

# Canadian BROADCASTER & TELESCREEN

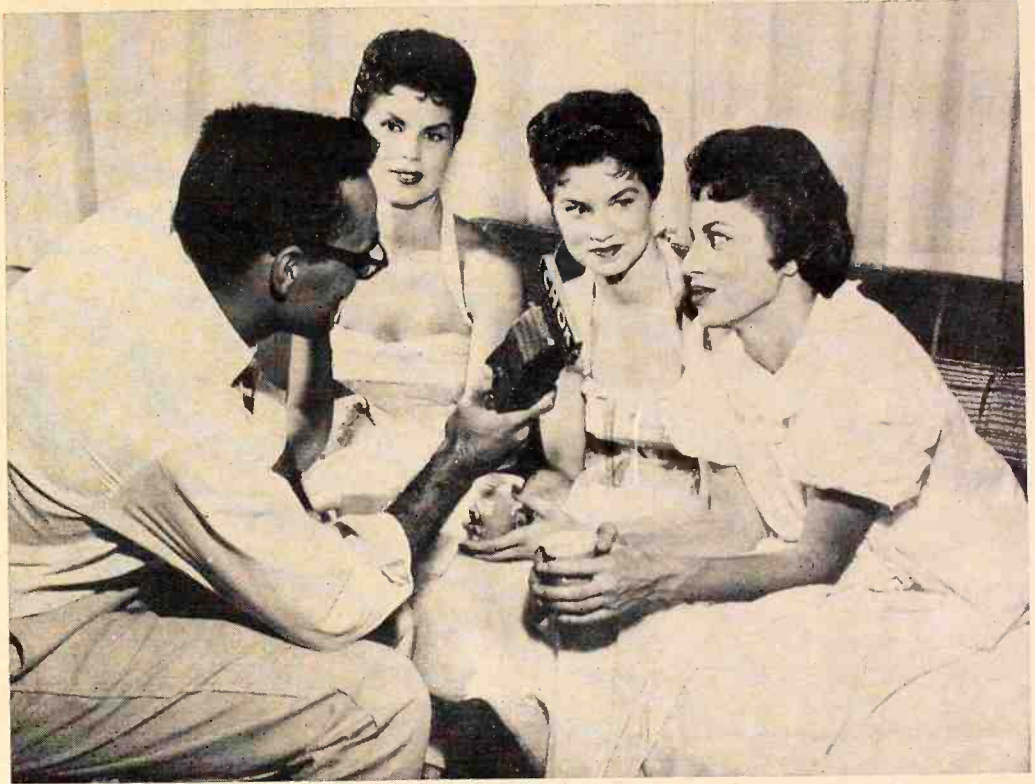
TWICE  
A  
MONTH

Vol. 14, No. 15

TORONTO

August 3rd, 1955

## WARM WEATHER WARBLERS



Douglas Paisley

ARTHUR GODFREY'S McGUIRE SISTERS were interviewed by CHOK, Sarnia's Bill Brady during their singing engagement at Kenwick-on-the-Lake, Sarnia, Ont. The sisters, Christine, Phylis and Dorothy, said they enjoyed their first visit to Canada, and Canada felt the same way about the McGuires.

### *In This Issue:*

"Less Guff—More Plain English" is Hugh McConkey's message to copy writers on page 6.

"CJVI Scores A Scoop With Operation-Swim" on page 10.

A broadcast of a unique softball game is described on page 14.

Household Finance Corporation's two ad-managers talk about radio on page 16.

### *In the Telescreen Section*

A Toronto film man is cited for his aid to science. Page 20.

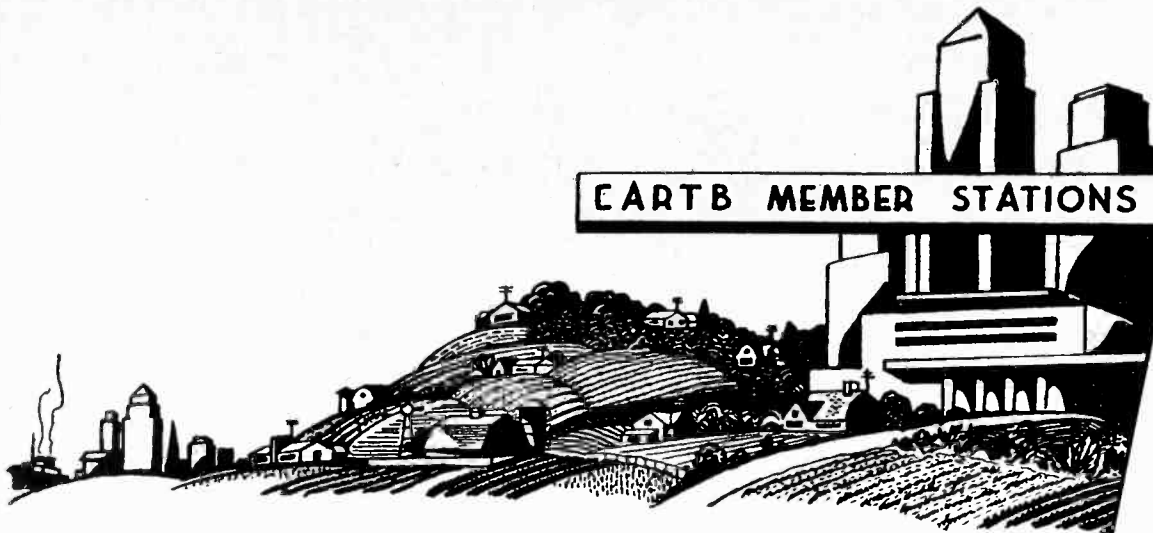
KKCW-TV airs films about industry. Page 21.

A new film process gives top quality at low cost in half time. Page 22.

There's a new era in food advertising according to an agency food specialist. Page 23.

*All the regular features as well.*





# What Price Broadcasting?

We said it last year and it's still true.

This CARTB advertisement may miss quite a few of its readers this issue, because they are at the cottage . . . roaming the country in their cars . . . or just generally "on vacation".

Radio advertisers, on the other hand, have a definite advantage.

This is because, wherever they go for their holidays, people take the radio along, just like a tooth-brush or other standard equipment.

So, instead of being missed by advertisers with something to sell them, they receive the sales messages, interspersed with their favorite programs, when they are completely relaxed, and therefore even more susceptible to the persuasive tones of the commercial announcer than usual.

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 129 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 ..... Bridgewater
- CKBC ..... Bathurst
- CKNB ..... Campbellton
- CFCY ..... Charlottetown
- CFNB ..... Fredericton
- CJCH ..... Halifax
- CKEN ..... Kentville
- CKCW ..... Moncton
- CKMR ..... Newcastle
- CKEC ..... New Glasgow
- CFBC ..... Saint John
- CHSJ ..... Saint John
- CJON ..... Saint John
- VOCM ..... St. John's
- CJRW ..... St. John's
- CKCL ..... Summerside
- CFAB ..... Truro
- Windsor
- FRENCH LANGUAGE (26)
- CFGT ..... Alma
- CHAD ..... Amos
- CJMT ..... Chicoutimi
- CHFA ..... Edmonton
- CKCH ..... Granby
- CKRS ..... Hull
- CKLS ..... Jonquière
- CKBL ..... LaSarre
- CKBM ..... Matane
- CHLP ..... Montmagny
- CKAC ..... Montreal
- CHNC ..... Montreal
- CHRC ..... New Carlisle
- CKCV ..... Quebec
- CHRL ..... Quebec
- CKRN ..... Rimouski
- CJSO ..... Roberval
- CKRB ..... Rouyn
- CHNO ..... Sorel
- CKLD ..... St. Georges de Beauce
- CFCL ..... Sudbury
- CKVD ..... Thetford Mines
- CFDA ..... Timmins
- CKVM ..... Val D'Or
- CENTRAL CANADA (42)
- CKBB ..... Victoriaville
- CJBQ ..... Ville Marie
- CFJB ..... Barrie
- CKPC ..... Belleville
- CFCO ..... Brampton
- CKSF ..... Brantford
- CFOB ..... Chatham
- CKPR ..... Cornwall
- CKGR ..... Fort Frances
- CJOY ..... Fort William
- CKGC ..... Galt
- CHML ..... Guelph
- CJRL ..... Hamilton
- CKLC ..... Hamilton
- CKWS ..... Kenora
- CJKL ..... Kingston
- CKCR ..... Kingston
- CJSP ..... Kirkland Lake
- CFPL ..... Kitchener
- CJAD ..... Leamington
- CFCF ..... London
- CFCH ..... Montreal
- CFOR ..... Montreal
- CKLB ..... North Bay
- CFOS ..... Orillia
- CHOV ..... Owen Sound
- CHEX ..... Pembroke
- CFPA ..... Peterborough
- CKTB ..... Port Arthur
- CHLO ..... St. Catharines
- CHOK ..... St. Thomas
- CKCY ..... Sarnia
- CJCS ..... Sault Ste. Marie
- CHNO ..... Stratford
- CKOT ..... Sudbury
- CKGB ..... Tillsonburg
- CFRB ..... Timmins
- CHUM ..... Toronto
- CKFH ..... Toronto
- CKLW ..... Toronto
- CKNX ..... Toronto
- CKOX ..... Windsor
- PRAIRIES (26)
- CKX ..... Woodstock
- CFAC ..... Brandon
- CFCN ..... Calgary
- CKXL ..... Calgary
- CFCW ..... Calgary
- CKDM ..... Calgary
- CFRN ..... Camrose
- CHED ..... Dauphin
- CJCA ..... Edmonton
- CFAR ..... Edmonton
- CFGP ..... Edmonton
- CJOC ..... Fin Flon
- CHAT ..... Grande Prairie
- CHAB ..... Lethbridge
- CJNB ..... Medicine Hat
- CKYL ..... Moose Jaw
- CKBI ..... North Battleford
- CKRD ..... Peace River
- CKCK ..... Prince Albert
- CKRM ..... Red Deer
- CFQC ..... Regina
- CKOM ..... Regina
- CKRC ..... Saskatoon
- CJOB ..... Saskatoon
- CKY ..... Saskatoon
- CJGX ..... Winnipeg
- PACIFIC (18)
- CHWK ..... Winnipeg
- CJDC ..... Yorkton
- CFJC ..... Chilliwack
- CKOV ..... Dawson Creek
- CHUB ..... Kamloops
- CKLN ..... Kelowna
- CKNW ..... Nanaimo
- CKLG ..... Nelson
- CKOK ..... New Westminster
- CKPG ..... North Vancouver
- CJAV ..... Penticton
- CJAT ..... Prince George
- CJOR ..... Port Alberni
- CKWX ..... Trail
- C-FUN ..... Vancouver
- CJIB ..... Vancouver
- CKDA ..... Vancouver
- CJVI ..... Vernon
- Victoria
- Victoria



*Safety*

# KIDS VOICE OWN SAFETY APPEALS

Operation Small Fry is the name of a traffic safety campaign currently conducted by CKY, Winnipeg, Man. The campaign is aimed against accidents to youngsters during the summer months.

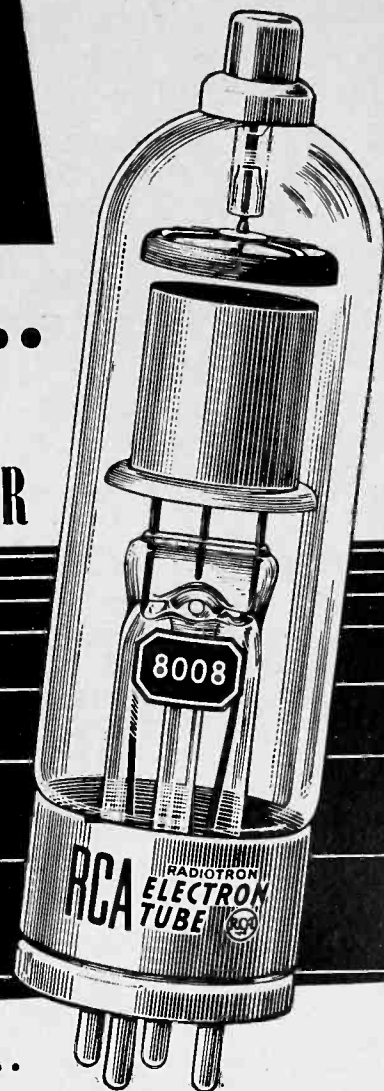
The station says the safety operation was dreamed up because authorities from transportation and taxi companies, and driving school and police officials lay the responsibility for freedom from accidents right in the hands of anyone behind a steering wheel.

