

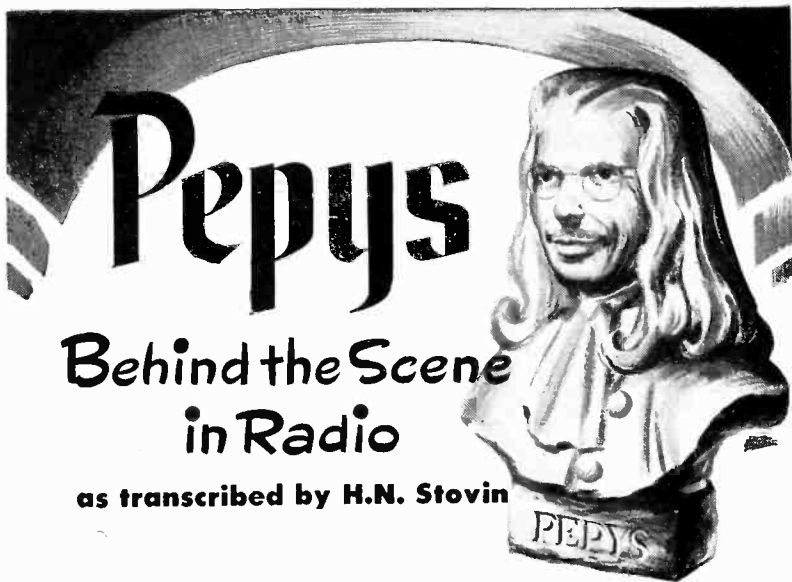
Canadian  
**BROADCASTER & TELESREEN**  
TWICE  
A  
MONTH

Vol. 16, No. 13

TORONTO

July 4th, 1957





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CJNB North Battleford	CKLC Kingston	KVOS-TV Bellingham-Vancouver
CKOM Saskatoon	CKSF Cornwall	
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*CKLC Kingston*

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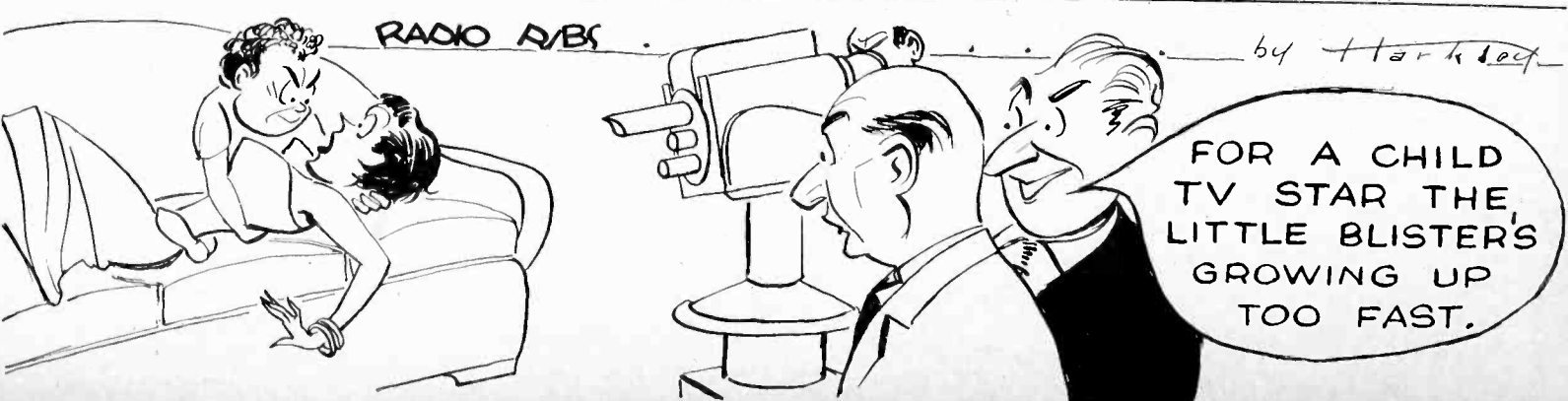
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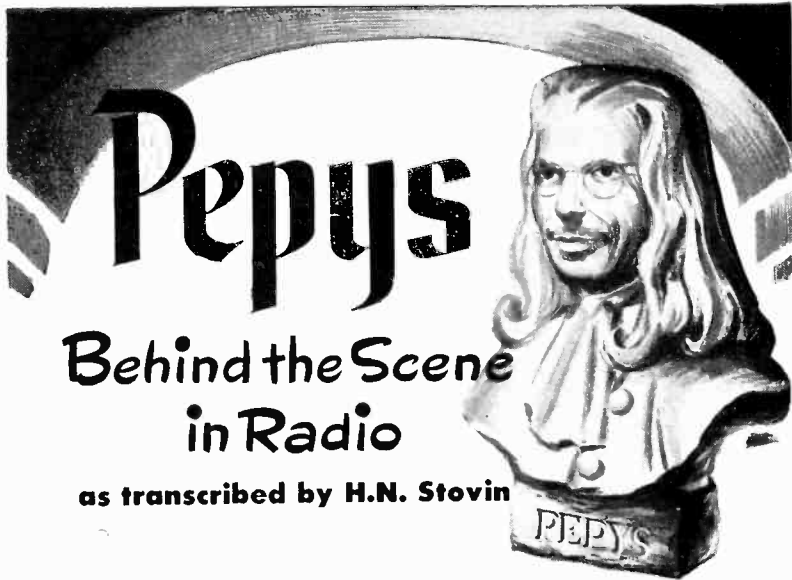
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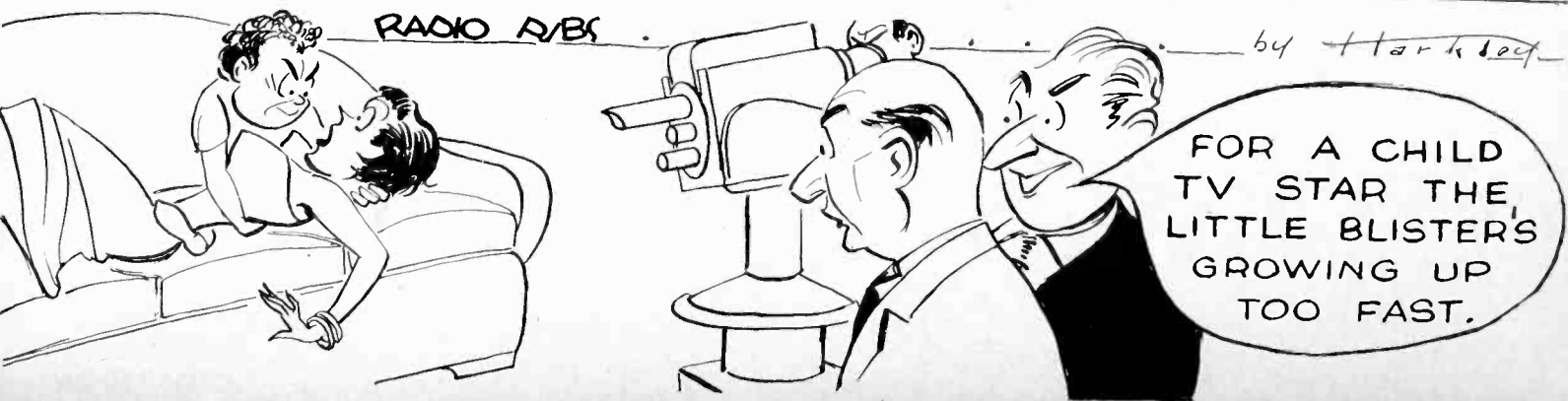
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French-Language Commercials

FRENCH-ENGLISH DISTINCTIONS ARE REAL BUT SUBTLE

By BART GARDINER

FRENCH-CANADIANS seldom stir a hair at trivial mistakes in English-to-French translations of radio and TV commercials.

This is what Mary Moran of MacLaren Advertising Co. Ltd. had to say on the effective use of French-language broadcasting.

"Literal English-to-French translations", said Pat Milsom of the opposing camp, "are no more satisfactory than Shakespeare delivered in a Brooklyn accent.

One point Milsom made was that French copy, whether written or spoken, is generally about one-third longer than its English equivalent.

"What's more", he added, "if the announcer is on camera, converting into French means the costly and seldom satisfactory business of 'lip

sync'. And if you try to avoid 'lip sync' in the French version by producing the original English version with the announcer off camera, you weaken the impact of both commercials, which is what I call 'going cheap expensively'."

USE LOCAL PERSONALITIES

Austin Moran, of McConnell Eastman - - and no relation to Mary - - steered a half way course between Mary's view and Milsom's. Austin

they keep abreast of regional colloquialisms and topics currently on the tongue, but many of them enjoy such an intimate rapport with their audiences that what they say about a product goes. That's why our policy is to give them a free hand in interpreting - - and even interpolating - - our sales messages.



said: "What we rely upon most is neither translators nor separate language versions, but on the local French - Canadian personalities," because, as he put it, "no one knows the local set-up better. Not only do

kibitzers on any Canadian station."

COLLOQUIALISMS WON'T WORK

Practically all the agency people interviewed agreed that different methods from those used for English-speaking markets are needed. There was a general agreement on the specific differences in the way of life of the two language groups.

Certainly most of them subscribed to the opinion of a young French-Canadian, Pierre Pelletier, French language expert in MacLaren's Toronto office, who said: "If you tried to translate such English colloquialisms as 'Winstons taste good like a cigarette should' into French you'd have La Société du Bon Parler Français and La Société St Jean Baptiste at your throat like a pack of bloodhounds, because the chasm between conversational and business French is much wider than in English."

Mary Moran went even further when she said that "ideally, translation of radio and TV commercials should not be undertaken away from the Province of Quebec, not even by French-Canadians working in English-speaking centres like Toronto. She felt this because even a French-Canadian, thoroughly steeped in his language, loses touch with fast-changing French-Canadian language trends if he lives in a completely English environment for as short a time as two years".

Continuing on the same theme, Pelletier pointed out that many English-language advertising slogans turn into fiascos when translated literally. "Take for example the famous Arrid deodorant slogan - - 'Don't be half-sure, be Arrid-sure', he said. "Perhaps we French are more precise in our way of speaking, we never say we are half-sure. We are either sure or not sure. When French-Canadians heard radio announcers using the expression 'demisûr', therefore, they thought they had heard the word 'sur', without the accent. This was amusing to everyone except the deodorant manufacturer for, taken in this sense, the slogan meant 'Don't be half-sour, be Arrid-sour.'"

EYE VERSUS EAR

Writing for the eye and not the ear is a frequent cause of goofs on the part of those who translate radio and TV commercials from English into French.

As Hugh McConkey of McConnell Eastman put it: The professional translator is, after all, a 'literary' man by nature and it costs him an extra mental effort to see to it that a phrase reads as well aloud as it does on paper. Even when he has done this to the best of his ability, he has no way of knowing that the phrase may sound entirely different to other people".

An example of how this actually happened was cited by Dick Thibodeau, French-Canadian research man with the CARTB's Broadcast Advertising Bureau. "Confiez-nous le nettoyage de votre chapeau et nous vous le retournerons comme un neuf pour Pâques." This was what one announcer really read to amused French-Canadian listeners. Unfortunately the phrase "come un neuf" (meaning "like a new one") sounded more like "comme un oeuf", so that what he seemed to be saying was: "Entrust us with the cleaning of your hat, and we will return it like an egg for Easter."

Other common language difficulties cropping up in translation are specially coined pieces of English "advertisingese". Word-gimmicks like "wannababana", Schlitzfest, and "Confucious say man who go Plymouth go better" are impossible to translate literally. This point was made by Pat Milsom.

"Nor should we forget", he continued, "all the technical difficulties that visual treatment of English words and idioms impose on the translator.

"Every time the camera focusses on a printed trade name or slogan, these too must be turned into French. "Then of course there are the fancy

Advertisement for CIKOVY radio station. Text includes: 'MORE POWER COVERAGE LISTENERS', 'SOON 5000 watts', 'The station that means more business for you', 'Representatives TORONTO - MONTREAL OMER RENAUD & Co IN U.S.A. WEED & CO.', 'CIKOVY QUEBEC CITY'.

Advertisement for CFOR radio station. Text includes: 'MEMO', 'Central Ontario's Most Powerful Station', 'CFOR ORILLIA', 'SOON 10,000 Watts !!', 'reps STEPHENS & TOWNDROW Ltd. TORONTO'.

special-effect gimmicks like spinning or zooming the product name into the viewers' eyes, to say nothing of acting out English colloquialisms like 'quick as a wink', which would be meaningless in French.

"Scene - setting backgrounds like baseball might mean a lot to English-speaking viewers, but French-Canadians would get more out of a hockey setting.

"As I see it, all these difficulties of language are best ironed out by doing your commercial in French from scratch, in the first place."

**TASTES AND SENSIBILITIES**

In translating radio and TV commercials from English into French, there is the risk involved of offending French-Canadian standards of taste and sensibility. Pierre Pelletier pointed out, for example, that "French-Canadians often wince at the sometimes casual and familiar attitude English-Canadians assume towards 'revered' subjects, like using Shakespeare quotations in advertising copy for an automobile.

"For the same reason," he said, "French-Canadians have trouble with the English-Canadian and American custom of slapping the adjective 'great' on everyday hum-drum things ranging from bathroom products to grand pianos."

Non-Gallic informality of address is another cause for offence in English-to-French commercials, Pelletier pointed out.

"I have seen more than one French-Canadian family sit in shocked silence," he said, "as a youngster on the TV screen addresses an adult with expressions like 'Hi Pop! What's up ol' timer?'"

In addition to all these problems, there is the added problem posed by the fact that English- and French-speaking Canadians are not affected in the same way by the same selling points in a commercial message. As Pat Milsom put it: "While other attributes may appeal more to the English-speaking housewife, nothing impresses the French-Canadian more than a product's thrift or economy appeal."

**BELIEVABILITY RATES HIGH**

"Believability is another essential in French-language commercials." This time it was Mary Moran speaking. "I would go so far as to say it is even more important in French than in English," she said. "In things like testimonials, the French-Canadian is hawk-eyed in spotting insincerities", she said, "and the ring of reality must be so sharp it hurts your ears."

This writer gained the impression that the French-Canadian is more susceptible to gadget, novelty or convenience appeal. Whether it is for this reason or because of his celebrated Latin "artisticness", it would seem that the French-Canadian is a push-over for animated cartoon commercials.

