

## THEY SHOW THEIR MEDALS



Holroyd of CB & T

ACA GOLD MEDALS for distinguished service to Canadian advertising in 1954 went to M. M. Schneckenburger, vice-president of Joseph E. Seagram & Sons Ltd., at left, and J. Scott Feggans, advertising manager and director of public relations for Dominion Stores Ltd. In the middle, Bob Day, president of Bulova Watch Company Ltd. and retiring president of ACA, is seen inspecting the medals. Besides winning the medal, Schneckenburger succeeds Day as ACA president.

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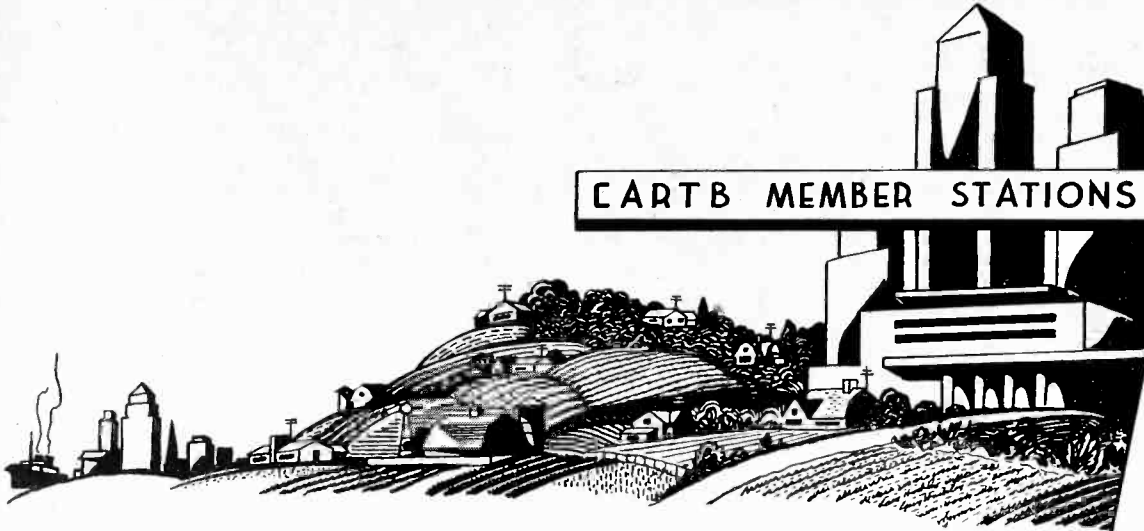
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All the usual features





# Radio Is Effective

People listen to radio while they are doing housework, driving, working, eating and countless other things.

Reading and looking require complete concentration.

Even when doing other things, a listener subconsciously absorbs radio's sales messages.

*Wherever You Go  
There's Radio*

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

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

HEAD OFFICE  
108 Sparks Street  
Ottawa 4  
Phone 34036

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

### CARTB Member Stations

#### ATLANTIC (17)

- CKBW ..... Bridgewater
- CKNB ..... Campbellton
- CFCY ..... Charlottetown
- CFNB ..... Fredericton
- CFNS ..... Halifax
- CJCH ..... Halifax
- CKEN ..... Kentville
- CKCW ..... Moncton
- CKMR ..... Newcastle
- CKEC ..... New Glasgow
- CFBC ..... Saint John
- CHSJ ..... Saint John
- CJON ..... Saint John
- VOCM ..... St. John's
- CJRW ..... St. John's
- CKCL ..... Summerside
- CFAB ..... Truro
- Windsor

#### FRENCH LANGUAGE (26)

- CHAD ..... Amos
- CJMT ..... Chicoutimi
- CHFA ..... Edmonton
- CHEF ..... Granby
- CKCH ..... Hull
- CKRS ..... Jonquiere
- CKIS ..... LaSarre
- CKBL ..... Matane
- CKBM ..... Montmagny
- CHLP ..... Montreal
- CKAC ..... Montreal
- CHNC ..... Montreal
- CHRC ..... New Carlisle
- CKCV ..... Quebec
- CJBR ..... Quebec
- CHRL ..... Rimouski
- CKRN ..... Roberval
- CJSO ..... Rouyn
- CKRB ..... St. Georges de Beauce
- CFGT ..... Sorel
- CHNO ..... St. Joseph d'Alma
- CKLD ..... Sudbury
- CFCL ..... Thetford Mines
- CKVD ..... Timmins
- CFDA ..... Val D'Or
- CKVM ..... Victoriaville
- Ville Marie

#### CENTRAL CANADA (42)

- CKBB ..... Barrie
- CJBQ ..... Belleville
- CKFC ..... Brampton
- CFKO ..... Brantford
- CKSF ..... Chatham
- CFOB ..... Cornwall
- CKPR ..... Fort Frances
- CKGR ..... Fort William
- CJOY ..... Galt
- CKOC ..... Guelph
- CHML ..... Hamilton
- CJRL ..... Hamilton
- CKLC ..... Kenora
- CKWS ..... Kingston
- CJKL ..... Kirkland Lake
- CKCR ..... Kingston
- CJSP ..... Kirkland Lake
- CFPL ..... Kitchener
- CJAD ..... Leamington
- CFCF ..... London
- CFCH ..... London
- CFOR ..... Montreal
- CKLB ..... Montreal
- CFOS ..... North Bay
- CHOV ..... Orillia
- CHEX ..... Owen Sound
- CFPA ..... Pembroke
- CKTB ..... Peterborough
- CHLO ..... Port Arthur
- CHOK ..... St. Catharines
- CKCY ..... St. Thomas
- CJCS ..... Sarnia
- CHNO ..... Sault Ste. Marie
- CKOT ..... Stratford
- CKGB ..... Sudbury
- CFRB ..... Tillsonburg
- CHUM ..... Timmins
- CKFH ..... Toronto
- CKLW ..... Toronto
- CKNX ..... Toronto
- CKOX ..... Windsor
- Wingham
- Woodstock

#### PRAIRIES (26)

- CKX ..... Brandon
- CFAC ..... Calgary
- CFCN ..... Calgary
- CKXL ..... Calgary
- CFCW ..... Calgary
- CKDM ..... Camrose
- CFRN ..... Dauphin
- CHED ..... Edmonton
- CJCA ..... Edmonton
- CFAR ..... Edmonton
- CFGP ..... Edmonton
- CJOC ..... Flin Flon
- CHAT ..... Grande Prairie
- CHAB ..... Lethbridge
- CJNB ..... Medicine Hat
- CKYL ..... Moose Jaw
- CKBI ..... North Battleford
- CKRD ..... Peace River
- CKRM ..... Peace River
- CFQC ..... Prince Albert
- CKOM ..... Regina
- CKRC ..... Regina
- CJOB ..... Saskatoon
- CKY ..... Saskatoon
- CJGX ..... Saskatoon
- Winnipeg
- Winnipeg
- Yorkton

#### PACIFIC (18)

- CHWK ..... Chilliwack
- CJDC ..... Dawson Creek
- CFJC ..... Kamloops
- CKOV ..... Kelowna
- CHUB ..... Kelowna
- CKLN ..... Nanaimo
- CKNW ..... Nanaimo
- CKLG ..... Nelson
- CKOK ..... New Westminster
- CFPG ..... North Vancouver
- CJAV ..... Pentteton
- CJAT ..... Prince George
- CJOT ..... Port Alberni
- CKWX ..... Trall
- C-FUN ..... Vancouver
- CJIB ..... Vancouver
- CKDA ..... Vancouver
- CJVI ..... Vernon
- Victoria



# SHORT WAVES



Al Davidson, news editor of CKY Radio, Winnipeg has been selected by the External Affairs Department to be the sole Canadian on a NATO tour of the Benelux countries.

The tour is to show what NATO is doing in Belgium, the Netherlands, and Luxembourg. Davidson left Montreal April 5.

David G. McLaughlin has joined the program division of All-Canada Radio Facilities Ltd. Since 1951 he had been with Vickers and Benson Ltd., planning and promoting radio campaigns. With All-Canada, he will handle the sale of radio programs in Toronto and other Ontario markets.

Jack McCabe of Toronto, has been appointed assistant supervisor of CBC outside broadcasts and special events (sports) according to CBC Director of Programs, Charles Jennings. McCabe will be in charge of planning and coverage of all outstanding sports events for both radio and TV.

McCabe has been in broadcasting 25 years, and with the CBC since 1937. Prior to this he had acted and sung on CJRC and CKY, Winnipeg, his home town, on CJGX, Yorkton, and CKRM, Regina.

When Gerald Beland, a technician at CKGB, Timmins, arrived at the United Lutheran Church one Sunday morning recently to set up his equipment to broadcast the church service he found that the necessary telephone line hadn't been installed.

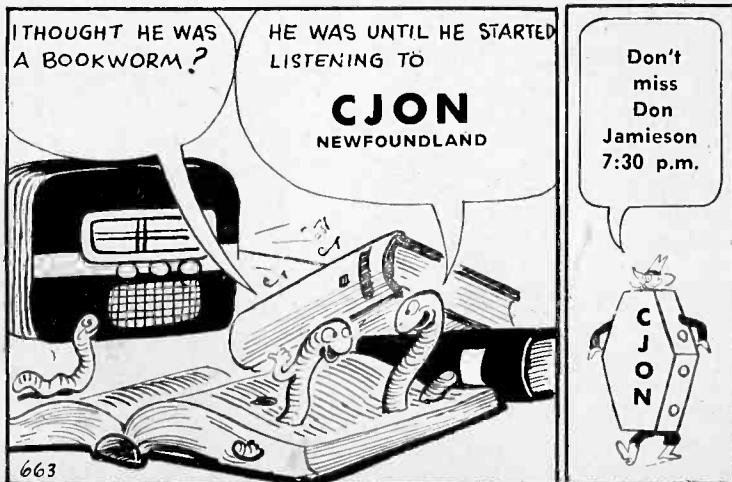
Thinking quickly, Beland suggested to the minister, Rev. A. L. Koski, that they air it from CKGB's studio. Mr. Koski agreed, and with 45 minutes to broadcast time, the congregation of about 100 proceeded to the station. They went on the air on schedule and, despite the church organist's unfamiliarity with CKGB's Franklin Legge organ, the service went off smoothly.

CBC International Service plans to distribute transcribed spoken word programs to radio stations in all parts of the world. These will supplement the musical programs already being sent out from Sackville, N.B.

Thirty radio stations have bought the *Liberace* radio show since its introduction into Canada in March. Many of the stations are distributing autographed photos of this featured pianist. The show, which is handled in Canada by S. W. Caldwell Ltd., includes special recitations for such occasions as Easter Day, Mother's Day, or Thanksgiving.

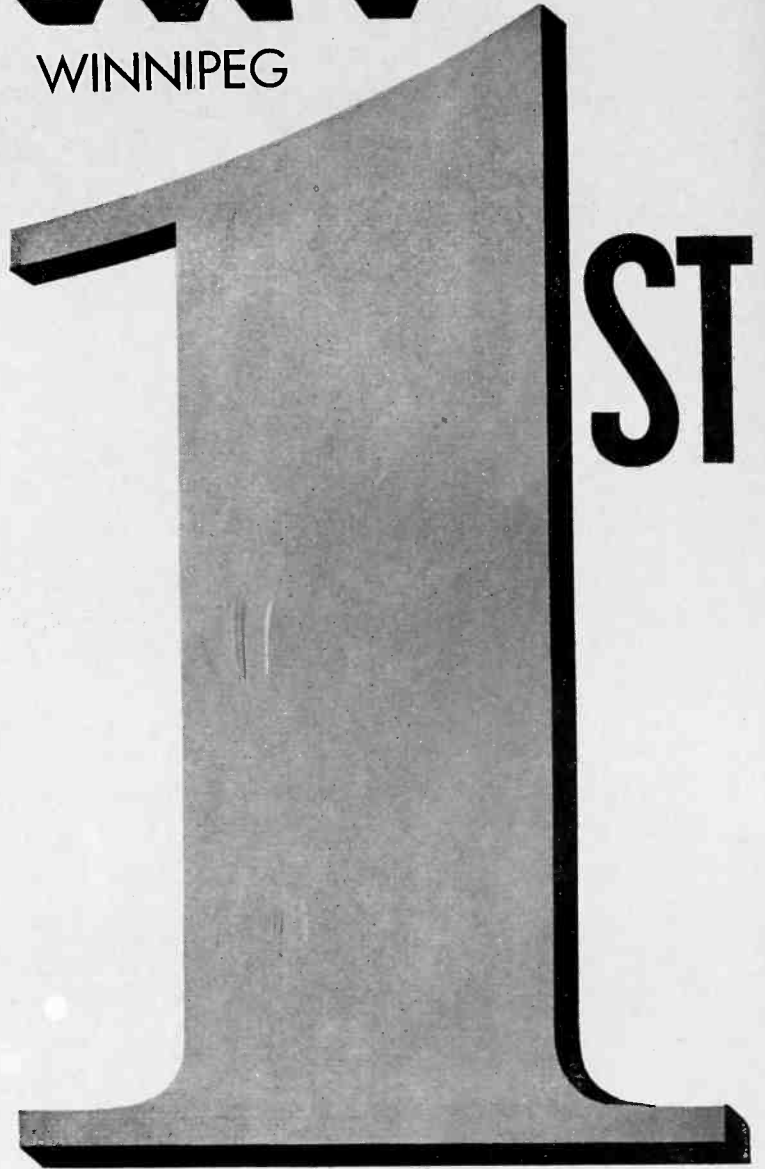
Radio station CKY, Winnipeg, is running a campaign to send a telegram of thanks to Dr. Jonas E. Salk for his polio vaccine. The station has asked listeners to send 10 cents to have their names on the telegram. Any surplus will go to the Crippled Children's Fund.

J. G. Notman, O.B.E., president of Canadair Ltd., and Noah A. Timmins, Jr., president of the N. A. Timmins Corp., have been elected members of the board of directors of Canadian Marconi Co.