The campaign is unique because children themselves make their appeals for summer safety by recorded messages. On request, two children from each of Winnipeg's larger schools came down to CKY's studios.

The station explained the purpose of the proposed campaign "Give a child a chance". CKY's Women's Director, Wendy Warren, says the fifteen kids who came down to record the appeals all handled the copy like veterans. She describes one kid as wing-eared, gravel-voiced George, who told of nearly getting killed in his own back lane. Then there was slant-eyed little Maxine who told of her friend, hospitalized by a hit-and-run accident. And she spoke of Jim-with-the-lisp who told of his bike-riding best friend's death on the highway.

Six times a day, drivers hear these little voices hitting at bad driving practices, and these little voices, Wendy says, hit right at your heart too!

# RCA TUBES ... for the BROADCASTER



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

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

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

**\*RCA Mercury-Vapour Rectifiers**

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



TUBE DEPARTMENT  
**RCA VICTOR COMPANY, LTD.**  
1001 LENOIR STREET, MONTREAL 30

## Stage Portable Radio Contest

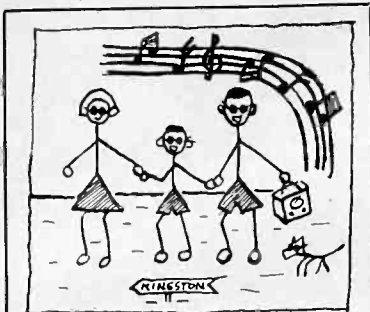
Using the punch-line: "When you take along your portable, you take along music, news and fun," CFBC, Saint John, is currently featuring a "Portable Radio Contest". Contestants are asked to state, in 25 words or less, why they like a portable radio. The three best entries will be presented with a portable radio.

In order to remind listeners that a battery-powered set "doubles the fun at the beach or the camp," the station reports it is receiving full co-operation from dealers and radio service shops. CFBC has designated the months of July, August and September as *Portable Radio Month*, *Car Radio Month*, and *Clock Radio Month*, respectively, and says so during station calls.

With this campaign, CFBC feels it's hitting two sparrows with one stone. Not only are listeners made aware of the advantages of portable and car radios, but the station hopes to encourage dealers to use the theme in other media of advertising.

CFBC's manager, Hugh Trueman says he's getting an extra dividend since advertisers are being made to stop and think of the large numbers of portable, car and clock radios which some advertisers have tended to overlook.

Letters the station is mailing to dealers point out that the effectiveness of a sales message is not determined by the size of a loudspeaker. And there are thousands more radio receivers in use in Canada today than ever before in the history of radio.



## CASH IN

ON THE BIG  
WEEKEND AUDIENCE  
THIS SUMMER IN  
EASTERN ONTARIO!

## CKLC

HAS MORE LISTENERS  
THAN ANY OTHER  
KINGSTON STATION

IN 15 OUT OF THE 16

SATURDAY & SUNDAY  
LISTENING PERIODS

FIRST BY FAR!\*

CONTACT

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

## CKLC

KINGSTON

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

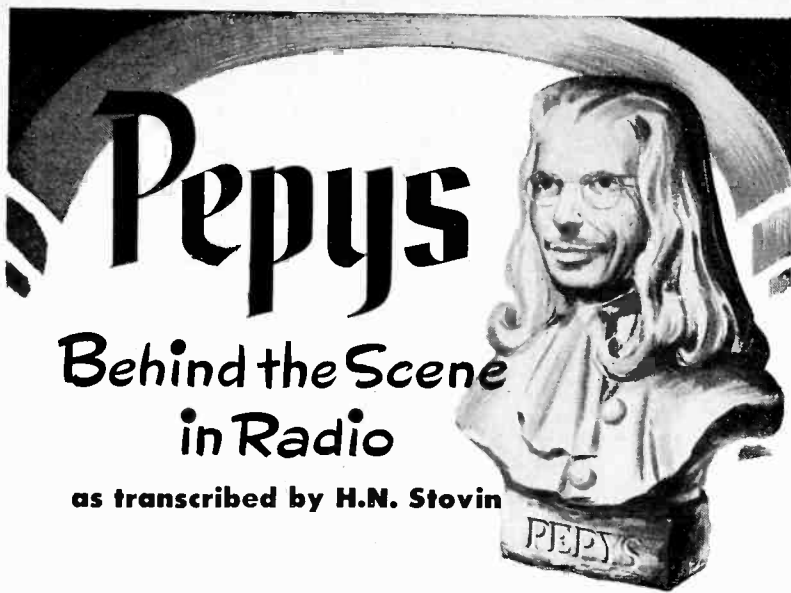
MY DEAR, I HEAR YOU'VE  
BEEN INVITED TO THE VAN  
SNOOTS LAWN PARTY. ARE'NT  
YOU THRILLED?

NO, I'D MUCH RATHER  
STAY HOME AND  
LISTEN TO

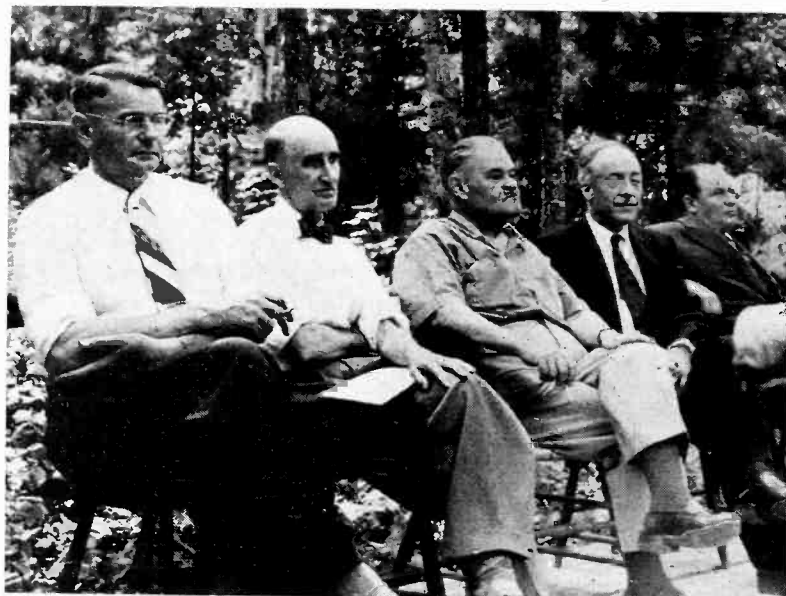
**CJON**  
Newfoundland

IN  
NFLD.  
IT'S  
CJON





## RECOGNITION FOR RADIO WRITERS



THE question, can radio writers write? was posed and answered affirmatively, when members of the Canadian Authors' Association met recently in Bon Echo, Ontario, picturesque beauty spot north of Kingston. The occasion was a luncheon given by the Grolier Society at the C.A.A. convention to mark the 100th anniversary of the publication of Walt Whitman's collection of poems, "Leaves of Grass".

There were many radio personalities on the speakers' platform along with one representative from each of the publishers', poets' and educators' groups. It was generally agreed by members of the audience that radio has now become an accepted medium for transmitting the written word and that many radio people can write.

Chairman of the meeting was Merrill Denison, first internationally known as a radio writer but now an author of hard-cover books. Chief speakers were CBC commentator, John Fisher and Dr. Algernon Black, head of the Fieldstone Encampment for Democracy, New York, and heard for many years on U.S. network radio as a speaker and leader of panel discussions.

A. E. McBride, the Toronto publisher, told the authors that partly due to the curiosity created by radio and television, Canadians now spent more per capita on reference volumes than any other nationality in the Western Hemisphere.

Wilson McDonald spoke for the poets and Dr. Frank Stiling, of the University of Western Ontario, for the professorial group.

Seen in the picture, are, left to right, Dr. Frank Stiling, Wilson McDonald, Merrill Denison, Dr. Algernon Black and John Fisher

Word this day of a new promotion at CKY Winnipeg, which does make me exceeding proud. They do call it "Operation Small Fry", but indeed it is more than that. The theme is "Give a Child a Chance", and is directed to automobile drivers. Six times a day CKY listeners do hear the voices of children, appealing against careless driving practices. Phrases such as "Don't Make a Child's Life a Dead Issue", and "Children are not brought up to be run down", do put grim impact into this public service program, and have added force since it is the children themselves who do make the appeal. CKY is truly to be commended for this constructive promotion ● ● ● M. D. (Curly) Dyck, National Sales Manager for CHED Edmonton, did on his visit to the East last week bring with him the results of a late June Edmonton survey. This does show CHED to be that city's most popular radio station for local and regional advertising. Since its rates are practically comparable with those of other stations, this does indeed speak well for CHED — another "proven" Stovin station ● ● ● From CJGX Yorkton the news that the manager of one of Yorkton's largest chain grocery stores did report to Stovin's Sales Manager George Hellman while in that city that CJGX is the most effective advertising vehicle he has ever used. He did state that 60% of his total trade comes from the rural area in a 30-mile radius of Yorkton. The remaining 40% comes from the town itself. He has found that only through CJGX can he effectively reach both urban and rural customers ● ● ● And so to leave the heat of the city for the north country, there to sit under a shady tree and, if all be well, catch me some fat trouts.

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

REPS—  
PAUL MULVIHILL - TORONTO - MONTREAL  
ADAM YOUNG USA

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN & COMPANY**  
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

### Here's a Fact or Two . . .

Total City-Dwelling Population of Waterloo County is 92,167.  
Towns and Villages: 19,551.  
Rural: 27,903.



These statistics published monthly as a service to advertisers by CKCR.

Kitchener - Waterloo  
Dial 1490

# Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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August 3rd, 1955

## A Diagnosis and a Prescription

Broadcasting is to have another Royal Commission. Notwithstanding the peradventures and the mayhops of high placed members of the Liberal government, this Commission will be appointed and called upon to deliberate "in the near future".

This followed a five hour debate in the House on CBC estimates last week, and is the step that was recommended in the report of the last Commission, which was headed by the Right Honorable Vincent Massey, now Governor General of Canada, and which advocated an investigation of TV after it had been going for three years.

This is the sum and substance of the report carried elsewhere in this issue. One other thing happened when Hon. J. J. McCann, minister of national revenue, delivered his report to parliament on matters concerning the CBC. The minister not only announced that the Royal Commission would be appointed. He also volunteered his opinion that the long sought independent regulatory body, to preside over the destinies of both government and privately owned radio, was not necessary. This expression of opinion was proffered by the minister in reply to a question from Donald Fleming, who voiced the Conservatives' criticism from the benches of the opposition. It must have come as rather a shock to the members of parliament to hear this government leader, who has earned himself a reputation for forthright honesty, and complete lack of tact, blurt out what amounted to an expression of his wishes to the Royal Commission in whose appointment he will undoubtedly have quite a say.

Any time now, people interested in the business side of radio and television broadcasting—advertisers and their advertising agencies as well as the broadcasters themselves — will be preparing their briefs for presentation to the Commission, and this paper would like to make a basic suggestion.

Three years ago, the Massey Commission was bombarded with briefs by the broadcasters, individually and collectively, as well as the allied advertising groups.

With an ardor that made you gasp, and must have had at least that effect on the members of the Commission, these briefs pointed up the totalitarian aspects

RADIO R/BS . . . . by H. H. H. H.



"Come a little closer, folks. This is extremely confidential."

of the constitution of the CBC; they painted a picture of the doubt and insecurity that hemmed in those who had invested their money in the broadcasting business; they held forth upon the iniquity and inequity of the CBC's dual role of ruler and competitor in the field of broadcasting; they derided the CBC's efforts as producers of programs. What these briefs amounted to was a delineation of just about every phase and facet of the broadcasting business except one. And that shortcoming was the failure of the briefs to communicate the one thing on which the Commission might, had it so desired, have based a favorable report. The broadcasters, and the agencies and national advertisers, made a fine fist of describing the injustices and hardships they had to suffer, but they in no way convinced the Commission that the programs they put on or caused to be put on the air were of benefit to anyone but themselves.

When the new Commission sits, it is to be hoped that it will be comprised of a more truly representative cross section of Canadian society than was the previous one. Irrespective of this though, it is also to be hoped that those who appear before it will bring it a positive and factual story of their usefulness to their country and their communities, rather than indulging in another attempt to dislodge the present establishment, or some of its functions, without demonstrating that they are competent to fill the bill themselves.

## There Is More Than Money

There is no questioning the fact that the prime incentive to work is money. Whether we labor with our hands or our heads, whether our earnings are in the hundreds or the thousands, the reason why we go to work is to earn the money it takes to buy the needs of life and also the extra luxuries that make living a sweeter process.

In spite of this fact, there are other incentives.

