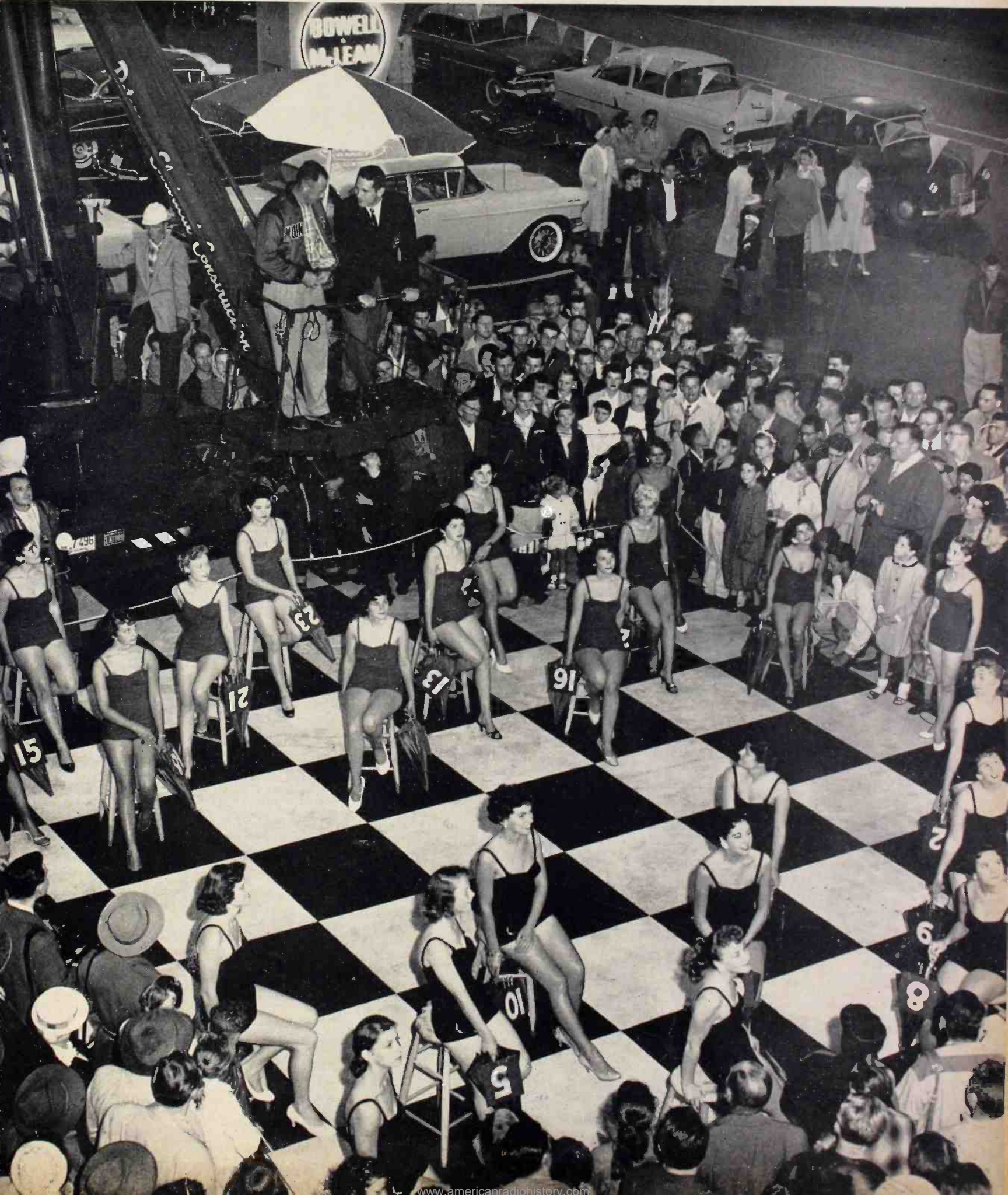


Canadian  
**BROADCASTER & TELESREEN**  
TWICE  
A  
MONTH

Vol. 16, No. 19

TORONTO

October 3rd, 1957







**Wherever you go ...  
there's Radio!**

## RADIO SET SALES

Set sales figures are the sure and certain barometer for measuring people's interest in radio. A quick look at these figures proves conclusively that more people are listening more, to more radios.

From January 1st to June 30th, 1957, 323,365\* radio sets were sold in Canada. This total exceeds the sets sold in the same period last year by 11,887\* sets — a gain of 3.8%\*.

More than ever before Radio's coverage, cost and flexibility is unsurpassed. Radio leads the way in reaching the consumer completely, economically and with maximum impact.

\* Dominion Bureau of Statistics.

**Do It Now!**

## BROADCAST ADVERTISING BUREAU

*Radio Division*

Suite 404, 200 St. Clair Ave. West, Toronto 7  
Phone WA. 2-0502

The Broadcast Advertising Bureau — Radio Division, promotes exclusively the use and sale of Radio as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.



# CCBA Convention

## RADIO AND TV WILL MEET APART

RADIO AND television meetings will be held separately at the annual convention of the Central Canada Broadcasters Association which meets in the King Edward Hotel, Toronto, October 20-22. These meetings will be confined to Monday, October 21, with meetings of interest to both branches of broadcasting slated for the second day.

The convention will get down to business Monday morning, with an address from the president, Baxter Ricard, CHNO, Sudbury. He will be followed by the keynote address which will be delivered by Don

general participation will be encouraged from other broadcasters who are present. Questionnaires will be distributed prior to the convention in order to produce ideas from as many of the delegates as possible.

Tuesday morning will be devoted to a closed meeting of members to discuss the business of the association.

### FOR AGENCIES AND ADMEN

Tuesday afternoon, there will be talks by top executives who will deal with national problems in radio and television broadcasting.

R. P. Beadon, of the Procter & Gamble Company of Canada Ltd. will deliver his "Evaluation of Radio and TV Research". A. M. Lawrence of Nestlé (Canada) Ltd. will also address the meeting on a subject to be announced.

Following the afternoon session, which has been planned for its appeal, not only to radio and television broadcasters but to agency and advertiser personnel as well, there will be a cocktail party, followed by a dinner and floor show.

This year's CCBA executive consists of Baxter Ricard, CHNO, Sudbury, president; Allan F. Waters, CHUM, Toronto, first vice-president and convention chairman; Doug Trowell, CFPL-Radio, London, second vice-president; Mary Burgoyne, CKTB, St. Catharines, secretary; Terry French, CKLC, Kingston, treasurer; and two TV directors, Ralph Snelgrove, CKVR-TV, Barrie and Don Lawrie, CHEX-TV, Peterborough.

Along the lines instituted at the 1957 meeting of the Western Association of Broadcasters, this paper will present its "Press Table Trophy", consisting of a portable typewriter in a leather case. The trophy will go to the CCBA member who contributes the most to the convention in the opinion of a committee of representatives of the trade press and news services covering the convention.

### On Our Cover

Standing on the platform of a mechanical giraffe George Bamberger, star hurler of the Vancouver Mounties and By Bailey, fullback of the B.C. Lions, discuss the next move in what must have been one of the largest checker games ever played. The checkers were twenty-four shapely girls dressed in black and red bathing suits.

The purpose of the game was to introduce the Bowell-McLean Motor Car Company's new Cadillac Square, a 50 foot square for display of new cadillacs.

CKNW, New Westminster, was on hand to broadcast the game and despite a steady drizzle people crowded into the car lot to watch the event. They saw and heard disc-jockey Jack Kyle's move-by-move description of the game.

The moves were called out over a PA system and the girls, identified by numbers moved from square to square. When a checker reached the opposite end of the board, she was crowned and presented with a special prize.

Just for the record, the game was won by pitcher Bamberger 5-1.

Jamieson, who caused considerable stir when he spoke in the same capacity at both the Atlantic and Western conventions earlier this year.

Following this address, the meeting will split up into groups of radio and TV broadcasters, who will confer on problems of special interest to their branch of the industry.

According to the convention chairman, Allan F. Waters of CHUM, Toronto, there will be a number of short talks given by Canadian radio broadcasters to the radio meetings and by their counterparts in the TV sessions. These talks, however, will be kept as short as possible and

Did you know that . . .

**CKCH Hull, P.Q.** reaches a total of 128,665\* adult listeners every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

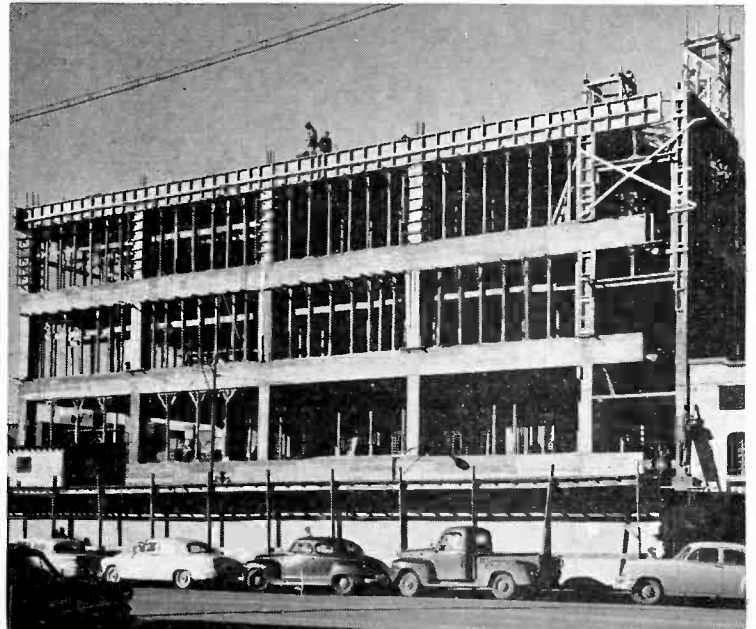
## COVER WESTERN ONTARIO

from **CFCO CHATHAM**

1000 WATTS on 630

"Kent County's 1956 retail sales were greater than forty-one other Ontario counties, according to Sales Management. To get a share of the \$91 million spent in Kent last year, wise advertisers bought CFCO Chatham. Surveys show CFCO the only Canadian broadcasting medium with consistent penetration of the Kent County market. Only CFCO gives you Kent County, plus a big Western Ontario bonus audience. The Western Ontario station with the big home county acceptance is CFCO Chatham — 1000 watts on 630."

## 20 MILLION DOLLARS



New Business Block, Saskatoon

Saskatoon's 1957 estimated Building Permits.

SELL THIS BOOMING MARKET NOW WITH CFQC

CONTACT OUR REPS

Radio Reps - Canada  
Young Canadian Ltd. - USA

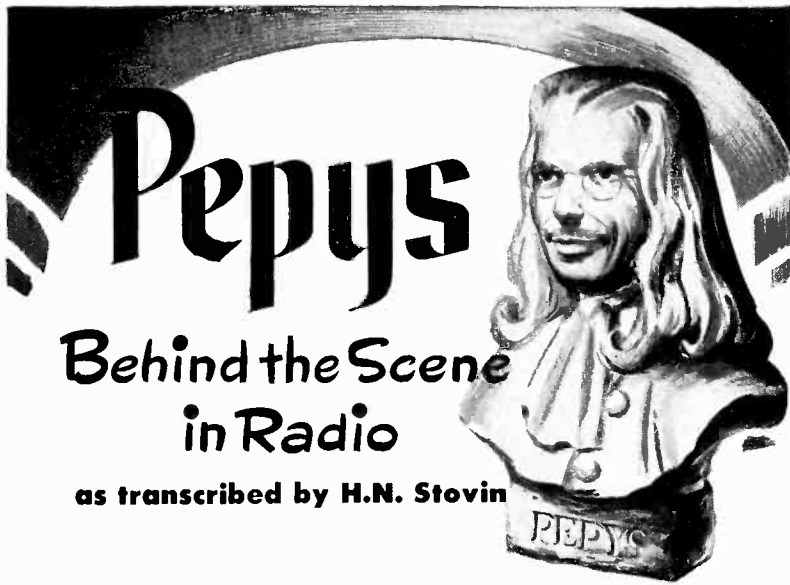


THE RADIO HUB OF SASKATCHEWAN



In Newfoundland over 87% of the population is reached by Radio and Television, Both CJON . . . but less than 8% of the population buy a daily newspaper.

See H. N. Stovin in Canada  
Weed & Co. in USA



Do with pleasure pay tribute on this page of my diary to Radio Station CKXL Calgary, whose slogan is "There's always a good reason to dial 1140". They do back up that slogan right well by trustworthy survey figures — wherein 600 completed telephone interviews were made in Calgary's residential districts, asking the question "Which Radio Station do you listen to most?" The replies shown below do surely show the popularity of CKXL:

	Oct./55	Dec./56	July/57
CKXL	241 (40%)	280 (41%)	239 (40%)
Station "A"	225 (37%)	215 (32%)	177 (29%)
Station "B"	113 (19%)	155 (23%)	168 (28%)
Station "C"	21 (4%)	25 (4%)	16 (3%)

KVOS-TV, which in Canada does serve Victoria and Vancouver right well, also to figures. There are 408,200 homes in British Columbia — not all of whom have TV, though receiving sets are now being installed in great numbers. The coverage range of KVOS-TV includes 310,300 B.C. households, which does mean that with its present power it reaches 76.01 of all B.C. homes

● ● ● And a true story from CHOV-Pembroke, of interest to all radio-wise Time Buyers. The Belgium Ladies' Wear Store in Pembroke did embark on a Spot Announcement Campaign — using no other advertising save tie-in window display — beginning in March of this year and ending in June. One week after their Head Office closed the campaign, the local Manager found sales of Lingerie and Hosiery going downwards. A check of the 4 months in which Radio was being used showed a 50% increase in sales, also the Store Manager had consistently won prizes in Chain-wide Sales Competition. With no radio, prizes and sales did both drop off. The Manager — a shrewd business woman — took the figures to her Head Office and let them speak for themselves. CHOV Pembroke, as a result, got its Spot Announcement schedule restored — thereby giving my story a happy ending, as should be.

"A STOVIN STATION IS A PROVEN STATION"

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

Representative for these live Radio and Television Stations

CJOR Vancouver	CKOM Saskatoon	CKLC Kingston
KVOS-TV Bellingham-Vancouver	CKY Winnipeg	CKSF Cornwall
CFPR Prince Rupert	CJRL Kenora	CJMS Montreal
CKLN Nelson	CJBC Toronto	CKMI-TV Quebec City
CKXL Calgary	CFOS Owen Sound	CKCW Moncton
CHAT-TV Medicine Hat	CHOV Pembroke	CKCW-TV Moncton
CKGX Yorkton	CJBQ Belleville	CJBR-TV Rimouski
CJNB North Battleford	CFJR Brockville	ZBM Bermuda
		ZNS Nassau

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

*Sounding Board*

**CHALLENGE FOR THE LIBERALS**

Reprinted from Rural Scene

WE BELIEVE that Mr. Diefenbaker is actuated by a sincere desire to give Canada good government, and by an equally sincere desire to preserve Canadian agriculture as a self-dependent, self-respecting industry.

We believe that, if he discovers that some of his pre-election promises were hastily made and without a clear realization of all they implied, and if a closer study of the problems convinces him that some of his promised remedies are likely to do more harm than good, he will not hesitate to do what is in the best interests of the country and of the farming industry, rather than what is closest to the letter of his promises.

In this he should have the full support of all parties in the House.

But the CCF thinks it holds the balance of power in the new parliament, and will be able to compel him to live up to the letter of his promises, whether or not he still believes in them. At its recent convention in Regina it declared its intention of using all the influence it could muster to compel him not only to live up to his promises but to go far beyond them in introducing socialistic legislation.

As the price of CCF support, which it thinks the government can't get along without, it is demanding parity prices for farm products, \$75 a month old age pensions, \$1500 exemption from income tax for single persons, and \$3000 for married couples, immediate hospital insurance for any provinces that asks for it, federal assistance for elementary and secondary education, provision for low-cost housing, an immediate start on the South Saskatchewan Hydro Irrigation project, and a national system of all-weather highways.

It is also demanding excess profits taxes, a capital gains tax, the elimination of indirect taxes on food, clothing and other necessities, a reduction in national defence spending, nationalization of the CPR, a national development fund, and a federal investment board to guide and regulate public and private investment.

In spite of all this spending, it is demanding effective legislation to curb inflation.

This is a typical CCF socialist platform. It would direct an ever increasing portion of the people's earnings into government hands while depriving the people of all effective control over government spending. It would make the people more and more dependent on government for all their needs while it made governments less and less answerable to the people for the way they spend the taxes. It would even deprive the citizens of the right to use their own savings and to invest them as they see fit.

No political party that believes in human freedom and the right of every man to manage his own affairs and to do what he will with what rightfully belongs to him, could possibly support such a program.

