



*Canadian*  
**BROADCASTER**

Vol. 17, No. 16

TORONTO

August 28th, 1958

AL JORDAN, C-FUN staffer, is shown interviewing a shapely visitor on board the cruiser H.M.C.S. Ontario. The station broadcast a total of 14 hours, programming from the decks of the warship during Vancouver's Fleet Week, July 17-23. Through the three days that C-FUN was aboard ship they broadcast the Navy Colors ceremony, the playing of the H.C.M.S. Ontario band and interviews with officers.

- PAY TV MAY COME TO CANADA FIRST 7
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The cumulative audience of

# "FIFTEEN WEEKEND RADIO ANNOUNCEMENTS"

% of Total Homes Reached 59

Frequency per home 2.3 times

Eight announcements aired on Saturday and Seven on Sunday, in 3 Markets.

Source: B.B.M March 1958 Survey  
St. John's, Nfld. Metro Area  
Chicoutimi — Lac St. Jean East Counties  
Calgary Metro Area

Week-end radio offers advertisers a maximum number of listeners at minimum cost.

**RADIO ADVERTISING IS THE QUICKEST,  
MOST EFFECTIVE WAY TO REACH ALMOST  
EVERYBODY . . . EVERYTIME!**

*Fourth in a series of advertisements on the cumulative audience of Radio.*



*Radio Division*

Suite 404 - 200 St. Clair Ave. West • TORONTO 7, CANADA • Telephone WA. 2-0502

BAB-Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Radio and Television Broadcasters

*Broadcasting Act*

**CARTB SEES PROMISE IN BILL C-55**

EXAMINATION of Bill C-55, the new "Broadcasting Act", which had its first reading in the House of Commons on August 20, brought expressions of approval from the board of directors of the Canadian Association of Radio and Television Broadcasters, at a special meeting in Ottawa last week.

Under the bill, full text of which appears on pages 8 and 9 of this issue, a new 15-man Board of Broadcast Governors—three full time and 12 part time—will be appointed to regulate all broadcasting, public and private, by the governor-in-council.

This new board, fashioned along the general lines suggested in the report of the Fowler Commission, and long sought by the CARTB, will relieve the CBC of its former task of regulating the private stations and itself, allowing it to devote all its energies to the operation of its own broadcasting service.

Full time members of the board will be appointed for seven years; part time members for five year periods. They will have discretionary powers regarding the establishment of private networks in both radio and TV.

While the new board replaces the old board of governors of the CBC, the national broadcasting body will be presided over by a new board of nine governors, under a president and a vice-president.

In presenting the bill, Revenue Minister Nowlan, who reports to

Parliament for the CBC, stressed the fact that the Progressive Conservative government has no intention of scuttling the CBC.

No specific mention of the licensing of second TV stations was made in the bill, but in the past Mr. Nowlan has said that this problem will be studied by the Board of Broadcast Governors.

**PRIVATES APPROVE**

Following the first reading of the bill, the board of directors of the Canadian Association of Radio & Television Broadcasters met in Ottawa to consider the effect of the new legislation on private radio and television. (The CARTB represents 148 radio and 35 TV stations across the country.)

In a statement to the press, the CARTB board expressed the feeling that "the framework of principle outlined in the bill, especially the clear-cut distinction made between (the) regulatory and operating functions (of the CBC) offers opportunity for strengthening the service provided to Canadians by both the Canadian Broadcasting Corporation and the private broadcasting industry of Canada.

"We believe," the statement continued, "that in this framework there is opportunity for responsible and mature service which CARTB's membership is anxious and eager to meet, dedicated to the premise of providing the best possible broadcasting service to all Canadians."

**\$ 8500.00 IN CASH PRIZES**  
TO WINNERS OF CKVL'S FISHING MARATHON

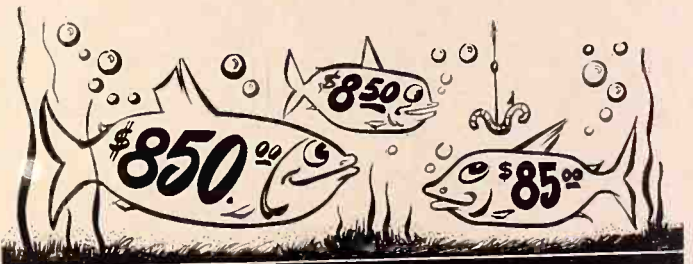


**CKVL**  
VERDUN-MONTREAL

**MORE AUDIENCE THAN ALL OTHER MONTREAL STATIONS COMBINED! . . . . .**

That's what any advertiser on CKVL will find in 1958 as CKVL's great 50,000-watt audience promotion campaign rolls into high gear:

- 300 buses in Montreal, 100 elsewhere
- 125 billboards
- 10 magazines
- airplane banners
- 4 daily papers
- A "fantastic" fishing contest for Quebec and Eastern Ontario listener area sportsmen!
- Topped off by 1,400 telephone urgings a week to bring more people back to their radios!!



**CKVL** VERDUN MONTREAL  
**850 ON YOUR DIAL 24 Hours a Day**

Get The Facts From:

- Radio & Television Sales Inc. — Canada
- Donald Cooke & Co. — U.S.A.

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

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

**THE AWARD WINNING STATIONS**

**CJON** Radio Television NEWFOUNDLAND

For the 8th straight month Montreal's radio rating picture has changed in favour of the

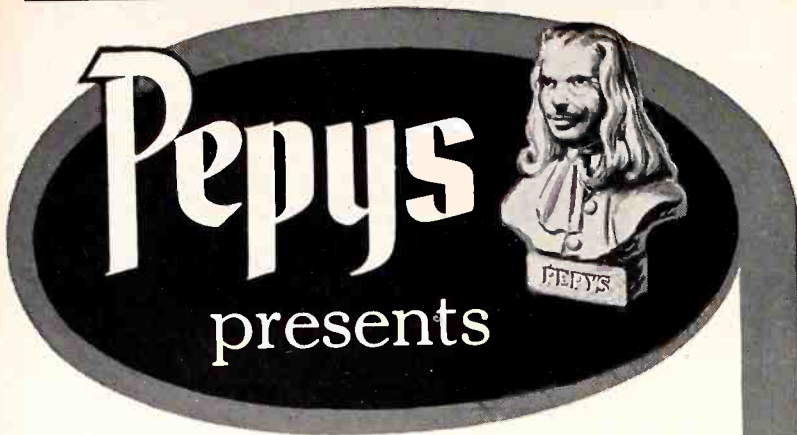
**"New" CJMS**

PERCENTAGE OF LISTENERS BASED ON AVERAGE 1/2 HR. MTWTF

DEC. 57 JAN. 58 FEB. 58 MAR. 58 APRIL 58 MAY 58 JUNE 58 JULY 58

4.6	8.4	11.1	14.5	15.7	17.0	20.7	26.2
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Montreal: Johnny Nadon - UN. 1-2346 • Rest of Canada — Stovin-Byles Ltd. • U.S.A. — Forjoe & Co.



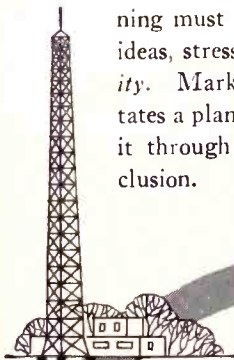
**E.W. REYNOLDS LIMITED**

TORONTO, MONTREAL

Marketing  
Advertising  
Merchandising  
Public Relations

In 1924 E. W. Reynolds — a rugged individualist who had a background of newspaper “know-how”, finance and advertising—started the Agency of which he is today Chairman of the Board. Through his guidance, and later that of his son Warren Reynolds as President, the Agency is well-known for its “total marketing concept”. Exhaustive analysis of all factors involved in the marketing of a product govern marketing strategy, and must precede the planning of advertising itself.

Since even the soundest planning must be sparked by selling ideas, stress is laid upon *creativity*. Marketing Research dictates a plan. Creative ideas carry it through to a successful conclusion.



# STOVIN-BYLES Limited

Radio and Television Station Representatives  
MONTREAL TORONTO WINNIPEG VANCOUVER

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

## LIVE TV SHOW NETS \$2300 FOR KIDS



KEEPING TRACK OF DONATIONS (top) is CJON's “money-meter” being marked by Radio Operations Manager George MacDonald who was able to record \$1,000 in the first ten minutes of the playground fund-raising broadcast. CJON Production Manager Jerry Wiggins, formerly of CJCA, Edmonton, and CFRB, Toronto, is shown on camera reading the names of the people who have pledged money. “Little League” captains (middle) shown here with CJON's Sports Director Bill Callaghan, told his audience how their league would have to fold if the town's playgrounds were closed. “The Cavaliers” (bottom) appear daily on CJON-Radio. They donated their talents to the emergency drive, singing five songs, and appealing for enough money to keep the playground and pools open for St. John's youngsters.

# Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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

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Advertising Representative . . . . . OLI BRIEM



Vol. 17, No. 16

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

August 28th, 1958

## New Bill Augurs Better Broadcasting

A NEW BROADCASTING Act has been presented to Parliament at long last, and quite apart from its provisions, this is a matter for rejoicing by the industry. The years-long battle to free private enterprise broadcasting from domination from its nationalized competitor has been brought to a reasonably satisfactory conclusion. But even if the outcome had been less satisfactory, the fact that the struggle is over should be a definite relief to everyone concerned.

At the same time, it has to be recognized that while an injustice has been removed, the situation still exists where a department of government (or whatever euphemism they choose to hang on the new board) still has it in its power to say what may be broadcast and what may not be broadcast. No other form of "publishing" is subjected to commissions and tribunals designed specifically to censure and censor them, and as long as this situation exists in the field of broadcasting, this industry's enterprise cannot be described as free.

Through the years, the government of the day, through its CBC, has created a bond with the private stations by supplying them with network programs. Some of these programs the stations would have gladly done without. Others, such as Royal Visits, Grey Cup Games and more especially relays from the major American networks, have been received with such enthusiasm by the public, that these shows, and through them the CBC, have become practically indispensable.

In the past, the private broadcasters have been subjected to a continuous barrage of criticism because of their alleged failure to develop local talent. One very valid answer to this has been the fact that they have been denied the right of forming networks, and cannot employ talent to compete for audience, on a single station operation, with the multiple station operation of the networks.

Now it would seem from the new act that the way is open for private stations to organize themselves into or affiliate themselves with non-CBC networks, and if this materializes into actual fact, this hitherto valid reason for not developing talent would evaporate.

Having gained the right to operate networks, it seems to us vitally important that the industry set to work to organize such networks, or reconcile itself to continued domination in the program field by the CBC.

The new "Broadcasting Act" looks good on the face of it.

Private stations will no longer be subjected to regulation by their keenest competitor, the CBC. They will however, continue to be regulated - - beyond the Criminal Code, which is the only form of regulation imposed on most other businesses - - by the newly-formed or about to be formed Board of Broadcast Governors. (Just what the Criminal Code is for is hard to understand when this kind of "supplementary regulation" is found to be necessary.)

However, Mr. Diefenbaker said before the election that he would free the private broadcasters of this unfair competition. This has been done by the new act.

One point which should not be overlooked is the human element in the Board of Broadcast Governors. An understanding and honest board could regulate broadcasting - - if it must be regulated - - to the benefit of everyone, the public and the broadcasters alike. A board not endowed with these qualities could be nothing but a highly dangerous political football. Government controls have been proved effective, when the controllers realize that democracy and government controls are not always compatible, and that we do live in a democracy - - still.

### News Briefs

THE GRANTING of a TV license to CJDC, Dawson Creek, B.C., will have to await the passing by the cabinet of an order-in-council, said A. W. Caron, head of the telecommunications branch of the Department of Transport.

This statement follows an announcement by the station that it had already received the go-ahead from the department, and would begin operations as CJDC-TV, over channel 5 early in December.

The CBC has already recommended to the government that a license be granted.

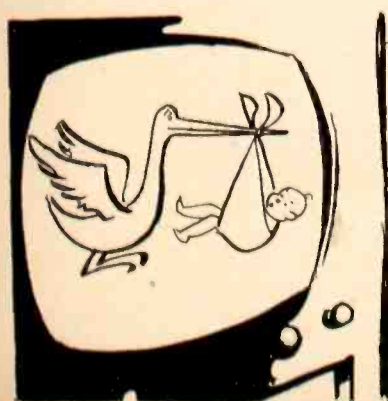
Construction to house the new TV station is now under way at the rear of the present CJDC-Radio building.

A FIRE THAT caused extensive damage to the executive offices, the record library, one recording studio and one broadcast control room of radio station CKSA, Lloydminster, did not keep the station from returning to the air on time.

The fire broke out at 2 am and the station was on again at 6 am broadcasting from emergency facilities set up in a smoke and water-damaged control room.

The station management says that broadcasting will continue from the present facilities until December when their new radio and television building now under construction, will be available for occupancy.

WITH THE ENDING of summer, conventions are in the air once again. First it's the French Convention at the Alpine Inn, Ste Marguerite, Quebec, September 21-4. September 25-6, the BC Association is meeting at Port Alberni. Next there is the Central Canada group, who meet October 5-7 at the Alpine Inn, Ste Marguerite. Finally, the engineers of the Central Canada stations are holding their annual get-together at the Westbury Hotel, Toronto, October 28-9.



RADIO RIBS . . . . .

by Harkley

I WONDER WHAT THE NEW BOARD OF BROADCAST GOVERNORS WILL SAY ABOUT THIS.



# POINTS OF SALE

Use  
**CHOK**  
to sell  
**SARNIA**

Canada's  
Richest  
Market

Highest average wage  
in Canada

Bank savings  
at all time  
high

**PAUL  
MULVIHILL  
& Co. Ltd.**

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

TORONTO  
77 York St.  
EM. 3-8814

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



## Research

# PERSONALITY PLUS PITCH PLUS PROGRAM PULLS PROFIT

From an address to the Proprietary Association of Canada

By HORACE SCHWERIN

THE STARTING point in constructing a successful commercial is the determination of the right motivator. Personality, by itself, is no substitute for that. But a strong motivator allied with the right personality will, over the long haul, tend to do better than the independent commercial in many product categories.

Once the motivator has been chosen, the next step is to determine what general type of personality is needed to create the mental image you desire to leave the viewer with. A few motivators might be so strong that they could be effectively "put over" by practically any presenter. But this is extremely rare. Usually the motivating idea will gain maximum effectiveness from association with a personality-type that "fits" the particular product and motivator.