Recently a young man, employed in a business with a great deal in common with the activities of most of the readers of this paper, was heard to say he had just had his first raise in pay but was going to hand in his notice. It was a paradoxical remark, or so it seemed, but the young man was obviously in earnest.

Investigation disclosed that he was extremely proud of the concern that employed him. When he was hired, someone had done a fine job of selling him on the background of the firm. He had conveyed to the young man a vivid picture of the tradition for integrity and respectability that attached itself to the firm through the years. Without exaggerating the conditions, he had made it clear that anyone chosen for the staff of this concern might well consider themselves extremely fortunate. This was precisely how the young man felt. It had not taken long for some of the pride of the man who hired him to rub off on him. He enjoyed the work. He was more than satisfied financially. Yet after six months, he had decided to leave. Why?

Industrial psychologists would no doubt be able to hold forth at great length on this young man's lack of balance. But the young man himself had obviously thought the thing through and was able to come up with a practically monosyllabic answer. It was this. "When they gave me my job, they told me all the things that they could offer me. They didn't mean just pay, pensions and holidays. They meant tradition and all that. I went for it. The only thing was, they were so enthusiastic about what they had to offer me, that they forgot that I had something to offer them. I have a family and a fine tradition too. I am just as proud of my background as they are of theirs."

The thing that was more important than money to this young man was the opportunity to make the company as proud of him as he was of it. Somehow or other, they missed up on this.

*Advertising*

# Less Guff -- More Plain English

By HUGH McCONKEY

**N**O other language can make this claim. Over the past two decades we in advertising have somehow managed to create a sub-section within our language. While we have cleverly retained the roots of our mother tongue, we have developed new uses and new syntax, both unlike anything ever before written or spoken. It is the language of "Amazing New Scientific Discovery" and makes wonderful use of ringing phrases such as "The Courtly Monarch of Stately Whiskeys", and "Yes, No Other Blenkinsop Can Offer So Much For So Little". It is an astounding form of communication, because everything it describes is at the very least "New", and much of it can be described in such apt ways as "At Last" and "Now".

Unfortunately, it has one demerit as a serious language. It doesn't mean anything.

This galaxy of superlatives and stylized phrases has been so misused that the average listener or reader knows them by heart. As one agency man put it, "These half-truth, insincere comparatives and fraudulent misrepresentations must be eliminated from our advertising". Where advertising was at one time bent on wooing the reader with the promise of a benefit, it now seems based on convincing the reader that he's a fool idiot if he doesn't buy the product "right now, today," simply because it is in some incomprehensible way "better".

Those who would like to defend this style of writing tell you that while it may offend esthetes and college professors, it is not directed to them. They say it is designed to sell the *Mass Audience*, which it does.

Certainly nobody in his right mind could suggest that advertising doesn't sell goods. Critics frequently attack it on the grounds that it does this all too well. At the same time, it's fair to point out that certain pieces of copy sell better than others.

Thanks to the growth of advertising research, we have a prodigious amount of data on what communicates in advertising and what doesn't. These studies have little to do with moral principles. They are geared to find out what makes *Mrs. Middle-Majority* trundle to the store and pick up our package instead of our competitors'. For precisely this reason, it provides some pretty hard boiled evidence on what sells and what doesn't, and in what proportion.

Without getting into the finite details of who, what, why and when, let it be said that while nobody will ever be able to say exactly how many cans of soup a given ad sold, unaided by any other factor, it is possible today to find at least some

"areas of general agreement" among different research techniques. One of these, perhaps one of the most important, is that there is a high correlation between an ad's impact and the "ad-iness" of its copy.

By "ad-iness" we mean use of such devices, normally not part of our English, as hyphens (*Super-Flo, magna-sprung*); exclamation points (*Now! New! At Last! Listen!*); cult of the three-or-more-dots (*this fabulous new gossamer . . . sheer as a summer's evening . . . yours to captivate . . .*); and the string-of-wild-adjectives school (*fresh, ripe, tree-held flavor; and longer-lasting, quicker acting to bring you better-living*).

#### MRS. MIDDLE MAJORITY

Now, we've said that the only possible defence of these clichés (called by some groups "hard-sell") is that they are directed at *Mrs. Lower-to-Middle Majority*.

All right, let's take a look at her. She's probably around 39 and has

about four children; lives in a rather crowded bungalow on a "pretty good" street; shops twice a week; gets to see a movie at the corner on Friday or Saturday nights but wishes it was oftener; makes some of her own clothes but more often buys them at sales; serves most of the family's meals in the kitchen, unless there's "company"; likes to have thinks "look nice"; is quite willing to sit in the kitchen if the daughter has "company"; wishes they could "get ahead a little"; doesn't mention it at church but may enjoy one bottle of cold beer on a hot evening; likes to think she's a little better than the neighbors; would work her heart out to help one of them if need be; sat at the window through the 1940's and wondered if Joe would "get back"; goes to church about four or five times a year; has replaced the "visits" she used to have with the proprietor of the corner store by her aisle-chats with the girls while shopping at the Supermart.

## Here is CKOK-land

• • One of a series



OKANAGAN BEACH, PENTICTON, B.C.

Photo by Stocks

SEE PAUL MULVIHILL & CO. IN CANADA

Served by  
RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.

## How Do You Expect Her To Do What You Ask Her To Do If You Don't Ask Her In The Language She Speaks?

She reads the movie magazines, *READER'S DIGEST* and the weekend comics; listens to most of the soap operas, and right now likes nearly any play on TV, wishing now and then that Joe didn't hog it so much for his fights and ball games. On the whole, she's reasonably content — plans to be ahead of where she is now sometime in the next five years "if things turn out all right"; is a pretty honest person — very basic — and hates to be fooled. She'll dream a little, too, as who won't, but life has taught her to tailor those dreams somewhere near her circumstances, and without realizing it, she accepts this.

Fine! Now what are you going to sell her with a phrase like "perfumed with the enchantment of a summer evening . . . blessed with all the joys your mood evokes"? Far fetched? No, just taken from the copy of an ad in a large circulation consumer magazine, or a network commercial. You won't make her line up to spend her hard-won 25c for the nail polish that "Let's all her happy little dreams of tomorrow come glitteringly true today with this finest of all . . ."

Of course we don't mean that you've got to get the down-to-earth folksy, buddies-wudsy tone into your copy either, but you do have to talk to her in language which she can understand, and in words which she can believe.

Let's not underestimate that quality of belief, either. She's as liable as anyone to say, "Aw, nuts . . . that advertising; you can't believe anything it says." She can spot a foolish comparative as well as the next. She knows that words like "instant" and "extra" and "guaranteed" no longer mean anything. She's heard them on the radio so often, seen them in print and on TV so many times, that her mind subconsciously skips over them. They've become just so many space-fillers. Advertising writers themselves have begun to recognize these facts; more and more often words like these must be preceded by other words: "really guaranteed", "truly amazing", "quicker than quick". These days, so many products have been discovered to be "fabulous" that it's no wonder Mrs. Middle-Majority listens but doesn't heed. She's probably come to the conclusion that all food products are "instant" and that all drug pro-

ducts are "safe, gentle", while every product for the home will make her life "easier". No matter what she selects, it will have something "Extra" or a "Plus . . ." She won't have to worry about its safety or the reliability of the claims, because every paragraph will have a reminder that "Tests prove", "doctor's recommend", "it has been Scientifically shown", or "Specially tested". There needn't be any poring over competitive products, because this one is "Canada's finest", or "Does more than any other", perhaps "Has Twice as Many" or "Is used by More Doctors", or "Increasing Numbers of People". Finally she'll be urged to "Look, Try, Ask, Enquire, Rush Out, Write for, Today, Now, While the Offer Lasts".

Similarly, coined or trick words play most of their games with the advertiser, when he uses build-up words, starting with Super, Jet, Dyna, Hyper, which have become so meaningless that they tend to keep the reader from knowing what the advertiser is talking about. She just yawns and turns the page or dial.

Perhaps it's about time that we heeded the studies of our own trade, that we hearken to the indications that copy, good copy, is slowly staging a comeback, and that we keep this trend flowering by building sounder advertisements, working a little harder at it. We can write highly-informative ads with copy that is low in unbelievable hyperbole, directed at the reader's, list-

ener's or viewer's interest. We might make our copy sound as though we were talking to the object of our attention, not trying to confuse him or her with our bombast. After all, the basic rules for copy haven't changed since Claude Hopkins' day: no trick headlines, skip competitive claims that can't be interestingly proven and talk about buyers' interest; give full documentation of reason-why for buying, with emotional impact first and justification reason second; make our illustrations literal and within the prospect's ken; leave fancy typography and trick lettering for editorial use. It's a pretty simple formula. It just means: Less guff . . . More Plain English. Funny thing, though, it stands out beautifully.

### JAYCEES SCORE CBC

A resolution advocating an independent regulatory body for Canadian radio was passed at the 20th annual convention of the Canadian Junior Chamber of Commerce in Halifax last month. The resolution, which was proposed by the Calgary group, said an independent board was needed because the CBC was in active competition with private enterprise radio and yet controlled all broadcasting. It also said that instead of devoting so much time and energy to the administration of private stations in addition to its own, the CBC should be providing national programs and fostering national talent.

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

**In the North**

**RADIO  
SELLS**

**To move merchandise  
in Northern Ontario you  
need**

**CKGB Timmins**

**CJKL Kirkland Lake**

**CFCH North Bay**

**The "Northern" Stations**

## CONSUE TUDINARILY

**IT'S  
IMPOSSIBLE!**

**Coverage  
Cannot be  
Considered  
Complete without  
Capturing the  
Commanding  
Crowds of  
Compelling  
Consumers  
Constantly  
Catered to and  
Cultivated  
Coast-to-  
Coast by our  
Chain**

\*

## RADIO

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

\*

*Effectively yours,*

**Radio  
Representatives  
Limited**



**VANCOUVER  
WINNIPEG  
TORONTO  
MONTREAL**



# CAR DEALER USES FIVE STATIONS

A SATURATION campaign of over 900 spots and flashes in a period of four weeks over five stations in the Vancouver area, CKWX, CJOR, CKLG, CKNW, and C-FUN, sold new cars and trucks valued at \$1,250,000 for a Vancouver General Motors dealer, Dueck on Broadway Limited.

The sale was called "Dueck Partners in Profit" and each buyer of a new vehicle was given at least ten "Partners in Profit" certificates. "Partners" could earn extra shares

with the purchase of specified accessories and by bringing other buyers to the sale. The certificates had a par value of \$4.50 which grew as the campaign proceeded.

The air promotion started two days before the sale and each station carried ten teaser bulletins each day. The evening of the second day, Ed Dueck, president of the company, announced the "Partners in Profit" plan over the five station hook-up.

During the following week each station carried eight spots a day and in the second and third weeks of the campaign they aired from three to five spots daily. These spots also kept listeners informed on the rising value of the shares.

In the final week the spots were increased in number each day, starting at five and reaching ten on the final two days.

At the "Pay-off Party" held the night the sale ended, personalities from the five stations participated in an hour and a half show and the "Partners in Profit" cashed in their shares. Value of the certificates had risen to \$8.25 and over \$50,000 was paid to the 1,500 certificate holders.

## Sunday Night Drivers Treated to Own Show

DRIVING home from the cottage to a tune, a commercial and a lot of information about traffic and weather conditions is all the rage in Toronto these days. Sunday nights, an estimated 66,000 cars are rolling home with their captive audience of about 160,000 people, and Toronto's CKEY knows it and is rolling with them.

They do this in the form of a show devised by Program Director Don Insley and called just that — *Rolling Home*. It's on the air from 8 p.m. to midnight, is sponsored by a Toronto appliance dealer, C. M. Richardson Co. Ltd., on a co-operative basis with the major electrical appliance manufacturers. It supplies the motoring public with a variety of information in the form of service announcements. Emcee Carl Banas tells them the time, the weather and road conditions, reports traffic jams and highway accidents and plays light musical numbers. There's news every half hour reported by Bud Hall, and Joe Crysedale cruises in and out of the show with his sport bulletins.

To get the information, CKEY has on hand a "production assistant" who is in touch with the various police departments responsible for traffic control and accidents. Another source of information is, by special arrangement, the Toronto Flying Club. Members of the club, who happen to be in the air while CKEY is on the air, also radio back information on the traffic picture as seen from above. Currently the station is making an arrangement with the British American Oil Company, under which they will be able to call a dozen B-A service stations on major highways across Ontario, and get on-the-spot information about the traffic situation.

## HULL BOOSTS POWER

A power increase to 5,000 watts has been reported by CKCH, Hull, Quebec. Formerly the station operated on 1,000 watts only. The 970 spot on the dial remains unchanged.

