



Canadian
BROADCASTER

Vol. 17, No. 19

TORONTO

October 9th, 1958

TORONTO STATIONS are united, with interchange of disc jockeys and joint programs from the City Hall, boosting the United Appeal. Above: left to right, are John O'Leary and Earl Cameron, CBC; Phil Stone, CHUM; Barry Nesbitt, CKFH; Wally Crouter, CFRB; and Keith Sandy, CKFY.

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WEEKEND RADIO AUDIENCE COMPOSITION

SATURDAY

	% MEN	% WOMEN	% CHILDREN	TOTAL LISTENERS PER HOME
6-9 A.M.	33	40	27	2.3
9-12 Noon	23	46	31	2.3
12 Noon-4 P.M.	25	45	30	2.2
4-7 P.M.	30	45	25	2.2
7-12 Midnight	37	47	16	1.9

SUNDAY

	% MEN	% WOMEN	% CHILDREN	TOTAL LISTENERS PER HOME
6-9 A.M.	32	37	31	1.9
9-12 Noon	32	40	28	2.4
12 Noon-4 P.M.	31	43	26	2.4
4-7 P.M.	31	44	25	2.4
7-12 Midnight	37	47	16	2.0

Source: BBM March 1958 Survey —

Halifax, Hamilton and Vancouver Metro Areas; Regina City Area; Thunder Bay and Chicoutimi, Lac St. Jean East Counties.



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

Research

CANADA GETS NIELSEN RECORDIMETER

PROCTER AND GAMBLE and the CBC are the initial subscribers to the new "Nielsen Broadcast Index" which has just been announced by the A. C. Nielsen Co. of Canada Ltd. Designed to provide broadcast audience measurement services to fulfil Canadian needs, the new division will be under the direction of George W. Ralph, vice-president.

Following the release, in February 1958, of the report entitled "Broadcast Audience Measurement Requirements", prepared by the Broadcast Audience Measurement Committee of CARF, Nielsen has developed a broadcast measurement service to fulfil the needs set forth by the BAM Committee. According to George Ralph, "The Committee report clearly sets forth the ideal for measuring broadcast audiences in Canada, and it is with this as a guide that we have designed our services."

Nielsen Broadcast Index, he says, has been designed to meet the needs of all three participants in broadcasting . . . broadcasters, advertisers and advertising agencies. The service will provide, in addition to many other kinds of information, these four basic types of data:

1. Total listening and viewing in each home, accurately recorded by meters.
2. Program audiences in actual numbers of homes reached, as well as per cent of homes reached.
3. Total area audiences, including the audience for each radio and television station, in total for its entire coverage area, as well as for the Central Area or Metropolitan Area.
4. Audience composition, which will reveal the number of men, women, teens and children listening to or viewing each program.

Basic information for the Nielsen Broadcast Index will be collected from each sample home by a combination of the *Audilog* and the Nielsen *Recordimeter*. This method of collecting data follows the recommendation of the BAM Committee that a quality controlled diary be used.

Ralph describes the *Audilog* as a carefully designed and tested diary which requires answers for each and every radio or television set in the homes as to the stations viewed or heard each quarter hour, twenty-four hours per day, seven days per week, with detailed information as to audience composition.

The *Recordimeter* is a meter which provides "quality control" for the

Audilog in every sample home. It is to be attached to every receiver, either radio or television, in the chosen homes, in order to "provide a basis for full policing of diary recordings."

In the case of stations, the cost of the service will be based on stations' advertising rate cards. In the case of agencies and their clients, it will be figured on the volume of advertising involved.

National reporting will be accomplished "with all due haste", and it is anticipated the first installation of *Recordimeters* will be in Toronto, with Montreal and Vancouver to follow very quickly. Development elsewhere will be governed by the demand from clients. Ralph stressed that it is not their intention to confine reporting to these three cities, but simply that "demand will have to dictate what is done beyond these three rather obvious choices".

CFQC-TV Will Air U. Profs.

THE UNIVERSITY of Saskatchewan, and CFQC-TV, Saskatoon, will begin an experiment in educational television October 11 when they present the first of 20 one-hour lectures on English literature.

It is believed to be the first time that academic lectures for a course of study, in this case a University correspondence course, have been offered by television in Canada.

