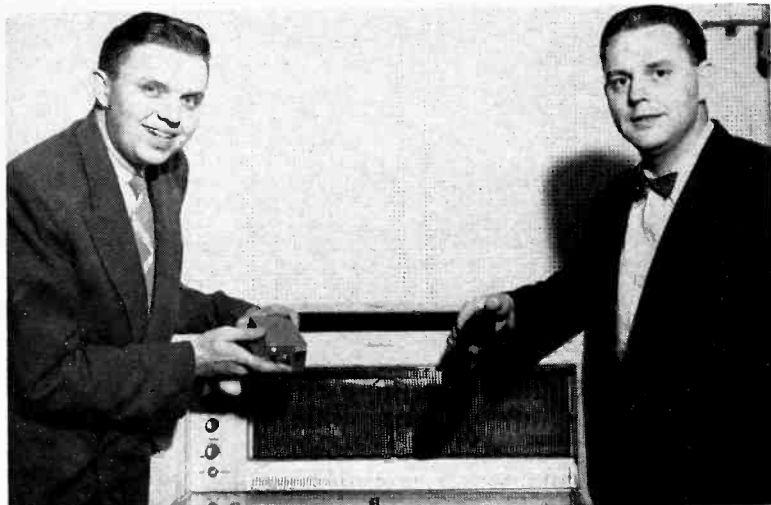


Progress Report

PROGRAMS DON'T END — THEY BLEND

PUSH BUTTON broadcasting was introduced by the seven months old station CFRS Simcoe when they went on the air June 23, 1956 and they are still at it.

gram and the beginning of another by arbitrary timing and the use of themes. We have eliminated both. Instead, we blend gradually from one type of program to another." He



TED FIELDER, on the left, and Fred Sherratt try out their push button controlled record selector at CFRS, Simcoe. This system eliminates a studio operator.

The big difference at CFRS is the absence of a studio operator. Push buttons and pre-recorded announcements do the work in the studios and the transmitter, a mile away, is on unattended operation.

When ex-announcers Ted Fielder and Fred Sherratt first set out to start their own station a year and a half ago, their first problem was trying to find a suitable gap in Canada's radio coverage. Sherratt said, "we picked Simcoe and area, because it represented a vacuum in local broadcasting areas in Canada."

Commuting each weekend from his radio job in North Bay, Fielder spent a year raising some \$40,000 working capital for their venture.

Since the station opened, the Fielder - Sherratt approach to local broadcasting has been based on a lively awareness that their audience could desert them at any time for any one of the seven TV channels or the dozen radio stations within range, and a determination that if this did happen, it would be over their dead bodies.

CFRS has no network affiliation and does not want one, except for occasional special jobs. Instead they lean heavily on local news, actualities, interviews and on a technique called, "blend programming".

Says Fielder: "The standard radio format indicates the end of one pro-

gram and the beginning of another by arbitrary timing and the use of themes. We have eliminated both. Instead, we blend gradually from one type of program to another." He feels that abrupt breaks between one program and the next, break listening too, and, as he puts it, "we want to have a station that people will listen to from dawn to dusk".

For example, during it's 15 hour day (6 a.m. to 9 p.m.), CFRS may "blend" without breaks through the entire musical range, from western to symphonic music and back again.

Increase of local news coverage and a dramatic series featuring the Simcoe Little Theatre, are among their plans for the coming year.

GOING PLACES?



You can duck all the fuss and bother of making reservations for your next business trip or vacation with just one phone call!

CLAIRE WALLACE TRAVEL BUREAU

1110 Yonge Street, Toronto
WA. 3-8471



IN NFLD. IT'S CJON



The Answer is NO!

We're NOT running a juke-box station

Our Weekly schedule includes . . .

- 42 Major Newscasts.
- 27 Half Hour Syndicated Shows.
- 26 Half Hour Network Shows.
- 26 Quarter Hour Syndicated Shows.
- 51 Weather Forecasts.
- 21 Sportcasts.

. . . . and a Host of other Carefully Planned Sources of Entertainment and Information

100,000 Satisfied Ears Approve of What We Do with Our 1000 Persuasive Watts!

CHAT MEDICINE HAT

AN ALL-CANADA-WEED STATION

1956 B.B.M. FIGURES SHOW

Daytime—148,660 radio homes

Night time—117,020 radio homes

LISTEN TO CFQC REGULARLY

Place Your Advertising Where It Does The Most

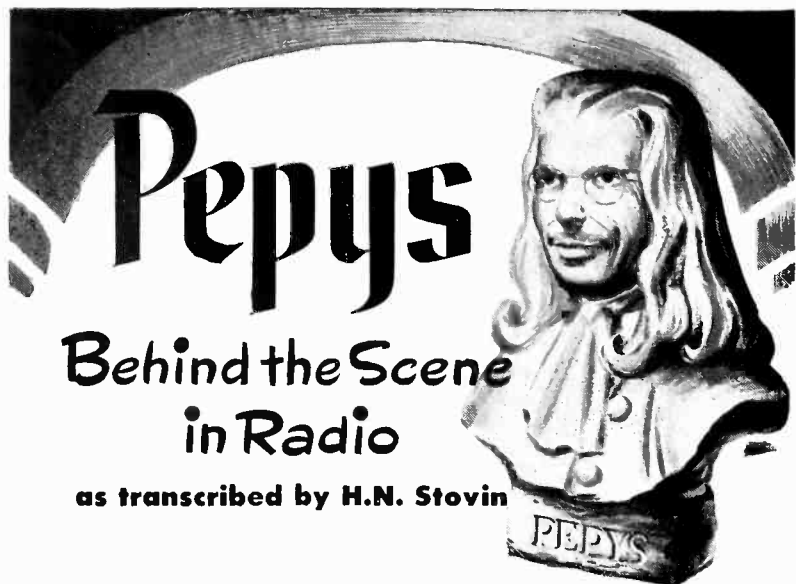
CONTACT OUR REPS:

Radio Reps - Canada
Canadian Station Reps - U.S.A.



THE RADIO HUB OF SASKATCHEWAN





Have in whimsical mood been considering whether a tree, falling one hundred miles from human ears, would make any sound — to which some do say one thing and some another, but none sure. Did then reflect on Radio, which does fall on human ears, yet if listeners had no purchasing power, would not be a sound buy. From which comes the thought that "markets" are of first importance when selling Radio advertising ● ● ● Stovin Stations are in markets, and part of markets, as these stories do show ● ● ● In Greater Moncton, served by CKCW & CKCW-TV, the town Planning Commission has just approved new building projects totalling over a million dollars, to include a new school, electric sub-station, micro-wave tower, curling club and others—all of which does mean more money in the community ● ● ● In North Battleford, the home of CJNB, a new survey by Sales Management, N.Y., shows that in this prosperous Western City employment is at a high level, incomes are good, population is rising, and its people are spending more for food of a better quality, and buying more and better automobiles ● ● ● And in Belleville, watched over by CJBQ, another survey shows that retail sales in 1955 were over \$35,539,000 — and any Stovin Salesman will right gladly go over any of these fact-stories with you in detail, and show you that our "proven" stations have audiences which not only hear, but also buy ● ● ● Pepys does doff his new beaver in admiration to Ross Mortimer, air personality of CJOR Vancouver, as one of a group of distinguished Pacific Coast citizens nominated for British Columbia's 1956 man-of-the-year ● ● ● Though, as my friends do know me, a sober-minded man and not given to jesting, do reflect that, if this diary were written in Arabia, I should probably conclude with the words "and so to Bedouin".

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN & COMPANY
 VANCOUVER
 WINNIPEG
 TORONTO
 MONTREAL

Representative for these live Radio and Television Stations

CJOR Vancouver	CJBC Toronto	CJBR-TV Rimouski
CFPR Prince Rupert	CFOS Owen Sound	CJEM Edmundston
CKLN Nelson	CHOV Pembroke	CKCW Moncton
CKXL Calgary	CJBQ Belleville	CKCW-TV Moncton
CJGX Yorkton	CFJR Brockville	VOCM Newfoundland
CJNB North Battleford	CKLC Kingston	ZBM Bermuda
CKOM Saskatoon	CKSF Cornwall	ZNS Nassau
CKY Winnipeg	CJMS Montreal	KVOS-TV Bellingham-Vancouver
CJRL Kenora	CJBR Rimouski	

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

The Station Says...

WHEREVER YOU GO THERE'S CKCY

SINCE CKCY WENT on the air, in Sault Ste. Marie almost two years ago it has endeavored to build up local acceptance by taking a leadership role in community service. In addition to the usual public service features such as free daily devotional periods, lost and found announcements, want ads of the air etc., CKCY went even further into the varied aspects of public service. In sports, CKCY established the first little league baseball organization in the city, asking for and receiving a grant from the city to

assist in subsidizing the venture. In music, CKCY formed and maintained the city's first symphony orchestra. This particular project was acclaimed by the local branch of the musicians' union as "the greatest single contribution to music in the history of Sault Ste. Marie". The orchestra is sponsored on the air, on a bi-weekly schedule by the Algoma Steel Corporation, and additionally plays for high school students, shut-ins, and other service groups.



THE FIRST SYMPHONY orchestra in Sault Ste. Marie was organized by CKCY and is shown under the direction of Donald Buchan during a Christmas benefit concert under the auspices of the "Sunshine Club".

In women's activities, CKCY formed the "Housewives League of Canada" from the regular listeners to CKCY's informal and chatty *Your Neighbors* program. By means of a two-way telephone broadcast and mail survey, these ladies contribute to the welfare of the community by offering constructive criticism to daily problems that arise, both big and small.

Since its inception last September, the Housewives League requested a referendum on Daylight Saving Time in the civic elections and received it. They instituted a drastic change in a major traffic obstacle, an underpass which had been under consideration by the city council since 1912, and in addition they have participated in product sales and promotion for CKCY's national advertisers.

Local sales are up 60 per cent over last year, nationally they are up 97 per cent! All of which proves that it's still ideas that sell, and if you can make those ideas provide a service to your listeners, you can go only one way — up!

POINTS OF SALE

- GOOD LISTENING
-
- GOOD PROMOTION
-
- GOOD SELLING
-
- GOOD REPS

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

PAUL MULVIHILL & Co. Ltd.

TORONTO
 77 York St.
 EM. 8-6554

MONTREAL
 1543 Crescent St.
 MURRAY MacIVOR
 PL. 1097



"the man says"

- KNOW THE FACTS

Industrial expansion programs for Brockville and District totalling twenty-three million dollars were announced during 1956 and construction commenced.

CJR
 BROCKVILLE, ONT. Ask the STOVIN Boys.

Canadian BROADCASTER & TELESREEN

TWICE
A
MONTH

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

Published twice a month by
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1
EMPIRE 3-5075

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Vol. 16, No. 2

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

January 17th, 1957

And The Same To You

The unusual amount of station news and information contained in this fifteenth anniversary edition of our paper is the nicest birthday present we could have received. It even exceeded our hopes when we were planning the issue, so that many of these stories have had to be held over for the next.

It has been our contention through the years that the incessant bombardment of invective which seems to be aimed at the broadcast media at all times is the broadcasters' own fault. This is not because of any failure on their part to fulfil their obligations to their communities by useful service, but because of an extraordinary inability to measure an incident in terms of news value and an equally unaccountable willingness to take the time, or to depute someone to take the time, to answer not only our question, but the question of everyone who would give them publicity — "What happened?"

A few issues ago we held forth on this page about the need for a Grey Cup game or a broadcastable incident of comparable interest every month. This was in no way connected with our decision to launch an anniversary issue, yet there seems to be a comparison, because the announcement of this issue brought in a deluge of news and stories beyond anything we have ever received in the fifteen years of our existence. So, just as we suggested that there should be a Grey Cup game to broadcast every month, possibly we should have an anniversary every issue!

The other day, a broadcaster told us that he was often faced with a decision as to whether he should prepare a presentation for a prospective sponsor or turn out a news item for the trade press. "Which would you do?" he wanted to know. Our answer was — "Both".

No one could have followed the sessions of the Fowler Commission, even fairly closely, without noticing the large amount of criticism of the public broadcasting system which was handed out both by the CARTB and the individual private stations which appeared. The same observer must have noticed also an almost complete absence of evidence of the good works of this group.

While the Fowler Commission was in session, this paper took it upon itself to submit a brief in two parts. The first consisted of the articles from which our last year's Beaver Awards were chosen. The second was a reprint of an article we ran,



"Them was the days!"

which consisted of the results of a questionnaire in which stations were asked to describe their activities in the field of local talent. These briefs were received by the commission and acknowledged by them without comment. We do know that the CARTB presented a supplement dealing with "station performance", but beyond this we do not believe a serious effort was made to give a positive answer to the many critics, and it is our opinion that it was incumbent upon the individual stations to give the fullest possible accounting of their activities along these lines for the good of the industry and of their own stations as well.

Grace and charm have never been a strong point with this journal, and in this editorial, we are right up to form.

We have set down things as we see them, because we believe that this is the only way to assess any problem. Some of our readers will roar. Some may even agree. We hope that all of them will do one thing or the other.

So-o-o-o, it's been a swell fifteen years and we are looking forward to the next. Whatever you think of us — provided it's good or bad, but not indifferent — the same to you.

Of Interest To Advertisers

In advertising, as in any other vocation, habit creates practices which may have been well conceived, but which repetition does not improve.

One such practice, and this applies to printed publications, such as this one, is for publishers to accept what appear to be readers or news items, but which are, in

effect, advertisements because payment is accepted for their insertion. Usually advertisements in this disguised form announce the appointment of an executive or other official of a company. Their purpose is not to interest readers, but to attract attention by making them resemble as closely as possible regular news items, though they would not be accepted as such.

Because this paper believes that its readers are entitled to know whether the material in its columns is chosen for reader interest by the editors or paid for by advertisers desirous of attracting attention otherwise than with conventional advertisements, this paper has decided to decline such advertisements. It will consider them gladly for use on their editorial merit. It will provide the necessary engravings if it decides to use any, and if it runs them, there will be no cost involved.

Another practice which we have decided from here on to admire, but only in other publications, is that of accepting the form of advertisements known as inserts. These are usually supplied by the advertiser, after he has had them printed on heavier stock than the publication uses, and perhaps of another shade, in order to make his advertising dominate over other advertisements and the reading matter.

It is our honest belief that neither of these practices work to the benefit of the reader. We believe that only contented readers make advertising valuable to the advertisers; that only contented readers and advertisers can insure the acceptance of our publication.

We hope that our advertising friends will appreciate our stand on these two points and that they will continue to keep us posted on new developments.

Use For A Word

An energetic student of literature in the United States has produced a Lexicography of Misunderstanding. It is hard to know whether he is in favor of misunderstanding or agin' it. For instance, he suggests that the words "suppress" and "deemphasize" are so similar in meaning that "suppress" is unnecessary.

Police squads would look funny deemphasizing vice and ministers of the gospel seek much more than the deemphasis of the devil and all his works. Perhaps the word is best turned over to the sports writers, whose need for new words is great because they use them up so hungrily. HOME TEAM DEEMPHASIZED IN ICE UPSET.

—The Printed Word

RESULTS

"immediate RESULTS were evident"

The original letter which contains this phrase, came from the Firestone Store in Peterborough, and is on file at CHEX Radio.

Scores of advertisers, both national and local, testify that CHEX Radio produces "immediate RESULTS".

Reason? CHEX Radio delivers 77.1 per cent of Peterborough's prosperous City and Country audience, according to the latest Elliott-Haynes report.

CHEX Radio's RESULTS can earn a similar letter from YOU.

CHEX PETERBOROUGH

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

RESULTS

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Norris Mackenzie Says:

DISC FIRM EXPANDS IN FIRST YEAR

IT'S been a really active year and we've been very pleased with the way people in the trade have accepted us," G. Norris Mackenzie said last week as he looked back on the first business year of his new firm, G. N. Mackenzie Ltd.

He sums up the success of the venture by pointing to the firm's slogan: "G. N. Mackenzie Ltd. has the Shows".

"We not only have the shows, but all our shows are the finest quality available and this fact has been quickly discovered by the trade," he added.

With a radio background dating from 1937, Norris has been an operator, announcer, writer, continuity editor, time salesman, sales manager of a large printing firm, radio station rep and was vice-president in charge of sales of S. W. Caldwell Ltd. immediately prior to organizing his own company in November, 1955.

Within the past year the firm has expanded its field of operations to Winnipeg where Inland Broadcasting Ltd. handles the Mackenzie business in the Prairie provinces.

Another expansion accomplished during the year is a tie-in with RCA Victor for the production of Canadian talent shows. To all intents and purposes this gives the Mackenzie organization the recording facilities of one of the country's largest companies in the field.

Last summer G. N. Mackenzie Ltd. formed a subsidiary company, See-Cue Devices Ltd. for the Canadian marketing of the English Auto-Cue Devices. These products are automatic cueing devices for television stations.

Musical station breaks tailored for individual stations are also featured by Mackenzie's firm. Among the stations using some of these breaks are CKDA, Victoria; CKNW, New Westminster; CFCN, Calgary and CJON, St. John's, Newfoundland.

These breaks have had "a tremendous effect on ratings," Norris contends.

A few of the leading radio shows handled by the Mackenzie organization are *Mr. and Mrs. (Flo-Glaze)* with Gordie Tapp and Teddy Forman; *The Lorne Greene Show* (Phillips Industries) and *Car Counsellor* with Ed McRae.

Among the TV shows booked by the firm are *I Search For Adventure* (MacMillan & Bloedel) and the cartoon show, *Crusader Rabbit*.

G. N. Mackenzie Ltd. represents George Bagnall & Associates of Los Angeles for television shows in this country.

MOST LOCALS USE CFBG

EVERY BUSINESS in Grande Prairie, Alta, which has opened its doors during the nineteen years that CFBG has been on the air in that community has advertised at one time or another on the station.

An impressive number of sponsors have been with the station continuously since its inception and 85 per cent of the businesses in Grande Prairie are currently using CFBG facilities.

Along with these facts, Jack Soars, assistant manager of the station, claims that "public service has been the watchword at CFBG."

"How else is Mrs. Joe Doakes at Deadwood to know that her husband won't be home tonight as planned?" he asks. "There's no phone within 50 miles of Deadwood. Joe tells Mrs. Joe by radio.

"Mr. and Mrs. Bill Bloke come to town and before they can start back, the car breaks down." Soars continues, "over the radio goes this message: 'To John Soak at Hinton Trail. We won't be home tonight, the car broke down. Please throw the cow over some hay.'"

He points out that there are no daily newspapers in the area and therefore people have to get their news from the station.

Stressing further the necessity of radio in the community, Soars states that "no mother will send her child to school until she has heard CFBG's weather forecast and school bus report. She has to know how to clothe him and whether the bus is running. He has five miles to walk to reach the school bus. Then if a blizzard comes up she listens to the radio for assurance that he is okay and is billeted in town overnight because the bus can't get through.

"Our whole day of broadcasting is in the public interest - - it just has to be," Soars reports.

He points out that the bank clearings in the community of 8,000 are almost a million dollars a week.

"The area is booming like a blowing oil well and people have lots of money," he claims and adds that the station is doing very well, commercially.

"Let the metropolitan stations have their tremendous promotions," Jack writes. "There's an awful lot of satisfaction in really knowing that you are serving people - - that you are truly in the public service."

CBC Goes To Stratford

THE CBC SYMPHONY orchestra has been chosen to participate in the third annual Festival of Music at Stratford, Ont. this summer. Organized in 1952, the orchestra will present a series of four Wednesday concerts from July 31 to August 21.

Personality

CJOR - - the station with the selling personality that has attracted more local sales - - the same plus is there for every national account!

CJOR

VANCOUVER, B.C.

