

# BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

Vol. 16, No. 24

TORONTO

December 19th, 1957

## 1958 CONVENTION CALENDAR

JANUARY							FEBRUARY							MARCH						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
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19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22
26	27	28	29	30	31	23	24	25	26	27	28	23 <sup>30</sup>	24 <sup>31</sup>	25	26	27	28	29		
APRIL							MAY							JUNE						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
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JULY							AUGUST							SEPTEMBER						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
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27	28	29	30	31	24 <sup>31</sup>	25	26	27	28	29	30	28	29	30						
OCTOBER							NOVEMBER							DECEMBER						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
			1	2	3	4							1	1	2	3	4	5	6	
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26	27	28	29	30	31	23 <sup>30</sup>	24	25	26	27	28	29	28	29	30	31				

### CONVENTION DATES

FEBRUARY 15-17 . . . . .	Western Association of Broadcasters (Engineers) (President: Andy Malowanchuk, CKY, Winnipeg, Man.) The MacDonald, Edmonton, Alta.
FEBRUARY 20-21 . . . . .	British Columbia Association of Broadcasters (President: Gil Seabrook, CJIB, Vernon, B.C.) Hotel Vancouver, Vancouver, B.C.
MARCH 30-APRIL 2 . . . . .	Canadian Association of Radio and Television Broadcasters (President: Vernon Dallin, CFQC, Saskatoon, Sask.) Mt. Royal Hotel, Montreal, Que.
APRIL 20-22 . . . . .	Atlantic Association of Broadcasters (President: Arthur Manning, CKCL, Truro, N.S.) Fort Cumberland Hotel, Amherst, N.S.
MAY 5-7 . . . . .	Association of Canadian Advertisers (President: T. M. Atkinson, Du Pont Co., of Canada (1956) Ltd.) Royal York Hotel, Toronto, Ont.
JUNE 5-7 . . . . .	Western Association of Broadcasters (President: Robert J. Buss, CHAT, Medicine Hat, Alta.) Banff Springs Hotel, Banff, Alta.
SEPTEMBER 21-24 . . . . .	L'Association Canadienne de la Radio et de la Télévision de Langue Française (President: David A. Gourd, CKRN, Rouyn, Que.) Alpine Inn, Ste. Marguérite, Que.
OCTOBER 5-7 . . . . .	Central Canada Broadcasters Association (President: Allan Waters, CHUM, Toronto, Ont.) Alpine Inn, Ste. Marguérite, Que.
OCTOBER 28-29 . . . . .	Central Canada Broadcasters Association (Engineers) (Chairman: Bill Onn, CHLO, St. Thomas, Ont.) Westbury Hotel, Toronto, Ont.



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

**RADIO 1958**

1957 has been a banner year for Radio. Another year of tremendous growth. More stations, more sets being used and more satisfied sponsors.

And what does 1958 hold for Radio? We are confident that the coming year will be one of great progress and growth in Radio Broadcasting.

We suggest you look to Radio in 1958. Radio offers tremendous coverage with maximum flexibility at low cost. Make Radio your basic buy in 1958.

*Radio Advertising is  
Sound Advertising*

**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.



*Emergency*

# MOBILE LEADS SEARCH FOR LOST BOY



SAILORS FROM HMCS NADEN take a breather by the CKDA mobile unit during a search for a missing boy in which Radio Victoria played an important public service role.

AFTER POLICE had failed to find a missing 7-year-old boy in the thickly-wooded area around Saanich, BC, a mobile unit belonging to CKDA, Victoria, was called in to assist searchers.

The boy, Miles Hoffer of Saanich, disappeared one morning last month and an eight-hour routine police search failed to bring him home.

The CKDA mobile unit, with news director Andy Stephen and production manager T. J. Tippy O'Neill, in answer to the call for their aid, began broadcasting progress reports on the search and descriptions of the missing boy shortly after 3 pm. The truck's powerful public address system was

used by officials to co-ordinate the activities of the searchers who included members of South Vancouver Island Rangers, Saanich police, RCMP and forty sailors from HMCS Naden.

The truck moved from location to location in the thickly-wooded area, tracking down clues which came in from CKDA listeners tuned in to the emergency broadcast. At 6 pm, in response to radio appeals, five hundred voluntary searchers assembled for a concentrated sweep through the dark woods.

Shortly afterwards, Hoffer was found wandering by a CKDA listener who recognized the lad from broadcast descriptions.

CKDA news room also participated last month in the search for a 3-year-old girl's parents. The news room received a phone call from a beauty parlor in the James Bay area of Victoria that the little girl had lost her mother. An appeal was broadcast for the parents of the child and within minutes, the Victoria police department phoned CKDA's news room to say that she had been re-claimed.

### Next Issue Jan. 9

COMMENCING WITH our next issue, the name of the paper will revert to the original CANADIAN BROADCASTER. At the same time may we remind readers that, in future, THE BROADCASTER will be published on the second and fourth Thursday of each month.

Next issue will be January 9.

*To all our friends in the  
Radio and Television Industry*

**SINCERE GREETINGS  
for the Holiday Season**

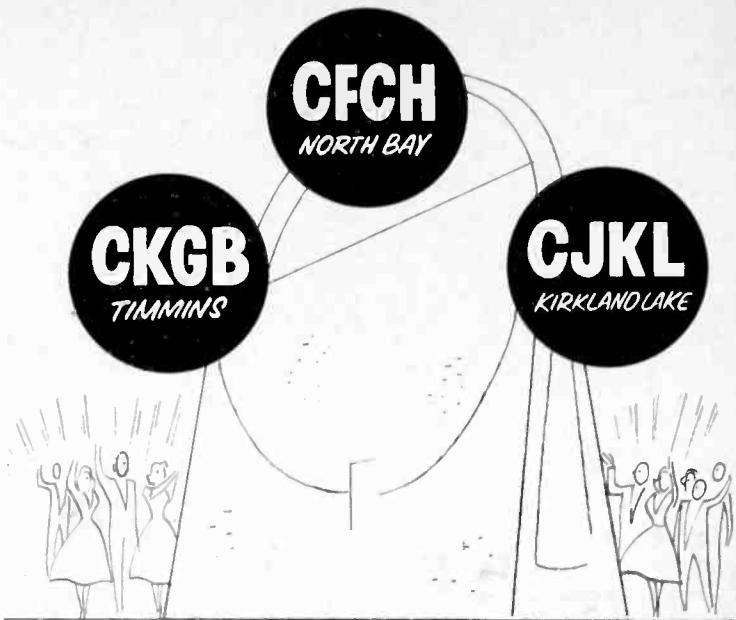
and

**BEST WISHES  
for a prosperous New Year**

from JOHN CRAIG  
and Staff

**CKX RADIO — CKX-TV**

in BRANDON  
the Agricultural Capital of Manitoba



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

Over 300,000 listeners daily!

FOR FULL DETAILS, contact our reps at:

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

## ANOTHER MILLION DOLLAR APARTMENT BUILDING in CJON's Coverage Area — Newfoundland

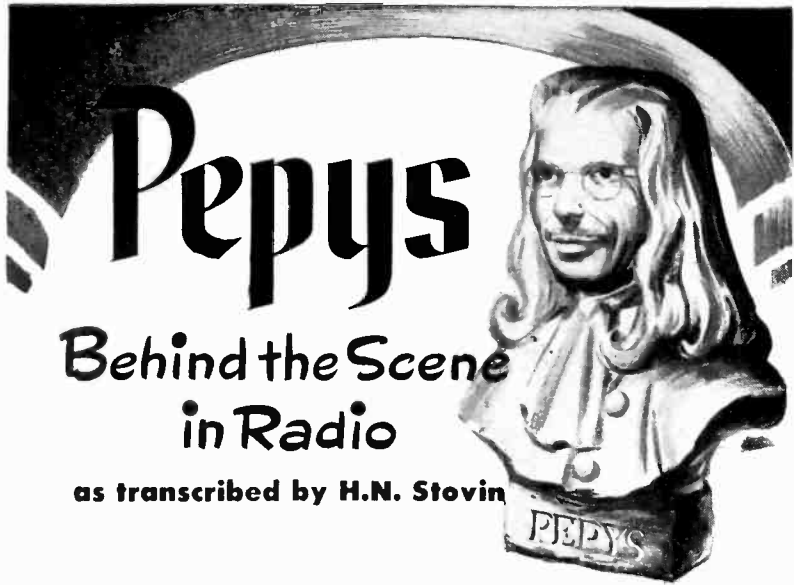


Here is another in a group of million dollar apartment buildings going up in St. John's Newfoundland — REMEMBER in Nfld. less than 9% buy any daily paper but 87.7% tune radio — and the majority of all sets are tuned to CJON.

See Stovin-Byles in Canada

Weed & Co. in USA





While sitting at my fireside and enjoying my radio, as is my wont; did reflect on the many years I had done this, and of the many and varied programs which had fallen kindly upon my ears in that time ● ● ● And among their Sponsors were some who were heard for a short while and then no more, and others who had faithfully supported our good Canadian Radio for many years — among them Robin Hood Flour Mills Limited, whose programs I did first hear more than fifteen years ago, which is a long time ● ● ● Many of these, as I well recall, were five and ten minute broadcasts of news, which recollection did cause me to nod my head approvingly, for when indeed is the goodwife more disposed to listen also to news of good household flour, of cake mixes, and of deep pudding mixes ● ● ● Do feel that such solid and consistent support of daytime selective radio, on a national basis, does prove once again Pepys' often-voiced conviction that Radio is proven an ideal medium for moving goods, for maintaining customer confidence, and for keeping a Company's name and products before the public in a pleasing way ● ● ● My own wife coming into the room at this time, carrying a plate in her hand, did tell her of my thinking. Whereon she did remind me smartly that Robin Hood Flour Mills has also sponsored that long-popular Network Program "The Happy Gang", and also, in French, "Je Vous Ai Tant Aime" — which, indeed, I would have remembered myself and without help, but did not say so. Instead, I did inquire what was on the plate she was holding, and did find it was a piece of Robin Hood's newest addition to their products, namely Lemon Cake — which I did find both toothsome and satisfying, and did thereafter sleep very well indeed.

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

Representing:

Radio Stations	Television Stations
CJOR Vancouver	KVO5-TV Serving Vancouver-Victoria
CFPR Prince Rupert	CHAT-TV Medicine Hat
CKLN Nelson	CJBR-TV Rimouski
CKXL Calgary	CKMI-TV Quebec City
CJNB North Battleford	CKCW-TV Moncton
CKOM Saskatoon	CJON-TV St. John's, Nfld.
CJGX Yorkton	CJOX-TV Argentina
CKY Winnipeg	ZBM-TV Bermuda
CJRL Kenora	ZNS Nassau
CJBC Toronto	CMQ Cuba
CFOS Owen Sound	

### Sounding Board

## IT-SP-SD: WHAT COMES NEXT

THIS IS THE age of words! Of the pet phrase, the cynical cliché, and the sententious sentence. But without doubt the ultimate has now been reached in advertising parlance!

First we had IT . . . the IT of *Imagery Transfer*; you know, the broadcast copy is so persuasively descriptive the thought is transferred from words to a mental image.

Then, we just recently have had SP thrown at us. That's the so-called brain washing technique which comes on and off a screen so rapidly your eyes don't see it. But wait! It's a real stinker! Your eyes don't; but your sneaky subconscious registers, remembers and rushes you out to do just what SP said you should do!

Newest arrival on the scene to make a well-rounded trio of tongue twisting terms is SD! You'll never guess this latest! *Semantic Differential*, believe it or not, is supposed to be what the listener likes about a station, taking into consideration the age, education, sex, and income level, etc!!

One thing but remains; the creation of a circular slide rule with marginal coefficients for IT, SP, and SD so that hucksters, like golfers, if unable to play a good game, can talk a good game!

—DOUG SCANLAN, *Northern Broadcasting, Toronto.*

Commissioners concluded) Canada can well be proud.

I have often felt in the past that there has been so much stress laid upon suggestions that there might be something wrong with Canadian broadcasting, that Canadians might be excused for accepting this view as applying to the whole industry.

The new public relations approach as outlined in CB&T is much more

**SOMETHING TO SAY  
ON NEWS AND VIEWS  
IN THE  
BROADCASTER**

. . .

**SEND THEM TO  
"SOUNDING BOARD"**

likely to present a true picture of the situation and should give broadcasting a healthy boost.

However, wouldn't it be a still more positive approach to tell the whole story? Isn't it belittling radio and television to leave the impression there are only 174 stations in Canada (when there are really 255); that broadcasting employs 5,000 people full-time and 8,000 part-time (when actually the figures are 11,000 and about 25,000), etc? CBC would be glad to co-operate and indeed we have made it a practice over the years of stressing the importance of the system as a whole and the importance of the privately-owned as well as the publicly-owned segments.

It's a big story. Why tell half of it? —R. C. FRASER, *Director of Press and Information Services, CBC, Ottawa.*

### BBC Still Leads in UK

YOUR NEWS story (November 21) about the comparative audiences of BBC and Independent Television in the UK may perhaps lead your readers to think that the battle is all over. May I therefore be allowed to say that in mid-November average audiences for BBC programs were still almost twice as great as those for Independent Television although the latter's transmissions now cover areas containing over half the total television audience. It is interesting to note that despite the problems of obsolescence which they must now be encountering, well over half the viewers living in areas served by both BBC and Independent Television have not yet thought it worthwhile to replace their old single-channel receivers by new ones capable of receiving the competitive service — and this in a market which is very far from being depressed. —C. J. CURRAN, *Canadian Representative, BBC, Ottawa.*

**NO BIG CLAIMS**  
*Just simple arithmetic*

**1958**  
— 1931

**27**

**LOYALTY means SALES**  
CKOV, Kelowna, B.C. has a great romance on its hands. We've been "going steady" with Okanagan Valley residents for nearly 27 years.