# CKY

## WINNIPEG

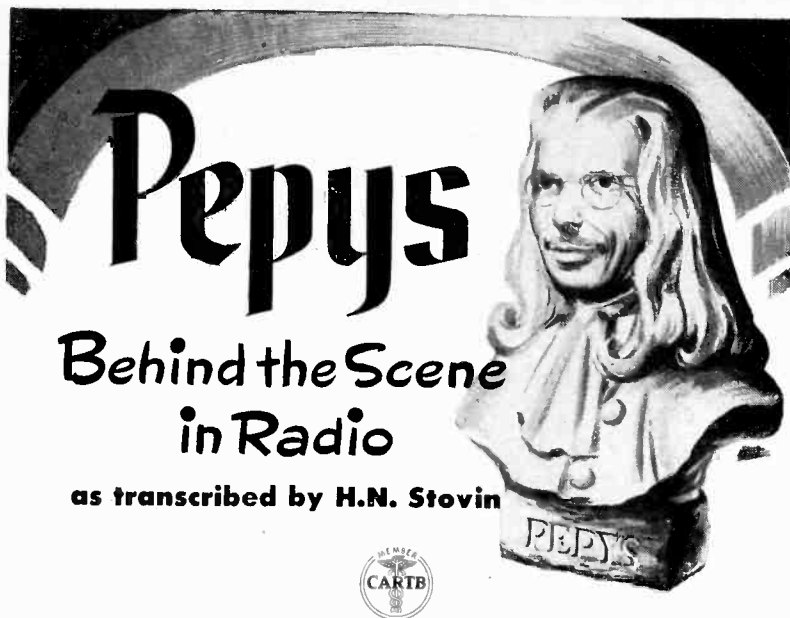


# with the BIGGEST B.B.M.

## OF ANY STATION\* ON THE PRAIRIES

"the station that's added another 'B' to B.B.M."

\*PRIVATE Represented by H.N. STOVIN CO., Canada.....FORJOE & CO., U.S.A.



Much gratified this day that I have been shown a new presentation of Radio as a medium of Advertising, prepared by the Canadian Association of Radio and Television Broadcasters, better known as C.A.R.T.B. — to whom a doff of my best beaver

● ● ● The presentation, which is dignified in appearance yet without extravagance, shall not be described in detail here, lest Pepys might steal some of the thunder from CARTB's dynamic Sales Director, Charlie Fenton ● ● ● But be prepared, if he perchance show it to you, to be convinced that Radio is the most potent of all mass media, for these are the facts:

- 96.4% of all Households in Canada are Radio Homes.
- There are more than SIX MILLION Sets in regular use.
- 28% of Canadian Homes have 2 or more Radios.
- People do listen to Radio in nearly every room in the house.
- It is tops as the multiple-attention medium of advertising.
- No other medium is so selective or as flexible.
- Radio can and does select both markets and audiences.
- The number of Radio Sets in use is continually increasing.
- Radio in Canada reaches MORE PEOPLE, covers MORE HOMES, and does so MORE OFTEN — at LESS COST.

The new Presentation does indeed tell this story, and much more, in a graphic and compelling way, and to all advertisers who may be approached by Mr. Fenton, Pepys would say that it will truly be found an interesting and profitable half hour.

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for  
these live Radio Stations*

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

# CKOT IS LAUNCHED



London Free Press

Schoolchildren from Aylmer, Simcoe, Delhi, Ingersoll and Tillsonburg took part in the opening program of CKOT, Tillsonburg, April 30, when the newest private radio station went on the air. The studio building had been bound with silk tape bearing the station's call letters and dial spot — 1510. The public were invited to cut the tape to start the new community station.

A 250 watt, the station has been called by general manager John

Lamers, "the tri-county station", as it aims to serve Oxford, Norfolk and Elgin counties.

In the picture, left to right, are the directors of the Tillsonburg Broadcasting Company: Ken Orton, engineer; Michael Demaiter, director; Grant C. Brown, legal advisor; Ben Kleiman, vice-president; Jack Lamers, general manager; and Dr. Ralph Hawkins, president. Missing from the picture is director Louis Harris.

## CBC WINS TORY AWARD

The Henry Marshall Tory Award for 1955 has been won by the CBC for the French language radio series *Radio-College*. The Award, which is given by the Canadian Association for Adult Education, was presented to Raymond David, director of *Radio-College*, by Waldo Nash, deputy minister of agriculture in Nova Scotia, and vice-president of CAEA.

Nash said that the program, now in its 15th year, was well conceived and professionally executed, providing the people of Canada an opportunity to enjoy the best in literature, philosophy, science and the arts. Over 40,000 people asked for the syllabus during the past season.

## Kool-Aid For Radio and TV

General Foods' new soft drink powder, Kool-Aid, is being promoted this year with both television and radio, through McConnell, Eastman & Co. Ltd. Along with General Foods, Post Cereals, Kool-Aid will co-sponsor the *Roy Rogers Show*. It will also share sponsorship of *Our Miss Brooks* with Maxwell House coffee and Jello desserts.

According to the agency, there will be an intensive use of radio spots over a wide list of English and French stations, featuring calypso type singing commercials.

**QUEBEC**  
isn't  
a problem  
with

**CKOV**

1000 WATTS    1280 K.C.

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

# 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

Vol. 14, No. 10

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

May 18th, 1955

Editor & Publisher . . . . . **RICHARD G. LEWIS**  
 Art Editor . . . . . **GREY HARKLEY**  
 Editorial Dept. . . . . **GLEN SMITH**  
                                   **LESLIE A. HOLROYD**  
 Circulation & Accounts . . . . . **THOMAS G. BALLANTYNE**  
 Production Dept. . . . . **ROBERT G. MOWAT**  
 Research Consultant . . . . . **GEORGE E. RUTTER**



### Getting Down To Cases

If the coming of television has only done one thing, it has at least wakened radio broadcasters to some of the stern realities. In evidence of this, it is gratifying to find that they are taking the trouble to dig out some basic facts in plain words, in place of some of the flowery and pedantic superlatives that have over-studded their promotion material in the past.

This was particularly noticeable on May 3rd when, from the opening luncheon to adjournment at the end of the afternoon session, the Association of Canadian Advertisers gave themselves over to a presentation of the CARTB on radio broadcasting as a medium of advertising.

Finlay MacDonald set the pace in his luncheon talk when, besides bandying his extravagant but well chosen phrases about the wonders of radio, which is still the miracle medium, he came through with some highly significant facts and figures which indicated beyond question that people still listen to their radios even if they have taken them out of the living room into the bedroom, dining room and other parts of the house. MacDonald, who has been known betimes to succumb to the temptation of sacrificing some of the effectiveness of a message for the sake of a deft phrase or a bon mot, is to be congratulated upon the direct approach he made to his most recent assignment. This more serious style, far from impairing the interest in what he said, actually added to it.

The dramatic presentation of *Crisis In Studio A*, which comprised the afternoon session, was a novel way of presenting the radio story. Its novelty lay in the fact that it was based on the principle upon which radio sometimes seems to forget it was founded — the principle of showmanship.

Critics can say that this two act dramatization was too long. They can point at the character who overplayed the noisy individual he portrayed. They can, and most certainly did, point out that the appeal of the dialogue was lost when the performers read their radio success stories in monologue, without the "dear me's" and the "not really's" usually written into such material to relieve the monotony. They could, if they wished, invoke Horace Schwerin, the New York copy tester, who is quoted elsewhere in this issue as saying that the mood of a program can easily destroy the effect of a commercial.

Whatever the criticisms, the fact remains that *Crisis* held its audience and delivered its message. In other words, it achieved its purpose, and, by way of

RADIO R/B... by Harkley



Impact

bonus, won the plaudits, not only of ACA delegates and guests, but even of representatives of other media who were at the meeting.

One of the appeals of *Crisis* was its novelty and spontaneity. Radio has not employed such techniques before and this one came as entertainment at a time when they expected to be bored. Maybe it can be used again without losing too much of its effect. Maybe though it should be regarded more in the light of a noble experiment and a forerunner of a technique for radio to use in other ways and other places. For our part, we are inclined to believe that this is the case.

### More Power to the CBC

Criticism has been levelled at the CBC by the parliamentary committee on broadcasting, regarding a big expenditure on a program. This was the recent production of *Hamlet* on the TV series *Scope*, which took a cool thirty thousand dollars.

While this paper always has and always will question the desirability of a medium of communication being operated and regulated by a department of government — or other agency that is tantamount to such a department — it questions the validity of this criticism.

There is something which is unbecoming to a government in its entry into as mundane a business as advertising. The control it exercises over the supply of goods through this is in direct contravention of the principles of democracy. But whether we like it or not we have to recognize that the "publicly-owned" broadcasting system exists, and this being the case it is our opinion that the production of programs like *Hamlet* is admirable,

both in conception, in execution and in effect.

When the CBC is producing programs with the purpose of bringing great authors and composers into the reach of the public, it is functioning along the lines of a department of education which is admittedly one of the responsibilities of a government. As far as the production cost of \$30,000 is concerned, it compared favorably with NBC's recent triumphant production of *Peter Pan*, which ran at least ten times that figure. We understand that the CBC has more such undertakings in the planning stage, and in this respect we would say "more power to the CBC."

Critics of the system of radio and television broadcasting should consider the motives behind CBC programs, and separate those that are designed primarily to sell to advertisers from those that are intended purely to gratify and inspire a public desire for worthwhile things. No stone should be left unturned, and no course of action abandoned, that might destroy this government agency's socialistic stranglehold on the advertising business. At the same time, as long as the constitution continues to give it the right to exist, such efforts as *Hamlet* on television and *Wednesday Night* on radio deserve nothing but the highest praise.

### Customer or Shopper

"By Special Appointment To The Royal Family" is a phrase which states proudly that this is where the Queen buys her hats, groceries or whatever product is involved. It does not mean that Her Majesty shopped around for a new something or other and this is where she got the best price. It means that this is the place where she deals.

There are few people in business who do not make a practice of calling for tenders whenever they are making a purchase. This is fine when they are putting another floor in the factory building. But when it is applied on the purchase of a couple of thousand invoices or letterheads, the buyer may be doing himself a grave disservice, besides putting the tenderer to quite unnecessary trouble.

The price of an item or article is not just what the supplier paid for it, plus a margin of profit. He has to recover costs like warehousing, selling expense, and a by no means inconsiderable item — estimating. Because of this last, the supplier has to get more money for his wares. Also, the same supplier tends to think more kindly — and mayhap more economically — towards the buyer who comes to him as a regular customer rather than a fitful shopper.

*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*

ACA Convention

**RADIO - GLOWING WITH HEALTH**

**MacDonald Speaks Optimistically At ACA**

"People love to be present when things are happening" and "radio all but puts them there," Finlay MacDonald, of CJCH, Halifax, told the "Radio Day" Luncheon at the ACA Convention in Toronto early this month. MacDonald, who is the immediate past president of the CARTB, outlined the growth of the thirty-five year old sound medium, crediting its progress to the fact that while "the printed word carries the record of things accomplished, the spoken word breathes the vitality, the immediacy, of history in the making."

Amplifying this point he went on to say that "radio puts the front line of battle into the front room. For the first time in history, people have a box seat. All day long they listen; news; music; weather reports; highway bulletins; lost dogs; visiting celebrities; hockey broadcasts; and market reports".

Broadcasting, he said, "has placed Maple Leaf Gardens on every street in Halifax. The pounding of hoofs at Calgary at the annual Rodeo has been heard in parts of Canada where

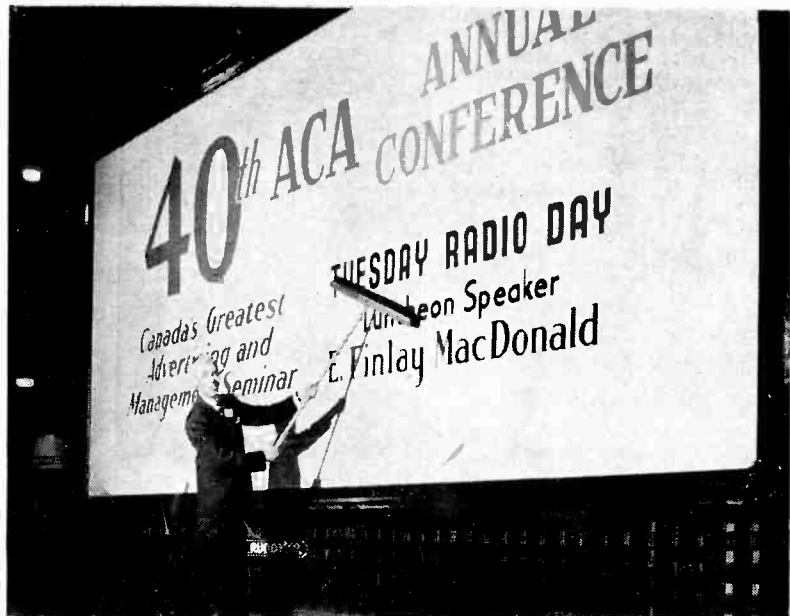


Photo by Herb Nott

horses have never been seen. Radio is the tremendous gobbler which has spread around the world in 25 years . . . To broadcast is to sow and radio sows seeds of stimulation, edification and relaxation. The seeds which grow choke the weeds of isolation and forge millions of new friendships. Radio never knows any social regis-

ter, never any right or wrong side of the railroad tracks, never any distinction of wealth or position, never even stopped to enquire: "Can you read?"

He demonstrated the growth of the medium statistically with two statements.

"In 1946 in Canada - 3 million radios; in 1954 in Canada - over 6 million radios - twice as many.

"In 1946 in Canada - 22 thousand car radios; in 1954 in Canada - over 1 million cars with radios an increase of five thousand per cent."

MacDonald quoted Jim Allard's statement that the Canadian birth rate, which has nearly doubled since 1930, represents the largest Canadian "Do-It-Yourself" market and will result in about half a million new homes between early 1956 and the end of 1960.

**PEOPLE ARE THE THING**

"Successful broadcasting is a human, not a technical problem," he said. "You may know radio from microfads to decibels, but unless you want to know people, you had better not fool with broadcasting. Electrically, a set has to be tuned to the wavelength of the sender. Emotionally it is the other way around.

**CKCK...**

**FIRST STATION**  
 IN  
**Saskatchewan**

For over thirty-two years CKCK has been the "BLUE RIBBON" station in Saskatchewan . . . FIRST in sellability . . . FIRST in public acceptance. Serving nearly 160,000 radio homes in the province, CKCK has proved time and time again that in Saskatchewan, when you buy radio, CKCK IS A MUST.

**CKCK REGINA**

Representatives: All-Canada Radio Facilities

**Telephone Answering Service**

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

Phone for Booklet in  
 Toronto Montreal  
 WA. 4-4471 UN. 6-6921

The only way to rate the success of broadcasting is by "the number of common, ordinary everyday people who will listen," he said, and be impelled to buy.

He turned his thoughts to the 85 per cent of Canadian adults who "endure monotony". The people, he said, want release — "escape into glamor, adventure, gaiety, tears, laughter . . . Above all they want to hear their kind of entertainment".

People like to listen to and hear about other people like themselves, MacDonald said. Also, "people love to be present when things are happening".

He went on to express doubt whether Canadian radio has ever been properly tested, stating that "the (advertising) agencies in this country who qualify as radio-active, would not exceed sixteen in number". He pointed out that "this is unfortunate because it is essential for their clients' success".