Here we have a political party with no substantial following in any province but one, and with only 19,000 members in that province, brazenly setting out to coerce the government of Canada into passing legislation that no responsible government would consider for a moment, but which it feels safe in demanding because it knows it will never be called on to implement it.

Will the CCF be able to get away with this?

Not if the Liberal Party is true to itself and to the cause of responsible government. The CCF cannot hold the balance of power unless the Liberals allow them to do so, and there is little likelihood of that.

The best service the Liberal Party can render to the country at the coming session of parliament is to let the government understand that it doesn't need to yield to CCF pressure on one single point; and that any general yielding to such pressure will arouse the determined opposition of the Liberals.

Did you know that . . .

**CJFP Riviere-Du-Loup** reaches a total of 39,247\* adult listeners every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

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

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

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

The NIAGARA DISTRICT STATION

**CKTB**  
ST. CATHARINES

# Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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Vol. 16, No. 19

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October 3rd, 1957

## Let's Close Up This Government Circus

The Canadian Broadcasting Corporation has just made public its annual financial statement for the year ending March, 1957, and as usual it is a story of deficit and debt.

The fact that a government agency fails to show a profit should not evoke surprise. We have been passing through an era when the people of Canada could expect to be financially milked by the government with the sole purpose of piling up many millions of their dollars in a surplus representing the difference between what was collected from them in taxes and the amount of money it took to run the country. So if the Canadian Broadcasting Corporation costs us a few million dollars, what of it? Aren't they giving Canada a national voice in the air; affording Canadian musicians and writers and actors a chance to be heard; preventing the dreadful private broadcasting stations from importing lewd American whodunnits and salacious leg shows by broadcasting them themselves, interspersed with sententious discourses on dry subjects, delivered by people chosen as likely or not for their ability to influence publicity of a favorable nature to the CBC?

Other government departments and agencies cost the public large sums of money. It costs money to run the armed forces, police and customs and postal departments. The public also bears the expense of dog catching, garbage collection and sewage disposal. The only difference is that these undertakings come under the heading of public utility, whereas broadcasting, like newspaper publishing, is quite able to subsist, and subsist usefully, under a system of private enterprise, with no drain on the public purse.

Possibly there is a useful function to be performed by a publicly-owned broadcasting system in implementing the work of another not overly-successful state enterprise - -

education. Telling the story of Canada to the United States and the world at large is another function it might perform. Undoubtedly there is serious music and drama with an appeal too limited to justify broadcasting commercially, which the government might use to enhance its other educational activities. But none of these functions require the operation of a broadcasting machine running five radio and television networks, with thirty of its own stations and employing a round six thousand people at a cost to the country of nearly forty million dollars.

Canada's 162 radio and 33 television stations, operating under private enterprise, are broadcasting gainfully, in ratio to their usefulness, vis à vis the CBC, which notwithstanding its great and still growing activity in the advertising field, shows prodigious financial losses and minimal acceptance in terms of audience.

As has been frequently propounded in these columns in the past, a plan could be easily evolved under which the CBC could step out of the business of physical broadcasting, turn over its facilities to private interests at their depreciated value or more, and, in return, be given, or sold at a reasonable price, air time for the broadcasting on private radio and television stations of those of its programs which cannot be supplied by the private broadcasters and which are of truly national value.

This phase of broadcasting comes under the heading of public utility, and we believe it might well continue as a public enterprise. But the light entertainment, the news and the music of a popular nature are well dispensed by the private stations, and the entry of the government into this field is in no sense a public utility. In fact, it is nothing short of a highly costly public futility.

### News Briefs

THE CBC BOARD of Governors have released the following recommendations in connection with applications heard by them at their board meeting in Ottawa last week.

TV station for Yorkton, recommended for approval.

TV satellite for Elk Lake, Ont., for CFCL-TV, Timmins - - for approval.

TV satellite at Inverness, N.S. for CJCB-TV, Sydney - - for denial.

Power increase to 1000 video and 54.4 Kw audio for CKCO-TV, Kitchener - - for approval.

Radio satellite at Blind River and Welland, Ont. - - for approval.

Radio satellite at Elliot Lake for CKSO, Sudbury - - for denial.

Radio station for Montreal - - for deferment.

Radio station power increases for the following stations were recommended for approval: CHAB, Moose Jaw; CKBB, Barrie; CKLC-Radio, Kingston; CJMT, Chicoutimi; CKTS and CHLT, Sherbrooke; CKVL, Verdun.

Transfers of ownership or control of radio stations recommended for approval were: CJCH, Halifax, CHEF, Granby; CJQC, Quebec City.

A frequency change was recommended for approval for CJIC-Radio, Sault Ste Marie.

A change of transmitter site for CKVL-FM, Verdun - - for approval.

### FINGER ON QUIZ SHOWS

The CBC governors, in a public statement, warned broadcasters that undefined penalties may be imposed if they continue to produce giveaway programs where contestants are required to pay money or show proof that they have purchased a sponsor's product. It also expressed its disapproval of such programs "unless the participants are present in the broadcasting studio and take part in the broadcast concerned, or entries are made in writing with arrangements for consideration on the merit of all such entries. . . ."





# CKWX WHOOPS IT UP FOR 50 Kw POWER BOOST

**T**HE BLOOM may be off this news, but here's what happened in August when CKWX Radio Vancouver became "Radio British Columbia," with an increased power of 50,000 watts and a new dial position of 1130 kilocycles.

Promotion for the big change started the first week in August with an "1130 Contest" in which \$250 and ten bonus prizes of \$11.30 each were offered to listeners whose letters were chosen and found to contain correct answers to questions dealing with power and dial position. Winners were announced weekly during the contest's run of four weeks.

A week prior to the big day of the switch-over, August 15, advertisements bombarded Vancouver telling all parents that CKWX would open a bank account of \$11.30 for every child born in BC between August 14 and midnight August 15. At least 80 very junior BC citizens started out in life with an \$11.30 bank account as a result.

In addition to a steady and high-voltage newspaper campaign, station promotion people also unveiled 24 sheet poster boards at strategic points in the city, and large neon signs were erected on the CKWX building in downtown Vancouver which were not lit up until 11.30 am that day.

Personal deliveries of bottles of Mumm's champagne were presented

to advertising agency people in eastern centres with a card inviting them to "Celebrate with us - - CKWX now 50,000 watts!"

When the big day eventually arrived, Vancouverites saw teams of brightly costumed teen-agers parading in major shopping areas. Each team, consisting of a Harlequin-costumed boy and girl, patrolled for three days, carrying a transistor radio and wearing sandwich boards heralding the new power set-up.

Also starting that day, CKWX air and newspaper ads invited car owners to drive into any Home Oil or Shell Oil service station for a free dial change for their pushbutton radios. Outside the CKWX building attendants in white CKWX-emblazoned uniforms were also stationed to make quick dial switches.

Still other teams travelled on the North Vancouver Ferries providing the same service and on the wharf at both CPR and Blackball ferry stops, other teams made the same free adjustment while cars waited to board ship.

During the eleven days of the Pacific National Exhibition, beginning August 21, CKWX moved its entire production staff to the exhibition grounds where the station maintains a permanent building. Here, as a further promotion stunt, thousands of CKWX Radio money bills were handed out, each bearing a serial number. Four lucky numbers were posted daily for which winners received \$11.30. Also at the PNE and other BC fairs, thousands of CKWX fans were given away.

Copies of the CKWX tabloid were distributed to every home in BC and lucky numbers were aired. Winners had to complete coupon in the tabloid, adding the words "I am a CKWX fan" before receiving their \$100 prize.



CKWX's TEEN-AGE KING, Red Robinson, demonstrates (top) his brand of rock 'n' roll in competition with the Tahitian version, at the station's PNE exhibit. Centre picture shows two teams of weirdly costumed CKWX teen-agers parading Vancouver's downtown section with sandwich boards fanfaring the station's power boost. (Bottom) This is what happens when Robinson holds a beach party at Kitsiland Pool. Park officials estimate that crowd reached a total of 8,000 during this recent two-hour broadcast for his young fans.

Did you know that . . .

**CKSO Sudbury** reaches a total of 102,625\* adult listeners every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

**LINK UP BRANCHES**  
coast-to-coast with

**PRIVATE WIRE Teletype**

**CP-CN TELECOMMUNICATIONS**  
SERVE ALL CANADA

Your CN-CP representative will be glad to give you an explanation of how a custom-made communication system can benefit your business. Please call your nearest Telegraph office.

- links branches and Head Office
- brings supply points as near as your teletype
- lets you keep inventories low by transmitting orders instantly.

PW Teletype installations are custom-engineered to suit your business . . . you have no capital outlay, no maintenance, no depreciation on this *rented* service.

**CANADIAN PACIFIC PRIVATE WIRE Teletype SERVICE CANADIAN NATIONAL**

**G. N. MACKENZIE LIMITED HAS the SHOWS**  
TORONTO 519 Jarvis St. • WINNIPEG 171 McDermott • VANCOUVER 804 Hornby St.

# CJGX Yorkton

## POWER BOOST EXPANDS FARM SERVICE

CJGX, YORKTON, Saskatchewan, has just finished its "4-H Calf Contest", for which tickets were sold at 25 cents each and the money raised - - \$1,300 - - was presented to 4-H Councils in the CJGX area. The winner a 9-year-old farm boy drove home a purebred Hereford heifer as prize.

This was part of what CJGX calls its "realistic farm radio service". This

### ROVING REPORTER

Farm director, Doug Sherwin travels throughout Manitoba and Saskatchewan, visiting farm groups and reporting on their activities, usually with tape-recorded interviews. Doug himself is a young, practical farmer, aware of farm problems and what radio can do to help.

Special events, such as the Yorkton



HERE IS DOUG SHERWIN, CJGX farm director, interviewing Alex Gawdun and friend about his flock of a thousand turkeys.

service which has covered 30 years of Broadcasting to Saskatchewan and Manitoba farmers was given great new scope this summer due to the station's recent power boost.

Serving an area which it claims "consistently earns the highest farm cash income on the Prairie Provinces", CJGX aims its entire program schedule at the farm family. Though it boasts that it is able to do so "realistically" by never forgetting "that the farmer wants facts", the station also programs on the theory that farm families "also want entertainment and imaginative reporting of events and trends as they affect them", because "farmers are the same as most people in most ways."

In addition to providing 22 newscasts and four weather roundups daily (covering the complete prairie picture), from its remote studios in Winnipeg, CJGX also airs, Monday through Friday, a market quotation service, a livestock report, a produce market report and a market quotation service, thus providing listeners with direct contact with the Manitoba capital's basic grain, live stock and produce markets.

Week-day early mornings, the station broadcasts *Farm Bulletin Board*; *Saskatchewan Farm Reporter*; and *Saskatchewan and Manitoba Road Report*. Lunchtime every day features *Farm and Home Hour* with news, sports, weather, and seasonal farm topics, Dinnertime brings the *4-H Club Reporter*.

Agricultural and Industrial Exhibition, call for additional CJGX coverage - - five or ten minute reports every hour on the half hour in the case of the Yorkton Exhibition. "The hallmark of approval for such reports", they point out, "is that they are invariably sponsored." Local acceptance is also illustrated by the habit of fair executives of considering it essential that CJGX's farm director attend and report.

The 1,350 4-H Clubs throughout Manitoba and Saskatchewan (with their 21,000 members) have come to be a frequent theme in the station's overall program policy.

Every Sunday evening the *4-Club Reporter* airs reports and ideas from clubs throughout the two provinces. Groups of boys and girls from the clubs often appear on the program, telling the story of their groups' activities. The station itself calls this 4-H service "one of our most important" and thinks of these youngsters as "the farmers of tomorrow."

Did you know that . . .

CJCA Edmonton reaches a total of 241,733\* adult listeners every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

## PEOPLE IN NORTHERN ONTARIO ARE ALL EARS FOR

**CFCH**  
North Bay

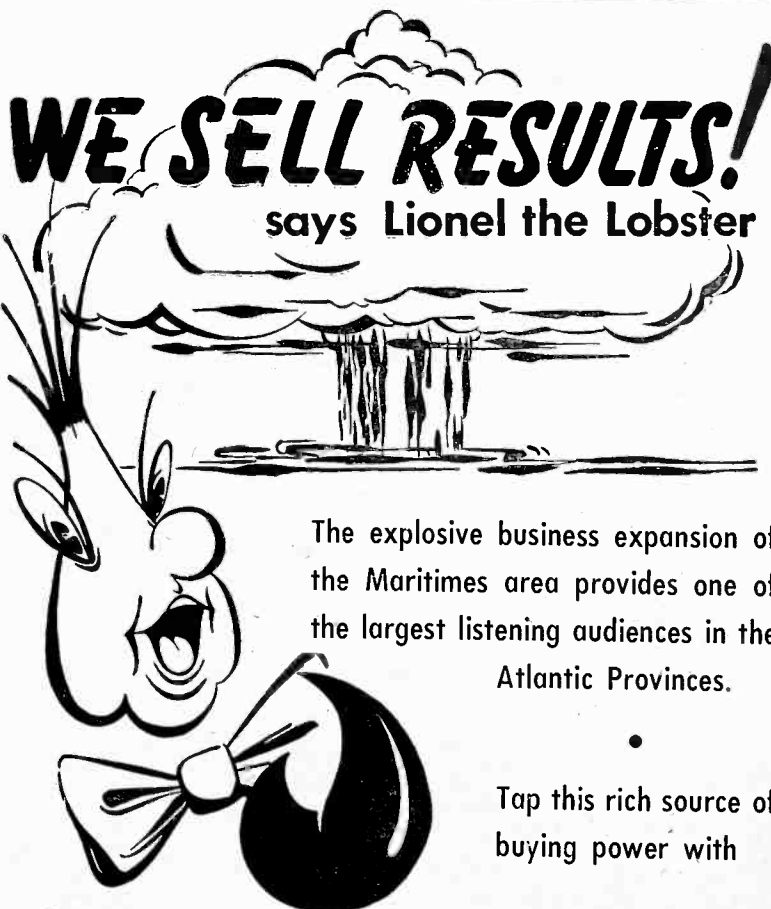
**CJKL**  
Kirkland Lake

**CKJB**  
Timmins

In wealthy Northern Ontario, this trio of radio stations reaches over 300,000 listeners daily. For full details, contact our reps today.

REPS:

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



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

*Financial Statement*

### CBC REPORTS FORTY PER CENT TV COST BOOST

THE CBC says its television costs jumped by almost 40 per cent to \$35,175,000 in the fiscal year ended last March 31st. The corporation made the statement last week in its annual report.

Radio expenditures were up slightly at \$13,705,000, to give the publicly-owned agency total operating expenses of \$48,880,000.

With the help of parliamentary grants totalling \$37,173,000. The corporation's deficit for the year was held to \$1,561,000. This compared with \$1,358,000 for 1955-56 when operating expenses were \$38,572,000 and grants were \$29,050,000.

Provision for depreciation boosted the over-all spending by \$1,969,000 and \$1,358,000, respectively, in 1956-1957 and 1955-1956.

The net operating deficits of the last two fiscal years followed sur-

pluses of \$4,267,688 in 1954-55, \$6,567,862 in 1953-54 and \$376,000 in 1952-53, the first year in which TV entered the picture.

Here are the 1956-57 operating figures for TV and radio with 1955-56 total in brackets:

Expenses - - for TV: \$35,175,000 (\$25,274,000); for radio: \$13,705,000 (\$13,298,000).

Income - - for TV: \$34,777,000 (\$25,362,000); for radio: \$14,511,000 (\$13,500,000).

#### COSTS JUMP 10 MILLION

The chairman of the CBC Board of Governors, A. D. Dunton, noted that TV costs in 1957 jumped about \$10,000,000. He said in the report: "At the close of the 1956-57 period, the corporation faced another year in which costs would be considerably higher to meet essential development

of the television service and maintenance of the radio service, but for which its revenue basis was still not certain."

The Fowler Royal Commission on broadcasting recommended to the Federal Government in March a financial formula that would give the CBC some \$470,000,000 from the Federal Treasury over the six years ending March 31st, 1963, the amounts coming out of general taxes. This would be mainly for TV expenses.

In addition, it recommended that proceeds of the special 15% tax on radio and TV receivers go towards providing capital for CBC expansion, rather than towards its running costs as now.

During the fiscal year under review, the CBC report showed, the corporation received \$12,585,000 from the TV receiver tax - - down 29% - -

**SLOW  
WITH  
YOUR  
SALES?  
  
THEN SELL  
  
WITH  
  
CKSL  
  
IN  
LONDON  
AND  
WESTERN ONTARIO  
  
YOU  
NEED  
CKSL  
  
TO WIN FRIENDS  
AND  
BOOST SALES**

5000 Watts 24 Hours

*Manitoba Telegram*  
**RUSH**  
from **CKRC WINNIPEG**



**CKRC COVERS THE RURAL AUDIENCE!!**

Since May 1st the CKRC Red River Valley Boys have made well over 100 personal appearances at points throughout CKRC's coverage area. These include country fairs, dances and sports days. The group is a part of "Cactus" Jim McSweeney's Red River Roundup, 2-4 p.m. daily.

