

## WEEKLY AIRING FOR ARGO RUG-BIGS



Photo by Scuthorp — Gilbert A. Milne & Co. Ltd.

THEY KICK MORE THAN THE BALL on 7-Up's Quarterback Club, when Argo officials and Toronto sports writers gather around the CFRB mike of a Tuesday evening to grill each other about the last Big 4 game, the next and the Grey Cup. That's CFRB's program director and play-by-play commentator Wes McKnight, standing in the rear. The others, from left to right are: Bob Frewin, Toronto Telegram; Gord Walker, Globe & Mail; Gerry Wiggins, CFRB announcer; Harry Sonshine, the Argos' provocative manager; Bill Early, assistant coach; Coach Bill Swiacki; Trainer George Stockwell; Gordon Leydon, manager of Parkdale Lions' Football Club; Jim Hunt, Toronto Star.

### *In This Issue:*

ALAN CHADWICK is back in the book with some thoughts—somewhat unkind ones—about motivation research in an article called "Research—A Sales Help Not A Cure-All", on page 6.

THERE'S A REAL PLACE for the older of the two broadcast media according to Nat Benson, who says "Only Radio Gets In The Corners", on page 8.

CBC CONTROL OF COMMERCIALS is outmoded according to the CARTB, whose forthcoming brief on the subject is synopsized on page 10.

"QUEBEC IS A MAJOR MARKET" heads Leslie Holroyd's report of last week's French Market Conference; page 12.

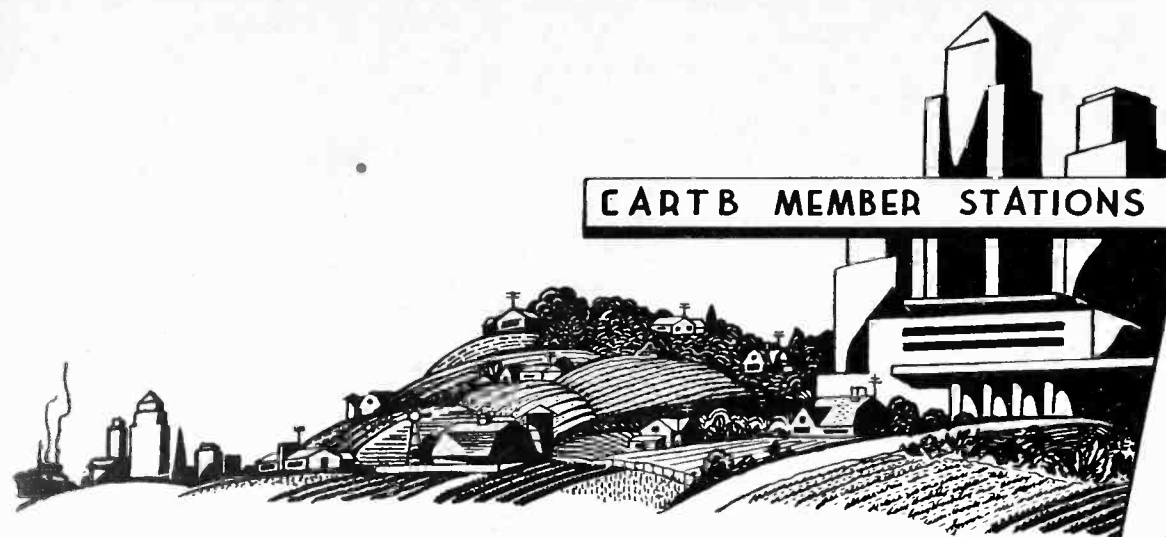
### *In the Telescreen Section*

JUST HOW CBC'S TV MONOPOLY is cemented is described by Jim Gonsalves on page 19.

"ACTORS NEED SCRIPTS and Comics Need Jokes" heads the first of a series of three articles on TV programs by Alex Barris, entertainment columnist for the Globe & Mail; page 22.

*All the regular features as well.*





# Say It With Radio

THIS CHRISTMAS, more gift sources and centres are using more radio stations to deliver more selling messages to more listeners across Canada.

Wise national advertisers are co-operating with their local dealers who are using radio on the stations which are listened to in their own communities by their customers, their friends, their families and themselves.

# Say It With Radio

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 138 Broadcasting Stations whose voices are invited into 3,748,000 Canadian homes every day.

**HEAD OFFICE**  
108 Sparks Street  
Ottawa 4  
Phone 34036

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

### CARTB Member Stations

- ATLANTIC (18)
- CKBW
- CKNB
- CFCY
- CFNB
- CHNS
- CJCH
- CKEN
- CKCW
- CKMR
- CKEC
- CFBS
- CHSJ
- CJON
- VOCM
- CJRW
- CKCL
- CFAB
- Bridgewater
- Bathurst
- Campbellton
- Charlottetown
- Fredericton
- Halifax
- Halifax
- Kentville
- Moncton
- Newcastle
- New Glasgow
- Saint John
- Saint John
- Saint John's
- St. John's
- Summerside
- Truro
- Windsor
- FRENCH LANGUAGE (31)
- CFGT
- CHAD
- CJMT
- CHRD
- CHFA
- CHFE
- CFRG
- CKCH
- CKRS
- CKLS
- CKBL
- CKBM
- CHLP
- CJMS
- CKAC
- CHNC
- CHRC
- CKCV
- CJBR
- CHRL
- CKRN
- CFNS
- CKSO
- CKSB
- CKRB
- CHNO
- CKLD
- CFCL
- CKVD
- CFDA
- CKVM
- St. Georges
- St. Boniface
- Sudbury
- Thetford Mines
- Timmins
- Val D'Or
- Victoriaville
- Ville Marie
- CENTRAL CANADA (45)
- CKBB
- CJBJ
- CFJB
- CKPC
- CFCO
- CKSF
- CFOB
- CKPR
- CKGR
- CJOY
- CKOC
- CHML
- CJRL
- CKLC
- CKWS
- CJKL
- CKCR
- CJSP
- CKLY
- CFPL
- CJAD
- CFCF
- CFCH
- CFOR
- CKLB
- CFOS
- CHOV
- CHFX
- CFPA
- CKTB
- CHLO
- CHOK
- CJIC
- CKCY
- JET
- CJCS
- CHNO
- CKOT
- CKGB
- CFRB
- CHUM
- CKFH
- CKLW
- CKNX
- CKOX
- Barrie
- Belleville
- Brampton
- Brantford
- Chatham
- Cornwall
- Fort Frances
- Fort William
- Galt
- Guelph
- Hamilton
- Hamilton
- Kenora
- Kingston
- Kingston
- Kirkland Lake
- Kitchener
- Leamington
- Lindsay
- London
- Montreal
- Montreal
- North Bay
- Orillia
- Oshawa
- Owen Sound
- Pembroke
- Peterborough
- Port Arthur
- St. Catharines
- St. Thomas
- Sarnia
- Sault Ste. Marie
- Sault Ste. Marie
- Smith's Falls
- Stratford
- Sudbury
- Tilsonburg
- Timmins
- Toronto
- Toronto
- Toronto
- Windsor
- Wingham
- Woodstock
- PRAIRIES (26)
- CKX
- CFAC
- CFCN
- CKXL
- CFCW
- CKDM
- CFRN
- CHED
- CJCA
- CFAR
- CFGP
- CJOC
- CHAT
- CHAB
- CJNB
- CKYL
- CKBI
- CKRD
- CKCK
- CKRM
- CFQC
- CKOM
- CKRC
- CKY
- CJGX
- CHWK
- PACIFIC (18)
- CJDC
- CFJC
- CKOY
- CHUB
- CKLN
- CKNW
- CKLG
- CKOK
- CKPG
- CKJG
- CJAV
- CJAT
- CJOR
- CKWX
- C-FUN
- CJIB
- CKDA
- CJVI
- Chilliwack
- Dawson Creek
- Kamloops
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- Nanaimo
- Nelson
- New Westminster
- North Vancouver
- Penticton
- Prince George
- Port Alberni
- Trail
- Vancouver
- Vancouver
- Vancouver
- Vernon





*Les Holroyd's Showcase*

**COOL MUSIC MAKES HOT SALES**

**H**E GETS YOU going and coming, at least he does me. He airs a show between 6:00 and 9:00 every morning and he is on again each evening from 6:15 to 8:00 over CKFH, Toronto. His name? Oh it's Phil MacKellar, known to most of his regular listeners as "That Feller MacKellar" which incidentally is the name of both shows and also of his theme.

MacKellar, who came to CKFH last May, after two years at CKLW, Windsor and several years with the CBC at CBH, Halifax and CBE, Windsor is what might be termed a "cool" disc-jockey, because the records he plays are modern jazz.

In the morning, the music isn't strictly jazz. Most of its records are by vocalists and small instrumental groups in the more "popular" vein. Since he feels the word jazz is sometimes "offensive," he often refers to it as "modern American music".

If the word is offensive to some ears what about the music itself? Does anyone listen to it? Can it sell a sponsor's product? MacKellar's faith in the music he plays on his shows — he chooses all the records himself and won't play a record when it starts to become a hit because he says "then you can hear it on any station" — seems to be paying off. When he took over, the station's early morning and early evening ratings were almost nil. They have been going up steadily and are now at a point where the station is getting a good share of the audience against well established competition.

The sponsors have increased along with the ratings. Last May the morning show had 12 sponsors. On one recent morning there were 41. This is not a steady figure with some sponsors making test campaigns and others only in for special sales, but it seems to be an indication that "modern American music" programs can be sold and can sell. Some of the sponsors on the morning show are Five Roses Flour, Halo Shampoo, Bromo-Quinine tablets, Cunningham Electric and Crosstown Motors. In the evening Provincial Tire Co. have the last 11 minutes and others include Family Credit Jewellers and Robert Morgan Dance Studios.

MacKellar would place a rider on the starting of a jazz show, and it would be that the deejay running the show would need a thorough knowledge of the music he is playing and talking about. No other Canadian speaks from a more knowledgeable position on jazz than MacKellar.

Last December, while still at CKLW, he was notified by METRONOME, a jazz magazine, that he had been voted disc jockey of the year by the editors. He is the first Canadian to be so honored. He is also a close friend of many of the big names in the jazz world. A drummer himself and a former member of the Musicians' Union he used to sit in with visiting groups in Detroit. The theme he uses on all his shows, "That Feller MacKellar", was written especially for him by vibraphonist Terry Gibbs, who also made the record Phil uses.

In addition to his regular studio shows, Phil also broadcasts from various places in the city. Every Friday night, he tablehops and chats with patrons while broadcasting from the Town Tavern, a Toronto night-spot. The latest innovation here is a fifteen minute weekly airing of the small jazz combos which play there. While *Pete Kelly's Blues*, a movie featuring a lot of Dixieland jazz, was playing Shea's Theatre in Toronto, he aired his show every night from the theatre lobby. Saturday mornings he has an hour and fifteen minute record program of which half an hour is sponsored by Promenade Music Centre. Once a month he turns 45 minutes of it over to a *Modern American Music Forum* on which local jazz lovers discuss records and jazz generally.

What does Phil do with his free time? He listens to the radio — his particular favorite on weekends is NBC's *Monitor* — and plays the records in his collection of over 500 albums and LP's.

**CANADA'S THIRD MARKET IS EXPANDING**

**WHAT A BUY — \$8 for 1-Minute!**

NANAIMO is now a suburb of Vancouver with 20 ferries daily to Nanaimo and return!  
**RADIO CHUB** — Nanaimo, is often in **SECOND PLACE** in Elliott-Haynes VANCOUVER AREA ratings.

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

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

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

CAPTAIN HOW ARE YOUR MEN ABLE TO MARCH 60 MILES A DAY?

THEY DON'T MIND IT SO LONG AS THEY CAN LISTEN TO

**CJON**  
 NEWFOUNDLAND

IN NFLD. IT'S CJON



It may be a long, cold winter  
**But...**  
 It's always hot 'round the 600 spot

Where you get a Warm response to the products advertised on CFQC.

Don't be out in the cold . . .

SEE OUR REPS!

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

**CFQC** 600 WATT

**THE RADIO HUB OF SASKATCHEWAN**

"RICHIBUCTO, REXTON, SHEDIAC, BUCTOUCHE" **SOUNDS LIKE A HINDU CHANT!** "Says Lionel..."

RICHIBUCTO  
 REXTON  
 BUCTOUCHE  
 SHEDIAC  
 SALISBURY  
 MONCTON  
 PETITCODIAC

... or maybe an Iroquois poet trying to make like Gertrude Stein.

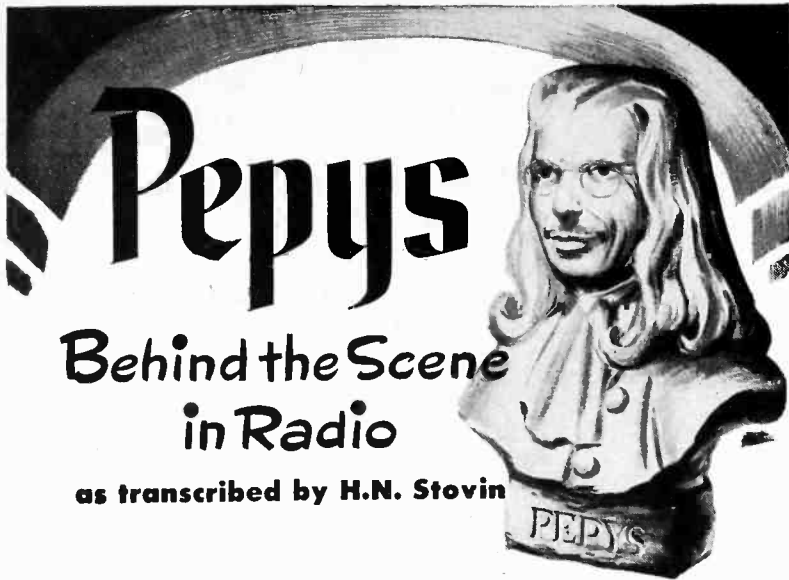
Actually these are towns in the Moncton market area. Never heard of them? Most Canadians haven't. Guess they're not very important.