REP: H. N. STOVIN



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

Phone for Booklet in

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

Lightest

4 channel remote amplifier
on the market



COLLINS NEW TRANSISTORIZED 212Z-1

Weights only 22 pounds in carrying case with batteries

Now, a transistorized remote amplifier lighter and more convenient than any other 4-channel remote you have ever used. Collins 212Z-1 weighs only 22 pounds including carrying case and batteries, is no bigger than a portable typewriter and just as easy to carry and set up. It has all the outstanding qualities of its predecessor, Collins 12Z, plus many new features.

OUTSTANDING FEATURES:

- Four High Level Channels
- Printed Circuits
- Completely Transistorized
- Both 115 VAC and battery power source
- Automatic power changeover
- Self-contained batteries with minimum 75-hour life
- Maximum gain—90 db
- Tone oscillator for line-level setup
- Auxiliary output for PA feed
- High quality step type faders
- Matches all standard mike impedances from 30-600 ohms
- Compact, streamlined Royalite case with room for power cord
- All terminals and jacks readily accessible

Collins

CREATIVE LEADER IN BROADCAST EQUIPMENT



COLLINS RADIO COMPANY OF CANADA, LTD.
11 Bermondsey Road • Toronto 16, Ontario

Twentieth Anniversary

THE HAPPY GANG CELEBRATES SECOND DECADE

By BARRY WOOD

THE MOST IMPORTANT thing I knew about the Happy Gang was that I wasn't on it. Then Hugh Bartlett rang me to see if I would pinch hit for him for a day or week or two. I did and it was fun. Got paid for it too.

This was seven years ago when the Happy Gang was just 13. Four years later Hugh called me again. Nobody knew it then, but Hugh was just going into the hospital in the last stages of what turned out to be a fatal illness. Unsuspectingly I became a regular member of the group, I don't know what they think of me, but I think they are the finest bunch of people in the entertainment business.

I had heard and read all the customary stories that circulate about any successful radio show of long standing, and I'll admit I believed some of them. But, along with Les Foster, who stepped in to pinch-hit on the accordion for Eddie Allen at the same time, I found it easy to fit into the picture, and soon became friends with the whole group. I soon stopped echoing, or even putting up with the constant chorus of experts, who ghoulishly forecast the imminent demise of the show each season. I discovered the wisdom and stability of the format which has now kept the Happy Gang on top for twenty years. Good taste, good music, and good fellowship are impossible to beat.

BERT RETIRED LAST YEAR
Last year, The Gang's founder, Bert Pearl, was forced to complete his gradual retirement from the show, due to his health. Eddie Allen showed that he had learned the mysterious secret of the Happy Gang's enduring success and has continued in the Pearl tradition. Now that Eddie is firmly established as the leader of the group, he has earned the full respect and warm admiration of the faithful listeners who have relied on the Gang for years. Through the series of remote broadcasts from service clubs, and other outside appearances of the group which Eddie has promoted, he has also snow-balled an additional audience, many of whom "didn't know the Happy Gang was still around."

If you sat in on the daily ninety minute rehearsal that precedes each show, you'd never believe we were friends. In fact I think I understand now how June Callwood came to write the article which she called "The Unhappy Happy Gang". The rush and bustle of these daily scrambles doesn't leave much time for jollity and horse-play.

With five or six members of the Gang all conductors and arrangers in their own right, all of their opinions and suggestions during rehearsal are heard. Since they all work together on many other shows, there is no great need for tact, and

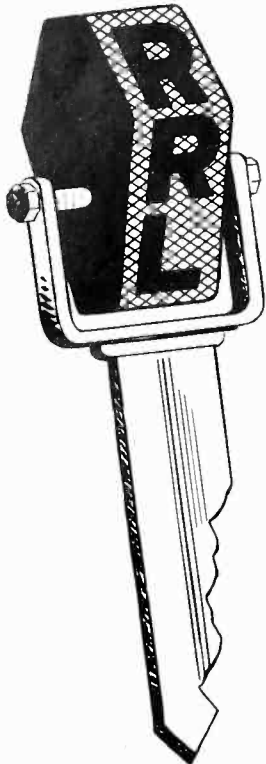


Photo by Ken Bell

HERE IS THE GANG, from left to right: front row— Joe Niosi, Blain Mathe, Kay Stokes, Eddie Allen, Bert Niosi, George Temple (former producer); top row— Les Foster, Jimmy Namaro, Lloyd Edwards and Barry Wood. Bobby Gimby is seen in the centre. Present producer of the show is Ken Dalziell.

in the bustle of the rehearsal it is understandable that an outsider would get the idea that they were bickering.

THE HAPPY GANG IS HAPPY
But the Happy Gang is Happy. Of the ten members who appear on stage together five days a week,



PLAY MARKET POKER!
WE DEAL YOU WIN

GET FACTS!

HAVE FUN

WIN A PRIZE!

— READ THE RULES OF "MARKET POKER" IN
RADIO REPS' MONTHLY MAILING.

ON YOUR DESK — JAN. 21st

MONTREAL
TORONTO
WINNIPEG

RADIO REPRESENTATIVES LIMITED
REPRESENTING 20 KEY RADIO STATIONS - FROM COAST TO COAST —

VANCOUVER CKDA—Victoria, B.C.
CKNW—New Westminster, B.C.
CJIB—Vernon, B.C.
CJDC—Dawson Creek
CFCN—Calgary, Alta.

CKRD—Red Deer, Alta.
CFRN—Edmonton, Alta.
CKRM—Regina, Sask.
CKSW—Swift Current, Sask.
CFQC—Saskatoon, Sask.

CKX—Brandon, Man.
CJOB—Winnipeg, Man.
CKDM—Dauphin, Man.
CFOB—Ft. Frances, Ont.
CKPR—Ft. William, Ont.

CJOY—Guelph, Ont.
CKOT—Tillsonburg, Ont.
CHFI-FM—Toronto, Ont.
CJRW—Summerside, P.E.I.
CKBW—Bridgewater, N.S.

... and they are happy about the whole thing

six of us play cards together every fortnight; another six regularly go fishing and golfing together; and the whole group get together for parties several times a year. This, in spite of the fact that they often work with each other on one or two other broadcasts a day besides the Gang.

about 17 minutes for it. Somebody should get him to write a book about his broadcasting and entertainment experiences, ranging from accompanying a travelling evangelist and running his own night-club to working with big-name stars such as Lena Horne and Fats Waller. Incidentally, Jimmy and I have

We asked Barry Wood to do this tribute to the Happy Gang because he knows them as nobody could unless he worked with them. At the same time, as the announcer rather than an actual performer, he can speak of them as an observer.

This summer, the Eddie Allens, the Bert Niosis, and Lloyd Edwards rendez-voused in Bermuda for a holiday and some deep-sea fishing. Lloyd and Bobby Gimby spent a week together at a northern fishing spot, and two days after they returned, went right back up to Long Lac with me and the Niosis to go fishing all over again. Les Foster is still grumbling Scottish curse-words because a couple of jobs kept him off that trip.

I remember waking up one cold morning last year in a sleeping-bag, seeing Les Foster with the covers right over his head, while Eddie Allen, curly hair, dimples and all, was gleefully displaying two beautiful fish he had just caught for breakfast. It's hard to imagine any group of people who work so much together and still prefer to spend their leisure hours together too, unless they genuinely enjoy each others' company. That's why the spirit of the Happy Gang gets across the network so easily and genuinely.

Two people who deserve special mention in this regard are Blain and Kay. Kay Stokes has suffered more than her share of personal tragedy. But her constant good spirits are probably the most helpful catalyst in maintaining an aura of fun on stage, even in a busy rehearsal, when most blood pressures would rise. She takes the most boisterous kidding in rare good humor, and rivals all the Happy Gang wives with her cooking when she has us up to her house for an evening. Blain, a magnificent artist on his fine Guarnerius violin, willingly performs the most ridiculous verses and nonsense in the novelty numbers, and regularly breaks us up on the stage with his subtle gags, both verbal and musical. He is a fine mimic, with a wonderfully dry sense of humor. I think he'll be one of the funniest as well as most musical members of the gang when television is added to the schedule.

I probably see more of Jimmy Namaro than anyone else in the Gang. We had lunch together five days a week for three years. It got so the first one there ordered for the other, because sometimes we had

some good ideas for inexpensive radio shows. (Agencies please copy).

OLE BLACK MARKET

Joe Niosi is the real character of the Gang. From his lofty throne behind the bull-fiddle, "Ole Black Market" makes sure that nobody plays a wrong note, or misses an entry, even on a first run-through. Everybody knows his roar and scowl emanate from the region of a heart built to scale for his 280 pounds of good nature.

Joe's brother, Bert, one of Canada's top-ranking dance band leaders, is easily the gang's most versatile member. At the drop of a hat he bursts forth on any one of seven reed and brass instruments. He has written and arranged many of the gang's most interesting numbers. He is one of the quietest members of the group and yet one of the most listened to.

The only fault I have to find with "Bones" Foster is that after he's led you forty-five minutes through the swamp to his favorite trout-pool, you can't get him to start out for the car again until it's too dark to tie a lure on his mono-filament line. If he broke a leg, I could never find my way out again, and if I broke a leg - - - what could that bag of bones do with my manly torso?

The most important thing about the Gang's good fellowship is that with nine solo artists all rating star billing on a show that seldom has more than seven numbers, there is no envy about the solo mike. Every member zealously backs up the others' numbers, and the group efforts are fine examples of personal as well as musical harmony.

A PLEASURE TO WORK WITH

Oh yes! I'm happy with the Happy Gang. It's not only a matter of working on a prestige show that pays well. It's a treat to see a survival of personality and individual recognition in a long-successful broadcast, when so much of the emphasis on TV has been extraneous pageantry and mob scenes. It's a pleasure to work with a group of fine artists, all of star calibre, performing together with such obvious enjoyment and good fellowship.



THAT'S WHAT RADIO MEN SAY ABOUT THE



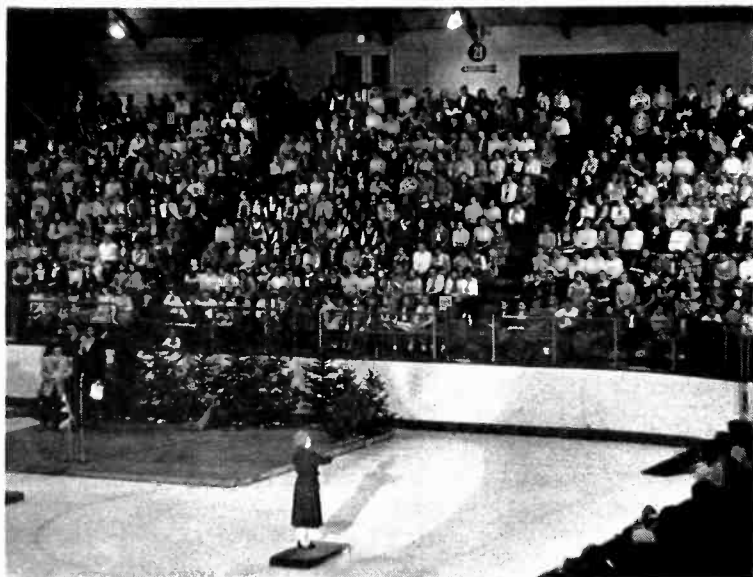
WGM is Caldwell's new Drama Plan that's geared to today's radio. Each show is tailored for five full commercials; there's not one, but five new half-hour series' (totalling 260 shows.) Each series may be used under its own title or collectively, as the WGM Series with Basil Rathbone or both ways. Superbly produced by Towers of London with music by Sydney Torch. Write, wire or phone for the WGM audition tape.

S.W. **Caldwell** LTD.

447 JARVIS ST. • TORONTO • WALnut 2-2103

G. N. MACKENZIE LIMITED HAS the SHOWS
 TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

**SOME DAY . . .
WE'LL BE OLD AND GRAY**



Mrs. Oris Flood directs 522 children of the Township Choir during CKCY's first annual community Christmas Carol Sing-Song. Massed children's choirs of over 1600 voices participated with adults in the event. In Sault Ste. Marie, CKCY is the leader in Community Service.

**SO . . . WE'RE BUILDING OUR FUTURE ON
COMMUNITY SERVICE**

CANADA:
STEPHENS
AND
TOWNDROW

CKCY

U.S.
CANADIAN
STATION
REPRESENTATIVES

SAULT STE. MARIE, ONT.

**NOT EVEN ONE YEAR OLD
BUT ALREADY**

TOPS IN LONDON

CKSL

THE LEADING STATION

IN LONDON AND WESTERN ONTARIO

YOU CAN SELL

WITH

1290 - CKSL



Over the Desk

EVERYBODY'S BLOWING about their own progress in this issue. We asked 'em to and they sure did. So why shouldn't I take time and space to break my arm patting myself on the back because first the radio industry and now television have gone so far during the fifteen years we have been publishing our paper, in spite of everything we could do to prevent them.

There are some pretty snide greetings in this issue's Lewisite column, and, if by the remotest chance one solitary semibreve of cordiality comes through any of them, I should like to breathe my heartfelt "and the same to you".

This picture, if I can only find the damn thing - - it's okay - - I did - - is an ancient one, depicting two radio



characters of 1931 in a weekly series called *Danny & His Dad*. The characters in real life were Stewart Miller, then a Hamilton schoolboy, now a real estate operator in Washington, D.C. and your oh so obedient, never so humble but much, much thinner correspondent. The funny looking thing on the left is, or was, a microphone.

Back in those dark ages, before anyone had invented the present so popular "nothing music", we used to put on programs. They were those long-drawn-out affairs that went between the commercials, just like the Hit Parade does now, only much longer.

The series went out on a network, comprised of CKOC, Hamilton, the originating point; CFPL, London; CKNC, Toronto and CKAC, Montreal, before networks had really been invented, or the CBC thought of.

Once the "Danny" of the show had to cry pretty thoroughly during the program, which I have to admit I wrote and did "Dad". Next week he turned up for rehearsal with a message from his mom. The message was: "Mom says I'm not to cry in

the shows any more because it's bad for my heart unless I get more dough".

Later I revived the show, only a much older version, called *Dawson & Son*, for - - don't tell anyone - - the CBC. They aired it opposite Charlie McCarthy, which was a very good program too.

SALUTE TO PIONEERS

FOR THE PAST TWO decades, CFCN, Calgary, has been honoring the pioneers who opened up the area half a century ago, twice a day on *Salute To Pioneers*. A segment of the 12.30 noon and 10.00 p.m. news broadcasts, the service has become "almost an institution" the station reports.

It has become necessary to restrict the number of announcements by a system of qualifications. Birthdays must be over 70 years. Wedding anniversaries must be at the 50 year mark or over. Deaths (except for prominent people which would be reported in any case) will only be reported if the deceased has lived in the area over 40 years. Information is usually submitted to the station by letter or phone, by friends or the family.

Salute To Pioneers was formerly sponsored by the McColl Frontenac Oil Co. but is now under the sponsorship of the Alberta Wheat Pool.

Another program with a history dates back 19 years. This is the *Junior Red Cross Hospital Christmas Broadcast*. In co-operation with the Kinsmen Club of Calgary and the staff of the Jr. Red Cross Crippled Children's Hospital, CFCN presents a live broadcast every Christmas morning of the children's party. Each child is able to say hello to his or her family and friends and songs or recitations round out the time until Santa Claus arrives.

Bob Lamb of the CFCN engineering staff has handled the technical operation of this program every year since 1944.

VOICE OF CHEMICAL CITY

CANADIAN BROADCASTER AND TELESREEN had been serving the industry for four and a half years when CHOK became a "voice" in Western Ontario, July 1946.

The ten years this station has served listeners in Western Ontario and Eastern Michigan, have been changing ones. In '46 the baby of the industry, television, had not become a major factor.

Like the tornado that swept Sarnia in 1953, television had its effect. But our sails were trimmed and our rudder set and we weathered the storm.

The method used to combat this intrusion has been the subject of

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TORONTO - 519 Jarvis St. • WINNIPEG - 171 McDermott

many discussions. We localized our broadcasts, bringing the people closer to our operation thus making them feel more a part of what we do. We concentrated more on music of which there is a lack on television. We increased our women's shows; increased personal interviews of service club heads, women's groups and other organizations. We interviewed visiting personalities to our community. We increased our newscasts and coverage of local events. We made the average Mr. and Mrs. Listener "want to listen".

Almost all of CHOK's original advertisers still use its facilities — though the family has grown considerably. Dean of the local advertisers is J. W. Miller, Jeweller, who has never missed a day since the station first went on the air. Possessor of the 8:00 a.m. newscast daily, he is well established. A close second is Walker Brothers of Sarnia Limited, merchants, whose daily quarter hour *Talk of the Town* provides public service announcements for teas, bake sales, rummage sales, dramatic and operatic society presentations.

CHOK has had its awards, the most cherished being the Beaver Award presented by the CANADIAN BROADCASTERS & TELESREEN for awareness and execution of its responsibilities to its community during and after the disastrous tornado which paralyzed Sarnia, May 21st, 1953, as reported June 17th in: "All Wires Lead Through CHOK During Sarnia Disaster".

SUMMING IT ALL UP

FOR YEARS I've been nagging the broadcasters for news of their doings. Then came this anniversary issue, and we said they could tell their own stories in their own way. Nothing happened after our memo to this effect for the longest time. Broadcasters are observers of split seconds but days and weeks don't mean a damn thing. Then came the deluge.

We threw out just about everything except these "progress reports", ran every blessed one we could, including the two items which precede this one in this column, and there are still a number left over.

This is just to tell the perpetrators of these literary masterpieces that they are not ditched or discarded but will appear in the next issue ... and maybe the next and the next.

And speaking of the next issue, I'll have been to Bermuda and back before that appears. In the meantime, keep your ear to the ground, and buzz Ted Barr at the CB & T office if you hear anything.

"TO HELL WITH OAKS - - I'M JUST AN ACORN" - - DALES

BACK IN THE FALL of 1945., Walter A. Dales Radioscripts showed its unbounded faith and confidence in this great Canada of ours by establishing its head office (8 feet by 12) in the Medical Arts Building, Montreal.

An interesting sidelight on those pioneering days was the confusion caused by the establishment of a Writers' Shop in a building almost exclusively operated for medical practitioners. Indeed, the elevator girls in that building always referred to the president of the company as Doctor Dales. He, being a kindly man at heart, chose not to embarrass them by pointing out their error. Instead, he offered each of

the girls free physical examinations. Imagine the blushing and giggling that went on after this innocent little deception was discovered.

It was about this time that it was decided, after a consultation with the owners of the Medical Arts Building, that it was time Walter A. Dales Radioscripts showed its unbounded faith and confidence in the stability and enterprise of what was then a rapidly-growing thoroughfare known as St. Catherine Street, handy to both the Western Café and La Boheme.

Nobody dreamed in those days that this modest little Writing Shop would one day move from 1434 St. Catherine Street over into 1440 St. Catherine Street and then even-

tually get to hell out of Montreal entirely! Ah, how little we know what destiny has in store for us.

Sometimes, on winter evenings when the staff has gone along home, the owner of what was once the modest little firm of Walter A. Dales Radioscripts leans back from his typewriter and looks around. "I can't believe it," he says to himself. "Who would have thought that after thirteen years of arduous labor, in some of the most prosperous years this nation has ever known, that this one firm would manage, through the drive and sagacity and vision of its owner, to retain all the littleness and modesty that characterized it in its infancy?"

Is your radio station the "sell station" in your market?

MACKENZIE SHOWS can make it a "sell station" and boost ratings, because they are proven in markets all over the United States. Five of the six shows listed below are on U.S. Networks coast to coast right now — and we have dozens of others, including Comedies, Mysteries, Soap-type programs, as well as our red hot station promotion jingles.

● **CRIME FILES OF FLAMOND**

52 Half-Hours . . . Minimum Sale 26
Psychological detective mystery dramas introducing a new master criminologist, Flamond. A current, top, Mutual Network mystery. No sequence.

