



Canadian
BROADCASTER

WINNER OF A MONTREAL-WIDE CONTEST conducted by CJAD to select a "Miss Club 800" to work with deejay Mike Stephens on CJAD's popular Saturday afternoon teen show, Miss Pat Springate shares her glory with runners-up Mary Lou Hanna (left) and Pearl Cantor. Photograph is by Graetz Bros., Montreal. Story on page four.

Vol. 17, No. 12

TORONTO

June 26th, 1958

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Swift Canadian AD MANAGER SAYS—

**"In these days of heightened competition
RADIO has proved itself a highly effective
promotion vehicle . . ."**

Swift Canadian Co.,

LIMITED

TORONTO 9, ONTARIO, CANADA

TELEPHONE ROger 6-3255

Mr. Chas. W. Fenton,
Sales Director,
Broadcast Advertising Bureau,
Radio Division,
Suite 404, 200 St. Clair Ave. West,
Toronto 7, Ont.

June 2, 1958

Dear Mr. Fenton:

You have asked us to comment on our reasons for using radio in the 1958 plan for Swift Canadian Co. As you no doubt realize, we are users of all media in varying proportions and our complete plan actually includes most other forms of advertising. It is true, however, that radio is an important element in our planning for the reasons which appear here.

Our prime market target is the Canadian housewife and, in our opinion, radio permits us to reach her effectively and economically with our sales message. For example, wherever possible our programming is arranged in the morning hours when we secure, not only a peak audience, but one consisting almost exclusively of housewives, hence a limited amount of wastage.

One other consideration is our need for a national medium which retains a high degree of flexibility at the local level. Radio does this for us. We are able to run different programs for English and French, to select our markets at will and even to change our sales message when required to meet local needs. In these days of heightened competition, radio has proved itself a highly effective promotion vehicle where, by the use of specific techniques, it is possible to influence the trend of sales and distribution quickly.

Finally, of course, radio has proved itself as an accepted medium of entertainment and we are firmly convinced that this factor has a tremendous influence on its effectiveness as an advertising medium.

Yours sincerely,
SWIFT CANADIAN CO., Limited
G. S. Bertram
Advertising Manager

GSB:wc



G. S. BERTRAM
Advertising Manager
Swift Canadian Co., Limited

**Let us show you how RADIO can
make your advertising dollars more effective**

BROADCAST ADVERTISING BUREAU

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

LONG LIST OF POWER BOOSTS AND TRANSFERS OCCUPY ENTIRE MEETING

POWER INCREASES for one television station and nine radio stations have been recommended for approval by the CBC Board of Governors. Two other applications for power boosts for radio stations were denied.

Those applications recommended for approval were:

CKVR-TV, Barrie, Ont., from 13.3 kw to 26.7 kw video, and from 50 kw to 100 kw audio.

CFRN, Edmonton, from 5,000 to 10,000 watts.

CJCA, Edmonton, from 5,000 to 10,000 watts, daytime only.

CKXL, Calgary, from 1,000 to 10,000 watts, daytime only.

CFCW, Camrose, Alta., from 250 to 1,000 watts, daytime only.

CJNB, North Battleford, Sask., from 1,000 to 10,000 watts.

CJOB, Winnipeg, from 5,000 to 10,000 watts, daytime only.

CKTR, Trois Rivières, Que., from 1,000 to 5,000 watts, daytime only.

CJCH, Halifax, from 5,000 to 10,000 watts, daytime only.

VOCM, St. John's, from 1,000 to 10,000 watts, daytime only.

The board recommended denial of applications for power boosts for radio stations CKLB, Oshawa, and CHRS, St. Jean, Que., because "the present power is adequate for the area which the station was intended to serve according to its original application."

Applications for power increases from CFPA, Port Arthur and CKRM, Regina were recommended for deferment pending "further evidence of improved live programming by the station in line with intentions previously expressed to the board by the applicant."

A change of ownership application in stations CKLB - AM and FM, Oshawa, to Charles J. Henry, was withdrawn by the present owners because Mr. Henry's option to buy had expired. During the board meeting, on June 13, A. H. Collins of CKLB was questioned on why the sale fell through. He said he had no intention of selling "unless the price is right," and he had not received a cash sum originally offered by Mr. Henry.

Ken Montgomery of Edmonton, a board member, suggested that the power increase applied for by Mr. Collins for CKLB would, if granted, make the station much more valuable in a sale. Mr. Collins replied that he was prepared to give assurance that he was not asking for a power boost to improve his sale position.

Ralph Snelgrove of CKBB - Radio, Barrie, said the proposed increase in CKLB's signal would extend the Oshawa station's coverage into his own area, but that he did not oppose the application.

BARRIE GETS POWER BOOST

Snelgrove's own application for a power boost for CKVR-TV won the board's recommendation because it would extend service to an area north of Barrie where TV service is not now effectively available. The board said that the extended cover-

age to Canadians "outweighs arguments put to it that the increase in power might affect fringe reception of some United States stations in some areas." The board feels that its recommendations in such matters should not have the effect of limiting the coverage of Canadian television stations and their service to the public in order possibly to protect some fringe reception not recognized in the international agreement on allocation of channels.

"With regard to suggestion made to it that the transmitted signal of CKVR-TV is contravening technical regulations, the board points out that this is a question for the Department of Transport."

Opposing the application were the operators of a community antenna system in Midland, Ont., who said the increase on Channel 3, Barrie, would interfere with Channels 2 and 4 from Buffalo, N.Y.

The board recommended approval of an application from CKDH, Amherst, N.S. for revision of authorized share distribution effecting change of control to J. A. Langille, W. R. Nelson and T. A. Giles by Amherst Broadcasting Co. Ltd., and stated, "In making this recommendation the board intends to watch for improvements in programming which will relate reasonably to the assurances given by the applicant."

A recommendation for approval was also given an application to change the ownership of CHEF, Granby, Que., from La Cie de Radio-diffusion de Granby Ltee. to La Voix de l'Est Ltee. This recommendation was also accompanied with the notation that the board would watch for further improvements in programming.

Recommendation was also given to approve the application transferring control of Radio Station CHAB Ltd. to Jack D. Moffat.

The board recommended approval of a proposed 25-watt standby transmitter for CJMT, Chicoutimi, Que., for use if the main transmitter broke down.

An application for a change of facilities from CFPL-FM, London was recommended for approval. This would boost power from 4,440 watts to 4,800 watts.

Also recommended for approval was an application to change the name of the licensee for CHFI-FM, Toronto from Edward James Piggott to CHFI-FM, Limited.

An application for transfer of 21 common shares in CHEK-TV, Ltd., Victoria, BC, was deferred pending further information. The application asked for permission to transfer 21 shares to William Rea, Jr., a former New Westminster broadcaster now living in Santa Barbara, Calif. It pointed out that Mr. Rea would counsel the management of the station from Santa Barbara, and would retain his Canadian citizenship. Prof. J. A. Corry of Kingston, a board member, said during the meeting that he was reluctant to approve the transfer of shares "in the public trust" within a year or two after the TV licence was granted.

He asked assurance from Mr. Rea that he would not change his mind about his citizenship. If he did the board would find itself with an American citizen owning a large share of a Canadian television station.

The board recommended for approval 13 other share transfers:

CKTM-TV, Trois Rivières, Que., transfer of 550 common shares and issuance of 110 preferred shares in Television St-Maurice, Inc.

CKRD, Red Deer, Alta., redemption of 14,157 preferred shares in

Central Alberta Broadcasting Co. Ltd.

CJDC, Dawson Creek, B.C., transfer of 300 common shares in Radio Station CJDC (Dawson Creek, B.C.) Ltd.

CFAM, Altona, Man., issuance of 70 common shares and 105 preferred shares and transfer of 200 common and 200 preferred shares in Southern Manitoba Broadcasting Co. Ltd.

CKX, CKX-TV, Brandon, transfer of 33 common shares in Western Manitoba Broadcasters Ltd.

CFBC, Saint John, N.B., transfer of 1,066 Class "A" and 533 Class "B" common shares in Fundy Broadcasting Co. Ltd.

CJFX, Antigonish, N.S., transfer of one common share in Atlantic Broadcasters Ltd.

CKPC, Brantford, Ont., transfer of 44 common shares in The Telephone City Broadcast Ltd.

CJKL, Kirkland Lake, Ont., transfer of one common share in Kirkland Lake Broadcasting Ltd.

CKSL, London, Ont., transfer of 500 common shares in London Broadcasters Ltd.

CFCH, North Bay, Ont., transfer of one common share in Northern Broadcasting Ltd.

CKLD, Thetford Mines, Que., issuance of one common share in Radio Megantic Ltee.

CKVM, Ville Marie, Que., transfer of four common shares in Radio Temiscamingue Inc.

Get The INSIDE Track . . .



Photo by Star-Phoenix

. . . for BIGGER Sales Stakes . . .

Buy CFQC radio . . . and SELL Saskatchewan's LARGEST Trading Area!

CFQC . . . In tune with the times for 35 years


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



600 MC
1500 WATTS



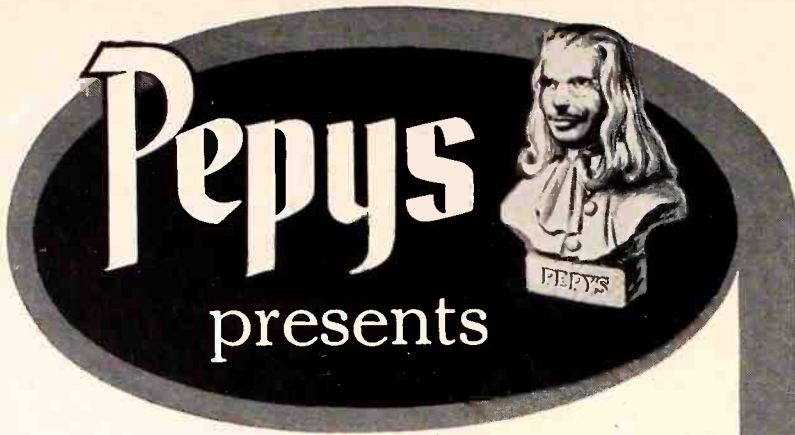
THE RADIO HUB OF SASKATCHEWAN



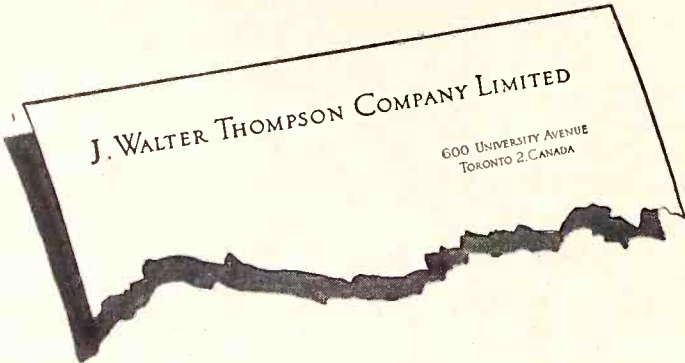
THE NEW
CJMS
MONTREAL

* 1280
on the
DIAL

SEE LATEST RATINGS

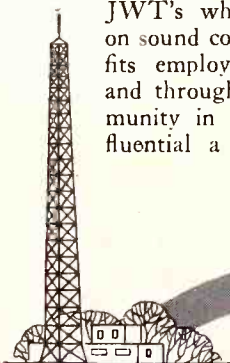


A SALUTE TO
*An outstanding Advertising Agency in Canada
 and in leading cities
 in almost every part of the free world*



Back in the early 1869's, in Civil War days, Mr. J. Walter Thompson pioneered in what was to become one of the most influential professions of modern times. His company grew steadily, and because of his timely interest in export markets, it became the most extensively international advertising agency in the world — and the largest in existence. Since 1916, it has been wholly owned by its employees. Of JWT today, "Fortune" Magazine has said, "Its emphasis is on research, precision, completeness . . . learning more and more about its own trade, and offering to clients the resulting benefits."

JWT's whole operation is based on sound co-operation, which benefits employees and clients alike, and through them the world community in which JWT is so influential a factor.



STOVIN-BYLES Limited

Radio and Television Station Representatives
 MONTREAL TORONTO WINNIPEG VANCOUVER

- | | | | |
|-----------------------|------------------------|---------------------------|--------------------|
| • RADIO STATIONS • | | • TELEVISION STATIONS • | |
| CJOR Vancouver | CJBC Toronto | KVOS-TV Serving | Vancouver-Victoria |
| CFPR Prince Rupert | CFOS Owen Sound | CHAT-TV Medicine Hat | |
| CKLN Nelson | CJBQ Belleville | CKOS-TV Yorkton | |
| CKXL Calgary | CFJR Brockville | CJBR-TV Rimouski | |
| CJNB North Battleford | CKSF Cornwall | CKMI-TV Quebec City | |
| CKOM Saskatoon | CHOV Pembroke | CKCW-TV Moncton | |
| CJGX Yorkton | CJMS Montreal | CJON-TV St. John's, Nfld. | |
| CKY Winnipeg | CKCW Moncton | CJOX-TV Argentina | |
| CJRL Kenora | CJON St. John's, Nfld. | ZBM-TV Bermuda | |
| | ZBM Bermuda | CMQ Television Network, | Cuba |
| | ZNS Nassau | | |
| | CMQ Cuba | | |

Sounding Board

Dear Lonelyhearts: Do you sometimes wish that life could be simple again, with no worries or anything, just like it was before you took that fateful step? Do you too feel as though you haven't meant to push the toboggan over the brow of the hill just yet, but here you are on the way down and there's nothing you can do about it? Are these general feelings, or are they just restricted to your authors?

Not that I mean to sound ungrateful or anything, but we all have our own work to do and these constant interruptions don't help. And of course the money came in handy, after all, with taxes being what they are, an extra carton of cigarettes is always welcome, even if king size ones are nicer.

What I mean is that I've certainly written many articles for the BROADCASTER during the past few years, because your editor is a personal friend of mine and always takes anything I give him, and always uses my own name as author on every one he doesn't pay for, even if he never uses the title I put on the article in the first place and changes the grammar around quite a bit (he doesn't think I've discovered paragraphs. Mind you, I don't want to say anything personal, but I think he thinks that way because that's the way he speaks. In paragraphs, I mean.) But all this time I didn't really know anybody read your paper, except the radio stations who have to find out what contracts they didn't get last week, so I didn't really mind. One time I wrote a piece on the Royal Commission on Broadcasting way back when some other government wanted to show they were doing something about something they weren't going to do anything about. That time somebody went and reprinted the whole article, but it didn't count because it was only a daily newspaper that did it, so somebody must have shown them a copy of the BROAD.

What I wanted to say was that lately as long as the cigarette money is there you don't have to worry too much about what you write (because of the editor and his paragraphs, I mean.) So I don't. The last article is the type I mean. It was so hurried that I don't even know what I called it, but your editor used the title,

"You can lead a writer to the dictionary but you can't make him think." About half of it was pretty good, you know, but I've said the same things before and gotten away with it. But the interruptions now, they're something. Your four readers must have a lot of friends and keep passing the copies around, from the calls I get. Lots of people in other agencies wrote letters and phoned me. Some of the people in companies (client, like) told me about it. One fellow called me at the house just to tell me that he'd read it way off in Cleveland and would be willing to come to work for me "because I like the way you think," but he must have been at a party because I never heard from him again. So far the comments are running about seven to two in my favor. The thing is

though . . . (let your editor figure that paragraph out!) that with the calls and the letters I can't settle down to my own work, so maybe I ought to have that Cleveland man do the work. But I mean it would be better if you'd cut down your subscription list a little so that there wouldn't be so many interruptions. Either that or I'm not going to be able to let you have much more stuff. I don't mind helping out the radio and television people, but all of these other agency and advertiser types ought to get stirred up about some other magazine or paper, for a change.

