

*Canadian*  
**BROADCASTER & TELESREEN**

TWICE  
A  
MONTH

Vol. 16, No. 17

TORONTO

September 5th, 1957

**CANADIAN TELEVISION WEEK** SEPT. 8TH TO 14TH





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

**RADIO—THE ALL PURPOSE MEDIUM**

Radio alone fills all the important requirements for a single basic medium — Radio is an all purpose medium.

Radio suits the advertiser who wants maximum coverage. Radio reaches more Canadian homes regularly than any other advertising medium.

Radio suits the advertiser who wants to reach as many different people as possible. He can easily do this by using several different time segments to reach Radio's great cumulative audience.

Radio suits the advertiser who wants to reach the same people frequently. Radio's economy permits an advertiser to buy frequency of programs.

Ask your advertising agency, local station or BAB to show you how Radio can be tailored to your advertising needs.

**Do It Now!**

**BROADCAST ADVERTISING BUREAU**  
*Radio Division*

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

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



**CBC Governors**

**LENGTHY AGENDA FOR SEPTEMBER 26**

THE BOARD OF Governors of the CBC will hold its 107th meeting in Ottawa on September 26. The agenda includes:

**Applications for New AM Stations**  
Thomas C. Nash, 1,000 watts on 730 kcs DA-N at Blind River, Ont., on behalf of a company to be incorporated.

Gordon W. Burnett, 500 watts on 1470 kcs DA-D on behalf of a company to be incorporated.

Geoffrey W. Stirling, 5,000 watts on 980 kcs DA-1 at Montreal on behalf of a company to be incorporated.

**New AM Satellite Station**  
CKSO-Radio Ltd., 1,000 watts on 610 kcs at Elliot Lake.

**New TV Station**  
Yorkton Television Co. Ltd., 5 kw video and 25 kw audio on Channel 3 at Yorkton, Sask.

**New TV Satellite Stations**  
Cape Breton Broadcasters Ltd., 20 kw video and 10 kw audio on Channel 2 at Inverness, N.S.

J. Conrad Lavigne Enterprises Ltd. for 3.52 kw video and 1.76 kw audio on Channel 2 at Elk Lake, Ont.

**Power Increases and Frequency Changes - - Radio**

CKLC, Kingston, Ont. - - from 1,000 watts on 1380 kcs DA-1 to 5,000 watts on 1380 kcs DA-2.

CKVL, Verdun, Que. - - from 10,000 watts on 850 kcs DA-2 to 50,000 watts day, 5,000 watts night on 850 kcs DA-2.

CHAB, Moose Jaw, Sask. - - from 5,000 watts on 800 kcs DA-1 to 10,000 watts day, 5,000 watts night on 800 kcs DA-N.

CJIC, Sault Ste. Marie, Ont. - - from 250 watts on 1490 kcs to 250 watts on 1050 kcs.

CKBB, Barrie, Ont. - - from 250 watts on 1230 kcs to 5,000 watts on 950 kcs DA-N.

CJMT, Chicoutimi, Que. - - from 250 watts on 1450 kcs to 1,000 watts on 1420 kcs DA-1.

CKTS, Sherbrooke, Que. - - from 250 watts on 1230 kcs to 5,000 watts on 630 kcs DA-1. Permission is also sought to change operation of CKTS to French and CHLT to English. (Deferred application of CHLT for 5,000 watts on 630 kcs has been withdrawn.)

CJCH, Halifax - - from 5,000 watts on 920 kcs DA-1 to 5,000 watts on 920 kcs DA-N.

**Transmitter Site and Antenna Height - - FM**  
CKVL - FM, Verdun, Que. for change of transmitter site and increase in antenna height from 74 to 479 feet above average terrain.

**Power Increase - - TV**  
CKCO-TV, Kitchener, Ont. - - from 31.4 kw video and 16.9 kw audio on Channel 13 with a directional antenna at a height of 928 feet above average terrain to 100 kw video and 54.4 kw audio on Channel 13 with an antenna height of 928 feet.

**Power and Antenna - - TV Satellites**  
J. Conrad Lavigne Enterprises Ltd. - - for increase in power from 34 watts video max. and 17 watts audio max. with an antenna height of 100 feet above average terrain to 44.1 watts max. video and 22.05 watts max. audio with an antenna height of 303 feet above average terrain; also a change of frequency from Channel 3 to Channel 7, at Kapuskasing - - not yet in operation.

**Change of Name**  
From Edward James Piggott to CHFI-FM Ltd.

**Transfer of Control**  
CJCH, Halifax - - from Chronicle Co. Ltd. to CJCH Limited.

CHEF, Granby, Que. - - la Compagnie de Radiodiffusion de Granby Limitée to Marcel Provost.

CJQC, Quebec - - from The Goodwill Broadcasters of Quebec Inc. to Claire Fontaine Investments Corporation Ltd.

**Share Transfers**  
CFCW, Camrose, Alta.; CKYL, Peace River, Alta.; CJVI, Victoria, B.C.; CKDM, Dauphin, Man.; CJOB, Winnipeg, Man.; CKMR, Newcastle, N.B.; CFBC, Saint John, N.B.; CKBW, Bridgewater, N.S.; CFJB, Brampton, Ont.; CFOB, Fort Frances, Ont.; CKPR, Fort William, Ont.; CFTJ, Galt, Ont.; CFCY, and CFCY-TV, Charlottetown, P.E.I.; CKRS and CKRS-TV, Jonquière, Que.; CKLD, Thetford Mines, Que.; CKVM, Ville Marie, Que.; CFRG, and CFGR, Gravelbourg, Sask.

**COVER WESTERN ONTARIO**  
from **CFCO CHATHAM**

1000 WATTS on 630

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

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



**CKWS RADIO**

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

reps:

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

**MEMO**

Central Ontario's Most Powerful Station

**CFOR**

**ORILLIA**

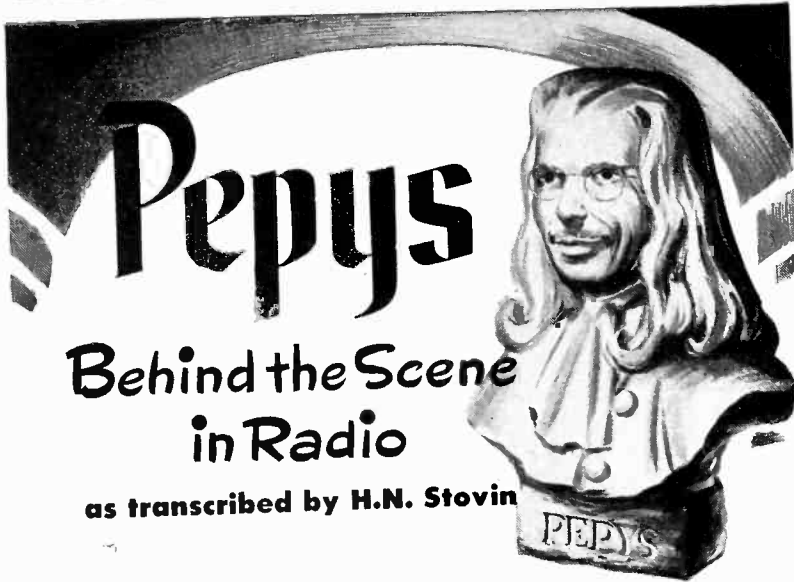
SOON 10,000 Watts !!

reps  
**STEPHENS & TOWNDROW Ltd**  
TORONTO



Wherever you go in Newfoundland's \$300,000,000 market you find **CJON-RADIO.**

See All-Canada in Canada  
Weed & Co. in USA



Did this day arrive plaugy late at my office, but not showing that I did notice any raised eyebrows, they not knowing I had been in long conversation with my good friend Jack Willis, who does now preside over the advertising of Canada Packers Limited, long-time users of Radio ● ● ● Do first recall enjoying their programs in 1934, when Ernest Seitz in a series of piano recitals did promote their Maple Leaf Soap Flakes, which were then and still are "as pure as soap can be" ● ● ● Except for war years, Canada Packers have used Radio faithfully ever since, in both English and French, and that on the majority of stations in Canada, both independent and C.B.C. ● ● ● Within the past twelvemonth, they have been on network shows with "Who am I?", "La Marjolaine", "It's My Living", "Pop Concerts", and "Maple Leaf Junction" — besides many local newscasts, contests and Spot announcements. They are therefore, long time and wide users of radio, with a right catholic selection of programs, and show their belief in this medium of advertising by continuing their shows even through the "off" summer months ● ● ● They do receive a goodly number of letters from listeners expressing thanks and appreciation for the pleasure they receive, and the usual amusing few who do wish to receive the entertainment but not the commercial, or even the collect telephone call pleading to have a friend's name picked for a jackpot entry. Which does remind me that the good products which Canada Packers do now promote by radio include Margene Margarine, Domestic Shortening, Klik, Kam and York Canned Meats; besides their cheese, meats, soaps and detergents ● ● ● On my asking "Is Radio a profitable medium for Canada Packers?", was told that those who worked in radio were wonderful people who worked hard to render a sponsor good value for his money and reminded "we're still in it" — which indeed did answer my question.

"A STOVIN STATION IS A PROVEN STATION"

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

Representative for these live Radio and Television Stations

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

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

Parliament Hill

**PC'S WILL END CBC THOUGHT CONTROL**

"THE CANADIAN Broadcasting Corporation monopolists are beginning to be frightened at the prospect of losing control over the many times more numerous independent broadcasting stations." This statement was made by Chester A. Bloom in a recent (August 18) broadcast over the 70 member stations of the Radio Bureau — a CARTB department reporting on the parliamentary activities of MPs to their respective constituencies.

Bloom, an editorial commentator for the Bureau and parliamentary reporter for Canadian newspapers and non-government-owned stations, went on to say: "These CBC vaudevillians playing with the \$50 millions a year of taxpayers' money, and asking for more, have good reason to be alarmed." This was especially so, he felt, now that Diefenbaker and his cabinet — whom he described as "champions of thrift and efficiency in government" — have taken hold. The new cabinet, he maintained, "is committed to end CBC's role of prosecutor, judge, jury and jailer of the independent broadcasters."

**PM WILL REFORM CBC**

Stating that parliamentary press men, who know the prime minister, have "no slightest doubt of his firm stand against CBC monopoly", Bloom went on to predict the reformations the new government will demand of the CBC. Among these were: (1) removal, from the CBC, of the power to control, licence and regulate independent broadcasters — these functions to be conferred on "a separate regulatory tribunal op-

erating only in the public interest"; (2) a reaffirmation on the principle of freedom of expression — except for the communist party; (3) a reduction of CBC spending; and (4) the removal of CBC's "TV monopoly over the six major cities in Canada under the euphonious title of 'single service coverage'."

Bloom claimed that these reformations would voice not only Conservative but Liberal demands across Canada because "the National Liberal Federation and the Young Liberal Federation had repeatedly urged study of a separate regulatory board."

**END OF THOUGHT CONTROL**

Bloom claimed that one reason the CBC has fought previous attempts to make these reformations is that it is "deadly afraid that regional networks might soon expand into national competition for national audiences" which would "be the end of thought control of national thinking by a government dictatorship, no matter how smoothly disguised." He charged that CBC's subversion of the principle of freedom of speech and thought in all avenues of communication "won many Liberal votes opposed to CBC practices for the Progressive-Conservatives."

**CKMR Has New Rep**

RADIO STATION CKMR, Newcastle, N.B., is now represented by Radio Time Sales Ltd. in Toronto and Montreal. The station was formerly repped by Omer Renaud & Co.

**MORE POWER COVERAGE LISTENERS**

**NOW 5000 watts**

The station that means more business for you

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

**CKMR TV**  
 QUEBEC CITY

# Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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

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Vol. 16, No. 17

25c a copy — \$5.00 a Year — \$10.00 for Three Years

September 5th, 1957

## Let's Keep TV a Member of the Family

Next week is Canadian Television Week. With it comes television's fifth anniversary. Warmest congratulations are due to everyone who has had a hand in bringing the lusty infant this far along the road to adulthood, and these should be coupled with best wishes for success as the prodigy continues to grow.

These facts and figures contained in the TELESREEN section of this issue leave no room for doubt. It is nothing short of a miracle that in five short years two out of three Canadian homes have bought TV sets; it is the wonder of this age that in that short period TV has spread itself to such an extent that nine out of ten Canadian homes now have television in range.

