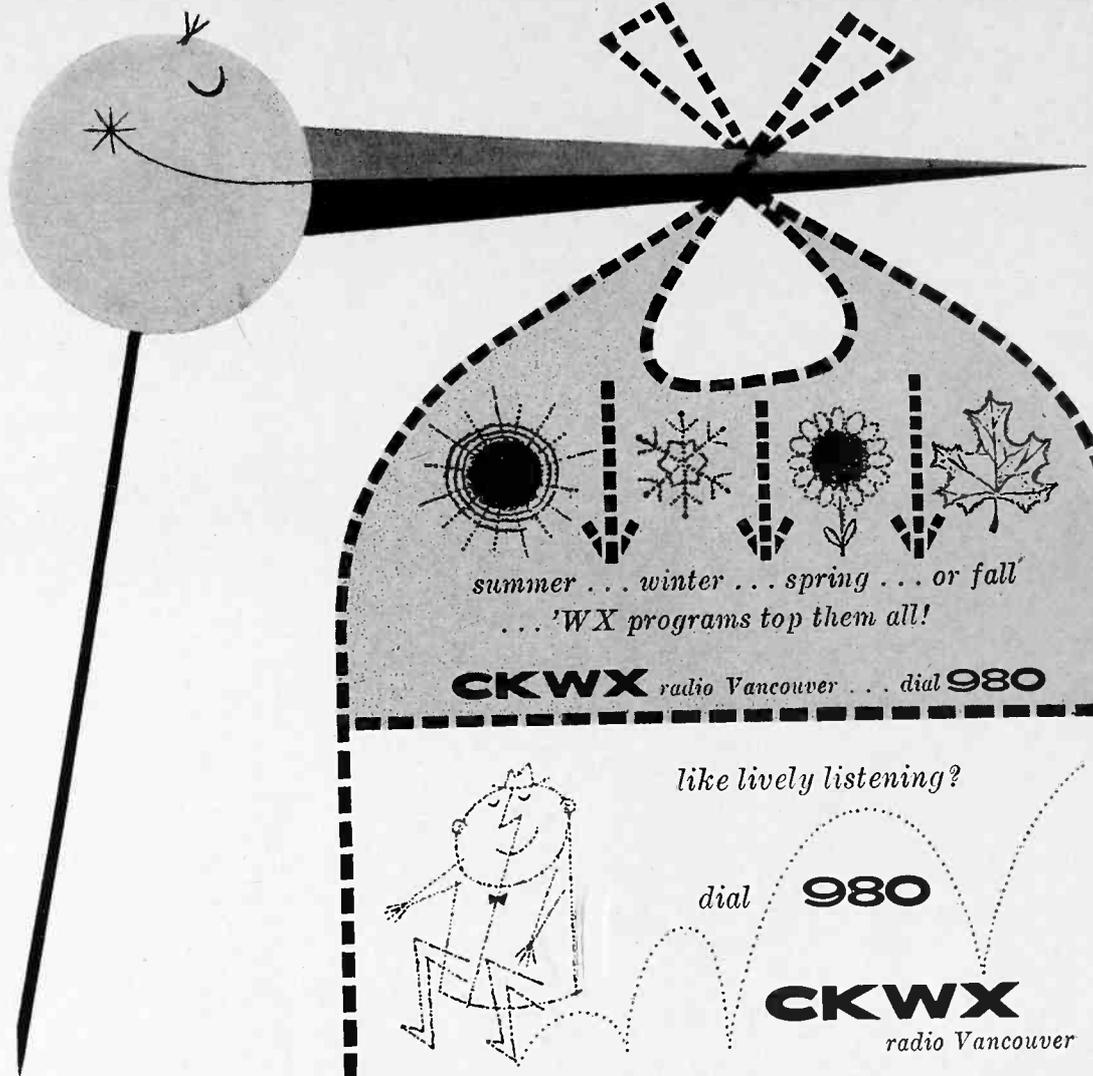
EARN WHILE LEARNING

Still several vacancies in course for broadcasters wishing to address meetings audibly. Our instructors will show them how to stay on mike.

• • •

BUTTON! BUTTON!

Can anyone supply the broadcasting industry with the formula that packs the house for Oklahoma year in and year out, without giving away a single dish?



listeners
aren't
born

...they're
made!

Newspaper ads like these help make them. What they hear keeps them listening to B. C.'s favorite station.

RADIO VANCOUVER **CKWX**

reps: All-Canada Radio Facilities Limited / Weed & Company

More National Advertisers Using B.C. RADIO Than Ever Before !



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

Penetrating every corner of the province, B.C. radio has chalked up an outstanding record of customer-pulling impact in Canada's third largest market.

With 584,000* sets now in use—greater than the total circulation of the province's daily newspapers—B.C. radio drives your message home to more people than any other media.

For selected markets, new markets—and new products—schedule B.C. radio and discover your best media buy in B.C.