● **DANGER WITH GRAINGER**

52 Half-Hours . . . Minimum Sale 26
An action packed detective thriller. Top notch current Mutual Mystery show featuring the adventures of Steve Grainger, private eye. No sequence.

● **IT'S A CRIME, MR. COLLINS**

52 Half-Hours . . . Minimum Sale 26
A husband and wife team of detectives, in fast moving murder mysteries. Another Mutual Network Mystery show after the fashion of "Mr. and Mrs. North". No sequence.

● **LIFE BEGINS AT 80**

52 Half-Hours . . . Minimum Sale 26
One of the most humorous and interesting panel shows ever. MC is nationally famous Jack Barry, and four wonderfully witty, intelligent octogenarians make up the panel.

● **PERIL**

52 Half-Hours . . . Minimum Sale 26
A series of highly exciting stories, written by top mystery writer John Roeburt. Each story different, and each story has its own surprise "O'Henry" ending. No sequence.

● **GREY WOLF**

52 Half-Hours
A brand new thrill packed adventure show. "Grey Wolf" is an Apache Indian and hero of this completely different Western series.

Most of our shows are supplied on brand new tape, which means top quality performance from top quality shows.

WRITE — PHONE: WA. 1-7272 — WIRE



G.N. MACKENZIE LIMITED



TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

Check

VANCOUVER AREA RATINGS*

and Our Rate Card

And

BUY

CANADA'S 3rd LARGEST MARKET at 1/2 PRICE

CHUB NANAIMO

Expansion Program

The growth of our Broadcasting Station CKDA and Television Station CHEK-TV has created openings in all departments of both enterprises.

PERSONNEL ARE NEEDED FOR

- | | |
|--------------|---------------|
| Continuity | Production |
| Announcing | Switching |
| Traffic | Video & Audio |
| Promotion | Operating |
| Film Room | Merchandising |
| Secretarial | Camera Work |
| Photographic | etc. |

If you have radio or television experience in any of these fields . . . send full details to:

D. M. ARMSTRONG
RADIO STATION CKDA
 VICTORIA, B.C.

Broadcast News Ltd.

INDUSTRY STEERS THIS NEWS SERVICE

THE STORY OF Broadcast News is part of the history of news-gathering in Canada.

Public need for fast and accurate news broadcasting became urgent during the Second World War as radio gave its listeners flash-fast reports of history in the making. After the war the broadcasters found ever-widening demand for immediate news of vital events abroad and at home, for news in the worlds of government, industry, labor, farm, women, sport, church and the arts.

To meet these growing and diverse demands, radio and television broadcasters expanded their news departments, assigned reporters and correspondents to cover their districts. They joined with The Canadian Press in establishing Broadcast News Limited, bringing news to the microphone by teletype from near and far, 24 hours a day, seven days a week.

NEWS FOR 160 STATIONS

By 1956, more than 160 of the country's privately-owned broadcasting stations looked to BN for their basic news coverage supplied by teletype over 12,000 miles of leased wires threading the country from Newfoundland to Vancouver Island.

The BN news report is fashioned for broadcasting from the vast news output of The Canadian Press and its international allies, The Associated Press and Reuters, augmented by news contributed to the pool by broadcasting stations throughout the nation.

In Broadcast News, the broadcasters work actively with the newspapers to produce a world, national and regional news report tailored to Canadian needs. Through their representatives on the board of directors, the private broadcasters direct operation and development of the news service.

The story needs some background. In 1917, the daily newspapers established The Canadian Press as their news-gathering co-operative - a mutual company set up to serve only its member papers. Accordingly, when CP's members decided in 1941 to make their news available to radio and other users of news, a subsidiary called Press News Limited was established through which to serve non-members.

Except for private radio, almost all the clients of this new company required the CP service as delivered to newspapers. But daily deadlines do not exist in radio which is able to broadcast the news immediately at any hour of the day or night. Radio needed a service processed to meet its special needs and it was necessary to establish a staff of editors and teletype operators for this purpose.

Press News developed rapidly under the direction of the newspaper publishers serving as its directors. Press News established Canada's first trans-continental radio news wire; in 1945 it set up service in French for French-language stations; it developed regional sport, full-length features and other special services for radio.

But with the increasing scope of radio news and the advent of television, the publishers realized that guidance of the broadcasters themselves was essential to successful operation of specialized service for broadcasting. The broadcasters concurred.

FOR BROADCASTERS ONLY

CP proposed a new company to serve only the private broadcasters, who would be represented on the board of directors. The plan was discussed with the private stations in 1953 at regional meetings across the country. Broadcast News was organized and on Jan. 1, 1954, it assumed the service to private stations.

Five of the nine directors are named by CP and four are chosen by the broadcasters at regional meetings of subscribing stations. The broadcaster-directors serve for two-year terms, staggered so that two take office each year.

Broadcasters on the original board were Col. Keith Rogers, CFCY, Charlottetown; Paul Lepage, CKCV, Quebec; Ken Soble, CHML and CHCH-TV, Hamilton; and Gordon Love, CFCN, Calgary. Don Jamieson, CJON and CJON-TV, St. John's, was appointed to represent Atlantic stations on the death of Col. Rogers in 1954 and was chosen in 1956 for a second term. Baxter Ricard, CHNO, Sudbury, was chosen to succeed Mr. Lepage as French-language director and Lloyd Moore, CFRB, Toronto, to succeed Mr. Soble as Central Canada director. Mr. Love was named by western broadcasters for a second term.

It was agreed at the outset that the BN president should be the president of CP. First president was Roy H. Thomson of the Thomson newspapers and broadcasting stations, followed in 1954 by R. J. Rankin of the Halifax Chronicle-Herald and in 1956 by D. B. Rogers, Regina Leader-Post. Mr. Love was vice-president.

The board of directors meets semi-annually, in spring and fall, and considers recommendations of regional meetings of stations.

The owners and managers of Broadcast News stations consider matters of policy at meetings in each of five regions: Atlantic, French Canada, Central Canada, Prairies and British Columbia.

News and sports editors of Broadcast News stations also have met annually since 1954 in each region, and these meetings are the key to development of the service.

Thorough examination of the news report at regional news meetings keeps BN in step with newscasting's quickening pace. Newscast makeup, story development, writing style are subjects for continual study. The editors exchange ideas about newsroom operation, value of mobile units, the increasing use of tape-recorded news. Sports editors discuss their special needs. Television editors study the presentation of news with pictures.

(To be continued in our next issue)

CFOR Reports - - -

COMMUNITY PROGRAMS GET SPONSORS

FOR THE FIRST five years of its operation, CFOR, as a 250 watt Orillia-wide station was of necessity restricted in interest and program content to the people of the single community. In 1950, however, the station became omni-directional at 1,000 watts, and many of the programs were transformed into regional features.

One of the most important of these, which is still on the air, was *The Community Hour*. This show offers news, farm review, sports report, entertainment guide and funeral directory. While this latter segment may seem a trifle morbid, it is an important part of the program, according to Pete McGarvey, station production manager.

"Don't laugh at this one," he says. "Only by radio can the back concession lines people, woodsmen, fishermen, hunters and cottagers catch up on who's dead - - a field in which human nature is morbidly engrossed."

THE SPONSORS HAVE STUCK

Virtually the same sponsors have been retained since the program's inception 11 years ago. These include Whitney Radio and Appliances and Ansbell Hardware.

Consistent sponsorship of features or spot-buying merits inclusion on CFOR's five or ten year honor roles. The scores of names currently on these lists represent business in Orillia, Midland, Penetang, Gravenhurst, Bracebridge, Huntsville, Parry Sound and the smaller communities between these points, such as Coldwater, Washago, Bala, Port Carling, Pefferlaw, Beaverton and Sutton.

Swap Shop is the title of another early program which is now a regular feature of the station. As its name implies, the show is a classified ad page of the air on which hogs are sold, cars exchanged, cats are found and minor services offered. Music breaks the announcements.

A public service program dating back to the station's early days is *San Salute*. This show features requests and dedications by and for the patients at Muskoka Hospital, Gravenhurst. Every Christmas, the station tapes greetings from the TB sanatorium to friends and families of

the patients throughout the province. The program is completely free of commercial material.

WHEREVER YOU GO . . .

During the past three months, CFOR's public service department has broadcast the opening of the Orillia by-pass highway by the Hon. James Allen, minister of highways; the annual meeting of the Muskoka Tourist Association at Huntsville; a Christmas party for crippled children at the Santa Claus Village, Bracebridge; the annual dinner of the Simcoe county council; the opening of the Orillia Public Building with the Hon. Robert S. Winters officiating; Santa Claus parades at Orillia and Sutton; choir broadcasts from Gravenhurst and Keswick and four broadcasts of local talent for the Christmas season from various communities .

Among the successful ideas applied to commercial programs is *Man on the Lot*. On this show, local car lot operator Reg Smith talks about his values from the front seat of one of his automobiles which is up for sale. A portable wind-up recorder is used for this as well as several similar features.

Many a scoop-on-the-air has been scored by the station's news department in the past five years. These include fires, strikes, four plane crashes, eye witness reports and interviews with survivors, etc.

For distinguished service during Hurricane Hazel, CFOR was awarded the Col. Keith S. Rogers Memorial Trophy. This trophy was won by CFOR in 1954 for remaining on the air, with emergency power, to keep listeners posted on washed-out roads; broadcasting calls for assistance; pleas to stay at home and messages to friends and families during the hurricane.

The station has also won Ontario Safety League awards for its public service efforts on behalf of children's safety over the past three years.

Shirriff's Take Over Dennett News

THE SHIRRIFF-HORSEY CORP. picked up the tab, as of Jan. 1, for one of the country's oldest newscasts over CFRB, Toronto. Now known as the Jack Dennett news broadcast, the program dates back to 1927. The late Jim Hunter handled the news for many years. Jack Dennett has been in radio

since 1932 when he began his announcing career in Calgary. He joined CFRB 13 years ago and is now a freelance.

The new sponsors are the largest manufacturers of marmalade, fruit jelly and flavoring essences in the country as well as being one of the foremost suppliers of citrus products.



Radio personalities Fred and Betty Sear, popular husband and wife team, heard Monday thru Friday from 2:15 to 3:00 p.m. over CKCK, offer a top participation vehicle to carry your sales message to the housewives of Saskatchewan.



CKCK - REGINA
Representatives: All Canada Radio Facilities

1942

ENTERING OUR
15th YEAR

OF SELLING SERVICE IN THE VALLEY

- ★ MORE SPONSORS SPENDING
- ★ MORE DOLLARS SELLING
- ★ MORE GOODS TO
- ★ MORE CUSTOMERS OVER

CHOV - RADIO PEMBROKE

"The market that deserves a second look"

1957

Here are 3 reasons why **HALLMARK** is best for your Tape Duplication needs . . . Quality, Price & Service!

A program recorded live in our Studio today (and then duplicated on AMPEX high speed equipment) can be broadcast in markets from coast to coast tomorrow.

Call us at WA. 4-8366

Hallmark
RECORDINGS

LIMITED

81 Grenville Street, Toronto 5

THESE MEN KNOW THE KINGSTON MARKET!

KINGSTON RETAILERS

PREFER

CKLC

2 TO 1*

OVER KINGSTON'S SECOND STATION!

* (July 1956 Elliott-Haynes Survey amongst 100 retailers in Kingston and area.)

BUY CKLC

CHOICE THE VOICE OF KINGSTON

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

CKOC's Letter to Lewis

"WEATHER ROUNDUP" RATES HIGH AT HAMILTON STATION

THERE'S NOTHING quite so cosy as looking at the past through rose-colored glasses - - measuring present stature in terms of past achievement. It's soothing. But like the song, the nostalgia goes 'round and 'round - - and it comes out phttt.

As the man said, when you start thinking you've got it made, there's only one thing you can be sure of. You haven't.

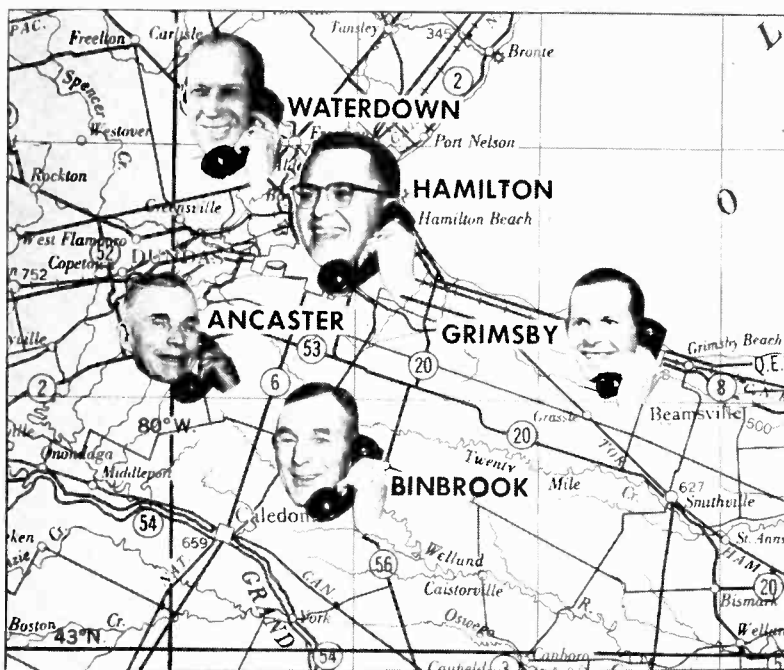
At CKOC - - pardon me, *Radio Hamilton* - - they'll tell you about Jackson's *Starlight Concert* an across-the-board half hour now entering its eighteenth year under the same sponsor. With your Sam Spade hat on, you can turn up half a dozen senior sponsors on the schedule - - and these are the sponsors the accounting department loves dearly. But they will say, "Why not? We've been broadcasting for 34 years."

And the reason for this attitude? There are no archivists here, and the past is only something on which you build tomorrow's programs.

So you clip the end off a cigar and lean back and listen, while they tell you why CKOC is busting out all over. What you hear is The Philosophy of the Three P's: Programs, People, and Promotion.

ABOUT THE PROGRAMS

Everybody talks about the weather, but here's where they've done something about it. Every morning four rural gents from north, south, east



THE "WEATHER ROUNDUP" crew at CKOC, Hamilton are shown above superimposed on a map of the district they cover. Every morning at 6.55 and 7.35 the five CKOC men report weather conditions in their immediate home areas. Clockwise they are: Morley Switzer, Binbrook; George Cousins, Ancaster; Francis Griffin, Waterdown; "Rise 'n' Shine" deejay Al Jordan and Ronald Moyer, Grimsby.

and west of the city check in with "beeper" phone reports for an on-the-air five-minute *Weather Roundup*, scheduled at 6.55 and again at 7.35, and sold both times! No second-hand information here; and when you get the weather on this station it's straight from the horse's mouth!

Today, at 6.55 each evening, is CKOC's editorial corner where News Director Graham Emslie tilts at windmills and even sturdier institutions - - while Hamilton listens and says "It's about time". And isn't it about time that radio stations said, "Here's what we think about it" instead of "Opinions on the foregoing do not necessarily etc., etc"? Three cheers for *Today* (and a tiger for, tomorrow).

They tell you about *Hamilton Album* over there, too. Story: For the past five years the Steel Company of Canada Limited has used this vehicle to blend company public relations with community affairs. Smart company. Big company. Big story.

ABOUT THE PEOPLE

It is not necessarily true that CKOC's broadcasters stand eight feet tall, but some of them give that impression.

Like Al Jordan - - the man who puts the shine on *Rise 'n' Shine* for four hours every morning, and then returns at 10 to emcee a popular kaffeeklatsch called *Homemakers' Holiday*. Jordan, they will tell you, is the best morning man in Ontario (ah there, Kenney, Crouter and Smith!) One thing's for sure - - he's a throwback to the days when the people working in radio were there because they thought it was just the greatest damn thing in the world! (Eheu fugaces!)

"The Voice" on Radio Hamilton is Baden Langton - - one of those fine, old-fashioned golden throats like the ones that used to trademark this

business. Handles feature newscasts and the aforementioned *Hamilton Album*, and a real pro on both.

We couldn't let this piece go by without a short salute to Hal Waggoner, who's still killing the "stump jumpers" and "sweet 'taters" (male and female, resp.) every afternoon between four and six. The Arkansas Traveller serves it up hillbilly style, and record dealers say it's the biggest thing that's happened to the trade since they put the hole in the middle (Note to Waggoner: All right - - but what about next year's Tiger-Cats, you-all?)

ABOUT THE PROMOTION

Promotion-wise, the big whoop-de-do over there is about Hamilton's first Trans-Lux Sign (the second in Canada) that dominates the downtown area from a rooftop right next to the Royal Connaught Hotel. Operated by CKOC in co-operation with Loblaw's Ltd., the sign runs continuously 13 hours a day, alternating up-to-the-minute news, commercial messages, and 'OC promo plugs. Opening date was January 9 - - and from the size of the crowds you'd have thought Mrs. O'Leary's cow had kicked over another lantern!

This is what they tell you when you poke your nose in at 32 John St. North. And over and over you hear a counter-melody that goes "It's the hot one in Hamilton!"

Well, that's it Dick. That's progress. And come to think of it - - in this issue that's where we came in!

Bartley Quits 'RD

G. A. BARTLEY, manager of G. CKRD, Red Deer, Alta., resigned early this month. He said that he intends to apply to the CBC board of governors for their recommendation that he be allowed to establish a television station in Central Alberta to serve Red Deer and adjacent communities.

TWO BIG NAMES IN THE OTTAWA VALLEY!

RCA RECORDING ARTIST — BOB KING

and

CJET



Bob King, who with the Country Kings originate their Show live from CJET, receives the first copy of his new RCA recording release from Mr. L. I. Delmott, plant manager of the RCA record pressing plant in Smiths Falls.

BOB IS JUST ONE REASON SO MANY

PEOPLE TUNE **CJET** EVERY DAY

1,000 Watts at 1070 KCS

Represented by LORRIE POTTS & CO.

Camrose Communique

THEY GIVE 'EM WHAT THEY DIDN'T GET

A STATION like CFCW, Camrose, barely two years old, cannot convincingly submit a Progress Report in which its operations are described in terms of, "through the years," and, "have become institutions." We can and do, however, offer the hope that with the passing of time, our daily programming and service to the community, will indeed become traditional, because of depth in purpose and in quality.



CFCW Manager, Hal Yerxa

In a market where the signals of seven radio stations and one television station in neighboring cities can be received without difficulty, survival, not to mention prosperity, of the local station depends directly on its ability and willingness to supply listeners with those things they've not been in the habit of receiving. This has been a big task for CFCW but never a problem. Our responsibilities in this direction have always been quite apparent.

CFCW serves one-ninth of Alberta's total farm population and the most densely populated farming district in Western Canada. A well run farm department was clearly essential.

NEWS SLANTED LOCALLY

All radio stations provide news, but only the local radio station can effectively supply all local news. A news service that could cover every newsworthy event in the area

was established.

The bulk of our revenue must come from local advertisers. Obviously, these businessmen should receive only the best in the preparation of their copy, its air presentation, and in service.

The audience we hoped to win and keep was largely rural and of Scandinavian origin, so the selection of music and program formats were made accordingly.

Finally, our prime responsibility to all concerned was the provision of public service. The entire broadcast schedule must always be geared to satisfactorily meet this obligation.

Of course, success in any business venture is not achieved by the mere following of a simple formula; many ingredients and considerations go into the making of a favorable balance sheet. But station policy at CFCW requires that the approach as outlined above be an integral part of every day's operations. The reports from the individual departments would indicate that these commitments are being met.

Wins Industrial Trophy



FOR THE SECOND TIME in four years, CJAV, Port Alberni, B.C., has won the Alberni Valley (Vancouver Island) Industrial Trophy. Ken Hutcheson, managing director of the station received the award from W. E. Russell, past president of the exhibition board.

