

*Canadian*  
**BROADCASTER & TELESREEN**

TWICE  
A  
MONTH

Vol. 16, No. 3

TORONTO

February 7th, 1957





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

**TELL YOUR STORY  
IN SOUND**

Radio fires the imagination and paints the most beautiful pictures in the minds of your prospects — pictures in many colors.

Radio uses the warmth and persuasion of the human voice and gives free rein to the imagination of its listeners.

*Reach Them All*  
**With Radio - - The Sound Medium**

**BROADCAST ADVERTISING BUREAU**  
*Radio Division*

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

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



# Tour of "Outback"



Australian Wool Bureau Photo  
**HERE IS ART CHANDLER** of CJOR, Vancouver interviewing G. B. S. Falkiner (at mike), owner of the Haddon Rig, in the "outback" country of Australia. Art made the trip into the hinterlands after covering the Olympics.

**A**FTER THE OLYMPIC Games in Australia, a party of 46 overseas and Aussie journalists, radio and television men made a tour of the "outback" of that country. The only Canadian on the trip was Art Chandler of CJOR, Vancouver along with representatives of 17 countries.

Using a specially chartered plane, the cross-section of the world's journalists had the opportunity to see the "real Australia".

The development of the hinterland of the continent is inevitably tied up with advances in travel operations and communications, particularly applying to radio and aviation.

An example of this is the Flying Doctor Service, where radio is used to contact the Flying Doctor base in an emergency and an airborne medico is immediately dispatched to the scene.

Each homestead in the "outback" is equipped with a pedal generator - - a tiny dynamo worked by a pair of bicycle pedals generating reasonably high voltage at low wattage. This powers the transmitters and every homestead is in touch with its mother station, which is the nearest Flying Doctor base. "Over the fence" conversations with neighbors up to a 100 miles apart are commonplace.

The radio service, which extends over half the continent, also has a "School of the Air" through which children in the hinterland, remote from schools are taught their three R's.

# CKSO-TV SUDBURY



# CKSO RADIO

## TWIN AIRPOWERS *of* THE NORTH

# "DON'T BE HALF SOLD"

## In the WEALTHY NORTHERN ALBERTA MARKET

# CJCA EDMONTON

## AND ONLY CJCA

### CAN GIVE YOU LISTENER PREFERENCE

# \*FIRST in 36 out of 36 TIME PERIODS

(AND BY MORE THAN TWICE AS MUCH AS  
ANY OTHER EDMONTON RADIO STATION)

\* B.B.M. TIME PERIOD AUDIENCE STUDY  
Monday, Tuesday, Wednesday,  
November 12-14/56, Edmonton Area

NORTHERN ALBERTA'S MOST  
EFFECTIVE SALESMAN

# CJCA



**T**elephone  
**A**nswering  
**S**ervice

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

Phone for Booklet in

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



CAUGHT IN THE MIDDLE

Once upon a time there was a fifty housewife who complained that every day she had to find a way to make a living. She met, someone who told her to get them farther

W... your letter in which you want to know if I am willing to consider this column other than my own, where in Hell I think we get the ones

PROGRAM DIRECTORS... merchants who buy ties sell them because they like themselves more than nineteen of the others

OF THE TIMES

Every year the cars get longer and longer—and so do their TV commercials.

LTH BULLETIN

I should like to report that in the past six months I have reduced my weight to 210 lbs. and that I may now be described as "Fighting Fat."

DEFINITIONS DEPT

A bachelor with sciatica is a man who has to live with his affliction, even though he isn't married to it.

SIC TRANSIT GLORIA

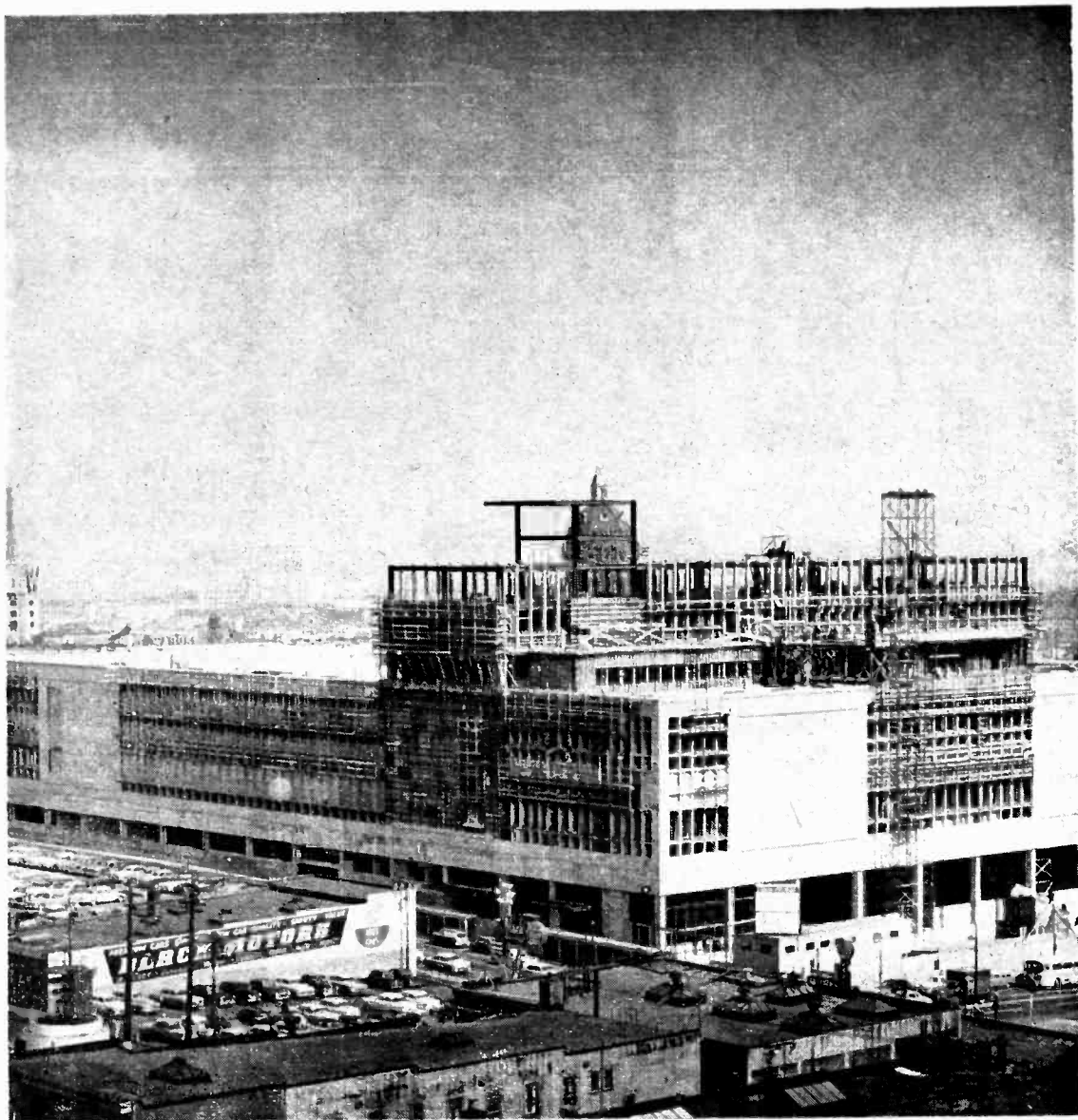
Freedom of speech is one thing. But what to say after you've won it — that is the question.

SEE WHAT I MEAN?

Then there's the contact man who goes to every cocktail party to meet the right people, but always gets carried away with the flow of cordiality and bonhomie to the point where he invariably fgghdlaixb ghg-kdla! fgswertuip.

UBLIC RELATIONS

There are the people I would cross the street to meet and the people I would cross the street to avoid meeting. But deliver me from the ones I wouldn't cross the street either to meet or to avoid.



# THIS IS VANCOUVER

## boom city of the West!

New homes, new industries, new places, new faces - that's the story in Vancouver! Almost every day sees new foundations being laid, new buildings going up - like the \$9,000,000 Post Office Building. All because the city is growing *fast*, because there are more people with more to spend, more who *want* to buy. To sell your goods in Vancouver, boom city of the West, sell with CKWX... FIRST in Canada's third market.

# CKWX

RADIO VANCOUVER

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

Gordon Commission

**QUIZ MARITIME VIP'S ON REPORT**

TO DISCOVER the thinking of Nova Scotia's leaders towards the report of the Gordon Royal Commission on Canada's Economic Prospects, Bob McCleave, news director of CJCH, Halifax, asked them to take part in an informal discussion on the Commission's preliminary report.

Carried on the Household Finance Corporation's *Information Hour*, the members of the panel were the Hon. R. L. Stanfield, QC, premier of Nova Scotia; the Hon. H. D. Hicks, QC, leader of the Opposition; R. J. Rankin, president of the Atlantic Provinces Economic Council and L. A. Kitz, mayor of Halifax. Bob McCleave acted as chairman for the discussion.

Bearing in mind that the report was a preliminary one, the panel members seemed to be unanimous in their praise of the document as a whole. They were also agreed that many of its recommendations were "of extreme value to the Atlantic provinces".

In this connection, Mr. Rankin said the report was a challenging one and a realistic analysis of problems known to the Atlantic provinces "for a long time". He particularly stressed the importance of the report's suggestions in solving some of the area's transportation problems.

**ONLY DISCORDANT NOTE**

The sections pertaining to the re-allocation of people in the Atlantic provinces were dubbed "the only discordant note" in the report, by the panel members.

"I think it was unfortunate," Premier Stanfield said, "that they make any reference to the talk of moving people out of the Maritime area at this stage at least."

Opposition Leader Hicks, who is a former premier of the province, said that the references to transportation offered the most significant help to the area and that the federal government should not be allowed to forget some points endorsed by the Commission and recommended by a meeting of Atlantic provinces' premiers last summer.

Both Mr. Stanfield and Mr. Hicks agreed that Nova Scotians should make a careful study of the role to be played by coal in the future economy of the whole country.

Mr. Stanfield said: "We shouldn't even consider any notion of giving up the coal industry."

Hard work, confidence and the willingness to invest in, and develop home resources and industry, were

cited by Mr. Rankin as factors dominating over any suggestions.

The program was an hour long and the outcome of the discussion was carried by The Canadian Press and the British United Press.

"Our mimeographing machine has been kept busy since the broadcast, filling requests for transcripts of the program," Finlay MacDonald, manager of CJCH reports.

**Reynolds Names 3 Execs**

THERE HAVE BEEN three recent appointments at E. W. Reynolds Ltd. advertising agency, two in Montreal and one at the Toronto office.

Robert C. Elvin is the new manager of the Montreal office. A vice-president of the company, Elvin was formerly located at the agency's head office in Toronto where he supervised the marketing and advertising of food, consumer goods, financial and industrial accounts.

Miss Mildred North has joined the Montreal office as space and time buyer. She was formerly with Horace N. Stovin & Co., national representatives.

New television and radio time buyer at the Toronto office of the agency is Miss Vera Hopkins who has been with the company for the past two years following considerable experience at other agencies.

Don't

LET YOUR FACE TELL TIME!



**WE SELL TIME!**

CONTACT OUR REPS:

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



THE RADIO HUB OF SASKATCHEWAN

**POINTS OF SALE**

AVAILABLE Segments of "VOICE of FORTUNE"

on CJCH Halifax

5 Minutes Every Hour 9.00 a.m. to 9.00 p.m.

THEY MUST LISTEN TO WIN

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

**PAUL MULVIHILL & Co. Ltd.**

TORONTO 77 York St. EM. 8-6554

MONTREAL 1543 Crescent St. MURRAY MacIVOR PL. 1097



**"We Know We Are Getting Results"\***

(Simpson-Sears Ltd. Retail Store, Peterborough)

**CHEX** Radio receives many letters like this. Scores of local and national advertisers "get results" because CHEX Radio delivers 77.1% † of Peterborough's prosperous city and country audience.

**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.

\* Excerpts from a letter on file.  
† Elliott-Haynes 1956 Daytime report.

**RADIO**

SOLD BY

Stephens & Towndrow Limited

Toronto Montreal

**EXCLUSIVELY**

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Box A309  
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Say You Saw It  
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**RADIO STATION MANAGER Required**

by Soo Line Broadcasting Co. Ltd., of Weyburn, Saskatchewan. Manager to supervise building of new station and operation, etc. Experience essential. Apply stating age, experience, salary expected, etc., to:

Soo Line Broadcasting Co. Ltd.  
Box 300  
WEYBURN, Saskatchewan.

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Apply to: **BOB BOWMAN, Manager,**  
CKLG, North Vancouver, B.C.



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

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

\*Integrated Data Processing.



*Opinion*

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"Educationists still proceed on the assumption that our new technology has not changed the problems and goals of education," professor McLuhan went on. "Classrooms have become places of detention rather than places of attention."

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The advertising agencies have taken over the business of shaping public opinion, Professor McLuhan said, citing the recent election in the U.S.

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(July 1956 Survey by Elliott-Haynes)

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CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

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

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**CONTACT OUR REPS:**  
 Radio Reps - Canada  
 Canadian Station Reps - U.S.A.

**CFQC** 500 KC 5000 WATTS

**THE RADIO HUB OF SASKATCHEWAN**

Six days a week the Southern Alberta consumer and his favorite radio station go

**"ROLLING HOME" together**

Hop in - ride with us... it's the ideal way to give your sales a "lift", because Calgary has more cars per capita than any other city in Canada.

Mon. thru Sat. 5:00 p.m. to 6:30 p.m.  
 Sunday 6:30 p.m.

**CFCN** / IN CALGARY

Dial 1060

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NAW, HE JUST WANTS TO FINISH LISTENING TO HIS FAVORITE PROGRAM OVER

**CJON** NEWFOUNDLAND

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

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

**PRIVATE WIRE Teletype SERVICE**  
**CANADIAN NATIONAL**      **CANADIAN PACIFIC**  
 CP-CN TELECOMMUNICATIONS SERVE ALL CANADA

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VANCOUVER

Radio Station CKLG, North Vancouver, has openings for competent salesmen. CKLG has been on the air for two years in one of Canada's most prosperous and fastest-growing areas. There are excellent availabilities to sell, and an unlimited market.

Apply to: BOB BOWMAN, Manager,  
CKLG, North Vancouver, B.C.

## Opinion

### SAYS AGENCIES SHAPE MASS THINKING

**T**HE CBC tries to make radio and television mere vehicles of book culture, said Professor Herbert M. McLuhan, pointing out that this was one of the basic mistakes of the network. Professor McLuhan, professor of English at St. Michael's College, Toronto, was addressing a

meeting of the Board of Trade Club. "The results are dullness, ineffectuality", he said. "The CBC is ashamed of radio and TV. It thinks these are vulgar forms".

In the same way, our schools still assume the dominance and priority of book culture which led to the development of the classroom as we know it, he said.

"Educationists still proceed on the assumption that our new technology has not changed the problems and goals of education," professor McLuhan went on. "Classrooms have become places of detention rather than places of attention."

Professor McLuhan, whose subject was the impact of mass media, said that statistics, or mere nose counting do not accurately measure impact.

He noted that Elvis Presley, who is the idol of every young Russian, is at present being condemned by Prada's editorial writers. Elvis enters Russia via the G.I. radio.

He found this amusing because the U.S. government-sponsored Voice of America broadcasts have had little success in Russia.

He said the effect of a new medium is to release new potencies in all media.

One effect of TV was to revive the book and give it an important role. A role it has never known before — "not only a book but a highbrow book," he said.

Pictures completely revolutionized advertising by changing the emphasis from the product to the use of the product.

Radio has an inflammatory effect upon the oral culture of the Middle East he said. TV would tend to quieten down the population.

The advertising agencies have taken over the business of shaping public opinion, Professor McLuhan said, citing the recent election in the U.S.

Professor McLuhan is chairman of the Ford Foundation Seminar on Culture and Communications and also does communications research at the University of Toronto.

### THESE MEN KNOW THE KINGSTON MARKET!

We asked 100 Kingston retailers which of the two radio stations they would use if they were going to carry on a radio campaign in Kingston.

The answer —

CKLC	-	28%
CKWS	-	14%
Both Stations	-	12%
Would not use radio	-	8%
No opinion	-	38%

(July 1956 Survey by Elliott-Haynes)

**BUY CKLC**  
CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

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



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

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

\*Integrated Data Processing.