*D.B.S.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

BUYS SCHOOL FOR TV - - - \$1⁰⁰

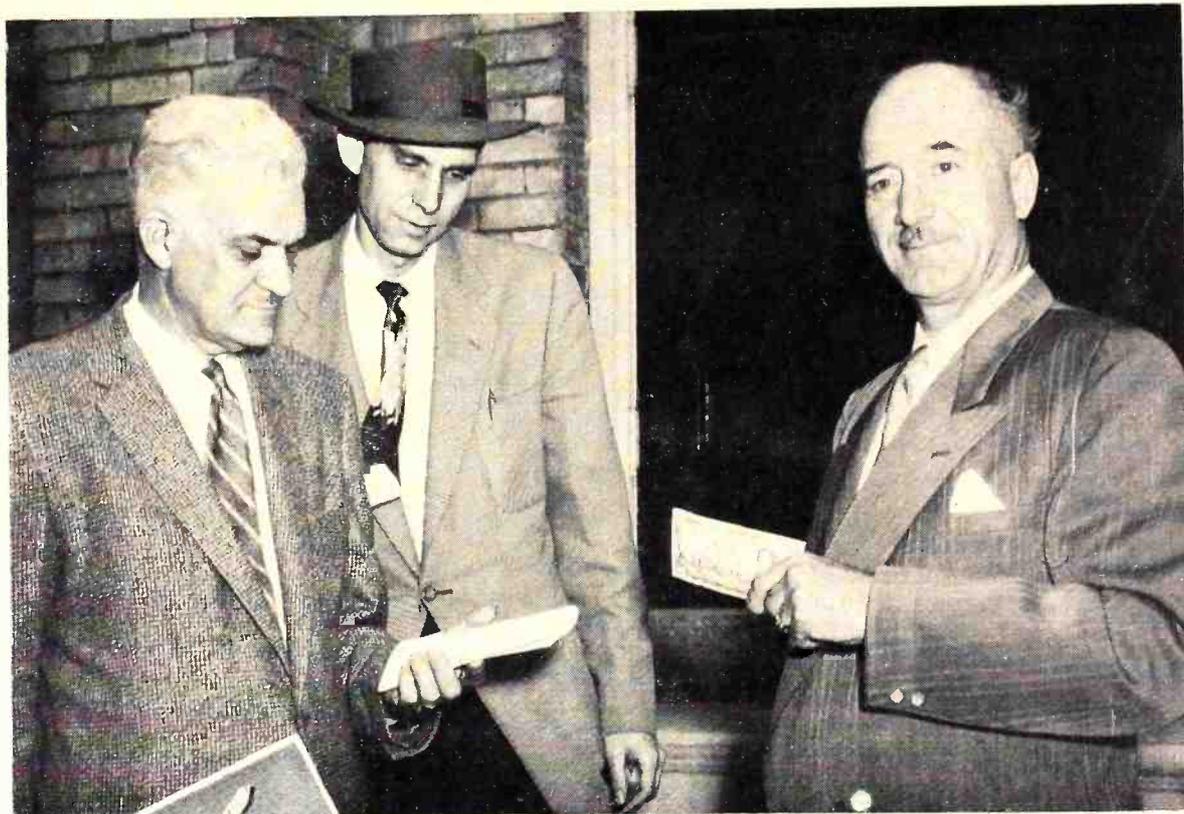
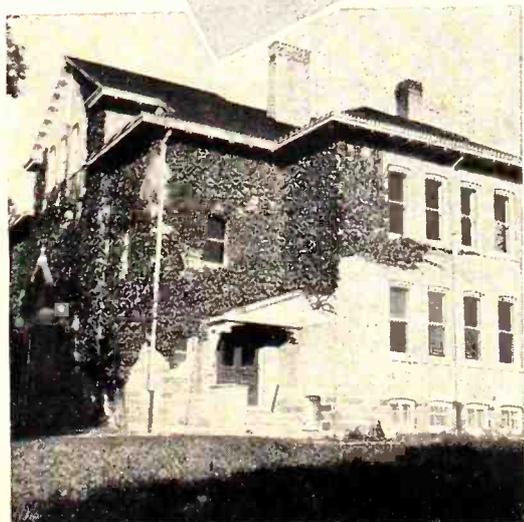


Photo by Wingham Advance



THIRTY YEARS AGO, a tall, skinny young repair man established his ham station 10-BP, in the garret of the Brunswick Hotel in Wingham, Ontario.

This individual has developed into W. T. Cruickshank — still known affectionately for the bag in which he used to carry his wrenches and soldering iron as "Doc" — president of CKNX-Radio, and, as of November 18, CKNX-TV.

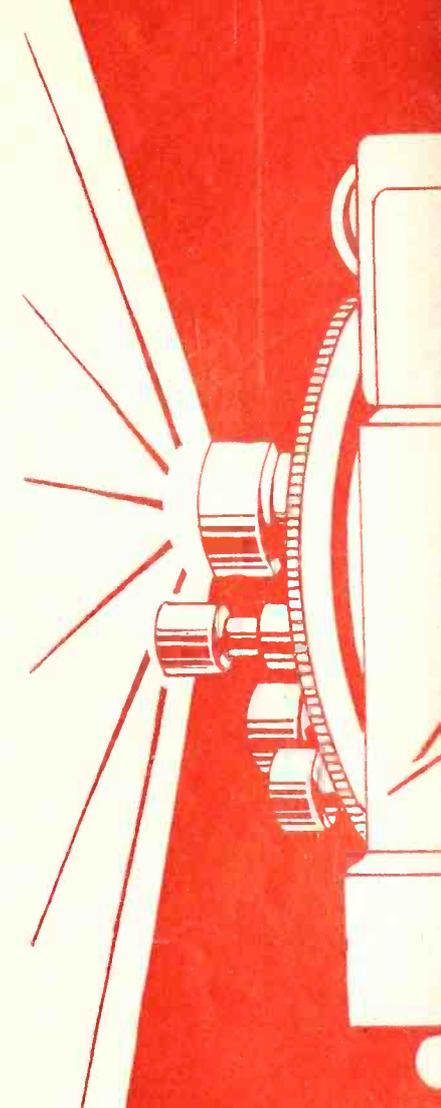
The walls of Doc's private office —with its ever-open door — are papered with testimonials and plaques, including one of this paper's first Beaver Awards. There is also one from the mayor of the town, which, because of Doc's civic interest and activity, has named itself officially "Wingham—the radio town of Canada", with signs at each approach to prove it.