Come to think of it, maybe your editor isn't so bad at titles, after all.

Yours interruptedly,
HUGH McCONKEY,
 Vice-President
 McConnell, Eastman & Co. Ltd.

On Our Cover

THE GLAMOR GALS on our front cover were among 25 teenagers from high schools in Montreal and district who were selected by their student councils for CJAD-Radio's "Miss Club 800" contest. The idea of the contest was to select a teenage air personality to share the Saturday afternoon duties of Mike Stephens, who is the deejay of the teen-slanted Club 800.

The winner, 15-year-old Pat Springate of Rosemount High, received a \$100 Canada Savings Bond and will earn about \$500 more as her pay for working on the show.

Prime requisite of a contestant was her air personality, with points also being awarded for deportment, character, intelligence and school standing. The contest aroused wide enthusiasm throughout the schools, and the calibre of the 25 contestants made the task of the judges difficult.

NOTE OUR NEW ADDRESS

Prizes are on the agenda again, and Contests Associates are at your service. We are prize finders for quiz shows and other giveaways. Write for information on (BOTW) Bride Of The Week show.



10 Castleknock Road, Toronto 12, Ont.
 HUDson 8-8862 or HUDson 8-8601

Did you know that . . .

CJOR Vancouver
 reaches a total of 170,602*
 adult listeners every day.

*ELLIOTT-HAYNES
 CIRCULATION REPORTS

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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Vol. 17, No. 12

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June 26th, 1958

Canadian Unity --- by Microwave

Starting Dominion Day, three million Canadian homes — eighty per cent of the Canadian populace — will see live television, simultaneously, across the country, through the completion of the world's longest microwave system, which goes into full service on that day. Only the Province of Newfoundland will be left to complete the chain, and this is just for a matter of months because the tremendous task of spanning the 70-mile wide Cabot Strait will be completed next year.

The national network service is comprised of fifty licensed television stations. Eight of them are CBC stations, two French and six English. Forty are privately owned.

Words cannot describe the enormity of the task of constructing this 3,900-mile long fifty million dollar microwave.

Problems of weather had to be surmounted.

At Dog Mountain, near Hope, B.C., a massive steel tower had to be erected on a 4,840-foot mountain.

A peak measuring only 65 by 75 feet had to be leveled by blasting at Hedley, B.C.

In the Prairies, they had to devise means of anchoring the 100-ton steel towers in deep gumbo soil.

Six acres had to be cleared around each site in Northern Ontario, because of the danger of forest fires.

And so on, and so on.

When the CBC goes on the air with its hour-long program to celebrate the occasion on July 1, government and privately-owned television stations, together with telephone and telegraph companies, will have accom-

plished far more than the linking of a chain of TV stations across the country.

The really significant fact is that we shall see the restoration of the truly national medium of communication once supplied by the radio networks, then eclipsed by the coming of television and now replaced by that same medium.

It need scarcely be said that in a country with the tremendous area and scant population of Canada, instantaneous publication of anything, be it information or entertainment, is only possible through the medium of broadcasting. During the war, the radio networks supplied the government and other agencies with their only effective means of keeping the whole country simultaneously abreast of the emergency's needs, thus enabling Canadians to act immediately, and as a single unit. The transformation of radio into more of a local medium, closely comparable perhaps to the newspapers, dealt a serious blow to the national unity which radio had fostered. Now this has proved to be only a temporary situation, for it ends with the coming of the microwave.

Hundreds of words could be written in praise of the organizations and individuals who have brought the miracle of the microwave to pass. But this is an accomplishment not so much of a large number of people but of an entire country.

Canada has built herself a microwave, and so forged the greatest link ever in the chain of Canadian unity, bred of understanding. This task has not been performed for the broadcasting industry, for the government, for the advertising agencies and their clients, for labor or for management. It has been done for Mr. and Mrs. John Canuck, and they should be awfully happy about it.

Neill Maps CAB Strategy

DEFINING A CLEAR-CUT policy, based on the wishes of the majority of the member stations of the Canadian Association of Broadcasters, regarding the proposed independent regulatory body for broadcasting, is the first task of Malcolm Neill, who, early this month, accepted the presidency of the private broadcasters' association.

Neill, who was chairman of the association in 1951 and 1952, is general manager of radio station CFNB, Fredericton, N.B. He succeeds Vern Dallin, CFQC, Saskatoon, who resigned from the presidency at the June 11 meeting of the CAB board of directors.

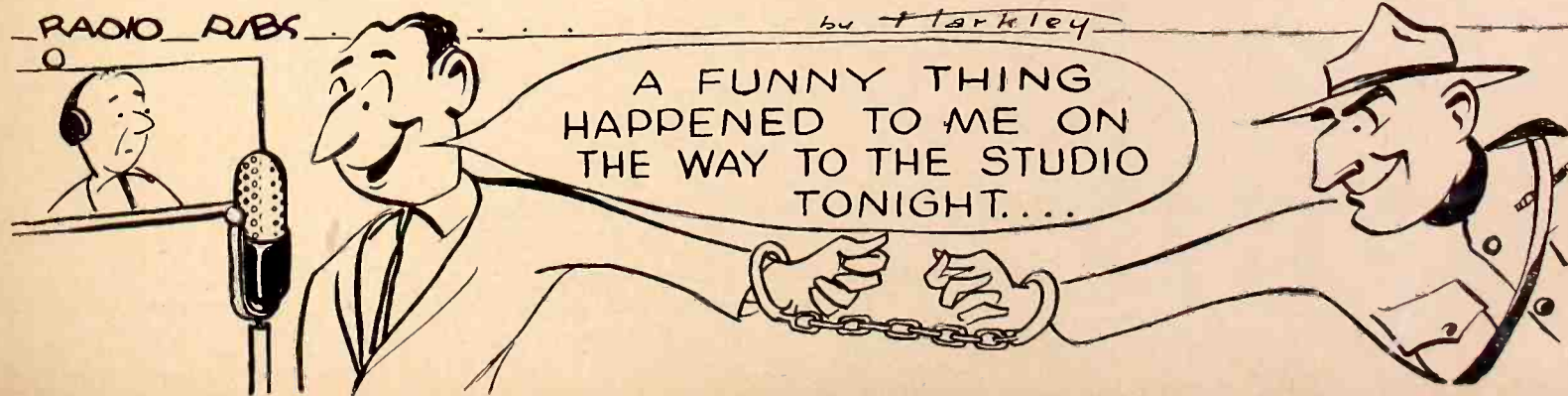
He has circularized the CAB member stations in an effort to find out whether the majority favors a five-man "Telecommunications Board," as recommended by the CAB before the Fowler Commission, or if they would prefer the commission's recommendation of a 15-member honorary board drawn from all levels of Canadians across the country. He emphasized that his prime objective is to establish a clear-cut policy as concerns government regulation of broadcasting, reflecting the opinion of the majority of the CAB members.

Besides the recommendation for the establishment of what it called a "Board of Broadcast Governors," which was included in the Fowler report, the formation of such a board was also mentioned by the Diefenbaker government in the speech from the throne.

CBC Will Feed Ike To US

THE ADDRESS OF President Eisenhower to the Canadian Parliament July 9 is to be run on the full CBC television and radio network from 10 to 11 am. The speech will be fed live to the NBC network and on a delayed basis to the ABC and CBS networks.

The CBC will also carry the arrival of President Eisenhower, July 8 from 10.45 to 11.30 am. An edited repeat of the speech will be seen on the CBC network at 11.30 pm, July 9.



Verbatim

THE YOUNG HAVE IDEAS BUT NEED ELDERS TO GUIDE THEM

WHEN I VISITED the bright young men who run your program departments, I was impressed - indeed I was flabbergasted. I asked them Where We Stand, what are the new trends in programming, is there anything exciting coming up?

Almost without exception, your program directors had an original idea which made my questions silly.

Every one of them already had an original idea. New trends? "The new trend is here." Anything exciting coming up? "Excitement is here already, you dodderly old moss-bank!"

And I had to admit it.

They all had an original idea. True, they all had gotten it from Jack Cooke. Equally true, Jack Cooke had gotten it from Ray Block.

But they'd gotten it and good!

I maintain that it takes sheer brilliance for a young announcer, fresh from one or two trips to Toronto, to come back home with an original idea all ready-made, aged and proven, and build his career on it. Never has one idea sufficed so well for so many. When reputations and careers for showmanship can be built with such dispatch, what in the name of heaven are old fogies like me, or Dick Lewis, or your station owners doing getting your noses into the program end of things?

Let Dick Lewis kick, if he wants to, with his talk of the old days and the old ways, and the shows people tuned in. Not me. Never again will I make the mistake of asking about originality. I bow to the logic of the young, and I think that's what we all had better do.

TOO FOND OF THE PAST

I look at the world and at programming with a more youthful view today than I did three months ago. I've been too critical, too fond of the past, too inclined to gripe

with each station spinning just about the same platters, using the same patter, sounding so much alike. They keep a nervous eye on the monthly ratings; they wonder why sponsors cancel or renew. They begin to discover that there's no magic in the formula itself - otherwise ratings would all be equal - and the BBM figures would exactly match the millivolt signal contour.

HOW CAN I GET BETTER?

Most of all, these young people - and even some of the older ones -

in program format, they will welcome with open arms some answer to their question: How do I get to be a better broadcaster and win a bigger audience?

We old-timers can give them the directionals. You can take my word for it, they are hungry for this kind of direction.

To start with, we all know that there are 100 mighty important words in our lives. Those are the 100 words that make up either a spot announcement; or that must be used in a station promotion piece; or that form the billboard and the patter to a recorded program. On those 100 words a tremendous amount of our success or failure as a broadcasting medium depends.

No expert could come into your station and in a day or two days teach your staff how to write commercials. But what can be done is this: your staff can learn to teach itself how to write commercials, how to take a professional approach to them.

And from the moment a young writer, with a flair, sees open to him a whole field of exploration for improvement, he improves. There are countless exercises to do. Most newspaper writers have done them. Hemmingway did them. Professional writers, for a century or more, have been discovering techniques and methods of writing in such a way that the reader will be convinced, the hearer will be convinced and affected.

Most of these techniques have names - the narrative hook, the paragraph hook, the wave formula, the appeal to the five senses, and so on and on.

Professional copy writers seldom talk about grammar - they talk of straddlers, sub-deb approaches, the single effect, and so on and on. They talk of abstracting, of indirection, and dozens of other approaches a writer can take toward his material.

I didn't learn about these things until rather late in life, when I put out my shingle as a professional writer. I had a flair; I wasn't a professional. Professionals know the fundamentals. They put the work of other professionals under the microscope.

TRACK TO PROFESSIONALISM

What I am suggesting to you is that you probably employ, as a group, some of the finest amateur talent to be found anywhere. The announcers who, just because they're human and bright, do ring bells with your listeners. The writers who no doubt have a flair for writing do, because we all speak much the same language, make a certain number of sales. But they could be so much improved, once started on the track to professionalism.

Therefore I urge on each one of you the importance of visiting with and talking to professional writers whether in your own community, or in advertising agencies, or wherever. Find out for yourselves some of the things they can tell you about the infinite amount there is to be learned, and you may find ways and means of starting your own people

This is a condensation of the speech delivered to the Western Association of Broadcasters by Walter A. Dales

about the juke-boxes and the spinning platters. I think some of you have been like me. It is no use. A combination of things has brought this type of programming upon us, and that is precisely where we stand, and we'd all be wise to face it, and perhaps even quit beefing about it.

But does that mean that we old-timers, or you station owners and managers ought to abandon your interest in programs and leave it all to these bright young men? Not at all.

As some of you know, the young men and the new young announcers and writers in your radio stations and your TV stations feel a certain edginess along with their faith in the "new" type of programming. They, too, though few would admit it, are a bit nervous.

Even the youngest of them wonder if it can go on forever, just as it is,

are asking themselves this question: "How can I get any better? How can I do what I'm doing in a more attractive way? If our turntables spin at the same speed as the next fellow, and we both run the same discs, how can I excel? And most of all, how can radio or television get ahead of or on equal terms with other advertising media?"

I can tell you that they welcome, with open arms, the ideas that you and I can give them in these areas. We can't disabuse them of their fresh and original idea they've been clinging to; maybe we don't want to; but we can make them better broadcasters.

The notion I'm going to bring to you now has been presented, more or less formally, to about 7 radio stations and - whether by luck or because it works - increases in ratings followed; in some cases dramatic increases.

HUNDRED IMPORTANT WORDS

The notion is simply this: that every single broadcaster on your staff wants to improve. While he or she might resist suggested changes

Did you know that . . .

CKLN Nelson, B.C.

reaches a total of 4,134* adult listeners every day.

*ELLIOTT-HAYNES CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS SHOWS

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

N.B. SALES SOURCE

Focus your product story on New Brunswick's most important area of family interest. Whatever you sell that every family might buy - you reach buyers in this area who are eager for suggestions and ready to spend. That's because every one of our listeners is tuned to us daily as a "best source of entertainment and information".



SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

Ask our Reps . . . The All-Canada Man, or Weed & Co. in the U.S.

on that same pathway. Get some professionals to come to your station and unveil their bag of tricks.

TRICKS OF THE TRADE

At the risk of boring you, I am going to tell you of some exercises that good copywriters do, to improve themselves.

For example, place a common ordinary drinking glass before you (that's no hardship, is it?) and write down, in simple words, a description of it so that someone who had never seen a drinking glass before would know what it looked like. Do the same with a spoon, a door, a house, an airplane.

Fiction writers and advertising writers who become really tops have all practiced these things or similar ones. They go on to more difficult ones, like writing out a clear explanation of the difference between the way a boy runs and a girl runs. We all can immediately picture the difference. A professional can put it in clear words.

All writing is tied to observation. Translating that observation into words is a key job for everyone in the business of writing or entertaining. Comics are especially good at it. These are fundamental techniques for learning and improving. Introduce your boys and girls to these fundamentals.

If you start on something like this you will go on and on, because you'll see results. Pretty soon no member of your staff will be able to walk down the street without trying to figure out why Restaurant A has few customers while B has many. What appeal has the one that the other lacks?

Soon, walking past any theatre, they'll be asking themselves what the box-office build up was to make one show popular, the other a flop.

PROFESSIONAL TOUCH WINS

As your staff members begin to take a professional outlook towards this job of reaching the most people most effectively, you'll begin to lose the odd one. Some will get so good they'll go on to bigger jobs elsewhere with bigger pay. But you'll reap a great profit on them in the meantime, and radio and TV will gain over newspapers and magazines.

I honestly feel that's where the big job of the immediate future lies. I don't too much care whether you build individual programs, or use a music-news formula, or what kind of an overall programming plan you put into effect. Any kind of a formula can be improved, when the staff learn more of the fundamentals of reaching and attracting an audience.

