

*Canadian*  
**BROADCASTER**

Vol. 17, No. 9

TORONTO

May 8th, 1958

ALL ROADS LEAD to Mont-  
 real's brand new Queen Eliza-  
 beth Hotel and then s-t-o-p for  
 the CARTB Convention, May 11  
 to 14. Photo is by Harold Heron.

- WHO WON THE BEAVERS? 4
- 1958 PERSONNEL DIRECTORIES 59

# FACTS and FIGURES EVERY ADVERTISER SHOULD KNOW ABOUT RADIO IN CANADA

## CIRCULATION AND COVERAGE:

- \* There are over 7,500,000 sets being used in Canada.
  - \* 5,250,000 in homes,
  - \* 1,313,000 in cars,
  - \* 937,000 in other places.
- \*\* 96.1% of all homes in Canada are Radio homes.
  - \*\* 74% have 1 set,
  - \*\* 19% have 2 sets,
  - \*\* 5% have 3 sets,
  - \*\* 2% have 4 or more sets.

## SET SALES:

- \* Since 1954, Radio set sales have averaged 632,080 sets per year.

## LISTENING:

Average daily listening time per Canadian home in:

- \*\*\* Metropolitan Areas            3 hours and 37 min.
- \*\*\* Non-Metropolitan Areas    4 hours and 43 min.
- \*\*\* Canada Wide                    4 hours and 16 min.

The above figures of total listening time per Canadian Home are not potential, but actual listening.

## LISTENING BREAKDOWN:

- \*\*\* 6 a.m. to noon — 43%.
- \*\*\* noon to 6 p.m. — 36%.
- \*\*\* 6 p.m. to midnight — 21%.

## COST:

In terms of actual homes reached per dollars spent the cost of radio is lower than all other major media.

## FLEXIBILITY:

Radio offers maximum flexibility. In addition, Radio is a very adaptable medium.

Radio sells services and products for hundreds of satisfied advertisers throughout Canada. Have your Advertising Agency show you how radio can be used effectively in your present and future campaign.

\* Estimate based on DBS                    \*\* DBS                    \*\*\* BBM



*Radio Division*

SUITE 404 - 200 ST. CLAIR AVE. WEST, TORONTO 7, CANADA - TELEPHONE WA. 2-0502

BAB-Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Radio and Television Broadcasters.

*CBC Governors*

**DUNTON HINTS SECOND TV LICENSES**

THE FIRST INDICATION of a new licensing policy for radio stations in the light of the prospect of competitive television was given in Ottawa last month in the CBC Board of Governors' recommendations to the licensing authority.

The board recommended against the licensing of two new radio stations in Montreal and gave among its reasons "the prospect of additional television stations" in the city area.

The applications were from Geoff Stirling, president of CJON - Radio and TV, in St. John's, Newfoundland, for a new AM radio station with 5,000 watts power on 980 kcs; and from George S. Mooney, for a licence to establish a new AM Radio station at Dorval, a Montreal suburb, with a power of 5,000 watts on 1570 kcs.

In its recommendation, the board stated:

"After a thorough study of the services provided by the radio stations now operating in the Montreal area, and after carefully considering representations by these two applicants and by opposing existing stations, the board is not convinced that an additional station or stations would improve general service in the Montreal region. In the opinion of the board, an increase in the number of stations in a given area under present conditions is closely related to the problem of assuring reasonable standards of radio broadcasting, which has given the board much concern. This has particular application in metropolitan areas, where there are prospects of additional television stations."

During the hearing the applications were opposed by J. Arthur Dupont, owner of CJAD, Montreal, who reiterated past views that the advertising dollar in Montreal could not support another station. Mr. Stirling argued that by improved programming, new advertising sources would be created.

Mr. Stirling also offered to dispose of his interest in CJON and CJON-TV if the application for the Montreal station was recommended for approval.

**EARMARKED FOR CBC**

The board also recommended for denial the application for a new TV station in Corner Brook, Newfoundland, and new radio outlets in Corner Brook and Calgary.

Its recommendation against the TV application was made because of CBC plans to build its own TV station there.

In its recommendation against the radio station, the board stated it had not found a reason to change its opinion of June, 1955 that a second sound broadcasting station could not operate in this area, giving good broadcasting service, having in mind the development of television.

Both the radio and TV applications were submitted by George E. Hilliard, on behalf of a company to be incorporated.

The decision regarding the Montreal applications is considered to stem from the Fowler Royal Commission recommendation and the promise of Prime Minister Diefenbaker that the time was now ripe to permit more than one TV station in

metropolitan areas. This question is expected to be dealt with during the coming session of Parliament, which begins May 12.

**NO NEW CALGARY STATION**

The board also recommended denial of an application by Rundle Broadcasting Company of Calgary to establish a new AM radio station with a power of 5,000 watts on 1330 kcs. The board stated: "After considering representations by the applicant and by opposing existing stations, the board has not found a reason to change its opinion of June, 1956, that an additional station would not have a good effect on the quality of service in the area."

Two applications for power boosts were recommended for approval.

CHUM-Radio, Toronto, received recommendation for approval of its application for a boost from 2,500 watts daytime to 5,000 watts day, 2,500 watts night on 1050 kcs. The board said it was technically possible and would improve service if the station continued to "provide programming relating reasonably to the assurances given to the board in January, 1957."

CFAM-Radio, Altona, Man., received recommendation for approval of its application for a power boost from 1,000 watts to 5,000 watts on 1290 kcs.

Application for a 10,000 watt stand-by transmitter for CKAC-Radio, Montreal, was also recommended for approval.

Application by CFQC-TV, Saskatoon, for an increase in power from e.r.p. of 100 kw, video, and e.r.p. of 60 kw audio, on Channel 8 to 180 kw video and 100 kw audio was also recommended for approval.

The following financial applications were also recommended for approval: CFCN-Radio, Calgary: transfer of 4,000 common shares.

CHNS-Radio, Halifax: transfer of 1 common share.

CFGT-Radio, Alma, Que.: issuance of 5 common and 40 preferred shares.

CJAV-Radio, Port Alberni, B.C.: transfer of control to Kenneth Henry Russell Hutcheson.

The following deferments were also granted:

CKLB-Radio and CKLB-FM, Oshawa: change of ownership to Charles J. Henry on behalf of a company to be incorporated. At the request of applicant.

Hugh M. Tait, Woodstock, N.B.: license to establish new AM radio station at Woodstock. To provide an opportunity for hearing at the same time this application and another already submitted for this area.

*Newfoundland*  
**IS A GROWING Radio MARKET**



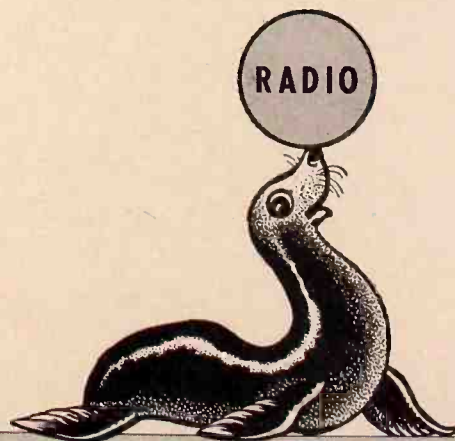
Skating Rink in St. John's, Newfoundland, is a popular centre.

**NEWFOUNDLAND NOTEBOOK**

Radio Sets in Use in St. John's, Newfoundland, are the highest of any city in Canada. 87.7% of all homes in the Province have Radio. (D.B.S.). Average "Sets-in-Use" is 53.9 (Elliott-Haynes Report). By comparison, Toronto shows 18.3, Montreal (Eng.) 22.6, and Vancouver 22.8.

Since 1949, Newfoundland families have had more money to spend than ever before. The buying population of St. John's is some 300,000, making it a market considerably higher than Halifax, and Sydney combined; and larger than London, Ont.

News — of weather, current events and marine happenings — is the most important single factor in the lives of Newfoundlanders. Less than 8% of the population buys any newspaper. But . . . at any time of the day . . . there is an average of 53.9% of all radio sets turned on.



**CLEAN YOUR FILMS WITH ECCO #1500**

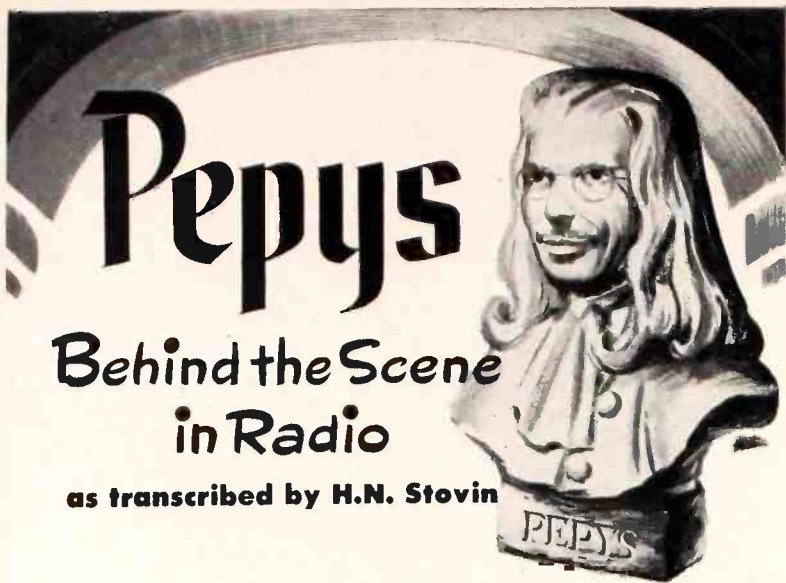
Anti-static film cleaner  
non - flammable — non - toxic  
recommended by leading labs

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

Represented in CANADA by **STOVIN-BYLES LTD.**

**CJON**  
RADIO — NEWFOUNDLAND

Represented in U.S.A. by **WEED & COMPANY**



While browsing through some publick journals this night, did chance on a picture of my old friend Rai Purdy, now in Scotland, and did find myself carried back to the early days of Radio; and to one of its great programs with a great sponsor; to wit, "Wrigley's Treasure Trail" ● ● ● Did lean back in my arm-chair and then smile at my thoughts until my wife inquired tartly why I was looking like a Cheshire Cat. Whereon I did remind her that she, too, must remember Rai Purdy at the microphone, and Al. Savage going through the audience with silver dollars, the two furnishing much good entertainment. Did to myself recall the time the lady, for five silver dollars, defined the word "sporrán", and how the gales of laughter did almost drive "Treasure Trail" off the network ● ● ● My wife did remind me that the commercials were always short and pleasantly done, yet listeners did always know that Wrigley's gum was wholesome for the entire family, as well as refreshing to the mouth, as indeed it still is ● ● ● Wrigley's have long been goodly supporters of Radio entertainment, with many fine shows both in Canada and the United States — and have told the story of their good products in many millions of homes over the years. And it does please me much to observe that they still give their support to Radio, using much of it today in daytime hours. And indeed how better can an advertiser reach housewives and children than in the daytime, especially in these times when a radio in almost every room in the home is the usual thing? ● ● ● Resolved that the next time some long-faced individual did tell me Radio was losing its advertising power, to hand him a stick of Wrigley's Spearmint gum and let him chew his own words along with it.

**STOVIN-BYLES Limited**  
MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

Radio Stations	Television Stations
CJOR Vancouver	KVOS-TV Serving-Vancouver-Victoria
CFPR Prince Rupert	CHAT-TV Medicine Hat
CKLN Nelson	CKOS-TV Yorkton
CKXL Calgary	CJBR-TV Rimouski
CJNB North Battleford	CKMI-TV Quebec City
CKOM Saskatoon	CKCW-TV Moncton
CJGX Yorkton	CJON-TV St. John's, Nfld.
CKY Winnipeg	CJOX-TV Argentina
CJRL Kenora	ZBM-TV Bermuda
CJBC Toronto	ZNS Nassau
CFOS Owen Sound	CMQ Cuba

# For Distinguished Service

## FIVE STATIONS WIN BEAVER AWARDS

TWO TELEVISION stations tied for top honors in this year's race for Beaver Awards, which are given for distinguished service to Canadian Radio and Television Broadcasting in 1957. The judges picked five winning stations for their achievements as reported in last year's issues of the CANADIAN BROADCASTER, and here they are, in order of standing.

Tied up in first place are CFCL-TV, Timmins, and CKCO-TV, Kitchener.

CFPL-TV, London came third.

CHWO-Radio, Oakville, was fourth.

CHNS-Radio, Halifax, was fifth.

The following three stations, while not given awards, were honorably mentioned:

CKNX - Radio and CKNX - TV, Wingham; CJON-Radio and CJON-TV, St. John's; and CFJR, Brockville.

### HERE ARE THE CITATIONS

The CFCL-TV, Timmins, Ontario, Beaver was based on an article entitled "The North Calls It Our Station", which appeared in the April 18 issue of the BROADCASTER. The citation reads: "For its wide variety of programs, including sixteen hours a week of live features, through which it is making itself an intrinsic part of the communities it serves."

CKCO - TV, Kitchener, Ontario, won its award for the program series, *Medical Library*, which was described in the issue of October 3, 1957, in the article - "Dispelling Dread Is The First Step To Healing". The citation reads: "For *Medical Library*, a series of ten live programs, produced by Douglas Geekie, of the Wellington County Board of Health, which dealt with the realism of diseases, from rickets to cancer, but in simple layman's language, calculated primarily to dispel fear."

CFPL-TV, London, Ontario, receives its Beaver for a "program with a purpose", described in an article entitled "AA Programs Are Human And Helpful", which appeared September, 1957. According to the citation, this Beaver was awarded: "For their help to those afflicted with the problem of alcoholism through the human and helpful program, *Twelve Steps*, devised and conducted by the Reverend Don Joyce".

Next on the list is CHWO-Radio, Oakville, Ontario, whose award was based on the article "No Crumby Programs For Oakville's Upper Crust", featured in the issue of June 20, 1957. This citation says the Beaver was awarded: "For courage in expanding the scope of its programs to include those whose interests lie in more serious music and an analytical treatment of world and local news."

The fifth Beaver goes to CHNS-Radio, Halifax, Nova Scotia, and is based on an article in the December 19 issue, entitled "Youngsters Themselves Make Teen Shows Click". The judges picked this project: "For a number of programs for young people, including *IQ Tournament*, *IQ Challenge*, *Your Children Sing* and *Uncle Cy's Talent Club*, pro-

duced by the youngsters under Program Manager John Funston, with an eye to combining entertainment and education."

The following articles were the basis of the honorable mentions:

CKNX - Radio and Television, Wingham, Ontario - - "Wingham TV And Radio Focus On Farmers". (August 22nd, 1957).

CJON-Radio and Television, St. John's, Newfoundland - - "Canada Will Hear Newfoundland Folk Music". (August 22, 1957).

CFJR, Brockville, Ontario - - "Parents Sit In On Student Broadcasts". (September 19, 1957).

### FIVE PROMINENT JUDGES

Five prominent people, representing a cross-section of Canadian life, again gave their services as judges. They were Claire Wallace, well-known news personality and commentator, now operating her own travel bureau; Mart Kenney, noted Canadian musician and orchestra leader; Carson Buchanan, former manager of radio station CHAB, Moose Jaw, Saskatchewan; C. W. (Bill) Wright, one-time radio representative, now operating his own business as a speech and sales consultant; and Dr. E. A. "Ned" Corbett, former director of the Canadian Association for Adult Education.

With the exception of Dr. Corbett, all these judges have been kind enough to give us their valuable services in past years. Dr. Roby Kidd, the present director of the CAAE, who has given us his assistance since we started the Beavers, was away in the East Indies on an educational project and Dr. Corbett kindly took his place.

It was the general opinion of the judges that, while fewer stations were nominated and fewer awards given than in the past, there is a healthy indication that stations are paying more attention to steady programming rather than one-time "stunts" which emphasize the spectacular and the sensational. It is their view that while radio and television broadcasters make valuable contributions to their communities in time of emergency and at times of national holidays, their most meritorious service is performed in the presentation of entertainment and information regularly, day after day, throughout the year.

To this paper, the annual announcement of the awards is rewarding and gratifying. It is our purpose to single out stations whose contributions have been major ones, contributions which might otherwise have gone unsung. We are fully aware that there are many more worth-while efforts which do not receive the attention and acclaim they deserve, because some stations, impelled by modesty no doubt, are hesitant to give their good works the publicity they deserve.

No "presentations" are required for Beaver Awards. Beavers are based on stories and articles which appear in this paper throughout the year.

# Canadian BROADCASTER

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(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

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May 8th, 1958

## Conventions Breed Co-operation

THERE is something significant about the fact that the advertisers and the broadcasters are each holding their annual conventions this month, because the success of the broadcasting industry lies largely in the fact that it has always worked in such close co-operation with the advertisers. Old style pressure selling, in advertising especially, went by the board long years ago. In its place has grown up a system of co-operation, under which the advertising media, the agencies and the advertisers combine their respective brain power to the end that the best may be forthcoming for all concerned.

It is along these lines that there has come into being the system under which research and other projects are conducted on a three-way partnership basis, a partnership between the three interested groups.

The prize example of the system in broadcasting is the Bureau of Broadcast Measurement, operated by the industry, the agencies and the advertisers. The advertisers' ACA and the agencies' CAAA have a standing joint committee on radio and television. This year the CARTB is following past precedent by inviting the advertisers and the agencies to a day of radio and television panel discussions.

This spirit of co-operation augurs well for the continued progress of everyone interested in this sort of advertising. With the country facing broad economic changes, with the coming of a new government, it is actually of national importance.

Most people realize by now that prosperity can best be attained, not on the basis of "what else can we do without?" but rather "what else can we buy?" In other words, Canada has grown to greatness because of our national tendency to buy new cars, fur coats, appliances and everything

else before we absolutely need them. This means that merchandise has to be sold, production has to be stepped up to fill the demands, and back of it all, advertising has to create the demand to justify the production.

Of equal importance to the harmonious relationship which exists between all facets of advertising is smooth working from within the industry itself. People who prosper in a progressive industry are the people who are big enough to look beyond their own communities out at the entire industry, knowing that if they work for the good of that industry to the point where it prospers, they will prosper as a part of it, however small that part may be.

People who are inclined to sneer at the North American system of conventions should take another look at the part they play in their own industries. It stands to reason that people who work at the same business, year in and year out, although they are apart from a geographical standpoint, are bound to have differences of opinion from time to time.

Conventions, and only conventions, enable them to meet on the conference floor, or in a bedroom with a glass in their hands for that matter. They can talk things over face to face, call each other the odd name if it will relieve their feelings, but come out of it all with a closer understanding of one another's problems.

It is with these few random thoughts that we sincerely dedicate this issue of our paper to the two important associations which are about to meet. May cordiality abound, and out of it may there grow a spirit of mutual understanding which is the sound basis for progress, prosperity and success.

### News Briefs

EFFECTIVE APRIL 25, Bruce Butler has resigned as general manager of Jos. A. Hardy & Co. Ltd., radio and TV station reps, to open his own office as Bruce Butler & Associates Ltd. Joining him in the new venture are Ted Pepler and Alex Stewart, who will sell and service radio and TV stations in Toronto and Montreal.

Announcement of stations to be represented by the new organization will be made shortly.

Butler's temporary head office is located at 82 Royal York Road N., Toronto 18. The telephone is BELmont 1-0701.

ART HARRISON advises that he has been appointed manager of Jos. A. Hardy & Co. Ltd., Ontario Division, effective May 1. Harrison, who is 41, succeeds Bruce Butler, who has resigned. For the past five years, he has been manager of the radio division of H. N. Stovin & Co. and Stovin-Byles Ltd. Previously he was sales manager of CKBB, Barrie. The Hardy office in Montreal will continue to be managed by Guy Daviault.

R. T. "BOB" BOWMAN has taken over the duties of general manager of Radio Station CFBC, Saint John, New Brunswick having acquired a financial interest in the company, it has been announced by the directors of Fundy Broadcasting Company. Bob previously managed the station from 1949 to 1954.

L. D'EON who left his job as sales manager of CKOC, Hamilton, two months ago to take up the position of commercial manager at CHUC, Cobourg-Port Hope, has been appointed general manager of that station, effective immediately.



## A New Market

# RADIO OPENS THE DOOR TO A MILLION NEW CANADIANS

By Brian Swarbrick  
Staff Writer

**D**URING THE past thirteen years, practically since the day the Second World War ended, a unique new buying force has been building in Canada. It is now made up of more than a million people, who — at least at first — can speak little or no English or French, who are largely unfamiliar with products and brand names which are household words to the rest of us — and yet who want to assimilate and who are eager for the advertising message which tells them what to buy.

The group is, of course, our New Canadians: the Germans, Italians, Dutch, Poles, Hungarians, Ukrainians and others from Continental Europe who will pour into this country at the rate of about 14,000 a month during 1958.

Only two key media seem the logical choices to do the job. One is the ethnic press. The other is radio.

"There are three definite periods of communication with the New Canadian," says W. A. Hoellige, a Toronto public relations consultant specializing in the foreign language market. "The first stage is when the prospective immigrant is still in Europe; the second is the first few months in Canada; and the third is a continuing period that could last all his life — as long as he still has Continental ties.

"While he is still in Europe he is exposed to multilingual literature distributed by the Department of Immigration, which is largely of an



W. A. Hoellige

informative and public relations nature. About the only advertising as such which he sees is that put out by major industries; perhaps a brochure by an oil company which tells him

about motoring in Canada.

"The important stage," says Hoellige, "is when he arrives in Canada, and the period immediately after his arrival. The new Canadian needs information; he cannot read newspapers and he cannot afford television. The radio is one of his principal sources of knowledge about his new country. Perhaps he may only wish to know where to buy a particular food he was used to in the old country, but in seeking this information in radio or the ethnic press he learns of a thousand other products which are also available to him."

### RADIO FOR FAMILIAR MUSIC

Hoellige pointed out some of the unique viewpoints of the foreign language buyer. "Because of emotional attachments with his homeland, one of his first purchases will be a radio. He wants to hear familiar music. He wants to have ties with Canada in a language he can understand. He wants Canadian products which he will soon be buying described to him in his native tongue, in familiar accents. And for that reason, nationally advertised products — such as automobiles, brand-name household goods and so on — which he sees advertised in other media are doubly implanted on his mind if he also hears them described in his own tongue on the radio."

The third stage, according to Hoellige, comes when the New Canadian has lived in the country for some time. By this time he is completely integrated into Canadian life, conversant with the language, but still prefers certain products either not made in Canada or made according to European preferences. These products are advertised almost exclusively in foreign language radio programs and the ethnic press.

### MORE FOREIGN PROGRAMS

Foreign language broadcasting has, obviously, boomed in the last few years. A survey by the CARTB, just completed, shows that 52 of its members regularly program in some other language than English or French. In 1955, only 27 reported that they carried foreign language programs.

Dominion Bureau of Statistics figures show that 80 per cent of the immigrants to Canada in recent years have settled in urban areas, with 50 per cent locating in Southern Ontario, mostly in the heavily-industrial island comprising Toronto and Hamilton. This is borne out by the foreign language broadcasting in Toronto. CKFH programs 20 hours a week in nine different tongues. CHML has about two hours daily in six languages. There is no location across the country which has no foreign language programming, although, as the DBS statistics indicate, the broadcasting is concentrated where the largest groups of New Canadians have migrated.

Most of the programs are recorded continental music, although some stations feature local, ethnic and old-country news and sports. Usually

commercial time is sold to the individual producer, who in turn sells spot announcements to manufacturers of products of particular interest to certain ethnic groups, such as spaghetti in an area with a strong Italian settlement.

However, a growing interest is developing among national advertisers in this market, according to Gordon Keeble of S. W. Caldwell. No national advertiser has made a move yet, though.

"They are all waiting to see what happens when someone else tries it," Keeble said.

### RATINGS WON'T WORK HERE

One of the drawbacks is the lack of accurate ratings. Since the samples are based on either English or French-speaking audiences, all deductions about the listening habits of ethnic groups are inconclusive.

"The trouble is," says Keeble, "that an audience rating reflects the listening habits of 100 per cent of the population. A foreign language program may be aimed at only 15 per cent — and the rating doesn't tell the advertiser what portion of that 15 per cent is getting his message.

Caldwell's have so far developed three foreign-interest programs, and are considering several others. So far none of these has worked into a regional or national campaign, but they are getting local sponsorship.

One is an all-English program, *English by Radio*, which uses various techniques to help New Canadians brush up on the language. The second is a news commentary in English, German and Italian, and the third is an answer-man show in which various experts and authorities reply to submitted questions by New Canadians on domestic topics.

### Union Resents CBC Lay-off

**T**HE INTERNATIONAL ALLIANCE of Stage Employees (IATSE), has charged that the CBC's lay-off of 32 Montreal members of the union was "pure reprisal" brought on because they took part in a five-day strike against the CBC last January.

The CBC said it had dismissed 17 assistant carpenters, and had laid off 10 machinists and five painters. It said the dismissal of the carpenters followed an agreement with IATSE that the "Assistant" category would be abolished. Twenty-eight men had been originally affected but it was possible, the CBC said, to keep 11 of them.

"It is not probable the 17 will be hired again," it added. The painters and machinists were laid off due to "seasonal diminishing of work volume," and would likely be re-hired in the fall.

The union says the dismissals are unjustified, since only Montreal workers are affected. It charges that the men were let go after they went out on strike protesting that they were required to do jobs outside their own trades.

## From a WHISPER in 1923 . . .



To a Voice in '58 that PENETRATES the largest trading market in Saskatchewan.

Buy this far-reaching market with  
Radio CFQC.

### CONTACT OUR REPS

Radio Reps - Canada  
Young Canadian Ltd. - USA

CFQC  
100.00  
100.00



THE RADIO HUB OF SASKATCHEWAN

# Radio & Television Sales Inc.

**BIG AND  
SMALL  
WE  
SELL  
THEM ALL**

- VOCM** ST. JOHN'S — Soon 10,000 watts.
- CJQC** QUEBEC CITY — Only English voice of Old Quebec.
- CKBM** MONTMAGNY — Speaks to the Quebec Farmers.
- CKTR** THREE RIVERS — Soon 5,000 watts.
- CFDA** VICTORIAVILLE — Quebec's 7th Major Market.
- CKVL** VERDUN - MONTREAL — Soon 50,000 watts.
- CHUC** COBOURG - PORT HOPE — Opening a brand new market.
- CHUM** TORONTO — Soon 5,000 watts.
- CHWO** OAKVILLE — Serving Rich Suburbia.
- CFRS** SIMCOE — Voice of the Tobacco Farmer.
- CJSP** LEAMINGTON — For Canada's 7th market.
- CHEK** CRANBROOK — 75,000 new customers in B.C.'s East Kootenays.

Also Representing  
Leading U.S. Radio  
& Television  
Stations in Canada

*Andy  
McDermott*



Keith Kearney  
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Emery Richmond  
Montreal

## **RADIO & TELEVISION SALES INCORPORATED**

10 ADELAIDE STREET EAST, TORONTO  
Tel. EM. 6-8944

1543 CRESCENT STREET, MONTREAL  
Tel. BE. 7042

*Executive Training*

# PAST PERFORMANCE IS THE KEY TO HIRING PERSONNEL

"HIRING PERSONNEL on their outward appearances and their personalities, is one of the biggest mistakes being made by business today," says Jack McQuaig of the McQuaig Institute of Executive Training. "What you must do is hire him on his character."

McQuaig was speaking to about 75 executives and personnel managers from industries ranging from oil companies, insurance firms, electrical appliance manufacturers and broadcasting at a two day manpower clinic in Toronto last month.

McQuaig said he wondered if the people responsible realized that if you consider salary, expenses and training costs, "you invest about

\$250,000 of the company's money when you hire a career man." That he said is a lot of money in any business.

"Unfortunately it is impossible to appraise a man by looking at him and talking to him briefly. This type of interviewing is inadequate for the following reasons: The complete facts are not revealed. There is no basis for interpreting those facts which are revealed. All interviews are prejudiced about people. The interviewer has little knowledge of personality development and the drives and motives behind human behavior. Much human behavior develops in the subconscious. Past environment influences personality development.

**PAST PERFORMANCE COUNTS**

McQuaig then presented his own interviewing method. The theory behind it is that personality traits develop early in life and that men do not change in temperament and

basic characteristics, to any large degree, after the age of 18.

"The best way to understand men and predict their success on the job is to have complete knowledge of their past performance. From this performance we can discover their habits of behavior and thereby predict approximately what they will do in the future," he said.

Interviewing does not call for super intelligence, but it does require four things:

- (1) The ability to inspire confidence in the interviewee and get him to talk.
- (2) Some knowledge of personality and character development and human behavior.
- (3) Knowledge of the questions to ask to get required facts.
- (4) Ability to interpret facts with sound judgment free of personal prejudice.

An adequate appraisal of character and personality needs a review of a man's history from early life to the present time. All this requires study in the following areas: Family; Education; Social; Hobbies; Economic; Work; Health; Religion; Military.

"When you feel you have all the information on the interviewee you have to appraise him. I suggest that,

when doing this, you look for these qualities."

**Attitudes** — towards working, especially for you. Find out whether he is ambitious or whether he is looking for a soft job with good money.

**Motivation** — Will he work?

**Stability** — Is he steady and able to keep up with the pace of work?

**Maturity** — This is best explained by comparing him with the immature person who is dependent on others, possesses a lack of control, self-centered, pleasure minded, has poor judgment, has no regard for consequences and is a show off.

**Aptitude** — The ability to get along with people to the extent that he can inspire confidence in them and influence them. He may also have mathematical and mechanical ability.

**TECHNIQUE OF INTERVIEW**

"There is an approach to conducting this interview and it can only be developed with experience, but I would suggest the following pattern," McQuaig said.

- (1) Approach it with an open mind and without preconceived opinions.
- (2) Keep your appraisal of the man separate - - separate from the description of the job. If he wants to

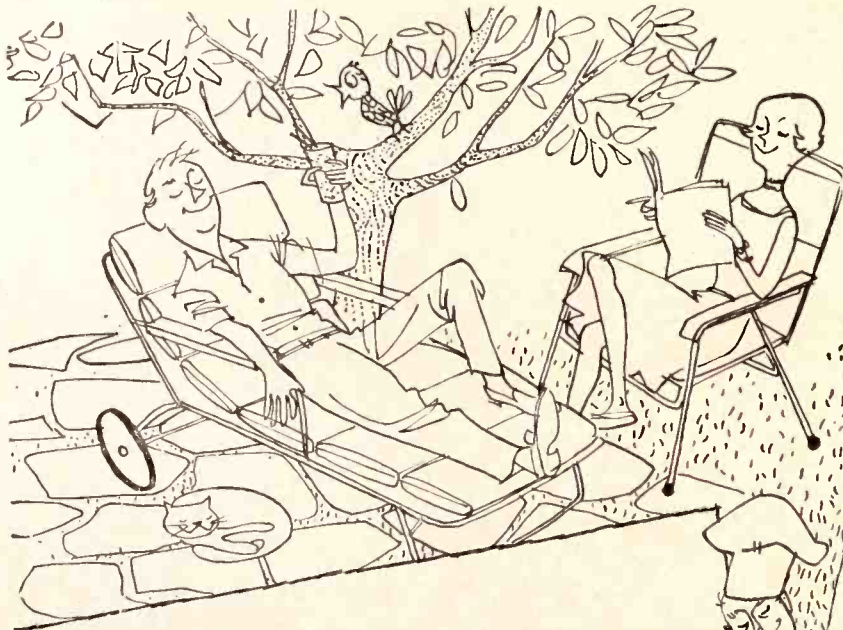


Jack McQuaig

**CLEAN YOUR FILMS WITH ECCO # 1500**

Anti-static film cleaner  
non - flammable — non - toxic  
recommended by leading labs

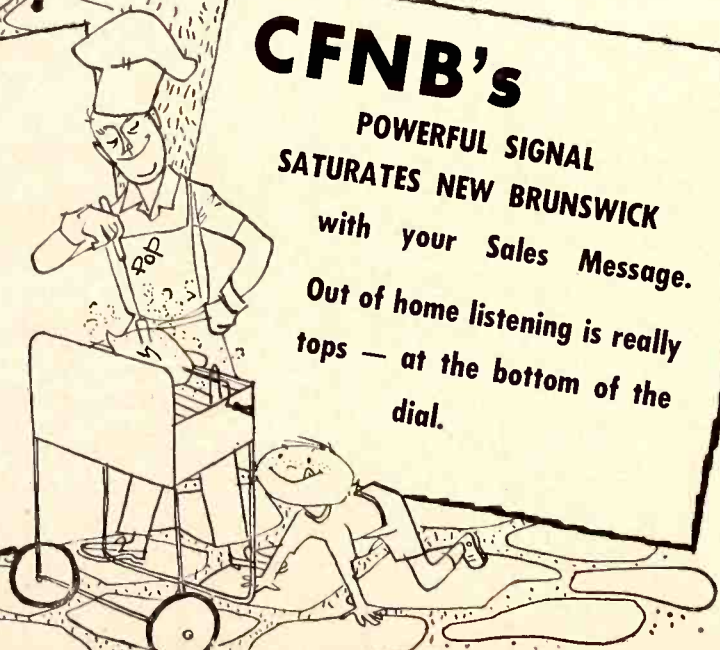
**CALDWELL EQUIPMENT CO. LTD.**  
447 JARVIS ST. TORONTO



See: The All-Canada Man,  
Weed & Co. in the U.S.A.

**IN THE GOOD OLD SUMMERTIME**

**CFNB's POWERFUL SIGNAL SATURATES NEW BRUNSWICK with your Sales Message. Out of home listening is really tops — at the bottom of the dial.**





## "Make the hiring of men important"

know about the job you have to offer. Get somebody else to tell him before or after.

(3) Build up his confidence - - conduct the interview where he will feel at home. Make him feel you are stupid and he will reveal facts to you because he doesn't think you know what you are doing.

(4) Start on familiar ground - - don't start in by asking about his family. Start with his previous experience.

(5) Take sufficient time.

(6) Be non-directive - - appraise him strictly on his history.

(7) Avoid trick methods - - like the applicant, who, as soon as he walks into the interviewer's office, gets confronted with "Jones you will never make a good man. You are just wasting your time". The idea is to see whether he will stand and fight or turn and run.

(8) Avoid leading questions - - make sure that when you ask a question you don't answer it at the same time. If you produce a better answer than he has, he will use it.

(9) Pay little attention to his claims, appearances and congeniality. Make him back up his claims with examples and then explore them.

(10) Account for all his time - - if there is a period of six months missing out of his work history, find out what he was doing.

(11) Explore unusual circumstances thoroughly.

(12) Avoid criticism - - for instance, when he's talking about his previous jobs don't tell him what he should

have done.

(13) Check inconsistencies in his history.

(14) Investigate all areas in applicant's life.

(15) Make sure you get an answer to each question.

"When something turns up during the interview that makes you decide without a doubt that he is not the man for you, finish it right there," he said.

### WHAT TO WATCH FOR

During any interview there are ways in which the interviewee can foul things up. I suggest you watch for the following."

(1) Attempts to conceal all the facts - - he might attempt to leave out the bad and just mention the good things.

(2) False statements - - these can be made about qualifications.

(3) Shifts in conversation - - if this occurs follow it up and find out why he doesn't like the topic or question.

(4) Repeated reference to one thing - - for instance if he repeatedly tells you he is a hard worker, the reverse is probably true.

(5) Beware of the halo effect - - if everything is too good, start looking for the bad things.

(6) Avoid jumping to conclusions.

McQuaig said that when hiring a man there were numerous ways to go about it, but there were a few steps that should always be included.

Use an application blank in all cases and keep them on file.

Have a preliminary screening in-

terview to eliminate those who are unstable and immature.

Use psychological tests. They are helpful, but only provided they are used with discretion.

Reference checks - - when you reach a conclusion about an applicant, check it. Do not pay any attention to written references and beware of "guilt-edge" portfolios. Get out and check on your applicant with the man who was his immediate superior. He will have a lot of valuable information about him. You can, of course, ask him the \$64,000 question, "Would you hire him again?" If a visit is impossible, call him by phone, long distance helps, because

these calls always get answered. Also get references from his friends.

Finally, McQuaig said that, to hire the best men it is necessary to:

(1) Get the company executives personnel minded.

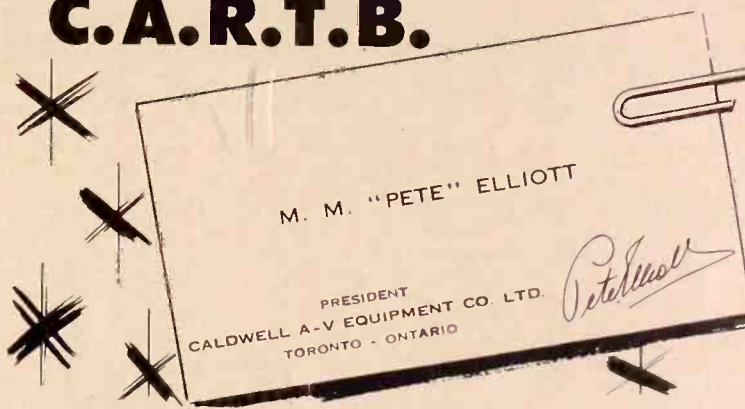
(2) Make the hiring of men important.

(3) Make it impossible to hire a man on hunches and personal opinion.

(4) Have a routine procedure for everybody.

(5) Use all the available tools and methods to get information on the applicant. Then use your brain and judgment for selection.

## SEE YOU AT THE C.A.R.T.B.



### United States Representatives for:

- CKLB, Oshawa, Ontario
- CHUM, Toronto, Ontario
- CKSF, Cornwall, Ontario
- CKCR, Kitchener, Ontario
- CJIC, Sault Ste. Marie, Ontario
- C-FUN, Vancouver, British Columbia

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A National Selling Force

qualified . . . competent . . . responsible

## Atlantic Convention

# JAMIESON NAMED PRESIDENT AT AAB BULL SESSION

By Dick Lewis

THERE WERE NO keynoters or expert speakers at this year's meeting of the Atlantic Association of Broadcasters which met under the chairmanship of President J. Arthur Manning, CKCL, Truro, at the Fort Cumberland Hotel, Amherst, N.S. April 21-2. Instead, members, associate members and guests exchanged ideas and problems on such topics as business trends, programs and costs.

The first session, chaired by E. Finlay MacDonald, CJCH, Halifax, brought forth comparisons of busi-



**DON JAMIESON**, of CJON-Radio and CJON-TV, was elected president of the Atlantic Association for the coming year. He was also nominated to serve as Broadcast News Director for the Atlantic Region for the third successive time.

ness volume in the first three months of 1958. It was found that national advertising revenue was up in four major areas and down in three others. Local advertising showed an upward trend, especially in the smaller markets.

In the first afternoon's session, chaired by John Funston, of CHNS, Halifax, the stations discussed problems revolving around programming personnel, and the advisability or otherwise of programming to minority audiences. They also explored the advantages of sharing actuality broadcasts on a network basis.

Don Jamieson, CJON, St. John's, Newfoundland, chaired the third panel on the second morning and led the delegates into a discussion of operational problems and other "loose ends". This led into such topics as costs, programming, staffing problems, surveys and library services.

Don Jamieson was elected president of the Association for the coming year and other officers chosen were Jack Lewis, CKEN-CFAB, Kentville-Windsor, first vice president; Bob Large, CFCY, Charlottetown, second vice president; and Tom Tonner, CKCW, Moncton, secretary-treasurer.

A committee of trade press and news service representatives chose President J. Arthur Manning as the winner of the Canadian Broadcaster Press Table Trophy, which is awarded by this paper at each regional convention to the representative of the member station or

associated organization who makes the greatest contribution to the convention. This trophy takes the form of a portable typewriter in a carrying case.

### BROADCAST NEWS MEETS

Besides his election to the presidency of the Atlantic Association, Don Jamieson was nominated for his third term as Atlantic Region Director to Broadcast News Limited. This took place at a meeting held by Broadcast News in conjunction with the AAB Convention.

During this meeting, which was chaired by Charlie Edwards, with Don Covey acting as secretary, the question of news make-up was dealt with in considerable detail.

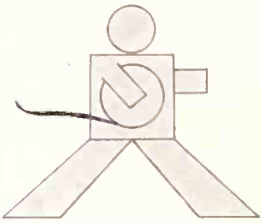
On the question of style, Covey explained the standards in use by Broadcast News and invited criticisms and suggestions for improvement. This was the opening shot in BN's cross-country project to establish a writing style satisfactory to all their stations.

Jack Brayley and Ed Smith, of BN's Halifax Bureau, joined Edwards and Covey while the operation of the Broadcast News federal election report was explained and discussed.

The perpetual question of week-end coverage came up again and Edwards reiterated his request to stations to file their copy to the nearest BN point for distribution over the circuit. This was particularly desirable, he said, between Saturday noon and Sunday night.

Systems employed in connection with sporting events and weather reports were also examined.

## EXCLUSIVE SERVICE FOR TELEVISION FILM



Our capable staff handles all the details so important in television, industrial and educational film servicing.

Editing, print control, shipping and bicycling, storage — those vital things that make for smooth operation.

Write for our descriptive literature today.

### SPONSOR FILM SERVICES CORP. LTD.

443 Jarvis Street • Toronto  
Telephone WALnut 2-3159

The greatest  
French advertising  
medium  
in  
Quebec

300 000 KV  
**CHLT-TV** CHANNEL 7

SHERBROOKE  
We cover  
the Montreal market

## Spend One Billion On Radio Since War

WHILE MANUFACTURERS continue to dream up new methods by which radio sets can be sold, the sale of sets in Canada continues to rise. In a release prepared for the Canadian Radio Week Committee it

shows that since the end of the last war Canadians have bought 8,500,000 radio sets, nearly two and a half times as many as in the previous twenty years.

Since 1925, the release says, Canadians have spent an estimated one billion dollars on radio receivers for their homes and cars. At an average of \$77 a set they will put out another \$57,750,000 in 1958.

To back the claim of a large potential market still available, the release says that there are no less than 161,000 homes in Canada without radio at all, and nearly 3,000,000 with only one set. Also there are 53,000 television homes without radio.

In the car radio end it states that last year 722,000 sets were sold as opposed to 979 in 1943.

The manufacturers are producing a variety of new models, including tiny transistor portables, FM tuners, clock radios, calendar radios, travel radios with special antennas, executive and hospital radios as well as battery powered radio phonographs.

With all these facts in mind, fourteen major manufacturers, members of the Radio-Electronics-Television Manufacturers Association of Canada, in co-operation with the CARTB and the CBC, are focusing public attention on radio during Canadian Radio Week which started May 4 and finishes May 10.

## The BUREAU of BBROADCAST MEAUREMENT

looks forward with pleasure to meeting its members and friends at the Annual Conventions of

ACA - Toronto - May 5 - 7, 1958

CARTB - Montreal - May 11 - 14, 1958

All members and associates of ACA, CAAA and CARTB are cordially invited to attend the BBM annual meeting at our luncheon in the Queen Elizabeth Hotel, Montreal, Monday, May 12.

Our national surveys are accepted by the Industry as Canada's Number 1 Reference for Audience Measurement.



96 EGLINTON  
AVE. EAST  
TORONTO

A non-profit organization operated by and for Advertisers, Agencies and Broadcasters.

Response to

# "THE BIG SOUND"

has been tremendous!

It is today's answer to so many of  
today's programming needs -

that is why radio stations from coast  
to coast are hearing it and buying it!

If you haven't yet heard **"THE BIG SOUND"**  
be sure and have it auditioned for you while  
you are at the CARTB convention!



PROGRAM DIVISION

**ALL-CANADA RADIO AND TELEVISION LIMITED**

Montreal • Toronto • Winnipeg • Calgary • Vancouver

*Advertising*

# THE ECONOMY DEMANDS THAT PEOPLE AND GOODS BE BROUGHT TOGETHER

by Ian Grant

A HEALTHY ECONOMY depends upon one man being able to supply a product and another being able to buy it - - and the job of advertising is to bring these two men together, said Allen T. Lambert, vice-president and general manager of the Toronto-Dominion Bank, in his talk "The Contribution of Adver-

short study of Consumption Expenditures in Canada, made last spring for the Gordon Commission, by Professor David Slater of Queen's University, will shape the thinking of Canadian advertising men and sales executives in their approach to all marketing matters in the future.

Professor Slater wrote on the opening page, "the growth of the economy as a whole and the growth of various industries depends on the behavior of the Canadian consumer, and, in most matters, the individual consumer is considered to be the best judge of what is in his interests."

Mr. Lambert said he did not agree with this. "To hear some people talk," he said, "you would think that the consumer has an obligation to buy - - yes, and go into debt doing it. I believe, rather, that the onus is on the supplier of the goods and services to see that he offers things so useful and appealing the consumer is persuaded to buy them. But, if we wish the economy to operate at a high level we should be concentrating on providing the things people want at prices they consider attractive."

### BRINGING GOODS TO PEOPLE

At this point he introduced the role of advertising. "It is not enough that goods and services are available that people want," he said. "The goods and the people must be brought together. This is the job

advertising has to do.

"At present," Lambert said, "the average Canadian spends about 94% of the income he actually receives, and saves the remaining 6%. In his study, Professor Slater predicts that over the next two decades or so we may expect to see some reduction in the proportion of his budget which the average Canadian spends on necessities of life such as food, clothing and shelter, but the change will be small. This is a modification of the long held view that, as incomes rise and leisure time increases, people tend to spend less on necessities and more on pure luxuries.

"In the last few years, of the total personal expenditures by Canadians 27% has gone for food, 12% for clothing and personal furnishings and 23% for household operations and rent. By 1980 it is expected that household operations will take about the same portion but that food and clothing will take less, possibly 24.5% and 11% of the family budget respectively.

"We hear quite a bit these days about the change in the age structure of our population. It may be of some significance in the next few years, while the war and postwar baby crop is growing to maturity and swelling the ratio of minor dependents to working population. For example, the sales of babies' and children's food and clothing items have risen sharply along with the rise in the birth rate, but with no noticeable increase in total family spending for food and clothing. It can only be assumed that babies' diapers and shoes have won out over Mother's new coat and Father's new hat, and that the pabulum requirements have cut down on the thickness of the steaks being served or possibly caused a substitute to be used.

"If people are going to spend such and such a percentage of their incomes on predetermined classes of requirements and are not likely to stray far from them, is the role of advertising only to try for a better share of an established market? And

is this at the expense of a competitor, who it is hoped will advertise less well, or better still not enough, or not at all? Certainly I do not place such limitations on advertising.

Mr. Lambert said that the problem goes much further than this. Martin Mayer, in his book "Madison Avenue USA," said that the function of advertising can most sensibly be thought of as actually adding value to the product.

### STIMULATING DESIRE

"Perhaps one of the main ways in which this sort of contribution can be made", Lambert said, "is by stimulating interest and desire on the part of the consumer. This makes the product itself more attractive, and it gives the individual a stimulus to increased effort in order to place himself in a position to secure goods which he sees so attractively advertised. It is no coincidence that it is in the English-speaking countries, where advertising plays such an important role, that we also have a higher standard of living. Nor is it a question of seeking value in material things rather than in aesthetic things, for advertising is on both sides of this fence.

"There are limitations", Lambert said, "to what advertising can do. Mayer says, most brands of a particular type of product cannot exceed a certain fairly definite maximum share of the market no matter how much they are pushed. Advertising cannot increase sales for a product if there is an overall trend against it. He also says that most successful campaigns take advantage of some tendency that already existed, and most important of all, advertising cannot maintain sales of a poor article."

In conclusion Lambert said, "successful advertising and marketing must be related to qualities in the product that make them attractive to the consumer. Rather than placing the responsibility on the consumer to continue spending at a high level I prefer to place the accent on imaginative efforts to meet consumer wants as a means of keeping the economy working the highest possible level. I believe that advertising can make a valuable and important contribution to this objective."



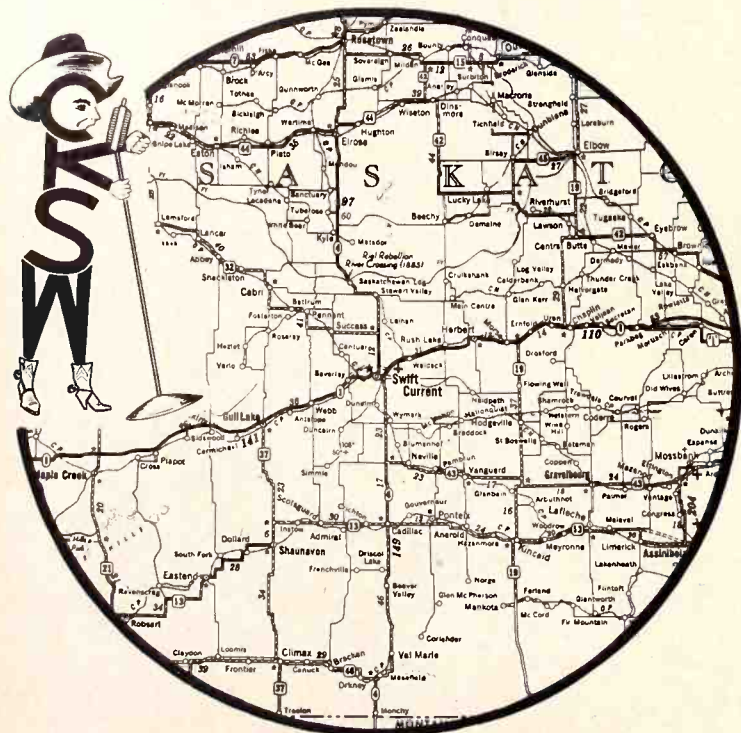
Allen Thomas Lambert

tising to Economic Progress", to the Advertising and Sales Club in Toronto last month.

Mr. Lambert said he felt that the

### SLIM SAYS:

REACH A CAPTIVE MARKET OF OVER 75,000 PEOPLE WITH ONE SALESMAN!



CKSW serves a captive market of 75,000 people in the business, industrial, oil and agricultural centre of Southwest Saskatchewan. This vital area controls over one-fifth of all Saskatchewan's farm income. Swift Current is consistently higher in retail sales per capita than any other city in Saskatchewan.

# CKSW

SWIFT CURRENT, SASK. REPS.: RADIO REPRESENTATIVES LTD.

### ANNOUNCING

Radio & TV Sales Inc.  
as National Reps.

for

# CHUC

Cobourg - Port Hope

See you at the CARTB

Convention in Montreal

### CLAY HAWKINS

CLAY HAWKINS, sales manager of CKNW-Radio, New Westminster, died in hospital, April 17 at the age of 39. He had contracted virus pneumonia the week before and had been in hospital since.

Mr. Hawkins was former sales manager of CKY-Radio in Winnipeg, and had previously worked in the broadcasting industry in the Calgary area.

He is survived by his wife, Mildred, and one son.