But the folks in these towns, plus other towns in the same area, plus Moncton itself, spent over \$90 million in 1951 in retail stores.

That ain't hay. And that was back in '51. They're spending even more these days.

Don't sneer at Shediac. Don't give Richibucto the razzberry. Tap this \$90 million market through CKCW, the only station covering the entire Moncton market area!"

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



This day am indeed proud to announce that CJMS Montreal did, on November 1st, 1955, become one of the family of Stovin stations. CJMS does operate on 1280 kilocycles, with 5000 watts, and does reach a great audience of French-speaking homes, not only in Montreal, but also in the surrounding area. Established in 1954, this station has become already a powerful influence in the lives of its large audience, which it does serve from 6 a.m. till midnight daily. A sincere and hearty welcome to CJMS ● ● ● Pepys does offer a regretful farewell to a valued associate in the person of Godfrey Tudor, who does leave our Winnipeg Office soon to establish residence in Santa Barbara, California; where he and his excellent wife, Susannah, do plan to establish an art centre. We do feel assured that Godfrey's 25 years of experience, plus his likeable and energetic disposition, with the asset of a charming wife, will assure their success ● ● ● Welcome to Cecil Montgomery, who does take over from Godfrey in managing our Winnipeg Office. He is a Dublin Irishman who has been in Canada 7 years, and has worked in retail merchandising and advertising, and as a salesman has qualified for General Motors' Master Salesman's Club ● ● ● Welcome, too, to Bob Wills, who does join our sales staff in Toronto. He has experience as a Purchasing Agent, but has decided that the more promising future does lie "on the opposite side of the desk". Bob will soon be on the firing line, selling the goodly list of Proven Stovin Stations.

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for  
these love Radio Stations*

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

## SLIDE RULE TIME BUYERS MAY MISS THE BOAT

### Untried Programs Ride Successfully On Novelty Appeal

PEOPLE WHO BUY RADIO and TV by logs, charts, graphs and research may be passing up the potent effects of untried vehicles like polar explorations and strip tease shows, simply because they have no ratings or other statistics to go by.

Ralph Butler, of the New York advertising agency, Benton & Bowles, who came to Toronto recently to manage his firm's Canadian radio and television activities, believes that while the usual cost per thousand listeners or viewers formula is basic, slavish adherence to this factor eliminates some of the more important facets of show business judgment.

"It goes like this," Butler told CB & T in an interview. "An agency scurries around and develops half a dozen kinds of programs for a client who has expressed interest. Three of these shows are the family situation comedy type; two are panel quiz programs; the last is some revolutionary kind of thing, let's say a strip tease show. The question is, which is the best?"

Taking the customary procedure step by step, Butler explained how the agency would have research people collect all the information regarding the size of audience and cost per listener or viewer in respect of the family show.

Then they would do the same thing with the panel.

Finally they would face up with the fact that there was no data available relating to the strip tease.

While some rebellious people in the agency would inevitably feel that the third choice was the best thing that ever happened, Butler pointed out that difficulty would be experienced when an attempt was made to sell it to the advertising manager, because he would want to know what he could tell his president; and the president, in turn, would be looking for convincing arguments to present to his directors.

"So", says the advertising manager, "the panel deal has the lowest cost per thousand, and the very best logs, charts, graphs, figures and research reports, so let's buy that one. At least I'll be able to show that our advertising dollar is being used wisely."

So, continued Butler, the strip tease or whatever it was, which may

have been the greatest thing that ever happened, goes out the window into the limbo, in favor of the humdrum panel.

#### WHEN, AS AND IF

Illustrating the opposite philosophy, Butler told how his father, Ralph Starr Butler, when advertising manager of General Foods, went for NBC's offer of broadcasts by Admiral Byrd, direct from Little America, on one of the Admiral's expeditions to the South Pole — when, as and if they could get through to him.

NBC's offer included the right to equip the expedition with breakfast food, plus the publicity value, which would obviously be enormous — if it worked. If it didn't, the audience would get piano fills through the courtesy of crunchy Grape Nuts.

There were no audience figures or estimates. NBC was selling something it didn't know it could deliver, and admitting it quite candidly. General Foods bought it with their eyes wide open, because they felt that if any communication with the expedition was possible, it would be a great thing.

The show ran thirty-nine weeks. Five out of every six half hours, the program from Little America was almost intelligible, Butler said. "General Foods sold Grape Nuts like crazy; people talked; the newspapers reported; the publicity was tremendous. What is more", he continued, "they sold their Grape Nuts at a very low selling cost." This was around 1930, he explained, at which time broadcasting was a new business, which had yet to jell into its present pattern.

#### AGENCY TOOK A CHANCE

Another example of non-slide-rule selling was in the current \$64,000 Question. The agency booked it for thirty-nine weeks on their own hook, though Revlon, the sponsor, would only commit themselves for thirteen — and very reluctantly at that, he said. When the deal came up for renewal at the end of the first thirteen weeks, the agency man who had risked everything by signing the contract was the white haired boy. Yet, Butler explained, he had no figures to work on — just knew it would take, from his vast knowledge of show business.



"the man says"

— with all the kindness allowin',  
If you straddle the fence,  
You can't do plowin'.

*The man also says:*  
— what with the new Parke Davis Plant and two new Dupont of Canada Plants, in addition to their present big plant, being completed on the outskirts of Brockville, there's no "Fence Straddlin'" in these parts.

Let CFJR seed this fertile soil on your client's behalf. Ask the STOVIN boys.

CFJR

BROCKVILLE, ONT.

# Canadian BROADCASTER & TELESREEN

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

Editor & Publisher . . . . . RICHARD G. LEWIS  
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Research Consultant . . . . . GEORGE E. RUTTER



Vol. 14, No. 22

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

November 16th, 1955

## Why All The Panic?

One of the greatest paradoxes of the age is the attitude of the Canadian Broadcasting Corporation, and so of the Canadian government, towards any threat of competitive telecasting from private enterprise stations, Canadian or American. The circumstances are as incongruous as they are contradictory. Let us check the facts.

On the one hand, the CBC lives in a state of perpetual panic in case competition should insinuate its way onto the spectrum, to compete with its own stations.

The CBC has induced the government to cling steadfastly to its policy of refusing to entertain applications for TV licenses in the areas where these stations are operating.

It has recommended that TV licenses be issued to those private operators who will undertake to toe the line. This means they have to be prepared to spend their hundreds of thousands of dollars in order to become virtual satellites of the CBC, undertaking to make most of their peak time available to the Corporation — some free and some to be paid for at a reduced rate — for their sustaining and sponsored programs. In other words they are pledged to supply the CBC with station facilities all over the country without a cent's worth of capital investment or risk.

The fine hand of the CBC is also evident in the recent move of the Department of Transport in introducing a regulation controlling the overlapping of station coverage areas, thereby removing all threat of the establishment of competitive stations anywhere — perhaps forever.

Furthermore, the CBC is discriminating for or against advertisers wishing to use its facilities, by placing itself in a position where it has to decide that it will allow *this* company to advertise on its air and, with its next breath, deny its facilities to *that* company, a direct competitor of *this* one, on the grounds that it is sold out.

The precautions the publicly-owned broadcasting system is taking to insure its own entrenchment are incongruous because they are unnecessary.

CBC's television people — not the bureaucrats and the politicians but the ones who produce and present the programs — have performed nothing short of a miracle in their few years in front of the cameras. Some CBC programs may be regarded by many as being of little importance; it may be felt that others leave room for improvement. The fact is though that in many fields, notably news and drama, CBC people have attained such a



state of proficiency that the Corporation has no need to withdraw behind ramparts of regulations and restrictions to protect itself against competition.

If Canada needs a publicly-owned radio and television broadcasting system — and we use the word “if” advisedly — doesn't plain common sense tell us that its prime purpose should be to broadcast?

Why are they in such a flap then? Why all the panic?

## A Sincere Plea For Sincerity

The power of commercial television recently came in for an extraordinary boost from an equally extraordinary quarter. The well-known British journalist, Marghanita Laski, niece of the late socialist economist, Harold Laski, with socialistic leanings herself, was the author of this tribute in an article in the British Leftist-Liberal *NEW STATESMAN AND NATION*.

“... It has the peculiar quality of communicating with the whole individual in his own environment, undiminished, as he is in cinema or theatre, by being one of a large group. It also has the quality of creating the illusion that the viewer is being personally addressed by someone who seems to be in the room with him. Where advertising on hoarding or in newspaper can, we feel, be ignored at will, what appears on the screen is inescapably addressed to us, the perfect captive audience.”

This vivid description of TV will warm the cockles of the hearts of those who

buy and sell TV advertising. However, if they are going to accept this plaudit — and it was quite unintentional — they must, in all justice, at least consider her critical thoughts as well.

Her prime complaint is insincerity. She cites the unreality of an advertisement in which a twelve-year-old boy was “tasting two baked cornflour puddings, then looking up from the one, made of the advertised product, and ecstatically exclaiming ‘smashing!’” She goes on to point out that this sort of thing is taken for granted with poster or newspaper advertising, but, on the screen, “this is a *real* boy, and we *know* that no real boy would find any baked milk-pudding smashing — just as we know that none of the real people we've heard in miniature ‘real-life’ advertising playlets would really talk the way they do there. It may, in a perverse way, amuse, but it doesn't endear or convince.”

It is rather extraordinary that this woman whose political background places her in opposition to the whole principle of advertising, has written this criticism which, far from being another attempt to undermine the system of competitive business, is really one of the best and most constructive commentaries on advertising copy so much so that adherence to her views would not only gladden her heart, but would make the copy do a far better selling job for its sponsors.

You may agree or you may disagree, but she packs considerable food for thought in this: “If adults are prepared to be paid to say that they like what they don't that's their business; but it does seem a peculiarly repellent use of children . . . More, as a parent, I enormously resent pressure by advertisers on children to make children exercise pressure on parents.”

The age old system of testimonial advertising may or may not stand up under this critic's barrage. However, advertisers desiring to make favorable impressions on mothers might care to weigh the possibility that this one mother's view is shared by a significant number of others.

The writer's own views, with which she closes her article, speak for themselves: “. . . ads could be honest, moderate, sincere and/or genuinely funny. They could even, if they were these things, dispel the long-standing prejudices of people like me, by making advertising a means of bringing buyer and seller into honest, sincere relationship.”

Worth thinking about?



# POINTS OF SALE

Local Listening and local buying go hand in hand.

Local sponsors are using more radio in time and dollars than ever before on these six wide-awake community stations.

- CJFX Antigonish
- CKBB Barrie
- CJCH Halifax
- CKOK Penticton
- CKTB St. Catharines
- CHOK Sarnia

## PAUL MULVIHILL & Co. Ltd.

TORONTO  
77 York St.  
EM. 8-6554

MONTREAL  
1250 McGill College Ave.  
MURRAY McIVOR  
UN. 6-8105

# RESEARCH - - - A SALES HELP NOT A CURE-ALL

By ALAN CHADWICK

EVERY few years some individuals or organizations attempt to prove that advertising has become an exact science and that successful advertisements can be produced without creative skill merely by following a formula. The present feud between various research organizations regarding which methods are most scientific and successful, accompanied by a new type of jargon or "shop-talk" acquired from Freud, must make the whole business seem very complicated and expensive to many advertisers with modest budgets.

It's getting fashionable too for big names in the agency business to confess in public places that though they have been guilty in the past of producing ordinary commercial ads which merely sold merchandise, they have now seen the light. "Now advertising is more scientific," they say, "and our future ads, based on motivation research findings, will have a long-term psychological influence". Let's hope that this pure, scientific influence will still be made slightly vulgar by the ring of the cash register.

### RESEARCH NOT THE END-ALL

Research is, of course, an essential and very valuable tool in the advertiser's kit. It is not however the whole kit, any more than a conveyor belt can be called automation. Neither is it an exact science, nor can it be divorced from creative

thinking or common sense interpretation as the following two gems taken at random from a recent collection of examples prove.

Two different research organizations recently provided figures to "prove" that rival radio stations in Ontario, at a specific time, each had the most listeners. Then, reports from London, England, where advertisers are interested in the number of viewers of the new commercial television channel, give these figures from three separate research organizations: (A) 169,000, (B) 188,000, and (C) 370,000.

The interpretation of research and survey results calls for a good supply of common sense because research, like figures and news, can be slanted to give almost any desired impression according to the kind of questions used and the way they are asked. Take media research as an example.