Nevertheless, maintained Mary Moran, the Quebecer is much less easily influenced than the English-Canadian when it comes to switching brand loyalties. "Even when you can influence him into changing his brand, you'll never be able to Bludgeon him into it," she said.

**THE IMPORTANCE OF PEOPLE**

It was Mary Moran again who suggested that the choice of actor or personality used in a French-

language commercial is a vital factor.

Pierre Pelletier enlarged on this point by saying "Kate Aitken buying a new car on a TV commercial would only make thousands of French-Canadians, to whom she is unknown, say 'So what?'. On the other hand Quebec-known personalities like Michèle Tisseyre could make that car sell like hot cakes."

It is Pat Milsom's view that not only the actors, but the setting of a French-language commercial should be French-Canadian wherever possible. "Of course", he said, "it would be ridiculous to try and make all TV settings for the Quebec market look typically French-Canadian. If the scene is in the Sahara, leave it there; don't try to move it to the Laurentians." His point was that "there is a great advantage in presenting the advertised product in surroundings familiar to the Quebec consumer. "If the idea is to make the French-Canadian housewife feel that the product will look right in her kitchen, it is only common sense to show it to her in a Quebec kitchen," he said.

**THE MEANING OF MUSIC**

Most of these advertising experts agreed that background music and singing commercials are specially effective ingredients in French language commercials. "Quebecers", said Mary Moran, "seem to like their music to have sprightly, catchy tunes and a definite beat. Supporting her point, Austin Moran mentioned that McConnell Eastman recently put French words to a gay calypso tune in a TV commercial and it enjoyed marked success with the Quebec audience.

But Quebec musical tastes and associations differ sharply from those of English-Canadians. A background of "How dry I am" for a spot showing a midnight reveller or the familiar "Hearts and Flowers" theme for a tear-jerker sequence would probably mean nothing to many French-Canadians. Background music in these instances would require Quebec tunes carrying the same connotations.

**THE DIFFERENCE IS SUBTLE**

It was the general opinion that French and English tastes in commercials differ as sharply as they do in music. On the other hand, some of the agency people believed that the difference between Canada's French- and English-speaking markets is generally believed to be keener than it actually is, and that in reality, the two are basically similar.

Perhaps the truth lies in a compromise, made appropriately by French-Canadian Paul Pelletier. "Basically", he said, "as markets for the national advertiser, French-Canada and English-Canada differ only in implications and not in essentials. If the national advertiser will take the trouble to learn what these implications are, he will make far fewer faux pas in his French-language commercials."

And this precaution would prevent goofs like the man who was translating copy for Underwood portable typewriters. What he wanted to say was - "Underwoods are a stepping-stone in the path of success." But that wasn't what came out. Blithely and quite unconsciously he twisted it to mean not "stepping-stone" but "stumbling-block."



**WHICH OF CANADA'S FIRST NINE MARKETS IS GROWING FASTEST?**



**CALGARY...ALREADY 207,000 PEOPLE**

and growing 70% faster than Montreal, 29% faster than Toronto, 16% faster than Vancouver, 48% faster than Edmonton! —Royal Commission Report, Maclean's 16-3-57



**WHICH MEDIUM REACHES ALL CALGARY?**



**RADIO... AND CALGARY RADIO'S MOST LOYAL AND LARGEST AUDIENCE IS WITH CFCN!**

Get the facts . . . compare the rates. Match what you get with what you pay —you'll find CFCN your biggest ad bargain in fast growing Calgary.



Calgary's Radio Active Station where your message gets most attention!

**NOW 24 HRS. DAILY ON 10,000 WATTS**

**"Meet Margaret" . . .**



**. . . and Meet Saskatchewan!**

A brand new feature for fine afternoon listening.

Monday thru Friday • 2:00 - 3:00 p.m.

Plenty of people, places

. . . and **SELLING POWER!**

**SEE OUR REPS**

Radio Reps - Canada  
Canadian Station Reps - U.S.A.



**THE RADIO HUB OF SASKATCHEWAN**



1000 WATTS

WAB Convention

BOB BUSS STEERS WAB BACK TO BUSINESS

LAST MONTH Bob Buss of CHAT, Medicine Hat, was unanimously made president of the Western Association of Broadcasters for a second year. This occurred at the annual convention of the regional body which took place at Jasper Park Lodge June 19 to 21.

Last year, when the Western Association of Broadcasters elected him president for the first time, Buss raised the question as to whether the WAB should be restored to its former usefulness or be disbanded. He said he felt that conventions had developed into social gatherings with little attention being paid to business and he accepted the presidency on the understanding that he would get it back on a working basis.



Bob Buss

Bob promised the broadcasters that it would be a working convention, with the first day devoted to golf and the remaining two strictly to business, and he kept his word.

Art Smith, newly-elected Progressive-Conservative member of the Federal House for Calgary South, delivered the keynote speech. Don

Jamieson, of CJON, St. John's, Newfoundland, flew west to continue to express his thoughts on the future of the industry which he started so dramatically at the Atlantic Association meeting in April. Bert Lown of CBS came to renew old friendships and tell the broadcasters about the new role being played by the station relations department of his network. L. C. J. Razzell, advertising manager of B. C. Tree Fruits, Kelowna, B. C., sat in with a panel of broadcasters on co-operative advertising. Vern Dallin and Jim Allard delivered reports for the CARTB. Otherwise the whole meeting consisted of contributions of WAB members who sat in on a succession of panels.

DIRECTORS ARE CHOSEN

Along with Bob Buss, Don Dawson of CKCK-Radio, Regina, will represent the WAB on the board of the national CARTB. Other WAB directors, whose terms have not expired, are Norm Botterill, CJOC, Lethbridge and Jack Blick of CJOB, Winnipeg. The B. C. Association of Broadcasters was asked to reconsider severing its connection with the WAB, and to appoint two directors to represent them on the WAB board.

CODE CO-OPS AND PR

It was decided during the convention to set up a committee to investigate national and local rate

structures and the influence of co-operative advertising on station revenues.

Another resolution was passed calling upon the CARTB to set up a code of ethics for broadcasters to follow with penalties to be imposed upon defaulters.

The WAB also asked the CARTB to appoint one or more representatives to attend meetings of advertisers, such as the Canadian Manufacturers' Association, Advertising Federation and other groups, to make sure that the broadcast media are accorded the same recognition as other forms of advertising.

The question of the locale of future WAB Conventions was brought up again, and there was some feeling that the practice of holding them at summer resorts must be abandoned

in favor of the larger western cities. Some felt that they might be held at resorts every two or three years. The matter was left with the incoming board.

CB & T GIVES A PRIZE

An innovation was introduced by this paper at the convention in the form of "CB & T's Press Table Trophy", to be offered at each regional convention for the biggest contribution to the meeting in the opinion of the reporters covering the meeting. The committee, consisting of Ted Earle of MARKETING, Don Covey of Broadcast News, Bob Keyserlingk of British United Press and Dick Lewis of CB & T, unanimously chose Bob Buss as the winner. It was our pleasure to present him with a Hermes Baby Portable Typewriter.

Don Jamieson

DEAD SETS SHOULD BE RADIO'S TARGET

STATIONS REFER to minority programming as something they do once in a while, yet the truth is they are catering to minority audiences most of the time.

Don Jamieson, of CJON, who flew west from St. John's, Newfoundland, to express his views to the prairie broadcasters, scored the practice of measuring audience by percentage of sets in use, in these words:

"The operator who plays the top forty tunes hour after weary hour, claims a top rating. He has no such thing. He has, in fact, perhaps forty per cent of a mere quarter of the potential audience. Yet this straight music-news format has led many an operator, and many an advertiser, down the garden path of self-delusion. What about the remaining seventy-five per cent of the sets that were not in use?"

Jamieson proceeded to pinpoint the problem like this:

"We need to give radio, in particular, an exciting new sound. There is no surprise element any more. Even the commercials come, at the same, for the same sponsor, day in and day

out. . . Isn't it conceivable that the listener might be getting a little tired of it?"

"I believe that part of the answer is regular rotation of commercial announcements. . . Such an arrangement makes for better programming. In addition, it provides better value for the advertiser.

"We must make a case as well for quality in audience make-up, as opposed to mere quantity. What point is there in reaching thousands of teen-agers if the advertiser is selling grand pianos?"

WHAT DO THEY WANT?

Next he outlined an experiment he had conducted in finding out, not what people listen to but rather what they want to hear.

"Housewives were invited to program the station during a given period. In three thousand musical requests during a single week, not more than a dozen Hit Parade tunes were asked for. Yet, we had been running the so-called top favorites in that same time slot for months."

Jamieson claimed that the broadcasting industry has been underestimating the intelligence of the audience for too long, and that it must strike a happy medium that will enlighten, inform and entertain.

"To do this," he said, "we must get our best men out of the front office, into the music library and behind the microphone. Our salesmen should stop calling the tune for the program department. Someone other than the janitor and the apprentice announcer needs to be holding things down on the long week-ends."



We've got something to SHOUT ABOUT! CHOV's BBM-TPA study Confirms CHOV IS A BEST BUY! radio Pembroke 1000 watts REPS. H. N. STOVIN

Tappé Resigns

LOU TAPPE, familiar figure at all Canadian Conventions over past years made what may be his final appearance at Jasper. He said he was resigning his position with Sesac Music and that his plans for the future were uncertain.

CKGB
CJKL
CFCH

TIMMINS
KIRKLAND LAKE
NORTH BAY

The most listened to trio in Northern Ontario!

This trio of radio stations has what it takes to win and hold a vast audience. In the big, rich Northern Ontario market you can depend on them for

- High listenership — a big radio audience of over 300,000 people depends on them for news, entertainment, information.
A captive audience — outside reception is inconsistent.
Proven Sales — on file is a long record of sales results for local and national advertisers.

IN TORONTO AND MONTREAL — N.B.S.
REPS: IN WESTERN CANADA — ALL-CANADA
IN U.S.A. — WEED & CO.



*Report from CARTB*

**PLAN TOUGH CODE AND POOL SHOWS**

**H**ELPING MEMBERS devise new and exciting program techniques and making it known to the public that they are on the air is the dual objective of the Canadian Association of Radio & Television Broadcasters.

Vern Dallin of CFQC, Saskatoon, reporting on the activities of the CARTB, of which he is president, outlined plans which had been evolved by his directors to "provide every radio and television member station with a supply of interesting, useful, support-winning programming with the emphasis on Canadian content."

He explained that "individuals or committees have been detailed to explore the costs involved in regional and national networks and other means of linking the stations together" and envisaged the possibility of a once-a-day CARTB newscast or commentary on a nation-wide basis.

"A new code of ethics for broadcasting will be formulated and submitted for your approval," he said, adding: "The code is designed not only to raise the level of programming and general operation of member stations, but to create an atmosphere in which any new governing body can be satisfied with minimum regulation and perhaps think in terms of the industry ultimately regulating itself."

Other points which are being dealt with by the board are:

The creation of scholarships or other rewards for the "development of Canadian dramatic talent, of national network showcase productions on the basis of once a year or so to begin with.

Examination of new research techniques dealing with audience composition and the development of new programs.

Suggestions for closer contact between member stations on all news, especially that relating to broadcasting, on staff relations and on the possibility of pooled management efforts between groups of stations where this would be useful.

Dallin told of a special public relations committee which had been set up, consisting of the president and two immediate past presidents. (Dallin, Fred Lynds and Jack Davidson). "With the assistance of public relations counsel, hired for the purpose, this committee will make recommendations on standards of advertising practice and taste, and on new public service ideas," he said. "It will work out mechanics for co-operation with responsible organizations," he added, "so that such people as the Canadian Citizenship Council, the Association of Mayors and Reeves, the Canadian Association of Consumers, the Canadian Association for Adult Education, the National Council of Universities and so forth will be better informed about broadcasting and what it is doing."

**Self Regulation Is Urged For Broadcasting Biz**

**T**HE NEWLY-ELECTED Progressive-Conservative member of the Federal House for Calgary South, Art Smith, teed off for the first session of the WAB Convention in Jasper last month with a keynote speech. In it he advocated for the broadcasting industry the same kind of self-regulation as has worked so well in the medical profession and his own oil industry.

Smith, who said he was expressing his own views, felt that the first and most important recommendation of the Fowler Commission was that of the appointment of a Board of Broadcast Governors, responsible for the supervision of all broadcasting in Canada.

Stating that he realized that this appointment does not quite meet the request of the CARTB, he felt that the broadcasters would agree that "it goes a long way in remedying an intolerable situation in which you as private broadcasters have been handicapped both by the rule book and the referee."

He said he also approved of the commission's recommendation for the abandonment of the Federal Government's single channel TV policy, "not only because of the obvious discrimination, but also in order to prevent a recurrence of the predicament in which Canadian radio found itself in competing with United States frequencies a few years ago."

**HIGH RATINGS — HIGH SALES**

Smith, who in his business life is an executive of the Anglo-American Oil Company of Calgary, used the experience of his own firm to substantiate some of the views about programming expressed by the commission in their report. He said his company had sponsored a relatively short program in two provinces twice a week, and "the analysis of our sales showed clearly that the impact of our program was accomplishing its objective". However, the degree of success was not averaging over the territory, with slight to no increase in some areas and substantial sales increases in others. "The significant thing," he said, "was that in these depressed sales areas, the public rating of the station was consistently low."

The speaker said he felt that "adequate supervision combined with disciplinary measures is still an important function for a regulatory



Art Smith, M.P.

*CBC Chairman*

**TV Has Grown Up As CBC-Privates Team**

**I**N THE OPINION of CBC Chairman A. Davidson Dunton, both the CBC and the private stations are here to stay, "not only because so many public authorities have said it is needed in the public interest, but also because . . . practically all the private stations probably accept the continued existence of the CBC as a good thing".

Dunton, who was unable to attend the WAB convention, where he was invited to speak, delivered a prepared address through the voice of CBC Supervisor of Public Relations, George Young.

In this talk, he said that CBC and private stations "would all do well not to spend too much time looking at the past . . . except insofar as what we see can be useful in the



George Young

future". He felt that mistakes had been made by private stations and by the CBC but that the time was now ripe to "concentrate on benefiting from the things we have learned."

Throughout the fifteen-minute address, he kept emphasizing that challenges lie ahead for private broadcasters and the CBC both separately and together. He specified these challenges in broad terms of "our community and national life; our place in the United Nations; our expanding universities and schools; developments in the arts, and of a creative and thinking ability and the rise of new interests."