All this has been done in a short time for a number of reasons.

First, the enthusiasm of everyone who has entered the field has been so great that there has been no limit to the amount of work they have been prepared to do to put it over.

Secondly, this enthusiasm has spread to the people who also become tremendously enthused as soon as a station's antenna appears on the skyline.

Thirdly, the novelty of having a motion picture theatre right in their own living rooms has captivated the public to the extent that it has changed their ways of living to accommodate the set and its programs.

Fourthly, because of its novelty and because of its appeal to the public, newspapers have given television an extraordinary amount of news coverage, which has paid off in terms of publicity enormously.

Finally, the novelty appeal has a great effect on advertisers. While many businesses are greatly helped in the promotion and sale of their goods through the use of TV, a not inconsiderable number have signed up for the prestige involved.

So much for the first five years. TV has been encouraged to go all out, because every power there is has been on its side. What of the future? In the next five years, will it be able to hold the gains it has made and add more to them? We think it will, but it is not going to be quite as easy, and here are the reasons.

The first rapture of new viewers lives six months, a year or even two years. Then it wanes unless something is done about it. And this something that keeps the light burning is programs, because the plain fact of owning a set ceases to be new very quickly, and all that is talked about is what comes out of that set.

The same thing applies to publicity. When a TV station opens its doors, everything about it, including the lowliest of its employees, is hot news. Later the miracles the station performs are still news, but only if it performs them. Newspaper columnists are not employed to boost TV. Their job is to write what the people want to read.

Sponsors fall in the same category. They will dig deep down into their budgets to buy TV only so long as public enthusiasm continues. And after the first novelty has disappeared, the only thing that will maintain this interest is programs.

There is one other thought and it is this. Pay-TV, in one form or another, is on the way. Its proponents are heralding it as a means whereby the public will, for an extremely small consideration, be able to get far better shows than they are offered by the commercial stations. This may be true. It all depends. Money is not the only essential for good programs. In the motion picture business, "B" pictures become hits quite unexpectedly. In radio, the greatest hit of them all, *Amos 'n' Andy*, was actually cheap in production costs.

### News Briefs

**T**HE FOLLOWING agency men have been named vice presidents: C. Grove Smith and William Wallace Jr. of J. Walter Thompson, Montreal; Si Mowat of McCann-Erickson, Toronto; and Maurice Brisebois of Vickers and Benson. Claude Nash is now an account executive with A. J. Denne, Toronto.

**A**RTHUR WEINTHAL has joined the Ronalds Advertising Agency, Montreal, as radio account executive. Before joining Ronalds, Weintal was production manager, radio and TV, for the Harold F. Stanfield Agency, Montreal and prior to that he was promotion manager for radio station CFCF, Montreal.

**J**OHAN N. NICKELL, formerly a senior account executive with Ronald's Advertising Agency and MacLaren Advertising Co., Montreal, has been appointed to the sales promotion and research staff of CKLW and CKLW-TV, Detroit.

**T**AYLOR INSTRUMENT Companies of Canada Ltd., Toronto, have appointed the Toronto office of Batten, Barten, Durstine and Osborn to handle their advertising. Albert Jarvis Ltd., Toronto, was the previous agency.

**T**HE CANADA Labor Relations Board has ordered a vote among 15 employees of radio station CHEX, Peterborough, to determine whether they wish to be represented by the National Association of Broadcast Employees and Technicians.

The vote was ordered following an application for revocation of the certification of NABET by a number of employees.



# POINTS OF SALE

A 13% INCREASE in SALES despite a 23% DECREASE in ADVERTISING

That's the story of the IGA Store in Penticton.

### HOW?

They switched from newspaper to CKOK of course.

## PAUL MULVIHILL & Co. Ltd.

TORONTO  
77 York St.  
EM. 8-6554

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097

CJFX  
Antigonish

CKBB  
Barrie

CJCH  
Halifax

CKOK  
Penticton

CKTB  
St. Catharines

CHOK  
Sarnia

## STATION SERVES DRIVER ON 4000 MILE TRIP

VANCOUVER radio station CKWX gave Richard Pape a rousing send-off for his recent record-breaking car trip from Vancouver, B.C. to Fairchild, Alaska and back. Pape, world-renowned traveler, endurance driver, adventurer and author of several best sellers, made the 4,250-mile trip in a 1957 standard Hillman sedan, in four days and 22 hours - - the fastest on record.

Pape started out from the Pacific National Exhibition with a CKWX microphone airing the proceedings. From then on the station kept Pape and his co-driver David Roat in constant touch with Vancouver, transmitting messages to Pape all

along the route, giving him weather reports and road conditions. They also gave a running commentary on the trip on their hourly newscasts.

The trip, sponsored by Rootes Motors (Canada) Ltd., who supplied the car, was made for two reasons. The first, because Pape had just joined the Rootes sales force, and wanted to familiarize himself with the car and his territory; second, because he and Rootes wanted to see just how a small car would stand up to the rough trek on the northern B.C. roads.

Pape, whose book "Boldness Be My Friend" has sold over 2 million copies, is beginning to make a habit of these record breaking runs. Recently he made a record trip of 17,400 miles from northern Norway to Cape Town, South Africa. The result was his book "Cape Cold to Cape Hot". An account of his Vancouver-Fairchild run may appear in his forthcoming book, "Sequel to Boldness".

## Dually Owned Sudbury Stations Will Use Same Array

RESULTS OF the unique arrangement in Sudbury, whereby two commonly owned radio broadcasting stations will operate into a dual-tower array will be observed in the Fall of this year.

The recently licensed daytime French language broadcasting station at Sudbury, Ontario will share the array presently used by CHNO. Until such time as the new 1 Kw station, CFBR, operates with a nighttime schedule, CHNO will broadcast in the hours after sunset with 30 per cent of their programs in the French language.

Canadian General Electric Company Limited will supply the 1 Kw AM Transmitter to CFBR including the specially designed phasing and tuning equipment.

CFBR, 550 Kc, is the 71st Canadian broadcast station to be equipped by Canadian General Electric since 1946.

In recent months Canadian General Electric executives have urged broadcast equipment manufacturers to lend increased support to the nation's broadcasters by developing new equipment that is smaller, more reliable, and more simplified in design.

Officials of CFBR expect that the station will commence broadcasting programs in October and, at that time, will fill the need for fuller service in the French language.

**CHOY**  
PEMBROKE  
THE **B**uy  
Sells  
THAT  
SEE THE STOVIN BOYS

Are You Reading THE BROADCASTER Over Our Shoulder?

A subscription of your own costs  
\$5.00 a Year • \$10 for 3 Years

# In British Columbia 5000 WATTS AT 600 KY. COVERS



NOT ALL THE TREES

NOT ALL THE MOUNTAINS

# BUT MOST OF THE PEOPLE!

## AT LOWEST COST PER THOUSAND CIRCULATION

E-H circulation report — November '56



reps. H. N. STOVIN

# Vancouver

**"Management —  
A Profession"  
Is IRE Meeting Topic**

A PAPER PROVING that management is a distinct and professional kind of work founded on scientific principles will be presented by Peter Humeniuk, of Canadian General Electric Co. Ltd., at the Institute of Radio Engineers' Canadian convention-exposition in Exhibition Park, Toronto, Oct. 16-18.

The paper on Friday's session will be one of 116 on the technical papers program of the convention, which last year attracted more than 10,000 scientists, engineers and technicians. Mr. Humeniuk will describe the kind of management that stimulates professional growth, showing that the proper type of management can produce the climate that is conducive to the development of men.

Management, Mr. Humeniuk will demonstrate, is based on principles that are verifiable truths. The orthodox concept of a manager as a dynamic, cigar-smoking, dominating person no longer holds good, although he must still have the quality of leadership. The principles of management not being peculiar to any type of industry or job, it is feasible to assume that soon we shall have management taught as a special subject at universities.

**HUMAN ENGINEERING**

The great 20th-century problem of equating humans with machines will be dealt with in the Wednesday session on Human Engineering, when speakers will include A. H. Shepherd, Dept of Psychology and J. M. Ham, both of the University of Toronto.

Clare Norris, general chairman of the IRE Canadian convention-exposition, says that although it has been necessary to make available an additional 25 per cent of exhibit space over that provided in the 1956 event to satisfy the demands of Canadian exhibitors, the wide spacious aisles giving complete freedom from congestion will be maintained this year. The exposition, which runs concurrently with the convention, will display a broad range of electronic components and equipment in the fields of radio, radar, industrial control, communications test equipment, and nucleonics.

**CJEM - RADIO**

EDMUNDSTON, N. B.

1000 WATTS

570 kc.



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

**CANADIANS LISTEN 18,000,000 HOURS A DAY**

CANADIAN FAMILIES spend collectively nearly 18,000,000 hours per day listening to radio, stated a recent report on Canadian listening habits issued by the Radio Division of the Broadcast Advertising Bureau of the CARTB. Sales director Charles Fenton claims that information on such a complete scale has never before been available.

Fenton went on to say that publication of this report was made possible by the new time-period-audience surveys of the Bureau of Broadcast Measurement. IBM did all the tabulating of figures necessary for the survey and the charts and graphs contained in the booklet were prepared by BAB's Radio Division from these tabulations.

The BAB booklet stated that 40 per cent of Canadian radio listening takes place in the morning, 36 per cent in the afternoon and 24 per cent in the evening. Fenton pointed out that "this is, by far, much more time than they spend with any other

advertising medium and 35 per cent more than TV families spend viewing their television sets."

BAB, Fenton disclosed, plans to publish a further booklet based on the second BBM survey, which came out in May '57. The first booklet dealt with Canadian listening habits

in November, 1956. This means that BAB booklet No. 2 will be able to compare Canadian listening for two different seasons. It will also, Fenton said, include findings on audience composition and cumulative audience which were not contained in the first booklet.

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

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



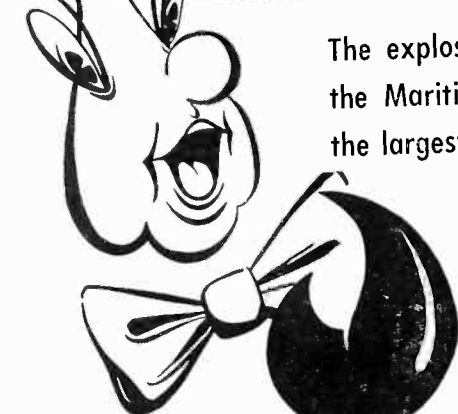
**BRYANT & HILL**, men's clothiers, sponsor CKOK's daily sportcast at 8:10 a.m. 90% of their advertising budget is spent with CKOK. In the picture are the owners, left to right, Len Hill and Wiz Bryant.

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

HUNT in Vancouver

Represented by  
• MULVIHILL in TORONTO & MONTREAL

• FORJOE in U.S.A.



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

Tap this rich source of buying power with

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

**231 MILLION DOLLARS**



ESTIMATED value of 1957 wheat crop in Saskatchewan

FOR INCREASED SALES  
LET CFQC BE YOUR BREAD WINNER!

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



**Over the Desk**  
WITH THE HELP of the BBC, radio station CKSA, Lloydminster, Sask. treated its listeners to a special box-seat on events taking place across the Atlantic,

during the recent Boy Scout Jamboree in Sutton Park, England.

Attending the Jamboree was scout Glen Lavold, son of CKSA's sales manager, Lavold. Teaming up with BBC commentator Raymond Baxter, young Glen made three tape recordings describing Jamboree life which were then aired over CKSA. Actually, a total of seven tapes were broadcast from the Lloydminster station as they were received from England. The first was a message from the Duke of Gloucester, who officially opened the Jamboree and the balance dealt with highlights of camp life described by scouts from all over the globe.

Baxter and the Lloydminster Queen's Scout are currently working on another tape in which the voices, music and views of boys representing upwards of 50 countries will be heard.

CKSA claims that its listeners found these broadcasts of top interest, partly because of the local flavor given by Glen. The tapes were aired every evening for a week on CKSA's Monitor-type Show, *Standby*.

Travel tapes like these are, in fact, one of the sacred cows of CKSA's program policy. In the past the station has specialized in presenting tape recorded descriptions of life in faraway places, such as Korea, Australia and Ghana. The station plans to keep the *Travelling Tape* roving around the world for some time to come.