## SURVEYS PROVE

For top radio coverage in the Halifax area . . . it's CHNS!

It's simple arithmetic that CHNS is your best buy in Halifax. Surveys show it has the listenership edge over the other two Halifax radio stations, and that edge will mean dollars and cents in your cash register when you sign up with CHNS!



*The Voice and Choice of HALIFAX!*

## SALES FORMULA for Northern Ontario

- ★ A good product
- ★ Distribution
- ★ RADIO

- CKGB Timmins
- CJKL Kirkland Lake
- CFCH North Bay

## MIDDLE AISLE

Gerry Lee, manager of CKGR, Galt, was married to Janet Grace Linton in St. Peter's Church, Toronto on July 9.

## ADVERTISING AGENCIES— FILM COMPANIES

**Save Time!**  
Let "Central" Handle Your Casting Problems

FOR INFORMATION — HOWARD MILSOM

Central Casting Agency  
519 Jarvis St. Toronto, Ont.

**WA3-8429**

ELEVISION DEPT.



**They got my last scent!\***

Nobody, advertising to consumers, should place all their resources in one medium alone — nor believe that anything has taken the place of radio as a powerful, profitable medium. Remember—radio is the most economical mass medium available; it reaches more people more of the time than any other medium . . . it reaches people when they are eating, working, playing, relaxing, driving, retiring, rising, reading a book — or yes, sir, even standing on their heads. Radio does it . . . what else can?

In Montreal, one of Canada's biggest and most profitable markets, your advertising can be most effective with CFCF-RADIO. Our staff is lively, imaginative, and happy here. We do great work because of it. In this huge market, CFCF-RADIO enjoys both MASS and CLASS audience. Your advertising will pay off sales-wise because of it. Now, how about it? CFCF-RADIO is represented by All-Canada in Canada, and Weed in the U.S.A.



\* Any similarity between characters as portrayed in this ad and actual advertisers, living or dead, is purely coincidental.

## "RIMOUSKI" means "MOOSE"

"Rimouski", home of CJBR RADIO means, in Indian, "land of the moose". Moose aren't plentiful in the area today, they've been replaced by people. Advertisers have found these people can be stimulated to buy their products by placing campaigns on CJBR RADIO.

Call a Horace N. Stovin salesman for CJBR RADIO information. (Adam J. Young, Jr. in the U.S.A.)

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



*Personnelities*

**THREE FREDERICTONIANS IN KEY SPOTS AT CFNB**



FENETY

BROWN

McFEE

The appointment of Fredericton-born Jack T. H. Fenety as station manager has been announced by D. Malcolm Neill, CFNB general manager and vice president of the parent firm, James S. Neill & Sons Ltd., of Fredericton, N. B. Fenety's position of program director has been taken over by another hometown man, H. L. "Hymie" McFee. G. W. "Bud" Brown, a third native son, has been appointed retail sales manager.

Fenety who, besides functioning as station manager, will handle all national sales and promotion, joined CFNB in 1945, right after he came out of the Canadian Army. He became program director in April 1948. Thirty-five years old, he is prominent in all kinds of community activities and is a keen sportsman. He is married and has four children.

The new program director, Hymie McFee, joined the station in 1951 as sales and promotion manager. He has considerable knowledge in and experience of programs, especially in the field of music. In addition to his own twice weekly *My Concert Album*, he has supervised and presented the annual Music Festival broadcasts from Fredericton, St. Stephen and Woodstock.

A veteran of World War II, Hymie was seriously wounded in Italy in 1944. He has retained an active interest in military affairs, and, until recently was officer commanding No. 2D Recruiting Station at Fredericton. Following his discharge from the Canadian Army, he became the Canadian Legion's first full time Canadian secretary. Later he moved to the Department of National Affairs and thence to CFNB.

Active in many facets of commu-

nity life, his two main inetrests are the Fredericton branch of the Canadian Legion and the Fredericton Civic Orchestra. Right now he is serving as first vice-president of the Canadian Legion B.E.S.L., and, in addition to being secretary of the Fredericton Civic Orchestra, doubles as first violinist. Thirty-eight years of age, he is also a native of Fredericton. He is married and has two children.

Bud Brown, the new retail sales manager, has put in over ten years with the station, having started out as a spare time announcer in March 1945, while still a student at the University of New Brunswick. Bud broke away from radio to try his hand with the Royal Bank of Canada but came back to CFNB as an announcer in March 1949, this time as an announcer on full time. He reached his peak with his nightly *Western Swing*, and transferred to the sales department in 1951.

On the outside, Bud is in perpetual demand as emcee for such events as the Phalanx Club's annual presentation of *The Smokey Mokes Minstrels*, and Jamborees of the Fredericton Kennel Club. Hobbies, when he has time for them, are cars and boats. He is twenty-nine, married and has two children.

# An 8 Million Dollar Gas Pipe Line

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

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

## CKBI

PRINCE ALBERT

SASKATCHEWAN

5,000 Watts

## CKCH

Soon

5000 WATTS

With a potential listening audience of over

**400,000**

French speaking people is a **MUST**

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

**Hull and Ottawa**

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

# CFOR ORILLIA

IN CENTRAL ONTARIO

Delivers

★ **GREATEST POWER**

★ **BIGGEST BBM**

★ **LARGEST CITY AND AREA ACCEPTANCE**

**5000 WATTS**

Stephens & Towndrow Ltd.

Toronto - Montreal

*Special Events*

# CJVI Scores Scoop With "Operation Swim"

RECENTLY American and Canadian listeners, from coast to coast, heard Jim Bogoyo, of Victoria's CJVI news staff, exchange the first words with Bert Thomas, the logger from Tacoma, Washington, as he stepped out of the water at Saxe Point in Victoria, the first man ever to swim across the Strait of Juan de Fuca.

The interview was the climax to a four day vigil by the station's special events department that CJVI's manager, Bill Guild, describes as having produced "sleepless nights, long beards, and frayed nerves."

But that's not all it produced. While Thomas was smoothly swimming to fame, CJVI's special events group — composed of announcer Lundy Sanderson, newsman Maury Gwynne and operator Roy Parrot — were sailing on board a 60-foot schooner, the *Black Dog*, sending back by short wave, progress reports on the swim every half hour. Back in Victoria, the station was submerged in a flood of phone calls. CJVI became the centre of a continent-wide quest for information about the swim.

Thomas had entered the water at ten to seven, at Port Angeles on the American side, and radio listeners, who had already heard four false starts, were slow to develop interest. But at about 11 p.m., when Thomas had been in the water just over four hours and had reached what was considered to be the crucial point in his attempt, listener interest began to mount steadily.

Radio stations from other parts



Photo by Bill Halkett, Victoria

A victory kiss from his wife greeted Bert Thomas as he set foot on shore at Saxe Point, Victoria after swimming the Strait of Juan de Fuca. CJVI newsman Jim Bogoyo (in circle) taped an interview with the swimmer on the spot. It was used on six western Canadian stations and later on NBC and CBC.

of the country called CJVI for details. Long distance calls from as far afield as Prince Rupert in the north and Toronto in the east, swamped the switchboard operator. Calls came

in from up and down the west coast of the United States. From Winnipeg, a news bureau called for information for the early edition. Many dozens of congratulatory messages were received. Calls came in too from people who had missed the broadcast of the result.

When CJVI, which keeps as accurate as possible a record of all incoming calls, finally tallied the total, the astounding number of 3,057 was established. Of these, 270 were long distance telephone calls. And they all came in between 11 p.m. and 8 a.m.

But all this is the climax. The story that led up to it, as Bill Guild tells it, really started four days earlier, when Thomas first announced he would attempt the swim. In the absence on vacation of sports editor Ted Reynolds, and special eventer Hugh Curtis, CJVI sent Sanderson, Gwynne and Parrot. Shortly before midnight, the three, plus a short-wave transmitter minus a crystal, took off from Victoria's Fisherman's Wharf on board the *Black Dog*, which was used for the swim broadcasts.

In the morning Thomas declared the conditions were not favorable and the swim was delayed till seven in the evening. Back at CJVI, the crystal, for which they had been anxiously waiting the day before but which had failed to come, finally arrived. The *Black Dog* and CJVI's crew were in Port Angeles, however. Another boat, the *Royal Lady*, was chartered to transport the crystal. The two boats met half way across, and the necessary adjustments to the transmitting equipment were made. The *Black Dog* returned to the

It's  
Results  
That  
Count!  
  
\$100  
of  
Advertising  
produced  
\$60,000  
in  
Sales

For particulars see . . .  
OMER RENAUD & CO.

# CHNO

SUDBURY'S  
RADIO ACTIVE  
STATION

**CFGP** OUR NEW

"VOICE of the MIGHTY PEACE" *WILL* "SMOKE OUT MORE BUSINESS PER BUCK THAN YOU CAN SHAKE A BLANKET AT."

5000 WATTS

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

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

American port in time for Thomas's scheduled swim that evening, but tide conditions were still wrong, and the swim was postponed again, this time until next morning, when Thomas put it off again.

**CANADIAN HOUSEWIFE TRIES TOO**

In the meantime a Vancouver housewife named Ann Meraw, who had been training for some weeks, announced she would attempt the swim from the Victoria side. Since Thomas's swim was postponed, CJVI's special events' crew hurried back to Victoria in the schooner to cover the Canadian swimmer's attempt. CJVI was there when she entered the water at 1:09 a.m. An hour and five minutes later, at 2:14 a.m., she was taken from the water. She made plans to try again, but, in the meantime, Thomas said he would take another crack at it in the morning. Across the Strait went CJVI's crew, back to Port Angeles.

This time Thomas was greased up and ready to step into the water, and CJVI's broadcast had already started, when it was decided that once again the tide conditions were not favorable and the swim was called off until the following morning. The *Black Dog* returned to Victoria, and, that night, Sanderson, Gwynne and Parrot caught some much needed sleep.

After a bit of a rest they were back to cover Meraw's second attempt. But weather conditions prevented the housewife's swim, and CJVI's crew sped back to Port Angeles, only to discover that Thomas had again postponed his swim till evening. CJVI's crew spent the day on

the American side, waiting for Thomas to start his swim.

That evening, at ten to seven, Bert Thomas entered the water under ideal conditions, and CJVI began on-the-spot broadcasts every thirty minutes of the eleven hours and seventeen minutes it took Thomas to cross the Strait. While the people aboard the flotilla of boats out in the Strait felt that this, at last, was the real thing, radio listeners did not seem to realize it until Thomas had been in the water for more than four hours. That was about 11 p.m. From that time on, CJVI's phone never stopped ringing.

By the time Thomas was nearing the Victoria side, CJVI's Bogyo and his portable tape equipment, and an estimated 1500 people, had gathered at Saxe Point. Toward the end of the race, CJVI's *Black Dog* gave up its position in the flotilla to go ahead two miles and sit off Saxe Point, blinking lights and rebroadcasting the music being played from the main studios, over a loud hailer, so as to lead the swimmer to his destination.

When Thomas reached his destination, Bogyo was the first to speak to him, in an interview carried by land lines to CKWX, Vancouver, CKRC, Winnipeg, CKOK, Penticton, KOMO, Seattle, and CFAC, Calgary. Later NBC carried the interview on its network news broadcast sponsored by Alka Seltzer. The CBC's Trans-Canada network carried it on *News Roundup*. Lundy Sanderson, who made the broadcasts, was also interviewed on the Western network of Trans-Canada on Bill Good's sports broadcast.



**Yipes!**  
**I'M SURROUNDED!**

Yep, I'm ringed in by 156,000 people with big ears for CKCW. They're jammed right up to CKCW's transmitter, too — 55,000 in Moncton alone! That's a great spot for me — or for an advertiser — to be in. Try it for real selling!

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

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



WITH THE  
**BIGGEST**  
**B.B.M.**  
OF ANY STATION\* ON THE  
PRAIRIE

\*Private

**MORE** HOMES than any other station  
HOMES than any newspaper  
HOMES than any magazine  
Three reasons why more and more profit-minded business men are realizing the customer potential in the 192,510 radio homes served by CKY Winnipeg

Represented by  
H. N. Stovin Co. Canada... Forjoe Co-U.S.A.

