

*Canadian*  
**BROADCASTER & TELESREEN**  
TWICE  
A  
MONTH

Vol. 16, No. 21

TORONTO

November 7th, 1957





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



**MR. ADVERTISER**

Before you select your media to cover a given market do this. Compare the number of daily and/or weekly newspapers you will require to do the job which can be done thoroughly by one local radio station. Then let your Conclusions be your Guide.

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*Do It Now!*

**BROADCAST ADVERTISING BUREAU**  
*Radio Division*

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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.





**CBC Board**

**MEETS IN OTTAWA DECEMBER 6**

THE BOARD of Governors of the CBC will meet December 6 to hear applications for the establishment of a TV station in Saskatchewan, a satellite TV station in Quebec, and six new radio stations.

Applying for a license to operate a TV station in Moose Jaw, is radio station CHAB. It hopes to operate on Channel 4, with a power of 54 Kilowatts video and 27 kilowatts audio.

A proposal for operation of a satellite station of CJBR-TV, Rimouski, will be advanced by La Compagnie de Television Pohenagamoque, Incorporated. Located at Estcourt, Quebec, the satellite would broadcast on Channel 70 (UHF), with a power of 45.1 watts video and 27.55 watts audio. It will be the first time the Board has heard a proposal

*On Our Cover*

Veteran broadcaster Doc Cruickshank of CKNX Wingham had a tough time deciding whether to attend the radio or TV meeting as these two charming whips, Pam D'Orsay (left) and Sheila Billing practically tore him apart in the smoke-wreathed lounge outside the meeting rooms at the CCBA convention last month.

for operation of a satellite station not owned by the master station.

Three of the six radio proposals are from B.C. -- in Burnaby, Saanich, and Kitimat.

Burnaby Broadcasting Ltd. seeks a license for operation of a 5000 watt station at 730 on the dial.

Malcolm L. Keeble, Parksville, B.C., seeks a license to operate a station at Kitimat, at a power of 1,000 watts at 1140 on the dial. A company would be incorporated to undertake the operation.

A Victoria radio dealer, Ellison Queale, is the applicant for a day-time radio operation at Saanich, which would broadcast with a power of 1,000 watts at 810 on the dial.

All three BC applications were heard in Vancouver last January but the Board reserved judgment pending a further study of operations of other stations in the areas concerned.

The Board will also hear: an application from Dinosaur Broadcasting (1957) Limited, for a license to operate a Drumheller, Alberta, radio station at 910 on the dial, with a

power of 1,000 watts; an application by Hollinger Ungava Transport, Limited, for a 250 watt station at 1230 on the dial in Schefferville, Quebec; and an application by Alan G. Hodge, Kitchener, for permission to operate a Kitchener station at 1320 on the dial, with a power of 1,000 watts.

Also to be considered by the CBC Board of Governors at its December 6 hearings: eighteen requests for stock transfers, ownership transfers, power increases and frequency changes.

Applying for permission to transfer shares are CKRD, Red Deer; CJIB, Vernon; CKX and CKX-TV, Brandon; CKBW, Bridgewater; CFAB, Windsor, N.S.; CKEN, Kentville; CKSF, Cornwall, and CKSW, Swift Current.

Requesting permission to transfer ownership of the licensee company is CFJC, Kamloops, from Kamloops Sentinel, Limited to Inland Broadcasters, Limited.

CHUM, Toronto, will apply for a power increase. CFOS, Owen Sound, will request a frequency change.

Permission to both increase power and change frequencies will be sought from the Board by: CKLN, Nelson; KKNW, New Westminster; CKLG, North Vancouver; CJAV, Port Alberni; CJOY, Guelph; and CKRB, Ville St. Georges.

**Will Advise Jamaica**

A CBC REGIONAL engineer has been assigned to Jamaica, to advise government officials there on broadcast engineering problems.

H. M. Smith, CBC regional engineer for the Maritimes, left Halifax last month for his new post, where he will act as advisor for the Jamaican Ministry of Development.

A native of Fonthill, Ontario, Smith was appointed head of CBC's Design and Construction department when the corporation was founded in 1936. He moved to the Halifax post in 1941.

Did you know that . . .

**CFRA Ottawa** reaches a total of 266,690\* 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."

**CKWS-RADIO**

**Kingston**

**covers**

**320,000 listeners in**

**Eastern Ontario**

**plus**

**97,000 in Northern New York State**

**REPS**

**In Toronto and Montreal — N.B.S.**

**In Western Canada — All-Canada**

**In U.S.A. — Weed & Co.**

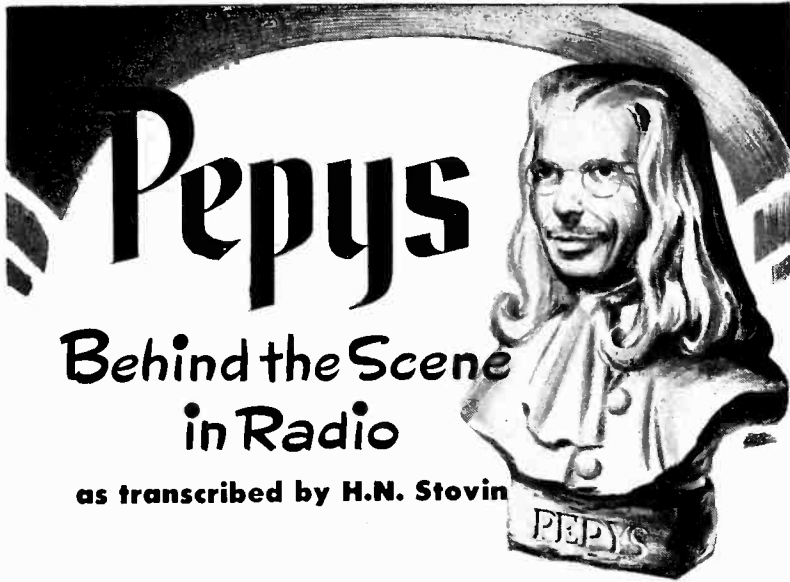
**BANKS OPEN FIVE NEW BRANCHES in CJON's Coverage Area — Newfoundland**



NOW manufacturing accounts for 6 times the dollar volume of Fishing in Nfld., a big change in 5 years, now Fishing is not even ranked with the top 3 industries in Newfoundland — and 5 new branch banks opened within the past six months in CJON's coverage area to help serve the booming Newfoundland Market.

See Stovin-Byles in Canada

Weed & Co. in USA



A doff of my best beaver to Radio Station CKLC, Kingston, who, when they desire to know how they are viewed in the public eye, do go out and ask direct questions rather than sit back and hope for the best! Pepys does, with some pride, record here the answers to two questions which were asked of 100 Kingston Retail Merchants, in **THREE SEPARATE SURVEYS**, taken in July 1956, February 1957 and July 1957:

1. "Which of the two Kingston Radio Stations do you listen to most?"

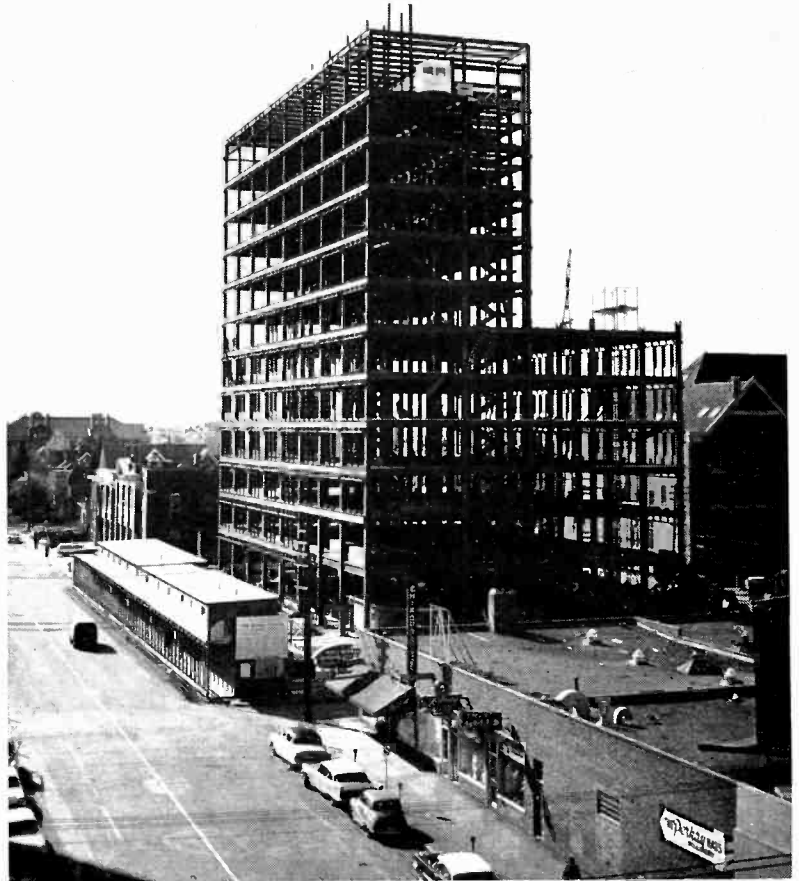
ANSWERS:	July, 1956 Survey	Feb. 1957 Survey	July 1957 Survey
	Total Scores (100)	(100)	(100)
CKLC	33	43	65
CKWS	13	17	29
Both	14	20	6
No opinion	40	20	—

2. "If you were planning a radio campaign on one of the Kingston radio stations which station would you use?"

CKLC	28	33	37
CKWS	14	18	25
Both	12	15	11
Neither	8	7	—
No opinion	38	27	27

The progress made by Radio Station CKLC towards greater acceptance as an advertising medium is, to Pepys, an impressive one. I do feel assured that it will be noted and found equally impressive to astute Time Buyers all across Canada who do desire to capture the thriving Kingston, Ontario market.

## UP IN THE AIR TO STAY ON TOP



**A**LL THROUGH THE Edmonton Exhibition, CJCA kept pounding out their slogan, "CJCA Stays On Top", from a forest ranger's cupola which they had adapted for the purpose. After the Ex, they were going to throw out the improvised broadcast booth, until somebody had an idea.

They ran the cupola up to the top

storey of the Edmonton Gas Building, which was under construction, to prove their point. If you look closely, you will see it in the picture, but you will have to believe us when we say that Ed Lawrence CJCA dee-jay is inside it, as he is every Thursday evening from 6.30 to 9.00, doing his *Ed's Place* program.

## B.C. RADIO MAY FACE SUNDAY TEST

**E**CHOES OF TORONTO'S CBC-Lord's Day Alliance controversy were heard in Vancouver late last month. A member of the Vancouver Police Commission recommended that local radio stations be charged with violation of the Lord's Day Act for broadcasting on Sundays.

Brigadier William Murphy told fellow commissioners that Sunday broadcasting should be included with other activities that will be charged in a test case with Lord's Day Act violations.

Reaction of Vancouver broadcasters was to welcome the proposed prosecution, in the hopes that the law would be changed.

BCAB President Gil Seabrook, CJIB, Vernon, predicted that public protest as a result of the prosecution would force changes in the Act. "It is a most unreasonable and unrealistic law, and all this is most ridiculous," he said.

### Closed Circuit Ad Course

**M**ICHIGAN STATE University is now teaching advertising by closed-circuit TV.

The project is part of MSU's continuing series of experiments in the field of educational TV, but it is the first time the methods have been used to teach advertising.

The advertising class is divided into three pilot groups. The first hears lectures in a TV studio; the second watches them on a monitor screen; the third attends conventional lectures. At the end of the year, results obtained by the three groups will be compared.

John W. Crawford, who teaches the course, hopes the experiment will shed light on the feasibility of visual aid materials in the classroom.

# STOVINS-BYLES

LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

Representatives for

**RADIO STATIONS:**

- CJOR Vancouver
- CFPR Prince Rupert
- CKLN Nelson
- CKXL Calgary
- CJNB North Battleford
- CKOM Saskatoon
- CJGX Yorkton
- CKY Winnipeg
- CJRL Kenora
- CFOS Owen Sound
- CJBC Toronto
- CJBQ Belleville
- CKLC Kingston
- CFJR Brockville
- CKSF Cornwall
- CHOV Pembroke
- CJMS Montreal
- CKCW Moncton
- CJON St. Johns Nfld.
- ZBM Bermuda
- ZNS Nassau
- CMQ Cuba

**TELEVISION STATIONS:**

- KVOS-TV Serving Vancouver-Victoria
- CHAT-TV Medicine Hat
- CJBR-TV Rimouski
- CKMI-TV Quebec City
- CKCW-TV Moncton
- CJON-TV St. Johns, Nfld.
- CJOX-TV Argentina
- ZBM-TV Bermuda
- CMQ Television Network Cuba

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

**Did you know that . . .**

## CKAC Montreal

reaches a total of 1,077,854\*  
adult listeners every day

**\*ELLIOTT-HAYNES  
CIRCULATION REPORTS**

# Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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November 7th, 1957

## Airing The Arts Is A Full Time Job

TREMENDOUS credit for the difficult job of broadcasting the Royal Visit is due to the personnel of the CBC. Through their own facilities and those of the private stations, they sent their broadcasts into every nook and cranny of the country, in most cases while they were actually happening.

Responsibility for broadcasting events of such national importance as the Royal Visit, "cultural" projects such as *CBC Wednesday Night* and other "educational" endeavors, may well be entrusted to departments of government. But we are adamant in our opinion that programs of popular music, news, editorial comment and advertising are not the affair of any branch of government, be it government agency, crown corporation or civil service.

Right after the Royal Visit, the CBC board of governors announced that it would, in future, reverse its self-imposed regulation and accept spot announcements for medicinal products provided they measured up to the same standards — no kidney or bowel complaints, etc. — as they impose in the case of programs. So far this applies only to TV spots, but radio is under consideration.

What this amounts to is that the CBC is making it easier and cheaper for proprietary medicine accounts, which they once considered distasteful, to get air time.

Because it is unable to operate its stations without tremendous deficits, the CBC, backed by the Fowler Commission, sees no alternative but to increase its advertising revenue even at the expense of its own convictions. In this way, it is becoming more and more of an endorser of the products it advertises on its air, and because it cannot or does not accommodate

all would-be sponsors, a discriminator against the many products which would like to advertise but cannot do so.

The CBC's situation is an impossible one and it is becoming more untenable with each new development. But is there not a rather obvious solution?

Here is a factual summary of the situation:

(1) The CBC has the prime responsibility of providing programs of educational, and in some cases national importance. At this it has proven itself to excel.

(2) The CBC has shown itself unable, in spite of an excise tax on sets, commercial revenue and government grants, to operate its stations and networks without deficits.

(3) The private stations have been economically successful, and have made their facilities available to the CBC, thereby giving them national coverage for their important programs.

There is a solution and it seems to us a highly logical one. It might be described as the "Jack Spratt Plan".

Just as Jack and his wife respectively shunned the fat and the lean, so do the private stations shy away from the production of serious programs while the public or government body fails when it comes to running stations and networks. So, if Jack Spratt and his wife could eat what they liked and leave what they disliked to the other, why cannot the two groups of broadcasters clean their platter in the same way? In other words, let the CBC concentrate on producing its programs and let the private stations supply the facilities to get them onto the air.

Educators propound their doctrines by writing books. They leave their printing to expert printers.

### News Briefs

RADIO STATION CHLP, Montreal, and the daily edition of *La Patrie*, are to be discontinued. Both are controlled by *La Presse*. No official closing date has been confirmed. With the disappearance of CHLP there will be seven stations remaining in the Greater Montreal area. *La Patrie* is the third Canadian daily to cease operation within the last five months.

BRISTOL-MYERS of Canada recently uncovered their new toothpaste tube (a round polyethylene bottle) under the name of *Ipana Plus*. The new bottle was designed to better meet today's quantity buying. It holds more paste than three large sized tubes. *Ronalds Advertising* is the agency handling the B-M account with R. J. Avery as account executive.

MCDONALD RESEARCH Ltd., will release its first Time Period Rating Survey on November 8. The survey, taken in 19 metropolitan cities from October 2-8, will report ratings from 6 am to midnight on all stations for a seven day period. It will also include audience composition during the same periods of time.

THE MONTREAL OFFICE of *Ronalds Advertising Ltd.*, is now directing advertising for *Skyways*, a new Consolidated Tobacco Co. cigarette brand.

THE NEW TELEVISION outlet CFTM-TV, Trois-Rivières will start telecasting daily, approximately March 31, 1958, to a population of 379,000 people in Trois-Rivières, Cap-de-la-Madeleine, Shawinigan Falls and Grand-mère.

Henri Audet, formerly with the CBC, is president and managing director of the new company. National advertising sales will be handled by *Hardy & Co.*, TV Division.