If your medium does not stack up too well as regards total circulation, there's no need to let competition worry you. Just direct your survey along the lines of news stand sales, editorial volume, display advertising volume, farm listeners or readers, total advertising volume, number of "blue chip" advertisers using your medium . . . and so on. You are sure to find one heading which will give you an edge on competition, and "independent research" will "prove" how far ahead you are in

your field. A sales manager once told me that, to win an argument, he had compiled interesting figures to prove that his most successful salesmen had blue eyes and wore brown shoes.

### FINGER ON MOTIVATION

The latest arrival on the advertising scene, presently attempting to prove that the business is now a science, is motivation research. Practitioners of the new science have already aroused the ire of some of the common-or-garden type market research organizations by referring to their methods as "nose counting". The market research people have retaliated by calling motivation studies "pseudo-science".

Much valuable information has been supplied to an impressive list of "big-name" clients by competent research people using motivation studies. However, one of the tools of motivation research which must be handled with caution is the depth interview. It is claimed that the depth interview, by digging into a person's unconscious mind, provides leads to his or her hidden motives for acting in certain ways, such as buying or not buying an advertiser's products. This may be so, but it must come as somewhat of a shock to many psychiatrists to learn that results they have achieved, often only after months of careful study in ideal clinical surroundings, can



# STANDARD OF THE INDUSTRY

## ...in Transcription Turntables!

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 and the RCA Type BQ-2A. Both are engineered to play all three speeds, 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.



RCA Type BQ-70F (3-speed)



RCA Type BQ-2A (3-speed)

"BROADCASTING IS OUR BUSINESS"

## ENGINEERING PRODUCTS DEPARTMENT RCA VICTOR COMPANY, LTD.

1001 LENOIR STREET, MONTREAL 30

**"Let's hope that this pure scientific influence will still be made slightly vulgar by the ring of the cash register"**

be matched by research interviewers during brief calls at "patients" homes.

**PEOPLE ARE COMPLICATED**

Both statistical research methods to find facts about where, what, when, how and how many people buy and also motivation studies to search for the real motive behind a prospective customer's actions can be invaluable to advertisers. However, there still remains a lot of creative work to be done before successful advertising is produced. Very seldom is there one reason or one motive which alone causes people to buy. A collaboration of merchandising, marketing and creative skills is needed to sift the evidence and plan the most successful appeal.

As any psychiatrist will tell you, people are complicated. They don't always act according to logic, reasoning or averages. For example, research undertaken to test the suitability of the name "Frigidaire" for ranges would doubtless "prove" that the public would never buy heating appliances under that trade name. A survey of the crowded carbonated beverage market taken two years ago would possibly have indicated that an English company called Schweppes had little chance of success in North America.

Motivation research too, costs real money and should not be called in to test reactions to prestige type copy, for example when a simple poll of local office boys would provide the information that the biggest asset to sales would be a container the same size as that offered for the money by competitors.

**POSITIVE THINKING NEEDED**

This brings us to consider another attribute of successful advertising which is not acknowledged by the so-called scientific approach — determination, courage or just plain guts. That is the determination to put an entirely new product on the market even against presently held opinions or the courage to produce advertising which is quite different

to current advertising fashions.

Many best-selling books have been written on the power of positive thinking. Nowhere is positive thinking more important than in the planning of advertising and the interpretation of research findings which often naturally tend to be negative in character. Facts sometimes appear to indicate that things can't be done and are held in high esteem until some positive thinker makes a fortune by doing them.

Advertisements based on original ideas still outsell those based on popular formulas, playing safe by following the same appeal, the same copy and sometimes even similar artwork as competitors whose advertising has been successful.

The public didn't want the telephone, radio, automobiles and many other inventions until they were sold on the idea by positive thinkers who wouldn't take no for an answer. In the interesting anniversary issue of *Maclean's Magazine*,

the fact is mentioned that in 1905 five out of six men questioned about the automobile still preferred the horse. What a good thing it is that men like Ford and Chrysler didn't base their activities on existing preferences. They might have given up the automotive business and gone into the feed business.

Let's make use of every important tool to hand, use all research methods both new and old so long as they provide useful information for the creative men and the merchandisers to work with and stop trying to make advertising into a science complete with a new technical jargon stolen from Freud.

Here's a ray of hope for those research people worried about the rivalry of Motivation Research! Even while the battle rages, there is a rumor that Motivation Research will soon be made obsolete by "Operations Study", a new super-science which uses everything except hypnotism and voodoo.

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

**keep ahead of the game**  
**IN NEW BRUNSWICK**  
**CFNB**  
**NEW BRUNSWICK'S MOST LISTENED TO STATION**  
and the game is bigger than ever this year. Six thousand workers will be employed in construction and clearing at Camp Gagetown. Many of them and their families will live in trailer camps fifteen or twenty miles from Fredericton. Most of them will have radios and the nearest retail market is Fredericton. CFNB is the way to reach this big addition to the Fredericton market with your sales message.  
For the whole story see  
The All-Canada Man  
Weed & Co. in the United States

**ALL BUSINESS IS LOCAL**

... and in SEVENTEEN LOCALITIES, the MERCHANDISING SERVICES and SALESABILITY of our stations are constantly at work for the ADVERTISER, making DIRECT contacts with the CONSUMER on the LOCAL level.

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

**ALBERTA**  
CFCN - Calgary  
CKRD - Red Deer  
CFRN - Edmonton

**SASKATCHEWAN**  
CFQC - Saskatoon  
CKRM - Regina

**MANITOBA**  
CJOB - Winnipeg  
CKDM - Dauphin  
CKX - Brandon

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

**MARITIMES**  
CKBW - Bridgewater  
CJRW - Summerside

Radio  
Representatives  
Limited



TORONTO  
MONTREAL  
WINNIPEG  
VANCOUVER





**"We do not . . . regard television versus radio, but rather television and radio . . ."**

available at any price. That is why the wisest of Manhattan's mellifluous admen invariably offer both media as a highly desirable combo. From New York, BBD & O's W. P. Gardner states: "We do not, quite naturally, regard television versus radio, but rather television and radio, as media to be considered for our clients, each in accordance with its advantageous best. You can doubtless understand that every medium must have its place in our consideration, and that it would be less than wise for us not to use all of them when conditions justify it."

That makes sound sense, as the top researchers have discovered numerous cases where the individual characteristics of certain luxury products seem to make it apodictic that TV is by far the better medium for them, because of the overwhelming photogenicity of certain TV stars in their visual form, they make regular attendance upon their comical or dramatic selling didoes a weekly rite for their loyal followings.

Viewed from a brutally — dare we say crassly — commercial angle, radio is facile princeps, or just plain tops, when you get into the hard-slugging, hard-selling, nuts-and-bolts arena of vigorous pitchmen's selling of low-cost huge-volume products or services. It takes no prophet to realize the effect of some of the bellicose vigor that goes into the "Get it now! Get it from your corner druggist! You'll die (or pine away) if you don't get it now!" When you get even further into the pure empyrean of those frantic appeals to "Save the carton top! Save a buck!! Save yourself!!!" It dawns on you that some vocal struggles and stridencies are a hell of a lot less offensive when only heard, rather than seen and heard. Many a frenzied, forthright and wholly effective sales-barker, inspired only by the pure and lustrous ideal of making a fast buck, would be the victim of a fast flick of the TV dial into Channel X, if his rabid exhortations should make themselves painful visible in a blast of hectic rhetoric that TV can barely take, while radio at least gives you all of his fervor and draws a merciful blanket of invisibility over his more convulsive sufferings. It is one thought to hear the devout chant of the Whirling Dervish; it is quite another thing to behold him come

bounding into your living-room, beating out Grandma's brains with the large family-size package of some searing detergent.

**THE LISTENERS SPEAK**

Ask the average intelligent listener whether the older medium is getting anemic and neglected. Here is what a bright teen-age high school girl wrote as her answer:

"Is radio going out? No sir! In our home, the radio is constantly going. For nice 'dreamy' music, radio is the word. For the *Hit Parade* or the morning disc jockey, who showers you with loud, hair-raising music to get you out of bed, 'Radio' is the word.

"But that doesn't rule out TV for me. For dramatic plays, football games or for your favorite comedians, then you can count on me as a TV fan. But TV has some desperate faults, believe me. If you have lots of time to lounge around and listen, then it's for you. But not if there's any work that your dear teachers

and family insist that you concentrate upon.

"One reason I think I like TV better now than before is that the commercials seem lots more entertaining, for in nearly every program you can name, they have weird and wonderful miniature people doing the craziest stunts you ever saw."

We asked a very intelligent housewife what she thought of the two media, and which had the edge and where. She said:

"When TV first came to our home, the poor old radio wasn't turned on for a month or more, not until we had all had our first, furious fill of TV. The new baby in our living room dealt our public library the same body-blow. My hubby used to tune it in for his favorite morning show, and have toast and coffee in front of it until two minutes before bus time. Then he'd make a grand dash. Even in the evening, he and the kids kept the same untiring vigil. It was the Boss until the late, late, latest show.

I even felt he might take it to bed with him, and I was feeling as jealous as the poor old speechless radio.

"But after a bit, the TV craze wore off. It no longer seemed unusual to have the world invade your living room. We didn't exactly relish the armful of selling 'billboards' which the hard-selling announcers set right on our own hearthrug. A lot of them didn't sell me much except some ill-will toward their product, because they got too noisy about it. Fun's fun but I hate to have a barker right beside my own chesterfield ordering me to gallop right out n-o-w and get the large family size or whatever they call it."

With these odious observations, may we suggest that like certain panaceas, either notable medium of commercial diversion — radio or television — seems to do a better job than the other under a given set of merchandising idiosyncrasies.

# MORE FOR YOUR MONEY IN MANITOBA ON CKRC

more LISTENERS

Throughout Manitoba CKRC reaches more people than any other Manitoba station (1954 BBM - Elliott-Haynes).

more PRESTIGE

With top-network and local programming CKRC has attentive listeners who hear your sales message.

more ACTION

Four full-time employees give you the most active merchandising and promotion department in the province.

more RESULTS

Locally and nationally, the sum total of top programs, attentive listeners and active merchandising is MORE RESULTS!

# CKRC

WINNIPEG, MANITOBA

REPS: ALL-CANADA RADIO FACILITIES - WEED & CO.

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

In the North

**RADIO SELLS!**

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



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

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

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

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

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

Contact: Horace N. Stovin

**CKLC  
KINGSTON**

# CARTB WANTS CONTROL OF COMMERCIALS RELAXED

*Feels TV And Other Changing Conditions Warrant Shelving Outmoded Regulation*

**T**HE CANADIAN ASSOCIATION of Radio and Television Broadcasters has asked the CBC board of governors to permit private radio stations to broadcast more paid spot and flash announcements.

At a public meeting in Ottawa on December 1 the board will consider a brief submitted by the CARTB requesting the CBC to amend its regulation 7 (2) which limits paid spot or flash announcements to four in number or three minutes in total time during any 15-minute period.

In a brief submitted to the board, the CARTB suggests that the regulation be modified to read:

"No station shall broadcast in any week paid spot or flash announcements exceeding in number a figure equal to four times the number of quarter hours in the station's broadcast schedule for that week."

It is specified that any quarter hour period between 1 a.m. and 6 a.m. local time shall not be included in the computation.

The recommendation requests that the regulation be interpreted as not applying to the following types of announcement:

(1) Paid spot or flash announcements broadcast during a regularly scheduled program, designed to inform the public of meetings, auction sales or events in aid of religious, benevolent, charitable or welfare organizations.

(2) Paid spot or flash announcements broadcast in the form of participations and related to the clearly defined format of a regularly scheduled program not less than one hour in duration, where the format is continuous throughout the program.

(3) Paid spot or flash announcements whose sole purpose is to aid in the effective and immediate distribution of perishable commodities in cases where fast distribution appears to be essential.

(4) Announcements made during the period of a major emergency within the area served by the station.

(5) Paid spot or flash announcements carried at the direction or request of any national, provincial, or municipal authority, or carried on behalf of any candidate for public office during the course of any national, provincial or municipal election, by-election, plebiscite or referendum.

### CHANGING CONDITIONS

The brief cites the reasons for the association's request.

It explains that changing social conditions have affected all advertising media. Modern shopping and listening habits have prompted many retailers who once found it necessary to employ concentrated weekend campaigns to spread their advertising throughout the week. Instead of having the same message appear at the same time of day or

week, advertisers have found that it pays them better to rotate their campaign, using different messages at different times.

The brief affirms that it is becoming increasingly difficult to meet the legitimate requirements of advertisers within the presently rigid framework of regulation 7 (2).

"Changing social conditions," it reads, "make it imperative for a healthy, useful radio broadcasting industry to be considered in terms of the total broadcast week, rather than in terms of quarter hour segments during each day."

The CARTB feels that changes in the Canadian economy, the transition from a sellers' market to a buyers' market, coupled with increasing production costs and increased competition has made harder selling efforts essential.

"These changing economic conditions demand of broadcasting that it provide certain information immediately and continuously if it is to serve consumers and producers. This, of course, cannot be done within the framework of regulation 7 (2) as presently interpreted," it says.

The brief illustrates this point by explaining the position of fruit growers in the West. The nature of their produce makes it necessary for them to place a blanket contract with most Western Canada stations, specifying in each case a total num-

*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.