We're doing too many things, I think, in an amateur way, when it would be easy, given the proper directionals, to do them professionally. I grant you that in some things the spontaneity of the amateur is more satisfactory than the deliberateness of the professional; but perhaps only in one thing. Generally, the professional touch is the one that wins out.

CATEGORIZING THE NEWS

Let us for example consider news, which forms a big part of your program day.

There are at least 14 special categories, each with tremendous proven interest to a great mass of people. I think every news editor and news announcer ought to know what these categories are, and have a policy --

a general policy -- regarding them. I'm not suggesting they do anything to alter news -- but I am suggesting that they learn to emphasize the material that will win and hold listeners, and know why it is so, and what they are doing. Today, some of them do a fair job on sheer intuition; they have the means at hand to do a magnificent job, by preparing their news professionally.

Every time a single announcer adds a little cluster of listeners and holds them with him another ten minutes, he has done broadcasting a great favor and made it a better medium for advertisers. Every time a professional has taken material that holds interest, and by use of proper narrative hook methods has elongated the interest to hold people through a longer session containing advertising he has stretched and doubled the value of his material.

ALL THE STAFF MUST LEARN

I am, of course, telling you nothing new. I am only too ready to admit that I see and hear you doing some of these things, and doing them skillfully. But at the same time, so much more can be done; it can be done as a matter of general policy and knowledge, rather than sometimes by happy accident or flash of intuition.

In other words, I am convinced that today is the day that all broadcasting stations and television stations ought to turn their amateur staffs into professionals, by giving them the directionals and setting them to the task. It is not enough to have a station manager who is a good showman; all down the line, the staff must be learning the various arts of showmanship and audience attraction.

I assure you we are behind in that regard. I mix a good deal with newspaper people and with magazine writers. I wish you could hear the trade talk that goes on, about how to write advertising, how to write a lead, how to build a news story from the material to hand. I heard the editor of the LOS ANGELES EXAMINER tell how he travelled half way across the USA to be first to make an offer to a young newspaperman on a small paper who had written a tremendous lead. We need, in our business, to value the same abilities the same enthusiastic way.

To sum up, as far as programming goes, I would say we stand high and we're doing well as talented amateurs. All we need now is a professional touch to make us zoom ahead and beyond any other media of any kind.

DAYTIME TV ARRIVES

(BBM March 1958)

"For the first time the daytime TV audience tops the million homes mark."

"From 2:00-4:30 p.m. the TV audience is 35% of all homes in Metro areas."

"Monday through Friday 2:00-4:30 p.m. TV reaches 51% of all homes in Metro areas."

"9 out of 10 homes tuning in have at least one adult female viewer."

"TV households average three afternoons of viewing each week."

"They spend 1 hour and 20 minutes with TV each weekday afternoon."

"5 class 'C' occasions will reach nearly every home tuning in from 2:00-4:30 p.m., Monday through Friday."

These are only a few facts on the fastest growing medium in Canada.

Make a date to see and hear the full story on

**DAYTIME
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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.

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.

Potts' SPOT

● JEAN LALONDE of CKJL extends an invitation to clients and agency personnel to be his guest at the Hotel La Pointe in St. Jerome, when in the vicinity.

● IF THERE'S a Trade Fair in your area, be sure you're in on it. Wingham's Kinsmen Club and CKNX Radio are both very happy over the fair held in Wingham, June 5th, 6th & 7th. The Kinsmen Club gives a great deal of credit to CKNX for drawing a crowd by broadcasting direct from the fair — CKNX's friends didn't diminish either.

● CKLB - OSHAWA reports that G.M. is still working two shifts daily, with each shift working at least one hour per day overtime. Are you cashing in on Oshawa's buoyant economy?

● CONGRATULATIONS to Greg Paul of McCann-Erickson — a baby girl — Father doing well too.

● RALSTON - PURINA'S new plant opening in Whitby, May 31st, drew an estimated 13,000 people—CKLB covered the official opening.

● PAT FREEMAN of Foote, Cone & Belding, suffered a minor heart attack in New York City recently. He is confined in the Mid-Town Hospital, New York City — Let's all wish him a speedy and complete recovery.

Lorrie

Potts

and Company

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SCOTTY SHERIDAN
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Research

BBM DEFENDS SYSTEMS AGAINST ELLIOTT-HAYNES CLAIMS

CHARGES BY WALTER ELLIOTT, president of Elliott-Haynes Ltd., that the Bureau of Broadcast Measurement's method of measuring radio listening is behind the times has brought forth a protest from BBM's executive vice-president, Charles C. Hoffman.

Elliott voiced his charges when he was addressing the WAB Convention in Banff early this month. They were also contained in an Elliott-Haynes News Letter, "No. 2 of a series" which read as follows:

"Ask any radio salesman in Canada today, what his No. 1 sales problem may be, and chances are he'll say it's his declining BBM.

"In the same breath, he'll be quick to quote you facts and figures to prove that there are more radios in use today than at any time in the past, and that radio's audience is bigger and better than ever.

"Why, then, a declining BBM in the face of expanding radio markets?

"The answer lies in a simple statement of fact: The pattern of radio listening has been changing, but the BBM method of measuring the listening audience has not. Prior to 1950, upward to 90 per cent of all radio listening was done in the home.

Today, home listening in many areas, and at many times of the day, accounts for less than 50 per cent of total listening. Prior to 1950, there was some justifiable acceptance for the mail ballot in the home as a device for measuring audience listening, but in today's changed pattern of listening, the mail ballot in the home is not only obsolete and ineffectual, but can be actually misleading as a means of measuring radio audiences.

"A declining BBM can be interpreted as a decline in home listening only, and not a decline in total listening. For this reason, BBM is seriously underestimating the listening audiences of virtually all Canadian radio stations. By way of determining the extent of this underestimation, a direct comparison has been made between BBM and Elliott-Haynes data on key stations across Canada. Elliott-Haynes data, taken here as a norm, are based on current circulation studies, which measure the total listening of the total potential audience of individual stations.

"In order to make effective comparisons, it became necessary to convert Elliott-Haynes data from a base of "persons, 16 years of age and

over" to "homes". This was done by dividing the reported circulations of stations by 1.25 — the latter statistic representing the average number of actual listeners (16 years of age and over) in Canadian homes. (In French Canada, the comparable statistic is 1.75.)

"When Elliott-Haynes circulation data are converted from "persons" to "homes", and then compared with BBM, it becomes apparent that, under the present BBM method of measurement, the audiences of Canadian radio stations are underestimated from anywhere between 10 per cent and 60 per cent."

BBM has answered Elliott's statements in two bulletins, one entitled "A Current Example of Illogical Statistical Reasoning", and the other "Statements made by Elliott-Haynes Ltd. at the WAB Convention".

They are reprinted below in full:

A CURRENT EXAMPLE OF ILLOGICAL STATISTICAL REASONING

Educational Bulletin No. 1

In their #2 news bulletin, Elliott-Haynes Ltd. endeavors to demonstrate that BBM underrates radio tuning.

Their calculations, however, involve a serious statistical error. This occurs when they attempt to obtain "households tuned" from their "persons tuned" by dividing the latter by 1.25.

To use a hackneyed phrase, this is "mixing apples and bananas". The number of persons who listened to a station one or more times during a certain period is in quite a different category than the average number of actual listeners in homes. You cannot divide one by the other and get a sensible result.

If there were some appropriate average figure to divide "persons tuned" by, to obtain "households tuned", it would have to be the average of the number of persons per household who tuned to a radio station one or more times during the period covered. This is something quite different from the average number of listeners.

There are about 2.8 adults in the average Canadian home. Therefore, if 1.25 were the correct figure to use for the purpose, this would mean that 1.25/2.8 or approximately only 45 per cent of all adult individuals listened to radio one or more times a day. Such is the implication contained in the Elliott-Haynes bulletin. We somehow feel the radio industry will consider this an underestimation of the grossest kind.

Now, if 1.25 is not the correct figure to use, what is the proper value? We, of course, do not know

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(your product is protected against competitive advertising)

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for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

CJOR VANCOUVER, B.C.

Did you know that . . .

CKNW New Westminster reaches a total of 301,188* adult listeners every day.

*ELLIOTT-HAYNES CIRCULATION REPORTS

and neither does Elliott-Haynes.

It is almost a certainty, however, that it is a value approaching 2.8. Which, of course, is another way of saying that practically every adult person listens to a radio station sometime during a 24-hour period. Perhaps something a little less than 2.8, say 2.5, would be a sensible value.

Using such a figure would halve the Elliott-Haynes estimates of households tuned - - which, on the average, would make them somewhat less than the BBM coverage figures.

This again makes sense, because whereas the Elliott-Haynes figures are taken over a 24-hour period, the BBM coverage estimates are developed over a four-day period.

All this brings out the point that in the final analysis the acid test of any kind of statistical manipulation is that it must agree with common sense.

ANSWER TO ELLIOTT

The other BBM bulletin reads as follows:

"As the acknowledged industry reference point for broadcast audience measurement, BBM feels that it must comment on observations made by other organizations on its methods or operations.

"At the W.A.B. Convention in Banff, June 5-7, Elliott-Haynes Ltd. announced that they would publish a new type of survey. Coincident with this announcement, certain statements were made which we consider to be incorrect. Also a number of questions respecting their proposed methods were left unanswered.

"This bulletin, therefore, presents to BBM members, our comments on various points raised and suggests

further questions to be asked.

"1. Elliott-Haynes says: Ballots or Questionnaires are outdated, not used and unreliable.

"Comment: BBM research that is open to BBM members for inspection, disproves the last point.

"The first two points are incorrect, as logs are used - - for example, by the A. C. Neilson Company and the Audience Research Bureau in the U.S.A. Moreover, Elliott-Haynes admits using ballots themselves for "special jobs".

"2. Elliott-Haynes says BBM receives a return of 20 per cent and, therefore, BBM's figures are incorrect and unrealistic - - anything less than a return of 70 per cent to 80 per cent not being acceptable.

"Comment: Again BBM research disproves this point. It is not the percentage of returns, but their representativeness in terms of tuning that is vital. One could have an unbiased sample with 10 per cent returns - - or a biased one with 100 per cent, if other factors were uncontrolled.

"3. Elliott-Haynes says they will make at least 400 personal interviews in each census division or electoral district and will carry these out at least six times a year; says they may group these into 3-hour periods.

"Comment:

"(a) This would mean about 95,000 personal interviews per survey; or about 570,000 yearly.

"(b) A number of vital questions arise: How are the individuals

selected?

How are the interviews made - - by phone, or an actual house call? - -

Or by stopping people on the street or in country lanes?

What is the period of recall?

Will the individuals interviewed change from survey to survey?

How much will all this cost?

Who will pay for it - - the advertisers or the stations?

"4. Elliott-Haynes says they will combine figures for all surveys and then publish every few months an average figure.

"Comment: BBM considers it is statistically meaningless to combine samples taken at different monthly intervals. Nor can a sensible estimate of sampling error be determined from such a system. No statistical texts of which we are aware provide for such splitting of samples over time. We have the added agreement in this, of Professor Robert Ferber of the Bureau of Economic and Business Research, University of Illinois.

"5. Elliott-Haynes says this will be a new type of survey - - on the basis of persons tuned rather than households.

"Comment: Any attempt to estimate the characteristics of a universe by sampling individuals and making projections therefrom, is fraught with innumerable statistical pitfalls.

"The Elliott-Haynes Co. itself has fallen into one of the most elementary of these, in its Number 2 News Letter, to which we already have drawn your attention.

"Question: If the "new" system is so revolutionary, does this mean the

present coincidental telephone system is being discontinued? If so, why? Was it not accurate?

"6. Inspection of research and detailed records pertaining to any survey.

"Comment: The final but perhaps the most important questions which should be asked of any research organizations are:

"(a) Is all the research undertaken and leading up to the development of the organization's survey methods open for inspection?

BBM's answer respecting its methods is Yes.

"(b) Are the records in connection with any and every particular survey open for detailed inspection.

Again BBM's answer is Yes."

Cover the Rich
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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 - TV

MONCTON NEW BRUNSWICK



SPORTS



NEWS



OVER THE BACK FENCE



WEATHER



THE BUNKHOUSE BOYS



THE STUDIO



LITTLE RED SCHOOL HOUSE



PUPPET THEATRE

POINTS OF SALE

For the MOST SETS tuned to ONE STATION in the province of NOVA SCOTIA check BBM for 5 - 6 p.m. on CJFX Antigonish

- CJFX Antigonish
- CKBB Barrie
- CJCH Halifax
- CFPA Port Arthur
- CKTB St. Catharines
- CHOK Sarnia

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News

ROSS HEADS OTTAWA BUREAU FOR ACMO STATIONS

SAM ROSS, assistant manager of CKWX - Radio in Vancouver, is leaving the West Coast for Ottawa on August 1 to set up a radio news bureau for the ten ACMO stations.

According to H. R. Carson, president of All Canada Mutually-Operation Radio Stations, who made the announcement, Ross' bureau will channel news from Ottawa by telegraph, telephone and tape recorder. Stations using the service are CJVI, Victoria; CKWX, Vancouver, CJAT, Trail; CJCA, Edmonton; CFAC, Calgary; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge; CKCK, Regina;



later worked for the REGINA LEADER Post, and in 1931 joined The Canadian Press in Calgary. He was made manager of Press News Limited, now Broadcast News, when the radio subsidiary was formed and stayed in that post until 1944, when he went to CKWX as news editor.



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

CKRC, Winnipeg; and CKOC, Hamilton.

Ross began his news career as a copy boy with the WINNIPEG TRIBUNE,

Did you know that . . .

CHUB Nainimo, B.C. reaches a total of 73,195* adult listeners every day.

***ELLIOTT-HAYNES CIRCULATION REPORTS**

BROADCASTER RADIO CONTEST

for the best idea for Radio Week

\$100 Prize

Dick Thibodeau, National Sales Promotion Manager, CHRC, Quebec City.

Honorable Mentions to:

Roy Bonisteel, CKTB, St. Catharines

and

Don "Red Hot" Kohls, CHOV, Pembroke.

Full details next issue

HAPPY BIRTHDAY TO US!

JUNE 24th, 1958 MARKS CKSL'S SECOND BIRTHDAY ANNIVERSARY

Thanks to all Agencies, Advertisers, Reps, and Friends who have helped to make our First Two Years so Wonderfully Successful



Education

EDUCATIONAL TV BRINGS VARYING OPINIONS FROM UNIVERSITY PRESIDENTS

EDUCATION SEEMS to be the word on the tip of everybody's tongue these days and over the last few weeks there have been various views, both pro and con, expressed by educators across the country about the use of television in education.

Two university presidents, addressing the National Conference of Canadian Universities in Edmonton this month, quashed suggestions that Canadian universities use closed-circuit television as a teaching device to reduce the staff shortage.

The president of the University of New Brunswick, Dr. Colin B. Mackay said, "it is obvious that television instruction will not reduce our need for staff and that it is a luxury which few Canadian universities can afford."

Dr. Norman A. MacKenzie of the University of British Columbia said that he, too, could see no possibility that television or films would do much to ease staffing problems. "The essence of university education is that it provides the possibility for the student to have personal contact with mature scholars and teachers," he said, "thus giving him in a few years, opportunities which it would take a lifetime of travel and personal contacts to obtain otherwise."