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

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

# Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

Editor & Publisher . . . . . RICHARD G. LEWIS  
 Art Editor . . . . . GREY HARKLEY  
 Executive Editor . . . . . BRUCE GENDALL  
 Editorial Dept. . . . . IAN GRANT (News)  
 ROBERT A. MILLER  
 Circulation & Accounts . . . THOMAS G. BALLANTYNE  
 Production Dept. . . . . LESLIE E. HEDDEN

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Vol. 16, No. 24

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December 19th, 1957

## CBC's New Stand Is A Move Of Misfortune

The Chairman of the Canadian Broadcasting Corporation has just announced that the Board of Governors will, in future, exercise a tighter surveillance over the private broadcasting industry; that it will screen applicants for licenses more closely and require existing broadcasters to furnish it with fuller information about the content of their programs.

This statement is a startling revelation on the part of the CBC that they intend to assert their rights to control Canadian broadcasting to the hilt. It is a situation which nobody, whether private broadcasters or general public, should meet with either hysteria or unconcern. What is more, the broadcasters should face up to the fact that they are themselves at least partially responsible for the state of affairs.

First of all it is as well to realize that the CBC is acting within its rights. There is nothing new about the absolute power of the Corporation in the area of program content. The Canadian Broadcasting Act says in part: "The Corporation may make regulations . . . (e) to control the character of any and all programs broadcast by Corporation or private stations; (f) to promote and ensure the greater use of Canadian talent by Corporation and private stations."

Over the years, the CBC has frequently used this provision in a mild fashion. Time and again, we have indicated our fear of the unlimited scope it provides for irremediable abuse at the hands of less scrupulous officials who might some day succeed the present decent and honorable executives of the CBC.

Power inevitably begets power and it is

still our belief that as long as the Act remains in its present form, the danger is not just to the broadcasters but to all freedom-loving Canadians. But what is more unfortunate than the Act itself, is the fact that they are baring its teeth at this particular moment in the history of Canadian broadcasting.

This paper has been consistently critical of what has been described as the uninspired broadcasting of many of the private operators. Furthermore, wild promises regarding the use of local talent made to the CBC when a license, power boost or other right is being sought, are frequently broken when the permission is given. By making these promises to undertake services which the CBC itself was created to provide, the broadcaster is asking for the consequences, however drastic they may be.

We are willing to concede that there is a need for regulation as respects power and frequencies. But at this moment in time, many interests are attempting to sort out a system which would most benefit the country as a whole. Ultimately, when the new government finds the opportunity to carry out its promises, the whole matter will be thrown open to parliamentary debate and a new system planned and put into operation, a system which, if it does not please everybody, will at least clear up a situation which has become intolerable.

To accomplish this, the minds of everyone should be clear and tempers cool. To stir up unnecessary controversy at this time -- and the CBC chairman's announcement is just that -- is a move of particular misfortune.

## News Briefs

**E**ARLIER THIS month Rediffusion Limited, a British wired radio and television firm, made a 21 year agreement with Skiatron International Corporation to help develop subscription TV in North and South America.

Skiatron International covers the survey, installation, supervision and maintenance of closed circuit systems in the Western hemisphere.

In a statement, Rediffusion said: "the agreement immediately makes available to Skiatron the technical knowledge and technical services of Rediffusion Limited's organization.

"As part of this agreement Skiatron International Corporation acquires 50 per cent of the shares of Rediffusion Incorporated, a Canadian subsidiary of Rediffusion Limited."

One of the first of these subscription developments will be in Montreal.

**L**AVIGNE ENTERPRISES, owners and operators of CFCL-TV, Timmins, have been granted the right to build a satellite tower in the Elk Lake area, thirty miles northwest of New Liskeard.

J. Conrad Lavigne, company president, announced that he had been advised by the Federal Department of Transport that an Order-in-Council to this effect has been passed.

The satellite is intended to pick up the Timmins signal on Channel 6 and re-broadcast it on Channel 2. The two will serve the Kirkland Lake, New Liskeard, Haileybury and Cobalt areas of Ontario.

**B**ILL STEER, natl. sales supervisor of Screen Gems Ltd., is recuperating in the Private Patients' Pavilion of the Toronto General Hospital (Room 425). Bill suffered a fortunately minor heart attack while he was in the west recently on business.



# Television Commercials

## PERSONAL FEELING PROVIDES THE IMPACT



R. J. Burgess

IT IS THE PERSONAL feeling that gives the good TV commercial an impact all its own, said R. J. Burgess of the Canadian Westinghouse Co. Ltd., in an address last month to the Young Men's Advertising and Sales Club of Toronto. It is as personal as selling door to door - - or across the counter.

Reg Burgess, manager of sales promotion in the Appliance and Television-Radio Divisions of Westinghouse, was talking on "Television as an Advertising Medium".

Television, he said, is so much a part of us today that people tend to forget how much it has changed the pattern of everyday living. It's hard to remember how people spent their time before its advent and how they reacted to names, ideas and products.

"But even more than this, it seems to me, television is *people*. At the

turn of the century probably not one person in ten would have recognized the Prime Minister, let alone his own home town mayor. Yet, today, through the medium of television, nearly everyone recognizes the faces of those in public office as readily as they do their next door neighbors."

### REMEMBERED ADVERTISING

Research appears to show that the average Canadian family watches television for something like three and a half hours every day. This is more time than is spent reading, going to the theatre or indulging in any other form of entertainment.

Relating this audience to advertising, it has been established that, though set owners are bombarded by all forms of promotion every day, TV becomes their most powerful source of *remembered advertising*. Seven out of every ten advertising impressions come from television.

"If a picture is worth ten thousand words," Burgess said, "if word-of-mouth advertising is the best advertising of all; if demonstration is 75% of the sale . . . television gives you all of these and more. It can be newsworthy, dramatic, exciting."

Stressing that you have to use bare-knuckle selling, he said that a good commercial is written *only* when there is a complete understanding of the advertiser's objective and of his problems. The commercial

writer must know show business. He must have an understanding of the scope and limitations of the cameras, sets, lighting. He must also know film writing.

"But, remember this. The words, the lyrics, the music are all secondary to the picture. Because television is primarily a visual medium, the picture is the most important. Let it sell for you. Don't forget that people had radios and lots of words long before television. It's the picture they want to see now."

He pointed out that the greatest opportunity TV offers is to demonstrate the product being promoted. Seeing is believing. When you prove something before a viewer's eyes, you really prove it.

### WATCH FOR DISTRACTIONS

Warning against distractions, Burgess said: "Don't use music or musical background unless it's an effective part of your selling. Unless used properly, it adds confusion and unnecessary trouble and expense. And for what? Pretty sounds! And they don't sell anything. Remember, too, that TV talk is much slower-paced than radio. The better your commercial, the more pictures will do the selling and the less talk you'll need."

Commenting on the increasing use being made of closed-circuit TV, Burgess cited the case of the British - American Oil company's

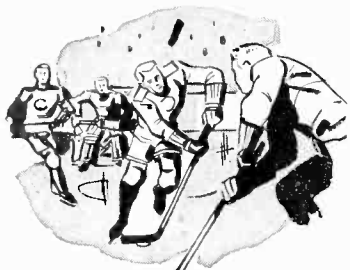
closed-circuit Variety Show in September. Designed to introduce the new Velvet Gasoline, five and a half thousand dealers were reached and the entire company sales force.

On one day the show was seen live from Montreal to Saskatoon and screened the following day from Halifax to Victoria. Top company executives were spared days of travel and a special kind of excitement and surprise had been created for a new-product announcement.

Summing up, Burgess said that the case for TV as today's most effective advertising medium for selling rested on these factors:

"TV is the most efficient means of mass communication known today; it is the most effective medium in the ever-continuing battle for human attention because it combines the advantages of sight with sound; it is ideally suited for the demonstration techniques so advantageous to good promotion because it combines sight and sound with movement; it commands the almost complete attention of its audience; it is the major source of information and entertainment in the world today."

## IT'S A RECORD



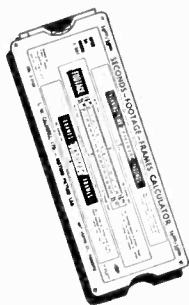
Most Goals Scored In One Pro Hockey Game

Montreal Canadiens - 16 goals on March 3rd, 1920 at Quebec. Montreal defeated Quebec Bulldogs 16 - 3.

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Sponsor's fast efficient film service, backed by a team of film experts, provides the net result that counts. Make a change for the better, contact Sponsor for:

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# Greetings!

and a tip  
of Two Hats

# CHAT-Radio CHAT-TV



Thanks to You . . .

THE PICTURE  
is now  
COMPLETE



ENZIE LIMITED HAS

### Cartoon Research Shows Animation Best With Live

AFTER STUDYING the reaction to three hundred and fifty TV commercials, the Schwerin Research Corporation reports that they have found commercials containing animation to be, on the average, slightly less effective than those with no animation.

Commercials combining animation with live action tend to be slightly more effective than those wholly animated.

The report goes on to point out that, in their research, Schwerin investigators have found cartoon animals to be substantially more effective than cartoon people.

### GENERATE WARMTH

"Cartoon animal commercials," says John V. Roberts, Schwerin's Reports Section Director, "committed as they are to entertainment values, generally get low remembrance of sales ideas. But they are, on the other hand, usually extremely well-liked.

"Their motivating power aside, cartoon animals generate pleasant, half-an-hour, amusing associations which served by both advertised brand and dent Television has of goodwill toward it, it worthwhile to is to some extent single-channel rec capable of recei-ors can detract from service - - ole outlook. Cartoon which is should not be "subjected to depressed and other forms of harass- dian Rep: Greater effect is made if are treated kindly and, ore, if they are not involved -ll. And, says Roberts, ing in an animal because

**TV News**

**SETS NEAR 500,000 SALES FIGURE**

TELEVISION SET SALES in October were the highest for any month since October, 1956. W. H. Jeffery, president of the Radio-Electronics - Television Manufacturers Association of Canada, told the RETMA Components Division last month. He said that the low ebb in television sales had been passed and that set sales in 1957 and 1958 can be expected to level out between 465,000 and 475,000 units.

While sales are increasing, inventories are decreasing and are now at a new three-year low. "The most heartening factor is the manufacturer plus distributor inventory", Jeffery said. "At the end of October this was 40 per cent lower than a year ago."

**FUTURE IS BRIGHT**

He forecast that by the end of this month the inventory will be 50 per cent lower than it was last year. This would bring it down to less than four weeks' selling time at present rate of sales.

Jeffery was optimistic in his com-

ments on the future of radio and television sales. "A survey of several large Canadian cities shows that 45 per cent of the TV receivers are now over three years old", he stated. He went on to say that the percentage is even higher in Windsor, the Niagara Peninsula and the Toronto areas. This means replacement business can be expected to start next year.

He mentioned that there are still one half million homes in Canada which had not yet purchased their first TV set, although within range of Canadian TV stations. This constitutes a large potential market.

It has been estimated that by the end of 1957, 72 per cent of wired homes within effective program range will have purchased a TV set. The level of those who will ultimately own a set was at least 90 per cent or perhaps even 95 per cent. There was plenty of sales potential between the 72 per cent and the 95 per cent plus a gradual build-up in the replacement business, Jeffery claimed.

**NFLD And Aussie Screens Pick Up UK TV**

TELEVISION PROGRAMS broadcast from England have been picked up on receivers in Newfoundland and as far away as Melbourne, Australia.

Oscar Hierlihy, chief engineer at CJON-TV, St. John's, has reported that he has been receiving daily television transmissions from England since October 26.

The BBC broadcasts, seen between 10.30 am and 12.30 pm local time, are received over two channels. Both video and audio can be obtained on one of them, while only audio is picked up over the second channel.

Picture quality is generally fair, although there is usually a ghost, probably due to the fact that two

stations in England are transmitting the same program over the same channel.

Hierlihy claims that best reception is obtained when a quarter-wave vertical antenna, connected to a set by six feet of co-axial cable, is used. However, on certain occasions, signal strength has been so strong that reception was possible without the antenna.

In Melbourne, Australia, George Palmer, an amateur television technician, reported that he picked up a British TV broadcast on December 5, showing rescue operations in the recent London railway wreck.

Palmer, who has equipment worth nearly \$3,000, including a 100-foot mast, said he received the sound of BBC television, between 11 am and 7 pm local time, and for several minutes saw pictures of the crash on his TV screen.

He said that this was the greatest distance - - 12,000 miles - - over which anyone has ever received a television picture.

**W. Germans Go Ahead Fast**

THE FAST-RISING popularity of television in West Germany has resulted in the production of films for TV by one of the large German motion picture companies.

German TV retailers have indicated that monthly set sales have reached the 60,000 mark and are expected to reach 100,000 monthly in a few weeks.

Over 1,000,000 sets have been sold to date. This is expected to affect the motion picture box office figures for 1957, for the first time in that market's history.

One of West Germany's two largest motion picture companies, UFA, realizing the fast growth in the popularity of television, has started a full-scale program to produce TV films.

Their first series includes five full-length features costing some \$30,000 each.

It is doubtful whether UFA will profit from the venture since the films are to be shown on non-commercial programs of West Germany's government monopoly stations. Spokesmen for UFA said that their principal aim is to have a training ground for young contract talent.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

**HAPPY NEW YEAR'S RESOLUTION**

**"I FIRMLY RESOLVE TO USE THE IMPACT OF TELEVISION ADVERTISING IN MY 1958 CAMPAIGN SO THAT I MAY HAVE THE GREATEST SALES YEAR IN THE HISTORY OF MY PRODUCT."**

This is one resolution you'll find easy (and profitable) to keep. During 1957 more advertisers than ever before discovered the selling power of

**TELEVISION CANADA'S NUMBER ONE SALESMAN**

**for over 5 HOURS a day in 2,800,000 Canadian homes**

*CARTB Member Stations*

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

**BROADCAST ADVERTISING BUREAU**

*TV Division*

Suite 414 - 200 St. Clair Ave. West - Toronto 7  
Phone WA. 2-3684

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



*CBC Board of Governors*

**AYES ONE TV AND TWO RADIO APPS - - - WILL TIGHTEN SURVEILLANCE**

NOTICE THAT IN future the CBC plans a tighter surveillance of the private broadcasters' operations was given at the Board of Governors' meeting in Ottawa on December 6. At the same time there was approval for the establishment of a privately-owned TV station at Moose Jaw, Saskatchewan; satellite TV stations at Clermont and Estcourt, Quebec; and new radio stations at Kitimat, BC, and Schefferville, Quebec.