**CANADIAN NATIONAL PRIVATE WIRE Teletype SERVICE CANADIAN PACIFIC**  
CP-CN TELECOMMUNICATIONS SERVE ALL CANADA

### CBC Income Is Shrinking

**D**URING 1957-58 the CBC will probably receive one million dollars less from the excise tax on radio and television sets.

The estimated yield from the 15 per cent on manufacturers' sales is sixteen million dollars compared with the seventeen million for the current fiscal year ending March 31.

The decline in tax revenue, the second amounting to one million dollars, is attributed to price decreases and fewer sales of sets and parts.

The corporation also seeks from Parliament grants of \$6,250,000 to offset an expected operating deficit and capital expenditures in radio and \$12,000,000 for similar purposes in TV. These amounts remain unchanged from last year.

In its most recent annual report, for the year 1955-56, the CBC ran into a net operating deficit of \$1,385,621 on an income of \$38,942,402. Three-quarters of this income came from Canadian taxpayers.

Additional revenues to offset the tax-revenue decline and probable increases in operating costs during 1957-58 were not sought in the estimates because of the investigation by the Royal Commission which has not yet submitted its report to the Government.

The 1957-58 estimates of \$36,138,615 for the CBC compared with \$37,263,976 during the current fiscal year. However the corporation also owes the Government \$28,000,000 in loans.

### Community Bonfire

**T**HE CHRISTMAS trees at Owen Sound went up with a big blaze during a community bonfire organized by CFOS on January 6.

The project was suggested by Mrs. Paul Vickers, over a telephone call to the *Talk of the Town* program on CFOS. It is estimated that the pile contained more than 5,000 trees which produced a blaze with flames reaching 50 feet or more at some stages of the burning.

### Union Patches Feud

**R**ADIO STATION CHUM, Toronto has been removed from the "unfair list" of Local 1050, American Federation of Musicians and from the international defaulters' list of that union.

A disagreement between the former owners of the station and the union has been settled by the new owner, Allan F. Waters.

### CJET Rallies Retailers

**T**WO NEW promotional ideas at CJET, Smiths Falls for the coming year include a Retail Sales Clinic and the CJET News.

The retail merchants of Smiths Falls and vicinity will have the opportunity to send their staffs to a Retail Sales Clinic on February 6. The clinic is free of charge and will be presented by C. W. "Bill" Wright of C. W. Wright and Associates of Toronto, who is a specialist in the fields of Effective Speaking and Sales Training. He was previously in the broadcasting business as a national sales representative.

The Retail Sales course will consist of four lectures which will cover the four steps in a sale; the approach; the sales presentation; closing the sale and dealing with objections as well as handling complaints.

The station has also instituted the publication of the CJET NEWS, a news letter type of house organ designed to produce better sales and advertising.

### On Our Cover

**P**ROOF that staff members at CHAB live dangerously is shown on our cover this issue. The sparring partners are "Battling" Dick Lillico and "Tiger" Louis Lewry who have at least two things in common - they're both announcers at the Moose Jaw station and they're both candidates in the forthcoming federal elections for the same constituency, Moose-Jaw-Lake Centre. Similarities end there, however, since Dick is the Liberal candidate and Lewry supports the CCF banner. The photo is by Frank Lowe of Moose Jaw.

### McCadden Joins R&T

**W**ILLIAM P. McCADDEN, formerly of the TORONTO GLOBE & MAIL classified advertising department, has joined Radio & Television Sales Inc., as a salesman in the Toronto office.

Prior to coming to Toronto, he spent three years with CKOY radio Ottawa in news, public relations and eventually radio time sales.

### SALES MANAGER PASSES

**C**YRIL F. BEDFORD, sales manager of the Fundy Broadcasting Company, Saint John, N.B., died at the age of 56 in the Saint John General Hospital last month after a month's illness.

"We had to, since Frank Callaghan went on the air with Country Junction."

**CONTACT OUR REPS:**  
 Radio Reps - Canada  
 Canadian Station Reps - U.S.A.

**CFQC** 500 KC 1000 WATTS

**THE RADIO HUB OF SASKATCHEWAN**

Six days a week the Southern Alberta consumer and his favorite radio station go

**“ROLLING HOME” together**

Hop in - ride with us... it's the ideal way to give your sales a "lift", because Calgary has more cars per capita than any other city in Canada.

Mon. thru Sat. 5:00 p.m.  
 Sunday 5:30 p.m.

**CFCN** Dial 1080  
 / IN CALGARY

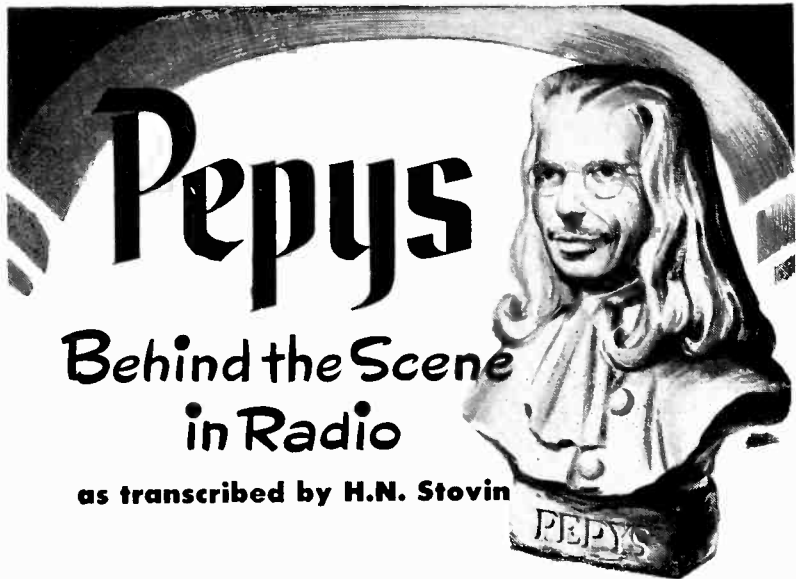
LOOK NUMBER 10 HAS STALLED!

NAW, HE JUST WANTS TO FINISH LISTENING TO HIS FAVORITE PROGRAM OVER

**CJON** NEWFOUNDLAND

IN NFLD. IT'S CJON

631



Was much taken aback to hear myself referred to a few days ago as a gossip. Did retort that the many small stories set down in my diary were there to prove that Radio does indeed sell, and that Stovin Stations do bring results — the which I shall continue to do, wholly unabashed ● ● ● A scant two months ago the Petro Fina Company did desire to find desirable lessees for their stations in the Pembroke district, and did use two 18" display advertisements in a medium I shall not mention— for they received but 2 applications. They did then turn to radio, using 3 spots for 3 days, on Station CHOV, which produced 40 applicants. Pepys does add no comment ● ● ● Did but yesterday see a kangaroo for the first time, and noted with interest the built-in baby sitter — an advantage overlooked in this part of the world ● ● ● Overlooked, too, by many in the potential sales value of Canada's farm market. A recent Canadian Press report showed farm income up 10% in 1956. In the area served by CJGX Yorkton the figures do show even better, since from August 1 to November 30, 1955, farmers did receive \$29,986,000, but in the same period of 1956 did receive \$40,886,000 — an increase of 35%. The which will be noted by alert time-buyers ● ● ● And a doff of the Pepys beaver to one Bob Reid — a CKCW Moncton air personality who for 12 years did handle "Toast and Marmalade," and did leave it in June, 1955 when he became Program Director. Ever since then, Moncton listeners have been demanding his return, which is indeed a nice tribute and proof of a loyal audience. Bob is accordingly returning to make "Toast and Marmalade" even more popular than in the past.

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
 & COMPANY  
 MONTREAL TORONTO WINNIPEG VANCOUVER  
 Representative for these live Radio and Television Stations

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

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

**Eskimos Hear Moscow**

THE DANGER of Russian indoctrination of the uneducated Eskimos and Indians in Canada's north by radio still exists, says John Parker of the Northwest Territories Council.

He went on to say that Radio Moscow can be heard much better in the north than can CBX Edmonton, the CBC station serving that area.

The natives know very little about Canada as a nation and as more of them learn English they listen to Moscow broadcasts which are in English and very well done.

R. G. Robertson, Commissioner of the Northwest Territories, has placed the matter before the Fowler Royal Commission on Broadcasting.

The CBC informed the Commission that in order to get an adequate signal into the north, high-powered transmitters would have to be built in Winnipeg and Vancouver at an estimated cost of two million dollars.

**Opens In Vancouver**

NORRIS MACKENZIE of G. N. Mackenzie Ltd., Toronto, reported last week that his firm has opened a sales office at 804 Hornby Street, Vancouver.

Ed Hall is in charge of the Vancouver branch and will cover British Columbia and the interior, selling Mackenzie's radio and television shows. He will also handle Autocue business for See Cue Devices Ltd., a company controlled by G. N. Mackenzie.

**New Shows For CFAC**

TWO NEW PROGRAMS have recently been introduced into CFAC Calgary's program schedule. They are, CFAC's *Show Case* and *Night Roundup*

*Show Case* is a promotional program, emceed by Rita Cuthbertson and heard every Saturday afternoon. It tells the audience about people and programs heard daily on the station. Also within the program are interviews with local personalities about their background, education and jobs along with specimen musical selections from regular programs.

*Night Roundup* is a half hour evening program. The series is divided into three ten minute segments with the first being a roundup of regional and local news including a complete weather synopsis. The second ten minutes gives a complete picture of current events in sports. The third segment is a summary on the national and international situations as they look at the end of the day.

**Hayhurst Appointments**

TWO SENIOR account executives and a television production supervisor have been added to the staff of The F. H. Hayhurst Co. Ltd., Toronto and Montreal.

The new Toronto account man is E. Clayton Daniher, formerly senior account executive with McConnell Eastman & Co. Ltd., and associate brand promotion manager for Procter & Gamble. Mr. Daniher took an Honors Bachelor's degree in business administration at the University of Western Ontario, and his Master's degree at Harvard University, Graduate School of Business Administration.

In the Montreal office, V. M. Paquette brings to his position a wide background of television and motion picture activity and broad, bilingual experience with Canadian Industries Ltd. and Dupont Company of Canada Ltd.

The new production supervisor is John M. (Doc) Savage. Formerly a production supervisor with the BBC, he also served for a number of years as television director for S. W. Caldwell Ltd. Mr. Savage studied at the University of Toronto and the University of London, England.

**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

**QUEBEC**  
 isn't  
 a problem  
 with

**CKOV**  
 1000 WATTS 1280 K.C.

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

# Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

Editor & Publisher . . . . . RICHARD G. LEWIS  
Art Editor . . . . . GREY HARKLEY  
Editorial Dept. . . . . TED BARR  
IAN GRANT  
Circulation & Accounts . . . THOMAS G. BALLANTYNE  
Production Manager . . . . . ROBERT G. MOWAT  
Research Consultant . . . . . GEORGE E. RUTTER

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Vol. 16, No. 3

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

February 7th, 1957

## Research Needs Action Too

The appearance of the preliminary reports of the Bureau of Broadcast Measurement's new Time Period Audience study has stirred up considerable interest up and down Radio Row, although most agency executives and advertising managers feel that it is too early to express their opinions at the time of writing.

Obviously there are those stations who will be distressed that their listenership has not measured up as favorably as they had hoped. Others will be delighted to find that the showing they have made exceeds their expectations.

Advertising agencies and their clients are interested to have this yardstick with its refinements in audience measurement. Those buyers of advertising who find that their choice of stations and programs gives them the greatest statistical advantage are patting themselves on the back for their discernment. The others, who may learn that their sales messages are reaching an audience which may not be as large as the top, are not so happy.

Apart from personal and individual reactions, there is a general feeling that a forward step has been made in this advancement of audience measurement, which, because it is for the good of broadcasting, must react in the final analysis to the advantage of the individual.

It is our opinion that great credit is due to the Bureau of Broadcast Measurement, for the gargantuan task it has performed. We believe that the results of these studies can be made to react most advantageously *provided* they are used wisely. But there are dangers.

Broadcasting stations hope that through the BBM studies they will be able to sell more time. Advertisers and their agencies hope that they will enable them to sell more goods.

These goals can be attained too, if those concerned will think *beyond* the statistics which are now crossing their desks.

In any medium of advertising, circulation is enormously important. In broadcasting, it is gauged in half hour segments. When the audience wanes in one or more of these segments, the important thing is to figure out why this is.

It may be that a competing station is



"The first thing we have to do, Hampstead, is get ourselves moved to the Quebec Bastille."

using a giveaway or other artifice to win audience. If this is the case, it may be expeditious for the lagging station to answer fire with fire. On the other hand, bearing in mind that the popularity of these "gimmick" devices is a fleeting thing, it may be wiser to try and win back the public with the slower but sounder process of airing better entertainment.

Again, the audience slump may be attributable to the fact that in the time period under observation there is a program which is simply not acceptable to the majority of people. Stations which have wisely maintained control of their program schedules can remedy this situation very easily, by substituting a more appealing show. In other instances though, where sponsors and agencies have picked the shows, the problem is more involved.

Where an unpopular program is on the air because the sponsor chose it, the station is faced with two choices. It may decide that the sponsor is paying the shot, and so is entitled to air what he wants to air. On the other hand, it may recognize the fact that an undesirable show reduces the audience and so will eventually react to the disadvantage of the sponsor, even though he does not realize it. In this case, the station will be using research as it should be used, to enable it to reach and please more people, even though it may have to upset a sponsor in the process.

In all phases of competitive business, research is making miraculous disclosures.

All the luxuries and necessities that lighten our lives exist because men of analytical minds devote their days to making tests and asking questions. But this is not the whole story, because, before the findings of these analysts can be of value, they have to be put into practice.

Exactly the same situation prevails in the case of research connected with advertising and selling. Not just BBM, but all advertising research techniques throw a light on the strengths and the weaknesses of advertising vehicles and advertising methods. There is good in all of them, for they act like a lamp pointed into a corner of a darkened room. The only thing is that when they show that there is an accumulation of dust behind the china cabinet, no good can result until somebody goes to work with a broom.

## They Asked The Man Who Lives There

Perhaps the most significant outcome of the second annual TV Seminar held at Toronto's Boulevard Club last month, is the fact that the agency people learned it is impossible to estimate their potential sales in local areas by using slide rules in their ivory towers.

The increase in numbers of the agency representatives and national sponsors attending this year also proves that the Seminar is here to stay and can look forward to an even more successful session next year.

Members of the Television Representatives Association and the sales advisory committee of the television section of the CARTB can take collective and individual bows for the logical programming of the affair and for the many weeks of preparation which went into the Seminar.

If those attending weren't convinced by Pete Cash's visual presentation backed up by nothing but the facts, or were unmoved by the evidence of six local television station sponsors, they couldn't help but see the light when Don Jamieson pulled out the stops and threw the book at them.

Crux of his advice was: go out and see the local television stations' operations. This could have been set to the tune of "Come Down, Come Down, From Your Ivory Tower".

The fact of the matter is that they proved their point!

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

*CARTB Convention News*

**RADIO AND TV WILL HAVE OWN DAYS**

RADIO AND TELEVISION meetings will be split up at the CARTB annual meeting to be held at the Chateau Frontenac, Quebec City from March 25-27.

Monday, March 25 will be Radio Day and will be open. Television Day will be March 27 and also will be open.

The annual business meeting of the CARTB will be held on Tuesday,

March 26 and only members and associate members will be admitted.

The Honorable Frank G. Clement, governor of the State of Tennessee and keynote speaker at the Democratic Nominating Convention last fall, will be the guest speaker at the annual dinner on Tuesday night.

His address will be followed by a dance with a floor show featuring Canadian artists. Entertainment is being supplied by BMI Canada Limited.

Details of the show are not available at press time although "entertainment surprises" are promised.

The annual meeting of the Bureau of Broadcast Measurement will be held on Sunday, March 24 at three p.m. An open BBM meeting follows at 4.30. For the remainder of the day, tours and similar diversions will be arranged for guests.

One of the convention speakers will be Barney Corson, director of advertising for Tidy House Products Company, which is one of the largest and most consistent users of radio advertising in the USA.

The 45 year old ex-naval officer knows radio from the operating as well as the advertising end. After graduating from university with an A.B. degree he worked with several mid-western radio stations.

**HERE WE GO AGAIN!**

You'll remember the million \$ housing project announced recently.