CFTM-TV will be a basic station of the CBC French Network.



**MORE POWER  
COVERAGE  
LISTENERS**



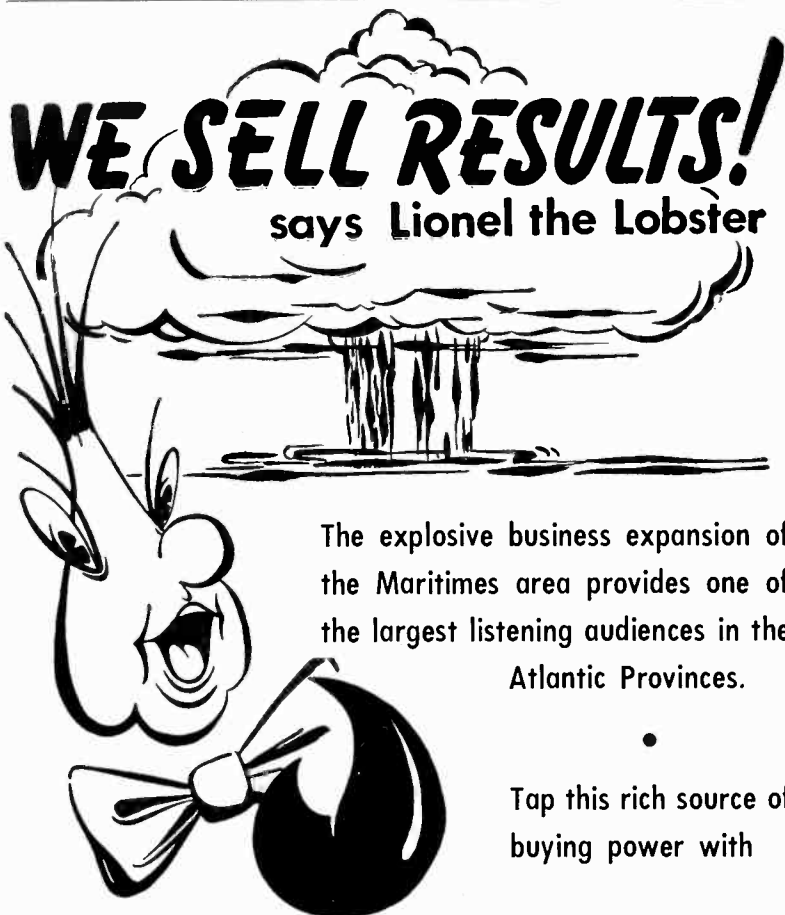
**NOW  
5000  
watts**

The station that means  
more business for you

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

**CKCW**  
QUEBEC CITY

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



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

Tap this rich source of  
buying power with

**CKCW** • **RADIO  
MONCTON**  
NEW BRUNSWICK  
REPS: STOVIN in CANADA ••• ADAM YOUNG U.S.A

*Stations*

**CJOB POWER BOOST IS TOP SECRET**

**C**LOAK-AND-DAGGER secrecy was the rule last month, when plans were laid for announcing the power increase and frequency changeover of radio CJOB, Winnipeg.

Cornerstone of the changeover promotion was the decision to refer to CJOB's new dial location, at a frequency of 680 KC's, as "68". Planning had to be carried on in strict secrecy, since two other Winnipeg stations have frequencies ending in zero.

"It was one of the best-kept secrets of the year," commented Wayne Currie, CJOB account executive at McConnel, Eastman in Winnipeg. With two other stations having 580 and 630 frequencies, obviously a leak of the new idea would have been deadly.

"We can't praise too highly the co-operation we received from all our suppliers," he said.

The campaign was bolstered by double-page ads in both Winnipeg dailies, followed with multiple small-space ads - "The listening's great . . . dial '68'". Billboards and car-cards further promoted CJOB's

changeover.

**SPUTNIK-LIKE BEEP**

Another gimmick developed to emphasize CJOB's "new sound" in radio, is a sputnik-like electronic "beep" with an echo effect, which is used to introduce the station's newscasts. The "beep" is a topic of conversation around Winnipeg. Other radio promos included singing station promotions, and specially composed introductions to the various air personalities.

A third promotional device used to announce the changeover is a friendly-looking bee, complete with crew-cut and horn-rimmed glasses, who appears in many CJOB ads.

CJOB began broadcasting in March, 1946 at a frequency of 1340 KC's with a power of 250 watts.

The recently - approved power increase multiplies CJOB's power twenty times, to 5000 watts, which station officials say will give them a potential listenership of 1,000,000 people, covering Manitoba and extending into Saskatchewan, North-western Ontario, and the Northern United States.

**Charge Newscaster  
With Contempt**

**A**N INDIANA newscaster was cited for contempt of court last month, after he aired an interview with the defendant in a murder trial charging the court and attorneys with unethical practices.

Jean LaGrange, newscaster for WLOI, La Porte, Indiana, interviewed Robert Lee Johnson of South Bend, who has gone through three no - decision trials since he was charged with the 1949 slaying of a South Bend taxi driver.

Johnson told LaGrange his defence lawyers sent him a letter promising he would get a suspended sentence if he pleaded guilty to manslaughter. After the interview was broadcast October 14, a motion for mistrial was submitted by both sides.

Special Judge Harry Long mentioned the broadcast as grounds for declaring the mistrial, and ordered LaGrange brought into court on the contempt citation. Judge Long charged that the broadcast "had the wilful and corrupt purpose of embarrassing the administration of justice in this case".

Newscaster LaGrange, a former member of the Indiana Legislature, is now free on \$1000 bail. He commented: "This is a far - reaching thing; it involves freedom of the press. Newsmen should be allowed to interpret the news for their readers and listeners".

**CBC Symphony Europe Bound**

**I**NVITATIONS TO perform in three European capitals next summer, are being considered by the CBC symphony orchestra. In making the announcement, CBC's controller of broadcasting, Charles Jennings, said acceptance of the invitations would result in engagements at the Edinburgh International Festival, the London Promenade Concert series and the Brussels Universal and International Exposition. If the plan goes through it will mark the first overseas appearance by any Canadian symphony orchestra.

**NABET Seeks 35 Hour Week**

**B**BROADCASTING EMPLOYEES in the USA will press for a 35-hour work week and uniform pension benefits next year.

George Smith, International President of the National Association of Broadcast Employees and Technicians said last month that the demands will be pressed in negotiations with two major US networks early in 1958.

The goals were set at a week-long conference of the union's contract preparations committee in New York last month. Union negotiators will also seek pay increases, Smith said.

**Copymen Names Board**

**T**HE COPY DIRECTORS Club of Toronto has elected as its 1957-58 executive: president, Neil Craig, Vickers & Benson Ltd.; vice-president, Hugh McConkey, McConnell Eastman Co. Ltd.; secretary, Stan Varcoe, James Lovick & Co. Ltd.; treasurer, John Watson, James Lovick & Co. Ltd.; executive members, George Martin, Foster Advertising Ltd.; Bruce Gale, Cockfield, Brown & Co. Ltd.; associate executive member, Anita Coop, Foster Advertising Ltd.

**Did you know that . . .**

**CKDA Victoria, B.C.**  
reaches a total of 92,206\*  
adult listeners every day

**\*ELLIOTT-HAYNES  
CIRCULATION REPORTS**



# RADIO BRINGS QUEEN & GARDENS TO THE MIGHTY PEACE

PEOPLE UP IN the Peace River country of Northern Alberta live far enough north to be in line with the upper end of James Bay, yet they are just as well informed as their cousins in Edmonton, Winnipeg or Toronto, and the reason is radio.

Jack Soars, assistant manager of CFGP, Grande Prairie, says that up in his part of the country, people either listen to radio or go to bed. Without the innumerable attractions such as night spots, major sporting events and other things that take people in the larger centres out for the evening, people in these outlying areas live by their radios, which, as Soars puts it, are "as much of a necessity as the kitchen stove." Soars says he's driven on every road throughout the area and has yet to see a home without a radio antenna.

The result of this is that through their radios, people up there are just as well informed as the people of Toronto. "Via radio", he continued, "they hear all the news. They heard the Queen open parliament; they hear the football games; they hear the Leafs battling it out with the Canadiens at the Maple Leaf Gardens. They hear election returns as fast as anywhere in the country; they don't miss a thing because their radios are on all the time."

### HOME NEWS TOO

Besides keeping Peace River in touch with the outside, CFGP has also the task, much more personal and intimate, of keeping the people in the area in touch with each other. How the station helps its listeners in this respect can best be told in Soars' own words:

"What do we do for them? Well, we broadcast their messages - - when Joe comes to town on the odd occasion to pick up a part for his tractor, we send a message home saying he can't make it out till next Tuesday because he decided to get his teeth fixed while he was in. Or Jim sends word to his neighbor to 'throw the cow over some hay because he can't make it home tonight.'

"We tell them when someone dies

### They Always Know The Time

RESIDENTS OF Grande Prairie, Alberta, always know the time of day, thanks to radio CFGP.

The station has erected a 100-foot tower on its building, and installed three large speakers at the top. An amplifier and microphone connected to a Westminster Chime Clock broadcast the chimes out over the city.

The chimes are heard every quarter hour between 8:30 am and 9 pm. On a clear day, they can be heard miles out in the country.

and where the funeral will be and when.

"We tell them that there'll be an auction sale so they can pick up a milk cow at a reasonable price.

"We tell them what the weather is going to be like tomorrow so they can plan their harvest work or go out and cover the tomatoes against the frost.

"We tell them that the school bus won't be running tomorrow morning so don't send the kids to meet it.

"We tell them that the same bus has broken down in town and don't worry about the kids - - they're being looked after by friends there.

"We interview everybody we can get mikes in front of in order to help their neighbors get to know them.

"We go to everything from a dog fight to a wild oil well so our people will know what's going on in their own country.

"We tell them who is in the hospi-

tal in the nearest town to them and broadcast messages from their relatives in the hospital. We report daily on the health of the patients in three hospitals scattered throughout the country."

Soars says CFGP listeners, when they come to town, show their appreciation for all this by dropping in to see "our" station, calling all announcers by first names, bringing gifts of vegetables and preserves, and thanking the staff for filling in so many lonely hours.

In a set up like Grande Prairie's, he explains, it isn't surprising that CFGP's whole program day is devoted to public service. "It has to be".

**G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS**

TORONTO 519 Jarvis St.	•	WINNIPEG 171 McDermott	•	VANCOUVER 804 Hornby St.
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Did you know that . . .

**C F N B Fredericton** reaches a total of 96,018\* adult listeners every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

## CCBA Radio Workshop

# THE QUESTIONS FLEW LIKE GUIDED MISSILES

SHOULD RADIO TIME salesmen be paid on salary or commission? What's the best way to set up a mobile broadcasting unit? How can that "small station sound" be overcome? What's the best policy on advertisers' requests for newscast "plants"?

Questions like these, which ranged over the whole field of radio programming, promotion and management, flew like guided missiles last month when radio delegates to the CCBA convention met to swap ideas in day-long "Radio Workshop".

Chaired by outgoing CCBA President Baxter Ricard of CHNO, Sudbury, the workshop was divided into eight half-hour discussions on selected topics. A speaker chosen in advance would discuss the topic for five minutes, and questions would follow from the floor for the remaining 25 minutes.

The discussion format was not restrictive, however, and Chairman Ricard allowed questioning to linger on points that especially interested delegates, or wander off-course in fruitful digressions.

Indication of the success of the workshop was provided by the fact that the informal session was well-attended, and ran overtime as interest of delegates mounted. The workshop was part of the convention planning committee's policy of allowing greater "audience participation" in CCBA conventions.

### DRESS UP THE NEWS

First speaker was Ward Cornell, of CFPL, London, who opened discussion on "news gathering in general". His basic contention: stations must develop their own news-presentation policies, determined by listeners' needs. Newscasts must be brief, lively and authoritative, and most important, should contain many short items.

"It isn't the business of radio news any longer to give all the details," Cornell said, and told delegates that CFPL aims for 14 short items per newscast. But wherever possible, radio news should be "dressed up a bit", to include brief taped interviews, newsworthy sounds - - such as the famous sputnik "beep" - - and other aural devices unavailable to newspapers.

One point interested the audience especially: CFPL's policy on stringers, who regularly phone in news from rural areas on a piece-work basis. Delegates questioned Cornell



ELECTED DIRECTORS of the CCBA were, left to right, Don Lawrie, CHEX, Peterborough, treasurer; Mary Burgoyne, CKTB, St. Catharines, secretary; Terry French, CKLC, Kingston, 2nd vice-president; Allan Waters, CHUM, Toronto, president; Doug Trowell, CFPL, London. TV directors are Conrad Lavigne, CFCL-TV, Timmins; Cam Ritchie, CKLW-TV, Windsor.

and each other closely on various methods of paying stringers. Many offer a flat rate of fifty cents per item, plus bonuses for news importance and speed. Many pay stringers' long-distance telephone costs as well. All agreed that the stringer's monthly check must be substantial, or he loses interest.

What was CFPL's policy on advertisers' requests for "plants" and news plugs in newscasts? Cornell's answer: "It's easy for us to decide. Are the plug items interesting and newsworthy. That's all we need to know."

### RADIO SELLS RADIO

"Consumer Promotion in a Medium-Sized Market" was the next topic to occupy delegates' attention. Speaker Wally Rewegan, manager of CKWS, Kingston, emphasized that radio should be used to promote radio. "But other media should be used to supplement it," he said.

Rewegan listed three important factors in station promotion: advertising, showmanship, and mobility. "There may be no new ideas in

radio," he said, "but millions of people haven't heard about the old ones".

Some of the old-but-still-new ideas used by CKWS: a permanent

ming, and should tell what local advertisers are doing, Garrow said.

But any direct mail promotions must be planned with five cardinal points in mind: a complete mailing list must be developed; color and artwork should be used for maximum impact; the message should be brief and specific; timing of mailing pieces is important; and size and "fileability" must always be considered.

Ron McKee, of CJET, Smiths Falls, spoke on the problems involved in programming a new station. It takes imagination, McKee said, to overcome the tendency towards a "small station sound", but if able personnel - especially announcer-operators - can be attracted and kept happy in a small station, the problem can be solved.

### COMPLACENCY CUTS SALES

Radio time salesmen should be provided with plenty of incentive - even if this means allowing them to make more money than the station manager. That was the thesis of Denis Whitaker of CHML, Hamilton, who believed that salaried salesmen easily become complacent, resulting in reduced sales figures. "Salaries reduce all your salesmen to the level of the lowest producer on your sales staff," he said, plumping for a straight commission basis for all salesmen.

The only exception to this rule, Whitaker said, is the new man, who should be hired on a salaried basis until his sales output reaches the point where he could be making more money on commission than he does on salary.

Whitaker had views on sales contests too. If contests are set up so salesmen are competing against each other, wasteful duplication of effort results. A successful sales contest must be planned so all salesmen are competing on a quota basis, he said.

### LET THEM HEAR THEIR SPOTS

The discussion on "Local Sales Approach for a Small-Market Station" revealed one idea used at CFRS, Simcoe, among other stations. Discussion leader Fred Sherratt of CFRS told delegates that in Simcoe, CFRS salesmen carry transistor radios around with them, and make a point of dropping in on advertisers, to let them hear their spots as they are aired.

"Give information" was the theme of H. T. McCurdy, of CJAD, Montreal, who spoke on "New Programming Ideas". McCurdy told radio men of CJAD's policy of keeping Montreal listeners constantly informed on nearly everything. He listed information regularly broadcast by CJAD: fishing forecasts; weather; skiing information; road conditions; marine weather forecasts; geared to Montreal's large boating fraternity; stock market reports, direct from brokers' offices; and for hay fever victims, CJAD even airs a daily pollen count.

Emphasis on this information, McCurdy said, gives the station an air of "authenticity and believability", and generates listeners' confidence in the station - and in the products it advertises.

remote studio located in a store in a Kingston shopping centre; on-the-spot broadcasts from Kingston's tourist information booth, the community centre and lobbies of local theatres; advertising slides shown at the local drive-in theatre; and a mobile news unit.

"We pride ourselves on being a mobile station with a lot of showmanship," he said.

### IMPORTANCE OF FACTS

Next speaker was Dick Misener of CFCF, Montreal, who spoke on "Developing Local Sales in a Major Market". His blanket formula: a workable sales plan, bolstered with plenty of facts. "If you don't have a workable sales plan, I don't know how you can be critical if it doesn't work," he said.

One factor stressed by Misener was the importance of having facts at the sales manager's fingertips. "Have enough of us sufficient information on the day-to-day development of our business?" he asked.

This discussion was a fairly general one, and specific sales gimmicks were not discussed. Delegates views paralleled Misener's general conclusion however: "There's no substitute for intelligent sales management."