**IN THE SWIM**

ONE OF THE many hectic events covered by radio station CFOS during Owen Sound's recent centennial celebrations, was the 15-mile annual Owen Sound International Swim, which was fed by CFOS to a network of five private stations.

CFOS announcers Mac McKenzie, Crawford Douglas and Don Danard gave a stroke-by-stroke account as

**THESE MEN KNOW THE KINGSTON MARKET!**

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

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

(Elliott-Haynes Surveys)

**BUY CKLC**

CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

Contact:

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

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

**DON WRIGHT**  
*Productions*

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329

Residence: 77 Chestnut Park Rd., WA. 5-1631



winner Greta Anderson zipped past Tom Park during the last 35 feet of the race.

CFOS piped the broadcast to CJOY Guelph, CKEY and CFRB Toronto, CFPL London and CKNX Wingham.

Coverage of the swim began at 8.30 am with a three-quarter hour broadcast during which the swimmers streaked off from the starting point. Between 10 am and 6 pm there was a five minute feed at five minutes to the hour every hour. At the end there was a 10-minute description of the winners.

The broadcast will be repeated next year with possibly a larger network of outside stations.

**CONGRATS TO CURLY**

M. D. "CURLY" Dyck, until August 1 commercial manager of CHED, Edmonton, has been named acting general manager of that station. He succeeds Don MacKay, who has left to open his own association management office.



M. D. "Curly" Dyck

Curly Dyck has been in and out of radio for twenty-one years. He started in 1936 at CFQC, Saskatoon. During the war he served with the RCAF. He did not return to radio until 1951, joining CKOM, Saskatoon when Bob Hosie opened that station.

Prior to joining CHED in November 1951, he operated his own gas station and tourist camp.

**CJAV RADIO**

Port Alberni — B.C.

is the most!

over

**90%**

of the early morning audience

Contact

VANCOUVER  
John N. Hunt  
& Associates

TORONTO &  
MONTREAL  
Stephens &  
Towndrow

U.S.A.

Donald Cooke

• Elliott-Haynes

**BARE FACTS**

RECENTLY IN its Footloose Reporter series, Trans-Canada network of the CBC covered a nudist camp near Vancouver. According to TORONTO DAILY STAR columnist Gordon Sinclair, one broadcaster and one technician provided the coverage. They like all the others, were in the raw.

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**GOODNIGHT SWEET PRINCE**

ANOTHER BARE fact is that here we are at the end of the column, so, buzz me if you hear anything, won't you?

**CKTB Sells St. Catharines, the Rich Niagara Peninsula**

**BECAUSE**

it has more audience in this market than all other Canadian stations combined.

Get the whole story from our Reps: Mulvihill in Toronto and Montreal, McGillvra in U.S.A

The NIAGARA DISTRICT STATION

**CKTB**  
ST. CATHARINES

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

TORONTO  
519 Jarvis St.

WINNIPEG  
171 McDermott

VANCOUVER  
804 Hornby St.

Manitoba Telegram  
**RUSH**  
from CKRC WINNIPEG

**S. R. O. !**

- **Johnny Esaw, and His Friends . . .**  
The Sports writers and broadcasters report plus, Bud Grant, coach of the Winnipeg Blue Bombers, exclusively on CKRC Mon. - Fri. 6:45 p.m.
- **Football Time . . .**  
Reports from sportscasters in the 4 other league cities. Fri. 10:30 p.m.
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- **Football Monitor . . .**  
A Pre-game opinion roundup before every game broadcast.
- **The "5th Quarter" . . .**  
A Summary by football personalities following every game broadcast.
- **Plus broadcasts of all home and away games played by the Winnipeg Blue Bombers.**

All the above programs have again been sponsored this year.

Once again proving that advertisers recognize that CKRC is the Sports Voice of the Red River Valley.

For other information regarding program availabilities contact

REPS: ALL-CANADA RADIO FACILITIES;  
in U.S.A.: WEED & CO.

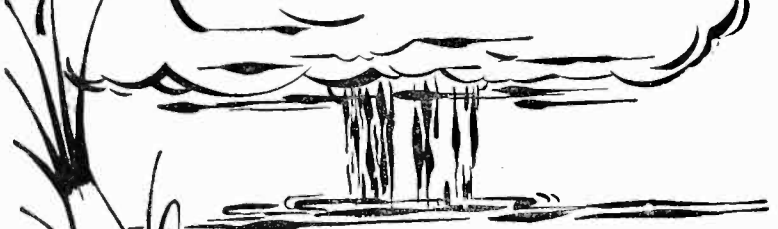
**CKRC**



BROADCASTING TO ALL OF Manitoba  
FROM THE Red River Valley

# WE SELL RESULTS!

says Lionel the Lobster



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

Tap this rich source of buying power with

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

## 231 MILLION DOLLARS



ESTIMATED value of 1957 wheat crop in Saskatchewan

FOR INCREASED SALES  
 LET CFQC BE YOUR BREAD WINNER!

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



THE RADIO HUB OF SASKATCHEWAN



WITH THE HELP of the BBC, radio station CKSA, Lloydminster, Sask. treated its listeners to a special box-seat on events taking place across the Atlantic,

during the recent Boy Scout Jamboree in Sutton Park, England.

Attending the Jamboree was scout Glen Lavold, son of CKSA's sales manager, Lavold. Teaming up with BBC commentator Raymond Baxter, young Glen made three tape recordings describing Jamboree life which were then aired over CKSA. Actually, a total of seven tapes were broadcast from the Lloydminster station as they were received from England. The first was a message from the Duke of Gloucester, who officially opened the Jamboree and the balance dealt with highlights of camp life described by scouts from all over the globe.

Baxter and the Lloydminster Queen's Scout are currently working on another tape in which the voices, music and views of boys representing upwards of 50 countries will be heard.

CKSA claims that its listeners found these broadcasts of top interest, partly because of the local flavor given by Glen. The tapes were aired every evening for a week on CKSA's Monitor-type Show, *Standby*.

Travel tapes like these are, in fact, one of the sacred cows of CKSA's program policy. In the past the station has specialized in presenting tape recorded descriptions of life in faraway places, such as Korea, Australia and Ghana. The station plans to keep the *Travelling Tape* roving around the world for some time to come.

### IN THE SWIM

ONE OF THE many hectic events covered by radio station CFOS during Owen Sound's recent centennial celebrations, was the 15-mile annual Owen Sound International Swim, which was fed by CFOS to a network of five private stations.

CFOS announcers Mac McKenzie, Crawford Douglas and Don Danard gave a stroke-by-stroke account as

### THESE MEN KNOW THE KINGSTON MARKET!

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

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

(Elliott-Haynes Surveys)

## BUY CKLC

CHOICE  
 THE VOICE OF KINGSTON  
 and EASTERN ONTARIO

Contact:

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

For anything musical—Jingles, Shows,  
 live or recorded—contact

**DON WRIGHT**  
 Productions

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

winner Greta Anderson zipped past Tom Park during the last 35 feet of the race.

CFOS piped the broadcast to CJOY Guelph, CKEY and CFRB Toronto, CFPL London and CKNX Wingham.

Coverage of the swim began at 8:30 am with a three-quarter hour broadcast during which the swimmers streaked off from the starting point. Between 10 am and 6 pm there was a five minute feed at five minutes to the hour every hour. At the end there was a 10-minute description of the winners.

The broadcast will be repeated next year with possibly a larger network of outside stations.

**CONGRATS TO CURLY**

M. D. "CURLY" Dyck, until August 1 commercial manager of CHED, Edmonton, has been named acting general manager of that station. He succeeds Don MacKay, who has left to open his own association management office.



M. D. "Curly" Dyck

Curly Dyck has been in and out of radio for twenty-one years. He started in 1936 at CFQC, Saskatoon. During the war he served with the RCAF. He did not return to radio until 1951, joining CKOM, Saskatoon when Bob Hosie opened that station.

Prior to joining CHED in November 1951, he operated his own gas station and tourist camp.

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A Pre-game opinion roundup before every game broadcast.
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in U.S.A.: WEED & CO.

**CKRC**



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

**CJAV RADIO**

Port Alberni — B.C.

is the most!

over

**90%**

of the early morning audience

Contact

VANCOUVER  
John N. Hunt  
& Associates

TORONTO & MONTREAL  
Stephens & Towndrow

U.S.A.

Donald Cooke

• Elliott-Haynes

1290

C

K

SERVING

LONDON

C

K

SELLING

LONDON

24 HOURS A DAY

For First Choice Of Choice Times

— See —

EAST	WEST	U.S.A.
NBS	STOVIN	Y.C.L.

1290



# CJOR GAG STOPS CKWX-CKNW FEUD

THREE BC radio stations tangled, rather comically, when two of them recently went on a simultaneous binge of draw-the-lucky-number type contests in which listeners had to tune in, at certain times, in order to hear what numbers had been drawn.

It all began when CKNW, New

Westminster, started a campaign to keep listeners tuning in to it. The campaign involved announcing street addresses chosen at random at 15 minutes past the hour and at 15 minutes to the hour. If the person residing at that address phoned to the station and identified himself, he could win \$25.

CKWX, Vancouver, however, also decided that this was a wonderful idea and started the same contest, announcing the numbers at exactly the same time periods as CKNW.

Suddenly everyone realized that this meant listeners would have to try to listen to both stations at once if they wished to catch both stations. Whether inspired by true public service motives, or because the situation had its funny side, CJOR, Vancouver stepped in and announced that it would take upon itself the task of announcing both CKNW and CKWX numbers as soon as they came over these two stations.

A new phase developed when CKNW started calling the same address that CKWX had just announced and telling listeners that if that was their address to call CKWX's phone number. The situation from then on became a comedy of errors almost impossible to unravel. The upshot of the whole affair was that CKNW and CKWX threw up their hands and quit the whole thing.

there are **3** proven ways  
TO GO ABOUT SELLING  
THE RICH NORTHERN ONTARIO MARKET  
and they're all  
on radio

1. **CFCH** North Bay
2. **CKGB** Timmins
3. **CJKL** Kirkland Lake

Together they deliver a CAPTIVE\* audience of over 300,000 listeners!

\*In Northern Ontario — outside reception is inconsistent. As a result, this vast audience **DEPENDS** on these radio stations for news, entertainment and information.

For full details, contact our reps today.

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

## CHUM Airls YMCA News

STARTING SEPTEMBER 1, CHUM began a weekly program on behalf of the YMCA. Aired on Sunday evening at 9.30 the program tells of YMCA activities and personalities.

Besides covering the activities of the Boy Scouts and Toronto Metro Parks Commission, CHUM is currently asking listeners to donate old mantel or portable radio sets, regardless of condition, for distribution to homes and hospitals, especially for the aged. A Toronto concern, Guaranteed Auto Radio, has volunteered to repair and service the sets without charge.

MAYBE YOU'RE A "Fall Guy"...

**CFNB**

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

Perhaps you're sold on Fall as the logical time to air your ad message. No matter the Season... you'll receive the most effective coverage in New Brunswick (see your BBM or Elliott-Haynes) on the No. 1 station...

Our Reps will give you the full story! See the All-Canada Man — or — Weed & Co. in the United States.

*Ste. Marguerite, Qué.*

**QUEBEC BROADCASTERS MEET SEPT. 15**

**Tuesday Is Agency Day At ACRTF Convention**

WHEN THE FOURTH annual convention of the ACRTF (Association Canadienne de la Radio et de la Télévision de langue française) meets September 15-18 at the Alpine Inn, Ste-Marguerite, Quebec, the agenda will be as follows:

Registration of members and guests begins at 5.00 pm, Sunday, September 15. At the desk will be Mrs. Paul Frézard and Miss Jacqueline Cartier.

At 8 o'clock that evening the ACRTF directors' meeting will convene in salon 101. Present will be president David A. Gourd; vice-president René Lapointe; secretary Yvon Martel; treasurer André Daveluy; and directors Tom Burham, Maurice Boulianne, Marcel Leboeuf and Roland Couture.

At 9 pm there will be a meeting of committees in salon 102.

On Monday, September 16, 9.30 am there will be a CARTB-sponsored sales clinic introduced by CARTB president Vern Dallin with a commentary by Taschereau Fortier. At 2.15 the meeting will hear from ACRTF president David A. Gourd.

On Monday afternoon at 2.30 sessions will resume with a forum chaired by Tom Burham on "Let's compare experiences" conducted by panelists Aurele Pelletier (CHRC Quebec), Phil Lalonde (CKAC Montreal) and Jean-Paul Lemire (CKCH Hull).