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

MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

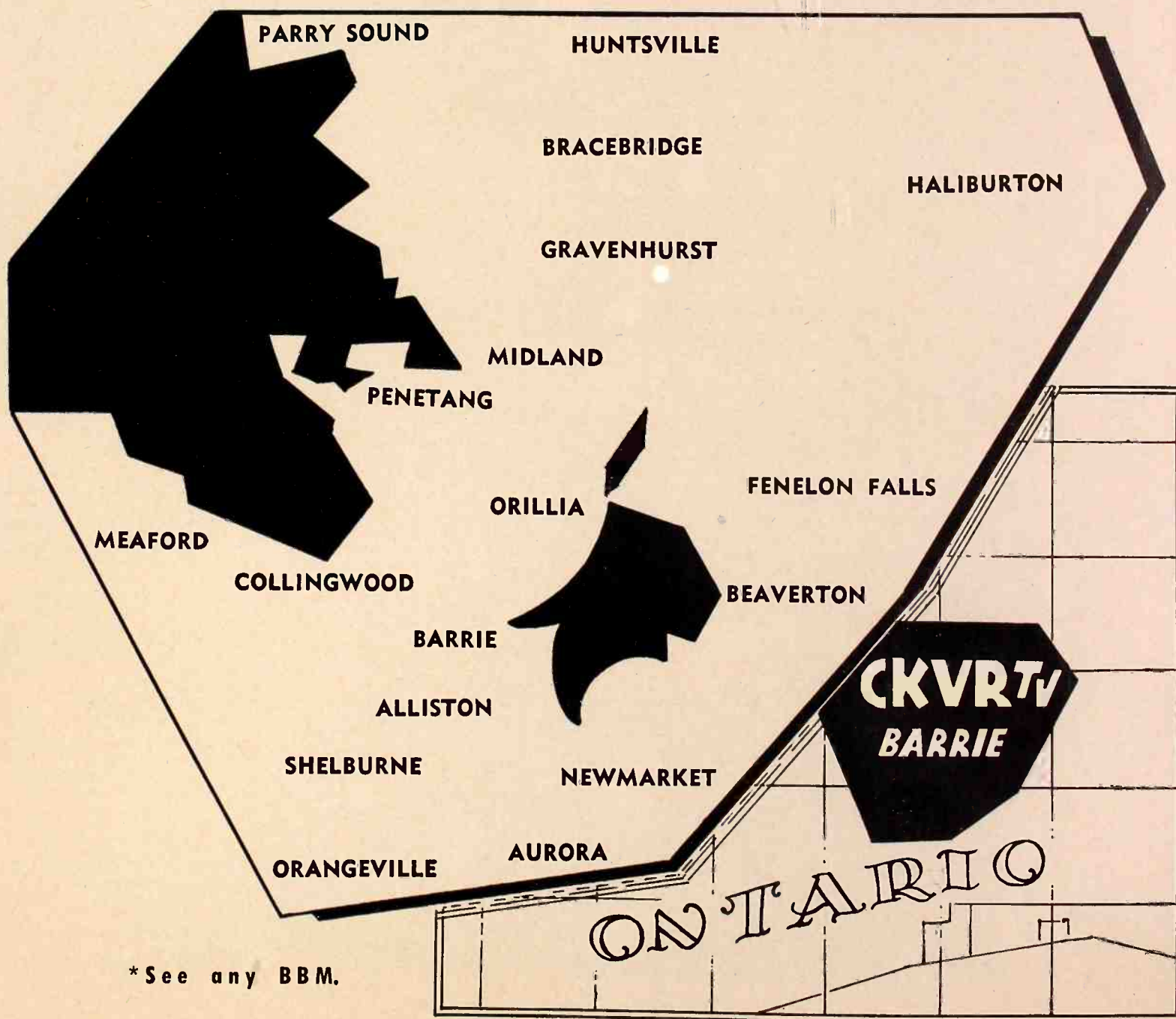
# This is 'VR-LAND

where Channel 3

is the *\*DOMINANT* Station

for

102,000 television homes

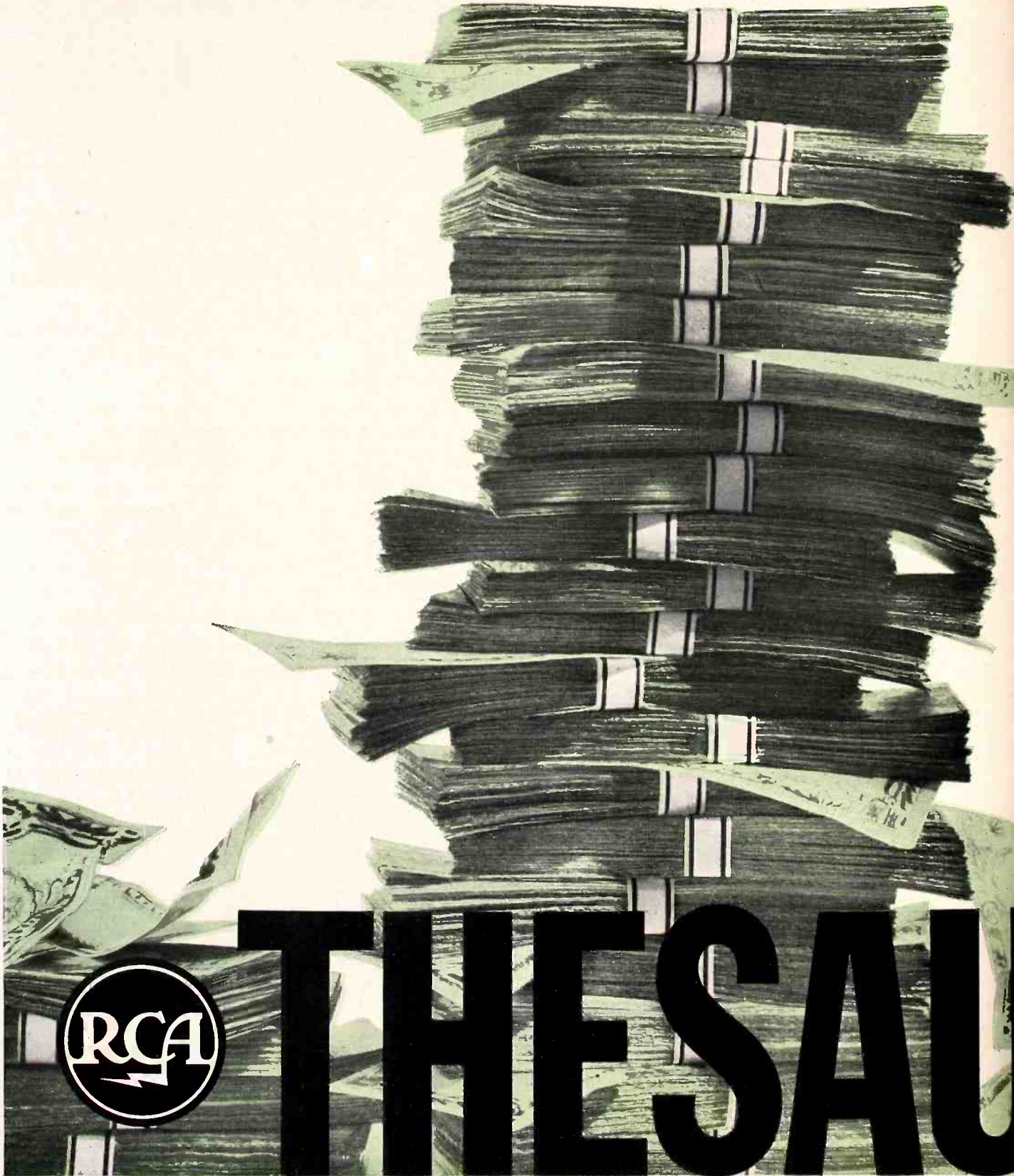


\* See any BBM.

# EXTRA MONEY

*How much*

*will*



# THE SAU

*your station earn in the coming year?*

## HELP YOURSELF TO NEW BUSINESS, NEW REVENUE, WITH RCA THESAURUS LIBRARY COMMERCIAL FEATURES

RCA THESAURUS LIBRARY SERVICE: The all-inclusive recorded library designed to give you a wide variety of sure-fire commercial features for making your station more attractive and effective for advertisers! Here's what you get:

**1. SINGING COMMERCIAL JINGLES:** Attention-getting lead-ins for your commercials, assuring sponsors more effective advertising. Over 2,000 of these for more than 70 local sponsor classifications, plus shopping, time, weather, station break and holiday jingles. A bonus for your advertisers.

**2. "SALES BOOSTER" CAMPAIGNS:** Series of fascinating recorded teaser features that attract greater sales for your sponsors. Jingle lead-ins capture interest, hold audience through commercial, then "pay-off" for sponsor and station. Now includes these saturation announcements: "Date Lines and Sell Lines," "What's the Meaning of This Name," "Little Known Facts."

**3. SHOW THEMES:** To introduce local commercial shows, like disc jockey, news, sports, home and farm, etc. Show Themes give your station a personality.

**4. SHOW STOPPERS:** Adds a staff of 60 voices to your station! Library of over 360 recorded comic situations and lead-ins to commercials. Recordings with scripts that work your DJ's right into the act. Completely catalogued for easy daily use.

**5. SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR Merchandising Service for Sponsors:** RCA Thesaurus' famous copyrighted promotion package that regularly brings stations \$5,000 to \$20,000 extra income annually. Operating manual gives step-by-step guide to greater profits. Test-proven and used by more than 400 stations, 20,000 merchants. Includes jingles, voice tracks by big-name stars, decals with your call letters for stores, and other features. Sells products... sells sponsors... promotes your call letters.

**6. ECHO ATTENTION-GETTERS:** New, clever, uniquely effective device! Words such as "Startling," "Bargains," "Big Sales"... heard first in clear, then rapidly repeated on echo. A wonderful audience-alerter to lead into commercials.

**7. COMMERCIAL SOUND EFFECTS:** Over 300 special sound effects, to add new impact to commercials. Now available to hypo sales in 35 different sponsor classifications.

**8. MONTHLY RELEASES** of new commercial features. PLUS... monthly marketing bulletins, catalogues, and brochures to help you sell sponsors.

# RUS

RCA Thesaurus offers a *complete* service including: The Lawrence Welk Show; Paul Whiteman's "I Remember When"; Over 5000 Musical Selections; Weekly Continuity Service; and Recorded Holiday Programs. Get the whole story of low-cost, profit-making RCA Thesaurus today! Call or write...



### RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200;  
 445 N. Lake Shore Drive, Chicago 11, Ill., WHitehall 4-3693;  
 134 Peachtree St., N. W., Atlanta 3, Ga., JAckson 4-7703;  
 7901 Freeway #183, Dallas 35, Texas, FLeeewood 2-3911;  
 1016 S. Sycamore Ave., Hollywood 38, Calif., OLdfield 4-1660.

# LATEST CANADIAN TV COVERAGE MAP

Number two in this series of maps published by CKCO-TV Kitchener showing the coverage area of every Canadian TV station is now available.

For your free copy write to:  
William Whiting  
Promotion Director  
CKCO-TV  
Kitchener, Ontario

**CKCO-TV**  
KITCHENER-WATERLOO  
**CHANNEL 13**

## Community TV

### CLOSED CIRCUIT IS A NATURAL FOR LOCAL COMMERCIALS

THE POSSIBILITY of a network of closed circuit TV systems in Canada, competing for the advertising dollar on the basis of guaranteed audience and extremely low cost-per-thousand figures, was outlined at the National Association of Community Antenna Systems' convention in Montreal April 30 by Dick Rosenberg of Telefilm of Canada.

Toward this end, Rosenberg said his company was forming an organization to represent closed circuit and pay-TV systems, and envisaged "the day in the near future when I can approach the national advertiser to sell him spots or a show on a network of closed circuit systems."

Rosenberg told his audience that the basic antenna system was a natural starting point to branch out into the closed circuit business.

"You have the cable, the origination site is in existence, and more important," he said, "you have the customers. Not only is it feasible, but it is quite practical to program a closed circuit system against any television station which you may carry on your antenna."

He said that because of home-town loyalty and a cost-per-thousand which the local advertiser would find "too low to resist," closed circuit systems could be extremely rewarding to their operators. He said he particularly stressed his belief that home-town loyalty would create a guaranteed audience because this was the key which would make local

sponsors eager to make use of a closed circuit station.

#### READY AND WAITING

"You have a pre-conditioned audience in a perfect frame of mind, ready and waiting to assimilate commercial messages given them," Rosenberg said.

He also discussed the possibility of branching out still further into pay television at a relatively minor cost. The three operations - - com-

munity antenna, closed circuit and pay TV - - could exist in one company with perfect harmony, he said, each supplying certain features which the others could not.

The interest of Telefilm of Canada in this overall venture, he said, was three-fold: to supply film for closed circuit programming; to act as representatives of closed-circuit operators; and to act in an advisory capacity, both in programming and in the selection of equipment.

### SPONSORS MAN THE MIKES AT CKY



SPONSORS TRY BROADCASTING during a special Sponsors' Day at CKY-Radio, Winnipeg, recently. Above left, Memo Klassen of Heinz delivers news as Al Davidson of CKY listens. Centre, Jack Brown of CKY takes a break with Hugh McIntosh, Canada Packers, another sponsor who took his turn before the mike. Right, CKY's John Williams waits for cue as Art Beattie of Kelloggs takes last pull at his collar before going on the air.

"THAT WAS STAN McDONALD of Trans-Canada Airlines with the news . . . Listen for the next newscast on CKY at 2.55 when your announcer will be Hugh McIntosh of Canada Packers."

That somewhat commercial announcement was the order of the day at CKY-Radio, Winnipeg on March 20 as the station ran a Sponsors' Day, and gave 64 of its advertisers a chance to do their stuff in front of CKY microphones.

They handled news, sports, weather, station breaks, and their own commercials - - and in spite of several bad cases of the jitters, both listeners and sponsors alike enjoyed themselves.

While none of the sponsors seemed likely to be putting a regular CKY broadcaster out of a job, each of them came away from the ordeal with a new respect for the broadcaster's skills. As one advertiser put it, "Never again will I raise hell when you muff my commercial!"

Each of the 64 businessmen received a white carnation, a coffee to steady his nerves, a photograph of himself in action, and an official card proclaiming him as an "Accredited CKY Air-Personality." The 11-hour stunt wound up at 6 pm with Mayor Stephen Juba of Winnipeg stepping up to the microphone to read the news.

## A NEW LIGHT ON REAR SCREEN PROJECTION

### TELEPRO 6000

"BREAKS THE LIGHT BARRIER"

Here is a new dimension for rear screen projection techniques in production as well as new creative sales opportunities. Exclusive features of the TelePro 6000 include —

Even light diffusion with sharp focus to all edges of screen.

A newly perfected 3000 watt bulb producing 6000 lumens (75 foot candles of light on a 9' x 12' screen).

Complete remote control: on-off; slide changing, capacity of 67 slides with the ability to change 62 slides in 60 seconds.

'Truly a new light on rear screen projection'

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

Say You Saw It  
in the  
**BROADCASTER**



# Only a small amount of space left for rent!



CBC-TV Network time for the 1958-59 season is almost sold out, but some prime availabilities are still open.

It's just possible you haven't considered TV network advertising. If so—why not let us tell you about the most effective selling medium in Canada—the CBC Television Network. Call your nearest CBC sales office.

Halifax  
Montreal

Ottawa  
Toronto

Winnipeg  
Vancouver

**CBC TELEVISION**  
commercial division

*Copy-writing*

# YOU CAN LEAD A WRITER TO THE DICTIONARY BUT YOU CAN'T MAKE HIM THINK

By Hugh McConkey

AS ONE OF THE speakers at the recent Creativity Conference in New York said, "We've tried about five years of togetherness; unless we want to become a giant pattern let's try an era of aloneness." He was probably thinking of the old saw that a camel looks like something which was put together by a committee. It's not just that the "group thinking" system can result in fruitlessness; it's that it stands a very good chance of killing the tree.

And that's the text for today's sermon, and it comes after a particularly unrewarding period of listening



Mr. McConkey is a vice president and the creative director of McConnell Eastman Co. Ltd., Toronto.

to dull, unimaginative and cliché-ridden radio and TV commercials. Certainly radio has been having more competition the past few years, but is that any reason for playing it safe and wafting forth sales copy based on rules-of-thumb established in 1930?

**"BY THE WAY, LADIES . . ."**

Just listen critically to a few daytime spots. Eliminate those which start with either, "By the way, ladies . . ." or "And now a word for you homemakers" - - and you'll find that the rest were composed by a group of "let's play it real safe" boys who figured that if they eliminated all creativity and spark they could avoid offending anyone. They've studied just how many words will fit in a one-minute spot, even how many syllables. They know what the

opening sentence should be like, and how many times the sponsor's name should be repeated at the close. If they went to school or studied under a copy chief of the old guard or read any article on writing for broadcast, or have had 11 years experience, then they know that you must "conjure up a picture" . . . use image words to build a scene, start with a problem, then solve it.

Why? Is there any particular reason for following the herd so that when your spot is the middle one in a group of three jammed together it will be hard for the listener to tell when yours started and the other one left off? Have you even seen a listener with pencil and notebook poised, ready to jot down your product's name and the telephone number of "his friendly dealer"? What's the dealer going to give him, the same mumbo jumbo you did, and perhaps, if he can find one, a copy of the same point-of-sale leaflet you used to get your facts?

**THE GOOD ONES STAND OUT**

Of course there are some very good, very creative commercials, but they stand out, don't they? And maybe you can't remember hearing as many during the last year as there were not so many years ago? Is it because we're too busy with other things? Because we're not encouraged by radio to be more creative? By clients who (too!) know what a commercial ought to sound like? Or is it because we think we've solved the problem by working out a near-formula for each spot, and even know the correct mathematical formula for the number of straight-sell pitches against the number of singing jingles?

One way or the other, I feel that we are pattern-players who've lost the gambling instinct. Ask somebody in the business to name five or six top advertising campaigns of the past five years, and see how many of them originally or totally belonged to print or TV.

Let's be dissenters, and solve tomorrow's problems because we can't fit into today. Let's try commercials that aren't just "goodwill" in character, but are sparkingly creative, with a selling bite based on *thinking time*.

How?

First of all by doing it very well once or twice so that we begin to build up a respect for our individual abilities, because in this era of togetherness we are dealing with practical

men who shy away from the off-beat. Their instincts lead them to respect order, logic and rationality. They may want conservatism in their advertising, and ask you for it. Try to suggest to them that advertising is, after all, just another medium of communication. Other forms - - theatre, movies - - rely on effects which are dramatic, funny, tragic, and unusual. You can't communicate a message until you have attracted, and held, the listener's attention.

**SAY IT WITH IMPACT**

And right there is another stopping point: are you sure you *have* a message? Have you dug down deeply, probed around and found the thing about the product which satisfies a basic want? Have you then thought of the twist which lifts this flat claim into a hard-hitting, memorable and convincing message? If you've discovered that it comes in a new plastic bottle, have you translated it into "POOF! THERE GOES PERSPIRATION!" If many young girls of the social set used your product, did you say, "SHE'S LOVELY. SHE'S ENGAGED. SHE USES POND'S."

Those are examples of creativity. But, they are only one area of creativity. They are idea-words, perhaps only the starting point of the creative process, not the end. You could bury them in the middle of 130-word spots and they would do very little for sales. Or, you could find just the right way to present them.

Perhaps you'd use unusual sound effects taken from some other field to indicate that perspiration had gone; maybe you'd use Charles Boyer's limpid tones to say, "She's lovely . . ." There must be dozens of ways of doing it, possibly hundreds. But there won't be too many *right* ways, methods which stand up on their own, make your commercial sing right out from the crowding of its neighbors - - and you won't find these by thinking along conventional lines. The answer won't be in a text book, or an article, or a mimeographed formula.

The answer may be in your head right now. You may find it between the pages of a novel. You may be inspired by a movie trailer, or in the sound riveters make when joining girders on a cold winter's morning.

**ALL MEDIA ARE GUILTY**

Nor can the finger of criticism be pointed at radio alone. Print must accept its share of the hackneyed results of group-thinking, and there are already definite signs that television is building its own set of rules.

As one example, there's that lesson number one: "If you can't turn the audio off and be sold by the picture alone, then it isn't a good commercial." Rubbish! The fantastically successful Piel's Bros. spots disproved that, as did Julie London's wonderful job for Marlboro cigarettes. Equally foolish are those who stoutly maintain that it must then be the other way around, or those who affirm that the viewer must be able to identify himself personally with what is presented (witness the Jell-o Chinese

baby series.) Certainly there is no law handed down by time immemorial which *proves* that each video scene must have audio, or vice versa; that food must be shown as naturally as possible; that you can't lampoon your product's chief benefit; or that too serious a presentation will drive the viewer to the ice-box for you know what.

**CUTENESS ISN'T THE ANSWER**

Just tricks, you say? Possibly - - if the only purpose for using them is to demonstrate how cute-clever you are, rather than to use creativity as a driving force. It wasn't just the eye-patch which built up a little-known shirt-maker in Waterbury into a major contender. It was that the Baron Wrangell who happened to be wearing the patch looked like what we'd like to be, a bon vivant, a man-of-mystery, a man who probably travelled widely, a man who would instinctively know and wear the best (maybe, just maybe, if we bought one, we too . . .?).

Copy supported this emotional urge with beautiful subtle justification, so that what we were moved to do instinctively turned out to be for some very sound reasons. Then, the tattoo alone didn't turn Marlboro into a sales success - - but it helped to dramatize the message.

An acknowledged marketing leader, president of one of the world's largest corporations, said recently that many fine new tools have been picked up over the years - - market research, copy and motivational research and so forth - - but the price of these services has been high in terms of the dilution of time and effort of those people upon whom we all must depend for the *creation* of productive advertising.

**WHERE DOES THE TRUTH LIE?**

That's all this article is really about . . . Let's do everything possible to avoid unnecessary documentation of the obvious, pointless meetings, or covering over and over again the same points with different layers of people. At the same time, let us be very certain that the time we do spend in "aloneness" is productive creatively, remembering the sad lesson of those "work over it and work over it" until it is right or they are discharged. They're almost as bad as those who insist that the first time they always do it "right". The truth lies somewhere in between.

The truth lies in the man who watches a stage play build up suspense without any dialogue, and applies this to TV, or the man who has suddenly learned how to translate the magic "look" of Central Park on Easter Sunday into a one-minute radio spot.

He's the type who isn't disturbed by what fear-mongers call a dawning recession. He knows that there has always been a surplus of hack writers - - but precious few creative people.

These few will be heard . . . and rewarded richly.

And that is as it should be.

**CLEAN YOUR FILMS WITH ECCO #1500**

Anti-static film cleaner non - flammable — non - toxic recommended by leading labs

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

Best Wishes to the 33rd Annual Convention  
of  
**THE CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS**  
**COVER WESTERN ONTARIO**  
from  
**CFCO CHATHAM**  
1000 WATTS on 630



The "NEW"

# CJMS

The "New"  
SOUND

in  
Canada's Largest  
City

The "NEW"

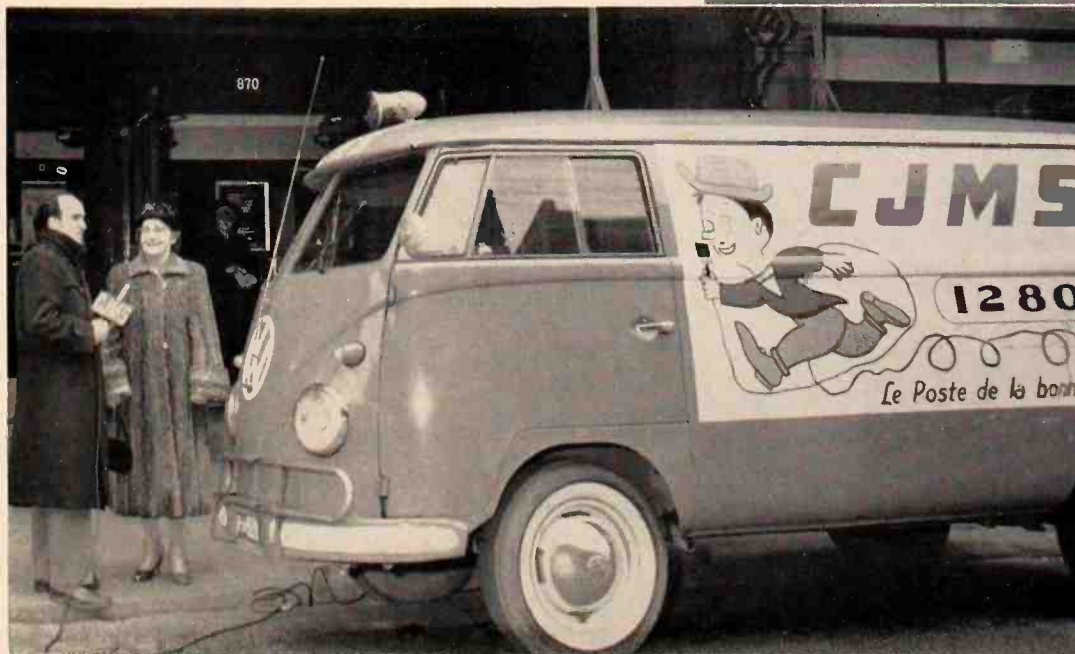
# CJMS

Refreshes

3,000,000 Listeners

24 Hours of Every Day

Without a Pause



The "New"

# CJMS

MONTREAL-1280

\* Check our  
Sky Rocketing  
Ratings — The  
Fastest Moving  
Ones in Canada.

Stovin - Byles — Canada  
Johnny Nadon — Manager  
Forjoe — U.S.A.

# OIL!

The  
 Predicted  
**OIL EXPENDITURES**  
 in the  
**DAWSON CREEK  
 AREA**  
 for  
**1958**  
 are

## \$75,000,000\*

\* Trade and Commerce Magazine, March 1958

# CJDC

DAWSON CREEK  
B.C.'s CENTENNIAL CITY

The only B.C. station serving the  
B.C. - Alberta Peace River Block

RADIO REPS in Toronto and Montreal  
**JOHN N. HUNT** in Vancouver  
**A. J. MESSNER** in Winnipeg  
**DONALD COOKE** in USA

## Community Service

# STATION HOCKEY TEAM HELPS CHARITY



CKCK hockey players are all broadcasters.

A HOCKEY TEAM organized by members of CKCK-Radio and TV in Regina at the start of this season to give the broadcasters some exercise has become an important source of charity revenue for many of the smaller communities in the CKCK coverage area.

At first planned as an entry in the local Regina commercial league, the CKCK Radio-TV hockey club has become an important "visiting club" in towns around Regina, usually playing to capacity crowds.

The club has worked out an arrangement where its expenses are paid for, and all the rest of its share of the profits are turned over to the host community for some worthy project.

The team's final game of this season, for instance, was in the community of Whitewood, against the local volunteer fire department, with net proceeds of \$270 going to burned-out families in the town. In its 17 out-of-town games, the CKCK team has helped build rinks and memorial halls, given assistance to needy families and contributed financially to a variety of local civic projects.

Now that spring has arrived, both the radio and television athletes have formed softball teams and will carry on their program into the summer season.

### Subliminals For Safety

SUBLIMINAL ADVERTISING, the technique which works on the unconscious mind, has been cited as a possible tool in safety campaigns for people who know the rules but still get into accidents.

The suggestion was made recently at the Industrial Accident Prevention Association convention in Toronto by J. R. White, president of Imperial Oil Limited.

Mr. White told his audience that getting a man to accept safety principles is a matter of communicating with his conscious mind - - but getting him to act on them is a matter of the unconscious mind. Subliminal advertising is based on the theory that the brief flash of message on a screen registers on the unconscious but not the conscious mind.



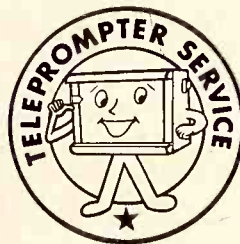
First sod was turned at new CKLG transmitter site near Ladner by 86-year-old Mrs. W. F. Gibson. She is seen flanked by her four sons: Jack, Clark, Gordon and Earson Gibson, owners and operators of CKLG.

Sod-turning on April 11 near Ladner, south of Vancouver, was initial step in the erection of CKLG's powerful new 10,000-watt RCA transmitter on 730 KC. When it goes on the air at the beginning of August it will provide even better coverage for the North Vancouver area; and with the increased power, CKLG program ratings (already the North Shore's highest) will penetrate the entire metropolitan area of Vancouver - third largest market in Canada.

# CKLG

NORTH VANCOUVER  
 NATIONAL REP:  
 LORRIE POTTS & CO.  
 TORONTO

# Hi!



see you  
 at the  
 convention



Here are 8 features which are exclusive to the E-H Coincidental Telephone Survey method—8 reasons why it is recognized by astute time buyers as the best way of obtaining factual information on Radio and Television audiences.

# STANDING THE TEST OF TIME

When Elliott-Haynes first introduced radio audience measurements to Canada in September 1940, such names as Amos and Andy, Bing Crosby, Burns and Allen, and Bob Hope were star performers on the air waves of the nation. These top stars have stood the test of time because they continue to supply a basic entertainment need - - in 1958 just as they did in 1940.

Over the past eighteen years many and varied methods of measuring Canadian broadcast audiences have come and gone, while the Elliott-Haynes rating system continues to expand and develop because it has consistently and adequately met the needs of the ever-changing and ever-progressing industry.

**1 PROMPT**  
Elliott-Haynes Limited Radio and Television Reports are published within ten days of the completion of the field work in markets across Canada. This allows the subscriber to make the necessary program changes within the month and study the results he has gained in the subsequent month's survey.

**2 ECONOMICAL**  
Considering the large number of markets covered, plus the frequency of surveys, Elliott-Haynes reports are most economical. They cost far less than those produced by other research companies, using more costly methods of collecting information.

**3 RELIABLE**  
With every single call made by telephone interviewers resulting in the collection of information about that home, every call is used in the sample base. There is no bias, inherent in other systems where as few as 15% of the original sample choose to answer the questions.

**4 REPRESENTATIVE**  
No sample can be more representative than a random selection of names from the telephone directory — calling, for example, the Adams, the Duncans, the Johnstons, the Latowskis, the Pearsons, the Trudeaus and the Zavitz' — at various hours of the day and evening to determine whether they are tuned to one station or another.

**8 COMPARABLE**  
Elliott-Haynes radio surveys have been published on a regular monthly basis since September, 1940 and incorporate figures over a period of 18 years, on a directly comparable basis. Trend studies indicate, for example, the effect on radio listening trends before and after television entered Canadian markets, a most interesting comparison.

Coincidental telephone surveys on television audience trends have been conducted on a monthly basis since September, 1952, and also represent a wealth of comparable television audience statistics, second to none in Canada.

**5 FLEXIBLE**  
Telephone surveys can easily be modified to obtain audience composition, audience turnover, sponsor identification and other qualitative data, often required by radio and television advertisers. Also, coincidental telephone surveys can be designed to cover a small market, a large one, a close one or a more remote one, with equal ease and speed, through trained research personnel on the spot.

**6 FREQUENT**  
In metropolitan markets where radio listening and television viewing habits are constantly changing, regular monthly surveys can be compiled. In smaller markets where radio and television audience trends are more static, bi-monthly or quarterly surveys easily fill the needs of advertisers and agencies.

**7 SIMPLE**  
Elliott-Haynes Radio and Television ratings for any program or station indicate the average percentage of total radio or television homes tuned to the program during the given broadcast period. This is the simplest form of program rating, not incorporating, "usual" or "accumulated" audience, and not subject to human memory or program impressions. A rating of 10.0 in a market of 50,000 homes indicates that 5,000 homes on the average were tuned to that program during the period covered by the survey.

*Elliott-Haynes Limited*

TORONTO  
515 Broadview Ave.  
HO. 3-1144

MONTREAL  
1500 St. Catherine St. W.  
WE. 2-1913

## Television

# INFORMATION & CULTURE CAN REALLY SELL GOODS

by Harry Rasky  
CBS Public Affairs Producer

IT MAY COME as a surprise but those two awful words "information" and "culture" really can sell products.

It has been the experience of at least two large US corporations that a kind of prestige, information show is the best medium to sell a prestige name. On Sunday, October 20, *The*



Rasky (right) receives his Sylvania Award

*Twentieth Century*, sponsored by the Prudential Insurance Company of America, had its debut, and on Sunday, December 1, 1957, *Conquest* sponsored by Monsanto Chemical Company, the fifth largest US chemical concern, premiered. One season and a couple of million dollars later, both companies seem to be ready to sign up for more of the same.

Prudential is actually an old hand - and, in fact, a pioneer at this sort of good intentioned programming.

This insurance company was for some time sponsor of the historical documentary series, *You Are There*. Then, a season ago, it put up the money for an ambitious *Air Power* series, a Sunday evening special of 26 film stories telling the dramatic story of flight. It was more than significant that this show out-rated Roy Rogers at a time when the Western was just beginning its cycle of taking over nighttime television. The thought was that people get tired of the same plots, the same faces, the same Indians falling dead in front of the same rocks, and crave some stimulating information presented in an entertaining way. Also there is a strong sponsor identification to this kind of quality television product.

### DESIGNED TO SELL SCIENCE

Unlike its competitors in the world of science, Monsanto has no product to sell directly to the consumer. Its interest is in getting the Monsanto name across. Probably it is a compliment to the far-sightedness of Monsanto executives that they chose a science series long before the Russians first flipped their Sputniks.

This is the way Gardner Advertising Company executive Dave Ferriss, who handles the Monsanto account, described the company's problem: "We face a tremendously complicated marketing problem. Because of Monsanto's enormous product range - some 500 different items ranging from A-9 (phthalic anhydride) to zinc benzoate, none of which is in

the consumer product category - - we needed a means whereby we could detail the broad sweep of our complex operations on a national scale, to illustrate our slogan, 'Monsanto - where creative chemistry works for you!'" And Monsanto is spending two million dollars in two seasons of science spectaculars to tell the world that Monsanto means chemistry.

Monsanto president Dr. Charles Allen Thomas, who for obvious reasons has a devout interest in science, stated this company's interest this way: "The events of recent weeks have demonstrated dramatically how science can affect the lives of us all. At no time in our history has understanding of science been so important to our progress - - even our security."

Science, medicine, history, language, literature, religion - - all non-fiction - - are, in fact, the special interests which are to a certain extent changing the face of television. One of the most alert of all the innovators is Irving Gitlin, head of the Public Affairs Department of CBS News. He admits that we haven't always been ready. But times have changed.

### THE PUBLIC IS THINKING

Says Gitlin, "It is apparent to any observer of the TV scene that the public has an enormous appetite for fresh experiences, new ideas, new faces and new thoughts. Generally speaking, viewers are receptive to innovations in television providing

the programming is basically honest, takes a positive step forward, and can say what it has to say directly and with clarity.

"In the Public Affairs area, our problem was that we did not have the know-how to bridge the gap between our knowledge and serious subject matter and the difficult job of creating, building and holding wide audience interest. I hate to say it but too often we ended up with long dissertations or esoteric programs which no one could understand. Then, too, on many occasions we went to the other extreme and unveiled a bevy of gimmicks as a disguise for indigestible subject matter.

"We have made changes. Over the years we have trained and developed a staff of people who can combine expertness in subject matter with expertness in showmanship. This is a new breed of producer, director and writer. What he says must not only be interesting but unflinchingly accurate."

### CULTURE KEEPS THEM AWAKE

The road this kind of programming must travel to convince sponsors it is good for them is lumpy and rocky indeed. Despite pioneers such as Prudential, there is still a lot of convincing to be done. The history of documentary is really quite a proud one. Starting in films, there were the wonderful wartime real-life dramas done by the British Crown Film Unit, never equalled; the early National Film Board of Canada, under dynamic John Grierson, were in the same tradition. In television the first big series was NBC's *Victory At Sea*, a tribute to the producer, the late Henry Saloman. Over at CBS, vice-presidents tried certain episodes of a fine series called *The Search*. To everyone's surprise they achieved greater audiences than straight entertainment shows. Certain programs in the NBC *Project 20* series also proved that "culture" can keep people awake at night. And for years now Ed Murrow's multi-award winning *See It Now* has been achieving excellent results, and until recently was sponsored by Pan American Airlines.

This is not to suggest that the night air is going to be full of informational programs all grabbed by large spon-

## Good Figures To Know

### The SUN PARLOR:

Annual Retail Sales  
over **\$300,000,000**  
Population —  
over **300,000**

OVER  
60,000  
SUN PARLORITES  
Are  
SOLD DAILY  
By  
CJSP RADIO

**CJSP RADIO**  
LEAMINGTON

The Right Approach... to the Sun Parlor  
**CANADA'S 7<sup>th</sup> MAJOR MARKET**

Contact: Radio & Television Sales - Toronto & Montreal

**THIS IS THE YEAR**  
— in B. C. —

**10th** Year for  
Radio CHUB

**100th** Birthday of  
British Columbia

**10,000 Watts**  
for  
Radio CHUB

NOW is the time to see  
our Reps: Stephens & Towndrow  
Stovin-Byles (Wpg.)  
John N. Hunt & Assoc.  
Donald Cooke Inc.

sors. Far from it. What we are saying here is that the public is ready, the public is willing, the public is demanding programs with a little more substance than what they now expect, and (Lord help them) what they now get. And sponsors with an eye on the future, and their hands tenderly gripping the public pulse know this can be an intelligent way to deliver a commercial message.

What can carry more prestige for a sponsor than the United Nations or Nobel Prize winners? What can make more exciting entertainment than the thrilling story of the 20th Century life in the Sputnik age?

In Canada, the CBC has tried daring ideas in informational shows, and this is to the credit of some imaginative producers and a few executives. However, the CBC is still lacking that necessary component "showmanship". Too many of its ideas are derivative of American shows, and too many are still swinging off in space. But at least an honest attempt is being made to provide solid quality at good hours.

In the US, the indication is that this kind of show is going to leave the so-called Sunday afternoon "intellectual ghetto" and move into key nighttime spots. The indication is that it will carry large sponsors with it.

**PRESTIGE CAN SELL TOO**

Consider these Prudential case history facts. The company's agency, Reach, McClinton & Co., Inc., reports that ratings indicate that the Prudential program has a larger audience than the average mystery, variety, or adventure show - - 8,825,000 homes reached, or 32.5% share of the audience. And PRU NEWS, a company trade journal, offers these quotes from agents " . . . a real prestige builder. After seeing the show a client called me to ask me to program his insurance. What a lead in!" And this from another agent, Frank Werner of Belleville, Illinois: "If the prospect has seen the show he is easy to talk to about it. If he hasn't, it's easy to slide from selling it to selling insurance."

Part of the secret, of course, is that Prudential takes as much care in making its commercials as it does in choosing its programs. They are soft-sell, almost quiet-sell and nicely integrated into the show. The same holds true for Monsanto - - intelligent commercials for an intelligent program.

If more of this kind of programming hits your fall screen don't be surprised because apparently information and culture really can sell.

**Pay Increase Ends Strike**

**A** PAY INCREASE of 8.8 per cent, applied in two stages, brought to an end the strike of radio and television technicians at CBS last month.

The striking employees, members of Local 1212 of the International Brotherhood of Electrical Workers (AFL-CIO), had walked off the job April 7 after failing to reach agreement with the network on a new contract. The old contract had expired Jan. 31.

A settlement reached in Washington April 18 ended the strike, which had forced CBS to use many of its white collar workers to man cameras and other technical equipment to keep its shows on the air.

Both radio and television technicians returned to work by April 20.

**"CFRN-TV  
- EDMONTON**

*did a  
splendid  
job for*

*Mary Maxim®*



Says  
**WILLARD McPHERDRAIN**  
PRESIDENT



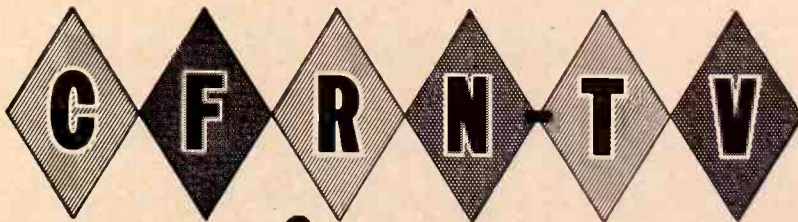
"...sales results in the Edmonton market indicate the value of the product demonstration done by CFRN - TV. We certainly received more than our share of co-operation throughout the entire campaign. All in all it was a very successful promotion."



The Mary Maxim test campaign was scheduled on CFRN - TV by Canadian Advertising Agency Limited.

See our representatives about your Northern Alberta sales objectives.

**CANADA'S BEST FOR TV TEST**



**CHANNEL 3 EDMONTON**

SEE: Television Representatives Ltd. Canada • Broadcast Sales - Winnipeg  
• Young Canadian Ltd. - U.S.A. • Harlan G. Oakes - West Coast, U.S.A.

# POINTS OF SALE

**THREE ACTION STATIONS**

now offering an extra

**SUMMER - PLUS**

of carefree relaxed receptive vacationers.

**CKVR-TV**  
Channel 3

**CKGN-TV**  
North Bay

**CFCL-TV**  
Timmins

## PAUL MULVIHILL & Co. Ltd.

TORONTO  
77 York St.  
EM. 3-8814

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



# WHEREVER YOU GO THERE'S JOEL ALDRED

By Brian Swarbrick  
Staff Writer

ASK THE AVERAGE newcomer to broadcasting, or the average gray flannel suit on Agency Row, what comes to his mind when he hears the word "talent." The response will include actors, dancers, singers, musicians - - perhaps even disc jockeys, news commentators and quiz show panelists. But the man



whose service ranks high on any "talent" budget, whose profession has become one of the most remunerative in broadcasting, will probably occur to neither of them: the commercial announcer.

Joel Aldred is a commercial announcer. He has been in broadcasting 13 years, and only for a brief period at the start of his career did he make any pretence of being a disc

jockey or an "air personality."

His personality is directed exclusively to selling products. His closest association to the deejay is when a jingle backs him up on a commercial. His acting is limited to two minutes of gliding around a car, a bottle of ketchup, or a comfortable study with cigarette in hand, extolling in fluid tones the qualities of these products.

Aldred's talent in the field has put his face and his voice in every living room in North America to the point where he is as familiar to the listener or viewer as the local announcer.

It also pays him around \$100,000 a year.

While his contemporaries were developing the glib ad-lib, the proper techniques of actuality reporting, the right way to conduct an interview, or the names and skills of every recording artist in America, Aldred directed his efforts to learning the technique of commercial delivery. On the air, he developed a pacing to his words which would keep the tones rich, sincere-sounding, persuasive, eliminating the little quirks which might distract the listener from what the sponsor had to say. On television, he studied kines of his commercials to correct his stance, to make his movements natural, and to make his smile just the right balance of friendliness and politeness.

"Every broadcaster has to read commercials as part of his daily duty," says Aldred, "and yet very few announcers try as hard to improve this aspect of their job as

their news-reading, their musical knowledge and so on. It's hard to understand, since the delivery of the commercial is at least as important to the sponsor and to the agency as any other aspect of a broadcast."

The importance attached to the commercial by sponsors and agencies is evident in Aldred's work schedule. He is on call constantly in every major broadcasting centre in North America. In the past five years he has probably travelled more than John Foster Dulles - - an average of 240,000 miles annually in plane trips between Toronto, New York, Chicago, Detroit and Los Angeles. Every week sees him in Toronto and Los Angeles; every other week in Detroit, Chicago or New York.

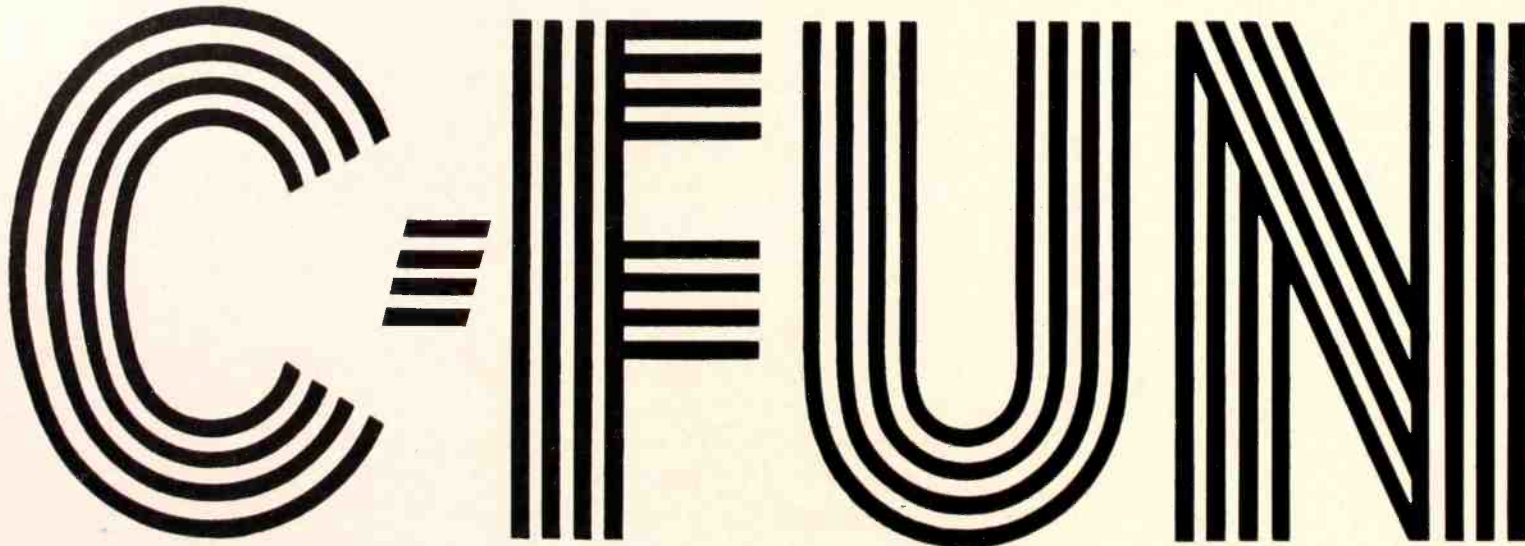
On the job, Aldred is utter concentration. Two weeks ago, in the RCA recording studios in Toronto, Aldred and four agency and recording men were at work on a 38-second "wild-track" voice clip for a TV commercial, Aldred, alone in the sound booth, frowned continually as he read the copy. But when the agency man gave him the cue, Aldred's face lit up, his eyes sparkled and his voice rang with enthusiasm as he told a million housewives about a premium soap offer.

"Really goes all out, doesn't he?" the recording man said.

The agency man wasn't quipping when he replied quietly, "It sells soap."

Aldred is so completely involved in the improvement of the product

## National Advertising up 400% over 1957 on



### Vancouver's fastest growing station

MacDonald Survey

Available from our representatives:

**NATIONAL BROADCAST SALES LTD., TORONTO, MONTREAL**

**DEVNEY INC.—U.S.A.**



that some agencies now call him in on planning meetings - - absorbing the expense of 1000-mile plane trips - - to discuss the copy he will read.

While other successful people in the entertainment world have cashed in on their eminence by entering the field of commercial announcing, Aldred has branched out too. But not in other fields. He has gone from commercial announcing to the establishment of Fifeshire Productions - - which means he now can do not only the announcing, but the entire production of filmed commercials. Fifeshire's latest is a half-hour color musical for Cockshutt Farm Equipment.

With all the thousands of announcers in North America, what chance does a Canadian have to make the big time in the commercial field?

"Not much," says Aldred bluntly. "Like any other highly remunerative field it has a great deal of tough competition. I would say there were no more than a dozen at the very top, working in New York, Los Angeles and Toronto, and probably a dozen men in each large city who do very well.

"As I said before, announcers don't work hard enough to brush up their commercial delivery. They let the commercial become the joe-job between the bright things they are going to say about a new hit record. And all too many of them sound more interested in the record than in the sponsor's message - - which makes the program possible."

What qualities does the beginner need?

"Well, luck, of course. Being in the right place at the right time never hurt anybody, and it's certainly helped me. But there are several basic qualities which a commercial announcer needs beyond whatever voice he may have been blessed with. He must be able to read intelligently. That sounds obvious, but consider this:

"An announcer may be in the right place at the right time - - and he can't always know at the time - - and when he is given an important commercial to read, he stresses the wrong words, missing the point of the message. Probably he'll miss the job, too.

"If he is in television, an announcer must work really hard to develop his memory. National advertisers frequently integrate the commercial message into the overall production, and the announcer finds himself on a huge set with dancers jumping around and the cameras a mile away. No visual aid can bail him out here and he has to commit the message to memory. I'm a quick study and I never look at the commercial until we start rehearsals. That way, if there are any last minute copy changes I'm not working with two sets of words in my head.

"But most of all, I think the development of timing is the important thing. Nothing ruins style quicker than having to stretch out or speed up when you're caught flat-footed with poor timing. A pause in the right place can give the copy real authority - - and in the wrong place it can murder it.

"And it goes without saying," Aldred concluded, "that you have to believe in the quality of the product you are selling. You must be convinced of the basic honesty of the maker's claims. If you aren't convinced, it shows."

And if it shows, you can't sell soap.

# SOON

# 5000 WATTS!

## RADIO ONE IN TORONTO

# THE NEW CHUM

### HERE'S A PARTIAL LIST OF PRESENT NATIONAL ADVERTISERS:

- |                             |                                  |                        |
|-----------------------------|----------------------------------|------------------------|
| Coca-Cola                   | Mutual Benefit Health & Accident | Star Weekly            |
| Saico Tuna Fish             | Wampoles                         | Trans-Canada Credit    |
| Veto Deodorant              | Ajax Cleanser                    | Wonder Bakeries        |
| Citizens Finance            | Florient Spray                   | General Motors         |
| Colgate Shave Cream         | Hostess Potato Chips             | Seven-Up               |
| Buckingham Cigarettes       | Bufferin                         | Ex-Lax                 |
| Household Finance Corp.     | Pal Blades                       | New Lux                |
| Halo Shampoo                | Imperial Oil                     | Ontario Hydro          |
| Oil Heat Association        | Campbell Soups                   | Chase & Sanborn Coffee |
| Bromo Quinine               | Dr. Ballards                     | Vel                    |
| Pepsi-Cola                  | Acme Farmers Dairy               | Bromo-Seltzer          |
| Wisk                        | Nescafe                          | Wrigley's              |
| Canada Bread                | T.C.A.                           | Wilson's Ginger Ale    |
| Grand Union Stores          | Alka-Seltzer                     | A & P Stores           |
| Palmolive Shave Prep        | Fab                              | Sylvania Electric      |
| Borden's Dairy              | Shield Toothpaste                | Colgate Dental Cream   |
| Clark's Foods               | McLarens Foods                   | Dreft                  |
| Crown Diamond Paints        | Power Food Stores                | L'Onglex               |
| Bell Telephone Co.          | Dominion Rubber                  | Canadian Banana Co.    |
| Lustre Creme Shampoo        | Pepsodent                        | Toronto Daily Star     |
| Ipana                       | Blondex                          | Life Magazine          |
| Lipton Soups                | Coppertone                       | Geritol                |
| Two-Way                     | Peoples Credit Jewellers         | Dairy Queen            |
| Canadian Oil Companies Ltd. | Oxydol                           | Supertest Gasoline     |
|                             | Sunbeam Bread                    | Margaret's Fine Foods  |

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**audio consoles**  
to suit all your  
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Whether it be an on-the-spot remote pickup, or a large scale TV-Audio production, there is a Northern Electric Console to provide top performance and dependability. Telephone type keys plus Daven attenuators and switches ensure *trouble-free* operation and *lowered* maintenance costs.

Each unit represents styling and engineering *unequaled* in its field. The pleasing design and operational ease afforded by these units will not only serve to enhance the appearance of the control room, but will also provide operational facilities commensurate with their appearance. This combination of clean design and operating *ease* is inherent in Speech Input Equipment bearing the name Northern Electric.

The electrical performance characteristics of each console is far better than the Standards for Audio Facilities Equipment for Radio Broadcasting Systems as set forth in RETMA Specification TR-105-B.

Remember . . . Contact your nearest Northern Electric office for the *very* best in Speech Input Equipment. Literature available upon request.



**SPEECH INPUT CONSOLE R5440A**

A small audio console, of the permanent installation type, having monitoring and remote line facilities not usually included in speech input equipment of this size.

Number of Inputs: 2 Mixer Inputs @ 25 to 45 or 100 to 180 ohms for microphone levels.  
4 Incoming lines @ 150/600 ohms to one mixer.

Number of Outputs: 1 @ 150/600 ohms.

Physical Size: Length 13½ inches; Height 10½ inches; Depth 15½ inches.



**UNATTENDED CONSOLE R19864A**

An ac operated remote type console used ideally in a location where a number of microphones are required, having various output levels, and where the use of an operator to "ride the gain" is not warranted.

Number of Inputs: 4 @ 37½ /150 ohms for microphone levels.

Number of Outputs: 1 @ 150/600 ohms.