**NOW TO BE STARTED IMMEDIATELY A MILLION \$ SHOPPING CENTRE**

Place Spring Business on

**CJAV** Port Alberni

VANCOUVER  
John N. Hunt  
& Associates

TORONTO &  
MONTREAL  
Stephens &  
Towndrow

U.S.A.  
Donald Cooke

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

**CJAT Names Sales Mgr.**

RADIO STATION CJAT, Trail, BC, has announced the appointment of Joseph P. Kobluk as sales manager effective January 1.

Kobluk was born and educated in Trail and started his radio career as a part time junior announcer in 1942. In 1945 he became the chief announcer and music director on a full time basis.



Jos. P. Kobluk

In 1946 he left CJAT to attend a course at the Royal Conservatory of Music in Toronto,

returning in 1947 as production manager.

Very active in community affairs, he is director of a local men's choir and vice-chairman of a school board. His third year as president of Trail and district Arts and Crafts Assoc. is just starting. He is also vice-chairman of the local committee for the placement of Hungarian refugees.

**CHUM Expands Schedule**

AUTHORIZED TO OPERATE on a 24 hour a day basis last month, CHUM, Toronto has increased its operation by signing on a half hour earlier and extending its sign-off time by 45 minutes.

The station expects to be operating on a round-the-clock basis on, or about May 1.

**IMPACT...  
COVERAGE...  
SALES...**  
*radio is your best buy!*

**RADIO REPRESENTATIVES LIMITED**

76 ST. CLAIR W., TORONTO — VANCOUVER — WINNIPEG — MONTREAL

specialists in station representation for:

- CKDA—Victoria, B.C.
- CKNW—New Westminster, B.C.
- CJIB—Vernon, B.C.
- CJDC—Dawson Creek, B.C.
- CFCN—Calgary, Alta.
- CKRD—Red Deer, Alta.
- CFRN—Edmonton, Alta.
- CKRM—Regina, Sask.
- CFQC—Saskatoon, Sask.
- CKSW—Swift Current
- CKX—Brandon, Man.
- CJOB—Winnipeg, Man.
- CKDM—Dauphin, Man.
- CFOB—Ft. Frances, Ont.
- CKPR—Ft. William, Ont.
- CJOY—Guelph, Ont.
- CHFI-FM—Toronto, Ont.
- CKOT—Tillsonburg, Ont.
- CJRW—Summerside, P.E.I.
- CKBW—Bridgewater, N.S.

◀ "Wherever You Go, There's Radio!"

# CKVL

VERDUN - MONTREAL

# NOW CANADA'S GREATEST MEDIA BUY!

According to Bureau of Broadcast Measurement and Elliott-Haynes Ltd.

**CKVL** . . . consistently delivers to advertisers the largest percentages of audience\*, day and night, in Greater Montreal, Canada's largest city and greatest French-Canadian market. (\*1956-57 BBM & Elliott-Haynes)

**CKVL** . . . produces results due to the combination of 10,000 watts on 850 kcs., public service and the imaginative audience-drawing programming that won the "Variety" Showmanship Award for 1955-56.

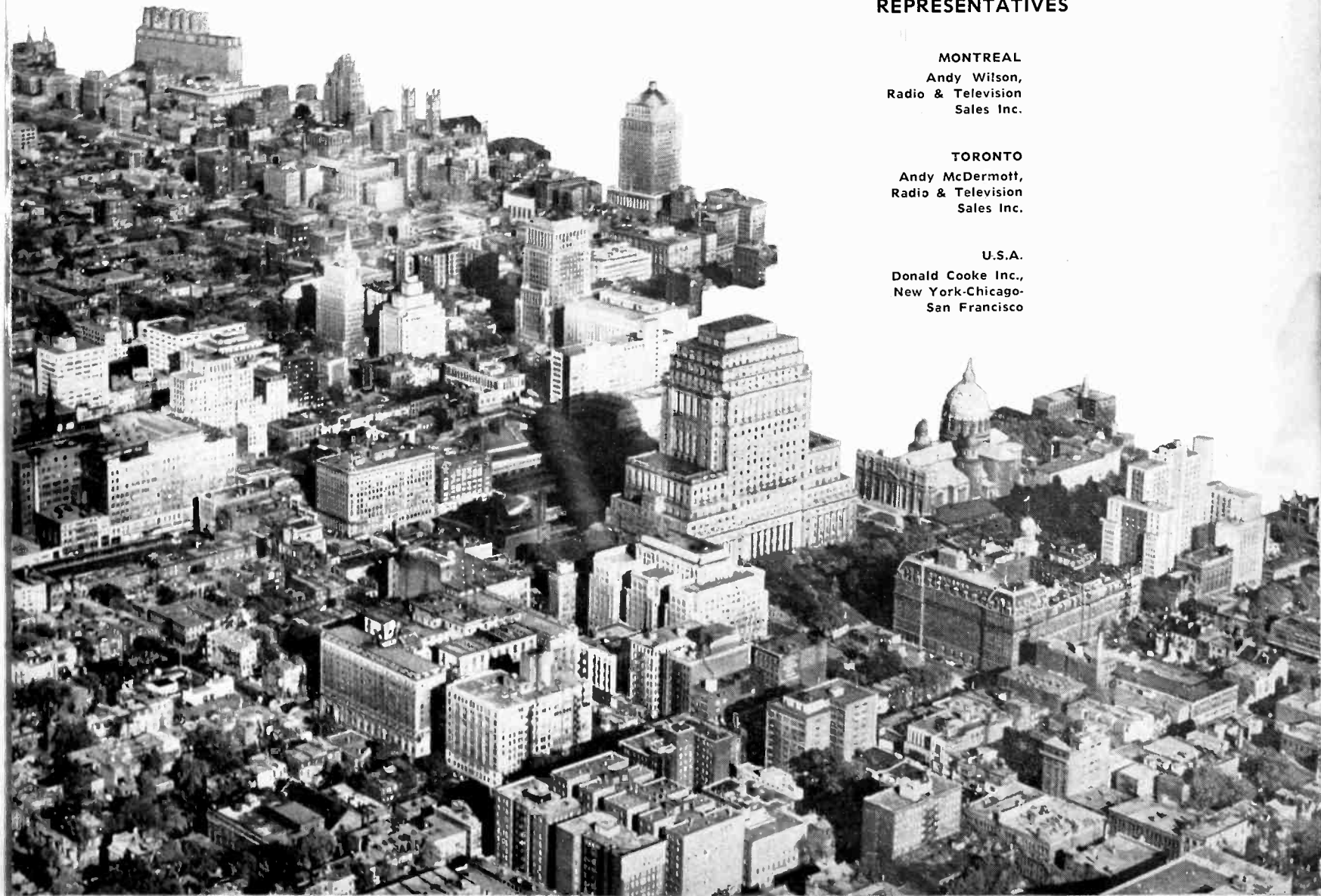
**CKVL** . . . with 62 ten-plus programme ratings for January daytime tops all other Montreal rated stations combined, *plus* all rated Toronto stations combined, says Elliott-Haynes . . . with 53 ten-plus percentages of audience day and night tops all other Montreal and Toronto stations combined by 1½ times - - according to BBM Time Period Audience Survey, November 1956.

## REPRESENTATIVES

**MONTREAL**  
Andy Wilson,  
Radio & Television  
Sales Inc.

**TORONTO**  
Andy McDermott,  
Radio & Television  
Sales Inc.

**U.S.A.**  
Donald Cooke Inc.,  
New York-Chicago-  
San Francisco



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**CKVL** . . . consistently delivers to advertisers the largest percentages of audience\*, day and night, in Greater Montreal, Canada's largest city and greatest French-Canadian market. (\*1956-57 BBM & Elliott-Haynes)

**CKVL** . . . produces results due to the combination of 10,000 watts on 850 kcs., public service and the imaginative audience-drawing programming that won the "Variety" Showmanship Award for 1955-56.

**CKVL** . . . with 62 ten-plus programme ratings for January daytime tops all other Montreal rated stations combined, *plus* all rated Toronto stations combined, says Elliott-Haynes . . . with 53 ten-plus percentages of audience day and night tops all other Montreal and Toronto stations combined by 1½ times - - according to BBM Time Period Audience Survey, November 1956.

## REPRESENTATIVES

### MONTREAL

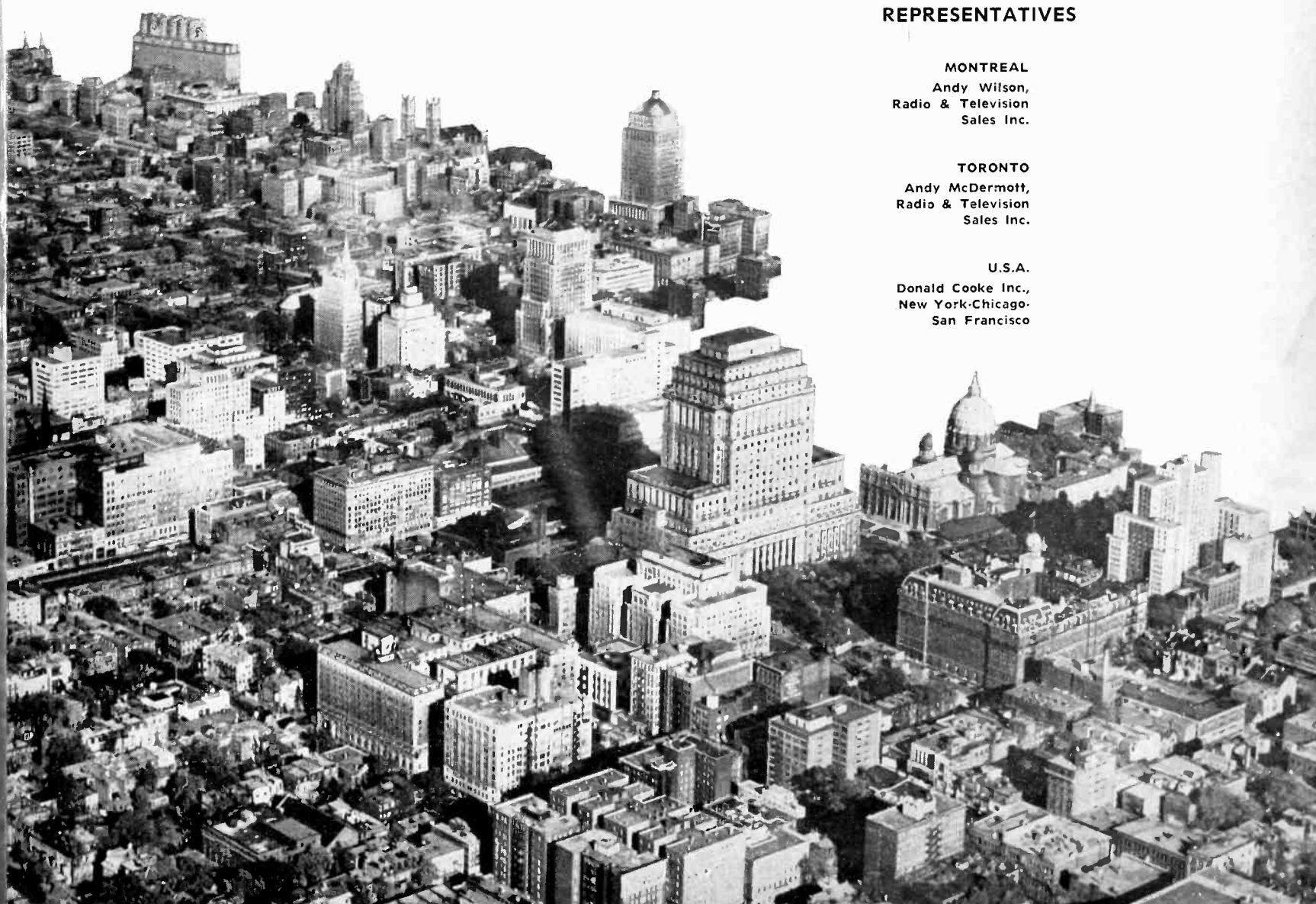
Andy Wilson,  
Radio & Television  
Sales Inc.

### TORONTO

Andy McDermott,  
Radio & Television  
Sales Inc.

### U.S.A.

Donald Cooke Inc.,  
New York-Chicago-  
San Francisco



*Springhill Mine Disaster*

**MARITIME STATIONS COMBINE IN DRIVE FOR FUNDS**

**BBM  
PROVES  
IT!**

you need



to complete  
your coverage  
of  
Eastern Ontario



is  
first by far  
in  
every time period  
every day  
in  
Lanark County

Full story available from

**LORRIE POTTS  
& CO. LTD.**

TORONTO MONTREAL



**T**HE ACTUAL AMOUNT of money raised by Maritime radio and television stations for the Springhill Mine Disaster Fund is uncertain. If the total of \$37,110.15 collected by three radio and TV stations is any criterion, however, the sum must approach the six-figure mark.

Reason for the hypothetical figure is that most of the stations aired announcements asking listeners to send in their donations direct to Fund headquarters.

The most ambitious project to raise money was a two hour simulcast over CJCB and CJCB-TV in Sydney, N.S. This show was also carried on radio, by CKCL, Truro.

Wally Koster of the CBC's *Cross-Canada Hit Parade* headlined the program, with local talent, miners who survived the explosion, officials of the mining area and civic and government dignitaries. During the two hour period 140 live performers appeared before the mikes and cameras.

Fifteen phone lines were kept busy as contributions and pledges totalling \$28,252 were phoned in. At one time, the telephone company reported that there were 200 long distance calls waiting to get through.

"For a two-hour broadcast this seems to prove the drawing power of television and radio," Norris Nathanson, manager of the station, pointed out.

**MONEY SENT DIRECT**

Program manager John A. Funston, of CHNS, Halifax, reports that although the station broadcast a number of announcements appealing for funds, listeners were asked to send the money direct to the Fund and therefore he says that he hasn't the "slightest idea" of the amount of money the station may have been responsible for raising.

As far as a definite amount is concerned CJFX, Antigonish, is a similar case, however, Gordon MacDougall, manager of the station, states:

"We aired some 50 announcements soliciting funds and in addition we supported the efforts of the local town council who had set up a local fund headquarters. For the latter effort we aired five 5-minute speeches and approximately 20 announcements."

At Saint John, N.B., CHSJ and CHSJ-TV made their facilities available to various local organizations for the sale of tickets to dinners held by the groups. Proceeds from these dinners were turned over to the Disaster Fund.

"In addition to this," Jim Morrow, production director of CHSJ, adds, "we also had the opportunity of interviewing Salvation Army, Red Cross and other disaster service representatives who returned from the scene."

**STATION STARTS OWN FUND**

J. Arthur Manning, president and managing director of CKCL, Truro, N.S., states that his station started a fund prior to the organization of the Springhill Disaster Relief Fund.

"Although the outcome was unknown on Friday, the day following the explosion, there were already

IT WAS ON WITH THE SHOW at the Maritime radio and television stations as they worked to raise money for the Springhill Disaster Relief Fund. At the top, Gail Diane, 4, and Tommy Wayne, 3, empty their piggy banks on the reception desk at CKCL, Truro, N.S. The children are seen with their father, Gunner Marchenault of the RCHA and Mrs. R. M. McSween, accountant at the station. The middle picture shows Wally Koster being interviewed by Ann Terry during CJCB-TV's two hour variety show. Wally was the star of the Sydney television program which raised over \$23,000. The bottom picture shows Mrs. Nina Cohen and volunteers Gilbert, Smith and MacIntyre with announcer Max Quinton who helped tabulate and record the pledges phoned in during the telecast.

thirteen known dead," Manning reports, "and it became evident to us that considerable assistance would be needed for the families of these men.

"On Friday morning we held a staff consultation and decided to set up a Disaster Relief Fund. We then commenced our appeal on the air. The response was immediate, generous and continuous. We asked that donations be mailed or brought either to our offices or to the local branch of the bank of Nova Scotia. Later on Friday it was announced a Springhill Disaster Relief Fund had been organized in the town of Springhill. We continued our own campaign advising the public our receipts would later be turned over to the Springhill committee.

"For the next two weeks an almost continuous procession of people came to our offices to make their donations, and large quantities of mail were received daily from ten counties of Nova Scotia, and several areas of New Brunswick and Prince Edward Island.

"In addition to this, during the rescue operation, a number of our broadcasts were carried by other Canadian stations, particularly CKEY, Toronto, CHML, Hamilton and CKY, Winnipeg. On one or two of these broadcasts we mentioned the Fund we had started, and as a result, a number of letters containing donations were received from these three areas.