When you want to reach the Booming Saskatchewan Market, **...THE MOST IMPORTANT STEP in any... CAMPAIGN** is to contact **CKRM REGINA**

**C** **K** **R** **M**

SEE OR WRITE ... **RADIO REPRESENTATIVES**  
 Montreal  
 Toronto  
 Winnipeg  
 Vancouver

980 Kcs. • 5000 WATTS • REGINA • SASKATCHEWAN • 980 Kcs.



**WALTER DALES**, who has been masquerading as a script-writer in Montreal over the past eleven years, under the pseudonym of Dalescripts, is pulling up stakes and moving to Winnipeg, where he will continue operating as from September 1st. The Montreal office will continue to function until that date, and John Whelan, who has been part of the organization for the past three years, will continue at his typewriter writing for Dales after that as well as accepting assignments on his own.

From Winnipeg, Walter will continue to write or cause to be written all his regular features, including the eight syndicated radio script services, to say nothing of custom-made speeches, toasts, limericks and funeral orations.

That encyclopedia of Canadian humor, **STATION BREAK**, which will continue to appear, if the Multilith doesn't fall off the train at Kapuskasing, may copy this item, in full or part, with or without credit, E. & O. E.

Walter Dales' background is mainly in the past, and largely radio. With devastating wit, he says: "All the people who have employed me

have done exceedingly well since I left". These include Lloyd Moffat, then CKBI, Prince Albert, Harold Carson, when he was with CJCA, Edmonton and CJAT, Trail; and sundry and assorted school boards in the Province of Manitoba.



Walter says he is heading west because the smell of the wheat chaff clings nostalgically to his nostrils. He also says that thoughts of the broad prairie sky won't let him sleep in the Town of Mount Royal, P.Q. Also, his wife, Nora, told him they were moving.

**ROW! ROW! ROW!**

The rowing races at the 73rd Royal Canadian Henley Regatta last week at Port Dalhousie, Ontario, near St. Catharines were broadcast over CKTB, St. Catharines and sponsored by Seven-Up (Ontario) Ltd., through Vickers & Benson.

On each of the three days of the regatta a three hour broadcast, followed by a complete summary of the day's racing and team standings, was

**SALES!  
 SALES!  
 SALES!**

Support your salesman in Northern Ontario with **RADIO**

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

# CKWS RADIO

**Kingston  
 Eastern Ontario**

*serving and selling in*

- Napanee
- Gananoque
- Picton
- Brockville
- Smiths Falls
- Perth
- Kingston

and in scores of rural communities throughout Eastern Ontario.  
 CKWS — 5000 watts on 960 kc's.  
 The Eastern Ontario Station located in Kingston.

**QUEBEC isn't a problem with**

**CKRV**  
 1000 WATTS 1280 K.C.

REPRESENTATIVES  
**OMER RENAUD & CO.**  
 TORONTO-MONTREAL  
 IN U.S.A. WEED & CO.

aired by Rex Stimers, CKTB's sports director. Stimers aired his commentary from a Canadian Army boat in which he followed the rowers down the course. The broadcast was carried on a direct line back to CKTB's studio in St. Catharines from where it went on the air.

FROM NEWS TO LAW

Godfrey Hudson has resigned from CFQC, Saskatoon, where he has been news director for the past fourteen years. He plans to enter law school.

Frequently described and discussed in these columns, Godfrey's department, which expanded from radio news into radio and television news and sports, has brought a number of awards and other distinctions to the station. For two years in a row, the CFQC News Service was declared "the most outstanding news operation on the North American Continent". In 1953 he was presented with a gold trophy, emblematic of this honor, in Washington, D.C., and in 1954 he was similarly honored in Chicago. These awards were made by Northwestern University in conjunction with the Radio-Television News Directors Association.

In 1952, CFQC News Service won a "Distinguished Achievement Certificate" from the same organizations for having "an outstanding news operation".

Last year, CFQC received one of this paper's Beaver Awards for Godfrey's program of editorial comment entitled *Opinion*.

EMPLOYMENT WANTED

Pounding the beat on Radio Row here is Bill Deegan, returned to his native burg to storm the Jarvis Street and any other available citadel as a freelance in radio, television or sky-writing. ("This I can do", he says, "on account of I gotta pilot's license.")

Bill, who quit CFCF, Montreal, where he was chief announcing till about a year ago, to freelance in radio and as a night club emcee, is back in Toronto, with Leila and the kids, banging doors like crazy. He is enthusiastic about the reception he is getting from the agencies. The day

I saw him, he said the morning had netted three coffees, two cigarettes, a chocolate milk shake, a roll of Tums, a \$2.55 check for lunch (mine) and no contracts.

FIRE APPEAL

Last month, when a fire completely destroyed a home and all the belongings of a large family, in the tiny community of Elk Lake, Ont., it took the life of a three year old girl, and seriously injured her one year old brother. CJKL, Kirkland Lake, broadcast as much information as was available at that time. It also sent out an appeal for assistance, and set out to contact the Ontario Fire Marshall so that he could give his consent for sympathetic friends and neighbors to construct a new home. This was in the noon broadcast.

Within less than two hours, the Fire Marshall was located, had inspected the scene and had given the go-ahead. As a result of further broadcasts, including appeals for help for the family, two companies donated 3,000 board feet of lumber, sheeting, nails, hardware, and tools with which 35 volunteer carpenters built a new house in ten hours. Donations amounting to \$500 were also collected, and gifts of a washing machine, a sewing machine, food, clothing, pots and pans, and other household items were turned over to the family.

OUT! OUT! DAMNED SPOT

Jack Radford of CFJR, Brockville, who talks for a living and should be a millionaire by now, explained his visit to the office last week by pointing out that he was slumming any-

how. He was overflowing with a real estate promotion they've been handling at Brockville. It's a new housing development, a project of a concern called On Site Construction. It was a three weeks campaign in the early spring, with the ground still muddy. They used daily spots and a Mantovani musicale. They sold 26 houses.

Correction. It wasn't spots they used. Spots and commercials are on the banned-in-Brockville list. "At CFJR, it's radio advertisements . . . more prestige . . . people don't buy commercials, they buy advertising . . . But Jack . . . Oh he's gone! And that reminds me . . ."

Buzz me if you hear anything, won't you?

YOUR BEST BUY

in

CANADA'S 3rd MARKET!

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

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

SEE OUR REPS TODAY:

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

*cover London and Western Ontario with*  
**CFPL radio dial 980**

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

**CKTB Sells St. Catharines, the Niagara Peninsula and Away Beyond**

Check the BBM Reports and see the tremendous Central Ontario bonus audience you get at no extra cost.

Copies available from our reps: Paul Mulvihill & Co., in Toronto and Montreal; J. H. McGillvra in U.S.A.

*The NIAGARA DISTRICT STATION*

**CKTB**  
ST. CATHARINES

# POINTS of Sale

Every one of the thousands of Americans who cross into Canada at Sarnia, immediately becomes a local listener to CHOK. They will be pleasantly surprised to hear the familiar brand names of the products they use at home; they will be eager to treat their taste glands, their crank cases and their complexions to products that have a ring of novelty to their names when they catch them on their car radios.

Wherever you go this summer, American tourists are spending money on the kind of products you want to sell.

To reach this mammoth market on wheels, let us advise you how you may best use these seven salesful stations:

**C-FUN**  
VANCOUVER

**CKBB**  
BARRIE

**CKTB**  
ST. CATHARINES

**CKOK**  
PENTICTON

**CJCH**  
HALIFAX

**CHOK**  
SARNIA

**CJFX**  
ANTIGONISH

**CKVR-TV**  
CHANNEL 3

**PAUL MULVIHILL & Co.**

Toronto  
77 York Street  
PAUL MULVIHILL  
EM. 8-6554

Montreal  
1250 McGill College Avenue  
MURRAY MacIVOR  
UN. 8-8105



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

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

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

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

*The*  
**WESTERN**  
**RADIO**  
**PICTURE**  
*is*  
**NOT**  
 ★  
**COMPLETE**  
*without*  
**OUR**  
**1000**  
**PERSUASIVE**  
**WATTS!**

★ NEAREST STATION  
 110 MILES DISTANT  
 NEXT NEAREST  
 200 MILES DISTANT

•  
**CHAT**  
 MEDICINE HAT  
 An All-Canada-Weed Station

# RESULTS . . .

During a 6 week spring advertising campaign over CKRD a Red Deer Feed & Grain Merchant increased his seed grain sales to 25,000 bushels — and he could have sold 10,000 more if he had had the facilities.

He also noted that some of these orders came from points up to 100 miles distant.

CKRD was the only advertising medium used therefore the results are attributed to CKRD.

. . . prove the  
**GOOD**  
**BUSINESS**  
**SENSE**  
 of ADVERTISING

over

# CKRD

RED DEER - ALBERTA  
 850 Kcs. 1000 Watts

The only daily advertising medium reaching the rich selling market of Central Alberta

# AIR BALL GAME FROM PEN

THE other evening, the massive gates of Kingston Penitentiary swung open, and CKWS sportcaster Pete Handley and nine hundred specially invited guests filed past to watch a softball game between a Penitentiary team and a team from the outside. This was the first time such a game was ever broadcast, the station claims. Also it was the first radio activity behind the walls since the riot of last August, when the CKWS show, *Kingston Penitentiary on the Air*, came to an abrupt end.

The idea of having a ball game, draw prizes, eat ice cream and drink pop in front of nine hundred spectators on the inside, and CKWS' radio listeners on the outside, was originally conceived by a group of inmates who formed an action committee with the permission and co-operation of Warden Walter F. Johnstone.

Flanked by inmates on either side, Handley and operator Ken Peebles settled down to work in the newly-painted press and radio booth. Below, the Pen Saints, in red and white uniforms and the Belleville Orphans, in green and yellow, stood out in strange contrast to the grim grey walls, as they warmed up, before the umpire called "Play Ball!"

Among the happy throng of summer-garbed men, women and children who made up the spectators, was popular ex-warden Dick Allen, who drew shouts of "I thought they

let you out". His successor, Warden Johnstone, was not in evidence and this was explained by the information that he was "at the gate, making sure that the right people get in and the wrong people don't get out".

Handley did a play-by-play account of the game, and, between innings, talked things over with the Pen's softball expert, who was identified only as "Sully".

After the game, which ended with the Orphans beating the Saints by 6 to 3, Handley, who describes the Saturday afternoon games of the Lions' Little League on CKWS, remarked: "it certainly was faster than the baseball I'm accustomed to doing".

## JOINS SALES STAFF



Lee Fortune, formerly with National Broadcast Sales, Montreal, has joined the sales staff of Radio Time Sales Limited in the same city. Fortune has sales experience in both the local and national fields and has also been active on the air for several years.

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

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

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

"No other Western Ontario Station as low regardless of power"  
 BBM STUDY NO. 6

## CFCO — 630 Kcs — Chatham



# keep ahead of the game

## IN NEW BRUNSWICK

# CFNB

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

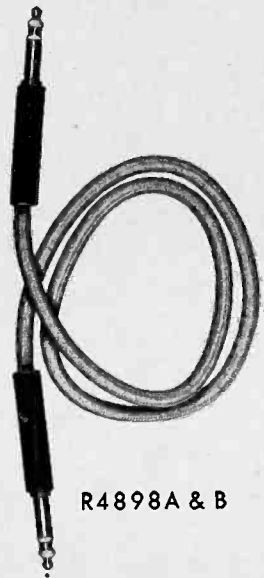
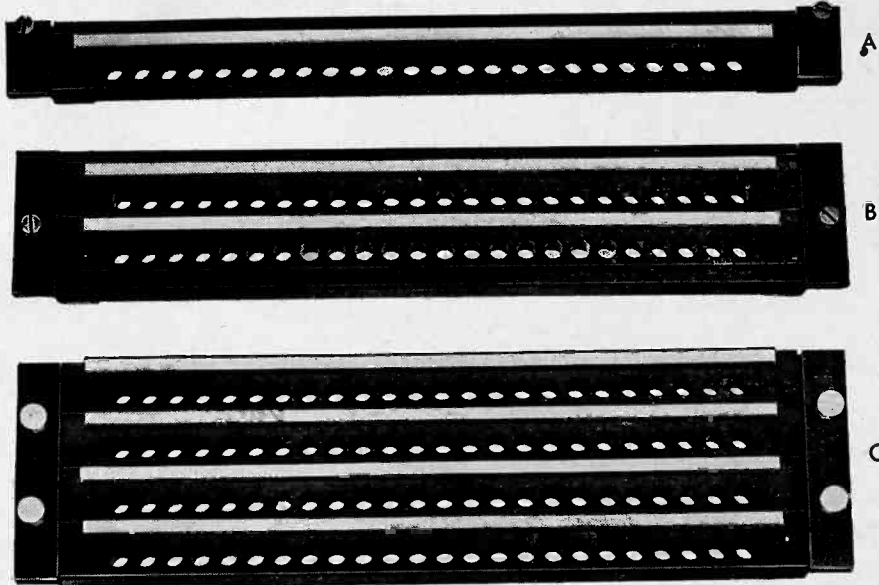
### NEW BRUNSWICK'S MOST LISTENED TO STATION

For the whole story see  
 The All-Canada Man  
 Weed & Co. in the United States



# JACK MOUNTING PANELS combined with PATCH CORDS

R5413



**an important  
building  
block...**

The old concept of large, space consuming jack fields has been changed. Your requirements these days call for compactness and streamlining, and the R5413 Jack Panels are the answer to a minimum of space for the patching of circuits. Utilizing tip, ring and sleeve jacks, 24 shielded circuits can be handled in a 1 3/4" space on the R5413A. The B version provides space for 48 jacks in 3 1/2" and the C for 96 jacks in 5 1/4". The designation strips are not mounted on removable mats but are a part of each strip for convenience and also to ensure that the designation is always associated with the correct jack.