How Would You Do It Yourself!

HOW GOOD an impression would you, the station owner, make selling your station to a Toronto or Montreal advertising executive? That's the challenging question every N.B.S. salesman carries with him when he talks the merit of a market far from Bay Street or Dominion Square.

And because your N.B.S. representative must sell your market with all the knowledge, enthusiasm and the urgency you yourself would display, National Broadcast Sales maintains at your command the greatest number of qualified enthusiasts available in Toronto or Montreal.

That kind of representation is not expensive. The cost is just fifteen per cent of the time N.B.S. sells for you. But anything less than that buys less. You wouldn't settle for less than the best man to represent you in your home town. You urgently need the best representation in Toronto and Montreal.

N.B.S. is best!

Bill Tierney



ONE OF THE N.B.S. SALES EXECUTIVES

Selling radio time long before joining NBS in 1949, Bill Tierney's enthusiasm and creative ability has played a large part in his proven sales record.

NATIONAL BROADCAST SALES
TORONTO MONTREAL

QUEBEC isn't a problem with

CKLN

1000 WATTS 1280 K.C.

Representatives
OMER RENAUD & Co
TORONTO MONTREAL
IN U.S.A. WEED & CO.

RADIO

SOLD BY

Stephens & Towndrow
Limited

Toronto Montreal

EXCLUSIVELY

Radio League of Canada . . .

INFLUENCES ALL GOVERNMENT ENQUIRIES

AN INSEPARABLE part of the history of broadcasting in Canada is the succession of investigations of the various Royal Commissions on Broadcasting through the years and the conclusions that have been reached by them.

The story starts in 1927. At that

time Canada was served only by private enterprise broadcasting stations. There is no evidence to show that the service was inadequate and much to show it was surprisingly satisfactory. There were 63 such stations located in every part of the country. Several national networks were in existence and both stations and networks were owned by Canadians.

The service they gave can perhaps be judged from a passage on page 24 of the 1932 Parliamentary Committee minutes. In answer to a question, the licensing authority replied: "Yes sir, we have a certain number of complaints - - not very serious."

THE AIRD COMMISSION

Yet suddenly, in 1928, the first Royal Commission to investigate broadcasting was appointed. Privately-owned stations were advised that "new stations, transfers and increases in power which have been authorized by the Department are on condition that in the event of nationalization the licensee will waive any claim for compensations".

Chairman of that Commission was Sir John Aird, then president of the Canadian Bank of Commerce. The second member was Charles A. Bowman, then editor of THE OTTAWA CITIZEN, a newspaper which had consistently advocated the nationalization of broadcasting in Canada. The third member was Dr. Augustin Frigon, who later became general manager of the CBC. Clerk of the Commission was Donald Manson, later assistant general manager of the CBC and for a brief period prior to his retirement, general manager.

This Commission investigated broadcasting systems abroad. It devoted very little of its report to the United States system but a great deal to European systems and seems to have been particularly impressed with the German system.

The Aird Commission recommended the complete nationalization of broadcasting in Canada.

Implementation of this recommendation was held up by litigation. Some of the provinces held that broadcasting was in the provincial jurisdiction and the legal wrangle on this point was carried to the Privy Council in London. The Privy Council finally ruled that broadcasting was in the federal jurisdiction and this ruling in 1932 led to the creation of the first Parliamentary Committee on Broadcasting. This Committee endorsed the Aird Commission's recommendation and it was within this framework of anticipated nationalization that the Broadcasting Act, since unchanged in its substance, was passed.

RADIO LEAGUE OF CANADA

One of the most active groups appearing before the 1932 Commission was an organization known as the Radio League of Canada, formed in 1930. The most active member of the league at that time was Graham Spry, chairman of the executive committee. Alan B. Plaunt, later a member of the CBC's Board of Governors, was honorary secretary.

A Canadian by birth, Graham Spry became private secretary to Sir Stafford Cripps, the prominent British Laborite, some years later. He was later economic advisor to the Socialist Government in Saskatchewan and represents that government in London currently. In September and October of this year he was in Ottawa and had conversations with the present or third Royal Commission on Broadcasting.

The Radio League of Canada carried on an active campaign on all fronts for the nationalization of Canadian broadcasting.

Another of the witnesses appearing before the 1932 Parliamentary Committee on Broadcasting was Major Gladstone Murray, then deputy-general of the BBC and later head of the CBC.

Although the Canadian Radio League claimed support from virtually every organized group in Canada, witness after witness appearing before the Committee denied that his company or group was in fact supporting the Radio League.

A pamphlet on radio advertising issued by the League stated: "The Canadian Radio League is an entirely independent, non-commercial and non-partisan organization. It was organized voluntarily by private individuals. Its officers serve voluntarily. It has no paid officials."

But the League was certainly well financed. It issued an astonishing number of pamphlets and brochures. It was represented by competent legal counsel, its officers did a great deal of travelling and were able to spend weeks in Ottawa appearing before Parliamentary Committees.

The League was so determined to nationalize broadcasting in Canada that it appeared willing to take almost any possible course of action.

At the very time it was publicly advocating the elimination of private broadcasters, warning the newspapers of their impending doom because of radio advertising and attacking the entire principle of private enterprise, the League wrote a letter to the then president of the

**FROM HUNTSVILLE
TO HEARST
THERE ARE
307,000 PEOPLE**

CKGB TIMMINS

CJKL KIRKLAND LAKE

CFCH NORTH BAY

REACHES 'EM ALL!

CALL National Broadcast Sales, Toronto
Weed & Company in the U.S.

RECORDS

It goes almost without saying that the new records established by New Brunswickers in 1956 will be broken in 1957! Record income — record production — record retail sales. In fact, New Brunswickers established so many records we can't find time to record them because we're busy setting new ones! New Brunswickers never had it so good. You can expose your sales message better and for less money, when you take advantage of 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.

Canadian Association of Broadcasters suggesting: "there are several points upon which the CAB and the Canadian Radio League might find it possible to agree in their representations to the Parliamentary Committee announced by the Prime Minister."

ADVOCATE TAX ON SETS

One of the points the League was pressing was a radio receiver tax -- a recommendation adopted by the government and which remained in force for many years. The letter referred to went on to suggest that if the private broadcasters were willing to go along with the idea of joint representations to the Parliamentary Committee, part of the license fee might be used to subsidize private broadcasters. It must be said to the credit of the private broadcasters that even in the face of imminent nationalization and a discouraging official atmosphere they refused to take up this attempt to have their problems solved at the expense of the taxpayers.

Thus the League succeeded in having brought into being the very curious situation in Canadian broadcasting today and made its influence heavily felt upon an important medium of communication. Broadcasting was nationalized in Britain, nationalized for any practical purpose in Canada and under some degree of attack in the United States. The Radio League apparently went out of existence.

But history was to repeat itself. A third Royal Commission on Broadcasting, the present one, was in the offing. On October 11, 1954, a letter was sent out from Toronto under the letterhead of the Canadian Radio

and Television League. The first paragraphs were quite frank. They read: "In the early days of radio when microphones looked like potato mashers and the studios were the size of packing cases, a group of Canadians got together and formed the Canadian Radio League. They were interested in radio and concerned about its future. They decided to work for the best possible radio system in this country. Largely as a result of the League's work, the Government established the Aird Commission whose findings led to the formation of the present Canadian Broadcasting Corporation and the system of public and private radio we have today. When its job was done the old Radio League went out of action. But with the new medium of television now becoming established across the country we feel there is a real need for a new organization roughly equivalent to its famous predecessor."

In 1951, the government appointed the Royal Commission on National Development in the Arts, Letters and

Sciences under the chairmanship of the present Governor General of Canada, His Excellency the Rt. Hon. Vincent Massey.

Radio and television were only a part of the investigations they made, but they endorsed the continuance of the CBC's dual role of regulator and competitor.

Members of the Radio League of Canada who sat on this commission were Professor Hilda Neatby and Norman A. M. MacKenzie, the former, professor of history, University of Saskatchewan and the latter, president of the University of British Columbia.

Among the witnesses who were also members of the League was Charles Siepmann, for many years a high official of the BBC, and then in charge of the Radio Division at Harvard University, who was retained by the commission as technical advisor on private stations' programming. He was the author of "Radio's Second Chance" and "The Blue Book", a publication which advocated nationalization of broadcasting in the

United States.

The Massey Commission paved the way for the formation of the recent Fowler Commission, whose report is expected this spring. It did this by suggesting that the whole question of television should be reviewed in three years.

Activities of the League during the sittings of the present Royal Commission have been reported by CB & T during the past year. It presented a brief to the Commission which, it is claimed, was never approved by the membership at large and copies were sent to them only after the brief was finalized.

One-Voice News Is Best

ADVISING THE CBC to get back to "straight news reporting", the OTTAWA JOURNAL is not impressed by the cutting in of several voices from various places. The paper suggests that 95 per cent of the news is "best broadcast by one man in one office who has been supplied with the best news reports of the world".

There's a
BEST BUY
IN
EVERY MARKET..

There's
Only **ONE!**
BUY IN THE
Prosperous
SOUTH ALBERTA
MARKET

cjoc
1220 LETHBRIDGE
10,000 WATTS

Manitoba Telegram
RUSH
from **CKRC WINNIPEG**

**IT'S ALWAYS A PLEASURE
TO MAKE NEW FRIENDS
-particularly at this time of year**

CKRC
welcomes these new program sponsors

HEINZ 57 TIME
Mon., Wed. & Fri. - 11:30 a.m.

BOVRIL QUIZ TIME
Tues., Thurs. & Sat. - 11:55 a.m.

LYON'S BIG JACKPOT
Mon. thru Fri. - 11:05 a.m.

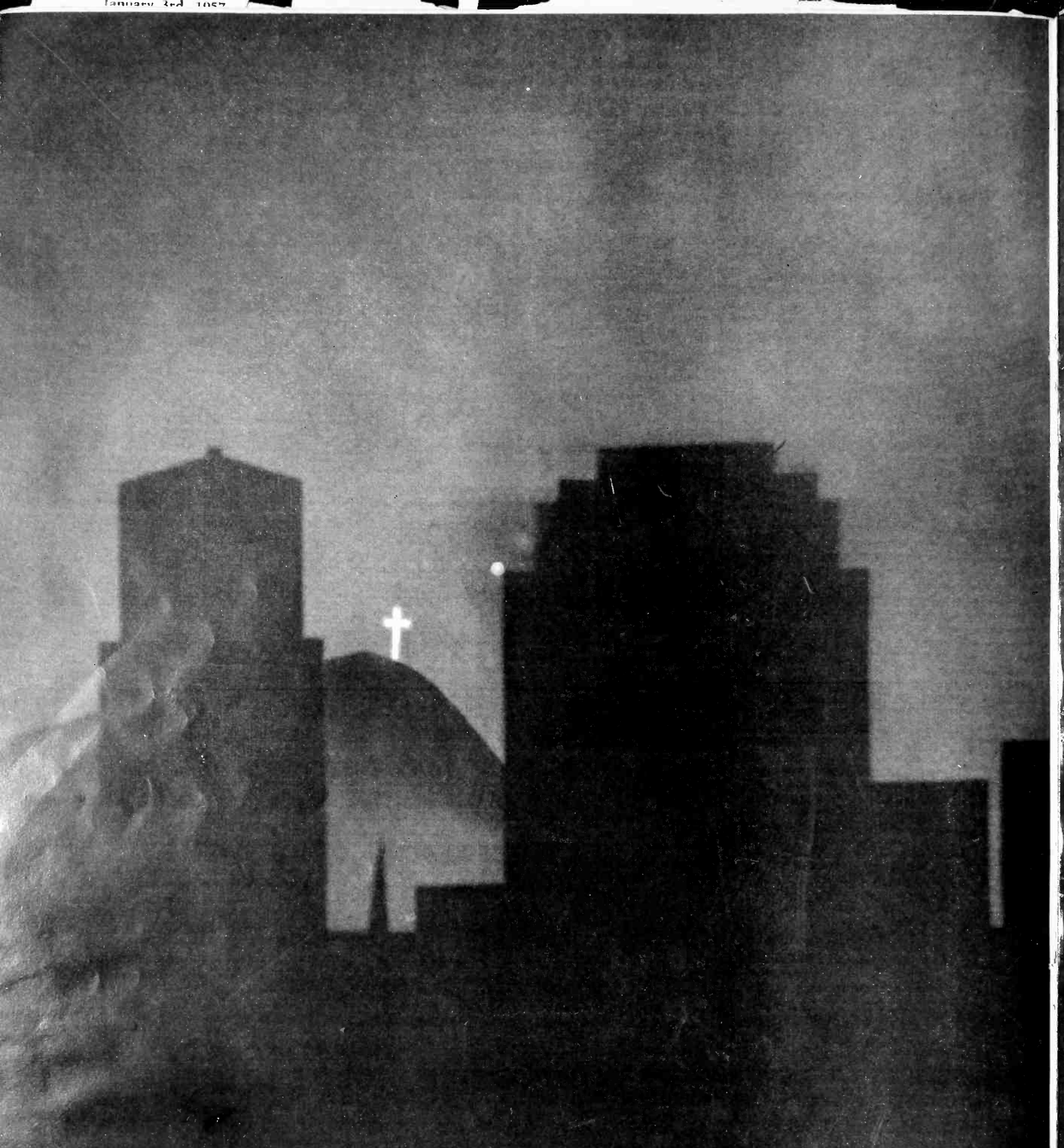
3 of the many fine products Manitobans are buying
because they heard it on

for other top availabilities
REPS: All Canada Radio Facilities
Weed & Co. in U.S.

CKRC

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

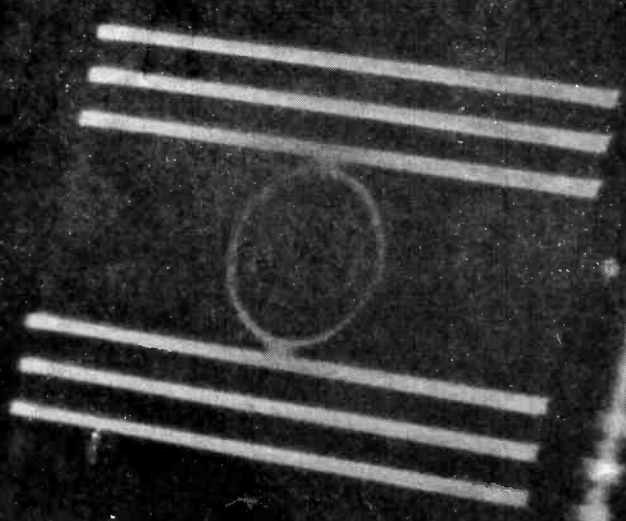
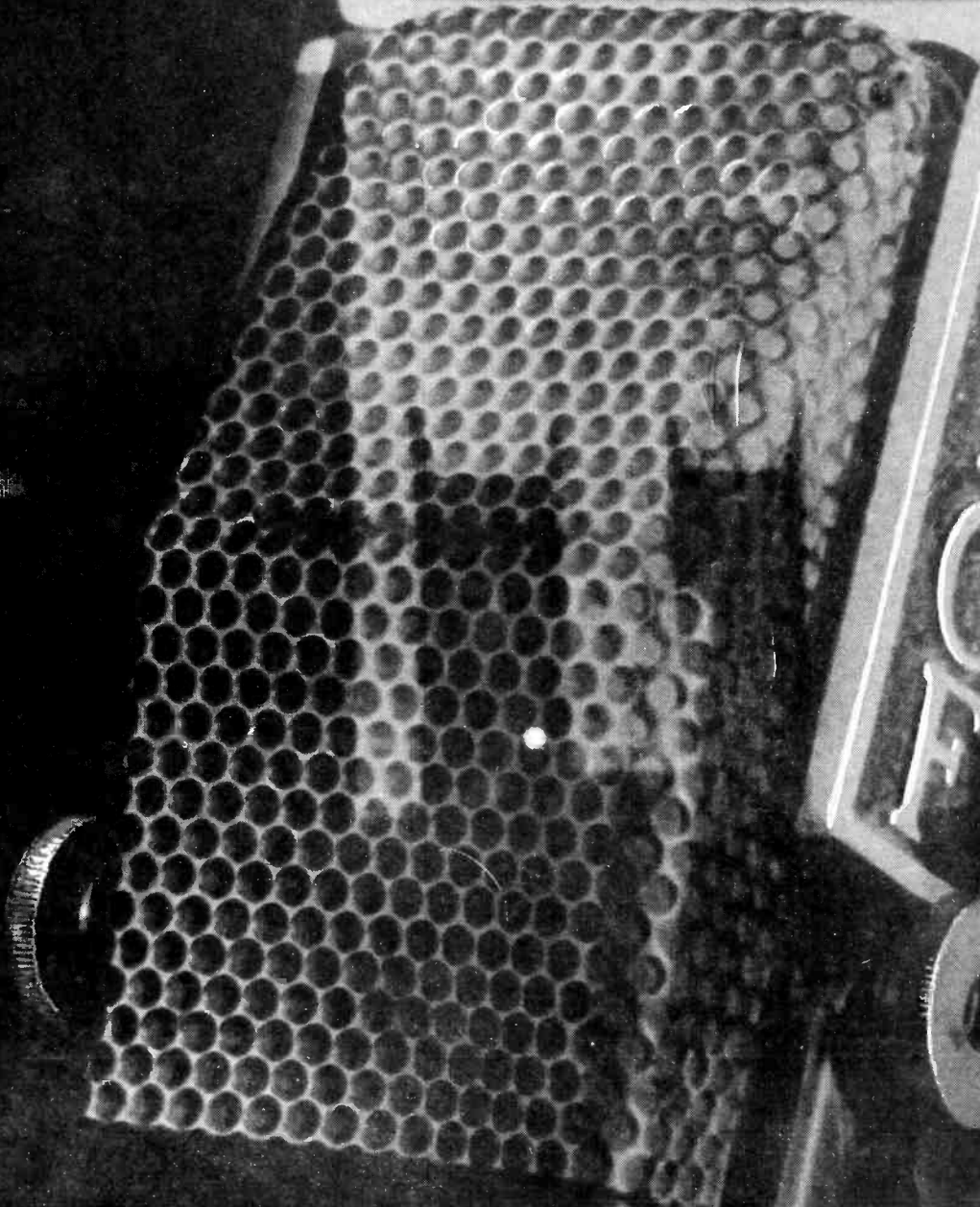




This way to Montreal

CFCF

CFCFC



FIRSTS AND AWARDS STUD STORY OF PIONEER FRENCH STATION

WHEN THE FIRST day of the Fall season rolls around, this year, Montreal's radio station CKAC will have completed 35 years of broadcasting, as Canada's pioneer French station.

Throughout the years, the French language station has compiled an impressive array of outstanding achievements upon which it looks back with pride. It has always fully

adhered to the Canadian broadcasters' code of ethics and has constantly served the community, lending its support and broadcasting facilities to all deserving or worthy causes.

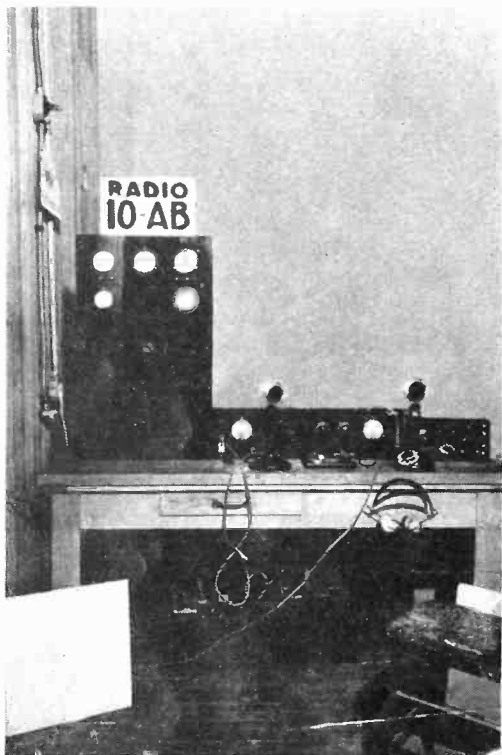
Here are some of the "blue ribbon" dates station CKAC likes to recall, on the eve of its 35th anniversary.