Speaking of television, he said that "the co-operation between public and private organizations has given Canadians one of the best and most extensive television systems in the world, in less than five years. I think it is one of the great achievements in Canadian history. And its success has depended on public and private people working together with an effectiveness not reached in any other field of activity I can think of."

board". However, he said he could not subscribe to the view that "private broadcasters are alone at fault or that needless regulations are going to produce the 'spiritual enrichment' which Mr. Fowler and his associates forecast for Canadians."

The national system is a supplement to private enterprise in the opinion of Art Smith. "I believe the

Canadian audience has been well served by a combination of the private broadcaster and the CBC," he said, "but I suggest that any adjustments designed to improve the standards of radio in Canada must be kept within the limitation of public demand and not what a few (bureaucrats) feel is right and proper for the public to see or listen to."

*Virtue*

is its own

**REWARD**

**CJOR**

is now

**B.C.'s SECOND STATION**

6 a.m. to 7 p.m. daily \*

**LOWEST COST PER**

**THOUSAND CIRCULATION**

**CJOR**

Vancouver, B.C.

reps. H. N. STOVIN

\* BBM time period audience survey November '56

\*\* E-H circulation report — November '56

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

TORONTO  
519 Jarvis St.

WINNIPEG  
171 McDermott

VANCOUVER  
804 Hornby St.



# POINTS OF SALE

SIX TOURIST MARKETS

are served by these

SIX LIVE COMMUNITY STATIONS

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

**PAUL MULVIHILL & Co. Ltd.**

TORONTO  
77 York St.  
EM. 8-6554

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



## Radio for Retailers

# MERCHANTS ENTHUSED OVER CKBB'S HOME SHOW



Photo by Bob Ellis, Royal Studio, Barrie. Barrie Radio. This part of the program was emceed by Toronto radio commentator and columnist, Gordon Sinclair.

OVER THREE THOUSAND people visited the Barrie Arena last month to see the second annual Home Show put on by station CKBB.

The show featured over 30 displays set up by Barrie merchants with a special appeal to the housewife. There

was also the usual complement of sporting displays, including outboard motorboats and other equipment, to catch the eye of the outdoor man.

The first of the two nights, featured the CKVR-TV's Western musical group. The final evening, they held a beauty contest to choose Miss

CKBB reports that already over half a dozen Barrie merchants have requested floor space for the 1958 Home Show.

## International

# Audience Choice Gets New Attention From BBC

BRITISH RADIO listeners have been given indigestion by the BBC's efforts to improve public taste through its programs.

This was admitted by the Corporation's Director of Sound Broadcasting, Mr. Lindsay Wellington, in announcing a series of sweeping policy changes to take effect in October.

The BBC's radio audience has declined in eight years to only half of the postwar peak figure reached in 1948. The growth of television might

account for about half this drop, in Wellington's view. Other factors were changes in social habits, the growth of competitive distractions, and Radio Luxembourg.

Abandoning its cherished tradition of seeking to uplift and educate the British public, the BBC is now, apparently, going all out to entertain. The longhair *Third Programme* is to be cut down from five to three hours nightly. The *Light Programme* is to be lighter than ever, devoted "especially to those programs which give enjoyment without demanding

much concentration and attention." The artificial "competition" between the *Home and Light Programmes*, which has been part of BBC policy since the war, is to disappear entirely. The two hours lopped from the *Third Programme* are to be used for a catch-all service for minority groups whose interests cannot be catered to in the present program framework — fishermen, gardeners, jazz addicts and the like.

The growth of television, whose audience this year has overtaken the number of radio-only licence-holders, is mainly responsible for this almost complete departure from many long-held BBC principles. But the changes now in the making are also motivated by a fear that commercial radio may be introduced in Britain when the BBC's present charter expires in 1962. The one-time head of BBC Television, Mr. Norman Collins, who led the fight to establish commercial Television in Britain, has announced his intention of pressing for commercial radio as well.

Some of the passages in Wellington's paper announcing the new policy shed an illuminating light on past as well as future trends within the Corporation.

"Entertainment," says Wellington, "should not be undervalued, as it has perhaps been somewhat undervalued in the past. Less emphasis should be placed on the spoken word. More attention should be given to those who look to radio for relaxation and diversion. In short, while not losing its sense of mission in the cultural and educational fields, the BBC must keep this sense of mission within bounds, and seek to satisfy its audience more as it finds them than as it would wish them to be."

## FALL IS HERE

Well, maybe the calendar says "no".  
But, Fall booking time at CFNB is now!

CFNB IS YOUR BEST BUY IN NEW BRUNSWICK.

CFNB IS THE NUMBER ONE STATION IN NEW BRUNSWICK.

**SERVING NEW BRUNSWICK'S EXPANDING ECONOMY**

Have our Reps give you the full story — see:

The All-Canada Man.  
Weed & Co. in the United States.



*Changed Personalities*

# NEW SOUND DAWN-TO-DUSK GIVES CHUM NEW LOOK

**A**BOUT THE only thing that remains the same at CHUM, Toronto, these days is the name.

CHUM went on the air at 6:00 o'clock Monday morning, May 27 with a power boost from 1,000 to 2,500 watts; a change of transmitter site from north-eastern Toronto to Algonquin Island in Toronto Bay; 24-hour programming instead of the previous dawn-to-dusk schedule; and a "new sound".

Station announcers have changed their personalities to conform with the new idea.

Self-promotion plays a big part in the new CHUM programs. The station commercials, produced in the studios, run all the way from a split-second to 20 seconds in length. One of these is an interview with what are supposed to be the Wright Brothers. The announcer congratulates the brothers on being the first to fly a motorized plane, and then asks them for a few words. One brother replies "Can't talk now — have to rush home to listen to the new CHUM — 1050". Others are worked around the discovery of Dr. Livingston by Stanley, and similar situations.

### TOP FIFTY AND FAST NEWS

The major part of the 24-hour broadcast day is taken up with the top 50 hit tunes in the Toronto district, as determined by CHUM's own poll. Questionnaires are sent to all the record bars, coin machine operators and sheet music counters in the Metropolitan area, and the Hit Parade is made up from the results. In addition, a listing of the hits is circulated around the record bars and high school students. The reader is asked to pick the top ten as they will appear next week, from the listings. A weekly \$25 cash prize is offered for the winner.

Disc-jockey chatter is kept at a minimum. And here's a real innovation. If a deejay has nothing to say, he doesn't say it. He just signals his operator who then slips on one of the station's self promotion tapes.

The idea is to build up a sense of urgency, usually only heard when some big news story is breaking, into all the shows. They feel that listeners will be impressed by what they think is a lack of commercials. The commercials are still there. They just aren't given time to realize they are hearing them until they are over.

Newcasts are given five minutes before the hour because the station feels that most people have to be somewhere or doing something starting on the hour. The CHUM newsroom has the usual bank of teletype machines, a police radio, direct outside telephones and direct lines to the TORONTO TELEGRAM.

Each morning, the top nine news stories of the preceding 24-hour period are gathered and sent to the printers by 9:30. By 11:00 a one-page CHUM news bulletin has been printed and placed in the lunch menus of twenty-one of Toronto's leading restaurants and taverns.

The two types of street-car cards are being used promoting the 24-hour CHUM day, and the news before the hour.



CHUM's GIRL IN THE WINDOW, Maureen Allan, interviews the American Maid of Cotton from her two-room apartment built in the Royal Furniture Company's show windows. Maureen lived in the window 24 hours a day for several days to publicize the fact that CHUM, Toronto was now on the air 24 hours a day. Inset is Allan Waters, CHUM'S owner-manager.

One of the production changes concerns the western music deejay show heard at noon every day. The whole show is aired through an echo chamber. Recorded applause is heard after each record. This change was made some time ago and is to continue.

### SHE LIVED IN A WINDOW

For three days, starting the day of these changes, CHUM placed a girl in a specially constructed two-room apartment built into the Royal Furniture Manufacturers' show window, for 24-hours a day. The girl, Maureen Allan by name, did a half-hour daily deejay show from the "apartment". A clothing store supplied her dresses; a beauty salon did her hair;

restaurants and taverns provided her food; and the furniture store loaned the furniture. To match the stunt to the station's promotion, the girl was in full view 24-hours a day, just as the station was now on the air 24-hour a day.

With all the changes, CHUM has now adopted a cat as its trade-mark. A small newspaper was sent to all the homes in Metropolitan Toronto, describing how a station engineer found a stray cat at the transmitter towers on Toronto Island, one dark and misty night. CHUM then and there decided to have the cat as a mascot and trademark, but it needed a name, so the station is running a naming contest, offering \$500 cash as first prize for the person that names

the animal. Clues to the cat's personality are given daily, leading up to the final contest.

### SHOT IN THE ARM

Neither Alan Waters, CHUM's owner and manager, Executive Vice-President Phil Stone nor Program Director Phil Ladd will take credit for the new approach, but it is quite evident that the team has given the station a promotional shot in the arm. An example of this was seen at the recent Pat Boone Show at Maple Leaf Gardens. After the show was over, CHUM had a man at every exit of the big auditorium handing out the station's own Hit Parade. The 9,500 patrons, thinking this was something being given away in connection with the Boone show, lined up to get one. Included in the crowd was Doug Scanlan, sales promotion director of Northern Broadcasting Company owners of several other radio stations. He confessed to being in no small way embarrassed, after lining up with his family outside of the Gardens, only to be given a hand-out from another station.

**AIR? SHIP?  
BUS? TOURS?  
HOTELS?**

For efficient, personal service in handling all your travels . . .

. . . call

**CLAIRE WALLACE  
TRAVEL BUREAU**

1110 Yonge Street, Toronto  
WA. 3-8471

**CKSO-TV  
SUDBURY**



**CKSO  
RADIO**

**TWIN AIRPOWERS of THE NORTH**

**\$ \$ 140 MILLION \$ \$**  
**TOTAL RETAIL SALES**

in

**WATERLOO  
 COUNTY**

Home of

**CKCR**

**Kitchener — Waterloo  
 Ontario**

•

Sell your Clients' Products  
 to the people who  
 Spend these Millions

on

**CKCR**

Now represented by

**NATIONAL BROADCAST SALES**

TORONTO

MONTREAL



*Over the Desk*

AS IS USUALLY the case with conventions, I figuratively moved The Desk to Jasper Park Lodge for the WAB convention last month, and while this column has been somewhat clipped, most of my observations will be found, scattered through the issue, and I hope you will find them interesting.

As a matter of fact, it's just as well that this column is abridged, in keeping with the quarters I occupied and have reproduced from a snapshot on the next page.

Before I left, I asked the desk, the Lodge one that is, what rate I was expected to pay for my meals and my roomette, situated so conveniently vis à vis the laundry, which had a habit of burping something that sounded like "passthebisodol" at intervals of about thirty seconds throughout the day and night. They told me the rate was \$18.50. I explained that I hadn't been there the whole week, but was politely informed that the rate was a daily one.

This raises an interesting point about conventions and where they

are held. It would almost seem that the things have to be moved into the most expensive hotel. Otherwise, how would we know how good it was? It has occurred to me that there may be places, that go in for a little less of the garish on the outside and a little more comfort within, which get overlooked, because they don't charge the highest rate. Just a thought, that's all.

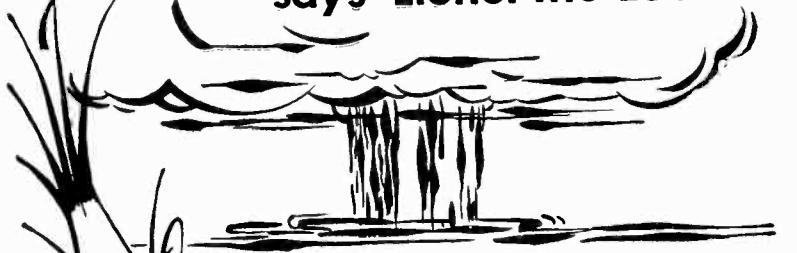
**SO I'M A GROUCH**

I SUPPOSE someone will say I am nothing but a cantankerous old man, but try this one for size.

Every year the Ontario Radio and TV golf tournament affords us and all others an opportunity to express our goodwill to our business neighbors by giving a prize. Not being addicted to the golf habit, I am seldom on hand to see who wins, and have beefed quite audibly when no one bothered to drop us a line to say they didn't like what we gave them. But now it is all changed.

This year we received a post card, neatly mimeographed as follows:

**WE SELL RESULTS!**  
 says Lionel the Lobster



The explosive business expansion of the Maritimes area provides one of the largest listening audiences in the Atlantic Provinces.

•

Tap this rich source of buying power with

**CKCW • RADIO  
 MONCTON  
 NEW BRUNSWICK**

REPS: STOVIN in CANADA •••• ADAM YOUNG U.S.A



Lewis slept here.

**CANADIANS IN UK**

**T**HREE CANADIANS have landed shows of their own on English television.

Roy Ward Dickson is using his spelling ability on *Turnabout* for Associated-Redifusion on the ITV network.

Elaine Grand is hostess of a new magazine show, so far un-named. The 45-minute, twice a week program is on the Granada network.

Alan Young, also with Granada, is starring in a show called *Personal Appearance*.

**CANADA'S HOLIDAY**

**C**ANADA'S NATIONAL Holiday was observed by the BBC overseas division in four special programs. Sunday, June 30, an anthology of four contemporary Canadian poets was given program treatment. Monday, the BBC Scottish orchestra, under the baton of Canadian Victor Feldbrill, broadcast a concert featuring Canadian composer Harry Somers' *Symphony No. 1*. Tuesday the CBC-produced comedy, *poked fun*, over BBC, at British and Canadian idiosyncrasies.

**SPELL-BINDER SPELL-BINDS**

**D**ISC JOCKEY Red Robinson of CKWX, Vancouver, found it too hot in the studio one night to do his show, so he moved outside onto the front steps of the station building. Within minutes hundreds of people had assembled to watch Robinson perform, and traffic was backed up four blocks, six lanes across.

Red promised the police who came to unsnarl the tie-up that henceforth he would sweat it out indoors.

**WHICH BRINGS UP THE POINT**

**T**HAT'S ABOUT all the sweating I'm going to do for this issue, so keep your ear to the ground and buzz me if you hear anything, won't you?

SAY YOU SAW IT  
IN CB & T

**CJAV RADIO**

Port Alberni — B.C.

is the most!

over

90%

of the early morning audience

Contact

VANCOUVER  
John N. Hunt  
& Associates

TORONTO &  
MONTREAL  
Stephens &  
Townsend

U.S.A.