MacDonald described it as "highly significant" that "with a few conspicuous exceptions, there have been no unsuccessful TV campaigns, and radio responds in full measure to the same care and attention and planning".

**COMMERCIALS ARE VITAL**

"No single attitude in an advertising agency makeup is more vital to the advertiser than its attitude to the commercial," he said. "To you (advertisers), no part of the program is more important. When your potential audience may run into millions, when you must work with a common denominator; when any word may be twisted into incredible mis-

interpretation, when you must pack every selling job into a few measured words, then that is the challenge to copy."

**SELF ANALYSIS**

He told the advertising men that last year was radio's "big year of self-analysis." He listed as discoveries — and we should have known — that "people are used to radio all the time — no matter what they are doing" and that "we have just about reached saturation of Canadian homes". He said that local retailers including department stores are making use of "home-time" radio, and that billings are greater than ever.

He went on to speak of "the tremendous growth of out-of-home listening, especially in automobiles and the incredible new little portable models". He described the picture of the medium as "glowing with health and vitality".

He said that it was nothing but a follow-the-leader attitude that had induced broadcasters to place a premium on night time radio. "We discovered that over the years, on most stations, 75 to 80 per cent of our revenue had been racked up before 7:30 at night," he said, and that "it was during the period from dawn to dusk that radio was at its superb peak of effectiveness".

In conclusion, he spoke of a new aggressiveness that has marked radio's approach to the problem of re-establishing its position as a vital medium. "We have found many new sales and programming possibilities," he said, mentioning news, music and home town affairs, as the ones that radio does best.

*ACA Convention*

**PROFITS DEPEND ON ADVERTISING**

"**R**ADIO has reached its zenith as an advertising medium while television promises to be the greatest medium of them all," Fairfax Cone, president of Foote, Cone & Belding, Chicago, told the Wednesday luncheon meeting at the 40th annual ACA conference early this month. Personal selling, such as that done by Dave Garroway and Arthur Godfrey, and careful demonstration — Cone called it "copy in motion" — were two reasons he advanced in support of his opinion.

Cone struck out at "phony, trite and contrived" advertising and said that "if it isn't creative, it isn't advertising". Without naming the products he gave catch lines from two automobile advertisements. The first was, "It's here! The car all America has been waiting for!" Next was, "More than new! Tried and true!" Then, finally, "It's highway robbery! For sheer fun on the road Chevrolet's stealing the thunder from the high priced cars!"

"One ad is phony; one is trite and contrived; the third is real," he said. "That Chevrolet ad has a basic, sound-compelling idea. It says and sells value just as anyone here would say it and sell it. It offers a reason to buy that beats any but a bargain-reason to sell, and there are very few bargains around," he said.

Turning to merchandising, Cone declared that it is "a tangible, inseparable part of advertising". Selling the dealer is one point of merchandising. Selling the consumer is the other. And great advertising does

both. Premiums and contests have their place but he looked forward to new and better methods.

Industry in Canada and the United States, he stated, are "playing for the biggest stakes in history". While profits are higher, so are costs — dividends, employee benefits, taxes — so that "business has no choice but to make its product and its brand preferred by the public".

If profits are to be realized, Cone said, they will depend on advertising as the mechanism which turns prospects into buyers.

**P. & G. MEDIA MEN**

Announcement has been made of changes in media personnel at The Procter & Gamble Company of Canada following the resignation of H. E. Whiting, formerly manager of the advertising department's media and advertising production section. The media supervisor is B. L. Thomas and the media co-ordinators are J. R. Jenkins, television; J. A. MacDonald, print; and G. P. French, radio.

**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. Mining, Manufacturing, Forestry, Electric Power, Agriculture, Fishing and Tourists combine to make it grow.

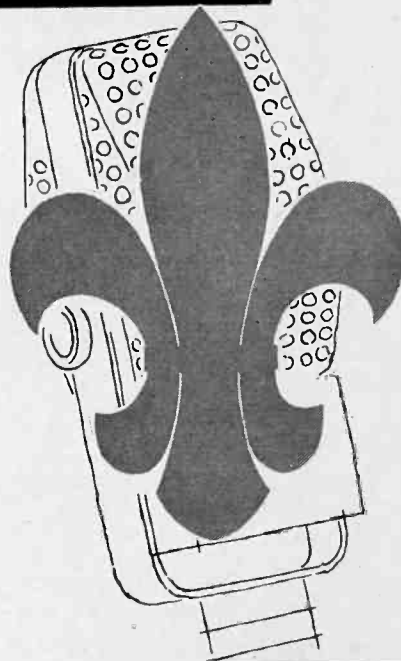
French language listeners are the best in the world, with the highest ratings for listenership, for responsiveness, and for loyalty to both local stations and sponsors.

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**

*ACA Convention*

# CRISIS IN STUDIO A

## The Power of Radio Advertising Is Dramatized In Flashback

**R**ADIO told its story in a different way at the Monday afternoon session of "Radio Day" at the ACA, when the CARTB presented a two-act play, "Crisis In Studio A". The play was produced by George Taggart and written by John Lucarotti. It was a flash back from 1975 to 1955 and was the tale of the day that radio was put off the air by a Medium, a disciple of the Devil, played by Vernon Chapman, who switched it off by black magic because "no one listens to it". It was set in Studio A of mythical radio station CACA and showed the members of that station's staff convincing the Medium that radio does have a large audience, is of definite public service and, with several real success stories, that radio is a powerful salesman. In the end, the Medium is convinced and turns radio back on.

The play was narrated by actor Howard Milsom as a fictitious Lee J. Merrick, at a podium off stage, while he was being portrayed on stage by Dick Gilbert as a youth back in 1955.

The trouble begins when the microphone goes dead while young Merrick is in the middle of a newscast. Nothing can be found wrong with the equipment, either at the transmitter or in the studio. Then the Medium stalks in and says that he is responsible and that radio is off to stay. Dave Aspern (Sandy Webster) CACA's program director, makes a bargain that if he can prove that radio is worth while, the Medium will put it back on the air.

With the Medium skeptically asking

questions about radio's value, the dialogue and the narration supply the answers. The Medium asks how many Canadian homes have radio sets. Aspern tells him that 96.4% of all households in Canada are radio homes, and Merrick, off stage, amplifies this by quoting a BBM figure of three and three-quarter million homes with a potential audience of over ten million.

A housewife comes on stage and says that she listens to the radio while she does her housework. The Medium doubts that this is possible and Aspern explains it as "multiple attention". Merrick, on his podium, says that "radio's tremendous strength lies in its ability to reach people while they are doing some-

thing else. In restaurants, factories, stores, offices — in the kitchen, the basements, wherever you look, you'll find people listening to radio while they work".

Merick also explains that radio has another audience, the out-of-doors listeners. Then a businessman who listens on his car radio and a girl in a bathing suit with a portable radio, come to ask what has happened. Aspern tells the Medium that last year almost a hundred thousand portable radio sets were sold and almost a million cars are equipped with radios.

### MORE PROOF WANTED

Convinced that radio has an audience but still doubtful of its value

to this audience, the Medium asks for more proof. The police chief wants CACA to broadcast an appeal for rescue workers to help at a train wreck. The Medium refuses to put the station back on the air, saying that it wouldn't do any good. To prove that radio can do a job on public service, tapes are played of the Hurricane Hazel broadcasts, the Queen's Christmas message and Churchill's "Fight on the Beaches" speech.

CACA's largest advertiser comes over to see Aspern and find out what the trouble is. The Medium wants to know why he cares if radio is or isn't on the air. He explains that he has a warehouse full of perishable products and the only way he can



## STANDARD OF THE INDUSTRY

...in Transcription Turntables!



RCA Type BQ-70F (3-speed)



RCA Type BQ-1A (33 1/3 and 45 r.p.m.)

RCA Transcription Turntables have been engineered to meet the continuing demands of Canadian Broadcasters for the highest quality reproduction of broadcast transcriptions. Two units are shown here. The RCA Type BQ-70F is engineered to play all three speeds, the RCA Type BQ-1A is a fine groove turntable only. Both are ruggedly built to give years of satisfactory service.

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

"BROADCASTING IS OUR BUSINESS"

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

1001 LENOIR STREET, MONTREAL 30



tell people about them is with radio. Merrick says that radio not only delivers the mass audience but also singles out the individual, through careful selection of time and program. In addition Merrick says radio has flexibility and frequency, because it reaches people no matter where they are, and the sales message can be repeated often.

**HAPPY EVER AFTER**

Then they all get into a discussion telling the Medium of the speed with which radio works. Merrick says that with the exception of national campaigns, "radio can meet any sales emergency in no time flat," and adds, "the keynote to radio's success as an advertising medium is that it is capable of instantaneous mass communication."

Then they all quote actual case histories of sales success stories from stations in all parts of Canada. This finally convinces the Medium that radio achieves results and he puts it back on the air. However, Aspern becomes infuriated and tells the Medium that he has missed the whole point, that radio is much more than a good advertising medium. "It entertains, it informs, it educates. It's the one world-wide medium for instantaneous dissemination of news and information to mankind. That's why it's a good advertising medium." Aspern says that radio's first duty and solemn responsibility is public service and sums it up with, "The audience has the right to expect us to serve its best interests to the best of our ability all of the time."

The Medium apologizes over the air (after first having turned radio back on) and the play ends with the crack, "There's always room for another medium".

**TO REP BCARTB ON FLIGHT**

Vic Fergie, newsman and special events director of CHUB, Nanaimo, has been chosen by the British Columbia Association of Radio and Television Broadcasters to represent all the private radio stations of that province on the inaugural flight of Canadian Pacific Airlines' polar route service between Vancouver and Amsterdam. The flight leaves Vancouver June 3 and returns June 11, stopping for two days each in Amsterdam, London and Paris. Fergie plans to airmail tape recordings of his trip to all of the stations he represents.

*Talent*

**ACTRA MAY QUIT AF of L**

THE Association of Canadian Radio and Television Artists will attempt to withdraw from the American Federation of Labor and establish a Canadian organization of its own. Bernard Cowan, retiring president of ACRTA, said in his farewell report that though the Association would try for an "orderly withdrawal", a withdrawal there would be, with or without opposition from the AF of L. "Our very existence depends on withdrawal," he said to the ACRTA members in Toronto.

Feeling is that the Canadian association is not getting its money's worth (60c per head per month is the affiliation fee) from the big American union. Cowan is quoted as saying that the American seemed only to be interested in money. Though agreeing that the association should have the backing of one of the big union bodies, he said, "if we belong only because of their knowledge and their strength, then we should withdraw at once because their perspective and attitude towards our little local is all wrong".

At the moment ACRTA consists of five Canadian locals directly chartered from the Washington headquarters of AF of L. The Canadians propose that after withdrawal, they would remain in the Trades and Labor Congress, the Canadian counterpart of AF of L, and would then have the right to issue their own charter to new local unions.

Besides the 60 cents American

levy, the 2,200 ACRTA members pay three and a half cents each monthly to the TLC, as well as other per capita dues to local trades councils and their own national organization.

Cowan revealed that when he had asked why more money had been demanded from the Association recently, Russell Harvey of AF of L told him that the money was needed for the political action fund in Washington.

Though Cowan is no longer president, he remains on the board of directors of the Association. New president is Toronto actor-writer Alan King, vice-president is Robert Christie, treasurer Bruce Belfrage, and secretary June Dennis.

On the board of directors, Cowan represents the announcers, other representatives are Hugh Webster for the actors; Don Parrish, singers; Don Gillies, dancers; and James Banerman, writers.

**MONTREAL ACTRA OFFICERS**

Bruce Raymond is the new president of the Montreal local of the Association of Canadian Television and Radio Artists. Other officers are: Norman Taviss, vice-president; Cynthia Michaelis, secretary; Phyllis Carter, treasurer; Edmund Berkeley, Weldon Hanbury, Henry Ramer, Phillip Neilson and Ken Withers, committee members. Jack Raskin is re-appointed executive secretary.

**40,000**

**\$1025.00**

**THESE TWO FIGURES SPELL OUT SUCCESS IN EASTERN ONTARIO!**

In co-operation with the Kingston Chamber of Commerce, CKLC promoted a Victory Parade for the Kingston Senior Hockey team, through the main business section of the city. As a result, 40,000 people turned out to see the parade! To top it off, CKLC did a complete remote broadcast of the entire parade and sold the program to 101 Kingston sponsors. They paid a total of \$1025.00 for the 1 hour program and CKLC donated the entire proceeds to a local hospital for Children. In Kingston, the listeners and the sponsors are behind CKLC!

IN KINGSTON, IT'S

**CKLC**

CANADA - Horace N. Stovin  
U.S.A. - Forjoe & Co.

**In the North**

**RADIO SELLS**

To move merchandise in Northern Ontario you need

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

The "Northern" Stations

**CFOR ORILLIA**

IN CENTRAL ONTARIO

Delivers

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

Stephens & Towndrow Ltd. • Toronto - Montreal

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

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

With a potential listening audience of over

**400,000**

French speaking people is a **MUST**

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

**Hull and Ottawa**

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

*They Listen To Sudbury*

**NORTHERN ONTARIO'S**

*Greatest*

**ADVERTISING  
 MEDIUM**

**CKSO**

NORTHERN ONTARIO'S  
 HIGH-POWERED  
 RADIO STATION

ALL-CANADA RADIO FACILITIES LTD.  
 IN CANADA

WEED & COMPANY  
 IN THE U.S.A.



There is a feeling of unwonted tranquility around the office; an air of restfulness and repose after a job has been done. The reason is that our awards are over for another year; the Beavers are back in their dams; and we are all set to continue the search for next year's winners.

Gordon Sinclair had a word to say about us in his column in the **TORONTO STAR**.

"Dick Lewis, who annually presents Beaver awards to Canadian radio and TV stations for outstanding work has just given his first Beaver to a TV outlet.

"Since Ricardo would rather give his prize to Bulganin than the CBC, and since CBC has most of the TV stations, the honor is modestly tarnished.

"It goes to London's CFPL for news coverage . . . . .

"Ricardo found no Ontario radio station worthy of a prize this time . . . . .

"Could be that no Ontario radio station submitted a brief for itself."

There were no complaints from the winners. There never are. One of them, CJOR, Vancouver, even said kind things about us to their listeners. It was Dorwin Baird on his *Around Home*, which was one of the programs mentioned in the citation. Here was a bit I'd like, immodestly, to hand along.

"The Beavers are selected by a jury of people not connected with the magazine or with any radio station. They are handed out sparingly and received with gratitude. Their major role is to encourage better broadcasting by Canadian private stations. Like most recipients, CJOR did not 'go out after' a Beaver. You can't win one that way, for the awards are made on the basis of factual news reports about radio — as published during the preceding year in the **BROADCASTER**."