### ADS MUST SAY SOMETHING

Visual presentation was the feature of the next topic, when Ramsay Garrow, of CHOV, Pembroke, spoke on "Promotion to the Retailer and National Advertiser" and illustrated his talk with sample mailing pieces from various stations.

"Direct mail can sell an impression of your station, and may answer specific questions at the time of the buying decision," Garrow told delegates. Consistent use of direct mail and trade paper advertisements is "good practice", he said - and emphasized that the messages must say something. Ads and mailing pieces should give information about audience, markets and program-

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**CKTB**  
ST. CATHARINES



# SASK STATIONS HOLD 1-DAY GABFEST



**BENDING AN ATTENTIVE EAR** is Saskatchewan Premier T. C. Douglas, pictured with CARTB President Vern Dallin (left) and CKCK Assistant Manager Don Dawson. Premier Douglas was guest of honor last month when Saskatchewan private broadcasters met October 7 in Saskatoon for their informal annual meeting.

**STATION NEWS** policy on government handouts, the effect of TPA surveys on advertisers and agencies, and speculation on the CBC's recent quiz-show directive were among the topics that received a thorough airing when Saskatchewan private broadcasters met in Saskatoon last month.

The one-day meeting, held on an informal regional basis, was well attended by broadcasters from all over the Province when it convened October 7. At the meeting, next year's convention was tentatively scheduled for May, 1958.

At an informal business session held through the afternoon, delegates discussed a wide variety of topics. Regarding TPA surveys, they agreed that a close watch should be kept on the effect the studies will have on advertisers and agencies, and on the broadcasting industry in general. Don Dawson, Saskatchewan WAB Director, chaired the meeting.

Also in the afternoon, delegates discussed the merits of promotional pieces distributed to agencies by broadcasters, as opposed to those distributed by the print media. The session was chaired by Ed Rawlinson, CKBI, Prince Albert, and Blair Nelson, CFQC-TV, Saskatoon.

In the evening, broadcasters played host to provincial Government officials, including Premier T. C.

Douglas, cabinet ministers, crown corporation heads, and ad agency executives.

Premier Douglas was guest speaker.

## 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)

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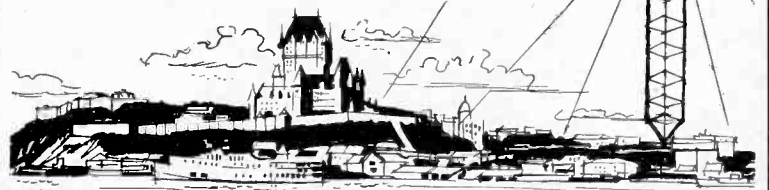
Surely, it takes results to make local advertisers renew year after year. In fact, CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly for over 20, 15, 10 or 5 years.

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



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 IN THE B.C. BLOCK  
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*The Case of the Remarkable Corpse*

# CHRISTIE'S LIKES RADIO BETTER ALL THE TIME

**D**ESPITE TV COMPETITION, radio's golden age still lies ahead of it, delegates to last month's CCBA convention were told.

George Meen, advertising manager for Christie Brown and Co. Ltd., and Christie's Bread Limited, told more than 300 radio-TV managers and time buyers "if radio is dead, it's a very remarkable corpse".

In what the former Toronto Argonaut described as a "definitely congratulatory message", Mr. Meen lauded radio men for meeting the challenge of TV with a new spirit of aggressiveness.

"The saying, 'radio is dead' was more than a wisecrack that was bandied about some five or six years ago. It was a full-fledged prognostication, given by people who either didn't think deeply enough, or should have known better, and taken to heart by the chicken-livered and the inexperienced", he said.

But radio men have been able to regain their place in the sun because they have been able to prove the need for radio. They have said to TV in effect: "All right - - so you're new; so you're powerful, so you move merchandise. But you needn't think you can displace us. We're powerful. We move merchandise. Now you get on with your job, and we'll get on with ours".

What has caused the resurgence of radio, in the face of the strongest competition it has ever had to face? According to Meen, radio's new aggressiveness "is made possible by the rediscovery of a fundamental radio characteristic. Radio is the only medium capable of serving in what the researchers call multiple-attention situations."

"Actually", Meen continued, "this established the exclusive characteristic enjoyed by radio, alone of all

media. It's hard for the salesman to force attention, to get the door open as it were. But to a fantastic degree, radio has always had this door open, no matter what else people are doing."

But has radio exploited its advantage in multiple attention situations? Not fully, according to Meen. Radio researchers have emphasized quantitative research, but it is only recently

numbers. Now they are busy finding out the 'who, when, where, why and how'. And we must find out!

"It's going to cost money, lots of it," he said. "Think about it, radio people, it's a big advertising idea, with a big investment."

## RADIO GOT UP AND FOUGHT

Mr. Meen lauded radio men in the audience for their "genuine and

of producing a visual image of a package, where TV, as a medium, has a natural edge.

"The revolution in packaging", Meen said, has been brought about by the emergence of the super-market, and "the accent on impulse". Not all the furor over packaging is justified, he continued, but radio must nevertheless recognize the importance of this new factor, and meet the presentation problem it raises.

"You still can't see the package on radio. Now what are you going to do about it?" he asked.

Meen's answer: "Why, you are going to sit down and think, of course. You're going to create, to improvise, to come as close as possible to producing the product image." As an example of solutions, he cited Maxwell House Coffee's "good to the last drop" and uptilted cup campaign.

But packaging isn't everything, Meen said. "Cast radio in the role of the advertiser's trusted friend, telling his story warmly, confidentially, sincerely - - and all the package designs can go to hell; there'll still be dollars for radio!"

The title of Meen's talk was, "Christie's Likes Radio Better All the Time", and he gave plenty of reasons.

Flexibility and immediacy of radio were listed as major advantages. "If we have specials on Friday, we can advertise on Friday - - or better still - - on Thursday.

"We like radio because it can be warm and friendly, and that's the way Christie's tries to use it," Meen said. "When it comes to describing the lemon tarts and seducing the little woman into going out and buying them - - that for radio."

Low cost is another attractive factor. "Spot radio gives us a frequency at a cost that permits us to cover our markets without spreading ourselves too thin. Radio today is a good solid buy and that's why we're using it," Meen said.

"Our simple belief is this: that in local markets radio, the way we're using it, is outperforming other media for the dollars invested."

But he added one important reservation: agencies have the final say in planning Christie's media policy. "Sure Christie's likes radio, but you sell Christie's because you sell our agencies, and that's the way it will be, as long as Mrs. Meen's little boy has any say.

"In all frankness, we wouldn't buy a nickel's worth of advertising if our agencies didn't call it that way," he said.

Summing up, Meen said: "Let radio learn, as it is learning, how to train announcers to sell over the air. Let it find ways, as it is doing, to work closer with the advertiser. Let it forget counting noses and invest money to find out the 'who, where, when and why' of radio listening. Let it learn to make capital of its exclusive capacity to sell people whose attention is divided, and it will turn out to be true that the golden age of radio still lies before us".



**FOUR ADVERTISING MANAGERS, who took their hair down for the benefit of CCBA delegates were, left to right, Perry Beadon, Procter & Gamble; Morrey Lawrence, Nestlé; Tom Humphrey, General Mills; George Meen, Christie Brown.**

that they have realized the importance of gauging radio's qualitative importance - - "radio's strength in the lives of the people.

"The Americans already know, as we do, the 'what' of radio advertising. That's just a matter of sheer

tremendous interest in helping the advertiser move merchandise". But, he added, it wasn't always that way.

"Is it the competition that forced this resurgence? Certainly, and aren't we advertisers glad of it! One thing about that voracious monster television - - it made radio get up off the deck and fight," he said.

In their willingness to aid advertisers, Mr. Meen said, some stations are better than others. "In creative ideas and willingness to get in and pitch for the sponsor, the cowboys have the edge," he said, in a bow to broadcasters in Western Canada.

In this connection, Meen called for radio stations to exercise what he called "profitable courtesy". For instance, he said, many sponsors hear no more about the spots they have bought until they receive the bill. Research people can tell him what results his money is buying, but nothing is heard from the station.

Other stations are different. They send tapes of spots to sponsors, or the sales manager writes a letter of thanks to the advertiser.

"Nice? You bet," Meen commented.

Most stations follow these procedures as a matter of common business courtesy. "But the fact is, gentlemen, you don't all do it," Meen said.

## THE PACKAGE PROBLEM

In the face of TV competition, radio faces a new and difficult challenge, Meen said. But creative thinking and improvisation by radio people will meet the problem.

Meen was referring to the problem

## MESSNER APPOINTS MESSNER



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A. J. (Tony) Messner announces the appointment of Murray Messner as Sales Manager for Canada of this Radio-TV rep organization. This important addition to the A. J. Messner staff reflects the Company's rapid expansion and is in line with the policy to better serve the twenty-one Radio and TV stations already represented by this western operation. Murray brings to his new position fifteen years of valuable experience in the Broadcasting industry, the last ten of which have been identified with active sales and station representation. He is currently President of the Winnipeg Sales and Advertising Club.

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*It's That Man Again*

# ONLY UNITY CAN ASSURE INDEPENDENT B'CASTING

PRIVATE BROADCASTERS must meet the problem of CBC control on grounds of broad principle, CJON-TV Vice-President Don Jamieson told delegates to the CCBA convention last month.

"Broadcasters do too much sniping at the CBC as a program agency" instead of emphasizing the issues between public and private enterprise, the Newfoundland station executive said, in the keynote convention address.

Private broadcasters could



strengthen their case by improving their own programming, he said, because "we've got to give the CBC pretty good marks for some of their network efforts."

In the same way, Jamieson said, broadcasters should not over-emphasize co-operation between public and private broadcasting, at the risk of ignoring the basic differences between the two systems.

If broadcasters are to effectively oppose CBC control, "we must first accept our role, and stop saying we're equal partners. We're not; we're secondary members of the organization," he said.

"Constantly, since the Fowler Report was released it's been stated over and over again that what we need is a greater measure of co-operation with the CBC - - but is this actually feasible?" Jamieson asked delegates.

"Surely there is a basic difference between private broadcasters, dedicated perhaps, but naturally interested in making a profit, and the CBC, where the profit-motive is eliminated.

"The CBC has the power to regulate, the power to control; so it makes no great sense to overemphasize this matter of co-operation," he said.

### WEAKENING THE FRONT

Jamieson tongue-lashed broadcasters for allowing internal disagreement to weaken the united front they must present to the CBC, to the public and to advertisers. "Broadcasters have done a handsome, delightful job of 'stuckling' their fellow members," he said.

"It's about time broadcasters realized that, by fighting for each other's dollars, we let 75 per cent of advertising revenues go to other

media," he said.

Similarly, Jamieson said, there is no single-voiced demand for a change in the present system of private broadcasting regulation. "We talk separate regulatory bodies in the vaguest general terms, but what exactly do we want as an organization?" he asked.

"We've been expecting too much of our organization if we expect 150 broadcasters of all stripes to easily reach agreement," he said, "but for pity's sake, let's not rubber-stamp everything at the CARTB convention, and then go home and disagree later."

What is needed, Jamieson said, is "mature thinking about the philosophy of broadcasting," to combat the "stupefying mediocrity" for which broadcasters are criticized.

This will mean a return to imagina-

tion and ingenuity in programming, Jamieson said. And he warned station managers who become too pre-occupied with administrative details: "Get back in the studio, boys, and learn a little bit about the kick you can get out of creativity in programming."

Unless managers think hard about imaginative programming, Jamieson said, a station can reach the point where "we've got a bunch of crew-cut peg-leg teenagers dictating our programming."

Wide agreement must be reached among broadcasters on rating systems too, if radio-TV is to compete effectively with other media, Jamieson said.

"I wonder if the broadcasters of Canada aren't being taken for a ride by competitive rating systems?" he said. "If ratings are to mean any-

thing, we've got to stop condemning BBM, and rally around a single system."

The broadcasters of Canada ought to consider setting up a rating system "that will give us all the information we want - - from a single source," he said.

"One service, one plan" in broadcast ratings will constitute an answer to ABC, he said.

Jamieson also criticized the tendency of broadcasters to sacrifice uniform programming to the demands of advertisers. "We as broadcasters have to get broadcasting back in our own hands," he said. "No newspaper would throw out its sport page for an advertisement," but broadcasters are forced to juggle program schedules continually, in response to the demands of advertisers.

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RADIO REPRESENTATIVES LIMITED



*Agency Beat*

# WHAT DO BUYERS WANT FROM RADIO?

By Sandy Ross

WHILE BBM IS regarded as a basic tool by time buyers, most of them want supplementary information from individual stations, a cross-section survey taken last month indicated.

supplementary information looms as an all-important factor - - for time buyers, when they make their decisions, want to know the station as well as the listeners do themselves.

Some praised radio's "aggressiveness", while others decried its "smugness"; but whether the situation is good or bad at present, all agreed that it is improving, and that stations are becoming increasingly willing to worry about their clients' problems. The reason for the "new look" in radio's relations with its customers was obvious to all: competition from TV.

When confronted with the question, "what do you want from radio?"

encourage our advertisers to buy non-BBM stations", he said.

Less typical were the trenchant comments of Alec Phare, managing director, R. C. Smith and Son Ltd., whose wrath was directed chiefly at small stations: "We know what we've wanted - - and haven't been getting - - from radio for the past 25 years; they send us a rate card with some sparse market information, and that's it. Damned if they don't even present the rates first, as if our only consideration were price! That's the wrong attitude; rates should come last in a presentation," he said.

Well, what did Mr. Phare want? "Details of the market a station

interested in income levels.

"It's all these things that are lacking, but I don't think it would be too much to ask for each station to do it in their own area," she said.

Lloyd Hefford, McCann-Erickson media assistant, set less store by income levels than did Mrs. Murray. "Since radio, like newspapers, reaches every income level, we don't worry about audience composition and income levels except in special cases," he said.

### QUALITATIVE INFORMATION

The personal approach was stressed by Cam Logan, Cockfield, Brown time buyer, whose main demand was for more qualitative information. "We want to know the station in the same way we would if we lived there; we want to know about the listeners of a particular station, not the market it serves. We want facts on actual performance, not figures on what performance would be under ideal and unrealizable conditions. Never mind the people the station's capable of reaching - - what about the people it does reach?"

Mary Moran, MacLaren Advertising time buyer, said substantially the same thing, in more specific terms. "To attract the national advertising dollar, you must convert the ring of the local cash register into language that the national advertiser can understand," she said.

Specifically, she wanted information from stations that would include: a map showing the coverage area; population and radio-homes figures; population breakdowns by age, sex, racial origin and language; the number of families and households in a market area; population breakdowns into income groups; details on local industrial or agricultural activity, retail sales, and available service outlets.

Olive Jennings, Lovick's time buyer, noted that Radio Representatives Ltd. had answered her prayers by supplying just this sort of information for all the stations it represents, in a handy, filing-cabinet presentation. "If we had something like that for every station in Canada, half our troubles would be over," she said.

Limitations of broadcast surveys in assessing smaller markets were stressed by Ernie Allen, Ronalds Advertising account executive. "In the smaller markets, you've got to watch listening habits even more than in large metropolitan areas, because these vary greatly, due to the lack of TV," he said.

### GOOD, AND GETTING BETTER

But if information on smaller markets is sparse, metropolitan survey figures are abundant, and buyers and advertisers were unified in their reliance on BBM as a basic audience yardstick. Most mentioned its existing limitations - - but all believed BBM is getting better all the time.

Baldest statement in this regard came from George Bertram, advertising manager of Swift Canadian Co. Ltd. In selecting stations to carry the highly-touted *Swift Money*

- NEW Supermarket
- NEW Low Rental Apartments
- NEW Housing Subdivisions
- NEW FM Radio Station
- NEW Stores . . . .

All indications of the growth of the Oshawa Market, served and sold by



## OSHAWA

- Lorrie Potts & Co. - Toronto Montreal
- John N. Hunt - - - Vancouver
- Jos. H. McGillvra - United States

## More Facts! More Figures! More Co-operation!

reaction of time buyers and advertisers interviewed was near-unanimous, no matter what their views on radio's co-operativeness with clients: "we want more service and more facts," was their cry.

### BBM IS A MUST

Reaction of John Crosbie, account supervisor at the J. Walter Thompson Agency, was typical: "In cases of large markets, much of the information that stations could provide is available from other sources. In the case of smaller areas, somebody's got to tell us the facts," he said.

"In a large agency such as ours, the media director must be properly equipped with an adequate supply of facts, not only on rates, audiences and facilities, but also on the size and nature of the market in which the station operates.