In a notice to applicants, the Board stated that in future it "desires more information from all applicants of definite program planning and evidence that the plans put forward can reasonably be carried out. It proposes to develop additional reviews of programming of existing stations, and of actual operations as compared with previous assurances, which it will study when considering recommendations regarding renewals of licences."

A. Davidson Dunton, Board chairman, said this announcement means that there will be a tighter surveillance of the operations of private broadcasters. He said that the Corporation will pay more attention to the programming pledges given by broadcasters when they applied for licences.

**NEW TV STATIONS**

Dealing with the application for a TV station at Moose Jaw, the Board said it would extend national service



A. DAVIDSON DUNTON

coverage from CBC-TV as well as providing local service. J. S. Boyling, manager of CHAB-Radio, Moose Jaw, was the successful applicant for a licence on Channel 4 with power of 54 kw video and 27 kw audio. Moose Jaw now is in the secondary coverage area of CKCK-TV Regina, forty miles east.

The two Quebec TV satellites recommended for approval would be linked to existing TV stations in Quebec City and Rimouski, but

would be operated by separate groups.

The licence for that at Clermont, about 85 miles north of Quebec City, went to Société Video de Clermont. The satellite would operate on Channel 75, an ultra-high frequency, with a power of 45.1 watts video and 22.5 watts audio. It would be linked to CFCM-TV, Quebec.

Société Video de Clermont has two hundred members and \$13,000 in capital.

The satellite at Estcourt would be operated by La Compagnie de Télévision Pohenagamooske Inc., with ninety-six subscribers contributing \$100 each. It would be on Channel 70 with a power of 45.1 watts video and 27.55 watts audio, and would be linked to CJBR-TV, Rimouski, about 80 miles to the north-east.

**RADIO APPROVALS**

In recognizing the need for a radio station serving the new Kitimat community in British Columbia, the Board recommended for approval the request of International Radio and Television Corp. Ltd. It denied the application of Malcom M. Keeble to establish a Kitimat station on the grounds that International had put forward a "stronger basis for good service to the community." This application was presented by Bill Rea, former owner of CKNW, New Westminster.

The Board made its recommendation on the undertaking by International that it would provide on the average a minimum of twenty-eight hours of live programming a week.

The new Kitimat station would operate at 1000 watts and 1140 on the dial. The Board proposes to continue operation of the CBC low power repeater station in the area, but will grant the applicant's request for connection to the Trans-Canada network on a Supplementary "A" basis so that there will be wider coverage in the area for many national service programs.

The recommended radio station at Schefferville, Que., would be operated by Hollinger Ungava Transport Limited, with a power of 250 watts at 1230 on the dial.

**DEFERMENTS RECOMMENDED**

Among the deferments made by the Board was one to an application by Dinosaur Broadcasting (1957) Ltd., for a radio station at Drumheller, Alberta. This was to enable Dinosaur to provide more definite plans for the operation of the proposed station. It would have a power of 1000 watts at 910 on the dial.

The deferment of a licence application by Ellison Queale for a new

radio station at Saanich, BC, was the second the Board has made in this particular case. Saanich is a suburb of Victoria and the Board was not convinced that a third radio station in the area could give good service without affecting the possibilities for

**MEETING IN BRIEF  
RECOMMENDED  
APPROVAL FOR**

1. Establishment of a privately-owned TV station at Moose Jaw, Sask.
2. Satellite TV stations at Clermont and Estcourt, Que.
3. New radio stations at Kitimat, BC, and Schefferville, Que.
4. Increased power and change of dial for CKLB-Radio, North Vancouver, BC.
5. Increased power, change of dial and new transmitter site for CKLN-Radio, Nelson, BC, and CKRB-Radio, Ville St. Georges, Que.
6. Change of dial and relocation of transmitter to CFOS-Radio, Owen Sound, Ont.
7. Transfers of ownership of CFJC-Radio, Kamloops, BC, and CKTR-Radio, Three Rivers, Que.

**DEFERRED  
APPLICATIONS FOR**

1. New Radio stations at Drumheller, Alta., Saanich, BC, and Kitchener, Ont.
2. Increase in power by CHUM-Radio, Toronto, Ont.
3. Increase in power and change of dial by CJOY-Radio, Guelph, Ont.

good service from existing stations. The application might be reconsidered, for the third time, in another twelve months.

Similar reasons were given for deferring a second application by Alan G. Hodge for a licence to operate a new radio station at Kitchener, Ontario. The possibility of a second station in the city might be reconsidered in a year.

**POWER AND DIAL CHANGES**

The application by CKLG-Radio, North Vancouver, to move to 730 on the dial from 1070, and increase power to 10,000 from 1,000 watts was recommended for approval. The Board said a major factor in this decision was that CKLG is unable to provide adequate service to North and West Vancouver, for which it was established.

The change in power and frequency would overcome bad ground conductivity and enable the station to provide adequate service. The 730 frequency, given up by the CBC last year, had been sought, unsuccessfully, by radio stations CKNW, New Westminster, CJAV, Port Alberni, and Burnaby Broadcasting Co. Ltd. The Board also recommended approval of the following changes: CFOS-Radio, Owen Sound -- change of frequency from 1470 on the dial

**That's what the Agency Man said . . .**

"You must have had a ball! Certainly you moved in on the situation in much the same manner as General Patton did when he was heading for Paris.

It is hardly necessary to say how much we appreciate all the effort you have put into this project. You have not only distinguished CKSL, but have established a difficult precedent for other stations to follow.

This kind of co-operation is of ultimate benefit to the private radio industry as a whole."

Another reason why

**CKSL**

LEADS THE WAY

IN

LONDON AND WESTERN ONTARIO

**BE A  
REGULAR  
BROADCASTER  
READER**

- \$5 for 1 year
- • • \$10 for 3 years



to 560 and relocation of transmitter site.

CKLN-Radio, Nelson -- change of frequency from 1240 to 1390, increased power from 250 to 1000 watts and a new transmitter site.

CKRD-Radio, Ville St. Georges -- change of frequency from 1400 to 1250, increased power from 250 to 5000 watts by day and 1000 by night, and a new transmitter site.

**CHUM AND CJOY FAIL**

The Board deferred applications by CHUM-Radio, Toronto, and CJOY-Radio, Guelph. CHUM applied for an increase in power from 2500 to 5000 watts by day and 2500 by night. CJOY applied for a frequency change from 1450 to 1430, an increase in power from 250 to 5000 watts and a new transmitter site.

In the case of CHUM, the Board deferred the application "to provide time for the applicant to adjust operations so that they relate reasonably to the assurances given to the Board in January of this year. The Board would not propose to give further consideration to a recommendation on this application for an increase in power until it has evidence of such adjustment in operations."

The CJOY deferment was "to provide an opportunity at a later meeting to consider simultaneously a request for the use of the same frequency by station CKFH which appears previously to have had reasonable expectancy of its application coming forward earlier."

**OWNERSHIP TRANSFERS**

The Board recommended approval for the transfer of ownership of CFJC-Radio, Kamloops, BC, from Kamloops Sentinel Ltd. to Inland Broadcasters Ltd. It noted that Ronald White will continue to have control of the licensee company.

It also recommended approval for transfer of ownership of CKTR-Radio, Trois Rivières, Que., from CKTR Limitée to Paul Abouid on behalf of a company to be incorporated.

**Board Recommends Nine Station-Share Deals**

THE BOARD OF Governors recommended for approval these share transfers:

CKRD, Red Deer, Alta -- issuance of 59,975 preferred shares and transfer of 3,698 common and 22,188 preferred shares in Central Alberta Broadcasting Co. Ltd.

CJIB, Vernon, BC -- transfer of 8,100 common shares in Interior Broadcasters Ltd.

CKX and CKX-TV, Brandon, Man. -- transfer of 355 common shares in Western Manitoba Broadcasters Ltd.

CKBW, Bridgewater, NS -- transfer of 7 common and 133 preferred shares in Acadia Broadcasting Co. Ltd.

CFAB, Windsor, NS, and CKEN, Kentville, NS -- transfer of 165 common shares in Evangeline Broadcasting Co. Ltd.

CKSF, Cornwall, Ont. -- reorganization of The Standard Freeholder Ltd. without changing control.

CKSW, Swift Current, Sask. -- revision of authorized share distribution without changing control by Frontier City Broadcasting Co. Ltd.

*Giveaway Controversy*

**CBC SHOULD BAN BAD QUIZ SHOWS BUT NOT GOOD ONES**

CBC CHAIRMAN Davidson Dunton's announcement that next February his board will consider, at a public meeting, a regulation to limit giveaway programs in Canada, is not quite as drastic as the plan to consider banning them altogether, which was the original announcement.

Following the original announcement, the board discussed the question with the joint ACA-CAAA committee on radio and TV, and the amended announcement seems to have been the outcome of this meeting.

Dunton's statement is quoted by The Canadian Press as follows:

"In view of the representations received and to make uniform standards for all stations the board of governors proposes at its next meeting to consider the making of a regulation under the Canadian Broadcasting Act which would prohibit the broadcasting of any offer of any prizes, gifts or bonuses or any contest, except a contest involving skill only, provided that all the participants are present in the broadcasting studio and take part in the broadcast concerned, or that entries are made in writing and the award or size of all prizes depends on the examination and judging on their merit of all such entries."

Apparently the government does not intend to interfere with the regulatory powers of the CBC. This point came out in the House, when, in answer to a question on another point, Revenue Minister Nowlan, who reports to parliament for the CBC, said that the government's policy is to allow the CBC Board of Governors independence in establishing broadcasting regulations within the terms of the Radio Act.

This step is apparently a reversal in CBC policy insofar as their own stations are concerned, because in Quebec, CBC English-language stations refuse quiz programs, but the French-language stations carry them. Queried on this point by telephone, Dunton said:

"We have had some contest programs running on the English stations too, but these are all being reviewed in the light of the board's statement and the same thing applies to the French network."

**MODERATION FINDS FAVOR**

Judging from the comments of a cross section of advertising agency men, advertisers and station representatives, the modified restrictive step will not meet with too much opposition.

William Inch, Product Group Manager of General Foods Ltd. and chairman of the ACA-CAAA joint committee on radio and television expressed his views this way:

"The CBC's original statement seemed to be rather broad in its proposal for drastic restriction of advertising contests. The new statement qualifies what kind of contests would be considered acceptable and does not seem to discourage contests of skill."

Ralph Hart, radio-TV director of Spitzer & Mills and another member of the joint committees said: "I assume that the fact that Mr. Dun-

ton's latest statement contained no reference to box tops means that merchandising of the 'why-do-you-like-so-and-so' order will be allowed to be continued, provided entries are judged on their merits. This being the case, I am not unhappy about the proposed regulations. I do feel however, that an over-imposition of regulations would impose a handicap on radio and TV which have to compete with other media."

Bill Byles, president of Stovin-Byles Ltd., station representatives, said: "Legitimate contest broadcasting can serve a very useful purpose and I don't think it right to ban all contests because some of them are bad. The CBC themselves have in the past carried many successful commercial contests such as *Share the Wealth* and *Mystery Melody* (on the *Happy Gang*), and these have served a very useful purpose to national advertisers, to extend their distribution of products and to increase lagging sales of other products. Obviously successful contests are evidence of large listenership and it would be a shame to ban all contests because some of them were bad. All other media use contests and banning broadcast contests would penalize radio and TV as advertising media to no useful purpose, as, through the years, listeners have clearly demonstrated, through the volume of their contest entries, that they like them."

Paul Mulvihill, president of Paul Mulvihill & Co. Ltd., station representatives, said: "The CBC has to face the fact that it is having considerable difficulty getting viewers and listeners for many of its own programs, especially in areas covered by American stations. A further examination shows that many US and (private) Canadian stations are winning their audiences with contest programs. If the CBC is interested in getting audience, wouldn't it be better advised to try and raise the level of contest programs rather than doing away with them? The only thing I feel keenly is that contests must be honest, above-board and intelligent."

Don MacMillan, radio-TV director of McCann-Erickson (Canada) Ltd., the agency responsible for the current radio game *Swift Money Man*, had

this to say: "If some quiz programs are going to be abolished by regulation, because they are 'undesirable', then some adequate authority, versed in matters of entertainment, should be set up to decide what is 'good' and what is 'bad'. Obviously, from the standpoint of the general public, they must have some merit or else they would not listen or participate. If there was no public reaction, or even if there was a sizeable negative reaction, then neither advertisers nor stations would want any part of them."

Reo Thompson, manager of the TV Division of All-Canada Radio Facilities Ltd., put it this way: "There are definitely two kinds of programs involved in the giveaway controversy. Those that provide entertainment with competent performers are acceptable, because they entertain and provoke thought. However, I have no personal use for alleged quiz shows which seem to exist primarily for the purpose of getting the largest number of letters. Good programs get mail too, but this should not be the criterion. Good quiz shows were *Information Please*, *Twenty Questions*, the original *\$64,000 Question* and the current *Canadian Front Page Challenge*. Originality is another necessary attribute as I see it, because copies and adaptations of other successful shows leave me cold."

**POINTS OF SALE**

**WHY CHOK SARNIA?**

Growth  
1947  
25,277  
1957  
52,856  
Increase  
in ten years  
27,579  
or 109%

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

**PAUL MULVIHILL & Co. Ltd.**

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**Telephone Answering Service**

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

Phone for Booklet in  
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To our many friends  
in Broadcast  
and Television Stations  
across the country

# Merry Christmas and a Happy New Year



## Marconi

CANADIAN MARCONI COMPANY

Broadcast and Television Station Equipment Sales

### Radio News

## FISHERMAN BOOSTS CKNW KIDS' FUND



Photo by Croton Studio

IN RESPONSE TO THE ANNUAL APPEAL by CKNW-Radio New Westminster, for \$25,000 for their Orphans' Christmas Fund, a BC fisherman offered to donate one night's catch to the cause. On the night of November 21, the fisherman, Captain Norman Gunderson (left), netted eighteen tons of fish. Through station announcements, listeners were told that the herring was being sold for 50 cents a bucket. Within four hours the catch was sold and \$900 raised for the Orphans' Fund. CKNW announcer Jack Kyle is the interviewer.

### CHRC Airs Accident Info

FRENCH-LANGUAGE radio station CHRC, Quebec, has started an emergency service to channel accident information from witnesses to the proper authorities.