After a 5 pm cocktail party, hosted by Frank E. Richens, courtesy of CP and CN Telegraphs, the annual ACRTF dinner will be held at 7 pm.

Dinner remarks will be made by president Gourd who will then introduce a guest speaker. Winding up the day at 9 pm will be a dance and "attractions".

On Tuesday, September 17, vice-president René Lapointe will chair a forum on the subject of "Agency Day" with panelists Yves Bourassa (Walsh Advertising, Montreal); Mary Moran (MacLaren Advertising Agency, Toronto); Mariette Mineau (J. Walter Thompson, Montreal); Paul S. Corbeil (Spitzer & Mills, Montreal); Jean Monté (McKim Advertising, Montreal) and Hénault Champagne (Vickers & Benson, Montreal). The concluding session of the "Agency Day" forum will begin at 11.30.

After a 12.30 lunch there will be a golf tournament beginning at 2.30 followed by a 5 pm cocktail party (courtesy of Jos. A. Hardy & Company). Cocktail hosts will be Mr. & Mrs. Bruce Butler, Mr. & Mrs. Guy Daviault, Mr. & Mrs. Gilles Loslier; Mr. & Mrs. Alex Stewart and Mr. & Mrs. Ted Pepler. At the 7 pm dinner a golf trophy and prizes will be awarded. A dance and entertainment, complete with a master of ceremonies, will be held at 9 pm. Ladies will wear cocktail dresses, gentlemen will be in informal wear.

On the last day of the Convention, Wednesday, September 18 at 10 am there will be a closed business session for voting members only. Lunch will be at 12 and there will be a directors' meeting at 2.30.



Inquire how PW Teletype can immediately give you the benefits of IDP\*

\*Integrated Data Processing.

Costly delays and mistakes can be eliminated... heavy inventories, duplicate accounting and warehousing can be reduced when branches are linked via PRIVATE WIRE TELETYPE. PW Teletype cuts costs and improves operations in scores of ways.



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

TORONTO  
519 Jarvis St.

WINNIPEG  
171 McDermott

VANCOUVER  
804 Hornby St.

**YOU NEED**

**CKDM**

**Dauphin**

**730 on the dial**

with

**80.5% of AUDIENCE**

**6 a.m. - 12 midnight**

(T.P.A. Study to Spring 1957)

**86.7% of AUDIENCE**

**9 a.m. - 6 p.m.**

(Elliott-Haynes, Aug. 12-17, 1957)

**TO SELL  
CENTRAL MANITOBA**

**RESULTS — Farthest Point Contest**

Entries from

LEVACK, ONT. to VERNON, B.C.

and from

CHURCHILL, MAN. to FARGO, N.D.

and 107 CITIES & TOWNS IN BETWEEN

ASK — NATIONAL BROADCAST SALES.

TONY MESSNER.

JOHN N. HUNT.

YOUNG CANADIAN.

# OSHAWA

Has just had  
a  
**\$1,500,000**  
raise!

More money to  
spend in an already  
prosperous  
community!  
You can reach these  
extra dollars by  
advertising on



Serving  
South-  
Central  
Ontario  
from

## OSHAWA

Lorrie Potts & Co. -- Toronto  
Montreal  
J. N. Hunt & Assoc. -- Vancouver  
J. H. McGillvra -- United States

*Wherever You Go . . .*

# CKRC's "WEEKEND" IS HOLIDAY GUIDE

FOR THE WEEKENDING Winnipegger, at the beaches, driving a car or staying put comfortably at home, radio station CKRC has built its entire schedule around a single, weekend-long format called *Radio Weekend*.

Beginning Friday at sign-on time, *Radio Weekend* opens with special promotion announcements incorporating gags, transcribed flashes, gimmicks and the Red River Valley theme. Friday noon's weather forecasts include reports of conditions at local beaches and resorts, phoned in from the various holiday spots. These reports feature not only information about accommodation, but on-the-spot tips about weather as well as road and traffic conditions. Then, on Friday night, in-town listeners are briefed on special events taking place at home.

On Saturday, the morning weather reports are directed especially towards drivers starting out on the highways. They include further on-the-spot reports about resort conditions. Saturday night music is selected for people entertaining at home or at the beach.

Sunday mornings feature reports from fire rangers as to fire hazards in the woods and finally on Sunday nights, special CKRC mobile units, on the highways and in the air, report traffic conditions for home-bound drivers.

In addition to reporting traffic conditions on the weekend, CKRC

devotes the weekday hour from 5 to 6 p.m., when city traffic is heaviest, to the *Traffic Show* sponsored by participating BA Oil dealers in Winnipeg. Bill Guest reports from the mobile unit on traffic in various sections of the city, warning motorists of tie-ups, weather and road conditions.

During the *Traffic Show*, Guest chats back and forth with George Knight in the studio, awards prizes for lucky house numbers chosen and waves to passing motorists who have picked up the habit of honking a greeting to him as they pass the now familiar CKRC mobile unit on the road.

## CKNW NAMES THREE TOP MEN



BILL HUGHES



HAL DAVIS

**CKNW MANAGER** BILL HUGHES has announced three new executive promotions. Hal Davis, production manager, has been appointed assistant manager but will continue to head the production department, which he has been doing for the last seven years.

Clay Hawkins has been named general sales manager after having been with CKNW's sales department for a year, prior to which he was sales manager, CKY, Winnipeg.

Promotion manager Mel Cooper has been appointed national sales manager and will continue to manage the station's promotion and merchandising departments.



CLAY HAWKINS



MEL COOPER

WESTERN CANADA'S MOST PROGRESSIVE  
MUSIC - NEWS - SPORT STATION REQUIRES  
TOP NEGRO DISC JOCKEY NOT OPPOSED TO  
OVERNITE SHIFT. LONG TERM PROPOSITION . . .  
TOP SALARY AND ALL BENEFITS.

SEND AUDITION AND PHOTO TO

Box A-336

Canadian Broadcaster & Telescreen  
54 Wellington St. West., Toronto

## RADIO STATION CHED

REQUIRES TOP NEWSMAN  
TO AIR AND PREPARE NEWS.  
TOP SALARY — 5 DAY WEEK  
AND ALL BENEFITS.

SEND AUDITION STYLE

EXAMPLES TO:

DON ROLLANS, CHED,  
EDMONTON.

## Career Corner

### MEETING PLACE FOR EMPLOYERS and EMPLOYEES

**W**HETHER YOU hire or are hired, here is an opportunity to state your problems. Letters must bear the correct name and address of the sender. While we prefer to print the correspondents' names, we are willing to use pen names provided the real one is disclosed to us.

#### FIRST JOB IS HARDEST

**A** COPY OF your paper was shown to me by a man I approached for a job. He showed me your "Career Corner" and I am taking the liberty of writing you to state my case.

I am 23, married with no children. I arrived from England last week and I am a bit perturbed about getting into radio or advertising which is the work I have always done.

There seems to be more difference between English and Canadian business than I realized, and the problem seems to be that I cannot get into a Canadian firm until I have a knowledge of Canadian conditions. This seems to be an insurmountable problem, because it is just as impossible to gain a knowledge of Canadian conditions unless I can get into a Canadian firm.

I am naturally a little discouraged. However, I have a day job washing cars and am keeping the wolf from the door in that way. Naturally I want to get into something permanent though.

Should I get into something else, like working behind a counter, in order to meet Canadian people and find out about them? Or should I forget my experience in advertising and start out afresh? Or shall I keep on as I am going, hoping to get in somewhere soon?

Please do not think I am grumbling. We came to Canada because we wanted to and we are both glad we came. Sooner or later we'll find a way to get settled, and I just wondered if any of your readers might have some sound advice.

*Hopeful Bulldog.*

Address Your  
Letters To:  
"Career Corner"  
C B & T  
54 Wellington St. W.  
Toronto



(This entire column was contributed, quite unknowingly, by the star of the Grandstand show at the 1957 Canadian National Exhibition, Bob Hope.)

**POLITICS**

I've been trying to play this place for twelve years. It reminds me of the Conservatives.

. . .

**FRIENDSHIP**

An exciting evening for Bing Crosby is to turn his electric blanket up to medium.

. . .

**AUTOBIOGRAPHY**

I was born in England, in Eltham. US immigration checked with them and they denied it.

. . .

**ANIMAL WORLD**

Two geese were riding in an elevator when one of them said "Whee-ee! I've been peopled."

. . .

**FINANCE**

I just came from Washington. I like to go to Washington to look at my money.

. . .

**NATURAL HISTORY**

Paris is the place where the birds and the bees follow the people and take notes.

. . .

**TRAVEL**

They haven't much television in Paris but they have the largest antenna in the world.

. . .

**MOTORING**

The Hollywood Freeway is where you can drive eighteen miles without leaving the scene of the accident.

. . .

**L'AMOUR**

The house detective at the Royal York wanted to know if I had a woman in my room, and when I said "no", he said "sissy" and threw one in.

*for the first time . . .*

reach all of  
Canada's 3rd  
market with  
one medium

*... at lowest cost!*

now **50,000** watts!

Radio British Columbia

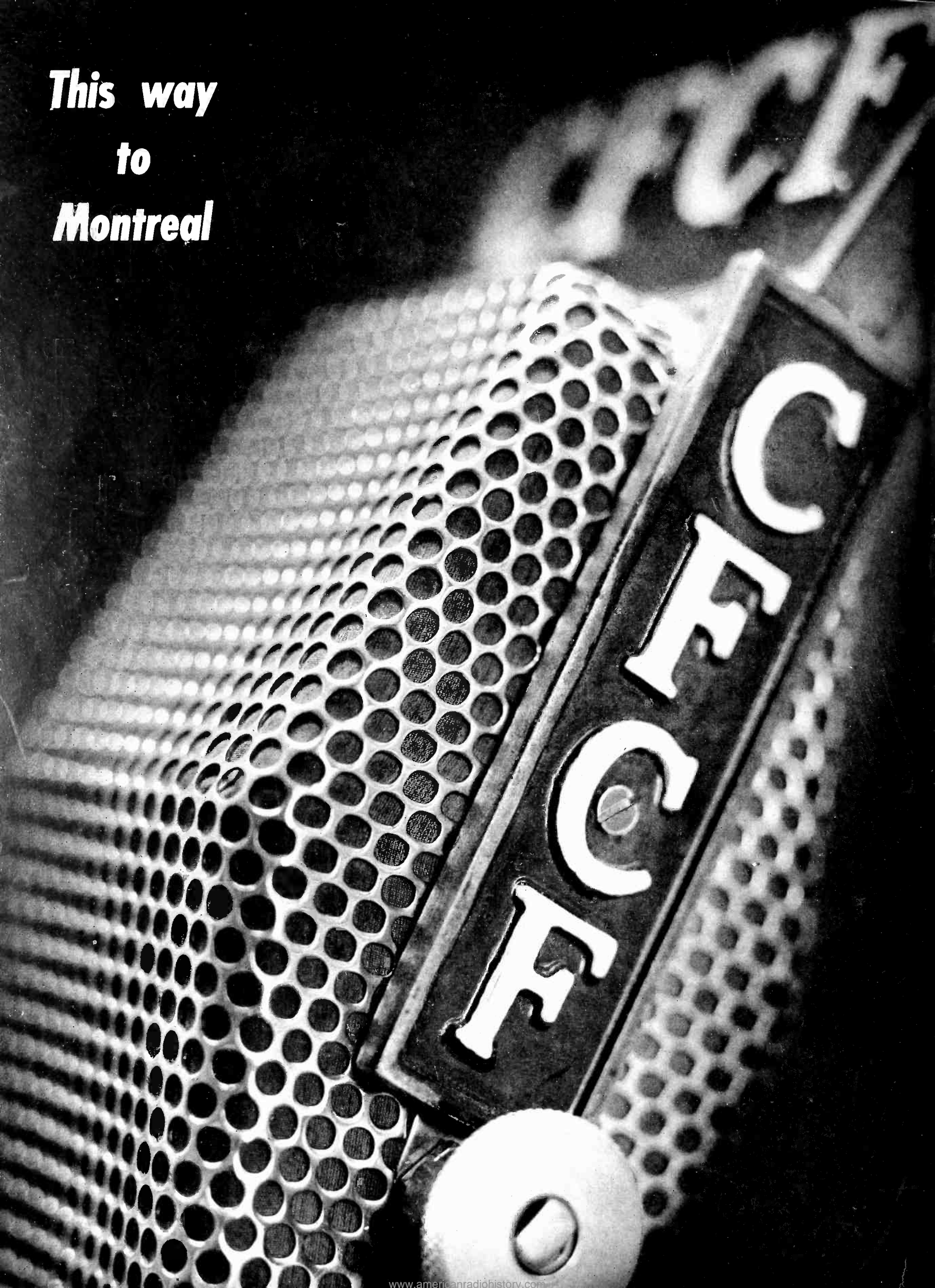
**CKWX**

Vancouver

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

**Reps: United States** — Weed and Company

***This way  
to  
Montreal***





*Canadian TV Week*

## THE TV IN YOUR FAMILY IS A BIG BOY NOW

By Bart Gardiner  
CB & T Staff Writer

FIVE YEARS ago, TV came to Canada. Today, the average Canadian spends almost as much time watching TV as he does working or sleeping. In a normal week in metropolitan areas, each TV home spends 35 hours and 49 minutes watching, and in non-metro areas, 37 hours and 48 minutes. An average in all areas is 36 hours and 39 minutes. So the theme of the forthcoming Canadian Television Week (Sept. 8-14) is "Television - - Member of The Family."