"In areas not covered by BBM, we're forced to fly by the seat of our pants; in fact, we don't

covers, technical details such as wattage and so on, are readily available. What we want is something more; and we're not getting it.

"What I want is the local details of a community that, sitting at a buyer's desk, I can't be expected to know myself. For instance, when is payday in Flin Flon, Manitoba? What day does the local movie change? (Listening will be down in the small town that evening.) Is there a market day, and from how far out do people come in to shop? And what about daylight saving details? These are small things, but they could save us a lot of money".

### MORE SUPPLEMENTARY FACTS

Mrs. Muriel Murray, time buyer at Walsh Advertising, was less demanding, but her theme was the same: more supplementary information from small stations. "We want to know the number of radio-TV homes for every market, and we're also



## THE RECORDS PROVE

BEYOND A DOUBT . . .

that we're smack in the middle of a responsive and constantly expanding market.

We get mail from all over the Province and, being human . . . we like being popular.

Sell through us . . .

the "POP"ular way!!



The Maritimes progressive station  
Our Reps will tell you the story:

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

## "BBM isn't perfect but it's the best tool we have today"

Man show, Bertram said, "we didn't buy any station that didn't subscribe to BBM; it's the only thing we have as authentic as ABC in the print field, and we refuse to buy anything that's not BBM audited."

Added Bertram, a BBM director: "BBM isn't perfect, but it's the best tool we have today".

Mary Newton, time buyer at Foster Advertising, also had fulsome praise for BBM. "As far as research goes, it's the closest thing we've got," she said. "It has a long way to go in expanding its service to provide us with more and more useful information, but it's improving all the time".

For instance, cumulative audience figures, and statistics on audience composition, not formerly given by BBM, will be available as a result of its latest survey.

BBM's main limitation, according to Miss Newton, is the number of non-participating stations.

But a warning was sounded by Lovick's Radio-TV Director, Bud Hayward: BBM should be a guide, not a bible. "What scares me about BBM is that buyers are using it as a rating service to replace Elliott-Haynes, and other yardsticks. BBM's an important tool, but by no means the only one; if it were otherwise, we'd employ IBM machines around the agency, not people," he said.

### RADIO MUST MERCHANDISE

Time buyers, when all is said and done, are customers; and radio stations are salesmen. Everyone queried had definite opinions on the state of this salesman-customer relationship, and most believed the relationship, at best, leaves something to be desired. But agency buyers and advertisers were just as unanimous in hailing radio's new alertness, spurred by the advent of TV.

Promotional zeal and willingness to supply buyers with pertinent market information varies greatly, most felt; much depends, John Crosbie said, "on the initiative of the station managers.

"Radio has always been an aggressive merchandiser, but this is no time in the economic cycle to lessen its efforts. Canadian radio stations are good merchandisers, and perhaps more co-operative and alert in this regard than some longer-established media", he said.

Mary Newton sounded the same note, with reservations: "Most stations are doing an aggressive, good job; others will never change," she said.

Ernie Allen elaborated. Information on smaller markets is supplied

by few small stations; thus, Allen is forced to base buying decisions "on our knowledge of major markets, reinterpreted in terms of the smaller areas" - an uncertain process at best. And since merchandising costs per thousand in rural areas are higher than in large markets, smaller stations "really should be doing a greater selling job". But are they? Allen answered with a flat "no".

Nevertheless, he said, the overall situation is improving. "And it's the more competitive situation that's making things go that way. When the dollars started going to TV, some of these guys got scared, and figured they had to get out and sell - and in general, I think they're doing it," he said.

"Generally, my feeling is that radio is getting more progressive, but some stations are still pretty slow," he said.

### FILLING THE GAPS

How do buyers fill in the informational gaps left by BBM's admitted limitations? Here, practices varied widely; and everything but the proverbial crystal ball was mentioned in this connection.

Said Alec Phare, citing an old carpenters' maximum: "measure twice and cut once". In other words, he said, all available information must be taken into consideration; "all surveys must be used as tools, but they must be intelligently evaluated".

"You can't put all your faith on one survey," added Lloyd Hefford. "We also look at TPA, programming, personality, and - - as in the case of selecting stations to carry "Swift Money Man" - - the station's mail-pull results in the past."

Added Bud Hayward: "Our first step is to match what's available against what we want. Then we analyze the available times in terms of Elliott-Haynes and BBM; but we also look at such things as a station's past performance, adjacent programs, and - - very important - - general programming concepts."

### RURAL vs URBAN

The time buyers' problem is really a two-horned dilemma. On one hand, they must decide how best to reach rural areas. Here, only one station operates in a given market as a rule, and choice of the market itself is of prime consideration. On the other hand, they must also buy

time in large metropolitan areas. Here, where market facts are well-known, the question of actual performance within these markets looms large indeed.

With metropolitan market statistics readily available, buyers are content to rely on less tangible factors in judging the merits of competing stations. Corny as it sounds, these could be summed up as the "five P's": personnel, promotion, personality, past performance and programming.

Some buyers intimated they can best assess a station's merits by knowing its personnel. "I always take into consideration the people who work for the station, and their ideas about their listeners," said Murial Murray. Lloyd Hefford put it another way: "We'll buy the station whose rep makes the best presentation."

### Promotional efforts of stations

- - a willingness to do more than simply air the commercials to help sell the product - - were another factor that influenced buying decisions in competitive situations. Buyers and advertisers displayed an appreciation of various stations' promotions that was almost touching. And why shouldn't they? They're in a position to buy something from stations, and the simple truth is, they love to be sold.

Vancouver was invariably cited as a sort of promotional heaven. Vancouver stations, in their zeal to boost sponsors' products, warm advertisers' hearts, and make eastern pro-

motional efforts seem pallid by comparison. The comment of Christie Brown advertising manager, George Meen, who spoke at the CCBA convention last month, echoed time buyers' sentiments: "In creative ideas and in willingness to get in and pitch for the sponsor, the cowboys have the edge".

But most important of all, was programming. This weighty factor determines a station's personality, and thus determines the size and character of the audience it will attract. "After all, it's the station's drawing-card," said Ernie Allen.

Another "P" was added by Alec Phare, who set considerable store on the extent of stations' public service efforts, particularly in rural markets. "A small station, even if it's competing within a larger metropolitan context, will take the listener every time if it's a local booster," he said.

Other important factors near the top on most time buyers' lists: cost per thousand, availability and past performance. "Radio's done a good job for our clients in the past", said Lloyd Hefford, "and we always bear that in mind."

Underlying everything advertisers and time buyers said was an encouraging assumption; competition has been good for radio, and, prodded from behind by TV, stations are definitely moving on to higher things. A basically worthwhile medium is getting better every day.

John Crosbie expressed it most succinctly: "Radio is here to pay".

## IT'S OPEN SEASON!



When buying the Saskatoon Market  
don't look any further than  
RADIO 600 CFQC to  
"bag your limit".

CONTACT OUR REPS  
Radio Reps - Canada  
Young Canadian Ltd. - USA



THE RADIO HUB OF SASKATCHEWAN



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

Phone for Booklet in

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

Did you know that . . .

CJIC Sault Ste. Marie  
reaches a total of 42,950\*  
adult listeners every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

# IN British Columbia CJOR

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 \*

## THE PERSONALITY STATION VANCOUVER, B.C. reps. H. N. STOVIN

\* E-H circulation report — November '56



LAST ISSUE Horace Stovin and Bill Byles announced themselves as respectively the chairman of the board and president of the representation firm of Stovin-Byles Limited, née Stovin & Wright, sequitur Horace N. Stovin & Company. They made their proclamation with characteristic modesty (or was it generosity?) in a two page ad in this journal, with a carbon copy to **MARKETING**.

Now it is incumbent upon me to validate all they said in their ad, but I'm damned if I know what to say.



W. D. "BILL" BYLES

I say birth?) and, except for one thing, I should like to continue to quaff one or two with him every once in so often. The one thing is that he always regales you with the most incredible yarns when these meetings occur, and, damn it, they invariably turn out to be true.



H. N. STOVIN

What it all means really is that another grisly old veteran is going to take it a little easier. Why, I shouldn't be surprised if Uncle Horace doesn't have a chance to tear himself away from his desk once in a while for an occasional nine holes of golf, and the odd week-end in sunny Florida. Go to it, Horace, and keep a light burning in the window for a certain aging editor, because he's right on your heels.

As for Bill Byles, I have little to say, first because it was said in the ad and second because, when he joined the old firm in June 1956, I wrote and printed in this column the most effusive panegyric that has come off this typewriter since we buried Franklin D. Roosevelt.

I've known this character since he was an office boy at MacLaren's, through Spitzer & Mills and Young & Rubicam, and, it is a remarkable fact, but these erstwhile employers are still in business - - prospering even. I wish him all the luck he deserves in his new berth (or should

### ENTER RAMSAY LEES

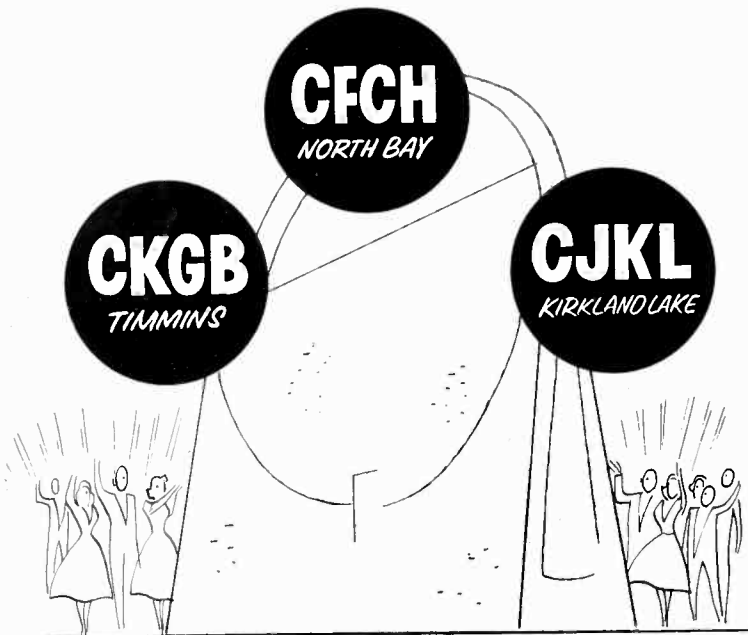
THE HIGHLY LITERARY radio and TV-director of BBD & O, Ramsay Lees, has written me another letter. He isn't going to use me this time. Rather he is backing up my contention in the October 17 editorial, "Possibly Mr. Dunton Is Too Young To Remember", adding a few more pre-CBC programs which were on the air in the good old days. Says Ramsay, in part:

"Among those pre-CBC programs, surely *Danny and His Dad*, written, produced and acted (well, the part of Dad anyway) by Richard G. Lewis was worth mentioning. And at the same time, CKOC's *Black Horse Tavern* (where Robert Beatty furthered his acting ambitions) should certainly be included. Very few people in the west realized that Alan Young was getting his start on a regular, humorous feature known as *The Adventures of the Honorable Archie and Frank Watanabe*.

Ray Purdy thrilled eastern audiences with *Out of the Night* and Lowney's *Young Canada Club* was a starting point for many talented young Canadians.

As you suggested, musical programs were rampant (and if you had less than 20 men in the orchestra you were referred to as a 'combo'). Add to your list *The Blue Coal Hour* with Horace Lapp.

Rex Battle conducted a daily concert from the Royal York on which Billie Bell and Stanley Maxted were featured and there were a half dozen piano teams that were regular performers. You could also mention the Central Canada Network, made up of three Ontario stations in Toronto, Hamilton and Kitchener which originated live programs from all



## HAVE A HOLD ON MOST OF THE PURSE STRINGS IN NORTHERN ONTARIO

Over 300,000 listeners daily!

FOR FULL DETAILS, contact our reps at:

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

Did you know that . . .

**CFAC Calgary**  
reaches a total of 135,045\*  
adult listeners every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS



three points.

I am sorry that I can't actually name some of the outstanding programs that originated in Montreal, but there were plenty! In fact everything that moved was broadcast - - wrestling, track meets, six-day bicycle races, airplane meets, football, baseball - - you might even remember CKCL trying to get a couple of seances on the air.

There were more dance orchestras on than anything else, starting at noon and continuing till sign off.

I am sure your enlightened readers can add many more to this list."

**KING OF THE CBC**

**RON LAIDLAW**, news chief at RCFPL-TV, London, won this paper's portable typewriter at the CCBA convention, for the best contribution to the deliberations. (He let his competitors in on the running of his department in an informal chat).

The mill was presented from the head table by CBC Chairman Dave Dunton, who hoped the winner would use it to write with the same lack of bias as the donor. One up to you, Davey! (I can afford to be generous in a 32-page issue.)

**CARING FOR CARE**

**I**N THE ELEVEN years of its existence CARE, the international relief agency with headquarters in New York and Toronto, has dispatched nearly a quarter of a billion dollars worth of aid, in the form of food, clothing, medicines, books, tools and refugee comfort kits to millions of persons in Europe and Asia.

CARE officials in Canada and the US give unstinting credit to broadcasting - - first radio and now radio and television - - to the success of CARE in its continuing campaign for funds.

"In Canada we regard broadcasting as the mainstay of our information and appeal program," says Paul J. Courian, CARE of Canada director. "From the beginning the broadcasting industry has unselfishly given time and talent to assisting this program".

The early emphasis was on designated food parcels to relatives or friends in Western Europe and the UK. As the need has changed this picture has altered substantially. The annual winter Food Crusade, about to get underway, will cover such areas as Ceylon, Columbia, West

Germany and Berlin, Greece, Hong Kong, India, Israel, Italy, Korea, Pakistan, Peru and Yugoslavia.

Courian believes one of the reasons for CARE's continued success as an appeal is that it has no period of maximum concentration, or "crash program," as do most other charities. Broadcasters are requested to work the material in as they see fit to do so. In this way the returns are improving year by year.

The returns for 1956 were up 19 per cent over those for 1955; for the first nine months of 1957 they were up 51 per cent over the same period in 1956.

Regularly Canadian radio stations receive a fresh package of 10-, 20- and 30-second and one-minute spots, with translations for the French stations. These are supplemented by tapes by well-known personalities, such as John Fisher. TV stations get periodic sets of slides with voice-over spots and one-minute films.

In addition there is supplementary material at Christmas and Easter. The Christmas material, stressing *Food Crusade*, is moving now to the nation's broadcasting stations.

"When we look back now," states Courian, "I don't know how we could have succeeded without the impetus given by broadcasting."

**CHIN CHIN!**

And there we have it for this issue. Don't take any wooden nickels - - unless you can't get any other kind. Take CARE, and buzz me if you hear anything.

**Did you know that . . .**

**CFGP Grande Prairie** reaches a total of 40,823\* adult listeners every day

**\*ELLIOTT-HAYNES** CIRCULATION REPORTS

**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  
519 Jarvis St.

WINNIPEG  
171 McDermott

VANCOUVER  
804 Hornby St.

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



HOME FURNISHINGS — bedding, appliances and floor covering, sponsor the daily 9.00 a.m. newscast. 100% of their advertising budget is spent with CKOK.

Pictured is Des Haddleton the owner.

Served by

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

Represented by

HUNT in Vancouver

MULVIHILL in TORONTO & MONTREAL

FORJOE in U.S.A.

**MEMO**  
Central Ontario's Most Powerful Station  
**CFOR**  
ORILLIA  
SOON 10,000 Watts !!  
reps  
**STEPHENS & TOWNDROW Ltd**  
TORONTO

# POINTS OF SALE

A Population **POWER BOOST** of **30,269 HALIGONIANS** over the past 5 years means **MORE IMPACT** for **CJCH** Halifax

- 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



## A Sponsor Speaks Up

# TRAFFIC WILL BEAR WHAT THE TIME IS WORTH

**C**LOSER RELATIONSHIP between the rate card and ratings; improved standards of entertainment. These are the two selling points to which radio stations should pay more attention in their search for revenue in the opinion of Procter & Gamble's advertising manager, R. P. Beadon.

"In my opinion your real sales tool - - and your most effective one - - is the rate card," he told his audience

at the CCBA Convention in Toronto's King Edward Hotel last month.

Although a rating report doesn't give any one much of an idea of what makes a station tick, there are six or more chances in ten that a rating is accurate within a fairly narrow tolerance. In these circumstances, such information as it provides can be used to make normal-risk business.

The idea of leaving rating reports

should be some feeling of gratitude in knowing that the public doesn't like what it hears. And if weaknesses are known, steps can be taken to eliminate them.

### PRO-RATING THE RATES

The unrealistic rate gives far greater cause for complaint. Every station aims for the top rating in every time period. But there's only one top spot. Economists differentiate between charged price and market value. In time selling Mr. Beadon suggested that this margin may be sometimes too large where there is tough competition for the top spot.