Dr. Mackay said that many industrialists seem fascinated with television possibilities on the campus. He said they argue that the use of TV would eliminate our imagined prob-

lems of staffing. "We are told that we should not waste time in training a number of possible professors who may turn out to be second-rate, when one proven faculty member can come before the television camera and have hundreds of students herded into a room to gaze at him."

He said that the medium was being used in the US with varying degrees of success. However, to capture his audience, a faculty member would have to be relieved of a full-time teaching schedule and devote a full day of intense preparation for a half-hour telecast. The faculty member would need other teachers' help and a technical staff.

Dr. Mackay said he thought that television might be used in extension or adult education programs to reach a larger audience than is now possible in night classes.

ACCENT ON HUMANITIES

Speaking to the Humanities Association of Canada in Edmonton, Dr. Claude T. Bissell, president of Carleton University, Ottawa, said "universities should accept the challenge of television, a challenge to which they have reacted up till now with typical caution and unusual lethargy."

He said that television is not a "magic substitute" for the teacher in the classroom. Used in that way, it would be only a means of reducing cost "and awakening the quality of education." However, it would be a

superb device for "projecting the university outside."

He pointed out that in the use of television for university extension courses, the humanities would play the central role. They would have the most diverting subject matter, and "some of the more accomplished performers."

At the same time, he felt that "the wider diffusion of knowledge and appreciation of the great works of literature would do much to raise the standards of popular television programs."

SUPPORT TV EXPERIMENTS

"The near future will bring revolutionary changes in classroom teaching through television," was the statement made by C. E. Edwards, a Nova Scotia school inspector, in an address to the Canadian Home and School and Parent-Teacher Federation in Ottawa.

"Television is already a part of teaching in the US," he said, "and Canada is lagging behind in cold solid support for experimentation in classroom TV."

Mr. Edwards won approval of a resolution reaffirming continued support of a program involving further extensive experimentation by the CBC in classroom TV and urging home and school support at local and provincial levels for such experiments.

He said that two television experiments already carried out have brought wonderful results.

A dramatized part of a book sent children scurrying to libraries for copies of the book, and a televised museum visit sparked interest in numerous related subjects.

Mr. Edwards said that "when television does what the average teacher cannot do because of lack of resources or training, then television is a great audio-visual aid. Devices are also being developed whereby a listening pupil can communicate with his television teacher."

He said that classroom TV could help equalize the quality of rural and urban education, provide lectures by specialists or even music training not otherwise available.

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GIVES NETWORK QUALITY TO YOUR LOCAL STUDIO PRODUCTION!

- TelePro has more light — 6000 lumens — than any other rear-screen projector.
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Newspapers

TV AND NEWSPAPERS ARE HELPFUL SISTERS

WHILE A. D. DUNTON, CBC Board chairman, was defending television against charges that it is turning Canada into a nation of non-readers, the Commonwealth Press Union in London was told by F. I. Ker, representing the Southam newspapers, that "television is just not in it" insofar as competition with newspapers is concerned.

Mr. Ker was one of several speakers at the Union's annual meeting who gave their opinions on the electronic media as competition for newspapers.

Mr. Dunton was speaking at the annual dinner of the Canadian Authors' Association in Montreal. He said the national TV system "represents an enormous extension of equal opportunity for individuals to enjoy and be stirred by creative work, if they wish."

HOW MANY READ MILTON?

"Some may make sly suggestions about young Canadians being enticed away from their happy reading of Milton by the frivolities of television," he said. "But I think of the other story, the story of the wealth that is being brought into hundreds of thousands of homes where so little of the kind went before. In how many homes of pre-broadcasting Canada were good books in fact being read on a given evening? I imagine in a pretty small fraction - -

but last week probably close to a million people watched a superb presentation, *Socrates*, by a Canadian writer on television."

In London, Sir Robert Fraser, director general of Britain's Independent Television Authority, said TV in Canada cannot be compared with the medium in England. He said British TV was carried out on a national scale, while US, and even Canadian TV, tended towards decentralization and community responsibilities.

Sir Robert said he believed newspapers and TV were "helpful sisters, not destructive rivals." He did not believe, he said, that one would destroy the other, but that each would settle down to its special way of informing and entertaining the public.

NEWS DOESN'T SELL PAPERS

Mr. Ker, had said that "most Canadians buy newspapers for the advertising. We couldn't run a newspaper if reading matter was the only consideration - - and television is just not in it."

Senator W. Rupert Davies, president of the KINGSTON WHIG-STANDARD, said he had interests in both radio and TV stations, and as far as he could see the electronics media did not interfere with the newspapers. But, he said, "a peculiar situation" developed in the last election campaign. "For the first time the cam-

paign was not carried in newspapers - - it was carried on TV. Apart from advertisements from local candidates, we didn't get any money at all from the national campaign."

STEPHENS & TOWNDROW LIMITED

are proud to announce their appointment as representatives for radio station

CKLG VANCOUVER

SOON 10,000 WATTS, 730 KCS.

CKLG VANCOUVER
10,000 watts

CHUB NANAIMO
10,000 watts

"TWIN PEAKS OF POWER IN B.C."

both represented by

STEPHENS & TOWNDROW LIMITED
Toronto and Montreal



everything's UP in Saskatchewan

Look at these interesting figures . . . for the months of Jan. and Feb. 1958, over the same months of 1957.

- Average Weekly Wage . . UP 3.08%
- Number of Oil Wells . . . UP 725
- January Oil Production . UP . 1,000,000 barrels
- January Gas Production . UP . 1,000,000 cu. ft.
- *Retail Trade UP \$9,000,000

	CANADA	SASKATCHEWAN
* Grocery and Combination	up 9.5%	UP 10.1%
Department Stores	up 5.7%	UP 8.0%
Motor Vehicle	down 2.3%	UP 8.1%
Men's Clothing	up 2.1%	UP 9.0%
Women's Clothing	up 8.1%	UP 11.6%
Shoes	up 11.8%	UP 26.1%
Hardware	up 6.4%	UP 23.5%
Furniture and Appliances	up 1.3%	UP 9.2%

(Figures Reg. Ch. of Commerce)

A Mighty Good Province to GET Business in!!

CKCK-TV 2 REGINA
CHANNEL 2
YOU'RE RIDING HIGH IN THE SASKATCHEWAN SALES SADDLE

CJMS, Montreal

PUBLIC SPEAKING HELPS SIGHTLESS



WINNERS OF A PUBLIC SPEAKING CONTEST for the blind receive their awards. Left to right, Marcel Lequin, president of the club for the blind sponsoring the contest, Gilles Roch, Mrs. Gerard Lavoie, Johnny Nadon of CJMS, who ran the classes, and Miss Lucy Senkevitz.

A PUBLIC SPEAKING CLASS for the blind, to give them confidence and to help them overcome their handicap, was operated in Montreal this past winter by CJMS-Radio and the St. Lawrence Club for the blind.

Classes were conducted by Johnny Nadon, manager of CJMS, who demonstrated how to use expressions and gestures to get over a point and to emphasize important sentences in a speech.

To help blind people evaluate their speaking and improve on their presentations, CJMS made its recording equipment available to them.

Some of the members of the class were invited to come to the CJMS studios and record short interviews to inform the public of the problems of the blind and how their handicap can be overcome. In this way, the public's interest in the Annual Blind Campaign was built up.

POINTS OF SALE

Congratulations to **CFCL-TV TIMMINS** whose **Beaver Award** "for its wide variety of programs" was presented last week by **HON. WILFRED C. SPOONER** Ontario Minister of Mines

- CKVR-TV** Channel 3
- CKGN-TV** North Bay
- CFCL-TV** Timmins

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CBS Nets More For '58

COLUMBIA BROADCASTING System has announced a consolidated net income of \$6,518,039 for the first quarter of 1958. Compared with the \$5,907,323 earned in the same period last year, this is an increase of 10.3 per cent.

The net revenues and sales for the quarter totaled \$103,296,857, a 7.7% increase over the \$95,946,932 earnings for the first quarter of 1957.

The current earnings are equivalent to 83 cents per share, as compared to the 1957 value of 77 cents per share.

BCAB SUMMER MEETING AT PORT ALBERNI, SCHEDULED FOR JUNE 26 AND 27, HAS BEEN POSTPONED UNTIL SEPTEMBER.

Did you know that . . .

CKOK Penticon reaches a total of 26,140* adult listeners every day.

*ELLIOTT-HAYNES CIRCULATION REPORTS

Technicolumn

A SUCCESSFUL demonstration of closed-circuit television in Canada to convey meteorological forecasting data to commercial airline pilots was recently held at the Department of Transport facilities, Dorval Airport, Montreal. P. T. Wilson, manager of sales and planning for Canadian General Electric Company Limited's Communications Equipment, disclosed this information recently.

Because the tests are continuing, Mr. Wilson did not indicate complete details of the demonstration. However, he said use of closed-circuit television afforded both the Department of Transport and commercial airlines a close-up view for the first time of a technique which can provide the solution to a communication problem which is becoming increasingly serious.

As municipal airports become larger and more complex, the need for an effective, economical way of making weather information available at the most convenient pilot briefing point has become evident.

• • •

Mr. Wilson outlined the way recent developments in closed-circuit television provided a "relatively inexpensive answer" to this thorny communication problem and yet achieved a feeling of "live" participation.

A closed-circuit TV camera is strategically located in the airport's meteorological offices. Here the camera is focused on a weather map appropriate to the briefing situation involved. A forecaster, with extensive weather information at his disposal, utilizes an audio intercom system to complete the briefing to the pilots who may be situated in another building or several miles away.

Both the audio and video signals are transmitted simultaneously to the pilots' remote briefing room, said Mr. Wilson. Here the pilot views the weather map on a monitor which could be a standard television receiver and may both listen to and talk to the forecaster. Depending on the distance involved, the closed-circuit TV would be transmitted by coaxial cable or by microwave. It is not broadcast and cannot be received by the general public. If transmitted by cable, no licensing is required. If carried by microwave, frequency assignments would have to be granted.

• • •

The General Electric closed-circuit television comprises a system or "chain" which includes camera, power supply, monitor (receiver), and cable connections. It operates on virtually any standard electrical connection. G-E closed-circuit television systems have been at work doing a "round-the-clock" surveillance job for industry, in education, medicine, banking, and certain defence areas.

Applications include materials handling, fire detection in factories and forest preserves, wind tunnel tests, scrap loading in railroad cars, traffic control, and a host of others.

Calgary Station Welcomes New Canadians In Nine Languages

IN RECOGNITION OF Citizenship Day, May 16, Radio Station CFCN, Calgary, recorded a special set of station breaks in nine different foreign languages. Through the Calgary Citizenship Council, CFCN contacted new Canadians of foreign ex-

traction to record the following message:

"This is CFCN, The Voice of the Prairies, Calgary, and this is (name) speaking. I am a native of (country) and I am very proud on this Citizenship Day to

say that I am a Canadian."

The message was recorded in German, Italian, Dutch, Latvian, Russian, Polish, Danish, Norwegian and French, and was broadcast several times an hour throughout the day.

CHED #1

• B B M

METROPOLITAN EDMONTON
SPRING, 1958

ched EDMONTON

10,000 WATTS

REPRESENTATIVES:

STEPHENS & TOWNDROW LTD.
TORONTO MONTREAL

A. J. MESSNER & CO.
WINNIPEG

JOHN N. HUNT & ASSOCIATES
VANCOUVER

FORJOE & CO., INC.
U.S.A.

THE "LISTENING TREND" in CJGX-LAND!



Here are the results of the April 1958 Elliott-Haynes survey conducted in the city of Yorkton and five principal centers — including Melville (25 miles S.W.), Kelvington (80 miles N.W.), Canora (30 miles N.) and Kamsack (34 miles N.E.) in Saskatchewan, and Swan River (81 miles N.E.) in Manitoba.

DAY-TIME AVERAGE 9A.M. to 6P.M.

YORKTON CITY

0 10 20 30 40 50 60 70 80 90 100

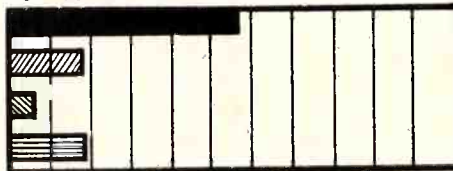
CJGX
STATION "A"
STATION "B"
OTHERS



YORKTON CITY & AREA

0 10 20 30 40 50 60 70 80 90 100

CJGX
STATION "A"
STATION "B"
OTHERS

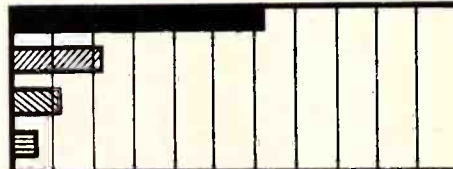


NIGHT-TIME AVERAGE 6P.M. to 10P.M.

YORKTON CITY

0 10 20 30 40 50 60 70 80 90 100

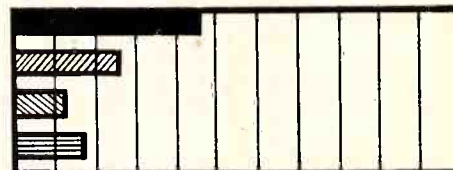
CJGX
STATION "A"
STATION "B"
OTHERS



YORKTON CITY & AREA

0 10 20 30 40 50 60 70 80 90 100

CJGX
STATION "A"
STATION "B"
OTHERS



REMEMBER . . . 1/3 of the total retail sales in Saskatchewan, with the exception of Regina and Saskatoon, are made within a 100 mile radius of Yorkton.

10,000 Watts — Day
1,000 Watts — Night



CJGX

Yorkton

SASKATCHEWAN

Consult our representatives for further information:

STOVIN-BYLES — Montreal, Toronto and Vancouver

MESSNER & CO. — Winnipeg

YOUNG CANADIAN LTD. — U.S.A.



Over the Desk

TWO HUNDRED and fifty guests were on hand when Mrs. Olive Diefenbaker, wife of the prime minister, returned to Huntsville, the scene of her old school teaching days, to press the button which launched radio station CKAR onto the air on Saturday June 14.

that is responsible for moving say \$50,000 worth of merchandise is a lot cheaper than the thousand dollar commercial which scarcely pays for itself in returns."

In a tone reminiscent of that other Winnipegger, Walter Dales, and his turning talented amateurs into professionals (page 6 this issue) Harry wants to know about "the wisdom and limitations of the horizon". He asks, "is our thinking about production to be only so high, or as far as the human eye can see and as grand as the human mind can conceive?"

Apparently PGA fits action to words, because commercials made in their studios are seen on major network shows every night of the week. Examples of these are on *The World's Stage* (Bristol-Myers), *Wyatt Earp* (Chase & Sanborn), *Have Gun Will Travel*, (Milko), *Kraft Theatre*, (Kraft), as well as spots for the Chrysler Corporation and Kellogg's.



Mrs. Diefenbaker, left, and CKAR Manager, Bob Dean.

TEN DOLLARS A MINUTE

IT TOOK LESS than 120 minutes for Radio Stations CFAB and CKEN in Windsor and Kentville, N.S. to raise \$1,125.00 for the Kentville Community Baseball Association on the night of June 5.