Tracing the growth of Canadian TV is like charting the course of a meteor. Two CBC stations, in Toronto and Montreal (CBL and CBFT), were the only stations in Canada in 1952. On Coronation Day, June 1953, they were joined by another CBC station, CBOT in Ottawa. It was not until early 1953 that the government announced it would accept applications for private stations in non-major markets, and in October of that year, the first private station, CKSO, in Sudbury came into being, followed closely by CFPL in London on the last day of the same month, and by CBUT Vancouver in December.

During the next year, 1954, stations began cropping up swiftly as spring grass. January saw the birth of CBMT, Montreal; March brought CKCO Kitchener and CHSJ, Saint John. In May, Winnipeg's CBWT came in, and was joined in June by CHCH in Hamilton. July brought CFCM in Quebec City as well as CKCK in Regina. CKLW Windsor opened in September; CFPA (now CFCJ) Port Arthur, CHCT Calgary, CJCB Sydney, and CFRN Edmonton joined in October; and CJIC Sault Ste. Marie, came in November. December 1954 saw a regular marathon of stations rushing to join the ranks before the year was out. On the same day both CJBR Rimouski and CKCW Moncton began operations. On the next day, December 5, CFQC Saskatoon came in. Then just as December took its very last breath, CKWS Kingston and CBHT Halifax were on the air.

In 1955 the birth-rate of stations slowed down to mere express-train speed. January brought forth CKX Brandon; March bore CHEX Peterborough; and June gave birth to CBOFT, Ottawa. In September, CJON St. John's, Newfoundland came into being, followed by CKVR Barrie. CKNX Wingham opened in November followed by CJLH Lethbridge. December saw CKRS

Jonquière and CKGN North Bay transmitting to their viewers.

June 1956 gave viewers CFCL Timmins, July produced CFCY Charlottetown and in August, CHLT Sherbrooke began transmission. Finally, in December 1956, CHEK Victoria came on the air.

1957 has been almost as prolific of new stations as the halcyon year, 1954. Up to date two new stations, CFCR Kamloops and CKMI Quebec have cropped up, both in April, and three more, CHAT Medicine Hat, CHBC Okanagan, and CKRN Rouyn, Quebec are scheduled to appear this September. Several other cities and towns have had licenses granted and will come on the air at some indefinite time in the future. Among them are Prince Albert, Sask.; Red Deer, Alberta; and Swift Current, Sask.

Several stations have also had satellite licenses granted. CJON, St. John's, Newfoundland has a satellite station already in operation, CJOX at Argentina. CKSO Sudbury's satellite at Elliot Lake will open on October 14 of this year under the call letters, CKSO-TV I.

September 21 will see the Okanagan station, CHBC go on the air in Kelowna, with satellites in Vernon and Penticton.

### HOW SETS HAVE SOLD

The sale of TV sets in Canada has

kept pace with the opening of new stations. At the end of 1952 there were one-quarter of a million sets in Canada; 1953 brought the total up to 590,000; and before 1954 ended, there were nearly 1,250,000 sets. This was the biggest year, to date.

At the end of 1955 there were 1,900,000 sets in the country which meant that 48 per cent of Canadian homes had TV. This jumped to 60 per cent the next year, with 400,000 TV homes. Latest figures show that (as of May 1957) there were no less than 2,650,000 TV homes in this country, which means 66 per cent of the total number of homes. Today 90 per cent of Canada's total population is within range of TV.

TV advertising, too, has shared the same meteoric growth. In one year alone - - 1954 to 1955 - - national advertising on TV jumped from \$8 million to \$23 million. This meant a jump from 5½ per cent to 13½ per cent of the total volume of national advertising. TV's potential for advertising was very quickly recognized by Canadian businessmen.

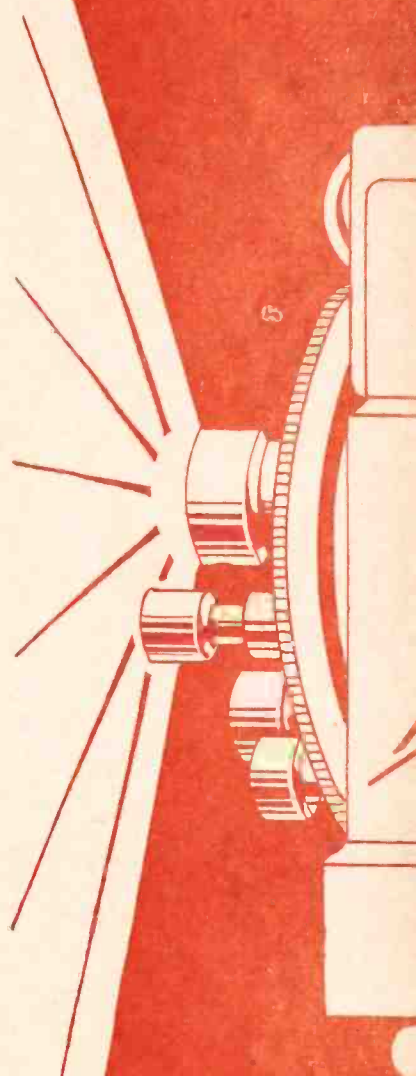
### SIGHT, SOUND AND SHOW

"TV is the greatest advertising medium Canada has ever known." As Reo Thompson, manager of All-Canada Television puts it. "It epitomizes"

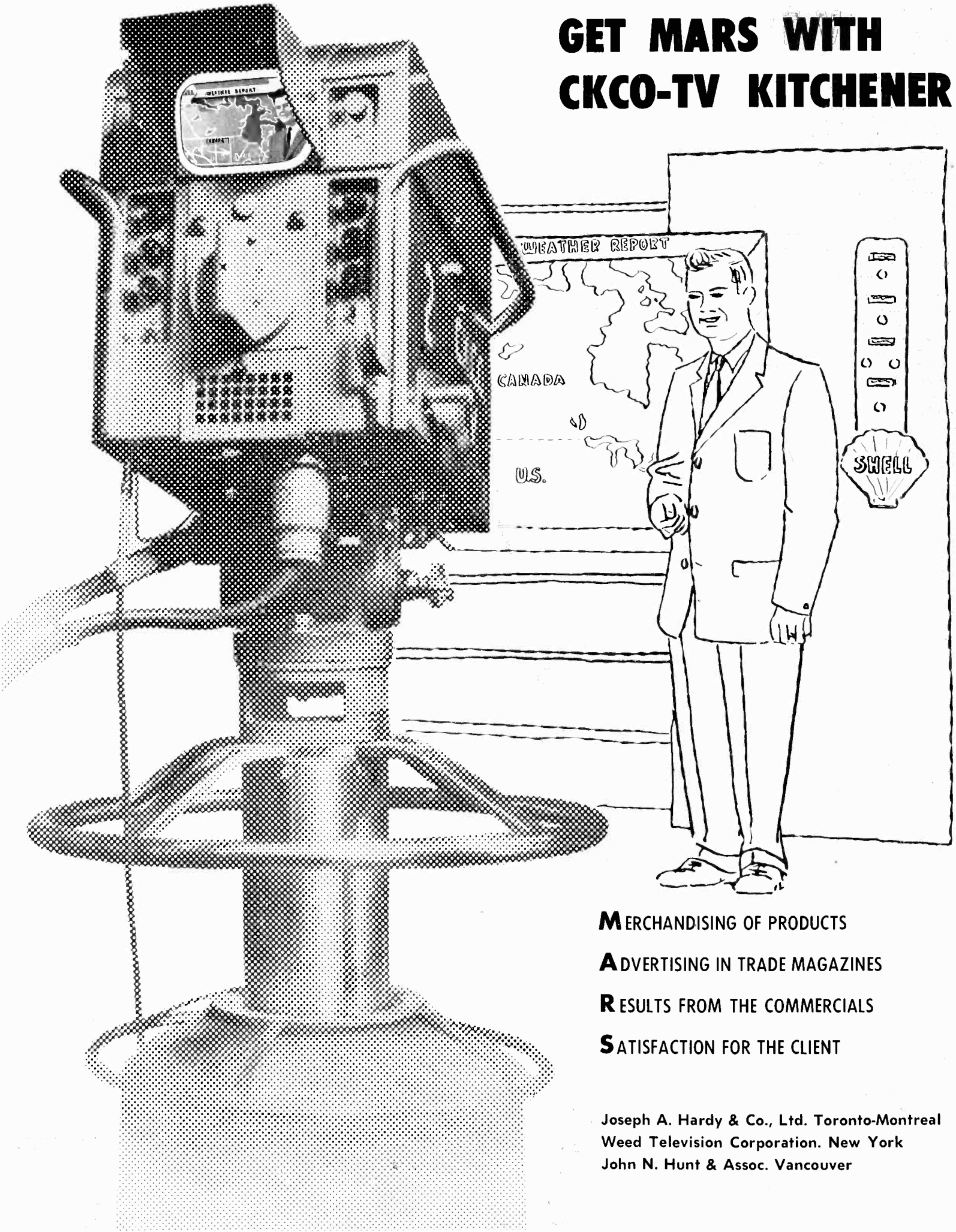
(Continued on page 16)

## SET OWNERSHIP BY PROVINCE

Province	Estimated Population	Estimated Households	Estimated Television Households
Newfoundland	426,900	81,300	24,700
Prince Ed. Is.	102,200	22,800	8,300
Nova Scotia	714,200	165,600	100,400
New Brunswick	570,300	122,100	59,900
Quebec	4,839,900	1,055,500	790,000
Ontario	5,477,000	1,425,800	1,097,700
Manitoba	874,400	222,800	121,400
Saskatchewan	905,500	238,800	86,100
Alberta	1,154,700	308,700	151,200
Brit. Columbia	1,438,000	408,200	217,600
<b>Canada</b>	<b>16,503,100</b>	<b>4,051,600</b>	<b>2,657,300</b>



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## CENTRAL ONTARIO TELEVISION CHANNEL 13

*More Summer Stuff*

# Western Is The Word For TV-'57

By Joe Young

**T**HIS TIME last year we were reading in the television columns of all the wonderful new programs that would be coming our way via video in the months to come.

They came. We saw. They went. Some faster than others but they all went. The majority of viewers agreed that they were lousy. The rest didn't even think they were that good. Being a cynic by experience I wasn't at all surprised that last winter's television fare turned out to be nothing but an egg laying contest. How could it be otherwise when they fired all the talent on television the season before?

The exception was Sid Ceasar and if he had gone to a good tea-cup reader before last winter's schedule started he would have raced right home and taken gas. However, he didn't and went on to put up a valiant but vain struggle against Lawrence Welk and his happy band of "a-one, a-two, a-three boys". You may have seen the headlines, "Caesar Loses to Welk." I couldn't believe it any more than I could believe a headline that read, "Little Orphan Annie Beats Jayne Mansfield in Chest Measurement Contest." But it was true and was indeed a sad ending to a season of busts.

The time is here again when coming events cast their shadows before us. Like all true-blue viewers I have scanned television columns and magazines for any hints as to what the 1957 winter season holds in store. One fact seems to stand out and that is you better like horses because they're taking over. "Western" is the word for television this season.