### THE RIGHT PERSONALITY AND THE RIGHT IDEA

The right personality is not necessarily the most familiar one. At any rate, familiarity alone is not enough. A well known personality may be viewed unsympathetically, and this lack of rapport between viewer and presenter is sufficient to negate the effectiveness of an otherwise good commercial. Determine whether the personality is well liked, in addition to well known.

Past performance does not necessarily tell the whole story. A person-

ality's popularity is seldom a fixed and absolute value: it fluctuates. And only research can chart a personality's ascent or decline at any given time.

Furthermore, it often happens that the established personality is doing no better than a relatively unknown presenter. The latter possesses that rare ability to establish spontaneous rapport, and may have a greater potential than the veteran.

A personality creates an image which carries a given amount of authority. When this authority and the sales idea are properly wedded, the result will be an effective commercial.

Thus, a well known food expert did much better in getting across the concept of "kitchen-tested" than she did in convincing the people that a certain product was "easy to prepare." The latter sales point, on the other hand, was effectively communicated by a little girl.

The personality should "expertize" in his own field of authority. When he steps out of his proper role he is working at cross-purposes with the mental image he has created in the minds of his audience. The probable result will be his forfeiture of the ability to lend belief to the sales idea he is expressing.

The "imagery" of a personality is usually more compatible with some products than with others. It cannot be assumed by the advertiser that, because a personality is effective in selling one product, he will succeed to the same degree with a second or third. For example, our research revealed that a popular woman presenter who addresses herself to a predominantly female audience did measurably less well on commercials for shortening than she did on beauty soap commercials. She did not look like the "home economics" type; her attractive appearance, while it fitted the gestalt of the soap commercial, militated against her as a spokesman for a cooking preparation.

### PERSONALITIES NEED AIDS

When the right personality has been decided upon, he should be given a starring, or at least a good, role. Unimaginative use of the personality, in the hope that his popularity will extend a halo over the product, is liable to backfire and result in an ineffective commercial.

For instance, when the star of a children's western show merely delivered an opening and closing pitch for the product, the results were disappointing. But when the star was used in a dramatic "reason-why" demonstration, that commercial proved quite effective.

The personality can't do the job all by himself. He needs aids and settings. Our research has shown repeatedly that the addition of suitable aids - - particularly visual ones - - will substantially improve the effectiveness of the personality's presentation.

As an example, a well known "store-keeper" personality did a beauty product commercial in which he attempted to define a quality imparted by the product. Essentially the same commercial, with the addition of a girl on video to illustrate the quality, did half again as well.

Sometimes it is desirable and necessary to "sell" the personality on the importance of sticking close to the central idea of the commercial, rather than taking the bit in his mouth, as it were, and roaming afield. Our experience with a number of "subjective" commercials relying strongly on the personality's sheer personality has been that they are not as fruitful as non-personality independent commercials on the same copy theme.

### RESEARCH IS NEEDED

There are tremendous difficulties for the television advertiser, but they are greatest for those who use the medium assuming that it will automatically and magically confer benefits upon them. Such is not the case.

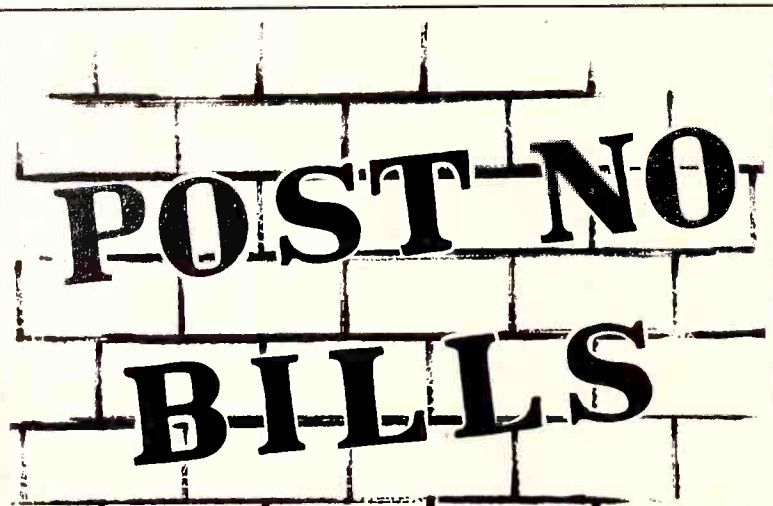
The converse is important. You are not naive, you are not unsophisticated. Therefore, the false assumptions of rivals who are not willing to learn from experience confer an advantage on you. We have noted again and again in our testing that certain brands in a product field are gaining five and six times greater effectiveness on TV than others. The advertisers who are doing this have bought no magic amulet or potion. They have used research patiently and intelligently over the years, and they have used it creatively, not blindly.

In the United States, we have seen the percentage of clients' commercials that were effective, increase by better than 50 per cent in the past three years. This does no credit to research methods, but simply to the willingness to use the right tools for accomplishing a given objective. Seek the right tools, use them properly. If you do so, the course you chart in television will be an upward one.

### Did you know that . . .

CFRB Toronto reaches a total of 933,803\* adult listeners every day, equivalent to 747,042 homes.

\*ELLIOTT-HAYNES CIRCULATION REPORTS



Just AIR your SELL  
via CFQC

. . . the BIG station in Saskatoon

The ONLY medium that reaches ALL of  
Saskatchewan's BIGGEST Trading Area!

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



THE RADIO HUB OF SASKATCHEWAN



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

Subscription TV

U.S. SET-BACK MAY GIVE CANADA FIRST PAY TV

by DON HAWKES Staff Writer

A RECENT RULING by the Federal Communications system will delay pay television in the United States for at least a year.

The FCC action came as the result of congressional pressures, and it was announced that no licenses would be granted until after the adjournment of the next Congress, in August 1959.

In the meantime two distinct methods of providing the public with pay TV are being readied for Canada, where no similar delaying action has been taken.

READY TO GO

Electronic Theatres Ltd. expects to have its system in operation within a few weeks in two Quebec communities, one location in Ontario and one in the West.

The cost to the subscriber for installation of the electronic receiving device will be about \$20, and the cost per punch card, "slightly more than a theatre ticket."

Electronic Theatres' programming plans include eventual presentation of Broadway first nights, away games of local teams, and theatre spectacles.

READY NEXT SPRING

The second system of pay TV is also a closed-circuit set-up, but in this instance the subscriber unscrambles his signals by depositing set amounts into a pay box on the set.

Telemeter is now being readied for operation in London, Ontario under the guidance of Clay Hake.

"all things being equal, it could be in operation by spring."

Commencement of actual installations depends on the receiving of a bid from Bell Telephone.

Fitzgibbons felt that no delay, such as was imposed by the FCC, would be possible in Canada since neither the CBC nor the Department of Transport have control over closed-circuit broadcasts.

THE BARTLESVILLE FIASCO

The planners of pay TV may be given a few thoughtful moments by the results of the experiment that was conducted in Bartlesville, Oklahoma.

Originally, films had been shown continuously from 1 pm to 11 pm over two channels with new programs every two or three days.

THREAT TO FREEDOM

The subject of pay TV has produced a tremendous controversy. Those against it (motion picture exhibitors, some independent TV stations, advertising agencies, large TV advertisers, and some congressmen who see freedom of the airways threatened) are very vociferous in denouncing this new medium which they see as threatening their interests, or the interests of the entire viewing public.

They point out that the commercial TV interests have contributed greatly to culture with such productions as Marty, Amahl and the Night Visitors, Green Pastures, Cinderella and Peter Pan, and such regular features as See It Now and Omnibus, and also the appearance of many important figures in the arts and sciences.

They claim that free viewing, such as is represented above, would likely disappear with the advent of pay TV.

With such sums as have been mentioned at stake, performers would not work for anyone who could not pay commensurate salaries, and, the anti-pay-TV group claims this would spell doom for commercial television.

IN FAVOR OF DRIVEL

But, the pro-pay-TV group (film companies, actors, writers, producers, and some congressmen who say TV isn't free anyway) are equally vehement in their claims on behalf of their cause, and against commercial TV.

And, this faction claims, more than half of the shows on commercial television are sponsored by a group of 15 food, soap and tobacco companies, who dictate what appears on "free" television.

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

Did you know that . . .

CBHT Halifax reaches a total of 175,478\* adult viewers every day, equivalent to 79,763 homes.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

IN CJGX-LAND THE DIRECTION IS UP!



RETAIL TRADE —

Up 8% in Saskatchewan for the period January to April, 1958, over the same period in 1957.

WHEAT MARKETINGS —

Up 8% in Saskatchewan for the period January to June 25, 1958, over the same period last year.

LIVESTOCK MARKETINGS —

In Saskatchewan, January to June 28, 1958, as compared with the same period last year: Cattle up 18.4%, Calves up 45.4%, Hogs up 21.4%

REMEMBER — 1/3 of the total Retail Sales in Saskatchewan, excluding Regina and Saskatoon, are made within a 100 mile radius of Yorkton.

CJGX covers this wealthy market with 10,000 watts — Day, 1,000 watts — Night



CJGX Yorkton SASKATCHEWAN

Consult our representatives for further information:

- STOVIN-BYLES — Montreal, Toronto and Vancouver; MESSNER & CO. — Winnipeg; YOUNG CANADIAN LTD. — U.S.A.

*Bill C-55*

# THE BROADCASTING ACT

HER Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

## SHORT TITLE.

1. This Act may be cited as the *Broadcasting Act*.

## PART I

### BOARD OF BROADCAST GOVERNORS

#### Interpretation.

2. In this Part,
  - (a) "Board" means the Board of Broadcast Governors established by this Part;
  - (b) "broadcasting" means the dissemination of any form of radio-electric communication, including radiotelegraph, radiotelephone, the wireless transmission of writing, signs, signals, pictures and sounds of all kinds by means of Hertzian waves, intended to be received by the public either directly or through the medium of relay stations;
  - (c) "Corporation" means the Canadian Broadcasting Corporation;
  - (d) "licence" means a licence issued under the *Radio Act* to establish a broadcasting station;
  - (e) "licensee" means a person licensed under the *Radio Act* to establish a broadcasting station; and
  - (f) "member" means a member of the Board.

#### Board Established.

3. (1) There shall be a board, to be called the Board of Broadcast Governors, consisting of three full-time members and twelve part-time members to be appointed by the Governor in Council.

(2) Each full-time member shall be appointed to hold office during good behaviour for a period of seven years and each part-time member shall be appointed to hold office during good behaviour for a period of five years, except that any of the first three full-time members and any of the first twelve part-time members appointed after the coming into force of this Act may be appointed to hold office for a term less than the term of years prescribed in this subsection.

(3) Subject to subsections (5) and (6), a full-time member is eligible for re-appointment upon the expiration of his term of office, but a part-time member who has served two consecutive terms is not, during the twelve months following the completion of his second term, eligible for re-appointment.

(4) The Governor in Council shall designate one of the full-time members to be Chairman of the Board and one of the full-time members to be Vice-Chairman of the Board.

(5) A member ceases to be a member of the Board upon attaining the age of seventy years.

(6) A person is not eligible to be appointed or to continue as a member of the Board if he is not a Canadian citizen, or if, directly or indirectly, as owner, shareholder, director, officer, partner or otherwise, he is engaged in the business of broadcasting or has any pecuniary or proprietary interest in a broadcasting station or in the manufacture or distribution of radio apparatus.

(7) A member may be removed at any time by the Governor General on address of the Senate and House of Commons.

(8) A full-time member shall devote the whole of his time to the performance of his duties under this Part.

(9) Every member shall, before entering upon his duties as such, take and subscribe, before the Clerk of the Privy Council, an oath in the following form:

I DO SOLEMNLY SWEAR that I will faithfully, truly and impartially, to the best of my judgment, skill and ability, execute and perform the office of a member of the Board of Broadcast Governors, and that, while I continue to hold such office, I will not, as owner, shareholder, director, officer, partner or otherwise, engaged in the business of broadcasting or have any pecuniary or proprietary interest in a broadcasting station or in the manufacture or distribution of radio apparatus.

#### Head Office and Meetings.

4. (1) The head office of the Board shall be at Ottawa.
- (2) The Board shall meet at least six times in each year.
- (3) Nine members constitute a quorum of the Board.
- (4) A vacancy in the membership of the Board does not impair the right of the remainder to act.
- (5) The Board may make by-laws respecting the calling of meetings of the

Board and the conduct of business thereat.

#### Chairman and Vice-Chairman.

5. (1) The Chairman is the chief executive officer of the Board, and has supervision over and direction of the work and the staff of the Board.

(2) If the Chairman is absent or is unable to act or the office is vacant, the Vice-Chairman has and may exercise all the powers and functions of the Chairman.

(3) The Board may authorize one or more of its members to act as Chairman

casting of programs, advertisements or announcements of a partisan political character;

- (e) for promoting and ensuring the greater use of Canadian talent by broadcasting stations;
- (f) requiring licensees to broadcast network programs of public interest or significance;
- (g) prescribing the terms and conditions for the operation of broadcasting stations as part of a network and the terms and conditions for the

and the Corporation have been given an opportunity of being heard.

#### (4) The Board may

- (a) after it has held a public hearing at which the Corporation and other interested licensees have been given an opportunity of being heard, grant permission to a licensee to operate the broadcasting station to which his licence relates as part of a designated network other than one operated by the Corporation, or revoke any permission so granted; and
- (b) grant or revoke permission to a licensee to operate the broadcasting station in respect of which his licence was issued as part of any network for the broadcasting of a particular program or a series of programs extending over a period not exceeding one month, but if the broadcasting station is operated as part of another network, no such permission shall be granted without the consent of the operator of such other network.

(5) The Board may, after it has held a public hearing at which the Corporation and other interested licensees have been given an opportunity of being heard, grant permission to any person to operate a network of broadcasting stations or revoke any permission so granted.

#### Non-Canadian Interests.

14. The Board shall not recommend the issue of a licence or grant permission to operate a network of broadcasting stations unless the applicant therefor is

- (a) a Canadian citizen,
- (b) a person lawfully admitted to Canada for permanent residence who, since being so admitted, has been ordinarily resident in Canada for a period of not more than six years, or
- (c) a corporation incorporated under the laws of Canada or any province, the chairman or other presiding officer and at least two-thirds of the directors of which are Canadian citizens and at least three-fourths of the shares of which (having full voting rights under all circumstances) belong to
  - (i) Canadian citizens, or
  - (ii) a corporation other than a corporation controlled directly or indirectly by citizens or subjects of a country other than Canada.