Thanks for the thanks, Dorwin. And thanks also for that lucid what and how of the Beavers.

**SPEAKING OF BEAVERS**

Beaver pelts were once an accepted form of currency in Canada.

*Quick Canadian Facts.*

**HEAP BIG TEPEE**

The honor of being the first Indian in North America to equip his wigwam with a television antenna goes to Chief White Eagle, Iroquois medicine man of the Caughnowaga Reserve, near Montreal.

The Chief, or, to give him his legal name, Stanley Mylow said an em-



**Montreal Star**

bankment near his home interfered with reception, so he decided to make use of his forty foot tepee. Now he brings in both Montreal stations and Burlington Vt., Plattsburg, N.Y. and Poland Springs, Maine as well.

**PRODUCTION PRODUCES**

C B & T's Bob Mowat, who operates under the title of Production Department, and as such battles with advertisers to get in their copy, made the deadline at eight o'clock Sunday morning, May 8, when he scored an assist to his wife Shirley in the production of Patricia Jane.

In accordance with an old promise, Bob got the day off!



Sportsmen and spectators in London and Southwestern Ontario demand up-to-date . . .

**sports news**

CFPL Radio Sportscasts reach the audience you must reach to sell your products. Call All-Canada Radio; in U.S.A., Weed & Co.

**CFPL radio dial 980**

SEEING IS BELIEVING

Television will play its first role in Canadian politics during the Ontario provincial elections.

Four and a quarter hours of free time will be divided equally between the three parties.

The series starts May 19 and ends June 6. Election day is June 9th. The TV network stations which will carry the broadcasts simultaneously by microwave are CBLT, Toronto; CBOT, Ottawa; CKLW-TV, Windsor; CHEX-TV, Peterborough; CKWS-TV, Kingston; CKCO-TV, Kitchener; CHCH-TV, Hamilton; and CFPL-TV, London. Stations not on the microwave, which will be supplied with the programs by kinescope are CKSO-TV, Sudbury, and CJIC-TV, Sault Ste. Marie.

FACE VALUE

U.S. Senator Richard Neuberger of Oregon is going to do everything in his power to "eliminate elements of the theatrical and the synthetic from our national political life." To this end, he has introduced a bill which would force political candidates to tell TV viewers whether they are using facial makeup. The bill would also make candidates disclose to viewers whether they are using a prompting device.

"I think it would be wrong to make some Broadway playboy into a potential candidate for president or United States senator," said Neuberger.

TOO MUCH NECKING

CBC television programs are not fit for the eyes of youngsters, according to Leo Henri, a member of the Ottawa Separate School Board and father of ten children. He said at a board meeting late last month that shooting, love scenes, and necking are freely displayed on CBC programs. The programs should be ruled out, he said. He intimated that he was referring particularly to cowboy films, French language movies, and My Favorite Husband.

CBC comment was that they "are always pleased to receive the opinions of our listeners".

WOMAN'S PRIVILEGE



GORDON FERRIS

Gordon Ferris, the director of advertising and public relations for Household Finance Corporation of Canada, has changed his mind. After 19 years with that financial institution, during which time he persisted in placing radio advertising—oodles of it — directly with stations, Gord. started last week as vice-president and director of the advertising agency, Robert Otto & Company (Canada) Ltd.

BACK TO RADIO

My old friend Phil Stone, who doubles at CHUM in sports and promotion, has an informative daily show which has won back at least one listener from the "talking post-cards and that is his wife, Mildred.

The program, which is heard at lunch time and is called In Town Tonight, provides listeners with what-to-do information after the dawn-till-dusker has gone off the air.

Phil says Mildred was such an avid viewer, she learned to sweep sideways. Then he wheedled her into listening to the new show. Suddenly she realized there was a blank in her life. Between watching television and keeping the other eyes on her two sons — the Pebbles — she had lost touch with news about shows and night life. She became such an ardent fan of the new show that

she started tuning in before the preceding program was over. This is a strictly local newscast, and reintroduced to Mildred the murders, the traffic accidents, the robberies, the disasters, and all the other excitement that goes to make life in Toronto worthwhile.

Now, Phil says — and who am I to doubt his word? — Mildred dusts the TV set sideways, while listening to her husband as he talks on the radio.

RIBS TO SPARE

Cec Long of the Toronto office of Ronalds Advertising is going out in competition with this column with Adam's Rib Ticklers. It is all on account of the Ronalds' client, Lenthéric, and it's tied in with a seductive attar called Adam's Rib, and Lenthéric's Apple of Eden lipstick, dubbed collectively "double temptation by Lenthéric". How's that Cec? Three brand mentions. And it'll reach the over-matter at the worst.

Here is a sample of the content. Just sniff the sweet aroma.

"One of the bachelor executives of a well-known company presented a bottle of 'Adam's Rib' to a girl with the suggestion: 'Don't wear this if you're bluffing'."

And now, as Adam would surely have said, if he'd only thought of it: I don't give a fig what you say. I'm going to leaf you with a fond — buzz me if you hear anything, won't you?

SALES FORMULA for Northern Ontario

- ★ A good product
★ Distribution
★ RADIO

- CKGB Timmins
CJKL Kirkland Lake
CFCH North Bay

MEANT FOR EACH OTHER!!!

RADIO REP STATIONS will get them TOLD so you'll get them SOLD!!!

\*

\*

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

Effectively yours,

Radio Representatives Limited

\*STATIONS OF DISTINCTION

- VANCOUVER
WINNIPEG
TORONTO
MONTREAL



Advertisement for CFNB radio station in New Brunswick. Features illustrations of houses and the text 'more homes' and 'NEW BRUNSWICK'S MOST LISTENED TO STATION'. Includes contact information for All-Canada Radio Facilities Ltd.

# Familiarity

## BUILDS AUDIENCE—GETS RESULTS

Last month, a resident of Whycocomagh, Inverness Co., Cape Breton Island, made a 75 mile trek to Antigonish to buy a Used Truck he heard advertised on the 6:30 p.m. sportscast sponsored by the local Buick-Pontiac Dealer.

He could have travelled 60 miles to Sydney, avoiding the tedious ferry trip across the Canso Strait (Causeway not being open yet), but preferred to deal with a familiar name . . . made familiar by constant listening to CJFX.

Such response to our advertisers' messages indicates . . .

WE HAVE THE RIGHT APPROACH TO SELL

5,000 WATTS

580 KCS.

# CJFX

ANTIGONISH, N.S.

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

## "NO MORE RADIO—"

Said the manager of a local Drive-In Theatre before it opened. . . .



### (THEN PLEASE READ WHAT HAPPENED!)

So on April 29th he gets 24 hours notice to open the theatre . . . Too late to get in the papers . . . Too late for everything . . . but RADIO.

So he books 8 spots over CKSF in the one day to announce the opening of the show that night.

Was he surprised at the crowd? Was he! Had to turn away 40 cars . . . thanx to CKSF only.

P.S.

Above Drive-In spots can now be heard over CKSF at 12:20 daily.



# CKSF

"The Seaway Station"  
CORNWALL - ONT.

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

## ACA Awards

### GOLD MEDAL FOR PRESIDENT ELECT SUPER MARKET MAN SHARES HONOR

**M. M. SCHNECKENBURGER**, vice-president of Joseph E. Seagram and Sons Limited and J. Scott Feggans, advertising manager and director of public relations for Dominion Stores Limited were named the winners of the Association of Canadian Advertisers' Gold Medals for their outstanding contributions to Canadian advertising during 1954. Schneckenburger was also elected ACA president for the coming year, succeeding Robert E. Day, president of Bulova Watch Company Limited.

The winners were selected by an independent ten man jury representing the various sections of the advertising industry.

#### NEW INTERNATIONAL CONCEPT

In naming Schneckenburger the jury said, "Canadian advertising has been given a new concept of international advertising technique by this example of a firm promoting the reputation of its country and its country's products in addition to their own products."

Latest project in the Seagram program of international advertising, — in which the jury said, "this advertising policy reached the highest of levels" — is the Seagram Collection of the Cities of Canada painted by Canadian artists. This collection of 52 paintings and sketches of Canadian cities which have developed with the industrial growth of Canada has been exhibited in 15 countries in South America and Europe in addition to most major centres in this country.

Schneckenburger, 48 years old, was born in Warsaw, New York. After majoring in history at the University of Rochester, he held various advertising positions from New York to Chicago for ten years.

He joined the House of Seagram in 1942 and in 1946 was appointed director of advertising and sales promotion for all Canadian subsidiaries of Distillers Corporation-Seagram Limited. Early this year, Schneckenburger was made a vice-president of Seagram and Sons Limited, the Corporation's major Canadian subsidiary.

#### EDITED FIRST SCHOOL PAPER

Feggans was cited for his successful handling of Dominion Stores' annual reports and the wide interest that they have attracted. "The concept of these reports is most significant in

that Mr. Feggans has developed, in the use of dramatized annual reports, a unique means of 'selling' his company to the shareholders and to the general public," the jury declared.

Feggans has compiled four of these annual reports for his company. Three of them have won first prizes and one a second prize, in the retail and distribution sections of the FINANCIAL POST's annual competitions. In the competition sponsored by FINANCIAL WORLD in the United States, Dominion Stores' annual report placed third.

Feggans career began in 1926 at Hamilton Technical Institute, where he founded and edited what is claimed to be the first school newspaper in Canada completely written and printed by students.

Upon graduation he worked at the HAMILTON HERALD, the WELLAND TRIBUNE and the PORT ARTHUR NEWS-CHRONICLE and in 1945 he became advertising manager for Canadian Trade Abroad and Industrial Progress. While with Walsh Advertising Company Limited in 1947-48 he wrote the pamphlet, "This Is BBM", which introduced the Bureau of Broadcast Measurement. Feggans has been with Dominion Stores Limited since 1950.

### WANTED

Announcers — some experience preferred. Excellent opportunity to get ahead in production. Send full details and audition to

CJAT - TRAIL, B.C.

## OPENING FOR MANAGER

Manager wanted for Radio and Television Station Representatives.

Write giving qualifications, age, etc. to:

Box A237

Canadian Broadcaster & Telescreen  
54 Wellington Street West - Toronto, Ont.

*Research*

# BBM RESEARCH SHAKES RATINGS SYSTEM

## Attribute Many Differences To Sampling Errors

**T**ABULATION has just been completed of a trial program rating survey — a sort of survey of the surveys — in Kingston, Ontario. Seven thousand phone calls were made as an experiment by the industry-owned Bureau of Broadcast Measurement, under its research and development director, Clyde McDonald. Besides the actual figures, a number of points came to light, which have been compiled by BBM into a release.

The first point stressed is that "in order to use any rating data, the error which results from the sampling operation must be taken into account." McDonald goes on to explain that "even with the exhaustion of almost all names available in the Kingston telephone directory, we found that the differences between the two principle stations were due to sampling error as often as they were significant."

To be able to find where differences are significant, the user of ratings must know how many calls, diaries or personal interviews were used for that specific time period, he says.

"In order to achieve reasonable reliability, we feel that ratings should be based on about 75 calls in each specific time period," the release states. "Even with this number of contacts, the difference between two ratings of 18% and 12%, 13% and 9% and 5% and 2% are probably not significant. To have a probability of three chances in four that you have a higher rating than 10%, the higher figure would have to be over 16%. It is for this reason that the reporting of decimal points has little meaning, and tends to add a mistaken feeling of accuracy to data which are subject to a broad range of error."

"Unless both radio and television data are secured at the same time, both tend to lose significance.

"Because the area was almost completely surveyed over the course of the week, and resistance on recalling was evident, the co-incidental method needs revision."

In any market of under 50,000 population, sampling errors would be so great that the studies would be most unreliable, even though the strictest sampling controls were enforced, the release stated. This limitation is imposed by the present co-incidental method it is felt. It was also suggested that a re-survey would be unwise for several months, "since refusals to co-operate will undoubtedly be high until forgetting is general in the market studied".

Reports given are by time period and station only.

"It would be impossible to report for five or ten minute news and sportscasts, even for the whole week," the release goes on, "since the sample would be too small. Similarly, quarter-hour and half-hour programs in any single day cannot be reported due to limitations of sample size," it says.

Another similar study, introducing some of the refinements which the Kingston study showed to be necessary, is proceeding immediately.



CLYDE McDONALD



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

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

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

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

### PENNELL PLACES CCF

A recent addition to the CARTB list of enfranchised advertising agencies is Margaret Pennell Advertising. This agency is located at 81 Queen Street West, Toronto. Radio and television are in the hands of Miss Mary Barrer. Currently the Pennell office is placing 20 1-minute spots on nine Ontario radio stations for the CCF in connection with the Ontario provincial elections.

# CFCY... WHERE A BUCK GETS THE MOST



## COCKFIELD BROWN APPOINTMENTS



JOHN M. RAMSAY



HAROLD S. STUBBS

JOHN M. RAMSAY AND HAROLD S. STUBBS have recently joined the Radio and Television Department of Cockfield, Brown & Company Limited, Montreal. Ramsay was formerly with the International Service of the CBC where he handled selection, writing, editing and production of Canadian news items for overseas broadcast. Stubbs was Program Director for Radio Station CKVL, Verdun. He is well known as an announcer and producer and has wide experience in publicity and translation of French scripts and commercials

	CIRCULATION	COST	COST PER THOUSAND
FIVE Maritime dailies — ¼ page — per insertion space only	214,297 ABC	\$528.00	\$2.46
TWENTY Maritime weeklies—¼ page — per insertion space only	82,065 ABC	\$606.00	\$7.33
THREE Major radio stations — ½ hour — time only	335,870 Daytime BBM	\$159.75	\$0.47
TWO Maritime TV stations — ½ hour — time only	30,638 Est. TV homes	\$240.00	\$7.87
CFCY — ½ hour — time only	156,310 Daytime BBM	\$39.00	\$0.25

CFCY is not the only Maritime medium to give good dollar value but CFCY does give greatest dollar value. Television has affected radio listening in the Maritimes and will affect it even more as more sets and more stations go into operation. But television will not, in the foreseeable future, replace CFCY as the Maritime medium where a buck gets the most.

# CFCY

See the "All-Canada" Man  
or  
Weed and Co. in the U.S.A.