The idea came from Edgar Guay, forty-two-year-old Laval University professor. Last summer Guay went to the rescue of two men in the St. Lawrence river when their boat capsized. However, the three were forced to cling to the upturned boat for four hours before help arrived.

Guay later discovered that someone had seen the accident but had failed to summon aid because he didn't know how. Guay suggested the new emergency service because he maintained many people would have given the same answer. Reports on accidents do not reach the authorities quickly because witnesses are unfamiliar with procedures.

### Radio Is Good Samaritan

A RADIO APPEAL by CFAB-CKEN, Kentville, brought immediate aid to a family of nine after fire destroyed their home in Avonport, Nova Scotia.

On December 3, CFAB-CKEN broadcast a news story that fire had destroyed the home and its contents and had taken the life of an infant girl. This was followed by an appeal for assistance for the family which continued until an announcement was made at 10 pm that all immediate needs had been filled.

The family (two brothers, five sisters, and the parents), received a home, an oil heater with fuel, beds, mattresses, bedding, clothing, tables and a stove as well as over \$400 in cash.

The enthusiastic response was summed up by the chief of the Wolfville Fire Department who co-operated with the radio stations in the appeal. "I believe everybody listens to the radio" he said. "It seemed everybody knew of the family's plight within minutes. I didn't realize radio was so effective."

B.C. Dept. Trade & Industry  
Reports NANAIMO, B.C.  
Shows

**90% SALES BOOST  
In Last Five Years!**

This Rate of Growth is  
Over Twice the Estimated  
Rate for British Columbia  
as a Whole During the  
Same Period.

**RADIO CHUB**  
Is the only Radio Station  
in Nanaimo serving this  
fastest growing British  
Columbia area.

REPS:  
Stephens & Towndrow —  
Toronto and Montreal  
Stovin-Byles — Winnipeg  
John N. Hunt & Assoc. —  
Vancouver  
Donald Cooke Inc. — U.S.

### Will See Queen At Xmas

THE QUEEN'S Christmas Day broadcast will be seen on television this year for the first time in Canada. A telefilm of her broadcast in London, England, will be flown on Christmas afternoon to Canada and shown on the screen immediately on its arrival.

It will be preceded by a half-hour film narrated by Sir Laurence Olivier. This film will include scenes of the Royal Tour of 1953-54, the Westminster Abbey Choristers and Trumpeters and excerpts from the first Christmas broadcast delivered in 1932 by George V.



**HEY POP!  
WHICH WAY  
TO MONTREAL?**



We in the  
Growing Market

take time out  
to wish you all

A VERY MERRY  
CHRISTMAS

and a

HAPPY AND  
PROSPEROUS

NEW YEAR

**CKPG**

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

All-Canada in Canada

Weed & Company in U.S.A.

## Radio

# RADIO BOUGHT A NEW SUIT AND REJOINED THE FAMILY

by BRUCE GENDALL

Executive Editor

NOT SO MANY years ago a business text-book described radio as "the most powerful sales weapon in the land."

It pointed out the psychological advantages of sound against sight. An eighteen-month series of experiments at Harvard University was used to show that "straight facts, expositions, narrative, and abstract material are better understood and more interesting when heard over the radio.

"Numbers, simple words, all kinds of sentences, and directions are better remembered when heard than when read."

The Harvard experiments showed that, after twenty-four hours, the remembrance ratio of brand names was higher when heard over the air than when read on the printed page.

Television, at that time, was in its infancy. (In 1953 only 56 per cent of American homes owned TV receivers. In Canada, the medium had hardly got started.) But, as the new baby always does, it got all the attention. Radio, almost overnight, became the outcast child.

It's old history now that broadcasters and sponsors initially believed TV to be radio with pictures. The public didn't help constructive thinking by becoming devoted to the new audio-video combination. Metaphorically, the

radio was tossed on the garbage heap, just as phonographs were dishonored when radio first came on the scene. (And look how they're selling now.)

Superficially, the chips have always been stacked against sound. Various research surveys have demonstrated that television, in psychological terms, is a better method of communication than sound or sight alone.

A recent study at Stanford University has shown that the human mind, for instance, gains its knowledge via the human senses in these percentages: eye 65, ear 25, taste, smell and touch 10.

By this assessment, television has access to ninety per cent of the human mind's avenue of knowledge.

Yet two factors, initially, counter-balance this weight of argument in TV's favor. The world is waking up to the fact that there are certain tasks radio can perform better than any other medium. Secondly, in broad terms, it is being acknowledged that television and radio, as advertising media, can support and complement each other.

There is, in fact, very definitely a place for both, even if they both come under the classification of broadcasting. In this re-assessment, radio is coming to terms with itself, its public and its sponsors.

### FLEXIBLE-VERSATILE-CHEAP

From an advertiser's viewpoint, three reasons have been stated as being the basis of radio's benefits. It's flexibility enables an advertiser to switch swiftly in terms of time from one product to another. It is equally versatile in the sense that it can be used at almost any time of the day or night and in almost any location across the country. Thirdly, compared with television, its costs are such that a controlled campaign can be tailored to meet almost any requirement.

And, in a world which is becoming increasingly mobile, radio by its very nature can more often have the "last word" on a sales pitch. You can't watch a TV screen as you fly out of the house on a shopping expedition any more than you can, just now, get last minute ideas from a TV receiver in your car. And in neither instance are you likely to have the opportunity to scan a newspaper.

In Canada today it is true to say that radio still holds the whip hand in terms of coverage and potential audience. As has been pointed out before, radio reaches 96.4 per cent of the country's population.

There are approximately 3,955,000 radio homes (TV homes number 2,864,000 approx.); Canadians own 6,900,000 radio sets, located in homes (5,350,000), automobiles (1,300,000), hotels, restaurants etc. (250,000).

In radio homes, twenty-seven per

cent have two or more sets. Furthermore, retail set sales figures were that the listeners don't want to be without their radios. These figures show an overall increase of 45.6 per cent since 1954. It is assessed by RETMA that this year alone over 700,000 sets of all types will have been sold. (The TV sales figure, also according to RETMA, will probably be around the 470,000 mark).

### SMALLER AND LIGHTER SETS

A significant factor in this overall radio coverage is the trend towards smaller, lighter, more portable sets. This is in direct opposition to the growth in size of TV sets, and their consequent immobility.

Although 1957 figures are not available, in 1956 radio unit sales included nearly 150,000 clock and portable radios and 222,000 car radios. Over sixty per cent of all new cars have sets installed at purchase time.

The transistor has added impetus to this trend towards miniaturization and portability. Operating costs, too, tend to be exceedingly low. A small transistor set can work for a year on a battery costing 65 cents, according to an official at Philips Industries Ltd.

In a survey of radio dealers, the fact emerged that, in the main, transistor sales are on the increase. One store in Toronto reported that it is outselling standard models by five to one.

Sales during the summer and early fall were reported to be higher than now. This suggests that the family radio is travelling more than ever, a fact recognized in the US where much radio programming is planned on the basis that more than fifty per cent of a Sunday audience may be on wheels.

There is a growing awareness of this resurgence of the public's interest in radio. Across Canada the radio home tunes in for an average of 4 hours and 17 minutes each day.

### KEEPING OUR HEADS

Charles Fenton, radio sales director of BAB, says three things have to be done to ensure radio's future progress. "We must keep our head on rates. They mustn't be raised or lowered except with rational judgment of any given situation. There is need for some good original thinking on program content and, of course, a very real effort must be made by those concerned to sell the medium."

BAB reports an increase in selective, as opposed to network, use of radio as an advertising medium. Companies are planning short-term flights lasting a very few weeks to push products in selected areas.

All this seems to indicate that the child is no longer an outcast, but merely learning which clothes suit it best to rejoin the family.

IN

British Columbia

**C J O R**

5000 Watts at 600 Kc

Covers

NOT ALL THE TREES

NOT ALL THE MOUNTAINS

BUT MOST OF THE PEOPLE

At Lowest Cost Per

Thousand Circulation \*

THE PERSONALITY STATION

VANCOUVER, B.C. <sup>reps.</sup> STOVIN-BYLES

\* E-H circulation report — November '56

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

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

***This way to Montreal***



# POINTS OF SALE

**In Ontario**

**CKVR-TV**  
Channel 3

sells to  
over

**200,000**

PEOPLE  
URBAN

**160,000**

Rural-non-Farm

**140,000**

Rural-Farm

**PAUL  
MULVIHILL  
& Co. Ltd.**

**CKVR-TV**  
Channel 3

**CKGN-TV**  
North Bay

**CFCL-TV**  
Timmins

TORONTO  
77 York St.  
EM. 3-8814



MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097

## TV Roundabout

# "SPECTACULARS" COME TO BARRIE

AREA - SPONSORED "spectaculars" came to Barrie last month when CKVR-TV presented two Motorama shows.

The most recent, *Ford for '58*, was one of the biggest programs ever aired by the Barrie station. Running from 11.30 pm for sixty minutes, the show was a salute to Ford and Edsel cars, and was sponsored by ten area dealers.

The cars were shown "live" in the studio, girl models adding glamor to the occasion. Road test film-strips were run and the dealers and Ford Motor Company representatives were interviewed by station announcer Don Gray. Viewers were also taken to sponsoring dealers' showrooms.

To add variety and pace, the car demonstrations and interviews were linked by a musical group, labeled "The Ford Swingettes" for the occasion.

Dealers indicated afterwards that the show was a success from their point of view and that an influx of prospective auto purchasers visited their showrooms.

### FASHION SHOWS TOO

The earlier Motorama, presented two weeks previously, featured the area Buick-Pontiac dealers. It varied from *Ford for '58* because between each car demonstration, seven-minute fashion shows were held. Eight stores participated, including



CKVR-TV ANNOUNCER DON GRAY TALKS to Ford Motor Company representative John Johnson during the Barrie station's recent Motorama show. A model sits at the wheel to add glamour to the demonstration.

shoe, dress, accessory, jewelry and fur stores. Each paid a \$75 rate.

The Motorama idea was conceived by Ted Delaney, CKVR's local sales manager. The success attained by the two held so far has prompted CKVR to plan further "spectaculars". The next project will be a home furnishing show, early in the New Year. Participating stores will each demonstrate a complete room, no two being duplicated.

In the early spring, a sportsman's "spectacular" is being tentatively planned.

### Hawks Give Credit to TV

CHICAGO BLACK HAWKS give much of the credit for a resurgence of interest and attendance to televised Saturday afternoon NHL games. Johnny Gottselig, Black Hawks public relations director said recently: "Television has helped greatly in renewing interest in hockey. Our attendance is not so big on the Saturdays we televise at home, but it is reflected in our Sunday night turnouts. For instance, several weeks ago we drew 7,983 for a Saturday matinee. The next night we had 15,492." This was just three short of the season's record anywhere at that point.

The Hawks averaged over 11,000 fans in each of their first twelve home games this season. This compares to an 8,378 average in 1956-7.

Biggest average home attendance for this season's early games is held by Montreal. It stands at over 15,000. A Toronto Maple Leaf spokesman said: "We don't know what effect TV has had here. We've sold every seat in the Gardens since 1947."

### Story of CARE is Filmed

AVAILABLE SOON for distribution to all Canadian and US television stations will be a special five-minute film on the work of CARE, the international relief organization which has its headquarters in Toronto and New York.

The film is being made in New York and will feature TV and film dancers Rod Alexander and Bambi Linn. The five-minute presentation tells the story of CARE in dance form. The choreography is by Alexander.

Skitch Henderson, NBC music director, wrote the score and he was recently in Toronto to make the sound track of the film. The CBC Symphony Orchestra offered its services without charge for this and Henderson conducted.

The film has no dialogue and will be shown throughout the Western world, in addition to North America. Almost all those participating - dancers, musicians, technicians - donated their services.

### IASE Seeks 20% Increase

THE INTERNATIONAL Alliance of Stage Employees is to ask for a Federal conciliator in the wages dispute involving sixteen hundred CBC-TV employees across Canada.

The employees include Montreal and Toronto stagehands, floor production managers and assistant script writers. They have rejected a Corporation offer of a seven per cent increase, seeking one of twenty per cent.

# CHEX-TV

is TOP BANANA  
in Peterborough

- No matter what yardstick you use . . . programming, audience loyalty, sales ability . . . you'll find CHEX-TV is the number one station in the wealthy Peterborough market. For facts and figures contact our reps today.

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

**CHEX-TV**  
Peterborough

## G. N. MACKENZIE LIMITED HAS SHOWS

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



### Record Promotion

## COMO PLUG SELLS 35,000 DISCS

A PROMOTION sale for Kimberley-Clark Products Limited featuring a Perry Como record as a premium has scored an outstanding success in Canada, according to Len Headley, manager of RCA Victor's Custom Record Department.

On the October 12 Perry Como Show a 45 rpm extended play record was offered publicly for a write-in to a Toronto PO Box number enclosing 50 cents and a Kleenex proof of purchase. The TV offer was supported by in-store displays and package inserts.

The joint sponsors of the promotion used three different PO Box numbers; one was used on the TV announcement, another on the in-store displays and still another in the Kleenex box inserts. It was thus possible to determine an accurate response pattern.

The mail response to the initial TV announcement was almost instantaneous, according to Headley. The requests commenced on the third day following the announcement. They continued at an increased daily tempo for the next ten days, at which point a falling-off was noted.

A second and final announcement was made on the Como Show of November 2. Once again this had an immediate effect on daily requests, the pattern showing almost double the results following the first announcement.

The in-store displays and package inserts began to reflect in the daily requests for the Como record about the third week following the original TV announcement. Requests mailed in through in-store displays and package inserts are still coming in, although the response to the TV announcements has dropped off.

Requests for the record exceeded 35,000 in the first eight weeks of the promotion. Headley stated that the final figure is expected to be more than 50,000.

The sponsors initially set 15,000 requests as constituting a successful promotion in Canada.

### US Nets Ban Subliminal

THE THREE LARGEST US television networks have rejected the use of subliminal advertising in any form. It has been revealed in New York that this flash form of advertising was ruled out in inter-office memos signed by Robert W. Sarnoff, NBC president, and Merle S. Jones, CBS-TV president. An ABC spokesman stated that his network would not allow subliminal transmissions.