#### Suspension of Licences.

15. (1) Whenever in the opinion of the Board any licensee has violated or failed to comply with any condition to his licence as described in subsection (5) of section 12 or in subsection (1) of section 13, the Board may, after notice has been given to the licensee of the alleged violation or failure and an opportunity has been afforded to the licensee of being heard, order that the licence be suspended for a period not exceeding three months, but such order is not effective until the expiration of ten days after the making thereof.

(2) Any order made under subsection (1) shall be forwarded to the Minister of Transport who shall forthwith communicate the contents thereof to the licensee and shall take such steps as may be necessary to carry out the terms of the order.

(3) Where the Board orders the suspension of the licence under subsection (1), the licensee may by leave of a judge of the Exchequer Court of Canada appeal against the order to that Court on any question of law, and the Court may stay the operation of the order or suspension pending its final decision and may affirm, alter or rescind the order.

#### Prohibitions and Penalties.

16. (1) A licensee shall not operate a broadcasting station as part of a network unless

- (a) it is a condition to the licence issued in respect of the station that he do so; or
- (b) he has been granted permission by the Board under this Part to do so.

(2) A person shall not operate a network of broadcasting stations unless he has been granted permission by the Board under this Part to do so.

#### 17. (1) No licensee shall

- (a) broadcast in dramatized form any program, advertisement or announcement of a partisan political character, or

This is the full text of the Broadcasting Act as it was presented for its first reading in the House of Commons, Wednesday August 20, 1958

for the time being in the event that the Chairman and Vice-Chairman are absent or unable to act or the offices are vacant.

#### Remuneration.

6. (1) The full-time members shall be paid a salary to be fixed by the Governor in Council, and the part-time members shall be paid a fee of one hundred dollars per day while attending a meeting of the Board or of a committee thereof.

(2) Each member is entitled to be paid reasonable travelling and other expenses incurred by him in the performance of his duties while away from his ordinary place of residence.

#### Staff.

7. The officers and employees necessary for the proper conduct of the business of the Board shall be appointed under the provisions of the *Civil Service Act*.

#### Superannuation.

8. The full-time members of the Board and the persons appointed under section 7 shall be deemed to be persons employed in the Public Service for the purposes of the *Public Service Superannuation Act*.

#### Executive Committee.

9. (1) There shall be an Executive Committee of the Board consisting of the three full-time members and four part-time members appointed by the Board.

(2) The quorum of the Executive is five.

(3) The Executive Committee shall exercise such of the powers and functions of the Board as are delegated to it by the Board, except the powers and functions of the Board under sections 11 and 12 and the provisions of section 13 other than paragraph (b) of subsection (4) thereof.

(4) The Executive Committee shall submit at each meeting of the Board minutes of its proceedings since the last preceding meeting of the Board.

(5) The Board may appoint such other committees from among its members as the Board considers desirable.

#### Objects and Purposes.

10. The Board shall, for the purpose of ensuring the continued existence and efficient operation of a national broadcasting system and the provision of a varied and comprehensive broadcasting service of a high standard that is basically Canadian in content and character, regulate the establishment and operation of networks of broadcasting stations, the activities of public and private broadcasting stations in Canada and the relationship between them and provide for the final determination of all matters and questions in relation thereto.

#### Regulations.

11. The Board may make regulations for carrying out the purposes and provisions of this Part, and in particular, but without restricting the generality of the foregoing, may make regulations,

- (a) respecting the minimum broadcasting times to be reserved for network programs by any broadcasting station operating as part of a network;
- (b) respecting standards of programs;
- (c) respecting the character of advertising and the amount of time that may be devoted to advertising;
- (d) respecting the proportion of time that may be devoted to the broad-

broadcasting of network programs;

- (h) prescribing rules of procedure for making applications and representations to the Board and for the conduct of hearings before the Board; and
- (i) requiring licensees to submit information to the Board regarding their programs, financial affairs and such other matters concerning their operations as the regulations may specify.

(2) The Board shall give notice in the *Canada Gazette* of its intention to make or amend a regulation that affects licensees and shall afford licensees an opportunity of making representations to the Board with respect thereto.

#### Licences.

12. (1) The Minister of Transport shall, (a) before dealing with an application under the *Radio Act* for

- (i) the issue of a licence to establish a broadcasting station, or
- (ii) an increase in power, a change of channel, or a change of location of a broadcasting station, or
- (b) before making any regulations or changes in the regulations under the *Radio Act* governing the activities of broadcasting stations,

refer the application or regulation to the Board, and the Board shall give public notice thereof in the *Canada Gazette* and shall make such recommendation to the Minister of Transport as it deems fit.

(2) A licence for a new broadcasting station shall not be issued under the *Radio Act* without the approval of the Governor in Council.

(3) No recommendation shall be made by the Board on any matter referred to it under subsection (1) unless it has held a public hearing at which the applicant, the Corporation and other interested licensees and applicants for licenses have been given an opportunity of being heard.

(4) No recommendation to issue a licence shall be made unless, in the opinion of the Board, it would be consistent with the purposes of this Part and in the public interest to do so.

(5) Every licence issued before or after the coming into force of this Act is subject to the condition that the licensee will comply with the provisions of this Part and the regulations.

#### Networks.

13. (1) If pursuant to section 12 the Board recommends that a licence be issued, it may also recommend that the licence be issued subject to the condition that the licensee shall operate the broadcasting station to which the licence relates as part of a network operated by the Corporation, and, in such case, if the licence is issued, it shall be issued subject to such condition.

(2) The Board may, on the application of the Corporation, by order attach to a licence a condition that the licensee shall operate the broadcasting station to which the licence relates as part of a network operated by the Corporation, after a hearing at which the licensee has been given an opportunity of being heard.

(3) The Board may at any time, upon the application of a licensee who holds a licence that is subject to a condition as described in subsection (1), or the Corporation, revoke or amend the condition after a hearing at which both the licensee



(b) broadcast a program, advertisement or announcement of a partisan political character on any day that an election is held for the election of a member of the House of Commons, the legislature of a province or the council of a municipal corporation, or on the two days immediately preceding any such day.

(2) A licensee shall immediately preceding and immediately after broadcasting a program, advertisement or announcement of a partisan political character, identify the sponsor and the political party, if any, upon whose behalf the program, advertisement or announcement was broadcast.

18. Every person who violates any of the provisions of this Part or the regulations is guilty of an offence punishable on summary conviction as provided in the *Criminal Code*.

#### Report to Parliament.

19. The Board shall, within three months after the termination of each fiscal year, submit to the member of the Queen's Privy Council for Canada designated by the Governor in Council for the purpose a report on the activities of the Board under this Part for that fiscal year, and the member so designated shall cause the report to be laid before Parliament within fifteen days after the receipt thereof, or, if Parliament is not then sitting, on any of the first fifteen days next thereafter that Parliament is sitting.

#### Expenditures.

20. All expenditures for the purposes of this Part shall be paid out of money appropriated by Parliament therefor.

### PART II.

#### CANADIAN BROADCASTING CORPORATION

#### Interpretation.

21. In this Part,
- (a) "broadcasting" means the dissemination of any form of radioelectric communication, including radiotelegraph, radiotelephone, the wireless transmission of writing, signs, signals, pictures, and sounds of all kinds by means of Hertzian waves, intended to be received by the public either directly or through the medium of relay stations;
  - (b) "Corporation" means the Canadian Broadcasting Corporation established by this Part;
  - (c) "director" means a director of the Corporation; and
  - (d) "Minister" means the member of the Queen's Privy Council for Canada who is designated by the Governor in Council as the Minister through whom the Corporation is to be accountable to Parliament for the conduct of its affairs.

#### Corporation Established.

22. (1) There shall be a corporation to be known as the Canadian Broadcasting Corporation consisting of a President, a Vice-President and nine other directors to be appointed by the Governor in Council.

(2) The President and Vice-President shall be appointed to hold office during pleasure for a period of seven years, and the other directors shall be appointed to hold office during good behaviour for a period of three years, except that any of the first eleven directors appointed after the coming into force of this Act may be appointed to hold office for a term less than the term of years prescribed in this subsection.

(3) Subject to subsections (4) and (5), the President and Vice-President are eligible for reappointment, but any other director who has served two consecutive terms is not, during the twelve months following the completion of his second term, eligible for re-appointment.

(4) A director ceases to be a director of the Corporation upon attaining the age of seventy years, and a director appointed to hold office during good behaviour may be removed at any time by the Governor General on address of the Senate and House of Commons.

(5) A person is not eligible to be appointed or to continue as a director of the Corporation if he is not a Canadian citizen, or if, directly or indirectly, as owner, shareholder, director, officer, partner or otherwise, he is engaged in the business of broadcasting or has any pecuniary or proprietary interest in a broadcasting station or in the manufacture or distribution of radio apparatus.

(6) Every director shall, before entering upon his duties as such, take and subscribe, before the Clerk of the Privy Council, an oath in the following form: I do SOLEMNLY SWEAR that I will faithfully, truly and impartially, to the best of my judgment, skill and ability, execute and perform the office of director of the

Canadian Broadcasting Corporation, and that, while I continue to hold such office, I will not, as owner, shareholder, director, officer, partner or otherwise, engage in the business of broadcasting or have any pecuniary or proprietary interest in a broadcasting station or in the manufacture or distribution of radio apparatus.

23. (1) The head office of the Corporation shall be at Ottawa.

(2) Seven directors constitute a quorum of the Corporation.

(3) A vacancy in the membership of the Corporation does not impair the right of the remainder to act.

#### President and Vice-President.

24. (1) The President is the chief executive officer of the Corporation, and has supervision over and direction of the work and the staff of the Corporation.

(2) If the President is absent or is unable to act or the office is vacant, the Vice-President has and may exercise all the powers and functions of the President.

(3) The Corporation may authorize one or more of its officers to act as President for the time being in the event that the President and Vice-President are absent or unable to act or the offices are vacant.

#### Remuneration.

25. (1) The President and Vice-President shall be paid a salary to be fixed by the Governor in Council, and the other directors shall be paid a fee of one hundred dollars per day while attending a meeting of the Corporation or a committee thereof.

(2) Each director is entitled to be paid reasonable travelling and other expenses incurred by him in the performance of his duties while away from his ordinary place of residence.

#### Staff.

26. (1) The Corporation may on its own behalf employ such officers and employees as it considers necessary for the conduct of its business, at such remuneration and upon such other terms and conditions as it deems fit, but the officers and employees so employed are not officers or servants of Her Majesty.

(2) The Corporation may by law establish a pension fund for the directors, officers and employees of the Corporation and their dependants and may contribute to it out of the money administered by the Corporation; any part of the pension fund may be invested in such manner as may be provided by law.

(3) Any director, officer or employee of the Canadian Broadcasting Corporation who, at the time of his appointment or employment under or pursuant to this Part, held a position in the civil service, or was an employee within the meaning of the *Civil Service Act*, retains and is eligible to receive all the benefits, except salary as a civil servant, that he would have retained or been eligible to receive had he remained under that Act.

#### Agent of Her Majesty.

27. (1) Except as provided in subsection (1) of section 26, the Corporation is, for all purposes of this Act, an agent of Her Majesty, and its powers under this Act may be exercised only as an agent of Her Majesty.

(2) The Corporation may, on behalf of Her Majesty, enter into contracts in the name of Her Majesty or in the name of the Corporation.

(3) Property acquired by the Corporation is the property of Her Majesty and title thereto may be vested in the name of Her Majesty or in the name of the Corporation.

(4) Actions, suits or other legal proceedings in respect of any right or obligation acquired or incurred by the Corporation on behalf of Her Majesty, whether in its name or in the name of Her Majesty, may be brought or taken by or against the Corporation in any court that would have jurisdiction if the Corporation were not an agent of Her Majesty.

#### Executive Committee.

28. The Corporation may from among its directors appoint an executive committee and delegate to it all or any of its powers under this Part, and the executive committee shall submit at each meeting of the Corporation minutes of its proceedings since the last preceding meeting of the Corporation.

#### Objects and Powers.

29. (1) The Corporation is established for the purpose of operating a national broadcasting service, and in particular, but without restricting the generality of the foregoing, has power to

- (a) maintain and operate broadcasting stations and networks of broadcasting stations;
- (b) establish, subject to approval of

the Governor in Council, such broadcasting stations as the Corporation considers necessary or desirable;

- (c) equip broadcasting stations with all such plant, machinery and other effects as it considers necessary or desirable;
- (d) make operating agreements with broadcasting stations for the broadcasting of network programs;
- (e) originate programs and secure programs, from within or outside Canada, by purchase or exchange and make arrangements necessary for their transmission;

(f) make contracts with any person, in or outside Canada, in connection with the production or presentation of the programs of the Corporation;

(g) make contracts with any person, in or outside Canada, to perform in connection with the programs of the Corporation;

(h) publish and distribute, whether gratis or otherwise, such papers, periodicals and other literary matter as may seem conducive to any of the objects of the Corporation;

(i) collect news relating to current events in any part of the world and in any manner that it deems fit and to establish and subscribe to news agencies;

(j) acquire copyrights and trade marks;

(k) acquire and use any patent, or patent rights, *brevets d'invention*, licences or concessions that the Corporation may consider useful for the purpose of carrying out its objects;

(l) make arrangements or agreements with any organization for the use of any rights, privileges or concessions that the Corporation may consider useful for the purpose of carrying out its objects;

(m) acquire broadcasting stations either by lease or, subject to the approval of the Governor in Council, by purchase; and

(n) do all such other things as the Corporation may deem incidental or conducive to the attainment of any of the objects or the exercise of any of the powers of the Corporation.

(2) The Corporation is bound by the provisions of Part I.

30. The Corporation may purchase, lease or otherwise acquire any real or personal property that the Corporation may deem necessary or convenient for the purposes of its business, and may sell, lease or otherwise dispose of all or any part of the property of the Corporation, but the Corporation shall not, without the approval of the Governor in Council, acquire or dispose of any real or personal property, other than program material or rights therein, for a consideration in excess of one hundred thousand dollars, or enter into a lease or other agreement relating to the use or occupation of real property for a consideration in excess of one hundred thousand dollars or enduring for a period in excess of five years.

31. The Corporation may make by-laws respecting the calling of meetings of the Corporation, the conduct of business thereat, the duties and conduct of the directors, officers and employees of the Corporation, and generally for the management of the affairs of the Corporation, including the designation of one or more of its officers as vice-presidents in addition to the Vice-President appointed under section 22, but the expression "Vice-President" in this Part does not include any person so designated.

32. (1) The Corporation may, with the approval of the Governor in Council, take or acquire lands for the purposes of this Part without the consent of the owner, and, except as otherwise provided in this section, all the provisions of the *Expropriation Act*, with such modifications as circumstances require, are applicable to and in respect of the exercise of the powers conferred by this section and the lands so taken or acquired.