1922 — Canada's First Radio Station is officially inaugurated.



THE STAFF AT CKAC form their own orchestra every year for the annual New Year's party. Shown here in full swing are from left to right: announcers Guy d'Arcy and Mario Verdon; technician Maurice Desjardins; general manager Phil Lalonde; Bernard Alarie; chief engineer Len Spencer; Jean Coutu and Bill Slade.

ONE OF THE ACORNS . . .



RADIO STATION CHAB

MOOSE JAW, SASK.

800 KCS.

5000 WATTS

1925 — Station CKAC presents its first remote broadcast.

1929 — CKAC transmitter inaugurated at St. Hyacinthe, Que. The French Station takes over its St. Catherine Street studios.

1933 — Phil Lalonde becomes Station Manager and brings about the CKAC affiliation to the Columbia Broadcasting System.

1937 — Station CKAC is presented with the VARIETY showmanship award. The citation is for the best foreign language station.

1940 — New CKAC transmitter goes into operation at St. Hyacinthe, Que. Two additional studios added to the St. Catherine St. building.

1941 — Station manager Phil Lalonde named director of the Canadian Association of Broadcasters.

1943 — Station CKAC receives the annual BILLBOARD award for outstanding achievement in radio publicity and programming (Bilingual)

1944 — CKAC is awarded the RADIOMONDE bronze plaque for its outstanding news coverage during 1944.

1950 — CKAC receives a "First Award" in the Drama Community

Class for its *Pacelli le magnifique* program, in the annual Canadian Radio awards.

1951 — More Canadian Radio awards: Honorable Mention in the Drama community class for a comedy show: *Des lapins*; — Honorable mention for Holy Year Ceremonies coverage.

1952 — Another "First Award" in the annual "Canadian Radio Awards" for the musical show "*Le trio des petits*". Still another "First Award" in the Drama, non network category for its dramatic program *Aaron*.

1953 — Cultural programs are awarded French language medal by France's "Académie française". CKAC mail returns reach all-time Canadian high for radio stations with close to seven million letters during 1952.

1956 — Elliott-Haynes reports (March 2nd) that radio station CKAC, in Montreal, has the greatest number of steady listeners of any station in Canada. (1,056,408 listeners daily).

CAPAC Gets Same Fees

Private radio stations will pay CAPAC the same rate for 1957 as 1956 — 1 3/4 per cent of gross billings less agency and rep commissions and some line and talent charges. CAPAC's request for elimination of the deductions was rejected by the Copyright Appeal Board.

COMING SOON!

Now tune to  **CJBQ** 

 **800** on your radio dial!

Almost 6,000,000 advertising impressions via radio, newspaper, direct mail, car cards and billboards will tell Quinte District folk of CJBQ's dial change.

CJEM-RADIO
Edmundston, New Brunswick

New Brunswick's
HIGHEST PER FAMILY
INCOME COUNTIES ARE

1. Madawaska
2. Restigouche

BOTH in CJEM's coverage area. A wise choice in New Brunswick is:

CJEM-RADIO
1,000 watts

Ask the Stovin Boys

Letter from Lionel

CKCW GROWS IN POWER & PRESTIGE

CKCW RADIO COMMENCED its 23rd year of operation with the coming of 1957. The 23 eventful years have seen many changes in the industry in general and CKCW in particular.

Power has increased from 250 watts to 10,000 watts, so that this station is today the most powerful independent operation in the Atlantic region.

The staff has grown from six to approximately fifty full and part time employees.

Many outstanding Canadian artists and choirs have had their start at CKCW, notably the famed St. Joseph's University Choir and the Notre Dame d'Acadie Choir. Both these organizations have repeatedly won the Lincoln Trophy, which is emblematic of choir supremacy in Canada. CKCW played a big part in helping to develop these two organizations.

Artists such as Marie Germaine LeBlance, and, more recently, Claudette LeBlanc, were products of CKCW's Music Festival. All expenses of this festival are underwritten by the radio station. The Music Festival has been sponsored by CKCW since 1947, at which time there were approximately 300 entries. Today there are over 5,500 individuals participating in the Festival which is now staged in not one but four different halls. Adjudicators are brought from all over Canada and the Festival was honored in 1952 when the Rt. Hon. Louis St. Laurent officially opened the proceedings.

One of the unusual highlights of the Musical Festival is the fact that a choir from Dorchester Penitentiary has participated from time to time. Lines are established at the penitentiary and the choir broadcasts direct to the hall and then the adjudicator's remarks are broadcast on direct lines back to the penitentiary.

THEY WRITE TO "SWAP SHOP"

As to programing, one of the old established shows on the air, is the Swap Shop. This is a public service effort, wherein the audience write the Swap Shop with items for sale or for items they wish to purchase or swap. This is nothing more than a classified ad page of the air, but it has had some rather unique requests over the years.

Another long established program is the Brotherhood Hour on Sunday afternoon, which is now in its 20th year. A group of men at one of the local churches decided that they would like to have a radio program consisting of hymn singing, with a weekly guest speaker. This was the beginning of the Brotherhood Program, which enjoys an extremely large audience on Sunday afternoons. The program is handled completely by lay members of the church. There is nothing spectacular about the program, but it has become a very necessary part of CKCW's schedule.

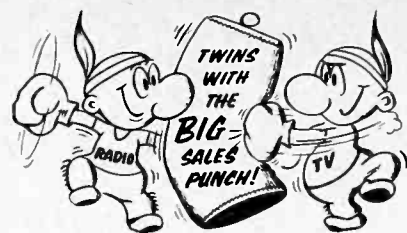
As to commercial success, the list of local advertisers has grown from 10 or 20 to over 200 local accounts. Some local newscasts have been sold to the same advertisers over 15 years.

CLUBS CITE LIONEL

CKCW has won Beaver Awards on three occasions and in addition, Lionel the Lobster has been made an

honored member of every service club in the community and has been presented Special Achievement Awards by the Kinsmen, Kiwanis and Lions. The latter mentioned organization presented a special award to the station in 1954 at a Lion's International Convention in Chicago. This award was for the station's outstanding work during the March of Dimes campaign when CKCW Radio raised over \$12,000 in two weeks.

CKCW Radio has developed its news department tremendously over the years and has covered the leading news stories in the area - - stories ranging from the Moose River mine disaster in 1936 to the most recent mine disaster at Springhill.



CJIC-RADIO FOR OVER 23 YEARS

CJIC-TV NOW IN ITS 3rd YEAR

Synonymous with service and entertainment in Canada's fastest growing industrial and mining area.

CJIC-RADIO LORRIE POTTS & CO. JOS. MCGILLVRA

CJIC-TV ALL-CANADA TELEVISION WEED TELEVISION

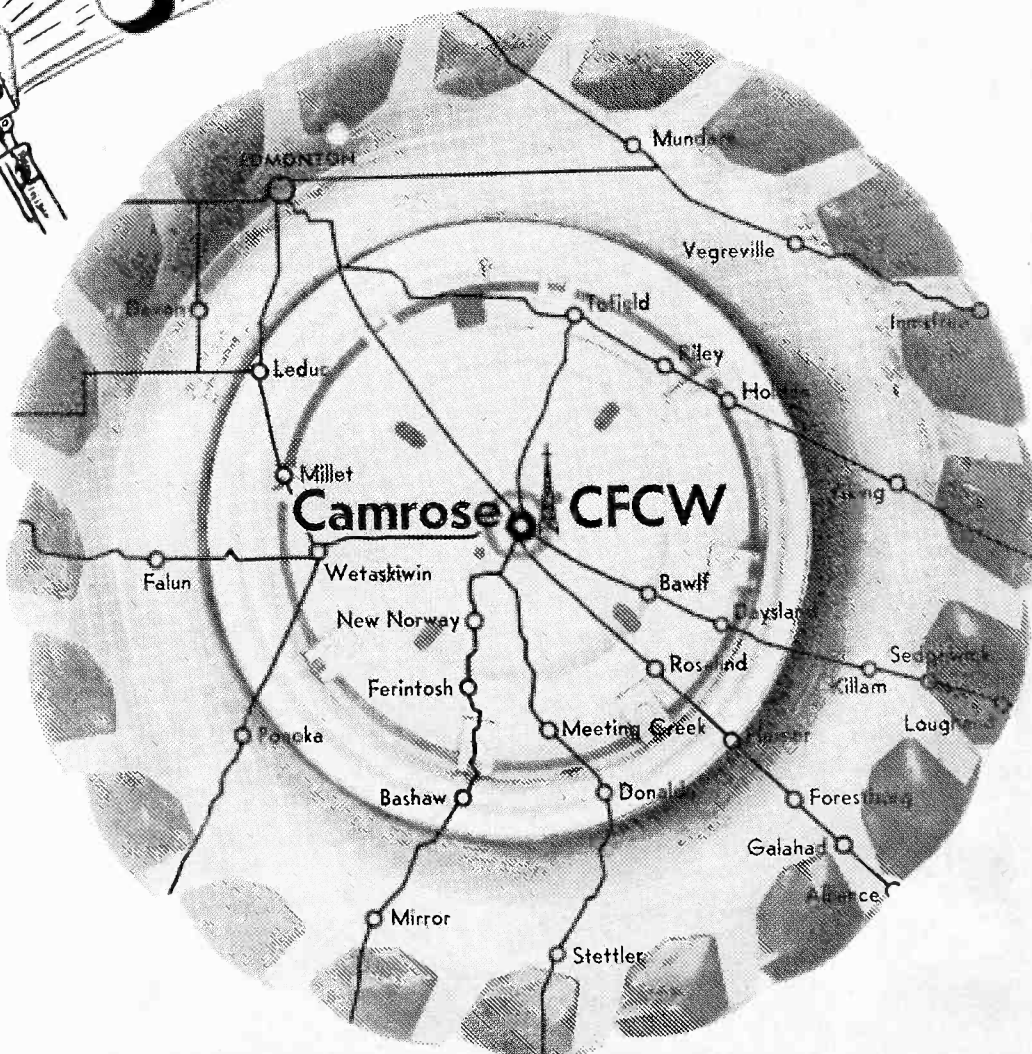


-CAMROSE-

"The farm station for East Central Alberta."

(Serving *34,470 radio homes with an aggregate population of *136,000!)

*BBM-1956



"The BIG WHEEL in advertising!"

- ROLLING INTO THE HOMES OF 1/9 OF ALBERTA'S FARM POPULATION -

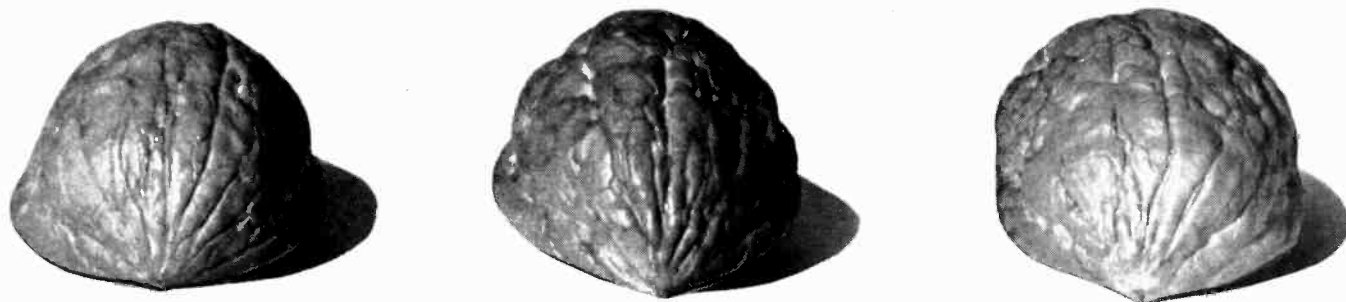
Buy This atTRACTION - Contact Our Rep Today:

LORRIE POTTS & CO. Toronto • Montreal

A. J. MESSNER & CO. Winnipeg

JOHN N. HUNT & ASSOC. Vancouver

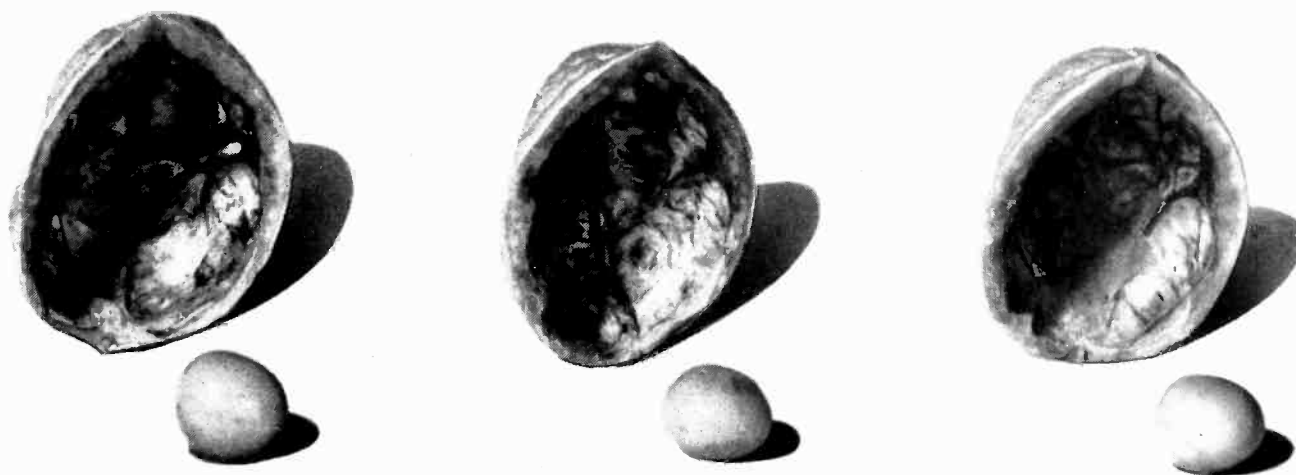
SHELL GAME?



*BUT WHAT A SHELL GAME . . .
A "PEA" UNDER EVERY SHELL!
EVERYBODY WINS WITH*



RADIO HAMILTON 1150



PROGRAMS PEOPLE PROMOTION

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



RADIO STATION CJEM won the Governor of Maine's Safety Council Award for the role the station played in the Aroostook county Highway Security program last summer. It is given by the governor of the State of Maine. Judge L. Jalbert, northern Aroostook municipal court judge, is shown presenting the award to George Guerrette, CJEM manager.

OLD SHOWS STILL SCORE ON CKTB

AFTER 26 YEARS, radio station CKTB, St. Catharines would need a year's subscription of the Broadcaster to tell its complete story of progress. Eleven years before the Broadcaster began publication, CKTB launched programs that are still going strong and today are more popular than ever.

Clarence Colton, the "Happy Minstrel" has played and sung for 15 minutes each week-day from 11.45 a.m. to 12 for 26 years. Our daily devotional period *Quiet Sanctuary* has been heard for 26 years, Monday through Saturday from 8.45 to 9 a.m., with members of the St. Catharines Ministerial Association taking turns conducting the broadcast.

Patients of the Niagara Peninsula Sanatorium have been writing in requests and dedications to the *San Show* for 26 years. It is heard Saturdays from 11 a.m. to 12 noon. Local sponsors like Blenkhorn and Sawle, heating and air-conditioning; Geo. B. Darker, Men's Wear; J. W. Thompson, Home Furnishings; W. B. Rollason, insurance; Botsford and McGee, tire service; have been with us continually for 26 years.

Spice of the Sport News has a 24-year record of the same time, (6.45 p.m.) the same announcer (Rex Stimers) and it has had the same sponsor (Thompson Products) for 14

years. Our Lincoln County Medical Officer of Health, Dr. D. V. Currey, has broadcast his health talks and

I am looking for a
LARGER MARKET
AND
WIDER OPPORTUNITIES

Six years experience, all on one station as morning man, sports and general announcer.

Age 27, married, one child.

Best of references. Can rush tapes.

WHAT OFFERS

Box A305
C B & T
54 Wellington St. W., Toronto

answered phone calls relating to health every Tuesday morning from 9.30 to 10 for 24 years.

Programming must keep pace with the times, and new ideas in programming, new approaches to new audiences keep re-arranging the program log. But, there are some programs that simply can't be changed because the public wouldn't allow it - - programs that have weathered the years and are as much a part of

our audience's daily living as brushing their teeth.

The Y's Men's Radio Auction, a new feature on many stations, has been an annual CKTB event for 18 years. Our *Tips and Tunes* program, a women's audience participation type show, has in the past year, made its appearance under various names on several Canadian stations. It has been a daily feature of CKTB for 8 years.

"I've Had Myself A Time"

says Lionel . . .

"For the past 23 years in the broadcasting industry I've really had a wonderful time, and, I'm looking forward to an even better time in 1957.

"You too can have a much better year if you inquire about CKCW's services and facilities through the Stovin boys."



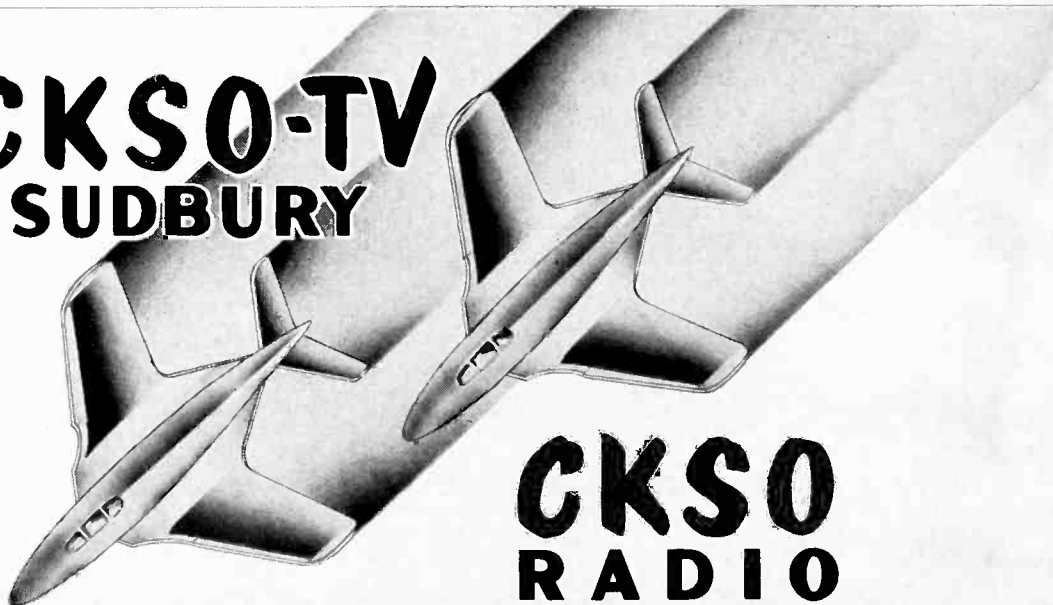
CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

NEWSMAN WANTED

The CFQC News Service requires all-round newsman for radio and television. Applications also are invited for qualified farm newsman. Address replies to:

BILL CAMERON,
News Director,
CFQC, Saskatoon,
Saskatchewan.

CKSO-TV SUDBURY



CKSO RADIO

TWIN AIRPOWERS of **THE NORTH**

FORMER RADIO STATION MANAGER and AGENCY TIME BUYER AVAILABLE

For position in either field
Please write:
Box A306
CB&T, 54 Wellington St., W., Toronto

COMPETENT ANNOUNCER

To supervise farm department, plus other announcing duties in South Western Ontario Station near Toronto. Salary and talent. Write:

Box A304
C B & T
54 Wellington St. W., Toronto

SOUTHWESTERN ONTARIO STATION NEAR TORONTO

has good proposition for a

SPORTSCASTER CAPABLE OF PLAY-BY-PLAY . . . HOCKEY, BASEBALL, FOOTBALL. NO PRETENDERS . . . MUST BE ABLE TO DELIVER.