When Doc got his TV license, the town council held a special meeting and decided to co-operate with him in his new undertaking by selling him the old High School for a token dollar.

In the top picture, the Cruickshanks— Doc and his son, Bud (brother John is staying with radio) — are seen swapping their dollar for a deed to the school property with Mayor Eldon McKinney.

The bottom picture shows the school, which is rapidly being transformed into the new CKNX Radio and Television Building.

Between the two is a multi-fingered sign post, erected at the TV transmitter site, to show the large number of towns which will fall into the CKNX-TV coverage area.



RAPID GRIP AND MERIDIAN MERGE

The motion picture division of Rapid Grip and Batten Ltd. and Meridian Productions Corporation Ltd. have been combined into Batten Films as a division of Rapid Grip & Batten Ltd.

Ralph Foster and Julian Roffman, former partners in Meridian Productions, will be in charge of all aspects of production in the new division which goes under the name of Batten Films. Gerald J. Keeley, now in charge of the Motion Picture and

TV division of Rapid Grip and Batten Ltd., will be in charge of sales.

Administrative and technical personnel of both studios have been retained and the organization will make its headquarters at 1640 The Queensway.

The new division hopes to start producing Canadian TV films for use by independent stations in Canada, which have been dependent on CBC programs or imported US shows.

TELESCREENINGS

START CELEBRITY PLAYHOUSE FOR BETTY CROCKER

Betty Crocker baking products made by General Mills (Canada) Ltd. are sponsoring a new TV drama series, *Celebrity Playhouse*, a production of Screen Gems Inc., on 16 Canadian TV stations. The first show went on the air October 17 over CHCH-TV, Hamilton and CKWS-TV, Kingston. At various times during the same week it debuted over CKCO-TV, Kitchener; CFPL-TV, London; CBLT, Toronto; CHEX-TV, Peterborough; CKSO-TV, Sudbury; CFPA-TV, Port Arthur; CBWT, Winnipeg; CKCK-TV, Regina; CFQC-TV, Saskatoon; CHCT-TV, Calgary; CFRN-TV, Edmonton and CBUT, Vancouver. It also premiered on CBMT, Montreal on October 24 and will alternate each week between that station and CBOT, Ottawa.

Each play in the filmed series is an original script by an established television, movie or radio writer. Plots will vary from psychological drama and crime thrillers to comedies and westerns. Some of the

players who will be seen are Joseph Cotten, Frank Lovejoy, Mona Freeman and Sylvia Sidney.

E. W. Reynolds Ltd., the agency for General Mills (Canada) Ltd., have prepared commercials for the Betty Crocker products Bisquick, Homogenized Pie Crust Mix, Brownie Mix and the six cake mixes.

RCA GETS CHARLOTTETOWN

Sometime in the Spring of 1956 Prince Edward Island will be able to boast its own television station.

When CFCY-TV goes on the air on Channel 13 it will mark the fulfillment of a dream of the late Colonel Keith S. Rogers, who was granted the first commercial radio license in Eastern Canada with the present call letters of CFCY in 1924. At the time of his death Keith Rogers was planning the building of a television station in Prince Edward Island.

The Canadian General Electric Co. Ltd. has announced the signing of a contract with the Island Broadcasting Company, headed by the Colonel's widow, Mrs. K. S. Rogers and managed by R. F. Large, for a complete television transmitter and studio installation at Charlottetown.

The new station will operate at a power of 325 kw. E.R.P. and plans to use a 500 foot tower.

TELEVISION FILM INDUSTRY

The story of the Canadian film industry was featured on *CBC Newsmagazine* on October 30.

The fifteen minute feature included film-footage shot by CBC cameramen in Ottawa, Toronto and Montreal showing various phases of film production. The studios visited were those of the National Film Board, Crawley Films Ltd., Associated Screen News Ltd., Rapid Grip and Batten Ltd., Meridian Production Corporation Ltd., and Shelly Films Ltd.

CHOOSE BC RELAY SITES

Sites for the 12 relay stations in the rugged British Columbia section of the Trans-Canada telephone-television transmitting system have been tested and approved two weeks ahead of schedule. The sites were selected by engineers from the North-West Telephone Company.

Construction of the relay stations in British Columbia will start next year and will be finished in three years. The coast-to-coast microwave, which will stretch 3,800 miles and consist of 137 relay stations, is expected to be completed in 1958.

POWER BOOST FOR CKCO-TV

A new 680-foot tower has been built at CKCO-TV to replace the 230 foot tower the station has been using. Along with the new tower the station will increase its transmitting power from 29,000 watts to a maximum 54,000 watts.

The power boost should help improve the picture quality on Channel 13, which is picked up in most Central Ontario cities.

THOUSANDS OF EYES

SEE and BUY
BY

CFRN-TV

CHANNEL 3
EDMONTON, ALTA.

CFQC-TV

CHANNEL 8
SASKATOON, SASK.



Television Division

Radio Representatives Limited

Toronto Vancouver Winnipeg Montreal

ADVERTISING
AGENCIES—
FILM COMPANIES

Save Time!
Let "Central" Handle
Your Casting Problems

FOR INFORMATION —
HOWARD MILSOM

Central Casting Agency
519 Jarvis St. Toronto, Ont.

WA3-8429

214 million dollars is a lot of money...

Get your share by using

CKWS-TV KINGSTON

1954 Retail sales in Kingston and district totalled \$214,939,000.00*.

You can sell the people with the ready cash, the families with above average incomes in this prosperous market with CKWS-TV. It's the *only* Canadian television station that covers the wealthy area between Brighton and Brockville.

CKWS-TV KINGSTON
CHANNEL 11

* Sales Management, 1954.