(2) For the purposes of section 9 of the *Expropriation Act* the plan and description may be signed by the President or Vice-President of the Corporation.

(3) The compensation for lands taken or acquired under this section, or for damage to lands injuriously affected by the construction of any work by the Corporation, shall be paid by the Corporation as though the lands were acquired under the other provisions of this Part, and all claims against the Corporation for such compensation or damages may be heard and determined in the Exchequer Court of Canada in accordance with sections 46 to 49 of the *Exchequer Court Act*; but nothing in this subsection shall be construed to

affect the operation of section 34 of the *Expropriation Act*.

#### Financial Provisions.

33. (1) The Corporation shall maintain in its own name one or more accounts in the Bank of Canada, or in a chartered bank designated by the Minister of Finance.

(2) All money received by the Corporation through the conduct of its operations or otherwise shall be deposited to the credit of the accounts established pursuant to subsection (1) and shall be administered by the Corporation exclusively in the exercise and performance of its powers, duties and functions.

(3) The Corporation may invest any money administered by it in bonds or guaranteed by the Government of Canada.

(4) The Corporation shall in its books of account establish a Proprietor's Equity Account and shall credit thereto the amount of all money paid to the Corporation for capital purposes out of Parliamentary appropriations.

34. (1) The Corporation is a proprietary corporation within the meaning and for the purposes of the *Financial Administration Act*.

(2) The accounts and financial transactions of the Corporation shall be audited annually by the Auditor General of Canada.

35. (1) The Minister shall annually lay before Parliament a capital budget and an operating budget for the next ensuing financial year of the Corporation, approved by the Governor in Council on the recommendation of the Minister and the Minister of Finance.

(2) Within one year after the coming into force of this Act and every fifth year thereafter the Corporation shall submit to the Minister and the Minister of Finance for submission to the Governor in Council a five-year capital program proposed by the Corporation together with a forecast of the effect of the program on the Corporation's operating requirements.

#### Report to Parliament.

36. The Corporation shall, within three months after the termination of its financial year, submit to the Minister a report on the operations of the Corporation for that financial year, and the Minister shall cause the report to be laid before Parliament within fifteen days after the receipt thereof, or, if Parliament is not then sitting, on any of the first fifteen days next thereafter that Parliament is sitting.

### PART III.

#### TRANSITIONAL AND REPEAL.

37. The regulations made under the *Canadian Broadcasting Act* and in force at the coming into force of this Act shall be deemed to have been made under Part I and shall continue in force until repealed or altered by the Board of Broadcast Governors under the authority of Part I.

38. The Corporation established by the *Canadian Broadcasting Act* and the Corporation established by Part II of this Act are hereby declared for all purposes to be one and the same Corporation.

39. (1) Upon the coming into force of this Act the Canadian Broadcasting Corporation shall pay to the Receiver General of Canada such part of the working capital of the Corporation as the Minister of Finance determines to be in excess of six million dollars, to be applied in reduction of the indebtedness of the Corporation to Her Majesty in respect of loans made by or on behalf of Her Majesty to the Corporation, and the remainder of such indebtedness is hereby extinguished.

(2) The amount of the indebtedness extinguished by virtue of subsection (1) and the amount of the capital surplus of the Corporation at the coming into force of this Act as determined by the Minister of Finance shall be credited to the Proprietor's Equity Account in the books of the Corporation.

40. Where at the coming into force of this Act a licensee is operating a broadcasting station as part of a network operated by the Canadian Broadcasting Corporation, the licence relating to that station shall be deemed to be subject to a condition to that effect as described in subsection (1) of section 13, and the Canadian Broadcasting Corporation shall be deemed to have been granted permission under Part I to operate the network.

41. (1) The *Canadian Broadcasting Act* is repealed.

(2) The repeal of the *Canadian Broadcasting Act* does not affect any right, privilege, obligation or liability acquired, accrued, accruing or incurred under section 13 of that Act prior to the coming into force of this Act.

42. This Act shall come into force on a day to be fixed by proclamation of the Governor in Council.

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**TEAMWORK IS THE ESSENCE OF SUCCESSFUL BUSINESS**

by LIONEL SCOTT

PRE-OCCUPATION with production has overshadowed almost every other consideration in our great industrial system. This is true of great industrial empires and it applies equally to smaller enterprises. In many ways we have solved the most difficult obstacles in production techniques, although we shall never stop trying to improve our methods. This in itself creates new problems, of course. By and large, however, we have achieved amazing success in the field of production.

The first, and over-simplified explanation of success was to break down each process, into a series of steps. On this simple premise, our mass-production, assembly line system is based. We have yet to solve the problems of distribution. That is subject matter for some most challenging thinking, but does not belong in this discussion. The snag in our present set-up is the human element.

**NEW ELEMENT IN TRAINING**

Up to now we have considered that as long as we trained our men to know their job and to do it well, all would run smoothly and profits would rise while costs fell - - as long as "incentives" were supplied, of course.

Somewhere along the line this idyllic concept faltered. To find the reason we have to look at the man. Obsessed with production processes,

we have tried to treat each man as a part of a process and to teach him to master that little part. It won't do. Man is a complex entity. He reacts unfavorably to being compartmentalized.

Some of our more perceptive managers know that the whole man must be dealt with; that to get the best out of a worker he must be able to identify himself with the end result of all his work. This is a good beginning. I should like to offer a suggestion. Take this thinking a step further and enable that same worker to identify his job not only with his own department or plant, but with society as a whole.

As automation becomes more and more an accepted part of our productive system, the greater will be the need for every individual to be able to relate himself ever more closely with society as a whole. We may yet get around to the point where a man is paid not to work, so that he may still be able to "buy" the products of automation. This is not as silly as it sounds. We already have the example of the farmer who is paid not to produce certain commodities. This brings us back to distribution again, which is ultra vires at the moment.

Our new area of training lies in a wider area. The technical part of it we don't have to worry about. That will be looked after adequately. The wider perspectives need further development.

**WHOSE JOB IS IT?**

Some time ago we made the comment that much of the training in life has been removed from the formal area of training - - the school - - and moved into the business field. Since our schools are not teaching democracy meaningfully, there has been a gap between the trade school skill or the academic accomplishment and the student's relationship with the outer world. He does not see his place in that wider sphere. He may get a job, yes. But unless he is related as a whole person to his total environment, he becomes a cog; his life's work is meaningless beyond the production of a pay cheque. We need the pay cheque, true. Most people however cannot feel purposeful working on this basis, and the best of a man's contribution to job and society is frittered away.

It seems that business, as a learn-

ing area, is becoming more and more important. Our training concepts must be adapted to include this concept of the whole man's whole contribution. This is the challenge now facing business.

**HOW TO DO IT**

Without wishing to be repetitive or trite, the answer lies in the sort of leadership we are prepared to offer. This quality, or leadership attitude will have to be consistent all down the line, from top to bottom. Like democracy itself, of which it is a working part, it is not easy. But it is possible, and it is essential.

We must admit that under the present production system we have much to be grateful for. To it we owe, directly or indirectly, virtually every material and creature comfort which is characteristic of our era. Just as business adapted itself to the demands of production in the past, we can hope that it still enjoys the creative vitality to rise to these new demands. Indeed, it is apparent that, more and more, business is concerning itself with a recognition of the employee as a whole person; and not just with a part of him, but his family relationships, and social connections as well.

Realizing this, it is the more remarkable that, with rare and somewhat notable exceptions, the basic principles of group dynamics have not been used in this vital undertaking. Yet, it is one place where these principles could be applied most effectively.

One reason for this may be a tendency to think, still, in terms of tasks to be performed, rather than overall social objectives. In those few places where experiments have been made, this type of learning atmosphere, and this concept of leadership have shown that it "pays off", even by the most material measurement, because the whole employee is working instead of just "a piece of him".

**GROUP DYNAMICS**

This pattern of development is not suggested as a method of teaching machine operation. It is a highly skilled process for creating a learning environment. It enlists the whole person's interest and is an effective way, under competent direction, of developing more adequate lines of communication.

Neither is this method offered as a short cut. It must be distinguished in the sense in which it is used here from just "a bunch of people". A really successful "group" is not the sum of its parts; it becomes a new entity. One of its manifestations is the ability of its members to think in terms of "we". This applies, even when individuals are apart from each other. It demands a common motivation, and it is essential that under-

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## "This is the time of deciding"

standing in human terms and communication between human minds are highly developed qualities.

If the group leader is good, and granted sufficient time be spent, a sense of comradeship and teamwork can be built up which is outstanding, even in a most unlikely situation. The time required will, naturally, be modified by the conditions existing when the plan begins, and by the quality of direction it receives, **AND BY THE SPECIFIC SUPPORT GIVEN BY TOP MANAGEMENT.**

A measurable advantage that can be gained is the possibility of real inter - departmental understanding and co-operation, not based on knowing difficulties alone, but upon knowledge of people and objectives in other parts of the company.

The principles of the group approach apply in various structures. The physical plan can be based on "Functional Units"; "Groups of Competences"; "Diverse Status Groups"; "Progress Status Groups"; "Functional Family Units"; or combinations of these.

What is important is the group work method. It has some negative aspects. It is not fast. It depends upon good direction. Therefore the conference or course director is important. His importance lies in his knowledge of the process to be used, and not on what is to be learned. Sometimes, if morale is low or leadership poor, it may be well to use this method later on in the training program, after confidence and understanding have been established.

An environment in which free discussion is possible is difficult to create, especially where trust and confidence in any or all supervisors is lacking. One characteristic of this is the "Sunday School" answer, typical of the environment of the heavy handed boss type.

### THINGS TO CONSIDER

Two of the most significant matters to come out of these discussions may be stated fairly briefly. The first is the new responsibility for training leaders for society as a whole, that sooner or later business must assume, unless it proposes to abdicate entirely from the field of leadership. The second is that, even from a material, profit and loss standard of measurement, this wider type of training will be justified, (a) because it creates a much more productive employee; (b) because it re-vitalizes and repairs an economic system which, though wobbly and with many faults, could be the greatest blessing to man if ever given a real chance to work; (c) because if we fail, we fail completely, perhaps permanently, for there may not be another chance.

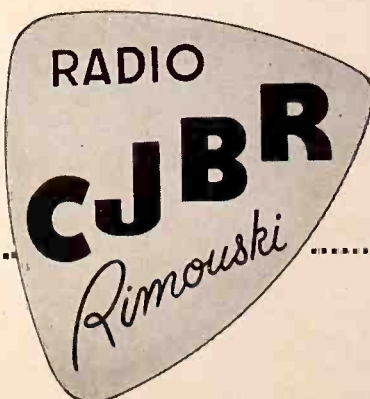
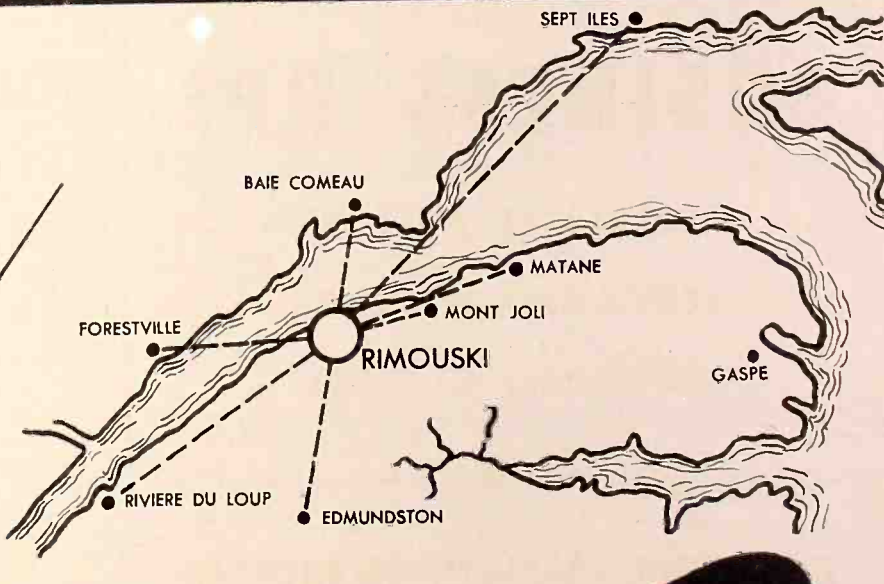
The only requirement is that those who can promote this concept will not falter now. There is the money; we still have the time; enough leadership to begin can be found; more can be developed. This is the time of deciding - - a mean, constantly shrinking little future, or the majesty of infinite development beyond our present dreams. That is our choice.

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 U.S.A. TV Rep.: ADAM J. YOUNG JR.

## HARDY MEN KNOW THEIR MARKETS!



### RADIO

- CKRS Jonquiere-Kenogami
- CKBL Matane
- CHNC New Carlisle
- CHRC Quebec
- CHRL Roberval
- CKSM Shawinigan Falls
- CJSO Sorel
- CKLD Thetford Mines
- CKVM Ville Marie
- CKNB Campbellton, N.B.

### TV

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

Market information—vital to modern selling, is stock-in-trade with Hardy representatives. The power of market knowledge **IN DEPTH** is the key to successful selling in any medium. Hardy men make it No. 1 in theirs!

In the Province of Quebec, for example, advertisers have long recognized the "difference" of their market. Jos. A. Hardy representatives know the difference and what to do about it!