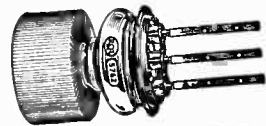
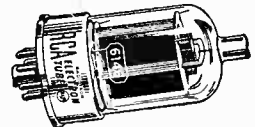
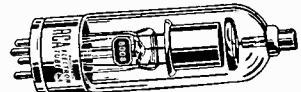
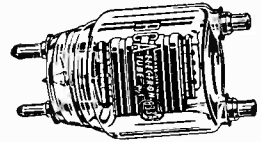
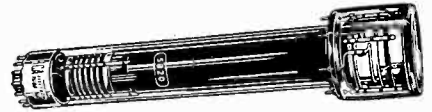
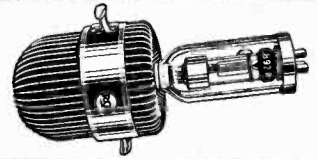
The Friendly Voice of the Maritimes

# HERE'S YOUR ANSWER TO SPEEDIER TUBE SERVICE

# An RCA Broadcast Tube Distributor RIGHT IN YOUR OWN LOCALITY!



There's an RCA Tube Distributor stocked with the tubes you need—ready for your emergency requirements. Phone him for faster service. His name appears below.



## Check this directory for trouble-free RCA Tube Service:

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RADIO SUPPLY & SERVICE COMPANY  
phone 21631

Saskatoon:  
A. A. MURPHY & SONS LTD.  
phone 26611

RADIO SUPPLY COMPANY LTD.  
phone 24296

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Calgary:  
SACKER ELECTRONICS CO. LTD.  
phone 29335

SMALLEY'S RADIO LIMITED  
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Edmonton:  
CANADIAN ELECTRONICS LTD.  
phone 46451

RADIO SUPPLY COMPANY LTD.  
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HYGRADE RADIO LTD.  
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phone 2-4275

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



## TUBE DEPARTMENT RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30

*Alcoholism*

**STATIONS GIVE \$15,000 TIME TO FIGHT "SECRET ILLNESS"**

"The extent of the impact of the programs which we are able to put on the air is impossible to gauge," says Robert Robinson, Director of Education of the Alcoholism Research Foundation, "but we believe that radio and TV offer us the best possible means of getting through to the emotions of the Canadian public with the story we have to tell."

This has been proved by the radio programs which ARF has put on the air, thanks to the generosity of Ontario private radio stations. Since June, 1954, nearly \$15,000 has been donated by these stations in carrying a series of 15 minute dramas, entitled *The Secret Illness*. The programs bring to the microphones a housewife, a salesman, a private secretary, a medical doctor, a psychiatrist, a factory worker, and a teen-ager.

Statistics show that Canada, with 18 alcoholics in every 1,000 of the population, is sixth among nations in alcoholism. Yet the full extent of the disaster of this disease is not realized by Johnny Canuck, according to Robinson.

"People are still too inclined to think of an alcoholic as a Skid Row rubby dub," he told CB & T, "not realizing that in fact the affected people are a fair cross section of our community."

The series is planned, Robinson said, not so much to attract the alcoholics themselves to the Foundation's Brookside Clinic in Toronto but to make their families aware of the help that is available. Robinson said that the average chronic alcoholic very often does not appreciate that he is ill, and in any case, he added, the idea of an alcoholic having sober periods is a fallacy. Therefore, by dramatizing the sequences, which are broadcast from carefully prepared tape recordings, he said, the idea of alcoholism being a disease which can be treated may be put over to the audience.

"The disease," he said, "is unique in that it affects everyone. This is as near a definition of it as we can find:

"A chronic disease or disorder of behavior characterized by the repeated drinking of alcoholic beverages to an extent that exceeds customary dietary use or ordinary compliance with the social drinking customs of the community, and that interferes with the drinker's health, inter-personal relations, or economic functioning."

*The Secret Illness* is prepared for broadcasting by Ted Allan, and is the second series to be carried by radio. On top of this, the National Film Board has prepared a film on alcoholism, which is being shown on television stations across Canada. Shortly after its first showing in Toronto, the film was given a private showing at the Brookside Clinic, where it was eagerly reviewed by the patients there, some of whom had been themselves playing roles in the film. These patients had volunteered for this arduous task, knowing that they would be seen by millions of Canadians. Their reactions were simple:

"You can do more with this type of broadcasting than by any amount of other publicity," said one patient of the film. "They should devote an hour a week to the subject," said another during the discussion held in the clinic after the film show. Some of these reviewers were the very men who had been heard on the tape recordings which the radio stations had used.

An important part of the clinic's work is the Wives' Group, a discussion and training session where the wives of patients can learn how they may have caused their husband's illness indirectly, and how best they can cope with the problems they will both have to face when eventually he leaves the clinic.

The radio stations themselves are fully in accord with the meaning and structure of the programs. From CHLO, St. Thomas came this comment: "I would like to congratulate the Alcoholism Research Foundation and Ted Allan on the high calibre of these broadcasts;" from CFCL, Timmins: "We have decided to schedule them in one of our top listening periods, namely 8:15 Wednesday nights;" from CJBQ, Belleville: "The naturalness of the interviews gives an air of authenticity which could be captured in no other way".

The public too has taken to the broadcasts, for since their commencement, letters and phone calls have come in from all parts of the province of Ontario. Many of these refer directly to something heard over the air.

Ted Allan's signing off sentence says: "... the sickness everyone hates, but few understand". Private broadcasting in Ontario is helping to break down that barrier, and promote help for the sick.

**SALES!  
SALES!  
SALES!**

Support your salesman in Northern Ontario with

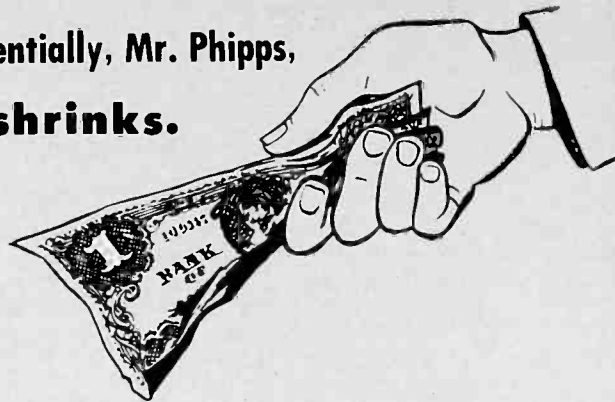
**RADIO**

**CKGB Timmins**

**CJKL Kirkland Lake**

**CFCH North Bay**

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



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

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

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

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



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

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

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

**"For profitable results —  
I'll certainly recommend**

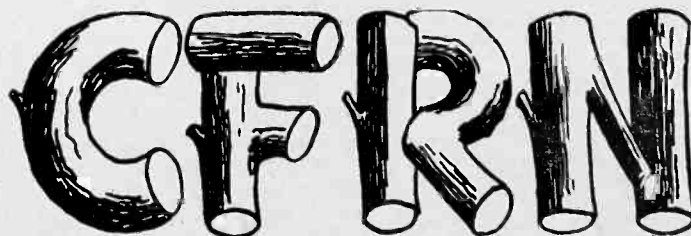
**CFRN"**

J. L. Sekora, Manager  
CRESCENT POULTRY FARM & HATCHERY  
South Edmonton  
April 22, 1955.

**"One special announcement included in my  
regular program which costs me only \$32.00  
a week sold 15,500 chicks."**

**ANOTHER REASON WHY**

**In Edmonton, it's**



**RADIO REPRESENTATIVES LTD.**  
Montreal - Toronto - Winnipeg - Vancouver  
U.S.A.: Adam J. Young Jr. Inc. - Harlan G. Oakes & Associates

*ACA Convention*

**SHOW'S MOOD CAN KILL COMMERCIAL**

The commercial housed in the most popular program need not necessarily have the greatest selling impact, according to Horace Schwerin, who heads his own research organization in New York.

Scherwin, who spent the war years showing the U.S. government, by means of his research studies, how to

save more than a hundred million dollars a year by preventing food wastage, was in Toronto this month to make a presentation, in conjunction with his associates, Canadian Facts Ltd., to the ACA Convention.

The main point this researcher made in his talk to the ACA was that the mood of a program — and he was speaking specifically of television — can and often does kill the effectiveness of the commercial.

To prove this point, Schwerin used the case of a commercial for a national sponsor — we understand it was a dairy product. Before a succession of test audiences in his own research theatre in New York, he showed the tense mystery program and its commercial exactly as it had appeared on TV. He applied his usual tests of the commercial copy and found it lacking in whatever it takes to get people to want the product and also to remember the main sales ideas.

Then he took that commercial from its original setting and housed it in the same position in another but similar show. The results of this

second test paralleled the first almost identically.

Then he tried the same commercial in the same spot but in a light variety program.

After seeing the commercial in the other two shows, only twenty-seven people out of every hundred in the audience wanted the product. In the case of the third test, this figure rose to 39. Also twice as many people remembered the sales idea.

Throughout his talk to the ACA, the point Schwerin kept stressing was that his research indicates that the mood of the program can make or mar the commercial.

**CFCF PROMOTIONS**

Dean Kaye, former chief announcer at CFCF, Montreal, with 15,000 newscasts to his credit, has been moved up to the position of production supervisor. He is replaced in the chief announcer's job by personality disc jockey Gordon Sinclair who will continue to emcee the *Good Neighbor Club*, his morning show and Western swing programs in addition to his new duties.

**STATIONS FORM POOL FOR BETTER COVERAGE**

Four Ontario stations in the "Seaway Strip" between Toronto and Montreal are pooling their facilities "to provide listeners and advertisers with more effective and more efficient coverage and service".

Under the name of "C-WAY-4", these four stations, CJBQ, Belleville; CKLC, Kingston; CFJR, Brockville; and CKSF, Cornwall, will continue to operate independently as to both ownership and management, but are now offering advertisers their combined facilities. Rates are unaffected, but the pooling of programs, promotion and other functions will result in savings to sponsors. The four stations in the group are represented nationally by Horace N. Stovin who will also look after national sales for them as a group.

These four "Seaway Stations" together serve an area containing some 100,000 radio homes including the major population centres where they are located, according to the Stovin office.

An interchange of community and regional news is already under way and the possibility of producing other types of centrally packaged programs is being explored. While each station will, as has been stated, maintain its own programming and selling activities, there will be mutual promotion, and plans are now being considered for providing a group merchandising service to advertisers.

**CBC PIERCES RUSS JAMS**

The House of Commons Committee on broadcasting was told recently that despite increased jamming, Canadian broadcasts continue to be heard "at times and in various places" of the Soviet Union.

The chairman of the CBC Board of Governors, A. Davidson Dunton, told the committee that more than one thousand Russian transmitters are devoted to jamming foreign stations. The heaviest concentration is around Moscow, he said, now jammed thoroughly.

"Those facilities are increasing steadily," he said, "and represent greater use of manpower to operate them, as well as more equipment."

Give Your Campaign

**MORE  
DRIVE  
IN 55!**

ADD

**CKBI**

AND ITS STEADY INCOME MARKET FROM FORESTS, FURS, FISHING AND FARMING.

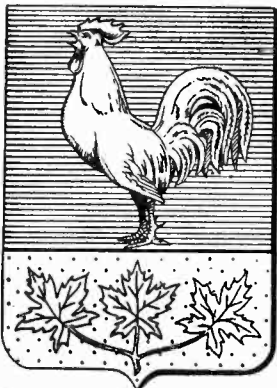
1954 Interim Wheat Board Payments put over one million dollars into the pockets of local farmers.

**CKBI**

PRINCE ALBERT

Saskatchewan  
5000 WATTS

**CHFA**



The West's "Most Progressive French Radio Voice"

serves

**EDMONTON**

and

**NORTHERN ALBERTA**

effectively!

**680 KCS.**

**La Voix Francaise De l'Alberta**

Our Representatives:  
Omer Renaud & Cie.  
Toronto and Montreal

**Key station in the Kawartha playground**

**CHEX**

PETERBOROUGH

Each summer tourists flock to the beautiful Peterborough district bringing increased purchasing power to an already rich market. Get your share of the profits with the station that fully covers the Kawartha playground.

**CHEX**

PETERBOROUGH

THE STATION WITH THAT "SPECIAL BRAND OF ENTHUSIASM"

Under Northern Management

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

YOU CAN'T COVER SIMCOE COUNTY

Without

**CKBB**

BARRIE

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



*Safety Program*

**Rush-Hour Drivers Heed Radio  
Music-While-You-Drive Cuts Accidents**

**C**ALGARY police and the Alberta Safety Council call a CFAC brainchild "a contribution to greater safety consciousness among drivers". The idea, a program for car radio listeners was conceived by CFAC Production Manager George Brown, who is seen at left in the picture, being congratulated by Bob Hume and Police Sergeant Chris Stagg, respectively, secretary and president of the Council.



A Little Travelling Music goes on the air every afternoon about five, to greet the home-going traffic around Calgary with half a hour of music, safety hints, topical motoring news, weather forecasts and a newscast.

The 7 accounts jointly sponsoring this program are Purity Centre Auto Service, General Motors Motorama, General Motors Acceptance Corporation, The Province of Alberta Tourist Courtesy Campaign, Bekins Van and Storage, Pacific Storage and Cartage, and Rooney's Garage and Service. In each case the copy used on the spots is directed towards the head of a family, the man who is going home for the night.

Safety is emphasized right from the beginning of the program, when a list of the accidents up to 5 p.m. of that day in the city is read about. With each accident record the causes are read out, as supplied by the Calgary

Traffic Department. Motorists are also given hints, such as "streets are wet and slippery, don't drive too close to the car in front of you".

Motor experts give the motorists tips on easy maintenance of their cars. Many of these tips are in such a form that the drivers can easily check their own cars before going into their homes. Others, for example suggest a Spring tune-up or a change of oil.

Both the Alberta Safety Council and the City Police are enthusiastic over the program, and Calgary had three accident-free days not long ago.

SAY YOU SAW IT  
IN  
C B & T

*They're Safer than Money*



**CANADIAN  
PACIFIC  
EXPRESS  
TRAVELLERS  
CHEQUES**

OBTAINABLE FROM ALL  
CANADIAN PACIFIC AGENTS AND MOST BANKS

**CKLG NOW TOPS  
VANCOUVER'S  
NORTH SHORE**

CKLG has been on the air since February, but Elliott-Haynes shows it already shares leadership on Vancouver's fabulous North Shore with one other Vancouver radio station. Here are the average figures for listening from 9:00 a.m. to 5:00 p.m.

	Average Rating	Average % Listeners
CKLG	4.6	22.9
Station A	4.6	23.0
Station B	2.8	14.3
Station C	2.6	13.3
Station D	2.4	12.1

CKLG is managed by Bob Bowman. For further information, see RADIO REPRESENTATIVES LIMITED, Toronto and Montreal; DONALD COOKE, INC., U.S.A.

ALAS!  
POOR  
YORICK!  
DRAMATIC!  
WELL, YES...  
LIKE OUR  
INCREASED  
SALES POWER!