"Although our Fund had reached a good size by November 18, we carried a special broadcast produced by CJCB and CJCB-TV in Sydney in aid of their fund, and as a result received pledges of an additional \$500.

"The total received by us to date, which we are now turning over to the Springhill committee is \$7,423.15. This represents more than 4,000 individual donations for which we have written receipts.

"Whereas we are not located directly in a mining area and the majority of our listeners have no direct connection with the town of Springhill, we feel that this is a wonderful response from our listening public" he concluded.

Tom Tonner, manager of CKCW Radio, Moncton, states: "We did not continue with an actual air appeal for money or supplies in view of the fact that everything seemed to be well in hand at Springhill and we felt that the people in our coverage area had done more than their share during the actual time of the Disaster when they contributed tons and tons of food, clothing and supplies as well as actual cash donations." (CB & T, Nov. 22, '56).

**ANNOUNCEMENTS GET RESULTS**

Listeners to CFNB, Fredericton, donated a total of \$1,435 to the Fund as the result of a series of announcements carried on that station. Another series of announcements called for clothing, footwear, food-stuffs, etc. These items were turned over to the Red Cross.

Special announcements were carried on all major newscasts at CFCY, Charlottetown, P.E.I. soliciting contributions to the Springhill Disaster Relief Fund. The donations were sent directly to the Fund.

CKBW, Bridgewater, N.S. aired from three to five announcements every day, directing listeners to send in their contributions to the Fund.

**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.

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

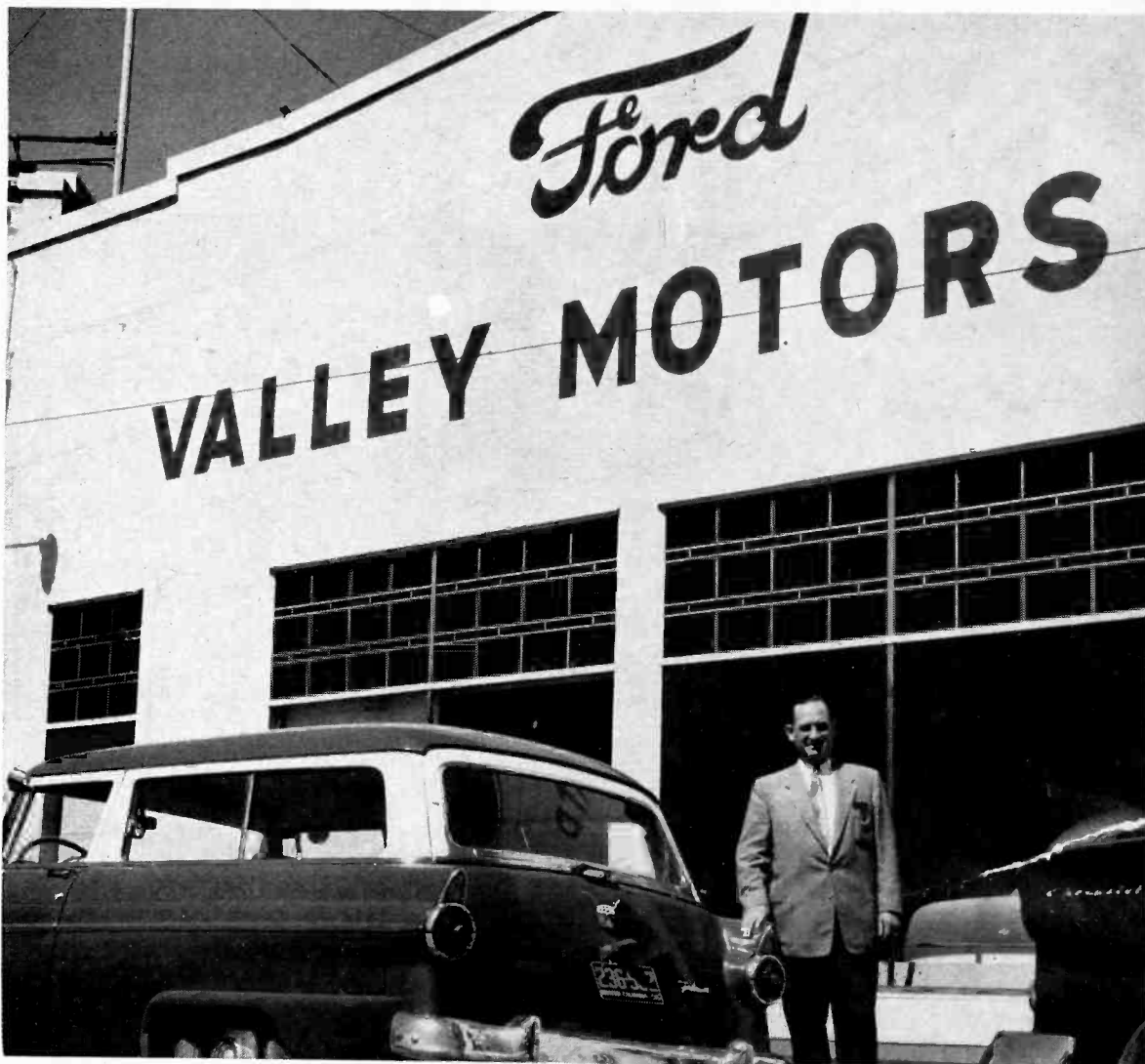


Photo by Cameo Photo Supplies.

**VALLEY MOTORS**, Ford and Monarch dealers in Penticton sponsor the daily 8.00 a.m. news and also use spots. 75% of their advertising budget is spent with CKOK. Gliss Winter, owner of Valley Motors is pictured above.

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

Represented by  
**HUNT in VANCOUVER • MULVIHILL in TORONTO & MONTREAL • FORJOE in U.S.A.**

# 307,000 PEOPLE

Captured by  
**RADIO**  
in  
**Northern Ontario!**

Sell 'em with

**CKGB**  
TIMMINS

**CJKL**  
KIRKLAND LAKE

**CFCH**  
NORTH BAY

**CALL NATIONAL BROADCAST SALES**  
**WEED & CO. in the U.S.**

## TORONTO NEWSMAN FLIES TO AUSTRIA



Photo by Michael Burns

JUST BEFORE THE TAKE-OFF, here is CHUM newsman Harve Kirk chatting with First Officer Doug Johnstone (far left), Co-Captain Alex Gallagher and Captain Norman Ramsay, all of Maritime Central Airways. Minutes after the picture was taken, Kirk was enroute for Vienna, Austria where he interviewed Hungarian refugees.

NUMEROUS REQUESTS for public service announcements on behalf of various Hungarian Relief agencies gave Phil Ladd, program director of CHUM, Toronto, the idea of arranging a trip to Austria for one of the station's newsmen.

After a talk with local immigration department people and officials of the Maritime Central Airways, which is ferrying Hungarian refugees from Austria, Phil was advised that a CHUM representative could leave on the noon flight, Dec. 20.

Newsman Harve Kirk was selected for the assignment. During the previous few weeks, Kirk had been making arrangements to get his passport from Ottawa but as of that moment, it had not arrived, and the Immigration officials advised that he could not leave without a passport. After a great deal of scrambling around on the Wednesday night, Kirk decided to drive to Ottawa himself and see if he couldn't obtain a passport. The Canadian Press people co-operated closely with CHUM and arranged for members of the Immigration staff to go down to the Immigration Office in the middle of the night and prepare Kirk's passport. Since Kirk could not get air transportation to Ottawa it was necessary for him to drive

and he left at 2:00 a.m. The passport was waiting for him in Ottawa and he drove back direct to Malton Airport.

In the meantime, Phil didn't think Kirk would be back on time so CHUM's news editor, Pat Bennett, was ready for the trip. At the last minute there was a delay in the departure of the Maritime Central Airways plane and while this delay was taking place, Harve Kirk arrived and was able to board the plane and leave about 3:00 p.m., Thursday, December 20. There were stops at Moncton, Gander Bay, Iceland, Shannon and then to Vienna.

Kirk had only four hours time in Vienna, Austria, as it was necessary for him to return on the same plane. He was not allowed to leave the Vienna Airport but despite this, he taped some excellent interviews with Allan Kent, the TORONTO TELEGRAM reporter; Mrs. Marguerite Wilson of the International Red Cross and Dr. Paul Frings, in charge of Immigration.

All of the officials that Kirk talked to in Vienna were extremely pleased that radio coverage was being given to the plight of the Hungarian people. Much of the material on the tapes was human-interest material, such as the story of parents drugging their babies so that they would not cry during the trip from Hungary across the border into Austria.

On December 21, Radio Station CHUM sent a letter to every radio station in Canada telling them that their newsman was going to Vienna and stating that tapes would be made available to any radio station in Canada requesting them. The only cost was CHUM's out-of-pocket expenses for the tapes. To date CHUM has received 15 requests from Canadian radio stations for these taped interviews.

CHUM commenced broadcasting the tapes regularly on December 26 and continued throughout the week. They were featured on each newscast and throughout the broadcast day. Each tape was tagged with a live announcement requesting listeners to contribute to the Hungarian Relief Campaign.

**A VAST MARKET**  
**A POWERFUL VOICE**

THAT'S

# CKSL

IN LONDON and WESTERN ONTARIO

5000 Watts

24 Hours

why not ?

**CHOV**

1000 WATTS

PEMBROKE ONT.

Reps.: Horace N. Stovin

**G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS**  
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

# Well Done . . .

# CJCH!



**BOB McCLEAVE**  
in **SPRINGHILL**

And with him:

- Bill Wall
- Al Campbell
- Verne Glazebrook
- Abbie Lane
- Jerry Regaw
- Paul MacDonald

Our sincere thanks to the CJCH news department for the well-handled news coverage of the Springhill mine disaster. As a public service broadcast, the tragedy was reported in a factual manner . . . free from sensationalism . . . done with the restraint that experience and good taste demand. The accurate and humane broadcast coverage of the Springhill mine incident by CJCH is gratefully acknowledged by the following radio stations, who carried the CJCH 'on the spot' report by direct wire to their listeners across the country.

---

## **EDMUND MORRIS**

STUDIO COORDINATOR

And with him:

- Len Chapple
- Reg MacWilliams
- Bill Fulton
- Cy Lynch
- Jerry Clark
- Clary Flemming
- Vic Perry
- Gene Vernon



Station WHDH Boston  
Station CJBQ Belleville, Ont.

Station CFRN Edmonton  
Station CFRA Ottawa

Station CKRC Winnipeg  
Station CJAD Montreal

# The "Sunrise Show"

**BILLY BROWNE**, whose "Breakfast With Browne" hour at 8:30 a.m. is the top radio attraction in B.C. — is now starring on our early morning show as well.

"**THE SUNRISE SHOW**" with Billy Browne, from 6 to 8 a.m., is your best buy on the Coast — right now.

# CJOR

Vancouver, B.C.

Rep: H. N. Stovin

## "I've Had Myself A Time"

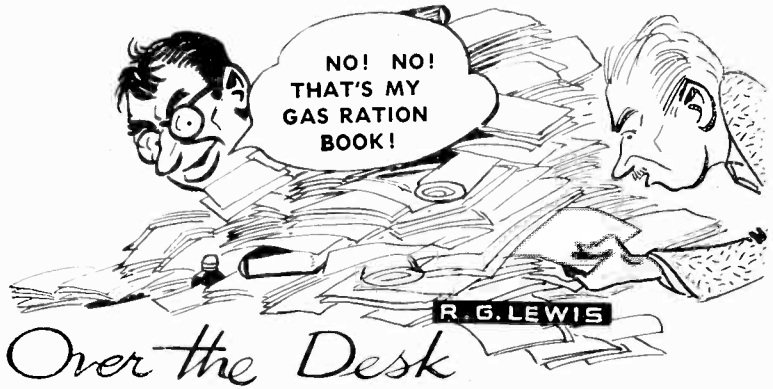
says Lionel . . .

"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.



**FIRST OF ALL**, may I express my deep appreciation for the 176 messages I received wishing me a safe journey to Bermuda, and also for the other one, wishing me a speedy return — from the landlord?

With Walt Staskow, manager of Bermuda's ZBM-1 and ZBM-2 (with ZBM-TV upcoming before the end of the year) everything is "wo-o-onderful". If I lived in Bermuda, I'd feel the same way about it too, and so would you, unless you prefer below zero temperatures to the minimum of 60 they enjoy down there, under a gentle sun, smiling out of a blue sky onto the even bluer ocean, and all this in the depth of winter!

(Any resort proprietors who would like to make use of the above effusion, will be granted permission to do so on payment of a small fee).

Horace Stovin had better check with me before he heads for the Islands again.

Horace was unwise enough to put me onto a taxi owner-driver by the name of Cyril Richards, who makes his headquarters at the Elbow Beach Hotel. I dug him out as soon as I arrived, and whatever knowledge of Bermuda I took in during this first — and it is only the first, believe me — visit, I owe to Cyril.

A Buffalonian insurance man named Jim Weisbeck and I took Cyril and his Hillman Convertible to do a day's tour of the Islands. There are 335 of them. It's quite a jaunt, and a good day covers it all, with frequent stops for pictures of stretches of pink sand, inlets so sparkling blue you could drink them, flowers that don't know enough to stop blooming in the winter and what have you. I should mention here that a good day covers it all, unless you happen to stop off at Tom Moore's Tavern, where lunch and hospitality are dispensed by Mr. and Mrs. Dick Rutherford, and then have Cyril slow down again at the Swizzle Inn, for a couple or three rum swizzles, mixed and poured by

a bartender whose name is Abe — or maybe it was Lincoln. After that, we gave it up and Cyril picked us up again the next morning for the second day of our one-day tour.

The reason why I say that Horace Stovin had better check with me before he heads down for Bermuda again is that if he goes at the same time I do, he's going to be fresh out of a taxi driver who knows every nook, cranny, flower, shrub, bush, stone, legend, character and drinking spot in the Bermuda he loves like a brother.

A lot of Bermudians were awfully nice to this hack as usual. (It must be because I'm such a frightfully nice guy I guess.) TCA crossed me up though. That nationally owned air line had fair to spoiling my whole trip by not giving me a thing to complain about on the flight down or up. It must be because I booked through that private enterprise, Claire Wallace Travel Bureau.

My thanks are due in no small measure to the Staskows — Margie, Walt and a canine by the name of Toby — who shouldn't sell that wo-o-onderful house even though they can't sleep in all five bedrooms every night. Then there was Dick Varney of ZBM, whose prowess as an announcer-with-an-idea will be dealt with further down in this column. There were Sally and Tom Staley — Sally of ZBM and Tom of RCA — whose steaks à la Topeka are marv — I mean wo-o-onderful. Then of course there was the station's one and only Betty Morrison who loves arguments and wins 'em too; there were the boys at No. 1 Parliament Club, who initiated me into the wonders of Wahoo steak and let me win my lunch with their three match game. There was the waitress who tolerated my tantrum when I rebelled at canned orange juice, when the darn things were growing practically wild all over the place. Finally, there was the United States

## CKTB Sells St. Catharines, the Niagara Peninsula and Away Beyond

Check the BBM Reports and see the tremendous Central Ontario bonus audience you get at no extra cost.

Copies available from our reps: Paul Mulvihill & Co., in Toronto and Montreal; J. H. McGillvra in U.S.A.

*The NIAGARA DISTRICT STATION*

**CKTB**  
ST. CATHARINES



Photo by Ed Kelly

HERE IS ZBM'S DICK VARNEY, on another deal - - Hungarian Relief. Standing at right back, Dick is miking the start of the campaign last December for clothing for refugees who stopped off at Bermuda en route for the U.S. One announcement on the seven o'clock news started the ball rolling, and the refugees had the benefit of twenty-seven truck loads of clothes, thanks to the ardor of the station and the Bermuda Jaycees. Others in the picture are members of that organization.

Air Force, which buried the international hatchet for a day and took me out fishing in one of their crash boats.

Incidentally, if I hadn't left the film at the Royal Bermuda Yacht Club where I stayed for most of my visit, I'd run a picture right here of an 86 lb. rock fish which I - - well, we - - I mean which got caught on this expedition.

**TAPE SWAPS**

EXCHANGE OF TAPES between radio stations has come in for a good deal of discussion of late, but the first time I've seen it in actual regular practice was on my Bermuda safari.

Dick Varney, ZBM announcer, who has worked for such stations as CKTS in his native Sherbrooke, CHLO, St. Thomas and CKOC, Hamilton is the wheel in the deal. This consists of an exchange of

tapes, swapped between deejays on over twenty stations. These cuts are from three to five minutes long, designed so that recipients can slide them into their own programs as "guest interviews".