Physical Size: Length 11½ inches; Width 9 inches; Depth 5 inches.



**PORTABLE AUDIO CONSOLE R5460A**

An ac or battery operated, all transistor, single channel console type program mixing unit designed expressly for the amplification, control and monitoring of program material originating at microphone level in remote broadcast operations.

Number of Inputs: 4 Mixer Inputs @ 50 ohms balanced, 150 ohms balanced, or 5000 ohms unbalanced.

Number of Outputs: 1 @ 150/600 ohms.

Physical Size: Length 15½ inches; Height 8 inches; Depth 5 inches.



**T.V. AUDIO CONSOLE R20139A (AC-5)**

An extremely versatile, and flexible program production unit designed specifically for the amplification, control and monitoring of the audio portion of large-scale television produc-

tions. Among its many features, this console has three main program channels which may be operated simultaneously on separate programs without interfering with one another.

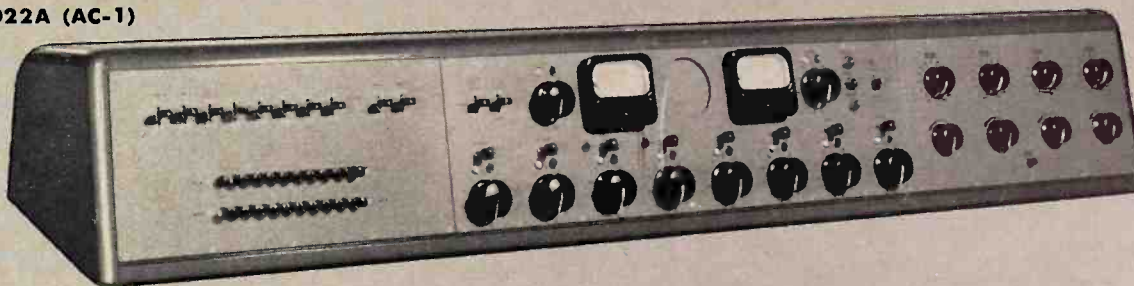
Number of Inputs: 16 Mixer Inputs @ 25 to 45 or 100 to 180 ohms for microphone levels.  
6 Incoming lines @ 150/600 ohms. (Padded down, and may be patched into any mixer input.)

Number of Outputs: 3 @ 150/600 ohms.

Physical Size: Length 93¼ inches; Height 10½ inches; Depth 15½ inches.

**SPEECH INPUT CONSOLE R19022A (AC-1)**

A full twin channel program production unit for use where a large number of taped and disc shows are employed.



Number of Inputs: 6 mixer inputs @ 37/150 ohms for microphone, tape and turntable.  
10 incoming lines @ 600 ohms to two mixers.

Number of Outputs: 2 @ 600 ohms.

Physical Size: Length 72 inches; Height 10¼ inches; Depth 15½ inches.

**T.V. AUDIO CONSOLE R18928B (AC-4)**



A very flexible program production unit for the amplification, control and monitoring of programs originating in television and large radio broadcasting stations.

Number of Inputs: 10 mixer inputs @ 37/150 ohms for microphone levels.  
10 incoming lines @ 600/150 ohms to two mixers.

Number of Outputs: 3 @ 600/150 ohms.

Physical Size: Length 72 inches; Height 10¼ inches; Depth 15½ inches.



**SPEECH INPUT CONSOLE R5420E**

The ideal console type program mixing unit for the amplification, control, and monitoring of program material originating in the average studio.

Number of Inputs: 5 Mixer Inputs @ 25 to 45 or 100 to 180 ohms for microphone levels.

4 Incoming Lines 150/600 ohms to one mixer.

Number of Outputs: 1 @ 150/600 ohms.

Physical Size: Length 23 inches; Height 10¾ inches; Depth 15½ inches.



**SPEECH INPUT CONSOLE R5430A**

An audio console having two main program channels which are capable of simultaneous operation on separate programs without interfering with one another.

Number of Inputs: 7 Mixer Inputs @ 25 to 45 or 100 to 180 ohms for microphone levels.

8 Incoming lines @ 150/600 ohms to two mixers.

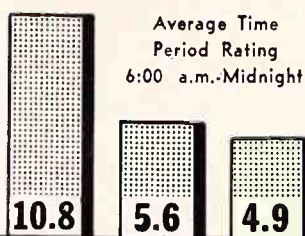
Number of Outputs: 2 @ 600 ohms.

Physical Size: Length 33 inches; Height 10½ inches; Depth 15½ inches.

# #1 CHED

By EVERY survey, CHED has **MORE LISTENERS** in Metropolitan Edmonton than the **NEXT TWO STATIONS COMBINED!**

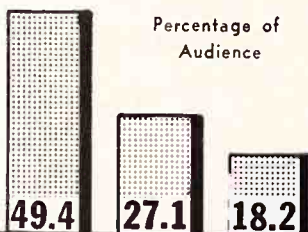
McDonald Research Ltd.  
(January, 1958)



CHED Stn. 2 Stn. 3

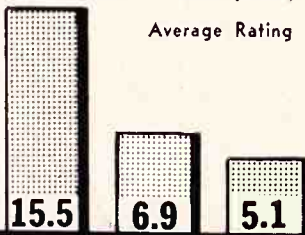
Elliott-Haynes

(March, 1958, Daytime)



CHED Stn. 2 Stn. 3

Bureau of Broadcast Measurements  
(Fall, 1957, Metropolitan Survey  
9:00 a.m. - 6:00 p.m.)



CHED Stn. 2 Stn. 3

## Confession

# I WAS A TEEN-AGE BUM

By Joe Young

Copy-writer, Gag Writer, or What Have You Got?

THERE'S A LOT of talk these days about a depression. I don't want to sound like the "I told you so" type but I have been predicting a depression for close on to twenty years. As a matter of fact, I started forecasting another depression just about the time the last one ended. I have been criticized, ridiculed, and verbally lambasted by otherwise intelligent people not blessed with my gift of foresight. I was wrong - - was a pessimist - - an idiot - - a prophet of doom. Those are only a few of the names I've been called through the years for waving my flag of warning.

I'm getting a little sick of this pig-headedness so I'm directing this article to the younger folk. They've never suffered hard times. Most of them don't know a depression from a hole in the ground. It's time they were given the facts and I can't think of anybody more qualified for the job than me. I am the author of a feature length documentary entitled, "I Was a Teen-Age Bum", which I have been trying to sell to READERS DIGEST since I was a teenager. At that time it was entitled, "I Am A Teen-Age Bum".

My family left England in 1929 to escape the depression in the northern coal fields and arrived in Sudbury just in time for the bottom to drop out of things. I remember, young as I was, making a little joke about us bringing the depression with us. The whole family laughed - - about fifteen years later. At the time I got a belt across the head and my joke book taken away from me.

Things were really tough. I don't say we nearly starved to death but there were times when the family eyed each other carnivorously across the dinner table. Those were the days when you got free liver at the butcher shop to feed the cat. It tasted delicious, too. I mean the liver not the cat. Things weren't that bad.

Keeping a family looking respectably dressed posed quite a problem for many parents including mine. Nearly everything you wore had patches on it. Some things even had patches on patches. What happened when your shoes wore out? Well, my dad solved that one neatly. He made new soles out of an old car tire. They were good for another ten thousand miles of non-skid walking. There was one fault with them, though. They made my shoes so heavy that very often I had to ask somebody to give me a push to get me started. Once I got going I coasted along in fine fashion.

There were other things to contend with, too. We lived in a frame house that had four rooms, not including the bathroom. We didn't include the bathroom because we didn't have one. Sudbury is quite a cold spot but it was even colder in those days. One morning I got up and it was ten below zero. I don't know how cold it was outside the house. It didn't matter what you did you couldn't get that house warm. My mother used to pile so many blankets on top of me after I got into bed I looked like a book mark.

This way of life wasn't temporary either. Year after year it was the same. Nothing changed but my voice. I finished public school; then took a commercial course at technical school. However, I quit school about two months before the final exams. My teacher was quite annoyed with me and wanted to know how I expected to get a job without a diploma. I told her I'd be more interested in a sheepskin if it had some meat on it. There were really two good reasons for quitting. First, as a public spirited young man, I didn't want to aggravate the unemployment situation by being qualified to take a job. Second, I was an odds on favorite to flunk the exams.

After I got out of school I didn't waste any time looking for a job. I wanted to get it over with as quickly as possible so I could start relaxing. My approach was quite unique and I heartily recommend it to any young man who doesn't want to rush his business career.

I'd walk into a place of employment and ask for the boss. As soon as he'd appear I'd say, "You don't need anybody, do you?". He'd say, "No", and I'd get out fast before he had a chance to change his mind.

One day I got quite a scare. A meddlesome neighbor woman told my mother that they needed a junior book-keeper where her husband worked. I wasn't home at the time and my mother got word to me through a friend. He didn't have any trouble locating me as there was only one pool room in town. Well, instead of breaking things to me gently, the jerk gives me the bad news just as I'm trying to sink the eight ball in the corner pocket. There's a time and place for everything, you know.

When I got home my mother already had my shiny blue serge suit out and my shoes polished. She helped me get dressed and in no time flat I was on my way. Soon as I walked into the place I got a bad impression. Everybody was working hard.

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I didn't like the boss either. He looked like an embezzler. I told him there probably wasn't any truth in it but there was a rumor that he needed a junior book-keeper. Yes, there was a job open and what experience did I have? I asked him what he had in mind for ten bucks a week, a chartered public accountant? Then before he had a chance to answer I enquired about holidays with pay and sick leave. He mumbled something about keeping ledgers, whatever they are, and took my name and address and said he'd call me later. I knew I wouldn't get the job because on the way out I saw him through the corner of my eye throw my name and address in the wastebasket. A wise guy.

Now, I don't want anybody to get the impression I didn't have any ambition. It was just that work didn't interest me at that time.

About six of us used to hang around together. We spent our time in usual teen-age activities like stealing donuts out of the bakery wagon and bottles of milk to wash them down with from the milkman. Then there were always a few gardens ripe for raiding. Of course, there were times when a little cash would come in handy, especially if a mid-way was due to hit town. Fortunately, things seemed to work out. The Forestry Department paid two dollars a day to fight bush fires and every time we needed money there just happened to be a bush fire start up. Looking back on things I'm always amazed that we didn't turn out to be juvenile delinquents.

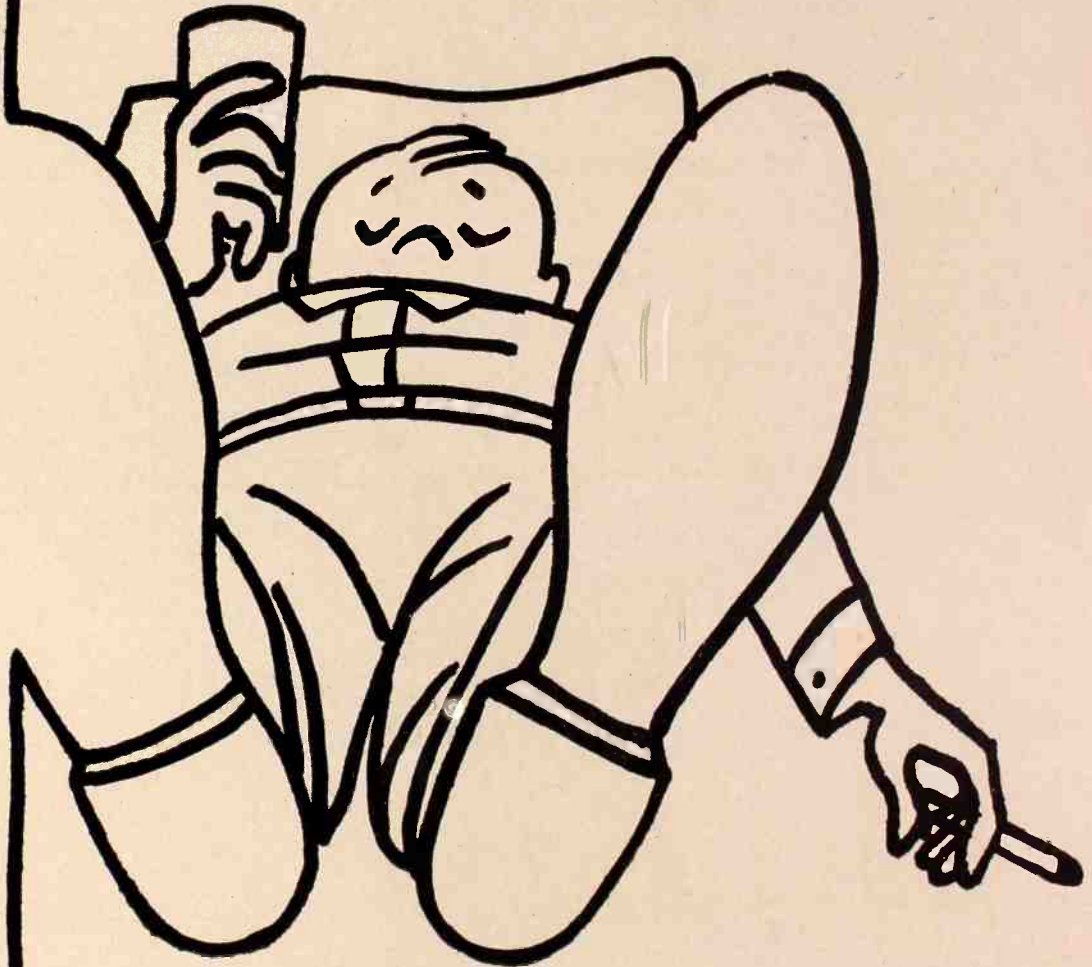
One of the boys got a job working in a wholesale hardware. It was the talk of the neighborhood. People used to point out his house and say, "The guy that got the job lives there." He was held up to the rest of us by our parents as a real go-getter. If he wasn't such a good friend we would have hated him but he shared his good fortune with us. Every pay day we used to meet him and help him spend his pay. We'd go to the movies and then have fish and chips afterwards. He was really a good hearted guy and we resented it when we heard people refer to him as a sucker.

We worried about him constantly. If he got any sign of a cold we used to fill him full of home remedies. We couldn't afford to have him off work sick. He had one bad fault though. He wanted to be a cowboy singer and he squandered half of one pay check on a guitar. That was bad enough, but having to sit around at night listening to him sing was even worse. One of his favorite songs was "There's a Love Knot in My Lariat" and he sounded like he was strangling in it. He was such a nice guy we didn't want to tell him right out that he was lousy so we had to find another way to discourage him.

Amateur shows were the rage those days so I entered him in one. I figured he'd only howl his way through half a chorus when they'd give him the gong. For the next couple of weeks he really practised. Every night he'd gulp his supper, then join us up the railroad tracks, his trusty guitar under his arm. I never saw anyone with so much confidence. There was no doubt in his mind that he'd win. I began to wish I'd never got him into the amateur show because I hated to see him get hurt. As a matter of fact, with his

(Continued on page 31)

## When it's break-time at the convention



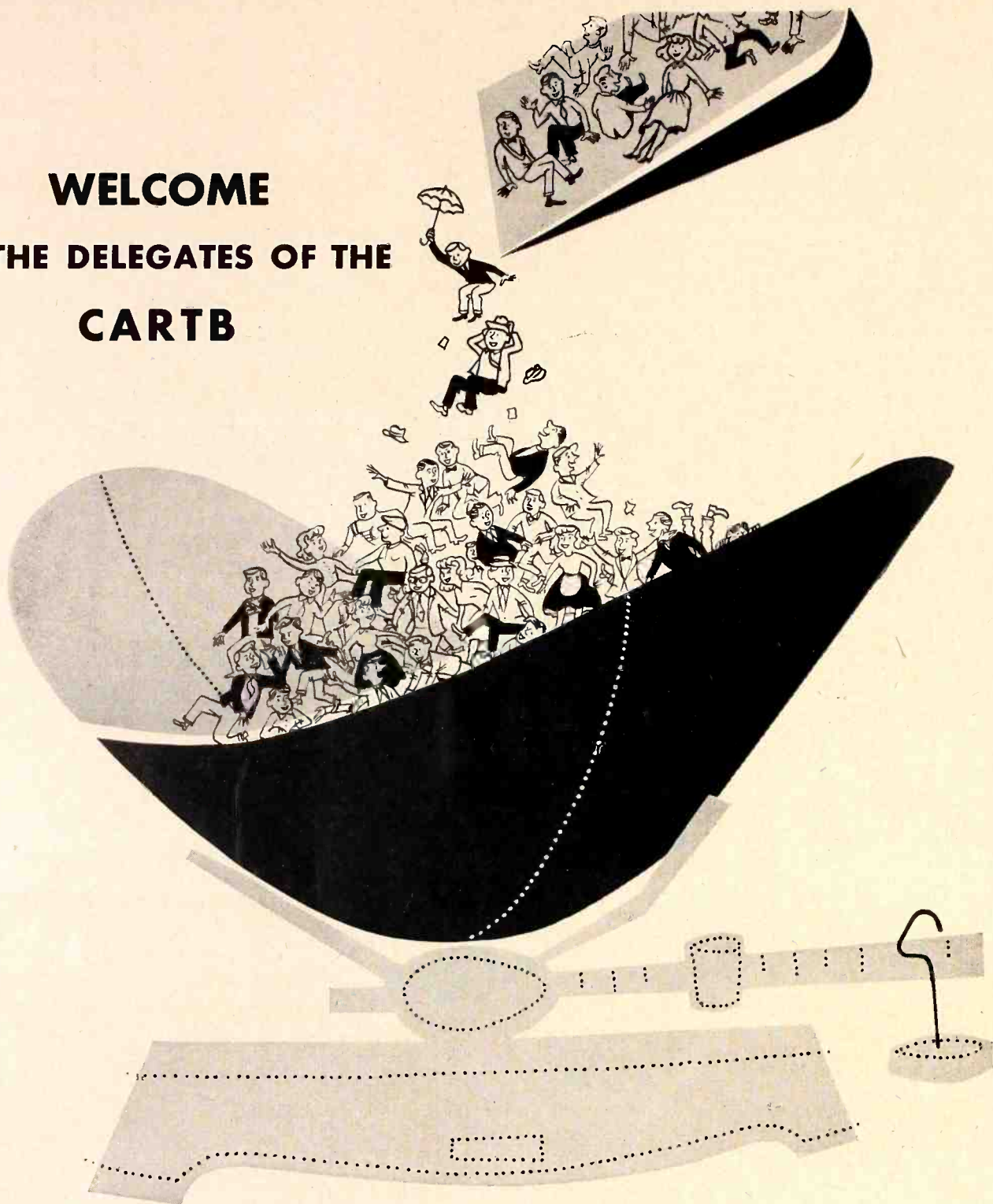
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TO THE DELEGATES OF THE  
CARTB**



**CKAC** NOW 50,000 WATTS!  
5 TIMES MORE POWER FOR US  
MORE SALES FOR YOU

Yes, here's really important news when you're planning advertising for Montreal and Quebec Province. CKAC has had its wattage stepped up to 50,000 watts, day and night. This means not only a stronger signal in the city itself, but greatly extended coverage in the surrounding areas.

If you're looking for sales—and want real impact in the French market—you can't afford to pass up CKAC—your top performer in this field.

**THE MOST LISTENED TO STATION IN CANADA**

**REPRESENTATIVES:**

I.B.S. Toronto

U.S.A.: Weed & Co.

## Joe Young - - more of the same

(Continued from page 29)

voice there was a chance he'd get killed.

On the big night the five of us were in the audience. He paid our way in so we'd applaud for him. The acts were typical of amateur shows. There was an acrobatic dancer who kept trying to do the splits but never quite made it. An Irish tenor who had a sort of whisky flavor to his voice. A girl pop singer who raced the pianist through "It's Only a Paper Moon" and beat him by a bar and a half. An amateur magician who fooled nobody but himself.

Then it was our boy's turn.

As I said before, he never was any good but that night he was at his lousiest best. He obviously had a chronic case of stage fright. After three false starts he took off. He didn't get any better as he went along but he got louder. I glanced around to see if the audience looked threatening but was amazed to see them looking as though they were enjoying it. They were. He won quite easily and was awarded ten dollars prize money and an autographed picture of Major Bowes.

While my scheme had backfired it had its good points. We congratulated the champ and led him to the nearest restaurant where we allowed him to buy us fish and chips and Boston cream pie with some of the prize money. We let him keep the rest.

I hate to say this but success went to his head. He bought a ten gallon hat. He was no longer humble and avoided us on pay day. The next thing we knew, he was running around with a western group playing at Saturday night barn dances. I was very hurt when he turned down my offer to manage him for fifty per cent of what he made. After all it was me who had started him on the road

to fame.

After this source of revenue dried up my life of leisure began to wear thin. On top of that, things were picking up and one by one the boys were getting jobs. I became a messenger boy for the Canadian Pacific Telegraphs. It didn't pay much but there were a lot of fringe benefits. We had the privilege of drinking all the pop we could drink at the local bottling works and all the bananas we could eat at the wholesale fruit company. There were tips too, if you stood around long enough.

After two years of that I lost my taste for pop and bananas so I quit. I decided to look around for something that had a little prestige. Radio Station CKSO hadn't been operating very long and I figured that with the show business experience I had acquired through my cowboy friend I'd have no trouble in straightening it out. I approached the management and was immediately hired.

It wasn't exactly an ideal job for a man of my calibre. They were building a new antenna four miles out of town and needed a laborer. The pay was fifteen dollars a week out of which I had to pay two and a half dollars bus fare to get there. The job lasted two months and I was lucky to get out alive.

After the mast was up they gave me a job in the studio but dropped my salary from fifteen to twelve and a half dollars because I didn't have to take a bus to get there. Actually that wasn't bad for those days and I was quite happy.

The depression was now over and I was on my way to the howling success I am today. However, I'm convinced it won't last. Another depression is on its way. I'm so sure of it I'm practicing rolling my own cigarettes. I want to be ready to sit back and enjoy it when it gets here.

## Highlights for June

The convention of the Western Association of Broadcasters headlines the Broadcasting activities for June this year.

Also, birthday greetings to CKCH, Hull, 25 years old on June 30.

Listed below are more of June's special days.

1. Trinity Sunday.
2. Foundation of the Italian Republic, 1846.  
Death of Giuseppe Garibaldi, 1882.  
Sir Edward Elgar born, 1857.  
Coronation of Queen Elizabeth II, 1953.
- 5-7. WAB Convention at the Banff Springs Hotel in Banff, Alta.
6. YMCA founded, 1844.  
D-Day, 1944.
8. Robert Schumann born, 1810.
9. Death of Charles Dickens, 1870.
10. Duke of Edinburgh born, 1921.
11. Richard Strauss born, 1864.
12. Celebration of the birthday of Queen Elizabeth II.
15. Edvard Grieg born, 1843.  
Father's Day.
- 15-21. Red Cross National Water Safety Week.
17. Igor Stravinsky born, 1882.  
Charles Gounod born, 1818.
21. First day of Summer.
24. St. Jean Baptiste—Midsummer day (Prov. Holiday — Quebec and Nfld.)
26. United Nations Charter signed, 1945.



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AND

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1/3 OF THE TOTAL RETAIL SALES

IN SASKATCHEWAN\*

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## YORKTON



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A. J. Messner & Co., Winnipeg  
Young Canadian Ltd., U.S.A.



Looking forward to seeing you  
in Montreal

Stephens & Townsend Ltd.

Toronto & Montreal

## Technicolumn

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**HAS THE ANSWER!**

**OUR FRENCH DIVISION IS DESIGNED  
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**N**EW ACCESSORY equipment for converting a standard camera channel for quick and easy alignment is being offered by Marconi's Wireless Telegraph Company of Chelmsford, England.

Optimum picture quality requires correct alignment of the beam in the image orthicon tube so that it passes axially down the tube. Normally this alignment is achieved by simultaneous adjustment of three controls. The operator must rock the beam focus control and adjust the two alignment controls until the picture goes cleanly in and out of focus with minimum swirl.

Much skill and practice are required to achieve optimum results by this method. For even the most capable operator, the procedure is time-consuming.

Marconi claim their method achieves accurate alignment with ease and rapidity. The new procedure modulates the beam focus electrode of the image orthicon with a square wave at half field frequency while carrying out the adjustment of the alignment controls.

If the beam in the image orthicon is correctly aligned, the square wave modulation on the beam focus electrode produces no effect since the beam is travelling down the axis of the tube. An incorrectly aligned beam, however, may be resolved into two components at right angles - a radial component down the axis of the tube and a transverse component across the tube. The square wave modulates the transverse component and in effect changes the area of the target which the beam scans during each half cycle. This produces a double image and the only operation required is the simple adjustment of the two alignment controls.

The equipment, now available for modification of standard camera channels, has been incorporated into new designs of Marconi's cameras.

**C**ANADIAN GENERAL Electric has entered the hand-carried two-way radio market with a portable transmitter-receiver which is described as a breakthrough in the technology of transistorization.

The new product is a tubeless receiver for use in VHF mobile communications services by public safety

agencies, business and industrial firms. It is the result of experimental work done by CGE engineers in advancing the practical operation of transistors at higher frequencies.

GE says that the new portable is completely transistorized as opposed to those of other makes which are only partly so. The new receiver, which can operate on less power than a flashlight, is designed for operation on two frequencies. All components of the receiver are readily accessible.

**W**ESTINGHOUSE ELECTRIC says portable television sets can run on batteries and employ transistors will soon be on the market. The model uses 23 transistors instead of vacuum tubes and can operate on house current or rechargeable batteries. Mass production will start at the plant in Metuchen, New Jersey with the development of some new transistors.

**W**ALTER HARTWIG, director of photography at CFRN-TV, Edmonton, has come up with a novel use for plastics in polygraphy by adapting four-inch polythene tubing for developing tanks.

The station uses too much roll film to employ hand-loaded tanks and did not want to bear the expense of a professional-type processing unit. The tanks Walter uses are three feet long and contain developer, stop-bath, fixer and photo-flow and he says that they are highly satisfactory.

The polythene from which the pipe is extruded, resists attack by almost all strong alkalis and acids, particularly those which would normally corrode most metals. An Edmonton firm, Plastics Industries (Alberta) Ltd., fabricated the tanks for the station from standard polythene pipe.

**A**CCORDING TO RCA, newspaper press rooms may soon be automatic. They have developed an electronic brain, which keeps track of the exact number of copies printed, and then shuts down the presses automatically when the desired run has been completed. The automated printing is said virtually to eliminate costly over-runs or premature press shutdowns.

### IF YOU SELL

Sun glasses, vacuum bottles, swimming togs, soft drinks, beach-wear, sun lotions, reading material, cameras and films, gasoline and oil, ice cream, barbeque equipment, picnic supplies, do-it-yourself outdoor projects, swimming and wading pools, prefab cottages, real estate, automobiles and auto accessories, sports equipment, lawn furniture, gardening supplies, insect repellants, summer clothing, flashlight batteries — in fact any vendibles in-demand in summer and fall, get the complete outline of

**"THE THINGS WE'LL DO THIS SUMMER ON CJBQ"  
to enhance summer advertising from your  
nearest STOVIN-BYLES office**



SOON 5,000 WATTS



BUYING POWER:  
\$ 1,065,371,000

**CHLT**  
on 630 KC

WITH ITS INCREASED POWER, CHLT will cover  
**SHERBROOKE, THE EASTERN TOWNSHIPS,  
15 COUNTIES in "A" TERRITORY, and 7 in "B"**

**POPULATION :**

"A" : 621,300      "B" : 473,700

Total : 1,095,000

**FAMILIES :**

"A" : 132,900      "B" : 97,900

Total : 230,800

**BUYING INCOME :**

"A" : \$601,652,000      "B" : \$463,719,000

Total : \$1,065,371,000.

SOON 5,000 WATTS, on 630 KCS this is big news for a big, powerful station. With its increased power, CHLT will be enabled to reach simultaneously EVERY CORNER of the EASTERN TOWNSHIPS, while major industrial centres like Quebec City, Levis, Sorel, Drummondville, Granby, St-Jean and many others will be encompassed by CHLT's powerful and expanded voice . . . and by this accomplishment, CHLT Radio will penetrate deeply into the very heart of the Province of Quebec's most lucrative and most productive market.

NO DOUBT that more powerful CHLT will bring a resultant increase in sponsors. So we suggest that you set aside RIGHT NOW a sizeable portion of your advertising budget, that will go to work for you, and reap BIG BIG returns.

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**OVER 20 YEARS OF SERVICE**



*Hi Ya Podner!*

Take me back to my Boots and Coke . . .  
 I'm a watchin' the big shows on Western TV — the Westerns, the Dramas, the Comedies, the Howdy Doody and when ma permits, the afternoon Matinee and other big shows wearing the Channel 2 Brand—CKCK-TV, Regina.

P.S. . . . and don't think I don't savvy those commercials! Look what I'm drinkin' . . . and ma tells me we kids are tomorrow's big guns at the cash counter — we're sure hep on TV's branded commercials!

**The last roundup figures 192,000 human critters recognize the Channel 2 brand in some 52,000 TV homes. . . .**



# OU EST LA PLUME DE MA TANTE?

or "If You Want To Advertise in French You'd Better Know Your Onions"

By Nolin Trudeau

**W**HEN YOU KNOW ONLY ONE language, you only have to think in that one language, to speak it and to write it. You only have one set of grammatical problems, syntax difficulties and style requirements.

But when you are bilingual, you double the number of words you have to know, and rules you have to follow.

The average unilingual Canadian has only a vague idea of how complicated it is to be bilingual, I mean fully bilingual. He seldom understands how difficult, unrewarding and dispiriting translation work can be.

As an example, if you took an average businessman into the woods, and asked him to identify insects, birds, trees, and plants, the chances are that outside of a hummingbird, a porcupine, a maple and a water lily, he could not name more than 10 per cent of the things he would see. Yet, the same man will turn over a booklet on our flora and fauna to a bilingual French-speaking Canadian, ask him to translate it, and express amazement that the man has to look in dictionaries (where he will not find more than 50 per cent of what he is looking for), write to Ottawa to get bilingual brochures on the subject, and ask him for a week in which to produce his French version of the English booklet.

## WHAT'S THE FRENCH FOR EARWIG?

This happens every day in such widely different realms as geology, chemistry, cooking, fashion, agriculture, etc., etc. The unilingual person who knows his field by heart expects the bilingual man to be in turn a geologist, a chemist, a chef, a *grand couturier*, and a farmer. The fact is that in most areas, the translator is like the businessman in the woods. He can identify a bumble bee; a spruce perhaps, if he does not confuse it with a balsam fir; a moose; a pike, if he does not mistake it for small musky; but how about the tamarac (a tree), the nuthatch (a bird), the mad tom (a sort of catfish) and the earwig (a bug)?

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## FRENCH IS MORE PRECISE

French is a precise, highly articulate Latin language, English is, at times, a most conveniently vague medium of expression. In French, when you want to say something, you must state it clearly, and leave

little to the reader's imagination. French is more difficult to write than English - - good French that is. There are many reasons for this: more severe rules and regulations, a tougher grammar, a stricter syntax, objects which have a gender, difficult participles, and an exception to prove every rule.

## NO FRENCH FOR SMACKEROO

French has only half as many words as English. In English, many liberties can be taken - - especially in advertising copy; words can be invented, such as "swell-elegant", "crispy - crunch", "smackeroo", to suit the convenience of the writer. Not so in French. Such liberties only

result in gibberish. The French do not approve of word inventors. They do a good job of preserving the words they have and of retaining their exact sense. Some "words", spelled exactly the same way in both languages, have different meanings ("versatile" in French means "inconstant"). A word may have a hundred meanings in English, only one or two in French.

French is, by and large, an active language, while English, generally, is passive. In French, "the man goes there"; in English, "the man is going there". In French, we say "one says that"; in English, "it is said". Translators who constantly retain the English passive form in French, pro-

duce copy which sounds more like English than French, and, is therefore, bad copy. The more French sounds like English, the poorer it is.

## FEW LITERAL TRANSLATIONS

French is essentially different from English in more ways than one, and nowhere is this more evident than in proverbs and sayings. There is no way in French to link an advertisement showing a snooker table, with the expression: "Are you behind the 8-ball?". We do keep our "sunny side up", but our fried eggs are "mirror eggs" - - *oeufs au miroir* - - and have nothing to do with good humor. And when we have "a horse

(Continued on page 37)



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From a stellar exponent of the jazz idiom on saxophone and flute who brought us a modern shepherd's tune . . . a Calgary policeman whose songs have brought the Alberta foothills to all of North America . . . a housewife in the Province of Quebec whose interest in our two languages has been preserved in a bilingual song that is hailed as "one of the most beautiful ballads of this or any year" . . . a New Canadian artist whose musical reporting of the Canadian scene produced a hit song that went to England and won the Ivor Novello award for the best song of the year . . . an ex-Newfoundlander, now a Montreal school teacher, whose talented pen depicts for the world the people and pursuits of his native Province . . . "The Dean of Canadian Composers" . . . and a host of others who have set the heart of Canada to music. BMI Canada is proud that its open door has helped to bring this new music to Canada.

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## BMI CANADA LIMITED

16 Gould Street  
Toronto 2, Ontario

1500 St. Catherine St. West  
Montreal, Quebec

New York • Chicago • Hollywood



*Hi Ya Podner!*

Take me back to my Boots and Coke . . .  
 I'm a watchin' the big shows on Western TV — the Westerns, the Dramas, the Comedies, the Howdy Doody and when ma permits, the afternoon Matinee and other big shows wearing the Channel 2 Brand—CKCK-TV, Regina.

P.S. . . . and don't think I don't savvy those commercials! Look what I'm drinkin' . . . and ma tells me we kids are tomorrow's big guns at the cash counter — we're sure hep on TV's branded commercials!

**The last roundup figures 192,000 human critters recognize the Channel 2 brand in some 52,000 TV homes. . . .**



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**CHANNEL**

Down Here in  
Canada's Sun Parlor

**CKLW**

**TV and AM**

IS REAPING BUSHELS OF

**LONG GREEN**  
FOR ADVERTISERS



Now There Are  
**MORE THAN 121,000 SETS** in our  
**WESTERN ONTARIO SIGNAL AREA**

No wonder advertisers on CKLW get results! It's the greatest concentration of televiewers in proportion to population *anywhere* in Canada. In addition, thousands upon thousands of U.S.A. viewers and listeners in Michigan and Ohio are CKLW fans all year round — a healthy percentage of the Americans who buy here regularly, winter and summer. Why not sell them your products?

THE ONLY "TWIN FULL POWER"  
SIGHT and SOUND COMBINATION  
in the  
WINDSOR-DETROIT  
MARKET

FIRST ★ IN AUDIENCE ★ IN POWER  
★ IN PROGRAMMING  
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TV . . . WITH 325,000 WATTS POWER  
AM . . . 50,000 WATTS . . . 800 KC

**C K L W**  
**W I N D S O R**

## "We eat dandelions by the roots"

(Continued from page 35)

of a different color", we simply call it "another pair of sleeves". In English, husbands and boy friends call their wives or girl friends "honey", but we say "my cabbage". This may sound ridiculous in English, but not any more than "honey" - - *mon miel* - - in French. "Poor as a church mouse" is "to be on the straw". "Not to beat around the bush", in French, is "not to go by four roads". When we take *French leave*, we say "English leave". Of a *game guy*, we say: "He's not cold in the eyes". And, finally, when we have passed away, we do not *push*



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There are about 1,000 French words in the English language. Yet many of them now differ from their original or present French meaning. "Connoisseur" is an example. It is an old French word; it is not even in the French dictionaries. In French, the word is "connaissance", not "connoisseur", and it does not mean entirely the same thing. "Double entendre" which means "risqué" (both expressions are French) is made up of two French words, but it is not French. In French, we say "double sens" not "double entendre".

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With all these complexities, it is easy to imagine what limitations and frustrations are encountered by the poor French copywriter when he is called upon to translate high pressure English copy, full of new, unusual words for which he frequently is at a loss to find proper equivalents.

There is a famous expression which one hears time and time again:

"Ah! You Frenchmen never agree on good French copy". The answer to this is that it is purely a matter of interpretation. Farm out a piece of copy to six translators. They will all make different versions, some good, some bad; all varying in form and style. This is understandable. Give a group of English persons, some writers, and others not, a subject to cover, supply them with the information, and let them at it. They too will come out with highly different versions, from plain mediocre to brilliant. Call in an English-speaking advertising copywriter and ask him to pass judgment on some copy you have in front of you, stating it was written by the sales manager and implying that you do not like it very much. You will get as thorough a blue-pencilling job as you are likely to see in a hundred years.

### IS IT GOOD FRENCH COPY?

How is it possible to obtain good translation? The reply should be: "Proven ability, adequate compensation and sufficient time". Normally, to be a good French translator, a man must first be a good French writer. He cannot be the one without being the other. A good translator in Canada must also know English perfectly. He must know the Canadian and American English colloquialisms and expressions. He must know his Quebec market in order to avoid using French words which may have a pejorative connotation in Quebec, and so that he may chose from several correct French expressions, whichever is most prevalent in his province. He must preferably, therefore, be a part of the Quebec scene, live close to people he is writing for, and be aware of the mentality and trends of his compatriots. In other words he should benefit from the stimulus of the public he serves. He should also, and this I believe is essential, work in co-operation with others, where mutual editing, polishing of sentences and close checking make for vastly improved and more accurate French copy.

### DANGEROUS ASSUMPTIONS

It is dangerous to assume that a man is a translator because he says he is one. His work may well be poor, and French advertising will suffer greatly in his hands.

It is a fallacy also to believe that every person who speaks French can write French sufficiently well to produce an adequate translation. Because the language is more difficult, there are fewer people who write it well in Canada than there are who write English properly. The great majority of French-speaking salesmen, or stenographers are not qualified to write French copy, and strangely enough, quite often their judgment on it is far from perfect. There are French Canadians who speak good French, but who have acquired most of their business experience in English. They write English much more than they do French. Hence, their ability to translate is highly limited. Asking them to do this kind of work places them in an embarrassing position.

Through the

# IMPACT

of  
Sight

+

Sound

+

Motion

You can SELL with

## TELEVISION

### CANADA'S NUMBER ONE SALESMAN

for over 5 HOURS a day in  
3,100,000 Canadian homes

### CARTB Member Stations

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

## BROADCAST ADVERTISING BUREAU

TV Division

Suite 414

200 St. Clair Ave. West

Toronto 7

Phone WA. 2-3684

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.



# Hi Ya Podner!

Take me back to my Boots and Coke . . .  
 I'm a watchin' the big shows on Western TV — the Westerns, the Dramas, the Comedies, the Howdy Doody and when ma permits, the afternoon Matinee and other big shows wearing the Channel 2 Brand—CKCK-TV, Regina.

P.S. . . . and don't think I don't savvy those commercials! Look what I'm drinkin' . . . and ma tells me we kids are tomorrow's big guns at the cash counter — we're sure hep on TV's branded commercials!

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**CHANNEL**

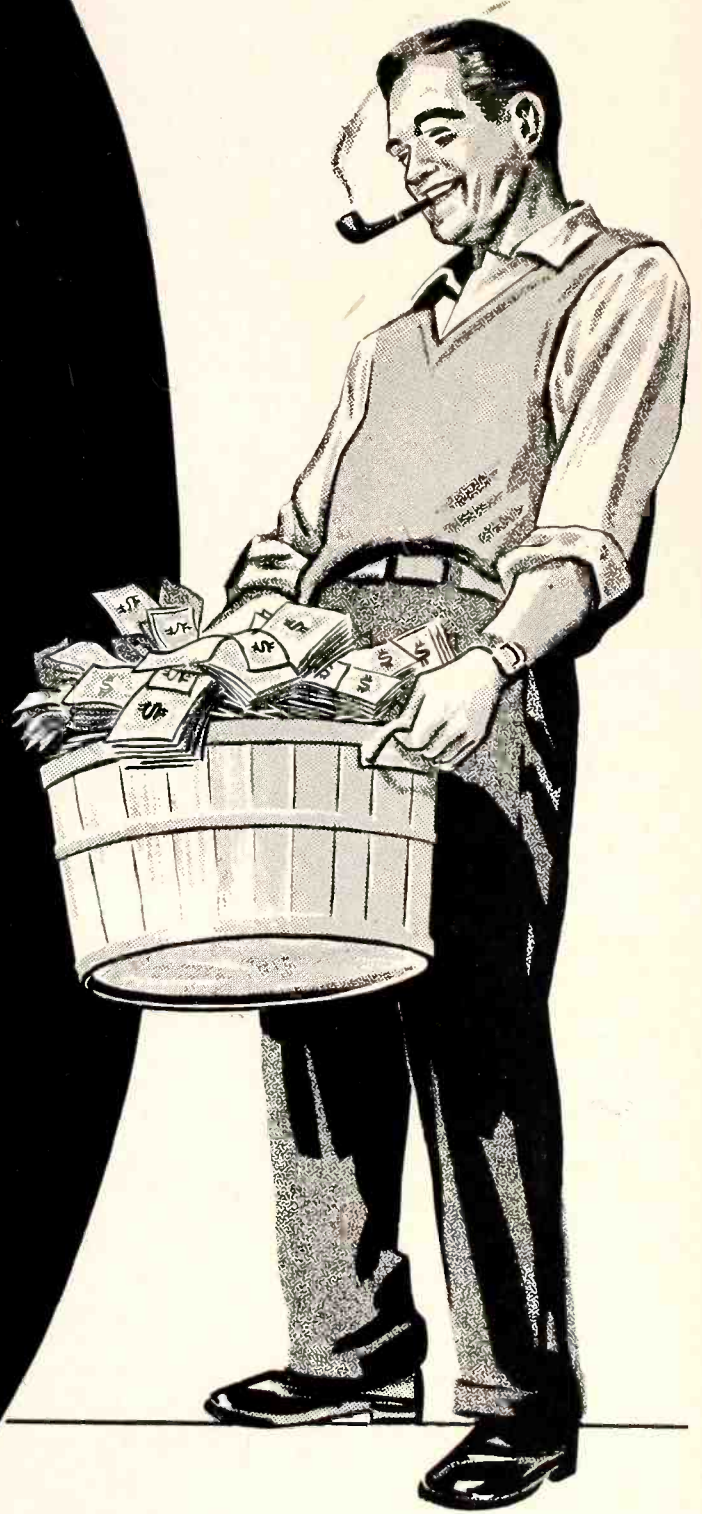
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**SIGHT and SOUND COMBINATION**  
in the  
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**FIRST** ★ **IN AUDIENCE** ★ **IN POWER**  
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With all these complexities, it is easy to imagine what limitations and frustrations are encountered by the poor French copywriter when he is called upon to translate high pressure English copy, full of new, unusual words for which he frequently is at a loss to find proper equivalents.

There is a famous expression which one hears time and time again:

"Ah! You Frenchmen never agree on good French copy". The answer to this is that it is purely a matter of interpretation. Farm out a piece of copy to six translators. They will all make different versions, some good, some bad; all varying in form and style. This is understandable. Give a group of English persons, some writers, and others not, a subject to cover, supply them with the information, and let them at it. They too will come out with highly different versions, from plain mediocre to brilliant. Call in an English-speaking advertising copywriter and ask him to pass judgment on some copy you have in front of you, stating it was written by the sales manager and implying that you do not like it very much. You will get as thorough a blue-pencilling job as you are likely to see in a hundred years.

### IS IT GOOD FRENCH COPY?

How is it possible to obtain good translation? The reply should be: "Proven ability, adequate compensation and sufficient time". Normally, to be a good French translator, a man must first be a good French writer. He cannot be the one without being the other. A good translator in Canada must also know English perfectly. He must know the Canadian and American English colloquialisms and expressions. He must know his Quebec market in order to avoid using French words which may have a pejorative connotation in Quebec, and so that he may choose from several correct French expressions, whichever is most prevalent in his province. He must preferably, therefore, be a part of the Quebec scene, live close to people he is writing for, and be aware of the mentality and trends of his compatriots. In other words he should benefit from the stimulus of the public he serves. He should also, and this I believe is essential, work in co-operation with others, where mutual editing, polishing of sentences and close checking make for vastly improved and more accurate French copy.

### DANGEROUS ASSUMPTIONS

It is dangerous to assume that a man is a translator because he says he is one. His work may well be poor, and French advertising will suffer greatly in his hands.

It is a fallacy also to believe that every person who speaks French can write French sufficiently well to produce an adequate translation. Because the language is more difficult, there are fewer people who write it well in Canada than there are who write English properly. The great majority of French-speaking salesmen, or stenographers are not qualified to write French copy, and strangely enough, quite often their judgment on it is far from perfect. There are French Canadians who speak good French, but who have acquired most of their business experience in English. They write English much more than they do French. Hence, their ability to translate is highly limited. Asking them to do this kind of work places them in an embarrassing position.

Through the

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**SALESMAN**

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**3,100,000 Canadian homes**

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CJOX-TV,	Argentia	CFCJ-TV,	Port Arthur
CFCY-TV,	Charlottetown	CJIC-TV,	Sault Ste. Marie
CHSJ-TV,	Saint John	CKLW-TV,	Windsor
CKCW-TV,	Moncton	CKNX-TV,	Wingham
CKRS-TV,	Jonquière	CKX-TV,	Brandon
CFCM-TV,	Quebec City	CKCK-TV,	Regina
CKMI-TV,	Quebec City	CJFB-TV,	Swift Current
CKRN-TV,	Rouyn	CFQC-TV,	Saskatoon
CKVR-TV,	Barrie	CHCT-TV,	Calgary
CKWS-TV,	Kingston	CHCA-TV,	Red Deer
CHEX-TV,	Peterborough	CFRN-TV,	Edmonton
CKCO-TV,	Kitchener	CJLH-TV,	Lethbridge
CHCH-TV,	Hamilton	CHAT-TV,	Medicine Hat
CFPL-TV,	London	CHEK-TV,	Victoria
CKGN-TV,	North Bay	CHCB-TV,	Kelowna
CKBI-TV,	Prince Albert	CKOS-TV,	Yorkton
CHAB-TV,	Moose Jaw	CKBL-TV,	Matane

## 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.

News

# RIP-AND-READ HAS GONE BY THE BOARD

By Bill Hogg

IN THE GROUP around a horse-shoe editorial desk were three newsmen; the rest young men and women, senior journalism students at the University of Western Ontario. On a nearby table a recorder hummed softly, putting on magnetic tape their questions and comments on the broadcast news business.

What about radio news under the impact of television? How do you become a broadcast news editor? What about training? Does a journalism course help? How about network jobs, or on individual stations? What about money?

A class of young hopefuls, preparing to graduate at London this spring, getting a glimpse down one of the avenues that criss-cross the news business. They're doing a brain-picking job on a network news director, a private station editor-news-caster and a newspaper-turned-professor.

Now, change the scene to Miami. The time is last fall, and here's a roomful of professionals, members of the Radio Television News Directors' Association, representing US and Canadian networks, and radio and TV stations big and small from most parts of the United States and four Canadian provinces. They've been meeting for three days, and only the camera angle is different.

How to get trained people? How to present film? What do you do for news-in-depth? How can we raise standards in the profession - - or is

it a trade or only a job? Does the station manager love his news director anymore? And how about the dough?

But that's enough questions. Looking back almost 20 years in the broadcast news business - - and ahead another 20 - - maybe we can find some answers, first by considering what we are. In its role as the great public informer, which many would put ahead of that of entertainer, broadcasting has always had a close affinity to the news business.

## INTRODUCTION TO RADIO

My first professional brush with broadcasting was in the early thirties when a fellow-reporter got the not-too-original idea one Sunday night of going around to his girl's house and covering by radio the church sermon to which he'd been assigned. It was a lot more comfortable on a chesterfield than sitting in those hard pews.

He tuned in a bit late, perhaps, but was still able to take down enough notes to do a presentable job on the sermon, handing in his story on the way home after a most enchanted evening. Disenchantment came the next day when the minister called to congratulate the city editor on the fine report of an excellent sermon someone else had given at another church. That's how my reporter friend learned about changes in program schedules.

But some things do not change,

such things as the basic requirements of a good newsman; the public craving for information; the need for accuracy as well as speed in reporting; and most of all, the integrity, the honesty and even dedication that marks the best in journalism - - whether by printed page, the broadcast word, the transmitted picture.

In Europe this spring, I found that BBC News is remembered, almost revered, for its honest war reporting. In Amsterdam, at a meeting of European Broadcasting Union's chief editors, the older men talked about this with professional admiration. In Paris, a famous resistance leader told me that while the SS troops patrolled the nearby roads, the Maqui drew courage from those wartime broadcasts. Stodgy perhaps by North American standards, yet their integrity endures.

Integrity isn't found in books of rules. It means people, and to get back to the gathering of journalism students, that's one of the things that emerged from our discussions. Character is the thing; if the student can type as well, so much the better.

## NEWSROOMS NEED CHARACTER

What we need in our radio and television newsrooms are men and women of character as well as trained intelligence. In all network operations and in progressive stations the broadcast news business has come a long way from the rip-and-read days when the duty announcer slapped on a record, dashed to the teletype and rattled off a summary from the radio wire. It would be good to report that these days were gone forever, everywhere, but unfortunately that's not so.

To quote Hugh Bremner, the private station newscaster from London, who took part in the discussion, "The newsman working on a local station should have just as much savvy as the fellow at CBC, more in fact because he has to have an intimate knowledge of community affairs and a broad general knowledge so he can assess world and national news as well. And he's got to believe in the importance of his work."

The impact of TV on radio news has been salutary. Even while it brought its own main problem of making the news visual without outraging news values, TV news has forced progress in the field of voice and actuality reporting, has brought more frequent bulletins to the sched-

ule and encouraged journalistic enterprise. It's no secret to anyone anymore that news and music best survive TV competition, but what kind of news, and how presented? In bits and pieces; as entertainment or information?

## ROOM FOR ALL NEWS MEDIA

You don't have to be a graybeard in this business to remember when newspaper publishers were dead set against giving radio a scrap of news for fear the upstart would push them out of business. Gradually this resistance weakened, and lo! while news broadcasts increased in frequency and popularity, newspaper circulations kept climbing. The appetite for news - - local news, world news - - has proved insatiable. Kids are reading just as many books today as they ever did, while still somehow getting in a lot of looking at the TV set. An increase in literacy across the world and man's desire to be informed hold promise of the future of the printed word, the broadcast word and pictures.

To fill this growing appetite we need trained people, and as the Miami gathering emphasized, the qualifications for the radio or TV newsroom are about the same everywhere. While many stations have found it possible to hire bright boys or girls straight from college, it's a complicated world with news of politics, economics, science, labor-management relations and Sputnik diplomacy, and you can't expect boys to do this man-size job. A minimum of a year of practical news work on top of a good academic record (in general arts or journalism) is usually looked for in the beginner, to be followed by intensive on-the-job training.

"That's the thing that a lot of stations fall down on; they just don't have anyone to train the newcomers, or if they do he's kept too busy", a man who knows intimately every station news operation in Canada told me recently. The answer, of course, is a well-seasoned news director given enough time to train his staff. There's still too much truth to the bitter story of the news director who was "promoted" to handling station publicity.

While TV news outstrips radio in its technical demands, expense and complication, there's plenty for the radio newcomer to learn about writing for the ear, how to ask the right,

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1340 Kc.

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INFORMATION

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## CFOR - RADIO

at 1570

10,000 Watts of News and Entertainment

From Orillia, Ontario

Represented By: Stephens & Towndrow Ltd. — Toronto & Montreal  
Radio Representatives Ltd. — Vancouver  
Stovin-Byles Ltd. — Winnipeg  
Young Canadian Ltd. — U.S.A.

## "... the payoff is in public service"

sharp questions for taped or live interviews, how to do some spot reporting. All of this on top of general knowledge and a well developed news sense, a healthy curiosity about the world and the people around him.

### JOINT OPERATION WON'T WORK

In scores of broadcasting stations in the States, combined TV-radio newsrooms turn out news programs, and these work reasonably well until the TV operation grows too big. Then most news directors find that the copy turned out for radio is not suitable for TV, apart from straight man-on-camera presentation which of course is little more than putting a camera in front of a news reader.