Write Box A303
Canadian Broadcaster & Telescreen, 54 Wellington W., Toronto

WANTED

by

B.C.'s LEADING STATION

1 . . . TOP FLIGHT AIR PERSONALITY with good appearance, voice, experience and ideas!
Good salary opportunities.

ALSO

2 . . . EXPERIENCED ANNOUNCER for all-night show.
Excellent opportunities for advancement.

All applications treated with confidence.

URGENT

Rush application, including salary, experience, recent photo and tape to:

MR. JOHN ANSELL, Program Manager

CKWX radio ltd.

1275 BARRARD ST. VANCOUVER 1, B.C.

CHOV. Pembroke

SPORTCASTS HOLD SPONSORS 14 YEARS

ON AUGUST 22, 1942, CHOV, Pembroke, first went on the air with a regular schedule, bringing broadcasting service to citizens of the Upper Ottawa Valley.

CHOV is nearly one year younger than CB & T and, in those 14 years, the station staff has increased from eight to twenty-nine. In 1947 CHOV installed a new 1000 watt transmitter, and in 1955, it moved into new quarters.

Certain program features have now become traditional. Of these, the Pembroke Kiwanis Club Radio Auction and the Pembroke Kinsmen's Club Empty Stocking Fund Broadcast head the list.

Pembroke's largest industries, the Eddy Match Co. Ltd. and the Canadian Splint and Lumber Corporation, have conducted a special Christmas Day program called *The Family Hour* each year for the past 14 years. The sponsor always places an order each

Christmas for the following year.

CHOV has been covering local hockey for the past 14 years with the same sportscaster, Bill Kaye, and never once have they been without a sponsor.

Four sponsors have been with CHOV for 14 years on a daily basis. One account has sponsored *The Town Crier*, a program of community announcements for the past eight years. One national account is moving into its fourteenth consecutive year and another is starting its fourth continuous year of operation.

CHOV has also played its part in emergency broadcasting, including such projects as the Manitoba Flood Relief Fund, the Humber Floods and the Hungarian Relief Fund, now in progress.

In the line of public service, CHOV has carried the Salvation Army's *This is My Story* for the past four years as well as broadcasts from County Fairs in and around the Ottawa Valley; also special events such as the opening of the Allumette Island Bridges, linking Renfrew and Pontiac Counties.

For the future, CHOV is planning to move into the television field. A transmitter site has been purchased, preliminary surveys have been made and a brief has been submitted. The TV target date is the fall of '57.

CB & T Employment Ads Get Results

1st CLASS SALESMAN WANTED

who can qualify for position as sales manager of radio station in one of Ontario's larger centers.

Good salary and commission, group insurance plan and other benefits.

All replies treated in strictest confidence.

Box A302
C B & T

54 Wellington St. W., Toronto

Opportunity for PROMOTION MAN

for

SCOTTISH TELEVISION

Limited

Should have experience in promotion work as applied to broadcasting. Will be located in Glasgow.

Write in confidence to:
J. M. DAVIDSON

Northern Broadcasting Ltd.
44 King St. West, Toronto

CBC Board Meeting

REQUESTS FOR TWO new radio stations at Amherst, Nova Scotia and Weyburn, Saskatchewan were approved by the CBC Board of governors meeting in Vancouver early this month.

The board also recommended that CKAC, Montreal and CKWX, Vancouver be authorized to increase their power to 50,000 watts.

Other stations whose applications for power increases were approved were CHED, Edmonton, from 1,000 to 10,000 watts; CJVI, Victoria, from 5,000 to 10,000 watts; CFOR, Orillia, from 5,000 to 10,000 watts; CHUM, Toronto from 1,000 to 2,500 watts and it was also recommended that this station be allowed to operate on a 24 hour basis (CHUM holds a daytime license at present); CKBI, Prince Albert, Sask., from 5,000 to 10,000 watts.

The application from CKWX, was recommended over five other stations for the use of 1130 kilocycles, an important clear channel. The station now operates on 980 kilocycles at 5,000 watts.

CFPA-TV, Port Arthur had its application for a power increase approved although the board said it was disappointed that the station had not begun live production but noted it will be doing so in the near future.

A request from CKPR, Fort William, to boost its output was deferred for further study of the station's performance.

The only other application made to the governors which was turned down, besides the five competitors of CKWX, was a power increase and frequency change request by CJOB, Winnipeg.

The Amherst Broadcasting Co. plans a 250 watt station on 1400 kilocycles. The other new station approved will be managed by the Soo Line Broadcasting Co. Ltd. at Weyburn and will operate at 250 watts on 1340 kilocycles.

LEWISITE

(Continued from page 25)

MARK NAPIER

(J. Walter Thomson Co. Ltd.)

Fifteen years debauching the radio industry deserves a Beaver Award - plus!

• • •

ALEC PHARE

(R. C. Smith & Son Ltd.)

Congratulations on your fifteenth anniversary but please don't make it a habit.

• • •

HARRY SEDGWICK

(CFRB)

Imagine being half as old as CFRB - - aged 30 on Feb. 19.

• • •

GORDON SINCLAIR

(CFRB etc., etc.)

Even the oldest St. Bernard doesn't live for fifteen years. What have you got?

• • •

HORACE STOVIN & BILL BYLES

(Horace N. Stovin & Co.)

Congratulations on your fifteen year attempt to put the mail order catalogue out of business.



CB & T has received the following congratulatory wires on its fifteenth anniversary to which this issue is dedicated. They appear in alphabetical order.

JIM ALLARD
(CARTB)

If broadcasting can withstand your first fifteen years it can withstand everything. Keep it up.

E. L. BUSHNELL
(CBC)

Didn't realize a Lewis could keep biting for fifteen years. Congratulations.

BOB BUSS
(CHAT, Medicine Hat)

Only fifteen years? It seems like sixteen! Congratulations anyway!

DAVE DUNTON
(CBC - - Not CB & T)

Congratulations on aroma of 15-year old aged-in-bottle proofless 98 percent non-neutral boulder spirit.

CHARLIE EDWARDS
(Broadcast News)

You came into the business fifteen years ago with nothing, but willing to listen to anyone. Now you have a hearing aid and will listen to no one.

TINY ELPHICKE
(CKWX, Vancouver)

Congratulations on CB & T fifteen. Your torch still high and mighty. Now why don't you light it?

RALPH HART
(Spitzer & Mills Ltd.)

Congratulations on living through fifteen years of Lewisite. Suggest you try laughing gas for the next fifteen.

FRED LYNDS
(CKCW and CKCW-TV)

Fifteen years is a long goose. Congratulations and thanks.
— Lionel the Lobster.

STUART MacKAY
(All-Canada)

The first fifteen's OK, but it's the second fifteen that really counts. Congratulations.

ATHOL McQUARRIE
(National Builder)

Imagine the great radio and television industries working for fifteen years just to keep CB & T in business.

WIS McQUILLIN
(Cockfield Brown & Co. Ltd.)

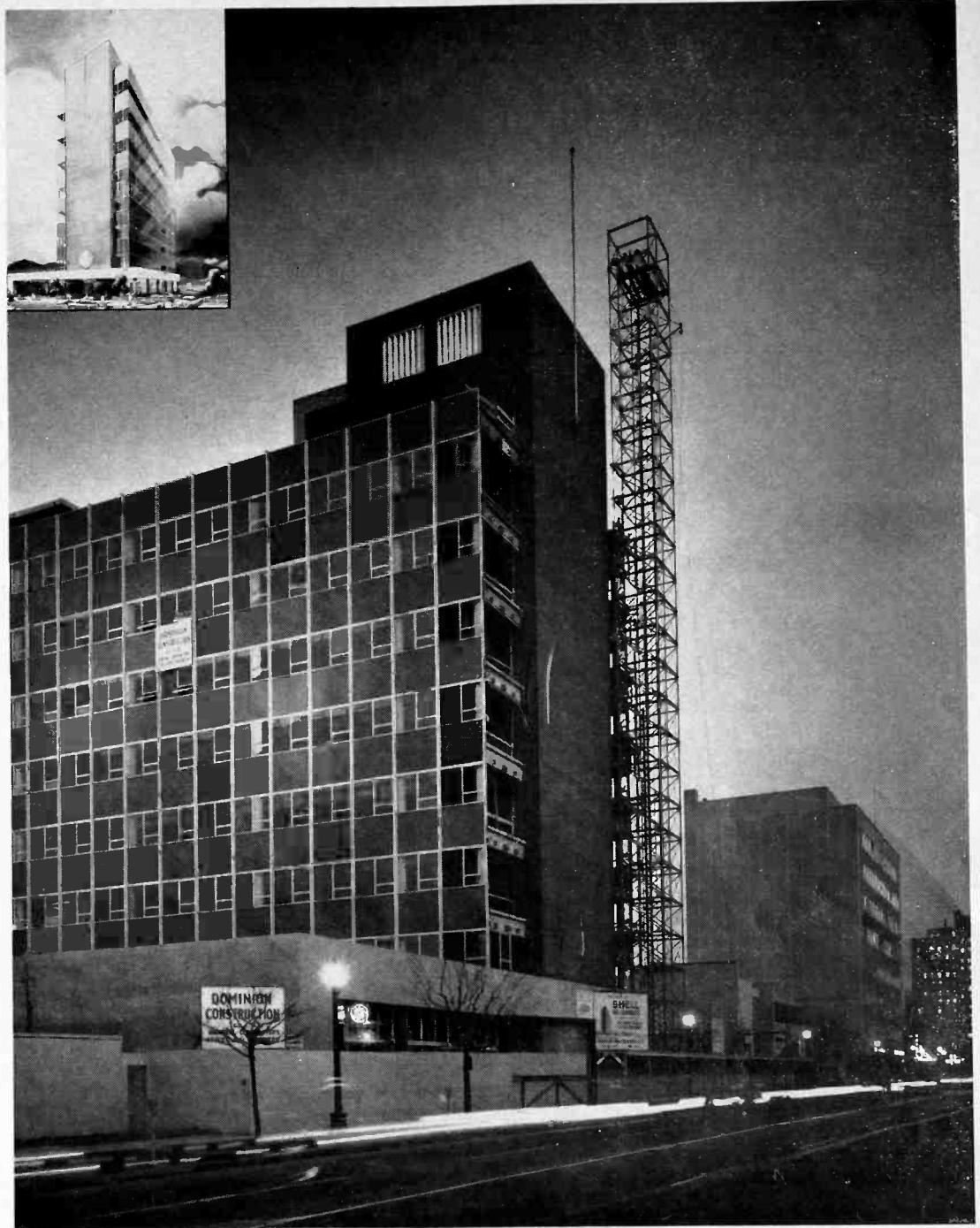
Congratulations. You are finally commercial after fifteen years of progress at the rate of 1 per cent per annum.

MARY MORAN
(MacLaren Advertising Co. Ltd.)

Fifteen years and never wrong! Surprised that you should live so long.

—Your One Reader.

(Continued on page 24, col. 4)



THIS IS VANCOUVER

where oil and water meet and mix

In and out of its magnificent harbour, tankers come and go. Over its magnitudinous mountains comes the oil pipeline from the East. The new Shell Building, soaring on Vancouver's skyline, testifies to the importance of this economic blending of oil and water. Strike it rich in Canada's booming West . . . sell through CKWX, first in Canada's third market!

CKWX

Radio Vancouver

REPS: All-Canada Radio Facilities Ltd./Weed and Company



**MIKE STECHLY
MANAGER SALES
ENGINEERING**



DON KARTZMARK



mcCurdy radio industries limited

ELECTRONIC EQUIPMENT MANUFACTURERS
SYSTEMS ENGINEERS
22 Front Street West, Toronto 1, Ontario

Telephone Empire 6-6531

December 10, 1956.

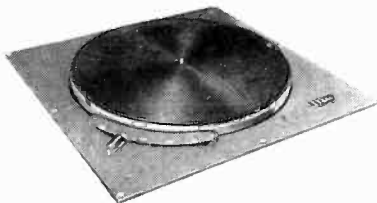
To my Friends
The Broadcasting and
Electronics Industry:

I wish to announce my association with
McCurdy Radio Industries Limited where I have taken
a position as Sales Engineer. I now become one of
the members of Mike Stechly's Sales Engineering
Group where I will specialize in the handling of
electro-mechanical products.

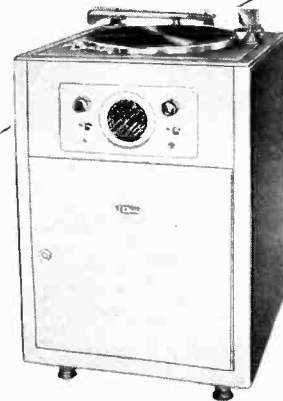
I am particularly pleased to announce that
this Company is taking the responsibility of servicing
all Micro-lab products regardless of the type or date
of manufacture. We are also producing a 16" turntable
of the type which is shown in the advertisement associ-
ated with this letter. McCurdy Radio Industries
Limited has supplied this particular turntable to the
broadcast market for the past ten years and they are
now in the process of expanding their facilities to
take care of all phases of the turntable business on
a nation-wide basis.

Yours truly,
McCURDY RADIO INDUSTRIES LIMITED
Donald G. Kartzmark
Donald G. Kartzmark.

UGK/pn



T-16 TURNTABLE



**SS-3101 DISC
REPRODUCER**

If you are considering new equipment, our engineers are at your disposal.



mcCurdy radio industries limited

22 FRONT ST. WEST, TORONTO 1, ONT. PHONE EM. 6-6531

CKCO-TV ORIGINATES MANY SHOWS



Photo by Roy Purkis

DURING A BREAK in a rehearsal, dancer Judy Pearce chats with CKCO-TV staff announcer, Reg Sellner. The program is one of 75 live productions originated every week at the Kitchener station.

AS 1956 PASSED into history, CKCO-TV was just completing its third successful year of operations. Feeding the CBC network had become commonplace - - kinescope recording of everything from TV shows to 20-second commercials was practically a daily event - - ratings continued their steady upward trend - - live shows were produced at the rate of 75 per week - - and the staff received its third and most substantial Christmas bonus.

For all this, 1956 was not as exciting a television year at CKCO-TV in Kitchener.

The spirit of pioneering was gone - - what was once impossible from a production standpoint was now run-of-the-mill. Adventurous and eager young technicians had become hardened veterans in studio production in three brief years. In fact, on one occasion, the entire day's programming had to be shifted to accommodate a last-minute change. The work was done in less than 15 minutes, with the traffic department heading the effort.

Doing at least 75 live programs each week takes a lot of planning, and a lot of props. CKCO-TV has two large studios, separated by a sound-proof double door. While the show goes on in studio one, studio two can be re-set to accommodate the next production. Prop rooms are attached to each studio. Rehearsals are held during film shows, or

before station sign-on.

Kinescope recording is done during the morning hours. In this way, the TV cameras are kept operating for the entire day - - recording in the morning - - telecasting in the afternoon and evening.

IN THE PUBLIC SERVICE

Public service was not overlooked in the competitive scramble for the advertising dollar. More than \$38,000 in air time was devoted to messages in the public interest, not to mention coverage in newscasts and other programs. All the recognized charities and service clubs were given TV support in their activities, and at all times, CKCO-TV maintained a healthy respect for the viewer by pacing programs and commercial messages so that advertiser and viewer alike received maximum enjoyment.

CKCO-TV started telecasting almost three years ago when 1956 drew to a close. In those three brief years, the staff of 66 people at Channel 13 have settled nicely into the life of Kitchener and Waterloo. Some have married and most have bought homes in the city. They look forward to color, more elaborate and difficult studio and remote telecasts, to feeding the CBC Network at least three live shows a week, to improving every phase of operations, and to continued happiness in their work and neighborhood.

CJLH-TV Ends First Year

AS OF NOVEMBER, 1956, South Alberta and Northern Montana had experienced television for one continuous year! What's more, they're enjoying it as the regular flow of letters testify. CJLH-TV, Lethbridge, Alberta beams out a 171,000 watt signal with good commercial reception as far away as 100 miles. One man in Kyle, Saskatchewan recently wrote the Lethbridge television station, "... your signal here is snowy at times, but on the average is very good." Kyle, Saskatchewan, incidentally, is over two hundred miles, as the crow flies, from Lethbridge.

CJLH-TV is considered one of the most advanced stations in Canada. A 48 foot by 68 foot studio houses permanent sets for regular live productions, such as weathermap, sports desk, news, kiddies shows and living



BLAIR HOLLAND, cowboy emcee, preps his son prior to a CJLH-TV western telecast.

room interviews. The live telecasting is done with a Marconi camera with associated switching and monitoring facilities. Other facilities are film editing departments, complete art and design services, a photography department with staff of three, and a set construction staff.

Of the seven and one half hour telecast day, an average of one full hour is devoted to live production from the main studios of CJLH-TV. Together with the daily presentation of news, weather and sport and a half hour live show of local happenings, weekly shows are a sport quiz program with a local panel of experts, a musical request show and a talent show.

From announcers to accountants and set builders, the staff of CJLH-TV numbers 35 regular members. Coming in to do free-lance work on camera are six other people, most of whom are from the local radio station and newspaper office.

HERE'S REAL HORSE POWER



The now famous Conestoga horses of CKCO-TV in Kitchener have done it again.

Grafton's in Kitchener used three one-minute spots to sell station wagon coats.

CKCO-TV was the only medium used. In three weeks Grafton's entire stock of station wagon coats (438) were sold through the Kitchener store.

This involved taking the coats out of four other Grafton's stores in different cities to supply the demand.

START THE FAMOUS CKCO-TV HORSES PULLING FOR YOU.

Contact:

CKCO-TV
CHANNEL THIRTEEN
KITCHENER, ONT.

Represented by

JOS. A. **HARDY** CO. LTD.
TORONTO · MONTREAL



CFPL-TV London

EDUCATION BY TV IS WARM AND HUMAN

BESIDES AUTOMOBILES, irrigation equipment, bread, fertilizer and wallpaper, one of the most important commodities CFPL-TV has sold and is selling, in its 3-year history, is education.

Early in the summer of 1956, the London Board of Education appointed a new superintendent of schools. One of his foremost objectives was to educate the parents in the ways and means in which their children are being taught in London schools.

Knowing of his desire, and having had experience in successfully telecasting educational programs for the University of Western Ontario, the station offered its facilities and also its staff which was already familiar with the pitfalls and problems involved with programs of this type.

After working closely with the Board of Education for several months, *Let's Look At Our Schools* commenced early in November, Sunday afternoons at 2.30.

The 13-week series has covered a studio portrayal of what tiny, kindergarten children do in their hours at school; a controversial and topical subject - - reading - - was given an interesting treatment with a Grade 1 class and their teacher. Viewers were greatly surprised at the intelligent and thought-provoking comments some Grade 8 students had to make on the Suez situation, when the series presented a lesson in



DURING CFPL-TV's "LET'S LOOK AT OUR SCHOOLS" series, A Grade 5 class showed Western Ontario viewers how a field trip included important lessons in the diversified fields of History, Geography, English and co-operation!

modern history.

Dr. A. B. Lucas, London's superintendent of schools, says he has been amazed and gratified at the response to the series. One school inspector refused to believe that the program

was originating from CFPL-TV's studio. He insisted to Dr. Lucas that the program was coming direct from a classroom. Calls from parents, who say they had no idea of how stimulating modern education methods are, pour continually into Dr. Lucas' office.

Bob Reinhart, station manager, says: "This is putting TV to its greatest use. This isn't dry, dull public service programming that scares viewers away. This is warm, human program material that truly utilizes the scope of television's amazing ability to teach."