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

PRIVATE TV'S EARN PLACE AND RIGHT BY AIRING NATIONAL SHOWS - - - CBC

PPRIVATE STATIONS HAVE a place and a right to do commercial broadcasting while at the same time serving as an outlet for many national programs, says A. Davidson Dunton, chairman of the CBC Board of Governors.

In an address to the newly formed Prince Edward Island Canadian Club last week, Dunton answered the claim that the CBC-TV was dragging its feet by saying, "The TV network in Canada has developed faster in the last three years than in any other country."

The CBC chairman said that television would not be the problem it is if Canada was willing to get all programs from outside the country. He claimed, however, that the CBC was trying to make Canadian programs distinctly Canadian. While half the programs carried by the CBC network are American, the other half are Canadian and Dunton noted that more program production is going on in Canada than in any other country in the world except the United States.

Regardless of whether a person likes or dislikes television, Dunton said they can't ignore what is going on in this country. He estimated that Canada's 28 television stations serve 1,500,000 families in 85 per cent of the country's area.

Dunton paid tribute to an early pioneer in the radio field. Referring to the late Colonel K. S. Rogers of Charlottetown, an early pioneer in the radio field, he said, "Canada owes a great deal to men such as the late Colonel Rogers."

Looking ahead, the CBC chairman pointed to the fact that "We cannot consider the future of Canada without thinking of television." He added that television must be developed so that it will serve the nation.

AFFILIATE WITH CBS-TV

CJLH-TV, Lethbridge and CKNX-TV, Wingham have joined the CBS television network as secondary affiliates, according to an announcement from CBS-TV vice-president in charge of station relations, Herbert V. Akerberg. Neither station has started operations yet.

CKGN-TV TO JOIN CBC

A new station, CKGN-TV, North Bay, Ontario, will be added to the Mid-Eastern Region of the CBC Television Network on approximately December 15.

CKGN-TV will operate on Channel 10 with a power of 51.5 kw video and 25.75 kw audio.

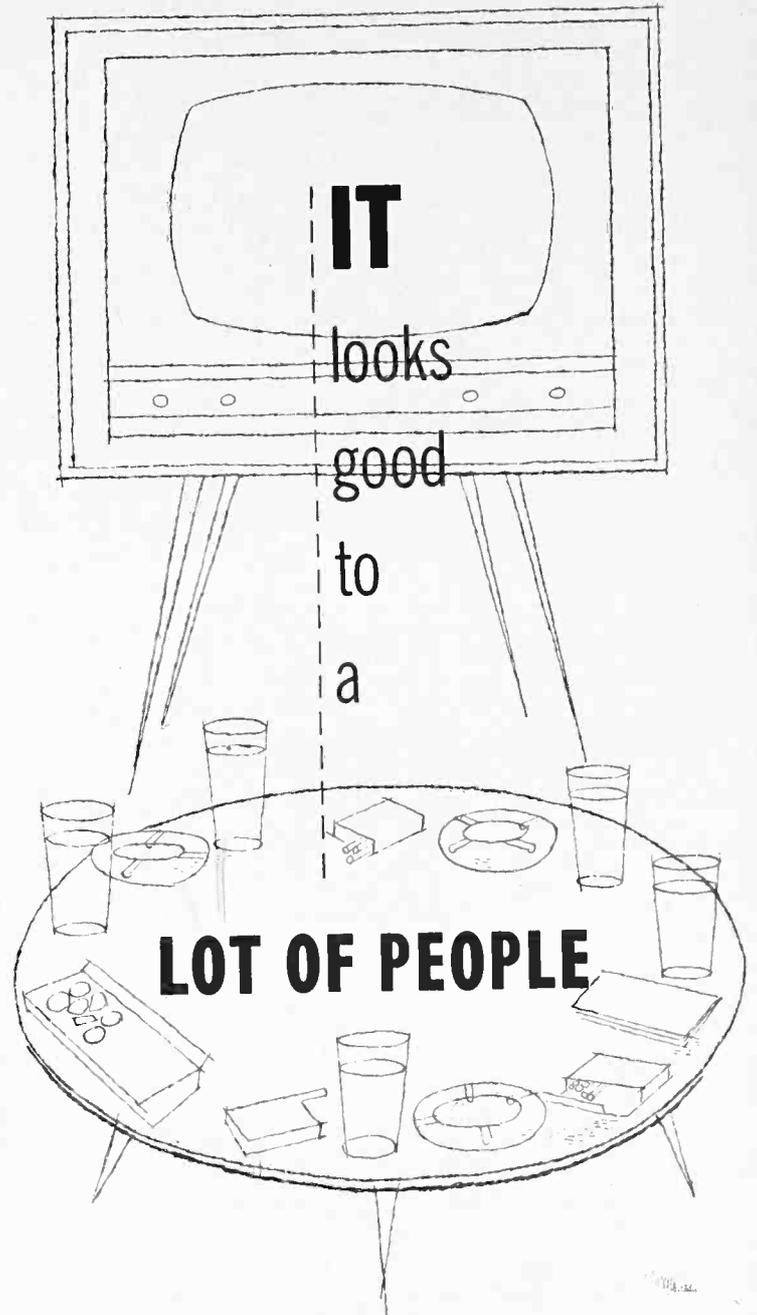


"... and here's the man who controls the picture you see..."

JUST A FEW OF THE 10,000 PEOPLE CONDUCTED ON GUIDED TOURS THROUGH THE STATION FACILITIES DURING

**SASKATOON'S TELEVISION WEEK
OCTOBER 9 TO 15**

Open house was just one of the features provided by CFQC-TV to aid television dealers and distributors in this week-long promotion.



Today, television is looking better to everybody concerned. The viewers are getting better programs... the programs are getting better audiences... the sponsors are getting better sales results. In all, television is bigger, better, more effective than ever before. That's why today you need experienced TV "know-how" to advertise successfully on television.