*cover London and  
Western Ontario with*

**CFPL radio dial 980**

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

**CKBB** now has a weekly circulation of over 17,400 homes in Simcoe and Dufferin Counties.

**AN INCREASE, OF 26.8% IN THREE YEARS**

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

**CKBB**

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

From 1955 Bureau of Broadcast Measurement Survey.

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

ber of spot announcements to be used at irregular intervals during the year. As the crops come off they wire the stations to begin spot announcements advising housewives that the fruit involved is available in the stores. Using this system they could not comply with regulation 7 (2) unless they could forecast accurately the maturing date of each crop.

Another case quoted is that of the farm implement dealers who, due to a bumper wheat crop in the fall of 1954, found themselves with a market to which they could not advertise effectively. They had scheduled their campaign for earlier in the year and, under the present regulation, radio stations could not provide them with adequate facilities at such short notice.

**IMPACT OF TELEVISION**

The board will be asked to consider the impact television has made on the radio broadcasting industry. The CARTB asserts that television has forced other advertising media to intensify their promotion and selling efforts. Radio must keep pace too.

In the opinion of the CARTB, "the position of radio broadcasting cannot be accurately assessed without consideration of the fact that other advertising media do exist, nor without considering the impact of regulation 7(2) upon radio broadcasting in this competitive situation."

The association speaks for private radio stations serving the same area as one or more TV stations. Advertisers look to such stations for effective daytime service. The stations, on the other hand, cannot satisfy the needs of their clients during the day and find advertising spread pretty thin at night.

The brief points out that the advent of television has also caused radio stations to revamp their program fare. To compete they must present more attractive shows which cost more money to produce. Also, to retain skilled personnel who would otherwise drift into television, radio has had to increase its wage and salary scales. Equipment and maintenance costs have risen, as have copyright fees. The new program concepts require a greater number and variety of special

services.

The association feels that in view of the fact that radio has taken on this additional expense so that it may compete with other media, it cannot increase its rates. It must, therefore, sell more advertising in order to obtain the same revenue. It must also be able to provide such advertising in the limited time when it will benefit the advertiser most.

Many of the new programs, the brief explains, are of an informative, educational, public and community service type. The brief notes that while this development is well within the spirit of the Broadcasting Act, regulation 7(2) makes no allowance for time occupied by such programs and, in fact, penalizes those stations which try to develop a maximum amount of such programming.

The association draws the attention of the board to the plight of CBC-affiliated radio stations which carry network programs. In periods occupied by network broadcasts, the stations cannot carry any spot announcements or flashes. No allowance has been made, however, for the fact that a station in such a position has far fewer hours in the week in which to obtain revenue than have non-affiliated stations. The brief points out that regulation 7(2) penalizes such stations and de-

feats what should be the objective of the CBC, the widest possible distribution of its programs.

The brief also touches on the effect the existing regulation would have on television. It submits that it would be unrealistic to expect television broadcasting to operate within the existing framework of regulation 7(2) and adds, "if it cannot be applied to this facet of the broadcasting art, it should not in fairness continue to apply to radio broadcasting."

# Kamloops Seeks TV License

ONE APPLICATION for a license to operate a TV station and one for an experimental TV license are on the agenda for the 98th meeting of the CBC Board of Governors which will be held in Ottawa on December 1. Other applications to be heard include two for power increases of TV stations, one for transfer of control of a radio and TV station, two for power increases and change of frequency of radio stations and one for a power increase of an FM station.

Twin Cities Television Limited is applying for a license to operate a TV station in Kamloops, B.C. The proposed station would be on Channel 4 with a power of 100 watts video and 50 watts audio.

The experimental TV station is being sought by Stewart-Warner Corporation of Canada Limited for a station on Channel 10 at Belleville, Ont.

Transfer of control of CKLW and CKLW-TV, Windsor from Western Ontario Broadcasting Company Limited to Paramount Windsor Theatres Limited is being requested.

KKCW-TV, Moncton, and CFCY-TV, Charlottetown, PEI, are seeking power increases. Moncton is asking for a boost from 5 Kw video and 3 Kw audio to 25 Kw video and 15 Kw audio. CFCY-TV, which is not yet on the air is after an increase from 21 Kw video and 12.5 Kw audio to 38.6 Kw video and 19.3 Kw audio with a change in antenna height from 401 feet to 771 feet above average terrain. Neither application asks for a change of channel.

Applications for power boosts and change of frequency from CJOB, Winnipeg and CFRG, Gravelbourg, Sask. will be heard by the Board. CJOB is requesting a power increase from 250 watts to 5,000 watts day time and 2,500 watts night time and a change in frequency from 1340 to 680 Kcs. CFRG wants an increase in power from 250 watts to 5,000 watts and a change of frequency

from 1230 Kcs. to 710 Kcs. The station is also asking that it be allowed to become a day time operation only.

A Good Spot To Be In

**"THE 1070 SPOT"**

Get the facts from  
**JAMES L. ALEXANDER LTD.**  
Toronto • Montreal

**In the North**

**RADIO SELLS**

To move merchandise in Northern Ontario you need

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

The "Northern" Stations

1st IN Circulation

**CKY WINNIPEG**

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

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

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

**CKOV**

gets a letter

**Dear CKOV:**

"Since coming to Kelowna five years ago as Game Warden, you have been most generous in allowing me time to speak to the public on various issues pertaining to hunting, fishing, and game regulations.

"I do appreciate this very much, and thought you might be interested in knowing how well the general public listens to these CKOV broadcasts.

"I have had letters from Vanderhoof, Quesnel, Williams Lake, Prince George, Vernon, Penticton, Enderby, telling me they have listened to my talks over CKOV.

"I have had as many as thirty phone calls after a broadcast, and I have yet to hear anyone say: 'I saw your write-up in the press, so I feel that one talk over the air is better than six ads in the press.'"

Don D. Ellis,  
Game Warden,  
Kelowna, B.C.

**CKOV**

KELOWNA, B. C.



*French Market Conference*

# QUEBEC IS A MAJOR MARKET

## Not "Special Treatment" But "Big Market" Treatment Prescribed By Panel Speakers

By LESLIE HOLROYD

"QUEBEC'S TWENTIETH CENTURY LOOK is that of a large market, a rich market, a growing market, an easy-to-reach market, and it offers greater opportunities for sales improvement than most other areas of the country," George W. Ralph, vice-president of A. C. Neilsen Company of Canada Ltd. told the audience at the French Marketing Conference held by the Advertising and Sales Club of Toronto at the Royal York Hotel last week. Ralph, whose company measures the flow of consumer goods across retail counters as a basis for judging the results of advertising and merchandising methods, used facts, figures and charts to show that marketing in Quebec is of greater value and is less difficult than many people think.

Quebec's population growth and personal income have kept very close to the national average, he said. While the province lagged between 1941 and 1951 in personal income, it has picked most of this up in the past four years. On the question of modernity, Ralph's charts showed that a higher percentage of Quebec homes have refrigerators, washing machines and telephones than the national average. And, he added, Quebec is not the rural province that many people think. Fifty-seven per cent of its people are in centres of over 5,000. Toronto and Montreal are very close to being twin cities in population and retail sales he said. Both have populations over a million and annual retails sales in excess of

one billion, two hundred million dollars.

### DIFFERENT APPROACH

Ralph went on to say that "many marketing men have made their approach to the Quebec market so different to that employed elsewhere, that they have come to look upon Quebec as somewhat of a puzzle". This he felt traced to the language difference, which has been built up as a sizeable obstacle to successful operation, and to the fact that Quebec had been ignored or carelessly handled by manufacturers in the past.

Speaking of food manufacturers, he said that while 27 per cent of food sales are in Quebec, only 21.6 per cent of these manufacturers' advertising dollars are spent there. In dollars this meant that they spent \$60.00 for every 1,000 people throughout Canada but only \$44.00 for each 1,000 in Quebec. The same was true of drug manufacturers, he said, with an average of \$38.00 for each 1,000 across Canada and only \$29.00 for each 1,000 in Quebec.

But merely boosting the advertising expenditure is not enough. Two other important factors are careful choice of a brand name to appeal

to the French. The other essential is adequate distribution. Some English brand names, when translated into French, have been "downright insulting" Ralph said.

"Distribution doesn't just happen," he said, "You have to work for it". But without it your advertising effectiveness will be reduced in proportion to the percentage of stores carrying your product, he warned. One Neilsen client didn't think his product appealed to the French taste and didn't push its distribution. Tests showed that sales in Quebec stores were as high as in Ontario. The manufacturer quadrupled his distribution and in ten months his sales had tripled.

Brand loyalty in Quebec is relatively easy to "blast," he said, pointing out that, in a check he made of market leaders, only six of 14 which led in 1946 were still up there in 1954. In 1955 there has been a change of three more of these market leaders, he said.

### REMEMBER FRENCH BACKGROUND

If merchandisers want to succeed and survive in the Quebec market they must solicit the Quebec consumers in a genuinely French way



QUEBEC'S FOREST and mineral resources, her vast land area, the St. Lawrence Seaway project and the coming of more and more industry are among the most important factors in the increasing wealth and importance of Quebec Province, Valmore Gratton, B.A., M. of C., director of the Economic and Tourist Development Bureau of Montreal told the luncheon meeting which precluded the French Market Conference.

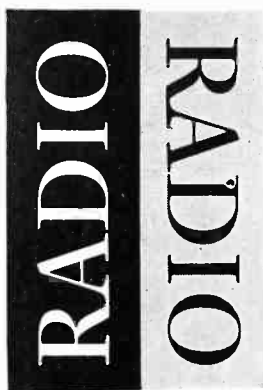
Quebec comprises 1/3 of the total land area of Canada, excluding the Northwest Territories, he said. In the northern section of the province there are large deposits of many types of minerals and the hydro-electric power to refine them.

Montreal will be the gateway to the St. Lawrence Seaway, and it will make that city an even more important terminus for trans-oceanic shipping than it is now.

Gratton mentioned a \$50 million oil refinery being built near Montreal by Belgian interests, a \$130 million aluminum plant, the second in Quebec, which is being financed by British capital, a \$15 million cement factory near Quebec City and the \$600 million which have been invested in the Ungava iron mines.



GEORGE W. RALPH



*Selling RADIO only*

*Stephens & Towndrow Ltd.*

RADIO STATION REPRESENTATIVES  
TORONTO - MONTREAL

## EXPAND YOUR SALES IN A RICH MARKET

### WITH

# CHEX - PETERBOROUGH

CHEX gives you a potential audience of nearly 174,000 customers for every sales message — and CHEX listeners' high standard of living, consistent purchasing power mean rapidly growing sales for advertisers. Increase your product sales quickly with

**CHEX  
PETERBOROUGH**

*The Station With That  
"Special Brand of Enthusiasm"*

Under Northern  
Management

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

that will make them stop, look and



L. RAOUL  
DAIGNEAULT

listen in the same manner that the English advertisement does in the rest of Canada. According to L. Raoul Daigneault of Cockfield Brown & Company Ltd., Montreal, this means you

can't reach bilingual Quebec in English publications, because most Quebecers are guided and influenced by their French background.

To make an advertising campaign most effective in Quebec, Daigneault offered several suggestions. These included a budget proportionate to the English one; the same care in the selection of media; the same con-

confidence and consideration to those producing the French sales message; and equipping the sales staff with the same selling tools and sales support. This he assured his listeners, would return profits in ratio to those in the remainder of the country.

**WRITE IT IN FRENCH**

"There is only one way to write good radio copy, that is to write it directly in the language it will be delivered in," Renée Morin of Spitzer & Mills Limited, Montreal said to her audience at the conference. This copywriter, Miss Morin said, needs to have a "very keen sense of phrase rhythm" and an ability to avoid combinations of words which are correct but can lead to misinterpretation when heard instead of read.



RENEE MORIN

When written directly in French, the copy will also be more pleasant to the French ear, will sound more natural and will be more convincing, she said.

When the copy has to be translated, it should be done by someone who is a good copywriter as well as an apt translator, Miss Morin said.

In national advertising on television, one of the familiar problems is writing a French sound track to a film which was made to fit a message originally conceived and told in English. According to Miss Morin this is not a straight translation job but calls for patience, meticulousness and imagination.

Miss Morin mentioned several other problems facing the translator of copy for printed media. These were:

- (1) Using the wrong accents or leaving them off all together can completely change the message and can be disastrous to the advertiser's reputation.
- (2) French words are often longer

than their English counterparts or are phrases instead of one word. This sometimes makes it impossible to fit them to an English layout.

(3) Words that are spelled alike in the two languages may have entirely different meanings.

**CONDUCTED TOUR**

"A Ramble Through Quebec" was the title of the address given by Charles Sauriol, advertising manager of LE SAMEDI and LA REVUE POPULAIRE the first speaker in the afternoon panel. And that was exactly what Sauriol did. He divided the province into five segments, the North Shore, the South Shore, the Gaspé Peninsula, the Lac St. Jean area and the Eastern Townships and then toured the province pointing out on a large map the more important centres and industries in each.

CHARLES SAURIOL



The pulp and paper industry is a

major factor in Quebec's economy. "Sawdust is gold dust in Quebec," he stated. The biggest development in the province besides the Ungava iron mines is the railway line being laid by the CNR, east and west into the Chicibigimou area near Lac St. Jean, Sauriol said.