ANOTHER EXAMPLE OF CKRC'S AUDIENCE PROMOTION

For availabilities, contact

REFS: All-Canada Radio Facilities  
In U.S.A. Weed & Co.

**CKRC**

BROADCASTING TO ALL OF **Manitoba**  
FROM THE **Red River Valley**





and \$6,336,000 from the radio receiver tax - - up 25%.

In addition, there was a statutory grant of \$6,250,000 for radio and a special \$12,000,000 grant towards the TV deficit.

Of future TV development, the corporation quoted a statement in its 1955-56 report, which it said was still largely true. The statement said: "In television, it faced a situation as the year began in which it would have to reduce television service considerably unless some special provision for funds was made."

Apart from the Government grants, major items in CBC revenue for the year included \$11,179,000 from commercial broadcasting, up from \$9,134,000, and \$392,000 from broadcasting licence fees, an increase from \$378,000.

**31 MILLIONS FOR PROGRAMS**

Big expense item was for programs at \$31,607,000, up from \$24,647,000. Engineering cost \$9,451,000 compared with \$7,698,000, and network transmission services were up to \$3,115,000 from \$2,498,000.

The International Service, operated by the CBC for the Federal Government and not carried on the corporation's own books, cost \$1,688,000. This is recoverable through parliamentary appropriations.

As between the two CBC services, the TV end had a deficit of \$1,763,000 for the year and the radio a surplus of \$202,000. Both figures taking the parliamentary grants into account.

TV had the biggest item of non-government revenue, \$9,841,000 from commercial sources compared with \$1,338,000 for radio.

The largest expense item individually was \$19,698,000 for TV programs, compared with \$11,967,000 for radio programs. TV engineering cost \$5,915,000, against \$3,536,000 for radio.

**SURPLUS SHRINKS**

The corporation's balance sheet showed an accumulated surplus of \$7,698,000 at the end of the fiscal year, down from \$9,348,000 a year earlier. The asset side of the balance sheet showed \$51,685,000. Working capital was \$17,993,000, a decrease from \$22,518,000 a year earlier.

Dealing with development of broadcasting in Canada, the report said about 2,490,000 homes - - some 62% of all in Canada - - had bought television sets by last March.

At the same time, public and privately-owned stations had brought about 86% of Canadians within range of TV coverage. Five new stations came into operation during the year, bringing the total to 32 private and eight CBC outlets. The private stations averaged 38 hours a week.

The report went on to say that "Progress continued to be made in the development of Canadian program content." It added: "English television network service totalled about 48 hours a week, of which just over half was Canadian. In the French language, the network service - - about 53 hours a week - - was about three-quarters Canadian."

The report said that the Canadian public, with tastes partly stimulated by familiarity with expensive United States productions, "Continued to demand an ever-higher standard of output in Canadian programs."

In this fourth year of Canadian TV, the corporation said, Canadian talent developed its standards to a point where Canadian performers in many fields rank with the best in the world.

*Tan Grant's*

**Technicolumn**

**A** NEW SINGLE unit closed circuit TV camera with associated remote control accessories introduced recently by General Precision Lab. Inc., will be marketed in Canada by Canadian Westinghouse Co. Ltd.

The unit weighs only 12 pounds and is completely self-contained within the camera housing with a manually operated three-lens turret. Available as an accessory is a remote control box permitting operation from distances up to one mile.

Also, remote camera pan and tilt and zoom adjustments may be added without modification to the basic camera.

Additional information can be obtained from Canadian Westinghouse in Hamilton.

**A** NEW PROJECTOR that changes frames faster than the eye can see, creating progressive animation and motion picture effects such as zooms, fades and dissolves, is now being distributed in Canada by the Caldwell A-V Equipment Co. Ltd.

This new device goes under the name of Animatic and is made by Dunningcolor Corp. in Hollywood.

An "Animatic" presentation shows about 80 scenes in two feet of 16 mm film, as compared to the 400 feet required without it. It handles 16 mm film strips containing any number of frames up to 2,000 pictures. For continuous operation, animatic also takes a 16 mm loop to 400 or more frames.

A suggested use for the animatic is in advertising agency presentations and studio work.

**W**ITH THE CANADIAN I.R.E. Convention and Exposition, to be held at Exhibition Park, Toronto, October 16, 17 & 18, here is a preview of some of the interesting items to be seen at the Canadian General Electric display.

Under *Broadcast Equipment* is the Ultracon, a remote control broadcast transmitter, which is one of the most recent developments along this line.

*Communications* will feature new Rural Carrier communication equipment and a 5 circuit Junction radio.

*Industrial Equipment* will demonstrate the Intra-Tel Monochrome Industrial TV system. This closed circuit unit allows for remote observation and control of many varied activities and processes, otherwise too costly, hazardous or inconvenient for on-the-scene observation.

The new General Electric progress line of two-way radio will be demonstrated in a working system between two locations within the exposition area.

**A** NEW DISC-TYPE VHF television tuner is now being produced by Canadian Admiral. This cascode tuner requires no special tools and is easily serviced. All contacts are silver plated for dependability. Instead of tuning strips, the antenna and oscillator circuits are located on two discs or rotors, connected by a shaft. A built-in radiation shield prevents interference with other sets.

**Hunt Assumes Management Of CKLG**

**J**OHAN N. HUNT has been appointed vice-president and managing director of radio station CKLG North Vancouver September 1 by the board of directors of Lion's Gate Broadcasting Ltd.

Mr. Hunt started in radio in 1936 at CJCJ (now CKXL) Calgary. He then went to CFAC, also in Calgary. From there he moved west to take the job of retail sales manager for CKWX Vancouver. Later he took over the management of CKMO in that city and finally, in 1947, he started his own business as a radio

representative under the name of John N. Hunt & Associates which he is still operating.

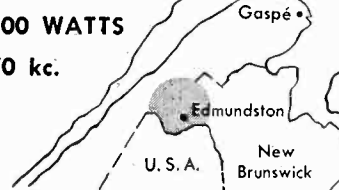
In order to devote his time and energy to his new position, Mr. Hunt has handed over the management of his own business to Brian Scharf, formerly of All-Canada Radio Facilities Ltd., but he will carry on as sole owner.



John N. Hunt

**CJEM - RADIO**  
EDMUNDSTON, N. B.

1000 WATTS  
570 kc.



**"La Voix du MADAWASKA"**  
covers the fastest  
growing market in the  
Atlantic Provinces . . .

**CHOV**  
PEMBROKE  
THE *Buy*  
THAT *Sells*  
SEE THE STOVIN BOYS

Did you know that . . .  
CKNW New Westminster  
reaches a total of 266,692\*  
adult listeners every day  
\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

**MORE POWER  
COVERAGE  
LISTENERS**

**NOW 5000 watts**  
The station that means more business for you

Representatives  
Toronto - Montreal  
Interprovincial  
Broadcast Sales Ltd.  
In U.S.A.  
Weed & Co.

**CKLV**  
QUEBEC CITY

# RUSH-HOUR CAR RADIO BECOMES A MAJOR FACTOR FOR MANY ADVERTISERS

By **BART GARDINER**  
CB&T Staff Writer

**N**O FEWER THAN one million, three hundred thousand Canadian cars are equipped with radio, and the CARTB claims that this figure is increasing every year. An increase of 3.1 per cent was charted between the number of car radio

sets (117,179) sold during the first six months of 1955 and the number (121,843) sold during the same period in 1956. From January to June 1957 sales jumped even higher to 130,069, an increase of 6.8 per cent.

What has the impact been on radio programs? For one thing, rush-hour driving hours are fast becoming peak listening hours for many stations across Canada.

In the CBC's just-released fall program schedule, for example, many major programs formerly heard in the Eastern time zone from 6-7 pm

of CKEY says that punctuating the station's Top-60 continuous format at rush-traffic hours are news, road conditions and other motorist aids. Sunday nights from 7.10 to midnight on CKEY are also programmed with the motorist in mind. Every day the station announces its "lucky license", the owner of which gets a free tank of gas if he phones in.

Phil Ladd, program director of CHUM, not only concentrates a heavy barrage of traffic, road and weather conditions into the 4-6.30 hours, but directs late-night hour

too. Besides, the two tie together. If, for example, we hear that there's a traffic tie-up in town on a certain road, we not only tell the motorist about it, but we tell his wife, too, and add that he may be ten or so minutes late for dinner. Besides weather and road conditions, we also give the motorists a 40-second summary of stock market news, to tide him over till he gets home to his newspaper."

### MORNING PILGRIMAGE

Important as the driving-home-from-work hours have become, the driving-to-work hours in the morning are becoming equally if not more so, points out Miles Leckie of the research organization, Elliott-Haynes Ltd. Leckie maintains, that, for the greatest concentrated audience at any single time, no other hour in the entire listening day surpasses the auto pilgrimage from 8-9 am. This is specially true of those areas where newspapers come out at noon or afternoon and where morning drivers have not as yet heard the day's news.

Morning peak time, however, Leckie qualified, lasts only a single hour, whereas the evening rush home stretches over two hours.

### CAR RADIO SELLS SAFETY

Nonetheless during the morning rush, car listening does reach its greatest single concentration. Leckie specified that in Toronto, the percentage of the total number of car radios tuned in all day reaches 50.2 per cent, but from 8-9 am it shoots up to 63.1 per cent. The same pattern holds all over Canada.

In Winnipeg, the percentage of the total number of car sets tuned in all day is 29.3 per cent; whereas from 8-9 am the percentage is 32.6. Again, in Regina, 46.1 per cent of the total number of car radios are tuned in throughout the day, while no less than 53.2 sets crackle forth in the morning rush hour.

Still another vital way in which radio and driving inter-relate is in the area of safety. Reid Forsee, heard for 12 years on CJBC's *Safety Clinic* as well as on CBLT's *Play It Safe*

## THIS IS A GROWING MARKET

"More provincial dollars per capita is being spent in Central British Columbia (CKPG's coverage area) than anywhere else in British Columbia."

— Premier W. C. Bennett.

# CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

All-Canada in Canada

Weed & Company in U.S.A.



have been moved from 5-6 pm time slot. On Trans-Canada, the early-evening favorite *Rawhide* has now been moved to 5.30-5.45 pm and the same story goes for *Roving Reporter* (now at 5.45 to 5.55) and *Byline* (5.55 to 6 pm.). On Dominion, too, the same pattern prevails. *Headlines* is now heard earlier at 5.30; *At Ease With Elwood Glover* comes on at 5.30; *Newscast* at 6.30; *Ed Fitkin With The Sports* at 6.40 and *Bing's Choice* at 6.50.

Acting program director Ed Huston

between 10 and 11 to events around town, things to do and places to go for the motorist.

"Though CFRB is changing the name of its 4-6 program this fall from *Music on Wheels to the Road and Home Show*", pointed out emcee Jack Dawson, "this doesn't mean that we have the motorist any less in mind than previously. On the contrary, our out-of-home audience ratings at that hour have gone way up. It's just that we find our housewife getting dinner is a top audience

## a Fairy Story . . . (condensed version)

Hansel & Gretel got lost in the woods. They came upon a house made of candy and ate some. A wicked old witch appeared and caught them . . . but all ended well. **MORAL:** When you're in the woods about the right media to select — try some of our candy — it tells a sweet sales story! . . . and best of all, **NO WITCHES!** because CFNB is the most listened-to station in N.B. Our reps will tell you the happy tale.

# CFNB

**SERVING NEW BRUNSWICK'S EXPANDING ECONOMY**

SEE: the All-Canada Man, or  
Weed & Co. in the USA



says that "after all these years on safety programs, listeners have, by mail, direct contact and telephone, convinced me of one fact at least. Because safety programs heard over the car radio are so related to what the driver is doing at the moment, few people will switch their dials if a safety program happens to be in progress when they turn their sets on. In fact no other medium of communication even approaches radio as a method of encouraging safe driving."

**CAR LISTENING VARIES**

From the station's point of view, however, the importance of the car radio listener varies radically according to time, place and circumstances, Leckie went on to say. "Humans are a garrulous lot", he said, "and the more people there are travelling together in a car, the less often the car radio is turned on, or if turned on, the less often it is listened to."

Comparing a king-sized Canadian city, Toronto, a medium-sized one, Regina, and a smaller-sized one, Saint John, N.B., Leckie told how Elliot-Haynes car radio surveys (conducted on an average day from 8 am to 6 pm) have established the fact that in the big cities the car listener is a more important listener, in every way, than in smaller centres.

For one thing, in the big cities, not only is there a greater total number of cars, but a higher percentage of that total is equipped with radio.

In Toronto for example, there are about 338,285 cars moving through traffic daily and about 65 per cent of them are radio-equipped. In Regina where there are fewer cars (21,475) travelling daily, only 42 per cent have radios, while of Saint John's day-by-day traffic of a mere 9,555 cars, only 35 per cent can listen while they drive.

In larger centres like Toronto, too, a larger percentage of the city's total number of car radios is turned on during an average day. In Toronto, 50.2 per cent of the city's sets are in daily use; only 46.1 per cent in Regina; and no more than 40.2 per cent in Saint John.

Drivers in larger centres also listen to their car radios for longer intervals of time. In larger centres, drivers motor longer distances to and from work every day. In Toronto, the average trip taken is one hour and 35 minutes; in Regina, only 22 minutes. Saint John, however, upsets this neat little statistical pattern because the city's complex layout makes necessary a 27-minute daily average trip.

"But regardless of how large or small a station's coverage area is", says Charlie Fenton of the CARTB's Broadcast Advertising Bureau, "it is probable that its car radio audience is even larger than it realizes. This is so because the motoring audience is one that never really can be fully measured. You can't hold up traffic to query drivers on the subject,

because the law won't let you, and this makes one of the biggest loopholes in the industry. All surveys of this audience are therefore bound to fall far short of the total number, since a vast percentage of listeners is left out of the reckoning entirely. Consequently the sagest advice possible for any station concerning its program schedule is: 'Never forget the car audience; it's larger than you think'."

SAY YOU SAW IT  
IN  
C B & T



**Spots Work Best For Dept. Store Sales**

**B**IG METROPOLITAN department stores like Simpson's often find that buying spot radio, rather than whole programs, suits their advertising purposes to best advantage.

Miss June Holiday of The Robert Simpson Co., Toronto put it this way. "Special sales are our big advertising interest," she said, "and for these, spot radio reaches just the people we want - - the husband driving to work, and the wife at home clearing up after a meal. Whole-program advertising, compared to this, would be like putting all our eggs in one basket. Morning and noon spots tell the shopper of sales going on right at the moment. Dinnertime and night spots fanfare sales to be held the following day."

At present, Simpson's is publicising its Thursday-night openings with a one-minute spot, Wednesday night and another Thursday morning over CFRB and CKEY. Also current is the store's 85th Anniversary Sale for which it is carrying a week of

six daily one-minute spots on the same two stations, as well as a one-minute spot on CKFH and some flashes on CHUM.

In addition to small department-by-department sales scattered through the month and advertised with radio spots, Miss Holiday mentioned that each month the store usually stages a big "flyer" sale, with a concentration of spots timed during and before the big sale day and going on the air at rush-hour times to catch the driver as well as the housewife at home.

**Wins Award With Radio**

**D**EALER GEORGE WHITE, of Household Appliances, New Westminster, BC, and winner of British Columbia Electric's "Dealer Sales Award of the Month", got his top score by using a heavy spot radio campaign, over CKNW. His "Gas-orama" promotion aired 30 spots daily, sold 49 gas units weekly.

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



**GRANT KING** — men's wear, sponsors four spots daily. 85% of their advertising budget is spent with CKOK. Pictured is Grant King the owner.

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

Represented by  
HUNT in Vancouver • MULVIHILL in TORONTO & MONTREAL • FORJOE in U.S.A.

Did you know that . . .

**CKBI Prince Albert** reaches a total of 94,531\* adult listeners every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS



## "Breakfast with Browne"

# 300,000 LISTENERS SIT IN AT CJOR's "BREAKFAST TABLE"

AN HOUR LONG morning show on which listeners can hear selections from a private collection of British recordings, win a canary or cuckoo clock and do the breakfast dishes to a lively jig, helps to start the day at CJOR Radio, Vancouver.

The program, designed to entertain that portion of B.C. listeners who are of British descent, features Billy Browne, Jr. and is called *Breakfast with Browne*.