Donald Cooke

\* Elliott-Haynes

**G. N. MACKENZIE LIMITED HAS the SHOWS**

TORONTO  
519 Jarvis St.

WINNIPEG  
171 McDermott

VANCOUVER  
804 Hornby St.

"This will acknowledge and thank you for the (blank) which was awarded to me as a prize following the Ontario Radio and Golf Tournament on June 18. Many thanks. (blank for signature).

This is what reached me, duly filled in and everything, but I'm still in the dark. I couldn't read the signature. Ah me! Ah Radio! Ah Ontario Radio and Golf Tournament!

**WILD NIGHT IN MOSCOW**

"**W**ILD CAVEMAN orgies" was the phrase used by Soviet ex-Foreign Minister Dmitri T. Shepilov to describe what happened when Rock 'n Roll recently reached Moscow.

The "orgies" took place at the Palace of Sports in Moscow's brand-new Lenin Stadium where some 15 thousand people flocked to see an ice show put on by a group of touring Austrians. After a racy Apache dance sequence which left Moscovites gasping, the party really got going when the loudspeaker blared forth Elvis Presley's recording of "Hound Dog"!

Moscow has never been the same since.

**ANNOUNCEMENT**

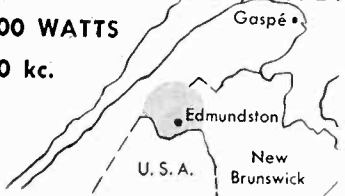
**O**NE PIECE of intelligence which came to our ears too late for our regular news column was this. Bruce Butler called to say that Joseph A. Hardy & Company have made a deal to represent Northern Radio - Radio Nord in Toronto and Montreal for both radio and television. This is Bobby Gourd's outfit, consisting of CKRN, Rouyn (to which will shortly be added CKRN-TV); CHAD, Amos; CKVD, Val D'Or; CKLS, LaSarre.

**CJEM-RADIO**

EDMUNDSTON, N.B.

1000 WATTS

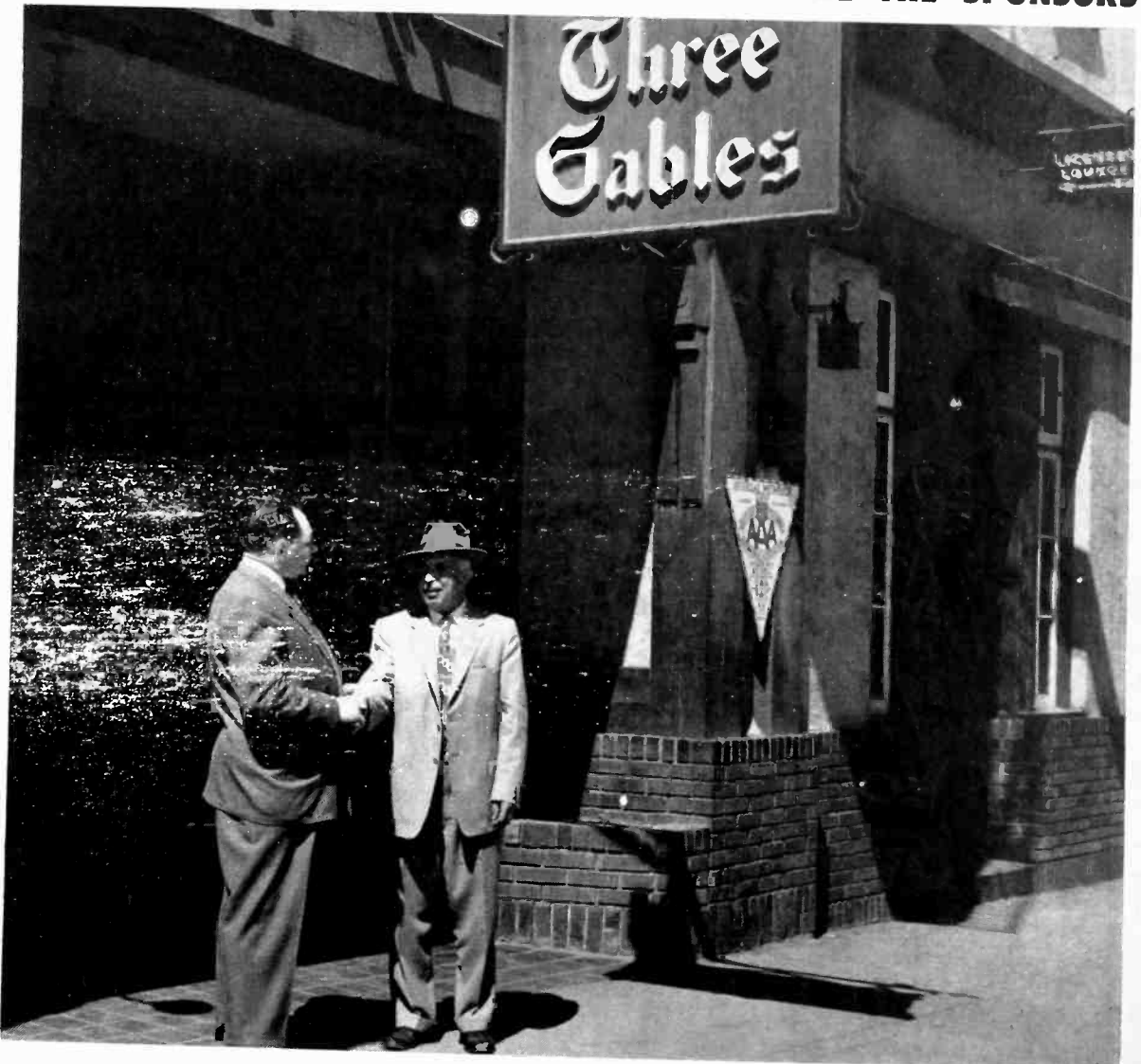
570 kc.



"La Voix du MADAWASKA"

covers the fastest growing market in the Atlantic Provinces . . .

**CKOK-land** We have shown you the Scenery and the People. Now, HERE ARE THE SPONSORS



**THREE GABLES HOTEL** sponsor the daily 6.30 p.m. sportscast. 100% of their advertising budget is spent with CKOK. Pictured (with hat on) is George Drossas, owner of the hotel.

Served by

**RADIO STATION CKOK, PENTICTON, B.C.**

Represented by

HUNT in VANCOUVER

MULVIHILL in TORONTO & MONTREAL

FORJOE in U.S.A.

**THESE MEN KNOW THE KINGSTON MARKET!**

On *Two Surveys* these men who *know* chose CKLC. In July, 1956 and in Feb., 1957 we asked 100 Kingston Retailers which Kingston radio station they would use if planning a radio campaign.

ANSWER	July %	Feb. %
CKLC	28	33
CKWS	14	18
Both Stations	12	15
Would not use radio	8	7
No opinion	38	27

(Elliott-Haynes Surveys)

**BUY CKLC**  
 CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

Contact: Horace N. Stovin (Can.) Forjoe & Co. (U.S.A.)

*WAB Convention*

**PROVINCIAL OFFICIALS SPEAK FOR THEMSELVES**

AT LEAST THREE western radio broadcasting stations devote considerable effort and station time to the affairs of their respective provincial governments. Devices used by these three stations, each located in a provincial capital, were outlined in the WAB Convention last month by Bob Tait, CKRC, Winnipeg; Gerry Gaetz, CJCA, Edmonton and Don Dawson, CKCK, Regina.

CKRC found an experienced news man with a keen interest in politics, who is a member of the Manitoba legislature's informal press gallery, in the person of Warner Croyer.

Croyer, who is the only member of the gallery representing a Manitoba radio station, delivers two minute reports each day while the house is in session. He also does a daily 15-minute report and personal commentary at 10:15 p.m. on the day's activities. In one ten weeks session of the house, he taped 35 interviews with the premier, cabinet ministers and other members.

Between sessions, Tait reported, Croyer checks regularly with the premier and his ministers and other officials, including party organizers, from once a week to daily.

Croyer's continuous contact with these people has become an extremely personal one to the point where press releases are often issued at times which will give radio every advantage, Tait said. He also quoted the premier as saying that radio is really "getting it across".

CKRC co-operation is equal with both government and opposition.

**AIRING THE MINISTERS**

When a provincial government brings down a budget, it isn't enough to broadcast the figures on the air. A better idea is to put on the provincial treasurer and let him tell his own story. That is what they do at CKCK - Radio in Regina, and that station's manager, Don Dawson, told the WAB delegates that this kind of policy has sold the government of Saskatchewan on the idea that just

CJCA, Edmonton, keeps a reporter at the government building all the year round, Gerry Gaetz, that station's manager, told the association. This is Russ Sheppard, the first radio man to be president of the Alberta Legislature's press gallery, who has induced Premier Manning to hold weekly press conferences. Radio now outnumbers newspapers in the gallery by about two to one.

During sessions, CJCA does an evening "wrap-up" of the day's proceedings. This is broadcast around dinner time. It is also made available



SNAPPED IN THE STUDIO in the Saskatchewan Government Radio Room are, from left to right: Provincial Secretary, Hon. Russel Brown; Hon. J. H. Brockelbank, Minister of Mineral Resources; Premier T. C. Douglas; D. H. F. Black, Director, Sask. Ind. Develop. Office; and D. Cass-Beggs, Gen. Man., Sask. Power Corp.

as radio elected them, so it will continue to keep them in power.

Continual contact with the government and fair reporting of contentious matters has even resulted in their building broadcasting studios right in the government buildings, he said.

For two years, CKCK has organized provincial meetings of Saskatchewan broadcasters, he told the convention. These meetings last for one day, following which the stations entertain the ministers at a cocktail party.

to all other stations in the province and most of them carry it, Gaetz said.

Each year the provincial treasurer tapes in advance a condensation of his budget speech for release after it has been delivered. This, Gaetz feels, could be extended to other stations by wire line.

John Loader, manager of CJAT, Trail, B.C., told the meeting that the B.C. Association, the BCARTB, entertains the B.C. cabinet to dinner every second year, when the B.C. stations hold their convention in Victoria.



**IN KINGSTON**  
 feed 'em your sales story on

**OVER 60,000 RADIO HOMES WILL EAT IT UP!**

reps:

In Toronto and Montreal — N.B.S.  
 In Western Canada — All-Canada  
 In U.S.A. — Weed & Co.

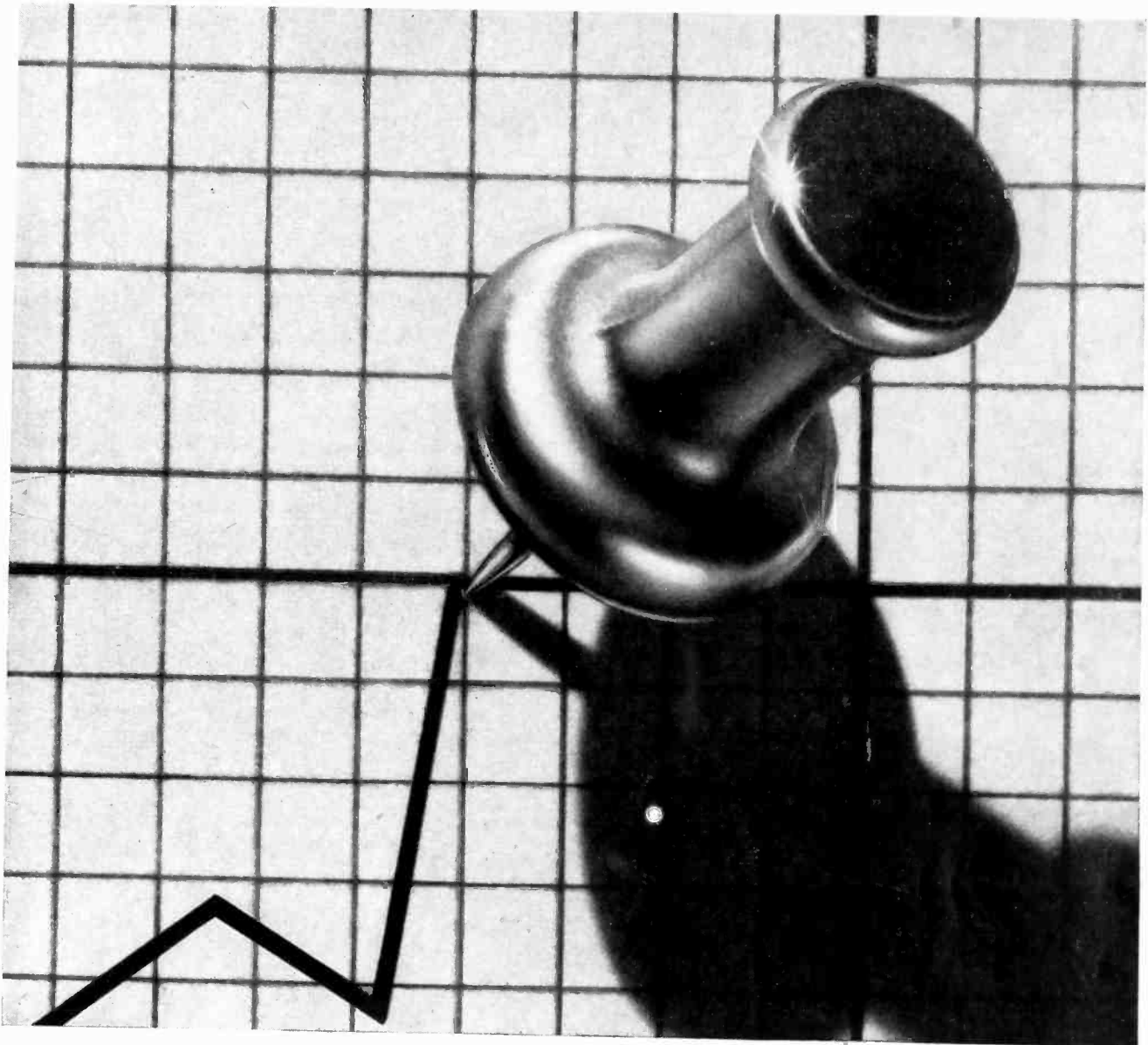
**200,000 PEOPLE WITH \$200,000,000 TO SPEND**

THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

PAUL MULVIHILL  
 Representative now in both Toronto and Montreal

The NIAGARA DISTRICT STATION

**CKTB**  
 ST. CATHARINES



## Boost sales power

Powerful, economical business newspapers reach 81.3%\* of your market—for LESS than 3¢ per contact. No other advertising medium sells business, industry and professions so thoroughly—so inexpensively. Whether it is straight advertising, new product news, case histories, press release or advance information—you'll BOOST THE SALES POWER of your product through Canadian business newspapers.