**P**ERSONALLY, I'm happy at this turn of events, because I'm an expert on Westerns from away back when, pardners. There are many pitfalls in this type of show when put into inexperienced hands, which I am confident they have been. If I had had more warning that this was going to happen, I would have offered my services as a consultant to anyone who wanted sane and sometimes sober advice.

The first thing to do is get away from that beat-up old premise that the hero has to win. I'm not partial to cowboy heroes because as a general rule they are dumb clods. I discovered this at the tender age of eight. I used to spend every Saturday afternoon at the movies and time and time again I yelled to the hero from the third row centre that the bad guy was behind him and he didn't have the brains to get out of the way. I soon came to the conclusion that cowboy heroes deserve to have their heads air conditioned.

**I** HOPE THINGS will be different on television. I can't explain it but I honestly like to see the crook win. Maybe it's because I'm the type that always cheers for the underdog, but I think it's mainly because I feel that a guy who goes to such lengths to keep from working

rewarded. Then again I believe we all have a little larceny in our souls and secretly admire those who stray from the straight and narrow.

I can remember the keen sense of accomplishment I felt when I fooled a weight guesser at a carnival. I put a brick under my hat. I must admit though that in my case crime did not pay. After I walked away I met a young lady of my acquaintance to whom I courteously tipped my hat. That was the tradition in those days, and the brick slipped off my head and descended under the usual laws of gravity upon my left foot. Not only did this cause me to run around in circles for a full five minutes bellowing from excruciating pain but it also ruined a brand new pair of four dollar and ninety-five cent patent leather shoes.



**A**NOTHER thing I hope they steer clear of is basing too many plots on drunken doctors. You know the type I mean. The doc is an alcoholic crumbler who reels through every reel, cadging drinks and telling everybody what a no-good he is and everybody believes him.

In the last reel the hero forgets to duck as he rides under the overhanging branches of a familiar old elm tree. He and the horse immediately part company. The hero hits the mud with a sickening thud and the horse runs out of sight and no doubt dies laughing a hundred yards up the trail.

This is where the old doc comes into his own. The hero is hauled into town and thrown on an unoccupied table in the local saloon. His friends drag doc from the bar to take a look at the hero. The doc immediately suggests they bury him. Somebody points out that he is still breathing. Doc may be an alcoholic but he's not unethical and after taking another look through blood shot eyes he says that only an operation can save the hero's life. He's the only doctor, drunk or sober, within three hundred miles so he's elected. At first he refuses because he suspects he isn't a very good doctor. As a matter of

fact he's sure of it. The reason he's out west is that he was run out of his home town for cluttering up the local cemetery with his patients.

Now this is the part that has had too much mileage put on it and needs a retread.

The doc is told, in no uncertain terms, that he is going to operate whether he likes it or not. The doc gulps and asks for a couple of shots of bourbon to settle his nerves. He throws them down the hatch, rolls up his shirt sleeves, spits on his hands and goes to work. By the light of a flickering candle he performs a delicate brain operation with such unconventional surgical instruments as a jack knife and a darning needle. Then he collapses and when he comes to he discovers he's the hero of the town. This was all he needed

investigate his father's death. He couldn't come any sooner because he was taking a law course at Harvard. That was fifteen years ago and he had just graduated. Having a legally trained mind, Sam Jr. thinks there's something rotten out Headstone, Arizona way. He got suspicious when he found out that Jake Harper supposedly had bought his old man's share of the mine the day before pop dropped out of sight down the mine shaft. Then he really got steamed up when it was brought to his attention that Jake had sold the half of the mine to Judge Stone at a handsome profit.

Now he has nothing against the Judge because he'd heard his pa speak kindly of him. Besides ugly rumors had reached him that the Judge has been having some narrow escapes from "accidents" around the mine.

For example, the Judge was doing a little inspecting underground when someone set off a charge of two hundred sticks of dynamite. Seems they forgot to tell the Judge they were going to do a little blasting right where he was standing. Nobody can explain it to this day, but outside of having both legs blown off, the Judge didn't suffer any serious injuries. The Judge credits his good fortune to his lucky rabbit's foot, which, incidentally, was blown off too.

Sam Jr. drops by to tip off the Judge that Jake Harper sold him part of the mine that rightly belongs to him; that the bill of sale Harper says he got from his old man is a phoney and that the Judge's life is in danger because Harper plans to do him in and get back the same half of the mine through the same methods. The kindly old Judge listens attentively and says nothing. You see, that mine blast also shattered his ear drums.

The Judge has a daughter, Delores. Delores is the prettiest gal in town. However, that's not saying much because Headstone is not noted for its beautiful women. As a matter of fact they run a beauty contest every year but the girls are so ugly nobody has won it for five years.

Delores takes an instant dislike to Sam Jr. She pegs him as a jerk who thinks because he went to Harvard he is educated. She tells him off for accusing Jake Harper of such dastardly deeds and is all set to throw him out on his broad "A". Sam Jr., using proper legal procedure, outlines his charges one by one in a loud voice and finally gets through to old Judge Stone. Delores, however, is not so easily convinced but she does agree to go to the mine office with Sam Jr. and confront Jake Harper with the accusations.

**M**EANWHILE, back at the mine office, Jake's henchmen are telling him about the stranger that has blown into town. Jake doesn't like it. To tell the truth Jake doesn't like anything or anybody. That's one thing you have to admire about him — he's consistent.

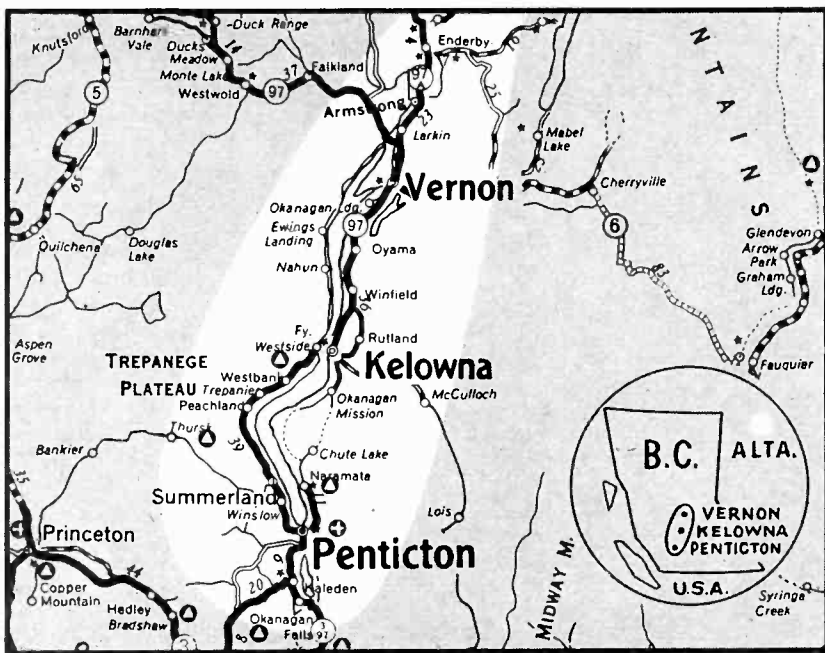
Just as Delores and Sam Jr. arrive  
(Continued on page 21)

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IN THE U.S.A.: It's Weed Television.

# "I Still want to see a lot of shooting . . ."

(Continued from page 19)

at the mine office they overhear Jake through an open window tell his men that the nosy stranger needs a dose of lead poisoning to cure his curiosity. Then he will take care of the Judge.

Sam Jr. tries to stop Delores from rushing inside and confronting Jake and his men. Delores accuses him of being a coward. Sam Jr. indignantly denies that he has a cowardly bone in his body. However, he does admit he's got a lot of flesh he's not sure of. Delores drags him inside and the fight is on. This is one of the outstanding scenes in the picture. While Jake Harper holds Delores, the gang takes turns beating Sam Jr. over the head with the office furniture, including the typewriter. But they didn't know what they were up against. Sam Jr. was noted for having the thickest head in Harvard.

Eventually they all collapse from exhaustion but Jake, who realizing he's licked, heads for the mine entrance, with Sam Jr. and Delores hot on his heels. There is a scuffle and Jake loses his footing and falls down the same mine shaft that claimed the life of Sam Perkins, Sr. Delores throws his hat down after him.

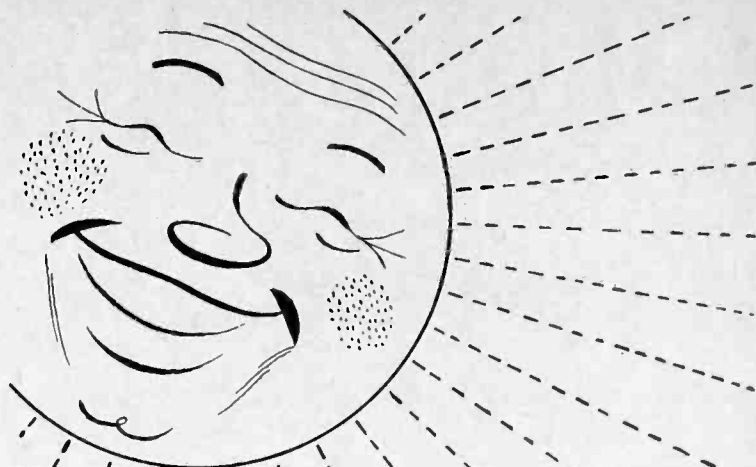
This epic ends with Delores and Sam Jr. standing with their arms draped limply around each other in front of kindly old Judge Stone. The Judge gives Sam Jr. his daughter's hand in marriage and to clinch the

deal throws in his job of judge. The end.

I'M NOT saying this is the kind of western stuff we are going to see on television this winter. What I have read has been encouraging. They claim they are going to be adult Westerns. I hope that means the cowboy will engage in some torrid love scenes with the rancher's daughter. I like that sort of stuff. The kind of Westerns I've seen, the cowboy kisses his horse instead of the girl. Of course, the leading ladies they gave them in those pictures didn't leave them any choice.

I also want to see the crook marry the girl once in a while and the hero go slinking out of town sobbing his heart out. I still want to see a lot of shooting and fist fights. Won't it be wonderful when color TV gets here? Imagine seeing all that blood in bright red. The kiddies will love it.

Well, I guess we'll have to wait and see what happens this winter. If they get some new Western plots we should see some good shows. If they don't, there'll be a lot of scalping going on and it won't be by Indians. Big Chief Sponsor will tomahawk eager beaver agency for selling him bum steer.

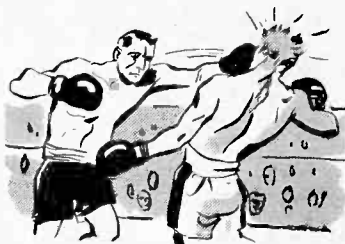


**Q.** *what's hot in the daytime?*

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

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

## IT'S A RECORD



### Shortest Fight with Gloves

The fight between Al Couture of Lewiston, Me., and Ralph Walton, on September 24, 1946. Couture rushed into the corner of Ralph Walton, while the latter was adjusting his mouth-piece and knocked him out with one punch (time elapsed — 10½ seconds of the first round).

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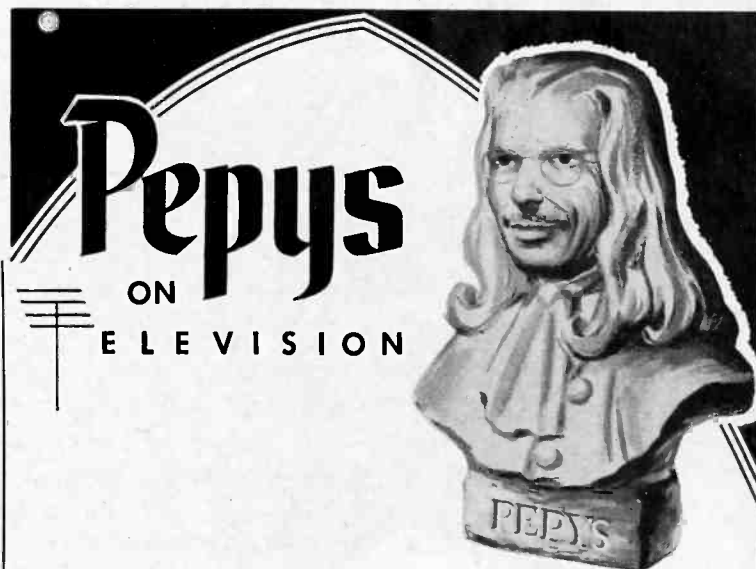
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A recent article in the Vancouver "Sun" commented "the 210,000 TV families in the Victoria-Vancouver area are getting the Channel 12 habit". It went on to say that this KVOS-TV Bellingham-Vancouver channel has the five most popular weekday programs, and five of the first seven for the entire week.