"There's nothing wrong with being the second, third or fourth station in a market," he pointed out. "Whatever your rating, you're reaching people. But there's a great deal wrong with pricing the fourth station at the level of the second."

The answer is to improve the radio product. A broadcaster's revenue comes from time sales. But the product he is really selling is entertainment and his real customer is the public.

### UNTAPPED, AUDIENCE

Audiences have plummeted since television arrived. In response, stations froze their nighttime rates, lost a lot of business and upped the daytime rates to recover the losses.

But this negative approach makes no effort to tackle the real problem of bringing back evening listening. And there is no lack of potential here. In a city where 90% of the homes have a television set, only 70% of these are in use at any one time. It can be assessed that well over one-third of all homes are not viewing and could be captured by radio.

If prices were cut to a level corresponding with the value of the delivered audience and stations launched a drive to bring back advertisers to a more realistically priced medium, the money would be available for reprogramming.

Much the same argument applies to day-time radio when sets-in-use rarely exceed 30%.

It would seem that a lot of broadcasters spend more energy on selling time to advertisers than selling entertainment to the public. Mr. Beadon expressed the view that this was a mistaken emphasis.

"There's no doubt at all that a successful station - - one with a big and loyal audience - - will bring in plenty of revenue with little of nothing in the way of pitches to advertisers and agencies," he said.



THE DISTAFF SIDE was well represented at the CCBA Convention - - including Flora Love of the CARTB, left, and Mary Burgoyne, CKTB, St. Catharines.

to do the job of selling time may rather horrify some people. In particular - - what happens if the ratings are bad?

One thing *not* to do is to cancel the subscription, advised Mr. Beadon. "Doing this is tantamount to telling P. & G. and a lot of other people not to buy time on your station."

If ratings turn out badly, there

## DON'T BE AN "OFFICE ERROR"!

The pretty young gal who does the woman's program on a top-notch Western station wrote a revealing letter to us the other day. She wrote:

"Dear Sirs - - It has been brought to my attention that the script 'Listen Ladies' has, through an office error, been cancelled. Would you please reinstate my subscription, and if possible send through the ones that were missed because of this. I find it an excellent service and use just about all of it."

So look, boss, if you're cutting costs around your broadcasting station, don't start on "Listen Ladies" . . . unless you want to be tabbed as an office error!

Instead, give the gals who put woman-interest in your schedule a break. Subscribe, now, to "Listen Ladies" - - the script service that brings phone calls, fan mail, ratings - - and sponsors.

"Listen Ladies" costs you only \$3 per month. All the bigger, better stations subscribe . . . at least ALMOST all of them. How's about making it unanimous?

**WALTER A. DALES, Radioscripts**  
270 FORT STREET, WINNIPEG 1, MAN.

### Did you know that . . .

**CKYL Peace River** reaches a total of 30,616\* adult listeners every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

**CJEM - RADIO**  
EDMUNDSTON, N. B.  
1000 WATTS  
570 kc.



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

### Deejays Meet In Duel

**A** MOCK RADIO feud between two New York disc jockeys was settled last month by an old-fashioned duel in Central Park - - with lemon meringue pies instead of bullets.

Stan Burns and Irv Smith, morning and afternoon DJ's on WINS, New York, attracted hundreds of spectators when they staged their contest. But an anti-climax came when both were hauled off to police headquarters, charged with violating Park Department regulations.

**TRACTS FOR FACTS**

**T**HE CANADIAN TOURIST Association should offer 99 year leases on one acre plots of Canadian land through radio and television contests in the US. This suggestion was made by Jack Blick, owner of CJOB, Winnipeg, to the CTA Convention in Ottawa last week.

Blick backed up his suggestion with an offer of 4,000 acres of land in Manitoba in good hunting and fishing areas. He said he had been assured by the Manitoba Government that the land would be made available for 2,000 US television and radio stations to award as tax-free prizes to contest-program winners. The contest could be of any type as long as it promoted Canada.

Blick, himself a CTA director, told delegates that Canada would get two million dollars worth of advertising from such a project.

He asked the CTA to take over the project as a national scheme, so that other provinces could donate land. If other provinces did not wish to enter the scheme, the Manitoba Government was quite prepared to go ahead on its own.

He added that thousands of tourists would flock to Manitoba to see their winnings and bring tourist money with them.

The CTA later adopted a resolution to the effect that it would take over the project and develop a suitable contest, and try and interest other provinces in donating land. Also they would like to include US magazines and newspapers as well as radio and TV in the contest.

When the convention was over, Robert Kelly, organizing secretary for the association, told CB & T that, "so far the land offered by the Manitoba Government has not been pinned down to any specific area, although one spot under consideration was the White Shell Lake district.

"Immediate plans are not certain", he went on, "but the establishment of a committee, to be chaired by Jack Blick, has been approved, and we hope to get a representative on it from every province that wishes to enter the scheme."

The association hopes to get things rolling this winter, so that the project is under way for the next summer season.

**NABET Squabble Fixed**

**A** LABOR DISPUTE between the National Association of Broadcast Employees and Technicians and Quebec Television Limited has been settled.

A one-year collective agreement effective October 22 will guarantee 75 NABET employees of stations CFCM and CKMI in Quebec City a five per cent increase in their minimum wage scale, plus an additional five dollars per week across the board.

Did you know that . . .

**CKCV Quebec, P.Q.** reaches a total of 208,294\* adult listeners every day

**\*ELLIOTT-HAYNES**  
CIRCULATION REPORTS



rocketing to a  
**NEW HIGH IN  
COVERAGE**

"OB" is BIG in ManitOBa! We've launched into "outer space" with GREAT NEW POWER! . . . power of signal, power of personalities. That means P-U-L-L POWER! It's the most important thing to happen to ManitOBa in a long time. OBviously, before you finalize any campaign for the ManitOBa market you will want to check our new, wider coverage. Call Radio Reps in Toronto, Montreal, Winnipeg and Vancouver.

**RADIO WINNIPEG**  
**CJOB**

**NOW 5000 WATTS!**

"OB" is BIG in ...

**MANIT**

**"OB" A**

680 ON THE DIAL





### NORTHERN VETERANS MOVE UP IN TOP LEVEL STAFF SHUFFLE



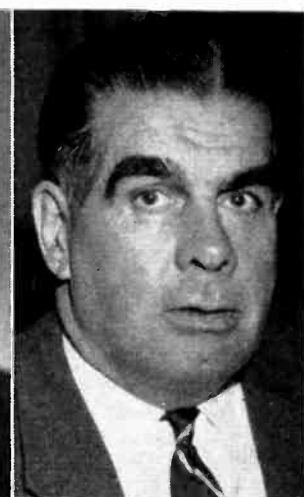
HARVEY FREEMAN



DON LAWRIE



KEITH PACKER



HARRY EDGAR

**H**ARVEY C. FREEMAN assumed direction of broadcast operations of Northern Broadcasting Co. and associated stations at the first of this month. He succeeds Jack Davidson who has left to become executive vice-president of CKY - Radio, Winnipeg.

Freeman has been supervisor of stations and was formerly manager of CKGB, Timmins.

Don Lawrie has left CHEX-TV, Peterborough, where he was manager, to become assistant director of

broadcast operations. He was also a former manager of CJKL, Kirkland Lake.

Lawrie is succeeded at Peterborough by Keith Packer, former manager of CFCH, North Bay.

The new manager of CFCH, North Bay is Harry Edgar, who was commercial director of CKWS - TV, Kingston and a former manager of CJKL, Kirkland Lake.

These four men total 54 years' service with the company, Freeman has been with them 16 years; Edgar 14; Packer 13 and Lawrie 11.

## OPPORTUNITY

For Continuity Editor at Edmonton's leading radio station. If you write above-average copy, are able to manage a staff of six writers, and are a good organizer — the position's yours!

Write us, outlining your experience, enclosing a recent photo —

**Retail Sales Manager,  
Radio Station CHED,  
Edmonton, Alberta.**

### I WANT YOU!

- ★ If you have a good background of production experience —
- ★ If you have strong administrative ability —
- ★ If you can meet and handle people well —
- ★ If you are looking for a position with lots of room to grow —
- ★ If you would like to serve as assistant in the Production Manager's Office, in charge of local production —

### I WANT YOU —

... to write to me immediately, stating experience, background and present salary.

**Larry Glover,  
Production Manager,  
CKCK-TV,  
Regina, Sask.**

## MANAGER

### WANTED IMMEDIATELY

For a Radio Station in a Metropolitan City. The right man should be strong on sales and promotion and willing to accept a real challenge. Excellent salary and incentive. Rush full details and previous experience to:

**BOX A 344**

**Canadian Broadcaster and Telescreen  
54 Wellington Street West, Toronto, Ontario.**

## BROADCASTING INVADES THE CAMPUS

**P**LANS FOR BCAB - sponsored extension radio-TV courses and a radio seminar on the campus of the University of British Columbia in 1958 are well advanced.

Gil Seabrook, BCAB President, issued a progress report last month on plans for the course-seminar project which revealed that a detailed curriculum has been mapped out, although speakers have not yet been chosen.

The extension courses are tentatively scheduled for Thursday evenings, and will continue from January 15 for ten or twelve weeks. Four courses, consisting of lectures and discussions on speech for radio-TV, commercial writing for radio, introduction to TV and communications and mass media are envisioned.

A week-long seminar on *Radio in the Future of Canada* has been tentatively scheduled for May 5th to

10th. Subjects to be discussed have not yet been finalized, but will be designed to interest radio and agency executives, and representatives of business, industry and universities generally.

A publicity campaign, planned jointly by the UBC Information Office and the BCAB, will be launched early in 1958, in the hopes of attracting at least 100 people from across Canada to the Seminar.

**S**TUDENTS AT THE University of Manitoba may soon have their own radio station.

Jack Blick, CJOB station manager, has offered students the use of CJOB's old tower and transmitter, discarded since the station increased its power and changed its wavelength last month.

If students can obtain approval from Department of Transport and CBC officials, they can begin transmitting on CJOB's old wavelength on a non-commercial basis.

University of Manitoba President Dr. H. H. Saunderson said students would have to decide whether they could afford to operate the station, and this would involve study of the factors involved.

### WANTED

### FOUR RADIO SALESMEN

for radio station CJMS Montreal. Good starting wage plus commission. French or English speaking acceptable; bi-lingual helpful but not essential. Apply immediately, rush experience and background to:

**J. Nadon,  
CJMS Radio,  
188 Dorchester St. E.,  
Montreal.**

### Need a . . . SALES REPRESENTATIVE?

Youth's on my side, plus a broad, sound background in Radio Selling and Production. Wish to re-locate with a RADIO or TELEVISION STATION which "moves". Reply to:

**Box A346  
Canadian Broadcaster  
& Telescreen  
54 Wellington W., Toronto, Ont.**



**PERSONNELITY**

He worked and worked for a by-line, but when he got it it was a goodbye line.

. . .

**FORGOTTEN MAN**

Private broadcasters program for the sponsors. CBC programs for Canadian talent. Where does the audience come in?

. . .

**BLIMEY!**

The station showed so many British movies that people started calling it the English Channel.

. . .

**DIRTY BIRD**

A naughty little robin,  
To impress his girl one day,  
Made an extra large deposit  
On a brand new Chevrolet.  
*Swiped from Some Place.*

. . .

**PEPSODENTALLY**

The announcer was so smart he even knew where the yellow went.

. . .

**FOR IMMEDIATE RELEASE**

He'd played so many crooks on TV whodunnits, that when they wanted him to go, they just let him out on parole.

. . .

**EDITOR'S NIGHTMARE**

Last night I dreamed that we had an independent regulatory body, second TV stations in major markets and a private network and woke myself up screaming: "Good God! What'll I do now?"

. . .

**BIPDS AND BEES**

Tell me, Roger, in terms specific,  
Why make the Plouffes so damn prolific?  
*Sandy Ross.*

. . .

**THEY KEEP ON SAYING DEPT.**

Radio is speedier  
Than other medier.



8101-3

Radio British Columbia

**CKWX**

Vancouver

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

***This way to Montreal***

**CFCF**





*United Appeal***AUCTIONS AND ALDERMEN SPARK UNITED DRIVE**

**SPIELING FOR CHARITY, CFQC-TV General Manager Blair Nelson appeared last month before his station's cameras, in a lively TV auction in support of Saskatoon's Community Chest campaign. Articles donated by local merchants were auctioned off by professional auctioneers, station personalities and local aldermen. Listeners' bids were taken by telephone. The show netted \$1700 for the Red Feather.**

**A** UNIQUE RED FEATHER TV show in Saskatoon last month featured everything from auctioned overcoats to singing aldermen.

In the show, sponsored by CFQC in support of Saskatoon's Red Feather Campaign, articles donated by local firms were auctioned off by telephone bidding. Proceeds went to Red Feather charities.

Two professional auctioneers alternated with station personalities and Saskatoon aldermen in auctioning off the goods during the Thanksgiving day show. Normal prices of items were displayed, and bids were chalked up on a large board as they were received from a battery of six telephones in the studio.

CFQC-TV General Manager Blair Nelson even tried his hand at auctioneering, but the high point of the show was reached when viewers phoned in bids for singing duets by the aldermen. After several

nerve-wracking choruses, Saskatoon Mayor McAskill phoned in with a bid for his colleagues to end the torture.

The show lasted 105 minutes, and netted \$1700 for the Community

Chest, \$500 more than last year's show. Station officials felt, however, that the show's main value lay in its audience participation features, which created a larger public awareness of the Red Feather campaign.

**OLD RADIO FAVORITE RETURNS TO TV**

**A**N OLD-TIME favorite Ken Soble's *Amateur Show*, is back in a different form. CHCH-TV, Hamilton, starts this week an experimental program in a new search for amateur talent.

The program, *Television Amateur Hour*, has a format almost identical with that used by Ken Soble's *Amateurs*, formerly carried on CHML. CHCH-TV is willing to include amateurs auditioned and supplied to it by any other radio or TV station which is a member of CARTB. Expenses, except for return transportation,

will be footed by the station. Contributing stations will get credits.

The idea behind the program is to encourage the development of Canadian talent and to publicize the fact that private broadcasters are actively seeking it. It is hoped that new personalities for radio and TV will be discovered.

Weekly cash awards are to be made. Each Sunday, winners will receive \$100 for first prize and \$25 for second. At the end of the season grand prizes of \$1,500 and \$500 will be awarded.

## TOLL TV'S DOOR IS NUDGED OPEN BY FCC

**T**OLL TELEVISION in the USA moved a step closer to reality last month when the Federal Communications Commission announced that, starting next March, it will consider applications by TV stations to institute toll television systems for a three-year trial period.

The FCC stressed that its decision to consider applications does not necessarily mean that all stations applying will be granted a license. But the ruling will give stations a chance to test any one of the five airwave toll-TV systems now available, and to observe viewers' reactions.

The tests will be limited to cities having top-quality TV reception from at least four stations. Also, the FCC stipulated, no single pay-TV system will be permitted trials in more than three cities.

The demonstrations are to be made either on VHF stations on channels 13 or under, or on UHF stations on higher frequencies. Individual stations will be allowed to fix their own rates, but the FCC directive stated the rates must fall "within reasonable classifications". Stations must also offer a quota of free programs.

The decision not to permit testing until March 1, 1958, was taken to give station owners time to negotiate with one or more of the companies that have developed toll-TV systems, informed sources say. Also, the time-lag will permit Congress, which convenes in January, to act on pending bills which propose to ban pay-TV on channels now offering free service.

A non-airwave toll-TV system, which carries programs by cable, is already in operation on an experimental basis in Bartlesville, Oklahoma. It is not subject to FCC control.

Meanwhile, opposition to toll-TV from commercial broadcasters continues. NARTB President Harold E. Fellows told a regional convention in Kansas City two weeks ago that toll-TV promoters seek "to institute a system utterly foreign to the American concept of free broadcasting.

"Congress intended the American people should receive broadcasts without charge after the purchase of sets," he said.

### CONGRESS WILL ACT

Commenting on the FCC decision to receive toll-TV test applications, Fellows said: "Congress, directly representing all the people of this country, will have something to say about this."

And in Washington, Sen. William Langer of North Dakota announced he will introduce a bill next session that would prohibit the FCC from licensing toll-TV.

Langer said that if toll-TV operators "can charge the public five dollars per month . . . the next thing we know it will be raised to ten dollars per month, and then on up and up and up.

"Millions of people in the United States will be deprived of seeing such programs as the world series, athletic events, rodeos, ceremonies,

musicals and shows as well as various other types of programs," if TV viewers have to pay for programs, the senator said.