\*GRUNEAU

→ *This is a business newspaper. One of over 110 that places your product or service in front of the man you want to sell—more efficiently and economically than any other source. This publication is a member of the Business Newspapers Association of Canada, 137 Wellington St. W., Toronto, Ontario.*



When you want to sell to business  
advertise in business papers

*Canadian Broadcaster & Telescreen is a member of the Business Newspapers Association*

Oshawa has the Highest per capita automobile ownership in Canada - - and on their car radios they listen to



Serving South-Central Ontario from

**OSHAWA**

Lorrie Potts & Co. - Toronto  
Montreal

John N. Hunt - Vancouver

Jos. Hershey McGillvra - U.S.A.

*CCAA Convention*

**ARTISTS EXAMINE RADIO'S CHANGING TRENDS**

**T**HE NEED for co-operation with advertisers and advertising agencies was a keynote of the 5-day annual conference of the Canadian Council of Authors and Artists held in Toronto last month under the chairmanship of CCAA president Neil LeRoy.

"Though much of the CCAA's work deals with pay scales, that doesn't mean we're only concerned with the dollars our member writers and performers earn", LeRoy said. "We're also interested in fostering the thriving estate of the media in which they earn these dollars. Because today so many of these arts have been channelled into radio and TV, sponsors and those who represent them have an important bearing on the careers of CCAA members."

Agreeing with LeRoy, guest speaker Ralph Hart, of Spitzer and Mills Ltd. said that, as joint representatives of the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies, he felt that CCAA members could not fail to be affected by the changing attitudes of today's advertisers towards radio and TV.

Commenting on the present trend among advertisers towards local-station as opposed to network buying, Hart pointed out that while, up to now, network has been the most economical buy, with the high cost

of microwave, local TV on a selective basis is certainly the coming thing - - and that this trend would be further accentuated as soon as more TV stations are available.

"In both US and Canada, more and more national advertisers are buying not only more radio network time," he said, "but spots on local stations as well. In this country, one reason why this is so is because independent stations have taken a long look at the Fowler Report and decided they were wrong in some respects.

Another reason for renewed advertising interest in local-station time buying is that today advertisers are paying more attention to the cost of their advertising operations. This has made them more anxious to secure profits market by market. "There is also a new reluctance to be tied to the inflexible, non-cancelable 52-week contracts required by networks and a preference for flexible local contracts," he said.

As far as the advertising agency outlook is concerned, Hart felt that all broadcasting is in an even stronger position than ever before. Across the country, these days, it is moving into much keener competition with newspapers, he said.

**QUESTIONS FROM THE FLOOR**

**Question:** What type of program would you say will be favored by sponsors?

**Hart:** In daytime radio programs, music and soap opera are still the faithful standbys. However, some private stations are giving more time to local events, panels, etc. In making nighttime radio more attractive to sponsors, stations nowadays are selling announcements on a run-of-the-schedule basis. Local retailers are now being talked into buying nighttime to a greater extent. Many success stories concerning the sales impact this has had are coming in from local stations across the country. It is true however, that there is only slight indication of any appreciable swing back to using full-length radio programs.

**Question:** We have yet to hear of a group of local stations pooling to produce a program for mutual use.

**Hart:** Several stations have discussed this possibility already. I think it will be a method much used in the near future.

**Question:** Is it the desire of the ACA-CAAA to encourage live local programs?

**Hart:** ACA-CAAA are essentially information - giving organizations. They do not attempt to direct trends to any specific kinds of program.

**Question:** Do you think that the advertisers' attitude towards local-station programming will be detrimental or beneficial to CCAA members?

**Hart:** It will help if more TV films are made in Canada. For the time

being the benefits will probably be mostly to film distributors.

**LeRoy:** In other words, the film industry in Canada, you say, will be the most economical type of TV for the present. Sponsors can see beforehand what they're going to get.

**Hart:** Soon local stations will be better able to produce live shows. They have sufficient resources and confidence now to produce saleable efforts.

**Question:** Last year CBC promised to build up national French networks. What are the interests of advertisers in this?

**Hart:** CBC from time to time has encouraged advertisers to add western markets to their list of French stations. It's up to the individual advertiser whether or not his tape goes to St. Boniface and other French-language western stations. I don't think sponsors are buying too many of them though.

**Question:** I feel there is a danger of sponsors relegating radio to spot announcements only. How would you recommend CCAA to help build up other types of radio programs?

**Hart:** The program, as such, did recently show signs of disappearing. However, it is showing signs of a comeback. In the US, networks are making it possible to buy in and out of a program. CBS, for example, has set up live network programming on a basis as flexible as buying local spot announcements. I think the CBC is beginning to realize they must be more flexible that way too. *Assignment* and *Audio* are two examples of where this has been done.

**Question:** Do advertisers find an increase in summer as opposed to winter radio time buying?

**Hart:** Today the sponsors' old habit of laying off for the summer seems nothing less than crazy. Many are now buying summer radio only. Why not, when weekend and cottage listening is such an El Dorado?

**Question:** Going back to the trend to buying radio spots. I deplore it vehemently. Do you think this sort of thing will kill radio?

**Hart:** Do you mean the type of "snap, snap" operation with rapid-fire newscasts all squeezed into a general atmosphere of speed. It sets a good backdrop for a commercial, by making the commercial seem more slow-paced than the surrounding material. It has been proven, at any rate, that the public likes this sort of thing.

**Question:** Has the ACA-CAAA ever made any statement attempting to sell its clients on encouraging Canadian talent?

**LeRoy:** The ACA-CAAA has come out with approval for whatever was successful.

**Question:** Won't the trend among sponsors to local-station buying mean increased cut-ins for performers? In films, I mean?

**Hart:** The quality of Canadian film production has improved greatly, and advertisers are more interested in buying Canadian productions. There is also a new trend towards using Canadian talent in New York-produced films. I think it is safe to say that, all in all, CCAA performers should benefit from all this.

**Buy the audience that buys the merchandise**

Surely, it takes results to make local advertisers renew year after year. In fact, CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly for over 20, 15, 10 or 5 years.

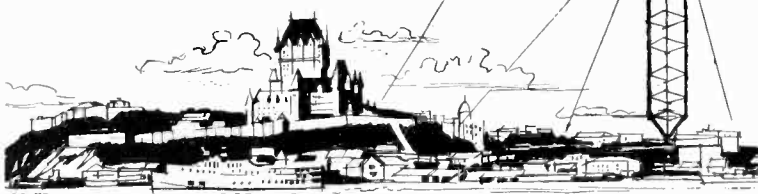
Surely local accounts buy on logic. They know that CHRC's programming to the family serves fathers and mothers best and gives their advertising the greatest sales impact.

Of course, your national advertising on CHRC is sure to get results in French Quebec - to do a really effective selling job - at the lowest possible cost.

5,000 watts **CHRC** 800 kcs.

**SOON 10,000 WATTS**

to get still better sales impact in the Quebec district  
**THE RADIO SELLING POWER OF QUEBEC CITY**



REPS - Jos. A. Hardy & Co. Ltd. - Canadian Station Representatives

**ACCOUNTANT**  
(former radio announcer)

desires employment as an accountant-office manager at a Radio or TV Station.

Box A316  
CB&T, 54 Wellington W., Toronto





**PREAMBULATOR**

I knew Dick Lewis when he used to use me for a reference.  
— Bob Buss

. . .

**OVERHEARD**

I never make an impromptu speech unless I come fully prepared for it.

. . .

**AUDREY STUFF**

Then there's the girl who was so dumb she thought that a proposition was something you should never end a sentence with.

. . .

**TALENT WANTED**

Have part for attractive ingenue to play one of the Puritans who came across on the Mayflower.

. . .

**IN RETROSPECT**

I wonder where the Liberals went  
When they lost their shirts on Saint Laurent.  
— *Contributed by a Liberal (former that is)*

. . .

**HELP WANTED MALE**

Station requires enterprising salesman to line up fall broadcast contracts. Must be able to move in on harried and hustling account executives and have own fishing tackle.

. . .

**HOW TO WRITE A GAG COLUMN**

It's easy enough to catch the gags as they go by, if you can only see which way they go.

. . .

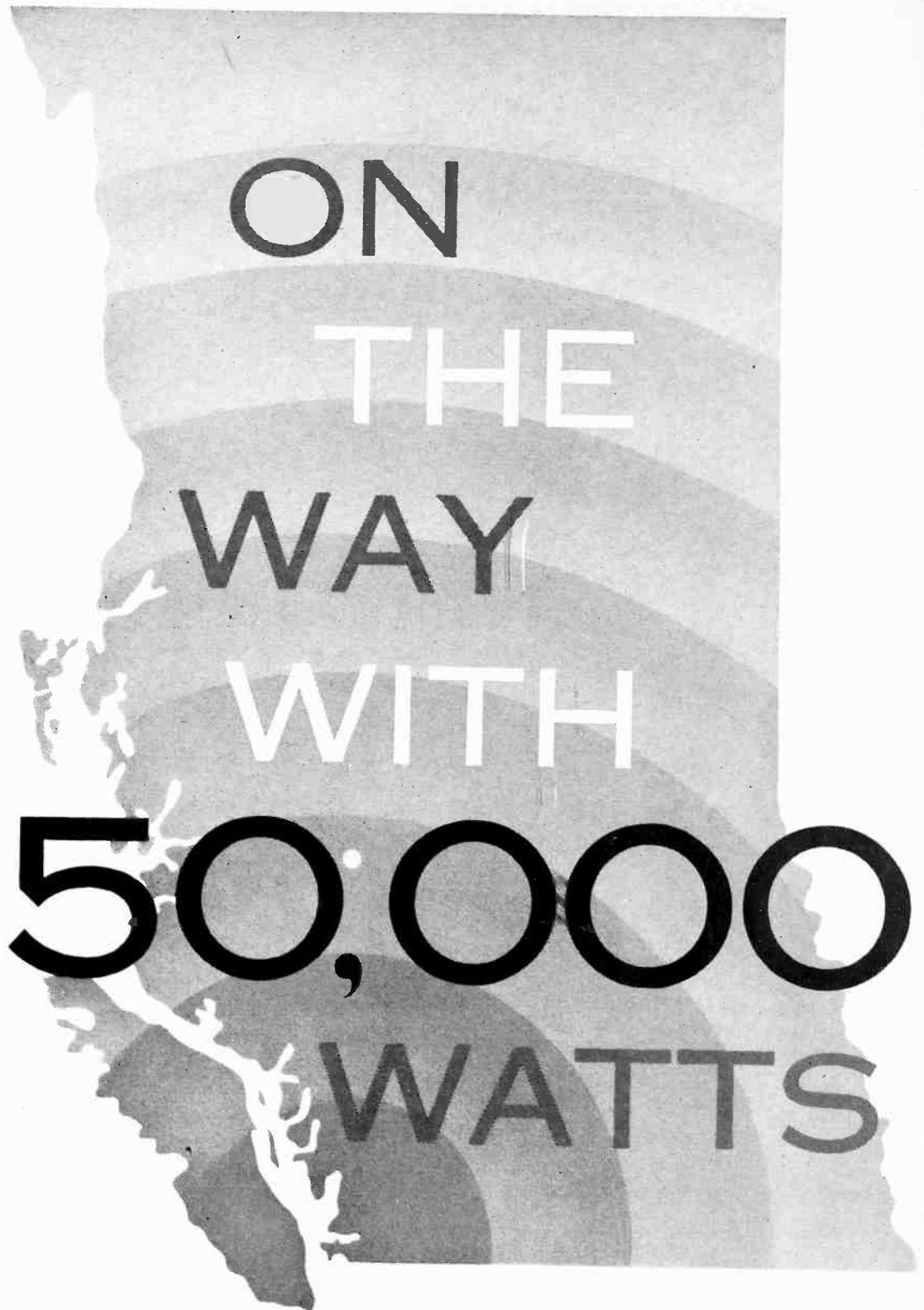
**DEFINITIONS DEPT.**

Research is the art of finding out things you don't want your customers to know and then suppressing them.

. . .

**SCAREDY CAT**

Then there's the girl who had to take time off from her job at the switchboard because she was suffering from nervous prostitution.



Radio British Columbia

**CKWX**

Vancouver

the ONLY advertising medium that covers ALL British Columbia

**Reps Canada:** All Canada Radio Facilities Ltd.

**Reps United States:** Weed and Company

# Congratulations

# CJON-TV

on opening Canada's first  
Satellite TV Station!

Designed and equipped  
by RCA Victor

RCA Victor is proud to have played a part in the development of Canada's first satellite TV station.

For pioneering this method of extending TV coverage, CJON-TV, St. John's, has received the acclaim of the entire television industry.

#### PIONEER SATELLITE DESIGNED IN CANADA

The opening of CJOX-TV, Argentia, is a milestone in the history of telecasting in Canada. The Satellite Rebroadcast system used was created by RCA Victor engineers entirely in Canada.

#### MOST ECONOMICAL SATELLITE SYSTEM AVAILABLE

This RCA equipment is the most economical method of radio-relaying television signals yet devised. Visual and aural channels are relayed as one signal.

#### IDEAL FOR UNATTENDED OPERATION

The type TVR-1 repeater is of unsurpassed simplicity of design, self-contained in a single rack. Simply connect and operate. Tube complement is only 35, including power rectifier and VR tubes.

#### NO LOSS OF TRANSMISSION QUALITY

Original picture and sound quality are maintained when the signal is automatically switched to a new channel for rebroadcast over the satellite station.