Once you get into the use of film and graphics the needs become quite distinct, although if you have both TV and radio there can and should be a pooling of effort in news collection, sharing of news services, tips and information, and ideally an interchangeable staff in the same general working area.

Apart from the network newsrooms, less than a dozen Canadian stations have active TV news operations, covering their city and district on film and putting out daily newscasts that make use of visual techniques. There's room certainly for many more. Most people who have studied the situation agree that while the news itself might not make much money, the payoff is in public service and prestige. They say the prospect of increased competition will make it essential.

An experienced news staff need not and should not stop at daily newscasts. For a progressive station there's the wide field of community reporting through interview programs, weekly press conferences, and a particularly rich vein to be worked in weekly in-depth reporting of the newsmagazine type that can deal with such things as housing, sports, industrial developments, city hall projects, police and safety campaigns; countless subjects of intense public interest that will give prestige and solid content to any station's schedule.

### THE JOB DETERMINES COSTS

Most stations have a single-camera operation, although two studio cameras are desirable for flexibility as well as 16 mm. film equipment. How much you want to spend would depend, of course, on the number and complexity of the programs you want to turn out, but I'm told that a basic installation adds up to something like this:

- 16 mm. camera with standard lenses and tripod: ..... \$1400 - \$ 1900
- Single-system sound-on-film camera, 200-ft. with standard lens and lens turret: ..... \$ 3600
- Editing equipment (silent, with viewer and rewinder): ..... \$ 100
- Editing and screening equipment (sound): ..... \$2000 - \$ 3000
- Processing equipment (if no outside lab available): ..... \$1500-\$10,000

As you'll see, the range of price is wide, according to the kind of equipment you choose for the kind of job you want to do. The above rough

prices, ranging in total from \$8,600 to \$18,600, would at the one end get you started and at the other, well on your way to covering your local and district scene on film. For the rounded newscast you'll want a film service on national and international events and to choose from there are three big ones in the field - - Visnews (the British Commonwealth International Newsfilm Agency with headquarters in London); United Press-Movietone of New York; and CBS Newsfilm.

Ten Canadian stations - - St. John's, Saint John, London, Kitchener, Wingham, North Bay, Sudbury, Saskatoon, Prince Albert and Edmonton - - get their world and national film coverage through membership with CBC in the Canadian Newsfilm Co-operative for the print cost of the film in return for their own district coverage; a co-operative arrangement similar to The Canadian Press in the newspaper field. Ron Laidlaw, news director for CFPL-TV London, is chairman of the Co-Op.

### TV NEWS HAS HUGE AUDIENCE

On network level, TV News has won wide acceptance in five years as the biggest single news medium in the country with an average nightly audience for the National News of 1,200,000 over 23 private and CBC stations. The millions who turn to TV entertainment no less surely depend on it for news and information. On March 31, an estimated 5,600,000 watched the election service in French and English. Two million heard it on radio.

Even if TV was not the efficient news vehicle it is, these millions cannot be neglected if broadcasters are to carry out their responsibility to keep Canadians informed. Some of TV's early critics now admit that solid news can be presented accurately and well through man-on-camera handling of spot news and illustrated by up-to-date film that carries the terrific impact of a first-hand look at scenes of action and emotion. They used to say it was for the birds, but that was before TV news proved itself by its coverage of the Hungarian and Suez crises, of floods in many parts of the country, of elections; before it brought the personalities of public figures into the living room.

Yet there's a big job still to be done nationally and by community stations. To start it means developing better newsmen, people with all the traditional integrity, editorial judgment and writing skill of the news business who must also learn the technical possibilities and limitations of television, film and some of the graphic arts.

And if there's money in it for you, well that's all right too.



Mr. Hogq is the Chief of the CBC News Service and is a lecturer on broadcast journalism.

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THREE\*

\*With Okanagan Radio one buy gets you three top stations and complete coverage of a one hundred million dollar market with 115,000 happy, captive buyers!

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- CJIB Vernon
- CKOV Kelowna
- CKOK Penticton

Represented by: All-Canada in Canada Weed & Co., in U.S.A.

(eff. July 1, 1958)

*Radio*

# CKAC LAUNCHES FIFTY KILOWATTS



MONTREAL BROADCASTERS INSPECT a scale model of the building they are standing in at the open house for the industry and press, to mark the commencement of operations of CKAC-Radio's new 5-kw transmitter building. From left to right, Jean St. Georges of CBC Station Relations; Paul Joly CHLT, Sherbrooke; Len Spencer, chief engineer of CKAC; Burt Cannings, news director of CFCF, Montreal; Phil Lalonde, general manager of CKAC; J. Arthur Dupont, general manager of CJAD, Montreal; and Marcel Beaugard, news director of CKVL, Verdun. The new transmitter went into operation on March 16.

# SHORT WAVES

A SPECIAL HALF-HOUR segment of the Dominion Network program *Assignment* will be broadcast from the CARTB convention in Montreal on April 13.

Hal Gibson of CFCF-Radio, Montreal and freelance broadcaster Jerry Quinney of Toronto will set up informal mikes at a get-together of the Twenty-five Year Club and reminisce on the early days of radio.

Harry Boyle, CBC special program development officer for radio, who supervises *Assignment*, says, "This should really be an interesting half hour for both the public and the industry alike. Gibson and Quinney are smooth interviewers - - and the pioneers certainly have plenty of stories to tell."

It is planned to tape record several hours of the informal gathering and edit it for the 8.30-9 pm segment of the Tuesday night edition of the program.

has grown steadily at the rate of about a million a year. There are now 8,000,000 TV receivers in the United Kingdom.



JOHN PEARSON worked a real twist into his comedy pantomime show on CKCW-TV, Moncton recently when he did a skit on the latest female fashion, the sack dress. In the role of a bumbling character he calls Mr. Higginbotham. Pearson draped a clothing store dummy in an old peanut sack, a bicycle chain, a lamp shade and a bow from a box of chocolates. Then, to Mr. Higginbotham's "surprise" (thanks to a camera trick), the model comes to life, wearing the ensemble shown above.

THE BBC TELEVISION Service is 21 years old. It started in 1936 as the first regular public television service in the world, with about 300 sets in the hands of the public.

By September, 1939, when the service was closed down by World War II, there were 20,000 sets in England. Five years after the service was re-opened in 1946 the figure had jumped to a million sets and

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FIRST . . . Our stations are sold with speed and concentration of effort.

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- AM's most economical 5/10 KW transmitter
- Custom-engineered and built in Canada!
- All parts available fast!
- Components conservatively rated for 10 KW operation.  
Operating at 5 KW you get maximum protection at reduced cost.
- Proven design! Follows dependable RCA Victor basic transmitter design approach.
- Accepted by the Canadian broadcast industry! Orders already received from a number of prominent broadcasters, among these CKRB, St. Georges des Beauce—CHLT, Sherbrooke — CKTB, St. Catharines — CKLG, North Vancouver.

FOR MORE DETAILS,  
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Best Wishes, Delegates  
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**CARTB**  
**CONVENTION**

Queen Elizabeth Hotel  
Montreal, May 12

THEY'RE TOPS AND HERE'S WHY ...

Now you can buy **HARDY TELEVISION BILLBOARDS**

\* THEY RUN BETWEEN TOP RATED SHOWS

YOU CAN DEMONSTRATE YOUR PRODUCT


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COSTS ARE REASONABLE. CALL HARDY TV DIVISION FOR FURTHER DETAILS.

\*Illuminated Hardy TV Billboards (some people call them Station I.D.'s) are wired for sound. You get choice in-home locations ... a full showing ... complete attention ... and a large audience, all for a surprisingly low budget.

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Montreal PL 1101 Toronto EM 3-9433




**THIS IS AN** attempt on the part of this graceless scribe to say thank you. Shucks! That wasn't so difficult! Seriously though, this issue, viz and to wit Volume 17, Number 9, is our 363rd, and it is our largest to date. So I'm grateful to a lot of people.

Leaving aside the aesthetic side of it, there are the lovely advertisements, through which it is all made possible. This issue contains 111 of them, no less, and we love them all, especially the ones which arrived on time.

The printers and engravers have performed yeoman service, or will have by the time they have printed this last item in the issue. Makes you wonder why they don't always ... oh never mind ... this is supposed to be graceful.

Then there are the contributors. We have retained the services of quite a covey of grade A experts.

Scattered through the book you will find:

An amusing piece about French language advertising by Nolin Trudeau, of Publicité Services Ltée. Nolin is well-known in advertising circles. He can always be counted upon to come up with a bit of ribaldry, but you can also depend upon it, whether he uses a podium or a typewriter, that he will inject some sense with teeth into what he writes or says.

Our old friend Hugh McConkey, who, besides being a vice-president and the creative director of McConnell, Eastman & Co. Ltd., owns half a harness horse (I'm not sure which) and four children, is dealing with radio and TV copy that really says.

Harry Rasky, who used to be known in press and radio circles hereabouts, has some interesting thoughts on how Columbia, where he produces public affairs programs, is selling serious TV shows to sponsors and making them pay off.

Bill Hogg, chief of the CBC news service, has some interesting thoughts about his side of the business, aimed at stations which want to improve their news departments, and staffers who would like to help them do it.

Finally there's our one and only Joe Young, who likes depressions because they are so relaxing. Deep underneath Joe's witty words, there is a profound message for everyone. Joe probably has it in his grasp to solve all our economic problems, and marital ones too no doubt. The only thing is his message is so profound that I'm damned if I can find it. Neither, for that matter, can Joe.

Who else is there to thank? Oh yes! The staff. They've worked like Trojans, and pretty soon I hope we'll all be speaking to each other again.

From the bottom of my own black heart, I feel a little like the Salva-

tion Army lass who rose to testify. "All my life" she said, "I'd been nothing but a scarlet sinner. And then our Captain showed me the light. And now I'm so happy, I could put my foot through that bloody drum."

**FOR THE LADIES**

**LADIES ATTENDING** the CARTB Convention will be entertained at breakfast by the Shell Oil Company of Canada Ltd. on Monday morning, May 12 in the St. Maurice Room of the Queen Elizabeth Hotel, Montreal. Shell's women's travel director will talk to them on the "Rediscovery of Canada by Car". Her idea is to tell them how to make motoring vacations easier and more pleasant, in various ways besides filling their tanks with Shell. Points she will touch on include the discovery of little-known places along the back roads; how to plan week-end vacations which she calls "Tourettes"; how to make travel an "adventure in learning"; how to plan a travel budget; and how to pack a car.

"What shall I wear?" is a question she will answer as she gives a visual demonstration of how to plan a wardrobe for a two-weeks vacation. She will show her four basic costumes for this sort of jaunt and show how they can be mixed and matched for a complete travel wardrobe.

Ladies interested in taking in this breakfast-plus may pick up their invitations at the CARTB registration desk in the Matapedia Room.

Other attractions for the ladies will be a reception Sunday afternoon from 4.00 to 6.00 pm in the Chaudiere Room.

Monday evening the ladies will join their gentlemen for the CARTB reception in Galleries 1, 2, 3 and 4 from 6.00 to 7.00 pm, followed by the annual dinner in the Grand Ballroom. After the dinner there will be entertainment and dancing later.

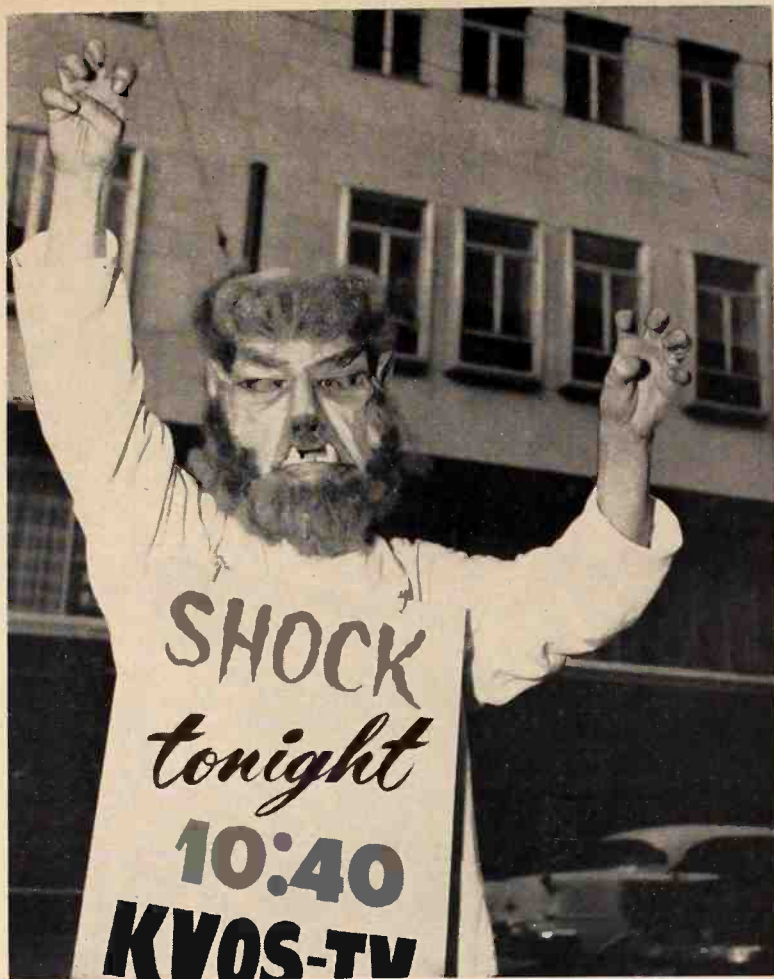
**TAKE 'EM OFF**

**IN LONDON'S** burlesque theatres, nudes have to stand stock still and keep silent while the curtain is up. So they've established "Walkie-talkie Clubs", so called because here the gals may walk and talk without bringing the fury of the law into the picture.

The other night, TV cameras moved in on one of these clubs, and viewers were given a look at one of these strip tease clubs.

They showed a stripper standing beside a weak comic, who reaped big laughs because the girl peeled a stage further each time the comedian scored a laugh. The TV show ended when she reached the sequins and G-string stage.





**CALLING ALL GHOULS**

**OUT ON THE** west coast KVOS-TV is having itself a ball with its Tuesday night shockers. These include *The Mummy*, *The Mad Ghoul*, *She Wolf of London* and the one and only *Frankenstein*. To usher in this series, they did their best to scare the hell out of Vancouverites by having "Frankie-Boy" and Wolf-Man parade the streets of the city advertising this show. The picture above will explain exactly what they did.

**WRONG NUMBER**

**IT WAS JUST** routine at CKNW, New Westminster, when they broadcast an announcement that they had an urgent message of a Mr. X. The announcer asked him to contact the station, but there were no results, not immediate ones that is.

A few days later though a letter arrived from him explaining that he was unable to phone because he is at present an inmate at Oakalla Prison Farm.

The station sent word to the party who had left the message. The payoff came when it developed that the "party" was the Vancouver City Police Missing Persons Bureau.

**FUR LINED FURNITURE**

**CFCH ANNOUNCER** Bruce Anderson talked for a full minute on furniture, and then picked up the wrong page and told North Bayites that fur coats "come complete with 11 lb. tubs" and "give room for a full-sized load. They have a 12-year guarantee and are selling at a very low cost, with your old washer as a down payment."

**WATER SAFETY**

**THIS SUMMER** a typically useful public service will be rendered by Red Cross, and it is one which Dick Glunz, national director of public relations, says a great many

stations have indicated their intention of supporting.

It is National Water Safety Week, which is to be held June 15 - 21.

Dick points out that this summer the Canadian Red Cross will be making a determined effort to reduce the annual drowning toll. The Week will take the form of a strong, educational campaign to encourage people to enjoy swimming, boating and other water sports by observing the rules of water safety.

This campaign seems extremely worth while when we realize that accidents in and on the water take the lives of over 1,000 Canadians every year.

The basic ideas behind the campaign are summed up in what Dick refers to as a fact sheet, in which it is pointed out:

"Because children love to play in water, they must be watched constantly if there are creeks, rivers or ponds, no matter how small, near the home.

"Cover open wells. Attention to this constant danger will prevent tragedy.

"Make sure deep excavations in your neighborhood are fenced, and small children supervised at play. Anticipate and prevent that one fatal slip.

"Garden ponds and plastic wading pools should be supervised while children are at play - - and closed off when supervision is absent. Remember - - children have drowned in as little as two or three inches of water.

"Around your home, teach your children to avoid these dangers."

**SEE YOU IN QUEBEC**

**AND SPEAKING** of dangers, there's the ACA and the CARTB to be dealt with between this and the next. So, you may have to catch me on the fly, but nevertheless, buzz me if you hear anything, won't you

# RADIO



**GEOFF. W. STIRLING**  
CJON, St. John's, Nfld.



**T. H. (TOM) TONNER**  
CKCW, Moncton, N.B.



**JOHNNY NADON**  
CJMS, Montreal, P.Q.



**E. GORDON ARCHIBALD**  
CHOV, Pembroke, Ont.



**FRED H. PEMBERTON**  
CKSF, Cornwall, Ont.



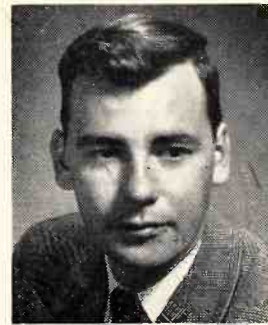
**JACK R. RADFORD**  
CFJR, Brockville, Ont.



**TERRY FRENCH**  
CKLC, Kingston, Ont.



**W. H. (BILL) STOVIN**  
CJBQ, Belleville, Ont.



**WM. HAWKINS**  
CFOS, Owen Sound, Ont.



**RON JOYNT**  
CJBC, Toronto, Ont.



**CJRL, Kenora, Ont.**  
No photograph of  
S. L. King available.



**LLOYD E. MOFFATT**  
CKY, Winnipeg, Man.



**JACK SHORTREED**  
CJGX, Yorkton, Sask.



**R. A. (BOB) HOSIE**  
CKOM, Saskatoon, Sask.



**HARRY G. DEKKER**  
CJNB, North Battleford



**AL MACKENZIE**  
CKXL, Calgary, Alta.



**A. R. RAMSDEN**  
CKLN, Nelson, B.C.



**WM. C. HANKINSON**  
CFPR, Prince Rupert, B.C.



**GEORGE C. CHANDLER**  
CJOR, Vancouver, B.C.



**R. H. BETHEL**  
ZNS, Nassau



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KVOS-TV Vancouver-  
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CHAT-TV, Medicine Hat,  
Alta.



HORACE N. STOVIN  
President



W. D. "BILL" BYLES  
Vice-Pres. & Man. Dir.



HAROLD OLSEN  
CKOS-TV, Yorkton, Sask.



ANDRE LECOMTE  
CJBR-AM-TV, Rimouski



ART. FITZGIBBONS  
CKMI-TV, Quebec City



F. A. (LIONEL) LYNDS  
CKCW-TV, Moncton, N.B.

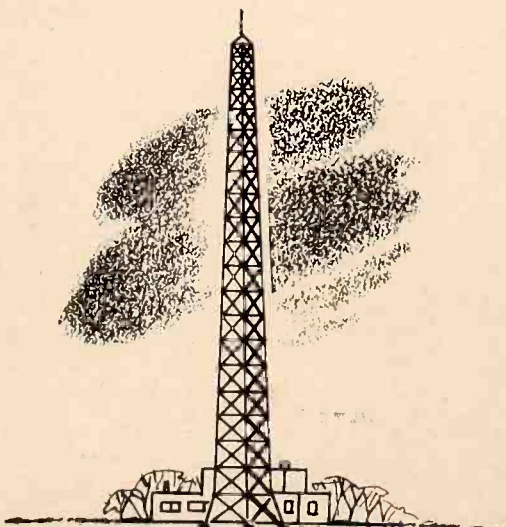


WALT STASKOW  
ZBM & ZBM-TV, Bermuda



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CJON-TV, St. John's, Nfld.  
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What has stature to do with Station Representation?  
 It denotes "full growth" and "maturity" . . . and we  
 render — to Stations and Sponsors alike — a coast-to-coast  
 service which has come to full growth and proven  
 its maturity by quality and results. We are proud to  
 represent these outstanding Radio and Television Stations —  
 each a leader in its Community, each rendering proven  
 sales-results to its advertisers.



## CHARGES FCC PAY-TV TEST WOULD BE ILLEGAL

**M**OVIE PRODUCERS ARE plotting to turn American living rooms into a theatre box office through pay television, Harold Fellows of Boston, president of the US National Association of Broadcasters, told the NAB's 36th annual convention in Los Angeles last month.

"Promoters of pay-TV are still looking for devious means of putting the plan across," he said, "despite overwhelming public reaction against it."

Fellows said the Federal Communications Commission, spurred by promoters of major sports events and movie interests, has hinted that it may go ahead with a pay-TV test, in spite of a congressional committee's

warning that the FCC lacks the legal authority to authorize such a test.

Radio and TV must act "in the public interest, convenience and necessity," according to law, Fellows stated, adding, "You just can't fit a pay-TV plan into that definition."

Fellows declared that a closed circuit pay plan might be feasible, but the system could not be imposed on existing networks without killing free-TV and eventually hurting the general acceptance of all television.

He concluded: "I predict that there will be no pay-TV on existing networks, nor will it successfully work over a closed circuit for any extended time."

## CRISIS FOR EDUCATIONAL TV

**D**OCTOR C. R. Carpenter, Pennsylvania State University, said, in Washington last month, that it would be technically possible for Russia to blanket one-third to one-half of the communist bloc nations with educational television systems.

Dr. Carpenter told the Senate Commerce Subcommittee that he had studied the economics of Russia for a year as an air force reserve officer.

Ralph Steele, executive director of the Joint Council of Educational Television, testified that the growth of educational TV in the US is being hampered by insufficient earmarking of every high frequency channel for the purpose.

Dr. Carpenter said that "never before in history has any nation had the possibilities for employing such instruments as these - - publishing industries, radio and television - - in solving problems of extending knowledge, rapidly and widely, effectively and to high purpose, to millions of people.

"Never before," he said, "has a nation been confronted with an educational crisis which indicates a greater need and more complete justification for using the full potentialities of all available instruments of communication."

Steele told the subcommittee that more than 26 million people in New York, Los Angeles, Cleveland and Washington now lack "the advantages of an educational TV broadcasting facility.

"Furthermore," he said, "several of the 31 educational TV stations now operating have had to fight to protect a reserved channel from being deleted or having it shifted from VHF to UHF. In three cases an educational channel has been deleted."

The Subcommittee concluded two days of hearings on proposed legislation to provide each state with one million dollars in grants for educational TV facilities.

## TV SET SALES INCREASE

**T**ELEVISION distributor sales to dealers for March were up nearly two per cent over the total for the same month in 1957, it has been announced by the Radio-Electronics-Television Manufacturers Association of Canada.

March 1958 sales totalled 30,245, while March 1957 sales were 29,716.

## RTNDA Joins Contempt Case As "A Friend Of The Court"

**T**HE RADIO TELEVISION NEWS Directors Association in the United States recently appeared in a contempt of court case in Miami as a "friend of the court" to plead on behalf of two MIAMI NEWS photographers. Spokesmen for the RTNDA told the court that upholding convictions of contempt against the two photographers would serve to seriously restrict the freedom of speech and press which is provided under the United States Constitution.

RTNDA entered the appeal after photographers Robert Blumfield and Ben Silver were arrested and convicted of contempt for photographing a prisoner in an area adjacent to a Miami courtroom where he was to be arraigned.

A Dade County (Miami) circuit court judge had previously forbidden such photography, and the two men are appealing his ruling before the Florida Supreme Court.

In a brief filed with the high court, RTNDA held that the ban on pictures was unreasonable and unconstitutional, because the photographers' action had not violated the accused's rights of privacy.

## CBC PLANS CHURCH SERIES

**A** SERIES OF 13 weekly half-hour TV programs on religion in national life is being planned by the CBC for fall viewing.

Called *Heritage*, the series will feature dramatized and documentary-type programs, each with the church as the central theme, but illustrating and attempting to solve problems of present-day life.

The series will be produced in co-operation with the National Religious Advisory Council.

## CKNW WINS TRAFFIC AWARD

**T**HE RADIO-TV AWARD for Traffic Safety, presented annually by the Vancouver Traffic and Safety Council, was given this year to Ed Farey, a CKNW, New Westminster announcer for his program, *NW Roadshow*.

*NW Roadshow*, a program for people driving home from work, previously received an award from the New Westminster Safety Council "for outstanding service in the field of accident prevention."

## SEE and HEAR

The Sensational New

# "PRESTO" 800

The World's Most Modern and Up-To-Date  
Professional Tape Recorder.

## At the CARTB

We extend a hearty invitation to visit with us  
in our Suite in the Queen Elizabeth Hotel during  
the Convention.

## INSTANTANEOUS RECORDING SERVICE

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"Distributor of Presto Products in Canada"

## LOW COST SUMMER TV PROGRAMMING

Hold summertime audiences with sparkling new shows from Caldwell's.

For adventure and action there's *Capt. David Grief*, *Gray Ghost*, *Michaels in Africa* or *Kingdom of the Sea*.

High on everyone's list is *All Star Golf*.

*Assignment Foreign Legion* highlights intrigue, and *Mama* captures nostalgia in a warm, human comedy.

Of special appeal is *London Playhouse*, featuring 6 "made-for-T.V." filmed one hour shows starring Donald Wolfitt, Jean Kent and other distinguished performers.

For the best in balanced programming at package rates — call Caldwell's.

Write for your copy of our new T.V. Film  
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**CALDWELL TELEVISION FILM SALES**

447 JARVIS ST.  
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# "ALL 'BOARD!"

... GET ON THE RIGHT TRACK  
TO 'SOLID SELL' MERCHANDISING"



Get on the **TRACK** of  
**BIGGER 'N' BETTER**  
**SALES!** ... get on the  
**"CHANNEL 5 SPECIAL"**

The Channel 5 Special visits over 120 cities, towns and villages daily from 4:00 p.m. on — with 37 top network accounts as passengers *PLUS* 19 top-rated syndicated features.

— No Saskatchewan tour is complete without the addition of the Channel 5 Trip.

*Ask about the new low fares in effect until September 1st.*

Plan the journey to Saskatchewan's fastest growing market now !

*Representatives:*

CANADA:  
ALL-CANADA TELEVISION

U.S.A.:  
WEED TELEVISION

**100,000  
WATTS**

**CKBI-TV CHANNEL 5 PRINCE ALBERT SASK**

# New General Electric Modular Television

**costs less to buy,  
less to expand . . .  
saves up to 50% in space,  
and cuts tube inventory  
in half**

Here is the new General Electric 1500-watt Modular Television Transmitter, Type TTC-92-A. Visual and aural transmitters are complete in one cabinet. Speedy bench servicing of transmitter sub-assemblies is made possible with the plug-in unified harness assemblies.

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- ✓ Up to 50% less tubes and fewer tube types than conventional equipment cuts your tube inventory in half . . . lowers maintenance and operational costs . . . as well as substantially reducing sources of transmission failure.
- ✓ Better pictures . . . improved, constant coverage . . . no more maintenance of regulated power

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BROADCAST  
EQUIPMENT**

*Electronic Equipment and Tube Department*

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**

*Canadian Radio Week*

# WHATEVER THE FUTURE HOLDS RADIO WILL BE ITS VOICE

RADIO IS TODAY more than it has ever been, the world's first medium of community level at which each one of us lives, on the international level at which each one of us must also live. Most of you probably do as I do in the morning. Turn on your radio. Or somebody else in the household does. Or you are awakened by an automatic clock radio. And the moment that radio is on and being heard, you and your family are once more in touch with your world. And you will continue to be in touch with your family, at different hours of each day.

In May of 1957, the Dominion Bureau of Statistics reported that there were 4,055,000 households in a total population of between 16 and a half and 17 million people. Almost four million of those households were served by radio. At the same time, only 3,084,000 of the households were served by telephone. There were TV sets in 2,536,000 households and 2,435,000 households had a car.

Or let me put the facts another way. 1,620,000 households in Canada are without a car. 1,514,000 are without TV sets. And 975,000 households do not have a telephone. But only 161,000 households in Canada are without radio.

The radio, too, to swell the family conversation. About a million households in Canada! And that total is going up every week, every month, every year.

During this Canadian Radio Week of 1958, the industry has the average executive in Canada. He's also about 38, old enough to have acquired quite a lot of experience, a home and family place in his community. But still young enough that he can look ahead. Not always, though, are the impermanent features of society. Our young executive will reach the stage at which everything will be behind him. Not so radio. Radio will get older, acquiring experience, but always with new horizons ahead.

### RADIO CALLS FROM SPACE

A few years before the First World War, Captain Richard Scott and his men perished in the Antarctic on their attempt at an overland crossing. Just recently, Dr. Vivian Fuchs completed the first overland crossing of the white continent, from the South American side to the New Zealand base on McMurdo Sound. Naturally, he did this with better equipment than Scott had. He also did it with radio that kept him in touch, every step of the way, with the New Zealanders and with the Americans based at the pole. We know, every step of his journey, how he was and where he was. We recall the morning his Sno-Cats went into a crevice and the party had to pause its journey to repair them. Dr. Fuchs and his men took great risks on that historic jaunt, but radio kept those daring men in touch with the world. A rescue attempt would have been possible at any moment of great peril - - because of radio!

Perhaps we didn't hear the space dog Laika bark during those first days of her dizzy whirl through

space in Russia's *Sputnik II*, but one of these days we will hear a dog bark at us, or a human voice speak to us, from space, because only radio makes any sense out of space exploration.

What could we learn from the Russian *Sputniks* or the United States Army's *Explorer* if they weren't equipped with a radio voice to tell us what there is in space?

Now the Russians and the Americans tell us that they are preparing to hit the moon with a rocket, radio-equipped to report back on conditions

men would have to buy newspapers on the streets, like anybody else, and read old news if they wanted to have newscasts. Then one day there walked into the UP office of Hugh Baillie a young newspaperman by the name of Kaltenborn who was already doing a little broadcasting over a Brooklyn station. Baillie explained that he couldn't supply Kaltenborn officially with any news. But he wouldn't object if Kaltenborn came into the office every day and took from the teleprinters the dupli-

I said I wasn't saying that this family is typical. But it is one of 188 thousand families in Canada with three radios in the house. And there are 72 thousand families in Canada with more than three radios. And 739 thousand with two radios. A far cry from the days when a family had to depend on that piece of furniture in the living room that you couldn't hear in the bathroom or in the kitchen unless the volume was full up and everybody was deafened.

Your radio today is a personal possession, not just a piece of household equipment. And it can share your attention with whatever else you want to do. Relax in bed with a book and some music on the radio while your wife hums a tune to another radio doing the ironing in the kitchen. And that leaves the children free to watch the televised western without argument! This is the kind of service that radio is today - - the pick-up-and-walk-around-with kind of service that's always with you. For music - - no matter your taste. For news. For sports. The time. The weather. And all the public service that helps you and your community.

This has been radio's service over the past 38 years of development. It will always be radio's service. Because the future for that service is as unlimited as that of Canada itself.

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there. We are exploring space, preparing, we hope, to make use of it, perhaps even to colonize other planets. Who knows exactly what the future will bring? But we do know that radio is and will be the voice of that exploration, every step of the way. Until we may hear that actual first human voice broadcasting from space. Thrilling, yes. Historical, certainly. But no more so that it must have been 38 years ago for those people with primitive sets to hear the first broadcasting stations on this continent; CFCF in Montreal, KDKA in Pittsburgh.

Radio's progress, from that beginning, to its position of today has been swift and dramatic, encompassing the whole history of our times. Perhaps only a few thousands in the United States were able to follow radio's first coverage of a presidential election. That was in 1920 when Warren Harding won. A few thousands more sat in on the Coolidge victory in 1928. But millions of Americans caught the full meaning of the drama to come when Roosevelt was elected in 1932.

Back in those days, in the 1920's, people said that radios would put the newspapers out of business, just as others were to say later that TV would mean the end of radio. But all three are going strong - - radio stronger than ever, for that matter, with new stations being established every year in Canada and in the United States.

### THE NEWSCAST IS BORN

Radio did, however, have to hurdle several obstacles - - one, the feeling among newspapermen that radio news coverage would be ruinous.

In the history of the United Press news agency, "Deadline Every Minute," you can read how the great press associations refused to cooperate with radio at first in supplying what is now a part of every news agency's operation. A radio news wire. It wasn't so much the news agencies, but their member newspapers who were suspicious of what radio news competition would do to them. So they simply said that radio

cates of any stories that interested him.

In that back door fashion began the radio newscast . . . the birth of the commentator . . . the dawn of an era in which radio, as it still is, was to be present at all the great events - - wars, revolutions, civil wars, labor strikes, disasters, political conventions and elections. Voices were to become household features.

Today radio continues to do that job of bringing the world into the homes of the nations. Radio today, at 38 years of age, is old enough to know itself and its place in the world! It's stronger because of it, and better able to serve you and your family. Gone perhaps, are the days when families gathered at night round a set that was also a piece of furniture, to tune in on programs for their pure entertainment value. That job has gone to TV.

Radio meantime has settled down to a four-point program of programming - - music - - news - - sports - - public service. This is what people want from radio today and all this is what radio gives them - without fuss, quickly, efficiently and pleasantly. That's why homes are equipped with more radios today than ever before.

### THEY LIVE BY RADIO

Here's an example of how radio serves one suburban family in Eastern Canada, as one radio man determined by checking. I don't say it's typical, but it reflects the national trend. The parents get up in the morning to a clock radio in the bedroom. Father listens to the seven o'clock news while he shaves. He simply picks up the clock radio and carries it into the bathroom with him and plugs it in. In the kitchen his wife uses another portable while she prepares breakfast. And in her room, while she gets ready for school, their teen-age daughter listens to her portable. They got this one for her at Christmas because her preference for rock 'n' roll had led to arguments in the morning about the station they would tune in at breakfast.

## SUCCESSFUL OPERATION?



## YOU BET!

**CKLC**  
is now serving ALL  
of Eastern Ontario  
with  
**5000 Watts**

**CKLC**  
By every survey\*, is  
the most-listened-to  
station in Kingston.  
(\* See BBM, TPA, Elliott-Haynes and MacDonald Research Reports on Metropolitan Kingston.)

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Kingston's Favorite Station

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## CHECK THE SEVEN UNIQUE ECONOMY FEATURES . . .

- ✓ In power and range expansion G-E Modular Television really pays off. The modular method of construction of these new TV Transmitters lets you build up a complete transmitter from low power to maximum power for both high and low channels, with no obsolescence of any unit.
  - ✓ Up to 50% less floor space than conventional space-saving equipment reduces your initial investment and housing costs . . . simplifies and saves on installation.
  - ✓ Up to 50% less tubes and fewer tube types than conventional equipment cuts your tube inventory in half . . . lowers maintenance and operational costs . . . as well as substantially reducing sources of transmission failure.
  - ✓ Better pictures . . . improved, constant coverage . . . no more maintenance of regulated power supplies . . . because r.f. carrier output is maintained at a pre-set, pre-determined level automatically. These transmitters can be operated unattended for satellite operation.
  - ✓ You get faster servicing with plug-in unified harness assemblies, as well as provision for extra standby facilities due to interchangeability of aural and visual transmitters sub-units.
  - ✓ A built-in, reliable, specially designed sweep generator is included with each transmitter.
  - ✓ G-E Modular Television costs less, dollar for dollar, model for model, both in original cost and operation.
- Be sure to contact your local C-G-E broadcast representative today, or write for specification bulletin to: Canadian General Electric Co. Ltd., Electronic Equipment and Tube Department, 830 Lansdowne Ave., Toronto 4, Ont.



**GENERAL ELECTRIC  
BROADCAST  
EQUIPMENT**

*Electronic Equipment and Tube Department*

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**

*Canadian Radio Week*

# WHATEVER THE FUTURE HOLDS RADIO WILL BE ITS VOICE

**R**ADIO IS TODAY, more than it has ever been, the world's first medium of community level at which each one of us lives, to the international level at which each one of us must also live. Most of you probably do as I do in the morning. Turn on your radio. Or somebody else in the household does it. Or you are awakened by an automatic clock radio. And the moment that radio is on and being heard, you and your family are once more in touch with your world. And you will continue to be in touch with your family, at different hours of each day.

In May of 1957, the Dominion Bureau of Statistics reported that there were 4,055,000 households in a total population of between 16 and a half and 17 million people. Almost four million of those households were served by radio. At the same time, only 3,084,000 of those households were served by telephone. There were TV sets in 2,536,000 households and 2,435,000 households had a car.

Or let me put the facts another way. 1,620,000 households in Canada are without a car. 1,519,000 are without TV sets. And 975,000 households do not have a telephone. But only 161,000 households in Canada are without radio!

There are car radios too, to swell the total of radio's circulation. About a million and a half of them! Just about half the cars in Canada! And that total is going up every week, every month, every year.

During this Canadian Radio Week of 1958, the industry is like the average executive in Canada. He's also about 38, old enough to have acquired quite a lot of experience, a home and family, a place in his community. But still young enough that he can look ahead. Not always, though. We are the impermanent features of society. Our young executive will reach the stage at which everything will be behind him. Not so radio. Radio will get older, acquiring experience, but always with new horizons ahead.

**RADIO CALLS FROM SPACE**

A few years before the First World War, Captain Richard Scott and his men perished in the Antarctic on their attempt at an overland crossing. Just recently, Dr. Vivian Fuchs completed the first overland crossing of the white continent, from the South American side to the New Zealand base on McMurdo Sound. Naturally, he did this with better equipment than Scott had. He also did it with radio that kept him in touch, every step of the way, with the New Zealanders and with the Americans based at the pole. We know, every step of his journey, how he was and where he was. We recall the morning his Sno-Cats went into a crevice and the party had to pause in its journey to repair them. Dr. Fuchs and his men took great risks on that historic jaunt, but radio kept those daring men in touch with the world. A rescue attempt would have been possible at any moment of great peril -- because of radio!

Perhaps we didn't hear the space dog Laika bark during those first days of her dizzy whirl through

space in Russia's *Sputnik II*, but one of these days we will hear a dog bark at us, or a human voice speak to us, from space, because only radio makes any sense out of space exploration.

What could we learn from the Russian *Sputniks* or the United States Army's *Explorer* if they weren't equipped with a radio voice to tell us what there is in space?

Now the Russians and the Americans tell us that they are preparing to hit the moon with a rocket, radio-equipped to report back on conditions

men would have to buy newspapers on the streets, like anybody else, and read old news if they wanted to have newscasts. Then one day there walked into the UP office of Hugh Baillie a young newspaperman by the name of Kaltenborn who was already doing a little broadcasting over a Brooklyn station. Baillie explained that he couldn't supply Kaltenborn officially with any news. But he wouldn't object if Kaltenborn came into the office every day and took from the teleprinters the dupli-

**This is a digest of a speech prepared by the Broadcast Advertising Bureau for use during Canadian Radio Week, May 4 - 10, by station personnel and others interested in the project.**

there. We are exploring space, preparing, we hope, to make use of it, perhaps even to colonize other planets. Who knows exactly what the future will bring? But we do know that radio is and will be the voice of that exploration, every step of the way. Until we may hear that actual first human voice broadcasting from space. Thrilling, yes. Historical, certainly. But no more so that it must have been 38 years ago for those people with primitive sets to hear the first broadcasting stations on this continent; CFCF in Montreal, KDKA in Pittsburgh.

Radio's progress, from that beginning, to its position of today has been swift and dramatic, encompassing the whole history of our times. Perhaps only a few thousands in the United States were able to follow radio's first coverage of a presidential election. That was in 1920 when Warren Harding won. A few thousands more sat in on the Coolidge victory in 1928. But millions of Americans caught the full meaning of the drama to come when Roosevelt was elected in 1932.

Back in those days, in the 1920's, people said that radios would put the newspapers out of business, just as others were to say later that TV would mean the end of radio. But all three are going strong -- radio stronger than ever, for that matter, with new stations being established every year in Canada and in the United States.

**THE NEWSCAST IS BORN**

Radio did, however, have to hurdle several obstacles -- one, the feeling among newspapermen that radio news coverage would be ruinous.

In the history of the United Press news agency, "Deadline Every Minute," you can read how the great press associations refused to cooperate with radio at first in supplying what is now a part of every news agency's operation. A radio news wire. It wasn't so much the news agencies, but their member newspapers who were suspicious of what radio news competition would do to them. So they simply said that radio

cates of any stories that interested him.

In that back door fashion began the radio newscast . . . the birth of the commentator . . . the dawn of an era in which radio, as it still is, was to be present at all the great events -- wars, revolutions, civil wars, labor strikes, disasters, political conventions and elections. Voices were to become household features.

Today radio continues to do that job of bringing the world into the homes of the nations. Radio today, at 38 years of age, is old enough to know itself and its place in the world! It's stronger because of it, and better able to serve you and your family. Gone perhaps, are the days when families gathered at night round a set that was also a piece of furniture, to tune in on programs for their pure entertainment value. That job has gone to TV.

Radio meantime has settled down to a four-point program of programming -- music -- news -- sports -- public service. This is what people want from radio today and all this is what radio gives them -- without fuss, quickly, efficiently and pleasantly. That's why homes are equipped with more radios today than ever before.

**THEY LIVE BY RADIO**

Here's an example of how radio serves one suburban family in Eastern Canada, as one radio man determined by checking. I don't say it's typical, but it reflects the national trend. The parents get up in the morning to a clock radio in the bedroom. Father listens to the seven o'clock news while he shaves. He simply picks up the clock radio and carries it into the bathroom with him and plugs it in. In the kitchen his wife uses another portable while she prepares breakfast. And in her room, while she gets ready for school, their teen-age daughter listens to her portable. They got this one for her at Christmas because her preference for rock 'n' roll had led to arguments in the morning about the station they would tune in at breakfast.

I said I wasn't saying that this family is typical. But it is one of 188 thousand families in Canada with three radios in the house. And there are 72 thousand families in Canada with more than three radios. And 739 thousand with two radios. A far cry from the days when a family had to depend on that piece of furniture in the living room that you couldn't hear in the bathroom or in the kitchen unless the volume was full up and everybody was deafened.

Your radio today is a personal possession, not just a piece of household equipment. And it can share your attention with whatever else you want to do. Relax in bed with a book and some music on the radio while your wife hums a tune to another radio doing the ironing in the kitchen. And that leaves the children free to watch the televised western without argument! This is the kind of service that radio is today -- the pick-up-and-walk-around-with kind of service that's always with you. For music -- no matter your taste. For news. For sports. The time. The weather. And all the public service that helps you and your community.

This has been radio's service over the past 38 years of development. It will always be radio's service. Because the future for that service is as unlimited as that of Canada itself.

**SUCCESSFUL OPERATION?**



**YOU BET!**

**CKLC**  
is now serving ALL  
of Eastern Ontario  
with  
**5000 Watts**

**CKLC**  
By every survey\*, is  
the most-listened-to  
station in Kingston.  
(\* See BBM, TPA, Elliott-Haynes and MacDonald Research Reports on Metropolitan Kingston.)

While you're at the Convention, take 5 to ask the Stovin-Byles man about

**CKLC**  
Kingston's Favorite Station

# POINTS OF SALE

THE SUMMER SEASON

is a

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- CJCH Halifax
- CFPA Port Arthur
- CKTB St. Catharines
- CHOK Sarnia



## Boston Conference

### OPINION POLLS ARE ONLY A PART OF RESEARCH

"WHAT IS KNOWN to the American people about public opinion research is very misleading," stated Dr. Paul F. Lazarsfeld, chairman of the department of sociology at Columbia University, addressing the opening session of Boston University's two-day Conference on Enlightened Public Opinion, last month. Speaking on "The Role of Public Opinion Research in a Free Society," he explained that to most people election polls represent public opinion research, but that this is only a very minor part of the field.

This type of research is concerned with asking a system of interlocking questions, not just one or two questions.

"Public opinion researchers don't want to know what people think about one thing, but what their views are on a broad system of things," he said. Because of the great amount of publicity given to public opinion recently, people fail to realize that public opinion leadership has existed through many other generations and is not unique to our present society.

Touching on a recent development in subliminal advertising, he added that "I consider this form of advertising a relatively minor danger."

Dr. Lazarsfeld, who has been concerned with the more serious aspects of motivational research, humorously commented that "the motivational research people have a wonderful ability to persuade their clients that they can manipulate people, but there isn't any really great evidence that they have persuaded many consumers.

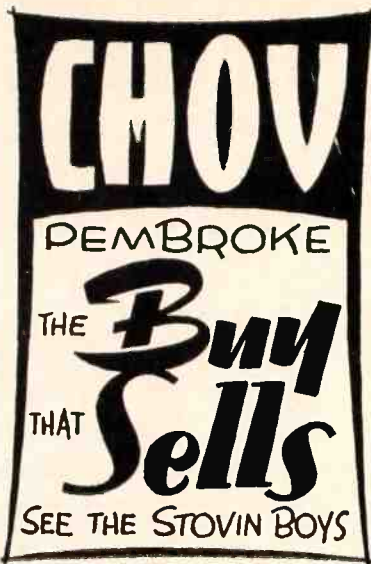
"Anything that deals with knowledge about human beings is more important than knowledge about technological development," Dr. Lazarsfeld stated. In considering the question of social control, he said that "it becomes more important the more the knowledge about people increases."

In answer to one of the questions regarding propaganda posed by a discussant on the panel after his

talk, Dr. Lazarsfeld said "I think that the propaganda aspect of power is a little bit overplayed in our type of society."

In closing, Dr. Lazarsfeld predicted that "if our society remains free and progressive, then I have no doubt we can have a greater exchange between society and the field of public opinion research."

The five discussants were Dr. Samuel Stouffer of Cambridge, Mass., professor of sociology and director of the laboratory of social research, Harvard University; Dr. Alvin Zallingier of Boston, assistant professor of sociology, Boston University College of Liberal Arts; and Dr. Walter Weiss of Brookline, Mass., associate professor of communications research, Boston University School of Public Relations and Communications. They discussed the findings of individual studies that related to Dr. Lazarsfeld's comments on the importance of public opinion research. The group unanimously pointed out that if anyone is interested in what the people think, he must go to the people to find out, because one can't determine what the focus of public attention is by considering what is emphasized in mass media. Studies were cited to prove the point that the public often is "abysmally ignorant" of important issues of the day, and that public opinion research is the best way of discovering and dealing with these problems that face our society.



We'll be seeing you.....

## CARTB CONVENTION Q. E., Montreal

MAY 11th to 14th Incl.



CKRN-TV SERVUM' 2 MARKETS IN 2 LANGUAGES  
IN NORTHWESTERN QUEBEC AND NORTHERN ONTARIO  
ON CHANNEL 4 ROUYN-NORANDA

For more information, consult our Reps:

- Jos. A. Hardy & Co. Ltd., 19 Richmond St. W., Toronto, EM. 3-9433.
- Jos. A. Hardy & Co. Ltd., 1489 rue de la Montagne, Montreal, PL. 1101.
- John N. Hunt & Associates, 1030 W. Georgia St., Vancouver, B.C.
- U.S.A. — Weed & Company, 579 Fifth Avenue, New York, Murrayhill, 7-7772.

CAST: (L. to R.): Baby Gourd, Anne Gourd, Bobby Gourd, George Chartrand. Scalps: Dick Lewis, Bruce Butler, Jim Allard, Vern Dallin.



make the most of B.C.'s

# Centennial

# Summer

by making the most of KVOs TV!

**THE BIGGEST CELEBRATION IN CANADA**

This is B.C.'s Centennial Summer — so big and important KVOs TV has planned a spectacular line-up of top entertainment to help advertisers *make the most* of a big boom in sales. This summer, British Columbians, spending more than ever before, will be joined by thousands of tourists spending *double* what they spent last year. KVOs TV can reach the bulk of this enormous and responsive audience with an impact no other medium can match . . . providing advertisers with a vast and varied opportunity to boost sales to an all-time summer high!

**MAY**



International Trade Show  
Canadian Bowling Championships  
Vintage Car Race  
Chinese Dragon Parade  
B.C. Drama Festival

**JUNE**



Jewish Centennial Celebrations  
Fuschia Festival  
Theatre Under The Stars (Until August 30)  
Centennial Games  
Canadian Lawn Tennis Championships

**JULY**



Vancouver Festival of Arts  
International Film Festival  
Sea Festival  
Highland Games  
Monster Fireworks Display

**AUGUST**



Pacific National Exhibition  
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\$50,000 B.C. Centennial Open Golf Tournament

**NOVEMBER**



**GREY CUP FESTIVAL**

**PLUS:**



International Naval Review, RCMP Musical Ride, Rodeos, Regattas, Fishing Derbys, Pioneer Feasts and Barbecues!

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FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco.



**channel 12**



**CARTB Booklet****SIX HONEST SERVING MEN WILL HELP INFORM THE PUBLIC**

**T**HE PUBLIC is interested in broadcasting. Most listeners lead more or less pedestrian lives and to them broadcasting is a fast-paced, stimulating way of making a living. They want to know about your business and will look to you for information.

Every contact with the public, even a chat over the backyard fence with a neighbor, involves public relations.

A typical and commonplace situation is to be at a party or other social gathering and to become involved in casual conversation about broadcasting, or, more likely, about your own station. Are you prepared to talk intelligently about the industry and your own station? Are you familiar with operating policies, with the philosophy, history and mechanics of private station broadcasting in Canada? If someone challenges you on the validity of a private broadcasting submission to a Royal Commission can you explain it, or defend it? Should you really care about these things? The answer is emphatically, yes. If you don't care, who will?

**COMMUNITY RELATIONS**

Like the local newspaper, the community radio or television station is an integral part of the community -- identified with it, inescapably bound up with its life, loves, fortunes and misfortunes.

Identify your station with your

community, and identify your community with your station.

Private radio and television stations in Canada have earned extensive commendation for their willingness to participate in community affairs and provide public service. Here indeed is basic public relations -- community relations.

The field, however, is not limited to running free air plugs for established charities and for White Cane Week, Safe Driving, and for the Society for the Abolition of the Custom of Gentlemen Taking off their Hats in Elevators in the Presence of Ladies. The inquiring microphone and the probing eye of the motion picture camera can seek out the business of City Hall, investigate contentious municipal problems, interpret community projects and participate in patriotic citizenship events. Try and select a needed civic project and promote it. This is genuine public service.

In turn, worthwhile public service can be suitably and tastefully publicized.

**WHAT IS NEWS?**

The long-suffering editorial staff of any daily or weekly newspaper, or of any general readership or trade publication, on any given day, can show you half a wastebasket full of unused and unusable press handouts issued under the guise of "news." The pointless press release is

one of the greatest factors in the depletion of our pulpwood resources.

Don't waste: (a) your time, (b) the Post Office's time, and (c) an editor's time with press material unless it honestly and genuinely bears the stamp of news.

Give yourself this test: Skim through your hometown newspaper and through a couple of magazines and a broadcasting or advertising publication and see what interests you, as a reader. Try and analyze the basis of interest in the stories carried. Why did the editor select them?

An excerpt from "It's Your Industry . . . The Story of CARTB." This 48-page booklet contains the history of broadcasting in Canada, the development of government control, the history and functions of the Association and a section devoted to the reasons for and functions of public relations in connection with the industry. It also contains lists of officials since 1926 and the current roster of member stations and associate members.

What does make news?

People make news. Interesting people -- or people who do interesting things.

Events make news. Events that stimulate, or arouse sympathy, or create curiosity, or have an aspect of novelty, Manufactured events, unless they have a high novelty or dramatic value, only occasionally make news, and require a skilled and experienced hand.

A safe and tested rule to follow is when in doubt, don't send it out. If your facts can not be fully established, if there is some question in your mind as to the value of timing a story, and if you are merely sending out one more in a blizzard of press releases, then put the idea aside. Wait for, or make, a genuine news story before you send it out. You will reap a far more satisfying harvest.