These tapes, both Dick's and those he gets back from participating stations consist largely of descriptions of the locality where they originate. Usually they mention the current musical favorites and are left open at the end so that the station playing them can insert these numbers.

Dick reports that the response has been good in the States, but not as

encouraging in Canada.

CHUM, Toronto, is the only Canadian station to latch onto the idea so far. In the States, however, a current total of twenty-two stations has climbed on the bandwagon. States heard from to date include Washington, Texas, Missouri, Iowa, Illinois and Nebraska.

Last Christmas, Dick cut a special "Christmas In Bermuda" bit in which he used local music, mainly of the calypso type. He also included a recipe for Bermuda's famous Christmas dish, casaba pie.

Dick is living in hopes that more Canadian deejays will take a crack at his plan. Stations exchange tapes as well as what is on them, so there is no cost involved except the minor item of shipping charges.

**NATURE GAL**

WORD JUST CAME in a special communique from CFQC-TV about an incident which our broad minded readers will appreciate. It happened on *Town & Country* on a Saturday afternoon not long since. A wee tot came in front of the camera and emcee Mel Mills asked her if she would like to say hello to someone. She would. It went like this: "Mamma I'm going to pee my pants". Then she did, right in front of the shy cameraman who froze in his boots and let the audience have the full benefit of the performance.

And this reminds me, it's time to go. So-o-o, by the time this gets into print, The Desk will have reassumed its usual air of disarray notwithstanding the havoc worked on it by my orderly slaves during my absence. So, buzz me if you hear anything, won't you?

**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

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1543 Crescent St.  
MURRAY MacIVOR  
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**RADIO**  
SOLD BY  
*Stephens & Towndrow*  
Limited  
Toronto Montreal  
**EXCLUSIVELY**

MEMO  
**SELL**  
Central Ontario's rich Rural-Urban Market with CFOR's 5000 watts.  
1956 Weekly BBM - 42,090!  
For the complete story call our Reps  
reps  
**STEPHENS & TOWNDROW Ltd.**  
TORONTO

**COVER WESTERN ONTARIO**

from

**CFCO CHATHAM**

1000 WATTS on 630

Total Daytime BBM: 83,780 (1956).

Lowest cost-per-thousand for Class A spots in Western Ontario.

Greatest local acceptance in home county, of any Western Ontario station: 78% daily circulation in Kent County (E. H. 1956).

**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

# A Growing Market

In 1956 Prince George building permits were 56% over 1955.

# CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

## "Rollans In Russia"

### RUSSIANS ARE FRIENDLY BUT FRIGHTENED

LAST OCTOBER, Don Rollans, news director of CHED, Edmonton, went behind the Iron Curtain to talk to the Russian people, find out how they live and what they think. He came back with tape and film indicating that as far as the man-on-the-street is concerned, the last thing the Russians want is war.

Don visited Russia, not as a tourist, but as a reporter, and the result was *Rollans in Russia*, a 13 part series of ten-minute shows, featuring tape-recorded interviews and impressions obtained during his five-day stay in the USSR.

When the idea of a junket to Moscow was conceived by CHED's management in June of this year, Don immediately wrote to the Soviet Embassy in Ottawa, starting what he believed would be an endless and futile attempt to see life behind the Iron Curtain. Other letters were written to the Canadian Ambassador in Moscow, our own Department of

External Affairs, and "Intourist" (the Russian Government Tourist Agency).

It was a big surprise when a response from the Russian embassy in Ottawa, supplying Don with the highly-prized visa came almost by return mail. A letter from the Canadian Ambassador in Moscow arrived, listing the "do's and don'ts" in an obviously pessimistic tone. On Soviet documents, Don was listed as a "tourist", but officials in the USSR had been informed of his intentions of talking to the people of Russia and making tape recordings in Moscow. "Intourist" set up the mechanics of the trip, and the trail of red tape was complete.

#### MOSCOW BOUND

On September 1st, Don and his wife, Bette, left Edmonton for a tour of the British Isles and Europe. On October 10th, in London, England, Don boarded a British European Airways flight to Copenhagen, while his wife returned by air to Edmonton. Finn Air carried Rollans from Copenhagen to Helsinki, Finland, where he changed to a plane of Aerflot (Russian Government Airlines) for Russia. He arrived in Moscow on the night of October 10th.

Ironically enough, Soviet Customs officials practically ignored Don as he passed into the country. There was no grilling, no search of personal effects; no more than a polite nod, a cursory glance at his baggage and a forceful stamp on his visa.

He was there. Now, what would he do? What could he hope to find out? Don's knowledge of Russian was limited to one word - - "vodka." The language barrier was overcome by "Intourist", who supplied him with an interpreter, Moscow University graduate Nina Tarahtuyina, and a major in English.

From his headquarters at the Metropol Hotel, Don visited the usual tourist haunts: The Polytechnic Museum, Dynamo Sports Stadium, Bolshoi Theatre, the Kremlin, the

tombs of Lenin and Stalin. However, the real meat was found, not by gaping like a country bumpkin at the tourist attractions, but by talking to Mr. and Mrs. Average Soviet Citizen.

#### UNMOLESTED AND UNGUARDED

Armed with a portable tape recorder and a movie camera, Don wandered the streets of Moscow unmolested and unguarded. But, he soon learned another word of Russian. Over and over, men and women clammed up and fell back on one word - - "Nyet" (no) - - whenever the conversation trod on dangerous ground.

Don interviewed working men and housewives, public school students and University students, and, at all times, they spoke freely of themselves and their daily routine. However, when the conversation veered to anything smacking of political tones, Don was brushed off with an abrupt "Nyet" or more politely told that was "someone else's department".

#### MEET MOSCOW MOLLY

On his last day in Moscow, Rollans found himself seated across the table from the notorious "Moscow Molly". This Soviet radio announcer is Canada's Dew Line version of "Tokyo Rose". Moscow Molly's music-propaganda show is beamed to the North American continent. Her program has a high following among far North Dew Line workers, where the Red announcer amazes her listeners by dropping information about their private lives, reports of promotions, and personal bits of gossip. Where she receives such gleanings is still a mystery, but, because of poor reception of Canadian stations in the northern Dew Line sites, the Moscow Molly broadcasts command a large audience.

The woman herself was as much a mystery as her programs of top-secret information. No one knew her true identity. While in Moscow, Don Rollans visited the studios of Radio



## The B.B.M. Time Period Audience Study

(Nov./56)

### Reports:

**CKWS . . . . 91 firsts**

Other Station . . . . 8 "

Equal . . . . 9 "

PERIODS REPORTED 108

See T.P.A. area number 57 for Frontenac-Lennox-Addington, the Home counties.

The secret is in our programming —  
Ask N.B.S. or WEED & CO.

# CKWS-RADIO

Your town and country salesman

960 Kcs

5000 Watts

## KINGSTON, ONTARIO

# 10,000

## WATTS

# SOON

EDMONTON



Moscow, and requested an interview with their featured personality. However, these requests were firmly denied. Then, for reasons he still can't understand, Don was allowed to interview the woman ten minutes before her broadcast on the final night of his visit to Moscow.

Rollans learned "Moscow Molly" is a 32-year-old, Washington-state born American called Annette Hyenkina. Through United Press correspondent in Moscow, Henry Shapiro, Rollans' scoop was given coast-to-coast play in the United States. Shapiro and other Moscow correspondents had been trying for months to learn her real name.

CHED's "Rollans in Russia" series was fortified with penetrating reports of Soviet life recorded by the veteran United Press correspondent in Moscow, Henry Shapiro and his colleague, Whitman Basso.

**FRIENDLY AND FRIGHTENED**

What does it all add up to? Don Rollans - - after five whirlwind days of interviews with Soviet officials and the Moscow man-on-the-street - - formed one major opinion. The Russian people are friendly, and frightened! The people themselves don't want another war. They've had their fill of fighting. Over and over again, the Soviet citizens told Rollans, "Tell your country we don't want war. Tell them not to drop the bomb."

But, these same Russians live in a climate of intellectual, political, religious and economic bondage. They think and act as their leaders desire, and learn only what their leaders wish them to learn.

They just could not comprehend the benefits of the Canadian way of life, as mirrored in Don's personal possessions and photographs, and by his description of living conditions on the North American continent. For example, about the time Rollans visited Moscow, the American Embassy there had received a 1957 Ford from the United States. When Don tried to tell his interpreter and some Soviet citizens that nearly every family in the United States and Canada could own a car like that if they so desired, he was met by good-natured disbelief. The Russians thought the car sent to the American Embassy had been specially made as a propaganda tool!

One of the biggest surprises of Rollans' Russian visit was the ease with which he passed through Soviet Customs on his way out of the country. In addition to his tape recordings and film, Don also carried out newsreel film for United Press in one pocket, and more film for Telenews in the other. No one listened to his tapes, no one searched

him, no one opened his baggage. Rollans says it was easier getting out of Russia, than getting by Canadian Customs when he returned to this country.

Note: The "Rollans in Russia" series is running three times weekly on CHED, and has also been booked by CFAC, Calgary, and CFQC, Saskatoon.

*For anything musical -  
live or recorded - contact*

**DON WRIGHT**  
*Productions*

*Remember the new location!*

**77 CHESTNUT PARK ROAD, TORONTO**  
**WA. 5-1631**

**THESE MEN KNOW THE KINGSTON MARKET!**

We asked 100 Kingston retailers which of the two radio stations they would use if they were going to carry on a radio campaign in Kingston.

**The answer -**

- CKLC - - 28%
- CKWS - - 14%
- Both Stations - 12%
- Would not use radio 8%
- No opinion - 38%

(July 1956 Survey by Elliott-Haynes)

**BUY CKLC**  
*CHOICE*  
**THE VOICE OF KINGSTON**  
and **EASTERN ONTARIO**

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

**Here's the HOT NEWS from CKRC**

**Manitobans Are After**

**"The Big Jackpot"**  
with **GEORGE DAWES**  
11:05 a.m. daily

and they are buying sponsors' products to get a crack at the cash. If you have a product that needs a proof of purchase push get the details from . . .

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

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

## FREE FLOW OF NEWS IS PRINCIPLE BEHIND CANADA-WIDE SERVICE

(Continued from last issue)

**F**OCAL POINT of the Broadcast News service is Toronto head office. There the general service is correlated by BN editors and distributed by teletype to subscribing stations. Regional news is fed onto the wire by editors at bureaus in each region.

The BN writing and editing staff of 35 works closely with the CP editorial staff of about 125. Every CP reporter and editor has BN as well as CP in mind in handling news. In some cases CP files the news direct to the BN circuit for distribution to broadcasting stations.

Editing and distributing the news is complex and fast-paced. Across Canada are eight bureaus - - Halifax, Montreal, Quebec, Ottawa, Toronto, Winnipeg, Edmonton, Vancouver - - with day and night staffs to keep the news-stream flowing, meantime adding to it the news product of correspondents scattered throughout the respective regions.

In addition, staff correspondents are stationed at St. John's, Nfld., Saint John, N.B., London and Windsor, Ont., Regina, Calgary and Victoria.

New York and London are key points for selection of world news. In New York, Canadian-trained men select with quick decision the news

report that is then piped into Canada day and night.

These editors, with news sense sharpened by training in CP bureaus across Canada, blue-pencil some 200,000 words a day to the 86,000 words their outgoing circuit will carry at 60 words a minute.

### THE NEWS FLOODS IN

They handle a flood of news that rattles into the office from three main sources - - the output of the CP overseas staff based on London bureau; the complete world news report of The Associated Press and the world service of Reuters. A staff correspondent in Washington interprets the U.S. scene for Canadians.

The entire CP service goes to Broadcast News for immediate use. Every line of CP news is on tap for BN, supplemented by special news for broadcast gathered by BN's regional reporters.

More than half the stations subscribing to BN make their news available for immediate distribution on the BN circuit. All stations benefit by this flash-fast interchange of news.

BN editors in Toronto edit more than 200,000 words a day in addition to the 86,000 rolling in daily from New York. But this heavy wordage

would swamp any radio newsroom for few stations have the staff to edit that much news in time to put it on the air. BN's job is to take the Canadian and world news reports and boil them down into concise items and roundups ready for the air.

French-language radio and television stations in New Brunswick, Quebec and Ontario get their BN news report in French. A special staff at Montreal translates and transmits the news.

Regional news is essential to all stations. BN has regional transmissions throughout the day. The regional, combined with Canadian and world news, gives every station the perspective and well-rounded report it needs for its audience.

BN's editors write for the ear, not for the eye. Their copy is simple, conversational, direct. A story phrased to hit the front page of a daily newspaper can easily toss an announcer off his stride and fog the sense for listeners. Brevity, clarity and accuracy count in news for broadcast.

BN circuits carry from 60,000 to 70,000 words of news and features daily to teletypes in the newsrooms of the private broadcasters. Aside from its own regional news, each station large or small, receives the same news report at the same speed and volume.

The BN spotlight flashes on every facet of life. Spot news commands the largest audience, but specialized news is there for the farmers, housewives and sport fans. BN editors aim special women's features at the woman in the home with household hints and news of women's activities. The daily "Farm Fair" keeps the story of agriculture and marketing up to the minute. Sport is specially handled as are radio, movies, television, the stage and popular music.

The broad international field is mirrored in studied features - - a daily commentary and a weekly review.

### MUST BE NEWS, NOT OPINION

BN strives to be complete in every department, including world news, the domestic news of Canada, financial and sport news, political news covering parliament and the various provincial legislatures. Nothing can happen in the civilized world but comes within its purview. But it

must be news, not opinion.

BN is proud of CP's fast, complete and accurate service on elections. CP is an old-hand at the job of correlating the results from thousands of returning officers and BN is able to pass this service along to the broadcasters. Frequently it has been able to declare the over-all result of a federal election before the polls are closed in the far west. Speed, in this instance, made it necessary for parliament to pass a law forbidding publication of election returns in any part of the country in which polls were not yet closed. This was to prevent the known over-all result from influencing people still to vote.

While the election job is spectacular in an organization way, the routine day-to-day coverage takes just as much care and industry.

BN works to keep pace with the expanding broadcasting industry. In 1956 it started Tapex, an exchange of voice tapes by wire in Ontario and Quebec. An example of broadcaster-publisher, co-operation, Tapex uses a high-fidelity circuit operated by The Canadian Press for transmitting wirephotos.

In television, BN offers the CP Picture Service by wire, with facsimile receiver, or by airmail. In 1955, BN proposed a service of news on film but the TV stations were not then ready for it. News film may well be the next important development in BN.

BN's newsgathering principles are clear and simple. It strives at all times for speed, accuracy and objectivity in its news report.

The men who built The Canadian Press and Broadcast News believe the free flow of news is a great factor in developing a strong, united Canada.

### CARTB Swells Ranks

**T**HREE NEW MEMBER stations have joined the CARTB within the past few months and also an associate member film company.

They are CKRN-TV, Rouyn; CHAT-TV, Medicine Hat and CFAM, Altona. The film company is Sterling Films Ltd., King Edward Hotel, Toronto.

Tower Productions Ltd. of Ottawa has resigned from the association.

## I'M NOT FREE

but

## I AM AVAILABLE

I want to make a move this summer. Presently employed by a radio and TV station doing sports, some news and features. 38 years old. Married with one child. Degree in Journalism. I can't go any higher in my present position and I am too young to have reached the top. Photo and tape on request.

BOX A308

Canadian Broadcaster & Telescreen, 54 Wellington W., Toronto

NEW 10 Kw

## TRINIDAD B.W.I.

Station (AM) requires  
fully experienced

## PROGRAM DIRECTOR

(or frustrated Chief Announcer)

- Excellent salary and cost of living.
- Return transportation provided for self and wife.
- 3 week holiday yearly.
- Housing arranged.
- Duties to commence March 1st.
- Average temperature is 80°.

Applicant selected should have metropolitan experience and be prepared to eventually assume similar duties in TV operation.

Write immediately in full confidence stating qualifications and references to:

BOX A307

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

## WANTED EXPERIENCED ANNOUNCER

Top leading New Brunswick 5 kw station offers top salary and good working conditions to an experienced man. Ideal spot for married man to settle with good future.

Send tape and tell all to:

**CFNB-RADIO**

FREDERICTON, N.B.



**IN RETROSPECT**

The reason why I didn't get pictures taken of myself in shorts on my Bermuda trip is that they would have made such a swell front cover for **MARKETING**.