FOR MORE TECHNICAL INFORMATION ON THE APPLICATION OF  
RCA VICTOR'S SATELLITE REBROADCAST EQUIPMENT, CONTACT:

ENGINEERING PRODUCTS MARKETING

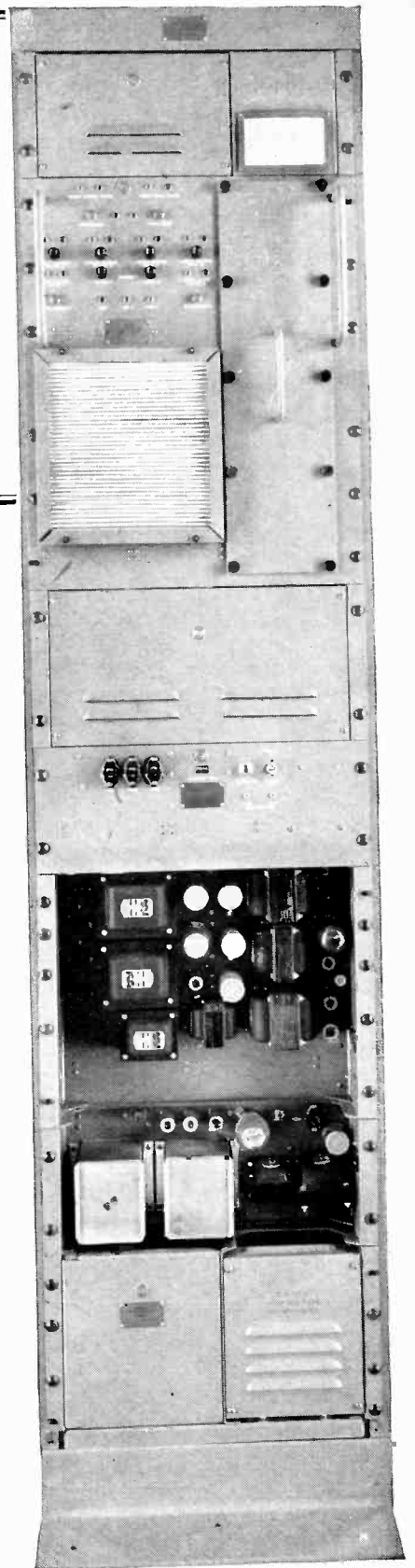


RCA VICTOR COMPANY, LTD.

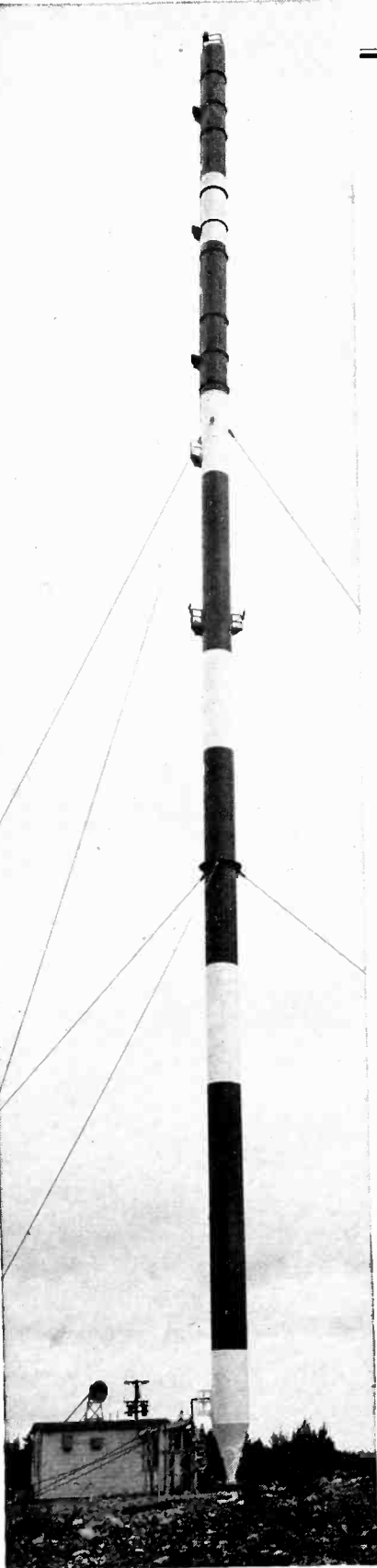
MONTREAL • HALIFAX • TORONTO • CALGARY • VANCOUVER

\*Registered Trade Mark

RCA pioneered and developed compatible colour television



RCA Victor Satellite Rebroadcast Equipment, Type TVR-1, as installed in the satellite station of CJON-TV, St. John's — CJOX-TV, Argentia, Newfoundland.



RCA Victor Wavestack\*, in use at CJON-TV. A similar Wavestack serves CJOX-TV.

## TRANSFORM TV STUDIO INTO CHURCH



CHURCH MOVES INTO THE STUDIO once a month at CJON-TV, St. John's, Newfoundland, as well as Christmas, Easter and other special occasions. Anglicans, the Salvation Army, Presbyterians and the United Church of Canada take it in turns to conduct their services before a congregation of fifty and CJON-TV's audience. Pews and furnishings appropriate to the denomination whose turn it is are borrowed for each occasion.

## Networks Uncertain... TV Week Is Being Planned

UNCERTAINTY OVER the new government's reaction to the Fowler Report has left many gaps in the CBC's TV program schedule for the fall. Though an attempt to fill in these gaps was made at the June 27 program conference of CBC and affiliate stations, decisions made were so tentative that conferring parties were asked to keep mum about what had been decided.

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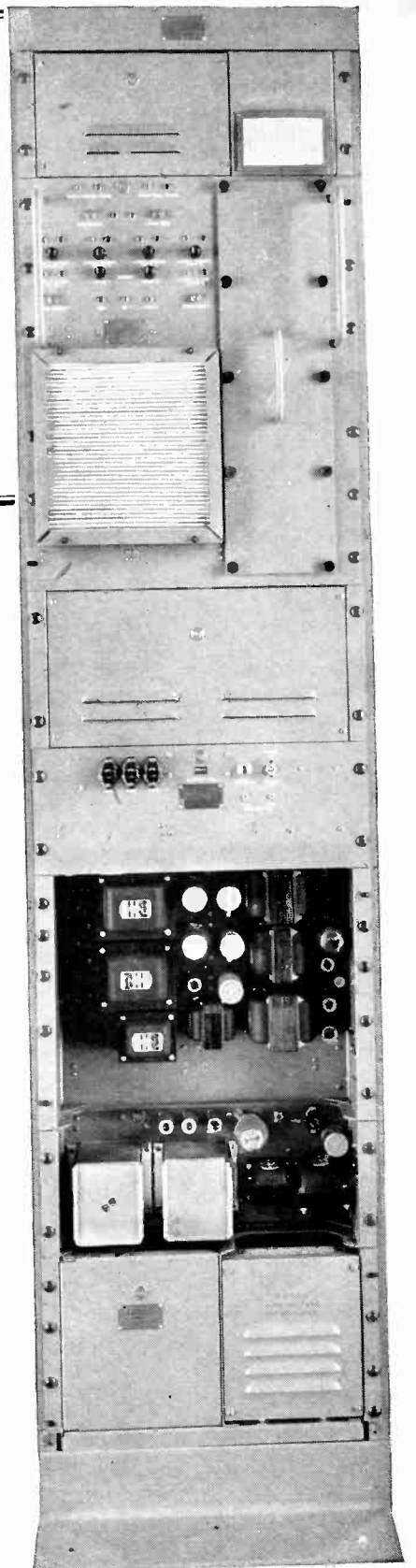


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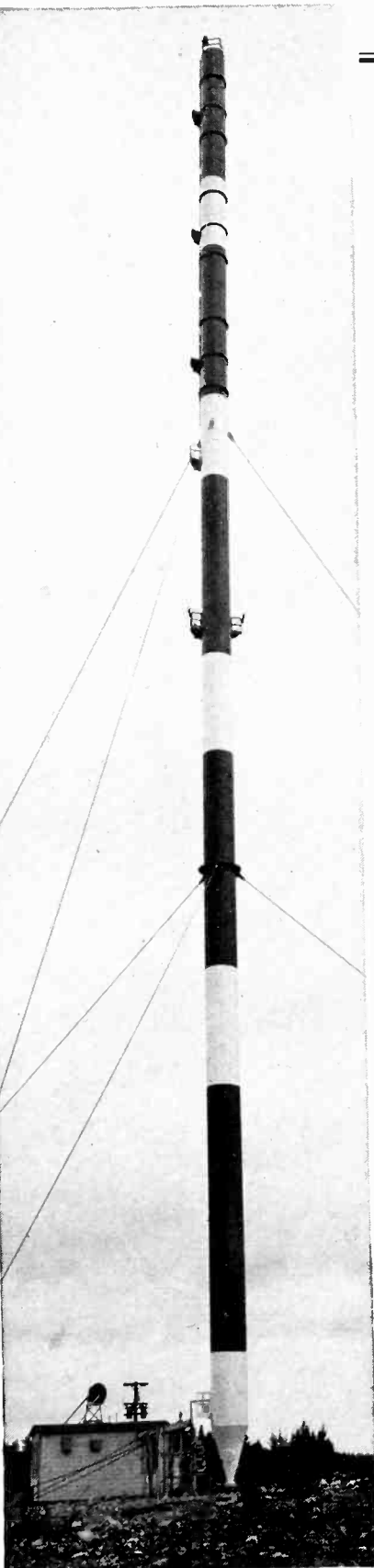
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### Canadian Westinghouse Invention

## LONG RANGE TRANSMITTER WILL MULTIPLY 30 MILE MICROWAVE RANGE



TELEVISION WILL LEAP long distances through new communications system developed by Canadian Westinghouse. Black arrow shows 130 mile test range used for first successful tests of the method.

A VERSATILE NEW system of long - distance, multi - channel communication that sends signals far beyond the horizon by beaming them off the lower atmosphere, has been developed by the Canadian Westinghouse Co. Ltd. This new system, Canada's first

venture into the "scatter propagation" field of communication, can be used for longhop television, voice, teletype, facsimile or data transmission.

This means that it will no longer be necessary to install repeater stations approximately every 30 miles, as is the case with the present microwave system, which is only practical in closely populated areas. In the vast majority of the areas of Canada, however, great distances exist between centres of population and the new development will save installing repeater stations in areas where they can be of no possible use. The new system can provide reliable, many-channel communication across 100-200 mile hops and requires no repeater stations within the span.

The essence of the "scatter propagation" technique is that when a very powerful radio beam is directed toward the horizon, some of its power is scattered to earth, even hundreds of miles distant. Signals reach around the earth's curvature to receiving stations in much the same manner as the glow from oncoming headlights is seen over a hill.

The technique has seen limited use but high costs and heavy equipment have restricted its application. According to Westinghouse engineers the new system overcomes both these factors.

Previous scatter equipment required was large and heavy. Form-

erly antennas were as large as 60 feet in diameter and weighed 60,000 pounds, while antennas for the new system are 18 feet in diameter and as small as 12 feet.

The result of a year long engineering program, the system is the first to be completely developed, designed and built in Canada.

### Movies Recoup TV Losses

CANADIAN MOVIE houses may have a case against TV — but it's an open and shut case, depending upon how they've been affected by TV's advent. The case is definitely "shut" in St. John's, Nfld., where three theatres closed down 21 months after the opening of CJON-TV. However, although Odeon Theatres in British Columbia also closed down seven theatres due to TV rivalry, E. G. Forsyth, Odeon assistant general manager, said "theatre audiences are bound to drop when TV arrives but the decline levels off." Proof is that there are 17 new Canadian theatres presently under construction.

### Color TV Infects Press

COLOR TV HAS spurred the trend to full-color newspapers, recently pointed out Stuart Keate, publisher Victoria Times. The Vancouver Sun and the Montreal Gazette have adapted spot-news color photography to newsprint.

# WANTED

Advertisers Interested in a  
**\$600,000,000**

Capital Investment Market\*

# CFQC-TV

in the hub  
of this rich area

serves

# 323,800

people

over

# 2%†

OF CANADA'S  
BUYING POWER  
IS WITHIN

# CFQC-TV's Coverage Area!



## see our reps:

IN CANADA — TELEVISION REPS  
U.S.A. — CAN. STATION REPS

\* FEDERAL DEPT. OF TRADE & COMMERCE  
† SALES MANAGEMENT'S SURVEY

**RADIO AND TV JOIN FORCES FOR "JACKPOT OF PRIZES"**

**M**ORE THAN FIFTY local advertisers joined CKSO radio and CKSO-TV for the third season to stage the *Jackpot of Prizes*.

Everything from automatic washers and dryers, electrical appliances, clothes, food, hardware and auto supplies were donated by the advertisers to make up the Spring Jackpot.



CKSO-TV's Trudy Manchester and Fraser Gray, age 7, shown drawing the winning entry in "SPRING JACKPOT".

Viewers and listeners were then asked to send in their entries along with as many sales slips as they wished from participating sponsors.

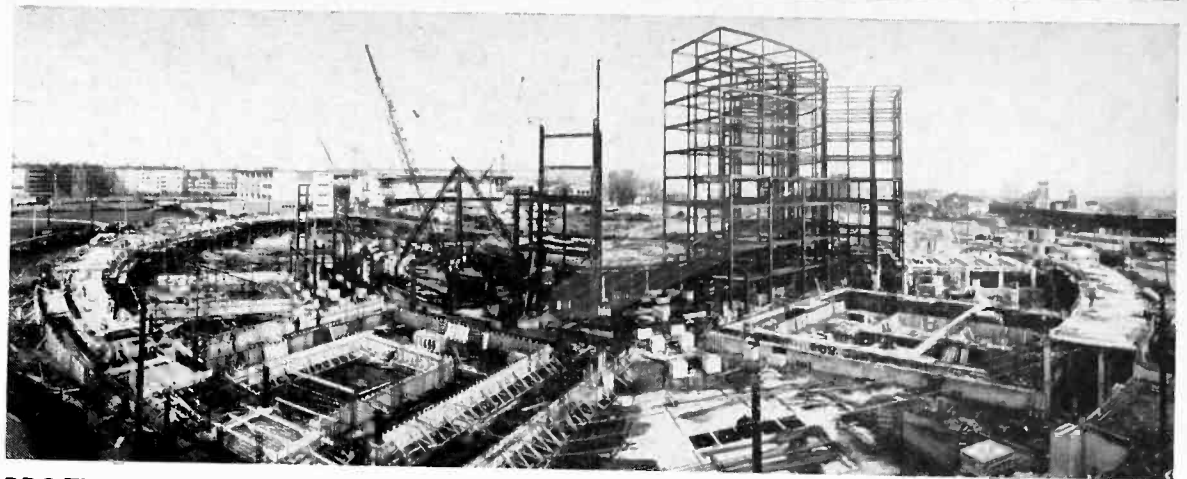
All entries had to be postmarked no later than midnight, June 16, -- Father's Day. This year over 15,000 letters were received.

The draw as made by 7-year-old Fraser Gray, a regular member of the CKSO radio-TV *Juvenile Jury* program.

The lucky father was Fernand Veireault of R.R. 1, Chelmsford, a small town about 14 miles from Sudbury.

This program is one of the three annual radio-TV promotions carried by CKSO each year.