The feature attractions of the show are Sunny Boy and Billy Boy, Billy Browne's singing canaries. They have their own mike and represent live Canadian talent as they supply their own musical background to the program. Listeners write in to "The Breakfast Table" for a membership card which contains a lucky number. A number is drawn daily and the winner receives his or her choice of a canary, mantel radio or cuckoo clock. "Breakfast Table" membership now stands at over 300,000.

Billy's collection of British recordings, started by his father, who originated the program in 1938, is rated as one of the finest in North America.

During a five minute segment of the program, Billy plays a tune from "Away Back When". This tune is from his own library of originals and includes a complete collection of Gene Austin, Bing Crosby, Russ Colombo and others. Many of these are unobtainable anywhere today.

Another five minute segment of the show dedicates the "Thought for the Day". During this segment listeners are invited to send a good thought to someone somewhere during the reading of a poem of homely philosophy. Participants are always reminded "as you send your good thought to someone, some-

tained his listeners from on-the-spot in Mexico City and the Hawaiian Islands.

### HOMELY PHILOSOPHY

Available to *Breakfast with Browne* fans is a book entitled "Gems from Billy Browne's Scrapbook", containing poems of homely philosophy.



BILLY BROWNE CHATS WITH one of his two canaries who star with him on his morning show "Breakfast with Browne".

## OSHAWA

is called the Progressive City for good reason!

Population 1950 — 29,771

Population 1957 — 50,136

and the market is still growing -- over 6,000 building lots are under development!

Reach this growing area (and a big plus from Hamilton to Belleville) by

# CKLB

Serving  
South-  
Central  
Ontario  
from

## OSHAWA

Lorrie Potts & Co. . . Toronto,  
Montreal

John N. Hunt . . . Vancouver  
Jos. H. McGillivra . . . U.S.A.

### MONKEY WISDOM

Three monkeys sat under a coconut tree,  
Discussing things as they are said to be.  
Said one to the others, "Now listen, you two,  
There's a certain rumor that can't be true,  
That man descended from our noble race.  
The very idea is a disgrace.

No monkey ever deserted his wife,  
Or starved her babies and ruined her life,  
And you've never known a mother monk  
To leave her babies with others to bunk,  
Or pass them on from one to another,  
Till they scarcely know who is their mother.

And another thing you'll never see,  
A monk build a fence around a coconut tree,  
And let the coconuts go to waste.  
Why, if I put a fence around a coconut tree,  
Starvation would force you to steal from me.

Here's another thing a monk won't do,  
Go out at night and get on a stew,  
Or use a gun or club or knife  
To take some other monkey's life.  
Yes, man descended — the ornery cuss;  
But brother — he didn't descend from us.

from Billy Browne's Scrapbook

where, you can be sure it will return to you on the wings of the wind."

Of the many overseas guests who have appeared on the program, a few of the better known include Gracie Fields, George Formby, Milo O'Shea, Robert Wilson, Willie Star and Jack Anthony.

A different approach was established during his holidays when Billy Browne taped his complete show daily every morning and enter-

Over 15,000 copies have been mailed out.

The poem "Monkey Wisdom" became so popular it was necessary to have separate copies printed by the thousands.

To gain maximum believability, all commercial announcements on the program are done live. The effectiveness of this is substantiated by the sales results *Breakfast with Browne* sponsors receive. One listener sent

in a cheque for \$192.00 asking Billy to purchase a dinette suite sight unseen that he was advertising.

Time checks and weather reports are spaced throughout the 60 minute show. The "feature time check" takes place at 9:00 a.m. when the program's cuckoo clock signals, as Billy puts it, "set your clock now and be on time all day".

*Breakfast with Browne* listeners enjoy writing to Billy just chatting, requesting tunes and sometimes favors. A "colorful" favor request was received recently when a housewife in a remote location far up the coast requested Billy to pick up a pair of red flannels for her husband.

The show is tidied up each morning with the washing of the dishes in "Jig Time" to the accompaniment of a lively jig.

The program's emcee, jovial 31 year old Billy Browne, hobbies collecting records, fishing, golfing and conducting various public services. Billy, much sought after to conduct public service functions, is an excellent fisherman, lousy golfer, capable beauty contest judge and a hopeful sponsor of a soap box derby entry in the championships.

### RETMA Reports On Set Sales

DURING THE first seven months of this year, radio set sales rose to 293,241, which means an increase of 17,384 over the 275,877 radio sets sold during the same months of last year. TV set sales, on the other hand, dropped, during the same period to 194,155 from the 252,241 sold during the same period of last year, a decrease of 58,086. Figures are supplied by F. W. Radcliffe, general manager of the Radio-Electronics-Television Manufacturers Association of Canada.

For both radio and TV sales, the same pattern prevailed on a month-by-month basis as over the first-six-months period.

This July 374,816 radio units were sold as against the 351,729 sales for last July, while 189,384 TV sets were sold this July as against 249,126 sold last July.

During May, 12,167 radio receiving sets valued at \$232,491 were imported into Canada. From January to July the total was 42,521 units valued at \$931,551. In May 222 TV sets, valued at \$26,082 were imported and from January to July 1, 1,092 sets valued at \$107,950 came in.

Exports of radio receiving sets in July numbered 249 at a value of \$10,827 and in the seven months ended July, 1,212 sets valued at \$217,257 went out.

Did you know that . . .

**CHUB, Nanaimo, B.C.**  
reaches a total of 77,225\*  
adult listeners every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

***This way to Montreal***



## ACRTF Convention

# AGENCIES JOIN BROADCASTERS AT FRENCH CONVENTION

By WILLIAM STEWART

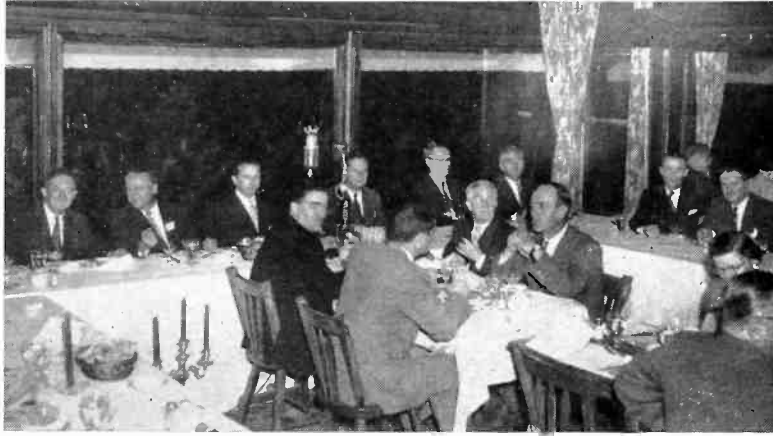
**T**HE FRENCH-CANADIAN Association of Broadcasters, at its fourth annual meeting, took a quick look at the history of collective effort in their industry and then studied such basic problems as ratings, co-operative advertising and relations with representatives and advertisers.

The meeting was the largest yet held by the organization known in French-Canada as l'Association Canadienne de la Radio et de la Télévision de langue française. Executives of 33 radio and five private television stations who attended agreed it was also the best.

Business sessions were lively and produced a lot of information and ideas the French-language broadcasters can work on for the next 12 months. The annual dinner with CBC chairman A. D. Dunton as a head-table guest followed the ACRTF tradition of hospitality and good humor.

Vern Dallin of Saskatoon, CARTB president, and J. T. Allard, the parent association's executive vice-president, attended the convention with CARTB directors who stayed over after a meeting of their own at Ste. Marguerite.

Officials of organizations associated with the broadcasting industry filed in and out of meeting headquarters, the Alpine Inn, from the start of the convention Sept. 15 until it ended Sept. 18.



**DISTINGUISHED GUESTS** at the ACRTF Dinner are seen in this picture. At the head table, from the left, Dean Adrien Pouliot, head of the Faculty of Science at Laval University and vice-chairman of the CBC Board of Governors; Vern Dallin, president of the CARTB; David A. Gour, president of the ACRTF and vice-president of the CARTB; A. Davidson Dunton, chairman of the CBC Board of Governors; T. Jim Allard, executive vice-president of the CARTB; Gérard Lamarche, CBC director for the Province of Québec; Lionel Bertrand, M. P. (Terrebonne); Jean Duceppe, president of L'union des Artistes lyriques et dramatiques de Montréal and vice-president CCAA. In the foreground, Baxter Ricard, CHNO, Sudbury, Ont.; Yvon Martel, secretary, ACRTF; Maurice Goudreau, legal advisor, CBC; Tom Burham, CKRS, Jonquière, ACRTF director.

### HISTORY OF THE CARTB

The business sessions opened with a review of the 31-year history of broadcasting associations in Canada by Taschereau Fortier, French-language counsel of the CARTB and legal adviser of the ACRTF.

Mr. Fortier said the first associa-

tion of broadcasters in Canada was formed in 1926 by representatives of the **TORONTO STAR** and Canadian National Railways which at that time operated radio stations.

Four years later Ontario and Western broadcasters' associations joined hands and afterwards other regional groups entered what eventually became a national group.

Mr. Fortier said the main factors which led to formation of a strong national association were copyright problems and the Aird Commission report which was regarded as a threat to private broadcasting.

He said the most notable achievements of the national association were its campaign regarding CAPAC fees; formation of an appeal tribunal in copyright matters; representations regarding broadcasting licence fees; concessions obtained regarding depreciation allowances and import duties on recorded programs; news sponsorship; and the two principal recommendations of the Fowler Commission.

Mr. Fortier said the value of collective action by broadcasters was clearly shown by this record and he urged that active participation continue.

### AGENCIES WANT INFORMATION

Speakers at a sales clinic conducted under the auspices of the CARTB were Henault Champagne of Vickers & Benson, Montreal; René Lapointe, ACRTF vice-president and head of CKBL, Matane, Que.; Guy Daviault of Jos. A. Hardy Company, Montreal; F. R. (Dick) Thibodeau of the Broadcast Advertising Bureau, Toronto;

and Maurice Duval of CHLN, Trois-Rivières, Que.

Mr. Champagne explained how an advertising agency plans a campaign and the basis on which individual stations are asked to participate.

Mr. Lapointe told about promotion methods employed by CKBL and how their success is brought to the attention of agencies.

Mr. Daviault outlined the problems of representatives while Mr. Thibodeau gave the meeting a run-down on his work at the BAB.

Experiences in handling various broadcasting problems were discussed at the second business meeting conducted by Roland Couture of CKSB, St. Boniface, Man.

Bud Hoffman gave an outline of the work of the Bureau of Broadcast Measurement in Toronto and discussion went from ratings to effects of TV on radio to newscasts to co-operative advertising.

Conrad Lavigne of CFCL and CFCL-TV, Timmins, Ont., said in his first year of TV operation his radio station's revenue dropped seriously and it looked as though the radio outlet should be shut down at 8 p.m. nightly.

More aggressive sales and new kinds of programs, including broadcasting of town council sessions, brought radio back to its original position.

Phil Lalonde of CKAC, Montreal, said TV served as a stimulus to radio to discard outmoded ideas, emphasize news which it can handle better than TV and accent good music. He said radio had found out there was no reason to cut nighttime rates.

Mr. Champagne suggested radio stations specialize in different types of music on different nights of the week. Aurèle Pelletier of CHRC, Quebec, said his station was doing just that with excellent results.

Charles-Auguste Thibaudeau of CKRB St. Georges de Beauce, Que., mentioned his station had found a sponsor for announcements about community activities and these now were revenue producers.

Jean Lalonde of CKJL, St. Jerome, Que., said programs of oldtime music put on by his station had won wide popularity.

### BROADCASTERS QUIZ AGENCIES

At the third business session four advertising agency representatives faced questions fired at them by the broadcasters. The four were Yves Bourassa of Walsh Advertising, Montreal; Mary Moran of MacLaren's, Toronto; Jean Monté of McKim's, Montreal; and Henault Champagne.

Mr. Bourassa said what the agencies needed most from local stations was up-to-date information about local markets. Mr. Champagne said such information as word about a strike in an important industry or its settlement was vital information.

Miss Moran explained that BBM ratings were a "must" check by an agency on any broadcasting station but other ratings were also useful and were considered as a double-check.

# CKWS

## Kingston

### now on the air 24 hours a day

CKWS RADIO again leads the way in Kingston. Now you can reach Kingston's night-time audience at extremely low cost via:

## "NIGHTWATCHMAN"

Midnight to 6:00 a.m.

STARRING BRIAN OLNEY

and featuring music, news, weather, and sports.

## CKWS Radio KINGSTON

In Toronto — N.B.S.

REPS: In Western Canada — All-Canada

In U.S.A. — Weed & Co.

Did you know that . . .

**CJOR Vancouver** reaches a total of 231,769\* adult listeners every day

\***ELLIOTT-HAYNES**  
CIRCULATION REPORTS



# CFQC-RADIO IS JACK-OF-ALL-PROGRAMS

A WOMAN'S SHOW where the ladies can hear the latest gossip; a western feature for all the farmers who want to hear the top ten; a sophisticated sounds show for the real gone jazz people; dreamy music for the night hawks and last -- but certainly the most -- rock-'n'-roll for the jiving teens, all get daily coverage over CFQC-Radio, Saskatoon.

When the women of Saskatchewan want to visit its inhabitants and its interesting places, they can turn on *Meet Margaret*. This is an hour long Monday through Friday women's show, featuring Margaret Morrison, CFQC's women's editor and public relations girl.

On her show, Margaret interviews people, talks about things of interest and takes her listeners to various places in and around Saskatoon. A few such places have been the Saskatoon exhibition, the Saskatchewan Power Plant and the city jail.

Every week she visits one of the neighboring towns, interviewing local personalities and describing the various points of interest.

Also each week Margaret interviews the leading members of a particular ethnic group, who give their views of Canada and compare it with their homeland as well as discussing their customs and foods. During this program the national music of the group featured is played.

### FOR THE HILLBILLY SET

When it comes to Western music, Frank Callaghan is the man with

all the irons in the fire.

Every afternoon through the week from 4.05 to 5.45 Frank runs CFQC's daily western feature presenting music new and old for the hillbilly set.

On Tuesday and Thursday nights from 10.15 to 11.00 and from 11.30 to 1.00 Frank airs the late night Western music show.

Saturday afternoon finds Frank on *Town and Country*. This is a live studio participation show where people can come in, say hello to their friends, play a guitar, sing a song or do practically anything. At times studio audiences have numbered close to 250.

Also on Saturday from 5.00 to 5.30 there is Jazz Concert, aired by Laurie Korchin, assistant production manager, who brings what he calls "subtle sounds for sophisticated sets" or in other words cool music for the hep-cats.

Wally Stadnyk reaches the night

hawks, the travellers and the night workers with music, news, time and weather on CFQC's all night show, aired from 1.00 a.m. to 7. a.m. On his week-end shows when people are having house parties, *Music 'till Dawn* is used for saying hello to friends and for the playing of requests.

Saturday mornings CFQC has their only true request program, *The Fatman Show*. This is done by their teen-age disc jockey, Gordon Ross, who took over the show a few months ago. Gordon offers different prizes, donated by the sponsors, to his teen-age listeners.

See You At The  
CCBA  
King Edward Hotel  
Toronto - October 20-22

NOW 10,000 WATTS ON  
1220 KILOCYCLES  
**CKDA**  
"VICTORIA'S MOST LISTENED TO STATION"

## THESE MEN KNOW THE KINGSTON MARKET!

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

ANSWER	July %	Feb. %	July %
CKLC	28	33	37
CKWS	14	18	25
Both Stations	12	15	11
Would not use radio	8	7	—
No opinion	38	27	27

(Elliott-Haynes Surveys)

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

Contact:

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

# In British Columbia 5000 WATTS AT 600 KC. COVERS



NOT ALL THE TREES

NOT ALL THE MOUNTAINS

**BUT MOST OF THE PEOPLE!**

AT LOWEST COST PER THOUSAND CIRCULATION

E-H circulation report — November '56



reps. H. N. STOVIN

**Vancouver**



## Transistorized extended range volume indicator

TYPE  
R18568B

### FEATURES

Large 4" rectangular meter for maximum readability.

Daven 30 step — potentiometer.

Parallel—T filter, may be switched "IN" to filter out undesirable 60 cycle "HUM" on communications lines.

Novel amplifier construction allows easy maintenance.

Use of low drain transistor circuitry provides long battery life.

Unit automatically turned off when lid is closed.

The Volume Indicator normally used to measure transmission levels in the fields of Telephone, Broadcasting, Recording etc. is very limited in its application. The Northern Electric Co. realizing the need for a small, accurate, highly sensitive and truly portable indicator has produced the R18568B Transistorized Extended Range Volume Indicator.