Some of the places he drew particular attention to were Quebec City, "white collar to industry in a very substantial way"; Joliet, "symbolic of Quebec's growth is this area's use of its sandy soil in becoming an important tobacco growing section"; Thetford Mines, "\$80 million annually in asbestos mining"; Matane, "where huge government refrigeration plants have revolutionized the fishing industry" and Baie Comeau, "an important pulp and paper centre and soon to be producing aluminum."



**• BOVINE BILL'S  
Memo to an  
Advertiser**

Statistics prove that in the Yorkton district, over a 10 year period, there is greater production and buying power per cultivated acre than any other area in Western Canada.



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

**CJGX  
YORKTON  
SASKATCHEWAN**

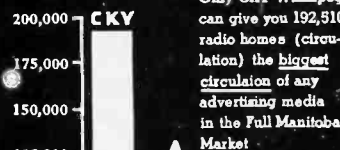
Basic Station,  
CBC Dominion Network;  
Representatives:  
Horace N. Stovin & Co.  
Inland Broadcasting Service,  
Winnipeg  
U.S.A. —  
Adam J. Young, Jr., Inc.

**SALES!  
SALES!  
SALES!**

Support your salesman in Northern Ontario with

**RADIO**

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



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

**IMMEDIATE OPENINGS**

FOR

**TWO EXPERIENCED ANNOUNCERS**

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

Send applications to:

Box A253 - Canadian Broadcaster & Telescreen

**Covering Quebec's THIRD Largest Market**

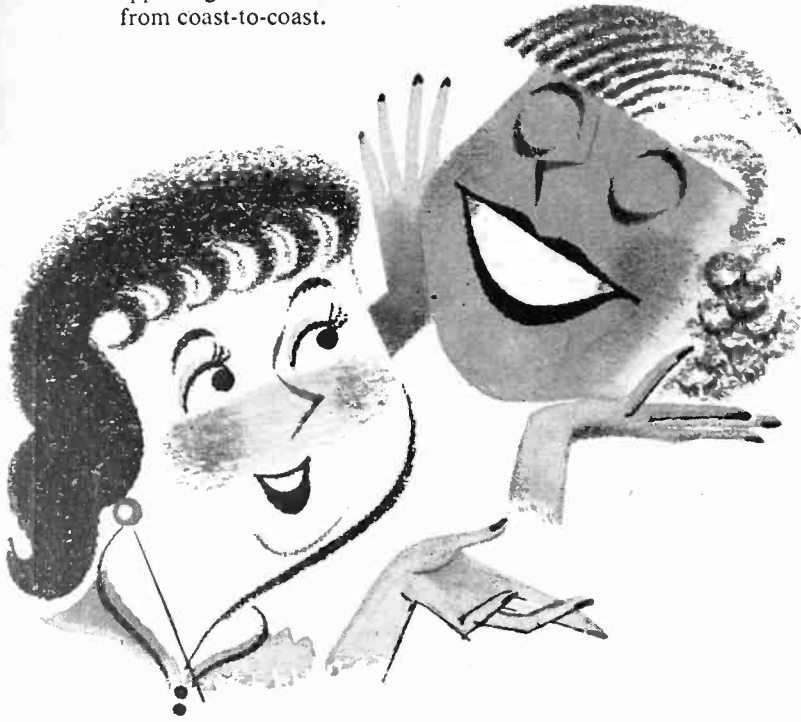
**CJBR**

Rimouski  
QUEBEC

Now  
**10,000  
WATTS**

Horace N. Stovin & Company in Canada • Adam J. Young, Jr. Inc. in U.S.A.

If the feminine market's in your plans, you can count on a radio personality to reach it! And All-Canada Stations have the top personalities appealing to women from coast-to-coast.



**The Ladies Listen...  
to the All-Canada  
Station, that is!**

Want to fascinate the ladies (with your sales story)? Talk to them through women's radio personalities.

They're the personalities with a loyal, local following. They hold the interest and trust of women listeners, and what they say about your product comes to be as accepted as their news items, fashion notes or latest recipes.

And All-Canada offers you this personalized, localized approach if you're out to woo the gals.

When your campaign calls for selective radio, call for your All-Canada Man who represents 29 key markets across Canada. No matter how specialized your approach, he can show you the best selection of programs, stations, times and adjacencies to bring in lively sales results.

- CJON, St. John's, Nfld. Muriel MacKay
- CJCB, Sydney, N.S. Ann Terry McLellan
- CJLS, Yarmouth, N.S. Gene Alton
- CHNS, Halifax, N.S. Clive Schaefer
- CFNB, Fredericton, N.B. Jack Fenety
- CHSJ, Saint John, N.B. (Mrs.) Ruth Crosbie
- CFCY, Charlottetown, P.E.I. Jane Weldon
- CFCF, Montreal, P.Q. Duane Desmond & Jean McKinnon
- CKOC, Hamilton, Ont. Kathy Thoburn
- CJCS, Stratford, Ont. Bill Inkol
- CKSO, Sudbury, Ont. Betty Scott & Trudy Manchester
- CFRB, Toronto, Ont. Kate Aitken
- CFPL, London, Ont. Joan Pritchard
- CKLW, Windsor, Ont. Myrtle Labbit & Mary Morgan
- CKRC, Winnipeg, Man. Bill Guest & George Knight
- CKBI, Prince Albert, Sask. Marion Sherman
- CKCK, Regina, Sask. Rita Spicer
- CFAC, Calgary, Alta. Jacqueline Penn
- CJCA, Edmonton, Alta. Shirley Higginson
- CFGP, Grande Prairie, Alta. Ron Durda & Norm Hickey
- CJOC, Lethbridge, Alta. Daphne Manson
- CHAT, Medicine Hat, Alta. Catherine Melvor
- CHWK, Chilliwack, B.C. Pat Church & Betty Needs
- CFJC, Kamloops, B.C. Patricia Marini
- CKOV, Kelowna, B.C. Art Hall & Marian Gass
- CKPG, Prince George, B.C. Ron East
- CJAT, Trail, B.C. Norman Young
- CKWX, Vancouver, B.C. (Mrs.) Nina Anthony
- CJVI, Victoria, B.C. Dianne Clifford



**ALL-CANADA RADIO  
FACILITIES LIMITED**

VANCOUVER  
CALGARY  
WINNIPEG  
TORONTO  
MONTREAL



Broadcasting is habit forming. After six years out of the business except for part time spells back with Horace N. Stovin and the late Don Copeland, Bud Munro is back to the rep grind, this time with Ken Davis, in the Toronto office of Omer Renaud & Co.

Bud, who has been having a bad time with the doctors and nurses, reports himself a complete cure from an encyclopedia full of complaints and conditions.

He started in the business as a salesman on CKMO (now C-FUN) Vancouver in 1927. That was in the old days when the original freelancers



bought time on stations, sold participations, and wrote and aired their own shows. Bud, who was teamed up with Lee Halberg, says that they had gimmicks to burn in those days, with prizes from brooms to raffle tickets and all kinds of clothing. Business was swell. "Some weeks we were broke," he

said. "Others we managed to talk a Quick Lunch into a contra deal."

This operation developed in to a travelling show, running from Vancouver to Winnipeg, with layovers in Saskatoon, Edmonton, Calgary, Regina and all points north, south, east and west.

It was around 1939 the boys found themselves in Victoria at CFCT — now CJVI. They dug in there with a deal with the then owner, George Deaville, under which they were to turn in sixty per cent of the proceeds of what they sold, and keep the forty. This lasted a year or so, when Bud got caught up in the war effort in "essential" work.

In 1944 he returned to radio via his first love, CKMO, Vancouver. In February, 1945, he joined M. V. Chesnut at CJVI, Victoria, as a salesman. In October, 1945, he moved to Toronto and joined National Broadcast Sales, under the late "Mac" McGuire. In the Fall of 1948 he moved to the Stovin office, where he remained until he fell sick. His job with Renaud has already started.

Oh yes! Broadcasting is habit-forming.

**CONVENTION NOTE**

If you plan attending the CARTB Convention, March 26-9 next year at the Royal York Hotel, Toronto, and haven't reserved your room yet, better get busy. The official in charge is Pete McArthur, son of a certain CBC official of the same name. He says he'll do his best, but advises people to step on it.

**FIFTEEN YEARS INERTIA**

Between four and five years ago, Wilf Dippie, Montreal manager for Radio Representatives Ltd., boasted to BROADCASTING & TELECASTING (a very good paper too) that he never

In Northern Ontario radio listenership is high.

**MORE SETS IN USE**

	Sets in Use
<b>CKGB</b> Timmins	51.8%
<b>CJKL</b> Kirkland Lake	41.2%
<b>CFCH</b> North Bay	42.0%

**CFOR ORILLIA**

IN CENTRAL ONTARIO

Delivers

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

Stephens & Towndrow Ltd.

Toronto - Montreal



did a day's work in his life. This month, most Montreal advertising people converged on Dip to help him celebrate the completion of fifteen full years of inertia for the same organization. In the picture, Radio

and Community Red Feather campaigns; public speaking; the Montreal Advertising & Sales Executives Club; oh yes and visiting his eighty years young mother, who still lives in Toronto.

**SHOO-FLY!**

Bill Harrington, news director of CKVR-TV, Barrie, says he achieved the dream of many a TV personality recently, when he paused during his regular evening newscast to swat an annoying fly.

"During the first cold snap, all flies in the district were attracted to the warmth of the TV studio and made life miserable for those in front of the cameras", Bill writes. He found them particularly distract-

ing, so when one fly, more persistent than the others, kept punctuating his news copy, he had enough. He rolled up the news script, excused himself and took a healthy and successful swat at the winged intruder.

Beaming with satisfaction, the newscaster said onto the air: "I've been wanting to do that for a long time", and went back to his newscast imperturbably.

And that brings me to the end of this newscast, so-o-o, for lack of any flies to swat, I'll just say I hope this finds you as it leaves me, and that you will — what's it now? — oh yes, refrain from buzzing me unless you hear something.



Reps president Gordon Ferris is seen making the anniversary official by presenting him with a black and gold pen and pencil set, just as though his first aide Del Sherman, didn't do all his writing for him.

Born in Toronto, April 9, 1899, Wilf was educated not once, twice or thrice, but four times—in Toronto, New York, Montreal and Vancouver. Instead of finishing high school, he joined up in 1916, and, having added a year or two to his age, managed to get sent overseas for a taste of World War I.

He claims that the reason he never did a stroke of work in his life is that he likes his job so much it is all so much fun.

Avocationally, Dip dips into such activities as the Montreal Repertory Theatre; Canadian Cancer Society

# MORE DRIVE IN 55!

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

Add this Market to your next Campaign.

## CKBI

PRINCE ALBERT  
Saskatchewan  
5000 WATTS

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

you're missing a sure bet . . . if your plans don't include

**CHFA**  
EDMONTON  
The West's "Most Progressive French Radio Voice"

SERVING OVER 80,000 FRENCH CANADIANS DAILY

**680 KCS.** La Voix Francaise De l'Alberta

Our Representatives:  
**OMER RENAUD & CIE.**  
Toronto and Montreal



**HORACE STOVIN**  
President — Horace N. Stovin & Co.

"It is a sincere pleasure to welcome CJMS to the Stovin family of 'proven' stations and to offer to National Advertisers across Canada this station's SOUND PROGRAMMING POLICY, OUTSTANDINGLY ABLE AND POPULAR AIR PERSONALITIES, AND POWER TO REACH MORE THAN TWO MILLION FRENCH CANADIANS."

**CJMS**  
CANADA, JE ME SOUVIENS  
5000 Watts - MONTREAL - 1280 Kc.

Combines far-reaching power and quality programming to reach and influence the multi-million French-speaking population of Montreal and the surrounding Province.

IS NATIONALLY REPRESENTED BY



**LIONEL MORIN**  
Managing Director—Radio Station CJMS

"We are proud of our already proven service to our listeners, who constitute the core of the tremendous buying power of this province, and who are loyal to our program of Variety, Music and News . . . we are proud to be known as Montreal's 'Family Station'."

# HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL • TORONTO • WINNIPEG • VANCOUVER

# need another salesman?

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

SEE HORACE STOVIN FOR THE STORY

# CJOR

Vancouver, B.C.

## Ten Years Ago

Items from The Broadcaster for November 24, 1945

Some of the 250 war veterans who were anxious to re-establish themselves in the advertising field were shown on the front page of the BROADCASTER for November 24, 1945. They were attending the special advertising course sponsored by the Advertising & Sales Club of Toronto, directed by Alec Phare.

The CAB was reported as urging the CBC to give them five untrammelled years with FM.

A survey conducted among national advertisers by Harold E. Stephenson, who had just retired as president of the Association of Canadian Advertisers, was reported as indicating that advertising was ready and willing to play its part in the rehabilitation of returned men and the reconversion of industry to a peace time economy.

CFAB, Windsor, N.S. went on the air.

Gimbel's department store instituted the first internal, closed circuit TV service to customers . . . U.K. Prime Minister Clement Attlee was filmed by NBC when he addressed a joint session of congress and tele-

cast two days later. . . L. E. Phenner, Canadian Cellucotton Products Co. Ltd. was elected president of the ACA . . . Lewisite included the comforting thought: "One thing about these one horse stations, you don't have two nags pulling in opposite directions.

Most newspapers commended the appointment of Dave Dunton as CBC Chairman. The TORONTO TELEGRAM disapproved of the appointment "at a salary larger than that of a cabinet minister . . ." THE PETERBOROUGH EXAMINER approved and said it "expected great things" of the thirty-three year old appointee.