Your All-Canada TV man represents an experienced television service — completely equipped and staffed to help you plan your strategy, scheduling and television programming. He knows your potential customers... when they watch TV... what they watch... how they buy. He knows the best way to "Telesell" your product on television... without breaking your advertising budget.

If you're thinking of advertising over TV, or if you're already using this fantastic medium — contact your All-Canada TV man today. Let him show you how our stations, times and availabilities can sell for you.

- CJON-TV St. John's
- CJCB-TV Sydney
- CHSJ-TV Saint John
- CFCY-TV Charlottetown
- CKWS-TV Kingston
- CHEX-TV Peterborough
- CHCH-TV Hamilton
- CFPL-TV London
- CKLM-TV Windsor
- CKNX-TV Wingham
- CKSO-TV Sudbury
- CJIC-TV Sault Ste. Marie
- CFPA-TV Port Arthur
- CKX-TV Brandon
- CKCK-TV Regina
- CHCT-TV Calgary
- CJLH-TV Lethbridge

ALL-CANADA TELEVISION

CANADA'S FIRST TELEVISION SERVICE ORGANIZATION

Montreal • Toronto • Winnipeg • Calgary • Vancouver

Verbatim

TV MONEY IS NEW MONEY

Ad-Men Become Ad-Showmen Through TV

IF I HAD THE POWER to know today the contents of the script of just one of your newscaster's programs for tomorrow night I wouldn't be here. I'd be at home counting up my profits on the stock market. However, sitting in a position of responsibility in an advertising agency which serves a number of clients, who are all using their best brains to divine the future, should give one certain advantages. It also exposes one to widely differing opinions, often held by men who are much better qualified to prophesy than I.

For what it may be worth, then, here are some thoughts about the future, with particular reference to radio and television.

In the first place, what's ahead, or seems to be ahead, in a general way? I would unhesitatingly say, *more business*. All the predictions of qualified persons point to this in greater or lesser degree. Industrial production this year should be up about 7 per cent over 1954. The value of our exports is up 10 per cent. Steel production is up nearly 40 per cent in the first eight months,

and 60 per cent in August. And the steel mills are booked months ahead. Newsprint supply is lagging behind demand. Construction volume is hitting a new high. Automobile production is up 26 per cent. Investment in new industrial capacity remains strong. There are weak spots, but the total picture is most encouraging.

As one phase of the picture, the old bugbear of unemployment in winter is being attacked both by labor and management. In this the government is anxious to take a leading position. The Hon. Robert Winters, Minister of Public Works, for example, has recently issued directives to all government departments and agencies calling for adjustments in construction programs, purchases and the like with a view to providing maximum winter employment. The change in the character of our nation from agricultural to industrial makes possible great steps in the correction of one of our greatest economic problems.

Prospects in the retail trade look good; the department stores are counting on a history-making Christmas. But on the retail

trade level we find customers, more than for a long time, ready to shop and compare prices before they buy. Goods for sale are in a strongly competitive market. The role of advertising was never more clearly indicated.

ADVERTISING MUST EXPAND

And when we examine the economic future with particular regard to advertising, we discover at once not only a need, but also enormous room for expansion. Expenditures on advertising and selling in relation to our gross national product are much lower than they should be. In the United States and in Canada more and more attention is being turned to the fact that, while the business of the two nations is growing, the outlay put behind the movement of goods into consumers' hands is not keeping pace comparatively. Canadian manufacturers are becoming aware, moreover, that while this is a situation which is out of line in the U.S.A., it is even more marked in Canada.

This year in Canada national advertising expenditures will run around \$9.60 per capita, compared with \$30.00 in the United States, and this in spite of the advantages of the low unit cost of great mass across the border. In the past 10 years our gross national product has been growing faster than that of the United States. Canadian advertisers are beginning to recognize these facts. Even now, to bring our national advertising budget in line with that which is being called too low in the United States, the Canadian figure would have to be *more than doubled*. I believe that the hard economic facts of life will have an impact upon even our traditional Canadian conservatism to result in more money being invested in advertising in the months and years that lie ahead.

As a matter of fact, the conception of the appropriate size of advertising budgets has received, in the business lifetime of most of us, two great stimulants.



G. C. HAMMOND

Immediate past president of the CAAA, and vice-president of Cockfield Brown & Co. Ltd. delivered this speech to the CCBA Convention in London last week.

The first was the coming of radio upon the advertising scene. Many of us can recall as if it were yesterday the astonishment and dismay with which plans which called for extensive use of radio were once greeted. It was so expensive! Production costs were so high! There would be nothing left for anything else! Yet radio advertising became a giant — and it paid for itself with increased sales and greater employment, greater spending power. And other media prospered at the same time.

Now the same thing is happening in television. In the United States during the period when TV budgets were increasing from about 500 million dollars to 800 million dollars the total American national advertising budget went up by 300 million dollars.

Already it is becoming apparent that money for television is not coming (in the overall picture) out of other media, but is *new money* — new money that should have been put into advertising in any case but which needed the impetus of an exciting new medium to act as a catalyst. And, since television *sells*, as radio sold and still sells, so our economy is promoted, the base of prosperity is widened.

It seems to me that we who are in radio and television — and I say "we" advisedly, for without these

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

For
JINGLES
that are different

Contact
DON WRIGHT
Productions

Write — Wire — or Phone for Details
"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886

ON AIR

A la bonne franquette
COOKING SHOW

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

THE SMART BUY
Channel 4 CFQM-TV
QUEBEC

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

"The greatest sound in advertising must now compete with the greatest spectacle"

two forces the advertising agency business would be nowhere near where it is today — we must keep in mind two important facts.