**... AND HARDY STATIONS SELL!**

For complete information call

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

Toronto EM. 3-9433

Montreal PL. 1101

**AT COMPARATIVELY  
LOW RATES**

# GET *your* SHARE

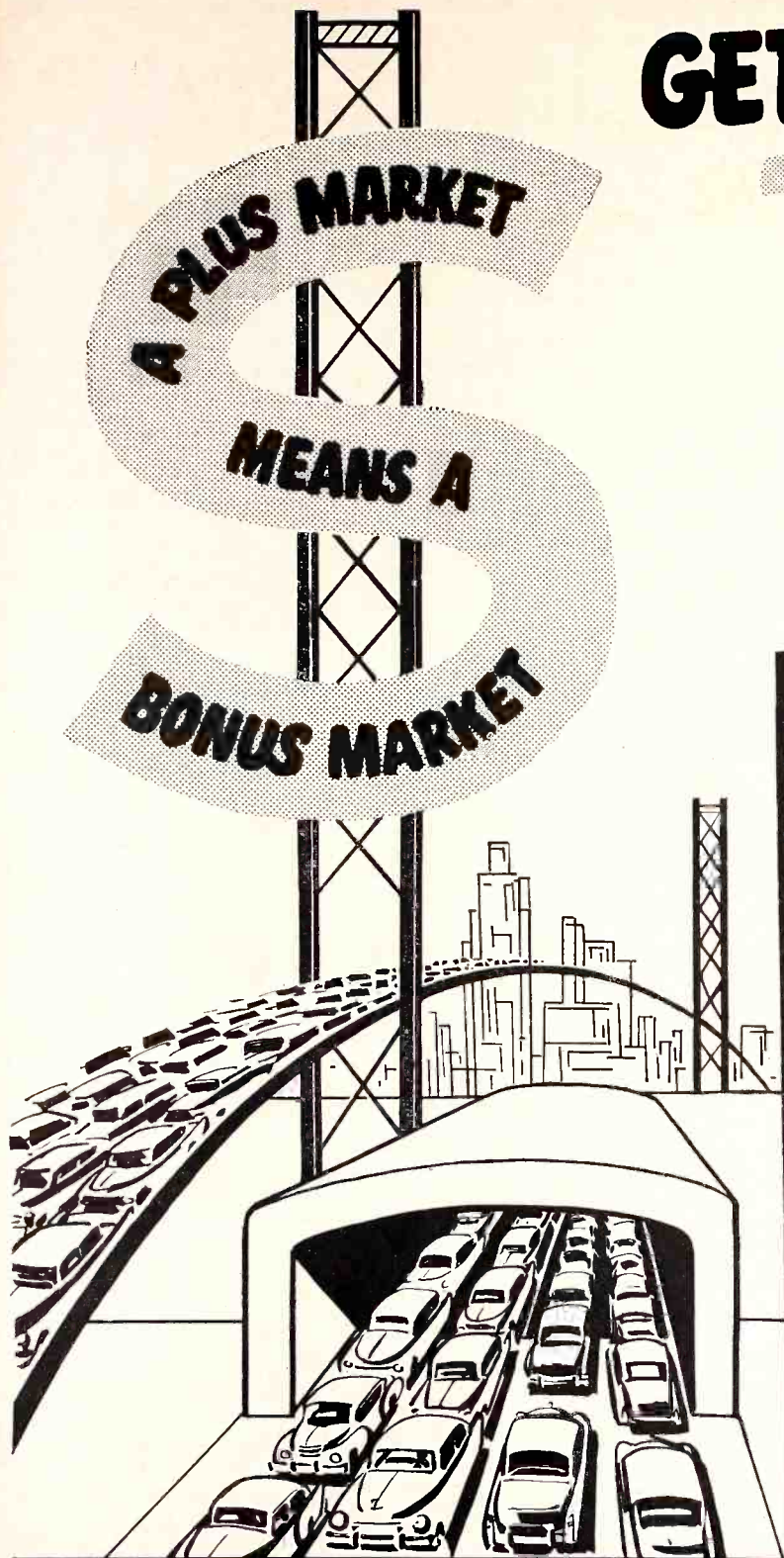
**A PLUS MARKET**

**MEANS A**

**BONUS MARKET**

**of the EXTRA MILLIONS of DOLLARS  
spent by 4,922,000 AMERICANS who  
come to WINDSOR and ESSEX COUNTY**

**every year**



## **CKLW-TV** CHANNEL **9**

THE GOOD NEIGHBOR STATION  
THAT REACHES THE NATION'S  
GREAT MULTIPLE AUDIENCE

Last year 17,129,923 persons crossed by bridge and tunnel between Detroit and Windsor including 4,922,311 Americans — and 831,856 of them entered Canada at this point on 60-day permits.

Some 200,000 of these Americans are summer residents at beaches in Essex, Kent and Lambton Counties and the Windsor trading area — all in the range of CKLW-TV.

Another 500,000 annually pour into Windsor and Essex County for the annual "May Day" parade and celebration . . . Decoration Day, Fourth of July and Labour Day holidays . . . the Emancipation 3-day celebration — and to holiday at Point Pelee National Park and Rondeau Park.

These are impressive figures — providing amazingly large EXTRA buying-power for Canadian goods of every description.

Many Canadian advertisers are taking advantage of this bonus market right now.

You too will find it profitable to reach homes combined in the Canadian and American range of CKLW-TV.

Yes — this is a rich area because it has the big PLUS MARKET as proven in a recent survey which showed that PURCHASES BY AMERICANS add 10% to 20% to the sales volume of Southwestern Ontario retail outlets.

**CKLW-TV . . . . 325,000 WATTS**

**CKLW RADIO . . . 50,000 WATTS**

**The only "twin**

**full power" sight and**

**sound combination in the**

**Detroit and Windsor market!**

**REPRESENTATIVES**

**CANADA**

All-Canada Television

**U.S.A.**

Adam J. Young, Jr. Inc.

**FIRST** IN NEWS  
IN MUSIC  
IN FILM

**NABET**

## WOULD UNIONIZE ALL STATION EMPLOYEES EVENTUALLY

THE UNIONIZATION of every broadcast employee in Canada is the avowed aim of the National Association of Broadcast Employees and Technicians (NABET), but regional director Tim O'Sullivan of Toronto, who is the union's guiding force in Canada, admits that this is a very distant and long-term objective.

"We feel an obligation to organize everyone in the industry," says O'Sullivan. "But, although we wouldn't turn down anybody who asked us to come in, we might avoid a given situation as being uneconomical."

O'Sullivan points out that to organize a small station, NABET can spend ten times what it can expect to get back in dues. It can only afford its operations in the private broadcasting field generally because of the solid financial position it enjoys through its large CBC membership.

Currently 1,700 announcers, engineers, librarians and other office workers are members of NABET in Canada. Of this figure, more than 1,200 work for the CBC. The remainder are employed in 10 privately owned radio stations and four TV stations in Quebec; one radio and two TV stations in Ontario; one radio and TV station in Newfoundland; and associated companies such as Crawley Films in Ottawa and S. W. Caldwell in Toronto.

"We've been shown a lot of interest by people in the west," says O'Sullivan, "but at the moment we don't feel we could financially justify an organizational campaign west of Ontario."

### EXPANSION WILL BE TOUGH

Several factors weigh heavily against NABET attempting any general campaign to organize smaller stations outside of the Ontario-Quebec area.

The most powerful of these are:  
The financial imbalance. The various services which the union

provides, such as the initial organization work, the negotiating, legal representation and so on, could cost a lot more than NABET gets back in dues. NABET does not organize sales staffs, confidential employees or anyone in managerial employment, which, on smaller stations, could cut fairly deeply into the number of people left who could join the union.

The turnover. NABET has found that the organizing never stops on a small station. Broadcasting is the kind of business where people do a lot of moving. Often, within a year, so many employees will have moved elsewhere, with new non-union people coming in, that a healthy unit is reduced to three or four people.

Strangely enough, NABET's size in Canada is already disproportionately large when compared with NABET in the U.S.

On the books of the Canadian Labor Congress, NABET's membership is about 3,600, which includes 2,000 members of the Association of Radio and Television Employees of Canada, ARTEC. (For several years, merger negotiations have been going on with these two unions.) There are only 5,000 NABET members in the U.S.

### PAY SCALES AREN'T UNIFORM

The US bargaining unit system is different, too.

At NBC, for instance, there are 18 bargaining units, covering widely differing employment - - from writers to air conditioning maintenance men. In Canada, the union negotiates for the whole staff of a

station as a single unit and also bargains for a specific agreement with the individual stations.

"We take greatly into consideration the various economic conditions," says O'Sullivan, "and will always keep in mind that pay scales aren't uniform across the country. We also try to be realistic about the volume of business a station is doing, and don't try to force every operator to pay Toronto prices for our members."

In one case, for instance, O'Sullivan said an agreement had been negotiated which called for no wage increase. This agreement provided instead for a reduction in hours of work and certain fringe benefits.

NABET is a member union of the Council of Broadcast Unions, of which O'Sullivan is 1958 president. The other members are: ARTEC, American Federation of Musicians, American Newspaper Guild, Canadian Council of Authors and Artists, and International Alliance of Theatrical and Stage Employees. All of these are pledged to support each other in the event of strikes.

### THIS IS THE YEAR in B.C.

10th Year for  
Radio CHUB

100th Birthday of  
British Columbia

10,000 Watts  
for  
Radio CHUB

NOW is the time to see  
our Reps: Stephens & Towndrow  
Stovin-Byles (Wpg.)  
John N. Hunt & Assoc.  
Donald Cooke Inc.

Did you know that . . .

CHVC Niagara Falls  
reaches a total of 48,661\*  
adult listeners every day,  
equivalent to 38,929 homes.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

## IT'S SUMMER AGAIN!

and in New Brunswick—that means thousands of tourists. Add these to the huge personnel at Camp Gagetown plus our already responsive population and you've got a mighty big market. We at CFNB have been catering to these people for many years and in central New Brunswick, we are the only "real" source of information. If your product fits the picture . . . let us spread the good word.

**CFNB**  
SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

See the All-Canada Man  
or Weed & Co. in the U.S.

## Potts' SPOT

● FOR THE SIXTH successive year CKEN/CFAB-KENTVILLE-WINDSOR, awarded scholarships to 4 High School students who participated in programmes produced, written and sold by the students of King's County Academy, Windsor Academy and Berwick High School. The scholarship money comes from a percentage of the revenue received from the programmes.

● WE WISH THE BEST of luck to John Powell who recently moved from Baker Advertising to CBC-TV.

● MARILYN KEDDIE, newly crowned Miss Maple Leaf in Montreal, is a Flin Flon girl, which naturally makes CFAR very proud.

● BOB BURGESS, Radio and TV critic for the Ottawa Journal, said in a recent column, "Ottawa Radio Stations will never change. But, if it's week-end listening you want, may I recommend CJET-SMITHS FALLS. A programme called "Instrumental Week-end" runs most of Saturday and all of Sunday, and is very, very good. Pick it up at 630 on the radio dial."

● IF ANYONE WONDERS how popular afternoon programmes are in the Peace River Country — check CKYL's 3:00 to 4:30 p.m. time. This is the top rated time of the day, with approximately 6,000 homes tuned (BBM Spring 1958) to Western music.

● NOTE TO TIME BUYERS: Before you buy that Spot, check Potts' Spot.

Lorrie

**Potts**

and Company

LORRIE POTTS  
SCOTTY SHERIDAN  
NEIL HENDERSON  
JIM PITTIS

1454A  
Yonge St.  
TORONTO  
WA. 1-8951

1117  
St. Catherine W.  
MONTREAL  
VI. 5-6448

# CUMULATIVE\*

According to  
The Oxford Dictionary, means:

\*INCREASING IN FORCE BY  
SUCCESSIVE ADDITIONS

# TELEVISION IS CUMULATIVE

6 Occasions in one week will reach

**64%**  
OF ALL HOMES

**72%**  
OF TV HOMES

BBM MARCH 1958

Jonquiere, Kingston, Hamilton, Sault Ste. Marie, and Saskatoon

Increase the forcefulness  
of your advertising by the use  
of Television and keep increasing  
it by successive additions.

## BROADCAST ADVERTISING BUREAU

*TV Division*

Suite 414

200 St. Clair Ave. West  
Phone WA. 2-3684

Toronto 7

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



“WHAT DO THEY Hear when they Listen” might be but isn't the title of a new series of articles slated to start in the next issue of this paper.

Written by an old friend of the broadcasting business, William Wright, now engaged in the teaching of public speaking and salesmanship, these chats on paper will be called collectively “Listening is YOUR Business”.

So much stress is laid on the importance of writing and speaking and years of our school days were spent learning to read. Yet the science of listening receives no attention at all. Or rather it had received none until Bill Wright took it upon himself to become an exponent of this art, which cannot be described as a lost one, because it has never been found.

Readers of this paper will remember Bill Wright in the rep business, first as a half of the old firm of Stovin & Wright and later on his own. He is also known as one of the five judges who each year choose the

winner of our Beaver Awards.

Since he has been conducting his various courses, few people connected even remotely with advertising, have not heard him speak to ad clubs or private company meetings. He is the author of two books on public speaking - - “How to Speak in Public” and “Better Speeches For All Occasions”.

The still growing importance of the broadcast media in the field of advertising should insure Bill a ready-made interest in his explorations of the neglected science of listening. We are proud to have the opportunity to print his thoughts on this interesting and important subject, and commend them to your attention.

### PRAISE WITH FAINT DAMN

A LETTER FROM Reg Varcoe, of Northern Electric Company Ltd., Belleville, reads like this:

“Congratulations on the editorial in your August 14th edition. I will now start to read your editorials again. I cannot help but wonder at, and admire, your ability to camouflage the ability that I know you possess and to have done it for so long.”

Thanks Reg, if gratitude is called for. It is nice to know that you will no longer be compelled to read my editorials to see whether you want to skip them or not.

### LINEUP ON TELESCOPE

OUT IN Calgary, Barry Nicholls produces and Chuck Moore directs a new Friday night program on CHCT-TV, called *Telescope*.

Topical interviews, mostly live but with occasional film clips to cover events which cannot be covered live, make up the usually five segments of this show.

Line-up for a recent offering included an interview with a private detective; a guest interviewer discussed the blending of malt, hops and barley with a brewmaster; a musical group, *The Swingin' Elbow Five*, with an original composition; film coverage and live interview with two skating champs; a feature on how you can have a tooth pulled on credit.

### SOME LIKE IT HOT

DUMONT LEPAGE, manager of the French language station, CFRG, Gravelbourg, Sask., has sent us a copy of a letter received by the station from Harold Pyle, Conrad,

**CKOS**  
**TV**  
**YORKTON**  
**SASKATCHEWAN**

THE VOICE OF THE  
WEALTHY PRAIRIES

CANADIAN REPRESENTATIVE:-  
**STOVIN-BYLES**  
LIMITED  
TORONTO • MONTREAL  
WINNIPEG • VANCOUVER  
U. S. A. :-  
DEVNEY INCORPORATED  
NEW YORK, N. Y.

Did you know that . . .

**CJOY Guelph**  
reaches a total of 47,592\*  
adult listeners every day,  
equivalent to 38,074 homes.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS



Montana, USA. I think it bears reading:

"Gentlemen:

"Since I cannot understand a word of what you say, except the names of some of your advertisers, I do not even know where your station is but apparently it is a powerful one as it comes in louder than CBK.

"Just wanted to say that I enjoy the type of music that you play and listen to your station all day in my jewelry shop. I receive it at my home and bring it down town on a leased telephone line.

"Radio here in the US is really lousy these days, nothing but so-called popular music all the time mixed in with baseball or football, no good music at all.

"Thank you again for breaking the monotony down here.