The company promoting the system has offered to arrange a demonstration for the FCC, who intend to devote future study to the new technique. Subliminal is a term in psychology meaning "below the threshold".

## NEW YEARS RESOLUTION —

— "TO INSURE MY COMPANY AGAINST CAMPAIGN FAILURES IN SASKATCHEWAN — BY ADDING THE DOUBLE IDENTITY CLAUSE" —

# CKBI

## RADIO — AND — TV

10,000 Watts  
900 Kcs.

PRINCE ALBERT  
SASK.

100,000 Watts  
Channel 5

REPS: ALL-CANADA

WEED & CO.



GENERAL MOTORS PLANT



MONCTON'S GOLDEN MILE



MONCTON AIRPORT



CHRYSLER PLANT



SUMNERS

## 17,000,000 DOLLAR EXPANSION IMMEDIATE BOON TO MONCTON

The Canadian National Railways are planning immediate construction of a new \$17,000,000 dollar terminal point adjoining their present work shops. Consisting of 810 acres which will contain 65 miles of track, and a new diesel shop to service the ever increasing modern equipment.

This along with the several million dollars the Federal Government is pouring into the Maritimes will make Moncton the most important business centre in the Eastern Provinces.

CKCW-Radio and CKCW-TV will be playing a very important role in assisting this huge programme now in progress.

CKCW-Radio and CKCW-TV can assist you too — by securing time with us you will be making your market far more secure — Now is the time to buy — Buy time on CKCW-Radio and CKCW-TV. Let our Reps tell you the story — call them today.

Representatives:

STOVIN-BYLES IN CANADA

ADAM YOUNG IN U.S.A.

# CKCW and CKCW-TV

MONCTON - NEW BRUNSWICK



MONCTON HOSPITAL



CREACHANS



LOUNSBURY EXTENSION



CNR SHOPS



L'ASSUMPTION OFFICE BLDG.



HOTEL DIEU, MONCTON



EATON'S MAIL ORDER

## Radio

# Youngsters Themselves Make Teen Shows Click

THE MOST IMPORTANT part of a teenage show, as CHNS-Radio, Halifax, sees it, is its usefulness. Whether this is achieved by entertainment or education, it is almost entirely the result of the interests and talents put into the program by the youngsters themselves.

All through the school year, CHNS carries fourteen shows in which the boys and girls participate. One of these, *IQ Tournament*, has been broadcast since 1945.

In this quiz-type program, teenagers from twenty-nine schools in the Halifax area match their brains in a fast-paced contest of questions and answers. The competition is organized as a play-off, two teams meeting on each program and each broadcasting, incidentally, from a separate studio.

Each team alternately takes its turn at answering four sets of questions designed to test teenage knowledge on subjects ranging from current events to literature and mathematics.

A keen spirit of rivalry has developed among the schools and it is a high honor for a teenager to be chosen to represent his or her school. Interest in the program is evidenced by the capacity studio audiences.

Program sponsor is a leading Halifax milk producer, Farmers' Ltd., who uses the show for his advertising message.

## YOUR CHILDREN SING

At the conclusion of the competition, a banquet is held when the *IQ Tournament* Trophy is awarded to the victorious team. An award is also made to the teenager who has scored the highest number of individual marks during the Tournament.

*IQ Challenge* is a half-hour quiz show which grew out of *IQ Tournament*. Sponsored by L. E. Shaw & Co. Ltd. a large brick manufacturing company, it provides an opportunity for the top-scorer of the week on



Photos by Harry A. Cochrane

**YOUNG WILFRED HATCHER, ONE OF THE CANDIDATES** for this year's scholarship on the CHNS, Halifax, program "Your Children Sing", talks to emcee Clive Schaefer. Two such entrants are heard each week. Members of clubs and community organizations (right), making up the specially invited studio audience, listen to another round of "IQ Challenge", a novel panel quiz program. Emcee is John Funston.

*Tournament* to match his wits with adult panel members who were themselves on the teenage program ten years previously.

*Your Children Sing* is another example of a CHNS program that features live participation by teenagers. Now in its eleventh consecutive year, *Your Children Sing* is a weekly half-hour sponsored by the Nova Scotia Light and Power Company.

On the program, teenagers gain valuable experience in singing before a live mike, rendering solos, duets and full chorus numbers. In addition to the mixed chorus of seventy voices directed by members of the Music Department, Halifax City Schools, programs feature teenagers singing in competition for scholar-

ship awards.

Contestants who sing on the program must first pass an audition. On the program each contestant sings two songs - - one folk song and one art song chosen either by a private voice teacher or approved by a school music supervisor.

A panel of official judges rates each individual entrant. The first scholarship award is sufficient to cover the tuition fees for one year at any school of music in Nova Scotia. The runner-up receives an award to cover tuition fees for six months.

At the close of each season the sponsor holds a special dinner for the chorus when the scholarship awards and various other presentations take place.

Older than any of these programs,

however, is *Uncle Cy's Talent Club*. This talent show for boys and girls of all ages has a successful twenty-five-year-old record on CHNS.

Youngsters with talents of all kinds are acceptable. Tap dancing, singing, reciting and the playing of any musical instruments, all have their turn.

The program is sponsored by W. H. Schwartz & Sons Ltd., a local coffee and spice manufacturer, and is one more example of CHNS's belief that the best way for a teenager to get acquainted with radio broadcasting is to participate in a live studio show.

## Radio Joins Police In Selling Safety

**A** IRED OVER CJCA, Edmonton, each Sunday morning from 10 to 10.15 am is *Safety Patrol*, a program designed to make children more safety-conscious while playing on the streets.

Once or twice a week, Sgt. Jim Rodgers of the City Traffic Department, and Merrel Dahlgren, CJCA's assistant chief technician, tour the city interviewing youngsters whom they notice breaking the safety code.

The interviews are taped and, when broadcast, point out the risks that children can run into by thoughtlessness or lack of safety knowledge.

### ENCOURAGES KIDS

As a recent example, Rodgers and Dahlgren saw a small boy run into the street from between parked cars. Rodgers called the boy over and asked him if he knew what safety rule he had just broken. The conversation carried on from there. The discussion, recorded, was played on the next Sunday program.

Rodgers encourages the children to ask questions during the impromptu interviews and in this way gets them to talk more freely

## MERRY CHRISTMAS—HAPPY NEW YEAR

Greetings of this type are going out to thousands of CFNB listeners from advertisers of all types and all sizes. They carry a most personal and friendly greeting into thousands of homes where CFNB voices are welcomed and respected every day of the year. Whether "good will" or "good sell", you can't overlook CFNB's "Provincial Coverage".

**SERVING NEW BRUNSWICK'S EXPANDING ECONOMY**

Have our Reps give you the full story — see:  
The All-Canada Man.  
Weed & Co. in the United States.





Recordings

PRESLEY CAROLS CAUSE CONTROVERSY COAST-TO-COAST

AN ALBUM OF Christmas songs and carols has caused one of the biggest coast-to-coast broadcast controversies for some time. A number of stations have stated that they will not run the album which includes Presley versions of Silent Night and O Little Town of Bethlehem.

CKXL, Calgary, has announced a ban on the album. A station spokesman said that Presley's release had "no place on our station." He said that station officials had heard the album and had decided that to give

such a performance over the air would not be in the interests of good broadcasting.

James MacLeod of CKBW, Bridgewater, declared that he hadn't heard the record, "don't want to; neither do our listeners; they have better taste."

CFCY, Charlottetown, said Presley carols are banned there. In Sydney, a CJCB spokesman commented: "The less said about Elvis Presley and any of his albums, the sooner he will die a musical death."

Other reactions across Canada include:

CKOY, Ottawa, will probably play parts of the album. "I feel Presley has done a good job," said a station spokesman, "and his feeling in the songs is authentic."

Four Edmonton clergymen, broadcasting on CHED's Pastor's Study, said they had no objection if Presley relayed a "great message of Christmas" to teenagers.

Assistant manager Bobby Reid of CKCW, Moncton, says he is banning it outright, adding that any disc jockey who plays it will "lose his identification".

CFRB, Toronto, said: "Why give them Presley when there are so many better interpretations of Christmas songs?"

CJOB, Winnipeg, say they're "not going to play it."

NO CHOIR BOY

The CBC in Toronto, which runs CBL and CJBC, has given the green light. "We have no objections if listeners and disc jockeys want to hear it," commented director of music Geoffrey Waddington, "and there are no restrictions."

CKLG, North Vancouver, said: "We never use Presley records and if we did we wouldn't be using that album."

CKY, Winnipeg, will use the controversial album in moderation, after a survey showed that listeners were in favor. Two selections were broadcast on four occasions and listeners were asked to write the station with their comments. When the mail was checked, the count showed that 2,132 listeners were in favor of the selections with 101 against. Phone calls received showed a twenty to one vote in favor.

Production manager Jack Stewart commented: "Our policy is to provide CKY listeners with the programs they want rather than set ourselves up as the authority on what is good or bad in entertainment."

In Amherst, NS, a CKDH spokesman said: "We see no reason to ban the Presley Christmas album. No one expects him to sing like a choir boy."

Govt. Asked for Separate B'cast Agency by Lib. MP

SPEAKING IN THE House of Commons last week, Guy Rouleau (Dollard, Liberal) said that the government should establish an agency to control Canadian broadcasting in all its forms, public and private.

"I do not wish to criticize the CBC Board of Governors which has done an excellent job as far the government radio service is concerned," he said. "But I am opposed to the principle of the thing."

Pointing out that he had expressed his dislike of the present system before in the House, Rouleau voiced the hope that the government would show its good faith in creating such an agency.

He referred to an occasion in January, 1955, when he had raised the same question. The present government benches, then in opposition, had applauded loudly. He asked if the Conservatives were as ready to applaud now.

OPPORTUNITY FOR DEVELOPMENT

"At this time," he said, "we have CBC television in Montreal, but the metropolis of Canada, a city like Montreal, could also have one or two private stations to compete with the CBC. This would provide an opportunity for the development of our own Canadian talent."

He pointed out that certain newspapers in Montreal and of the province of Quebec have claimed that there is discrimination within the CBC.

The government might establish a commission of inquiry, he suggested, to determine the truth of the criticisms by these newspapers.

"If such criticisms are found to be justified, it might then be advisable to remedy the situation and if they are not justified, the people will then know what to think of them and this would be in the greatest interest of the CBC," he said.

CKBB Holds Civic Forum

IN CO-OPERATION with the Junior Chamber of Commerce, CKBB-Radio, Barrie, recently ran a Municipal Radio Forum in which questions phoned in by listeners were answered on the air by town officials.

The Forum was held in the town hall. Officials participating included the mayor, town clerk, reeve and his deputy, town manager, school board chairman.

In an adjacent room, half a dozen telephones were kept busy accepting queries on civic matters which were presented to the Forum members for their reply. The entire proceedings were aired, listeners being reminded that this was their opportunity to present questions and opinions on their town to town officials.

CKBB, impressed with the success of the program, is thinking of repeating it next year.

Earlier this month, CKBB offered free air time to all candidates running in the municipal election. All candidates accepted. During the program each was given three minutes to present his case.

**MORE POWER COVERAGE LISTENERS**

**NOW 5000 watts**

The station that means more business for you

**CKOY**  
QUEBEC CITY

Representatives  
Toronto - Montreal  
Interprovincial  
Broadcast Sales Ltd.

In U.S.A.  
Weed & Co.

**NOW! DOUBLE MARKET**

**30,000 WATTS**

**CKSO-TV**

**4,000 WATTS**

SATELLITE  
**CHANNEL 3**  
ELLIOT LAKE - BLIND RIVER  
WORLD'S URANIUM CAPITAL

WORLD'S NICKEL CAPITAL  
**CHANNEL 5**  
SUDBURY ONT.

REP. ALL CANADA TV  
IN CANADA  
WEED & CO. IN USA

• CANADA'S FIRST PRIVATELY OWNED TV STATION •  
• NOW REACHING 306,000 PEOPLE IN THE GREAT NORTH •

## *Van Grant's Technicolumn*

### NEW RECORDER MAKES POSSIBLE TAPED TV

WITH THE VIDEOTAPE Recorder 1000, Ampex hopes it can do for television what the audio recorder did for radio.

To operate, the VR-1000 is much the same as present day audio recorders. It has push button controls, immediate playback and a good relation of original versus reproduced quality. And the tapes can be re-used.

Although it was developed over a year ago, the first production model was only completed recently.

Among design problems was the need to get the tape moving fast enough to pick up television signals. To do this the tape would have to move at a speed of 2,000 inches per second to reach an upper frequency limit of 4 million cycles. At that speed a reel of magnetic tape, 14 inches in diameter and 4,800 feet long, would record a little less than 29 seconds of program material.

However, it was found that a high relative speed between head and tape could be obtained, by a rotating drum with four heads transversely across the tape and moving the tape only fast enough to avoid interference between successive tracks. During this operation one head is always in contact with the tape.

By this means it proved possible to adopt a tape speed of only 15 inches per second and thus on a 14 inch reel of two inch tape more than an hour of programming could be recorded.

The head assembly rotates at approximately 14,000 rpm and is

perfectly synchronized with the tape driving device.

During the playback process, the relation between the rpm of the head assembly and that of the tape driving device is maintained through the use of a control track along the lower edge of the tape.

There is no set method of making copies. However, by connecting one or more videotape units as recorders, while another is used as a replay machine, the number of copies which can be made is unlimited. It has been found that tape duplication of the first generation still produces a picture of live quality.

Tape editing, which once looked almost impossible on the VR-1000, now has been made a rather simple and fast procedure. The new editing device has two main features, namely a visual process for locating exactly the place on the tape where the deletion is to be made, and a splicing device that will do the job without losing the sync pulse that keeps picture and sound together.

All operating controls, set-up controls, maintenance adjustments, tubes and fuses have been brought to the front panel of each of the electronic components, which makes them readily available for servicing.

The VR-1000 will record and reproduce all the video and audio information in a program of a half hour or one hour. It costs \$54,000 and so far there are none in Canada although the CBC has four on order.