And in the House of Representatives, Rep. Emmanuel Celler, chairman of the House of Judiciary Com-

mittee, has announced plans to get the House to consider as soon as possible his bill to ban toll-TV. Celler maintains the FCC has no legal authority to regulate toll-TV systems, despite FCC counsels' claims that it has.

## Telemovie Launches Trial Run In Bartlesville

**E**YES OF THE TV world are focussed right now on Bartlesville, Oklahoma, where pay-as-you-go TV is undergoing its trial run.

Under the "Telemovie" plan, Bartlesville subscribers who pay \$9.50 can see 26 first and second-run movies per month. The movies are run off in a local studio, piped to subscribers' sets by cable, and are shown on two unused channels.

Co-sponsors of the scheme, Jerrold Electronics of Philadelphia, and Video Independent Theatres Inc. of Oklahoma City, chose Bartlesville for the world's first commercial toll-TV experiment because viewers there can receive all three commercial networks, making for competition as strong as Telemovies are likely to encounter.

Bartlesville is a prosperous city of 30,000, fifty miles North of Tulsa. There are 8,000 TV sets in the area, and 500 TV owners have already subscribed to Telemovies. Officials have set a goal of 4,000 subscribers, and initial reaction of viewers indicates they may reach it.

Results of the Bartlesville experiment may well set patterns in toll-TV in future years. The town is crowded with observers from broadcast TV stations, Hollywood studios, and TV manufacturers.

Answer to the big "if" in toll-TV's future - - the possibility of FCC or congressional regulation - - may be speeded by the Bartlesville experiment. Opposition to toll-TV by commercial broadcasters has been reflected in Washington by toll-TV regulation proposals, and the Telemovies operation will give these a new urgency.

Telemovie President Henry J. Griffing is unworried by the prospect of FCC control, however. Since Telemovies are cable-carried, they cannot fall under jurisdiction of the FCC, which regulates the airwaves.

Legal experts say, however, that if cable TV crossed inter-state boundaries, it might be classed as a common carrier, and thus become automatically subject to government restrictions.

# CKSO-TV

Channel 5 Sudbury

*Covering the Nickel Capital of the World*

**NOW 30,000 WATTS**

SINCE SEPT. 1st

and

**CKSO-TV Satellite**

Channel 3 Elliot Lake

*The Uranium Capital of the World*

**. CANADA'S FIRST PRIVATELY OWNED TV STATION .**

**. NOW REACHING 306,000 PEOPLE IN THE GREAT NORTH .**



# W'HOUSE GETS PLENTY--WANTS MORE

"STOP TELLING me how good your station is, what your coverage is, and so on. What I want to know is what will it do for me?" This demand was hurled at the TV broadcasters attending the Workshop sessions at the CCBA Convention last month by Ken Farthing, general advertising manager, Canadian Westinghouse Co. Ltd.

Farthing, whose talk was entitled "What Westinghouse has learned about Television", said he could sum up with two questions. "What have we got from TV? The answer-- plenty. "What do we expect from TV? -- More sales.

"In our six years in television, from the day we were the first commercial user of the CBC's *Big Revue*, until now, our sixth year in *Studio One*, we have had good results.

"We have been able to paint a corporate image of our company, by being able to reach more people in their homes with a live demonstration than is possible in any other way.

"What we have done for Westinghouse is a good solid public relations job, which in case you are interested I define as sincerity and sympathetic understanding. Besides the PR job we have taken good entertainment into the homes to condition them for the selling job which follows, and after all, strange as it may seem, that is why we use TV -- to sell products.

"Television commands a major part of our advertising budget and it is an expensive medium getting bigger and more expensive all the time, to the point where we seriously consider what we are getting from it."

### WESTINGHOUSE EXPECTS

"If any medium cannot produce sales results, it gets short shift in these hectic days," he said.

"You television broadcasters have the opportunity to become the greatest selling force the world has known, but there are many things we, the sponsors, expect of you, the broadcaster, and one is to publicize the shows you are scheduling. I feel -- and I may be wrong -- that you plug the dickens out of your own local shows and forget about the big network programs.

"If you ever do it for *Studio One*, I seldom, if ever, see it. We are on thirty stations from coast to coast and there are only three of these who regularly send us promotion programs. Maybe you all do it but you are missing the boat if you don't tell the client about it."

To illustrate his point about station relations with the advertisers, Farthing recited this poem:

TELL ME QUICK AND  
TELL ME TRUE

(or else, my love, to hell with you)

I see that you've spent quite a big wad of dough

To tell me things you think I should know:

How your station's so big and  
and your signal so strong;  
And your founder had whiskers  
so handsomely long.

So he started the business in  
old '52!

How tremendously int'resting  
that is . . . . . to you.

He built up the thing with the  
blood of his life

(I'll run home like mad -- tell  
that to my wife!)

Your station's so modern and  
oh, so complete;

Your reps are so flawless, your  
workers so neat;

Your motto is Quality . . . . .  
capital Q;

No wonder I'm tired of Your and  
of You!

So tell me quick and tell me  
true

(or else, my love, to hell with  
you);

Less -- how this station came  
to be

More -- what the damn thing  
does for me.

"Let us all, advertiser and broadcaster alike, take a new look at each other's problems and I am sure that better relations all round will result," he said.

SAY  
YOU SAW IT  
in  
CB & T

POINTS  
OF SALE

**CFCL-TV**  
Timmins  
is the most  
**ECONOMICAL**  
and  
**EFFECTIVE**  
way of reaching  
the  
**NORTHERN**  
**ONTARIO**  
**MARKETS**  
Timmins  
Kirkland Lake  
and  
Kapusksasing

**CKVR-TV**  
Channel 3

**CKGN-TV**  
North Bay

**CFCL-TV**  
Timmins

**PAUL**  
**MULVIHILL**  
& Co. Ltd.

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EM. 8-6554

**MONTREAL**  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



# THREE AD-MANAGERS REPORT TO CCBA

### • Ken Farthing

Canadian Westinghouse Co. Ltd.

"TV helped to build a corporate image for Westinghouse."

### • A. M. Lawrence

Nestlé (Canada) Ltd.

"Television will continue to play the basic role in Nestlé consumer advertising."

### • T. B. Humphrey

General Mills (Canada) Ltd.

"More people will buy your product sooner if you use television."

## TELEVISION CANADA'S NUMBER ONE SALESMAN

### CARTB Member Stations

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



# PROF URGES ENGINEERS TO PRESS FOR QUALITY

THE CBC OUGHT to cater to special tastes, and not be forced to compete with private stations, a University of Toronto philosophy professor told a group of radio engineers last month.

Marcus Long, philosophy professor, editor of CANADIAN COMMENTATOR and CBC TV panel personality, told delegates to the IRE convention in

Toronto last month, "the CBC ought to cater to special tastes, particularly to those who want to come to grips with life as they have learned to do at school, in good literature and good music".

Private stations should be allowed to present programs of their own choice, he added.

Professor Long urged engineers to take an interest in the cultural, as well as the technical quality of the medium they have developed. "I am offering a challenge to you people," he said. "You have given to our generation, in television, an instrument that can enrich and ennoble mankind. Surely you cannot sit idly by while it is diverted into an instrument of the cheap and vulgar, a new

weapon of the hucksters and the tyrant, an enemy of everything significant and progressive."

Television, he said, "must give a place to honest and significant drama, even if this involves reference to unsavory topics.

"If television is going to replace books, it should at least concern itself with some of the topics that are vital to good literature. It must find a place for penetrating analyses of life," he said.

The present low quality of TV fare is due to action of various pressure groups, Professor Long charged, and urged engineers to become "a new sort of pressure group, a pressure group that is concerned with quality rather than safety or satisfaction".

## Queen's B'cast Memorable But MPs Not Consulted

A LIBERAL MP protested last month that the decision to allow the CBC to televise the opening of Parliament was made without consulting all the members concerned.

James A. Byrne, Liberal MP for Kootenay East, told the House that the Government's action in making the decision without consulting all MP's beforehand was an encroachment on the rights and prerogatives of members of parliament.

The telecast itself was "memorable", Mr. Byrne added, and said that he had no personal objection to TV cameras being placed inside the chamber for the first time.

Another MP, Socred Tom Irwin of Burnaby - Richmond, also praised CBC's coverage of the opening of Parliament, but went even further, to propose regular TV coverage of parliamentary sessions.

"I believe that radio and TV are an extension of the press . . . I fail to see that radio and TV invade the rights of this House any more than the presence of the press reporters," he told members last month.

"Even granting the rights of honorable members of this House to preserve it from the invasion of outsiders, the rights of the Canadian people to see and hear what is going on in this House do have some place in the annals of this country," he said.

"At least radio and TV are factual, and not expressions of opinion as to the proceedings," said Mr. Irwin, a former Speaker of the Legislative Assembly of British Columbia.

## QUEEN'S KINE LONDON-BOUND IN HOUR

IT TOOK SPLIT-SECOND timing for CBC newsmen to ensure that Queen Elizabeth's October 13 address to Her Canadian subjects would be seen by viewers 24 hours later.

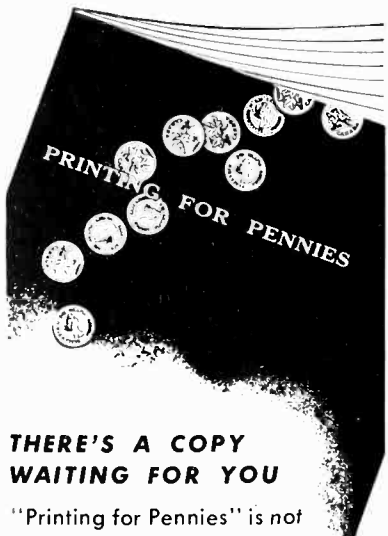
While the Queen spoke to the nation from Rideau Hall in Ottawa, CBC studios in Montreal were kines-

coping the program. As soon as the telecast ended, the undeveloped kine film was sealed in a special container, rushed to the studio lobby, and delivered to waiting officials.

Accompanied by a motorcycle escort of Montreal and provincial police, Hubert Primeau of the CBC dashed to the airport, and put the film aboard a waiting Royal Dutch Airlines DC-7, which immediately took off for London via Amsterdam. Total time between the end of the broadcast and takeoff: 53 minutes.

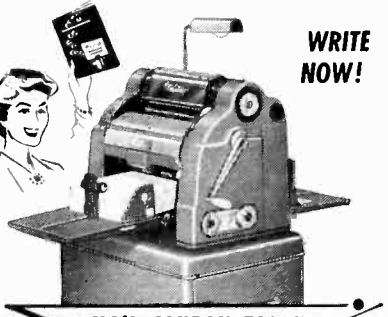
The kine film was processed by the BBC in London.

Don't Tell It To The  
Marines  
Tell It To . . .  
C B & T



### THERE'S A COPY WAITING FOR YOU

"Printing for Pennies" is not a slogan, it is a fact. There are possibly scores of printing jobs, on internal forms and the like, that could easily be done on a Gestetner for far less than they cost you from outside services! Type-matter, line drawings, even half-tones — in black and white or color—can be done quickly and economically in your own office or plant, without any need for skilled operators. "Printing for Pennies" tells you the complete story, tells you of 76 different jobs a Gestetner will do—and do well. If you'll mail the coupon below for your copy, our Personal Contact Manager will see it is mailed to you—fast!



WRITE NOW!

MAIL COUPON TODAY

GESTETNER (CANADA) LTD.  
117 KING STREET WEST, TORONTO

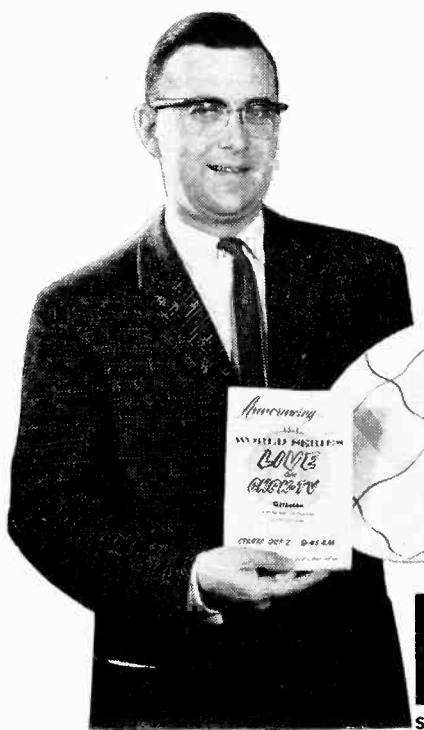
Please send me your new booklet "Printing for Pennies" without obligation.

NAME .....

ADDRESS .....

CBT  
11-57

## A world series promotion hits local advertisers



The World Series was telecast live for the first time on Channel 2 and CKCK-TV local salesmen presented potential and present advertisers with a World Series home plate.

CKCK-TV - CHANNEL 2

See the All-Canada Man for details.

## \$80 Million For UK TV

BRITISH COMMERCIAL television, which recently celebrated its second birthday is expected to take in \$80,000,000 of advertisers' money this year.

For a long time commercial television in Britain, known as ITV, (independent television) had a hard fight to come into being. There was strong criticism from influential sectors of the population, most notably the church, which claimed that advertising coming right into the home would be a menace.

Menace or not, many of ITV's advertising jingles have now become so popular in their own right that a recording company is planning a long-playing disc featuring some of the hits for commercial distribution.

The potential audience for ITV has risen from 2 per cent of the population in 1955 to 25 per cent today. Today there are close to 8,000,000 licensed TV receivers in the country and the number is going up by 1,250,000 new sets annually. All new sets are equipped to receive both commercial ITV programs and non-commercial BBC programs. It is estimated that as of mid-August this year, 3,660,000 households were equipped to receive commercial TV.

By this spring, two new ITV transmitters will be added so that commercial TV in Britain will then have a potential audience of 17,000,000 people. It is hoped that there will be eleven new transmitters in operation by 1959-60, providing a commercial service for 90 per cent of the population.

# CBC SUNDAY CHARGE AGAIN DELAYED

**A** TRIAL OF the CBC on charges that it has violated the Lord's Day Act by broadcasting on Sundays was postponed for the fourth time on October 16.

The case was postponed because an application for a writ of prohibition, made by CBC's counsel before the Ontario Court of Appeals, has not yet been decided upon.

The application seeks to have the case quashed on the grounds that the CBC, as an agent of the Crown, cannot be charged with an offense under the Criminal Code of Canada, and also on the grounds that the case is not within the jurisdiction of the Daily Court magistrate. The application has already been turned down by the Ontario High Court, and is being appealed.

Court of Appeals officials would not predict when the judgment would be handed down. No matter which way the decision goes, however, legal experts say the appeal on the application for prohibition will probably be carried to the Supreme Court of Canada, delaying the case for months more.

If the CBC is ultimately convicted of the alleged offense, it might mean the end of Sunday broadcasting in Canada - - or, much more likely, a public demand for revision of the Lord's Day Act.

Also involved in the Lord's Day Alliance is radio station CKEY, Toronto, and the three Toronto daily newspapers. Counsel for the CBC is Walter Williston, QC.

## UK TV Eyes Canada

**B** RITAIN'S COMMERCIAL TV network is considering opening a branch in Canada.

The Earl of Bessborough, a director of Associated Television Limited, told executives of CFQC and CFQC-TV in Saskatoon his company is seeking closer co-operation with Canadian broadcasters, and that the possibilities of "co-production" are being studied.

Lord Bessborough, who is touring Canada, said he thinks TV in Canada combines the best features offered by broadcasters in the United States and Great Britain. Local productions are "quite remarkable," he said.

"The independent firms in Britain have learned a great deal from you people. I am sure we will learn much more," he said.

## North Bay Wants Boost

**A** FTER 21 MONTHS of operation, CKGN-TV, North Bay, plans applying to the CBC Board of Governors and the Department of Transport for a power increase.

Station officials are also interested in the possibility of a re-broadcast station to the South, which would serve viewers in Temiskaming, Huntsville and Parry Sound with a stronger signal, an announcement said.

To bolster their application, CKGN-TV solicited letters of support from viewers, interested groups, and advertisers.

## News Freedom War Rages As Cuba Suspends Program

**T**ELEVISION BROADCASTERS in Cuba and Chile are waging a full-scale battle with government authorities to protect their freedom to disseminate the news.

In Havana, Cuba, station CMQ-TV presented a dramatic program entitled *The Empty Set* highlighting the evils inherent in the suppression of public information, after government authorities suppressed a television press interview program.

The Cuban Minister of Communications had suspended *Before the Press*, where prominent Cuban political figures are interviewed, because one interviewee - - the leader of Cuba's opposition party - - had used "too strong words against law and order" during the interview.

In place of the suspended program, CMQ-TV presented *The Empty Set*, where empty chairs in the TV studio and dramatic lighting were used to emphasize the dangers of government censorship.