The Club was making its final drive for funds to open the 1958 baseball season, when it was discovered \$1,000.00 was required to meet the pre-season objective. Last year the same situation existed and the radio appeal made at that time was so successful, baseball officials again turned to CFAB-CKEN.

The program was heavily plugged Wednesday afternoon and all day Thursday, and at five minutes past eight on June 5, Dr. J. P. McGrath, president of the baseball association, sat at a table before a microphone with Sportscaster Bob Huggins, Women's Commentator Ann Ramey and Manager Jack Lewis. Dr. McGrath opened the drive with a short address and the EBC staff members took over. Pledges began to come in immediately, and when sign-off was made less than two hours later, a total of \$1,125.00 had been subscribed.

There used to be some thought in the Kentville-Windsor area that broadcasting was detrimental to sports gates, but Bob Huggins cleared up that misunderstanding without any doubt at all in the set of figures he presented.

His figures showed that in the case of one visiting club in Kentville, attendance for three games broadcast and three games not broadcast was approximately the same. Three games were broadcast and three were played without broadcast when No. 2 club visited in Kentville. Attendance records showed that broadcast games drew 17% more than the non-broadcast games.

In her speech, Mrs. Diefenbaker said:

"I hope you will find in your new radio station one new way of communicating to others the unique nature of this country. I hope that you will be able to keep it truly your own and not just a reflection of other stations and other places."

Freelance announcer Herb May acted as master of ceremonies at the opening. Following Mrs. Diefenbaker's speech, congratulatory addresses were delivered by Mayor Donald Lough of Huntsville, Donald Aitkens, MP for Muskoka-Parry Sound and the mayors of Bracebridge, Gravenhurst and Parry Sound. A trio led by Lou Snider provided a musical interlude, after which the station's president, L. G. Olan, and station manager Bob Dean were introduced to the guests.

NOT HOW LITTLE - - HOW GOOD

ISN'T IT TIME for the CARTB and others to quit telling people how cheaply TV commercials can be made in Canada and concentrate on letting it be known how well we can do them?

This thought came from Harry Gutkin, managing director of the TV production house of Phillips-Gutkin & Associates Ltd., Winnipeg.

Harry amplified this idea, *Over The Desk* on a recent visit to Toronto with the suggestion that the big advertiser is not so much concerned with "how little" as he is with "how good". As he put it, "it doesn't matter how cheap a commercial may be, it is worth precisely nothing unless it moves people to action. A sixty second commercial that cost \$4,000



OH LET US BE GRATEFUL

Even a graceless character like me could scarcely pass up a chance to go on record with a kind thought about the WAB Convention in Banff. It was reported in our last issue, but what I did not have time to get in was that it was rather like a bunch of old friends getting together for an annual picnic. And, since Bob Buss got the boys in line again, we have even been doing a spot of work along with the fun. No fooling. The first day was golf day, and then the meetings went into session.

High spot of the pre-convention for me was a visit to Bob Buss' Pharmaceutical Chapeau (Medicine Hat to people who don't know any better). Bob had the staff and me out for a barbecue one night. It was a warming experience, and I don't

mean the warmth generated by the charcoal. The snap shot might be titled, "Feeding The Hand That Bites You" or something. It shows our host accepting a morsel from your correspondent's fork. I think Bob's expression portrays pleasure.

I had three hosts on the way back, because I was driven to Saskatoon through the joint efforts of no less a personage than A. A. Murphy, his brand new Chrysler Imperial and Vern Dallin.

They shoved me in front of the TV camera at CFQC not once but twice, and I think I must have been pretty hot stuff, because no one phoned up to complain.

And now, before the printer lets out a querulous oath, I'd better close this off, so buzz me if you hear anything, won't you?

CKY LEADS AGAIN with the **LARGEST AUDIENCE** **OF ANY STATION** **IN WESTERN CANADA**

(As reported in B.B.M. Station Report, Spring, 1958)

RATINGS ON MERIT

During B.B.M. Survey Week, CKY was the **ONLY** Winnipeg Station to adhere to ACA, CAAA and B.B.M. requests to refrain from special

promotion. **WITHOUT** special promotion, CKY delivers 143,200 listening households per week, the **LARGEST** audience of any station in the West!

Ask B.B.M. for details.

5000 Watts —
580 Kcs.

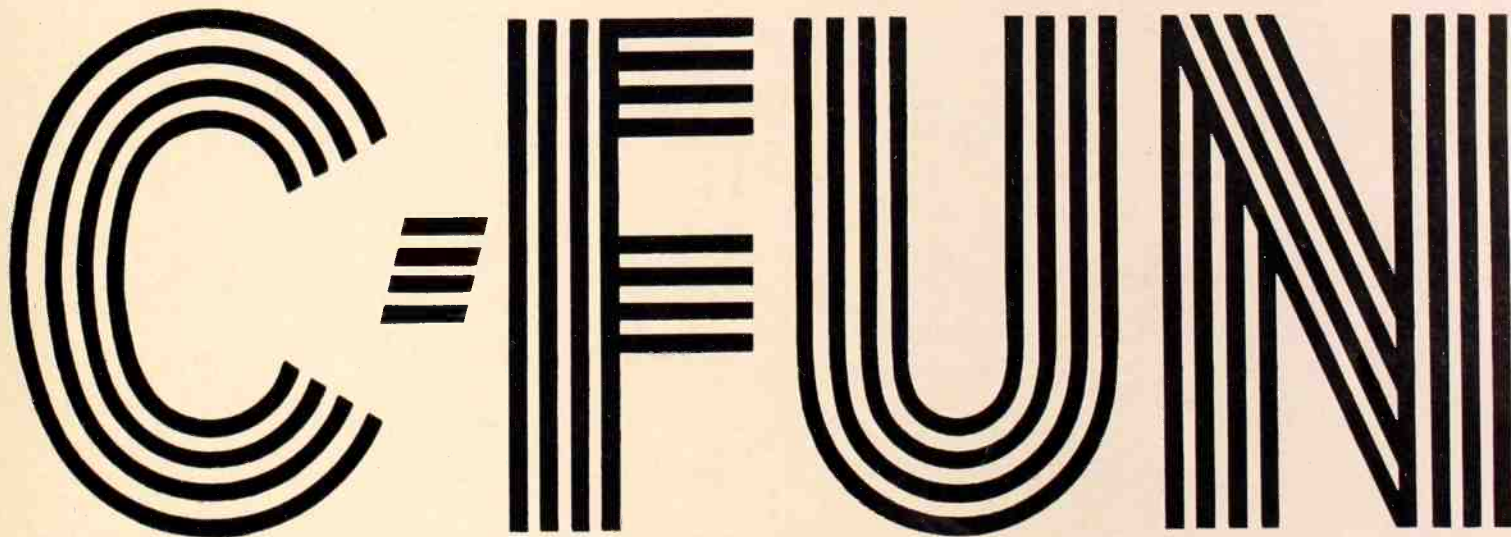
Reps:
Stovin-Byles,
Canada



WINNIPEG

Forjoe,
U.S.A.

***The best catch in the Vancouver Area . . .**



***Radio Station C-FUN Vancouver is staging the largest salmon derby ever held in North America. The first prize is \$10,000 cash**

DETAILS FROM REPRESENTATIVES

**NATIONAL BROADCAST SALES LTD., TORONTO, MONTREAL
DEVNEY INC.—U.S.A.**

Research

GEORGE BERTRAM HEADS BBM BOARD

GEORGE S. BERTRAM, advertising manager of Swift Canadian Co. Ltd., Toronto, was named president of the Bureau of Broadcast Measurement at a recent BBM meeting. He is the industry-operated organization's third president in its 14 years of operation.

Ross A. McCreath, television time sales manager of All-Canada Radio & Television Ltd., Toronto, was elected vice-president.

Charles R. Vint, retiring president, was named honorary president, while Horace N. Stovin of Stovin-Byles Ltd., Toronto, the retiring vice-

president, was named chairman of BBM's advisory committee.

On the board of directors are:

Robert M. Campbell, vice-president of J. Walter Thompson Co. Ltd., Toronto; W. H. Poole, Young & Rubicam Ltd., Toronto; Ralph Hart, vice-president of Spitzer and Mills Ltd., Toronto; William Trimble, Baker Advertising Agency Ltd., Toronto; Leslie F. Chitty, Toronto manager of Batten, Barton Durstine and Osborn, Inc.; Fred L. Wood, General Foods Ltd., Toronto; R. B. Collett, Lever Bros. Ltd., Toronto; A. M. Sanderson, president, Whitehall Pharmacal (Canada) Ltd., Toronto; Wm. W. Vanderburgh, Coca-Cola Ltd., Toronto; Lloyd Moore, CFRB, Toronto; W. Clifford Wingrove, CFPL-TV, London; Wm. N. Hawkins, CFOS, Owen Sound, Ont.; and Andre Daveluy, CKAC, Montreal, Que.

Charles C. (Bud) Hoffman continues as executive vice-president, with Wilfred Hudson as director of research and development and Charles Follett as secretary-treasurer.

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

Are you satisfied with your MAILING SERVICE? If not - call CHADWICK PRINT & DIRECT MAIL SERVICES 52 McCAUL ST. EM. 8-7174

NEW BONUS BUY FOR QUEBEC ADVERTISERS. Television de Quebec Operating CFCM - CKMI-TV Now Offers A Combined Selling Penetration into Canada's 5th Largest Market! Effective July 1, 1958, Television de Quebec offers advertisers in Canada's 5th largest market the combined selling power of CKMI-TV (Eng.) and CFCM-TV (Fr.). Now reach all the market at lower cost on one combined rate card with a Big saving! A BIG BONUS BUY. It takes two languages to cover a bilingual market. CFCM and CKMI-TV now give Quebec advertisers concentrated coverage at a big saving. This special rate is also available to French network advertisers. CFCM-TV and CKMI-TV represented nationally in Canada by JOS. A. HARDY & CO. LTD. TV DIVISION Toronto EM. 3-9433 Montreal PL. 1101

CBC Toronto

One Single Establishment . . . One Day

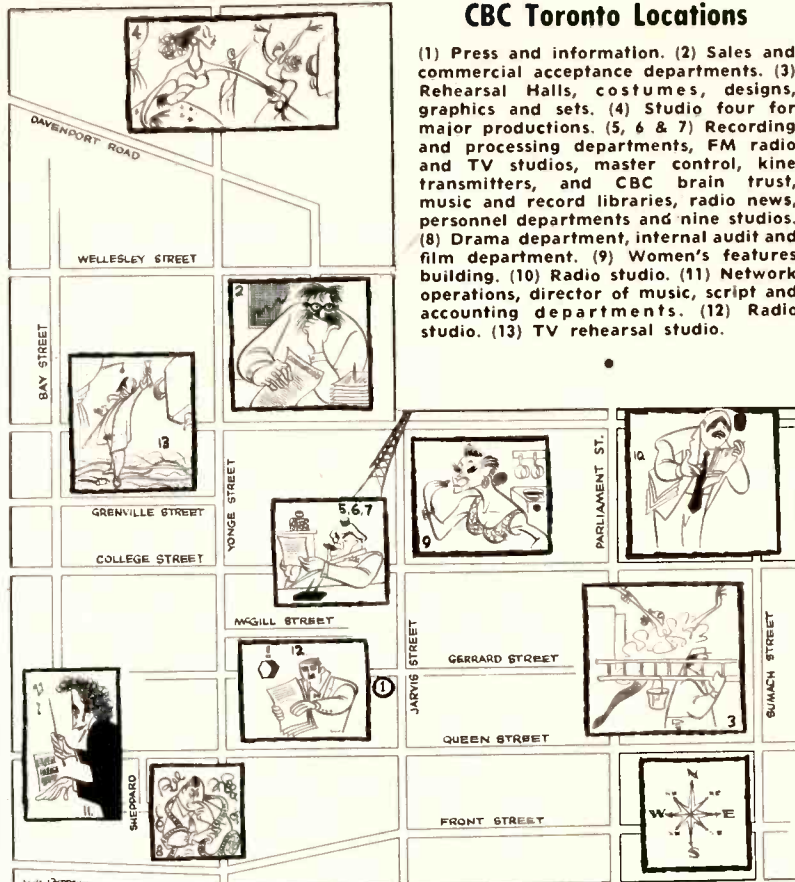
IT WILL BE some years yet - - if it ever happens at all - - before the CBC is able to consolidate its sprawling Toronto operations into the "broadcasting city" envisioned in recent press reports.

Speculation was raised by a report

Another interesting point, assuming that the CBC did withdraw from three downtown buildings which it actually owns, is how will these be disposed of? Speculation in Toronto is that the successful applicant for Toronto's first commercial TV licence

CBC Toronto Locations

- (1) Press and information. (2) Sales and commercial acceptance departments. (3) Rehearsal Halls, costumes, designs, graphics and sets. (4) Studio four for major productions. (5, 6 & 7) Recording and processing departments, FM radio and TV studios, master control, kine transmitters, and CBC brain trust, music and record libraries, radio news, personnel departments and nine studios. (8) Drama department, internal audit and film department. (9) Women's features building. (10) Radio studio. (11) Network operations, director of music, script and accounting departments. (12) Radio studio. (13) TV rehearsal studio.



Toronto Daily Star

that the CBC was dicker with Toronto industrialist E. P. Taylor to purchase a 35-acre site on the outskirts of the city which would eventually house radio and TV production facilities, and the CBC's Toronto administrative staff. CBC Chairman A. D. Dunton would say only that "various" sites are being looked at. Revenue Minister Nowlan has already said that there is no present plan to build.

Part of the reticence would seem to stem from the fact that it is not yet generally known what the CBC would be building for. "We don't know just what part of our present operation we will be asked to maintain," said Lyle Brown, the CBC's Toronto public relations officer. "If it is decided to maintain the operational function at its present level, a broadcasting city consolidating our holdings, as recommended by the Fowler report, would be in order. But if the CBC is given a reduced role, we may be able to get along with our present accommodation."

would need them to set up shop. But it has also been said on several occasions that they are old-fashioned, obsolete and inadequate.

Before CBC television began in 1952, the Corporation was fairly neatly contained in Toronto, with its main building on Jarvis St. (a converted girls' school), and two or three concert studios. Since TV began, two studio buildings have been constructed on the Jarvis St. site, and up to 17 buildings have been rented all over the city. At the moment, there are 13 buildings used at 11 different locations. Rentals amount to \$500,000 a year, and cab fares to get about (not all paid by the CBC, of course) would certainly be in the thousands of dollars.

"We can't consolidate any further with our present holdings," says Brown. "There is no more room to build on Jarvis St., and other of the buildings we had hoped to use have been condemned."

The only remaining answer, to start from scratch and build with an eye for future expansion, is strongly advocated by the TORONTO TELEGRAM in an editorial on June 6. "Action on the idea of consolidating the CBC's activities," the editorial reads, "into one well-planned, suitable establishment is long overdue, both for convenience and efficiency. Television is basically entertainment business, and its growth already is being hampered in Canada by cramped and inadequate facilities."

Did you know that . . . CKLG North Vancouver reaches a total of 53,755* adult listeners every day. *ELLIOTT-HAYNES CIRCULATION REPORTS

Swarbricks and BOUQUETS

By Brian Swarbrick

ONE OF THE most unique press conferences in history was attended by about 500 news people in 10 cities from Vancouver to Halifax on June 18 as the CBC and Trans-Canada Telephone Systems unveiled the new 3,900-mile microwave relay system in a special preview.