### Raised 16mm Standards To Be Reviewed By CSA

TECHNICAL MEN of the television and motion picture industry had a busy day in Toronto last month when they attended meetings of the Canadian Standards Association and the Society of Motion Picture and Television Engineers.

At the CSA meeting it was decided to review most of the 16 mm standards and then to publish any necessary revisions following a further meeting and balloting to take place in Montreal late January.

J. M. Maurer of J. M. Developments, New York, spoke in the evening at the fall meeting of the SMPTE.

Maurer discussed the capabilities and limitations of 16 mm as a productive medium under four headings: objectives, specialization, equipment maintenance, cleanliness and control.

He pointed out that the object of a lab is to make money and one way to do this is to raise and maintain the standards of 16 mm. There is a great demand for 16 mm, but at the same time it has to be at an acceptable quality level and only a number of labs at best produce this.

Under specialization Maurer said, 16 mm and 35 mm should not be handled in the same lab. However, equipment for 16 mm lab use has not been profitable for manufacturers to market, so lab operators have had to make do with available equipment.

Among examples of recently produced 16 mm equipment, Maurer said, have been the optical reduction, sound track printer by Kodak and the Oscar Dupue reduction printers.

In the field of 16 mm contact printers produce All pictures should be on step printers for quality opposes product

On the subject of speakers, the speaker said that optical printers produce smooth, even a continuous sound, and contact printers produce bad sound because they are jerky and slip.

Maurer said that maintenance of lab equipment has been slighted. To maintain a lab in top operating condition requires regular service by experts and only a large lab can afford this.

Cleanliness of air in the lab is imperative. Film attracts dirt and thorough filtration of air within the lab and drying equipment is a necessity.

Purity of water used in the lab is also a problem, Maurer said. There cannot be too much filtration of water. In his own lab he found that although the water system was excellently filtered, dirt was still present which was hard on sound quality. He found that when the filters became clogged, the flow of solution decreased but the quality of the solution increased, thus improving the sound track.

Maurer said, in conclusion, that some made the mistake of assuming that perfect control in the morning still applies to the afternoon. He suggested that tests should be made every hour throughout the day, because certain stocks can upset the developers in less than an hour.



*I take "Canadian Advertising" on all my calls and use it to quote costs quickly to a client.*

H. V. PETERSEN, Vice-President  
Thompson-Petersen Advertising Agency Ltd.

## This is READER ACTION!

The above comment is typical of many more that reach Canadian Advertising.

Some idea of just how much use advertising buyers make of CA is shown in the results of a recently conducted readership study. Respondents were asked, "Approximately, how many times have you referred to, or used Canadian Advertising within the past six months? . . . within the past month? . . . within the past week?"

**The result! . . . Average number of times CA is used or referred to by all respondents during one month is 24.5 times — more than once every working day.**

This is impressive evidence that advertising buyers not only subscribe to CA . . . they read and use it often.

Their action in frequently using it as a buying guide makes it possible for you . . . through the advertising pages of CA . . . to contact them at the very time that buying is uppermost in their minds.

**Make sure you are on the spot when buying decisions are made. Reserve space now in the next issue of Canadian Advertising.**

# Canadian Advertising

481 University Avenue, Toronto - EM. 3-5981

CANADA'S NATIONAL MEDIA AUTHORITY

# go get her!

She and the hundreds of young women like her in Kingston and district are worth getting to. They have both the money to spend and the desire to spend it.

If you would like to tell them about your product — advertise on CKWS-RADIO — they'll be listening.

## CKWS-RADIO Kingston

REPS:

In Toronto and Montreal—N.B.S.

In Western Canada—All-Canada

In U.S.A.—Weed & Co.



**R**AUDIO AND TELEVISION have at least one jump on the print media and that is in the field of crystal ball gazing. Radio and TV can broadcast their prognostications with reckless abandon, and, when they fail to materialize, just forget they were spoken, (sic many Grey Cups, election and weather forecasts).

With print, the story is different. Once you have set them on paper they are there to be dug up at the most embarrassing moments. However, something along the lines of a forecast is expected at this time of the year and who are we to upset precedent?

**Forecast No. 1.** Most bank presidents and chairmen feel that progress will continue but at a lower speed. So my forecast says that business will keep on making haste but more slowly.

**Forecast No. 2.** There will be an election next year - - probably between January and December.

**Forecast No. 3.** The turbulent question of broadcasting will not be given attention by Parliament until after the election.

**Forecast No. 4.** The turbulent question of broadcasting will be given attention by Parliament after the election.

**Forecast No. 5.** Broadcasting will continue to be subjected to government regulation.

**Forecast No. 6.** The government will call a parliamentary committee on broadcasting in the spring, whether it is before or after the election.

**Forecast No. 7.** Said committee will recommend an independent regulatory committee for broadcasting and competitive TV station licensing.

**Forecast No. 8.** The opposition will scream bloody murder and then let these measures go through in absentia.

**Forecast No. 9.** The 1958 Grey Cup game will be won in the west by the east.

**Forecast No. 10.** Jim Allard will be praised and damned by various members of the CARTB but will live to celebrate Christmas 1958.

**Forecast No. 11.** John Diefenbaker will continue to pilot his government along the general lines laid out in his campaign and face defeat in the House when as and if it occurs.

**Forecast No. 12.** In the 1958 federal election the Conservatives will be returned with a healthy over-riding majority.

**Forecast No. 13.** Metropolitan Toronto will still be arguing about the east-west subway.

### RADIO IN ALL ITS BRANCHES

**E**VERYTHING happens to Stovington Byles and now it's Cy Strange, who joined the Toronto radio sales crew (excuse me creative sales crew) last month.

Cy, at 43, dates back in radio to 1940 as an announcer at CKGB, Timmins. Actually he goes back farther than that, because in 1933 he used to do a weekly fifteen minutes on CFPL, London, (between his regular jobs as vocalist with Jack Kennedy's Orchestra in Sarnia), giving with such masterpieces as *Brother Can You Spare A Dime, I Can't Give You Anything But Love, Baby* and, above all else, *Three Little Fishes In An Itty-Bitty Pool*.

After Timmins came Kingston — for nine months — as announcer at CKWS. Then he joined CFRB also



CY STRANGE

# AGRICULTURE

One of the many productive activities engaged in in the thriving B.C. Block of the Peace River District, served by CJDC, Dawson Creek, is Agriculture.

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

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

There is only one way to capture the thriving and growing B.C. Block of the Peace River District . . .

Through

## CJDC

DAWSON CREEK, B.C.

RADIO REPS in Toronto and Montreal

JOHN N. HUNT in Vancouver

A. J. MESSNER in Winnipeg

DONALD COOKE in USA



### MR. TIME BUYER — FACTS DO NOT LIE

... and the facts are these: The 1957 Elliott-Haynes Circulation Report shows 143,703 households tuned in to CHNS and 99,302 to Station B. There's no disputing a majority audience of almost 1/3 more for CHNS. And there's no disputing this veritable goldmine... ready and waiting for your use Mr. Time Buyer.

Check these facts then.

NO MATTER WHAT  
YARDSTICK YOU  
USE . . .

## CHNS

is the station to  
buy in Metropolitan  
HALIFAX



as an announcer the same day Jack Dennett joined the station in September, 1943. Among other things, Cy announced *Treasure Trail* for the late Jack Murray, which qualified him as fellow-alumnus of the T-T-Old Boys, along with such notables as Ramsay Lees, Rai Purdy, Alan Savage, Stu Kenney, Jack Fuller, Wes McKnight, Austin Willis, Gordon Sinclair, Jack Dennett, Jack Dawson and Wally Crouter.

In 1946 he pulled up stakes and went to England to take a look at motion pictures. He saw one and then returned to Toronto in 1948 and freelanced for a time taking on the announce job for Kate Aitken among other assignments.

In 1954 he went to Ruthrauff & Ryan as assistant to Ramsay Lees, and during this time produced the Lever Brothers network daily, *Brave Voyage*. When Lees left to join BBD&O, he became a radio-TV director in his place. While with R & R he continued freelancing on a limited scale, just 27 shows a week. When R & R folded its tents (to be born again as Erwin Wasey Ruthrauff & Ryan) he just went on freelancing.

Cy's first commercial show at CFRB was the *City Service Show* for Bill Byles, then at Spitzer & Mills, so Cy feels that moving into the Stovin-Byles stable is a natural progression.

#### NOEL! NOEL!

**C**HRISTMAS at CKOM-Radio, Saskatoon, includes a party for the sponsors. Deputy host and assistant manager Don Tunnicliffe writes: "We serve the usual rounds of refreshments and food and extend an invitation to all local sponsors and representatives of national firms. This is one of the big parties at this time of year in Saskatoon and is attended by approximately 350 people."

#### THE CASE OF THE MISSING ADDRESS BOOK

**E**VERYBODY gets a thrill out of reunions with old friends, and I just had the experience of reuniting with a round dozen of them, who had somehow or other dropped out of sight, and I rather enjoyed it.

It all happened by accident, when I stumbled onto an old, discarded address book, which came to light in the back of a drawer in which I was hunting for a corkscrew.

I opened it casually, and was turning over the well-thumbed pages with my mind only half on what

I was doing, when I happened to notice the names of Bill and Mary B. I remembered them perfectly, when I met them up north one stormy night a few years ago. I was stranded on the highway with an empty tank, and not a gas station, house or other kind of habitation in sight.

My heart began pounding like a riveting machine when a sound like a mixmaster which was missing on one cylinder came into earshot. And when their rickety jalopy chugged towards me out of the night, I didn't know whether to wave frantically and hope that they would risk a hold-up and stop, or chance being run over in the dark, by lying in their path across the road. I remembered that I had chosen the former method, and that, good Samaritans that they were, they had taken pity on me.

There wasn't a gas station for miles, they assured me, and even if there had been, it would have been closed for the night. They were an elderly couple, just returning from the christening of their seventh grandson, way up in the bush. They

seemed as upset about my plight as I was myself. But they found a solution.

Together we pushed my car into a convenient spot just off the road, and I clambered in theirs with them. They drove me to their two-room frame shack about ten miles along the highway and three miles east onto a back road.

Eventually I convinced them that I would not hear of them making over their bed to me, and accepted a makeshift on a horsehair armchair and stool.

In the morning I got outside of a traditional farm breakfast, left glowing comfortably over their real hospitality. I was determined to keep up this remarkable friendship forever. But the following April someone gave me a new address book for my birthday.

#### TIME FOR REMEMBERING

Bill and Mary B were by no means the only old friends with whom I became reunited through that ancient address book.

I think the most significant names were those of people I had had plea-

sant associations with through the years, but who, through the natural processes of anno domini and company pension plans had dropped into retirement and, as far as I was concerned, oblivion.

Pretty soon now we'll all be starting out 1958, with our eyes on the ball, our feet on the ground and all the other well-known platitudes. Looming up over the horizon are new fields to conquer. New faces and new voices will come into our lives. Before it all starts though, I thought I would do a little retrospecting, just in case old friends, like Bill and Mary B, and the old timers who are finding that their leisure hours of retirement leave them with a lot of time for remembering, might get pushed into the background by the people I meet and am going to meet every day, and who might get lost in the shuffle.

#### AND THE SAME TO YOU

**A**ND BEFORE I get lost in the shopping shuffle, I have just two things to say to you — Happy New Year and 'buzz me if you hear anything, won't you?

HEY . . .  
WHERE'D EV'Y BODY GO ?

DON'CHA KNOW ? . . .  
THEY'S ALL HOME, LISTENING  
TO **CKRC**

SO ? . . . HOW 'CUM

'CAUSE . . . WHEN THE OLD  
SHOEBALL SEASON WAS ON  
**CKRC** HAD NINE — YA, NINE  
FOOTBALL SHOWS A WEEK  
'N 3 SPORTS CAST A DAY  
ALL 'BOUT FOOTBALL — YA  
SEE ?

MAN — 'DAT'S DE MOST — YA-A-A

**CKRC** Winnipeg REPS: All-Canada Radio Facilities, Weed & Co. in U.S.A.

**CJEM - RADIO**

EDMUNDSTON, N. B.

1000 WATTS

570 kc.



"La Voix du MADAWASKA"

covers the fastest  
growing market in the  
Atlantic Provinces . . .

More local advertisers than ever before used CKLB in 1957 — proof we think, that Radio in Oshawa is doing a real job.

CKLB offers a big plus to National Advertisers, too — our 5,000 watt signal is received well from Hamilton to Belleville.

In 1958, budget for bigger sales and let CKLB carry the ball for you.

**CKLB**

Serving South-Central Ontario from

**OSHAWA**

**REPRESENTATIVES**

- Lorrie Potts & Co. - - Toronto
- John N. Hunt - - Vancouver
- Jos. H. McGillvra - - - U.S.A.

*Public Service*

**FREE SHOWS MUST BE GOOD SHOWS**

WHEN DEALING with public service programs CJOR, Vancouver has adopted the policy that if program material is not first rate then the offer of free air time will be withdrawn. Without this condition CJOR feels that giving air time is the same as throwing it away.

When air time was given free to public service groups, CJOR felt that these groups were treating it in an "easy come, easy go" manner. Meanwhile labor organizations and other groups who bought air time at card rates used every minute of that time efficiently.

It was this fact which prompted CJOR to revise its attitude to public service broadcasts.

CJOR realized that these groups lacked people who possessed ideas on how to make use of broadcast time made available to them. They felt the answer was to furnish the assistance of the station's production staff. In this way, groups would be encouraged to use new techniques and angles to stimulate their thinking, generate pride in their own radio showcase and increase listener appeal.

**LACKED APPEAL**

A case in point was the local Council of Women's program. Several years ago this group, representing one hundred local organizations, was given air time within the framework of a commentator's program. During

the program the Council broadcast news of teas, social gatherings and resolutions before the government or city for the betterment of the community. They broadcast this news with exactitude but it had no form and lacked listener appeal.

Preparation of the program was taken over from the Council's radio convenor by a member of CJOR's production staff. The scope of the group's activities and interests was reviewed and it was found that the organization was actively interested in everything from child-birth to atomic energy.

It was decided that the best format would be the interview style with the CJOR man, a seasoned interviewer, in the chair. This would serve to relieve the monotony of a one-voice presentation. The program was given, in addition, its own fifteen-minute segment once a week.