John Adaskin's speech, which was reported in this issue, told the ACA that "incoming American network programs . . . should be subjected to duty just like American printing or other imported advertising."

Opening of new studios of CKRC, Kitchener attracted wide interest.

"Doc" Cruickshank, of KKNX, Wingham, told the ACA to pack facts into their commercials and no one would complain.

G. Norris MacKenzie joined the Toronto office of All-Canada Radio Facilities Ltd.

In Ottawa Letter, Jim Allard was surprised how few station operators keep their members aware of their own public service broadcasts and activities.

### INDEPENDENT BODY SOUGHT BY FINLAY MacDONALD

"THE CBC IS A BIG BOY NOW, quite capable of standing on its own two feet," says Finlay MacDonald, general manager of CJCH-Radio, Halifax. He urges, "Let it become one of the boys. Let it come out and play, not because it owns the bat, but because it would make a better game."

In a speech to the Montreal Chapter of the Canadian Public Relations Society, MacDonald, immediate past president of the Canadian Association of Radio and Television Broadcasters, urged that the long-sought independent regulatory body for radio and television be set up.

He pointed out that this would not weaken the CBC's position as a program-producing body. It would only relieve it of its dual role of broadcaster and regulator of broadcasting. "Only a fool would advocate destruction or even weakening the CBC as a program producing body," he said.

MacDonald expressed the opinion that the Corporation's link with parliament and the government of the day throws it open to "unlimited speculation" regarding its independence. He said that he would be dishonest if he did not believe that the CBC was "most conscious of its position as a crown corporation, understanding the necessity of good public relations with government officials". He explained further, "I believe it is susceptible to political pressure."

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

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

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

BY ANY MEASURE, CKCK is . . .

in Saskatchewan

"To be a Big One . . . Join a Big One" . . . and Remember, The BIG One in Saskatchewan is CKCK . . .

with 59.6% of Sask. radios!

# CKCK REGINA-Dial 620

Representatives: All Canada Radio Facilities.



## D/T RULE MAY BAR SECOND STATIONS

### Move Seen Cementing CBC's TV Monopoly

By JIM GONSALVES

**T**HE NEW DEPARTMENTAL ruling, restricting the overlapping of TV signals, which has been issued by the Telecommunications Division of the Department of Transport, has caused some private broadcasters to sit up and take notice. They are wondering whether the department is trying to prevent private stations from establishing a second television station in any Canadian city. The CARTB will do what it can to stop it.

The ruling, issued by F. G. Nixon, Controller of Telecommunications, reads as follows:

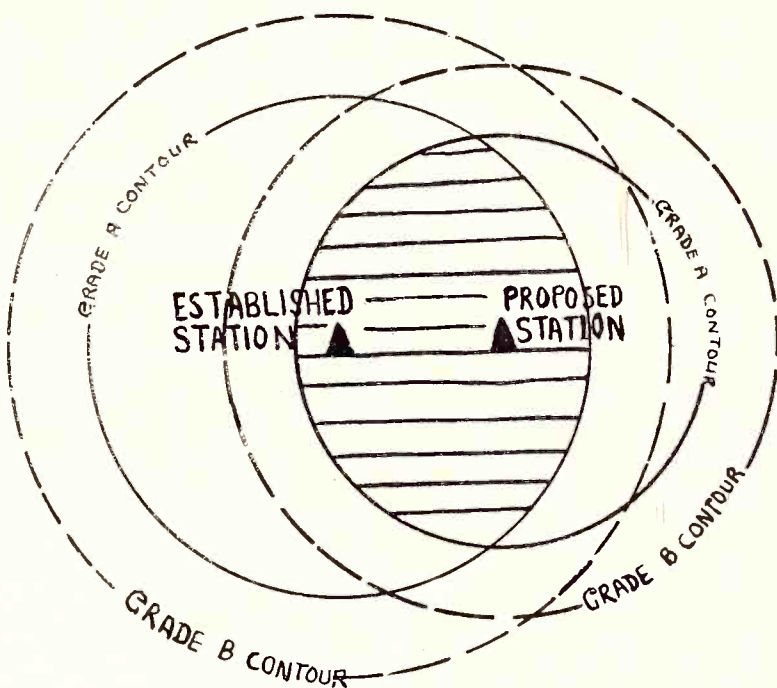
"If there is an overlap by a proposed Grade A contour of the Grade A contour of an existing or authorized station, that overlap should be smaller than the new Grade A service area outside the Grade B contour of the existing or authorized station, and in no case shall the proposed Grade A contour enclose a radiating antenna of an existing or authorized station. This rule is intended to apply separately with respect to each existing or authorized station."

This means, in effect, that a proposed station cannot be built where its Grade A contour will enclose the actual transmitting site of an existing or authorized station. This distance, depending on the power and antenna height of the existing station, would vary between 30 and 50 miles.

The regulation, as written, does not indicate what would happen if an established station wanted to increase its power after a second station has been authorized. The wording makes it difficult to forecast how the rule will affect all the possible situations which are likely to arise during its long-term application.

There are those who feel that this is merely another attempt by the Department of Transport, on behalf of the CBC, to govern overlap of market areas in terms of technical rule making. The ruling fits in with what has been described as the CBC's policy — minimizing competitive services through technical juggling.

In both Toronto and Montreal the existing CBC television station is located in virtually the centre of the city, on Jarvis Street in downtown Toronto and on top of Mount Royal in Montreal. Under the present



**THIS SKETCH ILLUSTRATES** what the ruling rules out. The shaded area shows the overlap of Grade A contours of a proposed and established station. The transmitting sites of both stations are within each other's Grade A contours.

ruling any new station in these cities could at best cover only half of either city, the portion between the existing transmitter and its own antenna.

No second station could be established in Toronto or near it because there is no practical transmitter site which would conform to this rule in relation to both Toronto and Hamilton.

One question which some private broadcasters are asking themselves is whether the regulation will apply to any transmitter owned by the CBC. Now that the Corporation has announced its intentions to switch from channel 9 to channel 6 in Toronto, there is some speculation whether Toronto will eventually have two CBC television stations.

It has been pointed out that it is not easy to convert channel 9 for operation on channel 6. All manufacturers make Very High Frequency transmitters in two groups, those which operate on channels 2 through 6 and those designed to be used on channels 7 through 13. The latter

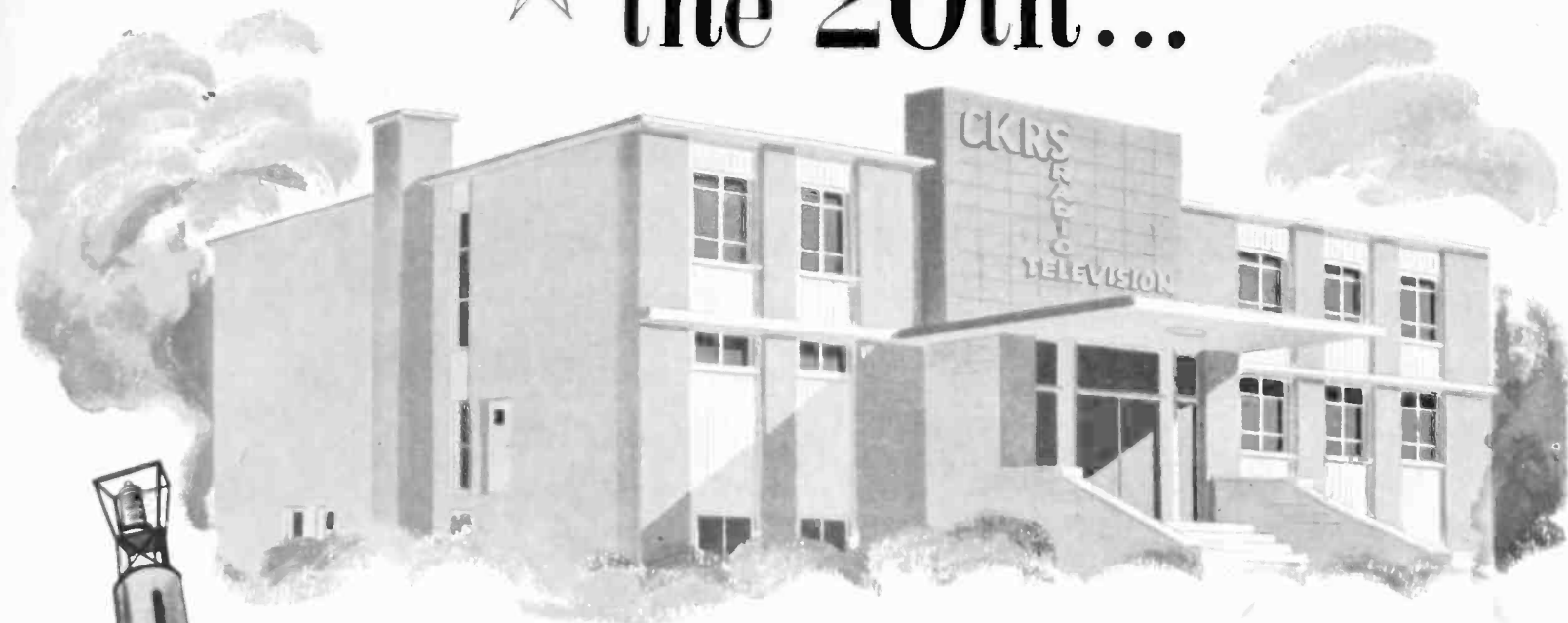
are the more expensive due to the fact that three and a quarter times as much effective radiated power (erp) is authorized for them as for those operating on the lower channels. It is felt that the CBC certainly would not have an expensive piece of equipment in good working order for channel 9 operation and then not use it.

Another opinion, expressed in the light of the new ruling, is that the CBC is furthering a policy of reducing the potential number of stations adjacent to the U.S. border, the most densely populated portion of Canada.

Jim Allard, executive vice-president of the Canadian Association of Radio & Television Broadcasters, said, "since this is a matter of vital importance to both present and potential private television broadcasters, the CARTB will make every effort to prevent application of this regulation from prohibiting in practice the establishment of alternative competitive television service from Canadian sources in any area of Canada."



★ the 20th...



CKRS-TV JONQUIERE, Quebec

★ Canada's 20th television station  
to choose



TELEVISION  
EQUIPMENT!

Canada now boasts 35 television stations — 20 of them *RCA-Equipped!* This proud record is continuing proof of RCA Victor's leadership in the development and manufacture of television equipment for the Broadcast Industry... a leadership that Canadian Broadcasters know and trust. If *your* station has need of competent TV equipment advice, call on your nearest RCA Victor Broadcast Engineer, or write direct to the Engineering Products Department, RCA VICTOR COMPANY, LTD., 1050 Lacasse Street, Montreal 30.

The equipment that RCA Victor has supplied to CKRS-TV will provide facilities for both live camera and high quality film programming. Additionally, CKRS-TV's 12-slot "Wavestack" antenna — an exclusive RCA Victor development — together with its RCA type TT-2A11 two-kilowatt transmitter will provide an effective radiated power of 40 kilowatts. With this equipment, the new French-language station will give the finest possible TV enjoyment to Canadians in North America's largest aluminum-producing district.



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

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER

*Film Studio*

**HARVARD HEADS TV FILM STUDIO**

CANADIAN FILM INDUSTRIES Ltd. has announced plans for the full scale production of television commercial films and has engaged Emile A. Harvard, former director of television production at Rapid Grip and Batten Ltd., as head of the new department.

David Coplan, managing director of Canadian Film Industries Ltd., has announced that \$120,000 worth of the most advanced sound recording equipment available has been installed. Studio space has been doubled, Coplan said, laboratory facilities have been expanded and a large new carpentry, machine and plasterers shop has been completed. Work is now under way on a new 15,000 square foot sound stage.

All television filming will be done on 35 mm equipment and then

reduced to 16 mm prints for use on Canadian stations. Canadian Film Industries Ltd. is the parent company of Audio Pictures Ltd. (Motion picture advertising), Dominion Productions Ltd. (features), and Film Laboratories of Canada Ltd. (processing), the facilities of which will be available for the new division.

Harvard, who will hold the same title as he did formerly with Rapid Grip and Batten Ltd., is a 42-year old cameraman and producer. He spent five years with British Movietone News and twelve years with MGM. His credits also include special assignments for NBC and CBS television, Universal International, and Pathé. He directed the first 30-minute feature film ever made in Canada and has produced filmed spots for more than 40 national advertisers in this country.

**Golf Stars Swing For Seagram's**

Crawley Films Ltd., have completed a 26 minute, 16 mm, color film called *Swinging With The Stars* for the Canadian distillers, Joseph E. Seagram and Sons Ltd.

The film is a documentary of this year's Canadian Open Golf Tournament at the Weston Golf and Country Club, which was won by Arnold Palmer of Latrobe, Pennsylvania, with rounds of 64, 67, 64 and 70. The leading Canadian and winner of the Rivermead Cup was Stan Leonard.

Crawley cameramen shot 12,600 feet of film of which 954 feet were used in the final version. The movie, which will be shown to clubs and golf fans across Canada, also features tips on the game from leading professionals such as Dave Douglas, Fred Haas and Bobby Gray. It is available from Joseph E. Seagram and Sons Ltd.