The first is that the history of advertising has always been one of innovation and development, and that the new developments have in the long run never hurt permanently any medium which had proved itself to be of value. In saying this I am taking a long view of the future of radio. And the second fact is that of an expanding economy. New media have a habit of disrupting patterns, but eventually, because of the simple fact that good advertising pays, all sound media benefit.

RADIO WAS A STIMULANT

The test is one of adaptability. What, for example, did newspapers and periodicals do when radio seemed to be threatening to take their livelihood away from them? Did they just turn their faces to the wall? They did not. First they kept on plugging, selling for all they were worth, and pretty much as if no giant competitor had arrived on the scene. Secondly, they sharpened their weapons. The result is that today an advertiser, knows more about the printed media he is using than ever before. He knows circulation in detail; he knows the markets represented; he knows what measure of co-operation he can receive beyond the mere printing of his advertisement, all in a manner that was undreamed of 25 years ago. At the same time printed media adapted themselves editorially. They learned from radio the lessons of dramatization, of a changing climate in public acceptance. Today the newspapers and magazines of the pre-radio period seem leisurely, even pedantic, by comparison with those we know today.

Radio, I think, must do the same. We who have radio interests must face the issue squarely. We can start from scratch. We can ask ourselves if we believe radio still has a service to perform. If the answer is no, then we ought to get out and make room for others who still believe in radio. If the answer is yes — and that is my answer—then we must re-assess our medium. This can be painful but profitable. Stock-taking usually is. What are our liabilities? What are our assets? In the latter category we can place relatively low cost. We can check off flexibility.

There is no better fire-fighting medium in existence than radio. Within a couple of hours of a decision to meet a crisis in a given market announcements can be on the air. We can credit ourselves with the *personal touch* which radio has so painstakingly built up on a local basis. There are many others.

On the other side of the ledger we must face the fact that the greatest sound in advertising must now compete with the greatest spectacle. But because both radio and television are electronic means of communication, and because television has an electronic dimension that is denied radio, we would, I think, be making a mistake if we

assume sadly that radio must universally be a pale second-best.

A PLACE FOR ALL MEDIA

Let us look to printed advertising again for a moment. Color is proved to be more effective in many respects than black and white. Yet all printed advertising is not in color. For some purposes a client will be better advised to use black and white only.

Newspapers, magazines, outdoor advertising, direct-by-mail, all have their place. So, too, with radio and television. I believe that radio will rapidly find itself and be sold for the purposes it is best adapted to fulfil. Granted, this is a critical time for radio, a period which will exist for some time to come, while television is experiencing its era of most rapid expansion. There is probably a comparative limit to this expansion, however, a physical or technical limitation, and a limitation imposed by the fact that a well-planned advertising campaign will always be a well-balanced campaign, a campaign designed to reach the consumer on more than one front.

TV MUST TAKE STOCK TOO

Just as radio must suffer a re-appraisal, and an adjustment in the light of a new force in advertising, I believe that the time is near when television must take stock of itself, lest the honeymoon be over before most of us would wish. Already one hears, more frequently than we would like, of small advertisers who have put all their eggs in the television basket, and have regretted it. The cost per impression in TV, for example, can be completely out of line. We must be mindful that many a newspaper campaign has been built with production costs running as low as 7 per cent of the total budget. On the other hand, TV production costs probably average around 75 per cent of network time. If the resulting program is second rate, there can be a great waste of money here, a waste to which the once enthusiastic advertiser will be quick to react.

I believe that the answer lies partly in those who sell television time *working to take the guesswork* out of what they are offering, and in making their proposition as capable of being analyzed as is the case, say, with newspapers or magazines.

I believe that a greater answer lies in the development of another factor: *showmanship*. For it will be showmanship which will maintain TV at its optimum value.

ADVERTISING SHOWMEN

Personally, I do not believe the time will ever come when a Canadian advertising agency will possess a TV department in ratio to that demanded by radio. Television is probably too technical to attempt to maintain staff writers, set-designers, make-up men, cameramen, and so on. However, there should be several people in an agency's operation who are conversant with television from the advertiser's point of view and also aware of the technical headaches demanded of TV production. These

(Continued on page 30)

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

ALL-CANADA RADIO FACILITIES LTD.

IN CANADA

WEED & COMPANY

IN THE U.S.A.