**TIMING**

Just a note on this important aspect. Newspapers have deadlines. Broadcast and entertainment pages usually go earlier than the regular news pages. Find out from your local or regional dailies their deadlines, both on the news side and broadcasting - entertainment side. Find out what day your area weeklies and what day trade publications close. Time your releases to meet these deadlines. And don't, please, leave everything to deadline time. You'll get a much better chance for much better play if you get your material in well before (but not too far before, so it will be stale when it appears) normal deadline.

**THE PRESS RELEASE**

Rudyard Kipling wrote:

*I keep six honest serving men  
(They taught me all I knew);  
Their names are What and Why  
and When  
And How and Where and Who.*

The six honest serving men are known by all good journalists of whom Kipling was one of the best. Every news story must state WHO did (or who is going to do), WHAT, WHEN and WHERE; most stories also require HOW and WHY.

Of course, a slavish devotion to the Who-What-When-Where-Why formula can result in a stilted style that will bore the reader into a state of coma. But even if all of them cannot, or need not, be answered in a news story, all six should be conscientiously checked against the first draft.

Here is an example of the formula applied to a typical broadcasting publicity story:

John Green, whose newscast is heard every night at 11 over Station CHXY, Middletown, will be the featured speaker at a Home and School meeting at Northside Collegiate next Tuesday, March 9, at 8 pm. He will speak on "Broadcasting Responsibility to Education." He will show colored slides of the use of television and radio in the schools.

Mr. Green was an official observer for the Eastern Association of Broadcasters at the Canadian Conference on Education, in Ottawa in February, and was the winner of the Ontario Teachers' Federation award in 1957 for "An outstanding contribution to the understanding of education."

Who? John Green, newscaster, CHXY

What? Will speak on "education."

When? at 8 pm, March 9

Where? Northside Collegiate

How? With colored slides

Why? Because he is an expert on broadcasting applied to education.

The above is an example and is not to be followed as an inflexible formula. Very often, as has been stated, the HOW and WHY are not necessary. But if the information is available and helps the story, use it.

It is important to catch the eye of the editor with the first sentence of a press release. Don't bury the spice of the story down in Paragraph 3. Whether it is the WHAT, the WHO, or one of the other serving men that comes first depends upon your news judgment.

**PHOTOGRAPHY**

Journalism today depends more and more on photography. But don't waste your time or the station's budget on second rate pictures, or on pictures that have little or no chance of being used.

Photography is the most expensive

**IN LONDON  
CHOOSE THE STATION  
WITH . . . .**

**SELLABILITY**



Check now with Representatives:

EASTERN CANADA: National Broadcast Sales.

WESTERN CANADA: Stovin-Byles Ltd.

U.S.A.: Young Canadian Ltd.

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

MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

and, unless care is taken, the most wasteful function of public relations.

The art of news and feature photography is not one that is developed overnight, but with some practice and plenty of forethought you can make pictures pay off.

Try and follow these basic rules:

- 1. Consider carefully whether photography is needed on a story.
- 2. If it is, then make it good.
- 3. Amateur photography is generally a waste of time; but there are some amateurs who can take better pictures than some self-styled professionals.
- 4. All publications require glossy

(not matte-finished) prints, in either 8" x 10" or 5" x 7" size.

- 5. Picture backgrounds should be light: avoid deep shadows, heavy contrasts.
- 6. All pictures should be identified by a caption that carries all the information. The caption is best pasted on to the back of the picture, so that the information projects below, face out; then fold the caption up across the face of the photo, for protection.
- 7. Find a photographer who can take good news pictures. Please remember that a good portrait photographer is not always a

good news photographer, and vice versa.

- 8. Plan photography assignments carefully in advance.
- 9. Establish what the photographer's charges will be before the job.
- 10. Work with the photographer on the story. He may be the best photographer in Canada, but only you know what the story is supposed to be about.
- 11. Get the names in groups before the picture is shot. List names from left to right.
- 12. Keep people in groups close

together - - intimately so, if necessary. Editors hate spread out pictures.

- 13. Don't have everyone in a group looking at the camera. Try and have some focal point for their eyes - - a book, trophy, award, dollar bill, picture of Marilyn Monroe, or whatever.
- 14. If you are photographing studios or equipment, warm up the pictures with human being doing something. The exception to the rule would be pictures of equipment for technical magazines, who might not want the equipment cluttered up with people.



Aerial view of Rimouski, area's largest city.



The site of the new "year round seaport".



Ecole Brilliant — one of many of Rimouski's schools of higher education.



Rimouski's new modern hospital.



Rimouski's new shopping district.



One of several retail outlets.

# THE FAST GROWING

## Market of "Le bas St-Laurent"

### THOROUGHLY COVERED

BY

**RADIO  
CJBR**  
*Rimouski*

**CJBR-TV  
3**  
*Rimouski*

### AT COMPARATIVELY LOW RATES

Can. rep. Radio: Interprovincial Broadcast Sales.  
Can. rep. TV: Stovin-Byles Ltd.

U.S.A. rep. for both  
Radio & TV: Adam J. Young Jr.

# EDMUNDSTON N.B.

## MARITIMES

Highest per capita  
income region  
is completely covered  
by



1000 watts 570 kc.

a **JEM** of a buy

Interprovincial Broadcast Sales Ltd. • in Canada  
Adam J. Young Jr. • in U.S.A.

### CJON CHOIR SINGS FOR LESLIE BELL



DR. LESLIE BELL, renowned for his Leslie Bell Singers, recently visited the CJON Glee Club to hear a special presentation of an hour long concert. He was in Newfoundland acting as adjudicator for the Kiwanis Music Festival. Dr. Bell is seen standing with CJON's Musical Direc-

tor, Ignatius Rumboldt, who is here introducing him before the concert started to the various members of the Glee Club.

After the live television program, Dr. Bell congratulated the management of CJON for financing and developing this group which he called "one of the finest musical aggregations of its kind he had heard in Canada."

A second long-playing record of the CJON Glee Club, presenting the Folk Music of Newfoundland, is soon to be released.

Are you satisfied with your MAILING SERVICE ?

If not — call

CHADWICK PRINT & DIRECT MAIL SERVICES  
52 McCAUL ST. EM. 8-7174

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Experienced time salesman, with car. Salary. This is a real opportunity for a man looking for a permanent future. Check:

Don Wright  
CHFI-FM  
13 Adelaide St. E.  
Toronto  
EMpire 3-0981

### TV PROGRAM SALES

Experienced television man to be Canadian sales representative for leading United States program distributor, headquartered in Toronto or Montreal. Send resume and salary requirements. Our employees know about this ad.

Box A368  
Canadian Broadcaster,  
54 Wellington St. West,  
Toronto, Ontario.

FOR THE FIRST WITH THE BEST

SEE

### TELEFILM OF CANADA

130 CARLTON STREET  
TORONTO, ONTARIO, CANADA  
WALnut 2-3163

### The Suburban Market

Between Toronto and Hamilton lies one of the fastest growing areas in the world. The population has soared . . . made up for the most part, of young, new families, starting out in life. They're hungry to spend . . . and they listen to CHWO to find out what to buy. CHWO programs specifically to sell the suburbanite . . . with news, music, and public service. It's the only daily medium which provides this local coverage. When the family is all together, they listen to CHWO — their own community station.

Hamilton-Toronto Suburban Area — January, 1958 — Share of Audience

Family Listening	Toronto Stations									Hamilton Stations	
	CHWO	A	B	C	D	E	F	G	X	Y	
7-8 p.m.											
5-Day Average	3.1	.7	3.6	1.0	2.3	2.6	3.0	.7	.7	1.2	
Sunday											
9-12 a.m.	7.5	1.4	3.0	—	1.3	1.0	1.4	—	1.2	1.2	

Time period rating sources — MacDonald Research Ltd.

All day — every day — CHWO commands the attention of homes which have more, want more, listen more.

## CHWO Radio

The White Oak Station

1250 on the dial — the finest approach to High Fidelity sound.  
Contact Radio & TV Sales Inc. — Toronto, Montreal





**MAIL BAG**

Sir: When broadcasting stations announce that it is three minutes past nine, why can't they say what day it is too?

— B. Wildered.

. . .

**AUDREY STUFF**

Then there's the gal who was so dumb, she slapped the wolf right in the face when he called her luscious, because she had never taken a drink in her life.

. . .

**TURNING THE TABLES**

Why don't teeners organize a show to help adults meet their problems?

. . .

**CAREER DEPT.**

Good opening, high salary, fast promotion, fringe benefits, share of profits and losses.

. . .

**CAUSE & EFFECT**

Marriage is the Number 1 cause of divorce.

— Jack Carter on the Ed Sullivan Show.

. . .

**MODERN ECONOMICS**

Toots Shor is credited with philosophizing: "I don't want to be a millionaire. I just want to live like one."

. . .

**HITCH-HIKER**

If you think the above gag is old, Toots Shore is no chicken either.

. . .

**PORT AND STARBOARD**

The boss told the announcer who wanted to take a long week-end that he had a perfect right. The only thing was the announcer knew that the boss had a perfect left too.

. . .

**MISSOURI STUFF**

Then there's the winner of a huge wad of dough in a quiz contest, who, when asked what the first thing was she would do with it, replied promptly - - count it.

*for the first time . . .*

reach all of  
Canada's 3rd  
market with  
one medium

*. . . at lowest cost!*

now **50,000** watts!

Radio British Columbia

**CKWX**

Vancouver

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

**Reps: United States — Weed and Company**

# SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts, Stations and People



Compiled by  
Ian Grant

## Radio & Television

FROM THE MONTREAL office of Cockfield, Brown & Co. Ltd. come the following reports:

Simmons Ltd., Beauty Rest, started a spot and flash campaign on 40 radio stations April 25. A television campaign for the same product is due to start on 29 stations, May 21.

Wabasso Cotton Co. Ltd. started a spot radio campaign May 5 on 31 stations. A second flight is already booked for January 1959.

Bell Telephone are starting a flash campaign on seven radio stations May 21.

The Toronto office of Cockfield reports that: Pet Instant Skim Milk will be using five spots per week on seven Quebec radio stations, both French and English starting May 19.

Remington-Rand will be co-sponsoring the half hour French network program, *Les Clefs Des Champs*, for 24 occasions from May 4 to December 14.

Orange Crush have bought a 15 minute segment of *Songs of Sunny Italy* on CHVC, Niagara Falls from May 18 to August 10.

COCA-COLA will be sponsoring *Shirley Temple Storybook*, which makes its debut on the CBC English television network May 25. The first program in this hour long film series, released through Screen Gems Canada Ltd., will be the *Emperor's Nightingale*. The agency is McCann-Erickson.

A BULOVA WATCH advertising campaign, which started April 10 and will run until the end of June, reached its peak May 8 with the introduction of a new wrist watch, His Excellency.

Every television market is being

used to promote the timepiece and in the case of non-television markets radio is being used. This broadcasting campaign is being backed up with institutional advertising in every Canadian daily newspaper, as well as a full color page in *MACLEAN'S* and *WEEKEND*.

On the dealer end, Bulova is supplying moving window display material, newspaper service, direct mail, television spots and radio jingles.

The agency is McCann-Erickson (Canada) Ltd.

BRISTOL-MYERS' TRIG, the new roll-on deodorant for men, which is already being introduced in the daily papers, is due to hit television around May 9 with a campaign in seven selective markets. Twenty second commercials will be used. The agency is Ronalds Advertising Ltd.

AS OF APRIL 28, the daily program *Swift Money Man*, running on about 50 radio stations, has been cut from five to three shows a week. The show is distributed by G. N. Mackenzie and the agency is McCann-Erickson.

## People

KEN GUNTON HAS taken over as director of television production at the Toronto office of Vickers & Benson. He was formerly on the production staff.

An addition to the production department is Don MacLean, who joined the agency two weeks ago.

LARRY HEYWOOD has been promoted from program director to station manager at Radio Guardian, Trinidad. He came to Trinidad from CFAC - - Radio Calgary, Alberta,

when the station opened.

He is replacing Gordon Burnett who is returning to Canada to manage his own station now under construction at Welland, Ont.

FRED EDGE, magazine columnist and newspaperman, and Pat Ballentine, one time president of the Stuart, Bowman and McPherson agency which was bought out by McConnell Eastman & Co. Ltd., have announced the setting up of a new publicity service. The company will be based in Toronto with representatives in all major cities. The function of the new service is to give national stature to local Canadian personalities, in both entertainment and business. Company name and office location have not been settled yet.

A. BISHOP has been appointed vice-president of Ronalds Advertising Agency. He has many years of experience with the agency, first in the Montreal office, then as manager of the Edmonton office, and currently as account supervisor in Ronalds, Toronto. He is also a director of the company.

F. Spencer Skelton, senior account executive at Ronalds, Toronto, was elected to the Board of Directors of the agency. He joined the agency's Montreal office in 1954.

W. F. "DOC" SOUCH has been appointed to act as the Western representative for the Caldwell A/V Equipment Co. He will handle a complete line of cameras, projectors, film handling equipment, educational and industrial TV equipment along with tape recording equipment manufactured by Stencil Hoffman.

Before forming his own company, W. F. Souch & Associates, Winnipeg, he was with the Canadian Marconi Company for 20 years.

WILLARD KING, previously an account executive at CKFH, Toronto, is now commercial representative, radio, at the CBC, Toronto. In this capacity he will be responsible for national, regional and local sales. In the past Willard worked at CJLS, Yarmouth; CHSJ, Saint John and CHML, Hamilton. In 1944 he opened and programmed CJCH, Halifax.

JACK TURRELL, who for the last 10 years has been at CKEY, Toronto, is leaving his position as sales manager to become the general manager of CKOY, Ottawa. He is being replaced at CKEY by Jim Armstrong, who for the last six years has been sales manager at LIBERTY MAGAZINE. All of these firms are interests of Jack Kent Cooke, of Toronto.

## Miscellaneous

F. H. HAYHURST has been appointed to handle the advertising for The Torrington Manufacturing Company of Canada Ltd., manufacturers of fan blades, blower wheels and blower units. The account executive at Hayhurst is H. J. M. Furlong.

SEPTEMBER 28 TO OCTOBER 4 is the official date for Canadian Television Week, 1958. It was announced by Reo Thomson, chairman of the Television Week Committee.

RADIO STATION CJMS, Montreal, has started conducting a series of sales clinics aimed at promoting radio in general to those retail advertisers who do not use the medium. The clinics are run by the station's production and sales staff and the audience have the various aspects of radio commercials explained to them. The station says that many of these people have no idea of radio's effectiveness or how it can be used.

Johnny Nadon, station manager, said that it is hoped to get the co-operation of all Montreal stations in presenting these clinics.

## CARTB

See You at the CARTB  
Convention  
May 11 at the Queen Elizabeth, Montreal

Alex L. Clark

LIMITED

Budget Plans available for Your convenience.

3745 Bloor Street West, Toronto, Ontario

BEI mont 1 - 3303

A SPECIAL BBM meeting, in addition to the luncheon May 12, will be held Sunday, May 11 at 8.00 pm in the Saguenay Salon in the Queen Elizabeth Hotel. This is to provide time to discuss research and technical matters too lengthy to discuss during the luncheon period.

All BBM members as well as other interested parties are invited.

## Obituary

ALLAN R. SILLS, president of Allan R. Sills Ltd., advertising agency passed away in his Oakville, Ont., home April 21. Mr. Sills started his own agency in Toronto 20 years ago.

*Now Available in Canada*

# A Great NEW Comedy Show from N.B.C.

NOW IN  
SYNDICATION  
78 HALF-HOURS  
OF FUN



*Starring:*

William Bishop

James Dunn

Michael O'Shea

NBC TELEVISION FILMS A DIVISION OF

# FREMANTLE OF CANADA, LTD.

# CNP

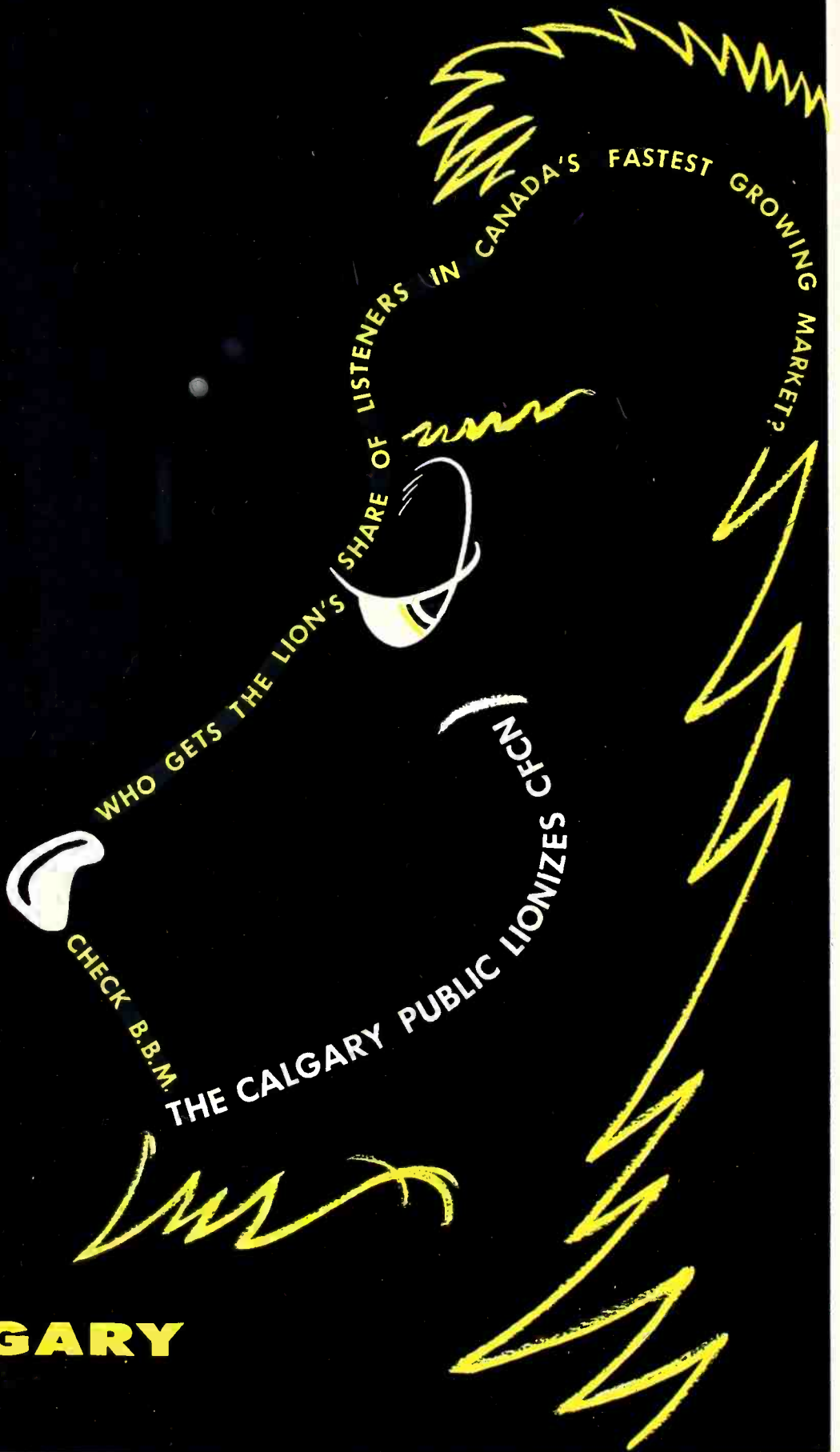
CALIFORNIA NATIONAL PRODUCTIONS, INC

17 DUNDONALD STREET, TORONTO 1

WALNUT 4-9635

**NOTIC**  
**ION**

**CALGARY**



# DIRECTORY OF STATION SALES REPRESENTATIVES

## ALL-CANADA RADIO & TELEVISION LTD.

**Toronto** — Victory Building, 80 Richmond St. W. — Radio, EMpire 6-7691; TV, EMpire 6-9236. Manager Television Division — R. C. Thompson. Manager Broadcast Services Division—Peter Harricks. Manager Program Sales Division—Dana S. Murray. Manager Radio Time Sales — Bill Brennen. Manager Television Time Sales — Ross McCreath. Manager Program Services Dept. — Dennis Goodwin.

**Montreal** — Dominion Square Building — UNiversity 6-9868. Manager Quebec Area—Bert Hall. Manager Montreal office — Ken Baker.

**Vancouver** — 1161 Melville St. MUtual 4-7461. Manager — John Baldwin.

**Winnipeg** — 706 Electric Railway Chambers — WHitehall 2-6861. Manager — Bruce Pirie.

**Calgary** — Taylor, Pearson & Carson Building — AMherst 2-7691. Manager Jack Cavanaugh.

## JOS. A. HARDY & CO. LTD.

**Toronto** — 19 Richmond St. W. — EMpire 3-9433. General Manager—Bruce Butler. Manager Radio Division — H. E. E. Pepler. Manager TV Division — A. E. Stewart.

**Montreal**—1489 Mountain St., Apt. 20. — PLateau 1101. Manager Guy Daviault.

**Quebec City** — 39 St. John St. — 5-7373.

## JOHN N. HUNT & ASSOC.

**Vancouver** — 307 Burrard Building, 1030 W. Georgia St., Vancouver 5. — TAtlow 6277-8-9. President — John N. Hunt. Manager — C. A. Brian Scharf.

## INTERPROVINCIAL BROADCAST SALES

**Toronto** — 199 Bay St. — EMpire 4-1197. General Manager—Ken W. Davis. Sales Manager—Bud Munro.

**Montreal**—1411 Stanley St.—Victor 9-5221. Manager — Lionel Morin.

## PAUL MULVIHILL & CO.

**Toronto** — 77 York St. — EMpire

3-8814. Manager — Paul Mulvihill. Assistant Manager—Norm Bonnell.

**Montreal** — 1543 Crescent St. — PLateau 1097.

## A. J. MESSNER & CO.

**Winnipeg** — 171 McDermot Avenue E., Winnipeg 2.—WHitehall 3-9574. Manager — A. J. "Tony" Messner.

## NATIONAL BROADCAST SALES LTD.

**Toronto** — 222 Simcoe St. — EMpire 6-3718. Manager R. A. Leslie. (This office will be located at the Marcad Building, 430 King St. W. as of the first of June).

**Montreal** — 1396 St. Catherine St. W. — UNiversity 6-1538. Manager — E. F. Kavanagh.

## LORRIE POTTS & CO.

**Toronto**—1454a Yonge St.—WAlnut 1-8951. Manager — Lorrie E. Potts.

**Montreal** — 1117 St. Catherine St. W. —Victor 5-6448. Manager — Scotty Sheridan.

## RADIO AND TELEVISION SALES INC.

**Toronto**—Room 35, 10 Adelaide St. E. — EMpire 6-8944. Manager — A. A. McDermott.

**Montreal**—1543 Crescent St.—BElair 7042. Manager — Emery Richmond.

## RADIO REPRESENTATIVES LTD.

**Toronto** — 76 St. Clair Ave. W. — WAlnut 4-0727. President — T. Gordon Ferris. Manager — R. D. Munroe.

**Montreal** — 1411 Crescent St. — AVenue 8-4257. Manager — Wilf Dippie.

**Vancouver** — 1407 West Broadway — CEdar 2211. Manager — Ed Hall.

**Winnipeg** — Lindsay Building — WHitehall 2-6374. Manager — R. MacLennan.

## RADIO TIME SALES (ONT.) LTD.

**Toronto** — 147 University Ave. — EMpire 6-5471. Manager — Norm Brown.

## RADIO TIME SALES (QUE.) LTD.

**Montreal** — Room 517, Keefer Building, 1440 St. Catherine St. W. — UNiversity 6-2012. Manager — Ralph Judge.

## STEPHENS & TOWNDROW LTD.

**Toronto** — Room 302, 4 Albert St. — EMpire 6-4221. Managers — Bill Stephens and Ernie Towndrow.

**Montreal** — 1434 St. Catherine St. W. — UNiversity 6-5295. Manager — L. J. Kennedy.

## STOVIN-BYLES LTD.

**Toronto** — 406 Jarvis St. — WAlnut 4-5768. Chairman of the Board — Horace N. Stovin. President — Bill D. Byles. Manager Radio Division — Art C. Harrison. Manager Television Division — J. L. Raeburn.

**Montreal** — 608 Keefer Building — UNiversity 6-3392. Manager —T. C. Maguire.

**Vancouver** — 517 Crown Building, 615 W. Pender St. — TAtlow 4831. Manager — J. W. Stovin.

**Winnipeg** — 1111-211 Portage Ave. — WHitehall 2-5097. Manager — C. E. Montgomery.

## TELEVISION REPRESENTATIVES LTD.

**Toronto** — 76 St. Clair Avenue W. — WAlnut 4-0727. President and Manager — T. Gordon Ferris.

**Montreal** — 1411 Crescent St. — AVenue 8-4257. Manager — Wilf Dippie.

**Vancouver** — 1407 West Broadway — CEdar 2211. Manager — Ed Hall.

## YOUNG CANADIAN LIMITED

**New York** — 3 East 54th St., New York 22 — PLaza 1-4848. Manager — Tom Malone.

**Chicago**—Prudential Plaza, Chicago 1 — Michigan 2-6190.

**ATLANTA** — 1182 West Peachtree St., Atlanta — TRinity 3-2564. Manager — Harold M. Parks.

**St. Louis** — 317 North 11th St., St. Louis 23, — MAin 1-5020. Manager John B. Hetherington.

**Los Angeles** — 6331 Hollywood Blvd., Los Angeles 28—Hollywood 2-2289. Manager — Wililam L. Wallace.

**San Francisco** — Russ Building, San Francisco. Manager — Richard J. Kelliher — YUkon 6-6769.

## DONALD COOKE, INCORPORATED

**New York** — 666 Fifth Avenue, New York 19 — JUdson 2-2727.

**Chicago** — 205 West Wacker Drive — STate 2-5096.

**Los Angeles** — 111 North La Cienega Blvd., Beverly Hills — CRestview 5-2022.

**San Francisco** — 110 Sutter St. — GARfield 1-6936.

## DEVNEY INCORPORATED

**New York** — 366 Madison Avenue, New York 17—MUrray Hill 7-5365. Manager — E. J. Devney.

**Chicago**—185 North Wabash Avenue, Chicago 1. Manager — Gerard J. Kelly.

**Boston** — 419 Boylston St., Boston 16. Manager — Louis J. Borgatti.

**Los Angeles** — 612 South Serrano Avenue, Los Angeles 5. Manager — Fred E. Crawford, Jr.

**San Francisco** — 233 Sansome St., San Francisco 4. Manager—William A. Ayres.

## FORJOE & CO., INC.

**New York** — 580 Fifth Avenue, New York 36—JUdson 6-3100. President — Joseph Bloom.

**Chicago** — 435 North Michigan Avenue, Chicago 11 — DEleware 7-1874. Manager — Thomas Cinquina.

**Los Angeles** — 451 North La Cienega Blvd. — OLeander 5-7755. Manager — Lawrence Krasner.

**San Francisco** — 593 Market St., San Francisco 5 — SUTter 1-7569.

## JOSEPH HERSHEY MCGILLVRA INCORPORATED

**New York** — 366 Madison Avenue, New York 17—MUrray Hill 2-8755. President — J. H. McGillvra.

**Chicago**—185 North Wabash Avenue, Chicago 1—STate 2-5282. Manager — Robert B. Pierce.

**Los Angeles** — 638 Van Ness Avenue, Los Angeles 5 — DUNKirk 4-7352. Manager — Fred E. Crawford.

**San Francisco** — 605 Market St., San Francisco 5 — YUkon 2-3954. Manager — A. S. Babcock.

## WEED & COMPANY

**New York** — 579 Fifth Avenue, New York 17 — PLaza 9-4700. President —Joseph J. Weed. Vice-president—Peter A. McGurk.

**Chicago**—Prudential Plaza, Chicago 1 — WHitehall 4-3434. Manager radio — Neal Weed. Manager television — George Lindsay.

**Detroit** — 1610 Book Building — Woodward 1-2685. Manager radio & television — Bernard Pearse.

**Atlanta** — Glenn Building, Atlanta 3 JACkson 3-4081. Manager radio & television — George L. Griesbauer.

**Hollywood** — 6331 Hollywood Blvd., Hollywood 28—Hollywood 2-6676. Manager radio — Ralph Jones. Manager television — Edwin Metcalfe.

**San Francisco** — 625 Market St., San Francisco 5 — EXbrook 7-0535. Manager radio — Don Carr. Manager television — Boyd Rippey.

**Boston** — Statler Building, Boston 16 HUBbard 2-5677. Manager radio — Jay Murley. Manager television — Robert Reardon.

**Des Moines**—509 Grand Avenue, Des Moines 9 — ATLantic 2-0201. Manager radio & television — Don Peterson.

*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**

# PORTRAIT OF A LISTENER

Ernest McCullough, Jr., President and General Manager of Maclin Motors Ltd. — Ford and Edsel Dealer, in business in Calgary since 1917.

"I listen to CFAC because its well balanced programming is primarily directed to mature people — which I believe accounts for the station's large share of the Calgary listening audience.\*

"For this reason Maclin Motors has made increasing use of CFAC as an advertising medium. Today, as during the past 20 years, we are enjoying excellent response."

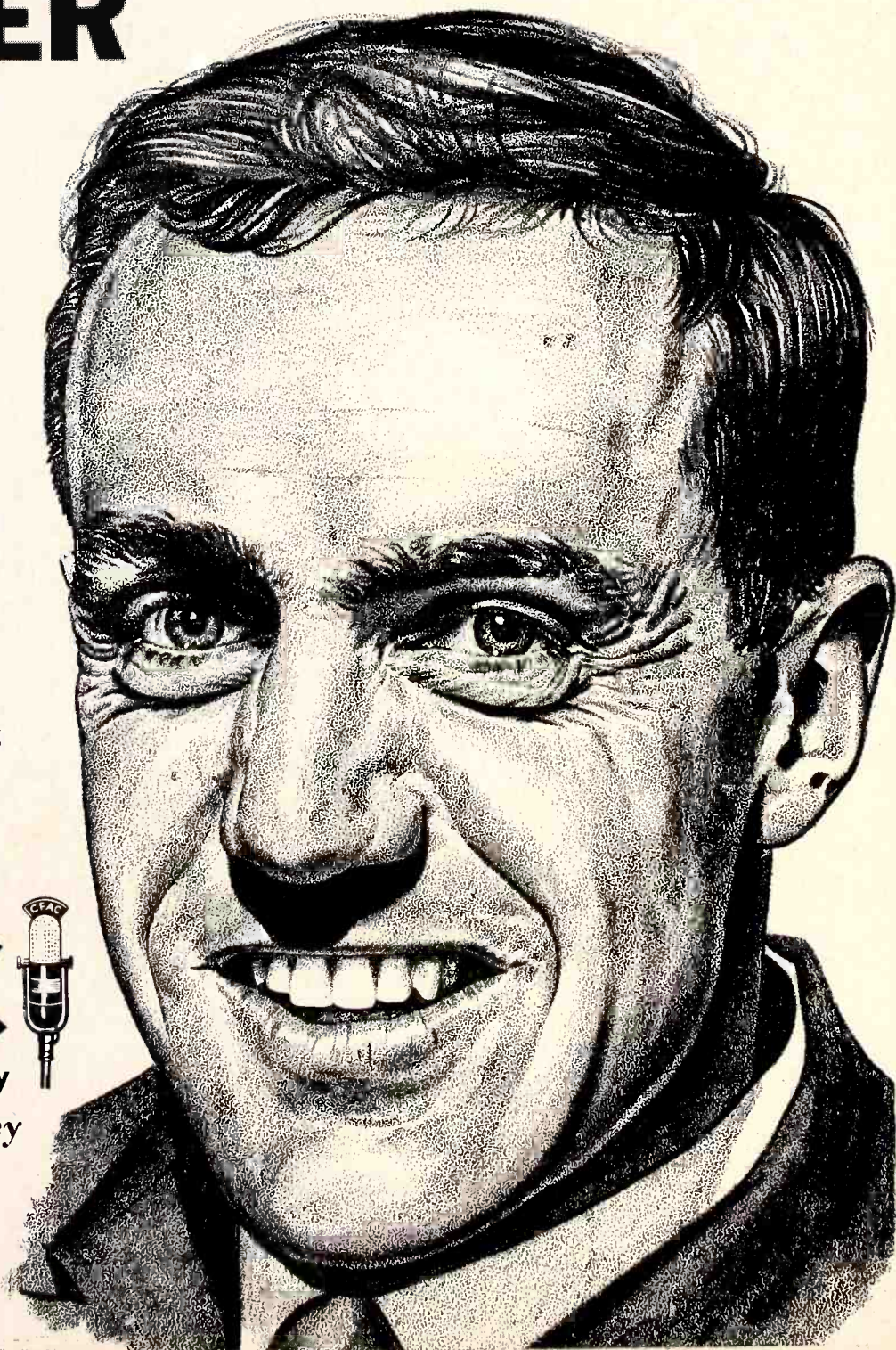
*Call the All-Canada Man*

# CFAC

Calgary



*\*Check any Listenership Survey*



# RADIO NETWORK STATIONS

## CBC Trans-Canada Network

**Atlantic Region (Basic)**  
 CBI Sydney  
 CBH Halifax  
 CFNB Fredericton  
 CBA Sackville  
 CHSJ Saint John

**Atlantic Region (Supplementary)**  
 CBN St. John's  
 CBY Cornerbrook  
 CBG Gander  
 CBT Grand Falls  
 CKBW Bridgewater  
 KEKC New Glasgow  
 CKMR Newcastle  
 CKDH Amherst

**Mid-Eastern Region (Basic)**  
 CBM Montreal  
 CBO Ottawa  
 CKWS Kingston  
 CBL Toronto  
 CBE Windsor  
 CKSO Sudbury  
 CFCH North Bay  
 CJKL Kirkland Lake  
 CKGB Timmins  
 CJIC Sault Ste. Marie  
 CKPR Fort William

**Mid-Eastern Region (Supplementary)**  
 CHOK Sarnia  
 CJQC Quebec  
 CKOC Hamilton  
 CHLO St. Thomas

**Prairie Region (Basic)**  
 CBW Winnipeg  
 CBK Watrous  
 CBX Edmonton  
 CJOC Lethbridge

**Prairie Region (Supplementary)**  
 CKCK Regina  
 CFAR Flin Flon  
 CFGP Grande Prairie  
 CJCA Edmonton  
 CFAC Calgary  
 CJDC Dawson Creek

**Pacific Region (Basic)**  
 CFJC Kamloops  
 CKOV Kelowna  
 CJAT Trail  
 CBU Vancouver  
 CFPR Prince Rupert

**Pacific Region (Supplementary)**  
 CKLN Nelson  
 CKPG Prince George

## CBC Dominion Network

**Atlantic Region (Basic)**  
 CJCB Sydney  
 CJFX Antigonish  
 CFCY Charlottetown  
 CHNS Halifax  
 CKCW Moncton  
 CKNB Campbellton  
 CJLS Yarmouth  
 CFBC Saint John

**Mid-Eastern Region (Basic)**  
 CKTS Sherbrooke  
 CFCF Montreal  
 CKOY Ottawa  
 CHOV Pembroke  
 CFJR Brockville  
 CJBC Toronto

CHEX Peterborough  
 CFPL London  
 CFCO Chatham  
 CFPA Port Arthur

**Mid-Eastern Region (Supplementary)**  
 CKCV Quebec  
 CKTB St. Catharines  
 CHML Hamilton  
 CKPC Brantford  
 CKCR Kitchener  
 CKNX Wingham  
 CJCS Stratford  
 CFOS Owen Sound  
 CKSF Cornwall  
 CJBQ Belleville  
 CFOR Orillia  
 CFOB Fort Frances  
 CHNO Sudbury  
 CKLW Windsor  
 CKLC Kingston

**Prairie Region (Basic)**  
 CJRL Kenora  
 CKRC Winnipeg  
 CJGX Yorkton  
 CKX Brandon  
 CKRM Regina  
 CHAB Moose Jaw  
 CFQC Saskatoon  
 CKBI Prince Albert  
 CFCN Calgary  
 CFRN Edmonton

**Prairie Region (Supplementary)**  
 CHAT Medicine Hat  
 CKRD Red Deer

**Pacific Region (Basic)**  
 CHWK Chilliwack  
 CJOR Vancouver  
 CJVI Victoria

**Pacific Region (Supplementary)**  
 CJIB Vernon  
 CKOK Penticton

## CBC French Network

**(Basic)**  
 CBF Montreal  
 CBV Quebec  
 CBJ Chicoutimi  
 CBAF Moncton  
 CHNC New Carlisle

**(Supplementary)**  
 CKCH Hull  
 CHGB Ste. Anne de la Pocatière  
 CJBR Rimouski  
 \*CKRN Rouyn  
 \*CKVD Val d'Or  
 \*CHAD Amos  
 \*CKLS La Sarre  
 CHLT Sherbrooke  
 CJEM Edmundston  
 CJFP Rivière du Loup  
 CKLD Thetford Mines  
 CKVM Ville Marie  
 CKBL Matane  
 CHNO Sudbury  
 CFCL Timmins  
 CKSB St. Boniface  
 CFNS Saskatoon  
 CFRG Gravelbourg  
 CHFA Edmonton  
 CKRB St. George de Beauce

\*These four stations sold as a group.

**Broadcasters steadfastly prove the effectiveness and efficiency of the one and only complete low cost**

Transcribed Library Service

# SESAC

**the library with the new sound**

*Alice, Bud and Jim*

will be happy to greet SESAC's Canadian friends during the CARTB Convention May 11th - 14th at the Queen Elizabeth Hotel.

**SESAC INC.** The Coliseum Tower • 10 Columbus Circle • New York 19, N.Y.

*we'll see you at the CARTB convention...*

**ALL-CANADA**

**RADIO**

**and**

**TELEVISION**

**LIMITED**

**AC** representing 30 Radio and 19 Television Stations in Canada  
Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



# STATION and PERSONNEL REGISTER (Radio)

## BRITISH COLUMBIA

**CKEK, CRANBROOK-KIMBERLY:** 1,000 watts on 570 kcs. (1) East Kootenay Broadcasting Ltd. — (2 & 3) Robert A. Reagh — (4) Tom Davidson — (5) Jim Fetherston — (6 & 7) Tom Davidson — (9) Bob Inglis — (10) Frank Matovitch — (11 & 14) Mrs. Mary Leadbetter — (15) Geraldine Reagh — (17) Robert A. Reagh — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc.

**CHWK, CHILLIWACK:** 1,000 watts on 1,270 kcs. Dom. Basic. (1) Fraser Valley Broadcasters Ltd. — (2 & 3) Jack Pilling — (5) Bill Teetzel — (6 & 7) Murdo Maclachlan — (9) Vance Hull — (10) John Bell — (11) Mrs. Betty Neads — (12) Murdo Maclachlan — (13) Gordon Rose — (14) Mrs. Betty Neads — (15) Tom Rannie — (17) Bob Cartmell — (19 to 22) All-Canada — (23) Weed & Co.

**CJDC, DAWSON CREEK:** 1,000 watts on 1,350 kcs. T-Can. Supp. (1) Radio Station CJDC Ltd. — (2) H. L. Michaud — (3 to 5) Mike La Vern — (7) LeRoy Tansem — (9 & 10) Chuck Mudrack — (11) Ethel Emes — (12) Le Roy Tansem — (13) Mike La Vern — (16) Miriam Edinger — (17) Murray Stevens — (19 & 20) Radio Representatives Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc. — (23) Donald Cooke Inc.

**CFJC, KAMLOOPS:** 1,000 watts on 910 kcs. T-Can. Basic. (1) Inland Broadcasters Ltd. — (2 & 3) Ian G. Clark — (4) Fred Weber — (5) Walter Harwood — (6 & 7) Bob Hill — (9 & 10) Gordon Rye — (11) Irene Orton — (13) Walter Harwood — (14) Shirley Page — (15) Irene Orton — (16) Norman McDonald — (17) Fred Weber — (19 to 22) All-Canada — (23) Weed & Co.

**CKOV, KELOWNA:** 1,000 watts on 630 kcs. T-Can. Basic (1) Okanagan Broadcasters Ltd. — (2) Mrs. G. T. B. Browne — (3) Jim Browne — (5) Jack Bews — (7) Arthur G. Hall — (9 & 10) Bob Hall — (11) Mrs. Marian Bews — (12) Hugh Caley — (13) Ed Boyd — (14) Anne Penner — (15) Beverley Broten — (16) Elizabeth Lettner — (17) Arthur Vipond — (18) Jack Thompson — (19 to 22) All-Canada — (23) Weed & Co.

**CHUB, NANAIMO:** 10,000 watts on 1,570 kcs. (1) Standard Broadcasting Co. Ltd. — (3) Chuck Rudd — (5) Mrs. Sheila Hassell — (6) Chuck Rudd — (7) Vic Fergie — (8) Reid McLeod — (9) Vic Fergie — (10) Ken Chang — (11) Mrs. Sheila Hassell — (12) Lew Fox — (13) Mrs. Sheila Hassell — (14) Bob Golob — (15) Marion Robinson — (16) Georgina Horst — (17) Ross MacIntyre — (19 & 20) Stephens & Towndrow Ltd. — (21) Stovin-Byles Ltd. — (22) John N. Hunt & Assoc. — (23) Donald Cooke Inc.

**CKLN, NELSON:** 250 watts on 1,240 kcs. T-Can. Supp. (1) News Publishing Co. Ltd. — (2) Maj. R. H. Green — (3) Alan R. Ramsden — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CKNW, NEW WESTMINSTER:** 5,000 watts on 1,320 kcs. (1) Radio NW Ltd. — (2) Frank A. Griffith — (3) William J. Hughes — (4) Hal

### KEY

- |                             |                        |                    |
|-----------------------------|------------------------|--------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Chief Engineer |
| 2. President (if a company) | 10. Sports Director    | 18. Chief Operator |
| 3. Manager                  | 11. Women's Director   | 19. Toronto Reps   |
| 4. Assistant Manager        | 12. Farm Director      | 20. Montreal Reps  |
| 5. Commercial Manager       | 13. Promotion Director | 21. Winnipeg Reps  |
| 6. Production Director      | 14. Traffic Manager    | 22. Vancouver Reps |
| 7. Program Director         | 15. Copy Chief         | 23. U.S. Reps      |
| 8. Music Director           | 16. Librarian          |                    |

L. Davis — (6 & 7) Hal L. Davis — (8) Len Hopkins — (9 & 10) Jim Cox — (13) Mel Cooper — (14) Mrs. Anne Bolton — (15) Tony Antonias — (16) Len Hopkins — (17) Jack Gordon — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (23) Forjoe & Co.

**CKOK, PENTICTON:** 1,000 watts on 800 kcs. Dom. Supp. (1) CKOK Ltd. — (2 & 3) Maurice P. Finnerty — (4 & 5) Ralph Robinson — (6 & 7) Leland Faebish — (9) Mike Mangan — (10) Dave Roegele — (12) Bjorn Bjornson — (13) Ken Compton — (14) Jack Wall — (15) Lou Hohenadel — (16) Beverly Bond — (17) George Cameron — (19 to 22) All-Canada — (23) Weed & Co.

**CJAV, PORT ALBERNI:** 250 watts on 1,240 kcs. (1) Broadcasting Station CJAV Ltd. — (3) Ken Hutcheson — (4) Andy Marquis — (5) Bill Leopky — (6) Andy Marquis — (8) George Cowie — (9 & 10) Doug Taylor — (11 & 15) Doris Gooch — (16) George Cowie — (17) Ross McIntyre — (19 & 20) Stephens & Towndrow Ltd. — (22) John N. Hunt & Assoc. — (23) Donald Cooke Inc.

**CKPG, PRINCE GEORGE:** 250 watts on 550 kcs. T-Can. Supp. (1) Radio Station CKPG Ltd. — (2) Frank Elphicke — (3) Cecil G. Elphicke — (4 & 5) Bob Harkins — (6 to 8) Ron East — (9 & 10) Jack Carbutt — (11) Ron East — (12) Marcel Leveque — (13) Ron East — (14) Marcel Leveque — (15) Helen Smith — (16) Michael Thornthwaite — (17 & 18) Len Fraser — (19 to 22) All-Canada — (23) Weed & Co.

**CFPR, PRINCE RUPERT:** 250 watts on 1,240 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation. Represented in Canada by Stovin-Byles Ltd.

**CKCQ, QUESNEL:** 1,000 watts on 570 kcs. (1) Cariboo Broadcasters Ltd. — (2) James H. Ritchie — (3) Dennis Reid — (5) John Boates — (6, 9 & 10) Bob Leckie — (12) James H. Ritchie — (13) John Boates — (14) Mrs. Mona Neilson — (15) Gil McColl — (16) Ron Anderson — (17) Fred Weber — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Sales Ltd. — (22) Radio Representatives Ltd. — (23) Donald Cooke Inc.

**CJAT, TRAIL:** 1,000 watts on 610 kcs. T-Can. Basic (1) Kootenay Broadcasting Co. Ltd. — (2) A. S. Mawdsley — (3) John W. Loader — (5) Joseph P. Kobluk — (6) Kenneth W. Hughes — (9 & 10) William J. McLoughlin — (14) David A. Townsend — (16) David J. Glover — (17) Jack H. Molyneux — (19 to 22) All-Canada — (23) Weed & Co.

**CBU, VANCOUVER:** 10,000 watts on 610 kcs. Trans-Canada Network.

Owned and operated by the Canadian Broadcasting Corporation.

**C-FUN, VANCOUVER:** 1,000 watts on 1,410 kcs. (1) Radio C-FUN Ltd. — (2) Robert R. Keay — (3) Jack Sayers — (5) Fin Anthony — (6) Terry Garner — (9) Hal Rodd — (10) Bob Pickell — (11) Mrs. Agnes Thom — (13) Fin Anthony — (14) Gaye Shanahan — (15) Aubrey Price — (16) Mrs. Eve Rickaby — (17) Dave Rogers — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (23) Devney Inc.

**CJOR, VANCOUVER:** 5,000 watts on 600 kcs. Dom. Basic. (1) CJOR Ltd. — (2 & 3) George Chandler — (4) Art Chandler — (5) Don Laws — (6) Lloyd Hoole — (7) Vic Waters — (9) Bruno Cimoli — (10) Bill Good — (13) Hud Olson — (14) Mrs. Audrey Smith — (15) Hector MacKay — (16) Mrs. Marlyn Packham — (17) Art Chandler — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CKLG, NORTH VANCOUVER:** 1,000 watts on 730 kcs. (1) Lions Gate Broadcasting Ltd. — (2) Earson A. Gibson — (3) John N. Hunt — (5) Jim Mantell — (6 to 8) Rudy Hartman — (9) Pat Burns — (10)

Al Pollard — (13) Bob Gillies — (14) Mrs. Margaret Davis — (15) Lyndon Grove — (16) Miss Terry Clark — (17) Peter Mackintosh — (18) Ron Katzin — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt & Assoc. — (23) Donald Cooke Inc.

**CKWX, VANCOUVER:** 50,000 watts on 1,130 kcs. MBS. (1) CKWX Radio Ltd. — (2) Arthur H. Holstead — (3) Frank H. Elphicke — (4) Sam Ross — (5) Clare Copeland — (7) John Ansell (Research & Planning — M. MacDonald) — (8) Jimmy Morris — (9) Eric Sanderson — (10) Bill Stephenson — (11) Mrs. Nina Anthony — (12) Norman Griffin — (13) Phil Baldwin — (14) Jack Hughes — (15) Kelly Young — (16) Fred Bass — (17) Charles Smith — (19 to 22) All-Canada — (23) Weed & Co.

**CJIB, VERNON:** 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) R. Peters — (3) Gil Seabrook — (4) Harry Gorman — (5) Ann Gaustin — (6 to 8) Jack Pollard — (9) Mrs. Mabel Johnson — (10) Don Warner — (11) Mrs. Dagmar Kilpatrick — (14) Mrs. Martha Isobe — (17) Laurie Wright — (19 to 22) All-Canada — (23) Weed & Co.

**CJVI, VICTORIA:** 10,000 watts on 900 kcs. Dom. Basic. (1) Island Broadcasting Co. Ltd. — (3) Wililam Guild — (6) Dick Batey — (7) Walter Cownden — (9) Gordie Williamson — (10) Lundy Sanderson — (13) Bill Allen — (14) Bob McGill — (15) Mrs. Kay Jefferies — (16) Al Smith — (17) Joe Sommers — (18) Cy Beard — (19 to 22) All-Canada — (23) Weed & Co.

in B. C.

# CJOR PERSONALITIES ARE "BEST SELLERS"

(your product is protected against competitive advertising)

see

## Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

## CJOR VANCOUVER, B.C.

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

MONTREAL TORONTO WINNIPEG VANCOUVER  
1411 Crescent St. 519 Jarvis St. 171 McDermott 1407 W. Broadway

# Meet Edmonton's Top Salesmen...

The Strongest Selling Force In Edmonton . . . and Alberta today is the programme personalities on RADIO "93" — Edmonton's CJCA.

Here's a selling team that really gets out on the territory as proven by Elliott-Haynes most recent survey in this Market — CJCA has the greatest circulation of any Radio Station in the Province.

Here are a few of "93's"  
POWERFUL SALES FORCE:

## TOP TO BOTTOM

Monday through Friday from 9 a.m. to 11 a.m. — it's **Coffee Break at "93"** with Easy Goin' Ed Laurence. It's sheer relaxation, and how the gals go for that guy. Coffee Break at "93" — A mighty popular show.

News breaks first at "93". Russ Sheppard and a capable staff of 5 news editors bring Edmontonians up-to-the-minute top news coverage on CJCA at "93" — you're never more than 20 minutes away from news on "93".

Our early "Morning Man" Bob Bell has an outstanding audience appeal. Radio "93's" genial morning man starts the day right — every morning from 5 a.m. to 9 a.m.

It's Ole Easy Ed Laurence again, as M.C. on Edmonton's most popular teen-age show, with the kind of music and school news the teenagers ask for—It's "Club 93" daily from 4 to 6 p.m.

"C.G. at 93" with host Curley Gurlock, has gained highest acclaim for the best in popular music. He proves why every day on CJCA from 2-4 p.m., with his wonderful show, it's "CG at 93".

ASK YOUR "ALL-CANADA" MAN  
ABOUT EDMONTON'S TOP  
SALESMEN!



# "93"

# CJCA

THE STATION WITH THE GREATEST CIRCULATION IN ALBERTA IS ...

**CKDA, VICTORIA:** 10,000 watts on 1220 kcs. (1) Capital Broadcasting System Ltd. — (2) David M. Armstrong — (3) David G. Hill — (5) Alan Klenman — (6) Tom O'Neill — (7) Andy Stephen — (8) Bud Glover — (9) Andy Stephen — (10) Keith MacKenzie — (11) Mrs. Cy Roberts — (13) David G. Hill — (14) Deloris Pawliw — (15) Mrs. Cy Roberts — (16) Bud Glover — (17) Norman Bergquist — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) John N. Hunt & Assoc. — (23) Forjoe & Co.

**ALBERTA**

**CFAC, CALGARY:** 5,000 watts on 960 kcs. T-Can. Supp. (1) Calgary Broadcasting Co. Ltd. — (2) Basil Dean — (3) Bert Cairns — (5) Don Hartford — (6) George Brown — (9) Don McDermid — (10) Eric Bishop — (11) Florence Thorpe — (12) John Church — (13) G. Bev Mannix — (14) Marg Antill — (15) Doug Painter — (17) Earle Connor — (19 to 22) All-Canada — (23) Weed & Co.

**CFCN, CALGARY:** 10,000 watts on 1,060 kcs. Dom. Basic. (1) The Voice of the Prairies Ltd. — (2) H. Gordon Love — (5) Gordon L. Carter — (7) Ned B. Corrigan — (9) Les B. Saul — (10) Henry Viney — (12) Ross Henry — (13) Jas. A. Love — (14) Mrs. Jean Bown — (15) Frank B. Brand — (16) Joan Sykes — (17) Robert W. Lamb — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.; Harlan G. Oakes.