The next one is the Fishing Derby, to take place over the civic holiday weekend in August. Prizes will be awarded for the largest fish in each category.



BBC-TV CITY is under construction in West London, and here is the skeleton of the main block of the new building. It is designed to concentrate the whole of the BBC television service under one roof, and will cover one-quarter of the 13-acre site. Note the spoke-like studios radiating from the multi-story hub. A large corridor designed to move sets and props easily from studio to studio makes up the rim.

**CFRN-TV RATES TENTH IN ED SULLIVAN CONTEST**

CFRN-TV, EDMONTON, placed among the top ten, of all North American TV stations submitting 9th anniversary greetings to Ed Sullivan.

Sunday, June 23 marked Ed Sullivan's 9th year of telecasting. This year all CBS-TV and Canadian TV

the promotion managers of the various stations.

The CFRN-TV staffers sent their greetings in the form of a six foot totem pole, with a sketch of Ed Sullivan's head inserted on the totem. Along with the totem was a scroll announcing that Ed was now a member of the Sunwapta Broadcasting Tribe, and would be called Chief Stoneface. The totem was mounted on a half world base showing a North West Airlines DC-6-B en route to New York from Edmonton.

The panel of judges who decided which of the greetings were to receive the awards was comprised of a number of executives of the Kenyon & Eckhardt agency in New York.



stations were invited to send their greetings to Ed. The ten most unique greetings received resulted in an all-expense weekend being awarded to

**CBC Takes Stink Pretties**

DEODORANT ADVERTISING will now be allowed on CBC radio and TV networks, recently announced Walter E. Powell, CBC commercial manager. Previously only household -- not personal -- deodorants could be advertised. Copy stressing "social acceptability" or too-personal demonstrations is still taboo.

**MUST THE CBC KEEP THE LAW?**

THE FIGHT still rages over CBC's alleged violation of the Lord's Day Act. Latest news on the possible future CBC Sunday blackout was that the CBC has appealed to Ontario's Court of Appeal to reverse its decision that the Corporation must stand trial on this charge. CBC lawyer said the appeal was based, not on the contention that the "CBC was above the law" but rather on whether parliament intended the Lord's Day Act to apply to the national broadcasting service.

**POINTS OF SALE**

**NOW**  
Representing

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20,000  
TV HOMES

in the  
ever-growing

TIMMINS  
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CKVR-TV  
Channel 3

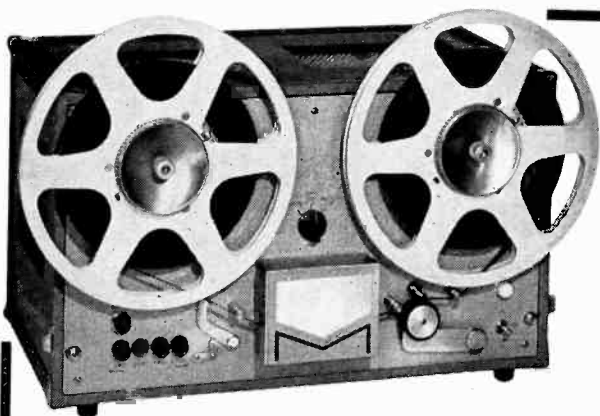
CKGN-TV  
North Bay

CFCL-TV  
Timmins

**PAUL  
MULVIHILL  
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**P 63 - AX**

instantly converts  
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recording equipment  
to the industry's  
highest standards...  
the magnificent new

To enable thousands of Magnecord users to modernize their professional recording equipment at lowest possible cost, Magnecord has designed the new P-63-AX tape transport. Simply plug it into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models): your equipment equals the finest made. Thus you save the cost of a new amplifier.

SEE YOUR LOCAL AUTHORIZED **MAGNECORD** DEALER OR WRITE US DIRECT

**MAGNECORD CANADA LTD.** 3745 BLOOR ST. WEST, TORONTO, ONT.



**KVOS-TV brings B.C.  
the biggest and best  
hit movies  
in North America!**





**COLUMBIA'S TOP 39**

including  
**YOU CAN'T TAKE IT WITH YOU**, James Stewart.  
**DEAD RECKONING**, Humphrey Bogart, Lizbeth Scott.  
**THE AWFUL TRUTH**, Cary Grant, Irene Dunne.  
**PENNIES FROM HEAVEN**, Bing Crosby, Madge Evans.  
**THE HOWARDS OF VIRGINIA**, Cary Grant, Martha Scott.  
**THE MORE THE MERRIER**, Joel McCrea, Jean Arthur.  
**SAHARA**, Humphrey Bogart, Lloyd Bridges.  
**PENNY SERenade**, Cary Grant, Irene Dunne.  
**BLACK ARROW**, Louis Hayward, Janet Blair.

**WARNER BROS. HITS**

including  
**THE FOUNTAINHEAD**, Gary Cooper, Patricia Neal.  
**KINGS ROW**, Robert Cummings, Ann Sheridan.  
**GENTLEMAN JIM**, Errol Flynn, Alexis Smith.  
**STRAWBERRY BLONDE**, James Cagney, Ann Sheridan.  
**GEORGE WASHINGTON SLEPT HERE**, Jack Benny.  
**ROPE**, Alfred Hitchcock thriller, James Stewart.  
**ADVENTURES OF MARK TWAIN**, Frederic March.  
**NIGHT AND DAY**, Cary Grant and All-Star Cast.  
**THE SEA WOLF**, Edward G. Robinson, Ida Lupino.  
**MARKED WOMAN**, Bette Davis.

**20TH CENTURY FOX HITS**

including  
**HOW GREEN WAS MY VALLEY**, Walter Pidgeon.  
**THE BLACK SWAN**, Tyrone Power, Maureen O'Hara.  
**DRUMS ALONG THE MOHAWK**, Henry Fonda.  
**LES MISERABLES**, Frederic March, Chas. Laughton.  
**CENTENNIAL SUMMER**, Jeanne Crain, Cornel Wilde.  
**WESTERN UNION**, Robert Young, Randolph Scott.  
**LIFEBOAT**, Alfred Hitchcock drama, William Bendix.  
**THE OX-BOW INCIDENT**, Henry Fonda, Dana Andrews.  
**YANK IN THE RAF**, Tyrone Power, Betty Grable.  
**DRAGONWYCK**, Gene Tierney, Vincent Price.

**SELZNICK-HITCHCOCK HITS**

including  
**THE FARMER'S DAUGHTER**, Loretta Young.  
**NOTORIOUS**, Cary Grant, Ingrid Bergman.  
**SINCE YOU WENT AWAY**, Jennifer Jones.  
**THE PARADINE CASE**, Gregory Peck, Ann Todd.  
**PORTRAIT OF JENNY**, Jennifer Jones.  
**THE SPIRAL STAIRCASE**, Dorothy McGuire, George Brent.  
**I'LL BE SEEING YOU**, Ginger Rogers.

**UNITED ARTISTS (1950-54 HITS)**

including  
**TOP BANANA**, Phil Silvers, Rose Marie.  
**MAN WITH A MILLION**, Gregory Peck.  
**ACT OF LOVE**, Kirk Douglas.  
**PERSONAL AFFAIR**, Gene Tierney, Leo Genn.  
**HOTEL SAHARA**, Yvonne de Carlo.  
**TWIST OF FATE**, Ginger Rogers.



**WEEKLY MOVIE SCHEDULE**

Channel 12 Matinee	1:30 P.M. Mon. thru Sat.
Candlelight Theatre	10:35 P.M. Mon. thru Sat.
Variety Playhouse	3:30 P.M. Mon. thru Fri.
Mystery Hour	12:05 Midnight Fri.
Saturday Late Show	12:05 Midnight Sat.
Hollywood Playhouse	3:00 P.M. Sunday
Sunday Theatre	6:00 P.M. Sunday
Star Cinema	10:35 P.M. Sunday

**MAXIMUM AUDIENCE**

KVOS-TV consistently carries top-rated shows to the biggest audience in the fast-growing B.C. market. Month by month, through the pulling power of the best movies and other TV fare, more and more people by far are watching KVOS-TV. If our rep has not already done so, ask him to show you the figures that prove it.

**AT LOWEST COST**

Compare the rates and you'll see why KVOS-TV is the greatest TV buy in B.C. today!

	KVOS-TV	Station A (Vancouver)
20 seconds	\$ 87.00	\$116.00
1 minute	108.00	145.00
30 minutes	261.00	348.00

Reps: Horace N. Stovin & Co. — Toronto, Winnipeg, Montreal  
 Forjoe TV Inc. — New York, Chicago, Los Angeles, San Francisco

**KVOS-TV** CHANNEL 12  
 (Canada) Ltd.



Offices: 1687 West Broadway, Vancouver, B.C. - CHerry 5142



*Want To Start A TV Station?*

# THREE VETERAN TELECASTERS TELL ALL AT WAB MEET

RADIO BROADCASTERS with an eye to getting into TV were treated to an inside look at "Television from the ground up" at the WAB convention, by a trio of western telecasters who showed themselves willing and able to share information about the problems they had been faced with in the early days and the ways they had found to beat them.

Johnny Craig, CKX-Radio and CKX-TV, Brandon, a "veteran" of two and a half years in the TV



Johnny Craig

business, found that the way for a radio broadcaster to get into television in a city of 25,000 population like Brandon is to combine radio and TV staff in one dual purpose building. In Craig's case this entailed putting up a new building to house both, because the original radio building was too small.

He pointed out that today, people getting into the business have plenty of experience gained by others to draw on, but two and a half years ago, there were no similar operations, no architects with TV studio experience. So Johnny and his chief engi-

neer started scheming themselves, and, in the process, drew up no less than 25 sets of plans.

They ended up with a one-story building with no basement, 95 by 100 feet, on the outskirts of the city. It is not necessary or desirable to be downtown, he said.

Implying that there is not too much to choose between available brands of TV equipment, he said he was quite satisfied with what he had bought, and that the only saving might have been to have been a little tougher with the suppliers.

Johnny Caig paid great tribute to the material help offered to him by people who got into the game ahead of him. He mentioned especially the CBC. He also said that several stations allowed him to send members of his staff to watch and participate in their operations. He made special mention of CBC-TV, Winnipeg; CKSO-TV, Sudbury; and CKCK-TV, Regina. "They all fell over backwards trying to help us," he said, "and, as a result, we were able to start out without anyone who had any actual experience."

Johnny cited as a specific example of this the fact that he took four full-time radio operators and moved them into TV, because they at least had technical experience. The test came when he had to take "an enforced holiday of seven weeks in hospital, while these young people did the job for us".

"The dual radio-TV operation is run with a staff of 45," he said, "and in about three months we were operating in the black."

### PROFITS MUST BE HIGH

Craig said he disagreed with the Fowler Commission's criticism of the high profits earned by the broadcasters. "We have almost half a million dollars invested," he said. "We have to spend a lot of money to stay in business. We must be ready to get to full power as soon as the opportunity arises. Color is only a short way ahead." He said that he had no apology to offer for making a large profit in TV, because this profit had to be available to spend on necessary equipment and plant expansions.

### NETWORK CONTRIBUTES MUCH

Next he gave the meeting a breakdown of revenue, disclosing percentages of local, national and network from the outset until the present time.

JANUARY - SEPTEMBER, 1955	
Local	17%
National	28%
Network	55%

JANUARY - DECEMBER, 1956	
Local	26%
National	32%
Network	42%

JANUARY - MAY, 1957	
Local	34%
National	34%
Network	32%

"There is much to complain about with the CBC," Craig said, "but you should take a close look at network as a contribution to revenue, because selling national

advertising on individual stations is a real battle."

### ON THE PROGRAM SIDE

Craig felt that at CKX-TV they have done a good job on the promotion of live talent, but worthwhile talent in a place the size of Brandon is limited and soon used up. In one case, he said, they had used 150 people on one program through the period of a year.

The news department uses news film from all over the area, drawing on photographers in every town within a radius of seven miles. "Our TV news is local," he said "and this is one thing that has given our station a local flavor."

### VERSATILITY AND TEAMWORK

CFQC-TV, Saskatoon believes strongly in local sales, yet Blair Nelson told the meeting that they only employ two salesmen, relying on key staffers who are versatile and willing to co-operate. He said that the only way they could express their appreciation to the many Canadian and U.S. stations which advised

and otherwise helped them before they went on the air was to keep the door open to stations entering the field now or in the future.

Our original staff was all local and all green to TV, he said, but we

prefer people who have been in radio.

CFQC radio and television operations are separate, Nelson said, with the exception of some top people and the news department. In TV, the key man is the production manager, who is chosen for his imagination and versatility.

They hired a film editor who knew something about film and taught him the rest. You have to dig for photographers, he continued, and newspapers are a good source of supply.

Contrary to Johnny Craig's arrangement to send staffers to other stations, Nelson felt that it is better to bring in one consultant from the States and train the staff as a crew, rather than sending them out all over. This way he felt they all learn the same basics the same way. CFQC's consultant was Herb Stewart, now manager at CHCT-TV, Calgary, who was the third member of the panel.

CFQC-TV is quartered in a downtown building, which used to house the radio station and now accommodates both radio and television. The important thing about quarters, in Blair's book, is that you have room for expansion, because all stations have had to spread themselves.



Blair Nelson

# CHEX-TV

is TOP BANANA in Peterborough

- No matter what yardstick you use . . . programming, audience loyalty, sales ability . . . you'll find CHEX-TV is the number one station in the wealthy Peterborough market. For facts and figures contact our reps today.

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

# CHEX-TV

Peterborough

*Protect films* WITH **ECCO #1500** ANTI-STATIC FILM CLEANER

ECCO #1500 is the only anti-static film cleaner. It's recommended by leading labs throughout the continent. ECCO cleans, conditions, lubricates and stops dust-attracting static - electricity - quickly! There is no carbon tet in ECCO . . . it's the safest film cleaner known! Price per U.S. gal. \$14.00

Use ECCO #1500 with the Speedrol Applicator Get the most modern film cleaning combination ever. SPEEDROL cleans and inspects in one operation! Complete . . . \$38.00

**CALDWELL EQUIPMENT CO. LTD.**  
447 JARVIS ST. TORONTO

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

TORONTO • WINNIPEG • VANCOUVER  
519 Jarvis St. 171 McDermott 804 Hornby St.

**"You have to live with your programs from day-to-day"**

The basic rule, he said, is that you need twice the floor space as that occupied by the studios. "We haven't needed this much yet," he said, "but it is important that you have it."