In response to the public outcry provoked by *The Empty Set*, the program, *Before the Press* was reinstated by the Minister of Communications.

In Santiago, Chile, the Department of Information closed down two TV stations for a six-week period because they had mentioned the name of a close relative of Chile's president in connection with a current public scandal.

As a result of the suspension, the Santiago press violently attacked the Department of Information, and Chilean broadcasters issued a statement that stated, in part: "A radio station should never be closed down in reprisal; it must continue to function as long as its transmissions are in the interest of the public."

Representatives of the four opposition parties in the Chilean Senate have introduced a bill into the house that would guarantee freedom of information for broadcasters.

The suspension still stands, however.



## THREE CHANNELS ARE BETTER THAN ONE!

The Advertiser gets more for his money when buying in the

## TIMMINS MARKET

Channel 3  
in Kapuskasing

Channel 2  
in Kirkland Lake

Both Satellites are members of the

## GIANT CHANNEL 6 FAMILY!

ADVERTISE IN NORTHERN ONTARIO'S MAJOR MARKET!

## CFCL-TV

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

## SASKATCHEWAN



On the Air  
THIS MONTH!

## CJFB-TV

Channel 5

## Swift Current Sask.

Canada's first automatic TV Station, a powerful sales medium in the wealthy captive market of South West Saskatchewan.

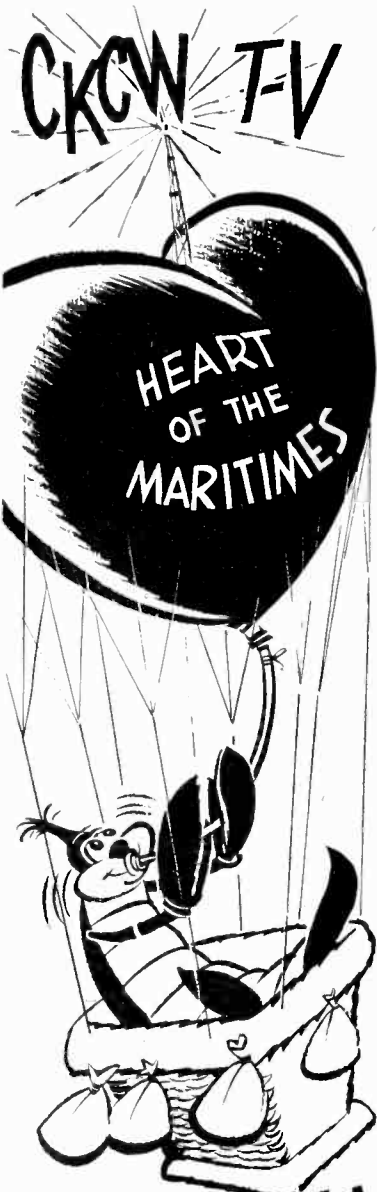
HIGHEST  
Retail Sales

HIGHEST  
per family earning and spending power

REPS: TELEVISION REPRESENTATIVES IN CANADA  
FORJOE IN USA

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

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



## Don't Baffle The Viewer - - - He Doesn't Like It

ONE OF THE MOST frequently forgotten principles in a good program, Schwerin Corporation researchers find, is maintaining viewer's interests by keeping them in the know.

"It is impossible to enjoy a joke told in a language we do not understand," these researchers point out. "Even a mystery needs to make clear what the mystery is. We find that viewers become bored when their TV fare recedes into a 'riddle wrapped in a mystery inside an enigma'".

In the course of program testing, Schwerin men have found that the simplest illustration of this lies in the low "liking-ratings" received from viewers for programs which are difficult to understand because of unusual accents or speech peculiarities. They describe how interest dropped sharply in one interview program with a world-famous guest. Almost all the viewers had difficulty understanding the great man and two-thirds voted that they could not understand a word he said.

Another revealing example, the Corporation points out, was a situation drama which featured a family who spoke with a heavy regional accent, which 9/10ths of the viewers expressed difficulty in understanding. The program scored well below average for any type of TV program. Two editions of the program were

tested, and the tests were conducted in two cities. The better-understood edition was better liked in both cities and both editions were better liked in the test city which was geographically closer to the region where the speech pattern used on the program is common. "It is clear", comments the research company, "that pictures sometimes speak with eloquence - - but audio is not obsolete."

The use of situations and vocabularies too specialized for the majority of the audience in another way in which a TV program can leave viewers out in the cold. Schwerin Corporation lists the following instances where this has happened.

A leading comedian lost his audience with jokes about personalities on the network, which were very funny to those on the inside, but meant almost nothing to viewers.

References to rating lists and other inside-the-industry matters ruined,

for viewers, the dialogue of a musical program. Interest went down during the patter - - up during the platter, but, even so, the whole program went down in "liking-score" because the audience's boredom during the talk detracted from their liking for the music, as well.

An amusing trade situation in a comedy skit which the cast thought hilarious, and the audience did not, skidded the rating for the program to a dismal low within four minutes.

Even gags about show business itself can become too specialized. One star comedy show went too far in this direction and got a low "liking-score" of 40 for it. Once the show got back to more universally experienced humor it zoomed up again.

Schwerin research into this aspect of program problems came to the tried and true conclusion that "unfamiliarity breeds - - if not contempt - - indifference."

GO PLACES  
with  
Lionel the Lobster  
The Best Way  
to Cover the Maritimes

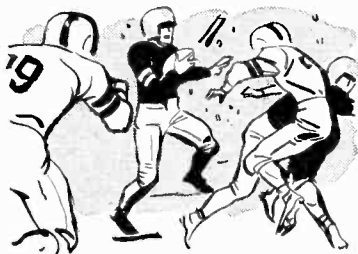
**CKCW-TV**  
NOW  
**25,000 WATTS**

LET LIONEL GIVE YOUR SALES  
THE "BIG POWER BOOST"  
REPRESENTATIVES  
STOVIN IN CANADA  
ADAM YOUNG IN U.S.A.



The Hub of the Maritimes  
**MONCTON**  
**NEW BRUNSWICK**

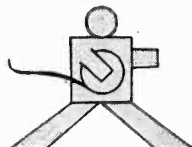
### IT'S A RECORD



**MOST POINTS SCORED  
IN CANADIAN FOOTBALL**

Virgil Wagner of the Montreal Alouettes from 1946-54 scored 79 touchdowns and 3 converts for total of 398 points.

A tough man to stop . . . powerful drive, hard running . . . headed for another touchdown. A winning combination in tv film servicing, too. Sponsor's line-up of pros plunge through the problems of Editing, Print Control, Bicycling, Cleaning and Shipping efficiently, effectively, everytime - Signal for Sponsor Film Services the next time you have a film service problem, it's a snap.



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.

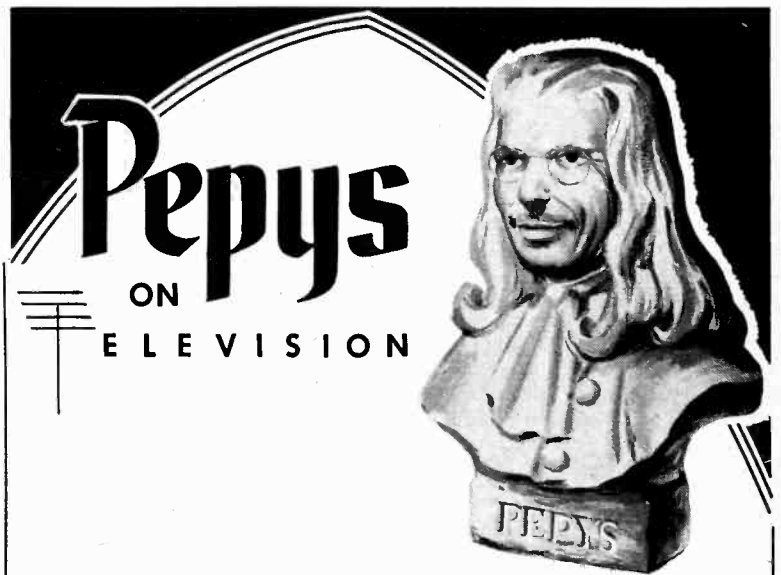
### CKGN-TV Expands News Department

A HUSBAND-and-wife team are occupying new posts in the news and women's departments at CKGN-TV, North Bay.

Recently appointed news editor-in-chief at CKGN-TV is Harry Williams. A native of New York City, Williams has a wide background in the newsgathering field, including 17 years with British United Press. Tom Kervin, who has manned the station's news department since its

inception, now occupies the post of city editor.

Replacing Yvonne Vickers, (who is retiring to become a full-time housewife) as CKGN-TV women's director, is Kentucky-born newspaperwoman Pat Williams. Mrs. Williams, a veteran of the CINCINNATI TIMES-STAR and the United Press, has already been introduced to North Bay viewers, and appears regularly on CKGN-TV's new afternoon program, *Matinee*.



CKMI-TV Quebec City serves approximately 100,000 TV homes. Your Stovin-Byles representative can offer you announcement availabilities on CKMI-TV with a cost per thousand as low as \$1.00. Consult any of our FOUR OFFICES across Canada.

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LIMITED

MONTREAL TORONTO  
WINNIPEG VANCOUVER

Representing

KVOS-TV Serving Vancouver-Victoria  
CHAT-TV Medicine Hat CJBR-TV Rimouski  
CKMI-TV Quebec City CKCW-TV Moncton  
{ CJON-TV St. John's, Nfld.  
CJOX-TV Argentina  
ZBM-TV Bermuda CMQ Television Network, Cuba



*Television Workshop*

**IF YOU CAN'T MAKE NEWS INTERESTING DON'T USE IT**

By Ian Grant Staff Writer

**F**OLLOWING a highly technical discussion on setting up a film processing department, led by Ron Ringler of Dupont Film Co., delegates to the CCBA Convention attending the TV Workshop sessions were treated to a talk by Ron Laidlaw of CFPL-TV on "Making the Widest Use of News Film".

"In our market as in most others", Ron said, "there is a rural and urban audience and one cannot be treated news-wise more than the other. If you can't make news interesting to the majority don't use it.

"As to the coverage given to any one story, it depends on one thing, its all-viewer interest", he said.

"In our market", he went on, "the daily paper prints eight editions a day and they cover all the news. Therefore, with the TV news, we must be very selective. We shoot 500 — 3,000 feet of film a day. Out of this we use 300 — 500 feet. This may seem a great waste, but it is necessary if you are to get the best possible results.

"Our cameramen cannot always get the whole story along with the pictures, but the pictures are the important thing. You can always do a recap later when you have the full details.

"Choice of stories is a must", he said. "For instance, if you run a fashion show the chances are that you will be bugged for ever after to run fashion shows, and some of them may not be so good.

"There are all sorts of ways to make use of the film after it has been used. At the end of each year we go over the last year's runs and pick out the highlights which we put together for an hour-long showing.

"When you do an out of town story always slug in the name of the town or village. There is nothing viewers like to see better than the name of the place where they live.

"To really get results be on top with on the spot news."

**MACHINERY NEEDS SKILL**

Other speakers during the session included Cam Ritchie of CKLW-TV, Windsor, who talked about equipment and its efficiency. He said: "no matter how efficient or expensive the equipment is, it becomes a worthless piece of machinery unless you have well-trained men to operate it."

When considering sales promotion two things of importance to remember were pointed out by Doug Manning of CHEX-TV, Peterborough. They were to have a well planned schedule and to keep local advertisers well informed as to what you were doing.

Still on the same topic, sales promotion, Chuck Tierney of CKVR-TV, Barrie, said that it must hinge around a strong program with a good audience. Also stations should be flexible and not stick to conventional spot time. He mentioned one case where they had sold 35 second

spots (instead of the usual 20 seconds) which proved very popular with the local merchants.

**FOCUS ON EVERYTHING**

The next topic to go through the works was "local live". Ross Hamilton of CKNX-TV, Wingham, told of their hour long evening show called *Focus*. This hour is split up into features which go under such sub-titles as *Focus on the Farm*, *Focus on Sports*, *Focus on Fashions* and *Focus on the Weather*. Ross explained that during the summer slump they take the show out of town and *Focus* on one of the nearby hamlets. This

he said has brought them a lot of out-of-town business.

Bill McGregor of CKCO-TV, Kitchener pointed out that one sales technique that could be used to better advantage was excitement. When you try to sell an advertiser TV you must give him some justified reason why he should use it and this is possible when there is excitement. Also suggest to the advertiser frequent variations in technique, for this too produces excitement.

Delegates also heard another technical talk from Roger Beaudry of Shelly Films who spoke on "New 16 mm Sound Techniques".

*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

**RESULTS!**

Exposure over CFQC-TV is a guarantee of sales results in the central Saskatchewan market.  
Our Reps: Television Representatives Ltd.

Saskatoon 1957: Saskatoon's retail sales are higher than the national average in all categories.  
—BBM May '57.

Saskatchewan 1957: Estimates for the 1957 crude oil and uranium production are both double those of 1956. Commodity production is \$150 Million higher than last year.  
—Sask. Govt. figures and BBM estimates 1957.

36,000 captivated families are reached by CFQC-TV.

**CHANNEL 8** **CFQC-TV**  
SASKATOON, SASKATCHEWAN

**CCBA Convention**

**OTHER MEDIA -- NOT STATIONS -- ARE THE MAIN COMPETITORS**

A TORONTO SALES executive, who has scored amazing sales gains by using TV supplemented by radio, told CCBA delegates last month that radio and TV should co-operate to compete with other

media. Only 27 per cent of the advertising dollars spent last year were spent in radio and TV, Morrey Lawrence, advertising manager of Nestlé (Canada) Limited, told CCBA dele-

gates. "From this, I think it is evident that the real competitor to radio and TV is not the other stations, but the other media altogether; radio and TV have more to gain by going after these other media than after each other," he said.

"I would love to see a joint broadcasting pitch backed by research made by radio stations and perhaps even radio and TV stations together . . . to show advertisers how they can get greater sales success from use of the broadcast media than from the more docile media," he said.

In a fact-filled, chart-illustrated talk to broadcasters, Mr. Lawrence demonstrated the success Nestlé has had in marketing food products by thoughtful use of TV, with radio as an important supplementary medium.

Nestlé has shared in the booming instant beverage market - - where sales have jumped 47 per cent in 1954, 25 per cent in 1955, and 51 per cent in 1956 - - by emphasizing TV-radio coverage, largely at the expense of print. "The growth relates directly to the swing of the various instant coffee brands into television," he noted.

**TV GETS 70 %**

At present, Nestlé invests about 70 per cent of its advertising budget in TV, for reasons which, according to Lawrence, "are pretty obvious". Set penetration figures are mounting, as are sets-in-use figures; the low cost-per-thousand is attractive - - and for Nestlé, "it's the closest possible thing to personal sell".

Nestlé's main problem with TV lies in getting good evening times. Their solution: selective times. For Nestlé, it has paid off, "and I think it might be worth a bit of analysis on the part of you independent TV stations to see where some network advertisers would be better off going selectively in your markets," Lawrence added.

In large, multi-station markets, Lawrence said, percentage of view-

ers is low for Nestlé programs. One program, for instance, was watched by five per cent of Toronto viewers, and at the same time, by 69 per cent of Sudbury viewers. And here, according to Lawrence, lies an opportunity for radio as a supplementary medium.

**RADIO CAN CAPITALIZE**

"It seems to me that radio stations can capitalize on this situation most readily - - radio gives the same basic type of presentation of the sales story as TV, and can be used to reinforce the TV image.

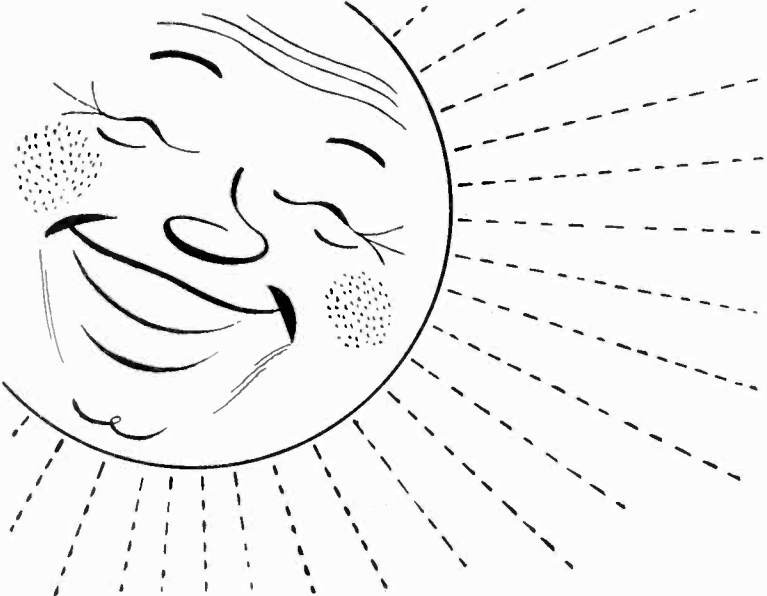
"It would be well worth the radio station's time to analyze the TV coverage of individual advertisers in their markets to see which advertisers need radio as a supporting medium to TV," he said.