A conventional Volume Indicator is limited to a sensitivity such that it can be physically read down to approximately -20 VU. Whereas this may often be adequate, the engineer or technician must frequently make measurements which require accuracy from 0 VU to levels down to -20 VU and below. The R18568B Extended Range Volume Indicator incorporating an amplifier of flat frequency response and high gain together with a variable step potentiometer provides extreme accuracy of measurements over a range of -40 to +20 VU. Less accurate readings further extend the range from -60 to +23 VU.

The R18568B Transistorized Extended Range Volume Indicator is a battery operated instrument contained in a beautiful, furniture finished, low gloss walnut case which has a hinged, removable cover. All hinges, the handle and the fasteners are chromium plated which further enhances the overall appearance of this high quality and precision meter. The front panel of the R18568B Indicator is black anodized with all designations engraved and filled in white in order to provide a durable surface which will stand up under field and laboratory conditions.

### SPECIFICATIONS

Range — zero deflection: -40 to +20 dbm in 600 ohms.  
— whole scale: -60 to +23 dbm in 600 ohms.  
Frequency Response: + 0 to - 1 db from 30 cycles to 15 kilocycles.  
Input Impedance: 600 ohms, or high impedance bridging.  
Current Drain: 1.25 ma.  
Transistors: 2 Texas Instruments type 302.  
Batteries: 2 Burgess U15 or 2 National Carbon 412D. 22½ V. dry cells in parallel.  
Battery Life: Approximately 200 hours at 2 hours per day.  
Overall Dimensions (including cover): 6½" x 9¼" x 6".  
Weight (including batteries): 6 pounds.  
Finish: Walnut.

**Northern Electric**  
COMPANY LIMITED 1057-7

Best wishes to  
**C.C.B.A.**  
MEMBERS



**Over the Desk**

**R**AUDIO ROW WAS thrown all of a twitter last week by a newspaper story which told how certain radio and TV interests in "the east" plan making an offer of \$50 million for the CBC.

The story, which emanated from the Ottawa press gallery over the by-line of Charles King of the Southam Ottawa Bureau failed to disclose who the planners were, neither did an afternoon of phone calls produce any information.

The story brought a statement from Prime Minister Diefenbaker to the effect that the CBC is not for sale. The Canadian Press also quoted him as saying: "No offer has been received or will be considered."

In spite of the PM's pre-election assurances that something would be done about the high cost of the CBC, I am not inclined to believe that this story was let out as a trial balloon of the government's to test public reaction to such an idea. It seems more likely from where I sit that a genuine would-be buyer or group of buyers was trying to feel out the government on the idea. If this is the case, in view of the Prime Minister's emphatic statement that the CBC is not for sale, it seems probable that the whole thing will die the death, without anyone ever finding out where it came from.

Yet will it?

Sale of the CBC to this unknown buyer would certainly relieve the taxpayer of a tremendous burden, which is obviously going to grow

heavier with the years. It would also provide Mr. Diefenbaker with a means of carrying out the promise he has made to lighten the load. A new Broadcasting Act could easily make sure that the few really important things that the CBC does were continued by a made-over CBC, or else by the private stations. Under such a plan as this, I very much doubt whether our government broadcasting body would be missed by many.

If this outburst seems to repeat what has already been said in this issue's editorial, it is because the editorial was already in type when the story broke and it seemed an idea to take this opportunity of using this last-minute space to gather up the loose ends.

### WILL THEY TRY THE CBC?

**T**HE ONTARIO attorney general's office says the CBC can escape prosecution for violating the Lord's Day Act (by Sunday broadcasting) only if it can prove that the crown "expressly ordered" it to broadcast on Sundays.

As the case stands now, the CBC is appealing the ruling of Chief Justice McRuer that it must stand trial, along with station CKEY and the three Toronto dailies, for breach of the act. Five Ontario justices are hearing the appeal. If it is denied, the hearing of the charges will take place October 16.

### CORRECTION

**L**AST ISSUE we printed a letter from Harvey Freeman of Northern Broadcasting Ltd., in which we misquoted him with the statement that his organization employs forty people. Northern Broadcasting operates stations CKWS and CKWS-TV, Kingston; CHEX and CHEX-TV, Peterborough; CFCH, North Bay; CJKL, Kirkland Lake; and CKGB, Timmins. Personnel employed in connection with the radio and TV stations totals two hundred and forty.

Did you know that . . .

**CHRC, Quebec, P.Q.**  
reaches a total of 279,368\*  
adult listeners every day

\***ELLIOTT-HAYNES**  
CIRCULATION REPORTS

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

**SON JOINS FATHER**

WORD COMES from Tony Messner in Winnipeg, that his son, Murray, has resigned from management of the S. W. Caldwell office in that city to join his father in the national representation business he operates under the name of A. J. Messner & Company. Murray started under the paternal roof October 1.

**A QUESTION OF TASTE**

AT LEAST one London newspaper, the DAILY HERALD, is not going to be happy if the story is true that a cosmetic firm, the Maybelline Company, will sponsor a telecast of Queen Elizabeth and Prince Philip at the Commonwealth Ball on their visit to the United States.

The HERALD thinks the script will go something like this:

"Ambassadors, Senators, Congressmen, bow deeply. America's top socialites, curtsy. The Queen turns to them and smiles.

"Cut! Darken your eyebrows and deepen your mystery. X's eyebrow pencils make you an eye-ful."

That's what the DAILY HERALD feels will happen during the Royal visit to the U.S. Or as it puts it: "Every few minutes the Queen will be blotted out by advertisement jingles persuading women to buy X's makeup."

Apparently there have been no complaints from Buckingham Palace, where one official is quoted as saying: "In foreign countries people can do what they like in matters like this".

And that just about sums up my sentiments in the matter. Actually it does seem a bit crude. But then it was Maybelline that sponsored the play-by-play of the marriage of Prince Rainier and Grace Kelly. I think that the nonchalant attitude of Buckingham Palace is commendable. And as far as the DAILY HERALD is concerned, it makes a living from advertisements too, and I hardly think it would wipe all ads off the page describing a social function attended by royalty, do you?

**CONGRATS DEPT.**

IT IS NICE to be able to include a note that my old friend Jack Dawson has been made chief announcer and assistant program director of radio station CFRB,

Toronto. In this latter capacity he will be first aide to Wes McKnight.

Somehow or other, for all his forty years, Jack has been able to keep a refreshing note of youth in his voice and general demeanor, except over a cribbage board when he rather resembles a piece of rusty barb-wire. On the other hand, Jack is the proud father of a nineteen year old son (Gerry, taking architecture at the University of Toronto) and a fourteen year old daughter (Danny, who is very taking too). And these two indicate by their demeanor that there must be a seriously paternal side to their garrulous and juvenile male parent, or else that their mother, Grace, must be a highly intelligent woman.

And speaking of intelligence, if I had any, I'd wind off this effusion with an old familiar air. Think I will. Buzz me if you hear anything, won't you?

Say  
You Saw It  
in  
C B & T

**POINTS  
OF SALE**

**BBM  
SURVEY**  
shows  
**CKOK**  
is  
**BC's  
MOST-  
LISTENED-TO**  
Non  
Metropolitan  
Station

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

**PAUL  
MULVIHILL  
& Co. Ltd.**

**TORONTO**  
77 York St.  
EM. 8-6554  
**MONTREAL**  
1543 Crescent St.  
**MURRAY MacIVOR**  
PL. 1097



*Has Your Picture Changed*  
**SINCE THE MAY BBM?**

Our first TPR\* Survey for 19 Metropolitan cities is under way now.

TPR\* gives you - - -

- TIME PERIOD RATINGS
- AUDIENCE COMPOSITION
- CUMULATIVE AUDIENCE
- DUPLICATE AUDIENCE

**Survey Dates Oct. 2-8  
OUT IN NOVEMBER**

\* Time Period Rating

Stations — Agencies — Advertisers  
need this Interim Survey

Write, wire or phone  
Clyde McDonald

**McDONALD RESEARCH Ltd.**  
2510 YONGE STREET TORONTO 12  
Phone HU. 1 - 5681

**BUY THE AUDIENCE**  
that buys the merchandise



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, some for more than 20 years.

Local accounts buy on logic. They know CHRC's family programs serve fathers and mothers best and give their advertising the greatest sales drive.

Your national advertising on CHRC is certain to pay off in French Quebec — and 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. — Young Canadian Ltd.

**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 &  
Towndrow  
U.S.A.  
Donald Cooke  
• Elliott-Haynes

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**  
TORONTO • WINNIPEG • VANCOUVER  
519 Jarvis St. 171 McDermott 804 Hornby St.



## WANTED

All-round versatile Announcer  
 Strong on Western Music . . .  
 Excellent Salary.

Apply Box A339

Canadian Broadcaster and Telescreen

54 Wellington Street West

Toronto, Ontario

## PROMOTION HEAD

Man required for Sales, Station and Program Promotion. Pension Plan, Sickness and Accident Insurance. 3 weeks vacation with pay. Salary based on qualifications and experience.

Box A340

Canadian Broadcaster and Telescreen

54 Wellington Street West

Toronto, Ontario

**WE SPECIALIZE IN ADVERTISING,  
 PUBLIC RELATIONS, SALES PROMOTION  
 AND TOP EXECUTIVE PLACEMENT**

### J. K. THOMAS & COMPANY

*Placement Consultants & Psychological Services*

**WE NEED — Top T.V. Production Mgrs., Disk-Jockeys and Time Salesmen — all out of town.**

If you are located out of Toronto & Montreal, or if you will re-locate, send resume at once to:

**A. GEOFFREY HEIGHINGTON**  
*Manager*

46 Avenue Road, Toronto 5

WALnut 3-9805

## EXPERIENCED NEWS & COMMERCIAL ANNOUNCER

for  
**CFRB - - TORONTO**

Only written applications will be considered. Send full particulars of age, experience, marital status and salary expected to

**PROGRAM DIRECTOR  
 STATION CFRB  
 TORONTO**

## Career Corner

### TORONTO AD CLUB SPONSORS COURSES

**A**S PART OF THE varied educational program conducted by the Advertising & Sales Club of Toronto, two courses in advertising, one introductory and one advanced, are currently being offered.

The basic course, held at, and in conjunction with Northern Technical Commercial School under directors Philip Stallworthy (Industrial Advertising Agency) and Clifford Perry (Canadian Acceptance Corp.) enrolls 40-50 younger students entering or already in minor advertising positions. The course deals with the working essentials of the advertising industry.

The advanced course is held at the University of Toronto, under joint auspices of U. of T.'s Extension Department and the ASC, and is conducted by directors Jim Bowman (Walsh Advertising Co.) and John Galilee (Canadian Circulations Audit Board Inc.). Attendance is large (over 200) and last year included several large-company presidents.

The ASC is also sponsoring a letter writing course this spring, reports the Club's education director, Sinclair N. Colquhoun. Dealing with the creative content rather than the form of letters, this two-night course will be given by Miss Aline Hower, US letter-writing expert.

#### COURSE IN SALES MANAGEMENT

A Sales Management Workshop is also being planned by the Club in conjunction with the U. of T. This will be a series of 10 two-hour lectures on sales management, with case histories and group discussions. Enrollment is to be carefully screened and is open only to those in executive or supervisory sales positions.

Other ASC courses currently being offered are: the Manpower Clinic, (two afternoons this April) to help management learn about manpower selection, and the Practical Salesmanship Course (fall through to spring) which will feature lectures

by top sales personalities and sales demonstrations.

Two other vital ASC training programs are the Sales Management Conference, a one-day meeting of sales managers in January to discuss current management problems, and the Sales Rally, a mass meeting on sales inspiration and know-how usually attended by hundreds in such large buildings as Massey Hall. The Rally is held on the evening of the Sales Conference day.

### MAIL BAG

**Ottawa.** It was most interesting for me to read the article by David Adams on the Nigerian Broadcasting Corporation in your issue of 19th September — the more so because from 1954 to 1956 I was closely associated with the process of recruiting BBC staff for attachment to the Nigerian Broadcasting Service during its formative years. The first Director, Tom Chalmers, was a BBC man on secondment, and so are his successors, the present Director-General of N.B.C., Jack Knott, the Deputy Director (Programmes) Elwyn Evans, the two Assistant Chief Engineers, and several other senior programme, engineering and administrative staff.

It is perhaps not widely known how great is the demand in the newly developing broadcasting organisations of colonial territories within the Commonwealth for experienced broadcasting staff with a sense of mission to go out and help in the early stages. By 1954 we had 18 engineering and 14 programme staff seconded from the BBC to various colonial broadcasting organisations, and between 1949 and 1954 the estimated audiences being served grew from 1,200,000 to over 4,000,000.

In the BBC we feel great pride in the achievements of these new broadcasters, but there have been times when we have not been at all certain of whether we could find the right man for the job — and one who would be willing to undertake a temporary and arduous assignment. There will still be a demand ten years from now. The Director of Recruitment at the Colonial Office in London was always looking for men. He is probably still looking!

Yours very truly,

C. J. CURRAN,  
 Canadian Representative,  
 British Broadcasting Corporation.

**Did you know that . . .**

**CJAT, Trail, B.C.**  
 reaches a total of 41,047\*  
 adult listeners every day

**\*ELLIOTT-HAYNES  
 CIRCULATION REPORTS**

## STATION MANAGER

EXPERIENCED IN ALL PHASES

Top personnel administrator — at ceiling in present position — desires move to management or assistant managership with increased scope.

Reply Box A338

CANADIAN BROADCASTER AND TELESREEN

54 Wellington Street West

Toronto, Ontario



**WON'T BE LONG NOW**

This is to advise *Curious Correspondent* that the writer of this column is a bachelor of 55, but that this situation will not prevail for long - - because he will soon be 56.

. . .

**PORTRAIT OF A SALESMAN**

Beneath that warm exterior,  
There beats a block of ice.

. . .

**FAREWELL TO VISITING FIREMEN**

The place won't seem the same  
without you - - I hope.

. . .

**FASHIONABLE COMPLAINT**

Now they're calling it "Flu-  
Man-Chu".

. . .

**EMPLOYMENT WANTED**

Able copy-writer with lots of  
hard sell ideas is looking for  
a product which is deserving  
of his great talent.

. . .

**LETTER TO STATION MANAGER**

Sir: I was most interested in  
the talk I heard on your station  
about the American Civil War.  
I can hardly wait until the war  
is over and we can find out  
how it ends.

— A. Listener.

. . .

**ANNOUNCEMENT**

We have just decided that next  
week is "Trade Paper Week".

. . .

**FIFTH COLUMN**

Now that the radio and TV  
members of the CCBA are  
having their own meetings,  
won't it be funny if all the  
radio people go to the TV  
sessions and TV people to the  
radio ones, jut to find out what  
the enemy is doing?

. . .

**SUGGESTION BOX**

I am moderately grateful to  
the reader who wants to know  
why I don't subscribe to some  
new periodicals to freshen up  
this column.

*with 50,000 watts*

# CKWX

*covers an  
additional*

# \$600,000,000

*market in  
annual sales*



8101-1

The only advertising medium  
that covers all British Columbia

Radio British Columbia

# CKWX

Vancouver

Reps: Canada — All-Canada Radio Facilities Ltd. Reps: United States — Weed and Company

# \$33,000,000 RETAIL SALES



*Here is* a Captive Audience which can only be thoroughly saturated one way . . . with

## C J D C

### DAWSON CREEK, B. C.



#### The Market

The prosperous BC Block of the Peace River District served by the thriving and prosperous City of Dawson Creek.



#### The People

Population of the Trading Area - - - -	60,000
1956 Retail Sales - - - - -	\$33,000,000
1956 Industrial Payroll - - - - -	\$18,000,000
School Enrolment - - - - -	3,500
<small>(in seven new million dollar schools)</small>	
Car Registration (1956) - - - - -	9,256
<small>(compared with the Alberta Peace River Block — 4761)</small>	



**TOURISTS.** In 1956, 75,000 tourists visited Dawson Creek in 22,000 cars.

**LUMBER.** Five huge mills make yearly shipments of over 100,000,000 board feet of spruce and pine.

**PETROLEUM.** Pacific Petroleums and Imperial Oil have an agreement calling for a \$20,000,000 exploration and drilling program over 1956-57-58.

**BUILDING PERMITS.** 1955 ..... \$3,975,171  
1956 ..... \$5,500,000  
(An increase of 37½% and still going up)

**AGRICULTURE.** Dawson Creek is the largest grain shipping point in the British Commonwealth.

3,500,000 acres of mixed farm land.  
5,250,000 bushels of grain produced from 180,000 acres.  
19,209 head of livestock, valued at \$775,820.49 shipped in 1956.