NOW COMPLETED

POWER + TOWER = COVERAGE

50 Kw. Max.

2083 feet above sea level

1 1/2 million people . . . 1/10 of Canada's population

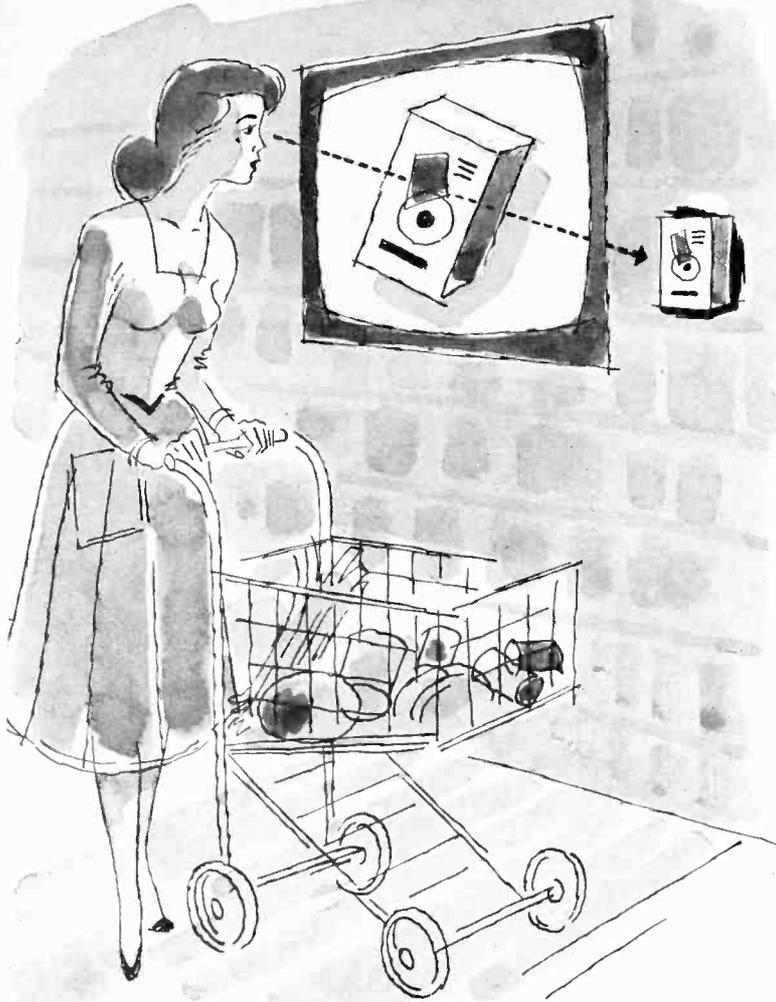


With completion of a new transmitting tower CKCO-TV is now transmitting from 2060 feet above sea level at an increased power of 54000 watts maximum.

ckco-TV Channel 13
KITCHENER — CENTRAL ONTARIO

Reps: Jos. A. Hardy - Toronto, Montreal
 John N. Hunt & Associates - Vancouver

(Continued from page 29)



Nothing sells like recognition and nothing creates recognition like TV!

TV magnifies your product on the shelf!

In today's off-the-shelf marketing, *brand recognition* is more important than ever. On TV your product is seen live, in action, its virtues demonstrated, that's why it works harder than any other medium creating favourable *brand recognition*.

It advances viewers along every step in the creating of customers for a brand — turns strangers into acquaintances, acquaintances into friends and friends into customers. Because it operates very effectively along these lines, it impels them to buy *TV brands*.

We can show you how TV can fit into your plans. Ask us about TV, both in French and English.

HARDY TV DIVISION PRESENTS:

ONTARIO - CKCO-TV KITCHENER
QUEBEC - CFCM-TV QUEBEC CITY
CKRS-TV JONQUIERE
CHLT-TV SHERBROOKE

HARDY

JOS. A. HARDY & CO. LTD.

Montreal
PLateau 1101

Toronto
EMpire 3-6009

Quebec City
5-7373



people should have had either film or radio experience, but primarily they should be advertising men with a flair for showmanship. Regardless of the flawless technical production of a radio or television program, if it lacks popular appeal it will not draw and hold an audience. And without an audience television is of little use to an advertiser.

We believe it is necessary for the agency man to know show business. The advertising agencies got their first introduction to show business with the advent of radio, but it took television to plunge them into what will be an estimated 2 billion dollars in the United States in 1955. That's approximately what the agencies will be spending there for TV entertainment. In Canada the 1954 figure of some 7 million is a much smaller percentage of the advertising budget and is due for increase at a much greater rate.

To purchase and supervise this vast amount of entertainment, a new breed of advertising man has emerged — the advertising showman. Their job hasn't been an easy one. They can't afford to have as many flops as Hollywood or Broadway; that is, if they want to keep their clients multi-million dollar billings in the house. The pressure is always on. In fact, it is compounded by the number of weekly first nights that come with live TV and the many ratings which make for unhappy clients who are not in the top ten.

Compare the number of legit producers who have more than one play a year on Broadway with the TV men who are responsible for a yearly turnout

of 39 or 52 superior dramatic shows.

To the writers, directors, and actors whose talents they buy, they represent the all-powerful sponsor, the business men who are the "boss" of the show. But their position changes when they face the client; they become salesmen appearing as the spokesmen for the creative rather than the business side. Actually their role is a mixture of both elements, compounded in degrees that vary with each agency's structure.

What these men and operators of privately owned TV stations have to say about the future of Canadian TV has a great bearing on what the future will be. To a very large extent it will be shaped by their hands. More than is the case with any other medium, the proprietors of television stations will be called upon to be imaginative, creative and helpful.

NEED FOR RADIO AND TV TOO

Radio is still, and will continue to be, a vital mass-producing advertising tool. Like all dynamic media its use must be tempered, revised, refitted to the changing demands of the economic world.

Television is fast becoming one of the most powerful, impelling media in the history of advertising. It neither wholly obsolesces nor wholly replaces other good advertising media, but like other media, it requires selective application, experienced supervision, and clear-headed judgment.

We, in the advertising agency, would look to the new television stations to work with us to that end.