Seven University faculty members will take part in the programs, scheduled for 11 am on Saturday mornings.

Don't take
a chance on
a glance . . .

take a good
LOOK

and learn why
CHOV is the
BUY that
SELLS

MORE SUCCESS!

ANOTHER HAPPY CKSL ADVERTISER
SAYS

"Never Before Have We Experienced Such Terrific Success Through Advertising To Us This Again Proves The Power of Radio Advertising On CKSL.

You May Be Sure That We Will Not Only Continue To Make Use Of CKSL's Excellent Facilities, But will Increase Our Radio Advertising Budget With You".

BUYERS WHO KNOW THEIR BUSINESS

SELECT



Takes
YOUR product
into MORE homes
in Saskatchewan's
BIGGEST

Trading Area
than ANY other
medium.



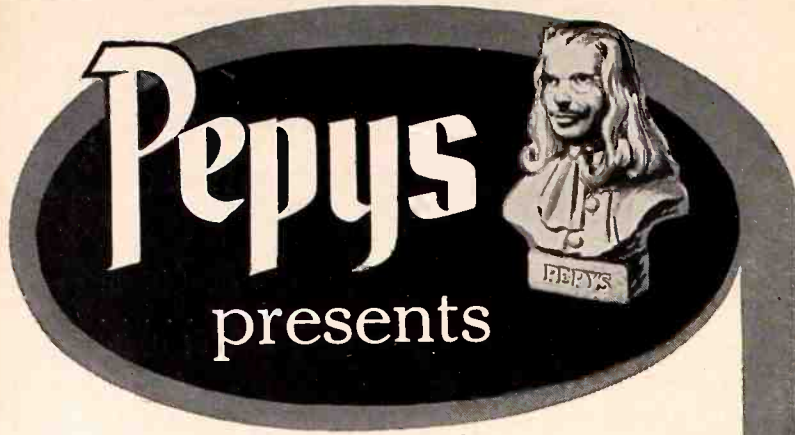
**SELL MORE
BUY
CFQC RADIO**

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



THE
AWARD
WINNING
STATIONS

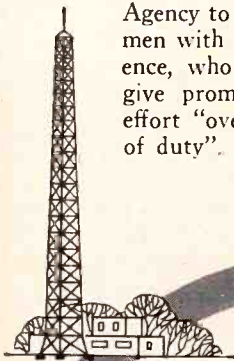
CJON Radio
Television
NEWFOUNDLAND



THOMPSON - PETERSEN
advertising agency limited

This Agency was founded in 1920 by the late James Fisher—one of Canada's advertising stalwarts, and a man who had a fuller grasp of the value of "service" in Agency-Client relations than most of his generation. In 1955, the present agency heads changed the name from James Fisher to Thompson-Petersen. "Service with Sincerity" has continued to be its motif all through its 38-year history. The result has been a three-fold one of steady growth, solid expansion, and an enviable record for holding its accounts.

"Service"—an overworked word—is interpreted by this Agency to mean Senior Account men with many years of experience, who are always ready to give prompt action and extra effort "over and above the call of duty".



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 | CKLG 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 | CKCW Moncton | CJOX-TV Argentina | |
| CJRL Kenora | CJON St. John's, Nfld. | ZBM-TV Bermuda | |
| | ZBM Bermuda | CMQ Television Network, | |
| | ZNS Nassau | Cuba | |
| | CMQ Cuba | | |

Films

UK PRODUCERS WOULD BUY INTO ST'NS

ASSOCIATED TELEVISION LTD. of London has given birth to a Canadian subsidiary, Canastel. Plans include the production of television programs in Canada; the marketing of its own (ATV) programs and the US programs to which it has acquired Commonwealth rights.

The new Canadian company is in process of incorporation and hopes to start operations immediately.

Bill Jones, formerly general manager of Pye Canada Ltd., is vice-president in charge of the Canadian subsidiary. He has established offices at 84 North Line Road, Toronto 16.

The parent company, ATV, besides making and marketing its films, has a part interest in six Australian radio stations. It is also interested in the privately-owned commercial Macquarrie Network, through the purchase of Broadcasting Associates Pty. Ltd. In a similar manner it also has stock in an Australian motion picture studio.