The R4898 Patch Cords come in standard lengths of two and four feet and are complete with tip, ring and sleeve plugs at both ends.

For further details ask for bulletins E6P-1 & E6PC-1.

# Northern Electric

COMPANY LIMITED

1055-7

# A Growing Market

100% increase in LUMBER production for Prince George area this May. 4,500,000 cu. ft. scaled this May. Slightly over 2,000,000 last May.

COVER THIS MARKET OVER

## CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

## TWO ADMEN SPLIT CANADA FOR HFC

### Loan Company Buys Local Shows With Local Acceptance

One hundred and seven radio stations are carrying almost that many different programs, from newscasts to drama, for Household Finance Corporation. There are saturation spot campaigns thrown in in some of the largest markets as well.

Under Gordon Ferris, who left HFC three months ago, two regional advertising managers were appointed to divide the country between them. Covering the territory west from



Gordon Stacy Tony Pitt

ally, but says he wouldn't sacrifice an established time spot where sponsor identification has been set. He feels that an 8 a.m. newscast which has been on for five years, is more worthwhile than even a better established program which is not identified with his firm.

On the program side, HFC uses news, sports, weather reports, information about road conditions, drama, and features pointing up local social events.

Both say that TV is very much in the experimental stage. Gordon has newscasts on CFQC, Saskatoon, but Tony doesn't feel that the set potential is worth investing in anywhere in his territory.

In TV towns, Tony buys daytime radio. He won't touch nights if he can possibly avoid it. Gordon is going more and more into the 7-8 a.m. slot, because at this hour, TV is at its lowest ebb. Also it is before the big morning radio rush.

Gordon wishes that stations would "think more about the type of audience we want to reach and their living habits," to which Tony adds his fervent "amen".

"We want to know what time they start to work," said Gordon.

And Tony added: "Do they come home for lunch?"

Gordon would like to know how many of them have TV sets. Tony is interested in how they live — industry, agriculture, fishing or what?

Both expressed interests in the importance of sports in each community.

Household Finance Corporation is looking for people who want to borrow money, and have the capacity to pay it back, they both explained. Borrowers do not come from any one social level or income group, they said. HFC regularly lends money to factory workers, farmers, school teachers, office workers, and even doctors, lawyers and clergymen.

- ★ Kapuskasing
- ★ Kirkland Lake
- ★ Timmins ★ Cochrane
- ★ Rouyn - Noranda
- ★ North Bay

SELL the NORTH with RADIO!

CKGB Timmins

CJKL Kirkland Lake

CFCH North Bay

Toronto is Gordon Stacy, and to the east is Tony Pitt.

These advertising managers are sixty-one, Gordon being thirty-two and Tony twenty-nine. Gordon, a native of Australia has a Dutch wife, Netty and one daughter. Tony answers to a Haligonian lass, Muriel by name, and takes half the credit for a couple of sons.

While broad advertising policy is guided from head office in Chicago, Tony and Gordon are on their own in their respective halves of Canada. Both agree that local radio programs with established acceptance are the best bet if available. Gordon is inclined to initiate changes, when and if he feels a vehicle is going stale. He will switch times for the sake of a fresh audience. Tony agrees, basic-



DON'T be a HERMIT ABOUT SUMMER SELLING!

Let RADIO tell the world for you . .  
Let CFQC sell Saskatchewan for you..

See our reps!

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



THE RADIO HUB OF SASKATCHEWAN

CFQC  
100 KC  
2000 WATTS

## STUDIO ENGINEER WANTED

GOOD PAY AND WORKING CONDITIONS

Apply to:  
CHIEF ENGINEER  
Radio Station CFNB  
Fredericton, N.B.

## Opening for NATIONAL TIME SALESMAN

Good opportunity for the right man.

HORACE N. STOVIN & CO.  
PEPYS HOUSE  
406 Jarvis St. Toronto

## RADIO PROGRAM SALESMAN WANTED

Excellent opportunity for young man with sales ability. Knowledge of Ontario radio stations desirable but not essential. Salary and liberal commission together with other benefits.

G. N. Mackenzie  
S. W. CALDWELL LTD.  
447 Jarvis Street  
Toronto, Ontario

## COPY WRITER NEEDED

The young man or woman we're seeking should possess proven writing ability, an interest in direct mail advertising and a desire to create new sales ideas. Experience in radio and television promotion desirable but not essential.

J. O. Graham  
S. W. CALDWELL LTD.  
447 Jarvis Street  
Toronto, Ontario





get  
on the air  
at the  
big fair!

# 1,000,000 people will see CKWX broadcasting at the P.N.E.

Talk about *bonus* audiences, here's the biggest in the Pacific Northwest! 1,000,000 are going to see CKWX in operation right on the Pacific National Exhibition fairgrounds in Vancouver. From August 24th through September 5th, this king-size carnival-cum-commercial exhibition attracts people from everywhere. And smack in the heart of it, CKWX studios will broadcast 14 hours a day, will give away sponsors' samples, will sell your products to a *bigger audience than you bargained for!* It's a CKWX extra service that doesn't cost a dime more.

GET ON THE AIR AT THE BIG FAIR . . . PHONE OR WIRE

## CKWX

 radio Vancouver

### YOU CAN'T WIN

Seventeen days of unbearable heat and humidity that keep you tossing in bed all night, and then finally a break, but you're so tired you can't stay awake to enjoy it.

. . .

### MAILBAG

Sirs: In reply to your question, the only foreign program heard on this station is *CBC Wednesday Night*.

— Bill Williamson  
CKWS, Kingston

. . .

### ONLY TO THINK

Schweppes Tonic has done a heap for Canada Dry and Canada Dry Tonic had done ditto for Schweppes, but think how much they have both done for gin.

. . .

### POWER OF RADIO

Then there's the brand new Canadian who came over, learned the language, listened to the commercials, looked at his wife, and privately wondered why he had ever spent all that money to get married.

. . .

### QUESTION BOX

What greater assurance is there that private radio will continue to prosper than CBC television?

. . .

### EDITORIAL RETRIBUTION

To the correspondents who are always afraid we'll get them in an embarrassing position, we should like to point out that it isn't so much the position as what may happen to them when they're in it.

. . .

### SORE POINT

Have you met the agency owner who admits that he bitterly resents the advertising media getting eighty-five per cent of this money?

. . .

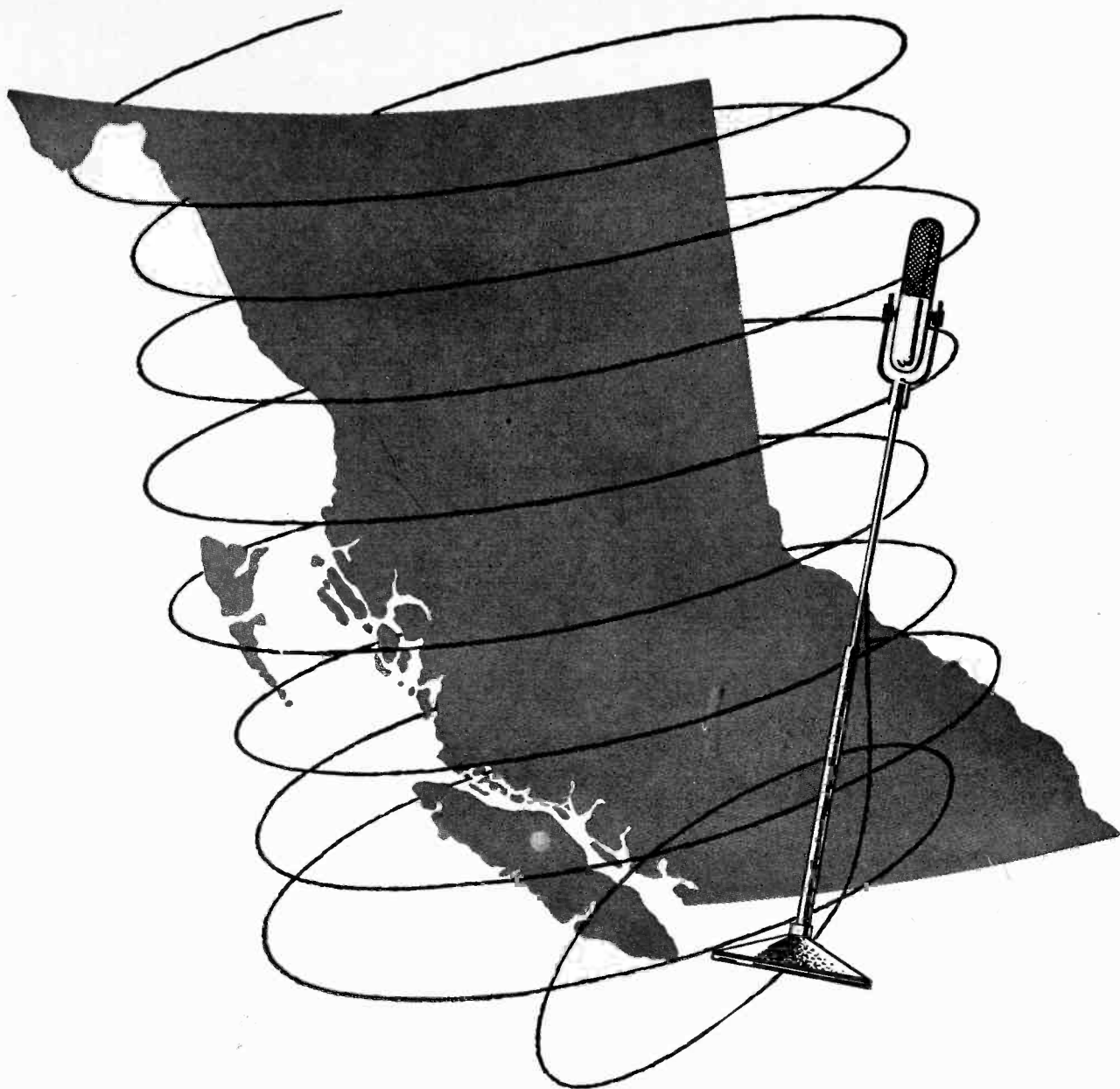
### PRO PATRIA

Apropos of absolutely nothing at all, wouldn't it be the duty of one US Chamber of Commerce to teach America to discover Columbus?

. . .

### DEPARTMENT OF DEFINITIONS

Thanks to Bennett Cerf for this distinction between "like and love". "If I likes 'em, I let's 'em. If I loves 'em, I helps."



# B.C. IS SOLD ON RADIO

## ... 584,000 SETS NOW IN USE \*

\*D.B.S.

(total daily newspaper circulation in B.C., 433,639)

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

Look at it any way you want—radio moves products in the whopping 1¼ billion dollar B.C. Market!

With an average net-buying income of \$1248—compared with the national Canadian average of \$1106—British Columbians have more to spend on every type of goods or services.

To sell this growing, able-to-buy market—B.C. radio is your most effective, penetrating and economical media.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

## McCANN ANNOUNCES ROYAL COMMISSION TO TAKE A NEW LOOK AT TV AND RADIO

A ROYAL Commission "to study and revise the whole question" of radio and television in Canada will be appointed in the near future, Revenue Minister J. J. McCann announced in the House of Commons last week. The announcement came after a five hour debate on CBC estimates. McCann said the Royal Commission or board of inquiry will be appointed in keeping with a recommendation of the Massey Commission that such a body be set up three years after the start of television in Canada. Telecasting commenced in Canada in the fall of 1952.

Appointment of such a commission was forecast by Prime Minister St. Laurent last May 19 when he said the government was contemplating such action.

In answer to criticisms made by Donald Fleming, Progressive Conservative member for Toronto, Eglinton, that there should be an independent regulatory body for broadcasting, McCann said he does not believe in the necessity of such a body or the likelihood that one will be formed.