MINING . . . FURS

## C J D C

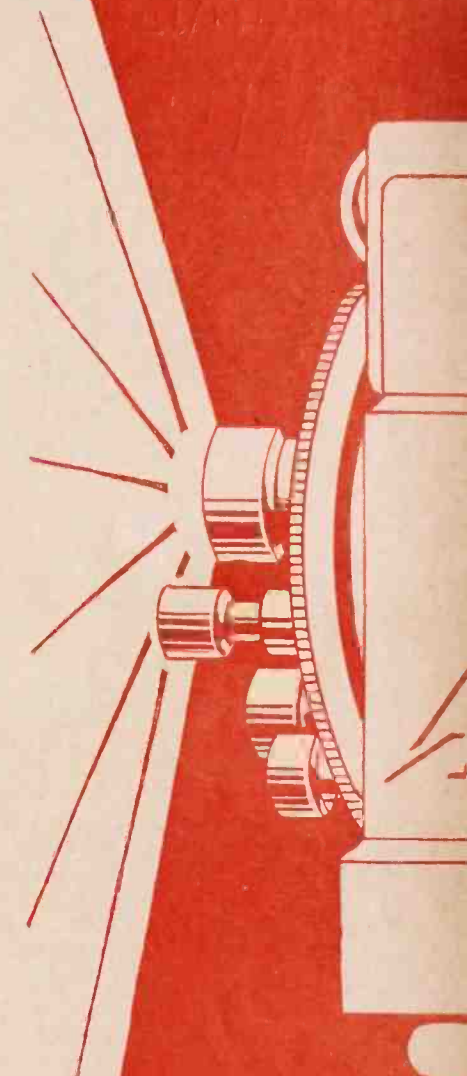
### DAWSON CREEK, B. C.

RADIO REPS in Toronto and Montreal • JOHN N. HUNT in Vancouver • A. J. MESSNER in Winnipeg • FORJOE in USA



## NETWORK SCHEDULE OF COMMERCIALS

SUNDAY	PROGRAM	SPONSOR	AGENCY	STARTING DATE
4:00-4:30	You Are There	Prudential Insurance	Foster Advertising	
4:30-5:00	Lassie	Walter M. Lowney	Foster Advertising	
6:00-6:30	Burns & Allen	Nestlé	E. W. Reynolds	
6:30-7:00	Father Knows Best	Carnation	Baker Advertising	
7:00-7:30	December Bride	General Mills	E. W. Reynolds	
8:00-9:00	Ed Sullivan	Imperial Tobacco	McKim Advertising	
9:00-9:30	The Stories of John Nesbitt	Du Pont	Vickers & Benson	Oct. 27
9:30-10:00	Showtime	General Foods	Baker Advertising	Oct. 20
		Ford Motor Co.	Vickers & Benson	
		Canadian Kodak	Baker Advertising	
		Bristol-Myers	Ronalds Advertising	
		Singer Sewing Machine	Young & Rubicam	
		Canadian General Electric	MacLaren Advertising	
<b>MONDAY</b>				
8:00-8:30	The Millionaire	Colgate-Palmolive	Spitzer & Mills	
8:30-9:00	On Camera	General Foods	Baker Advertising	
9:00-9:30	I Love Lucy	Max Factor	Locke Johnson	
9:30-10:00	The Adventures of Tugboat Annie	Harold F. Ritchie	MacLaren Advertising	
10:00-11:00	Studio One	H. J. Heinz	MacLaren Advertising	
		Lever Bros.	J. Walter Thompson	Oct. 14
		Canadian Westinghouse	S. W. Caldwell	
<b>TUESDAY</b>				
8:00-8:30	Front Page Challenge	Lever Bros.	Young & Rubicam	Oct. 15
8:30-9:00	Dragnet	General Foods	Baker Advertising	
9:00-10:00	G.M. Theatre	S. C. Johnson	Needham, Louis & Brorby	Oct. 22
		General Motors	MacLaren Advertising	
<b>WEDNESDAY</b>				
5:30-6:00	Rin Tin Tin	Kellogg	Leo Burnett	
7:30-8:30	Disneyland	Swift Canadian	McCann-Erickson	
		Canadian Kodak	Baker Advertising	
		Procter & Gamble	F. H. Hayhurst	
		Walt Disney Productions	Sovereign Films	
8:30-9:00	The Life & Legend of Wyatt Earp	Campbell Soup	Cockfield, Brown	
9:00-10:00	Kraft Theatre	Standard Brands	MacLaren Advertising	
10:00-11:00	Chevy Show	Kraft Foods	J. Walter Thompson	Oct. 23
		General Motors	MacLaren Advertising	
<b>THURSDAY</b>				
5:30-6:00	The Lone Ranger	General Mills	E. W. Reynolds	
8:00-8:30	Meet McGraw	Nestlé	E. W. Reynolds	
8:30-9:30	Climax	Procter & Gamble	Benton & Bowles	
9:30-10:00	Music Makers '58	Chrysler Corp.	McCann-Erickson	Oct. 31
		Sunbeam Corp.	Vickers & Benson	
		Chesebrough-Ponds	J. Walter Thompson	
<b>FRIDAY</b>				
5:30-6:00	Mighty Mouse Playhouse	General Foods	McConnell Eastman	
8:00-8:30	The Last of The Mohicans	Thomas J. Lipton	Young & Rubicam	
8:30-9:00	The Plouffe Family	Harold F. Ritchie	Atherton & Currier	Oct. 4
9:00-9:30	Patrice Munsel alternating with The Big Record	Colgate-Palmolive	Spitzer & Mills	Oct. 25
9:30-10:00	Country Hoedown	General Motors	MacLaren Advertising	Nov. 8
10:00-10:45	Gillette Cavalcade of Sports	Robin Hood Flour	Young & Rubicam	
		Procter & Gamble	Young & Rubicam	
		Gillette Safety Razor	Maxon	
<b>SATURDAY</b>				
1:00-4:30	Big Four Football	Shell Oil	J. Walter Thompson	
5:30-6:00	Wild Bill Hickok	Canadian Tabacofina	Walsh Advertising	
7:30-8:00	Holiday Ranch	Kellogg	Leo Burnett	
8:00-9:00	Perry Como	Adams Brands	Baker Advertising	
		Nabisco Foods	Kenyon & Eckhardt	
		Kimberly-Clark	Spitzer & Mills	
		Noxema	Young & Rubicam	
		RCA Victor	Kenyon & Eckhardt	
		Lever Bros.	J. Walter Thompson	
		Sunbeam Corp.	Vickers & Benson	
		Kno Mark	Emil Mogul	
		Imperial Oil	MacLaren Advertising	Oct. 12
9:00-10:15	NHL Hockey	Whitehall Pharmacal	Young & Rubicam	Oct. 12
10:15-10:30	King Whyte	Procter & Gamble	Benton & Bowles	
10:30-11:00	Cross-Canada Hit Parade	Salada-Shirriff-Horsey	McKim Advertising	
11:10-11:30	Juliette	Imperial Tobacco	McKim Advertising	Oct. 12
11:30-12:30	Wrestling	Success Wax	Schneider Cardon	
		Benson & Hedges	James Lovick	



CJFB-TV Opening

**AUTOMATION MAKES CANADIAN BOW AT SWIFT CURRENT**

WHEN CJFB-TV, Swift Current, Saskatchewan, Canada's first television station to use automatic programming, goes on the air around the end of November over 75,000 people, with a reputed retail spending power of \$46,000,000 in that part of the province will get their first TV programs over channel 5.

Bill Forst, general manager of the new station, told CB & T that the automatic program control system will assure TV viewers more accurate programming with a minimum of blank screen time. It will also provide a smoothness of operation impossible with manual program control.

Normally the smoothness of operation is dependent on the synchronized switching made by four or five operators. Using the automatic operation, the equipment automatically performs all necessary switching smoothly and without error. One or two operators can therefore supervise an entire night's programming.

According to Forst, who described the new device as "the most practical approach to one-man-control-room-operation yet devised", the new system automatically schedules all switching necessary for slides, films, network and audio. Thus the normal routine of TV station breaks and commercials is executed smoothly and without interruptions. This minimizes the human error factor which often results in short

intervals of blank screen time.

The heart of the automatic control equipment consists of a push button programmer somewhat similar to an elaborate typewriter mechanism. On this unit, the entire day's program control is set on a perforated tape. The tape is then inserted into the



automatic reader or brain portion of the equipment which performs all switching and timing to the second.

**TEN YEARS OF RADIO**

At thirty-two Bill Forst is no newcomer to automation or automatic control. Since 1947 he has been chief engineer at CJDC, Dawson Creek,

B.C., CKRD, Red Deer, Alberta, and CKOM, Saskatoon, Sask.

In each of these stations he designed the complete studios, control rooms, transmitter set-up and directed all building construction and installation of equipment. At CKOM he built their new remote control 5,000 watt transmitter. During the last two years he was general manager and technical director at CKSW Radio, Swift Current.

At CKSW he looked after the building and design of the station as well as the technical installations. He also staffed it, and organized and directed all departments.

In 1953, at the CARTB annual meeting in Quebec, Bill received the Col. Keith Rogers Memorial Engineering Award for outstanding service to the radio industry of Canada. The inscription read: "In recognition of his pioneering efforts in the field of unattended operation of broadcast transmitters".

In 1954 he designed, made and installed a new system of supervisory remote control equipment for the city of Moose Jaw for controlling the city's complete waterworks by radio remote control from a point 12 miles out of the city. This equipment, the first of its type, has since been studied by electronics and utility engineers from Canada and the U.S.

All the equipment for the new station is supplied by Canadian General Electric. He says he chose GE because it is all Canadian made, and he wants his station to be of an all Canadian flavor.

Besides being a quarter partner in CKSW Radio, Bill owns the controlling interest in the TV company. Associated with him is a group of local business men.

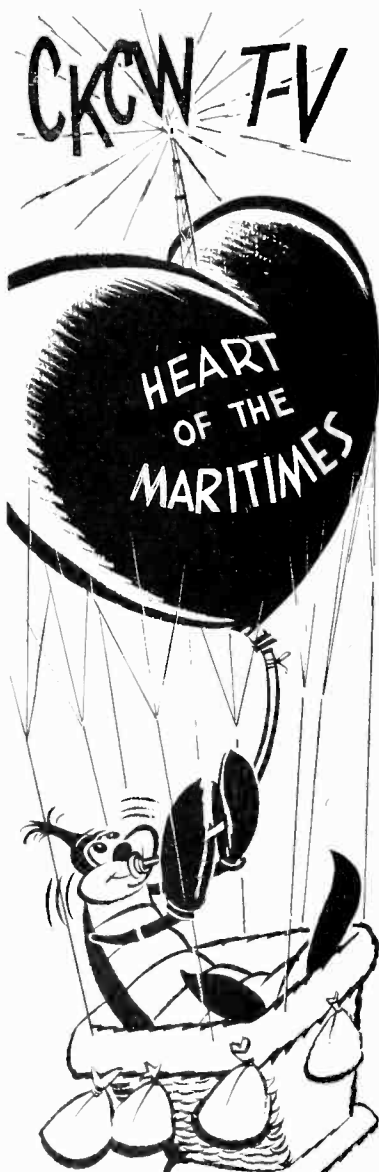
The station's power will be 9,000 watts video and 4,500 watts audio and will cost in the neighborhood of \$200,000. It will serve over 75,000 prospective viewers with an area retail sales of \$46 million annually.

The station building itself is situated two and a half miles north of Swift Current right across the road from a microwave repeater station. The nearest stations are CHAT-TV, Medicine Hat, 150 miles west and CKCK-TV Regina, 160 miles east. Forst said that the radius of his coverage area will be between 65 and 70 miles.

The station's schedule will run from 4 pm to midnight. As far as live shows are concerned, he said that there is a lot of local talent which he intends to make some use of. He added that if all goes well they will be on the air in time for the Grey Cup games. CJFB-TV will be a supplementary station of the CBC network.

**Agencies Amalgamate**

LAST MONTH two agencies in the U.S. Erwin Wasey and Ruthrauff & Ryan amalgamated. The new firm is Erwin Wasey, Ruthrauff & Ryan Inc. There is no change in the list of accounts, personnel or address. Erwin Wasey has a Canadian office in Toronto. Ruthrauff & Ryan closed their Canadian office two years ago.



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NOW

**25,000 WATTS**

LET LIONEL GIVE YOUR SALES THE "BIG POWER BOOST"

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The Hub of the Maritimes

**MONCTON**

**NEW BRUNSWICK**



**"FOCUS"**

has been voted the

**Number One Show**

in

**Northern Ontario**

•

The accent is on Entertainment, News, Sports, Interviews, Weather, Features.

FIVE HOURS A WEEK OF SOLID, LIVE ENTERTAINMENT!

**CFCL-TV**

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

*Closed Circuit*

**BA PRESIDENT HARANGUES DEALERS**

CLOSE TO FIFTY-FIVE hundred British American dealers in nine major cities across Canada watched BA president, M. S. Beringer, introduce a brand new BA gasoline on

Amid occasional dance numbers and novelty songs, the new gas, BA Velvet 98, was introduced by the president. He was followed by the vice-president of manufacturing,



the first nation-wide closed-circuit TV show in Canada, September 18.

The show originated in the theatre in the new Queen Elizabeth building at the CNE grounds in Toronto and was telecast, via the microwave TV network, to Regina, Saskatoon, Winnipeg, North Bay, Fort William, London, Ottawa and Montreal, where BA dealers from the surrounding areas watched the one hour performance on a large screen.

To add color to the show were such well knowns as Wally Koster, and Joan Fairfax who were supplemented by a 25 piece orchestra under the direction of Lucio Agostini. Master of ceremonies was Joel Aldred.

D. L. Campbell, giving a run down on the new product's ingredients and what it could do. After a song, J. L. Lenker, vice-president of marketing, suggested that the best way to sell this new gas was to keep a clean ship-shape station.

The complete technical production was handled by TelePrompTer of Canada Ltd. The producer was Drew Crossan and production supervisor was S. B. Hayward of James Lovick & Co. Ltd., agency for British American Oil Co. Ltd.

A kinescope repeat was seen, September 23, in Edmonton, Calgary, Grande Prairie, Vancouver, Victoria, Penticton, Quebec, Saint John and Halifax.

*Public Service*

**USE TV TO SUCCOR NEEDY FAMILY**

AN APPEAL for furniture and clothing for a needy family, aired over CKGN-TV North Bay, resulted in donations which were more than enough to take care of four families.

The Children's Aid Society of the District of Nipissing approached Bill Crone, emcee of the early evening show *Northern Welcome*, and told him of a needy family, consisting of a wife and husband and seven children ranging in age from four to twelve years.

CKGN-TV photographer John Morton took pictures of the barren interior of the home and these were shown in slide form by Bill Crone on his program.

Crone asked his viewing audience to assist in any way possible. He stressed the particular need of such items as beds, mattresses, chairs and also coal oil lamps, since the family lived in an old farm house which was not wired for electricity.

Response to the appeal was immediate and overwhelming. Some ten excellent jobs were offered, gifts of money poured in and such large items as chesterfields and beds were received. Adanac Movers of North Bay donated two moving vans and

picked up all items and moved them into the farm house.

Enough furniture, clothing, blankets and linen were received to equip at least three other needy families as well.

All schools in the greater North Bay area agreed among themselves to collect food for the family in question and rounded up enough to feed a number of families for a year.

Following this, the Children's Aid was contacted by a Sturgeon Falls group who, having heard Crone's announcement, had formed a committee and canvassed their town for the items mentioned on TV. So successful were they that they obtained enough furniture and clothing to take care of another home and family of seven.

**Shakespeare On TV**

THE CBC announced last month that the Stratford Shakespearean Festival Company will make its first live television appearance December 29 with a performance of *Peer Gynt*. Henrik Ibsen's play will be produced as a 90-minute spectacular.

**37 HOUR WEEK**

Time spent at the TV set is 36 hours and

59 minutes per week in the average TV home.