Very sincerely,  
HAROLD PYLE."

ROYAL WELCOME

IT FELL TO the lot of one broadcaster to be honored above all others by Princess Margaret, during her recent Canadian visit. This was A. A. Murphy, founder some 35 years ago of CFQC, Saskatoon, whose summer home at Wakesiu, Sask., was used by the princess as a "Haven of Rest" during her arduous tour.

The next morning, Her Royal Highness was introduced to Murph (rear view slightly left of centre in our picture). After this presentation had been performed he introduced her to his family, who are seen, somewhat vaguely, at the left.

And speaking of left, that is

exactly what this column is going to be if I don't get it off to the printer. So buzz me if you hear anything, won't you?

**CFPL-TV LONDON**



**builds up sales...**

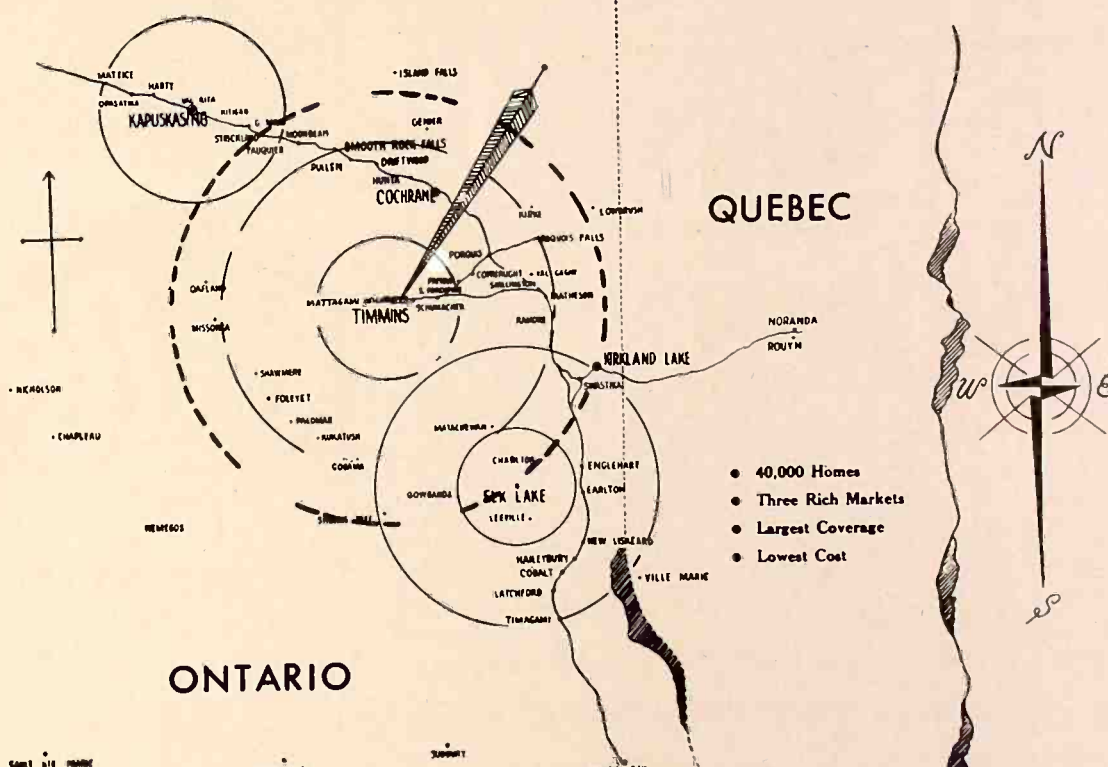
by moving heaven and earth to insure successful advertising results. To push sales up...

Contact your advertising agency or CFPL-TV.

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

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

**SPECIAL! THREE FOR ONE!**



**QUEBEC**

**ONTARIO**

- 40,000 Homes
- Three Rich Markets
- Largest Coverage
- Lowest Cost

Make Your Choice . . .

**CFCL-TV**  
in NORTHERN ONTARIO

Cover

THREE MARKETS WITH ONLY ONE TELEVISION  
BUY AT LOWEST COST WITH CHANNELS 6-3-2

Reps

- Eastern Canada — PAUL MULVIHILL & CO. LTD.
- Western Canada — JOHN N. HUNT & ASSOCIATES
- United States — DEVNEY INCORPORATED

Don't take  
a chance on  
a glance . . .  
take a good  
**LOOK**  
and learn why  
**CHOV** is the  
**BUY** that  
**SELLS**



# POINTS OF SALE

Congratulations

to

**CFCL-TV**

TIMMINS

with the addition of their

**CFCL-TV-2**

ELK LAKE  
satellite

which now offers lowest cost coverage to

40,000

HOUSEHOLDS

**PAUL MULVIHILL & Co. Ltd.**

TORONTO  
77 York St.  
EM. 3-8814

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



## Charles Bick's Copy Clinic

# WITHOUT THAT BRIDGE YOU CAN'T CONNECT

ON THE LIST of all-time worst TV commercials, a place should be reserved for a 1-minute Borax film spot in which Rosemary DeCamp names the fabrics benefited by the product. You may recall that, as Miss DeCamp mentions each category, she herself suddenly reappears - - dressed in that different fabric, at a different place, with different acoustics, sporting an occasional change of hairdo.

The trouble? No BRIDGE.

Now, as an attention - compeller, this commercial might lure the viewer into counting the number of costume-changes a girl can make in 58 seconds. But, as an example of TV copywriting, it's just a series of segments.

### FROM SUBJECT TO SUBJECT

The term BRIDGE, applied to creative writing, originated with musical composition. Webster calls it "a connecting passage between two subjects". Actually, Mr. Copywriter, you can't take the Webster definition literally. For the bridge in a TV script may connect several subjects . . . . and it need not be a separate passage or entity by itself. A common concept - - inherent in related subjects - - provides an excellent springboard from one subject to another.

For example, take a *Seven Up* commercial which uses a missile launching site for its setting: - - A

large clock ticks off the seconds while an announcer performs the count-down, ". . . TWELVE . . . ELEVEN . . . TEN . . . NINE . . . EIGHT . . . SEVEN UP at which a big bottle of *Seven Up* fills the screen. The concept SEVEN is the bridge-thought between the 1st and 2nd scenes . . . and it unites the product and the setting at the very start.

### WHAT IS A BRIDGE?

The structure of a TV bridge bears analogy to that of a steel and concrete bridge. It may repeat itself, like the arches of Waterloo - - or span the entire works, like the suspension at Golden Gate. A couple of commercials employing HANDS will illustrate the point.

The first is a *Sanka Coffee* spot seen on General Foods TV shows. Here a human hand appears and reappears many times. It brings on objects, holds packages and cups, gestures, points up brand identification.

The second is a *Friskies* dog food commercial, where a man's hand remains on the screen throughout. As the man's voice gives the sales message, his hand demonstrates the kibbled dog food, just above the brand label of the bag. Finally a puppy enters to nibble the kibble from his hand.

Some TV or TV film bridges have stood the test of time better than recent concoctions. The FADE is a sure bet to indicate passage of time. The DISSOLVE will get you to a new location. The types of bridge are as varied as your imagination. The important thing is to get from where you are to where you're going.

This seems instinctive-enough with most copy people - - when they're writing printed paragraphs or straight verbal radio announcements. They can do it with WORDS.

Not so, with TV commercials!

For TV, like the theatre and the screen, is not a singular medium but a composite one - - embracing SIGHT, SOUND and MOTION plus the INTERPLAY of each upon the other - - an instance where the whole is greater than the sum of its parts.

There is nothing mysterious about this. A freshman taking "Playwriting I" knows it and trains himself accordingly. The writer of TV com-

mercials, with barrels of bucks riding on his creation, must do no less.

### YOU NEED AN EXTRA SENSE

TV copy takes more than your ability as an eloquent word man, more than your reservoir of merchandising ideas, more than your sense of pictorial composition. It requires that you develop an extra sense, an AUDIO-VISUAL sense, and then think with it and write with it!

Your knowledge of camera and microphone tricks may be superfluous. What counts is the coherent manner in which you use them. Compare the disconnected Miss DeCamp in the bouncing Borax commercial with the very connecting bouncing kangaroo in the P & G *Jif* commercials, or the bouncing ball (like the old theatre songfests) in the Pillsbury TV spots.

Badly bridged commercials can flourish where an advertiser or agency is not TV-oriented. If he regards TV as "Radio with an attachment," he develops scripts something like this: - - A word man writes a spot announcement - - the usual 150 words to the minute. His "copy" is then turned over to an illustrator who adds storyboard pictures to go along with the words. A third man inserts that mumbo-jumbo called "video" in the left hand column of the script. If these people get very lucky, the Verbalizer - Visualizer - Videizer system turns out a smooth script (even though the only predictable "bridge" is the interoffice mailbag). In the creative group system, at least, there are enough conversant critics on hand to provide favorable odds.

### GYMNASTICS CAN OBLITERATE

To have a pro team, whatever the "system", the individual copywriter must span the audio-visual scope - - and write audio-visual script - - on his own.

Sure, you need the creative contribution of others. So communicate! Help them do a coherent job! Your script won't tell the storyboard artist how to draw . . . but it had better tell him WHAT to draw. You don't tell the producer and camera crew how to shoot . . . but you had better tell them WHAT to shoot.

It takes a little cultivation. And too little can be dangerous . . . particularly during that stage of infatuation with the TV bag of tricks.

Every day on Agency Row, from Bloor Street to Madison Avenue, writers compare luncheon notes with their agency counterparts about the tough, tricky time they gave the producer on that last commercial (and, boy, wait till he sees the next one).

Did you know that . . .

**CBL Toronto**  
reaches a total of 473,022\*  
adult listeners every day,  
equivalent to 378,418 homes.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

# WESTERNS STILL LEAD

and now, you can get

**More Steam**

for your

**Sales Message**

with



**UNION PACIFIC**

39 half-hour pioneer dramas of the  
Railroads drive through the Early West

Get on the right track with

**UNION PACIFIC**

through

NBC TELEVISION FILMS A DIVISION OF

**CNP**  
FREMANTLE OF CANADA, LTD.

CALIFORNIA NATIONAL PRODUCTIONS, INC.

17 DUNDONALD STREET, TORONTO 1 • WALNUT 4-9635

## RADIO and TV STATIONS

### AN OPPORTUNITY

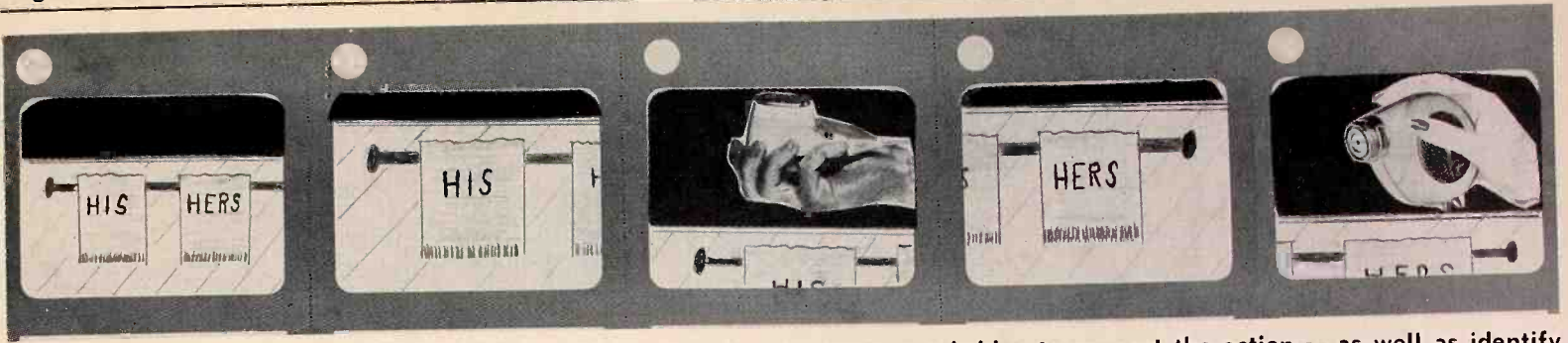
- to INCREASE listening and viewing audience.
- to INCREASE advertising revenue.
- to boost Public Relations.

Our experience in organization will enable you to offer your audience amazingly interesting low rate Tours.

For Information and suggestions of Radio and Television Sponsored Tours

write or phone  
Guy Cissac  
TRAVEL AND TOURS CENTRE  
109 Bloor St. West  
Toronto 5, Ont.  
WALnut 2-6461





HERE IS A PHILISHAVE STORYBOARD in which a towel rack serves as a bridge to connect the action -- as well as identify the men's and women's shaver.

Some TV copywriters -- like kids with a new toy -- go haywire with their zooms, cuts, split-screens, echo-chambers, superimpositions and so forth. They have yet to discover Television for what it is -- an exciting showcase where ingenuity can merchandise a product with rich reward -- or where gymnastics can obliterate it.

Some writers never outgrow the gymnastics -- having confused them with "hard sell". Sure! Cymbals and cannons and kettledrums and sudden spotlights and jet planes and pneumatic drills and weird camera angles and special effects are great! You can lower the big guns where you're a marksman. But when the criterion of TV copy is the amount of fireworks exploded in the viewer's face -- if the product is overwhelmed in the production -- this is not hard sell. It is no sell, and, as the Bard put it, it is "full of sound and fury, signifying nothing".

There is good hope and a good

proving-ground for the writer who is temporarily obsessed with his bag of tricks. He can be made to spend time . . . plenty of time . . . COMPANY time . . . at TV and film studios.

Together with the cameraman, who is first introduced to the Zoomar lens, he should toy with the lens to his heart's content. He will learn that here is a useful practical device -- with its limitations -- that can help the content of his commercials in a variety of ways. Then, when he uses it to punch home his message, the audience will know he's plugging a product to be bought, not a projectile to be ducked.

**PERSONAL SALESMANSHIP**

Commercials embracing personal salesmanship offer a built-in bridge in the salesman himself. Of this type the Polaroid Land Camera commercials are noteworthy. True, the live personality -- Don Ameche or Steve Allen -- lends prestige and polish.

But the impact is in the demonstration specified by the script. Which brings us back to the Borax commercial. As straight radio copy, Miss DeCamp's lines might have fared well. On TV, if she just sat and talked to the audience, it would have surpassed the jolts and distractions of her quick-change routine. With bridged continuity, the message could have been solidified. Naive tricks dismembered it.

Barring business failure of the producer, technical failure of the station or heart failure of the announcer, the reason a TV spot doesn't communicate is the script failure of the writer. In a sense it boils down to what Mr. McConkey asked in these pages (May 8th) a while ago: "Are you sure you have a message?" Without a bridge-thought, you do not.