THAT'S

**CHLO**

LONDON and ST. THOMAS



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

# POINTS of Sale

What time do people get up in the morning? What time do they go to bed? Do they pack a lunch, go to the restaurants or hike for home? There are no universal rules. It all depends where they live. The problem is a local one. Take St. Catharines for example.

The thirteen thousand people who work in twenty-four of the one hundred and twenty-five manufacturing plants in the Niagara Peninsula are at work by eight o'clock every morning. That's why there is an assured audience for CKTB's six o'clock "Morning Show".

Ask us for peak listening times and programs on all these community stations.

**C-FUN**  
VANCOUVER

**CKBB**  
BARRIE

**CKTB**  
ST. CATHARINES

**CKOK**  
PENTICTON

**CJCH**  
HALIFAX

**CHOK**  
SARNIA

**CJFX**  
ANTIGONISH

**CKVR-TV**  
CHANNEL 3

**PAUL MULVIHILL & Co.**

Toronto  
77 York Street  
PAUL MULVIHILL  
EM. 8-6554

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

## Prescription

# RADIO HAS A FUTURE

**R**ADIO, once the giant of the world of broadcasting, today is the troublesome stepchild. After nine years of television, the sound medium is facing the day of economic reckoning. Reluctantly and painfully, radio is undergoing a fundamental change.

The nub of radio's crisis is a simple one: the big audiences have moved over to television and radio is being forced to adapt itself to what audience is left. The sound broadcasters who once were accustomed to the gaudiest and most costly of attire now are fighting for remnants. Their still unresolved problem is to find a pattern that will both cover them and make them look good.

But there is no serious question of radio's survival. What is uncertain is how it will survive and how much of it will survive. Actually, radio today must be evaluated two ways: (1) for what it was, and (2) for what it is. Judging radio the first way provides the key to its dilemma; judging it the second way offers the key to its future.

Radio's last golden hour was in the spring of 1949. Television still was only a relatively small speck on the electronic horizon and the nation as a whole was content merely to hear commercials. The structure of radio then could be likened to a vast cobweb spreading over the country.

**R**ADIO stations affiliated with the national networks were the outlets for the glamor of Hollywood and New York. Faithfully—and profitably—they abided by the elementary law of a mass medium: give most of the people what they want most of the time. Comedians rode high, along with the lush give-aways, the mystery dramas, the plays and those insistent voices of authority, the commentators. The pay-off for the networks was staggering: almost \$191,000,000 for the fiscal year of 1947 alone.

If the networks were the big show, they were not the whole works. Independent outlets were thriving as well. Their stock in trade was the verbose disk jockey who played recorded popular tunes; the market for a semblance of continuous music was growing and there was enough advertising for both the network stations and the local operators.

Then came the panic: television in the fall of 1949. Almost overnight the

fascinating laboratory toy of video emerged as the colossus of show business. And it struck at the vitals of the sound medium.

**Reports of Radio's demise are exaggerated, provided it exploits its opportunities, according to**

**JACK GOULD**

Radio & Television Editor  
The New York Times

Reprinted by Permission.

The radio audience swiftly grew smaller, and as it did, competition to win a share of the available listening public intensified. One development was that independent stations, which thought they had staked out a secure area of operation, discovered they had some new rivals. The big radio stations affiliated with the networks began to steal their act of relying on recorded music.

Thus, today, compared to what it once was, radio definitely has lost stature and importance. Its handicap is not only economic, but psychological. Television generates news and excitement in almost everything it does; radio is taken for granted.

**J**UDGING radio for itself, however, and leaving aside the undoubted fact of television's dominance and power, one can see that it isn't radio that is dying; what is marked for extinction is the old-fashioned kind of radio.

Statistics in the sound medium often are only confusing and self-serving, but one set of figures at least is highly illuminating: where do Americans today listen to the radio, and how has television changed their radio-listening habits?

In the pre-television era, something like 60 per cent of the nation's radio sets were accorded a position of honor in the living room. Today there is a record total of 111,000,000 radio receivers in working order in the United States — well over three times the number of TV sets — but only 25 per cent are to be found in the living room. The largest number to be found in any one place — 26 per cent — is not in the house at all, but in the family automobile.

Inside the house radio receivers are scattered. Twenty-one per cent are in bedrooms, handy for music to read by or for hearing the news on arising or retiring, and 16 per cent are kept in the kitchen, where they can be heard at breakfast or while the housewife does her chores.

**O**NE conclusion that may be drawn from these figures is that a good majority of radios today are enjoyed while the listener is doing something else. Once radio pre-empted the public's attention in the home; now television does that. Radio listening has become something that accompanies another activity or is absorbed in fits and spurts.

The public, in short, is turning to radio for a different type of programming from what it expects to receive on television. It is turning to radio for music, news and other presentations directed primarily to the ear. It has found that formats which once pleased radio listeners the most, such as variety programs, are better on television, a viewpoint shared by the sponsors of such shows.

It is this new or limited use of radio which accounts for the dilemma of the networks. Radio programs which the networks are best equipped to offer are the big-star attractions, the very attractions most vulnerable to television competition. TV has also outdone radio in quiz shows, in drama, in comic hullabaloo. And the radio formats least vulnerable and most desired by the public — recorded music and news — can be offered just as well by the individual station owner who, without having to pay the network middleman, enjoys greater profit.

### WHAT A BUY!

The 2-Station Market of

**CHUB and CJAV**

Nanaimo Port Alberni

Positively offers you the lowest rates in Canada's third largest market — AND you get the 10% discount for concurrent advertising on the 2 stations!

Cover the Vancouver area and Vancouver Island at the lowest possible cost —

Check now with:  
Stephens & Townrow —  
Toronto and Montreal.

Donald Cooke Inc.—United States  
John N. Hunt & Associates —  
Vancouver.

★ Kapuskasing

★ Kirkland Lake

★ Timmins ★ Cochrane

★ Rouyn - Noranda

★ North Bay

**SELL the NORTH with RADIO!**

**CKGB** Timmins

**CJKL** Kirkland Lake

**CFCH** North Bay

In the opinion of many knowledgeable broadcasters this story can have only one ending: there is not going to be enough business for four national networks in their present form. Only corporate pride is keeping some of the chains going and, if it were not for possible loss of face or for political repercussions that might affect their video interests, at least a couple would gladly call it a day.

**I**NDICATIVE of this pessimism was a suggestion in an influential network quarter that there is just one way to restore chain radio to its economic glory. That is by revising the copyright law so that home phonograph recordings could not be played for profit by a radio station; a local broadcaster then would be forced to obtain "live" music from a network. Persuading individual stations to adopt this notion, however, would be like trying to move Radio City to the top of Everest.

Actually, the networks, though the most publicized segment of the industry, constitute only a part of the contemporary radio scene. When the whole industry is taken into consideration it can be seen that radio not only is far from being a corpse but is very much a going business—very big business, as a matter of fact.

Between 1947 and 1954 the number of radio stations almost doubled — from 1,300 to more than 2,400. The number of frequency modulation outlets went from 48 to more than 500. In the same period, gross sales of time for the whole broadcasting industry rose more than \$210,000,000 — up to \$769,000,000 — even though network revenues were simultaneously dropping some \$30,000,000 to \$40,000,000.

An industry that is doing over three-quarters of a billion dollars a year isn't a tincup case yet. What, then, is the future of radio? What kind of programs will it offer? What is the job radio can do and television cannot?

**R**ADIO'S foremost task is to capitalize fully on the weaknesses of television, to exploit those areas of interest in programming which can be presented more effectively through sound than through sight. For most of radio this means leading a new way of life, just the opposite of what it has led and is still reluctant to leave behind.

In its heyday, radio never exhibited much concern for the minority audience; expediency dictated a policy of catering to the majority taste. When the television blow came, radio had no backlog of material to put in the vacuum created by the exodus of stars and popular formats.

Radio has had several years in which to lay the foundation for a new aural medium but the time has been largely wasted. Old programs have been merely sliced up in new ways — from a weekly half hour to fifteen minutes every day. Too much of radio has tried to palm off its shopworn goods by sleight of hand and then acted hurt and puzzled when the trick didn't work.

The advent of television leaves radio no alternative but to specialize and to woo those minority audiences it once scorned. The motion picture industry, which also has had its problems in the TV era, has shown that pursuit of quality can pay dividends. Radio must do the same.

Actually, some segments of radio

already have made substantial progress, but they seem determined to keep it a secret. The listener who bothers to thread his way through program schedules may very easily find more fine and varied radio today than existed in the pre-TV days. But radio, wistfully hoping for the return of yesterday, acts almost ashamed of its better achievements.

**U**P to the present, radio has had it lucky. All it had to do was to follow obvious majority preference and let the public do its thinking. Now radio must lead the public taste; this means it must think for itself.

First and foremost, radio can exploit the field of good music of all types, a field virtually ignored by TV. The ever-expanding interest in high fidelity recordings constitutes a potential audience of vast proportions for radio. Yet, with some exceptions in the larger cities, this audience is cultivated only haphazardly and irregularly, often at the most inopportune hours for most listeners.

The art of the spoken word also offers immensely fruitful possibilities.

American radio never has had a dramatic series that could compare with the consistently exciting and provocative output of the Canadian Broadcasting Corporation. More recently the National Broadcasting Company, much the most experimentally inclined of the networks, has introduced "Biographies in Sound". The installments on Ernest Hemingway and the late Gertrude Lawrence painted personality pictures in words that were infinitely more graphic than anything television could show. The know-how in radio exists; only its use is so painfully limited.

**T**HE whole field of news is radio's toyster; television's day-by-day coverage is very superficial and often distorted by excessive concern over picture rather than news values. Yet radio's idea of turning its journalistic opportunity to maximum advantage has consisted largely of just giving the same news more often, not giving more news.

In its coverage of spot news events, radio has been especially laggard. Events of page-one importance in the

press often are ignored. Radio's watchword should be: "If it's happening you'll find it on radio."

One innovation that is a credit to many stations is the leisurely interview, discussion or conversation not subject to strict time limitations. A number of these programs often are stimulating and provocative. But here again radio acts peculiarly: you must stay up half the night to hear some of these shows.

Radio, in short, must recognize that it is a supplementary rather than a dominant branch of the broadcasting art. Its task is to concede that many persons have fallen out of the radio habit and to assume that it must build its audience anew. Radio must think in terms of what will make the public freshly conscious of radio as a medium, not remind the public of what it can no longer do in the TV age.

Radio's crying need is a sense of excitement, but this cannot be achieved until broadcasters themselves decide what their goal is to be. A medium or an industry is really no different from a human being. The trick in staying alive is to act alive.

BY ANY RECOGNIZED YARDSTICK . . .

*More people listen to*

**CKRC** 630 K.C.  
WINNIPEG

*than to any other Manitoba station*

**BUREAU OF BROADCAST MEASUREMENT**

**6-7 TIMES PER WEEK  
(RADIO HOMES)**

	DAYTIME	NIGHT
<b>CKRC</b>	(118,100)	(93,860)
Station 'B'	(107,940)	(72,570)
Station 'C'	(101,410)	(71,880)
Station 'D'	(74,820)	(53,680)

**ELLIOTT-HAYNES**

<b>CKRC</b>	(35.0%)
Station 'B'	(23.3%)
Station 'C'	(21.9%)
Station 'D'	(19.8%)

These figures are taken from a special summary of city and area reports, 7.00 a.m. to 12 midnight, for 1954. Prepared by Elliott-Haynes Ltd.

**CKRC** WINNIPEG  
MANITOBA

REPS. ALL-CANADA  
RADIO FACILITIES  
WEED & CO. IN U.S.A.

We've got 'em  
**begging**  
for mercy!



**When a local sponsor phones and says**  
"Please, please cancel my spots right away!  
I can't handle the calls! I've run out of  
stock!" . . . .

(It happened last week)

**THEN THAT'S WHAT WE CALL A SELLING JOB!**  
Of course, we don't promise to sell you out,  
but we do promise to help move merchandise  
for you!

SEE OUR REPS —

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



THE RADIO HUB OF SASKATCHEWAN

# RADIO REALLY SELLS CARS

## CB&T Survey Reaches 300 Rootes Dealers

This paper's recent survey on the use of radio in the sale of cars was quoted to three hundred distributors and dealers for the Rootes group of English cars, Humber, Hillman, Sunbeam-Talbot, Rover, Land-Rover, Commer and Karrier.

The circular letter which was sent out by the sales manager of Rootes Motors Canada Ltd., pointed out that this paper would naturally make a very good case for radio, but went on to say that the dealers quoted were extremely enthusiastic about the job radio advertising did for them.

The circular then made the following points, taken from the article.

"1. Mentioning the names of salesmen on the programme seemed to personalize the message and improved the pull of the ad.

"2. The script should describe specific cars, giving details of the individual car rather than general statements covering all the units. Such general statements as 'All prices slashed', 'Low down payment', and 'Bargains galore' seem to have very little appeal.

"3. Commercials featuring on-the-spot interviews with salesmen which are recorded and then included in the broadcast were very effective. Sometimes guests or prospects on the lot or in the showroom were asked for their frank opinion of the cars offered.

"4. Spot announcements account for more than half of the radio budgets of dealers who have successfully used radio announcements. Next in popularity are newscasts, sportscasts, weather reports, variety programmes, drama and political commentaries.

"5. As in all advertising, continuity was necessary for a regular payoff. For special sales, saturation was necessary if lot traffic was to be increased immediately.

"6. A successful gimmick used by one dealer was that each commercial ended with the name of the person who had bought a new or used truck from them and who had found the dealer very satisfactory. The personal touch seemed to mean a great deal, particularly in smaller communities.

"7. Dutch auctions where a particular car is reduced by so many dollars regularly every hour have brought a flood of prospects to the lot.

"8. Spot announcements, plus a series of five-minute 'happy buyer' interviews, plus a contest open to all purchasers with a very generous

prize list moved 19 cars in one day for one dealer.

"Generally speaking, it was found that the public want a straight sales talk with few trimmings and specific facts about specific units. Personalities certainly seem to have a refreshing effect on sales, whether by mention of the salesman's name or by employing direct customer interviews.

"If you are using radio, you may find the results of this survey interesting. If you are not, the dealers interviewed in this survey certainly seem to be of the opinion that radio, properly used, will move the units for them."

## COMBINE AM AND FM IN BINAURAL SOUND

Binaural broadcasting described as "creating a second dimension of sound" has been successfully tried out by CFCF, Montreal. For three days before the experiment, air promotions went out, urging listeners to the station to obtain two receivers, one FM and one AM, and to place them in their living rooms, ten feet apart.

Listeners were then advised to sit exactly the same distance away from both of the sets, so that a triangle of sets and listeners was formed.