**Based on BBM, here is the breakdown**

	Average Week Day	Average Week and Day	7-Day Average
Met Areas . . . . .	4:48	5:59	5:07
Non-Met Areas . . . . .	4:55	6:21	5:24
All TV Homes . . . . .	4:51	6:09	5:17

That's why

**TELEVISION**

IS CANADA'S NO. 1 SALESMAN

*CARTB Member Stations*

CJON-TV, St. John's	CKGN-TV, North Bay
CFCY-TV, Charlottetown	CFCL-TV, Timmins
CHSJ-TV, Saint John	CFCJ-TV, Port Arthur
CKCW-TV, Moncton	CJIC-TV, Sault Ste. Marie
CKRS-TV, Jonquière	CKLW-TV, Windsor
CFCM-TV, Quebec City	CKNX-TV, Wingham
CKMI-TV, Quebec City	CKX-TV, Brandon
CKRN-TV, Rouyn	CKCK-TV, Regina
CKVR-TV, Barrie	CFQC-TV, Saskatoon
CKWS-TV, Kingston	CHCT-TV, Calgary
CHEX-TV, Peterborough	CFRN-TV, Edmonton
CKCO-TV, Kitchener	CJLH-TV, Lethbridge
CHCH-TV, Hamilton	CHAT-TV, Medicine Hat
CFPL-TV, London	CHEK-TV, Victoria

CHBC-TV, Kelowna

**BROADCAST ADVERTISING BUREAU**

*TV Division*

Suite 414

200 St. Clair Ave. West  
Phone WA. 2-3684

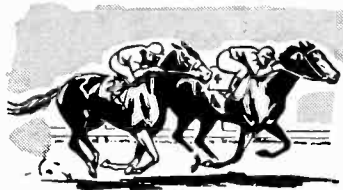
Toronto 7

*The Broadcast Advertising Bureau - TV Division, promotes exclusively, the use and sale of Television as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.*



# CKSO-TV STARTS WORK ON ELLIOT LAKE SATELLITE

## IT'S A RECORD



### Fastest Canadian Horse

The fastest Canadian bred horse is LYFORD CAY, who ran 1 1/4 miles in the 1957 Queen's Plate (time 2 min. 3-2/5 seconds).

Ask the man who has money riding . . . he wants a winner every time. No fading in the stretch, no "also ran" positions for him. Here is a tip, the next time you need film servicing, use Sponsor for editing, print control, bicycling, cleaning and shipping. It's a sure bet that will "pay off" again and again and again.



Write today for the big free booklet that outlines our full services and facilities.

Telephone WAlnut 4-1179

### SPONSOR FILM SERVICES CORP. LIMITED

443 Jarvis Street, Toronto, Ontario

RADIO AND television coverage of the Saturday night National Hockey League games will start October 12. The first game is at 8.30 standard time over the English radio network and at 9.00 daylight saving time over the French radio network. Both telecasts start at 9 pm.

CONSTRUCTION STARTED recently on the site of the new satellite TV station of CKSO-TV, Sudbury, giving hopeful expectations to Elliot Lake residents of television for Thanksgiving.

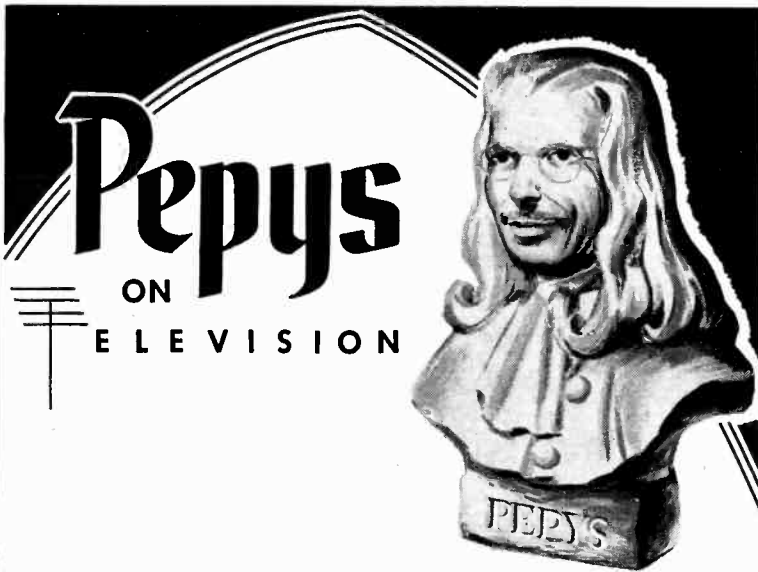
It is hoped that CKSO-TV-1, Channel 3 will be on the air for the opening of Parliament by the Queen

October 14.

Construction of the antenna and tower started early last month and the TV transmitter is expected to be moved in during the first week in October.

The satellite transmitter building will also include a broadcast studio. This can be used for covering Elliot

Lake events for radio. In the event that the CBC grants CKSO-Radio a licence for Elliott Lake, residents of this Uranium centre will also be able to receive a radio service from CKSO at the same time television officially opens.



CJBR-TV (Rimouski) is a station that delivers "more for your money", and here's why. The national average of persons per household is 3.5. In the area covered by CJBR-TV it is 5.8. Any Stovin representative, from any of our 4 offices, will gladly tell you more about it.

## HORACE N. STOVIN

& COMPANY

MONTREAL WINNIPEG TORONTO VANCOUVER

Representing

CKCW-TV Moncton, N.B. CKMI-TV Quebec City  
CHAT-TV Medicine Hat CJBR-TV Rimouski  
KVOS-TV Bellingham-Vancouver



One of the first celebrities to visit the construction site was TV star Joan Fairfax, when she was entertaining at the Rotary Exhibition in Sudbury last month.

She is seen in the picture sitting on one of the forms for the base of the concrete pylons.

### All-Canadian TV Film

MERIDIAN FILMS, Toronto, claim that on September 21 they rolled into action on the first completely Canadian television film production in the country's TV history.

"This is the first time", states a news release, "that a filmed show has been produced by a Canadian company with an entirely Canadian cast and with an exclusively Canadian technical crew."

The title of the production is *Main Street Jamboree* which is the pilot film of a projected series. Producer is Ralph Foster and the director is Julian Roffman, C.S.C., Meridian partners. The director of photography is Hervert S. Alpert, C.S.C.

Performers featured in *Jamboree* are emcee, orchestra leader and soloist Jack Kingston; Wally Traugott, singer-musician; and the Canadian hoedowners, a barn dance group. Guest star on the first show is brunette folk singer Helen Fielding on a program that includes original Canadian folk songs, standard country and western music and popular folk melodies.

The distribution plan for the projected series covers US, UK and Canada where arrangements have already been made with distributors.

### Salada Appointment

DONALD F. PHILP has been appointed director of marketing for the Salada Division of Salada-Shirriff-Horsey Ltd.

Philp, a native of Montreal who was educated in Western Canada, joined the present organization as director of advertising and public relations when the operations of the Horsey Corporation and Shirriff's Ltd. were merged as the Shirriff-Horsey Corporation.

## Welcome CCBA Engineers

Bring your equipment problems to the company that makes a living making your life easier.

Alex L. Clark  
LIMITED

"Our Only Business Is Selling and Servicing Equipment"

3745 Bloor Street West

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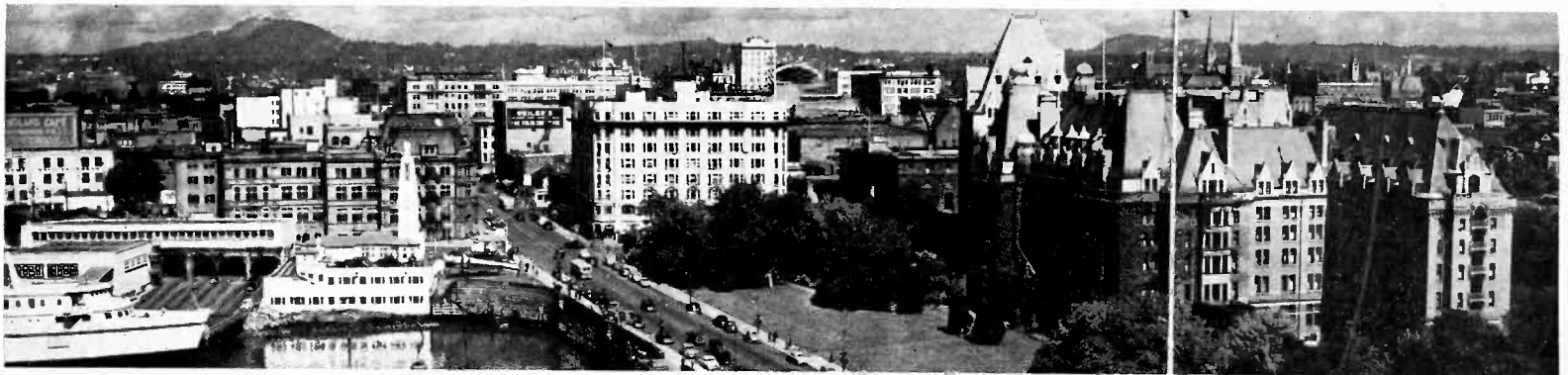
Toronto, Ontario

# Week after week after week . . .



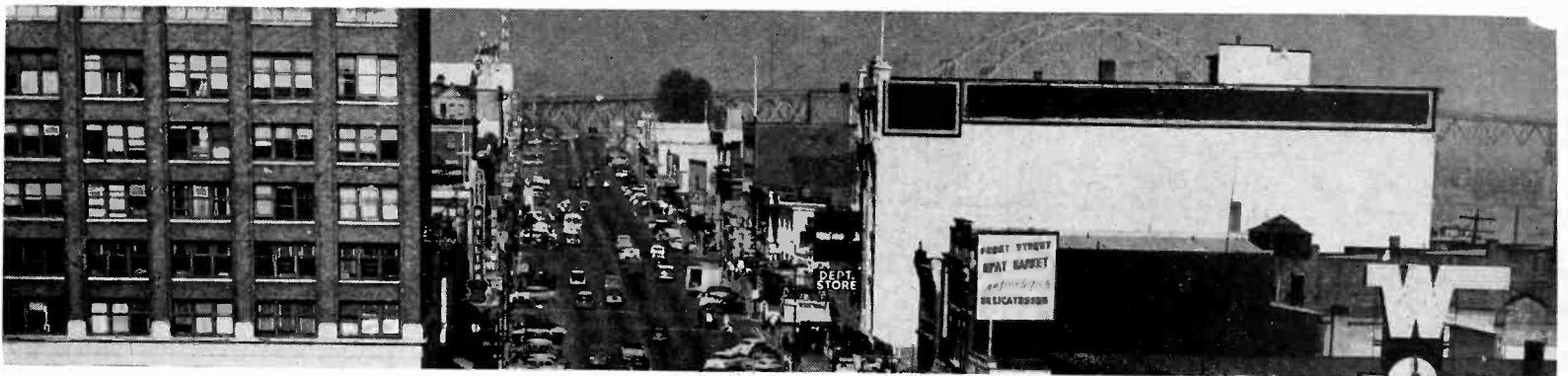
VANCOUVER

## maximum B.C. audience



VICTORIA

## at lowest cost



NEW WESTMINSTER

# KVOS-TV

(CANADA LTD.)

## CHANNEL 12

Look into the TV picture in B.C. closely! Month by month you'll see the same convincing evidence that 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. KVOS-TV is consistently carrying the top-rated shows to the biggest audience in the rich B.C. market.



### 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	\$110.00*	\$136.00
1 minute	137.50*	170.00
30 minutes	330.00*	408.00

\*Up to 25% frequency discount

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

OFFICES: 1687 W. Broadway, Vancouver, B.C. CHerry 5142

### Scottish TV

# ROY THOMSON BRINGS SCOTTISH TALENT TO 4 MILLION SCOTS

TO GIVE THE people of Scotland "something they like and lots of programs about their ain folk", Scots - descended, Canadian - born millionaire Roy Thomson, on Saturday night, August 31, launched his brand-new Scottish Television with a broadcast from studios in Glasgow's long-famous old Theatre Royal.

The fifth of ITA stations to begin broadcasting, STV, (transmitting from an ITA transmitter at Black Hill, Lanarkshire) will raise national coverage by ITA up to 69.3 per cent of the total UK population. It will bring over four million Scotsmen within the range of commercial TV. Prior to STV, Scottish viewers had

only the BBC to watch. Thomson made the statement that STV "does not regard itself as opposition to the BBC" but rather as "an alternative service". He feels that while "the BBC has done much good work in Scotland" it was "not always attuned to popular taste", and he contends that "people are entitled to entertaining television which they can look forward to and watch."

The big problem facing STV, say many UK newspapers, is whether or not Scotland has enough top talent to carry out Thomson's plan of sustaining 20 per cent of his programs with local artists. Though many pessimists in Britain feel that there

area, of which about 400,000 will be able to receive ITV.

#### THIS IS SCOTLAND

STV's opening program was a spectacular called *This Is Scotland*. It was seen on all commercial screens in Britain. A semi - documentary, presenting "Scots at home and Scots abroad", *This Is Scotland* carried out Thomson's view that "Scottish-ness is very important in any Scottish project". Among the star-studded galaxy of big Scottish names who appeared were world-famous Scottish-born screen and stage stars like Deborah Kerr, David Niven, and Alistair Sim, who were interviewed on film. Balerina Moira Shearer waved hello from her dressing room at the Edinburgh Festival production, *Man Of Distinction*.

Appearing live on *This Is Scotland* were the country's two top comedians, Jimmy Logan and Stanley Baxter, and the country's leading lyric tenor, Kenneth McKellar, who were introduced by film actor and "typical Scot" James Robertson Justice, famed in North America for his role as the irascible surgeon in the movie series, *Doctor In The House*. Logan, Baxter and McKellar appeared on the program by permission of Stewart Cruikshank, managing director of Howard and Wyndham, a theatrical firm which has a substantial financial investment in STV. Indeed in order that these performers could appear, Cruikshank even went so far as to cancel a performance at the Glasgow Alhambra of his show *Five Past Eight*. Still others who appeared from the same show were the Alhambra Chorus, known as the London Starlets, choreographer Ross Taylor and leading dancer Sheila O'Neil.

Other studio-produced STV shows include *The One O'Clock Gang* and *Fanfare*. Living out Thomson's creed that "we must get people into the habit of looking at TV in the daytime", *The One O'Clock Gang* is a big lunchtime show running Monday through Friday from 1 to 1.30 pm.

STV program director Ray Purdy (also Canadian-born) describes the show as "an informal get-together between half-a-dozen folks who are out to entertain you in a relaxed sort of way". This "relaxed sort of way" must have been remarkably successful for UK newspaper reviews hailed

## IN PETERBOROUGH...



Everyone else is watching his commercial on CHEX-TV — the popular local television station that's keeping wealthy Peterborough and district awake and buying.

If you'd like to wake up sales in Peterborough . . . advertise your product on CHEX-TV, too.

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

**CHEX-TV** Peterborough



ROY THOMSON

is not enough talent to do so, Thomson plans to scour the country to find it. "I know Scotland has lots", he claims, adding that he believes he can make stars out of unknowns on the theory that "if a person appears on TV and makes good, he's made right away."

A survey of STV's opening night showed that 89 per cent of the possible 187,000 homes in the restricted area of its present operation were tuned in. At the present rate of growth Thomson believes that, after STV's first year of operation, there will be 625,000 TV homes within its

**CKSO-TV**  
**SUDBURY**



**CKSO**  
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**TWIN AIRPOWERS** of **THE NORTH**



**Telephone**  
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the show with great kudos and spoke of its leading comedian, Larry Marshall, as "a great discovery". *Fanfare*, also produced regularly from Glasgow, hopes to have the same success since it too spotlights Scots unknowns.

Not unknown however, to the sports-loving people of Scotland are the local sports names which bristle in the scripts of two other STV programs, *Sports Desk* (featuring Willie Woodburn and a team of reporters) and *Sports Magazine*. Many observers claim that these two programs, if no others, will have no difficulty in anchoring themselves in national affection.

**NATIONAL TALENT SEARCH**

Thomson plans to scour Scotland for still more new talent. "I know Scotland has lots of them", he said. Meanwhile, in order to feature better known Scottish stage stars, he will film some shows during the day and beam them at night. "People like comedian Logan", Thomson explains, "who work at night, will be able to come to the Theatre Royal in the morning to be filmed and have their shows going on while they are working on stage elsewhere. It's as simple as that."

Piped up from England, STV viewers will also see several American canned shows including *I Love Lucy*; *Dragnet*; *Frankenstein*; *Robin Hood*; and *Lassie*, not to speak of the starred and striped vocalizing of Rosemary Clooney.

In addition to financial support from Howard & Wyndham, several Scottish stage artists have also bought stock in STV. But of course the new TV company will have to sustain itself mostly from advertising profits, in order to meet the £500,000 expenditures it expects to incur in its first year of operation - - however, millionaire Thomson says "we are prepared to invest any amount of money into it that is necessary."

So far the STV has received what Thomson calls "excellent advertising support" with its program of "guaranteed stability of rates". Among the first advertisers on the Scottish station was Stoddart and Hansford which scheduled an extensive fall campaign three times a week for Viota Cake Mixes and Viota Instant Icing.

Whatever the impact STV will have upon Scottish listeners, Thomson claims that at least it "will provide employment and remuneration for many of this country's artists and will encourage the production of drama."

**MR. GEORGE PLEWMAN**

Advertising Manager of...  
**WARNER-LAMBERT**

CANADA LIMITED,

MAKERS OF ...