Most Powerful Station

WHEN CFRN-TV, Edmonton, increased its power this month from 24,000 watts to 180,000 watts, it became the most powerful VHF all-directional television station in the world.

The increase extends CFRN-TV's viewing range from 60 miles to 90 and the fringe area to a 120-mile radius.

"BECAUSE"

Telecasting from
twelve noon
is worth the
effort
being profitable
to the local merchant
therefore
it follows
the NATIONAL ADVERTISER
can profit from the
same Eastern Ontario
audience on



Channel Eleven
KINGSTON
CKWS-TV

The greatest
French advertising
medium
in
Quebec

300 000 KV
CHLT-TV



SHERBROOKE
We cover
the Montreal market

THE WORLD'S TINIEST TOWN WITH TV

By **GEORGE CADOGAN**

Editor and Publisher
The Durham Chronicle

Reprinted from *Popular Mechanics Magazine*

WINGHAM, Ont., Can., with a population of 2700, boasts that it is the smallest community in the world with its own TV station. Every citizen of this Canadian town will vouch for this statement.

Unusual ingredients are combined in the formula for this success story: One snowstorm, an issue of *Popular Mechanics*, a man named W. T. "Doc" Cruickshank and 30 years of work.

The initial effort began on a blustery, snow-filled day in February 1926 when radio was not yet out of diapers, especially in rural areas of Canada up near the shores of Lake Huron and Georgian Bay.

As Doc sat in his shop, he was the only radio retailer and service man in a radius of 50 miles of Wingham. The nearest transmitting station was 100 miles away at Toronto. Detroit—150 miles distant—had a station that came on the air at 4 p.m.

On this particular day it seemed too stormy to go out selling. All repair jobs were up-to-date, so Doc idly examined a copy of *Popular Mechanics*.

When he came to an article explaining how to make a simple transmitter, he decided to give it a try. Digging through boxes of repair parts, he soon came up with a supply of coil and other component parts. In an hour he had made the tiny transmitter. The unit was completed with addition of a telephone piece for the microphone and storage batteries for power.

Tinkering with the set a day or two later, Doc had a telephone call from a citizen to whom he had sold a receiving set. Yes, Doc was on the air! During the first few weeks call letters of Canada's newest radio station were JOKE. In the spring the owner learned he would need a license and was assigned call letters 10BP. With power from two to ten watts, 10BP was on the air daily at noon for an hour. Thursday night a special program of music and news was broadcast from Wingham, and this often included reports of hockey games completed moments before.

Six days and nights weekly Doc worked at his shop or out selling. On Saturday night he would tuck his five-pound transmitter under his arm and carry it home for the Sunday-morning broadcast of religious music from the piano in the living room of his house.

The Wingham transmitter, with not more than 10 watts of power, was picked up as far away as Detroit. Power gradually was increased to 100 watts. Also, 10BP joined DX Programs which had headquarters at Newark, N.J., and was on the air daily from 4.00 to 5.00 a.m., when air lanes were comparatively free. Post-card schedules notified transmitters and listeners as to which stations transmitted on particular dates.

With wattage of only 100, Doc's



THE SINGLE TUBE "egg crate" model transmitter being held by W. T. "Doc" Cruickshank (inset) and built by him from a *Popular Mechanics* design 30 years ago, is a far cry from the modern television studios of CKNX-TV pictured during a live show at the station. Nevertheless, the present operation is a direct outgrowth of the tiny transmitter.

station was heard in Canada, the United States and Central America. He also had listeners in England, South Africa and Europe, and received a letter noting reception of 10BP messages in Taranaki, New Zealand.

One dark day in 1935 the government advised Doc that he and other Canadian "hams" would have to vacate the air lanes for commercial stations. However, in April 1935, Doc was granted a federal license to operate a commercial station at 1200 kilocycles with call letters CKNX.

Beginning with advertising announcements at 50 cents each, CKNX revenue the first month was \$65.50. Over \$2 a day!

Wingham adopted the slogan naming itself "The Radio Town of Canada," as Doc raised CKNX by 1941 to a full-time staff of 13 persons. Gross revenue that year was \$27,000. Savings of \$2200 by Doc served as a down payment on a transmitter to increase power to 1000 watts. RCA Victor went along with this rural entrepreneur and installed a \$30,000 transmitter.

CKNX, now "The Voice of Western Ontario," had its silver anniversary in 1951. Gross revenue was \$200,000 annually; there was a full-time staff of 35; and Doc had completed payments on the station. For Wingham, TV was just over the horizon.

In Canada the government-owned Canadian Broadcasting Corporation had complete control of TV development. CBC selected Toronto, Montreal and other major cities for its own exclusive TV stations. There were to be no private networks competing with the government network.

The Canadian government did pro-

vide for TV channels to be available in every area of the country. Channel 8 was assigned to the Owen Sound area to the north of Wingham, even though private TV in such a sparsely populated area was considered economic suicide.

Then, the National Broadcasting Corporation of the United States applied for Channel 8 for a station

to be built at Buffalo. An international agreement between Canada and the United States provides that TV stations on the same channel must be 171 miles apart. If Buffalo got Channel 8, Wingham and this rural area of Ontario could never have TV.

Doc entrained for Ottawa, where he presented modest plans for a small-scale TV station costing \$125,000. He asked for TV Channel 8. The commissioners heard him out and promised to reserve Channel 8 but asked Mr. CKNX to work out plans for a more powerful video station.

Shortly, Doc was shocked to learn that a suitable station at Wingham would require investment of \$500,000 and needed \$250,000 revenue annually to meet expenses. Doc's employees loyally said they'd go out on a limb with him. He queried Ottawa, which replied, "Go ahead."

One of the major items in the \$500,000 problem involved \$223,000 for transmission equipment. RCA Victor agreed to help. Next, the supplier assisted financially on the 650-foot tower, costing \$100,000. Building of a new high school vacated premises now used by the station.

Normally, it takes a year between planning and performance of a new TV station. CKNX did the job in three months with a staff of 65.

Doc estimated first-year losses would be \$30,000. After five months of operation CKNX-TV was almost even, with sufficient revenue anticipated to meet first-year operating expenses.

Barris Heads List Of Liberty Awards

ALEX BARRIS swamped the polls of LIBERTY's second All-Canada TV Talent Awards, winning in three categories. The *GLOBE AND MAIL* entertainment columnist and CBC television network emcee won an award as the best emcee; his show, *Barris Beat*, was chosen as the best new show and he also won an award as the best new performer.

CKNX-TV, Wingham, was given an award for the best station showmanship with CHCH-TV, Hamilton as runner-up.

Other awards include John Drainie as best actor with runner-up, Barry Morse; best actress, Kate Reid, runner-up, Katharine Blake, best character actor, Bob Christie, runner-up, Hugh Webster; best character actress Margot Christie, runner-up,

Winnifred Dennis; best playwright, Arthur Hailey, runner-up, Joseph Schull; best producer, Don Hudson, runner-up, Leo Orenstein; best variety show, *Cross-Canada Hit Parade*, runner-up, *Barris Beat*; best female singer, Shirley Harmer, runner-up, Joyce Hahn; best male singer, Bob Goulet, runner-up, Denny Vaughan; best group singers, "Four Grads," runner-up, Don Wright Singers; best dancers, Blanche & Alan Lund, runner-up, Don Gillies Dancers; best announcer, Larry Henderson and best children's show, *Junior Magazine*, runner-up, *Howdy Doody*.

Winners were determined by a poll of 200 newspaper columnists and Canadian TV station and promotion managers.

G. N. MACKENZIE LIMITED HAS the SHOWS
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

POINTS OF SALE

PROGRESS

Here are the figures for

CKVR-TV

DATE January '55
TV SETS 31,000 (BBM)

CKVR-TV
Channel 3

DATE January '56
TV SETS 43,000 (Est.)

CKGN-TV
North Bay

You Figure It Out!

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 8-6554

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



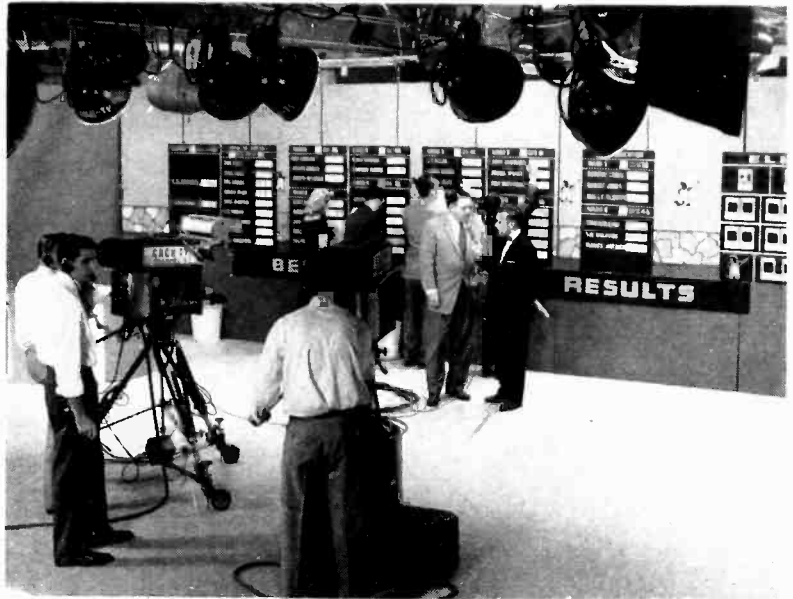
CHCH-TV Hamilton

HAMILTON'S 100 K'WATTER WINS AWARDS AND SPONSORS

ON JUNE 7, 1954, CHCH-TV signed on the air to begin what has proven to be a very exciting two and a half years of television broadcasting. Like all other TV stations signing on during that time the people behind the scenes were feeling their way along and making all the usual mistakes plus a few that could not be predicted. What seemed so serious at the time has come to be recalled as a necessary part of the "growing up" period. CHCH-TV is still growing up, and the attitude of every staff member is that the best is yet to come.

For the first few months of telecasting CHCH-TV was highly dependent on programming from the network. Live shows consisted mainly of news, weather, and sports telecasts which were, and still are, scheduled twice daily, at 6:30 pm and 11:00 pm. The format, and set design has, of course, been modified and re-arranged many times during the past two and a half years, until now we feel we're giving viewers the most complete coverage of these vital features as is possible.

Jack Alexander did the first news broadcast on Channel 11 and still does them today. Jack Burghardt and Bil Lawrence are now the established weathermen, while Norm Marshall has established himself, over the past year, as the sports authority.



CHCH-TV Staff Photo

JACK BURGHARDT, chief announcer at CHCH-TV, Hamilton, interviews one of the candidates for the civic elections last month. The picture was taken in Studio A where special report boards had been made up by the art dept. in co-operation with news editor, Dave Rogers.

POWER BOOST MADE CHANGES

Since the station boosted its power to 100,000 watts on October 15, 1955 and covered a much greater area, many changes were necessary to make new viewers feel that CHCH-TV was "Their" station. Five minutes of news concentrating on Toronto

exclusively was scheduled to immediately precede the early news package and there it remains today under the name of *Metro Headlines*.

Starting with sign-on time which is now 1:30 pm, *Words and Music* consists of telecriptions of popular entertainers. Next comes *Quiet*

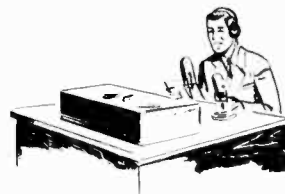
WHETHER SATELLITE



OR BOOSTER



OR TRANSLATOR



Let Pye install a packaged TV station (attended or unattended) to give additional area coverage, increased power or frequency change. As electronic engineers,

specializing in television systems, we can engineer your system and supply the necessary equipment to do the job right — at remarkably low cost.



TELEVISION DIVISION

CANADA LIMITED

HEAD OFFICE AND PLANT
82 NORTHLINE RD., TORONTO 16

193 E. HASTINGS ST., VANCOUVER 78 BANK ST., OTTAWA
1191 UNIVERSITY ST., MONTREAL 3 DUKE ST., HALIFAX

Moment. This is a five-minute package which features a different minister each day offering a "Thought for the Day." Then comes "Canada's biggest TV quiz," *Monte Carlo*. Bill Lawrence is the personality on this film quiz which offers up to \$1,000.00 cash in the prize jackpot each day. Top quality merchandise prizes are also featured. Questions are based on the feature-length film which is seen each day and viewers are requested to send their letters to *Monte Carlo*.

Matinee with Teddy Forman immediately follows *Monte Carlo*. This is designed for the ladies and features interviews with interesting personalities each afternoon.

At five o'clock, *Bar 11 Ranch* appears on the schedule and this is now emceed by the foreman of the real Bar 11 Ranch which is located just outside Dundas, Ontario. His name is Herb Towers. The first half hour of the show is a western film while the second half is currently being designed along an educational line. Children will be told the history of Hamilton - - Indians from nearby reservations will be guests - - Mounties will make appearances, and children will appear on the show each day. After two and a half years of testing the time period this looks like the answer to what is most wanted by thousands of young viewers.

Other live shows on the station at the present time are *This Week in Hockey* emceed by Norm Marshall and featuring Howie Meeker, coach of Toronto Maple Leafs; Gerry Brown, coach of Hamilton Tiger Cubs; and sports writers from Toronto and Hamilton papers. *Mother Parker's Musical Mysteries* originates in Studio A each Thursday night at 7:30 and has a pyramiding jackpot of \$1,000.00 per week. This show is simulcast over 22 radio stations as well.

During the hockey season, OHA Junior A games are telecast direct

from Hamilton Forum each Thursday night at 9 o'clock.

Saturday nights at 7 o'clock sees one of the most popular live offerings of Channel 11 hit the air. It's *Saturday Night Jamboree*, featuring top country and western talent for thirty minutes.

These shows along with special event coverage constitute the live telecasting on Channel 11.

There are also many syndicated and selective film shows which aren't seen on other stations in this market which offer viewers something different.

AWARDS AND TROPHIES

CHCH-TV has received awards, trophies, and plaques for a number of reasons. Various safety organizations have presented awards for public service support. Red Feather and United Appeal have both cited the station for public service and a poll of columnists and TV authorities picked CHCH-TV for a trophy for programming and promotion quality.

There are several sponsors, both national and local, who have used

the station for a considerable length of time. On the national level - - The Shell Oil Company has presented the early weathercast for a year and a half now, and recently signed for another 52 weeks. *Mother Parker's Tea Company* has used CHCH-TV for a considerable length of time for their *Musical Mysteries*. Lever Brothers, Colgate Palmolive, and Procter and Gamble have used Channel 11 selectively since day one, and the station is also included in their network presentations. The Wrigley organization has been a consistent user of CHCH-TV.

REGULAR SPONSORS

On the local level, Firestone Stores has been a regular advertiser on CHCH-TV, using a variety of vehicles. Starting January 13, they will use two weathercasts per week for a minimum of thirteen weeks.

Sam Sobel Clothes has had phenomenal success with his television advertising to which he has attested with letters to the station and continuously renewing his campaign.

One of the oddest local accounts

which has been on since sign-on day is Hamilton Boiler Works. They will build, install, or repair boilers in hotels, factories and such. They have actually received orders in the thousands of dollars as a result of their consistent TV advertising. They are currently using *Wrestling from Chicago* on Friday nights at 11:30 for their spots.

For easy, quick impression of the station advertising, one of the best moves Channel 11 has made is the use of a little guy we call Mr. 11. He is the station's registered trademark now and appears in every piece of advertising. The sales-pluses offered by Channel 11 to clients are extensive. They include billboards, newspaper, subway posters, window displays, pamphlet distribution, lobby displays, and many other forms of publicity. Some will be used again; and many more will be incorporated into the scheme as time passes. CHCH-TV advertises its advertising and is proud of it. Mr. 11 appears in every form and thus makes a split-second impression since he appears on every station break as well.



**SPONSOR
FILM
SERVICES**

TELEVISION INDUSTRIAL
EDUCATION FILM SERVICE

- Experienced staff
- Editing
- Print control
- Shipping
- Storage

AN EXCLUSIVE SERVICE
FOR TELEVISION FILM

Sponsor **FILM SERVICES** Corp. Ltd.

443 JARVIS ST., TORONTO
Telephone WA 4-1179



PAT MURRAY on PANORAMA with news, weather, sports, newsreel, guests and variety. 6-7 p.m., Monday to Saturday.

Would you devote 20 seconds, 1 minute, 5 minutes or 10 minutes to sell Western Ontario families? Few TV personalities (if any) have become part of the family circle, have harnessed so much interest, as popular Pat Murray and his PANORAMA hour. A light approach, coupled with a fresh selling appeal, has made Pat Murray a live, personal individual with every member of the family. There are features and availabilities on PANORAMA which will put this salesman to work for you. Ask for the PANORAMA list of success stories.

Western Ontario is Sold on...

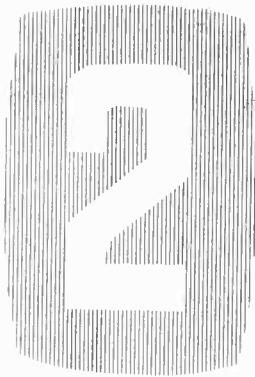


NOW 325,000 WATTS

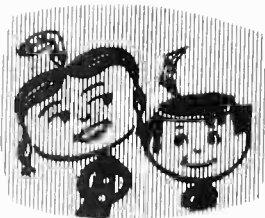
CONTACT ALL CANADA TELEVISION, IN U.S.A., WEED & CO.

Man With A Dream

BORROWED OFFICE GROWS TO CANADA-WIDE CONCERN



chct-tv



Canada's top proven
test market

CALGARY

IN 1949 A MAN with a well planned dream founded a company in Toronto - - a company that was to grow and build until it became Canada's biggest producer and distributor of broadcast advertising. The man was Spencer Caldwell, a seasoned, twenty-year veteran of broadcasting who had done everything in radio - - from sales engineering to station management.

S. W. Caldwell Ltd. began with a boss, a secretary, a borrowed office.

It soon acquired an armload of transcriptions that old-timers will remember: *Charlie Chan, Hobby Lobby, Lonesome Gal, Information Please.* Canada had about 100 radio stations then. Television was a squalling infant - - still a luxury in the United States and not destined to arrive on the Canadian scene for three more years.

In the busy years that followed Caldwell's incorporation, the firm gathered new facets at a dizzy speed. New audio equipment was bought to produce new Canadian talent



Spence Caldwell

shows for advertisers like Imperial Oil, Kellogg's and Swift's. Top-flight professionals took over pressing executive and production chores. Recognition and acceptance followed; by 1952 Caldwell's was among the world's largest radio programming services.

The firm had, almost overnight, mushroomed from a tiny, one-borrowed - room venture to a two-building enterprise. It had bought out many major transcription distributors. Among them: Guild Radio Features, National Programs Limited, Imperial Radio Productions, Exclusive Radio Features, Jack Slatter's Goodman shows and the Towers of London Features. The firm now distributed 300 different shows (15,000 different episodes and over 50,000 discs.) Then they added the Lang-Worth and MacGregor musical libraries.

EYES ON TV

Even while Caldwell's expanded in radio they turned eyes toward television - - the dynamic new medium that was to become a Canadian giant. Months earlier they had created and produced Canada's first TV show - - a closed circuit for the Canadian General Electric Company at the CNE in 1952. Then, in April of that year came a two-hour closed circuit broadcast for Westinghouse. It was done in English and French at Montreal, executed by Caldwell's employees who had been U.S.-trained, groomed carefully for the advent of television into Canada.

Then, in 1952, CBLT, Toronto became Canada's first television station. Caldwell's churned out commercials by the hundred and began to open branch offices with audition facilities in Vancouver, Winnipeg, Ottawa and Montreal. They compiled an impressive list of syndicated TV film shows that included titles from CBS Films, Guild Films, Walt Schwimmer, Harry S. Goodman and more recently BBC and Associated Rediffusion of England.