From the CBC's Toronto studios, with 50 to 60 reporters in attendance, Alphonse Ouimet, general



Brian Swarbrick

manager of the CBC, and Thomas Eady, President of the Bell Telephone Co. Ltd., conducted a live press conference over a closed circuit microwave TV system. They talked to audiences in CBC studios in Vancouver, Ottawa, Halifax, Winnipeg and Montreal, and in the studios of CKCK-TV in Regina; CFRN-TV, Edmonton; CKMI-TV, Quebec City; and CHSJ-TV, Saint John.

It was a perfect method to show what microwave television facilities will mean in terms of national unity. This audience of perhaps a thousand people all told were able to see Dorwin Baird, for example, in Vancouver, questioning Alphonse Ouimet in Toronto, over a system that yielded nothing to normal live-production quality. A subsidiary question was asked by a member of the Chamber of Commerce in CHSJ-TV's studios, in Saint John, and again the tremendous flexibility of the medium was demonstrated. In less than 1/50th of a second, a question asked in Vancouver was triggering another in Saint John.

The questions were handled with wit and charm by Mr. Ouimet, and with considerable on-camera polish by Mr. Eady. Eady's share involved replies, for the most part, to questions about how the system was built and how much it cost. Earlier, the background of the \$50,000,000 system had been explained with still shots, film clips, and graphics, with Bruce Marsh providing the running commentary. Mr. Eady amplified certain points in the financing structure, and also tried to answer the question in everyone's mind: how long before we span seas and oceans with live TV?

He said it was not a matter of technical difficulties, because the engineers were now fairly certain that they knew how to overcome them. The problem, as usual, was money.

Who would find sufficient need for it in the foreseeable future to be willing to pay for it? The question was left there.

Mr. Ouimet showed himself willing to answer questions with considerable candor, although no real answers were forthcoming to such queries as: Now that microwave facilities exist across the country, would the CBC welcome a private station network?

"I would not exactly use the word 'welcome,'" he said. "Certainly another network would cut into our revenues, and that would mean that unless the public paid more through government grants the CBC would have less money available for its programming." He pointed out that if a private network was initiated, no real opinion could be formed on the idea in advance until it was made clear what obligations it would have to the Canadian public. If the public was to get only American shows, for the most part, then the system would not be particularly welcome.

The CBC was ingratiatingly willing to laugh at itself while under this Canada-wide exposure, too. Ouimet stood before a monitor on which a series of still shots and film clips were being flashed, explaining that the microwave would bring live opera, music, news events, and so on to the whole country. As he mentioned each different type of program, an illustrative shot flashed on the screen.

"... and, of course," he said in conclusion, "we will be now able to provide the best from outside the country too..."

The accompanying film clip was of Canada's Wayne and Shuster, who dropped the CBC, at least temporarily, in favor of Ed Sullivan.

Q: "How can I clean and inspect film in one economical operation?"

A: Find out about SPEEDROL. It does both, at hundreds of feet per minute!

SPEEDROL APPLICATOR

This famous applicator is available in 16 or 35 mm models, at a cost considerably lower than other leading makes. Delivered **\$38.00**

- Lifetime bakelite construction.
- Fluid unit guaranteed against leakage.
- 10-ounce capacity fluid cup.
- Valve-controlled fluid flow.

CALDWELL EQUIPMENT CO. LTD.
447 JARVIS ST. TORONTO

Did you know that . . .

CHCH-TV Hamilton reaches a total of 498,701* adult viewers every day.

*ELLIOTT-HAYNES CIRCULATION REPORTS

In Newfoundland

CBC RADIO

gives you complete coverage in this fast growing market.

POPULATION

438,000*

RADIO HOMES

76,000*

RETAIL SALES

\$220,000,000**

EFFECTIVE BUYING INCOME

\$284,000,000**

*CBC audience research division estimates—July 1, 1958

**Sales Management—1957

How are your sales in Newfoundland? Get the full story on how CBC Radio can help give them a lift. Call now.

CANADIAN BROADCASTING CORPORATION

Commercial Division
Halifax Montreal Ottawa Toronto Winnipeg Vancouver

SHORT WAVES



TELEVISION STATION CFRN, Edmonton, has completed an extensive engineering survey into the possibility of operating satellite television stations in northern Alberta.

G. R. A. Rice, president and general manager of Sunwapta Broadcasting Company, said that the survey is the first step towards gaining CBC approval for such service.

The company will now present the briefs explaining its proposals to the Department of Transport. A spokesman will also outline plans to the CBC Board of Governors.

Rice said that the plan has a two-fold purpose of improving service to fringe areas and carrying television to more remote rural areas of northern Alberta. The surveys have been under way for six months.

APIECE OF bad luck has been turned into a novel promotional idea by VOCM-Radio, St. John's, Newfoundland.

When the station's transmitter tower was wrecked during a province-wide storm this past winter, VOCM decided to conduct a guessing contest as to the height of the new tower. Thousands of entries were received from all over the Island, with the eventual winner, Mrs. Harry Tobin, hitting the answer right on the nose with her estimate of 1,037 feet.

TOP STARS IN the sports and entertainment world in Montreal appeared before CJMS mikes throughout the night recently in an eight-hour all-night drive to raise \$100,000 for the annual Montreal Polio Drive.

Starting at midnight in a downtown theatre with a live audience, CJMS staged a campaign program which presented 75 artists and personalities. By 8 am, the total objective had been reached. During the program period, a battery of CJMS

switchboard girls, specially arranged for by the Bell Telephone Company, took names and addresses of listeners who phoned in their subscription pledges.

A JOINT AWARD has been presented in Halifax to the CAB and the CBC by the Canadian Mental Health Association for "outstanding service by the public broadcasting service and private radio and TV broadcasters" in the field of mental health. John Funston, program director of CHNS-Radio, Halifax, accepted the award on behalf of the CAB from John S. Tory, president of the Canadian Mental Health Association. S. R. Kennedy, Atlantic regional program director for the CBC, accepted for the corporation.

AUSTERITY CAMPAIGN

Bob Buss insists that we include his brainstorm that the best way to save money on a station news department is to have nobody on duty in the news room when there is nothing happening.

ADAGE DEPT

For the millionth time, don't exaggerate.

AUDREY STUFF

Then there's the gal who was so dumb she thought a privy council was a makeshift place in which to hold a meeting.

ONTARIO ONLY

This is the one about the man who was seen coming out of an Ontario liquor store with a case of wine labeled "Keep Away From Frost."

ANOTHER SICK

Did you hear of the tot who asked her mother: "Do we have to go to Europe again this year?" To which the fond parent replied: "Shut up and keep swimming."

WHAT'S WRONG WITH THIS DEPT

Then there's the account executive who shook his fist in the client's face and said: "You will either accept our recommendations or you can take your business to that other agency."

POET'S CORNER

The ratings soared from twelve till two. They came from far and near. But not a single person knew That CHAP was off the air.

SUGGESTION BOX

In reply to the reader who wants to know what ABC's reported quest for a new juvenile western (cast from kids of 12 and less) suggests to us, we reply briefly and succinctly - - CBS.

STRICTLY FILLER

Controversial types like Gor*on S*nclair who must be harassed with an incessant flow of angry letters might take a leaf out of the book of the late Henry L. Mencken and reply to them all: "Dear Sir (or Madam): You may be right."

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



Photo by Just-Rite

MAYOR LLOYD JACKSON OF HAMILTON sends home a taped report of the Canadian Federation of Mayors and Municipalities conference in Victoria, using equipment provided free to all delegates by CJVI-Radio.

FREE RADIO RECORDING facilities were extended to delegates to the 21st annual conference of the Canadian Federation of Mayors and Municipalities in Victoria this month by radio station CJVI. The service enabled delegates to send home conference reports, to be aired over member stations of the Canadian Association of Broadcasters, which had received advance notice that the service would be available.

For the convenience of delegates, CJVI set up a recording studio at the conference location, and took care of air-expressing each taped report to the station concerned. Delegates from BC to Newfoundland used the service.

... AND HARDY MEN KNOW THEIR MARKETS!



HARDY STATIONS

SELL! SELL! SELL!

- RADIO**
- CKRS Jonquiere-Kenogami
 - CKBL Matane
 - CHNC New Carlisle
 - CHRC Quebec
 - CHRL Roberval
 - CKSM Shawinigan Falls
 - CJSO Sorel
 - CKRN Rouyn
 - CHAD Amos
 - CKVD Val D'Or
 - CKLS La Sarre
 - CKLD Theftford Mines
 - CKVM Ville Marie
 - CKNB Campbellton, N.B.

- TV**
- CKRS-TV Jonquiere-Kenogami
 - CKBL-TV Matane
 - CKMI-TV Quebec City (English)
 - CFCM-TV Quebec City (French)
 - CKRN-TV Rouyn-Noranda
 - CKCO-TV Kitchener
 - CKTM-TV Trois Rivieres

FOR COMPLETE INFORMATION CALL

JOS. A. **HARDY** & CO. LTD.

TORONTO EM. 3-9433

MONTREAL PL. 1101

Did you know that . . .

CKCK-TV Regina reaches a total of 138,093* adult viewers every day.

***ELLIOTT-HAYNES CIRCULATION REPORTS**

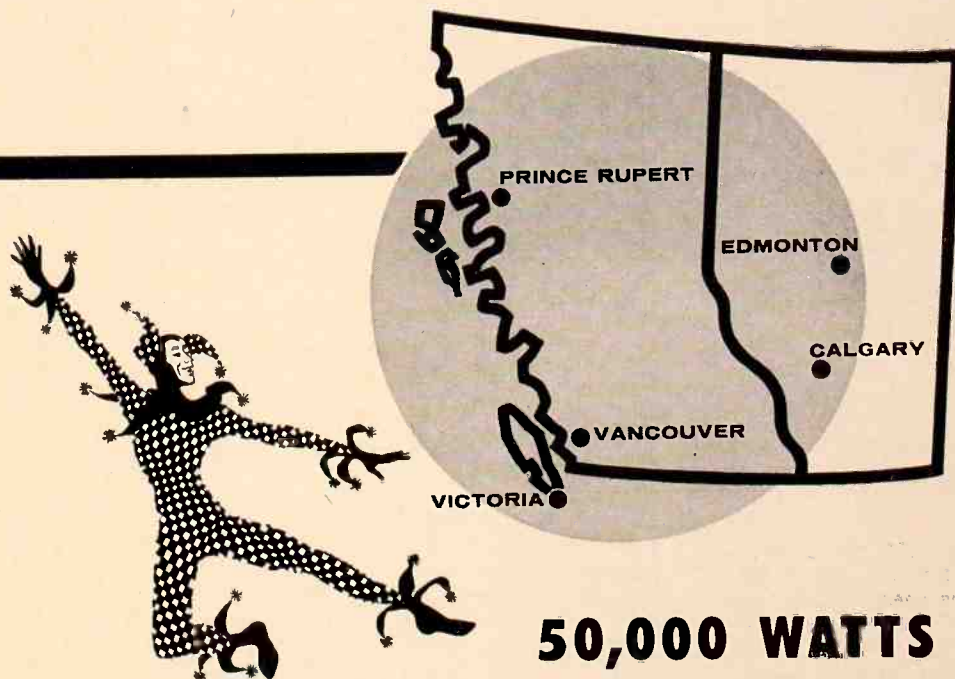
Alka Seltzer
 American Motors
 Aspirin
 Aylmer Products
 Baby's Own Tablets
 Blue Jay
 Blue Ribbon Tea & Coffee
 Brisk
 B.C. Tree Fruits
 Bromo Seltzer
 Buckingham Cigarettes
 Bufferin
 Canadian Banana
 Canadian Pacific Airlines
 Canadian Pacific-Canadian National Joint Rail
 Carters Liver Pills
 Chiclets
 Clorets
 Coca Cola
 Colgate Dental

Coutts Cards
 Curads
 Dash
 Dentyne
 Dodd's Medicine
 DSF Mustard
 Enamel and Heating Products
 Ex-Lax
 General Motors Acceptance Corp.
 Great Northern Railway
 Greyhound Lines
 Imperial Oil
 International Varnish
 Ipana
 Johnson's Hard Gloss
 Johnson's Wax
 Jello
 Kellogg All-Bran
 Kellogg Rice Krispies
 Kellogg Bran Flakes

Kellogg Special "K"
 Kool-Aid
 Kraft Parkay
 Ladies Home Journal
 Lux Toilet Soap
 Maggi Boullion Cubes
 Marshall Wells Paint
 McColl Frontenac Oil
 McLaren Foods
 McLary Appliances
 Murine
 National Trust Co.
 Nestea
 Nestle Blend 19
 New Lux
 Niagara Finance
 Northwest Orient Airlines
 Nugget Shoe Polish
 Old Dutch Cleanser
 One A Day Vitamins

Oxydol
 Pan American Airways
 Pepsodent
 Philips Milk of Magnesia
 Pink Liquid Vel
 Regular Maxwell House
 Roloids
 Rothman Cigarettes
 Shell Oil
 Star Weekly
 Sun-Rype Juices
 Swift Canadian Products
 Sylvania Flash Bulbs
 Tintex
 Trans-Canada Airlines
 Trans Canada Telephone System
 Trushay
 Wabasso Cotton Sheets
 Western Canadian Greyhound Lines

ARE YOU ONE OF THESE BLUE CHIP COMPANIES USING CKWX COVERAGE TO DOMINATE CANADA'S THIRD MARKET?



50,000 WATTS OF SALES POWER

Radio British Columbia

CKWX

Vancouver

SHORT WAVES



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APIECE OF bad luck has been turned into a novel promotional idea by VOXM-Radio, St. John's, Newfoundland.

When the station's transmitter tower was wrecked during a province-wide storm this past winter, VOXM decided to conduct a guessing contest as to the height of the new tower. Thousands of entries were received from all over the Island, with the eventual winner, Mrs. Harry Tobin, hitting the answer right on the nose with her estimate of 1,037 feet.

TOP STARS IN the sports and entertainment world in Montreal appeared before CJMS mikes throughout the night recently in an eight-hour all-night drive to raise \$100,000 for the annual Montreal Polio Drive.

Starting at midnight in a downtown theatre with a live audience, CJMS staged a campaign program which presented 75 artists and personalities. By 8 am, the total objective had been reached. During the program period, a battery of CJMS

switchboard girls, specially arranged for by the Bell Telephone Company, took names and addresses of listeners who phoned in their subscription pledges.

A JOINT AWARD has been presented in Halifax to the CAB and the CBC by the Canadian Mental Health Association for "outstanding service by the public broadcasting service and private radio and TV broadcasters" in the field of mental health. John Funston, program director of CHNS-Radio, Halifax, accepted the award on behalf of the CAB from John S. Tory, president of the Canadian Mental Health Association. S. R. Kennedy, Atlantic regional program director for the CBC, accepted for the corporation.

AUSTERITY CAMPAIGN

Bob Buss insists that we include his brainstorm that the best way to save money on a station news department is to have nobody on duty in the news room when there is nothing happening.

ADAGE DEPT

For the millionth time, don't exaggerate.

AUDREY STUFF

Then there's the gal who was so dumb she thought a privy council was a makeshift place in which to hold a meeting.