On the day of the binaural broadcast, Ted Elfstrom and his orchestra arranged themselves in the station's studio A in a semi circle round two microphones, one of which was connected to AM and the other to FM transmission. The music left the transmitters and receivers as two distinctly separate sounds, which were only united in the listener's hearing faculties.

The principle behind the broadcast has been explained by Creighton Douglas, chief engineer of CFCF.

"Usually, when listening to a radio," he said, "we hear as though through one ear, the ear that is closest to the radio. And then, we hear where the radio is in the room, but never where the microphone is in the studio, in relation to the individual musical instruments. With binaural broadcasting, both ears are utilized, hence the impression of stereophonic sound; sound converging from several directions."

Both during and immediately after the half hour experiment, the switchboard was jammed with phone calls at CFCF, and mail continues to pour in on the subject.

## MEMO to an ADVERTISER

The farm family is covered on **CJGX**. Features for women. 47 Clubs and breadwinners spot the schedule. Many advertisers spot this schedule, too!



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

# CJGX

**YORKTON**  
**SASKATCHEWAN**

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



## BOOKS ABOUT BUSINESS

Book Dept.

Canadian Broadcaster & Telescreen

54 Wellington St. West

Toronto



**THE THREE AGES OF MAN**

- (1) Birth—How's the mother?
- (2) Marriage — What a beautiful bride!
- (3) Death — How much did he leave her?

*Kevin Sweeney*

• • •

**OPTIMIDISTIC**

"Those aren't dirges you hear along Radio Row. They're singing commercials.

*Finlay MacDonald*

• • •

**SOUR GRAPES DEPT.**

For the benefit of the odd straggler who may have read the vilifying remarks of Gordon Sinclair in the Toronto Star anent this paper's Beaver Awards, we are surprised that in 1947 he accepted a share in one of these same awards, presented to him for the work done on *Ontario Panorama* by Alan Savage.

• • •

**NO ENCORE**

We have been asked but decline to repeat the one about the vice-president who said "no" and then blushed a pretty pink because it was the first time he had ever used that word.

• • •

**PRO BONO PUBLICO**

We now wish to report that we have heard from all the stations which won Beaver Awards and that not one of them has voiced a single word of complaint.

• • •

**BABY TALK**

Bob Mowat, whose paternity is announced elsewhere in this issue, is about to find out that life herein is going to be just one damp thing after another.

• • •

**THIEF OF BADGAGS**

Does the comedian who swipes all his gags from the comedian on the other network realize that the comedian on the other network swipes all his gags from him?

• • •

**STATION BREAK**

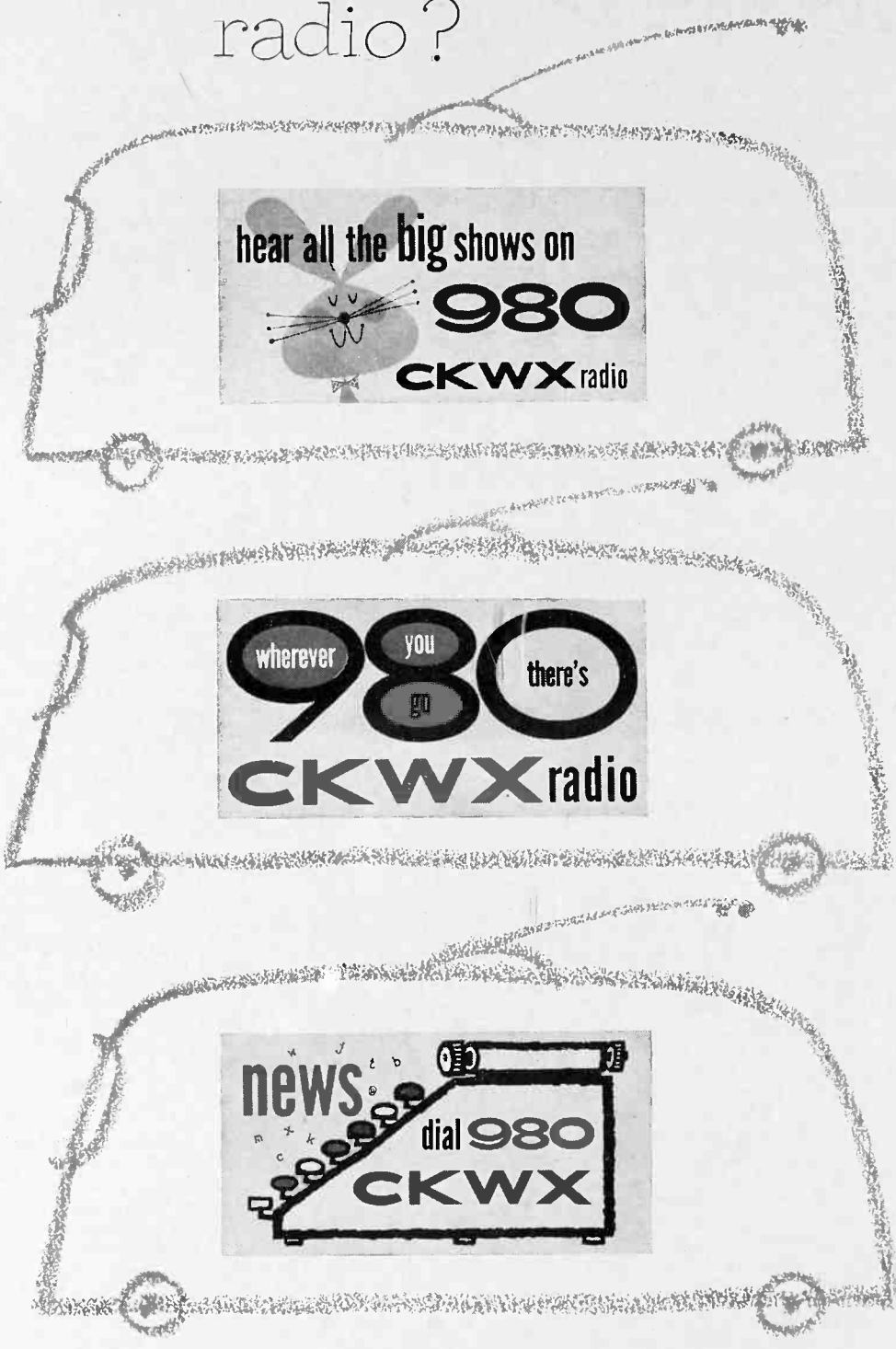
Then there's the station that gave the first prize winner the privilege of entertaining the announcer at her home for a day, and the second prize winner the same privilege for a week.

• • •

**ADAGE DEPARTMENT**

Wherever I go there's trade papers.

who says  
you can't see  
radio?



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

**CKWX** radio Vancouver

*5000 friendly watts*

**reps** ALL-CANADA RADIO FACILITIES LIMITED • WEED & COMPANY



## *Years Ahead...*

The console that was *years ahead* when it was introduced in 1951.

*still ahead* when the idea of electrically and mechanically joining two consoles for almost double facilities was introduced in 1952.

*... and still years ahead* with the introduction of the R5420D single and R5421B double consoles in 1954.



The new R5420D Console with DC on the filaments offers besides all other features a console with vastly improved noise characteristics — better than 75 db below + 18 dbm.

As a station owner or manager you cannot afford to operate with an old or obsolete console with high maintenance costs when the cost of a new Northern Electric console is so reasonable. Now is the time to contact your local Northern Electric Branch Office.

# *Northern Electric*

COMPANY LIMITED

1055-4

SERVES YOU BEST

Canadian

# TELESCREEN

Volume 1, No. 10 (New Series)

TORONTO

May 18th, 1955

## COLOR TV—ACTUALITY OR PROMOTION

??

*NBC's Wood - -*

### **"It's Coming To Canada"**

**I**T almost seemed like sitting in on the out-moding of black and white television to hear Barry Wood at the ACA Thursday luncheon. NBC's one time baritone singer, is now that network's executive producer in charge of color TV and has the same air of dedication that must have taken hold of him eight years ago, when he left his highly successful career as a performer for the less glamorous job behind the scenes of TV.

He started his talk by assuring his audience of Canadian advertising men that color is coming closer to Canada every day. Already the Bell Telephone Company is modifying the microwave circuits between Toronto and Buffalo, so that color will be seen a month or so after sets become available, and in Montreal and Ottawa within a year.

Six months after it begins, he said, there will be enough sets to meet the demand.

The speaker went on to say that long before colorcasting started, NBC had trained ninety per cent of its production staff in the technicalities of color, in the make-up laboratory, in cosmetics and in the art department. They held thirty-five color clinics for advertisers. Closed circuit colorcasts were fed to the agencies to familiarize them with the medium. They conducted the first trans-continental colorcast from New York City. As a result of all this preparatory work, the first spectaculars were sold sight unseen to the tune of about fourteen million dollars.

Colorcasting is now on a regular weekly schedule. It amounts to about four hours for a start, with only fifty thousand sets to work on in the whole United States. (In Canada he estimated a total of fifty.) Nevertheless, the facilities are there for a potential of sixty hours a month. Already eight NBC affiliates are originating some live colorcasts of their own.

Last month an estimated four and a half million Americans had looked in on color TV, in bars and other places as well as on their own 50,000 sets, he said.

*(Continued on page 24)*

*CBC's Bushnell - -*

### **"Not Until It's Good"**

**T**HE assistant general manager and TV coordinator of the Canadian Broadcasting Corporation, Ernest L. Bushnell, threw a bombshell into the quiet pitter patter of the TV discussion at the Thursday afternoon session of the ACA Convention. In reply to the question about when color TV will come to Canada, "Bush" said: "When there is sufficient interest to warrant it, we will make the necessary expenditure."

He went on to say: "Any facilities we have can, and will, be converted to color if and when color is an established fact. CBC has close relationship with American networks," he said, "but the TV color demonstrated at noon today (Barry Wood's kinescope) may have satisfied you but it didn't satisfy me. Someone else will have to fool around with it before we spend money on it," he continued, adding: "I'm still a sceptic. There has been more promotion than actuality on color. When we are sure we can deliver to the public of this country something that is good, we will."

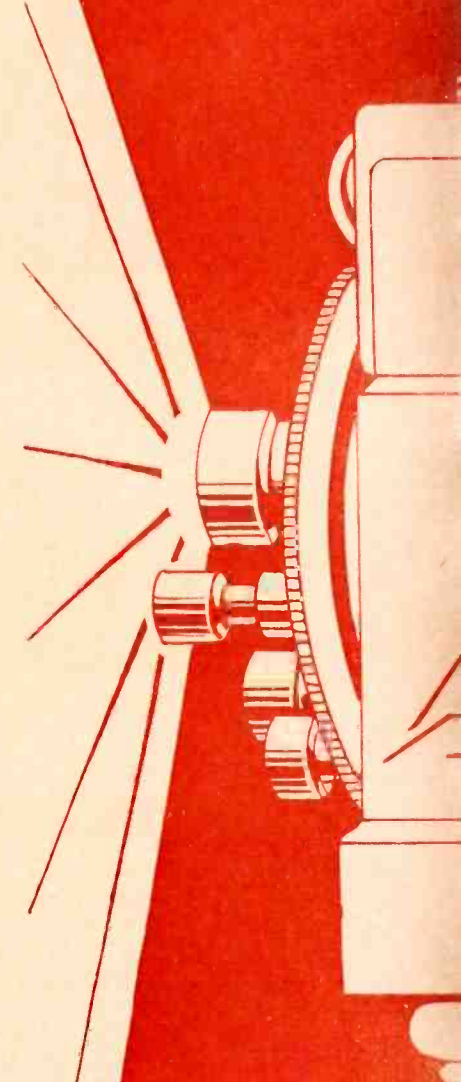
### **TREND TO MULTIPLE SPONSORSHIP**

Single sponsorship of television programs is practically impossible due to the high cost, according to Bob Spence, advertising manager of Lever Brothers Ltd. In answer to a question posed to the TV panel, Spence said that multiple (magazine) sponsorship will eventually come to Canada just as it has to TV in the US. He advocated live shows as opposed to film shows for this application, because of their flexibility.

Bushnell said that the CBC has given "serious and sympathetic consideration" to this problem and feels that "the advertiser who has a million dollars to spend should not exclude the one with only twenty thousand".

Hugh Horler, radio and TV director of MacLaren Advertising Co. Ltd., said that the CBC encourages dual or multiple sponsorships and that most shows in peak times have more than one sponsor. No show sells only one product, he said.

*(Continued on page 24)*



# LET'S GET TOGETHER

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

## ABOUT WHAT?

### ABOUT OUTSTANDING EQUIPMENT BY:

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

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

THE TOP NAME IN THE BUSINESS

*Alex L. Clark*  
LIMITED

3745 BLOOR ST. W., TORONTO 18

BElmont 1-3303

## BARRY WOOD (Continued from page 23)

The main point, from an advertising point of view, Wood feels, is that color TV brings the product into the customer's home exactly as it is. The color commercials have been so amazing, he said, that they have received as much press and other comment as the programs themselves.

Color is highly acceptable to department stores, he went on. It gives home furnishings stores, that use it, an immeasurable advantage over their competitors. Travel concerns can dramatize the majesty of the Canadian Rockies and the romantic color of the Laurentians. It can take the people back behind the scenes in a factory to show how a product is made.

## ONLY SLIGHTLY HIGHER

Color costs more than black and white television, but not abnormally more, Wood said. It depends on the kind of program, but in the case of a simple production it can be as little as two per cent, while, with some spectaculars, it can amount to as much as twenty-five per cent.

Wood said the increase would average about fifteen per cent, which he compared with the addition of full color to an advertisement in a magazine, at an additional cost over black and white of about 40 per cent.

There is something about the knowledge that a program is being broadcast in color that makes people want to look at it even though their set only shows it in black and white, Wood said. He tried to describe the fascination that surrounds it by stating that color TV has received more publicity than the great American theatrical producer David Belasco received for his efforts of a whole lifetime.

RCA is starting production this week on a 21 inch color receiver which will sell in the States at about \$795 for the Consolette and \$895 for the Console model, he went on.

Most color TV commercials are made on film, he said. The best commercials are created "in terms of color by people who think in color", and the best kind of commercial to use is the one which gives the viewer a good long look at the product. Some advertisers, he disclosed, have actually redesigned their packages to get a bigger impact from color TV commercials.

Color TV will soon be emulating black and white in the production of more and more participating programs. He mentioned especially such NBC productions as the early morning Dave Garroway show, *Today*, which he said, has taken the snarl out of the American breakfast. Arlene Francis, in her *Home* program, appeals mostly to women. *Tonight*, with Steve Allen, is a late evening offering. Advertisers can buy participation on these programs from one shot up. They can drop them and pick them up again at any season of the year to suit the product, he said. Starting this autumn, advertisers will be able to buy colorcasts on the same participating basis, which will place color TV within reach of the smaller advertisers, and enable the larger ones to use even more.