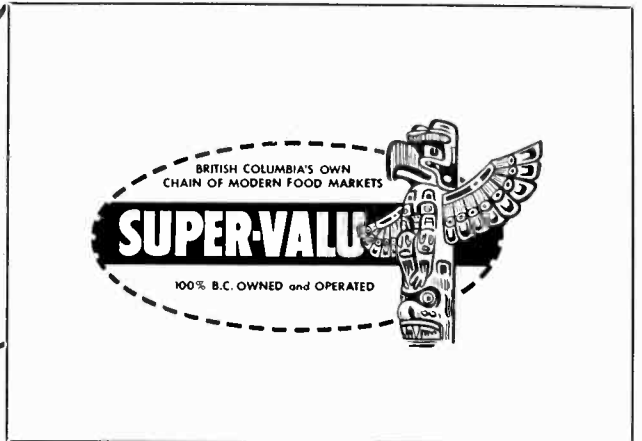
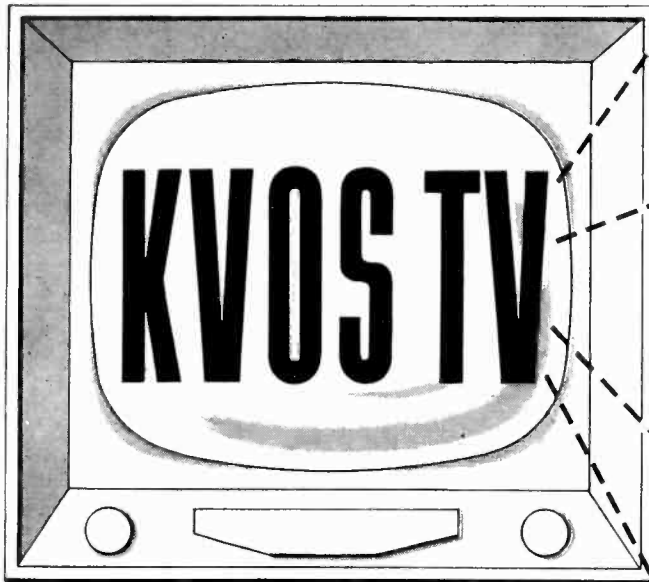
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## AT LOWEST COST

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

	KVOS-TV Station A (Vancouver)	
20 seconds	\$110.00*	\$136.00
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30 minutes	330.00*	408.00

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# KVOS-TV

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STATION. Bellingham, Wash.

# N. ONTARIO STATIONS FORM CO-OPERATIVE ASSOCIATION

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Other officers elected were Gene Plouffe, CJIC-TV, Sault Ste. Marie, vice - president; Frank Patterson, CKSO - TV, Sudbury, secretary. Directors include Russ Ramsey, CJIC-TV; René Barrette and Jean Devilliers, CFCL-TV, Timmins; Fred Noon, CKGN-TV, North Bay; Jim Boyd, CKSO-TV, Sudbury. CFCJ-TV, Port Arthur was also represented at the meeting and it is expected that CKRN-TV, Rouyn, will join as soon as they get on the air.

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and so lacks the opportunity of viewing competing stations. Through NOTA, they will be able to exchange ideas, bicycle their personnel and perhaps even talent and pool advertising ideas to "sell Greater Northern Ontario and its tremendous industrial development."

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that the day is not too far distant when the CARTB will invite NOTA to become a regional association affiliated with the national body as are the existing five regional associations. He stressed the fact that there is a tremendous difference in living and general habits of the north from the rest of the province.

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"Urge the Government to begin immediately converting all CBC TV to color in order to create markets for color TV sets and prevent mass layoffs in industry.

"Also request meeting of yourself and a delegation of this union to discuss this important issue. This telegram sent by decision emergency meeting CGE workers in our union who are faced with prospect of no jobs this winter."

The telegram was signed by Oliver Grant, president of the union-company joint board.

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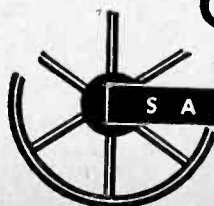
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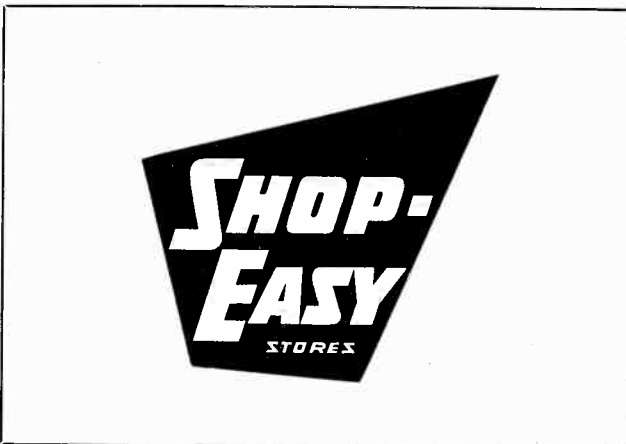
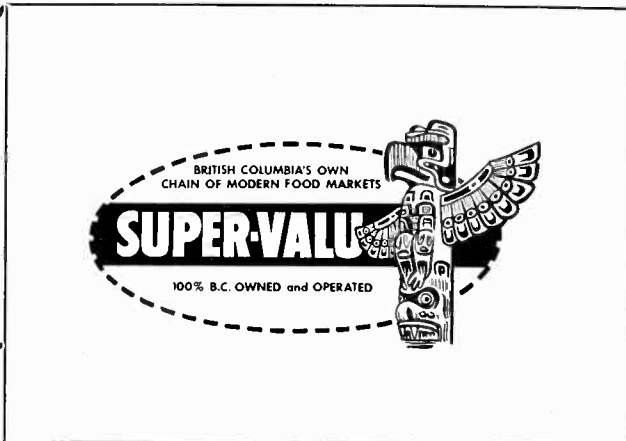
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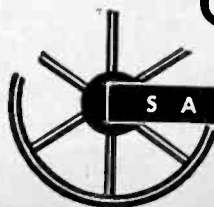
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### Theatres Will Telecast Basilio-Robinson Fight

THE BASILIO-ROBINSON fight, September 23, will be telecast in Toronto and London Loew's theatres, now that the problem of a Buffalo-Toronto TV line, contracted for 10 pm has been overcome by switching the time to 11 pm.

This problem had presented itself when National Theatre Television, in planning to present the fight, found that the CBC had already rented the desired 10 o'clock time slot from the

Bell Telephone Co., for *Studio One*, reports CANADIAN FILM WEEKLY. In the end the fight was moved up to 11 o'clock both in Canada and the US.

The first of such theatre fight telecasts in Toronto was the Marciano-Moore fight which packed Loew's Uptown. It is expected that Odeon Theatres will telecast the middle-weight championship in Montreal, Ottawa, and Hamilton.

## MAY USE TV RESEARCH IN EDUCATION

MANY OF THE interesting and varied facts about human nature currently being dug up by TV research are basic to all communications and may soon be used to aid in the education of our children, predicts Horace S. Schwerin of the Schwerin Research Corporation. "Our work", Schwerin states, "has been done on a scale that is permitting us to verify and validate many of the hypotheses that have been developed in university research." Schwerin Corporation has tested 12,000 auditions of 300 programs and over 10,000 commercials.

There are four factors being investigated in TV research which have a bearing on university research into teaching methods, said Griffin Thompson, of Schwerin's Canadian unit. "Whether in getting attention for a TV commercial or for a lesson in a schoolroom," he pointed out, "the basic factors of repetition, identification, involvement and clarity of message are what count in whether or not the message gets across."

TV research has taught us, that when audio and visual are well integrated, learning is at its peak, and "this fact is gradually being put to use in schools by means of film strips, slides and movies."

"In relation to other TV ratings" he continued, "the political broadcasts during the last US elections hit rock-bottom. This was because, unlike other TV programs, viewers were unable to establish any identification with the speaker due to lack of visual support. This", he explained, "was because the camera was directed only at the speakers' faces, and there was no visual variation to keep the viewer's interest fresh or to interpret the audio message attractively."

Horace Schwerin therefore urges universities and colleges "to increase their interest in and co-operation with the research going on in the giant TV industry, in which the fundamentals of communication can be noted in massive form."

If this is done, Schwerin thinks it possible that within the next 10

years:

(a) The length of time it takes to teach a child can be substantially reduced.

(b) The traditional college course can be brought down from four years to three.

(c) Graduate-level education can be speeded.

(d) Adult education can be expanded and made more attractive as well as more effective.

### Contest Starts AM Kick

KVOS-TV, Bellingham-Vancouver has put back their schedule an hour and a half and is now taking to the air at 10.30 a.m. instead of noon, as previous.

The morning kick starts out with a ninety minute movie series made up from Columbia's Top 104; Warner Bros. Hits; 20th Century Fox Hits; Selznick-Hitchcock Hits; United Artists (1950-54) Hits.

They used a contest to promote the show offering \$150, \$100 and \$75 for the best name for the series. A Vancouver housewife, Mrs. Muriel McBride, came first with the title *Cinema Toast Time*. The second and third money went to Velma Gray, Everett, Wash. and D. Dyson, Vancouver, B.C. respectively. Fifty other prizes were also awarded.

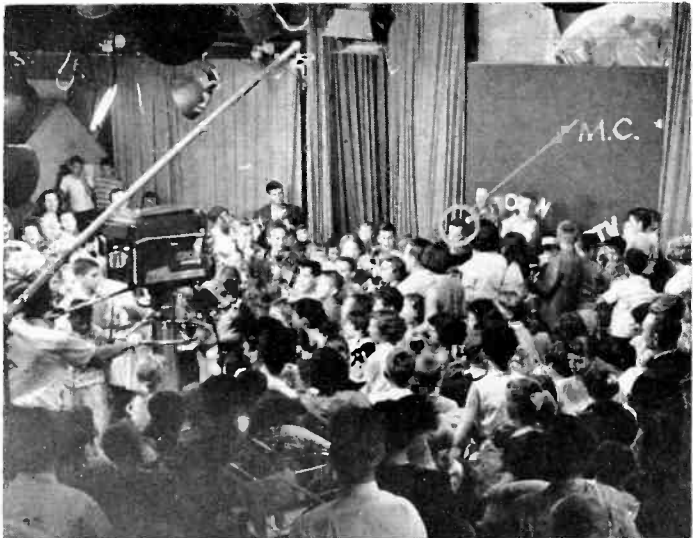
Besides promoting the show, the station used this contest in an attempt to determine the ratio of Canadian to US viewers, since, while the station itself is located about 20 miles south of the Canadian border, it is primarily interested in Canadian audience and sponsors.

The contest ran July 7 to 27, and the station reports a total of 9,762 letters received. Of these, 7,453 came from viewers living in Canada and 2,309 from Americans.

### Special For Newfy

NOW THAT GOOD Luck Margarine is being manufactured in Newfoundland, Caldwell's Queensway Film Studios have made new versions of the 60- and 20-second TV animated commercials for Good Luck especially for this market, to be shown by CJON-TV, St. John's. The commercials were recorded right at St. John's - - to keep the Newfoundland flavor throughout - - by CJON-TV's Don Jamieson, known as "Mr. Newfoundland." The Good Luck account is handled by Young & Rubicam Ltd.

## NEVER A DULL MOMENT AT CFCL-TV



WHAT NO PINK ELEPHANTS? M.C. Mike Duncan is mobbed on Cartoon Party as 600 kids answered his call to bring their pets. There were snakes, birds, guinea pigs, cats, dogs, etc. — One call brought them in! TV is fabulous!

## CFCL-TV

SEE . . . Paul Mulvihill & Co. Ltd. — Toronto, Montreal  
John N. Hunt — Vancouver  
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# CFCM-TV, QUEBEC,

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

**338,800**  
per day

Representative:

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



The greatest French advertising medium in Quebec

300 000 KV

**CHLT-TV** CHANNEL 7

SHERBROOKE

We cover the Montreal market

*Technicolumn Goes To The Ex.*

**SOUND HITS A NEW HIGH WITH HIGH FIDELITY**

By Ian Grant

"RADIO SHOULD take a closer look at the future use of high fidelity". This was the opinion expressed by most of the representatives of the companies who had displays in the electrical building at this year's C.N.E.