• • •

**WHEREVER YOU GO**

Radio has done a swell job of teaching people to pronounce words of foreign origin - - incorrectly.

• • •

**PAN MAIL**

Sir: Judging by your column, you must think you are quite a wit. Well, this letter is to advise you that you are half right.

—: A. H. A.

• • •

**AUDREY STUFF**

And then there's the girl who was so dumb she couldn't figure out how TV dramas always reach the point where they live happily ever after just in time for the closing commercial.

• • •

**PERTINENT QUESTION**

How is it that as soon as you pass fifty, everyone your own age becomes so damn dull?

• • •

**HEALTH BULLETIN**

Now that sciatica has struck me, I realize just what people meant all these years when they said I was a pain in the place where the sciatica hurts the most.

• • •

**DEFINITIONS DEPT.**

A bit player: "an actress who hasn't met the producer yet"  
... A TV set: "A gadget with a picture in front, knobs on the side, and an installment behind."

—Ted Green,  
in *Radio Daily*.

• • •

**WOULDN'T IT BE NICE DEPT.**

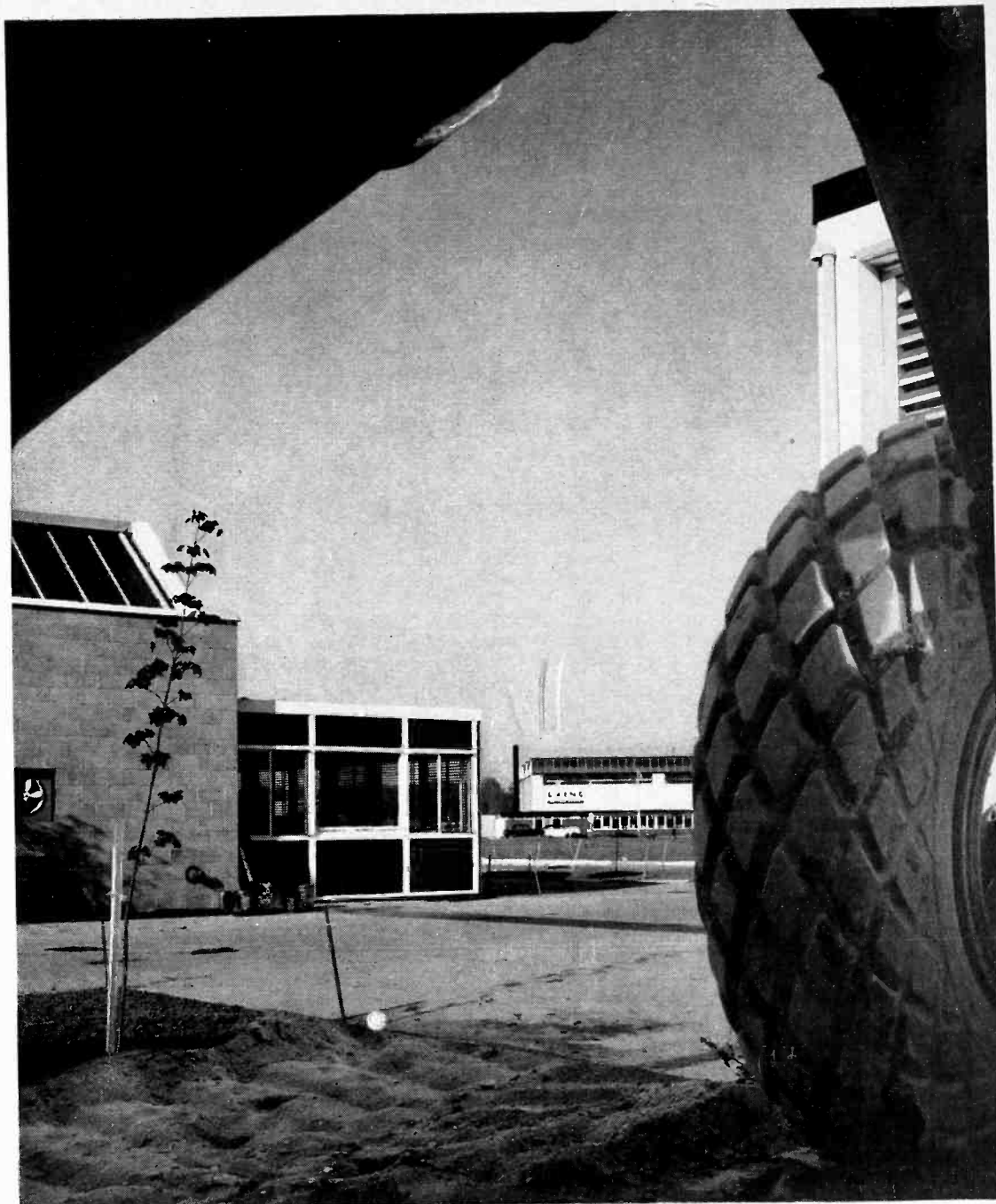
Wouldn't it be wonderful if they put as much time, thought and effort into the programs as they do into the preparation of the commercials?

• • •

**HOME TRUTH DEPT.**

Punctuality is a great virtue, but it can be an awful waste of time if the other guy is late.

• • •



# THIS IS VANCOUVER

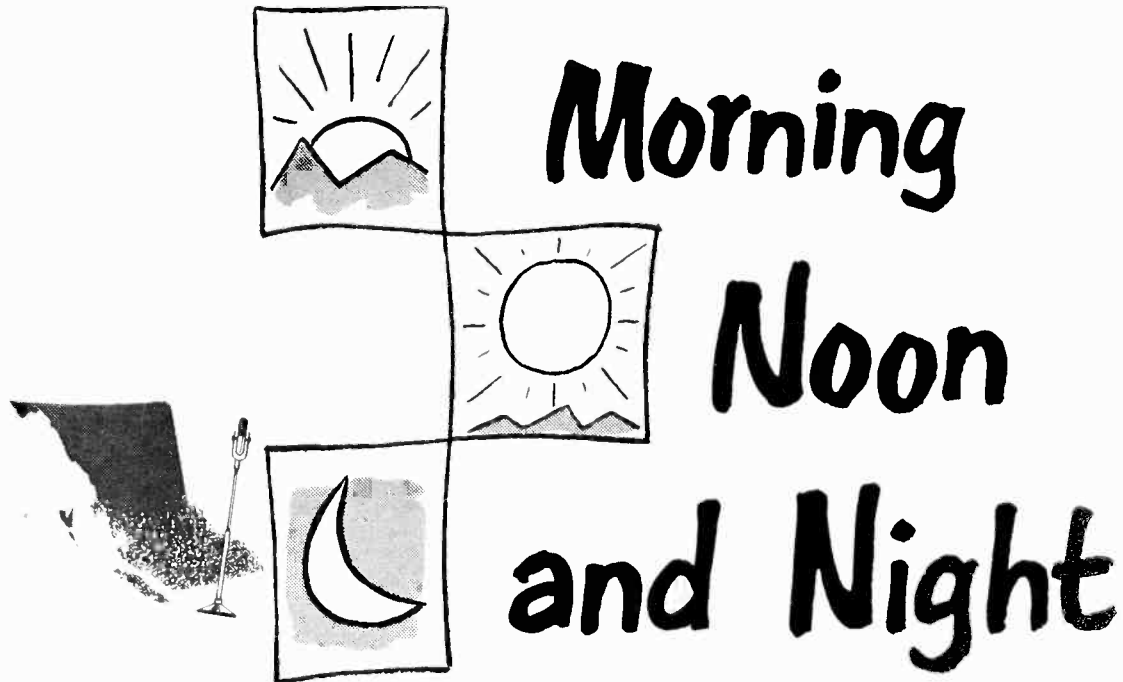
site of the fabulous Annacis Island project!

Dozens of new developments like the 1260 acre Annacis Island industrial project, are bringing more capital, more industry, more people to the Vancouver area... making it the fastest-growing metropolitan area in the West! With these projects come giant new markets for your products and services. To make the most of this buying power, make the most of CKWX... **FIRST** in Canada's third market!

# CKWX

RADIO VANCOUVER

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



# RADIO SELLS THE WHOPPING $1\frac{1}{4}$ BILLION DOLLAR B.C. MARKET

CHWK CHILLIWACK  
 CJDC DAWSON CREEK  
 CFJC KAMLOOPS  
 CKOV KELOWNA  
 CHUB NANAIMO  
 CKLN NELSON  
 CKNW NEW WESTMINSTER  
 CKLG NORTH VANCOUVER  
 CKOK PENTICTON  
 CJAV PORT ALBERNI  
 CKPG PRINCE GEORGE  
 CJAT TRAIL  
 CJOR VANCOUVER  
 C-FUN VANCOUVER  
 CKWX VANCOUVER  
 CJIB VERNON  
 CKDA VICTORIA  
 CJVI VICTORIA

Population up 42% in the last 12 years! Average net buying-income per capita one of the highest in Canada! Total retail sales last year nearly  $1\frac{1}{4}$  billion dollars! Anyway you look at it—British Columbia is a mammoth, growing, ready-and-able-to-buy market.

And—it's a market that responds fast to radio! Saturating all B.C.'s key market areas, B.C. radio is the media choice of more national advertisers who want continuous results!

Buy B.C. radio and see—no other medium gives you such effective coverage—such buyer for buyer value for your advertising dollar.

TV Seminar '57**TV RINGS LOCAL CASH REGISTERS**

by TED BARR

Photographs by Strathy Smith of Canada Pictures



HERE ARE THE SIX LOCAL SPONSORS who spoke at the TV Seminar holding cards showing their names and the stations they use in their TV advertising. Bill Byles, convener of the Seminar, is in the centre.

OVER 400 men and women representing advertising agencies, national and local sponsors, television representatives and station personnel attended the second annual TV Seminar held at Toronto's Boulevard Club on January 17.

Organized by The Television Representatives Association, under the auspices of the television section of the CARTB, the keynote speakers were Norman E. ("Pete") Cash, president of the TV Advertising Bureau, (TVB) New York City and Don Jamieson, vice-president and general manager of CJON-TV, St. John's Newfoundland.

In addition to the two main speakers, six television sponsors, at the local market level, on six TV stations from across the country, told their stories and experiences in using the medium.

Fred Lynds, president of the CARTB and owner and president of CKCW-TV, Moncton, welcomed the guests in a brief address on behalf of the association.

Bill Byles, executive vice-president of Horace N. Stovin & Co. and

president of the TV Representatives Association was convener for the affair and Bob Reinhart, manager of CFPL-TV, London and chairman of the CARTB sales advisory committee acted as emcee.

**TV MOVES MERCHANDISE**

Using slides to illustrate his talk, Pete Cash prefaced his remarks by pointing out that although his charts were based on American television audiences that they would still apply in Canada in proportion to the populations of the two countries.

He said that the "thrilling story" of the rise of television in the past six years has been "healthy for our economy".

"We have the tools to build great quantities of goods," he observed, "and now we must use our advertising tools to create desire in the mind of the consumer."

Speaking to the sponsors, he said that they could employ television in place of the selling personnel they would like to be able to hire.

In connection with this statement, he pointed out that they would be

employing "direct selling in the living room".

By means of charts, the TVB executive showed the increase in home hours of viewing and also the rise in advertising investment in television.

Comparing TV to other media, he quoted FORTUNE MAGAZINE which charted the national advertising revenues in four media.

"Television literally skyrocketed to the Number One position," he said.

Another survey showed that television consumed more time than all but two other factors - eating and sleeping.

Referring to this fact, with the aid of another chart, he pointed out that people average 34 minutes per day with their newspapers and one hour and 45 minutes watching television on a daily basis.

Breaking these figures down on another slide, he showed that actual viewing hours and newspaper reading varies in different age groups. From ages 12 to 17 on a percentage basis, newspapers average 14.3 and

(Continued on page 20)



**FRED LYNDS**  
Welcomer



**BILL BYLES**  
Convener



**BOB REINHART**  
Emcee



**PETE CASH**  
Speaker



**DON JAMIESON**  
Speaker

television 85.7; from 18 to 34, newspapers 26.6, television 73.4; from 35 to 49, newspapers 31.1, television 68.9 and from age 50 and over, newspapers 31.9, television 68.1.

"We've often heard that the 'printed word lasts';" he said, "of all references to newspapers, during all 24 hours throughout seven days of the week, 90 per cent were on a one-time-only basis."

Another survey tested 47 products advertised on television. Results showed that consumption was proportionate to viewing i.e. heaviest viewers were the largest consumers.

The number of viewing hours per day was proportionate to the age of the housewife, another slide showed.

Giving a case history of a Rochester dept. store, he said that the store bought 107 announcements at a cost of \$6,000 spread over 72 hours on a Rochester TV station.

According to the general manager of the dept. store, there were "good gains over 1955 in every department."

Illustrating the advantages of television he pointed out that it had movement, power of the human

voice and impact of the product itself. Using a chart prepared from a J. Walter Thompson Co. Ltd. survey, he showed that people relied on 65 per cent eye, 25 per cent ear and 10 per cent touch in their buying habits.

He concluded by showing two television commercials - one for Montgomery Ward and one for Sears Roebuck.

**THE SPONSORS SPEAK**

The first sponsor to speak was Abe Shelley, the operator of 35 Economy groceries in the Saskatoon area. Mr. Shelley spends \$35,000 a year with CFQC-TV, Saskatoon and he mentioned that on one occasion a "Spotlite" feature moved 24,000 lbs. of licorice candy and, on another, 8½ carloads of encyclopedias.

Each of his TV commercials spotlights one product and this is tied in with other advertising media and store level point-of-sale promotions.

Using two, one minute spots a week on CKVR-TV, Barrie, car dealer Doug Hanna said that he parlayed two sagging Ford Monarch

dealerships into successful operations with a 250 per cent increase in sales volume and a 200 per cent increase in net profit.

"We noticed a marked change," the car dealer said. "Instead of our salesmen going out and selling, they were kept busy selling cars on the lot."

"We can only draw one conclusion - advertising on our local station paid such handsome dividends that we are increasing our TV budget this year," he concluded.

Geoff Hogan, a furrier from Moncton who spends a \$100,000 a year with CKCW-TV in that city, was next on the agenda.

Mr. Hogan said that his first impression of the station's rate card when it opened in December, 1954, was that the rates were too expensive for local businessmen.

"Fortunately," he added, "the station was persistent and I was finally convinced."

The Moncton furrier uses two, five minute fashion shows a week and a series of weekly broadcasts which show the pitfalls in buying furs and

how the furs are cut and made up into coats.

In December, 1955, Mr. Hogan said, sales had jumped to a 46 per cent increase over the previous "best year".

He now sponsors the *Alfred Hitchcock* show and expects an 18 per cent increase by the end of the season over 1955.

**TV FOCUSES ON FARMERS**

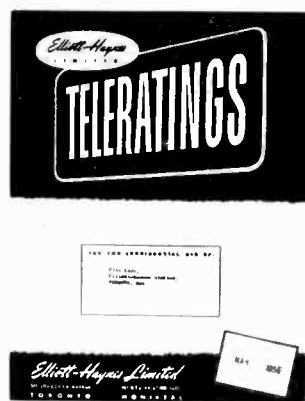
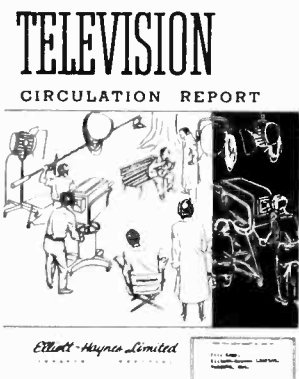
The man who was responsible for the organizing of the CKNX-TV program *Focus On The Farm*, on the Wingham station, Alex Miller, told the audience how he organized more than fifty firms, individuals and co-operatives into a group which sponsored the show on a share basis.

The area supervisor of the United Co-op field staff in Grey and Bruce counties, Ontario, Mr. Miller related how the program had paid dividends - not only in goods and services for the commercial organizations, but also in good public relations for the farm co-ops and among the farmers themselves.

Lester Zufelt, managing director

*Now Available*

**CANADA'S ONLY NATIONAL TELERATING SERVICE**



Elliott-Haynes is now providing the only truly national Telerating service in Canada, based on the proven "coincidental telephone survey" technique.

Continuous surveys are made in Halifax, Saint John, Montreal, Toronto, Hamilton, London, Windsor, Winnipeg, Regina, Calgary, Vancouver and Victoria . . . and periodic city surveys in twenty-eight markets.