Interviewees were selected and suggested by the Council's radio convenor. Some of them were sent back to the Council because they had not prepared themselves for the broadcast and had nothing interesting to say. This policy was tough but paid dividends and the program has now become an adult education feature on CJOR's schedule.

Today the Council under its radio and TV convenor frequently supplies its own interviewer and topics covered have included "The Peaceful use of Atomic Energy", and "Better Housing Development in our City."

While in the case of this Women's Council it was discovered to be a good policy to make public service broadcasts stand on their own, CJOR has found that in other cases the reverse is true.

**PERSONALITY BROADCASTERS**

For example, one program of club notes and activities of local organizations that attracted little listenership had been delivered in a ten or fifteen minute segment. It was broken up and the various announcements were distributed to some of CJOR's strong personality broadcasters to use scattered throughout the framework of their own programs.

Under this system the same number of announcements were given without detracting from the appeal

of the personality programs on which they were carried.

When the UBC radio society asked for a five-minute daily broadcast of campus and alumni news, the station asked for and was given a feature program making full use of the tape recording and other facilities of the the Radio Society.

CJOR told the society "you are students of broadcasting and we must ask you to exercise your knowledge and facilities to the best advantage in this time period." Since then CJOR has offered the society a complete Saturday afternoon to program as they wish. A UBC research team is now planning the broadcast without direction from CJOR.

On another occasion the Vancouver Art Gallery requested time for broadcasting to publicize their place in the community.

Here again the program was intergrated with an established program, this time within the framework of a semi-classical music show, *House of Music*. Every week the Art Gallery supplies a speaker who talks in a free and easy, almost ad lib fashion on events and exhibits at the gallery.

Through these broadcasts, Vancouverites are discovering that the Art Gallery is not just a home full of dull paintings surrounded by dull people, but rather a place in which to enjoy themselves with its programs of dancing, music appreciation groups, home planning and decorating.

**CJEM Wins Safety Award**

FOR THE SECOND consecutive year CJEM-Radio, Edmundston, NB, has been awarded the Certificate of Merit for Highway Safety by the Governor of the State of Maine.

District Judge Robert Jalbert presented the certificate to CJEM announcer and producer of highway safety programming Roger Plante. Station manager Georges Guerrette was also at the ceremony.

CJEM beams highway safety programs to both Canadian and American listeners. It claims its success in this enterprise is due largely to the complete co-operation rendered by provincial, state and municipal police.

**CKGN To Hold TV Playfest**

TROPHIES AND CASH Prizes will be presented to the winners in a new amateur television drama and playwright festival to be held by CKGN-TV, North Bay, from May 5-12, 1958.

The festival will be restricted to half-hour plays and is open to playwrights from across Canada. CKGN announces that the station will act only in a production-advisory capacity. After preliminary screening, the plays will be sent to the Northern Ontario and Quebec region of the Dominion Drama Festival.

Five finalists will be selected and these plays will be presented over the station. Awards will be made to the best acting group, author of the best play and to the best individual actor or actress.

**GO MOBILE**



CFQC's new Mobile Radio Unit gives CFQC Mobility and "on-the-spot" coverage. Buy the Station that's "on-the-move" . . . CFQC — RADIO — SASKATOON

**CONTACT OUR REPS**

Radio Reps - Canada  
Young Canadian Ltd. - USA



**THE RADIO HUB OF SASKATCHEWAN**

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

# Celebrating 12 years on top

*Proud of it...humble too!*

This December, CJAD celebrates its 12th anniversary as Montreal's leading station — a position achieved 6 months after its opening as a "powerful little 1000-watter" in 1945.

It's nice to be the leader and we're proud. But we're also *resolved* to repay the people who have helped us — our listeners — by recognizing to the fullest the *responsibilities of leadership*. They're real, we accept them, we shall do our humble best to meet them as they should be met—with service.

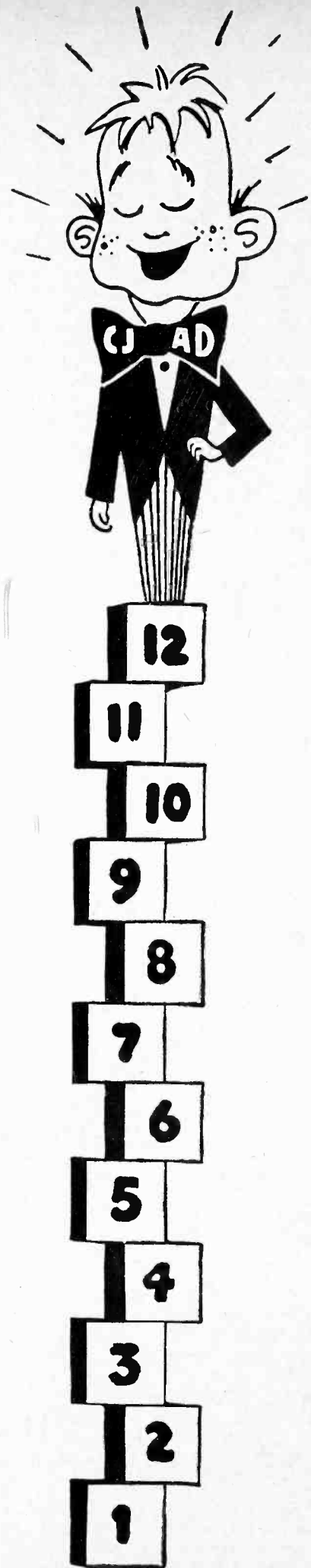
Service has been the key to success for CJAD. For examples, we present with pardonable pride our list of Montreal radio "firsts" ...

- FIRST** *with news on the hour every hour.*
- FIRST** *with official weather reports direct from the weather office.*
- FIRST** *with snow and ski reports direct from leading resorts.*
- FIRST** *with road condition reports from Royal Automobile Club.*
- FIRST** *with stock quotations direct from the floor of the Exchange.*
- FIRST** *and only Canadian station with Hi-Fi broadcast equipment.*

This dedication to public service has made it possible for CJAD to expand to 5,000 watts in 1948 and to 10,000 watts in 1954.

# CJAD

MONTREAL



## Radio

## FAR NORTH NETWORK SEEN AS COSTLY BUT VITAL NEED

by SANDY ROSS

FEDERAL GOVERNMENT officials are hoping radio will help bridge the huge gap that isolates Canada's far North from the rest of the country.

Officials of various agencies concerned with administration of Canada's sparsely-populated Northland are quietly pressuring in Ottawa for the establishment of a Northern radio network as a medium of entertainment, education and citizenship.

One point recurs in representations made to CBC and other authorities: Russian radio is beamed to the Canadian North and in the absence of Canadian radio, comes in loud and clear.

In other areas, American radio, from Alaska and the United States, provides Canadians' only listening fare.

Officials who administer Canada's roving Eskimo population also stress radio's possible value as an educational medium.

Says soft-spoken, scholarly R. A. J. Phillips, chief of the Arctic Division, Department of Northern Affairs and Natural Resources: "Outside of a

few communities in Alaska, the Eskimo population is scattered in small family units all through the North. Our department doesn't encourage Eskimo urbanization, since at present there's not enough industrial activity to support the trend".

The need for at least primary education of Eskimos remains, however, and radio may be an effective means of providing it. "Administrators in Australia and New Zealand have had good success by equipping aborigines with radio receivers, and broadcasting educational programs," Mr. Phillips said. He went on to say that radio might even play a part in preserving Eskimo culture. Station CHAK, Aklavik, for instance, has broadcast Eskimo square-dancing programs, featuring reels and jigs taught to the Eskimos by white whalers a century ago.

## UNDERSTANDING OF ENGLISH

Adds Northwest Territories Commissioner R. Gordon Robertson: "Radio could play a useful supplementary role, especially as a medium of providing natives in the Terri-

ories with an increased knowledge and understanding of the English language."

In time, as increased earning power of Northern Indians and Eskimos permits the purchase of more portable radios, it might be possible to organize listening periods for child and adult education. "If a program of this sort is developed, it could be supplemented by correspondence course instruction," Mr. Robertson said, in a Fowler Commission brief.

How far has the CBC committed itself to the establishment of a Northern radio network? "A joint examination of the problems has been made," is Mr. Phillips' cautious answer.

## YUKON NEEDS NETWORK

But while the Eskimo population is nomadic and widely-scattered, the Canadians who live in the Yukon Territory are settled to an extent seldom realized by their fellow Canadians. This creates special problems, and a special need for radio.

The Yukon, a huge triangle of territory North of B.C. and East of Alaska, is relatively well-populated, and fairly well-covered by radio - none of it of Canadian origin. Broadcasts from the United States, Alaska and Russia are received, and "charity" transmitters at White Horse, Dawson and Watson Lake program with discs and tape.

Despite the relative abundance of radio reception, however, Yukon Territory Commissioner F. H. Collins sees a basic need for Canadian network radio, to bring inhabitants into closer touch with the rest of Canada.

In a brief presented to the Fowler Commission in April, 1956, he said: "The objective of the people of the Yukon is to be able to share in Canadian life. In the circumstances of the Territory there is no more hopeful - or neglected - means than radio . . . It is striking that nowhere has radio a greater role to

play than in the North. And nowhere has less effort been expended by radio and associated services."

Basic need, according to Mr. Collins, is a "powerful CBC short-wave transmitter in Southwestern British Columbia," which would supply local transmitters with up-to-the-minute services and features which most Canadian listeners take for granted.

He added an important qualification: "Commercial radio is not at present feasible anywhere in the Yukon," he said.

## PATCHWORK AT THE BEST

In the Northwest Territories, which stretches across more than 1,000,000 square miles of frozen land above the prairie provinces, the situation is essentially the same. A few transmitters are in operation through the courtesy of the Department of Transport and the Royal Canadian Signal Corps. But these operate on a patchwork basis at best, and have a range of from 50 to 75 miles. Their future is highly uncertain. One Signal Corps transmitter, CFHR, at Hay River, has already closed due to equipment breakdowns.

As in the Yukon, commercial radio is far from feasible, and Arctic administrators are pressing for a CBC shortwave transmitter that would feed current Canadian material to local transmitters.

And as in the Yukon, Radio Moscow is received. "The political effect is undoubtedly limited," says Mr. Robertson, "but residents of the North do not have other news readily available to them".

One major difficulty stands in the way of any attempt at effective radio coverage: technical transmission obstacles. The area to be served is blocked by the "aurora belt", a region of solar interference that occurs near both North and South Poles. Also, the ground is of a nature unfavorable to good radio transmission.

Radio service to the Far North will undoubtedly be an expensive proposition, and a commercially unrewarding one. But Northern authorities see it as a costly necessity which, like the CPR years ago, will help bring the outskirts of a far-flung nation into a closer union.

## "NOW ONE YEAR OLD AND GROWING"

WANTED  
THREE ANNOUNCERS—

Two years' Radio or TV experience,  
Send Photo and complete background.

One Continuity Writer.

One Girl for Traffic and Program  
Clearance, must have good shorthand  
and typing.

Send complete details and expected salary.

CHEK-TV VICTORIA, B.C.

C K B W

BRIDGEWATER

NOVA SCOTIA

A Merry Christmas from

CKBW

Celebrating 10 years service  
to listeners and sponsors on  
Christmas Eve

*Serving the Wealthy South Shore*

RADIO REPS in CANADA  
DONALD COOKE in the USA

## Murder Trial Televised

THE RIGHT TO film and later show a murder trial on television was granted to KDKA-TV, Pittsburgh, by the presiding judge, the Hon. Lloyd Weaver. The defendant gave his permission, but no other news photographers were allowed to cover the trial.

Judge Weaver stated afterwards that the presence of the TV photographer, who used no auxiliary lighting, did not hamper the proceedings in any way.

The film was telecast by Bill Burns, KDKA-TV news director on his 11 pm *The News Tonight*.

## SITUATION WANTED

Preferably in Western Canada  
Country and Western and Pop  
Disc Jockey. Can run Control  
Board. Recording, stage, screen  
and TV star, with many years  
experience.

Will send references and recordings if required.

Box A351

Canadian Broadcaster & Telescreen  
54 Wellington Street West  
Toronto, Ontario





This column extends heartiest greetings and best wishes for 1958 to everyone, even including:

The Board of Governors, management and staff of the Canadian Broadcasting Corporation.

. . .

People whose secretaries say "who's calling?", when you try to reach them by telephone.

. . .

Marketing.

. . .

Brave champions of private enterprise who try to get the government to prevent people starting up in opposition to them.

. . .

Advertisers who send in their copy a week late and give with the beefs because they don't like the type you used.

. . .

People who think "Drive Safely" rules apply to everyone except themselves.

. . .

People who call you on the phone and say: "Guess who?"

. . .

Christmas card senders who sign "Al" or "Bill" and expect you to guess which Al or Bill they are.

. . .

Those who love their neighbors every Christmas and then forget the whole thing until next December.

. . .

People who think everyone in the office is out of step except themselves.

. . .

People who write sound letters of criticism but refuse to sign their names.