ONTARIO ONLY

This is the one about the man who was seen coming out of an Ontario liquor store with a case of wine labeled "Keep Away From Frost."

ANOTHER SICK

Did you hear of the tot who asked her mother: "Do we have to go to Europe again this year?" To which the fond parent replied: "Shut up and keep swimming."

WHAT'S WRONG WITH THIS DEPT

Then there's the account executive who shook his fist in the client's face and said: "You will either accept our recommendations or you can take your business to that other agency."

POET'S CORNER

The ratings soared from twelve till two. They came from far and near. But not a single person knew That CHAP was off the air.

SUGGESTION BOX

In reply to the reader who wants to know what ABC's reported quest for a new juvenile western (cast from kids of 12 and less) suggests to us, we reply briefly and succinctly - - CBS.

STRICTLY FILLER

Controversial types like Gor*on S*nclair who must be harassed with an incessant flow of angry letters might take a leaf out of the book of the late Henry L. Mencken and reply to them all: "Dear Sir (or Madam): You may be right."

CHOY
PEMBROKE
THE **BUY** THAT SELLS
SEE THE STOVIN BOYS



Photo by Just-Rite

MAYOR LLOYD JACKSON OF HAMILTON sends home a taped report of the Canadian Federation of Mayors and Municipalities conference in Victoria, using equipment provided free to all delegates by CJVI-Radio.

FREE RADIO RECORDING facilities were extended to delegates to the 21st annual conference of the Canadian Federation of Mayors and Municipalities in Victoria this month by radio station CJVI. The service enabled delegates to send home conference reports, to be aired over member stations of the Canadian Association of Broadcasters, which had received advance notice that the service would be available.

For the convenience of delegates, CJVI set up a recording studio at the conference location, and took care of air-expressing each taped report to the station concerned. Delegates from BC to Newfoundland used the service.

... AND HARDY MEN KNOW THEIR MARKETS!

- RADIO**
- CKRS Jonquiere-Kenogami
 - CKBL Matane
 - CHNC New Carlisle
 - CHRC Quebec
 - CHRL Roberval
 - CKSM Shawinigan Falls
 - CJSO Sorel
 - CKRN Rouyn
 - CHAD Amos
 - CKVD Val D'Or
 - CKLS La Sarre
 - CKLD Thetford Mines
 - CKVM Ville Marie
 - CKNB Campbellton, N.B.

- TV**
- CKRS-TV Jonquiere-Kenogami
 - CKBL-TV Matane
 - CKMI-TV Quebec City (English)
 - CFCM-TV Quebec City (French)
 - CKRN-TV Rouyn-Noranda
 - CKCO-TV Kitchener
 - CKTM-TV Trois Rivieres

FOR COMPLETE INFORMATION CALL

JOS. A. **HARDY** & CO. LTD.

TORONTO EM. 3-9433

MONTREAL PL. 1101

Did you know that . . .

CKCK-TV Regina reaches a total of 138,093* adult viewers every day.

*ELLIOTT-HAYNES CIRCULATION REPORTS

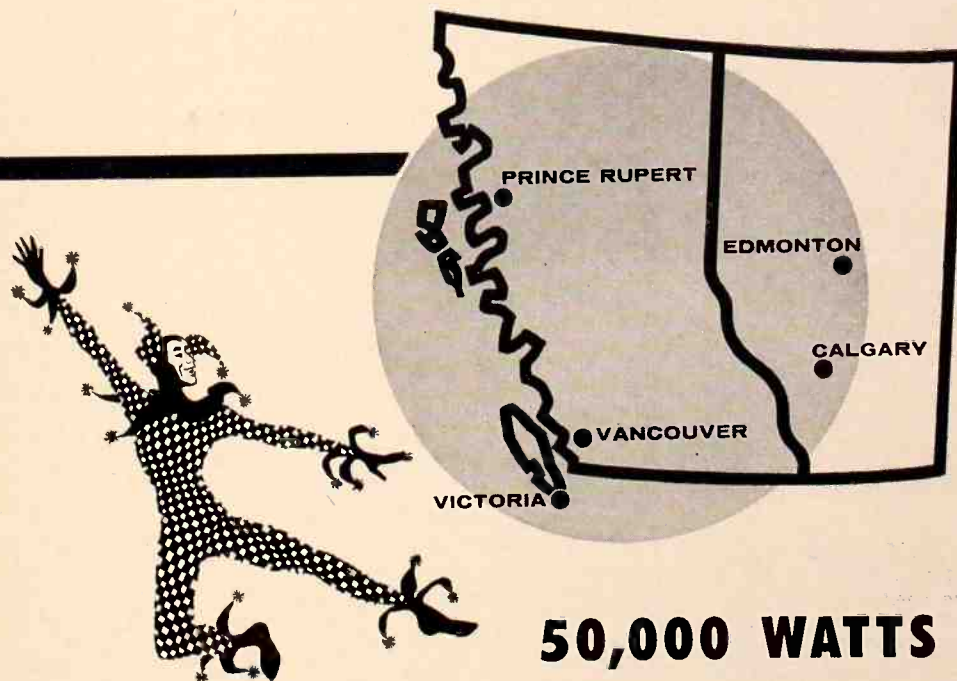
Alka Seltzer
 American Motors
 Aspirin
 Aylmer Products
 Baby's Own Tablets
 Blue Jay
 Blue Ribbon Tea & Coffee
 Brisk
 B.C. Tree Fruits
 Bromo Seltzer
 Buckingham Cigarettes
 Bufferin
 Canadian Banana
 Canadian Pacific Airlines
 Canadian Pacific-Canadian National Joint Rail
 Carters Liver Pills
 Chiclets
 Clorets
 Coca Cola
 Colgate Dental

Coutts Cards
 Curads
 Dash
 Dentyne
 Dodd's Medicine
 DSF Mustard
 Enamel and Heating Products
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 General Motors Acceptance Corp.
 Great Northern Railway
 Greyhound Lines
 Imperial Oil
 International Varnish
 Ipana
 Johnson's Hard Gloss
 Johnson's Wax
 Jello
 Kellogg All-Bran
 Kellogg Rice Krispies
 Kellogg Bran Flakes

Kellogg Special "K"
 Kool-Aid
 Kraft Parkay
 Ladies Home Journal
 Lux Toilet Soap
 Maggi Boullion Cubes
 Marshall Wells Paint
 McColl Frontenac Oil
 McLaren Foods
 McLary Appliances
 Murine
 National Trust Co.
 Nestea
 Nestle Blend 19
 New Lux
 Niagara Finance
 Northwest Orient Airlines
 Nugget Shoe Polish
 Old Dutch Cleanser
 One A Day Vitamins

Oxydol
 Pan American Airways
 Pepsodent
 Philips Milk of Magnesia
 Pink Liquid Vel
 Regular Maxwell House
 Roloids
 Rothman Cigarettes
 Shell Oil
 Star Weekly
 Sun-Rype Juices
 Swift Canadian Products
 Sylvania Flash Bulbs
 Tintex
 Trans-Canada Airlines
 Trans Canada Telephone System
 Trushay
 Wabasso Cotton Sheets
 Western Canadian Greyhound Lines

ARE YOU ONE OF THESE BLUE CHIP COMPANIES USING **CKWX** COVERAGE TO DOMINATE CANADA'S THIRD MARKET?



50,000 WATTS OF SALES POWER

Radio British Columbia

CKWX

Vancouver

SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts, Stations and People



Compiled by
Ian Grant

Radio & Television

LEVER BROTHERS (New Rinso) started a radio campaign on a list of selective markets from BC to the Lakehead June 23. Other stations east of that point will join the campaign at various dates after June 23.

While the brand name remains the same, Rinso has been changed in content and package. This account is handled by BBD&O.

THE SUMMER REPLACEMENT for the *Plouffe Family*, *One of a Kind* is being sponsored alternate weeks by Colgate's, through Spitzer & Mills Ltd. The other weeks are at present on a sustaining basis. The new quiz program went on the network June 6 and is seen Fridays from 8.30 pm to 9.00 pm.

PROM, A PRODUCT of the Toni Company, are starting a spot radio campaign on a national basis next month. Using 60 second spots, the campaign will run in two flights of three weeks. The agency is Spitzer & Mills.

RADIO STATION CJMS, Montreal is currently taping greetings of relatives living in Montreal to the Canadian servicemen serving in Egypt. The station is working in

co-operation with John Labatt Ltd. who have arranged that the recordings be played on July 1, Dominion Day. CJMS is providing the facilities for these recordings.

BRITISH AMERICAN OIL started a spot campaign on three television stations June 5. They are CBUT, Vancouver; KVOS-TV, Bellingham and CKSO-TV, Sudbury. A fourth station, CBLT, Toronto, will be added July 3. The commercials were produced by Robert Lawrence Productions, with production director Robert Rose and Claude Lewis of the James Lovick Agency handling the shooting. Special music for these commercials was composed by Lucio Agostini. The agency is James Lovick & Co. Ltd.

DOW BREWERY LTD. recently purchased a two-hour program on CJMS, Montreal, aimed primarily at motorists entering and leaving the city. The show is one of music with newscasts every thirty minutes.

People

RICHARD F. BROTHERS has been appointed account executive at Torobin Advertising Ltd., Montreal. He was formerly an advertising specialist with Canadian General Electric.

GORDON FRASER HAS been appointed manager of the Caldwell Lab. He brings with him some 18 years experience in the film industry. In former years he has been associated with Rapid Grip and Batten, the National Film Board, Dynamic Films in New York and more recently as sales manager for Shelly Films. In his new position he will be in charge of all laboratory functions.

HENAULT CHAMPAGNE has been appointed vice-president and general manager of Jos. A. Hardy & Co. Ltd., effective July 1. He was formerly radio and TV director of Vickers & Benson Ltd., Montreal and has extensive background in advertising, radio and television. In his new capacity Champagne will direct and supervise all creative selling services offered by the company, and be located in the Montreal office.

COLM O'SHEA, previously commercial manager of CHEK-TV, Victoria has been appointed Canadian account executive for ABC Film Syndication as the firm opens its new Canadian office in Toronto at 48 Lorindale Avenue.

Prior to his CHEK-TV appointment, O'Shea was director of film sales for MCA Canada Ltd. He began his broadcasting career in the time sales division of All-Canada Television.

In his new capacity he will handle the following ABC Film Syndication properties available for Canadian distribution: *26 Men*, *Code 3*, *Racket Squad*, *Sheena*, *Passport to Danger*, *Herald Playhouse* and *the Playhouse*, *Douglas Fairbanks Presents*, *Kieran's Kaleidoscope* and *the Three Musketeers*. The last two are available in French as well as English.

LEE FORTUNE has been appointed sales representative for the A&F Film Corp. Fortune, with many years of radio and television experience, was more recently engaged in freelance radio and television announcing for many national accounts, in addition to CBC and National Film Board assignments.

He will be responsible for Canada-wide agency relations, production problems and service to clients as to their requirements for television film.

H. D. ROACH, executive vice-president of McKim Advertising Ltd., was elected chairman and R. E. Merry, director in charge of marketing research, Lever Bros. Ltd., was elected vice-chairman of the Canadian Advertising Research Foundation at the inaugural meeting of the Board of Directors, June 5. B. E. Legate, ACA, was elected secretary-treasurer. The following were elected directors of the CARF Board:

K. G. Anderson, Walsh Advertising Co. Ltd.; Alan L. Bell, CAAA; J. M. Bowman, Walsh Advertising Co. Ltd.; A. T. Gamble, Procter & Gamble; T. W. Kober, Vickers & Benson Ltd.; George Leonidas, Coca-Cola Ltd.; H. H. Rimmer, CGE; P. J. Robinson, Imperial Oil Ltd.; and W. H. Wilkes, Tandy-Richards Advertising Ltd.

M. C. (DON) TUCKER has joined M. Young & Rubicam Ltd., as account supervisor in the Bureau of Industrial Service (Canada) Ltd., the agency's public relations subsidiary. He was formerly supervisor of public relations services for Chrysler Corporation of Canada Ltd.

A. E. FOORD, PREVIOUSLY advertising manager of Rothmans of Pall Mall Canada Ltd., has been appointed manager of the company's Eastern division.

James R. Currie, who was attached to the company's sales division, has been appointed manager of the Western division.

Shows

THE CBC, BBC and Crawley, McConnell Ltd., Ottawa have signed an agreement to produce a series of half-hour films for television based on case histories of the RCMP.

The series will be filmed by Crawley Films Ltd., Ottawa, at a site

in the Gatineau Hills north of Ottawa. Filming is expected to get under way about mid-October of this year. The first episode of the series is expected to be ready for showing in the fall of 1959.

THE CBC REPORTS that Canadian television viewers will soon be seeing more films produced by Walt Disney. Some of the features from which the CBC will choose are: *Beaver Valley*, *Wind in the Willows*, *Treasure Island*, *Nature's Half Acre*, *Seal Island*, *Water Birds*, *Man and the Moon*, *Man in Space*, *Legend of Sleepy Hollow*, *The Story of Robin Hood*, *When Knighthood was in Flower* and *Stormy*, *the Thoroughbred*.

On special occasions the CBC says that it will be possible to run full length features such as *Dumbo*, *Cinderella* and *Alice in Wonderland*.

The CBC will choose 52 hours of Disney film, which will be presented in part each week during two years.

Stations

EFFECTIVE SEPTEMBER 30, WBUF, the NBC-owned television station on channel 17 in Buffalo, New York, will close down. Effective October 1 WGR-TV on channel 2 in the same city will become a basic network station for NBC. WGR-TV will continue to carry certain ABC programs until its NBC commitments become too great or until channel 7 comes to the air in Buffalo. The FCC is currently hearing applicants for channel 7 and it is rumored that a decision may be reached within the next two months and that the new station will be on the air about March 1959.

Miscellaneous

MARKING THE SECOND anniversary of Fremantle of Canada Ltd., Ralph Ellis, general manager, has announced a five-fold increase of business over last year.

Ellis said that "a tremendous surge in film sales within Canada has already started. It will reach cresting levels in the fall when the microwave relay is completed from St. John's, Newfoundland, to Victoria, B.C., a distance of 3,500 miles." He added that a further consolidation of Canadian television expansion will take place when competitive stations are licensed in major cities.

DEVNEY INCORPORATED has been appointed national sales representatives in the US by CFCL-AM and TV, Timmins, and CKOS-TV, Yorkton, effective immediately.

THE TORONTO OFFICE of T Collyer Advertising Ltd., is now located at Suite 312, Odeon Building, 20 Carlton St., Toronto 2. The new telephone number is EMpire 3-2647. This change is effective as of June 16.

A GROWING MARKET

A \$9,000,000 Boom
For The City Of
CK (Prince George)

1958 is indicated to be the greatest construction year in the history of Prince George . . . new hospital, new hotels, and new business blocks and apartment blocks.

In this market there is no "recession" as government and business strive to meet demand with supply.

. . . this is a
GROWING MARKET

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

Did you know that . . .

CJAT Trail, B.C.

reaches a total of 36,027*
adult listeners every day.