A bridge is a basic part of a TV commercial, needed to create a connected message. Advertisers and agencies, failing to scratch the sur-

face of TV's amazing potential, are prone to blame "Television" for script shortcomings. Their writers blame the producers. They all feel that production will bridge loosely connected ideas. Why? Whose idea was it? Who understands the concept better than its creator? Harken to Hal Stebbins: "Copy isn't words and it isn't pictures. Copy is . . . everything that goes into an advertisement." That includes the bridge -- especially on TV.

The other guy may enhance your message. That's gravy. But you have to supply the meat and potatoes.

Postscript: There are easy inexpensive ways of "pre-testing" your TV commercials -- to pin-point the missing links. These methods merit discussion next issue.

● CHARLES BICK is Creative Director, Radio and Television, in the Toronto office of Erwin, Wasey, Ruthrauff & Ryan Ltd.



**ALL ABOARD! FOR LIONEL'S \$17,000,000 GRAVY TRAIN!**

There's a story to be told here. A story of expansion, business and population wise. Of more money, more jobs and more spending. Yes, there are more new jobs, MORE SALES FOR YOU aboard this Gravy Train.

Learn this story and tell yours the most powerful way possible. CALL TODAY FOR DETAILS



CNR SHOPS

Representatives  
STOVIN-BYLES IN CANADA ADAM YOUNG IN U.S.A.  
**CKCW - TV**  
**MONCTON NEW BRUNSWICK**



MONCTON AIRPORT

# NETWORK SCHEDULE OF TV COMMERCIALS

MAY 1958

635,600 TV HOMES — B.B.M.

• "POPEYE" EVERY AFTERNOON AT 4:30

PRECEDED BY "BUGS BUNNY"

"DAFFY DUCK" • "ELMER FUDD"

and FRIENDS AT 4 PM

Followed by  
FAMILY THEATER

at 5 p.m.

SELL PRODUCTS?  
I YAM THE GUY  
TO DO IT!

© K.F.S.



**CHCH-TV**  
**CHANNEL 11**

FROM THE LOOK of the CBC fall schedule there are going to be a number of new programs on the TV network this fall. Among these are:

*The Unforeseen*, a series of half-hour mysteries with what is described as a macabre Hitchcockian slant.

*Milton Berle*, a live program pro-

duced in Los Angeles described as musical comedy.

*Bat Masterson*, another to the list of westerns. It is a series of half-hour films depicting the life of this rugged westerner. Gene Barry plays the lead role.

*Cannonball*, co-starring Paul Birch and William Campbell, two US actors. It tells of the adventures

of two truck drivers plying the international run between Canada and the US.

In addition, *Wayne & Shuster* are scheduled for five hour-long specials. The times and dates of these have not yet been settled.

The following is a run-down of the CBC schedule as it stands at press time.

SUNDAY	PROGRAM	SPONSOR	AGENCY	STARTING DATE
4:00-4:30	Twentieth Century	Prudential Insurance	Foster Advertising	Sept. 14
4:30-5:00	Lassie	Walter M. Lowney	Foster Advertising	Sept. 14
6:00-6:30	Burns & Allen	Nestlé	E. W. Reynolds	
6:30-7:00	Father Knows Best	Carnation	Baker Advertising	
7:00-7:30	December Bride	General Mills	E. W. Reynolds	
7:30-8:00	Showtime	Imperial Tobacco	McKim Advertising	
8:00-9:00	Ed Sullivan	Du Pont of Canada	Vickers & Benson	
9:00-9:30	World's Stage	General Foods	Baker Advertising	Sept. 21
9:30-10:00	General Motors Presents	Canadian General Electric	MacLaren Advertising	
		Ford Motor Company	Vickers & Benson	
		Canadian Kodak	Baker Advertising	
		Bristol-Myers	Ronalds Advertising	
		Singer Sewing Machine	Young & Rubicam	
		General Motors	MacLaren Advertising	Sept. 21
MONDAY				
5:30-6:00	Mickey Mouse	Walt Disney Productions <i>(Under negotiation)</i>	Spitzer & Mills	
8:00-8:30	The Millionaire	Colgate-Palmolive		Sept. 29
8:30-9:00	Live Variety	<i>(Under negotiation)</i>	McConnell, Eastman	Oct. 6
9:00-9:30	Danny Thomas	Harold F. Ritchie	Baker Advertising	
9:30-10:00	Cannonball	General Foods	Needham, Louis & Brorby	Oct. 6
10:00-11:00	Desilu Playhouse	S. C. Johnson	Young & Rubicam	
		Robin Hood Flour	S. W. Caldwell	Oct. 6
		Canadian Westinghouse		
TUESDAY				
5:30-6:00	Sky King	Nabisco Foods	Kenyon & Eckhardt	Sept. 30
8:00-8:30	Front Page Challenge	Lever Brothers	Young & Rubicam	Sept. 23
8:30-9:30	Chevy Show	General Motors	MacLaren Advertising	Oct. 7
WEDNESDAY				
5:30-6:00	Woody Woodpecker	Kellogg	Leo Burnett	Oct. 1
7:30-8:30	Disneyland	<i>(Under negotiation)</i>	Spitzer & Mills	Oct. 1
8:30-9:00	One of a Kind	Colgate-Palmolive	Baker Advertising	
9:00-9:30	Milton Berle	Adams Sales	J. Walter Thompson	Oct. 8
9:30-10:00	Bat Masterson	Kraft Foods	J. Walter Thompson	Oct. 8
10:00-10:30	Have Gun — Will Travel	Kraft Foods	Young & Rubicam	Nov. 5
		Whitehall Pharmacal	Young & Rubicam	
		Lever Brothers		
THURSDAY				
5:30-6:00	<i>(To be announced)</i>	Sunbeam Corp.	Vickers & Benson	Oct. 2
8:00-8:30	Music Makers	Chesebrough-Pond's	J. Walter Thompson	
8:30-9:00	The Unforeseen	General Foods	Baker Advertising	Oct. 2
9:00-9:30	Wyatt Earp	Lever Brothers	MacLaren Advertising	
9:30-10:00	Loretta Young	Campbell Soup	Cockfield, Brown	Sept. 25
		Procter & Gamble	Benton & Bowles	
FRIDAY				
5:30-6:00	Mighty Mouse	General Foods	McConnell, Eastman	
8:00-8:30	Live Variety	<i>(Under negotiation)</i>	Spitzer & Mills	Oct. 3
8:30-9:00	Plouffe Family	Colgate-Palmolive	MacLaren Advertising	Sept. 12
9:00-9:30	Wells Fargo	General Motors		Sept. 19
9:30-10:00	Country Hoedown	Harold F. Ritchie	MacLaren Advertising	
10:00-11:00	Cavalcade of Sports	Procter & Gamble	Young & Rubicam	
	Jim Coleman	Gillette Safety Razor	Maxon	
		Tuckett Tobacco	MacLaren Advertising	
SATURDAY				
12:55	Big Four Football	Participating		Aug. 30
5:00-5:30	Zorro	Seven-Up	Vickers & Benson	
5:30-6:00	Rin Tin Tin	Kellogg	Leo Burnett	Oct. 4
7:00-7:30	Ivanhoe	Canada Packers	James Lovick	Nov. 1
8:00-9:00	Perry Como	<i>(Other half under negotiation)</i>		
		Noxzema	Young & Rubicam	Sept. 13
		Lever Brothers	J. Walter Thompson	
		Kimberly Clark	Spitzer & Mills	
		Success Wax	Torobin Advertising	
		Gattuso	Schneider Cardon	
		Canada Dry	MacLaren Advertising	
9:00-10:15	NHL Hockey	Imperial Oil	MacLaren Advertising	Oct. 11
10:15-10:30	Sports Interview	Whitehall Pharmacal	Young & Rubicam	Oct. 4
10:30-11:00	Naked City	<i>(Under negotiation)</i>		
	<i>(Tentative)</i>			
11:10-11:30	Juliette	Imperial Tobacco	McKim Advertising	Oct. 4
11:30	Wrestling	Participating		



**NEWS ITEM**

First three of the Top Ten on "American Bandstand", emceed by Dick Clark—"Splish Splash," "Yakety Yak" and "Rebel Rouser."

. . .

**SMALL TALK**

Just bumped into a guy out looking for a 7-inch TV set, because he had always wondered how Lawrence Welk would look in a Volkswagen.

. . .

**AUDREY STUFF**

Then there's the gal who was so dumb she couldn't see why she had to wait for a blackout to phone the electric company to send a man over.

. . .

**FINAL TOUCHES**

I know a writer who said he had nearly finished a half-hour TV play with two breaks for commercials. He had done the breaks.

. . .

**HOW FAR CAN THEY GO?**

They say that Arkansas Governor Faubus positively refuses to allow color TV in his house.

. . .

**WE'D LIKE TO KNOW**

Do the agencies really design programs to sell headache powders or do they create a need?

. . .

**WANT AD**

Taped musical series for sale. Universal appeal. All ages. 12-14.

. . .

**DEFINITIONS DEPT.**

An optimist is a man who expects to kill two birds with one stone—and get the stone back.

. . .

**HANDSOME IS**

Though our editorial assistant said he didn't feel funny enough to provide the final item for this column, he certainly looked it.



more motorists listen to  
**CKWX** with 50,000 watts

*and there are 186,000 car radios in B.C.*

RADIO BRITISH COLUMBIA, VANCOUVER

**CKWX**

**50,000 WATTS OF SALES POWER**



REPS: CANADA—ALL CANADA RADIO FACILITIES LTD.—UNITED STATES—WEED AND COMPANY

V1112-3

# SIGHT & SOUND

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



Compiled by  
Ian Grant

## Accounts

**C**AMPBELL'S SOUP have renewed co-sponsorship of the quarter-hour radio program, *Un Homme et Son Péché*. The program runs Monday through Friday on 14 Quebec stations from September 1 to May 29, 1959.

Canada Packers, (Snowflake Shortening), is running a saturation campaign on 22 French and 30 English (Ontario) stations for six occasions, September 3, 4 & 5, and 10, 11 & 12.

Lever Brothers (Extra) will be running a spot and flash campaign on 21 Ontario radio stations from September 11 to July 30, 1959.

On the television side: Campbell's Soup have renewed alternate sponsorship of *Les Belles Histoires* on the French network from September 15 to June 8, 1959.

Canada Packers (Domestic Shortening) will be running 20 second flashes on 9 Quebec TV stations from September 1 to March 28, 1959.

Carter Products (Rise Shaving Lather) will be running one spot per week on *Wrestling* over CBLT, Toronto, from August 30 to June 24, 1959.

These accounts are handled through the Toronto office of Cockfield, Brown & Co. Ltd.

**H**AYDEN SALES, distributors of Hawes Floor Wax, Sunbright Margarine and Zip Bubblegum, will be co-sponsoring *Gunsmoke* with Remington-Rand on four Maritime stations, starting September 29. Stations being used are CBHT, Halifax; CJCW - TV, Sydney; CKCW - TV, Moncton and CHSJ-TV, Saint John. The Agency is W. A. McCracken.

**P**APER MATE PENS, through Spitzer & Mills, started a three week "back to school" campaign, August 25. They are using 20 announcements on CBLT, Toronto and

CJON-TV, Newfoundland and 15 on CHCH-TV, Hamilton. They are also using 25 radio spots on CFRB, CKEY and CHUM, Toronto.

Martini & Rossi Vermouth will be using 20 second flashes on WBEN-TV, Buffalo and KVOS-TV, Bellingham, starting September 15. The campaign will run until Christmas. The agency is Spitzer & Mills.

**J**ULIUS KAYSER & Co. Ltd. is starting a six week radio test campaign for its product Supp-Hose early in September. Stations being used are CKVL, Verdun; CKEY and CFRB, Toronto; CKNX, Wingham and CJAD, Montreal.

Simoniz Co. Ltd. is starting a television flash campaign early in September to run for 10 weeks. Stations being used are CFPL-TV, London; CHCH-TV, Hamilton; CBLT, Toronto and CBMT, Montreal. Radio will be used in Toronto and Montreal.

Sterling Drug Ltd. is running an eight week radio campaign for its product Bayer Nose Spray starting October 20. Thirty-three stations across the country will be used.

G. H. Wood & Co. started a one year radio campaign August 11 for its product Babo. Stations being used are CFRB, CKEY, and CHUM, Toronto and CKOC and CHML, Hamilton.

The above four accounts are handled through the Toronto office of Walsh Advertising Co. Ltd.

**Q**UICK HOME PERMANENT started a five week radio campaign August 20 using 35 stations across the country. The agency is Ronalds Advertising Ltd.

## People

**D.** W. TURNBULL and R. B. Wakely have been appointed vice-presidents of Foster Advertising

Ltd. F. P. Kirby has been appointed vice-president and director of marketing.

Turnbull joined the agency in 1953 as secretary-treasurer and the following year was appointed to the board of directors. In addition to financial management, he is responsible for co-ordination of branch activities.

Wakely joined the agency in 1947 as director of media research and was later made senior account executive. Later he became supervisor of account executives. He is responsible for co-ordinating the advertising of the agency's Toronto accounts.

Kirby, for the past five years general manager of Saturday Night Press, has more than 25 years' background in advertising, merchandising and selling.

**B**ILL WALLACE has joined Paul Mulvihill & Co. as a radio sales representative. He was formerly with Jos. A. Hardy in the same capacity.

**T**ELEVISION de Québec (Canada) Limitée has appointed Gérard Fecteau as director of news services. He has been an active newspaperman in the province of Québec for 15 years. He is president of the Union Canadienne des Journalistes de Langue Française and the vice-president of the International Federation of Catholic Journalists.

**J**OHAN POWELL, who for the last five years was radio and television time buyer at Baker Advertising, is now in Television Sales Service at the CBC.

**R**OBERT E. HARRIS has been appointed director of research by F. H. Hayhurst Co. Ltd.

A graduate of the University of

Toronto, he served several years on the engineering staff of the Bell Telephone Company. Later he became engineering administrator of the Professional Equipment Division of Rogers Majestic-Philips. Before joining Hayhurst he was director of research at Foster Advertising, a post he held since 1955.

**L**ORNE G. BIGNELL has been appointed national sales manager at CKDM, Dauphin. He was formerly with All-Canada in the accounts department and more recently in sales. He will also be in charge of all promotion and merchandising.