**NEW Quick Home Permanent Says**

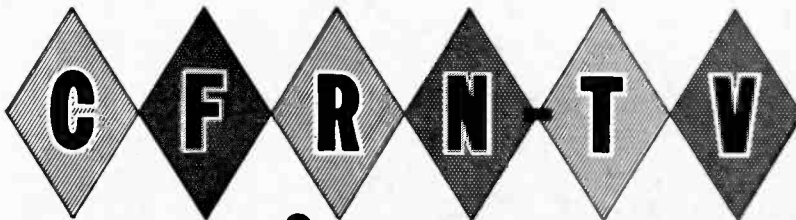
**T.V. Turns the Trick for Quick...  
"Let's have more T.V.!"**



This was the response from Edmonton area salesmen to Warner-Lambert Canada Limited, makers of New Quick Home Permanent. It all began when Ronalds Advertising Agency suggested a TV Test Campaign in Edmonton. The client agreed after arranging a careful sales check in the coverage area.

"Edmonton was selected for the test because of its captive audience and the fact that it delivered a sufficiently large audience to be able to measure the results of the test", says Mr. George Plewman, Advertising Manager for Warner-Lambert. "There is every evidence that the test is going well. The combination of good spots and good timing has certainly done the trick for Quick".

The greatest French advertising medium in Quebec  
300 000 KV  
**CHLT-TV** CHANNEL 7  
SHERBROOKE  
We cover the Montreal market



**CHANNEL 3 EDMONTON**

SEE: TELEVISION REPRESENTATIVES LTD. CANADA • BROADCAST SALES — WINNIPEG CANADIAN STATION REPRESENTATIVES — U.S.A. • HARLAN G. OAKES — WEST COAST U.S.A.

**CANADA'S BEST FOR TELEVISION TEST**

## CKCO-TV Medical Library

# DISPELLING DREAD IS THE FIRST STEP TO HEALING

By BART GARDNER  
CB&T Staff Writer

"THE MAJORITY OF cancer cases can be cured, particularly if detected early."

This was the aim behind a TV program, *Cancer — Killer No. 2*, which was one of a series called *Medical Library*, broadcast Tuesday evenings through the summer over CKCO-TV, Kitchener.

The series of ten live programs dealt with the grim realism of diseases from rickets to cancer, but in simple layman's language calculated primarily to dispel fear.

Produced by the Wellington County Board of Health, the *Library* was written, arranged and emceed by



Doug Geekie

the county health unit's health educator, Doug Geekie. The health board sent Geekie to New York for training in TV techniques specifically to help him prepare for writing the series.

The *Library's*

first installment on July 9 was a general introduction to preventive medicine in which Geekie and local MD, Dr. B. T. Dale, medical officer for the county health unit, explained to viewers how the various parts of the body function. This they illustrated with a plaster torso model named "Oscar" whose removable parts could be detached and held aloft for the viewer to see. Additional illustration was provided by means of charts, films and slides and by pathological and bacteriological specimens.

### CANCER CAN BE CURED

Following the introductory program a week later was the second segment of the series, titled "Cancer Killer No. 2". Says Geekie, "One of the main aims of this program was to get ordinary people to talk or even think about cancer, since for many people this disease still has a stigma attached to it, a sense of shame combined with a panicky, fantastic fear. In the program we stressed the fact that the majority of cancer cases can be cured, particularly if detected early."

Guests on this program were familiar Fergus MD Norman Craig and Dr. Ivan Smith, who is recognized as being one of the top cancer specialists in Canada and the first in this country to use cobalt bomb radiation to treat cancer. In the course of discussing their subject they asked questions like: What is cancer? What causes it? Who gets it? How can it be prevented? The two doctors showed films, taken in actual treatment centres, of cancer treatment by surgery and cobalt radiation.

Following "Cancer-Killer No. 2" was the third program in the series, "Cancer — Facts and Fallacies". Dr. Smith, again feature guest, was accompanied on the program by Mrs. H. Krug, president of the County Cancer Society and William Walker, warden of Wellington County. Under

Geekie's chairmanship, guests Krug and Walker posed as the average man and woman and asked the most common questions submitted, via note, by the viewing audience.

### FIVE TO TEN TONS OF BLOOD

Guest on the *Library's* fourth program, which dealt with the methods of preventing heart disease, were local general practitioners Dr. Rex

sented. Opening the program was an eerie film sequence showing an organ of the body pulsating violently, followed by a close-up of Geekie saying:

"Good evening and welcome to *Medical Library*. What you have been watching is the human heart — the strongest organ of the body. A pump made of muscle that beats 2 billion, 500 million times during a

Fifth program in the series was "Eating to Die" on which Dr. M. McCready, director of MacDonald College and Dr. Farmer, Guelph surgeon specialist discussed how Canadians are literally eating their way into their graves but how, if shoppers bought according to nutrition requirements, their shopping bills could be reduced with their waist lines. Rats and guinea pigs used for illustration pulled a Pied Piper stunt and escaped to scramble chaotically around the studio to the discomfiture of cameramen and the amusement of viewers.

### THE FIGHT OVER FLUORINE

Dental health was the theme of the sixth program on which host Geekie and guest Dr. M. E. Jarrett, Wellington County Dental Health Officer discussed the fact that, despite Canada's \$80 million annual dental bill, only about one-third of our population is getting adequate treatment. Using film, for the most part, they then showed how this bill could be cut in half to the benefit of Canadian health.

"Fluorine — Rat Poison or Wonder Chemical?", the seventh program, featured county dental health officer Jarrett; Dr. Nikiforuk, chairman of the research section, Faculty of Dentistry, U. of T.; Dr. Robert Grainger, director of dental statistics for Ontario; and Don Williams, chemist at Brantford Water Works. Viewers were taken on a film tour through the water works at Brantford which is the third city in the world which has added Fluorine to its water supply.

### PATIENTS ARE INTERVIEWED

"Target — TB", the eighth program, featured a remote broadcast from Freeport Sanatorium in which Freeport's medical superintendent, Dr. S. J. Hawkins and Geekie show what TB is and how it can be cured and prevented. Freeport patients themselves appeared on the film and told viewers of the treatment and the drugs they received. Geekie's idea in this was "to show uninformed viewers that a san is less of a death house than a hotel". Patients also discussed the hardest question of all — what they would do upon leaving the san. Ex-TB patients often cannot return to quite as active jobs as they had before entering the san.

"Communicable Disease Control", the ninth program in the series, showed how the great epidemics that used to claim millions of lives are today prevented by sanitation, how diseases like Cholera, for example, that once killed 1/3 of England's population in a matter of months, have been eliminated. Guests Ross Campbell and Jack Grimason, county sanitation officers, showed, with the help of Disney animated film, how disease is transmitted by water, by sewage and by food, especially milk. Films of actual water and sewage works were shown illustrating how each can be treated to prevent transmission of disease. Pasteurization of milk was also explained with application to the local scene so that the work of area dairy and farm inspectors would be understood.



OSCAR, THE PLASTER DUMMY on CKCO-TV's "Medical Library", turns himself inside-out helping health educator Doug Geekie, the series' emcee and writer, explain to viewers how various parts of the body function. The bottom picture shows Geekie's five-year-old daughter, Susan, showing viewers that receiving immunization shots is not the terrifying ordeal they may have imagined. Injecting the PDT shot into small Susan's arm is Dr. B. T. Dale, medical officer of Wellington County Board of Health.

Wyatt of Elmira and Dr. H. Bolley from Guelph. R. B. Freure presented an insurance company's view of heart disease. CKCO announcer Ron Hill stripped to the waist and underwent an electro-cardiograph test for viewers to see that such tests were not the terrible things they might have imagined. A sample of the script for this particular program will serve to illustrate how dramatically the material was pre-

70-year life span — that pumps from 5-10 tons of blood around your body every day. In comparison to your car its horse power is pretty small at 1/240th of one horse power, but if all of its energy output during a 20-year life span could be applied at once it could pluck the ocean liner Queen Elizabeth 14 feet out of the water. Let's take a look at this pump superb and see what it does and how it does it."

**"...one of the finest public health projects I have ever witnessed"**

**HARDLY HURT AT ALL**

Last and tenth program of the series was titled "The Wonder Needle", and was actually a follow-up to the preceding program in that it dealt with communicable disease control by means of immunization. Describing the program Geekie says, "Because so many people are still petrified by needles, we thought this would be an excellent opportunity to eliminate public fear. "As a result, Susan, Geekie's five-year-old daughter received a PDT needle right before the viewers' eyes. After Susan had explained that it had hurt hardly at all, Geekie told viewers that this was because she was relaxed which meant that her muscle tissues didn't tighten from fear and present a skin surface difficult for the needle to penetrate. More Walt Disney films were shown to illustrate how vaccines behave once they enter the body, producing immunity.

**BEYOND EVALUATION**

The Wellington County Health Unit itself received an average of 35 letters a week commending the program and asking for more information while CKCO was literally snow-stormed with mail. Doctors in the area reported a steady stream of patients coming into their offices as a direct result of the series — and, in nearby Fergus, this included one woman with skin and another with breast cancer who had, so far, not disclosed their condition to anyone.

Medical reaction further afield was

even more emphatic. Said Dr. Ivan Smith, director of Ontario Cancer Research Foundation, London Clinic: "The value of such a series of broadcasts is beyond evaluation. However I am absolutely convinced of the fact that through such a program, one can reach more people, more effectively in one half hour than you would in a whole year's distribution of publications."

Dr. S. J. Hawkins, medical superintendent, Freeport Sanatorium, Kitchener states: "This series of television broadcasts has been one of the finest public health projects I have ever witnessed."

Geekie describes the philosophy behind his *Library* series as "An attempt to familiarize the local layman with those aspects of preventive medicine which had hitherto seemed strange and frightening to him. We tried to remove the terminological fog from around preventive medicine in general, by phrasing our programs in down-to-earth but not condescending language. Furthering our aim to make the unfamiliar, familiar we asked as many local, well-known general practitioners as possible to appear on the program, so that our message would spark utmost confidence in the viewer's mind."

**FIRST OF ITS KIND**

None of the people involved in bringing the *Medical Library* series into being have underestimated its possible repercussions, nor undervalued its importance. Promoted by CKCO itself as "the first time any

TV station in Canada has done a medical series", the *Library* is described by Geekie as "the first attempt by any board of health in Canada — local, provincial or federal — to present a series of this kind."

And there is every evidence that the *Library* will inspire the production of many similar series on preventive medicine by other TV stations across Canada. After watching Geekie's series, deputy director Ted Watts of National Information Services, Department of Health and

Welfare, Ottawa was moved to say: "There is no doubt that Wellington County's Health Unit is acknowledged to be the leader in public health education in Ontario, if not in Canada." Judging from reactions such as these, there are very good reasons why Geekie himself should say that he has "high hopes that *Medical Library* will influence other boards of health across Canada — and not merely local boards either — into launching similar TV projects."

*International*

**IRISH FILM PRECEDES IRISH TV**

AS YET THERE is no TV in Ireland. However, the Dublin firm of commercial and TV producers, Broadcasting and Theatrical Productions Ltd., has entered TV film production in the belief that "TV will come to Ireland sooner than people imagine."

B&T Productions Ltd. is therefore offering US and Canadian markets made-in-Ireland radio and TV programs. It is already supplying radio material to Radio Eireann and to commercial sponsors. Eamonn Andrews, B&T chairman, has just returned from studying the market possibilities in North America and has already appointed a US-Canadian representative, W. Davidson, New Milford, New Jersey.

Ireland's Minister for Posts and Telegraphs, Neil Blamey, recently announced that TV is a "must" for the country and a number of interested parties, including American commercial interests are negotiating with the Irish Government for establishment of a system.

Commenting on the situation, chairman Andrews said: "Whatever form (Irish TV) will take, whether it will be run by the State, by a commercial body or by a combination of both, this firm plans to supply TV programs for it. The TV market is today international in scope. We therefore consider ourselves as producing for already-existing North American and British markets and for the Irish market soon to be."

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# CHANNEL CROSSINGS

Compiled by IAN GRANT

SHELL OIL, through J. Walter Thompson Co. Ltd., and Good-year Tire, through Young and Rubicam Ltd., will be carrying the Grey Cup games in all of Canada except the province of Quebec where they will be sponsored by Molsons Brewery Ltd.

COMMENCING AROUND the middle of October, Pharma Craft Coldene will be using live commercials on various afternoon shows on the following stations: WBEN-TV, Buffalo; CHCT-TV, Calgary; CFRN-

TV, Edmonton; CKCK-TV, Regina; CFPL-TV, London; CHSJ-TV, Saint John, N.B.; and CJCB-TV, Sydney. The agency is J. Walter Thompson Co. Ltd.

WAYNE AND SHUSTER will return to Canadian television on October 16 with the first of eight hour long musical comedies to be seen over the coming months on the CBC television network.

The program, *The Wayne and Shuster Hour* will star Johnny Wayne, Frank Shuster, Denny Vaughan and Joan Fairfax.

Procter & Gamble, through Young & Rubicam Ltd., and Toni Home Permanent, through Spitzer & Mills Ltd., have both purchased a twenty minute segment of the show leaving twenty minutes still open for sponsorship.

LEVER BROS. Whisk, which has been on the market in Ontario for almost a year, will make its debut to the Western provinces on October 7 on the show *Tugboat Annie*. It will also appear on the *Perry Como Show* as well as being used in spot commercials at other times. The agency is Batten, Barton, Durstine & Osborne Inc.

ROBERT LAWRENCE Productions (Canada) Ltd., reports that in the first seven months of this year its production of filmed commercials for Canadian television increased by 100%.

John T. Ross, vice-president, said the company made 130 commercials during this period, 75 in English and 55 in French.

AFTER THE SHOW on Monday, October 7, *Front Page Challenge* which has been running every other week, will become a weekly program at 8.00 - 8.30 every Tuesday night.

Sponsorship for the show is by Lever Bros., through Young & Rubicam Ltd.

CJCB-TV, SYDNEY recently purchased a package of film shows which include, *Range Rider*, *My Favorite Husband*, *Amos 'n' Andy*, *Liberace*, *Conrad Nagel Theatre* and *Kingdom of the Sea*.

Also CKCO-TV, Kitchener and CKMI-TV, Quebec have bought *Annie Oakley*, *San Francisco Beat* and *The Looney Tunes Cartoon Library*.

*The Adventures of Champion*, filmed especially for TV by Flying A productions has been bought by the CBC for its six English language stations. The series of 26 half-hours starts on the network October 14 and is in the 5.30 - 6.00 pm time slot.

Sterling Drug Manufacturing Ltd., have renewed their quarter-hour *Life With Elizabeth* film show for a further 26 weeks. It will be seen over CBLT, Toronto, CBOT, Ottawa, CBMT, Montreal, CFRN-TV, Edmonton and CBUT, Vancouver.

All these shows are distributed in Canada by Caldwell Television Film Sales.

EFFECTIVE OCTOBER 1, NBC Television Films, Division of California National Productions Inc., will be represented in Canada by Fremantle of Canada Ltd.

The announcement was made by H. Weller Keever, vice-president in charge of sales for NBC Television Films and Paul Talbot, president of Fremantle Overseas Radio & Television Inc. parent company of the Canadian organization.

Along with all NBC television film programs currently available in Canada Fremantle also will distribute CNP's latest series, *Boots & Saddle*, the story of the 5th cavalry.

ONE FULL HOUR of the English network will be taken up on Sunday, October 20 by a presentation of *Pinocchio*, which will be piped in from the U.S. Starring on the show will be Mickey Rooney and Stubby Kaye.

Rexall Drug Co., through BBD&O, are buying the show as a promotion for their one cent sale. If this proves successful they will use a similar show before each of these sales which take place twice a year.

WHEN THE Saturday night *Juliette* show returns to the CBC-TV network on October 12, singer Roy Roberts will replace George Murray, who is going to the U.S. to act as business manager for his wife, singer Shirley Harmer.

The show is being sponsored by Imperial Tobacco Co., Canada Ltd., through McKim Advertising Ltd.

MOLSONS BREWERY Ltd. will sponsor the radio and television coverage of the All Star Hockey Game in the province of Quebec on Saturday, October 5 at 9.00. The agency is MacLaren Advertising Co. Ltd.

*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

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**F**UNNY how pencils can turn into handlebars . . . a page of Latin into a winding road. Guess you'd call it the power of radio . . . this power that makes a fellow decide to buy a bicycle, as he listens to his favourite station . . . lets him choose even the brand and the dealer.

There are 587,197 young people (10-19 years inclusive)\* in the 1,156,000 households\*\* which make up CFRB's listening area. Their needs and desires *alone* offer golden opportunities for additional profits. In the year 1955, they and their families accounted for the amazing record of over 4 billion dollars in retail sales—84% of Ontario's total.\*\*

\* based on projection of 1951 Dominion Census figures

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

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