**THINKING OF '56?**

By using

**CFQC-TV**  
SASKATOON, SASK.

and

**CFRN-TV**  
EDMONTON, ALTA.

You get

**MORE than COVERAGE . . .**  
you get —

- ★ **MERCHANDISING**
- ★ **FOLLOW THROUGH**
- ★ **DISTRIBUTION CHECKS**
- ★ **LOW COST CIRCULATION**
- ★ **UNEXCELLED CO-OPERATION**

get the facts from:  
**BILL STOECKEL**  
**BILL ROSS**  
in Toronto

Television Division

**Radio Representatives Limited**



MONTREAL  
Wilf Dipple  
WINNIPEG  
Tony Messner  
VANCOUVER  
John N. Hunt

**WE'RE UP IN THE AIR**

We're 2083 feet above sea level to be exact and 926 feet above average ground at the top of our new transmitting tower. Now CKCO-TV telecasts with 54,000 watts to over 1½ million people or 1/10 of Canada's population who own 1/4 million TV sets.

about our **BIG BIG** coverage of the central and western ontario market

**ckco-TV**

**and western**  
**CENTRAL ONTARIO'S BEST SELLER IS CHANNEL 13 KITCHENER**

REPS: JOS. A. HARDY - TORONTO, MONTREAL • JOHN N. HUNT & ASSOCIATES - VANCOUVER

# ACTORS NEED SCRIPTS AND COMICS NEED JOKES

## A Year-End Inventory of Canadian Television Talent

By ALEX BARRIS

Entertainment Columnist, The Globe & Mail

**N**OW THAT THE 1955-56 Canadian television season is in full swing or as close to such a happy motion as it is likely to get—a kind of inventory-taking seems justifiable, if only because television today constitutes such a large part of the entertainment diet of a great many Canadians.

No such inventory, of course, can be complete when it is done by one person living in one place, because he can't see all the programs produced from coast to coast. But Toronto is certainly the biggest TV production centre, and a good many of the shows originating here are seen in most other cities where CBC-TV operates, as well as some of those with privately owned stations. In Toronto, we also get such Montreal programs as *Concert Hour* and *The Plouffe Family*, and through the dubious miracle of the kinescope we get occasional shows from Vancouver, Winnipeg and other centres.

Aside from sports events, the entertainment value of which still depends more on the game and your own interest in it than on how it is covered, the three major categories of programs are drama, public affairs, and variety shows. (I don't suggest

this is the order of their importance — I just happened to think of them that way.)

### THE DRAMAS ARE BACK

In the field of drama, two previously established programs are back for another season: *GM Theatre* and *On Camera*. One of last year's programs, *Ford Theatre*, has been dropped. There is also *CBC Folio*, but although drama is sometimes offered here, it is not the only ingredient, and so I'll deal with *Folio* another time.

I have heard Canadians boast that drama is this country's forte — so it was in radio, and so it is in television. I think there's a good deal of truth in this. Certainly, *GM Theatre* has maintained a higher level than many of the hour drama shows from the U.S., and on occasion has rivalled the very best programs produced below the border.

The half-hour drama is another matter. *On Camera* has come up with some good shows, too, but the problem there is greater, I think, simply because you can't tell much of a story in half an hour. In the U.S., this problem has been partially licked by putting these half-hour

plays on film, which allows them more scope and movement, as well as generally slicker production, than can ever be possible on live TV. (You will notice how few live half-hour dramas now emanate from the U.S.) I guess the time will come when this is possible in Canada, too, but apparently it isn't yet.

### SCRIPTS ARE A PROBLEM

The problem of scripts, whether for hour or half-hour plays, remains with us. It's no good to point out that they manage to find plenty of scripts in the States, because the fact is that even though they get a lot of scripts they don't find a lot of good ones. I'm not at all unhappy that, for the most part, CBC television has thus far avoided those syrupy boy-meets-girl fairy tales that depend for variety on changing the hero from a bank teller to a factory worker, but still manage to cram in all the clichés the public mind (and stomach) can bear.

Indeed, CBC television deserves credit for taking on plays that deal with good, meaty subjects, as well as light ones. I've never been convinced that the public wants escapist plays exclusively, particularly when some

U.S. producers interpret "escapist" as being synonymous with improbable plots, cardboard characters, and action without motivation. CBC has given us some good examples of adult drama, dealing with human beings in recognizable situations. Not all of these have been spectacularly successful, but I still think the approach is one that reflects credit on Canadian TV. If and when expanded facilities are available and greater rehearsal time is economically feasible, the results should be better still.

### STRICTLY INFORMATIVE

Under the general heading of public affairs, we have *This Week* and *Press Conference* back with us, and added to them is *Citizens' Forum*, a long-established radio program that has just tackled TV and will probably not change much in the process. Then there is *Tabloid*, which devotes some time to current happenings, interviews with celebrities, and weather reports. (I understand the CBC policy makers recently issued instructions discouraging anything approaching levity on *Tabloid*, the idea being, I suppose, that information and enter-



# One year old

**On November 21st, the most powerful television station in Quebec Province celebrates its first anniversary.**

### A MESSAGE FROM THE PRESIDENT

"We wish to thank all those who have helped make our first full year of operation such a successful one. Advertising agencies and advertisers can be assured that CJBR-TV will continue in its endeavour to improve the services offered. Too, we wish to extend an invitation to all advertisers and agencies to visit our station any time they are in our area."



*Jacques Brillant*

President, CJBR-TV

For information about CJBR-TV contact a Horace N. Stovin salesman:

Mickey Maguire  
Montreal

Lee Raeburn  
Toronto

Cec Montgomery  
Winnipeg

Jim Stovin  
Vancouver

In the U.S.A. it's Adam J. Young Jr.



tainment are incompatible. At that, I guess a CBC public affairs man would be in hot water if people began reporting that they were ENJOYING his programs!)

I don't know whether *Fighting Words* belongs in a separate category, like panel shows, but in any case it is still alive, though there have been times when it appeared on the verge of being snuffed out.

*Fighting Words* is the only network panel show that might be described as intentionally entertaining. I don't know why we don't have more of these, for they are certainly inexpensive to produce, comparatively speaking, and judging from the U.S., very popular with audiences. I can think of a couple of Canadian radio panel shows that might be adapted to TV, but the CBC doesn't seem to be interested. "No time available" is the standard reason given.

#### VARIETY LEADS

By far the biggest staple of any TV menu, though, is the variety, or as the CBC sometimes terms it, the "light entertainment" program. This is no less true here than in the U.S., for while there are only two drama programs a week originating in Toronto, there are half a dozen or more variety shows of one kind or another, ranging from *Holiday Ranch* to *The Jackie Rae Show*.

Canadian television has made some progress in this department, in comparison with the shows presented earlier in its existence. But there is still room for improvement, if you will permit me a rather serious understatement.

These are the regular weekly variety shows in Toronto: *Holiday Ranch*, with Cliff McKay — mostly country and western music; *Showtime*, with Shirley Harmer — popular music and dancing; *Pick the Stars* — a sort of opportunity knocks affair that is neither exclusively professional nor exclusively amateur; *The Billy O'Connor Show* — pop songs and a dash of clowning; *On Stane* with Denny Vaughan and Joan Fairfax — pop music, plus a U.S. guest each week; *Cross-Canada Hit Parade* — an unblushing copy of the U.S. original; *The Jackie Rae Show* — music, a name guest, and miscellaneous bits of comedy; *Wayne and Shuster* — the only show that stresses comedy. (At this writing, two more shows are scheduled to bow in soon: a late-night variety program every other Friday, called *Eleven-Thirty Friday*; and a daytime women's show titled *Open House*.)

Musically, these shows are pretty sound, certainly better than they used to be. The biggest single reason for this is simply experience — on the part of performers and technicians alike. Shirley Harmer, for instance, is a more confident entertainer and is beginning to break away from the sweet-little-girl-next-door approach. Denny Vaughan is more at home in front of the cameras than when he first began, on a summer replacement show. The same is true of Wally Koster, Billy O'Connor, and others. I think, too, that Rudy Toth and Jack Kane and Howard Cable and Bert Niosi are supplying better music than we had on variety shows a couple of years back.

The dancing seems rather better to me, and I think one of the reasons is that producers here are getting over the foolish notion that eight or twelve dancers are necessarily

more impressive than two or three. If you have seen the work of Don Gillies' Trio on *Showtime*, for example, you need only compare it with the frantic prancing of the bigger groups on earlier programs like *The Big Revue* — or even earlier versions of *Showtime*.

#### THEY FOUND OUT THE HARD WAY

In fact, this whole business of size and numbers is changing for the better. During the first year or two of Canadian TV, too many people seemed bent on proving that Canadian TV could be just as spectacular as U.S. television. This attitude in itself was a regrettable one, for it simply served to remind up of that Canadian inferiority complex we hear about every once in a while. "We'll show 'em," you could almost hear them say. "We can do anything the States can do — and just as big."

But the truth is they proved no such thing. Instead, they found out the hard way that Canadian TV couldn't out-spectacular the competition from the States. This is no criticism of the home-grown product; there are sound economic and theatrical reasons why this is so, and I think that recognition of this fact by the CBC (in the cases where it has been recognized) is a sign of maturity.

The two biggest new shows are *Cross-Canada Hit Parade* and *The Jackie Rae Show*. The former is one of the more elaborate Canadian shows now in existence, ranking with *Showtime* in production "bigness". It is, on the whole, well done, but somehow I can't bring myself to regard it as a significant step forward in variety entertainment because it is trodding well-trampled ground. It is, again, trying to prove that Canadian TV can be as big as the U.S. stuff, and while I agree that it comes closer to achieving that goal than many of the other shows, it is still mimicry, and I haven't yet seen a mimic who is as important as the person he's imitating.

*The Jackie Rae Show* belong to a distinctly Canadian category that might be labelled *The Sometime-Comedy Shows*, and since the business of the comedy content in variety entertainment on TV is a subject in itself, I'll tackle it in the next piece in this series.

(This is the first of a series of three articles. The second will appear in our next issue.)

#### Air FM on TV

The time which for technical reasons must be given over to the sending out of a test pattern has been put to good use by CKCW-TV, Moncton where an hour of fine music is aired daily on the *F M Concert Hall*. The records played on the program are selected to take full advantage of the Frequency Modulation sound equipment which is in all television receivers. This equipment retains the sound quality so often lost in ordinary receivers.

The programs are scheduled and brought to the attention of listeners well in advance. Twice a week a complete symphony or other classical work is presented and three days a week a variety of concert music is featured. Saturday afternoons the show is called *F M Pops* with lighter music by popular recording artists and on Sundays, it is the *F M Choral Hour*. This is devoted to hymns by well known choirs.

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# COLOR COMING - - - SURE BUT SLOW

**THE INTRODUCTION OF COLOR** television is going to be a far more gradual process than many people thought, writes Jack Gould, radio and television editor of THE NEW YORK TIMES.

In a recent article, he likens the relationship of black-and-white and color TV to that of the standard automobile gearshift and fluid drive. "Both types of car are to be found on the roads," he writes.

Even though Gould admits that the present heavy schedule of color programs is an important step towards attracting the public interest necessary to put the medium on a paying basis, he claims that the TV industry itself "is not eager to stimulate any sudden boom in color".

As evidence of this he cites the lack of publicity given to color shows by the National Broadcasting Company and the Columbia Broadcasting System. Even the Radio Corporation of America, which Gould describes as "carrying the color ball pretty much by itself," films its commercials in color then doesn't even mention color receivers in them.

Gould estimates that RCA makes about 60,000 color sets a year which sell for \$795 each. In addition to the price, there is a service contract costing between \$100 and \$140 a year. Although in the last few weeks the "luxury-buying" public has shown some interest in the \$900 sets, THE NEW YORK TIMES' editor feels that the price will remain at its present level until demand warrants annual production in terms of "at least a few hundred thousand receivers".

## COLOR COMPLICATIONS

As regards the effectiveness of color TV, Gould tells that while the natural shadings add warmth, depth and lifelike reality to the picture it is too much dependent at the moment on ideal lighting conditions. In studios where the lighting can be carefully controlled the color tints remain true.

Gould blames the predominance of reds and blues on color shows now being broadcast on the fact that the shows are designed to be shown on black-and-white as well as color sets. While reds and blues result in better images on monochrome screens the color pictures seen in black-and-white often seem soft and fuzzy. However, he adds, "a color set in good adjustment gives fine black and white reception".

The TIMES editor gives some tips about operating a color receiver. He blames the networks for the fact that it is more difficult to tune a color than a black-and-white set. Gould feels stations should transmit standard red, blue and green bars to help set owners focus. At the moment tuning has to be guided by flesh tones which vary with movement on stage.

The new color receivers have two more controls than standard black-and-white sets. Gould advises color-viewers not to turn up the color intensity control too high. The other one ensures that color is distributed in the right places and this is where Gould feels the tri-color test pattern would come in handy.

Everything considered, Gould feels that color TV, at the moment, is for the man who is prepared to pay \$900, take time out to learn how to operate it and "not get upset if he occasionally needs a servicemen".

It's mainly a question of what you can afford, he writes. "A black-and-white receiver will be useful, probably for the life of the set, and at \$200 or so it is anything but a bad investment."