**C**ARL ERLEWYN has joined the Montreal sales force of Interprovincial Broadcast Sales Ltd. He was formerly sales promotion manager at CKSO, Sudbury. Prior to that he was on the sales staff at Radio Time Sales Ltd., Montreal.

**T**. B. HUMPHREYS, advertising manager of General Mills, is leaving the organization early next month to become advertising manager of Betty Crocker Mixes, Minneapolis, Minnesota.

The present assistant advertising manager, Hugh Anderson, will become the advertising manager of General Mills.

**J**. GERALD M. GALES has been appointed senior sales representative for national television network sales with the commercial department of the CBC. He was formerly industrial advertising manager with Dominion Rubber Company in Montreal. Gales will be working with John Malloy, CBC's supervisor of television sales.

**J**IM CRAWFORD has been appointed sales representative of the radio division of Jos. A. Hardy & Co. Ltd. He was formerly with Sterling Films and S. W. Caldwell as a sales representative. Prior to that he was in the commercial radio division of the CBC.

## Films

**S**TUDEBAKER, through Tandy-Richards Advertising, is using a 20 minute 16mm color film to introduce their dealers and salesmen to

Did you know that . . .

**CBLT Toronto** reaches a total of 757,989\* adult viewers every day, equivalent to 378,995 homes.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

# FOR DOUBLE IMPACT

in  
WESTERN  
ONTARIO

Use

**CKNX**  
Television & Radio

The Ontario  
Farm Stations

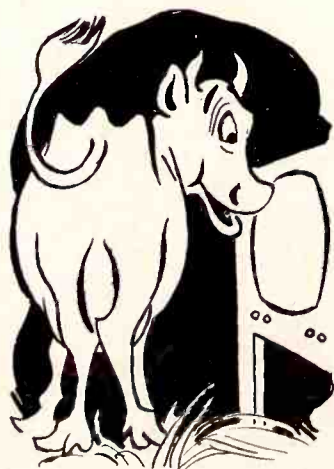
- Low cost per thousand.
- Programming tailored to the market.
- Planned merchandising support.

WINGHAM



CKNX-Radio

Repped by Lorrie Potts



CKNX-Television

Ask the All-Canada Man

Model X (the 59 Studebaker). The film was taken during a dealer council meeting in South Bend, Indiana. The agency says that the film may be used to introduce the new car to the public about the middle of October.

Astral is the name of the Studebaker car of the future now on display at the Canadian National Exhibition. A 60 second film about the car is being sent to television stations for them to use as they see fit in any program about what can be seen at the Exhibition.

**R**OBERT LAWRENCE Productions report that they have just finished or are working on commercials for the following advertisers: Whitehall Pharmacal, through Young & Rubicam; Monarch Tea Bisk, through Cockfield, Brown; Tea Council of Canada, through E. W. Reynolds; Lushus Jellies, through McKim Advertising and Robin Hood Cake Mix, through Young & Rubicam, Montreal.

**R**ABKO TELEVISION Productions are currently working on or have just finished commercials for the following: Super Test, through Foster Advertising; Nestlé, through E. W. Reynolds; Harold F. Ritchie, through McConnell, Eastman and Colgate - Palmolive, through Foster Advertising and Spitzer & Mills.

**P**REMIER EQUIPMENT, manufactured by Robert Rigby, London, England, is now being imported and distributed in Canada by the Caldwell A-V Equipment Co., a division

of S. W. Caldwell. Rigby markets film handling and editing equipment.

### New Agency

**J**OHAN D. ROBERTSON, formerly an account executive at W. A. McCracken, has opened his own agency, John D. Robertson & Co. Ltd., at 191 Erskine Ave., Toronto. Telephone—HUDson 3-8594.

John, who once spent four years as a construction equipment sales representative, says he will specialize in light and heavy equipment and so far he has 12 accounts. These include Gummed Papers Ltd., Brampton, Ont.; Gibson Brothers, property development and management specialists, Toronto, and Best Pipe Ltd, Kitchener.

Cover the Rich  
Dairy Producing  
area of  
Oxford County  
by using  
**CKOX**  
WOODSTOCK  
ONTARIO

Lorrie Potts & Co. - Toronto  
John N. Hunt - Montreal  
Vancouver

**300,000**  
listeners get  
**5,000**  
watts of  
the best

**CKX** 1150 Kc  
RADIO BRANDON MANITOBA

In the  
**Maritimes**

**CBC  
RADIO**

reaches the  
whole market  
with one buy!

Radio Stations  
**CBI**—Sydney  
**CBH**—Halifax  
**CBA**—Sackville

There are still some choice spot  
availabilities in "Morning Chronicle"  
and flash positions adjacent to popular  
network shows including "Rawhide" and  
"The Happy Gang"—all perfect times  
to carry your sales message in this market.

Want to boost sales  
in the Maritimes?  
Call now.

**CANADIAN  
BROADCASTING  
CORPORATION**  
Commercial Division  
Halifax Montreal Ottawa Toronto Winnipeg Vancouver

# OIL!

The  
Predicted  
**OIL EXPENDITURES**  
in the  
**DAWSON CREEK  
AREA**  
for  
**1958**  
are

**\$75,000,000\***

\* Trade and Commerce Magazine, March 1958

## CJDC

DAWSON CREEK  
B.C.'s CENTENNIAL CITY

The only B.C. station serving the  
B.C. - Alberta Peace River Block

RADIO REPS in Toronto and Montreal  
JOHN N. HUNT in Vancouver  
A. J. MESSNER in Winnipeg  
DONALD COOKE in USA

in B. C.

# CJOR

## PERSONALITIES

ARE  
"BEST SELLERS"

(your product is protected against  
competitive advertising)

see

### Stovin-Byles

for details

**5000 watts on 600 kcs**

Still covers the greatest area in B.C.

**CJOR VANCOUVER, B.C.**

Through the

# CAT'S WHISKER

THE REACTION OF Barrie's teenagers to CKBB's *Teen Pop Hops* have encouraged the station to plan the dances on a semi-annual basis.

Two hops have been held so far, both in the Barrie Arena. The first was held last fall with free admission, as a station promotion. At the second, last month, admission was charged and the \$610.75 collected turned over to the Barrie Central Collegiate Band to help pay for its trip to the International Band Competition being held in Holland this summer.

Program Director Jack Ruttle says the dances "are not necessarily always for a fund raising purpose, but should a worthwhile campaign be in progress, we may take advantage of our large crowd to assist in the fund raising."

In addition to helping the local band with their trip abroad, last month's dance was also used to promote CKBB's change to a new frequency, from 1230 kcs. to "5000 watts on 950."

Entertainment at the July hop was provided by disc jockeys Jack Ruttle, Jim Corey, Stan Taylor and Bob McLean who exceeded three hours of *Tops in Pops*, and handed out radios and records to lucky dancers.

Another promotional feature of the hop was the handing out of memberships in the CKBB *Hi-Pop Club* to each of the 1230 persons attending. The fact that exactly that number attended the dance impressed the station since it was its last big feature at the 1230 frequency.

ROBERT SARNOFF has been made chairman of the board of the National Broadcasting Company, while Robert E. Kintner succeeds him as president of NBC. Kintner, an executive vice-president, has been head of NBC's television network.

Are you satisfied  
with your  
MAILING SERVICE ?

If not — call

CHADWICK PRINT &  
DIRECT MAIL SERVICES  
52 McCAUL ST. EM. 8-7174

### WANTED

Aggressive Television Time Salesman, Broad knowledge of either Radio or TV essential. Expansion has made this opening possible in a major market. Acceleration means high remuneration for the right man. All enquiries confidential. Send particulars about yourself and experience to:

Box A 387  
Canadian Broadcaster  
54 Wellington Street West  
Toronto, Ontario.

Robert Sarnoff, son of Brigadier General David Sarnoff joined NBC in 1948 as an account executive in the sales department. He moved through various divisions of the company until June, 1951, when he was elected a vice-president. In December of 1953 he was made executive vice-president, and two years later became president. He was made chairman of the board and chief executive officer on July 11, 1958.

Sarnoff is 40 years old.

A PLAN TO CONTROL traffic signals by radio at New York City's 8,000 intersections has been announced by that city's Traffic Commissioner.

Under the new signal system, a radio receiver will be installed on the pole containing the signal equipment for each intersection. The receiver will be tuned to a transmitter that will be hooked by leased telephone wire to traffic department headquarters.

The time of traffic light cycles will be controlled from headquarters by a punch card device that sends one of eighteen "programs" or light change patterns to the transmitter, for relay to each intersection signal.

The radio control system is said to permit broader application of progressive signal timing and greater flexibility of operation by enabling signals to be changed from a central location without sending personnel to the site.

It will also allow inbound traffic to be favored in the morning and outbound at night.

The traffic department says that, besides giving flexible control of lights to meet traffic conditions, the radio controls will be less expensive and require less tearing up of streets than the present system. The traffic control cable, installed, costs about \$50,000 a mile. The cost of the radio controls is about \$15,000 a mile, and cables need be placed only at each intersection.

Although the initial installation will cover only fifty intersections, the master station will be able to control lights throughout the city. The system is expected to be completed by next summer.

### TV NEWS EDITOR

Four years radio-television-Broadcast News experience; highly versatile; seeks new, challenging position, anywhere in Canada. Available at once.

BOX A386  
Canadian Broadcaster  
54 Wellington Street West,  
Toronto, Ontario.

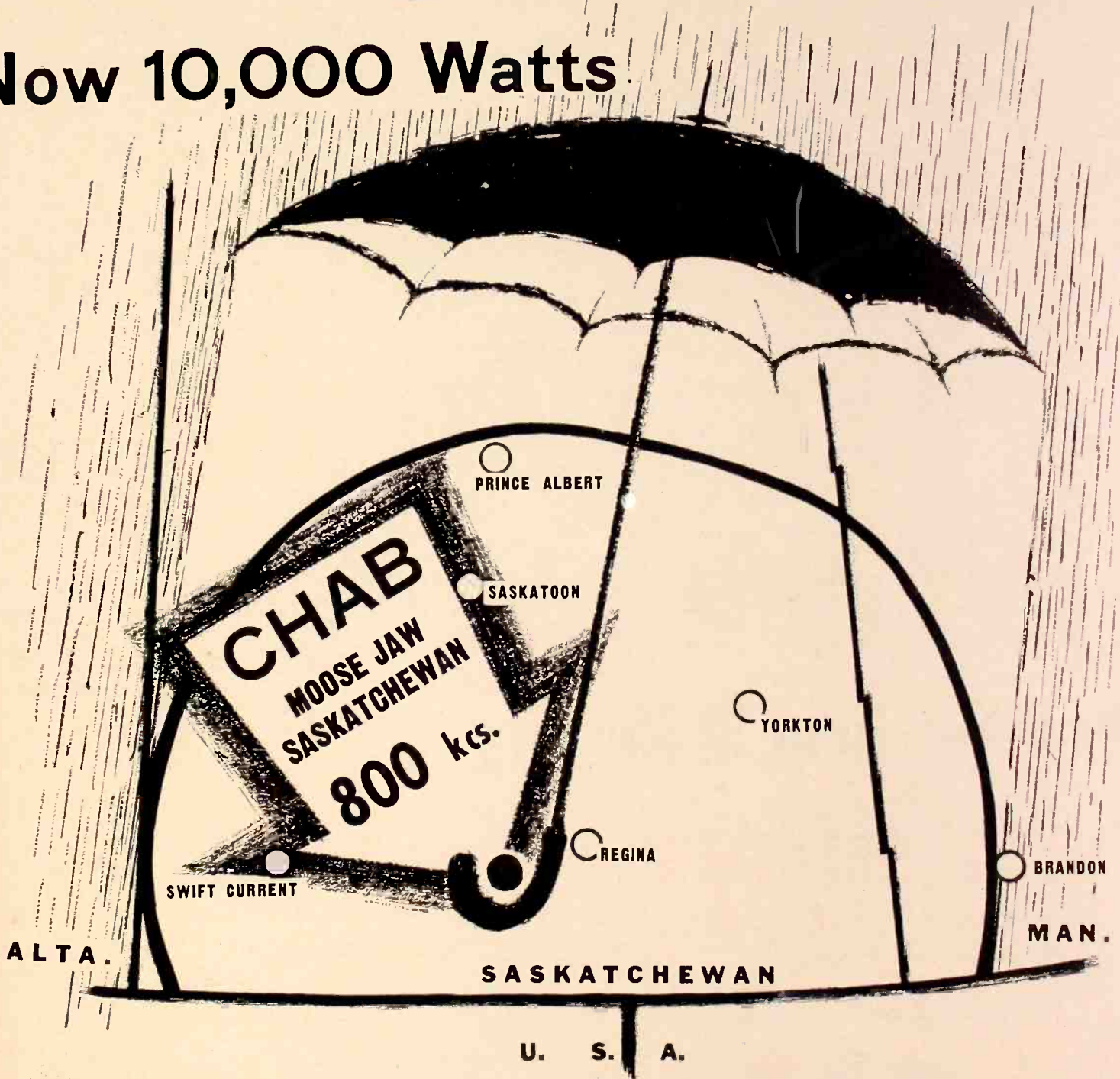
Did you know that . . .

CJBC Toronto reaches a total of 367,934\* adult listeners every day, equivalent to 294,347 homes.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

# More Coverage

## Now 10,000 Watts



One-Half Millivolt Contour 10,000 Watts (Daytime)  
 5,000 Watts (Night)

### REPRESENTATIVES:-

**STEPHENS & TOWNDRON LTD.**  
 Toronto, Montreal

**JOHN N. HUNT & ASSOC.**  
 Vancouver

**A. J. MESSNER & CO.**  
 Winnipeg

**WEED & CO.**  
 U.S.A.



The hostess hurries to make her 3 no-trumps . . . and talk of the Batters' dream-house must wait. CFRB is on the air with the latest sport scores!

## Meet the John S. Batters of Parkdale

*(you may be doing business with them soon)*

Marilyn and John Batters, both with full-time jobs downtown, are saving for a new home. But they're buying, too . . . buying the furniture and appliances they can enjoy now, and later.

The Batters are only one of the 1,194,800 families\*

in CFRB's listening area . . . with a combined annual income of almost \$6½ billion.\*

Have a CFRB representative explain how you can get your share of this big business . . . why CFRB gives you the most sales, in Canada's richest market—at the lowest cost.

\*compiled from Sales Management's Survey of Buying Power, Canadian Edition, May, 1957.

**CFRB** TORONTO  
1010 ON YOUR DIAL  
50,000 WATTS



**ONTARIO'S FAMILY STATION**

REPRESENTATIVES—Canada: All-Canada Radio Facilities Limited United States: Young Canadian Ltd.