E-H Comprehensive Service offers:—

- Late evening television viewing trends.
- Sunday afternoon television audience trends.
- Television Circulation reports.
- National Telerating Reports.
- Monthly Telerating reports covering 28 markets.

**FAST**

On your desk by the 10th of the succeeding month. (National Report by the 25th of the current month).

**ACCURATE**

Based on coincidental telephone calls made when the audience is assembled, in direct ratio to area populations.

**INEXPENSIVE**

Tailored to any advertising agency's or sponsor's research budget and the extent of use of the medium.

*Elliott-Haynes Limited*

1500 St. Catherine St. W., Montreal  
WI. 1913

515 Broadview Ave., Toronto  
GE. 1144

of the Red & White stores in North Bay said that his member stores used television on CKGN-TV as a "package deal".

"We feel that we plant the seed in the consumer's mind by using television and then we carry the visual aspect through with point-of-sale displays," the food executive declared.

He cited a case where he had the stores double their Christmas orders of "Jap oranges" and featured them on TV.

"The Saturday before Christmas, all our stores were sold out," he said.

Since he knew that his competitors had increased their orders, he contacted them to see if he could take any excess oranges off their hands.

**"They were sold out, too," he reported, "so we not only sold our own oranges using the television medium but sold our competitors' as well."**

**ELECTRIFYING THE FARMER**

The executive director of the Saskatchewan Travel and News Information Services, Holland Blaine, related his experiences with television when he was public relations director of the Saskatchewan Power Corporation. At that time, Mr. Blaine originated a half hour informal show on CKCK-TV, Regina.

He pointed out why the power company used the television medium to advertise its services.

"Television makes a rehabilitation of farm living," he maintained, "and more farmers stay on their farms during the winter months when they have TV."

"It is a very intimate thing," he continued, "planted in the minds of the public with strong memory retention it creates a deep bond of understanding between sponsor and customer."

He said that the power company felt that television had had a direct bearing on the rapid increase in the providing of electricity to farms.

The manager of Page Cleaners and Furriers, Edmonton, Al Starko, was unable to be present at the Seminar due to illness. He had intended to explain the results which he obtained from advertising on CFRN-TV. Since the station opened his schedule increased from spots to co-sponsorship of weekly syndicated half-hour shows.

Although CFRN-TV filmed his talk, unfortunately time did not permit its showing.

**IT'S HOW YOU USE TV**

The final item on the agenda was the address by Don Jamieson, general manager of CJON-TV, St. John's, Newfoundland, entitled "The Importance of the Local TV station to the National Advertiser".

Don pointed out that since national advertisers must become local advertisers at the local level, the title of his talk could have been "The Value of the Local TV Station to the Local Advertiser".

"Your problem," he said, "is not in recognizing the value, but how you can make the best use of the medium."

There are so many different situations in Canadian television that it is impossible to come up with a "fixed formula" for all situations, he observed.

**"Your local TV station operator may not know all the hazards of television," he told his audience, "but he has successfully steered a course around all these hazards."**

He said that the local TV station can supply "maximum audience, a captive audience and is a company owned and manned by home town folk".

Referring to the results obtained by "low cost effective commercials" he said: "I can refer you to the gentlemen who spoke here today."

The flexibility of television on the local level, he called an "obvious plus".

As an example he mentioned that if it was snowing the advertiser could plug snow tires.

Drawing from results of advertising on CJON-TV he told of a St. John's department store which featured a \$2.50 kitchen gadget and sold \$44,000 worth of the item within a month.

"Just before Christmas, Manny's Bakery bought a spot on the late night movies," he said.

"You see, nobody had told Manny that the rating people gave a low rating to late night movies," he continued. "Before Manny found out about this he had sold 15,000 Christmas cakes."

"Local businessmen buy on the basis of logic and renew on the basis of results," he stated.

Don advised national advertisers and agency people to "go out and see the local television stations" for themselves.

"The local boys haven't had a bag full of money but had to use their own ingenuity," he said. "They had to think big on small budgets."

Local production is judged by local standards, he maintained.

Referring to the term "major market" he called the word "major" a misnomer as it implied that every other market was "minor".

Expanding on this theme that markets across the country vary so extensively, he said that it is impossible to come up with an answer to the problem by using a "slide rule".

For example, he said, by using per capita statistics, Newfoundland would account for about three per cent of the nation's consumption of margarine, whereas in actual fact, the province accounts for 40 per cent of Canada's margarine consumption.

National sponsors would get the best picture of the situation if they could be behind the switchboard at a local station, he claimed.

"What does it all boil down to?" he asked.

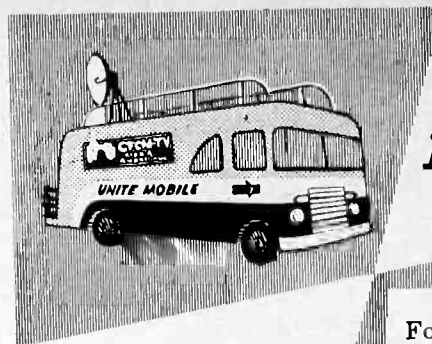
"TV stations are people," he said. "Tell us what you want - - we'll tell you if we can do it."

In conclusion he said: "You will discover as national advertisers that advertising on local television stations will give you results beyond your wildest dreams."

**Screen Aluminum Saga**

A FILM ENTITLED *Generator 4*, produced by Crawley Films Ltd., for Aluminium Fiduciaries Ltd., Montreal was shown at the screening room of the Odeon Carlton Theatre, Toronto, January 17.

The film was a story about people who played leading parts in the establishment of Aluminum Co. Canada's Kemano and Kitimat projects in B.C.



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 17½" telephoto and a variable focal-length lens 3" - 30".

**CFCM-TV**  
**CHANNEL 4**  
**QUEBEC CITY**

see JOS. A. HARDY in MONTREAL OR TORONTO or call MURRAY 3-4985, Quebec City for free estimates.

**How Old Can You Get In Two Years?**

**OLD ENOUGH TO KNOW BETTER!**

**How to produce a commercial BETTER!**

**How to please an audience BETTER!**

**How to please a client BETTER!**

**CHEX-TV**

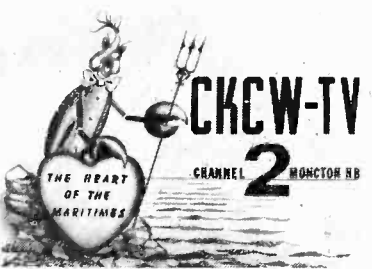
has been on the air just two years and in that time we have pleased hundreds of local and national sponsors.

**CHEX-TV**  
Channel 12  
PETERBOROUGH

REPS:  
WEED & CO., U.S.A.  
ALL-CANADA TELEVISION - CANADA



**CKCW-TV**  
 NOW  
**25,000 WATTS**  
 LET LIONEL GIVE YOUR SALES  
 THE "BIG POWER BOOST"  
 REPRESENTATIVES  
 STOVIN IN CANADA  
 ADAM YOUNG IN U.S.A.



The Hub of the Maritimes  
**MONCTON**  
**NEW BRUNSWICK**

*Whose Move?*

**PROPOSED UHF REPEATERS POSE QUESTION: WHO PAYS?**

TRANSPORT MINISTER MARLER announced last month that the government has decided to open to television stations the use of Ultra High Frequencies (UHF), thus permitting establishment of a larger number of TV outlets.

Some 72 UHF channels, so far untapped, are to be opened to operators of a comparatively new TV technique - - the rebroadcasting station.

He said that his department is prepared to consider applications for permits to operate low-power TV rebroadcasting stations in fringe areas of standard TV outlets.

With a few exceptions, all of these stations would be on UHF channels and would pick up "off the air" the signal of a standard TV station for simultaneous rebroadcasting on a different channel in the UHF range.

All Canadian stations now transmit on Very High Frequencies (VHF), which are lower than the UHF range but give a stronger signal with less power.

All of the 12 available VHF channels are allocated by international agreement to various sections of the country.

Where two stations use a VHF channel, they must be at least 250 miles apart, otherwise there is interference.

Successfully used in the USA, the rebroadcasting technique is different from present community antenna systems and so-called satellite, or booster stations.

These latter stations repeat the parent station's signal on the same channel, and community antenna systems receive the signal and deliver it by wire to customers. Rebroadcasting stations use a channel different from that of the originating station.

Operators of rebroadcasting stations

would have to obtain the consent of originating stations to pick up their programs and retransmit them. The agreement would cover programs produced by both the CBC and private stations.

If they want to tune in to UHF stations, viewers in areas where the UHF frequencies are being used will have to purchase additional equipment at an estimated cost of from \$40 to \$50 per set.

**OPERATE OUTSIDE B CONTOUR**

Rebroadcasting stations would operate only outside the B contour of an originating station's signal pattern. The B contour is the area in which there is good reception with the aid of a good outside aerial.

Although the outside limit of the contour varies, it is normally between 40 and 60 miles from the station, depending on the terrain and the station's power.

The government will also consider licensing rebroadcasting stations on VHF channels in special circumstances where the station does not interfere with the general development of standard TV stations, or where an applicant plans to switch to regular operations in 18 months time.

Applications will be accepted from operators of regular TV stations and

from non-operators.

At the present time it seems to be indefinite where rebroadcasting operators would get their revenue although standard TV stations would probably be able to demand higher advertising rates because of wider coverage.

New operators might find a low-cost start towards a standard TV station in the rebroadcasting technique.

After Mr. Marler's announcement, a Dept. of Transport official said that a UHF TV station could probably be set up at a cost of between five and ten thousand dollars, depending on its power.

He mentioned that such a station might be established at Pembroke, Ontario, 75 miles northeast of Ottawa and outside the B contour of the CBC's TV station in the capital.

Rebroadcasting stations could be operated as a community effort, the department believes, or an individual interested in selling TV sets in a particular community might also finance the establishment of such an outlet.

The main thought, however, he said, is that an individual interested in eventually establishing a station in a community might undertake to finance such a project.

**WOULD REPEAT SEMINAR IN MONTREAL**

THE TELEVISION REPS Association decided at a special meeting on Jan. 28th, to suggest to the CARTB's TV Advisory committee at the convention in March that the Annual TV Seminar be presented in Montreal as well as in Toronto.

This would mean that the Seminar would be held in Montreal, either a day after, or the day before, the Toronto meeting. It was also tentatively suggested that the Seminar be

held about the middle of September.

The reps discussed the success of the recent Seminar in some detail, although all of the figures are not yet available.

Another suggestion approved was the adoption of a plan to centralize TV station personnel services through the association in Toronto. Through this scheme, job-seeking personnel would contact the secretary of the TV Reps Association, Alex Stewart, at EM. 3-9432. The association would then circulate the information to the TV stations.

Bill Byles was chairman of the meeting.

**G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS**  
 TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

**CKSO-TV**  
**SUDBURY**

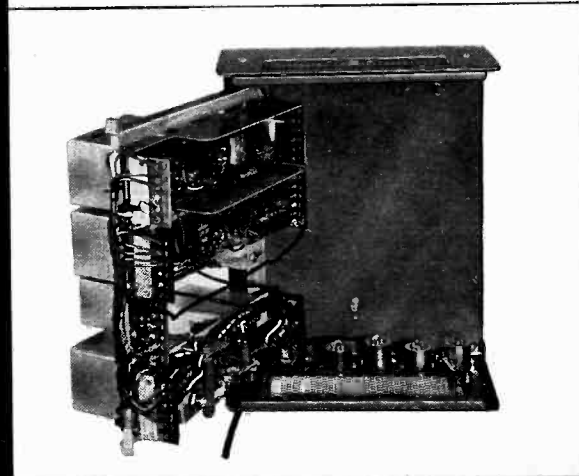
**CKSO**  
**RADIO**

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



# UNATTENDED REMOTE CONSOLE

R19864A



- ▶ One push-button, on-off switch. No other control.
- ▶ Wall or desk mounting.
- ▶ Four microphone inputs.
- ▶ Full Wave Bridge power supply.
- ▶ Compact, small size.
- ▶ Up to 15 microphones on one input when only one input used.
- ▶ Swing out chassis' and unitized chassis', for servicing ease.

The R19864A Unattended Remote Console is a wall mounted unit featuring single control, on-off push-button, operation. The unattended feature of this unit is accomplished by the use of a compressor amplifier in conjunction with a preamplifier. It is equipped with four microphone connectors and is capable of handling four microphones simultaneously. If variable mixing is desired the microphone inputs can be arranged with gain controls of a pre-fixed or fully variable nature. Four holes with plug buttons are provided in the front cover to permit the mounting of microphone mixing controls. In conjunction with the Northern Electric R19865A Microphone Selection Switching Unit, up to 15 microphones may be used on one input simultaneously, individually, or in combinations on a push-button selection basis, but only if one input is used. By means of a unique input circuit, a proper match is automatically obtained and the published response data met when any number up to 15 of the Northern Electric type 633 microphone, or any equivalent 25 ohm to 50 ohm microphone, is used with the R19864A Unattended Remote Console.

Another of the many desirable features the R19864A Unattended Remote Console employs is the use of swing out chassis' which provides easy access to the unit in the event of a service problem. One other feature is the use of unitized chassis construction which also facilitates servicing by permitting the quick localization of a fault to a particular chassis and the relatively easy correction of this fault due to the simple and uncluttered appearance that this method of construction provides. When maintenance is required, all components and electron tubes are made accessible simply by removing the cover and two chassis hold-down screws.

The R19864A Unattended Remote Console would be ideally used in a location where a number of microphones are required, having various output levels and where the use of an operator to "ride the gain" is not warranted. Locations such as Churches, debates, or conferences, where a number of microphones may be employed, would be typical places where the R19864A may be used to its fullest advantage. It is also particularly suited for use by a non-technical person who broadcasts from a remote location on a regular basis. Examples of this would be weather reports from a meteorological office or devotional talks from a minister's or priest's study.

#### SPECIFICATIONS:

Inputs:	4.
Input Impedance:	37—1/2/150 ohms nominal (depending on input transformer strapping).
Output Impedance:	150/600 ohms nominal.
Output Level:	+18 dbm after 6 db pad.
Input Noise:	-120 dbm.
Response:	±1 db, 50 — 15,000 cps.
Distortion:	50 cps.—1.7% 100 — 12,000 cps.—1% 15,000 cps.—1.25%.
Compression:	20 db maximum.
Gain as Straight Amplifier:	92 db.
Power Consumption:	.3A, 115 V, AC 60 cycle.
Dimensions:	11-1/2" x 9" x 5".
Weight:	14 lbs.
Finish:	Dark blue.

For price and delivery information, contact your local Northern Electric Branch Office.

## Northern Electric

COMPANY LIMITED

BRANCHES THROUGHOUT CANADA

1057-5

"BEST WISHES to W. A. B. ENGINEERING CONFERENCE"

# POINTS OF SALE

## PROGRESS

Here are the figures for

### CKGN-TV

DATE  
January '56  
TV SETS  
8,100  
(BBM)

DATE  
January '57  
TV SETS  
14,500  
(Est.)

You Figure It Out!

**CKVR-TV**  
Channel 3

**CKGN-TV**  
North Bay

# PAUL MULVIHILL & Co. Ltd.

TORONTO  
77 York St.  
EM. 8-6554

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



## AMPPLC Annual Meeting

### BETTER PROMOTION WOULD SELL CANADIAN FILMS

**S**PONSORS IN CANADA would prefer to deal with Canadian film producers rather than import commercials from the USA, a meeting of film men was told in Toronto last month, although many of them are using US produced films.

This statement, based on a survey of members of the Association of Canadian Advertisers was made by Merle M. Schneckenburger, immediate past president of that organization, and vice-president of Jos. Seagram & Sons Ltd., distillers. Mr. Schneckenburger said in his address to the Association of Motion Picture Producers and Laboratories of Canada at their meeting in the King Edward Hotel, January 19, that besides disclosing this view, the survey indicated that 25 per cent of these advertisers were using US produced films.

"Those who believe they should go to the USA, believe it very, very strongly," Mr. Schneckenburger said.

One comment forthcoming from the survey was that Canadian producers understand budget limitations for the Canadian market better than their American counterparts.

Another advertiser queried bluntly said: "You pay for what you get - - whether in the USA or Canada."