Nestlé buys radio, Lawrence said, "for its low cost per thousand, plus its urban and rural coverage. To us, this is an extremely important advantage, and one which I don't believe the radio stations have stressed enough in their sales pitches."

Other attractive features: flexibility by days, seasons and regions; "tremendous frequency; and we also like the personal sell and the excitement we can generate in this medium," he said.

Summing up, Lawrence left broadcasters with a few requests "Keep us up-to-date on useful information from your market; keep us posted on programming improvements that you are making that will attract more audience to your stations.

"Use sound to sell for you. I think you can make much greater use of actual recordings in your sales presentations." Another suggestion: "Tell us how to use sound more effectively to sell for us. You people are the experts in sound . . . we'd like to know how we can use broadcasting media more effectively yet".



**Q.** *what's hot in the daytime?*

**A.** **CHEX-TV**  
**Peterborough**

**REPS:** *All-Canada in Canada*  
*Weed & Co. in U.S.A.*

**CKNX-TV WINGHAM**

Recognizes the demand for top flight film processing

They have chosen the

**HOUSTON-FEARLESS**

because of its reliability and matchless quality

*Alex L. Clark*

**LIMITED**

"Our Only Business Is Selling and Servicing Equipment"

3745 Bloor Street West

BEI Mont 1 - 3303

Toronto, Ontario

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

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

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

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

*Van Grant's*

**Technicolumn**

NOT LONG AGO the record industry discovered that simultaneous recording on two bands could produce a three dimensional effect, with great depth and realism. It began using two microphones, one on the left and one on the right side of the orchestra, and reproducing the two separate channels on a single tape. This is stereophonic sound.

Today, record pressers are going one step further, using three recording channels, with the third microphone placed so as to pick up the area where the sound overlaps between the other two. This is called *triple track*. The total sound from all three bands is reproduced in one, giving a better distribution among the instruments than has ever before been possible.

Multi-track recording has been used before by the movie industry. But RCA Victor is now making possible its application in the home.

CGE HAS JUST published the second edition of the Transistor Manual. This booklet contains basic information on transistors and their use in electronic circuits.

Also included is information on construction techniques of transistors along with their specification symbols.

Circuit diagrams for 29 different pieces of equipment range from a simple transistorized code-practice oscillator to a sun-cell triggered relay and a completely transistorized high-fidelity amplifier system.

The Transistor Manual is priced at 65c and can be obtained from the Electronic Tube Marketing Dept., Canadian General Electric Co., Toronto.

A NASHVILLE radio station has perfected a new device for its transmitter which it says gives a portable radio the tone quality of a concert hall.

The device is a combination electronic and acoustic echo chamber the size of a big refrigerator. WSIX's, general manager, Eugene Tanner, says that up to now, radio stations have tried to reproduce sounds exactly, without building them up or improving them. Now, he says, we have applied the techniques of the recording studio to broadcasting.

The net effect of the change, according to the station's program director, Bob Larimer, is a more resonant tone, without the flatness generally heard in radio broadcasting.

Another advantage, says Larimer, is that it increases the station's listening area without increasing the power output. The clearer tone fills in most of the blind spots in the outlying fringe areas.

MOTORISTS who enjoy car radios without the annoying hum of older sets can thank the transistor. RCA Victor says that the peanut-sized electronic wonder has entirely done away with the need for a vibrator, the gadget that used to do the humming and which was needed to help change the six to twelve-volt charge from the battery into about 250.

**J. M. WINTERS**

GENERAL MANAGER

**McMAHON & LARSON  
SALES LTD.**

Distributors of



*Larsons* **SWEDISH MILK DIET**

uses **CFRN - TV, Edmonton.**

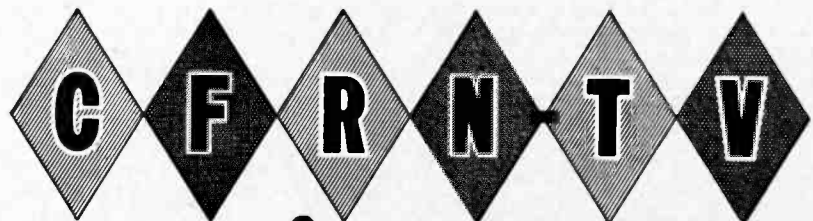
**"CANADA'S BEST FOR TELEVISION TEST"**

"Station co-operation from CFRN-TV was out of this world!"  
To dramatize the effectiveness of Larson's Swedish Milk Diet, Willis Advertising Limited recommended a TV Test Campaign in Edmonton to which the client agreed.



"Edmonton gave us a large captive market. This together with excellent co-operation from CFRN-TV enabled us to conduct a very satisfactory test. I cannot compliment the station co-operation too highly".

says J. M. Winters,  
General Manager of  
McMahon & Larson  
Sales Limited.



CHANNEL **3** EDMONTON

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

**CANADA'S BEST FOR TELEVISION TEST**



# SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts and People

Compiled by Ian Grant

## Television

**A**N INTERESTING situation involving co-sponsorship of two separate television series has developed in which Mil-ko Products Limited, Hamilton, Ontario and Whitehall Pharmacal (Canada) Limited, Toronto, Ontario will jointly pick up the tabs.

The first co-sponsorship is on a segmented basis and concerns the remaining 13 episodes of the All-Canadian show *Radisson*. It will be recalled that Mil-ko sponsored alternate weeks of this show last winter. Beginning November 2, 1957 and continuing for eight consecutive Saturday evenings from 7 to 7:30 p.m. over the English network of CBC television, Mil-ko will resume major sponsorship of *Radisson* with secondary commercials for Whitehall Pharmacal Products appearing on the last five of these eight episodes. Then for the next five Saturday evenings, until February 1, 1958, Whitehall will take over the five remaining episodes with secondary support being given to Mil-ko Products.

On Saturday, February 8, 1958 in the same time slot of 7 to 7:30 p.m. and over the same English television network, a new show, *Have Gun - Will Travel*, starring Richard Boone, will have its Canadian premiere and will continue under alternating co-sponsorship of Mil-ko and Whitehall for 39 weeks.

Advertising for Milk-ko Products is handled by W. A. McCracken Limited, while Whitehall Pharmacal (Canada) Limited advertising is directed by Young & Rubicam Ltd., Toronto.

**A**SERIES OF 39 films sponsored by Toronto Macaroni and Imported Foods Ltd., through Breithaupt, Milsom Ltd., featuring Italian language films with English subtitles, started on CHCH-TV, Hamilton, October 6.

The films are top rate Italian shows featuring such stars as Sophia Loren, Aldo Fabrizi, Gina Lollobrigida and Vittorio Gassman.

The commercials are in English and Italian and the films are chosen to appeal to both audience groups.

**U**NCLE BEN'S CONVERTED Rice, through Reynolds Advertising, will be starting a television spot campaign about mid-November on the French and English TV networks. Commercials are being produced by Robert Lawrence Productions.

**T**HE REMAINING third of the *Wayne & Shuster Hour* has been taken by National Carbon Co., through Locke, Johnson & Co. Ltd., for the remaining seven shows, the first of which is November 25.

The other two-thirds of the program are sponsored by Procter & Gamble, through Young & Rubicam Ltd., and Toni Home Permanent, through Spitzer & Mills. (CB & T, Oct. 3.)

**W**ARNER-LAMBERT, through Ronalds Advertising, are now co-sponsoring with Colgates the French TV network program *Le Théâtre des Etoiles* on Friday nights from 9.30 to 10.00.

The show started November 1 and will run for one year. Various Warner-Lambert and Richard Hudnut products will be used in the commercials.

## Radio

**A** SPOT CAMPAIGN to introduce the 1958 Mercury and Meteor cars started October 31 over 26 radio stations. The agency is Vickers & Benson.

**H**ENRY BIRKS (Ontario) Ltd., through Locke, Johnson & Co. Ltd., started a pre-Christmas campaign November 4 to run until December 24, over *Mary Martin's Musical Magazine* on CFRB. So far this is the only station being used, but there is a possibility that others may be considered.

**M**AGGIE CHICKEN Bouillon Cubes, a product of Nestlé Canada Ltd., started a concentrated radio campaign on CKNW, New Westminster, October 14, to run until December 16. The agency is E. W. Reynolds Ltd.

## Radio & TV

**O**NTARIO MACARONI, through Albert Jarvis Ltd., have just started a fall spot and flash campaign to run through until mid-December.

CFPL-TV, London and WBEN-TV, Buffalo are the TV stations being used, CKEY and CHUM, Toronto and CFCO, Chatham are the radio stations. If the campaign is successful prospects for expansion are good.

**P**LAYTEX LTD., through Ronalds Advertising, are currently running a radio and television test campaign.

The radio test, being made over CFRA & CKOY, Ottawa, started October 7 and will run until December 14. The television test is being made in Edmonton and Calgary over CFRN-TV and CHCT-TV and started October 7 to run for 7 weeks.

**S**TARTING NOVEMBER 11, Quick Home Permanent, through Ronalds Advertising, will run a spot campaign for one month in 22 English TV markets and a selective list of radio markets.

## Accounts

**R**E-ALIGNMENT of advertising agencies servicing Harold F. Ritchie & Co. Ltd., was recently announced by president, Robert Alexander.

MacLaren Advertising Co. Ltd. has

been selected to handle the company's toiletry products, Brylcreem and Silvikrin Shampoo.

McConnell, Eastman & Co. Ltd. will promote the proprietary products such as Eno Fruit Salt, Lucozade, MacLeans Tooth Paste and MacLean Indigestion Tablets and Powder.

Previously all of the company's products except Silvikrin were handled by Atherton & Currier Inc. The Silvikrin account was handled by MacLaren Advertising.

These changes will take effect December 1.

No revisions of current campaigns seem likely until after March 31 when the Ritchie Company's fiscal year ends.

Account executives at MacLaren's are John Venner, for Silvikrin and Andrew Kershaw for Brylcreem. At McConnell Eastman, the account is being handled by Walter V. Moroz.

## People

**R**ICK CAMPBELL, who has been the broadcast department director of Breithaupt, Milsom Ltd., since its inception, September 1956 is leaving to take over the same duties with Locke, Johnson & Co. Ltd.

Rick went to Breithaupt, Milsom from the CBC where he was a newscaster and commercial announcer on CBLT. Previous to that he did special events, news and deejay work on CHML, Hamilton.

As yet there has been no replacement named at Breithaupt, Milsom.

**D**ONALD C. GIBSON was recently made Product Manager - Tea Bags for the Salada division of Salada-Shirriff-Horsey Ltd. Prior to this appointment he was a brand manager with Colgate-Palmolive.

**J**ACK BEDFORD has been appointed account executive in the Toronto office of Batten, Barton, Durstine and Osborne, Inc.

He joins BBDO after having served as sales manager with the Dr. Chase Medicine Co. for nearly five years. Previously, he was employed as an account executive for about six years with Spitzer and Mills.

## Syndicated Shows

**A** NEW TELEVISION film series of thirty-nine half-hours will be available for Canadian markets by January 21, 1958.

The show, produced by Guild Films, is called *The Michaels in Africa* and is an African hunting adventure series starring the big-game authority George Michael along with his wife and two daughters.

The show was tested in the US by Young & Rubicam and described

as an all-round family program. It was shot on location in Rhodesia, East Africa, Equatorial Africa and the Kalahari Desert.

Canadian distribution is being handled by Caldwell Television Film Sales.

**C**JON-TV HAVE recently bought all the CBS-TV Western shows available in Canada, except *Gunsmoke*, already sold to Remington Rand.

The programs are: *Annie Oakley*, *Gene Autry*, *Range Rider*, *Brave Eagle* and *Champion*. Distribution in Canada is handled by Caldwell Television Film Sales.

**C**JOB, WINNIPEG has bought 728 transcribed dramatic shows to be used on nighttime radio. The package of 14 52-episode series includes: *Peril*, *The Big Squeeze*, *Adventure into Fear*, *Big City*, *Danger with Granger*, *Radio Novels*, *T-Men*, *It's a Crime Mr. Collins*, *Pathways to Freedom*, *Mystery House*, *I Sat in Judgment*, *Moment of Peril*, *White Coolies* and *Deadline for Danger*.

The shows are distributed in Canada by G. N. Mackenzie.

**C**FCN CALGARY, HAS just sold the local Safeway Stores one hour each day from Monday to Friday to run the hour long version of *Radio Novels*, distributed by G. N. Mackenzie. The series of 65 shows started November 4.

**C**JCB, SYDNEY has purchased 260 episodes of Johnny Neblett's fifteen minute show *So the Story Goes*. This series, distributed by S. W. Caldwell Ltd., will be used Monday through Friday over CJCB.

## Stations

**O**PERATING ON channel 5 with an audio power of 4,500 watts and video power of 9,000 watts, CJFB-TV, Swift Current, Saskatchewan will begin regular operation about December 1. It will be a supplementary station of the Prairie Region of the CBC English TV Network.

**C**HCA-TV, RED DEER, Alberta, will begin regular operation approximately November 15. It will operate on channel 6 with an audio power of 2,875 watts and a video power of 5,750 watts, and be a supplementary station of the Prairie Region of the CBC English TV Network.

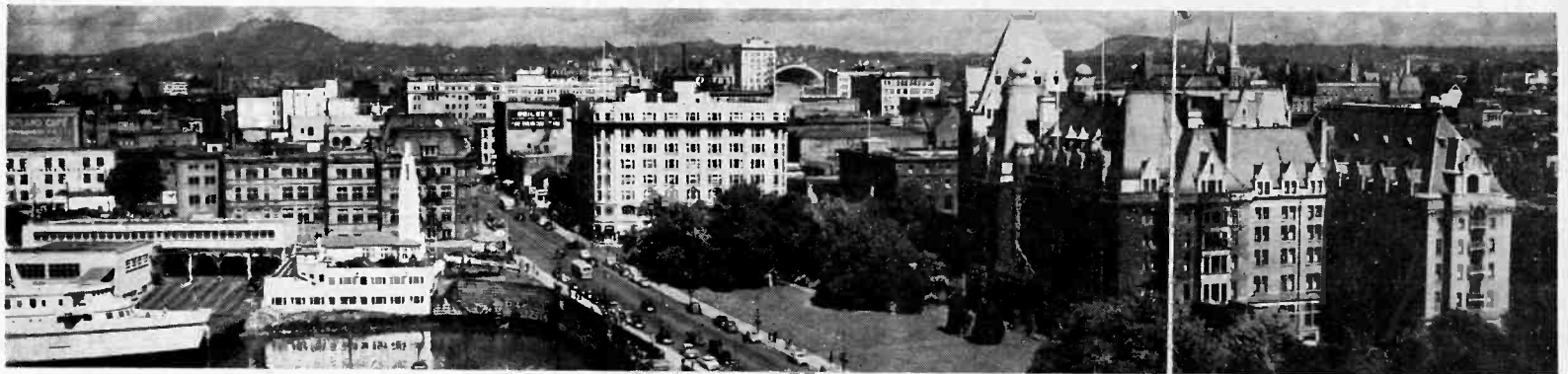
**C**ANADA'S ONLY full-time non-commercial radio station, CKUA, Edmonton celebrates thirty years of continuous broadcasting on November 22.

# 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



## Picture of a man changing his shaving cream

**H**IS FAVOURITE morning radio program just brought him up-to-date on shaving creams. And like most Canadians, he's alert to products with *plus* features.

Because radio is both flexible and mobile, even motorists are easily kept abreast of such developments. In the heart of the CFRB market, 6 out of 10 cars are radio equipped\*—and that means 224,220 car radios in the Toronto district alone. Of all new cars sold, 63% have radios.\*

In 1955, people in the CFRB listening area spent \$111,445,000\*\* for drug store items. A lot of money? Only a *fraction* of the area's more than 6 billion dollars buying power (after income tax).\*\*

CFRB—Canada's most powerful independent station—covers Canada's No. 1 market . . . where people's needs and

purchases are on a big scale. Call in a CFRB representative today to discuss a profit-packed advertising plan for getting *your* share of the sales.

\* based on Elliott-Haynes figures.

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

**RADIO REACHES YOU EVERYWHERE**

**CFRB**  
**TORONTO**

**REPRESENTATIVES:**

Canada:  
All-Canada Radio Facilities Limited  
United States:  
Young Canadian Ltd.

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