Blair said that they have operated at a profit every month except one August, but felt that they had been guilty of overselling sponsors at the outset. Some of the merchants who got caught up in the original enthusiasm are not back yet, he said. Some quit and only returned after a considerable time.

Blair's formula is to sell sponsors what will get results. To do this there has to be the greatest possible teamwork between producers, writers and sponsors.

"In TV," he said, "you just can't re-run the commercial you ran last week, as you can in radio." To accomplish this, you must have sufficient people to maintain liaison.

He stressed the importance of good local shows. In one women's show, fifteen hundred guests faced the camera over a nine months period. A live camera is absolutely basic in any market, he said. One reason for this is that it brings people to the station and builds their interest.

He warned TV novices not to get too big too fast. He advised them to start out with condensed schedules. At CFQC-TV, they could not sell a feature film every night, so they felt that two a week was sufficient to begin with.

On the question of staff, he said that local people adapt themselves more quickly and felt that their familiarity with the community was an added advantage. TV only has room, he said, for the kind of people who want to co-operate and do everything you want them to do.

**ACCENT ON LOCAL NEWS**

CFQC-TV has sold its two daily newscasts ever since it went on the air. Local news is covered by four photographers and three motion picture cameramen. Other news is taken care of to a large extent through the TV News Film Co-operative (organ-

ized by the CBC in conjunction with a group of private TV stations). "The news co-op," he said, "is an excellent service, which gives national and international coverage." He also explained that co-op coverage of major sporting events rings the bell with viewers even when they know it is two weeks old.

Blair stressed the importance of filmed commercials in small markets. He said that they charge \$70 for making one without sound, which is done live. Besides the effectiveness of these from the sponsor's standpoint, he suggested that sponsors who have invested \$70 apiece in say six of these commercials is going to make sure that they get well used on the air. CFQC-TV also makes 1-minute "newsreel-type" commercials at \$15 each. This barely covers the cost, he said, but makes for happy sponsors.

As an antidote to ulcers and other occupational hazards of this one among pressure businesses, Blair offered neophyte owners and managers a simple formula: "Don't worry about every detail," he said. "You have to concentrate on basic problems, but the details will work themselves out."

**ONLY QUALITY PROGRAMS**

Herb Stewart, who ran the TV gamut from salesman at Columbus, Ohio to TV consultant all over Florida and finally Saskatoon, wound up the discussion with reflections from his own experience. Stewart,



Herb Stewart

deliveries varied.

CHCT-TV had been able to find

who took over management of CHCT-TV, Calgary, two and a half years ago, nearly a year after it opened, said that basic electronic equipment is pretty much on a par with all manufacturers, but that

space, he said, without having to build. They had remodeled a badminton club, which had proved adequate for over two years. Now, however, they needed to expand.

Personnel has always been a problem, he continued, but now sources are beginning to develop, as stations in smaller markets develop people who want to move along. This trend will continue, he felt, as it has in the past with radio.

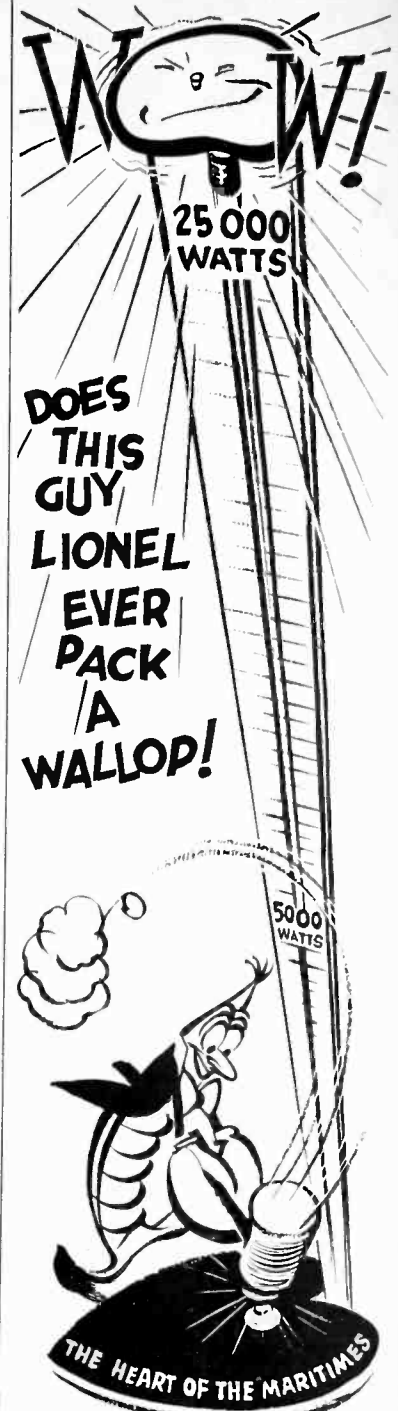
**You have to live with your programs from day to day, because they can get monotonous and cause people to turn off the set. You can't repeat things as often as you have repeated them in radio, he said.**

An important point is the quality of feature films, he went on. "We are now buying only quality feature film and the extra \$10 or \$15 is well worth it!" The same thing applies with syndicated film and local live programs. If you select quality programs, neither viewers nor sponsors will tire of them and, while a little more cost is entailed, it will pay off in the long run.

"National sales representatives are very important to you in the local market," he said, "so don't force your rep to go out and sell something without the basic tools."

Now is the time for all good stations to keep advertisers and agencies informed while they are planning ahead.

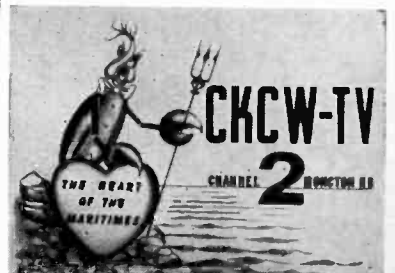
**CB & T  
Can Help You**



**CKCW-TV  
NOW  
25,000 WATTS**

LET LIONEL GIVE YOUR SALES THE "BIG POWER BOOST"

REPRESENTATIVES  
STOVIN IN CANADA  
ADAM YOUNG IN U.S.A.



The Hub of the Maritimes

**MONCTON  
NEW BRUNSWICK**

**CFCM-TV, QUEBEC,**

can give you **338,800** SELLING IMPRESSIONS  
of **Sight** and **Sound** for as little as  
**\$29.28** per day.

**338,800  
per day**

Representative:

**JOS. A. HARDY & CO. LTD.  
TORONTO and MONTREAL**

# CHANNEL CROSSINGS

**C**KVR-TV, BARRIE, is just about now putting its new 704 foot antenna into operation. It will extend the good reception range by 20 miles over that obtained from the old 299 foot tower. A nine-ton, 104 foot antenna was raised to the top of a 600 foot tower last week. Sixty-one employees were evacuated from the studios of CKVR-TV and CKBB for safety during the operation.

**B**EGINNING JULY 16, a serialized version of Jane Eyre, produced by the BBC will be presented by the CBC at 9:30 p.m. Tuesdays. The half hour show will be on the connected network, and seen on the non-connected network on a delayed basis. Title for the series is *BBC Presents*.

Canada, says a recent news report. Only female announcers are employed; Elvis Presley is regarded with shocked astonishment; commercials come only every half-hour; and every set owner in Thailand can expect at least 20 guests in his home every night.

**T**HIS YEAR'S Canadian open golf championship tournament held at the Westmount Golf and Country Club, Kitchener-Waterloo, will be televised by CBC on Saturday, July 13 at 4 p.m. Announcers will be Phil Pharley, Wally Crouter, Steve Douglas and Tom Rafferty.

**A**NOTHER NEW CBC-TV summer series, *Dorchester Theatre*, comes from Montreal and began on June 28 with the production of *Teeter-Totter*, a suspense drama by Montreal writer M. Charles Cohen. The series will comprise English-Canadian scripts and translations of scripts originally presented on French networks.

**M**INNEAPOLIS house wives, shopping for groceries, will no longer have to miss their favorite soap operas. Kaits Super Valu Supermarket in that city has now equipped each of its push buggies with a radio. Radios have three pushbutton channels and a maximum volume control to prevent other shoppers being annoyed by them. Kaits radio-advertises heavily and thus hits housewife right at the point of purchase.

**W**ITHIN A YEAR Canada may rank as the world's third largest producer of films for TV, said Neil LeRoy at the recent annual Canadian Council of Authors and Artists. Whereas there are no restrictions on the export of Canada-produced TV films within the British Commonwealth, he pointed out, US producers are running into difficulties because of restrictions other countries place on TV imports.

**F**ROM CALDWELL Television Film Sales, the CBC television network has obtained 48 children's cartoons that ran on the CBS-TV network last year. The 5-minute films produced by Science Pictures Inc. in the U.S. will be used by the CBC Children's Dept. on a network basis in such programs as *Howdy-Doody*.

**I**N MONTREAL, the Schwerin Research Corporation has begun French-language tests on programs and commercials. To make comparisons possible when desired, they will run matching English-language tests at regularly scheduled sessions in Toronto.

**D**IXIE CUP (Canada) Ltd. is currently planning a full-scale advertising campaign that will make use of 27 radio and TV stations from Vancouver to Halifax. Using both spots and flashes, Dixie will push its Steri-Pack line of ice cream cups and home dispenser refills. Participation in key live shows for women will be one of the campaign's main features. The agency is E. W. Reynolds.

**A** NEW CBC-TV young-teens show, *Summer Magazine*, will feature films and one or two live sections on each show. The two films to be shown on the first show will be "Basuto Boy", an African-type western, and "The Mysterious Poacher" in which some Australian children mix adventure with holiday.

**B**RUCE SMITH, of CJBC radio fame, will make his debut as TV emcee on CBC-TV's new summer musical series *Moonlight Bay*. Wednesday night viewers will see a very spruce Bruce, accompanied by regulars Jack Crealey, Carol Starkman and the Don Wright Singers making with songs of the good-old days type.

**E**XCEPT FOR cowboy programs, popular the world over, TV in Thailand differs sharply from TV in

**M**AX FACTOR IS planning sponsorship of a cross-Canada CBC-TV show in the fall. Possibles are the *Denny Vaughan Show*, *Cross-Canada Hit Parade* and *On Camera*. Factor is also sponsoring a series of Saturday 9 pm feature films starting in July. In the west, Regina, Saskatoon, Edmonton and Calgary are getting once-a-week, half-hour selective shows, varying in each market. Agency is Locke Johnson, Toronto.

**E**VERETT SMITH, formerly of CKCO-TV, Kitchener's production staff has just been appointed program director of CKVR-TV, Barrie. Smith started out in radio in 1941 in Owen Sound where he spent three years and then took on the Kitchener job.

## Announcing

# CFCL-TV

TIMMINS, ONT.

is represented

in

TORONTO

and

MONTREAL

by

## PAUL MULVIHILL & CO. LTD.

# CFCL-TV

Serving 20,000 TV Homes

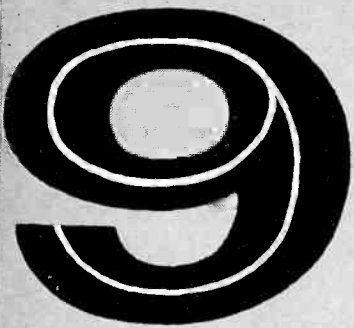
Between Timmins and Kapuskasing

SEE . . . Paul Mulvihill & Co. Ltd. — Toronto, Montreal  
 John N. Hunt — Vancouver  
 Joseph H. McGillvra — U.S.A.

*For anything musical—Jingles. Shows.  
 live or recorded—contact*

**DON WRIGHT**  
*Productions*

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329  
 Residence: 77 Chestnut Park Rd., WA. 5-1631



# TOP RATED SYNDICATED SERIES

presented by

## SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

### TOP ATTRACTIONS FOR ADULT, JUVENILE and FAMILY VIEWERS!

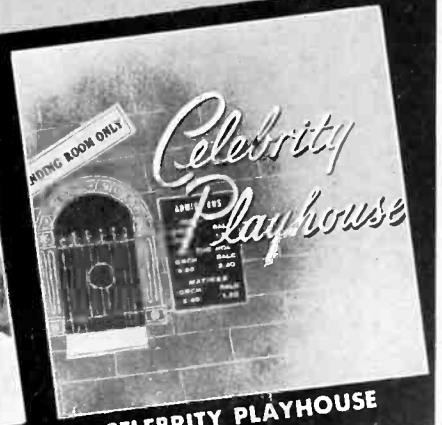
# 369 HALF HOURS



ALL STAR THEATRE



TALES OF THE TEXAS RANGERS



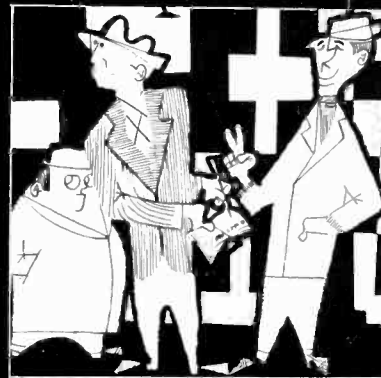
CELEBRITY PLAYHOUSE



TOP PLAYS OF 1957



JUNGLE JIM



DAMON RUNYON THEATRE



JET JACKSON

# 130 QUARTER HOURS



PATTI PAGE SHOW



THE BIG PLAYBACK

# SCREEN GEMS (Canada) LTD.

102 PETER STREET, TORONTO

EM. 3-4096

MONTREAL — 1224 St. Catherine W. — UN. 6-7043

VANCOUVER — 470 Granville Street — PA. 1440



## Picture of a couple on their way to Mexico

**T**HE TRIP began just four minutes ago, when CFRB's announcer mentioned the special rates for off-season tours. Already she's dreaming of the floating gardens of Xochimilco, and her husband is planning a good half-hour with the travel agent downtown today.

When your message goes to the 1,156,000 households in CFRB's listening area,\* all of them located within the rich market where 84% of Ontario's retail sales\* are made—then you've really started something.

Here's an alert, faithful audience waiting to hear from you . . . equipped with 2,500,000 household radios

\* based on Sales Management's Survey of Buying Power, Canadian Edition, May 1956.

and almost 500,000 car radios to receive your message!

Let CFRB send a representative around to show you how inexpensive and profitable a well-designed radio campaign can be.

**RADIO REACHES YOU EVERYWHERE**

**REPRESENTATIVES:**

**Canada:**

All-Canada Radio Facilities Limited

**United States:**

Canadian Station Representatives Ltd.

**CFRB**  
**TORONTO**

**50,000 watts 1010 on your dial**