Sixty-nine per cent of those surveyed indicated that they would rather have film producers' salesmen call on them than their agency. The remaining 31 per cent preferred to have the salesmen call on their



Photo by Gilbert A. Milne

**THE NEW PRESIDENT** of the Association of Motion Picture Producers and Laboratories of Canada and the guest speaker at the annual dinner meeting of the association are shown here with members and executives of the AMPPLC. From left to right are: Lew Parry, pres. and gen. mgr. of Parry Films Ltd., Vancouver; Spence Caldwell, pres. of S. W. Caldwell Ltd., Toronto and vice-pres. of AMPPLC; Merle M. Schneckenburger, guest speaker and vice-pres. of the House of Seagram; Arthur Chetwynd, pres. and gen. mgr. of Chetwynd Films Ltd., Toronto and pres. of AMPPLC; Graeme Fraser, vice-pres. of Crawley Films Ltd., Ottawa and immediate past pres. of AMPPLC and A. Jekste, managing director of Atlantic Films and Electronics, St. John's, Nfld.

agencies. Fifty-six per cent of the advertisers contacted said that their agencies had not recommended the use of films in advertising and public relations. Twenty-one per cent stated that their agencies had advised the use of film "on rare occasions" and 23 per cent said that their agencies were definitely in favor of the use of films.

One of the advertisers said that his firm preferred Canadian film production because Canadian voices were used "even though US production may be better".

#### SELL THE INDUSTRY

Mr. Schneckenburger advised the film producers to do "a selling job to the advertising agencies" and to do more towards the publicizing of the Canadian film industry.

He suggested that the association should assemble a film showing the best that can be produced in this country to assist in the selling of agencies and advertisers.

In addition, he advised the association members to import "experienced TV directors from the USA" if necessary, in order to improve the Canadian product.

Summing up, Mr. Schneckenburger

said that advertisers want to use Canadian films and in looking back over the past five years the industry has improved the quality and the selling of the product in this country.

"I am confident that you can look forward to an increasing share of the market in the future," he concluded.

#### NEW EXECUTIVE

Arthur Chetwynd, the incoming president of the association told the members that it had been a "good year" and he credited the direct work of last year's executive for the change in the Sales Tax Act which resulted in an important reduction in sales tax for Canadian film producers. He also expressed the hope that an agreement could be reached this year with the Canadian Council of Authors and Artists.

In addition to Mr. Chetwynd, who is president of Chetwynd Films, Ltd., Toronto the incoming executive includes: vice-president, Spence Caldwell, president of S. W. Caldwell, Ltd., Toronto; secretary-treasurer, Don McClyment, Ottawa; directors, Murray Briskin, president and general manager of Associated Screen News Ltd., Montreal; Harry Gutkin of PGA Films, Ltd., Winnipeg; A. Jekste of Atlantic Film and Electronics, Ltd., St. John's, Newfoundland and G. S. Kedey, president and general manager of Motion Picture Centre, Toronto. The immediate past president is Graeme Fraser, vice-president of Crawley Films Ltd., Ottawa.

#### Dawson Creek Ripe For TV

**H.**L. MICHAUD, president of radio station CJDC, Dawson Creek, B.C., told a local service club last month that the station had applied for a license to operate a television outlet in the community.

He said he felt the merchants in Dawson Creek would support a small TV station.

The application may be heard by the CBC board of governors in May.

# KVOS-TV

## NOW ON MAXIMUM POWER

MOST POPULAR TV IN B.C.!

\*TOP STATION 5 NIGHTS OUT OF 7

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
<b>KVOS - TV</b>	21%	40%	46%	33%	40%	35%	37%
Station A (Vancouver)	54	37	29	36	27	32	31
Station B	10	7	8	11	16	14	15
Station C	6	11	12	15	11	15	12
Others	9	5	5	5	6	4	5

\*International Surveys Ltd.

#### COMPARE THE COST

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

SERVING OVER 75% OF THE PEOPLE OF BRITISH COLUMBIA

**KVOS-TV**

**CHANNEL 12**



Vancouver Office: 1687 W. Broadway — CHerry 5142  
Studios: Bellingham, Wash.

Come Along...!



Claire Wallace personally conducted tour to Europe this summer (including Spain).

12 Countries  
Reasonable Cost  
Unusual Features

Give Claire a Call at:

**CLAIRE WALLACE TRAVEL BUREAU**  
1110 Yonge Street, Toronto  
WA. 3-8471

# SIGNAL IN MINE UPSETS THEORIES



**G**OLD MINERS AT the Hollinger mines in Timmins are now able to watch TV, 200 feet below the ground.

The experiment was conducted last month by engineers from CFCL-TV when they took a 17 inch set down a mine shaft. Miners who stopped work for five minutes to watch, say reception was fine. They also tried at 1000 feet but did not get a decent signal.

This seems to confound all the laws of television which say a signal is blocked by a solid mass of mountains or large buildings.

By way of an explanation it was suggested that the signal received was "bent" down a forced air ventilation shaft.

**NOW—Do As Top TV Stations Do . . .**

CLEAN YOUR FILMS with  
**ECCO # 1500**  
*Anti-Static Film Cleaner*

Non-Flammable • Non-Toxic  
No Carbon Tet or Trichlorethylene

Used by NBC-TV, CBS-TV and hundreds of independent film producers. Cleans better, stops dust attraction . . . for clearer, brighter screenings.

**Why ECCO #1500 Is Better**

• Cleans better, dries faster than carbon tet • Non-Toxic — Frees film from dust attracting static • Conditions "Green" Film • Keeps film pliable, eliminates waxing • Mild, non-irritating odor • **LOW COST.**

CLEAN and INSPECT FILM  
IN ONE EASY OPERATION  
with the  
**ECCO Speedrol Applicator**  
Save Time, Fluid, Labor, Money!

Write today for FREE  
illustrated brochure. **ORDER FROM**  
**S. W. CALDWELL LTD.**  
447 Jarvis St. Toronto  
Phone WA. 2-2103

# CKMI-TV\*

**CHANNEL 5**

Serving the **ENGLISH** population of Quebec and it's trading area

*are pleased to announce the appointment of*

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

*as National Representatives effective January 1, 1957*

**CKMI-TV, QUEBEC CITY, QUEBEC**

\*Estimated starting date Feb. 17, 1957

Market data, rate card and statistics to be released soon.



**Telephone Answering Service**

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

Phone for Booklet in

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

## CHRISTMAS 1956

Local Red and White Food Stores in North Bay, Ontario, sponsors of CKGN TV's program *Country Style*, increased an order for oranges 86% over their 1955 order — only to discover that competitors had done the same. Recognizing that they had over-saturated the market they began advertising the oranges on their TV program: ". . . by the Saturday morning prior to Christmas we were entirely out of stock."

**CKGN-TV CHANNEL 10, NORTH BAY**

# CKRN-TV\*

**CHANNEL 4**

Covering Rouyn - Noranda, Northwestern Quebec and Northern Ontario

*are pleased to announce the appointment of*

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

*as National Representatives effective January 1, 1957*

**CKRN-TV, ROUYN, QUEBEC**

\*Estimated starting date Sept. 2, 1957

Market data, rate card and statistics to be released soon.

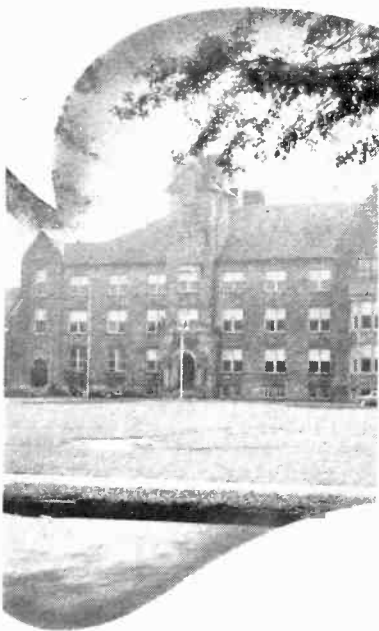
## CKCO-TV SERVES

### 7 MAJOR CITIES

- KITCHENER
- WATERLOO
- BRANTFORD
- STRATFORD
- WOODSTOCK
- GUELPH

## GALT

Pictured below is the Galt Collegiate Institute . . . a building that has stood for 106 years . . . and trained the youth of 5 generations. This year more than 1,100 students are enrolled.



The City of Galt is comprised of 23,702 souls who work by day and watch Channel 13 by night. Galt is only 16 miles from Kitchener, and CKCO-TV is easily picked up on rabbit ears. Naturally, CKCO-TV dominates the TV homes in Galt.

Your best TV buy in Central and Western Ontario is CKCO-TV in Kitchener, serving 1/10 of Canada's population every day.



**CKCO-TV**  
CHANNEL THIRTEEN  
KITCHENER, ONT.

Represented by

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



*Ted Barri's*

# TELE-TATTLE

**A** BRIEF REAL-LIFE drama with a happy ending interrupted the routine of a Sunday afternoon at CKCO-TV, Kitchener a few weeks ago.

The Kitchener-Waterloo Hospital, which is right across the road from the station, reported that a young mother was hemorrhaging severely after childbirth and a comparatively rare type of blood - - O negative with an RH factor - - was desperately needed.

That was at one p.m. and the message was telecast immediately. Within 35 seconds after the broadcast hundreds of calls poured into the station. A Listowel man drove 38 miles to the hospital to offer his blood but the emergency had passed and the woman's life had been saved by an earlier donor recruited by the CKCO-TV call for help.

**S.** W. CALDWELL'S Queensway film studios in Toronto recently completed a series of TV spots for the Canadian Cancer Society last month. The spots - - two in English and two in French - - are used to promote the Society's educational campaign and are now available to all Canadian television stations.

The greatest  
French advertising  
medium  
in  
Quebec

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

SHERBROOKE  
We cover  
the Montreal market

**J** OHN SIZE and Barry Penhale have recently joined the staff at CKGN-TV, North Bay. John is an announcer who has been in radio for the past 12 years at CHML and CKOC, Hamilton; CFCO, Chatham; CKGB, Timmins; CJKL, Kirkland Lake; CKPC, Brantford, CKOY, Ottawa; CKTB, St. Catharines and CFCH, North Bay.

Barry functions as public relations man at the station and was formerly with CKEY, Toronto.

**A** PRIVATE company by the name of Jackie Rae Productions Limited has been incorporated in Ontario.

According to the ONTARIO GAZETTE, the new company may "present, produce, promote, manage, conduct and represent at any place of amusement or entertainment or by way of radio or television such plays, dramas, comedies, operas, burlesques, pantomimes, revues, promenade and other concerts, musical and other entertainment as the company sees fit".

All of which gives Jackie a broad scope.

**F** ORMERLY FILM editor for Sponsor Film Services and in the television departments of McCann Erickson (Canada) Ltd. and the F. H. Hayhurst Co. Ltd., Ed Yanush has joined the radio and television department of E. W. Reynolds Ltd., Toronto. His appointment was effective the first of the year.

**J** OEL ALDRED of Fifeshire Motion Pictures Ltd. failed to make a perfect landing as he stepped off a plane from Detroit at Malton a few weeks ago. The result was a slipped disc in his back which laid the film producer up for a while.

Joel is currently co-operating with Jack Boothe on a series of 52, 15-minute films which tell the story of shipping on the Great Lakes. Entitled *Captain Northern and the Northern Queen*, the programs have Boothe drawing and Aldred narrating to tie in the continuity with the filmed shipping scenes.

**T** HE WATER in a 4,000 gallon plastic swimming pool used by the CBC on the Jackie Rae Show last month was "real cool" - - 40 degrees cool that is. That was ten hours before showtime.

Twenty-seven Canadian General Electric 3 kw. heaters mounted on aluminum racks brought the water up to bathing temperature by the time the cameras started rolling.

**H** ERE'S A story with a new twist. The report of the county library co-operative to the town council in Barrie, Ontario last month asked for an additional \$1,000 to purchase more books because of the demand from children who have seen classics and other good literature dramatized on television.

This is in direct contrast to the number of stories which claim that the medium has an adverse effect on children's reading habits.

**J** ANUARY 30th marked the debut of the Leslie Bell male choral group on *Cross-Canada Hit Parade*. Noted for his women's choral group, Dr. Bell formed the "Gleemen" last spring.

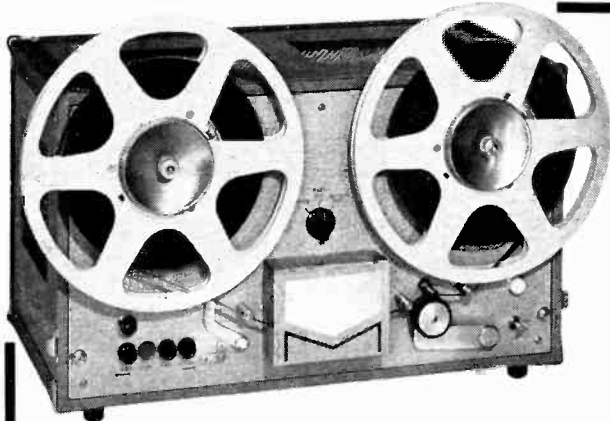
New fields of music have been opened up by the organizing of the new group. For example, sea chanties and military songs just didn't sound right sung by women.

**C** OMPLETE TAPES of the proceedings at the TV Seminar held at the Boulevard Club on Jan. 17 in Toronto and reported in this issue are available at the straight tape cost (\$15 for the five tapes) from Len Headley of the RCA Victor Studios, 225 Mutual St., Toronto.

**H** OLLAND Blaine's remark at the TV Seminar to the effect that television is keeping Saskatchewan farmers on the farm during the winter months is strictly at odds with the Scherwin Research Corporation's recent bulletin which paraphrases the old song:

*"How you gonna keep 'em  
down on the farm.  
Now that they've seen Tee  
Vee?"*

Being strictly an urban type, we'll leave the answer up to you. In the meantime, if it's new with you, tell it to Tele-Tattle.



instantly converts  
your present  
recording equipment  
to the industry's  
highest standards...  
the magnificent new

**magnecord**

# P 63 - AX

To enable thousands of Magnecord users to modernize their professional recording equipment at lowest possible cost, Magnecord has designed the new P-63-AX tape transport. Simply plug it into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models): your equipment equals the finest made. Thus you save the cost of a new amplifier.

SEE YOUR LOCAL AUTHORIZED MAGNECORD DEALER OR WRITE US DIRECT

**MAGNECORD CANADA LTD.** 3745 BLOOR ST. WEST, TORONTO, ONT.

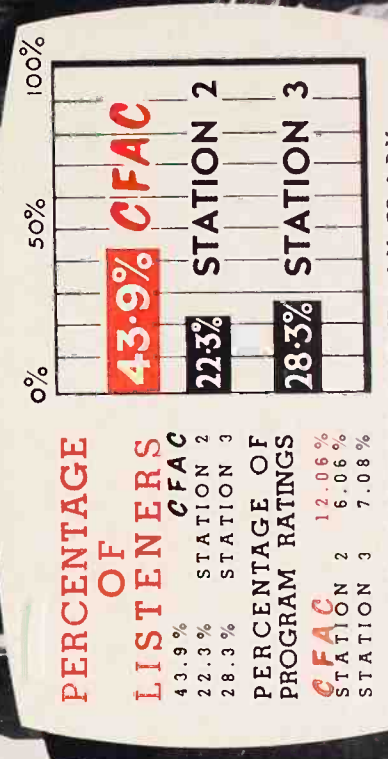


HATS OFF... TO  
**CFAC**

FIRST  
IN WESTERN CANADA  
WITH THEIR NEW GIANT  
TRAVELLING-MESSAGE  
SIGN

★ **CFAC** offers you display time on their new ultra-modern Travelling-Message Sign. Located on the corner of one of Calgary's busiest traffic intersections . . . Seventh Avenue and First Street West.  
★ Contact your "All Canada Man"

CFAC DIAL 960  
MOST PEOPLE LISTEN TO CFAC



PERCENTAGE OF LISTENERS

Station	Percentage
CFAC	43.9%
STATION 2	22.3%
STATION 3	28.3%

PERCENTAGE OF PROGRAM RATINGS

Station	Percentage
CFAC	12.06%
STATION 2	6.06%
STATION 3	7.08%

AVERAGE DECEMBER DAYTIME 9 A.M. TO 6 P.M.  
ELLIOTT HAYNES 1956





# Picture of a woman buying a fruit salad

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

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

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

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

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

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

**RADIO REACHES YOU EVERYWHERE**

**REPRESENTATIVES:**

**Canada:**  
All-Canada Radio Facilities Limited

**United States:**  
Canadian Station Representatives Ltd.

**CFRB**

**TORONTO 50,000 watts 1010 on your dial**