## FREEMAN TO CAAA

Pat Freeman, formerly sales and research director of the Canadian Association of Radio and Television Broadcasters, has joined the Canadian Association of Advertising Agencies as executive secretary. Alex M. Miller continues as general manager. Since leaving the CARTB last year, Freeman has been in charge of the radio and television operations of the Community Chest of Greater Toronto.



Who's the most popular guy on CFQC-TV?

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# DON'T SAY BUY... SAY WHY BUY

**A** PPEALING TO VIEWERS to get on the bandwagon and follow the crowds into your store won't get too much response, says the Schwerin Research Corporation.

This organization recently assembled an audience of 100 viewers and tried out typical commercials on them, disguised only sufficiently to conceal the brand name involved.

The copy points of an advertisement for a baking product which claimed that women buy more of it than any other brand was remembered by only 2 per cent of the audience. In the case of a similar commercial for a leading appliance, the copy points were remembered by 3 per cent of the audience. Other copy for a beverage and a men's product was retained by only 1 per cent of the 100 viewers.

The highest rating went to the commercial for another beverage, described as the largest selling brand. In this case the copy points were remembered by 4 per cent of the audience.

Claiming a definite percentage of users for your product doesn't do much better, they say. A commercial for a beauty product claiming that "Beauties from 3 out of 4 Broadway shows favor it" created a lasting impression on only 6 out of the 100 viewers.

They concede that had they given some kind of picture support to the claims stated in the audio, the response might have been higher. They feel, though, that the tests

## REACH AMIABLE SETTLEMENT OVER BUFFALO STRIKE

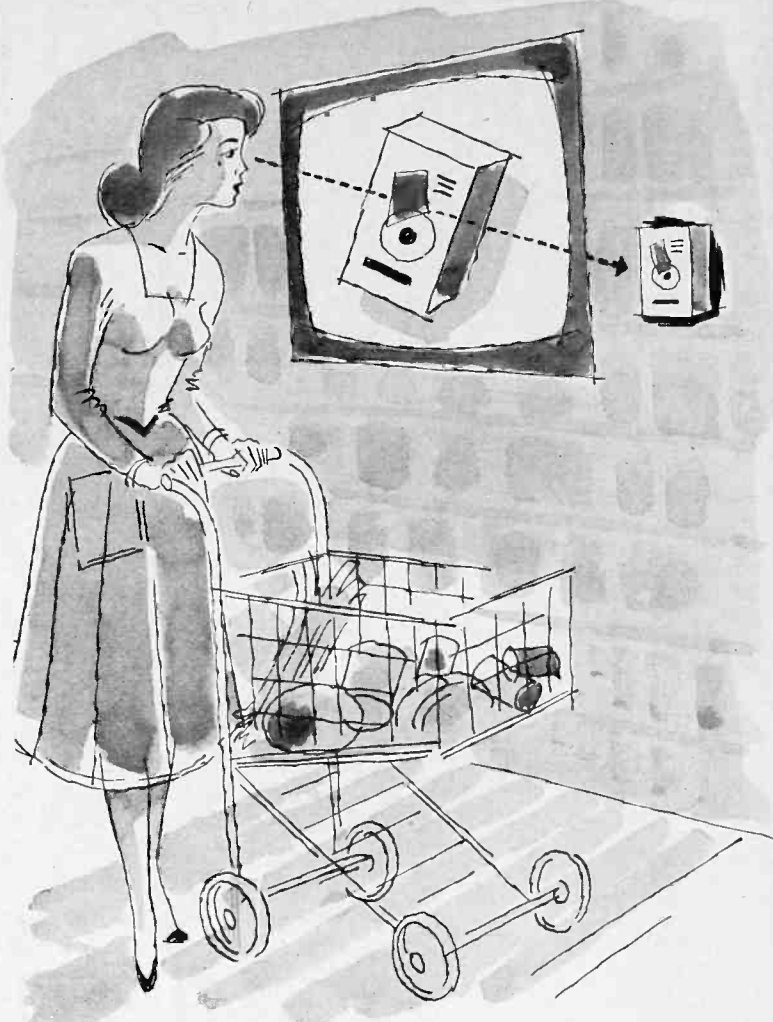
The Buffalo, N.Y., radio and TV stations, WGR, were silent for one and a half days, November 1 and 2, due to a strike of 87 employees, members of the National Association of Broadcasters, Electricians and Technicians.

The 87 employees walked out at contract expiration time when the stations signed off on October 31. They claimed the company had been stalling for three weeks in negotiations for a general wage increase and fringe benefits.

Not even network programs were broadcast during the walkout in which the strikers picketed the stations' studios in the Hotel Lafayette.

After an all night session between union and management, J. Joseph Bernard, general manager of the company, announced that they had reached "an amiable settlement all down the line". The stations resumed operations at 3 p.m. November 2.

prove the bandwagon approach is pretty useless unless tied in with effective "reason why" copy points.



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# COMMERCIAL TV BRIGHTENS BBC

THE rivalry between Britain's newly formed Independent Television Authority and the government-subsidized BBC has produced at least one noteworthy result. Reports from London indicate that the BBC, which has been accused of stuffiness in the past, is brightening up its program fare in an attempt to compete with such American imports as *Liberace*, *I Love Lucy* and *Dragnet*. The BBC has countered with *Amos 'n Andy*, *The Burns and Allen Show* and *I Married Joan*. The

only thing is they are minus the commercials which usually accompany the shows on U.S. telescreens. Their own productions, too, seem to have taken on a new, slicker and more dressed up appearance.

The commercial network, on the other hand, is faced with the problem of proving its respectability to a public, of which TV time buyers are a part, which has been brought up on burlesques of U.S. commercials by BBC comics. In spite of this obvious setback the commercial network is already reported to have made countless converts, not only among the public, but in such unlikely places as the camp of the Socialist party which fought creation of the privately owned rival to the BBC. Michael Foot, as Labor member of parliament was against private TV. Now he appears on a public affairs forum on the new network.

Critical reaction to the new commercial venture has been varied. One difficulty that has arisen is the difference between British and American senses of humor. American comedy shows have been imported complete with appropriate laughter, dubbed in when the shows were first aired in the U.S. Some British viewers have objected to this intrusion of American ebullience. The fact is that the gag that produces maximum response from a U.S. audience will probably only rate a polite titter in Britain.

### THE PRESS IS POINTED

Some of the criticism levelled by the London Press has been sharp and to the point. LONDON EVENING NEWS critic, Kendall McDonald, after seeing a British version of the American show *People Are Funny* had this to say:

"A gentleman from the audience mounted the platform in full knowledge that someone might either cover him with whitewash or set fire to his trousers. What they did was to pour over him a sort of Irish stew . . . to the accompaniment of squeals of joy . . . in the audience. This did not seem to me to prove in any way the contention that people are funny but just that they are rather sad. Or perhaps that we laugh at vastly different things."

Liberace has created as wide a difference of opinion over there as he has in this country. Leslie Watkins of the DAILY SKETCH summed it all up in his revue. Said critic Watkins: "We met him in many moods . . . He paused, choked with emotion. 'Isn't that beautiful?' he asked. Not beautiful, Mr. Liberace. It was murder — musical murder. But I have to record a verdict of justifiable homicide — justified by the spellbinding skill of his villainy."

It was predicted before the start of commercial television in Britain that the intrusion of commercials into programs would draw fire from the viewers and the press. It has. Although Britons generally are reported to have greeted commercial television with enthusiasm, the Independent Television Authority has received complaints for interjecting commercials mid-way in a half-hour program.

Judging from the rush on conversion units in the London area, the only part of the country in which the new channel can be received at the moment, commercial TV is off to a good start. It is estimated that only 400,000 sets are now equipped to pick up the commercial station. Ted Allen, Canadian writer living in England, told on a CBC talk, how London TV dealers had exhausted their stocks of conversion units despite the price of sixteen pounds, (\$45). He had to watch the birth of the new channel on a neighbor's set in order to obtain material for his talk.

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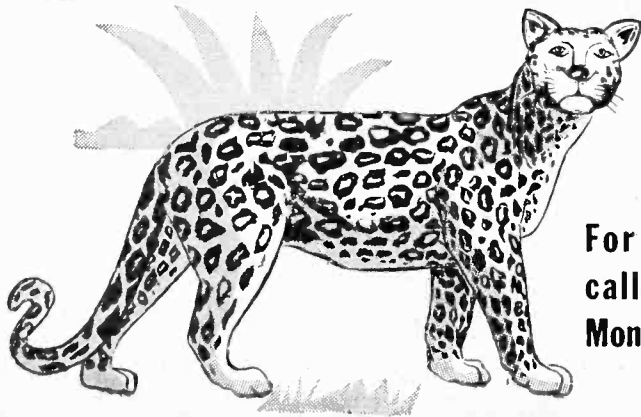
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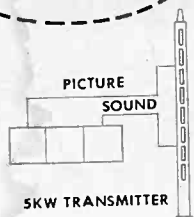
For participation call Jos. A. Hardy Montreal - Toronto



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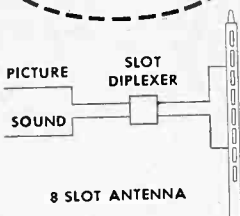
Canadian General Electric has designed the G-E Ultra-Power Television Antenna to meet your needs and pocket book today . . . to make expansion to maximum power simple, inexpensive tomorrow. Your future requirements for VHF TV Channels 7 through 13 can be fulfilled if you follow these three steps.

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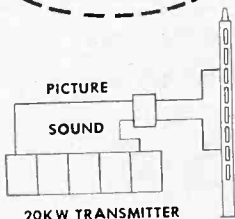
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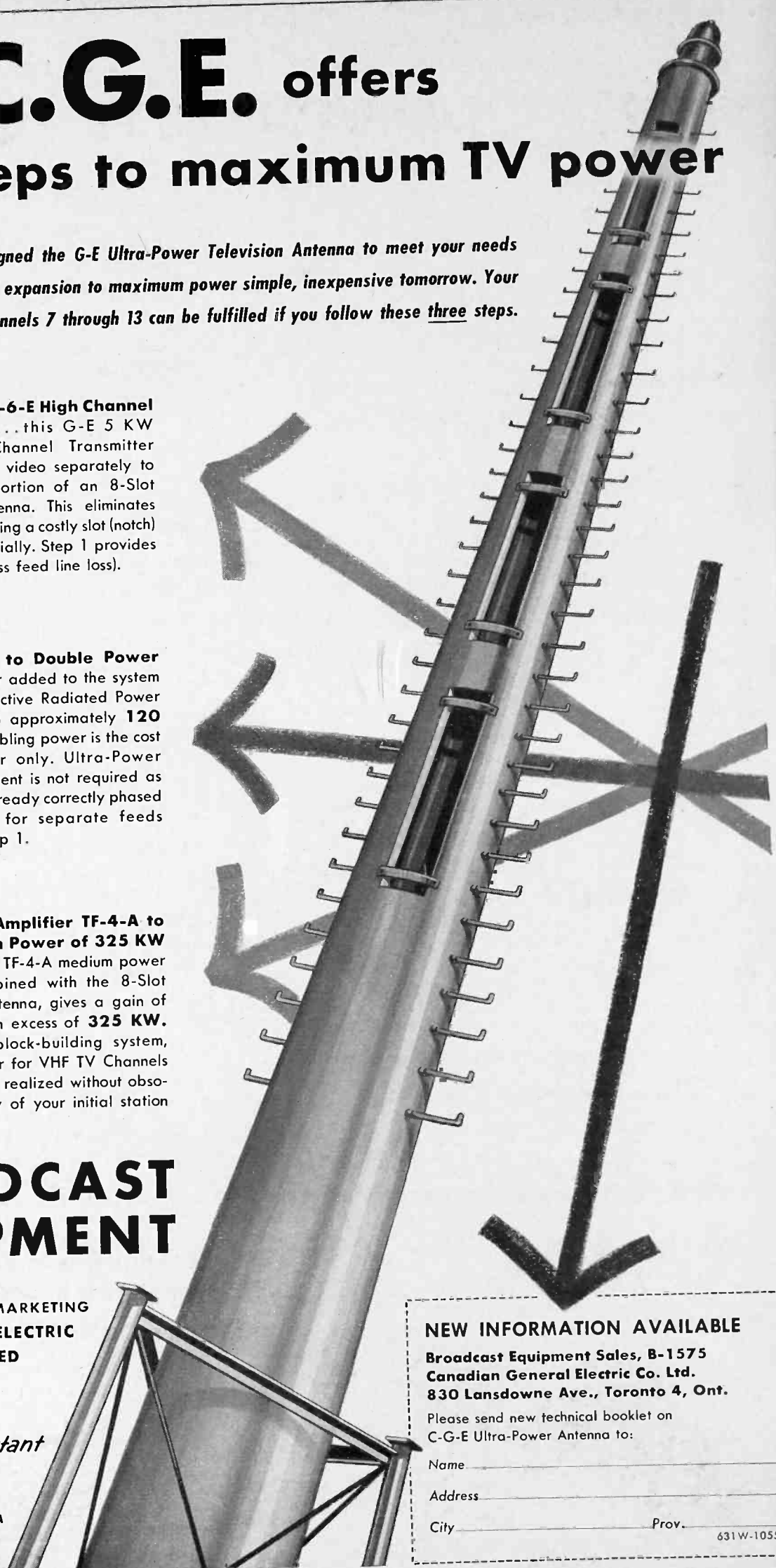
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