A salesman from Sparton of Canada Ltd., said that a few years ago the general public knew very little about hi-fi. Now they not only want music to come out of a record, but they are looking for quality in that music too.

The cost of hi-fi is not high for the average family, he said. As an example he pointed out a Sparton model called the Continental Mark 2, which is a three speaker radio-phonograph system with an automatic speed selector. This means that you can put on a pile of records of different speeds and the set will automatically pick the right one.

Still another step in this quest for quality in music is Stereophonic Sound. When recording music, one mike is placed either side of the source. Each mike hears the instrument closest to it the best; those farther away less distinctly. Two separate sound tracks are made on a single magnetic tape. These tracks stay separate.

In conventional recording, there's a mixing or predigesting action which, of necessity, destroys the dimensional effect.

In the playback, the stereo tape passes two recording heads which pick up the electrical impulses of the two individual sound tracks and translate them back into sound. One track is heard through the tape recorder's high fidelity system, while the other is played through any other amplifier-speaker system. The result is that you get a sound that seems to spread out in front of you as though you were sitting in front of the orchestra.

Seabreeze Manufacturing Ltd. are

at present the sole Canadian producers of stereo equipment. However RCA will be putting their line of sets on the market soon.

A Seabreeze salesman explained that they have had stereo equipment available for two years, but prices limited its sale. This has now been overcome.

Another drawback was that until recently the selection of tapes was very limited, but now most of the major recording companies are starting to produce the tapes making choice unlimited.

The big thing in television sets for 1958 is the new 110 degree deflection tube. The neck of the tube is shorter, which enables sets to be much thinner and also removes the bulge at the back. Sets can now be placed flush to the wall.

However, there is a disagreement as to what this achieves. A Sparton TV salesman said that his company was not producing these new tubes because they lacked perfection and also, if the set fitted flush to the wall, it would lessen ventilation causing tubes to blow with the heat. This, he said, can be overcome if the set is ventilated through the side, but then the appearance of the cabinet is spoiled.

Across the aisle, at the RCA display, a TV man said that when they sell a set they try to sell a piece of furniture, without blemishes on the cabinet such as knobs and ventilation holes. So they have put a superficial bulge on the back of the set, smaller than before, but enough to overcome the airing problem.

The General Electric man remarked not only on the new tube but also on the wider range of colors now available and new synthetic finishers which are resistant to burns and other blemishes.

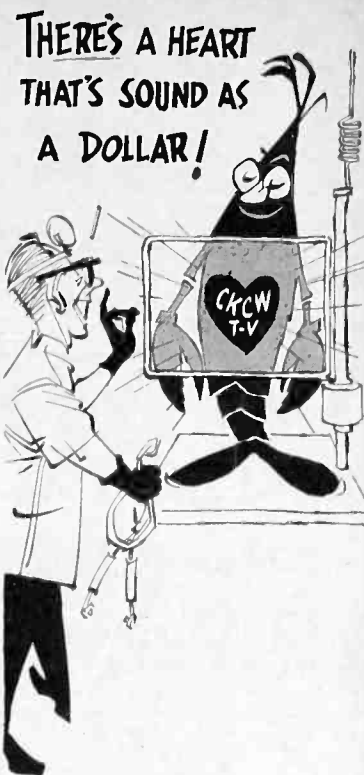
A new automatic robot control was the feature exclusive to Canadian Admiral. This is a gadget about the size of a flashlight, completely detached from the set, which can change channels, control the volume and turn the set off.

The salesman explained it by comparing it with a tuning fork. In the device are three metal bars of different lengths and consistencies. When the hammer, attached to the switch on the outside, strikes one of these bars it sends an impulse which is picked up by the component parts in the TV set which start a motor which in turn activates the controls.

This instrument with a range of 50 feet, can be preset for any channel and will only pick out a channel where there is a signal. It costs \$150.

My impression from the salesmen I talked to and the people I saw milling around the exhibits was that TV (especially portables) is still high in public interest, but that High Fidelity is attracting more and more attention and interest. Incidentally, Mr. John Stafford of Seabreeze says that "Hi-Fi" is an adjective ("Hi-Fi records" "Hi-Fi Radio"). When you use it as a noun it's "High Fidelity" and no abbreviations please.

TV sets are going to cost more. That's what the salesmen are saying, but then you know salesmen.



**STRONG  
ENOUGH TO  
BLANKET  
THE  
MARITIMES**

With Your  
Sales Message

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

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



The Hub of the Maritimes

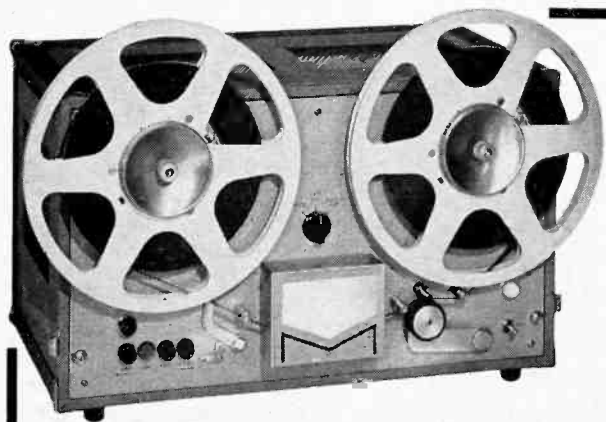
**MONCTON  
NEW BRUNSWICK**

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

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# CHANNEL CROSSINGS

## CHAT-TV Opens Sept. 14

ALBERTA'S FOURTH television station, CHAT-TV, Medicine Hat, will go on the air September 14, according to Bob Buss, general manager of the radio station with the same call letters, who will be at the head of the dual operation. The Honorable E. C. Manning, premier of Alberta, will preside at the opening ceremonies.

The new station's modern studio and office building and all transmitting equipment are at Redcliffe, Alberta, six miles north west of Medicine Hat. CHAT-TV is powered at 5700 watts video and 3000 watts audio, with an antenna height of 403 feet above average terrain and a basic rate of \$100 per hour. Equipment is all RCA, including full live camera facilities. CHAT-TV will be affiliated with the network as a

supplementary station.

Besides Buss himself, personnel includes Sid Gaffney, chief engineer and Merv Stone, production manager.

Two identical twins, Reg and Dan McGuire, have been taken on strength for general duties including air work. All other staff members are local people who have had special training by the station and others in the western television fraternity.

CHAT-TV will be launched as "the station with the realistic rate card".

## Will Arbitrate Grievance

GRIEVANCES EXPRESSED by CBC TV craftsmen in Montreal will come to arbitration in Ottawa on September 5th. Discussing the matter with representatives of CBC's national executive will be the Montreal local of the IATSE (International Alliance of Theatrical Stage Employees and Motion Picture Operators.)

The Montreal local threatens to call a strike if the CBC does not deal with the grievance under the terms of an old working agreement, and a meeting of the local's 600 members in August authorized a walkout at any time.

Because the Montreal local claims it can count upon the support of several other locals across the country, such a strike could force a shut-down of CBC TV operations.

The grievance in dispute involves whether or not an old contract should still stand. CBC claims no contract exists. It has been holding checked-off union dues in trust and has issued a statement saying no machinery exists, either, for dealing with any but personal grievances.

Bringing the contract dispute to a boil is the immediate matter of the firing of two union members. The Montreal local says that barring the unforeseen - - dismissal of more employees for example - - no strike action is expected before the September 5th meeting.

## Half Of TV Is From US

US PRODUCTIONS account for 49.9 per cent of Canadian TV programs, while 48.5 per cent of Canada's programs are produced at home and 3.6 per cent come from other countries.

In the appendix to the Fowler report, Dallas W. Smythe, research professor at the University of Illinois, points out that private, unaffiliated, English-language radio stations carried the highest percentage of commercial programs - 67.4 per cent - while CBC trans-Canada stations carry the lowest - 15.4 per cent. Smythe said his analysis showed there was a greater proportion of commercial programs on the private radio stations than on the CBC by a margin of 3.5 to one.

English-language programs, said Smythe, are 53.1 per cent American originating, and 44.3 per cent Canadian-produced, whereas French-language production is 80 per cent Canadian and 8.4 per cent American. The report further states: "While all Canadian stations produced 48.5 per cent of all their entertainment-type programs, they produced 80.1 per cent of their information-education type programs."

The Queen will open parliament October 14, and the CBC is telecasting that and other aspects of her visit. The World Series will be this month and the Grey Cup game for the Canadian football championship will be in late November.

## Co-Sponsor Big-4 Games

CANADIAN TABACOFINA, Montreal, manufacturers of Belvedere and Carousel cigarettes, joined Shell Oil in co-sponsorship of the Big-4 football games August 31. This sponsor tied in with the telecasts 11 days after the first game was aired. The agency for Tabacofina is Walsh Advertising Co. Ltd., Montreal.

Paul Parie, executive-president of the tobacco concern says that commercials will plug the Belvedere brand only on the games. Plans for further advertising are in the making.

## New Kitchen For Hans

HANS FREAD, manager of Toronto's Sign of the Steer restaurant, acts as host and cooking instructor on CHCH-TV Hamilton's Channel 11 show, *Hans In The Kitchen*, at 10 pm Tuesdays.

On the show Hans reveals many of his culinary secrets, particularly in the field of inexpensive cookery, a field which Hans calls "Gastro-nomie sans argent", for he believes that good cooking need not be expensive. Guest on the first show was John Bradshaw, farm editor for radio station CFRB, Toronto, who discussed with Hans current Niagara Peninsula crops and how to prepare them for the table.

## Goofs Sell Candy

MOST TV advertisers like to have their filmed commercials checked over with a gimlet eye to make sure the announcer doesn't make any goofs. Not so the Banner Candy Mfg. Co. of New York which likes to see its TV announcers make as many fluffs as possible.

On Banner commercials the announcer forgets the brand name, demonstrates with a leaky package or knocks down displays with sweeping gestures. The idea behind it all is that viewers like this concession to human nature and enjoy laughing with and at other people for their mistakes. Result is that the Banner commercials are said to have extra impact, word-of-mouth publicity - and sales.

## Case Of The Shrinking Pix

VILLAGERS OF ROWNSLEY, Staffordshire, England are complaining of "Alice in Wonderland" occurrences on their TV sets during recent evenings. Every night between 8 and 9.30 the pictures on the screen suddenly begin to shrink, but unlike Alice who stopped shrinking at inches, Rownsley pictures eventually disappear completely. No amount of knob twisting can stop these antics. Local electricians explain the situation, rather dubiously, by blaming it on over-loaded power lines at certain hours.

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

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

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

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

## Rush Microwave For Visit

THE CBC IS ATTEMPTING to arrange for live telecast to the maritimes of the Royal Visit, the World Series and the Grey Cup football game, but arrangements were not complete at press time.

The CBC, whose own microwave facilities into the area will not be completed until January, would have to use part of an Atlantic phone set-up never before tried out for TV. The availability of the United States section of the line has not been settled.

If the CBC is successful, the three events would be seen by viewers in Halifax, Saint John, Moncton, Sydney and perhaps Charlottetown.

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

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# 104 FIRST RUN CARTOONS

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# Picture of a woman buying a fruit salad

**P**INEAPPLE, pears and nuts . . . and the new salad dressing her favourite radio announcer just described . . . Women appreciate hearing what's new in food because it gives variety to their work and brings new taste appeal to their families. Radio is a *natural* for introducing new products, and for building mass volume in sales.

Speaking of volume, \$901,554,000\* was spent for food in CFRB's listening area in 1955. Total retail sales in the area were over 4 billion dollars.\*

CFRB—Canada's most powerful independent radio station—reaches "the spending third" of Canada's population. In

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

the 44 counties served there are 1,156,000\* households with a buying power (after income tax) of over 6 billion dollars.\*

Why not let a CFRB representative outline a plan to give you a bigger share in this rich market?

## RADIO REACHES YOU EVERYWHERE

### REPRESENTATIVES:

Canada:  
All-Canada Radio Facilities Limited

United States:  
Young Canadian Ltd.

**CFRB**  
**TORONTO**

50,000 watts 1010 on your dial