Earlier when the Commons began its study of CBC estimates, Fleming had predicted material changes in the government's broadcasting policies in the next 12 to 18 months. He based his prediction on three major issues:

(1) The need for a separate body to pass broadcasting regulations. This is now handled by the CBC.

(2) The government's "monopolistic" policy in television which permits only the CBC to operate TV stations in the six major cities of Canada — Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver.

(3) The "colossal" rate at which the CBC's TV expenditures are being paid out of the taxpayers' money.

### CBC POLICY MUST CHANGE

Fleming said he is convinced the time is rapidly approaching when policy will have to change on the issues of freedom, competition, parliamentary control over CBC spending and to restrain television expenditures to some extent.

He said that it is not unfair to say that the government's "unsound" policies are becoming manifest.

Fleming, the opposition's chief critic of the CBC, said that the Progressive Conservatives are not the only organization in Canada seeking an independent regulatory body.

Last March the advisory council of the National Liberal Foundation had urged the government to set up a commission to study the advisability of such a board. Several years ago the Young Liberal Federation of Canada had recommended that the CBC should cease to be both regulator and competitor of private broadcasting.

Dr. Marcus Long, professor at the University of Toronto and a member of the executive of

the National Liberal Federation, has stated publicly that he favors an independent regulatory commission to avoid the potential evils of government control.

Fleming said that CCF policies have dominated government thinking on this question. "It will be hard to shake Liberal thinking free of the socialistic tentacles which have fastened on radio and television policies," he said.

### MISNOMER FOR MONOPOLY

Turning to television, Fleming said the CBC has grabbed the plums for itself in its monopoly of the six major metropolitan centres, masking that monopoly under the nice-sounding title of "single-service policy".

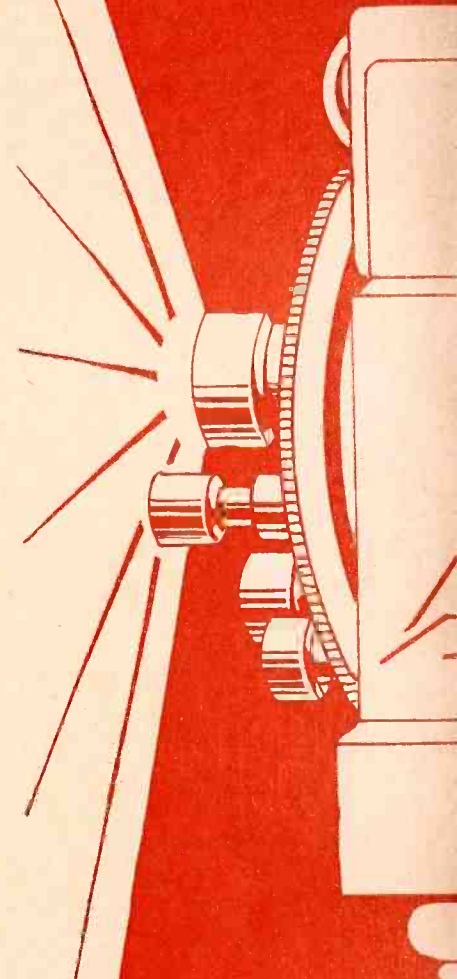
Competition among Canadian stations was excluded, he said, but competition from US stations existed in most heavily populated areas and advertising revenues of two million dollars a year were going from Canada to American stations.

"The system is breaking down because of its inherent weakness . . . there must be some change. It can't last much longer," Fleming said. He added that the government's TV policy had never been approved by a vote of the Commons, because the government has been afraid to permit a vote in which Liberal members could express their opinions.

Replying to a question from Major-General G. R. Pearkes, VC, Progressive Conservative member for Esquimalt-Saanich, Revenue Minister McCann said he had no doubt that an application for a private television station on Vancouver Island will be entertained by the CBC Board of Governors. He also said that the CBC is not planning to build a station on the Island.

Asked by the Social Credit member for Wetaskiwin, Alberta, Ray Thomas, why the recent application for a TV license in Red Deer was denied, Dr. McCann said that it was turned down because financial arrangements did not seem adequate to carry the project through. However, another application could be made, he said.

Thomas said that the CBC should build a booster station at Red Deer to bring in TV from Edmonton or Calgary. Red Deer is mid-way between the two cities but cannot receive either station.



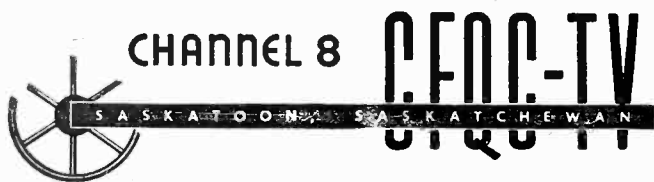


JOIN IN THE BIG SPLASH  
WE'RE MAKING IN A  
SINGLE STATION MARKET!

GET IN THE SWIM — SEE OUR REPS

Radio Reps, Can.  
Adam J. Young, Jr.  
(U.S.)

Harlan G. Oakes  
(West Coast)



*American Heart Association*

**CITE TORONTO FILM MAN  
FOR AID TO SCIENCE**



MERIDIAN PRODUCTIONS' JULIAN ROFFMAN lines up a shot for a TV commercial on Goodyear Airfoam, made for Cockfield Brown & Co. Ltd. The performers are Pegi Loder and Len Ontkean.

**IN THE NORTH**

*They Look To Sudbury*



**CANADA'S FIRST PRIVATE TV STATION**

ALL-CANADA RADIO FACILITIES LTD.  
IN CANADA

**WEED & COMPANY**  
IN THE U.S.A.

Gate 27, a motion picture produced for CBS-TV by Julian Roffman of Meridian Productions, Toronto, has won this year's Blakeslee Award, presented annually by the American Heart Association for the most outstanding contribution to science in the field of public information.

Gate 27 is a dramatization of the achievements of research into heart disease and was telecast as one of the shows in the CBS-TV science series, *The Search*. Roffman produced several of the films in this series before returning to his native Canada to set up Meridian Productions in partnership with Ralph Foster.

The \$500 which accompanies the award is being given to the Heart Fund by Roffman and Charles O'-

Neill the author of the screenplay.

A number of Roffman's earlier films have won awards. *FDR — Hyde Park*, a feature on the home of the late president of the United States was a prizewinner at the Venice and Edinburgh film festivals and *And So They Live* was voted among the ten best documentary films produced in the United States. He has also produced and directed motion pictures for the National Film Board, the United Nations and many theatrical, commercial and public service sponsors.

With Silvio Narizzano of the CBC, Roffman directed the filming of a rehearsal of the Stratford Festival production of *Julius Caesar* which was seen in June on NBC's spectacular, *Wide, Wide World*. He is at present shooting two films, one in English and one in French, for The Department of National Defence. These are about the Reserve Army and are titled, *Citizen Soldier*. After finishing these he leaves for Saskatchewan to make a travel film for the Saskatchewan Government.

**FILMS FOR UK TV**

*Inner Sanctum* and *Hopalong Cassidy*, TV film shows, have been sold by the NBC Film Division to Associated-Rediffusion Ltd., in Britain for showing on British commercial television. Both series will be seen in the London area this fall.

Associated-Rediffusion Ltd., one of four program contractors enfranchised by Britain's Independent Television Authority, will provide programs for I.T.A.'s London transmitter in the Monday through Friday period.



**Telephone  
Answering  
Service**

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

Phone for Booklet in

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

**To Film Junior Lancers**

R.K.O. Pathe, and film producer Douglas Sinclair, are reported en-route to Halifax where they are expected to shoot a Warner Sport Scope about the Halifax Junior Bengal Lancers. The film is expected to be distributed throughout Canada, the United States and other countries.

Sinclair says that the Bengal Lancers are good subject matter for his film, because they combine action, color and human interest.

The film will centre around a new recruit who is taught the art of horse-back riding from the ground up. Such activities as stable management, grooming, veterinary principles, the raising and training of ponies, and maintenance of equipment will also be portrayed.

The Halifax Junior Bengal Lancers have no direct connection with any military regiment, but the training, discipline, equipment and uniforms of the youngsters who belong are modelled upon those of the regiment whose name they bear. They turn out regularly for inspection by members of army cavalry regiments and by the Mounted Police.

**V FOR TV**

A suede surface photographic paper, Kodak Opal V, is said to be proving very useful to photographers making prints for reproduction on television. The surface adds considerably to an illusion of depth and is virtually reflection-free, an important factor when the print is to be rephotographed by a television camera.

**ATTENTION**

Young man, Hollywood trained in all phases of TV production—(including floor sweeping) is looking for an opening.

Write Box A243  
Canadian Broadcaster  
& Telescreen

say it with...  
**MAGNETS**

Already in use by many TV and radio stations, these moulded plastic letters are clean-cut and well proportioned, have unlimited uses. Available with concealed Alnico magnets for graphics and semi-permanent signs, they cling securely to any metal surface. Without magnets, they come cheaper, and can be attached with cement firmly and forever to any smooth object. Sizes 1½" or ¾" height; range of colours; supplied in fonts or to your special assortment. Write or phone for sample and prices.

**ERIC H. HARDMAN LIMITED**  
137 Wellington St. W. Toronto  
EM. 8-2765  
In Montreal: R. H. CASSIDY  
630 Dorchester St. W. UN. 6-8191

**"INSIDE INDUSTRY" FILMS ARE TV'D**



"WATER on Tap" was the name of the film provided by the Canadian Institute of Plumbing and Heating and recently telecast over CKCW-TV on their new summer program *Operation Industry*. Seen here is emcee Harry Grant, who is also assistant superintendent of schools (right), interviewing J. J. O'Brien, City Alderman and Chairman of the Reservoir Committee of Moncton.

Emcee Grant introduces these programs by giving general information about the film to be seen, and afterwards, to add a touch of live

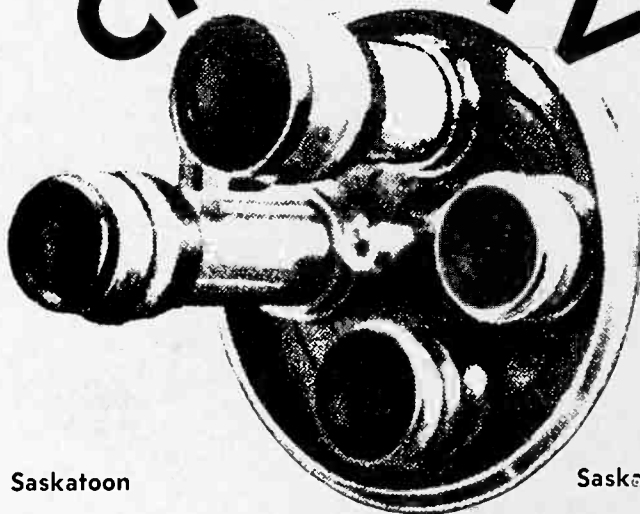
TV, interviews a personality connected with the industry which is currently being spotlighted.

The films are provided by organizations within the various Canadian industries featured on the programs and CKCW-TV plans to turn its lenses on such giant industrial operations as automobiles, pulp and paper, rubber, oil, farm machinery, mining, paint-making, candy-making, and even peanut growing.

Launched in May, the show has brought enough response from viewers of all ages to justify extending it from once to twice a week.

**MERCHANDISERS**  
for  
**ADVERTISERS**

**CFQC-TV**



Saskatoon

Saskatchewan

Television Division

**Radio Representatives Limited**

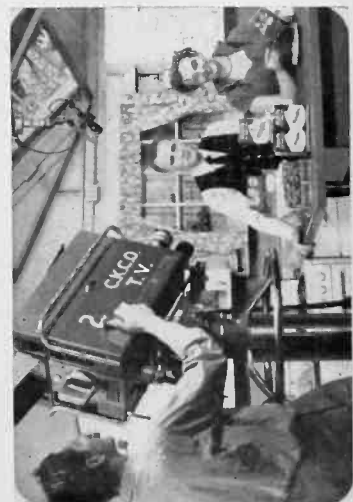
Toronto Vancouver Winnipeg Montreal

*selling to housewives?*

**LET CENTRAL ONTARIO'S FIRST LADY IN THE KITCHEN DO THE JOB FOR YOU!**

Meet Mrs. Scriver, Central Ontario's most sales minded lady. Mrs. S. puts your product into CKCO-TV's 172,000 TV homes every afternoon on her popular homemakers show — "COME INTO THE KITCHEN" — Naturally it's a first among Central and Western Ontario's afternoon viewing housewives — because it's on Central Ontario's first television station... There is still room for you on "COME INTO THE KITCHEN" — Phone JOS. A. HARDY at EMpire 3-6009 in Toronto, PLateau 1101 in Montreal or John N. Hunt & Associates at TAtlow 6277 in Vancouver.