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

60,600 WATTS



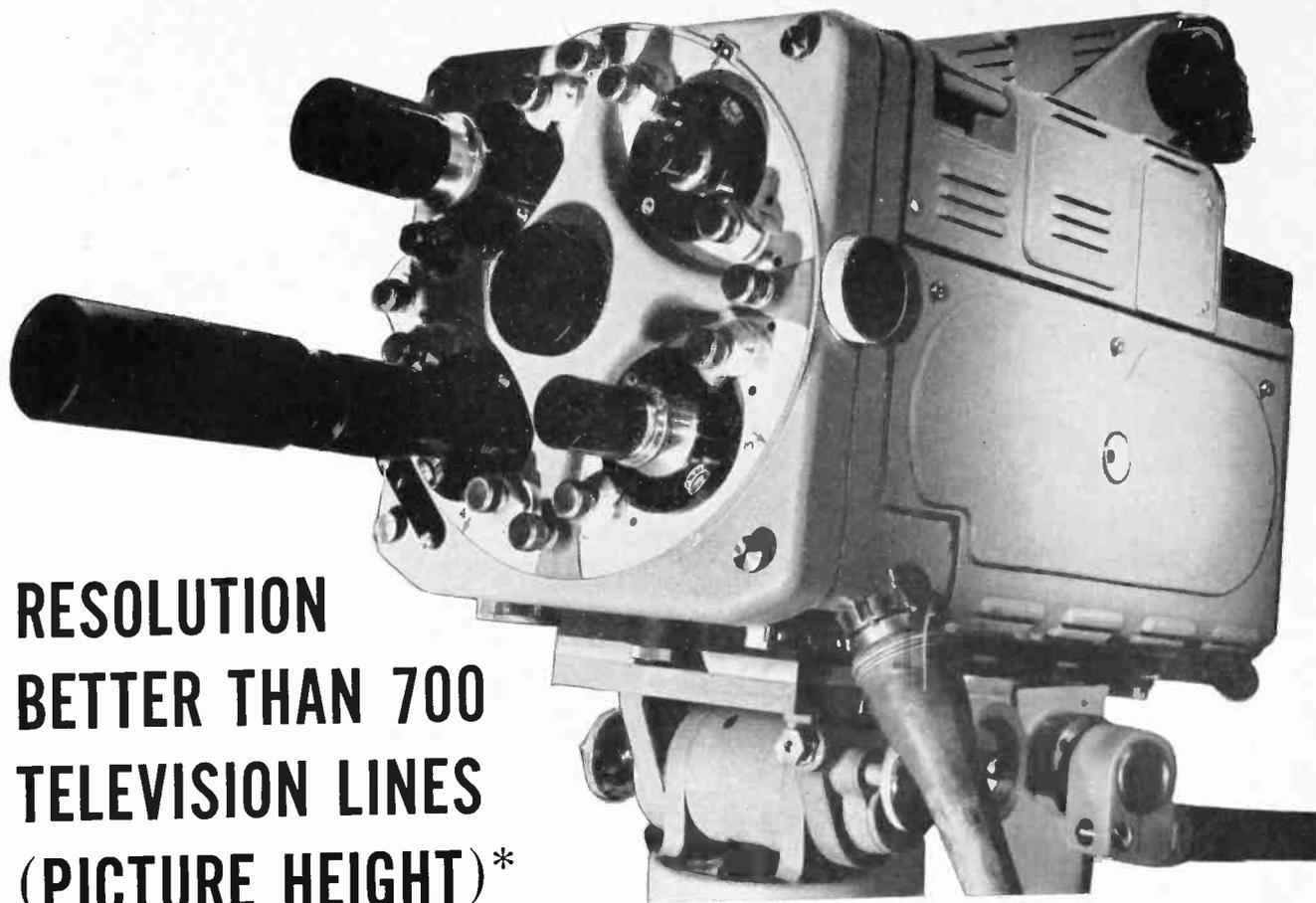
• • • THE ONLY TV STATION
COVERING EASTERN QUEBEC

GET THE FACTS ABOUT THIS STATION FROM:

HORACE N. STOVIN

Montreal • Toronto • Winnipeg • Vancouver
Adam J. Young, Jr. in U.S.A.

INTRODUCING THE MARCONI MARK III TELEVISION CAMERA



**RESOLUTION
BETTER THAN 700
TELEVISION LINES
(PICTURE HEIGHT)***

Combines technical excellence with maximum operating facilities to produce the finest pictures ever known.

features: Permits use of either 3-in. or 4½ in. image Orthicon tube.
Plug-in units simplify servicing.
Light intensity control is by variable graded filter.
'Rehearsal' facility gives 5% pick-up tube overscan.

data:

*4-½" image Orthicon reduces black halo, edge effects and electronic ghosts to a negligible degree.

Photo-cathode picture diagonal 1.6 in.

Sensitivity 10-20 ft.-candles incident illumination at f/5.6 gives good picture quality.

Signal-to-noise ratio Better than 35 db peak-to-peak signal/RMS noise.

Scan linearity Less than 2% positional error.

Rise time Less than 0.2 μS.

Colour response Close to that of human eye with slight excess response in blue and red.

Power consumption (complete channel) 1.5 KVA.

Dimensions Height: 17¼"; Width: 15¾";
Length: 26½"; Weight: 140 lbs.

Write Broadcast & TV
Station Equipment Department
CANADIAN MARCONI
COMPANY, 2442 Trenton
Avenue, MONTREAL 16.

Marconi



CANADIAN / MARCONI COMPANY / BROADCAST & TV STATION EQUIPMENT DEPT.—MONTREAL 16

Canada's Largest Electronic Specialists

RADIO FILLED THESE BUNDLE BUGGIES!



CFRB...

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

- complete coverage of over ½ million radio homes every week
- complete coverage of a \$66,283,699 spending market every week
- the key to Canada's richest dollar market... the market where 40% of Canada's total retail sales are made
- over 27 years of successful radio salesmanship and showmanship

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

IN ONTARIO \$728,630,500* per year is spent on groceries. On CFRB in one month, 91 hours 20 minutes and 30 seconds** were sponsored by people selling grocery items.

Why do the grocery people buy so much time on CFRB? For one reason only. They get results on CFRB.

Of course there are other media that bring results too. But radio selling messages have a unique persistence, a clinging un-escapable quality. Today you find radio selling messages emanating from upstairs, downstairs, indoors and out, in cars, homes, offices.

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

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

CFRB IS THE RADIO STATION THAT COVERS CANADA'S MOST PROFITABLE MARKET, ONTARIO, COMPLETELY

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

**Based on CFRB program schedule for January, 1955

CFRB

T O R O N T O

50,000 watts

1010 on your dial