*ELLIOTT-HAYNES
CIRCULATION REPORTS

Radio

GAG CONTEST PULLS 8,000 ENTRIES



PURPLE PEOPLE EATERS LEER DOWN on judges Gloria Lambert, CBC-TV singing star, and Toronto Telegram columnist Wessely Hicks, as they study one of 8,000 entries received in CHUM-Radio's contest. Inset is the winning entry, submitted by Bob Choma of Toronto.

A NOVELTY CONTEST that started out as a gag on CHUM-Radio, Toronto, pulled 8,000 entries in 10 days and has created wide interest in odd places.

Al Boliska, morning man on CHUM, has been playing a new novelty hit called, "The One-Eyed Purple People Eater." He asked his listeners to submit to him their impressions of what a OEPPE would look like - - and in 10 days, 8,000 illustrations poured into the station, some of them so intricately done that it looked as if they had taken the whole 10 days to complete.

CHUM suddenly found itself with a full-fledged contest on its hands, and appointed judges to adjudicate the entries. The judges were: artist and TV illustrator George Feyer, TV star Gloria Lambert, and TORONTO TELEGRAM columnist Wessely Hicks.

Six winners were chosen, including a whole Grade 5 classroom in a Toronto district school, which won a three-speed record player for its joint entry.

First place winner was Bob Choma of Toronto, whose prize was a 1948 purple Dodge.

So much interest was stirred up by the contest that a theatre lobby, several of the large department stores, and even the Art Gallery of Toronto were provided with a selection of the illustrations for displays. The Art Gallery went so far as to supply visitors with materials to have a try at imaginative illustration themselves.

NBS MOVES

NATIONAL BROADCAST Sales is now located in the Markad Building, 430 King St. West, Toronto 2-B. The telephone number remains the same - - EM. 6-3718.

Did you know that . . .

CKWX Vancouver reaches a total of 191,599* adult listeners every day.

***ELLIOTT-HAYNES**
CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

Whatever your needs,
let us do your shopping

Book Department
CANADIAN BROADCASTER
54 Wellington St. West, Toronto

**COFFEE
BREAK**



If there's a selling job to be done —
here's just the fellow to do it! It's
CJCA's easy goin' Ed Laurence — with
the wonderful relaxing "Coffee Break
at 93". Ed Laurence produces results
which are desirable and pleasing to his
sponsors. A mighty popular show is
"Coffee Break at 93"!

GALS ALL AGREE ON



Television

Community Antennas Threat To Small Stations

A MID DEMANDS that the US Congress regulate or prohibit community TV antenna systems, it is reported from Barrie, Ont., that CKVR-TV has advised Tower TV Ltd. of Midland, a community antenna company, against reproducing CKVR's programs.

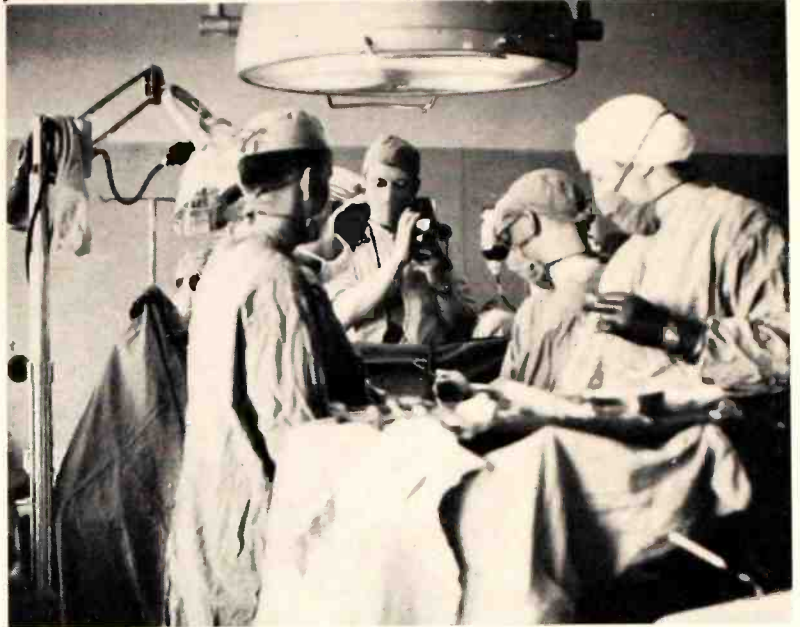
Ralph Snelgrove, president of CKVR, says the Midland firm has been told that failure to heed this advice would mean a lawsuit under

the Copyright Act.

In the States, the Senate commerce committee heard testimony several weeks ago that the growth of community antenna systems threatens the existence of the smaller TV broadcaster. Operators from several states said they were forced to compete with community antenna owners who were using microwave relay facilities to feed programs into their systems from stations hundreds of miles away.

George J. Barco, president of the National Community Television Association in the US, says there is no legal basis for demands that Congress regulate or prohibit community systems. He said the demands for regulation do not come from the industry generally, but from "a few small broadcasters whose concerns were either insufficiently capitalized or had inadequate markets to support their stations."

VIEWERS SEE HEART OPERATION



SURGERY IN ACTION is caught by CFPL-TV cameraman George Rennie as doctors prepare to begin an intricate heart operation at London's Victoria Hospital.

NEWS CAMERAMAN George Rennie of CFPL-TV, London gave Western Ontario viewers a rare glimpse of an intricate heart operation recently.

He was on hand during a four and a half hour operation to repair a congenital defect being done at London's Victoria Hospital. In a three-minute segment of exceptional film, presented on CFPL-TV's Panorama Newsreel, Rennie showed the heart laid bare, then stopped and opened up for repair.

Not one of the calls received at the station following the show complained about the presentation, and

in answer to many requests the story was repeated on a later news show.

While the heart was stopped, life was sustained by an artificial heart-lung machine which was recently perfected by a London heart specialist. With the machine, heart and lungs may be by-passed for periods up to an hour.

During this critical period, Rennie shot enough black and white film for use on Newsreel, then switched to another camera loaded with color film and shot an additional nine minutes' footage for use by the hospital.

HERE'S WHERE THEY TURN FOR JOB ADS

AVAILABLE

Seasoned (7 years) general TV operations — film, production, camera, writing, news, what have you. 29, university grad, single, go anywhere.

Box A376 Canadian Broadcaster 54 Wellington St. West Toronto, Ontario

ONTARIO STATION

in

MAJOR METROPOLITAN CITY

has opening for experienced and mature time salesman. Must be a self-starter who is looking for a permanent future; able to earn over \$10,000 annually.

Reply in confidence to Box A375

Canadian Broadcaster 54 Wellington St. West Toronto, Ontario

Male Continuity writer - Announcer, with six years radio experience, desires to relocate in progressive Radio or Television station. You need me in your Continuity Department if you want imaginative, selling-plus commercials.

Box A374, Canadian Broadcaster, 54 Wellington St. West, Toronto, Ontario.

WANTED

Satisfying position for ambitious Program Manager, presently employed. Proven record — Top Results Best References Married. Good Announcer. Go Anywhere.

BOX A372 CANADIAN BROADCASTER 54 Wellington St. W. Toronto, Ontario

RADIO STATION FOR SALE

Located in Central Ontario, single station market. Excellent potential for experienced broadcaster.

Enquiries invited. BOX A373 CANADIAN BROADCASTER 54 Wellington St. West Toronto, Ontario

Advertisement for CKCK Regina featuring the character Mighty Mike. The text reads: 'Mighty Mike IS Mighty Proud still first in Saskatchewan'. Below this, it lists radio station reach: 'CK - RADIO - 132,000 HOUSEHOLDS', 'STATION A - 92,200', 'STATION B - 77,900', 'STATION C - 66,600'. At the bottom, it says '*BY ACTUAL SURVEY B.B.M.—SPRING 1958' and 'CKCK REGINA REPS. ALL CANADA'.

JUST PUBLISHED!

Ronald A. McEachern, Editor,
The Financial Post

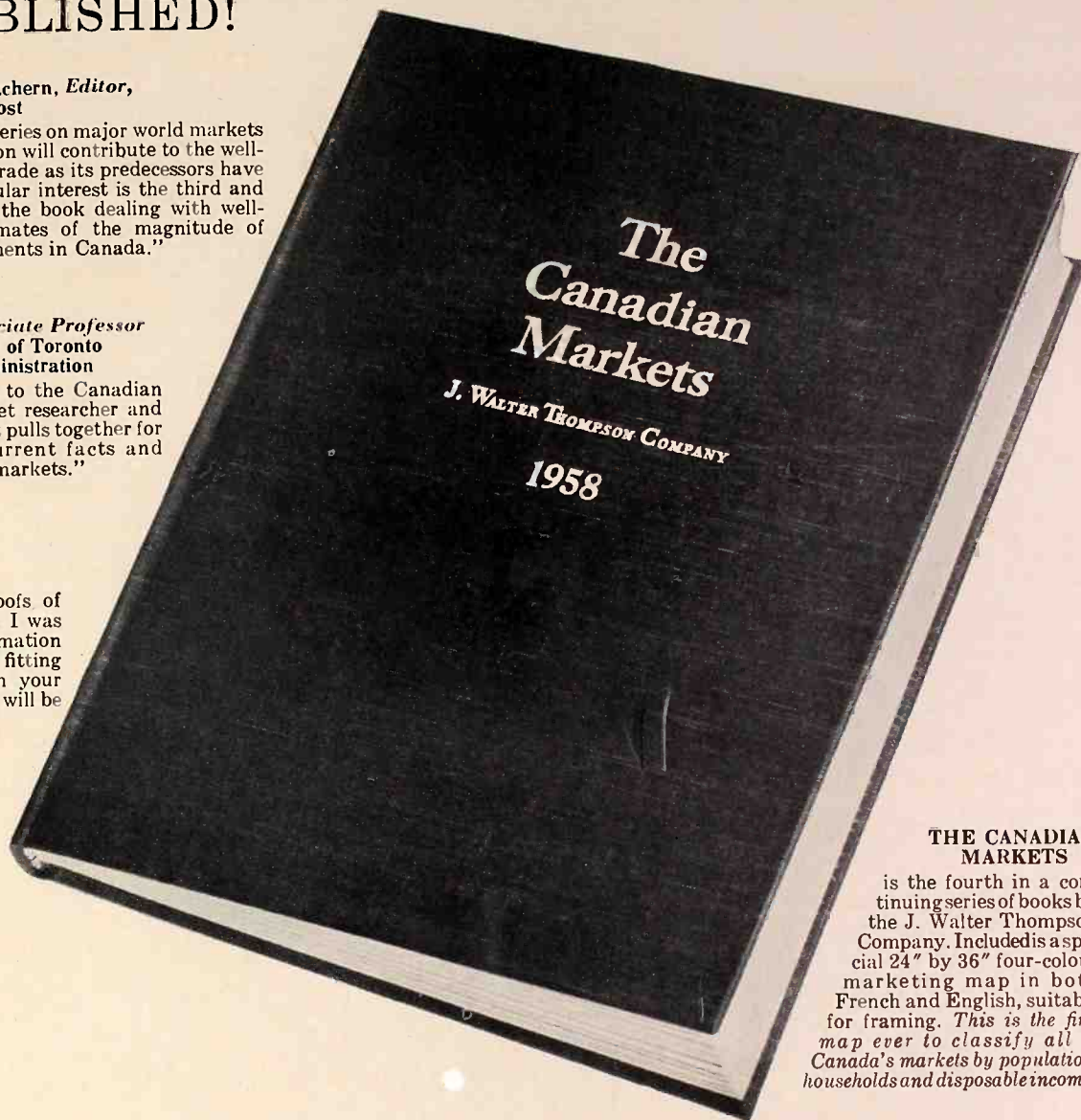
"Fourth in a series on major world markets . . . its publication will contribute to the well-being of world trade as its predecessors have done. Of particular interest is the third and final section of the book dealing with well-researched estimates of the magnitude of future developments in Canada."

George A. Edwards, Associate Professor of Marketing, University of Toronto
Institute of Business Administration

"This is a basic guide to the Canadian market that every market researcher and student will find useful. It pulls together for ready reference . . . current facts and figures on the Canadian markets."

H. J. Henderson, President,
Kraft Foods Limited

"I have just seen advance proofs of THE CANADIAN MARKETS and . . . I was impressed by the wealth of information your people have compiled. It is a fitting companion to the other books in your series on markets of the world, and will be an invaluable help to advertisers."



THE CANADIAN MARKETS

is the fourth in a continuing series of books by the J. Walter Thompson Company. Included is a special 24" by 36" four-colour marketing map in both French and English, suitable for framing. This is the first map ever to classify all of Canada's markets by population, households and disposable income!

This book tells you where the money is in Canada's fast-changing markets

Here are the facts essential to the greatest success in planning a marketing policy in Canada. Compiled from over 150 sources, many of these facts appear now for the first time between two covers. And this valuable addition to JWT's famous World Markets Series is available to you for a free trial examination.

This new book—THE CANADIAN MARKETS—tells where the markets are, what we produce and how we produce it. It gives hundreds of accurate up-to-date facts on consumption and distribution.

Many Marketing Firsts

THE CANADIAN MARKETS is . . .
 . . . the first book to include a list of all centres—incorporated and unincorporated—over 1,000 population.
 . . . first to provide provincial maps showing all these places.
 . . . first to provide a county-by-county map of population density based on

the Dominion census of 1956.

. . . first to apply a 12-point marketing yardstick to each province, to provide a more accurate comparison of their sales potentials.

. . . first to provide a marketing map showing all counties and census divisions classified on the basis of sales potential.

Organized in three parts

PART ONE of THE CANADIAN MARKETS surveys the main tides of Canada's economic development.

PART TWO offers a detailed market by market analysis based on 12 major characteristics: population, production, income, retail distribution and so on.

PART THREE gives official estimates of future developments in the various markets.

FREE TRIAL EXAMINATION If you are concerned with advertising or selling, you will find this book an

invaluable tool. But you needn't take our word for it. We will send you a copy anywhere in Canada on approval. Examine it for ten days. If you decide you NEED the many marketing services this book offers, remit \$18.00 and delivery costs. Otherwise you may return it and owe us nothing.

Order Now! Mail the coupon today

J. WALTER THOMPSON COMPANY LIMITED
 600 University Avenue, Toronto 2, Ontario.
 Dominion Square Building, Montreal 2, Que.

Please send me THE CANADIAN MARKETS for ten days, on approval. If not satisfied, I will return the book, without obligation. Otherwise, I will send \$18 plus delivery cost. (Publisher will pay delivery cost if remittance accompanies your order. Same return privilege, of course.)

Name _____

Address _____



Friends join Jim Bishop, left, and his sister Anne, right, for a gay evening in the Bishops' recreation room. "Orchestra" courtesy of CFRB via the new transistor set.

Meet the Bishops of Willowdale

(they're an alert market for every good new product or idea)

The Bishop family is noted especially for one thing: its recipe for a wonderful party! Take one group of fun-loving teen-agers. Add doughnuts and pop. Blend well. Top with CFRB's danceable music. Serve on all happy, impromptu occasions.

CFRB has a tested recipe, too, for *sales!* Take the CFRB listening area, with its 1,194,800 families* and total

family income of almost \$6½ billion.* To this, add CFRB's price, ratings, experience, and programming capable of effective selling.

A CFRB representative will gladly explain how *you* can use this recipe for sales. Use it once, and your own experience will tell you why more and more advertisers are specifying "CFRB!"

*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.