**CKXL, CALGARY:** 1,000 watts on 1,140 kcs. (1) CKXL Ltd. — (2 & 3) Al MacKenzie — (4) Peter Edwards (Broadcast Man.) — (5) Allan J. Barker — (6) Ross L. Craig — (9) Dick Tregillus — (10) Joe Carbury — (13) Mrs. Doreen Macgregor (Client Ser. Man.) — (14) Mrs. Mary Conville — (16) Mrs. Meda Pelletier — (17) Gordon R. Morrison — (19 to 22) Stovin-Byles Ltd. — (23) Forjoe & Co.

**CFCW, CAMROSE:** 250 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2) Hal Yerxa — (3) Gene Ross — (5) Warren Holte — (6 & 7) Ross Arthur — (8) Mrs. Mabel Sallee — (9) Joe Meyers — (10) Jim Brown — (11) Ethel Anderson — (12) Gene Ross — (13) Jerry Harris — (14) Adele Nisi — (15) Gordon Larson — (16) Mrs. Mabel Sallee — (17) Ken Anholt — (18) Lynda Olson — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc.

**CBX, EDMONTON:** 50,000 watts on 1,010 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CFRN, EDMONTON:** 5,000 watts on 1,260 kcs. Dom. Basic. (1) Sunwapta Broadcasting Co. Ltd. — (2) Dick Rice — (3) Arnold J. Hopps — (5) Tom Shandro — (6) George Duffield — (7) Tony Biamente — (8) Mrs. Anne Ferguson — (9) William Hogle — (10) Al Shaver — (11) Mrs. Eve Henderson — (13) Mrs. Corinne A. Noonan — (14) Mary Collins — (15) John Barron — (16) Mrs. Anne Ferguson — (17) Bob Robertson — (18) Marcel Prefontaine — (19 to 22) Radio Representatives Ltd. — (23) Young Canadian Ltd.; Harlan G. Oakes.

**CHED, EDMONTON:** 10,000 watts daytime (1,000 watts nighttime) on 1,080 kcs. (1) CHED Ltd. — (2) H. Sibbald — (3) Murray Dyck — (4 & 5) Lewis Roskin (National Sales Man. — Allan Slaight) —

**KEY**

- |                             |                        |                     |
|-----------------------------|------------------------|---------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Chief Engineer  |
| 2. President (if a company) | 10. Sports Director    | 18. Chief Operator  |
| 3. Manager                  | 11. Women's Director   | 19. Toronto Repts   |
| 4. Assistant Manager        | 12. Farm Director      | 20. Montreal Repts  |
| 5. Commercial Manager       | 13. Promotion Director | 21. Winnipeg Repts  |
| 6. Production Director      | 14. Traffic Manager    | 22. Vancouver Repts |
| 7. Program Director         | 15. Copy Chief         | 23. U.S. Repts      |
| 8. Music Director           | 16. Librarian          |                     |

(6) Claude Blackwood — (7) Jerry Forbes — (8) Gordon Schmitt — (9) Don Rollans — (10) Bryan Hall — (13) John Baldock — (14) Eleanor McDougall — (15) Doris Roberts — (16) Dick Taylor — (17) Clint Nichol — (18) Orv Davidson — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc. — (23) Forjoe & Co.

**CHFA, EDMONTON:** 5,000 watts on 680 kcs. French Net. Supp. (1) Radio-Edmonton Ltée. — (2) André M. Dechene — (3 & 5) Bernadin J. Gagnon — (7) Mancel Couture — (8) Gabriel Paradis — (9, 10 & 12) René Goblot — (16) Gabriel Paradis — (17) Charles Ferland — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt & Assoc. — (23) J. H. McGillvra Inc.

**CJCA, EDMONTON:** 5,000 watts on 930 kcs. T-Can. Supp. (1) Edmonton Broadcasting Co. Ltd. — (2) Walter A. MacDonald — (3) Gerry Gaetz — (4) Rolfe Barnes — (5) Cam Perry — (6) Dalt Elton — (7) Doug Homersham — (8) Harry Boon — (9) Russ Sheppard — (10) Ken Foss — (13) Bill McNabb — (14) Martha King — (15) Peggy Miller — (16) Harry Boon — (17) Frank Hollingworth — (18) Merrel Dahlgren — (19 to 22) All-Canada — (23) Weed & Co.

**CKUA, EDMONTON:** 1,000 watts on 580 kcs. (1) Alberta Government Telephones — (2 & 7) Jack Hagerman — (9) Paul Tatarewicz — (10) Art Ward — (14) Carl Noack — (16) Anne Zuk — (17) William Pinko — (18) Joseph Berry.

**CFGP, GRANDE PRAIRIE:** 10,000 watts on 1,050 kcs. T-Can. Supp. (1) Northern Broadcasting Corp. Ltd. — (2) H. Pearson — (3) Art Balfour — (4) Jack Soars — (5) Gordon Percy — (7) Norman Hickey — (8) Gottfried Sprecher — (9) Mrs. Gertrude Charters — (10) Fran Tanner — (11) Edna Balfour — (4) Jack Soars — (5) Doreen Lowe — (15) Al Donahue — (16) Gottfried Sprecher — (17) Jim deRoaldes — (18) Merle Zeorb — (19 to 22) All-Canada — (23) Weed & Co.

**CJOC, LETHBRIDGE:** 10,000 watts on 1,220 kcs. T-Can. Supp. (1) Lethbridge Broadcasting Ltd. — (2) H. R. Carson — (3) Norman Botterill — (4) Joe Budd — (5) Bert J. O'Grady — (6) Wally Stambuck — (9) Bill Skelton — (10) Al McCann — (11) Mrs. Daphne Manson — (12) Richard Barton — (13) Mrs. Mary Pieschuk — (14) Mrs. Barbara Martens — (15) Mrs. Joan Waterfield — (16) Don Carlson — (17) Doug Card — (19 to 22) All-Canada — (23) Weed & Co.

**CKSA, LLOYDMINSTER:** 1,000 watts on 1,150 kcs. (1) Sask-Alta Broadcasters Ltd. — (2) Arthur F. Shortell — (4) Alice Patzer — (5) Rex Brooks — (6 & 7) Dan Taylor — (9 & 10) Don Ewart — (11) Mrs. Libbie Young — (12) Ken Allen — (13) Rex Brooks — (14) Gladys Noehring — (15) Mrs. Carol Brooks — (16) Mrs. Libbie Young — (17) Howard Simmonds — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc.

**CHAT, MEDICINE HAT:** 1,000 watts on 1,270 kcs. Dom. Supp. (1)

Monarch Broadcasting Co. Ltd. — (2) J. H. Yuill — (3) Robert J. Buss — (4 & 5) Orville Kope — (6 & 7) Bill Saviak — (8) Stu Blakely — (9) Stan Weiler — (10) Slim Cook — (11) Barbara Morrison — (12) Mickey Lynch — (14) Barbara Morrison — (15) Joan Wutzke — (16) Dan Hansen — (17) Sid Gaffney — (18) Joe Bell — (19 to 22) All-Canada — (23) Weed & Co.

**CKYL, PEACE RIVER:** 1,000 watts on 630 kcs. (1) Peace River Broadcasting Corp. Ltd. — (2) Oscar Moro — (3) William C. Gliège — (5) Dave Lilwall — (17) Bob Guy — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc.

**CKRD, RED DEER:** 1,000 watts on 850 kcs. Dom. Supp. (1) Central Alberta Broadcasting Co. Ltd. — (2 & 3) Gordon S. Henry — (5) Bill Scott — (6) Jim Younie — (9) Jay Smith — (10) Russ Peake — (11) Julie Brown — (12) Sherm Stewart — (13) Jim Younie — (14) Freda Mannix — (15) Julie Brown — (16) Jim Elliott — (17) Bob Sears — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

**SASKATCHEWAN**

**CFGR, GRAVELBOURG:** 250 watts on 1,230 kcs. French Supp. (1) Radio-Gravelbourg Ltée. — (2)

Dr. Rosario Morin, MD — (3) Dumont Lepage — (5) Joseph E. DéGagné — (6 & 7) Dumont Lepage — (8) Guy Pariseau — (9) Léon Kendergi — (10) Guy Pariseau — (11) Denise Huel — (12) Guy Pariseau — (15) Jeanne Beauregard — (16) Denise Huel — (17) Marc Riou — (18) Arthur Bouffard (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt & Assoc.

**CFRG, GRAVELBOURG:** 5,000 watts on 710 kcs. French Supp. (1) Radio-Gravelbourg Ltée. — (2) Dr. Rosario Morin, MD — (3) Dumont Lepage — (5) Joseph E. DéGagné — (6 & 7) Dumont Lepage — (8) Guy Pariseau — (9) Léon Kendergi — (10) Guy Pariseau — (11) Denise Huel — (12) Guy Pariseau — (13) Jeanne Beauregard — (14) Jeannine Fournier — (15) Jeanne Beauregard — (16) Denise Huel — (17) Marc Riou — (18) Arthur Bouffard — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt & Assoc.

**CHAB, MOOSE JAW:** 5,000 watts on 800 kcs. Dom. Basic. (3) Sid Boyling — (4) Nev Skingl — (5) Jack Johnson — (7) Jay Leddy — (9) John McManus — (10) Ken Newans — (12) George Price — (14) Darlene Steenson — (15) Dorothy Vickery — (16) Lillian Bechthold — (17) Merv Pickford — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc. — (23) Weed & Co.

**CJNB, NORTH BATTLEFORD:** 1,000 watts on 1,460 kcs. (1) Northwestern Broadcasting Co. Ltd. — (2) Harry S. Hay — (3) Harry Dekker — (5) Bob Barr — (6, 7 & 9) Lee Sage — (10) Eldon Elliott — (11) Bob Hildebrand — (12) Lawrence Branter — (13) Mrs. Chris Dekker — (14) Arlene Cole — (15) Louise Tetrault — (16) Mrs. Elva Branter

**Alberta's "Farm Station"**

**CFCW**  
Camrose

**...now Alberta's 4<sup>th</sup> market**

1 Edmonton  
2 Calgary  
3 Lethbridge  
4 CFCW

**approx. 24,000 Radio Homes**

**Fall 1957 BBM Survey**

**Ask our Reps for DETAILED MARKET DATA!**

Lorrie Potts & Co. MON-TOR • A. J. Messner & Co. WIN  
John N. Hunt & Assoc. VAN

— (17) Al Ruddell — (19 to 22) Stovin-Byles Ltd.

**CKBI, PRINCE ALBERT:** 10,000 watts on 900 kcs. Dom. Basic. (1) Central Broadcasting Co. — (2) Edward Rawlinson — (3) Frank Rawlinson — (5) Gerald Prest — (6 & 8) Ian Barrie — (9) Jim Spooner — (10) Nick Roche — (11) Mrs. Marion Sherman (12) — Ron Castle — (13) Gerald Prest — (14) Mrs. Dora Fuller — (15) Mrs. Pegi Ryan — (16) Irene Zbesheski — (17) Tom Van Nes — (18) Harold Hunt — (19 to 22) All-Canada — (23) Weed & Co.

**CKCK, REGINA:** 5,000 watts on 620 kcs. T-Can. Supp. (1) Trans-Canada Communications Ltd. — (3) Donald R. Dawson — (5) Roy Malone — (6) Bob Macdonald — (9) Jim McLeod — (10) Ken Milton — (13) Miss Lorie Molter — (14) Mrs. Marnie Pulford — (15) Wilma Dobson — (16) Ann Gonzo — (17) Ernest A. Strong — (19 to 22) All-Canada — (23) Weed & Co.

**CKRM, REGINA:** 5,000 watts on 980 kcs. Dom. Basic. (1) Western Communications Ltd. — (2) Emmett McCusker — (3) Wilf Collier — (5) Harry Dane — (7) Bob Hill — (9) Ted Cholod — (10) Paul

KEY		
1. Owner or Company name	9. News Director	17. Chief Engineer
2. President (if a company)	10. Sports Director	18. Chief Operator
3. Manager	11. Women's Director	19. Toronto Reprs
4. Assistant Manager	12. Farm Director	20. Montreal Reprs
5. Commercial Manager	13. Promotion Director	21. Winnipeg Reprs
6. Production Director	14. Traffic Manager	22. Vancouver Reprs
7. Program Director	15. Copy Chief	23. U.S. Reprs
8. Music Director	16. Librarian	

Hack — (13) Gene Rebcook — (14) Kay Lazaruk — (15) Jeannie Rutherford — (16) Margo Ingram — (17) Len Cozine — (18) Nick Solar — (19 to 22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

**CFNS, SASKATOON:** 1,000 watts on 1,170 kcs. French Supp. (1) Radio-Prairies-Nord Ltée. — (2) Rev. J. A. Beaulac — (3) Charles Papen — (6) Roger Gautier — (7) Mrs. Marie Papen — (9) John Detillieux — (11) Mrs. Marie Papen — (12) Roger Gautier — (13) Gaston Belair — (14) Albertine Lepage — (16) Julienne Théoret — (17) John Lacroix — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt & Assoc. — (23) J. H. McGillvra Inc.

**CFQC, SASKATOON:** 5,000 watts on 600 kcs. Dom. Basic. (1) A. A.

Murphy & Sons Ltd. — (2) A. A. Murphy — (3) Vern Dallin — (4) G. Blair Nelson — (5) Clyde Bourassa — (6) Roy Currie — (7) Laurie Korchin — (9) Bill Cameron — (11) Margaret Morrison — (13) Mrs. Effie Nichol — (14) Mable Lewis — (15) Byron Peddie — (16) Mrs. Eleanor Cailles — (17) Lyn Hoskins — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

**CKOM, SASKATOON:** 5,000 watts on 1,420 kcs. (1) Saskatoon Community Broadcasting Co. Ltd. — (2 & 3) Robert A. Hosie — (4 & 5) G. Donald Tunnicliffe — (6) Arnold E. Stilling — (7 & 8) Gordon E. Walburn — (9) Jarvis J. Whitney — (10) Arthur D. Henderson — (11) Mrs. Pat Baudru — (12) Dan Worden — (13) Mrs. Pat Baudru —

(14) Julie M. Drinkle — (15) Mrs. Pat Badru — (16) Mrs. Inez McGowan — (17) Maynard Greer — (19 to 21) Stovin-Byles Ltd. — (22) John N. Hunt & Assoc. — (23) Weed & Co.

**CKSW, SWIFT CURRENT:** 250 watts on 1,400 kcs. (1) Frontier City Broadcasting Co. Ltd. — (2) Doug Scott — (3) Wilf Gilbey — (5) Bill Friest — (6) Wilf Gilbey — (9 & 10) Gray Niven — (11) Mrs. June Smith — (12) George Lazarenko — (14) Joyce Cook — (15) Pam Best — (16) Marlene Child — (17) Mac Hanna — (18) Jim Archibald — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd.

**CBX, WATROUS,** 50,000 watts on 540 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CFSL, WEYBURN:** 250 watts on 1,340 kcs. (1) Soo Line Broadcasting Co. Ltd. — (3) Keith D. Baker — (6) George Sillery — (9) John Badham — (12) Bill Hart — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co.

**CJGX, YORKTON:** 10,000 watts daytime (1,000 watts nighttime) on 940 kcs. Dom. Basic. (1) Yorkton Broadcasting Co. Ltd. — (2) Dawson Richardson — (3) Jack Shortreed — (5) George G. Gallagher — (6) Merv Phillips — (9) Ted Harper — (10) Linus Westberg — (12) Doug Sherwin — (13) Jack C. Goodman — (14) Hannah Stupak — (15) Maureen Rogan — (16) Owen Hanson — (17) Harry F. McRae — (19 & 20) Stovin-Byles Ltd. — (21) A. J. Messner & Co. — (22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**MANITOBA**

**CFAM, ALTONA:** 1,000 watts on 1,290 kcs. (1) Southern Manitoba Broadcasting Co. — (2 & 3) A. J. Thiessen — (4 & 6) Dennis Barkman — (8) Ben Horch — (9) Dennis Barkman — (11) Mrs. Esther Horch — (12 & 13) Leonard Enns — (14) Dennis Barkman — (17) John J. Pauls — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc. — (23) Donald Cooke Inc.

**CKX, BRANDON:** 5,000 watts daytime (1,000 watts nighttime) on 1,150 kcs. Dom. Basic. (1) Western Manitoba Broadcasters Ltd. — (2 & 3) John B. Craig — (4) Eric Davies — (5) Ernie Holland — (7) Frank Bird — (9) Jim Struthers — (10) Henry Stothard — (12) Doug Johnson — (14) Mildred Hammond — (15) Les MacDiarmid — (16) Joan Atchison — (17) Humphrey Davies — (18) Harold Donogh — (19 & 20) Radio Representatives Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc. — (23) Young Canadian Ltd.

**CKDM, DAUPHIN:** 1,000 watts on 730 kcs. (1) Dauphin Broadcasting Co. Ltd. — (2) A. T. Warnock, QC — (3) Michael Hopkins — (4 & 5) Jack Henderson — (6 & 7) Brian Skinner — (8) Doug Simmons — (9) Ben Meisner — (10) Lou Hill — (11) Mrs. Helen Henderson — (12) Lou Hill — (13) Brian Skinner — (14) Ruth Archer — (15) Mrs. Audrey Mansoff — (16) Doug Simmons — (17) Harold Baldock — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc. — (23) Young Canadian Ltd.

**CFAR, FLIN FLON:** 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corp. — (2) Grey Mundie — (3) C. H. Witney — (4) Ev Smallwood — (5) Alec Cobban — (7 & 9) Ev Smallwood — (10)

*Purpose . . .*

Canada's healthy development depends in large part upon speed of communication and free interchange of news.

Canada's private broadcasters demand that their news service produce an honest Canadian report backed by an accurate, reliable and fast account of world events and affairs.

Unbiased and objective news reporting is the purpose of Broadcast News. Its teletype circuits feed 194 private radio and television stations throughout Canada. News-wise men and women from these stations meet regularly to pattern their Broadcast News service to the nation's increasingly varied news interest.

Three Great Services in One

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

**BROADCAST NEWS**

Head Office

Toronto



# Mr. MANITOBA Says:

**OLD FASHIONED**

**BALANCED**

**GOOD LISTENING  
STILL PAYS OFF**

FOR

**MANITOBA'S MOST LISTENED-TO  
STATION**

(OUTSIDE GREATER WINNIPEG)

DRAMA and COMEDY—11 HOURS PER WEEK

SPORTS—33 PROGRAMS PER WEEK

NEWS—48 NEWSCASTS PER DAY

(CORRESPONDENTS FROM BRANDON TO FLIN FLON)

PUBLIC SERVICE—18 FIVE MINUTE REGULAR SHOWS PER WEEK

WOMEN'S SHOWS—5 HOURS PER WEEK (WOMAN'S COMMENTATOR)

FARM PROGRAMS—17 PROGRAMS PER WEEK

KIDDIES PROGRAMS—1½ HOURS PER WEEK

TEEN SHOWS—7 HOURS PER WEEK

RELIGION—(PUBLIC SERVICE) 11 PROGRAMS PER WEEK

**REALLY BALANCED PROGRAMMING**

MEANS

**YOU CAN'T SELL CENTRAL MANITOBA**

**WITHOUT **CKDM** DAUPHIN**

**24 HOURS A DAY  
FROM THE ♥ OF MANITOBA**

Bernie Pascall — (14) Betty Engen — (16) Clare Powell — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt & Assoc. — (23) Adam J. Young.

**CFRY, PORTAGE LA PRAIRIE:** 250 watts on 1,570 kcs. (1) Portage-Delta Broadcasting Co. Ltd. — (2 & 3) Dick Hughes — (4) Ted Meseyton — (5) Dolores Kustra — (6 to 10) Ted Meseyton — (11) Nancy Lane — (12) Dick Hughes — (13 to 15) Dolores Kustra — (16) Wayne Campbell — (17) Digby Hughes — (18) Wayne Campbell — (19 & 20) Lorrie Potts & Co.

**KCSB, ST. BONIFACE:** 1,000 watts on 1,250 kcs. French Net. Supp. (1) Radio-Saint-Boniface Ltée. — (2) C. E. Champagne — (3) Roland Couture — (5) Raoul Normandeau — (7) Denis Belair — (9 & 10) Maxime Désaulniers — (11) Rossel Vien — (13) Roland Couture — (15) Madeleine Painchaud — (16) Marie Benoist — (17) Yves Savignac — (18) Yves Rémillard — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt & Assoc. — (23) J. H. McGillvra Inc.

KEY		
1. Owner or Company name	9. News Director	17. Chief Engineer
2. President (if a company)	10. Sports Director	18. Chief Operator
3. Manager	11. Women's Director	19. Toronto Reps
4. Assistant Manager	12. Farm Director	20. Montreal Reps
5. Commercial Manager	13. Promotion Director	21. Winnipeg Reps
6. Production Director	14. Traffic Manager	22. Vancouver Reps
7. Program Director	15. Copy Chief	23. U.S. Reps
8. Music Director	16. Librarian	

**CBW, WINNIPEG:** 50,000 watts on 990 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CJOB, WINNIPEG:** 5,000 watts on 680 kcs. (1) Blick Broadcasting Ltd. — (2 & 3) John O. Blick — (5) Rorie MacLennan — (6 & 7) George Davies — (8) Victor Turland — (9 & 10) Bill Trebilco — (13) Dick Moody — (14) Elizabeth Fraser — (15) Bob Black — (16) Victor Turland — (17) Reg. V. Durie — (18) Jack Campbell — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

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(2) Clifford Sifton — (3) William A. Speers — (4 & 5) Robert F. Tait — (6) Robert T. Bye — (8) Ken Babb — (9) Ev Dutton — (10) Johnny Esaw — (13) Gordon Walker — Sales Promotion; Bill Edge — Audience Promotion — (14) Phyllis Valentine — (15) Jim Armstrong — (16) Miss Snjolaug Jonasson — (17) Bert Hooper — (18) Bev Small — (19 to 22) All-Canada — (23) Weed & Co.

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Brittain — (17) Andy Malowan-chuck — (19, 20 & 22) Stovin-Byles Ltd. — (23) Forjoe & Co.

**ONTARIO**

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**CFJR, BROCKVILLE:** 250 watts on 1,450 kcs. Dom. Basic. (1) Eastern Ontario Broadcasting Co. Ltd. — (2 & 3) Jack R. Radford — (4) Tom Statham — (5) Keith Pelton — (7) Jim Chapman — (9) Jack R. Radford — (10) Tom Statham — (12) Lloyd Kerr — (13) Jim Chapman — (14) Norine Kelly — (16) Jim Chapman — (17) Sid Penstone — (19 & 20) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CFCO, CHATHAM:** 1,000 watts on 630 kcs. Dom. Basic. (1 & 3) John Beardall — (5 & 6) Arch Ferrie — (7 & 8) Bob Anakin — (9, 11 & 12) Mrs. Sue Luyt — (13) Arch Ferrie — (14) Gordon Brooks — (15) Joan Thompson — (16) Bob Anakin — (17) Gordon Brooks — (18) Bob Anakin.

**CHUC, COBOURG — PORT HOPE:** 1,000 watts on 1,500 kcs. (1) Radio Station CHUC Ltd. — (2) Don Williamson — (3 & 5) Al d'Eon — (8) W. J. Bartman — (9) Al Porteous — (10) Noris Whitfield — (11) Louise Guy — (12) Al Porteous — (14) Shirley Hoselton — (15) Beth Larson — (17) Don Williamson — (18) Al Bradley — (19 & 20) Radio & TV Sales.

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(16) Gloria Britt — (17) Tom Ross — (18) Stuart Fernie — (19 & 20) Radio Representatives Ltd. — (21) Stovin-Byles Ltd. — (22) All-Canada — (23) Young Canadian Ltd.

**CTTJ, GALT:** 250 watts on 1,110 kcs. (1) Galt Broadcasting Co. Ltd. — (2 & 3) John V. Evans — (17) Paul Kemper — (19) Radio Time Sales — (22) John N. Hunt & Assoc.

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(13) Mike Thompson — (14) Julie Patraboy — (15) Frank Fogwell — (16) Tony Luciani — (17) Hugh Potter — (18) Morris Crump — (19) Stephens & Towndrow Ltd. — (20) National Broadcast Sales — (22) John N. Hunt & Assoc. — (23) Young Canadian Ltd.

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**CKAR, HUNTSVILLE:** 1,000 watts on 590 kcs. (1) Muskoka-Parry Sound Broadcasting Ltd. — (2) Lloyd Olan — (3) Robert Dean. (Balance of staff to be selected).

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(11) Miss N. Chorney — (12) Wes Rowson — (14) Mrs. A. M. McLay — (15) Mrs. Fran Cook — (16) Michael Williams — (17) Dick Queen — (19 to 22) Stovin-Byles Ltd. — (23) Donald Cooke Inc.

**CKLC, KINGSTON:** 5,000 watts on 1,380 kcs. Dom. Supp. (1) St. Lawrence Broadcasting Co. Ltd. — (2) Robert S. Grant — (3) Terry D. French — (5) John F. French — (6) John Bermingham — (7) Ken Phillips — (8) Joe Walters — (9) Alan Saunders — (10) Johnnie Kelly — (11) Marion Earl — (12) Cliff Robb — (14) Doreen Hewson — (15) Mrs. Jean Baxter — (16) Joe Walters — (17) Jim Featherston — (19 to 22) Stovin-Byles Ltd. — (23) Forjoe & Co.

**CKWS, KINGSTON:** 5,000 watts on 960 kcs. T-Can. Basic. (1) St. Lawrence Broadcasting Co. Ltd. — (3) Wally Rewegan — (5) Bill King — (7) Alan Brooks — (8) Ray Eckford — (9) Floyd Patterson — (10) Max Jackson — (11) Mrs. Joyce McKenzie — (12) Ross Evans — (13) Mrs. Rita Lloyd — (14) Mrs. Frances Harvey — (15) Mrs. Joyce McKenzie — (16) Ray Eckford — (17) Dave Travers — (18) Wayne Harrison — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada — (23) Weed & Co.

**CJKL, KIRKLAND LAKE:** 5,000 watts on 560 kcs. T-Can. Basic. (1) Kirkland Lake Broadcasting Ltd. — (2) Mrs. Irma Brydson — (3) Kenneth Billings — (5) David Clark — (7) Don O'Neill — (8) Mose Yokom — (9) Myer Goldstein — (10) Bill Hamilton — (11) Anita Thompson — (12) Ron Smith — (13) Stan Leverre — (14) Mrs. Gaye Fennah — (15) Mrs. Jane Milligan — (16) Mose Yokom — (17) Cy Spence — (18) Eddie Price — (19 & 20) National Broadcast Sales (21 & 22) All-Canada — (23) Weed & Co.

**CKCR, KITCHENER:** 250 watts on 1,490 kcs. Dom. Supp. (1) K. W. Broadcasting Co. Ltd. — (2 & 3) James Mitchell — (4) Ken MacKinnon — (5) Jack Liddle — (6) John Hodges — (7) Ken MacKinnon — (9) Paul Freeman — (10) Don Cameron — (11) Kay Simons — (12) Gordon Neil — (13) John Hodges — (14) Jeannette Lavery — (15) Gordon Neil — (16) Molly ZakrZewski — (17) Ion Hartman — (19 & 20) National Broadcast Sales — (22) John N. Hunt & Assoc. — (23) Devney Inc.

**CJSP, LEAMINGTON:** 250 watts on 710 kcs. (1) Sun Parlor Broadcasters Ltd. — (2) George P. Whaley — (3) John L. Moore — (5) Albert A. Bruner — (7) John L. Moore — (8) Jean Richards — (9) Art Gadd — (10) Johnny Garton — (12) Clem Fisher — (13) Albert A. Bruner — (14) Mrs. Anne Henderson — (15) Martin Walley — (16 & 17) Ed Derkach — (19 & 20) Radio & TV Sales — (23) H. F. Best.

**CKLY, LINDSAY:** 1,000 watts on 910 kcs. (1) Greg-May Broadcasting Ltd. — (2) Edmund N. Gregory — (3) Mrs. Lucile Birchard — (5) Robert Willan — (7) Mrs. Lucile Birchard — (17) Charles A. Gregory — (19) Radio Time Sales — (22) John N. Hunt & Assoc.

**CFPL, LONDON:** 5,000 watts on 980 kcs. Dom. Basic. (1) London Free Press Printing Co. Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown (Station & Commercial Man. - Douglas C. Trowell) — (6 & 7) Ward Cornell — (9) Hugh Bremner — (10) Pete James — (12) Roy Jewell — (13) Harvey M. Clarke — (14) Jack N. Illman — (16) Miss Jackie Barnes — (17)



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KEY

- |                             |                        |                     |
|-----------------------------|------------------------|---------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Chief Engineer  |
| 2. President (if a company) | 10. Sports Director    | 18. Chief Operator  |
| 3. Manager                  | 11. Women's Director   | 19. Toronto Repts   |
| 4. Assistant Manager        | 12. Farm Director      | 20. Montreal Repts  |
| 5. Commercial Manager       | 13. Promotion Director | 21. Winnipeg Repts  |
| 6. Production Director      | 14. Traffic Manager    | 22. Vancouver Repts |
| 7. Program Director         | 15. Copy Chief         | 23. U.S. Repts      |
| 8. Music Director           | 16. Librarian          |                     |

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(5) Ramsay F. Garrow — (6 & 7) Bill Kay — (9) Art Gallagher — (10) Bill Kay — (11) Marion Egan — (12) Dan Trout — (13) J. B. "Bun" Scott — (14) Florence Brum — (15) Marion Egan — (16) Mrs. Linda Nixon—(17) Edwin Schmidt — (18) Murray Mathieson — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

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— (16) Fred Owen — (17) William McDougall — (19 to 22) Radio Representatives Ltd.

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**CHOK, SARNIA:** 5,000 watts on 1,070 kcs. T-Can. Supp. (1) Sarnia Broadcasting Ltd. — (2) Claude Irvine — (3) Karl E. Monk — (5) Art O'Hagan—(7) George Ludgate (9) Gene McLaughlin — (10) George Ludgate—(11) Mrs. Elaine Bitz — (12) Tom Rowe — (14) Mrs. Elaine Bitz — (16) Mrs. Zelta Warnez — (17) Robert Cooke — (18) Robert White — (19 & 20) Paul Mulvihill & Co. — (22) John N. Hunt & Assoc. — (23) Donald Cooke Inc.

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The NIAGARA DISTRICT STATION

**CJIC, SAULT STE. MARIE:** 250 watts on 1,050 kcs. T-Can. Supp. (1) Hyland Radio-TV Ltd. — (2) Mrs. J. G. Hyland — (3) Elbern G. Vance — (5) Wilfrid Belec — (6) George Jonescu — (7) Tom McWatters — (8) Jerry Milhailuk — (9) Lionel McAuley — (10) Russ Ramsay — (11) Mrs. Grace Pitt — (12) Donald Ramsay — (13) Terence O'Connell — (14) Tom McWatters — (15) Mrs. Helen Conway — (16) Miss Dixie Kirwin (17) David Irwin — (18) Jerry Milhailuk — (19 & 20) Lorrie Potts & Co. — (23) Devney Inc.

**CKCY, SAULT STE. MARIE:** 250 watts on 1,400 kcs. (1) Algonquin Radio-TV Co. Ltd. — (2) Carmen P. Greco — (3 & 5) Allen Bestall — (6 & 7) Ken Duke — (8) Ray Koivisto — (9) Ron Finn — (10) Harry Wolfe — (11) Mrs. Clare Bestall — (13) John Meadows — (14) Pat Rimmer — (15) Marcel Lacosse — (17) Joseph Marinelli — (18) Patrick Conway — (19 & 20) Stephens & Towndrow Ltd. — (23) Young Canadian Ltd.

**CFRS, SIMCOE:** 250 watts on 1,560 kcs. (1) Simcoe Broadcasting Co. Ltd. — (2) Ted M. Fielder — (3) Fred G. Sherratt — (5) Richard T. Maxwell — (7) John M. Roxburgh — (8) Margaret Patter — (9) Bob Laine — (10) John M. Roxburgh — (11) Bette Barber — (12) Douglas W. Barnet — (14) Patti O'Neill — (15) Mrs. Ruth Ann Caswell — (16) Margaret Patter — (17) Leslie H. Rooke — (18) David Spencer — (19 & 20) Radio & TV Sales.

**CJET, SMITHS FALLS:** 1,000 watts on 630 kcs. (1) Rideau Broadcasting Ltd. — (2 & 3) Jack W. Pollie — (5) Don Slater — (7) Ron McKee — (9) Bill Falkner — (10) Jim Shearon — (11) Marjorie Girdwood — (14) Jean Barrager — (15)

KEY		
1. Owner or Company name	9. News Director	17. Chief Engineer
2. President (if a company)	10. Sports Director	18. Chief Operator
3. Manager	11. Women's Director	19. Toronto Reps
4. Assistant Manager	12. Farm Director	20. Montreal Reps
5. Commercial Manager	13. Promotion Director	21. Winnipeg Reps
6. Production Director	14. Traffic Manager	22. Vancouver Reps
7. Program Director	15. Copy Chief	23. U.S. Reps
8. Music Director	16. Librarian	

Marjorie Girdwood — (16) Rita Pankow — (17) Fred Roney — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt & Assoc. — (23) J. H. McGillvra Inc.

**CJCS, STRATFORD:** 250 watts on 1,240 kcs. Dom. Supp. (1) CJCS Ltd. — (2) Frank Squires — (3 & 5) Stan Tapley — (6, 7, 9 & 10) William Inkol — (11) Mrs. Marion McKay — (12) Peter Hall — (13) Don Manson — (14) Mrs. Thelma Boehler — (15) Mrs. Marion McKay — (17) John Grigg — (19 to 22) All-Canada — (23) Weed & Co.

**CFBR, SUDBURY:** 1,000 watts on 550 kcs. French Supp. (1) The Sudbury Broadcasting Co. Ltd. — (2) F. Baxter Ricard — (3 & 5) René Riel — (7) Jean Pierre Coallie — (9) Kirk Lavillandre — (13) Yves Langevin — (14) Simone Plante — (17) Henry Albert — (18) Ken Wray — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt & Assoc. — (23) Young Canadian Ltd.

**CHNO, SUDBURY:** 1,000 watts on 900 kcs. Dom. Supp. (1) The Sudbury Broadcasting Co. Ltd. — (2) F. Baxter Ricard — (3, 5 & 7) Peter Scott — (9) Hartley Hubbs — (10) Joe Spence — (11) Mrs. Judy Jacobson — (13) Larry Bodnar — (14) Mary Jane Labelle — (15) Mrs. Helen Grenon — (16) Mrs. Helen Burtnyk — (17) Henry Albert — (18) Ken Wray — (19 & 20) National Broadcast Sales — (22)

John N. Hunt & Assoc. — (23) Young Canadian Ltd.

**CKSO, SUDBURY:** 5,000 watts on 790 kcs. T-Can. Basic (1) CKSO Radio Ltd. — (2) George M. Miller QC — (3) Wilf Woodill — (4) Ken Dobson — (5) Ralph Connor (Local Sales — Ken Dobson) — (6 & 7) Bob Alexander — (9) Robert Evans, Jr. — (10) Dan Kelly — (11) Trudy Manchester — (13) Carl Erlewyn — (14) Mrs. Eileen Forbom — (15) Bob Alexander — (16) Lucille Albert — (17) Jim McRae — (19 to 22) All-Canada — (23) Weed & Co.

**CKOT, TILLSONBURG:** 1,000 watts on 1,510 kcs. (1) Tillsonburg Broadcasting Co. Ltd. — (2) Dr. Ralph A. Hawkins — (3) John Lamers — (5) Jack Campbell — (7) Ken Orton — (9) Jack Eaton — (10) George D'Ambrose — (11) Mrs. Thelma Hyatt — (12) Jack Eaton — (14) Mrs. May Fleming — (15) Mrs. Lois Yallop — (16) Mrs. Marilyn Baxter — (17) Ken Orton — (19 to 22) Radio Representatives Ltd.

**CFCL, TIMMINS:** 1,000 watts on 580 kcs. French Supp. (1) J. Conrad Lavigne Enterprises Ltd. — (2) J. Conrad Lavigne — (3) René Barrette — (5) Ted Meunier — (6) Albert Aubé — (7 & 9) Raymond Lemay — (10) Gaston Bergeron — (11) Marguerite Phillipon — (13) Gérald Lefèvre — (14) Jacqueline Kelly — (16) Hélène Lessard

— (17) Roch Demers — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt & Assoc. — (23) J. H. McGillvra Inc.

**CKGB, TIMMINS:** 5,000 watts on 680 kcs. T-Can. Basic. (1) Timmins Broadcasting Ltd. — (2) Kenneth R. Thomson — (3) Gerry Hall — (5) Gino Cicci — (7) William Nadeau — (8) Noble Ruscitti — (9) Peter Gomery — (10) Terry Powell — (11) Mrs. Anne Stanley — (13) Dan Kelly — (14) Mary Plute — (15) Sandra Southcott — (17) Ernie Mott — (18) Milan Gornick — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada — (23) Weed & Co.

**CBL, TORONTO:** 50,000 watts on 740 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

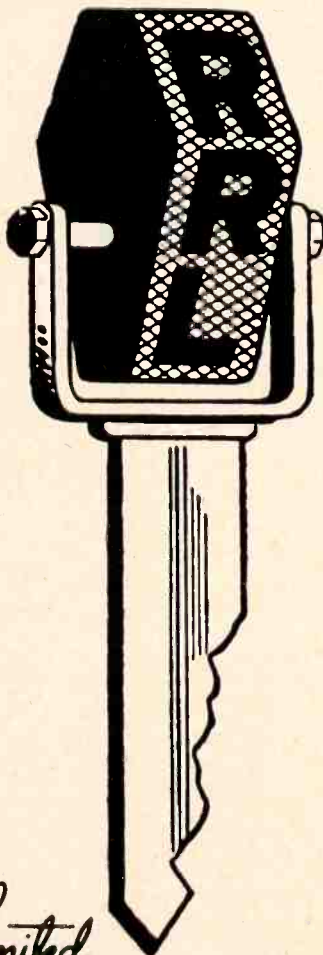
**CFRB, TORONTO:** 50,000 watts on 1,010 kcs. CBS. (1) Rogers Radio Broadcasting Co. — (2) Harry Sedgwick — (3) Lloyd Moore — (5) Waldo Holden — (6) Jack Dawson — (7) Wes McKnight — (8) Wishart Campbell — (10) Wes McKnight — (12) Rex Frost — (13) Ken Marsden — (14) Mrs. Mary Falconer — (16) Art Collins — (17) Clive Eastwood — (18) Bill Baker — (20 to 22) All-Canada — (23) Young Canadian Ltd.

**CHFI-FM, TORONTO:** 9,450 watts on 98.1 megs. (1) CHFI-FM Ltd. — (2) Edward J. Piggott — (3) Don Wright — (5) Tom Young — (10) Bob Shane — (17) Harry Verlinden — (18) Bob Shane — (19 to 22) Radio Representatives Ltd.

**CHUM, TORONTO:** 2,500 watts on 1,050 kcs. (1) York Broadcasters Ltd. — (2 & 3) Allan F. Waters — (5) Wes Armstrong — (7 & 8) Phil Ladd — (9) Miss Pat Bennett — (10 & 13) Phil Stone — (14)

# RADIO

Results in  
Greater Returns  
on The Advertisers  
Dollar



... Advertisers have demonstrated the sales-ability of our stations by continuous use of this media for a greater return on their advertising dollar ...

*Radio Representatives Limited*

MONTREAL  
WINNIPEG

TORONTO  
VANCOUVER

Wes Armstrong — (15) Peggy Lane — (16) Mary McInnes — (17) George Jones — (19) Stephens & Town-drow Ltd. — (20) Radio & TV Sales — (23) Devney Inc.

**CJBC, TORONTO:** 50,000 watts on 860 kcs. Dominion Network. Owned and operated by the Canadian Broadcasting Corporation. Represented in Canada by Stovin-Byles Ltd.

**CKEY, TORONTO:** 5,000 watts daytime (1,000 watts nighttime) on 580 kcs. (1) Frybrook Ltd. — (2) Jack Kent Cooke — (3) Hal Cooke — (5) Jack Turrall — (6) Ed Houston — (7) Don Insley — (8) Ed Houston — (9) Jack Oldham — (10) Joe Crysedale — (13) Jack Oldham — (14) Kendrick Crossley — (15) Mrs. Geraldine Boddington — (16) Joy Groves — (17) Al Taylor — (18) Roy Lyttle — (20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) National Broadcast Sales — (23) Donald Cooke Inc.

**CKFH, TORONTO:** 250 watts on 1,400 kcs. (1) Foster Hewitt Broadcasting — (2) Foster Hewitt — (3) Bill Hewitt — (5) Keith Davey — (7) Barry Nesbitt — (9) Allan Small — (10) Bill Hewitt — (14) Jane Wisman — (15) Dan Hyatt — (16) Mrs. Ingebord Bortolussi — (17) Gerry Wilson — (23) Weed & Co.

**WELLPORT BROADCASTING:** 500 watts on 1,470 kcs. (2) Gordon Burnett. This station will begin operation in the Welland-Port Colborne area about May 15, 1958. Call letters have not been assigned as yet. Bob Redmond and Doug Manning have been named as managing associates. CARTB membership has been applied for. There will be no network affiliation.

**CBE, WINDSOR:** 10,000 watts on 1,550 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CKLW, WINDSOR:** 50,000 watts on 800 kcs. Dom. Supp. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. Campeau (Operations Man. — S. Campbell Ritchie) — (7) John Gordon — (8) Wally Townsend — (9) Austin Grant — (10) Jim Van Kuren — (11) Mrs. Myrtle Labbitt and Mary Morgan — (12) Austin Grant — (13) Art Gloster — (14) Mrs. Margaret Marshall — (16) Marian Johnson — (17) Stewart Clark — (19 to 22) All-Canada — (23) Adam J. Young.

**CKNX, WINGHAM:** 1,000 watts on 920 kcs. Dom. Supp. (1) Radio Station CKNX Ltd. — (2) W. T. Cruickshank — (3) John Cruickshank — (7) John Langridge — (8) H. V. Pym — (9) John Strong — (10) John Brent — (11) Margaret Brophy — (12) Bob Carbert — (13) Roger West — (14) Mrs. Lillian Gorbutt — (15) Bessie Campbell — (16) Iona Terry — (17) Scott Reid — (18) Elmer Purdon — (19 & 20) Lorrie Potts & Co. — (23) Young Canadian Ltd.

**CKOX, WOODSTOCK:** 250 watts on 1,340 kcs. (1) Oxford Broadcasting Co. Ltd. — (2 & 3) M. J. Werry — (5) John Black — (7) William Tonner — (9) Ross Marshall — (10) William Tonner — (11) Alice Munro — (17) Paul Hunter — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt & Assoc.

**QUEBEC**

**CFGT, ALMA:** 1,000 watts on 1,270 kcs. (1) Radio Lac St-Jean Ltée. — (2) Jules Collard — (3) Jean-Jacques Fortin — (4, 7 & 9) Rosaire Pelletier — (10) Jean-Jacques Fortin — (13) Marcel Collard — (14) Rosa Gauthier — (15) Marcel

Collard — (16) Laurianne Tremblay — (17) Marius Girard — (18) Claude Collard — (19 & 20) Interprovincial Broadcast Sales.

**CHAD, AMOS:** 250 watts on 1,340 kcs. French Supp. (1) Radio Nord Inc. — (2) David A. Gourd — (3) F. G. Cappellari — (4) Yvon Martel — (5) George A. Chartrand — (6 & 7) Yvon Martel — (8) Lucien Brien — (9) Bernard Valiquette — (10) Guy Lauzon — (11) Yolande Gervais — (12) Lucien Brien — (13) Yvon Martel — (14) Mrs. B. Guimont — (15) Lucien Brien — (16) Yolande Gervais — (17) Jean-Guy Langevin — (18) Ernie Chart-rand — (19 & 20) Jos. A. Hardy & Co. — (22) John N. Hunt & Assoc. — (23) Weed & Co.

**CBJ, CHICOUTIMI:** 10,000 watts on 1,580 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

**CJMT, CHICOUTIMI:** 1,000 watts on 1,450 kcs. (1) CJMT Ltée. — (2) Jos. Masse — (3) J. Marcel Houle — (5) François Belley — (6 & 7) Ray Labrecque — (8) André Lajoie — (9 & 10) Gilles Paradis — (11) Therese Tremblay — (13) Miss G. Fillion — (14) Denise Fortin — (15) Miss P. Verrault — (16) André Lajoie — (17) Lucien Simard — (18) Antoine Fortin — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

**CHR. DRUMMONDVILLE:** 250 watts on 1,340 kcs. (1) Radio Drummond Ltée — (2) M. Sigouin — (3 & 5) Benoit Vanier — (7) Hector Ledoux — (9) André Bou-langer — (10) Yvon Dufour — (12) Hector Ledoux — (16) Jean-Guy Paul — (17) Gerald Paul.

**CHEF, GRANBY:** 250 watts on 1,450 kcs. (1) La Cie de Radiodiffusion de Granby Ltée. — (3 & 5) Marcel Provost — (7) Ray-Marc Dubé — (10) Gilles Lajoie — (12) Serge Bélair — (14) Berthe Lapointe — (15) Ray-Marc Dubé — (16) Mrs. Jeanne De Caven — (17) Gerard Laliberté — (19 & 20) Radio Time Sales.

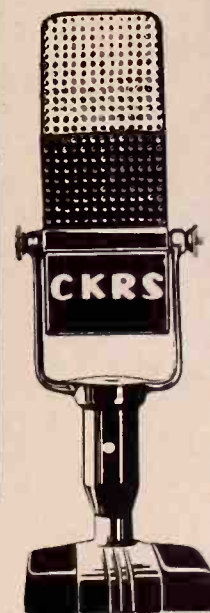
**CKCH, HULL:** 5,000 watts on 970 kcs. French Net. Supp. (1) La Cie de Radiodiffusion CKCH de Hull Ltée. — (2) Wilfrid Carr — (3) Jean-Paul Lemire — (4 & 5) Henri W. Allard — (7) Rheel Gaudet — (8) Aurele Groulx — (9) Jean Pierre Sanche — (10) Pierre Dufault — (11) Louise Simard — (14) Simone Lanctot — (15) Hilda Trudeau — (16) Emile Routhier — (17) Jean-Louis Guerette — (18) Joseph Haddad — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt & Assoc. — (23) Weed & Co.

**CKRS, JONQUIERE:** 1,000 watts on 590 kcs. (1) Radio Saguenay Ltée. — (2) Henri Lepage — (3, 6 & 7) Guy Boivin (General & Commercial Man. — Tom Burham) — (9) Lionel Tremblay — (10) Jean Martin — (14) Guy Boivin — (16) Marcel Perron — (17) Gerard Lemieux — (18) Gerard Gosselin — (19 & 20) Jos. A. Hardy & Co. — (22) John N. Hunt & Assoc. — (23) Young Canadian Ltd.

**CKLS, LA SARRÉ:** 250 watts on 1,240 kcs. French Net. Basic. (1) Northern Radio — Radio Nord Inc. — (2) David A. Gourd — (3 & 5) Yvon Martel — (6 to 9) Bernard Valiquette — (10) Guy Lauzon — (13) Yvon Martel — (17) Jean-Guy Langevin — (19 & 20) Jos. A. Hardy & Co. — (22) John N. Hunt & Assoc. — (23) Weed & Co.

**CKBL, MATANE:** 5,000 watts on 1,250 kcs. French Net. Supp. (1) La Cie de Radiodiffusion de

**ONLY ONE PRIVATE RADIO**



**STATION COVERS QUEBEC'S RICH NO. 3 MARKET**

Our coverage map proves it. BBM statistics prove it. And we can prove it. Better still, prove it yourself with a solid try. The market is big (Quebec's 3rd largest), the people numerous (¼ million), spending high (¼ billion) radio homes, wow! (39,200). CKRS RADIO covers them all with the most R-E-S-P-E-C-T-E-D voice of the 3rd market.

**CKRS RADIO & TELEVISION**

P.O. BOX 490 JONQUIERE QUE

The only private radio & TV stations covering the entire Chicoutimi - Lake St. John market

*Sand O' Blueberries*

**KEY**

- |                             |                        |                    |
|-----------------------------|------------------------|--------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Chief Engineer |
| 2. President (if a company) | 10. Sports Director    | 18. Chief Operator |
| 3. Manager                  | 11. Women's Director   | 19. Toronto Reps   |
| 4. Assistant Manager        | 12. Farm Director      | 20. Montreal Reps  |
| 5. Commercial Manager       | 13. Promotion Director | 21. Winnipeg Reps  |
| 6. Production Director      | 14. Traffic Manager    | 22. Vancouver Reps |
| 7. Program Director         | 15. Copy Chief         | 23. U.S. Reps      |
| 8. Music Director           | 16. Librarian          |                    |

Matane Ltée. — (2 & 3) René Lapointe—(4 & 5) Octave Lapointe — (6 & 7) Claude Guénette — (8) Aline Gagné — (9 & 10) Jean Berger — (11) Armande Desrosiers — (12) André Watters — (14) Georgette Lavois — (15) Miss Ginette Otis — (16) Miss Marcelle Carrier — (17) Yvan Fortier — (18) Auguste Tremblay — (19 & 20) Jos. A. Hardy & Co. — (23) Adam J. Young.

**CKBM, MONTMAGNY:** 250 watts on 1,490 kcs. (1) Radio Alléghanys Inc. — (2) Henri Deschênes — (3 & 5) André Mercier — (6 & 7) Henri Deschênes — (9 & 10) José Rettino — (11) Henriette Michon — (12) José Rettino — (13) André Mercier — (14 to 16) Jean-Pierre Mercier — (17) Marcel Coulombe — (19 & 20) Radio & TV Sales.

**CBF, MONTREAL:** 50,000 watts on 690 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

**CBM, MONTREAL:** 50,000 watts on 940 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CFCF, MONTREAL:** 5,000 watts on 600 kcs. Dom. Basic & ABC. (1) Canadian Marconi Co. — (2) S. M. Finlayson — (3) R. E. Misener — (5) Keith Dancy — (7) Vin Dittmer — (9) A. G. Cannings — (10) Russ Taylor — (11) Patricia

Marini — (14) Joe Coates — (15) Jean McKinnon—(16) Pat Donovan — (17) J. C. Douglas — (19) All-Canada — (23) Weed & Co.

**CJAD, MONTREAL:** 10,000 watts on 800 kcs. CBS. (1) CJAD Ltd. — (2) Arthur Dupont—(3) Mac McCurdy — (7) Ned Conlon — (9) Hamilton Grant — (10) Danny Gallivan — (11) Doris Clark & Mrs. Peggy Keefer — (13) Bob Laurion — (14) Berthe Poulet — (16) Anna Watt — (17) Aurèle Boisvert — (18) Gord Hope — (19 & 20) Radio Time Sales—(23) Young Canadian Ltd.

**CJMS, MONTREAL:** 5,000 watts on 1,280 kcs. (1) CJMS Radio Montreal —(3 & 5) Johnny Nadon—(6 & 7) Jean Lajoie — (8) Bernard Tremblay — (9 & 10) Guy Langis — (11) Mrs. Germaine Buteau — (13) Johnny Nadon—(14) Jean Garceau (15) Jacques Antoons — (16) Bernard Tremblay — (17) Jean Garceau — (18) Jean Guy Robin — (19, 21 & 22) Stovin-Byles Ltd. — (23) Forjoe & Co.