Westinghouse asked the firm to create radio commercials for their shows, then live and filmed Canadian TV commercials for the famous *Studio One*; this contract has stood with Caldwell's through the years.

RELATED SERVICES

As a natural result of this increased business, Caldwell's branched out into other related services and bought new property in which to house its urgently growing staff.

TelePrompTer of Canada Ltd. became a subsidiary. Now supplying TelePrompTer service to every major TV production centre in Canada, the firm helped pioneer closed-circuit TV here with the 1955 Billy Graham broadcasts. It also specialized in a brand new field: staging, coaching and polishing at important dealer meetings and conventions. Today the company is affiliated with Group Communications Inc., and the Tele-PrompTer Corp. of New York - - the biggest organizations of their type in the world.

Next, as an outpost of what had been a service to a few agencies,

Sponsor Film Services was formed. Now a robust business itself, Sponsor occupies a building on Jarvis Street, across from Caldwell's executive offices and CBC Toronto. It has a staff of 20, who service agency and media people, distributors, clients, producers and the CBC. Sponsor handles commercial insertion in prints, scheduling and bicycling, cleaning, inspection, re-ordering and timing.

EQUIPMENT DIVISION

Caldwell's equipment division grew with the industry. New radio and television technical apparatus appeared in Canada as soon as it was perfected. At this writing the division has applied for incorporation papers and soon, as a separate firm, will service the broadcast advertising and film businesses in Canada. It will be titled Caldwell A-V Equipment Co. Ltd., and the boss man will be M. M. (Pete) Elliott.

The Caldwell film lab grew too, in those fast years, from a modest one - room affair to its present 5-machine, 3-shift, 24 hour a day operation with a staff of 15 men.

In 1954 Caldwell's recording division burst out with new Stancil-Hoffman multiple tape duplicating equipment that was compared to the finest on the continent. The firm sent shows like *People Are Funny, Who Am I? Tarzan, What's on Wally's Mind and It's My Living* to 75% of Canada's radio stations. More than 50,000 commercial broadcast hours have been produced by Caldwell's since this new duplicator was installed.

GROWTH WITH TV

Early in 1956, as Canadian television expanded from coast to coast. Caldwell's production facilities needed growing room. Last July the firm purchased the big J. Arthur Rank-Rapid Grip & Batten Queensway Film Studio in Toronto. This gave the firm one of Canada's finest studios, fully equipped for production of commercials and programs on a gigantic scale, with over \$500,000 worth of movie making equipment. The Caldwell People now totalled about 100 across Canada and the company had interests in England and New York City. Now, with a large radio library and more than 60 different TV shows the company has done business with virtually every radio and television station in the country

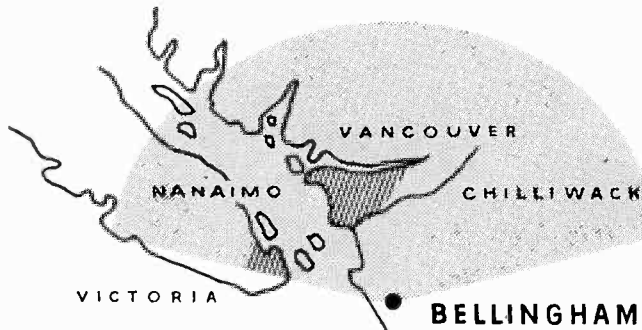
TV Spots For New Cereal

THE INTRODUCTION of "Special K", new cereal on the Canadian market produced by the Kellogg Co., is backed by an extensive campaign of TV spots in every major market in the country.

The new cereal is being plugged on three Kellogg TV programs, *Rin Tin Tin, Wild Bill Hickok* and *Circus Boy* and also on the French version of *Rin Tin Tin*.

Leo Burnett Company, Ltd. of Canada is the agency and Edward Hudson is the account executive.

4 NIGHTS OUT OF 7



KVOS-TV DOMINATES THE B.C. MARKET*

*INTERNATIONAL SURVEYS LTD.

COMPARE THESE COSTS

	KVOS-TV Station A (Vancouver)	
20 secs. . . .	\$ 87.00	\$116.00
1 min.	\$108.00	\$145.00
30 min.	\$261.00	\$348.00

KVOS-TV

CHANNEL 12



Reps: Horace N. Stovin & Co. • Montreal • Toronto • Winnipeg
Forjoe TV Inc. • New York • Chicago • Los Angeles • San Francisco

Offices: 1687 W. Broadway - Vancouver, B.C. - CHerry 5142

Ted Barr's

TELE-TATTLE

IF YOU'RE LOOKING for Bill at CFQC-TV, Saskatoon, you're in trouble the moment you ask "Where's Bill?" Reason being that no one will know which of the many Bills you are asking for.

There's William Bill and Bill Williams, who both work in libraries at the station which adds to the confusion, and then there's Bill Murphy, Bill Cameron, Bill Loren, Bill London, Bill Klein and Bill Hicks. Too many Bills for this time of the month.

THE INCREASING DEMAND for TV slides and graphics has prompted S. W. Caldwell Ltd. into moving several production people from the downtown studios at 447 Jarvis St., Toronto to the firm's Queensway Film Studios. Syd Banks, executive producer for Caldwell, says that the production staff at the Queensway studios now numbers 25.

EFFECTIVE JAN. 1, Alex E. Stewart was appointed manager of the television division of the Toronto office of Jos. A. Hardy & Co. Ltd. The appointment was announced by W. Bruce Butler, general manager of the firm who also reported that John S. McIlwaine has joined the sales force.

"We expect further expansion in the TV division in the near future," Butler said, "as we are planning separate French and English sections to handle TV advertising."

NEWS DIRECTOR Allan Hodge and announcer Reg Sellner, both of CKCO-TV, Kitchener, combined business and pleasure late last month when they flew down to Pasadena, Cal. for the Rose Bowl Game. They took along a 16 mm camera and telephoned back reports to the sports dept. at the station. After the game, they remained a week to soak up some of that California sunshine.

EDWARD M. WARNECKE has been appointed national membership chairman of the Society of Motion Picture and Television Engineers.

YOU'VE GOT TO ADMIT those Americans are ingenious. When there's trouble with network transmission at KGNC-TV, Amarillo, Texas, the cable trouble sign reads: "It's NOT your set this time, but when it is - - call Peacock Television Service."

FORMERLY WITH the CBC and the NFB, Norman Kihl has joined the staff of Edward Productions, Ltd., Montreal, as general sales manager.

VOCALIST SHIRLEY HARMER was voted "Canadian Artist of the Year" in the third annual British United Press Poll of Canadian disc jockeys and record editors. Shirley edged out Joyce Hahn, a star of *Cross Canada Hit Parade*, by one vote. Denny Vaughan finished a close third in the voting. Others finishing strong

were Wally Koster, Juliette, Peter Appleyard, Joan Fairfax, Jackie Rae and teenager Priscilla Wright.

LAST-MINUTE details for the forthcoming TV Seminar to be held at Toronto Boulevard Club on Jan. 17, were discussed by members of the Television Representatives Association at a luncheon meeting on Monday, Jan. 7.

Bill Byles, Horace N. Stovin & Co., chaired the meeting and reports were heard from the various committee chairmen in charge of the function. These included Bob Armstrong, All-Canada Television, club arrangements; Alex Stewart, Joseph A. Hardy Ltd. and Norm Bonnell, Paul Mulvihill & Co. Ltd., decorations; Lee Raeburn, Horace N. Stovin & Co., music and p.a. system; Bill Stoeckel, Television Representatives, Ltd., publicity and Ross McCreath, All-Canada Television, invitations. Recording secretary was Miss Janet McKeown.

It was indicated that there would be a much larger turnout for this year's Seminar than for the 1955 affair. Reservations for visiting station men and sponsors have been made at the King Edward Hotel where the CARTB will maintain a suite for the occasion.

THE ANNUAL MEETING of the Association of Motion Picture Producers and Laboratories of Canada (AMPLC) will be held in the King Edward Hotel in Toronto on Jan. 19. Guest speaker at the luncheon will be Merle M. Schneckenburger, vice-president of the House of Seagrams Ltd. and president of the Association of Canadian Advertisers (ACA). The title of Mr. Schneckenburger's address will be "The Sponsor Speaks."

Prior to the luncheon an informal reception will be held at 12.30.

CANADIAN FILM exchanges rented 12,773 films for television use in 1955 and received some \$3,072,992 in revenue. These figures were reported by DBS last week.

FORMERLY A PRODUCER with the CBC, 28-year-old Harry Rasky was appointed producer in charge of *UN In Action*, a CBS weekly television program in New York City last week.

Before going to work with CBS, Rasky won the Canadian National Radio Award in 1952 for the top public affairs program in Canada. A University of Toronto graduate, he became head of the news feature section of the CBC and wrote and produced more than 125 television documentary programs, including *A Life of Churchill*.

ITEMS FOR THIS column have been coming in at an increased rate since the beginning of the year which leads us to suspect that our reader(s) has (have) been making New Year's resolutions newswise.

Keep up the good work and if it's new with you, tell it to Tele-Tattle.

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

Now you can buy **HARDY TELEVISION BILLBOARDS**

THEY RUN BETWEEN TOP RATED SHOWS

YOU CAN DEMONSTRATE YOUR PRODUCT

AND REGISTER YOUR PACKAGE OR SLOGAN

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

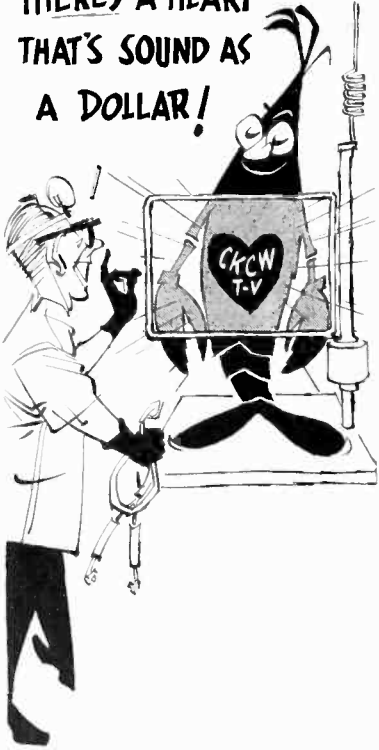
*Illuminated Hardy TV Billboards (some people call them Station I.D.'s) are wired for sound. You get choice in-home locations... a full showing... complete attention... and a large audience, all for a surprisingly low budget.

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

Montreal PL 1101 Toronto EM 3-9433

TV DIVISION

**THERE'S A HEART
THAT'S SOUND AS
A DOLLAR!**



Progress of TV

ONLY RESTRICTIONS CAN SLOW TV'S CONTINUED CLIMB

By Reo Thompson
Manager All-Canada Television

- Licensing of second television stations recommended for major Canadian markets.
- Government removes ban on color television for its own and independent stations.
- Daytime television fast proving best buy for national food and drug advertisers.
- Canada now reaches 60% set saturation. Of 4,000,000 homes in Canada 2,500,000 are equipped with one or more television sets.
- Television advertising expenditures for 1957 will exceed last year by 20 - 25%.
- Most independent television stations will start at noon — or earlier — by September.

Canadian applicants had the advantage of being able to draw on seven or eight years of American experience plus the one year head start of the CBC. Based on this background of advice they were able to plan the best possible overall station installations and train and acquire highly qualified technicians and performers resulting in first-class establishments costing an average of \$750,000 per station.

Without exception, the new television stations have been established by people who knew their own markets extremely well and had a lengthy background of experience in the advertising requirements and results within their market. They had unlimited faith that their particular market represented a proper share of Canada's fast industrial growth and rising economy. They were so sure of the prosperity of their community that they gladly invested this sizeable amount of money in order to bring to their own locality the new and exciting medium of television — sharing equally with the government the responsibility of creating a national network of television stations right across the Dominion.

It is because of this very thoughtful and sound approach that television growth in Canada outstripped the most optimistic predictions of three or four years ago. In spite of the restrictions imposed by government control of the major markets, television has grown faster in Canada (per capita) than anywhere else in the world. When CKSO-TV Sudbury, Ontario and CFPL-TV London, Ontario went on the air in October and November of 1953 respectively, there were 500,000 sets in the whole Dominion of Canada. There are now 37 stations of which eight are owned and operated by the CBC and the number of Canadian homes equipped with one or more television sets is just under the two-and-one-half million mark or slightly over 60% of the total four million homes. At the rate of current sales, and the anticipated number of new television stations to come on the air, there should be around 2,750,000 television homes in Canada by the end of 1957.

HOURS ARE EXPANDED

Canadian station owners and operators have moved quickly to expand their daily hours of operation to satisfy the insatiable appetites of the viewers. On the national scene, daytime operation hasn't expanded as rapidly as most station owners and viewers would have liked. The network opens in mid-afternoon for two-thirds of the year and has been in the habit of retreating to late afternoon or early evening throughout the summer months. Individually however, television stations are trying to maintain a quality schedule of programming the year round, catering to the ever increasing daytime audience.

Several pioneer stations have been running daily live productions of the *Kitchen - Homemaker* variety for nearly three years. Many have added quiz type shows and good quality feature length movies. These locally

Will these statements be made in 1957? With a slight hedge on one or two points, I believe they will.

developments that are already fact or long overdue.

Television has grown so fast and matured so well in Canada in this brief span of four years that most of the above statements only voice

Right from the beginning, when the government opened up the television field to private enterprise, it was apparent that applicants intended to go into television on a proper basis.

**STRONG
ENOUGH TO
BLANKET
THE
MARITIMES**

With Your
Sales Message

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

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



The Hub of the Maritimes

**MONCTON
NEW BRUNSWICK**

Quality

**TELEVISION
COMMERCIALS**

FROM CALDWELL'S NEW
QUEENSWAY FILM STUDIO



Here we have the facilities, the equipment, the talent to produce commercials for budgets of all sizes. Shown left are a few clips from commercials we did last month for national advertisers. We'll help you too, if we may. Write for a demonstration reel and let us quote.



A section of our big sound stage at Queensway Film Studios.



S.W.
Caldwell
LTD.
TV FILM PRODUCTION

TORONTO:
447 Jarvis Street
Telephone:
WAlnut 2-2103
CLifford 9-7641.

January 17th, 1957

roduced schedules have proven very popular with the women of Canada and, most important, they are paying off handsomely at the super market and drug store cash registers right across the country. Due to the local sales successes, most national advertisers now agree that Canadian television has established a vast daytime audience - - available at a fraction of the cost of reaching the entire family in the night-time hours. Most stations plan to be operating as early as noon by the end of this year - - many are making plans for some late morning hours of operation.

At the very end of the day the late night movies are getting tremendous viewership. It is now a proven fact, audience and saleswise, that the nights on which quality movies are featured on television are among the best cost-per-thousand buys in television.

LIVE SHOWS ARE VARIED

In between these two ends of the present schedule, individual stations are presenting varied and well produced live productions. Practically all stations carry a twice nightly news-weather-sports feature which earns a maximum audience in many cases exceeding the percentages of some of the big national network shows. The local performers have proved to be highly successful. Because of their intimate knowledge of the station coverage area, its habits and seasonal requirements, these local television stars have a great deal more acceptability and believability than many of the big names coming out of Hollywood, New York and Toronto.

This does not mean that nationally produced television does not do a job. It will - - it has - - and it does in large quantity. But each station has a stable of tremendously popular personalities who are capable of doing a wonderful public relations and sales job for national advertisers. These performers have to be good. They live there, and at the rate television consumes performing talent, they wouldn't last six weeks unless the performance was first-rate.

These locally produced shows featuring local personalities in regularly scheduled features provide the lowest possible per unit cost to the advertiser. All television costs money - - anything worthwhile does - - however, when you consider the audience it reaches, the extra effects of sight, plus sound, plus in-the-home demonstration, television may very well be the most economical of all forms of advertising.

TV CAN SELL ANYTHING

It is utter nonsense to say that television is only for the few big rich clients. We have literally dozens of case histories on file where TV has been used effectively and economically for small corner merchants and for firms selling to a highly selected clientele. Television, properly used, can sell anything that can be demonstrated.

Using television properly is a very large study. No one person or no single group of people can claim total knowledge of this point. However, I believe errors, excessive costs and severe headaches could be reduced to an absolute minimum by the simple process of consulting with the highly specialized team of agency, representative and station.

Subscribing to the theory that a national sales problem is merely the

total of a number of individual local problems, it is entirely possible to work out an economical and effective national campaign, based upon individual treatment in each market. Each member of this team must be fully aware of the client's problem in order to make a qualified recommendation. Given the essential information this team of specialists can work out an advertising plan that will take full advantage of the peculiarities and highlights of each local situation. I would venture that many hundreds of thousands of dollars would be saved annually and much better sales results achieved if more emphasis were put on the selective use of television's flexibility at the local level.

PRODUCTS MUST BE PRE-SOLD

In this era of mammoth shopping districts, super food and drug stores, with the emphasis on self-serve, it is absolutely essential that products be pre-sold in the home. This is where television has it all over any other single medium. Not only do you hear about the product, you see the package and you are given a demonstration of its use. Most important of all, all of this happens in your home, during a period of relaxation interspersed with high calibre entertainment that is not competing with any distractions.

At this moment, color is the one missing ingredient. Most good product demonstrations do a masterful job of creating the illusion of color to the point where it is not consciously missed. However, there is no doubt that an extra advantage will be added when the government finally decides to take the curb off color-casting in Canada.

TV IS THE MOST

You may gather from all of this that I am personally convinced that television is the greatest advertising medium. I frankly believe it is. There is little doubt in my mind that the outstanding development of the past three or four years will continue at about the same pace to the point where all electrically equipped Canadian homes will have at least one set and to the point where all stations will be programming from seven o'clock in the morning through to after midnight.

Already there are signs that television advertising expenditures in 1957 will be from 20 to 25% higher than '56. There is reasonable hope too, that independent second stations will be licensed in the major markets which will undoubtedly cause this percentage to jump even higher. It seems reasonable to expect that 1957 will go down in the books as the year in which television became a strong and lasting force in Canada.

I don't know whether Dick Lewis would consider this encouraging or down-right anti-social, but it is already true that more Canadians spend more time viewing television every evening than they do in any other activity - - except breathing. Actually, even Dick should enjoy this trend, as it provides him with a perfect excuse to ignore everyone else in the room as he has always threatened to do. Meantime, whether he'll admit it or not, he has been entertained, amused enlightened (Editor's comment please), and sold on something to eat, drink, smoke, drive, or play or try. In short, he has not been bored - - all because



30,000
GOOD REASONS
Why CFQC-TV
WILL SELL YOUR
PRODUCT

That's how many letters a recent quiz contest pulled during a 6-week period, on CFQC-TV.

A one minute spot, Monday through Friday, between 6:00 and 6:30, showed shadows of familiar objects on the TV screen, and as many as 8,000 letters a week poured in to SHADOW QUIZ.

Canada - Television Reps.
U.S.A. - Canadian Station Rep.

See Our Reps!



Available

Mobile Unit

For rental on any type of Mobile telecast in Quebec or Ontario.

Unit complete with microwave facilities consists of: trained personnel, 2 RCA field cameras with a choice of lenses including a 17 1/2" telephoto and a variable focal-length lens 3" - 30".



JOS. A. HARDY in MONTREAL OR
or call MURRAY 3-4985, Quebec City

see



Picture of a man changing his shaving cream

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

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

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

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

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

* based on Elliott-Haynes figures.
**based on Sales Management's Survey of Buying Power, Canadian Edition, 1956.

RADIO REACHES YOU EVERYWHERE

CFRB
TORONTO

REPRESENTATIVES:
Canada:
All-Canada Radio Facilities Limited
United States:
Canadian Station Representatives Ltd.

50,000 watts 1010 on your dial