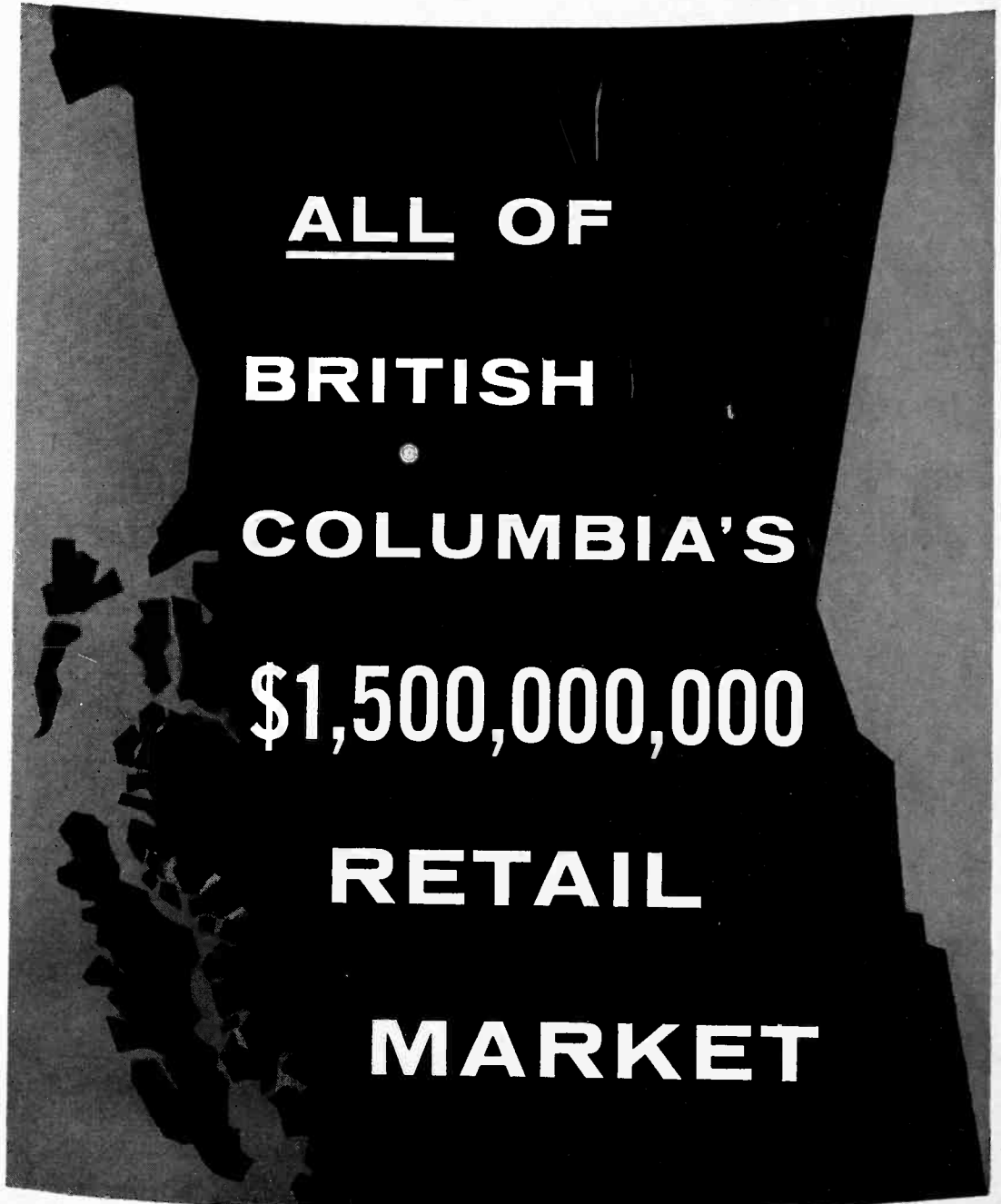
. . .

People who write inane letters of criticism complete with names and object when they aren't used.

. . .

Gordon Sinclair and Bob Buss.

**ONLY**  
**CKWX**  
**WITH**  
**50,000 WATTS**  
**REACHES**



8101-2

Radio British Columbia

**CKWX**

Vancouver

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

# SIGHT & SOUND

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



Compiled by  
Ian Grant

## Agencies

**A** REORGANIZATION of the media department recently took place in Young & Rubicam Ltd., Toronto.

There are now three media buying groups reporting to L. E. Pickett, who is in charge of all media buying. Each group is headed by a media buyer who has under him an assistant media buyer, an estimator and budget controller and one or more stenographers, all of whom are directly responsible to him.

Each of these groups will be responsible for estimating and buying of all media for the clients assigned to it. The three groups are as follows:

(1) Buyer — Doreen C. Dunlop; assistant buyer — R. F. Irvine; Accounts — Chef Boy - Ar - Dee, Lipton, Lever (Good Luck), Bird's Eye, Noxema, Canco, and Simoniz.

(2) Buyer — George R. Lamont; assistant buyer — Teresa Harwood. Accounts — Goodyear, Rothmans, Cluett, Time - Life, Life Savers, Wyeth, Travelers, Dictaphone and Cole.

(3) Buyer — W. F. Francis; assistant buyer — H. J. Pitcher. Accounts — Borden, Whitehall, Procter &

Gamble (Cheer, Spic & Span), Spalding, Esterbrook, Drackett.

**T**HE TWO PROCTER & GAMBLE heavy duty washing products, Bonus and Duz have, for the past two years been handled by Compton Advertising in New York. Effective January 1 the Duz account will move to E. W. Reynolds in Toronto. Account supervisor will be Lewis Smith and account executive, David Kilner.

**T**HE PARENT COMPANY of Schick (Canada) Ltd. after examining sales and expenditures in Canada have decided that they do not warrant the sponsorship of the Alfred Hitchcock show. Although Schick is under contract they are looking for someone to take over the alternate week sponsorship. The agency for Schick is Harold F. Stanfield Ltd. So far nobody has taken the offer.

**T**HE MAX FACTOR account currently being handled by Locke Johnson, will be moving to James Lovick on January 1. The account at Lovicks will be Paul Giguere. Max Factor is now sponsoring *On Camera* and will continue to do so until next October.

**T**HE RADIO AND Television department of J. Walter Thompson has temporarily moved to 210 King St. W., Toronto. The phone number is EM. 3-4932.

## Radio

**I**PANA TOOTHPASTE, through Ronalds Advertising, started a radio campaign on eight stations in Ontario and Quebec, December 9 to run to the end of the month.

**C**OCA-COLA, through McCann-Erickson, have renewed the Billy O'Connor show for another 13 week segment.

## People

**A**RTHUR BISHOP, who until recently was manager of the Edmonton office of Ronalds Advertising Agency, has been appointed a senior account executive in the Toronto office. Prior to being in the west, he spent many years in Ronald's Montreal office. Bishop is being replaced in Edmonton by Gary Steeves who has been an account executive at Ronald's Toronto office for the last four years.

**B**RUCE CORMACK has been appointed copy supervisor at S. W. Caldwell's. He will co-ordinate Caldwell's creative activities, including commercial production for *Westinghouse Studio One*. Recently arrived from Australia, Cormack was formerly an account supervisor at Goldberg Advertising in Sydney, where he worked on such accounts as Westinghouse, Max Factor, Old Dutch Cleanser and Nestlé.

**T**HE FORMER RADIO media man at Procter & Gamble, Don Loadman, is now media supervisor. Taking his place is Colin Davis.

**G**IL J. SAMSON, former account executive at Cockfield Brown & Co. Ltd. is now at Breithaupt, Milsom Ltd. At Cockfield Brown he worked on the Orange Crush and Campbell Soup accounts. In his new position he will spend a good deal of his time getting new business and also be the accounts supervisor.

**E**RNEST T. GATER, vice-president in charge of advertising and director of drug store merchandising since 1952, has been appointed vice-president in charge of sales and advertising for Sterling Drug Manufacturing Ltd. Among his other activities he is a vice-president and a director of the Association of Canadian Advertisers.

**T**HE FORMER operations manager of Sponsor Film Services, Alan Mills, has taken over the supervision of television commercial film production in the Toronto TV department of McCann-Erickson (Canada) Ltd. Mills' film background includes service with National Screen Services and the Gaumont-British division of the J. Arthur Rank organization in Britain. Mills is replacing Martin Fritze, who has accepted a post with the commercial division of film production house, U.P.A., in New York.

**T**WO ADDITIONS to the staff of Radio & Television Representatives Ltd., are Bill Smith and Don Robson, who will both be handling the sale of television time. Smith was formerly a sales representative for the Standard Life Assurance Co. and Robson spent five and a half years with Associated Medical Services Inc., in charge of enrolments. Prior to that he was a space salesman with the Toronto Telegram.

**A.** E. FOORD HAS been appointed advertising manager of Rothmans of Pall Mall Canada Ltd. He brings to Rothmans four years' experience as advertising manager of Thomas J. Lipton Ltd. Before joining Liptons he was vice-president of Gent Advertising in Toronto.

## Shows

**N**EW FROM CALDWELL Television Film Sales includes the sale to the CBC of *The Visitor*, a half-hour adaptation of the story by Leo Tolstoy to run on the full English network on Christmas Eve at 10.30. The sixty minute CBS-TV film version of the Dickens story *A Christmas Carol*, featuring Frederick March has been released by the network into syndication and is available in Canada immediately. CJDC, Dawson Creek has bought the Harry Alan Towers drama package, *World's Greatest Mysteries*.

## Stations

**D**UE TO BEGIN regular operation on January 1 is CKRN-TV, Rouyn, Quebec. It will be a basic station of the CBC French network, and operate on channel 4 with an audio power of 25 kw. and video power of 50 kw. Representation will be by Jos. A. Hardy Ltd.

## Movements

**T**HE TORONTO OFFICE and screening room of Crawley Films Ltd. will be moving on January 1 to a new location at 181 Eglinton Avenue East. The new phone number will be MAYfair 0325.

## BUY THE AUDIENCE that buys the merchandise



It takes results to make local advertisers renew year after year. In fact CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly, some for more than 20 years.

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

Your national advertising on CHRC is certain to pay off in French Quebec — and do a really effective selling job — at the lowest possible cost.

5,000 watts

# CHRC

800 kcs.

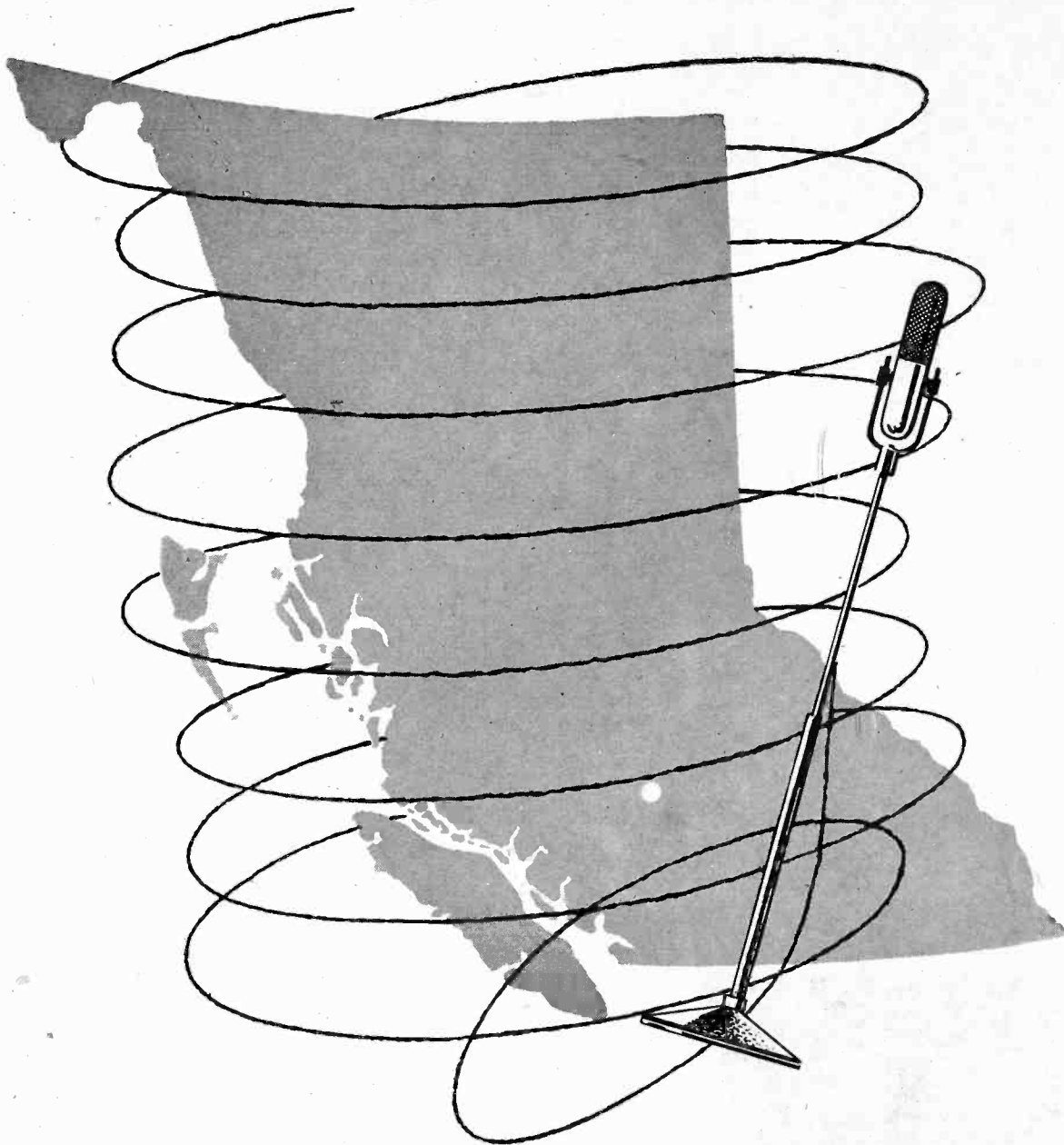
SOON 10,000 WATTS

to get still better sales impact in the Quebec district.

THE RADIO SELLING POWER OF QUEBEC CITY

REPS — Jos. A. Hardy & Co. Ltd. — Young Canadian Ltd.

# Selling in B.C.?



## ONLY ONE MEDIUM GIVES YOU MASS AUDIENCE

Compare these total daily circulations:

<b>RADIO</b>	- - - - -	<b>1,712,065</b>
Daily Newspapers	- - - - -	435,796
Magazines (Weekly and Monthly)	- - - - -	492,053
Weekly Newspapers	- - - - -	201,925

To sell the whopping, 1¼ billion dollar B.C. market—radio is your most effective, penetrating and economical medium.

*"Wherever you go there's radio"*

**THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS**



# Picture of a woman buying a refrigerator

**B**EDTIME . . . but she's already on her way to a \$465 purchase tomorrow. Wherever you go there's not only radio, but a woman companioned by radio.

Through CFRB, you reach her and all the others like her who do the buying for 1,156,000 families living in the rich heartland of Ontario. Annual family income (after income taxes) within the 44 counties served by CFRB totals \$6,118,230,000\* . . . annual retail sales in this same area now account for 84% of Ontario's total.\*

Are you and your product getting a proper share of this

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

booming, easy-to-speak-to, *waiting* market? Let CFRB send a representative around to show you how inexpensive and profitable a well-designed radio campaign can be.

## 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**