**CKAC, MONTREAL:** 50,000 watts on 730 kcs. CBS. (1) La Compagnie de Publication de "La Presse" Ltée. — (2) Mrs. Angelina DuTremblay — (3) Phil Lalonde—(4) Roy Malouin —(5) George Bourassa—(6) Jeanette Brouillet — (7) Ferdinand Biondi — (8) Jacques Catudal — (9) Paul Boudreau — (10) Yvon Blais — (11) Jeannette Brouillet —

(13) Paul Gélinas — (14) André Daveluy — (15) Berthe Robitaille — (16) Guy Lepage — (17) Lem Spencer — (18) Roger Lepage — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

**CHNC, NEW CARLISLE:** 5,000 watts on 610 kcs. French Basic. (1) The Gaspesia Radio Broadcasting Co. Ltd. — (2) Dr. Charles Dumont — (3) John R. Peloquin — (4) Jean Neron — (5) John R. Peloquin — (7) Ivan Leclerc — (9) Florian Bernard — (14) Lucette Henry — (17) Bruce MacDonald — (19 & 20) Jos. A. Hardy & Co. — (23) Young Canadian Ltd.

**CBV, QUEBEC:** 10,000 watts on 980 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

**CHRC, QUEBEC:** 10,000 watts on 800 kcs. (1) CHRC, Ltée. — (2) Lt.-Col. Hervé Baribeau—(3) Henri Lepage (Station Man. - Aurèle Pelletier) — (5) Richard D. Thibodeau — (6 & 7) Magella Alain—(9) Rosaire Labrecque — (10) Maurice Descarreaux — (11) Mrs. Aline Fortier — (13) Richard D. Thibodeau — (14) Julienne Belanger — (15) Henri Veilleux — (16) Fernando St-Georges — (17) Arsene Nadeau — (18) Marcel Huard — (19 & 20) Jos. A. Hardy & Co. — (23) Young Canadian Ltd.

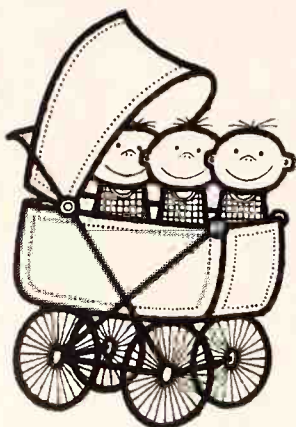
**CJQC, QUEBEC:** 250 watts on 1,340 kcs. T-Can. Supp. (1) The Goodwill Broadcasters of Quebec Inc. (2) Howard Wert — (3) George MacDonald — (4) Harold Burnside — (6) George MacDonald — (9) John Anthony — (10) Carl Higgins (11) Mrs. Ursula Delaney — (14) Gisele Giguere — (15) Mrs. Rae Townsend — (16) Robert Sharples — (17) Mike Lavallee — (18) Fernand Guillemette — (19 & 20) Radio & TV Sales.

**CKCV, QUEBEC:** 5,000 watts on 1,280 kcs. (1) CKCV Ltée. — (2) Gaston Pratte — (3) Paul Lepage (Station Man. - Marcel Leboeuf) — (5) Marie-Paule Vachon — (6 & 7) Michel Gariépy — (8) Jean Leroye (9) Roger Bruneau — (10) Jean Pouliot—(11) Marie-Paule Vachon —(12) Roger Bruneau — (13) Guy Bernier—(14) Marie-Paule Vachon — (15) Jean Bender — (16) Jean Leroye — (17) Lucien Gobeil — (18) André Duchesneau—(19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

**CJBR, RIMOUSKI:** 10,000 watts on 900 kcs. French Net. Supp. (1) The Central Public Service Corp. Ltd. —(2) Jacques Brillant—(3) André Lecomte — (4) François Raymond — (5) L. P. Cliche — (6 & 7) Sandy Burgess — (8) Lorenzo Michaud — (9) Guy Ross — (10) Bernard Langlois — (11) Louise Lavallée —(12) Arthur Rioux — (13) Sandy Burgess — (14) Miss C. Marmen — (15) Bernard Langlois — (16) Lorenzo Michaud — (17) Marcel Vallée — (18) Gilles Fournier — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co., as of June 1, 1958.

**CJFP, RIVIERE - DU - LOUP:** 250 watts on 1,400 kcs. French Net. Supp. (1) Radio Temiscouata Ltée. — (2) Armand Belle — (3 & 5) Henri Bourdeau — (6) Luc Simard — (7 & 8) Raoul Savard — (9) Robert L'Heureux — (10) Raoul Savard — (11) Odette Dionne — (12) Andrien Martin — (13) Remi Beaulieu — (14 & 15) Jacqueline Voyer — (16) Rene Viel — (17) Raymond Lavoie — (18) Rene Viel — (19 & 20) Interprovincial Broadcast Sales — (23) Young Canadian Ltd.

**CHRL, ROBERVAL:** 1,000 watts on 910 kcs. (1) Radio Roberval Inc. —



**BABY BONUS**

THERE ARE MORE MOUTHS TO FEED IN THE FAMILIES OF GREATER QUEBEC

RADIO



QUEBEC CITY  
800 K.C.

10,000  
WATTS

Reps.  
Canada: Jos. A. Hardy & Co. Ltd.  
U.S.A.: Young Canadian Limited

**"LUCKY LANG-WORTH STATION!"**

It gets THE HUCKSTERS — the commercial jingle service with over 1000 tracks covering more than 132 different business categories: And it gets the AIRLIFTS — sound effects, attention getters, special themes, news and weather intros, station breaks — solid sell for both you and your advertisers.

**HAPPY LANG-WORTH MARKET!**

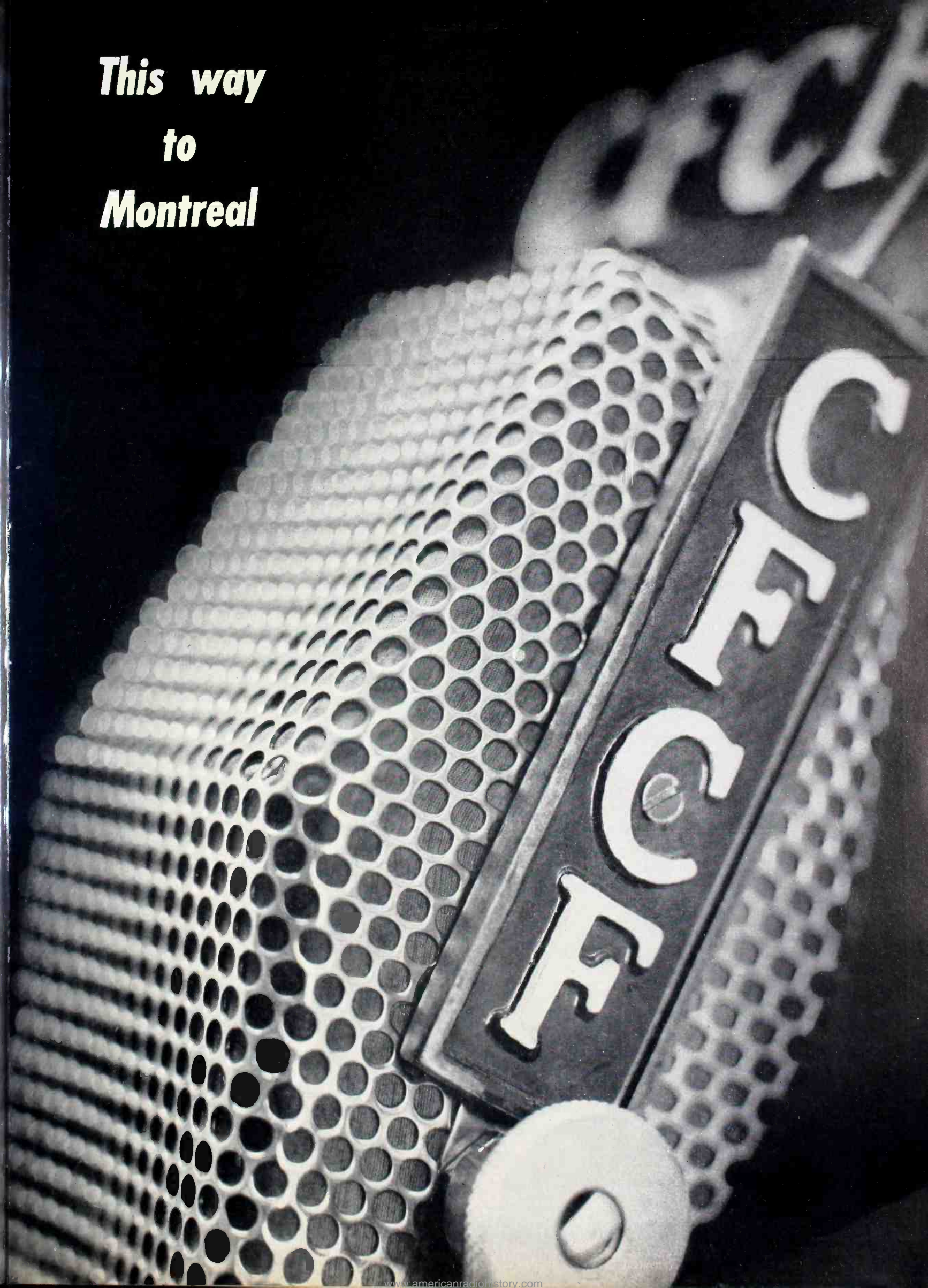
- Listeners get all the "new sounds from Lang-Worth" that will make your station the brightest and most tuneful in town!
- Advertisers get a tailored commercial and production service high in quality, imagination and variety.

Test it for your market at the CARTB convention



447 Jarvis St. TORONTO  
WA. 2-2103

***This way  
to  
Montreal***



(2) Georges Gagnon — (3) J. Wilfrid Mondoux — (5) Normand Gagnon — (6 to 8) Harvey Paradis — (9) Jacques Cossette — (10) Normand Gagnon — (11) Mrs. A. Mayné — (12) Edgar Tremblay — (13) Normand Gagnon — (14 & 15) Thérèse Doré — (16) Claudette Gagnon — (17 & 18) Marcel Bolduc — (19 & 20) Jos. A. Hardy & Co.

**CKRN, ROUYN:** 250 watts on 1,400 kcs. French Net. Supp. (1) Northern Radio-Radio Nord Inc. — (2) David A. Gourd — (3 & 5) Yvon Martel — (6 to 8) Bernard Valiquette — (10) Guy Lauzon — (13) Yvon Martel — (17) J. Guy Langevin — (19 & 20) Jos. A. Hardy & Co. — (22) John N. Hunt & Assoc. — (23) Weed & Co.

**CHGB, STE.-ANNE de la POCA-TIERE:** 1,000 watts on 1,350 kcs. French Net. Supp. (1) CHGB Ltée. — (2 & 3) Georges Desjardins — (4 & 5) Paul Emile Hudon — (6) Antoine Frève — (7) Raymond Gagné — (8) Clément Landry — (9 & 10) Gilles Bradet — (12) Louis Fortin — (13 & 14) Maurice Lévesque — (15) Paul-Emile Hudon — (16) Clément Landry — (17) Georges Desjardins — (18) Antoine Dubé — (19 & 20) Interprovincial Broadcast Sales — (23) J. H. McGillvra Inc.

**CKRB, ST. GEORGES de BEAUCE:** 5,000 watts on 1,250 kcs. (Effective July 1, 1958). French Net. Supp. (1) Radio Beauce Inc. — (2) Yvon Thibodeau — (3) Charles A. Thibodeau — (5) Jean Barbeau — (6 & 7) Gilles Bernier — (8 & 9) Louise-Andrée Roy — (10) Gilles Bernier — (13) Claude Rousseau — (15) Yvette Mathieu — (16) Jules Venne — (17) Armande Catellier — (19 & 20) Interprovincial Broadcast Sales.

**CHRS, ST.-JEAN:** 1,000 watts on

## KEY

1. Owner or Company name	9. News Director	17. Chief Engineer
2. President (if a company)	10. Sports Director	18. Chief Operator
3. Manager	11. Women's Director	19. Toronto Reps
4. Assistant Manager	12. Farm Director	20. Montreal Reps
5. Commercial Manager	13. Promotion Director	21. Winnipeg Reps
6. Production Director	14. Traffic Manager	22. Vancouver Reps
7. Program Director	15. Copy Chief	23. U.S. Reps
8. Music Director	16. Librarian	

1,090 kcs. (1) Radio-Iberville Ltée. — (2) Jean-Paul Auclair — (3) Bernard Turcot — (5 & 6) Jack Turcot — (7) Bernard Turcot — (9) Pierre Meunier — (10) Nadeau Papineau — (11) Huguette Proulx — (12) Claude St-Denis — (13 & 14) Jack Turcot — (16) Pierre Meunier — (17) Guy de Valter — (18) Claude Deschamps — (19 & 20) Interprovincial Broadcast Sales.

**CKJL, ST. JEROME:** 1,800 watts on 900 kcs. (1) Radio Laurentides Inc. — (2, 3 & 5) Jean Lalonde — (10) Yves Vézina — (12) Blaise Gouin — (17) Jean Senecal — (19) Lorie Potts & Co. — (20) Interprovincial Broadcast Sales.

**CKSM, SHAWINIGAN FALLS:** 1,000 watts on 1,220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (2) A. Gelinas — (3) Allan Rogerson — (4) Emilien Beaulieu — (6) Roger Daoust — (7) Alain Chartier — (8) Marie L. Rogerson — (9) Alain Chartier — (10) André Duquette — (11) Marie L. Rogerson — (12) A. Houde — (13) Alain Chartier — (14) Marie L. Rogerson — (15) Alain Chartier — (16) Marie L. Rogerson — (17) Ernest Brunelle — (18) A. Houde — (19 & 20) Jos. A. Hardy & Co.

**CHLT, SHERBROOKE:** 5,000 watts on 630 kcs. (Effective July 1, 1958). French Net. Supp. (1) La Tribune Ltd. — (2) Paul Desruisseaux QC — (3) Alphée Gauthier — (4 & 5) J. L. Gauthier — (6 & 7) V. Bernard — (9) Henri Crusene — (10) Jean

Chartier — (11) Aline Desjardins — (13) P. A. Joly — (14) Miss R. Laberge — (15) R. Daigneault — (16) Miss D. Belanger — (17) Marcel Lyonnais — (18) Marcel Girard — (19 & 20) Jos. A. Hardy & Co. — (22) John N. Hunt & Assoc. — (23) Young Canadian Ltd.

**CKTS, SHERBROOKE:** 1,000 watts on 900 kcs. Dom. Basic. (1) Sherbrooke Telegram & Printing & Publishing Co. Ltd. — (2) Sen. Charles B. Howard — (3) Alphée Gauthier — (4 & 5) J. L. Gauthier — (6 & 7) Morris Austin — (9) Gordon Beerworth — (10) Gordon Breen — (11) Sally Billing — (13) Gordon Beerworth — (14 & 15) Sally Billing — (16) Dorothy Belanger — (17) Marcel Lyonnais — (18) Marcel Girard — (19 & 20) Jos. A. Hardy & Co. — (22) John N. Hunt & Assoc. — (23) Young Canadian Ltd.

**CJSO, SOREL:** 1,000 watts on 1,320 kcs. (1) Radio-Richelieu Ltée. — (2) Arthur Villeneuve — (3) Maurice Boulianne — (5) Maurice Bérubé — (6) Lorenzo Brouillard — (7) Claude Rochon — (8) Georges Codling — (10) Michel Champagne — (13) Maurice Boulianne — (14) Lorenzo Brouillard — (16) Pauline Péloquin — (17) Joseph Cardin — (19 & 20) Jos. A. Hardy & Co. — (23) Donald Cooke Inc.

**CKLD, THETFORD MINES:** 250 watts on 1,230 kcs. French Net. Supp. (1) Radio Mégantic Ltée. — (2 & 3) Henri Lagueux — (4 & 5) Will Dugré — (6 & 7) Raymond Buri — (8) Elizabeth Bolduc — (9 & 10) Bertrand Potvin — (11) Elizabeth Bolduc — (12) Raymond Perreault — (13) Raymond Buri — (14) Will Dugré — (15) Lise Côté — (16) Elizabeth Bolduc — (17) Georges Lord — (18) Paul Cloutier — (19 & 20) Jos. A. Hardy & Co.

**CHLN, TROIS - RIVIERES:** 5,000 watts on 1,450 kcs. (1) Radio Trois-Rivières Inc. — (2) Sen. Jacob Nicol — (3) Léon Trépanier — (5) Maurice Duval — (6 & 7) Maurice Dansereau — (9) Sylvio St-Amant — (10) Jean Paul Trudel — (13) Maurice Duval — (14) Suzanne Desaulniers — (15) Ernest Lamy — (16) Claude Colbert — (17) Oric Lefebvre — (18) Yvon Rocheleau — (19 & 20) Interprovincial Broadcast Sales — (23) Young Canadian Ltd.

**CKTR, TROIS - RIVIERES:** 1,000 watts on 1,350 kcs. French Radio Assoc. (1) CKTR (1958) Ltd. — (2) Paul Aboud — (3) J. Fernand Rufiange — (5) Charles Couture — (7) André Gaudreault — (9) Jacques Hébert — (10) Michel Lecours — (13) Jacques Hébert — (14) Mrs. Lise Ferron — (16) Jules Héroux — (17) Hervé Lapointe — (18) Fernand Lemay — (19 & 20) Radio & TV Sales — (23) Donald Cooke Inc.

**CKVD, VAL D'OR:** 250 watts on 1,230 kcs. French Basic. (1) Northern Radio-Radio Nord Inc. — (2) David A. Gourd — (3 & 5) Yvon Martel — (6 to 9) Bernard Valiquette — (10) Guy Lauzon — (13) Yvon Martel — (17) Jean-Guy Langevin — (19 & 20) Jos. A. Hardy & Co. — (22) John N. Hunt & Assoc. — (23) Weed & Co.

**CKVL, VERDUN:** 10,000 watts (50,000 watts at the end of May, 1958) on 850 kcs. French Radio Assoc. (1)

Radio Station CKVL Ltd. — (2) Jack Tietolman — (3) Corey Thomson — (5) Judah Tietolman — (6 & 7) Marcel Provost — (8) Roman Ryterband — (9) Marcel Beaugard — (10) Robert Rivet — (11) Mrs. June Warren & Pierrette Champoux — (12) J. Alphonse Lapointe — (13) Corey Thomson — (14) Judah Tietolman — (15) Gaston Saulnier — (16) Laurent Bourdy — (17) Maurice Rousseau — (18) Bernard Brisset-des-Nos — (19 & 20) Radio & TV Sales — (23) Donald Cooke Inc.

**CFDA, VICTORIAVILLE:** 1,000 watts on 1,380 kcs. (1) Radio Victoriaville Ltée. — (2) Dr. C. A. Gilbert — (3 & 5) Roger Gilbert — (6 & 7) J. Maurice Bilodeau — (8 & 9) Marcel Rheault — (10) J. Maurice Bilodeau — (12) Marcel Rheault — (13) Roger Gilbert — (14) J. Maurice Bilodeau — (16) Marcel Rheault — (17) Roger Paul — (18) A. Poliquin — (19 & 20) Radio & TV Sales — (23) Young Canadian Ltd.

**CKVM, VILLE-MARIE:** 1,000 watts on 710 kcs. (1) Radio Temiscamingue Inc. — (2) Hervé Leblanc — (3) Guy Burelle — (4) Gérard Trépanier — (5) Ernie Fauvelle — (6) Guy Burelle — (7 & 8) Gisèle Loisel — (9) Marcel Ladouceur — (10) Yvon Larivière — (11) Gisèle Adam — (12) Paul Desjardins — (13) Jean-Paul Paquette — (14) Gisèle Loisel — (15) Marcel Ladouceur — (16) Gisèle Loisel — (17) Gaston Tasset — (19 & 20) Jos. A. Hardy & Co. — (23) Young Canadian Ltd.

## NEW BRUNSWICK

**CKBC, BATHURST:** 250 watts on 1,400 kcs. (1) Bathurst Broadcasting Co. Ltd. — (2 & 3) J. Leo Hachey — (5) Richard J. Gallagher — (6, 7 & 9) Ray Bourque — (10) Ray MacDonald — (11) Mrs. Marty Elliott — (12) Ray Bourque — (13) Richard J. Gallagher — (14) Terry Mourant — (15) Mrs. Marty Elliott — (16) Terry Mourant — (17) Phil Paquet — (19 & 20) Lorie Potts & Co. — (23) Young Canadian Ltd.

**CKNB, CAMPBELLTON:** 1,000 watts on 950 kcs. Dom. Basic. (1) Restigouche Broadcasting Co. — (2) John Alexander — (3 & 5) Bob Richards — (9) Ben Dalfen — (10) George O'Donoghue — (11) Ruby Mann — (14 & 15) Buck Richards — (17) Phil Paquette — (19 & 20) Jos. A. Hardy & Co. — (23) Weed & Co.

**CJEM, EDMUNDSTON:** 1,000 watts on 570 kcs. French Supp. (1) Edmundston Radio Ltd. — (2) George Michaud — (3) George Guerrette (Gen. Man. — Jacques Brillant) — (4) Bob Beaulieu — (5) George Guerrette — (7) Guy Théniault — (8) George Guerrette — (9 & 10) Hermel Dumont — (12) Rev. Father Gedéon — (13) George Guerrette — (14) Mrs. Jacqueline R. Charron — (15) Pat Gendron — (16) Yvonne Roussel — (17) Marcel Vallée — (18) Walter Martin — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

**CFNB, FREDERICTON:** 5,000 watts on 550 kcs. T-Can. Basic. (1) James S. Neill & Sons Ltd. — (2) J. Stewart Neill — (3) D. Malcolm Neill (Station and Commercial Manager—Jack Fenety) — (6 & 7) Harold L. McFee — (9) Larry Knowles — (10) Donald Holterman — (11) Mrs. Murna Carpenter — (13) George Mountain — (14) Allen Fisher — (15) George Mountain — (16) Nancy Edgar — (17) Glen D. Love — (18) Edward Everett — (19 to 22) All-Canada — (23) Weed & Co.

## NOTICE TO DELEGATES

It is permissible for those who insist on purchasing radio scripts during the convention to approach me on the subject. As usual, I can be located in any of the bigger suites where liquor is being served, but I prefer not to be pestered about business matters after the hour of 3 a.m.

**WALTER A. DALES**  
RADIOSCRIPTS WINNIPEG 1, MAN.

**CBAF, MONCTON:** 5,000 watts on 1,300 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

**CKCW, MONCTON:** 10,000 watts on 1,220 kcs. Dom. Basic. (1) Moncton Broadcasting Ltd. — (2) Fred A. Lynds — (3 & 5) T. H. Tonner — (7) Robert Reid — (8) Jack Reid — (9) Claude Caine — (10) Earl Ross — (11) Mrs. Margaret Crosby — (13) Gene Alton — (14) Unice McLean — (15) Roy Hicks — (16) Bert Hebert — (17) Keith MacConnell — (18) Bob Oke — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CKMR, NEWCASTLE:** 1,000 watts on 790 kcs. T-Can. Supp. (1) Miramichi Broadcasting Co. Ltd. — (2) L. Warren Flett — (3 & 5) Robert J. Wallace — (6) Fred Haining — (7) Robert J. Wallace — (9) Paul Hansen — (10) Fred Haining — (11) Mrs. Phyl Sweezy — (13) Fred Haining — (14) Mrs. Marion MacDougall — (15) Fred Haining — (17) Robert J. Wallace — (18) Blair Trevors — (19 & 20) Radio Time Sales — (22) John N. Hunt & Assoc.

**CFBC, SAINT JOHN:** 5,000 watts on 930 kcs. Dom. Basic. (1) Fundy Broadcasting Co. Ltd. — (2) A. M. A. McLean — (3) R. T. Bowman — (5) Vincent Saunders — (6) Gordon Smith — (7) Donald Armstrong — (8) Jeanie Hayes — (9) Bentley C. Hunter — (10) Gordon Smith — (11) Margaret Williams — (13) Mrs. Marita McNulty — (14) Mrs. Sally Jo Baird — (15) Arthur Mennier — (16) Jeanie Hayes — (17) Harold Stout — (19 & 20) National Broadcast Sales — (23) Young Canadian Ltd.

**CHSJ, SAINT JOHN:** 5,000 watts on 1,150 kcs. T-Can. Basic. (1) New Brunswick Broadcasting Co. — (3) Earl McCarron — (6) James Morrow — (9) Ralph Costello — (10) Bill Bailey — (11) Mrs. Ruth Crosbie — (12) Len Rudolph — (13) Earl McCarron — (14) Grace Craft — (15) James Morrow — (16) Ross Ingraham — (17) John G. Bishop — (18) Frank Feero — (19 to 22) All-Canada — (23) Weed & Co.

**CBA, SACKVILLE:** 50,000 watts on 1,070 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**NOVA SCOTIA**

**CKDH, AMHERST:** 250 watts on 1,400 kcs. (1) Amherst Broadcasting Co. — (2) Willard R. Nelson — (3) Mrs. Joan P. H. Watson — (5) John Green — (7) Bud Morrison — (9 & 10) William Wall — (11) Mrs. Joan P. H. Watson — (12) Federation of Agric. — (13) William Watson — (14) Alma Hebert — (15) Bud Morrison — (16) Mrs. Dorothy MacKay — (17) Gerald MacKay — (18) George Lewis.

**CJFX, ANTIGONISH:** 5,000 watts on 580 kcs. Dom. Basic. (1) Atlantic Broadcasters Ltd. — (2) Dr. Dan MacCormack — (3) J. Clyde Nunn — (5) Bruce Rafuse — (7) Charles O'Brien — (9) Bill MacKinnon — (10) Al Graham — (16) Levis Desjardins — (17) Gordon MacDougall — (19 & 20) Paul Mulvihill & Co. — (23) Young Canadian Ltd.

**CKBW, BRIDGEWATER:** 1,000 watts on 1,000 kcs. T-Can. Supp. (1) Acadia Broadcasting Co. Ltd. — (2) Clarence J. Morrow — (3) John Hirtle — (4) James MacLeod — (5) Lester Rogers — (7 & 8) Maxwell Ramey — (9) James MacLeod — (10) Robert MacLaren — (11) Norma Rafuse — (12) Ralph Morehouse — (13) David Flack — (14)

Mrs. Pauline Fraser — (15) Jean Ann Hebb — (16) Hugh Godfrey — (17) Douglas Hirtle — (18) Robert Stillwell — (19 to 22) Radio Representatives Ltd. — (23) Donald Cooke Inc.

**CBH, HALIFAX:** 100 watts on 1,330 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CHNS, HALIFAX:** 5,000 watts on 960 kcs. Dom. Basic. (1) The Maritime Broadcasting Co. Ltd. — (2) Graham W. Dennis — (3) Gerald J. Redmond — (5) Douglas A. Grant — (7) John A. Funston — (13) John Holden — (14) Joan Hiltz — (15) Harry Stephen — (16) Mrs. Emily Blight — (17) Arthur W. Greig — (18) Carl E. Westhaver — (19 to 22) All-Canada — (23) Weed & Co.

**CJCH, HALIFAX:** 5,000 watts on 920 kcs. (1) CJCH Ltd. — (2) B. P. McCurdy — (3) Finlay MacDonald — (5) Clair L. Chambers — (6) Len J. Chapple — (7) Cyril Lynch — (9) Hugh Dunlop — (10) Gerald Regan — (11) Mrs. Abbie Lane — (14) Howard E. Gerard — (15) Sydney C. Pilkington — (16) Harold Mosher — (17) Reginald MacWilliams — (18) Allan G. Campbell — (19 & 20) Paul Mulvihill & Co. — (23) Young Canadian Ltd.

**CKEN, KENTVILLE:** 1,000 watts on 1,350 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) F. J. Burns — (3) Jack Lewis — (5) Mrs. Ellie Macmillan — (6 to 8) Willard Bishop — (9) Ron Pulsifer — (10) Bob Huggins — (11) Ann Ramey — (12) Willard Bishop — (13) Jim Crossan — (14) Ann Cunningham — (15) Peter Allen — (16) Ann Cunningham — (17) Avard Bishop — (18) Hal Sproule — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt & Assoc.

**CKEC, NEW GLASGOW:** 250 watts on 1,230 kcs. T-Can. Supp. (1) Hector Broadcasting Co. Ltd. — (2 & 3) James M. Cameron — (4) Robert Hale — (5) Margaret Almon (7 & 8) William Graham — (9) Robert Hale — (10) John MacDonald — (11) Margaret Almon — (12) William Desbarres — (14 & 15) Wally Ellis — (16) Rod MacDonald — (17) Lew Wright — (18) Paul Houle — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt & Assoc. — (23) Donald Cooke Inc.

**CBI, SYDNEY:** 5,000 watts on 1,140 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CJCB, SYDNEY:** 5,000 watts on 1,270 kcs. Dom. Basic. (1) Cape Breton Broadcasters Ltd. — (2) J. Marvin Nathanson — (3) Norris L. Nathanson — (5) Florence MacLeod — (6 & 7) Lloyd Taylor — (8) Elizabeth Smyth — (9) Thomas L. Robertson — (10) Donald McIsaac — (11) Ann T. McLellan — (13) Mrs. Lorna MacQuarrie — (14) Donna J. Falle — (15) Toby Halloran — (16) Elizabeth Smyth — (17) Alfred Vernon — (18) Alfred Gibson — (19 to 22) All-Canada — (23) Weed & Co.

**CKCL, TRURO:** 1,000 watts on 600 kcs. (1) Colchester Broadcasting Co. Ltd. — (2 & 3) J. A. Manning — (5) H. C. Deryk Upton — (6 & 7) Jack Armstrong — (9) Harry Dewar — (10) Winston Langille — (12) Harry Dewar — (14) Mrs. E. B. MacKenzie — (15) Mrs. Ann Cox — (17) Sidney Bernasconi — (18) Robert Bartlett — (19 & 20) Radio Time Sales — (22) John N. Hunt & Assoc.

**CFAB, WINDSOR:** 250 watts on 1,450 kcs. (1) Evangeline Broadcasting

Co. Ltd. — (2) F. J. Burns — (3) Jack Lewis — (5) Mrs. Ellie Macmillan — (6 to 8) Willard Bishop — (9) Ron Pulsifer — (10) Bob Huggins — (11) Ann Ramey — (12) Willard Bishop — (13) Jim Crossan — (14) Ann Cunningham — (15) Peter Allen — (16) Ann Cunningham — (17) Avard Bishop — (18) Hal Sproule — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt & Assoc.

**CJLS, YARMOUTH:** 250 watts on 1,340 kcs. Dom. Basic. (1) Gateway Broadcasting Co. Ltd. — (2, 3 & 5) Donald L. Smith — (7, 9, & 10) Denny Comeau — (11 & 12) Gene Alton — (13 & 17) William Singer — (19 to 22) All-Canada — (23) Weed & Co.

**PRINCE EDWARD ISLAND**

**CFCY, CHARLOTTETOWN:** 5,000 watts on 630 kcs. Dom. Basic. (1) Island Radio Broadcasting Co. Ltd. (2) Mrs. K. S. Rogers — (3 & 5) R. F. Large — (6) Loman McAulay — (8) William K. Rogers — (9) A. S. Dickson — (10) Loman McAulay — (11) Jane Weldon — (12) Ches Cooper — (13) Betty Large — (14) Paul Williams — (15) P. Blair — (17) John G. Jay — (19 to 22) All-Canada — (23) Weed & Co.

**CJRW, SUMMERSIDE:** 250 watts on 1,240 kcs. (1) Gulf Broadcasting Co. Ltd. — (2, 3 & 5) Bob Schurman — (7 & 8) Lowell Huestis — (10) Bob Schurman — (11) Jo Anne Tupper — (12) Bob Schurman — (13) Lowell Huestis — (14) Jane Morrison — (15) Janet Gorden — (16) Dave Biggar — (17) Angus Mackie — (18) Fred MacFarlane — (19 to 22) Radio Representative Ltd.

**NEWFOUNDLAND**

**CBY, CORNER BROOK:** 1,000 watts on 790 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CBG, GANDER:** 250 watts on 1,450 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CBT, GRAND FALLS:** 1,000 watts on 1,350 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CBN, ST. JOHN'S:** 10,000 watts on 640 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CJON, ST. JOHN'S:** 5,000 watts on 930 kcs. (1) Newfoundland Broadcasting Co. Ltd. — (2) Geoff Stirling — (3) Don Jamieson (Operations Man. — George MacDonald) — (5) Hal Duffet — (6) Gerry Wiggins — (7) George MacDonald — (8) Ignatius Rumboldt — (9) Jim Thoms — (10) Bill Callahan — (11) Sally West — (12) George Perlin — (13) Mary Myler — (14) Emilie Davis — (15) Mrs. Joan Le Clair — (16) Shirley Marsh — (17) Oscar Hierlihy — (18) Albert Ryan — (19 to 22) Stovin-Byles Ltd. — (23) Weed & Co.

**VOCM, ST. JOHN'S:** 1,000 watts on 590 kcs. (1) Colonial Broadcasting System Ltd. — (2) Walter B. Williams — (3) Harold N. Butler (Station Man. — Joseph V. Butler) — (5) Mengie Shulman — (6 & 7) Denys Ferry — (9) N. J. Wadden — (10) Robert Cole — (12) Bill Squires — (13) Mengie Shulman — (14) James M. Murdoch — (15) Bill Squires — (16) Kathryn Purcell — (17) Walter B. Williams — (18) Charles N. Noseworthy — (19 & 20) Radio & Television Sales — (22) John N. Hunt & Assoc. — (23) Young Canadian Ltd.

**Potts' SPOT**

● When visiting the fabulous Laurentians this year, tourists always tune to the home station, CKJL, 900 on the dial, for the latest in news and entertainment.

● CHVC has the figures to prove it can offer more coverage than all other Canadian stations combined and 15% more than WBEN, Buffalo. CHVC is a must for Niagara Peninsula coverage.

● CFAR, Flin Flon, Man. gives six reasons why national advertisers use radio in their area: (1) only daily international and provincial news outlet, (2) over 250 retail and wholesale establishments, (3) fast developing market — over 350 miles of new railroad, (4) over 6,000 motor vehicles, (5) over \$1 million monthly payroll, (6) coverage includes The Pas, Lynn Lake, Thompson and Snow Lake.

● Sponsors of Radio Station CKOX, Woodstock, can verify the fact that night time radio is a worthwhile proposition. Sponsorship of Senior B hockey this winter brought interest in the area to a high pitch late in April with the team going through to the OHA finals. This season they ran 49 hockey broadcasts.

● CJET, Smiths Falls, is being complimented daily by listeners from Ottawa and Hull on their fine programming, truly proof of extended coverage.

● NOTE TO TIME BUYERS: Before you buy that spot, check Pott's Spot.

Lorrie Potts and Company

LORRIE POTTS  
SCOTTY SHERIDAN  
NEIL HENDERSON  
JIM PITTIS

1454A 1117  
Yonge St. St. Catherine W.  
TORONTO MONTREAL  
WA. 1-8951 VI. 5-6448

# ADVERTISING AGENCIES

A list of Advertising Agencies enfranchised by the Canadian Association of Radio & Television Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers.

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Ardiel Advertising Agency Ltd.	Toronto Hamilton	HU. 5-6541 JA. 7-9284	4 Lawton Blvd. 37 James St. S.	W. C. Townsend J. N. Elliott	W. C. Townsend J. N. Elliott
Associated Broadcasting Co. Ltd.	Toronto	WA. 4-1111	1139 Bay St.	— — —	— — —
Atherton & Currier Inc.	Toronto	EM. 3-5418	100 Adelaide St. W.	Eleanor Austen	Eleanor Austen
Baker Advertising Agency Ltd.	Toronto	EM. 8-7801	212 King St. W.	Jack Horler	Don Farrow (TV) John Powell (Radio) (Through Toronto)
	Montreal	UN. 6-3049	1255 University St.	Louis La Rocque	
Batten, Barton, Durstine & Osborn Inc.	Toronto	WA. 4-3787	160 Bloor St. East	S. Ramsay Lees	Ralph Draper (TV) Clara Gannett (Radio)
Bennett & Northrop Inc.	Halifax	3-8164	Maritime Life Bldg.	G. P. Backman	(Mrs.) Eliz'th. Parsons
Bingham, John McKenney Ltd.	Toronto Montreal Preston Winnipeg	EM. 2-2641 HU. 1-5032 OL. 3-4464 GL. 2-2564	32 Front St. W. 4645 Cavendish Blvd. 541 William St. 257 Osborne St.	John M. Bingham (Through Toronto) (Through Toronto) (Through Toronto)	John M. Bingham (Through Toronto) (Through Toronto) (Through Toronto)
Bleasdale Advertising	Victoria	2-6741	1104 Douglas St.	Harry Bleasdale	Harry Bleasdale
Bradley, Venning & Hilton Ltd.	Toronto	WA. 2-3138	11 Yorkville Ave.	Phyllis McKinney	Phyllis McKinney
Breithaupt, Milsom Ltd.	Toronto	HU. 1-5251	44 Eglinton Ave. W.	Samuel Wilkes	Irene Wray
Brooks Advertising Ltd.	Toronto	EM. 8-2396	21 Dundas Square	Roy Partridge	(Mrs.) J. deMunick
Brown, Mitchell & Wright Ltd.	Vancouver Calgary	MU. 4-7277 AM. 2-4767	735 Davie St. 620-8th Avenue W.	John Blundell A. D. Wood	John G. Service N. B. Wood
Burnett, Leo Co. of Canada Ltd.	Toronto	EM. 6-5801	133 Richmond St. W.	James B. McRae	Donald Ferguson Don DeNike
Burns Advertising Agency Ltd.	Montreal Toronto	WE. 5-5257 WA. 4-1117	1247 Guy St. 96 Bloor St. W.	Ralph Novek (Through Montreal)	A. Robillard
Caldwell, Spence Agency	Toronto	WA. 2-2103	447 Jarvis St.	Bruce Cormack	Claus Hobe
Canadian Advertising Agency Ltd.	Montreal Toronto Winnipeg Vancouver	PL. 8061 EM. 3-3051 WH. 2-6923 MU. 4-4151	1454 Mountain St. 80 King St. W. 403 Elec. R'l'y. Chambers 1137 W. Hastings St.	M. Fontaine Irvin Teitel R. Waugh Kenneth Johnson	M. Fontaine Irvin Teitel R. Waugh Kenneth Johnson
Cardon, Rose Ltd.	Montreal	PL. 9581	1411 Crescent St.	R. A. Hurwitz	Norman Cardon
Carter, Garry J. of Canada Ltd.	Toronto	WA. 4-2505	59 Avenue Rd.	Bob Howe	Bob Howe
Cockfield, Brown & Co. Ltd.	Montreal Toronto Winnipeg Vancouver	UN. 1-1771 WA. 4-5492 WH. 2-3538 MU. 1-1111	Canada Cement Bld. 185 Bloor St. E. Elec. R'l'wy Chambers 1030 W. Georgia St.	R. W. Hardwood Alan Savage Jim Gibson Godfrey F. Holloway	Earl Box Cam Logan Jim Cameron (Mrs.) Joyce Trought
Collyer Advertising Ltd.	Montreal Toronto	PL. 8672 EM. 6-5134	1510 Drummond St. 345 Church St.	K. S. Chase Adele Evans	N. Fraser Adele Evans
Copeland, Don H. Advertising Ltd.	Toronto	WA. 2-5969	442 Sherbourne St.	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
Crombie Advertising Co. Ltd.	Montreal Toronto	VI. 9-5246 EM. 4-7204	391 St. James St. W. 100 Adelaide St. W.	Vic Gray D. V. Johnson	Vic Gray D. V. Johnson
Dancer-Fitzgerald-Sample (Canada) Ltd.	Toronto	WA. 4-8425	200 St. Clair Ave. W.	Gilbert Nunns	Ruth Pedley
Denne, A. J. & Co. Ltd.	Toronto	EM. 4-3444	90 King St. W.	Ralph McKeown	Dorothea Peterson (Radio) Lillian Ryan (TV)
Desbarats Advertising Agency	Montreal	UN. 6-4835	480 Legachetiere St. W.	J. E. Desbarats	J. E. Desbarats
Dominion Broadcasting Co.	Toronto	EM. 3-3383	4 Albert St.	Hal B. Williams	Hal B. Williams
Erwin, Wasey, Ruthrauff & Ryan Ltd.	Toronto	WA. 1-5187	610 Church St.	John Mann	John Nickell
Ferguson, George Associates Ltd.	Montreal	WE. 7-9401	1980 Sherbrooke St. W.	T. R. Wynne-Jones	T. R. Wynne-Jones
Ferres Advertising Ltd.	Hamilton	JA. 9-1116	63 Duke St.	E. Boyd Heaven	E. Boyd Heaven
Foote, Cone & Belding Canada Ltd.	Toronto	WA. 4-4477	10 St. Mary St.	Arthur Sylvah	Arthur Sylvah
Foster Advertising Ltd.	Toronto Montreal Ottawa Winnipeg	WA. 4-4681 VI. 9-5343 CE. 6-5909 WH. 2-2151	149 Alcorn Ave. 550 Sherbrooke St. W. 77 Metcalfe St. 156 Lombard Ave.	Mary Newton Pierre Getel (Through Toronto) (Through Toronto)	Gwen Rudolfe Charlotte Toupin (Through Toronto) (Through Toronto)
Gibbons, J. J. Ltd.	Toronto Montreal Winnipeg Regina Calgary Edmonton Vancouver	WA. 4-8391 UN. 6-7482 WH. 2-7373 3-2787 2-5437 2-7512 MU. 1-0157	46 St. Clair Ave. E. 1440 St. Catherine St. W. 272 Main St. 2070 Albert St. 513-8th Ave. W. 206 Petroleum Bld. 1533 West Pender St.	Frank Robinson Peter Ross Bruce Johnston Harold Ellis Alf Bell Tom McMillan (Mrs.) Hazel Bakes	Frank Robinson Peter Ross Bruce Johnston Harold Ellis Alf Bell Tom McMillan (Mrs.) Hazel Bakes
Gislason-Reynolds Ltd.	Toronto	WA. 4-7364	21 Park Rd.	Guy Gislason	R. Gee
Goodis, Goldberg, Dair Ltd.	Toronto	WA. 3-8491	153 St. Clair Ave. W.	Allan Schwam	Samuel Goldberg
Goodwin Advertising Ltd.	Vancouver	MU. 1-3474	207 W. Hastings St.	T. M. Taylor	T. M. Taylor
Grant Advertising of Canada Ltd.	Toronto	EM. 3-3396	103 Church St.	Joan G. King	Joan G. King
Grosberg, Pollock & Gwartzman Ltd.	Toronto	WA. 4-9211	78 Charles St. W.	(Handled by Individual account executives)	
Hayhurst, F. H. Co. Ltd.	Toronto	EM. 6-0731	7 King St. E.	Robert D. Amos	Pat Hepburn E. Brown (Mrs.) Joan Johnston
	Montreal	VI. 5-0251	1510 Drummond St.	Vincent Paquette	





CKCH — Ottawa-Hull  
5,000 Watts

CKCV — Quebec City,  
Quebec  
5,000 Watts

CKAC — Montreal, Quebec  
50,000 Watts

CJBR — Rimouski, Quebec  
10,000 Watts

CJMT — Chicoutimi, Quebec  
1,000 Watts

CJEM — Edmundston, N.B.  
1,000 Watts

CHLN — Trois Rivieres,  
Quebec  
5,000 Watts

CKRB — St. Georges de  
Beauce, Quebec  
\* 250 Watts

CJFP — Riviere-du-Loup,  
Quebec  
250 Watts

CHRS — St. Jean, Quebec  
1,000 Watts

CHGB — Ste. Anne de la  
Pocatiere, Quebec  
1,000 Watts

CFGF — Alma, Quebec  
1,000 Watts

CFBR — Sudbury, Ontario  
1,000 Watts

CFCL — Timmins, Ontario  
1,000 Watts

**WESTERN CANADA  
FRENCH RADIO GROUP**

CKSB — Winnipeg —  
St. Boniface, Manitoba  
1,000 Watts

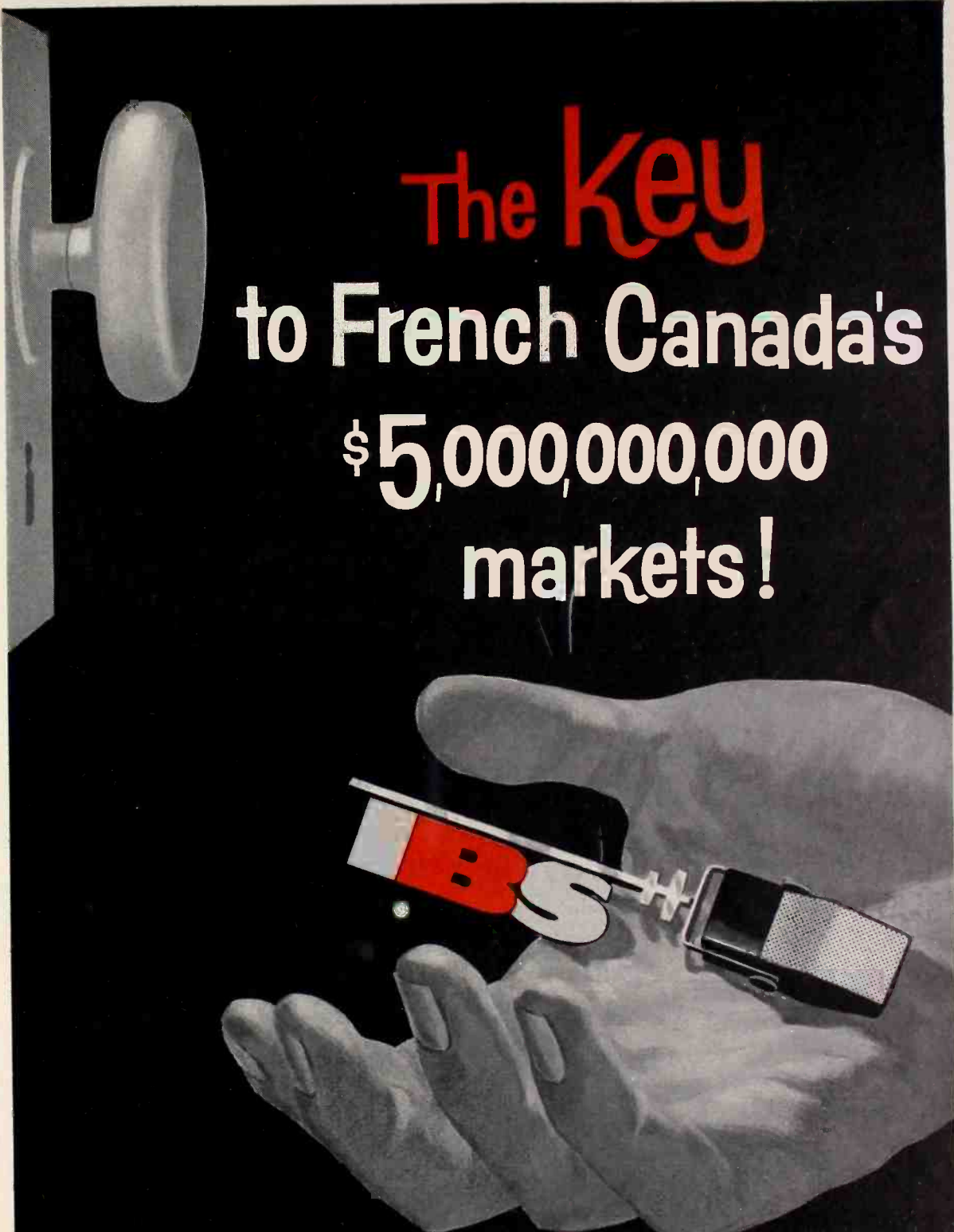
CFRG — Gravelbourg,  
Saskatchewan  
5,000 Watts

CFNS — Saskatoon,  
Saskatchewan  
1,000 Watts

CHFA — Edmonton, Alberta  
5,000 Watts

\* 5,000 July 1st, 1958

**The Key**  
**to French Canada's**  
**\$5,000,000,000**  
**markets!**



K. W. (Ken) Davis  
General Manager

Your IBS man holds *the key* to your sales problems in French Canada. IBS stations reach over 97% of all French radio homes. No other group of stations can deliver the same selling influence in the French market. Call IBS for facts and service.