He mentioned Sunday, June 19, between 3:30 and 5 p.m. EDT, as a milestone in TV, when NBC, still flushed with the success of Peter Pan, will present *Wide Wide World*, an extravagant colorcast which will picture the whole world scene, including a visit to the Shakespearean Festival at Stratford, Ontario,

## ERNEST BUSHNELL (Continued from page 23)

Murray Brown of CFPL-TV, London, said that the multiple sponsorship idea is already in effect. He cited the wrestling from Chicago which has three sponsors on his station. He also mentioned CBC's wrestling from Toronto on which the station sells spots locally and the CBS *Game of the Week*, which reaches stations "open end".

## EVEN CBC CAN ERR

Sometimes the CBC may appear to be autocratic in its dealings with sponsors, but this is unintentional, Bushnell said. "The CBC tries to solve its problems with common sense, humanness and intelligence, but I suggest no group of people are completely infallible. He said they had received co-operation from advertisers and everyone. Spence said: "Most of our disagreements have been resolved."

Private stations' rates, and those which obtain for CBC network purposes, are based on the number of TV homes in the "A" and "B" coverage areas, Murray Brown said, adding that the cost of the capital investment has no bearing on advertising rates. Bushnell agreed and said he would like to congratulate the private TV stations who have put in good equipment.

Radio should still be used in markets where TV stations have been set up, according to Hugh Horler. Paul L'Anglais, Radio Video Programme Producers, Montreal said that in the case of the French show *Les Plouffe*, radio ratings have doubled since the program went on TV.

The question of responsibility for TV commercials brought a brief exchange. Hugh Horler said that no agency in its right mind would be happy with the CBC's TV policy of producing commercials itself, because the agency is still responsible for them. Bob Spence, speaking as a sponsor, agreed and pointed out that most of the direction still comes from the agency.

Questioned about the future of daytime TV in Canada, Bushnell said that the CBC does not propose to force any private stations to go on the air during the day. Murray Brown spoke of the enthusiasm being felt about daytime programs at the London station, which currently goes on the air at 1:30 in the afternoon. He said that thirty-five to forty per cent of sets are turned on within the hour after the station goes on the air.

Next year, the CBC will not expect private stations to carry network programs between six and eight in the evening, Bushnell said. This will enable all stations, both private and CBC, to offer these two peak hours for selective sponsorship.

Bushnell charged that the agencies are falling down badly on commercial content. He said he was not speaking as an advertising expert, but that no matter who produces the commercials, there is very great room for improvement. "You are still in the radio stage," he said. "You should learn how to use the new medium."

which will be contrived in co-operation with the Canadian Broadcasting Corporation.

Barry Wood concluded his luncheon talk with a demonstration of color on a Kinescope, which, he explained, was not as good as live colorcasts but which was heartily applauded.



# TELESCREENINGS

Community TV is increasing in popularity according to the Bell Telephone Company of Canada. The system involves the erection of a central receiving antenna in small communities, with individual receivers taking their pictures from a coaxial cable.

Latest town to install the system is Midland, Ontario, with 3,500 inhabitants and 125 TV sets. The number of sets is expected to increase to over 1,200 within a year.

London and Barrie, Ontario, already have the central antennas, and the Bell Telephone Company of Canada has contracts to install community TV in Terrace Bay and Hamilton.

There was an increase of 49 per cent in TV receiver sales for the first three months of 1955 as compared with the first quarter of 1954. 166,462 sets were sold, against 111,399 in 1954 reports the Radio-Television Manufacturers Association of Canada.

A hockey game between newsmen and radio-TV men raised \$640 for the Kitchener March of Dimes. The newsmen won the game 10-2, scoring even when the radio-TV team had three goalies in the net.

A vote of thanks to the Radio-Television Manufacturers' Association of Canada has been passed by the National Advisory Council on School Broadcasting. The thanks were for "installing suitable viewing equipment without charge in many Canadian schools, thereby enabling teachers and students to view and evaluate the recent experimental classroom telecasts presented by the CBC and the Council".

The appointment of Georges Huard, manager of CBAF, Moncton, as supervisor of CBC television operations in Ottawa has been announced by Ira Dilworth, the CBC's Ontario director. Huard will assist Charles Wright, manager of CBOT, and will be responsible for that station's operation. By mid-summer, he will also have charge of CBOFT, CBC French-language TV station in Ottawa.

Huard, who is 31, entered the broadcasting field in 1946 as an announcer with CKCH, Hull and became local news editor of that station in 1951. After spending some time as a military correspondent in Europe, he rejoined CKCH as production manager. He started with the CBC in 1953 as producer and French network representative in Ottawa, and was made manager of CBAF a year ago.

... with the best in entertainment. That's CKCW-TV in Moncton, the Maritime TV station with the \$76,000,000 look! Yep, that's right — CKCW-TV is right slam bang in the heart of a \$76,000,000 market where the people are all hungry for entertainment, eager to spend their pay cheques! It's a real bonanza for any sponsor!

CKCW and CKCW-TV serve a thriving and prosperous trading area. Why not let them trade for you?

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

Elaine Cole →

# THIS GAL REALLY SELLS



on...

## "Women & the News"

CKCO-TV's "Women and The News" sold fur coats like hot-cakes for Kaufman Furs of Kitchener — in one week after buying 3 five-minute segments of this afternoon show, Mr. Kaufman realized 20 times his investment — and he's still getting results. This show is available right now — see our Reps. at Hardy's in Toronto or Montreal.

**ckco-TV** channel **13**

KITCHENER  
864 KING ST. W.

PH. EM. 6-0852

## The ONLY TV STATION Covering Eastern Quebec



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

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

**Soon 10,000 Watts for CJBRTV**



## LOCAL BUSINESSMEN

LOOKED . . . .

LISTENED . . . . and

BOUGHT . . . . on

# CFQC-TV

PROOF — 50% of business is local!

THEIR CONFIDENCE IS YOUR GUARANTEE!

See our reps . . .

CAN. Radio Reps.  
U.S. Adam J. Young.



## ACA Convention

# COST COUNTS FIRST WITH TV COMMERCIALS

THE prime requisite in the making of a TV commercial is keeping the cost down, Philip Feld of Shamus Culhane Inc., New York, told the audience at the Thursday afternoon TV meeting at the ACA Convention. Speaking as a member of a panel, and stating the case for film commercials, Feld said that one of the advantages of film was that the first cost might be high, but by use over a long period of time, this cost can be amortized. He mentioned one of his company's clients, Ajax Cleanser, that had only twelve commercials made in eight years. These commercials used the Disney type of animation and were produced at a cost of around \$8,000.00.

Other advantages of film, Feld said, are the elimination of human error and its flexibility, which allows the use of animation and avoids the physical limitations of the studio. He showed seven commercials his company had made which illustrated the various techniques that can be employed with film. These included the Disney type of animation, stylized animation, stop-motion (the animation of still objects) and the visualization of a jingle. One of these was a one minute commercial for Peter Paul Mounds which had been made so that it could also be used as three 20 second spots.

According to Leonard Casey, the CBC's commercial producer in Toronto, there has been a marked improvement in television commercials in the past year. Casey attributed this to larger budgets, increased competition and better writers.

Teamwork between the client, the agency and the producer can make live commercials as reasonable and as effective as those on film, he said.

This co-operation should be evident at the beginning so that changes in the script can be made then but he emphasized the client must have confidence in his agency so that later changes, when necessary, can be made quickly.

### VIDEO MUST MAKE SENSE

The effectiveness of the selling message can best be judged by turning the sound off and watching the video. "If it makes sense it's O.K." he said, adding that the audio can only supplement the video. He suggested that commercials be "geared" to the show so that they seem like part of it.

Answering a question as to whether or not producers of television commercials add their own ideas to those of the agency, Spence Caldwell of S. W. Caldwell Ltd., said that they do. He said that the producer should be consulted while the commercial is still in the storyboard stage.

Jack Ralph, vice-president of J. Arthur Rank Advertising Services of Canada Ltd., agreed also, saying that the creation of a commercial is the producer's job. Ralph said that copywriters do not always understand what can, and can not, be done.

A short discussion between Casey and Lawrence Cromien of Peterson Productions about the quality of kinescopes came to the conclusion that although film is superior, kinescopes can still be reasonably good.

### TV FOR OKANAGAN

A company has been formed to construct a TV station to serve the entire Okanagan Valley in the interior of B.C. with the same calibre of TV service now enjoyed in larger cities. Participants are CKOV, Kelowna; CKOK, Penticton; and CJIB, Vernon.

Directors of the company—Okanagan Television Co. — are: Charles Pitt and Richard Peters, CJIB; Jim Browne and Dennis Read, CKOV; Maurice Finnerty and Roy Chapman, CKOK.

Surveys, which are now being made by RCA and the Canadian General Electric Co. to find the most feasible broadcasting channel should be completed this year, and construction may start at an early date.

## LLOYD SAUNDERS

Many sporting events during the past few years have been personally covered by Lloyd Saunders, CKCK-TV Sports Director. This Jubilee year of 1955 in Regina and Saskatchewan is even surpassing anything previously done. Events like the MacDonald Brier, Memorial Hockey Cup play-offs, North American Figure Skating Championships, Boxing and Wrestling, Track and Field, Western Canada Football and Grey Cup, are just a few that Lloyd Saunders has and will bring to the viewers of Channel 2.



Lloyd's busy television schedule includes a Monday to Saturday ten minute show at 7.20 p.m. with the Sunday telecast at 5.20 p.m. Recent sport personalities have included the Toronto Marlboros, Lou Thesz of wrestling fame, Syl Apps, etc. Local sporting fraternity are regular guests. Three program periods are available for sponsorship — this may be the show to sell your product. Contact the All-Canada Television Man today!

## 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

### LIVE SHOWS FOR CHCT-TV

The manager of Calgary's television station CHCT-TV, Herb Stewart says that filmed television shows will be augmented by live local shows upon the completion of the station's new studio about July 15th.

A women's show featuring fashions, design and household hints and a kitchen show will be two of the first local programs scheduled. The station will also present local news, weather and sports, as well as a local disc jockey.

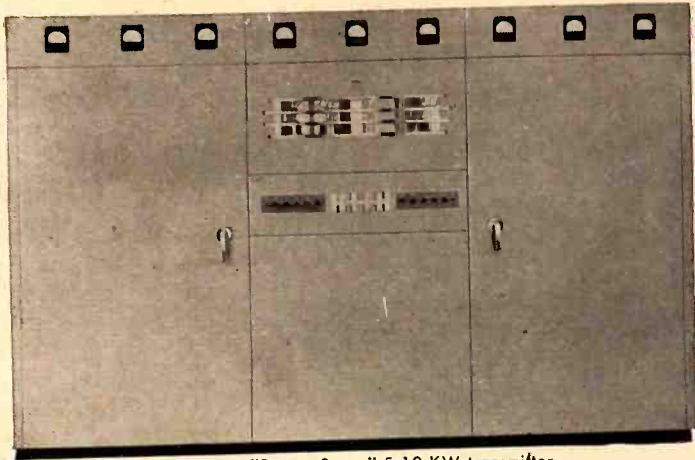
"Because CBC programs drop off during the summer they will be replaced with popular syndicated shows," Stewart says.

# CKCK-TV

CHANNEL 2 REGINA

# Marconi

## Supplies 5 CBC Radio Stations with New Transmitting Installations

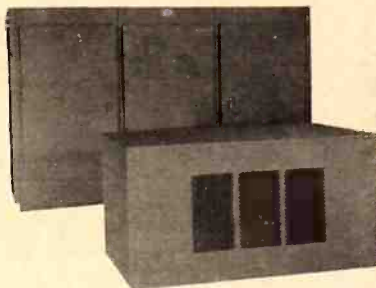
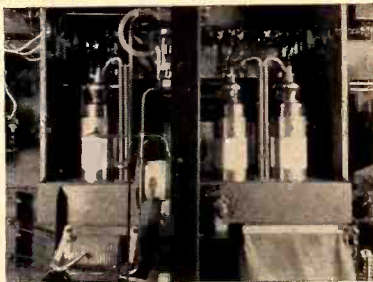


The Gates "Power Saver" 5-10 KW transmitter — entirely new, with low cost tube complement.

**Gates complete transmitter stations mean LOWER operating and maintenance costs.**

**EASY TO INSTALL**

— complete cabinets — no cables — saves days of installation labour



Gates Transmitters lead in Quality, Convenience, Engineering and results.

**TUBE COST REDUCED**

— new modern design tube cost reduced by one-half that of earlier equipment.

**LOAD REDUCTION**

— line load reduction averaging 3KW per hour

**PROTECTION**

— dead front enables opening front door without exposing high voltage — means tuning and manipulating all operating functions without disconnecting carrier.

**TRUE ECONOMY**

— Gates makes much that it uses . . . there are no double markups . . . less freight charges from one supplier to another and fewer costly delays in production.



**MORE EFFICIENT COOLING**

— new 800 CFM blower sends several times required air around power tube envelopes and on their filament seals.

Radio Stations CBN St. John's, Nfld., CBY Corner Brook, Nfld., CBI Sydney, N.S., CBV Quebec City, P.Q., and CBO Ottawa, Ont., were faced with the fact that modernization and increased coverage were necessary.

To help solve this problem, Marconi installed complete new Gates transmitter stations. This equipment was specially built to meet the remote control requirements of the CBC and incorporates the use of completely unattended remote control station sites.

**Look to Marconi**

The design, manufacture and supplying of studio and transmission equipment by Marconi, has been a major contributing factor, over the years, to the advancement of the industry.

Today, radio and television stations from British Columbia to Newfoundland, look to Marconi for the finest, most up-to-date studio and transmission equipment available because of the experience, know-how and skill of Marconi engineers and technicians.

**Capitalize on this service**

When planning a new radio or television station, or if you're planning to add to your present facilities, why not use the Marconi Engineering Consultant Service?

Wherever you are in Canada, Marconi specialists will inspect your operation, analyze their findings, and recommend the types and size of equipment that will most adequately and economically meet your requirements.

Broadcast and TV Equipment Department

**Marconi**



CANADIAN MARCONI COMPANY

CANADA'S LARGEST ELECTRONIC SPECIALISTS

Broadcast & TV Equipment Dept.,  
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- Please send further information on Gates Transmitters.
- We would like to have more information on how your Engineering Consultant Service can be of assistance.

NAME .....

COMPANY .....

ADDRESS .....

CITY ..... PROV. ....

# RADIO FILLED THIS CASH DRAWER!



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

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

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

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

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

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

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

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

## CFRB...

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

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

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

# CFRB

T O R O N T O

**50,000 watts**

**1010 on your dial**