**ckco-TV** - CHANNEL **13** **KITCHENER**



# Pictafilm

## FILM ALLOWS LIMITED ANIMATION

A SPECIAL type of 16 mm. sound film production, "Pictafilm", has been developed by Williams and Hill Limited, Toronto, for that company's exclusive use in the production of TV commercials. The new process is an improvement over slides because it allows the use of limited animation. It also has the same advantage that live TV production has over film. The producer can see the same picture that will appear on viewers' screens instantaneously, completely cutting out the necessity of editing. The animation is also, of course, something which cannot be done in live TV production. "Pictafilm" is not intended to replace film, live studio production or slides, Richard Hill, vice-president and general manager of the firm said, but is meant to fill a void between the three.

"Pictafilm" has three main advantages for sponsors, Hill said. These are:

(1) It gives a quality of picture and sound which compares favorably with most work being done in the United States.

(2) The cost is considerably lower than that of conventional animation films.

(3) Production time on the new process is about three weeks after the final approved storyboard. This is about half the time now required by most TV commercial producers. In cases of extreme urgency, this can be shortened to three days, even though all processing and printing is done in the United States.

A "Pictafilm" starts out as a series of individual slides. These slides are placed in a revolving wheel and aligned so that they can be superimposed through a mirror system and viewed while the film is actually being exposed in a 35 mm. Bell and

Howell camera. (The 35 mm. film is later reduction-printed onto 16 mm. film.)

Sound is printed electronically on the positive print from magnetic sprocket-driven tape and is synchronized by ear as the sound is reproduced on a playback system synchronized to the camera.

Hill expects that the lower cost of "Pictafilm" will allow sponsors with medium sized budgets to get into TV while those with larger budgets will be able to afford to change their regular commercials often and to make special ones for sales and other short promotions. The cost is reasonable enough, he said, so that on shows which are kinescoped and sent to stations across Canada extra prints of the commercial can be made and cut into the kines. Hill felt this was good news for sponsors who have often complained of the loss of quality in kinescopes.

"Pictafilm" can also be cut into



HERE IS THE PICTAFILM MACHINE. At left, Heintz Drege, film supervisor, and veepee Richard Hill.

live or film commercials and film commercials can be cut into it, he added.

One place where costs have been kept down is in the use of optical effects such as fades, dissolves, superimpositions and limited animation. Usually put in by an optical house, these are now done during the exposure of the film. This method also maintains quality by cutting out the two generations of film needed when they are done the other way.

Through the use of "one light printing", the density of all the

frames in the finished film is perfectly balanced. This will eliminate the need of adjustments being made by the video operator when the film is being televised.

Experimentation to perfect "Pictafilm" has taken over a year. The present model is the second one, the first having used a 16 mm. camera from which the quality wasn't up to the standard Williams and Hill felt was required. A third model is now in the planning stage, which Hill says will give greater flexibility in the projection system and will be capable of many more optical effects.



# STANDARD OF THE INDUSTRY

## ... in Television Studio Cameras!

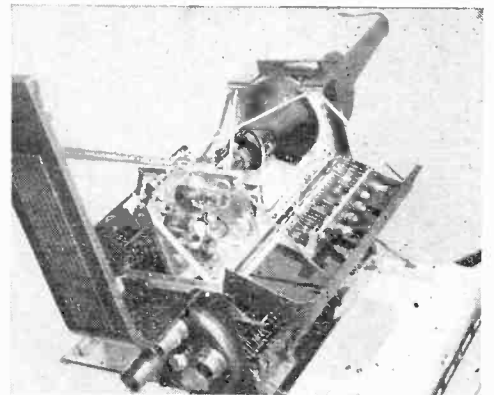
RCA Television Cameras, for both studio and field use, have been engineered to combine excellence of performance with traditional RCA Victor dependability.

The RCA Type TK-11A monochrome camera, shown here, is designed to pick up scenes produced in television studios and provide composite video signals that can be fed to a television transmitter. The equipment introduces a new Image Orthicon Camera, MI-26011-A, and a new Viewfinder, MI-26016-A, and features improved mechanical design providing ready access to circuits and controls.

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



RCA TV STUDIO CAMERA Type TK-11A



... equipped with hinged doors for easy access to camera and viewfinder.

"BROADCASTING IS OUR BUSINESS"

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

1001 LENOIR STREET, MONTREAL 30

# MOVIES MOVE FOODS ON TV

## Sees National Advertising Controlled By Retailers

ONE of the lowest costs per thousand viewers on the air is the "Million Dollar Film Series" bought by McConnell Eastman & Co. Ltd. for Libby, McNeill & Libby Co. of Canada Ltd. and Harold F. Ritchie Co. Ltd., but now running only alternate weeks for the former. John Eastman, vice-president of this agency which is handling a number of food accounts, including, besides Libby's, a goodly part of General Foods, and also Stafford Foods Ltd., says that these full length feature films are attracting 45% of total sets in the seventeen markets which are being used, on the stations which were on the air when series began in January.

The last five feature movies booked for the series through Telefilm of Canada are *Captain Caution*, *Ladies Courageous*, *Captain Fury*, *The Devil and Daniel Webster*, *Of Mice and Men*.

Speaking of TV, he said that food commercials work best if they offer a service—hints, menu and recipe suggestions that are not too involved.

Eastman feels that color television will be an enormously powerful vehicle for promoting the sale of foods. The main reason, he says, is that people buy through their eyes more than any other of the senses. As an example he spoke of a quite ordinary kind of frozen peas, of extremely bright color, which consistently outsold another type, of higher quality but of dull color similar to that of canned peas.

He spoke of the co-operative deals and other innovations in food advertising which are resulting in more than 20 per cent of total budgets for such concerns not being used for national advertising. This sizable slice of appropriations is going into co-operative deals with wholesalers and, more especially, chain stores. It is being spent for display allowances in Super Markets, and is being turned over to these new-style groceries for brand mentions in their advertising. All in all, he feels, the current trend is taking control of advertising out of the hands of the manufacturer and letting the shots be called by the retailers and, to some extent, wholesalers. The kinds of advertising deals the manufacturers are being asked to contribute to, he said, are radio and TV shows, slides in mo-

tion picture houses, handbills, imprints on shopping bags, in-store signs and pictures. The national advertiser, especially the new man in the field who has not yet been able to secure public demand for his product, is being forced to go along with these "power plays", he said, and, in this sort of way, buy his distribution. Only a few major concerns are able to get away without this sort of thing, he said, because they have built up such a demand for their products that the dealer cannot refuse to carry them.

To sum up the situation, new products without wide acceptance find it difficult to get onto chain store shelves without a deal involving them in some form of co-operative advertising in which they share the cost with the retail outlet.

Eastman was emphatic about the new era in shopping habits. He pointed out that women don't carry shopping lists any more when they are buying from super markets. They just parade up and down the aisles and pick out what they want. He stressed the importance of simple package design to facilitate identification.

The public trend in food buying is to the super markets, he said. It is not only city people who drive out to the mammoth grocerias on the outskirts of town, but country people drive in to those same stores to do their shopping. In Toronto, he estimates that around 60 per cent of groceries are bought in the chain stores. For Ontario, he puts the figure at 45 per cent. His all-over average for Canada is 36 per cent.

### Lionel says:

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

Dear Lionel:

Last week, we concluded our show, "Head to Toe", and I want to tell you that I was more than pleased with the results. It brought me in some out of town trade, also several wedding parties. In one of these wedding parties, I got four new customers.

The other sponsors, Peakes Ltd. and Lister's Shoe Store were also delighted with the results. Your staff helped us greatly in making our shows a success.

Thanking you, I remain,  
Yours truly,  
ACADIAN BEAUTY SHOP.

(sgd.)

*Vi Beaton*



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



## André Lecomte

### MANAGER

of

**The Most Powerful  
 Television Station  
 In Quebec Province**

## CJBR-TV, CANAL 3

### Rimouski

### Says . . .

ANDRÉ LECOMTE

The programming of CJBR-TV is designed to serve our area and its population. The popularity of CJBR-TV is borne out in the fact that in less than one year of operation, more than 12,000 families have purchased sets in our coverage area. Advertisers have found our viewers responsive to their commercial messages. Fall campaign planners are putting our station on their list . . . you should too!

Phone a Horace N. Stovin & Co. salesman for availabilities. In the U.S.A. check with Adam J. Young, Jr.

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

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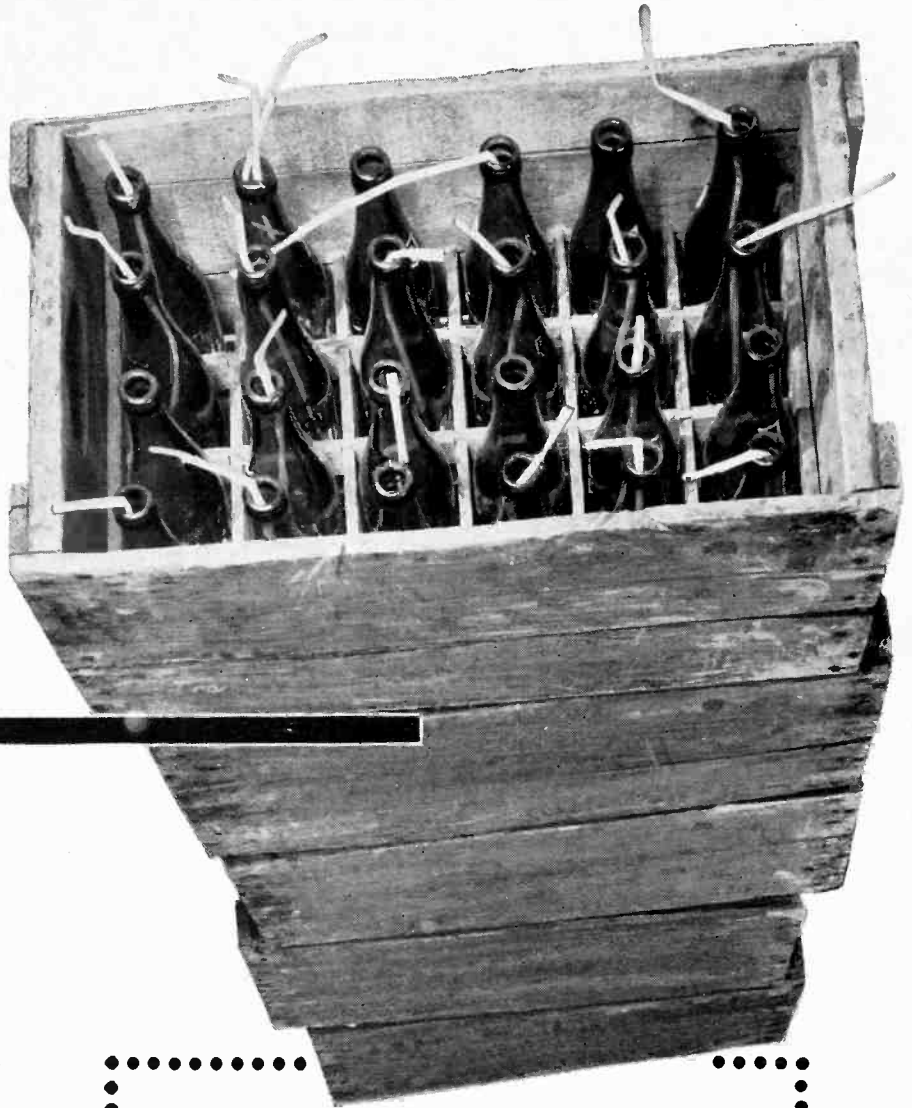
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## DON WRIGHT

*Productions*

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

# RADIO EMPTIED THESE SOFT DRINK BOTTLES!



In Ontario, \$1,265,224,700 per year\* is spent on beverages and foods. On CFRB in one month, 96 hours and 59 minutes\*\* were sponsored by people selling these items.

Why do the beverage and food people buy so much time on CFRB? Because CFRB gets them results.

Results, of course, can be gained from other media too. But radio selling messages have a unique persistence, and attention getting quality. Then, as you know, radio is everywhere. Today you find radio selling messages filling the air at home, in cars, in offices, plants, workshops, indoors and out.

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

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

\*Based on Dominion Bureau of Statistics report for period from 1951 to 1952  
\*\*Based on CFRB program schedule for January 4, 1955

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

## CFRB . . . Canada's most powerful independent radio station gives you:

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

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

# CFRB

TORONTO

**50,000 watts**

**1010 on your dial**