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## ADVERTISING AGENCIES (cont'd)

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Heggie Advertising Co. Ltd.	Toronto	HU. 1-5125	97 Eglinton Ave. E.	John Chilman	John Chilman
Huot, J. E. Publicité Ltée.	Montreal	PL. 4131	353 St. Nicholas St.	P. E. Rioux	Homere Dubois
Hutchins Advertising of Canada Ltd.	Toronto	WA. 4-3753	35 Hayden St.	William Bounsall	Pat Hennessy
Imperial Advertising Ltd.	Halifax	3-9373	38 Blowers St.	J. B. Regan	J. B. Regan
Industrial Advertising Agency Ltd.	Toronto Montreal	WA. 4-6671 UN. 6-4806	631 Spadina Ave. 1265 Stanley St.	(Mrs.) Vera Percival A. G. Temple	(Mrs.) Vera Percival A. G. Temple
Inter-Canada Que. Adver. Agency Ltd.	Montreal	PL. 9851	1520 Mountain St.	Yvon Fortier	Yvon Fortier
Jarvis, Albert Ltd.	Toronto Montreal	EM. 3-2438 AV. 8-9234	94 Yonge St. 1466 Crescent St.	Evan Morton	Evan Morton
Kelley, Russell T. Co. Ltd.	Hamilton	JA. 2-1155	627 Main St. E.	Jack Price	Jack Price
Kenyon & Eckhardt Ltd.	Toronto Montreal	WA. 4-9531 PL. 2534	321 Bloor St. E. 550 Sherbrooke St. W.	Dorothy Gill John Winter	Dorothy Gill John Winter
Lovick, James & Co. Ltd.	Vancouver Toronto Winnipeg Calgary Regina Edmonton Montreal	TA. 6221 WA. 1-1121 WH. 3-0623 AM. 2-6161 LA. 3-7570 4-2181 UN. 6-8391	1178 W. Pender St. 800 Bay St. 307 Power Bld. 629-7th Ave. S. W. 401 Kerr Block 10014-107th St. 623 Dominion Sq. Bld.	Bud Hayward Nora Thorvaldson June Duncan George R. Bothwell Colin Beale Dave McMaster	M. R. Woodward Olive Jennings Nora Thorvaldson June Duncan George R. Bothwell Jean Richards Dave McMaster
MacLaren Advertising Co. Ltd.	Toronto Montreal Winnipeg Vancouver	EM. 4-0321 VI. 5-1222 WH. 2-6321 MU. 5-6268	111 Richmond St. W. 550 Sherbrooke St. W. 911 Elec. Rl'y Chambers 1240 W. Pender St.	Hugh Horler R. Saucier L. Trudel J. Hoyland	Mary Moran H. Wood W. E. Wilson J. Hoyland
McCann-Erickson (Canada) Ltd.	Toronto Montreal Vancouver	WA. 5-3231 VI. 9-8341 MU. 3-5608	200 Bloor St. E. Peel Centre 2055 Peel St. 1030 W. Georgia St.	Don MacMillan Wm. Munro Florence Asson	Lloyd Hefford Greg Paul Wm. Munro Florence Asson
McConnell, Eastman & Co. Ltd.	Toronto Montreal London Winnipeg Calgary Vancouver Edmonton	EM. 3-7004 UN. 6-7941 4-4528 WH. 3-7406 AM. 2-1432 MU. 3-2161 2-5107	147 University Ave. Dominion Sq. Bld. Huron & Erie Bld. 382 Portage Ave. 337-8th Ave. W. 1198 W. Pender St. 10020-109th St.	Austin Moran E. N. McDonald (Handled by Individual account executives) Wayne W. Currie J. L. Joffe Miss J. Livsey J. A. Winterton	Eleanor Shinnick R. Poirier J. L. Joffe Miss J. Livsey J. A. Winterton
McCracken, W. A. Ltd.	Toronto Montreal	WA. 4-0721 BE. 9591	153 St. Clair Ave. W. 1510 Drummond St.	A. T. Cooper Godfrey Humphrys	(Mrs.) Marj'rie Graves (Mrs.) Bernyce Watson
McGregor-Deaville Advertising	Toronto	WA. 2-4864	1157 Bay St.	Frank Deaville	Art McGregor
McGuire Advertising Ltd.	Windsor	CL. 2-7297	Bank of Commerce Bld.	Andy McGuire	John Finn
McKim Advertising Ltd.	Montreal Toronto Winnipeg Vancouver	VI. 9-4152 WA. 4-0981 WH. 2-3491 MU. 3-8121	1510 Drummond St. 1407 Yonge St. 250 Portage Ave. 1030 W. Georgia St.	Wilf Charland Peel Steven G. W. Leech D. D. Davison John Cumming	Joan Bridge Beverley Nicholl D. D. Davison John Cumming
Muter, Culiner, Frankfurter & Gould Ltd.	Toronto	WA. 4-5736	1121 Bay St.	Eddie Gould Gerry Rafelman	Phyllis Scott
Nattall & Maloney Ltd.	Calgary Edmonton	AM. 9-2370 4-4910	115A-8th Ave. East 210 Civic Block	Mrs. Pat McVean Gerald Bird	Mrs. Pat McVean A. C. Gould J. H. Turner
O'Brian Advertising Ltd.	Vancouver	MU. 1-9174	1455 W. Georgia St.	A. J. Collins	M. Maddigan
Orr, William R. Ltd.	Toronto	WA. 4-3708	464 Yonge St.	Michael Jackson	Michael Jackson
Otto Robert & Co. (Canada) Ltd.	Toronto	EM. 6-9266	355 King St. W.	Wib Perry	Joyce Rhodes
Paul-Phelan Advertising Ltd.	Toronto Montreal	EM. 3-6047 UN. 1-5437	380 Victoria St. 1501 Shell Tower	George P. Vale George P. Vale	George P. Vale Barry Kinnon
Payeur Publicité Inc.	Quebec	LA. 9-3322	639-8th Ave.	P. E. Giguere	G. H. Payeur
Pennell Advertising	Toronto	EM. 4-2079	81 Queen St. W.	Mary Barrer	Mary Barrer
Plant, Elton M. Co.	Windsor	CL. 4-1159	303 Bartlet Bld.	E. M. Plant	Ann Hames
Purkis, Thorton Ltd.	Toronto	EM. 3-3762	330 Bay St.	Gladys Race	Gladys Race
Reynolds, E. W. Ltd.	Toronto Montreal	EM. 2-2381 UN. 6-1775	154 University Ave. 1440 St. Catherine St. W.	Henry E. Karpus Jean Tougas	Vera Hopkins Jean Tougas (Mrs.) Mild'd MacLeod
Richards, Fletcher D. Inc.	Montreal	BE. 8821	550 Sherbrooke St. W.	T. A. Deans	T. A. Deans
Ronalds Advertising Agency Ltd.	Montreal Toronto Edmonton	UN. 6-9571 EM. 3-0237 2-8356	Keefer Bld. 108 Peter St. 218 Tegler Bld.	Peter Golick Jerry Lodge	Mary Laphkas Arthur Weinthal Lyn Salloum Gary Steeves
Ross Roy of Canada Ltd.	Windsor	CL. 6-2371	Canada Trust Bld.	Carl Hassel	R. A. Post
Sauviat, G. R. & Assoc.	Montreal	UN. 6-7355	1236 Crescent St.	— —	Jacques Brunelle
Schneider Cardon Ltd.	Montreal	UN. 1-4764	1224 St. Catherine St. W.	Ray Girouard	Marie Heroux
Sills, Allan R. Ltd.	Toronto	EM. 8-6434	137 Wellington St. W.	(Mrs.) D. Sills	(Mrs.) Nora McAvoy

## ADVERTISING AGENCIES (cont'd)

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Smith, R. C. & Son Ltd.	Toronto	EM. 4-9396	380 Victoria St.	G. Alec Phare	G. Alec Phare
Spitzer & Mills Ltd.	Toronto Montreal	EM. 6-2811 HU. 1-0344	50 King St. W. 3405 Addington Ave.	Bob Stevenson T. R. Hart	Susie McCullagh H. T. Harbinson
Stanfield, Johnson & Hill Ltd.	Toronto Montreal	UN. 6-8741 WA. 4-8481	Dominion Sq. Bld. 255 Davenport Rd.	B. A. C. Quill Rick Campbell Bill Ross	J. P. O'Flaherty Bernie Rusak Mary Martin
Stevenson & Scott Ltd.	Montreal Toronto Vancouver Halifax	UN. 6-9361 EM. 3-5773 MU. 3-5696 3-8608	1260 University St. 100 Adelaide St. W. 402 West Pender St. 8 Prince St.	Sheldon Lodge (Mrs.) Doris Reay Sherrill Adair Ronald Kitley	Sheldon Lodge (Mrs.) Doris Reay Sherrill Adair Ronald Kitley
Tames Advertising	Toronto	WA. 1-9493	713 Spadina Ave.	John G. Tames	John G. Tames
Tandy Advertising Agency Ltd.	Toronto	EM. 3-6362	20 Carlton St.	A. C. Haight	Joan Chilcott
Thompson, J. Walter Co. Ltd.	Montreal Toronto	UN. 6-6771 EM. 3-9402	602 Dominion Sq. Bld. 600 University Ave.	Phillippe Fiset Jack Lingeman	Mary Cardon Phyllis Sivell
Thompson-Petersen Adver. Agency Ltd.	Toronto Montreal	EM. 8-8091 UN. 6-9745	215 Victoria St. 913 Sun Life Bld.	Edward Bowman <i>(Through Toronto)</i>	Edward Bowman <i>(Through Toronto)</i>
Torobin Advertising Ltd.	Montreal	HU. 9-5331	310 Victoria Ave.	M. A. Isaacs	Simon Torobin
Vamplew Advertising	Toronto	WA. 3-5589	1175 Bay St.	Thomas Vamplew G. G. Beedham	Thomas Vamplew G. G. Beedham
Vickers & Benson Ltd.	Montreal Toronto	UN. 6-7701 EM. 4-6301	Keefer Bld. 110 Church St.	Henault Champagne D. T. Hardman	(Mrs.) Jean'ine Guerin (Mrs.) Laura Jensen
Walsh Advertising Co. Ltd.	Windsor Toronto Montreal	CL. 6-2671 EM. 3-3053 UN. 6-8921	1787 Walker Rd. 44 King St. W. 1255 University St.	(Mrs.) Muriel Murray Therese Cote	<i>(Through Toronto)</i> (Mrs.) Muriel Murray Therese Cote
Whitehall Broadcasting Ltd.	Montreal	VI. 9-4156	1510 Drummond St.	Wilf Charland	Joan Bridge
Willis Advertising Ltd.	Toronto	EM. 3-2073	220 Richmond St. W.	Clarence Kenney	Clarence Kenney
Yanef, Chris. Ltd.	Toronto	WA. 1-3376	85 Grenville Ave.	Chris Yanef	James Jorgensen
Young & Rubicam Ltd.	Montreal Toronto	UN. 6-8941 EM. 2-3921	1255 University St. 44 King St. W.	Gaby Lalonde W. H. Clark	Frank Collins Doreen Dunlop W. F. Francis G. R. Lamont

# TWENTY-TWO HOURS OF LIVE PRODUCTIONS WEEKLY FEATURING . . . NEWS, WEATHER, SPORTS, WOMEN'S SHOWS, CHILDREN'S SHOWS, MUSICAL AND QUIZ SHOWS

### Oceans of Fun and Talent for Everyone . . . A Live Sales Booster

By popular demand twenty-two hours of live programming is carried every week over CKCW and CKCW-TV.

Widely varied in format these "live" programs are produced especially for the Maritime audience . . . an audience which has been carefully studied and analyzed over past years. These programs give the listeners and viewers the feeling that CKCW and CKCW-TV are their stations. As a result a much larger and more loyal audience has been built for the advertiser who buys the popular "Maritime Stations" CKCW and CKCW-TV.

Lionel's "On the Mike and Camera Personalities" are a complete staff of talented and hardworking individuals. Each has gained a wide acceptance of popularity among all Maritime listeners and viewers.

Yes, you might say our job is two-fold. We serve to establish for our advertisers a very strong market in an ever increasing rich area besides giving our audiences everything they wish through popular demand.

Before buying and without any obligation to you, inquire through us or our local representatives for more complete information on "How I can best sell my products in the Maritime area."

Representatives:

STOVIN-BYLES IN CANADA ADAM YOUNG IN U.S.A.

## CKCW CKCW - TV MONCTON NEW BRUNSWICK



SPORTS



NEWS



OVER THE BACK FENCE



WEATHER



THE BUNKHOUSE BOYS



THE STUDIO



LITTLE RED SCHOOL HOUSE



PUPPET THEATRE

# PERSONNEL REGISTER (Television)

## CBC NETWORK STATIONS (TELEVISION)

### BRITISH COLUMBIA

**CFCR - TV, KAMLOOPS:** 35 kw. Audio; 7 kw. Video on Channel 4. CBC Supp. (1) Twin Cities Television Ltd. — (2 & 3) Ian G. Clark (Assistant Man. — Fred Weber) — (5) Walter Harwood — (7) Jean Ross — (9) Tom Koch — (14) Shirley Page — (15) Mrs. Joan Moffatt — (16) Irene Orton — (17) Harold Hamilton — (19) Tom Koch — (20) Fred Weber — (21) All-Canada Television — (22) Weed Television.

**CHBC - TV, KELOWNA:** 1.6 kw. Audio; 3.7 kw. Video on Channel 2. CBC Supp. Satellite at Penticton: 27 kw. Audio; 54 kw. Video on Channel 13. Satellite at Vernon: 31 kw. Audio; 62 kw. Video on Channel 7. (1) Okanagan Valley Television Co. Ltd. — (2) J. W. B. Browne — (3) Roy G. Chapman — (5) Dick Sharp — (6) Norm Williams — (7) Stan Lettner (10) Al Jordan — (13) Norm Williams — (14) Jean Fleming — (15) Terry Bennett — (16) Norm Williams — (18) Russ Richardson — (19) Reino Kokkila — (20) Tom Wyatt — (21) All-Canada Television — (22) Weed Television.

**KVOS - TV, BELLINGHAM - VANCOUVER:** 112 kw. Audio; 224 kw. Video on Channel 12. CBS. (1) KVOS (Canada) Ltd. — (2) Rogan Jones — (3) Gordon Reid — (5) Herman Burkart — (6) John Gettles — (7 & 9) Andy Anderson — (10) Haines Fay — (11) Mrs. Joan McDermot — (12) Al Reeves — (13) Marion Boylan — (14) Mrs. Joan McDermot — (15) Ken Davidson — (16) Dolores Robinson

### KEY

- |                             |                        |                         |
|-----------------------------|------------------------|-------------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Film Librarian      |
| 2. President (if a company) | 10. Sports Director    | 18. Film Editor         |
| 3. General Manager          | 11. Women's Director   | 19. Chief Operator      |
| 4. Operations Manager       | 12. Farm Director      | 20. Dir. of Engineering |
| 5. Commercial Manager       | 13. Promotion Director | 21. Canadian Repts      |
| 6. Production Supervisor    | 14. Traffic Manager    | 22. U.S. Repts          |
| 7. Program Manager          | 15. Art Director       |                         |
| 8. Music Director           | 16. Copy Chief         |                         |

— (17) Mrs. Joan McDermot — (20) Ernie Harper — (21) Stovin-Byles Ltd. — (22) Forjoe & Co.

**CBUT, VANCOUVER:** 25.4 kw. Audio; 47.6 kw. Video on Channel 2. CBC Kine. Owned and operated by the Canadian Broadcasting Corporation.

**CHEK-TV, VICTORIA:** 9 kw. Audio; 1.8 kw. Video on Channel 6. CBC Basic. (1) CHEK-TV Ltd. — (2) David M. Armstrong — (3) Russell Furse — (4) Ted Bissland — (5) Russell Furse — (9) Ted Bissland — (10) Keith MacKenzie — (13) Ted Bissland — (14) Mrs. Joan Armstrong — (15) Cliff Kadatz — (16) Mrs. Bev Hemphill — (19) Phil Barter — (20) Norman Bergquist — (21) Television Representatives Ltd.; John N. Hunt & Assoc. (Vancouver) — (22) Forjoe & Co.

### ALBERTA

**CHCT - TV, CALGARY:** 50 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Calgary Television Ltd. — (2) Fred R. Shaw — (3) Herbert S. Stewart — (5) Robert D. Watson — (6) Barry Gordon — (7) Ron Chase — (9 & 10) Ed Whalen — (12) Reuben Hamm —

(13) Barry Nicholls — (14) Marianne Ostrowercha — (15) Les Funtek — (16) Mrs. Irene Palmer — (18) Gordon Warner — (20) Lee Crawley — (21) All-Canada Television — (22) Weed Television.

**CFRN-TV, EDMONTON:** 90.4 kw. Audio; 180.3 kw. Video on Channel 3. CBC Basic. (1) Sunwapta Broadcasting Co. Ltd. — (2 & 3) Dick Rice — (4) Sid S. Lancaster — (5) Bruce D. Alloway — (6) Don S. Brinton — (7 & 8) George T. Kidd — (9) William Hogle — (10) Al Shaver — (11) Laura Lindsay — (13) John Riopel — (14) Vera Bayrak — (15) Frank Harris — (16) Jack Sweeney — (17) Keith Neale — (18) Don Areychuk — (19) Noel Wagner — (20) Ted Wadson — (21) Television Representatives Ltd. — (22) Young Canadian Ltd.; Harlan G. Oakes.

**CJLH-TV, LETHBRIDGE:** 85.5 kw. Audio; 171 kw. Video on Channel 7. CBC Basic. (1) Lethbridge Television Ltd. — (2) Hugh P. Buchanan — (3) Norman Botterill — (5) Lloyd Crittenden — (7) Sam Pitt — (9) Norman Young — (10) Al McCann — (11) Brenda Cordwell — (12) Richard Barton — (13) Mrs. Babs Pitt — (14) Mrs. Ruth Reed — (17 & 18) Mrs. Betty Glendinning — (20) Vic Reed — (21) All-Canada Television — (22) Weed Television.

**CHAT-TV, MEDICINE HAT:** 3 kw. Audio; 5.7 kw. Video on Channel 6. CBC Supp. (1) Monarch Broadcasting Co. Ltd. — (2) J. Harlan Yuill — (3) Robert J. Buss — (4) Merv Stone — (5) Robert J. Buss — (6) Tom Gunter — (9) Bob Burns — (10) Slim Cook — (11) Marge McNeill — (13) Tom Gunter — (14) Marge McNeill — (15) Peter Soehn — (16 to 18) Mrs. Jackie Panagot — (19) Reg McGuire — (20) Sid Gaffney — (21) Stovin-Byles Ltd. — (22) Weed Television.

**CHCA-TV, RED DEER:** 6.5 kw. Audio; 13 kw. Video on Channel 6. CBC Basic. (1) CHCA Television Ltd. — (2 & 3) G. A. Bartley — (4 & 5) Cam G. Harju — (6 & 7) Ray Torgrud — (8) Jack Fox — (9 & 10) Larry Arcand — (11) Mrs. Karen Torgrud — (12) Tony

**Basic**

**ATLANTIC REGION**

- \*CBHT Halifax, N.S.
- \*CJCB-TV Sydney, N.S.
- \*CKCW-TV Moncton, N.B.
- \*CHSJ-TV Saint John, N.B.
- CJON-TV St. John's, Nfld.
- \*CFCY-TV Charlottetown, P.E.I.

**MID-EASTERN REGION**

- \*CBLT Toronto, Ont.
- \*CHEX-TV Peterborough, Ont.
- \*CKWS-TV Kingston, Ont.
- \*CBOT Ottawa, Ont.
- \*CBMT Montreal, Que.
- \*CHCH-TV Hamilton, Ont.
- \*CKCO-TV Kitchener, Ont.
- \*CFPL-TV London, Ont.
- \*CKLW-TV Windsor, Ont.
- \*CKSO-TV Sudbury, Ont.
- +CJIC-TV Sault Ste. Marie, Ont.
- \*CFCJ-TV Port Arthur, Ont.
- \*CKVR-TV Barrie, Ont.
- \*CKNX-TV Wingham, Ont.
- \*CKGN-TV North Bay, Ont.
- \*CFCL-TV Timmins, Ont.

**PRAIRIE REGION**

- \*CBWT Winnipeg, Man.
- \*CKX-TV Brandon, Man.
- \*CKCK-TV Regina, Sask.
- \*CFQC-TV Saskatoon, Sask.
- \*CHCT-TV Calgary, Alta.
- \*CFRN-TV Edmonton, Alta.
- \*CJLH-TV Lethbridge, Alta.

**PACIFIC REGION**

- CBUT Vancouver, B.C.
- CHEK-TV Victoria, B.C.

**QUEBEC REGION**

- \*CBFT Montreal, Que.
- \*CFCM-TV Quebec, Que.
- \*CJBR-TV Rimouski, Que.
- \*CBOFT Ottawa, Ont.
- \*CKRS-TV Jonquière, Que.
- \*CHLT-TV Sherbrooke, Que.
- \*CKTM-TV Three Rivers, Que.

### Supplementary

- \*CKMI-TV Quebec, Que.
- \*CKRN-TV Rouyn, Que.
- \*CHAT-TV Medicine Hat, Alta.
- CHCA-TV Red Deer, Alta.
- CKBI-TV Prince Albert, Sask.
- CJFB-TV Swift Current, Sask.
- CFCR-TV Kamloops, B.C.
- CHBC-TV Kelowna, B.C.

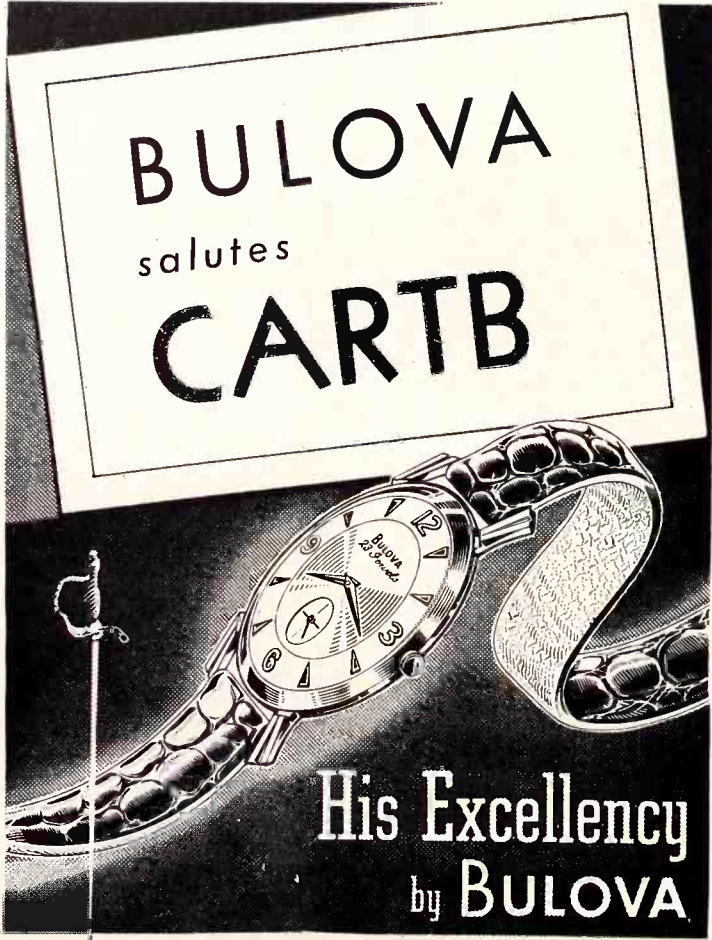
\* Indicates stations on the Microwave Link.  
† On microwave June 1, 1958.

Mayer — (13) Mrs. Audrey Sole — (14) Mrs. Karen Torgrud — (15) W. Trimble — (16) Mrs. Mannon Miller — (17 & 18) Murray Smart — (19) Gordon Enno — (20) John Jonkman — (21) Lorrie Potts & Co.; John N. Hunt & Assoc. (Vancouver).

### SASKATCHEWAN

**CKBI-TV, PRINCE ALBERT:** 61 kw. Audio; 100 kw. Video on Channel 5. CBC Supp. (1) Central Broadcasting Co. — (2 & 3) Edward Rawlinson — (5) Gerald Johnson — (6) Jack Cannon — (8) Ian Barrie — (9) Jim Spooner — (10) Nick Roche — (11) Mrs. Marion Sherman — (12) Ron Castle — (13) Gerald Prest — (14) Mrs. Geraldine Berg — (15) Roy Brown — (16) Mrs. Pegi Ryan — (17) Mrs. Lorraine Hawksworth — (19) Jim Scarrow — (20) Tom Van Nes — (21) All-Canada Television — (22) Weed Television.

**CKCK-TV, REGINA:** 53.5 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Trans-Canada Communications Ltd. — (2) Clifford Sifton



**Slim as a Sword**

Only BULOVA could create a 23 jewel timepiece so distinctive . . . so dramatically different . . . so thin, yet waterproof!

INTRODUCED NATION-WIDE BY TELEVISION MAY 8th

**Telephone Answering Service**

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

Phone for Booklet in

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

— (3) Harold A. Crittenden — (4) Larry Glover — (5) Lloyd Westmoreland — (9) Jim McLeod — (10) Ken Milton — (11) Mrs. Joy Perkins — (13) William Rees — (14) Mrs. Betty Bond — (15) Joe Soehn — (17) Bev Van Ziffle — (18) Gordon Grant — (20) Ernie Strong — (21) All-Canada Television — (22) Weed Television.

**CFQC - TV, SASKATOON:** 60 kw. Audio; 100 kw. Video on Channel 8. CBC Basic. (1) A. A. Murphy & Sons Ltd. — (2) A. A. Murphy — (3) G. Blair Nelson — (4) Walter Romanow — (5) Will Klein — (9) Bill Cameron — (10) Don Wittman — (13) Geoff Jamieson — (14) Mrs. Evelyn Bergsteinson — (15) Nick Semenoff — (17) Miss Lesia Semko — (20) Lynn Hoskins — (21) Television Representatives Ltd. — (22) Young Canadian Ltd.; Harlan G. Oakes.

**CFJB-TV, SWIFT CURRENT:** 65 kw. Audio; 133 kw. Video on Channel 5. CBC Supp. (1) Swift Current Telecasting Co. Ltd. — (2 to 4) William D. Forst — (5) Walter S. Buffam — (6) Mrs. Julie Forst — (20) William D. Forst — (21) Television Representatives Ltd. — (22) Forjoe & Co.

**CKOS - TV, YORKTON:** 2.5 kw. Audio; 5 kw. Video on Channel 3. CBC Supp. (1) Yorkton Television Co. Ltd. — (2) Norman Roebuck — (3) Ronald L. Skinner — (5) Harold Olson — (7) Miss Kristin Olson — (12) Norman Roebuck — (20) George S. Skinner — (21) Stovin-Byles Ltd. (Expected starting date June 1, 1958).

**MANITOBA**

**CKX - TV, BRANDON:** 9.65 kw. Audio; 19.3 kw. Video on Channel 5. CBC Basic. (1) Western

Manitoba Broadcasters Ltd. — (2 & 3) John B. Craig — (5) Archie Olson — (7) Doug Lee — (9) Jim Struthers — (10) Henry Stothard — (12) Doug Johnson — (14) Mrs. Joyce Maxwell — (15) Mrs. Ann Smith — (18) Harold Pullaw — (19) Al Gomez — (21) All-Canada Television — (22) Weed Television.

**CBWT, WINNIPEG:** 33.7 kw. Audio; 56.2 kw. Video on Channel 4. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**ONTARIO**

**CKVR-TV, BARRIE:** 13.5 kw. Audio; 27 kw. Video on Channel 3. CBC Basic. (1) Ralph Snelgrove Television Ltd. — (2 & 3) Ralph T. Snelgrove — (4) Jack Mattenley — (5) Charlie Tierney — (6) Ev Smith — (9) Bill Harrington — (10) Bob McLean — (11) Karen Johnston — (13) Barry Pauley — (14) Mrs. Joan Coxall — (15) Frank Fog — (16) Art Lightbourn — (18) Mrs. Marilyn Lockridge — (19) Barry Galvin — (20) Norm Farr — (21) Paul Mulvihill & Co.; John N. Hunt & Assoc. (Vancouver) — (22) Young Canadian Ltd.

**CHCH - TV, HAMILTON:** 90 kw. Audio; 150 kw. Video on Channel 11. CBC Basic. (1) Niagara Television Ltd. — (2 & 3) Ken D. Soble — (5) Ray Peters — (6) Bill Elliott — (7) Jim Purvis — (9) Dave Rogers — (10) Norm Marshall — (13) Staff Habberfield — (14) Lloyd Colthorp — (15) Bill Garnett — (16) Don Pilcher — (18) Doug Gale — (20) Bill Jeynes — (21) All-Canada Television — (22) Young Canadian Ltd.

**CKWS - TV, KINGSTON:** 154 kw. Audio; 257 kw. Video on Channel

11. CBC Basic. (1) Frontenac Broadcasting Co. Ltd. — (2) Sen. W. Rupert Davies — (3) Harvey C. Freeman — (4) Roy W. Hofstetter — (5) Denzil Payne — (6) William Luxton — (7) Donald Nairn — (8) Mrs. Lois Scrutton — (9) Floyd Patterson — (10) Max Jackson — (11) Mrs. Theresa Moody — (13) Donald Nairn — (14) Mrs. Marion Fleming — (15) Mrs. Pat Brennan — (16) Mrs. Theresa Moody — (17 & 18) Mrs. Lois Scrutton — (19) Bill Swaffield — (20) Bert Cobb — (21) All-Canada Television — (22) Young Canadian Ltd.

**CKCO-TV, KITCHENER:** 54.5 kw. Audio; 100 kw. Video on Channel 13. CBC Basic. (1) Central Ontario Television Ltd. — (2) Carl A. Pollock — (3) Eugene E. Fitzgibbons — (4) William D. McGregor — (6) Bruce Lawson — (7) Don Martz — (8) Joe Carlo — (9) Alan G. Hodge — (10) Tom Rafferty — (11) Mrs. V. Scriver — (12) Ron Hill — (13) Bill Whiting — (14) Rita Glennie — (18) Errol C. Kelly — (20) Alexander G. Day — (21) Jos. A. Hardy & Co.; John N. Hunt & Assoc. (Vancouver) — (22) Weed Television.

**CFPL-TV, LONDON:** 195 kw. Audio; 325 kw. Video on Channel 10. CBC Basic. (1) London Free Press Printing Co. Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown — (4) Bob Reinhart — (5) Cliff Wingrove — (6) Kevin L. Knight — (7) Bob Reinhart — (9) Ron Laidlaw — (10) Ward Cornell — (11) Mrs. Hope Garber — (12) Roy Jewell — (13) H. Warren Blahout — (14) Miss Dorca Kantrovik — (15) John Andrews — (16) Tom Bird — (17 & 18) Mrs. Beatrice Nott — (19) Bill Nunn — (20) Glen Robitaille — (21) All-Canada Television — (22) Weed Television.

**CKGN-TV, NORTH BAY:** 25.75 kw. Audio; 51.5 kw. Video on Channel 10. CBC Basic. (1) Tel-Ad Co. Ltd. — (2) Gerald A. Alger — (3) Bruce McLeod — (4) Dave Mee — (5) Gordon Beavis — (6) Sid Tomkins — (7) Wilf Davidson — (8) Evelyn Becks — (9) Harry Williams — (10) Bill Bennett — (11) Mrs. Pat Williams — (12) Tom Kervin — (13) Tim Matthews — (14) Mrs. Meri Craven — (16) Wilf Davidson — (17 & 18) Evelyn Becks — (19) Sid Tomkins — (20) Gord Ballantyne — (21) Paul Mulvihill & Co.; John N. Hunt & Assoc. (Vancouver) — (22) Young Canadian Ltd.

**CBOT, OTTAWA:** 26.7 kw. Audio; 50.1 kw. Video on Channel 4. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CBOFT, OTTAWA:** 17 kw. Audio; 31 kw. Video on Channel 9. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CHEX-TV, PETERBOROUGH:** 156 kw. Audio; 160 kw. Video on Channel 12. CBC Basic — (1) Kawartha Broadcasting Co. Ltd. — (2) Sen. W. Rupert Davies — (4) Keith Packer — (5) Bob Kinsman — (7) Gord Shale — (9) John Powell — (10) Bill Spenceley — (12) Mrs. Mary Callaghan — (14) Beverly Young — (15) Ron Wilson — (16) Eleanor McBrien — (17 & 18) Don Hart-Maxwell — (20) Bert Crump — (21) All-Canada Television — (22) Weed Television.

**CFCJ-TV, PORT ARTHUR:** 15 kw. Audio; 28 kw. Video on Channel 2. CBC Basic. (1) Thunder Bay Electronics Ltd. — (3) Ralph Parker — (21) All-Canada Television — (22) Weed Television.

**'AWAITING THE CUE' IN DEGAS' DAY  
... ONLY A FEW BALLERINAS.**

TODAY, **45,000** SASKATCHEWAN FAMILIES AWAIT **CFQC-TV'S CUE** TO BUY **YOUR** PRODUCT...

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Join the happy advertisers who ring cash sales in our captive market of over 30,000 TV homes.

B.B.M. Shows

84% of sets in use in "A" time.

Average cost per 1000 in "A" time . . \$2.10  
(Third lowest in Ontario)

Check our LOW rates.  
And our HIGH sales potential.

On

Channels 6-3-2

Timmins, Kapuskasing, Elk Lake

**CFCL-TV**

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

Best Wishes for  
**A Successful Convention**



**HOUSEHOLD FINANCE**  
Corporation of Canada

**KEY**

- |                             |                        |                         |
|-----------------------------|------------------------|-------------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Film Librarian      |
| 2. President (if a company) | 10. Sports Director    | 18. Film Editor         |
| 3. General Manager          | 11. Women's Director   | 19. Chief Operator      |
| 4. Operations Manager       | 12. Farm Director      | 20. Dir. of Engineering |
| 5. Commercial Manager       | 13. Promotion Director | 21. Canadian Reprs.     |
| 6. Production Supervisor    | 14. Traffic Manager    | 22. U.S. Reprs.         |
| 7. Program Manager          | 15. Art Director       |                         |
| 8. Music Director           | 16. Copy Chief         |                         |

**CJIC-TV, SAULT STE. MARIE:** 15 kw. Audio; 28 kw. Video on Channel 2. CBC Basic. (1) Hyland Radio TV Ltd. — (2) Mrs. J. G. Hyland — (4) Russ Ramsay — (5 to 7) Gene Plouffe—(9) Lionel McAuley — (10) Russ Ramsay — (11) Mrs. Helen O'Connor — (13) Paul Fockler — (14) Rita Purdy — (15) Murray McGilvray — (16) Bev Mesaglio — (17 & 18) Bev Gay — (19) Don Gibson — (20) Dave Irwin—(21) All-Canada Television — (22) Weed Television.

**CKSO - TV, SUDBURY:** 16 kw. Audio; 30 kw. Video on Channel 5. CBC Basic. (1) CKSO Radio Ltd. — (2) George M. Miller QC — (3) Wilf Woodill — (4) Jim Boyd — (5) Ralph Connor (Local Sales - Frank Patterson) — (9) Robert Evans, Jr. — (10) Dan Kelly — (11) Trudy Manchester — (13) Carl Erlewyn — (14) Mrs. Betty Sellars — (15) Richard Madsen — (16) Mrs. Betty Sellars — (20) Wally Robert — (21) All-Canada Television — (22) Weed Television.

**CKSO-TV-1, ELLIOT LAKE:** 2 kw. Audio; 4 kw. Video on Channel 3. Satellite of CKSO-TV. Same staff.

**CFCL - TV, TIMMINS:** 9.25 kw. Audio; 18.5 kw. Video on Channel 6. CBC Basic. (1) J. Conrad Lavigne Enterprises Ltd. — (2) J. Conrad Lavigne — (3) René Barrette — (4) Jean De Villiers — (5) Harry Charbonneau — (6 & 7) Jean De Villiers — (8) Mrs. Jean Lancher — (9) Mrs. Betty Shields (10) Gaston Bergeron — (11) Mrs. Isabella Appleby — (13) Bob St. Clair — (14) Mrs. Adèle De Villiers — (15) Michael Duncan — (16) Bob St. Clair — (17 & 18) Mrs. Hazel Clermont — (19) Mario Capadocio — (20) Roch Demers — (21) Paul Mulvihill & Co. — (22) J. H. McGillvra Inc.

**CFCL-TV-1, KAPUSKASING:** .0095 kw. Audio; .0414 kw. Video on Channel 3. Satellite of CFCL-TV. Same staff.

**CFCL-TV-2, ELK LAKE:** 1.76 kw. Audio; 3.52 kw. Video on Channel 2. Satellite of CFCL-TV. Same staff.

**CBLT, TORONTO:** 53.5 kw. Audio; 99.5 kw. Video on Channel 6. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CKLW - TV, WINDSOR:** 180 kw. Audio; 325 kw. Video on Channel 9. CBC Basic. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. Campeau — (4) S. Campbell Ritchie — (6) Tom Sutton — (7) S. Campbell Ritchie — (8) Wally Townsend — (9) Austin Grant — (10) Jim Van Kuren — (11) Mrs. Myrtle Labbitt — (12) Austin Grant — (13) Art Gloster — (14) Bruce Chick — (17) Marian Johnson — (18) Art MacColl—(19 & 20) Stewart Clark — (21) All-Canada Television — (22) Young Canadian Ltd.

**CKNX - TV, WINGHAM:** 19 kw. Audio; 36 kw. Video on Channel 8. CBC Basic. (1) Radio Station CKNX Ltd. — (2) W. T. Cruickshank — (3) G. W. Cruickshank — (4) Don Hildebrand — (5) Ross Hamilton — (6 & 7) Don Hildebrand — (8) Leander Boucher — (9) John Strong — (10) Johnny Brent — (11) Marg Brophy — (12)

Bob Carbert — (13) Mrs. Helen Fleury — (14) Mary Louise Flach — (15) Rudy Heinz — (16) Jack Mitchell — (17) Miss Bev Nethery — (18) Harold Swatbridge — (19) Bill Harris—(20) Scott Reid—(21) All-Canada Television — (22) Young Canadian Ltd.

**QUEBEC**

**CKRS - TV, JONQUIERE:** 21 kw. Audio; 42 kw. Video on Channel 12. CBC Basic. (1) Radio Saguenay Ltée.—(2) Henri Lepage — (3) Tom Burham—(4) Rodolphe Ricard — (5) Paul J. Audette — (6) Rodolphe Ricard—(7) Odette Arseneau —(8) Marcel Perron — Lionel Tremblay — (10) Jean Martin—(11) Bernadette Dufresne —(13) Tom Burham — (14) Odette Arseneau — (15) Real Filion — (16) Odette Arseneau — (17 & 18) Eugène Michaud — (19) Jos. Louis Fortin (20) Gérard Lemieux — (21) Jos. A. Hardy & Co. — (22) Young Canadian Ltd.

**CKBL - TV, MATANE:** 170 kw. Audio; 280 kw. Video on Channel 9. CBC French Basic. (1) La Compagnie de Radiodiffusion de Matane Ltée.—(2 & 3) René Lapointe—(4) Yvon Fortier—(5) Octave Lapointe — (6) Gilles Lapointe — (8) Aline Gagné — (9) François Côté — (10) Jean Berger — (11) Armande Desrosiers — (12) André Watters — (13) Georges Guy — (14) Miss Georgette Lavoie — (16) Miss Ginette Otis — (17) Miss Marcelle Carrier — (19) Auguste Tremblay — (21) Jos. A. Hardy & Co. (22) Adam J. Young. (Expected starting date August, 1958).

**CBFT, MONTREAL:** 50 kw. Audio; 100 kw. Video on Channel 2. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

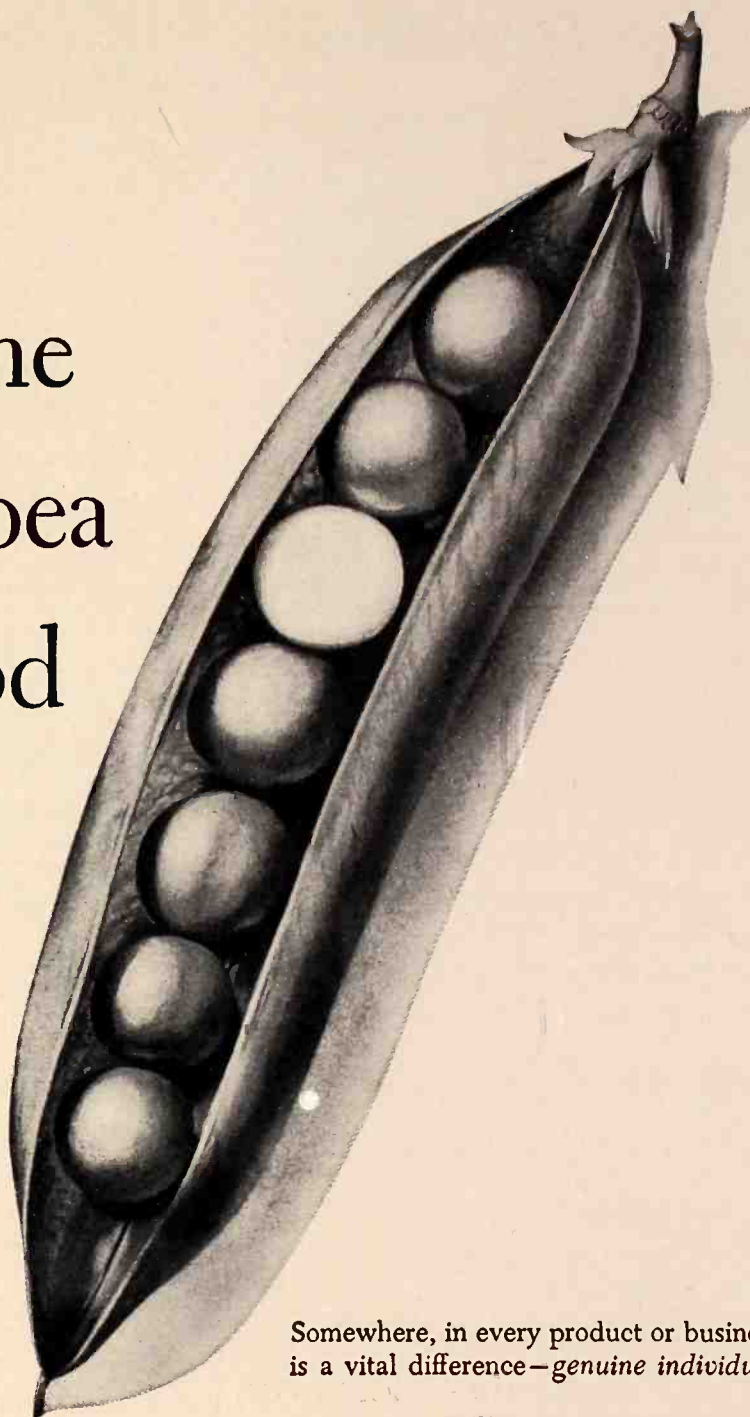
**CBMT, MONTREAL:** 26.2 kw Audio; 43.8 kw. Video on Channel 6. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CFCM-TV, QUEBEC:** 6.3 kw. Audio; 12.6 kw. Video on Channel 4. CBC Basic. (1) Télévision de Québec (Canada) Ltée. — (2) Gaston Pratte — (3) Jean A. Pouliot — (4 & 5) Ernie W. Miller — (7) Jacques Filteau — (8) Pauline Dufour — (9) Gaétan Plante — (10) Guy Lemieux — (11) Hélène Roberge — (13) Ernie W. Miller — (14) Mrs. Françoise Cochrane — (15) Marcel Labadie — (16) Louis Tardivel — (17) Paule St-Jacques (Film Man. — Gérard Ross) — (18) Martine Parrot — (20) Marcel Chabot — (21) Jos. A. Hardy & Co.; John N. Hunt & Assoc. (Vancouver) — (22) Weed Television.

**CKMI-TV, QUEBEC:** 2.8 kw. Audio; 5.6 kw. Video on Channel 5. CBC Supp. (1) Télévision de Québec (Canada) Ltée. — (2) Gaston Pratte — (3) Jean A. Pouliot — (4 & 5) Arthur P. Fitzgibbons — (7) Gerald Taafe — (9 & 10) Peter Daniel — (13) Andrew N. McLellan—(14) Mrs. Françoise Cochrane — (15) Marcel Labadie — (16) Helen Cleary — (17) Gérald Ross — (20) Marcel Chabot — (21) Stovin-Byles Ltd. — (22) Weed Television.

**CJBR - TV, RIMOUSKI:** 34.55 kw. Audio; 60.6 kw. Video on Chan-

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Somewhere, in every product or business, there is a vital difference—*genuine individuality*.

*Though on the surface your product and competing ones may be "as like as two peas," yet there is a way to make your product stand out from all the rest.*

IN YOUR PRODUCT or in its use, just as in you yourself, there is *genuine individuality*.

This lies, not in any superficial differences that others may match next season, not in any trick presentation, but in the creation of a unique and distinctive personality that belongs to you alone.

Determined, consistent association can fasten this individuality more and more firmly, until it is your product.

Then, every unit of your promotional effort—from the package and shipping carton themselves to publication advertising, outdoor, radio, tele-

vision, film—becomes increasingly effective as it identifies and isolates your product from those of your competition.

In many different fields the J. Walter Thompson Company has assisted clients to achieve this individuality . . . helped make their products stand out like the one white pea in a pod.

## **J. Walter Thompson Company, Limited**

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600 University Avenue, Toronto

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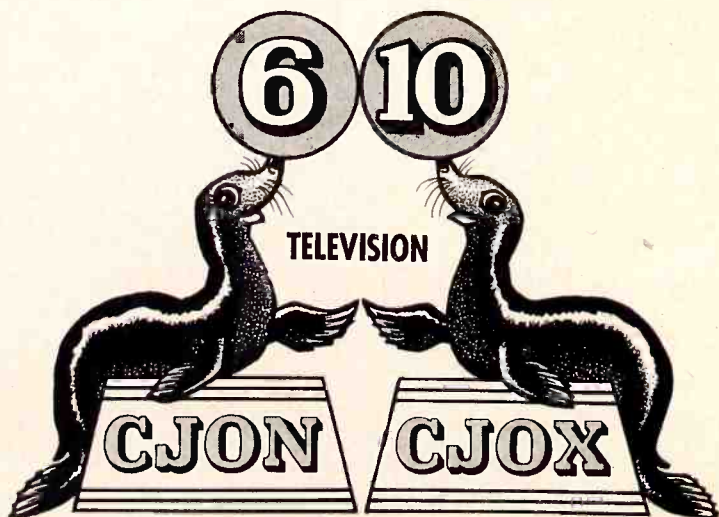
St. John's, Newfoundland . . . the city with a past . . . is building for its future. Construction crews start work this year on a \$12,000,000 harbor improvement plan for the Dominion Government. The Provincial Government has plans for a huge housing project for the city. The City itself is working on plans for a new street running the length of the harbor at dockside. All these developments mean increased prosperity for the Province, increased spending power for workers.

CJON-TV reaches some 279,000 Newfoundlanders, who make over 75% of the total retail purchases.

Over 90% of all TV sets in St. John's Coverage Area are tuned in from 5 p.m. to 1 a.m. — the highest tune-in percentage in Eastern Canada.

In 1957, Retail Purchases in CJON-TV's viewing area approximated \$300,000,000.

CJON-TV, and its satellite CJOX Argentinia — which gives advertisers *extra audience at no extra cost* — DOMINATE A CAPTIVE, READY-TO-BUY MARKET. 70% of the total population of Newfoundland is reached by TV, but less than 8% of the same total population buys *any* daily newspaper.



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NEWFOUNDLAND

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in U.S.A. by  
WEED & COMPANY

## KEY

- |                             |                        |                         |
|-----------------------------|------------------------|-------------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Film Librarian      |
| 2. President (if a company) | 10. Sports Director    | 18. Film Editor         |
| 3. General Manager          | 11. Women's Director   | 19. Chief Operator      |
| 4. Operations Manager       | 12. Farm Director      | 20. Dir. of Engineering |
| 5. Commercial Manager       | 13. Promotion Director | 21. Canadian Reps       |
| 6. Production Supervisor    | 14. Traffic Manager    | 22. U.S. Reps           |
| 7. Program Manager          | 15. Art Director       |                         |
| 8. Music Director           | 16. Copy Chief         |                         |

nel 3. CBC French Basic. (1) The Central Public Service Corp. Ltd. — (2) Jacques Brillant — (3 & 4) André Lecomte — (5) L. P. Cliche — (6 & 7) François Raymond — (8) Raymond Fafard — (9) Guy Ross — (10) Claude Pearson — (11) Louise Lavallée — (13) François Raymond — (14) A. Vallancourt — (15) Georges Mercier — (16) Jean Chabot — (17 & 18) Hector Lavoie — (19) Marcel Vallée & Gilles Fournier — (20) R. Tennet — (21) Stovin-Byles Ltd. — (22) Young Canadian Ltd.

**CKRN-TV, ROUYN:** 25 kw. Audio; 50 kw. Video on Channel 4. CBC French Basic & CBC English Supp. (1) Northern Radio — Radio Nord Inc. (2 & 3) David A. Gourd — (4, 5 & 7) George Chartrand — (9) Bernard Valiquette — (10) George Chartrand — (13) David A. Gourd — (14) Robert Montemurro — (15) Bernard Valiquette — (19 & 20) Jean-Guy Langevin — (21) Jos. A. Hardy & Co.; John N. Hunt & Assoc. (Vancouver) — (22) Weed Television.

**CHLT-TV, SHERBROOKE:** 186 kw. Audio; 316 kw. Video on Channel 7. CBC Basic. (1) La Tribune Ltd. — (2) Paul Desruisseaux, QC — (3) Alphée Gauthier — (4 & 5) John L. Gauthier — (6 & 7) Pierre Bruneau — (8) Bob Butler — (9) Dave Bloomberg — (10) I. Frenette & G. Breen — (11) Lise Cheno & Sally Billing — (13) Paul-André Joly — (14) Miss Ouellette — (15) Saro Bellomia — (16) Miss C. Fournier — (17 & 18) Lucien Perreault — (19 & 20) Leo Gilbeau — (21) Jos. A. Hardy & Co.; John N. Hunt & Assoc. (Vancouver) — (22) Canadian Station Representatives Ltd.

**CKTM-TV, TROIS-RIVIERES:** 3.25 kw. Audio; 6.50 kw. Video on Channel 13. CBC French Basic. (1) Television St-Maurice Inc. — (2 & 3) Henri Audet — (6 & 7) Claude Blain — (17 & 18) Albert Aubichon — (19 & 20) Yves Hamel — (21) Jos. A. Hardy & Co.

## NEW BRUNSWICK

**CKCW-TV, MONCTON:** 16 kw. Audio; 25 kw. Video on Channel 2. CBC Basic. (1) Moncton Broadcasting Ltd. — (2) Fred A. Lynds — (5) Bruce Masters — (6) Hubert Button — (7) Joe Irvine — (9) Claude Cain — (10) Earle Ross — (11 & 13) Mrs. "P. J." Beer — (14) Marie Carroll — (15) Stan Morton — (16) Howard MacLean — (17) Marilyn Bell — (20) Keith MacConnell — (21) Stovin-Byles Ltd. — (22) Young Canadian Ltd.

**CHSJ-TV, SAINT JOHN:** 50 kw. Audio; 100 kw. Video on Channel 4. CBC Basic. (1) N. B. Broadcasting Co. Ltd. — (2) Thomas F. Drummie

— (3) George A. Cromwell — (4) Bill Stewart — (6) John Dolan — (7) Cleve Stilwell — (9) Bill Cooper — (10) Fred Blizzard — (11) Jene Wood — (12) Len Rudolf — (13) Marjorie Hoben — (14) Marion White — (17) Margaret McGivern — (18) Guy Ferguson — (19) Gerry Gormley — (20) John G. Bishop — (21) All-Canada Television — (22) Weed Television.

## NOVA SCOTIA

**CBHT, HALIFAX:** 34 kw. Audio; 56 kw. Video on Channel 3. CBC Kine. Owned and operated by the Canadian Broadcasting Corporation.

**CJCB-TV, SYDNEY:** 108 kw. Audio; 180 kw. Video on Channel 4. CBC Basic. (1) Cape Breton Broadcasters Ltd. — (2 & 3) J. Marven Nathanson — (5) Mrs. Effie Williams — (6) Lloyd MacInnis — (7) Mrs. M. C. MacQuarrie — (8) Norris Nathanson — (9) Don MacIsaac — (10) Lowell Murray — (11) Ann Terry — (13) J. C. McVicar — (14) Betty Kelly — (15) Horst Paufler — (16) Max Quinton — (17) Miss Gen MacDonald — (18) R. H. Demers — (19) Ron Reeves — (20) M. E. Bowles — (21) All-Canada Television — (22) Weed Television.

## PRINCE EDWARD ISLAND

**CFCY-TV, CHARLOTTETOWN:** 38.5 kw. Audio; 79 kw. Video on Channel 13. CBC Basic. (1) Island Radio Broadcasting Co. Ltd. — (2) Mrs. K. S. Rogers — (3 & 5) Robert F. Large — (6) Loman McAulay — (8) William K. Rogers — (9) Stuart Dickson — (10) Loman McAulay — (11) Jane Weldon — (12) Ches Cooper — (13) Betty Large — (14) Paul Williams — (16) M. E. Large — (18) Vern McFarlane — (20) John G. Jay — (21) All-Canada Television — (22) Weed Television.

## NEWFOUNDLAND

**CJOX-TV, ARGENTIA:** .097 kw. Audio; .19 kw. Video on Channel 10. Satellite of CJON-TV. Same staff.

**CJON-TV, ST. JOHN'S:** 11 kw. Audio; 21.04 kw. Video on Channel 6. CBC Basic. (1) Nfld. Broadcasting Co. Ltd. — (2) Geoff Stirling — (3) Don Jamieson — (4) Colin Jamieson — (5) Jack Baird — (6) Colin Jamieson — (7) Charles Lang — (8) Ignatius Rumboldt — (9) Jim Thoms — (10) Bill Callahan — (11) Sally West — (12) George Perlin — (13) Mary Myler — (14) Emelie Davis — (15) Norm Duffitt — (16) Mrs. Joan Le Clair — (17) Edna Chaytor — (18) Nelson Squires — (19) John Tessier — (20) Oscar Hierlihy — (21) Stovin-Byles Ltd. — (22) Weed Television.

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Ready for the Sunday drive . . . to the pleasant accompaniment of CFRB's music over the car radio.

## Meet the Jacksons of Rexdale

*(it could be a profitable friendship!)*

Ray Jackson, sales supervisor, says that he and Isabelle are gradually getting their new home the way they "want it."

The Jacksons have full confidence in their future, and they're willing to work for it. "On weekdays I don't get out much," Isabelle says, "but with radio for company, my work goes quickly. And, of course, I always keep

my date with Gordon Sinclair each morning on CFRB."

Theirs is only *one* of the 1,194,800 families\* in CFRB's coverage area—Canada's richest market—where annual family income totals almost \$6½ billion.\*

Ask a CFRB representative today to explain how *you* can get the most sales . . . in Canada's richest market . . . at the lowest cost.

\*compiled from Sales Management's Survey of Buying Power, Canadian Edition, May, 1957.

**CFRB** TORONTO  
1010 ON YOUR DIAL  
50,000 WATTS



**ONTARIO'S FAMILY STATION**

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