One of Canastel's first missions in Canada is to acquire interests in existing Canadian private radio and television stations, both those which are already in operation and those which may be established in the future.

Mr. Jones points out that the recent government ruling that more than 25 per cent interest in Canadian stations may not be held outside the country is satisfactory to his organization.

The parent ATV has already gained an indirect foothold in Canada. Its English subsidiary, Independent Television Programme Co. Ltd., has formed a fifty-fifty partnership in the US called Independent Television Corporation, which has purchased Television Pictures of America (TPA), including such affiliates and associates as the Canadian TPA Films Ltd. and Normandie Productions. The sale figure is quoted as \$11,350,000. Chairman of the new company is Jack Wrather, former producer of *Lassie*; vice-chairman is Michael Nidorf; another director is the Earl of Bessborough, son of the former Governor General of Canada.

TV properties owned by TPA and included in the purchase are *Fury*, *Ramar of the Jungle*, *Private Secretary*, *Last of the Mohicans*, *Charlie Chan*, *Tugboat Annie*, *Ellery Queen*, *Halls of Ivy* and *Stage 7*. There are also two new programs already in production - *Cannonball* and *New York Confidential*.

British productions which ATV is throwing in are *Robin Hood*, *Sir Lancelot*, *The Buccaneers*, *Scarlet Pimpernel* and *The Count of Monte Cristo*.

Canadian productions will be undertaken but they are still in the planning stage.

ATV is currently showing dramas from the *General Motors Presents* series, under the title *Interplay* on independent television in London and Birmingham.

PAY-TV MAY COUNTER INDEX THINKING

TELEVISION will grow in public esteem if it can muster the responsibility to match the potential reputation so often angrily demanded by TV executives.

This statement is part of a recent editorial in THE DETROIT FREE PRESS which also said that the present TV quiz show controversy has provided cause to reflect on the entire field of television.

The editorial pointed out that surveys reveal that people are watching less television, and that criticism, both of program content and advertising, has grown alarmingly. Television "is now harvesting a bumper

crop of public indignation, not only because it has been suggested that some of the most popular programs are spurious frauds, but because of the increasingly unimaginative offerings."

Perhaps new competition, in the form of pay-TV, will offer the necessary stimulation, concludes THE DETROIT FREE PRESS. "Such competition, which might reveal that the public taste is far more discriminating than is presumed from the television industry's surveys, could provide the freedom some TV producers seek from index-inspired thinking."

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

DON WRIGHT
Productions

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

POINTS OF SALE

83% of the potential audience is credited to

CFPA
Port Arthur in the 1958 E-H CIRCULATION SURVEY

This means 74,350 listeners out of a possible 89,578

P.S. Lowest cost per thousand too.

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 3-8814

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097

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



Advertising

WHAT DOES A CLIENT WANT OF HIS AGENCY?

ADVERTISING AGENCIES have problems - - lots of them. They have to be geared to exercise their powers of persuasion on the public, inducing them to buy anything from automobiles to zippers. They have to know what the public wants. They have to know how to convince the public that it wants what they want it to want. It is for reasons like these that national manufacturers and distributors retain advertising agencies. And as if this was not problem enough, besides knowing the public, the agencies have to take direction from the advertiser who employs them and keep them happy too.

It all sounds simple enough, but there is one angle that seems to need solving, and that is the question - - "what does the client want of his agency?" It was with the hope of finding an answer to this question that THE BROADCASTER hied forth around some large advertisers' offices, beat its way into the plush carpeted offices of the mighty, and aimed the question right at them.

Four VIP's on the client level opened their doors - - one was a soap company; one was a proprietary medicine concern; one was a food manufacturer; and the other was in the automobile business. They were generous in their treatment and our question gained not one answer but a whole series of them.

A Canadian Broadcaster Survey of Prominent Advertisers



Jim Barnum



Ray Collett



Jack Glasier



Gilbert Templeton

Sometimes their answers agreed, and sometimes the opposite. The main point they had in common was that their advertising agency (or agencies, because many of them employ more than one) are an absolute essential to them in promoting and effecting the sale of their products.

For example, H. J. Barnum, executive vice-president of Salada-Shirriff-Horsey Ltd. said that asking a firm to be its own advertising agency is like asking a motorist to arrest himself for speeding. Ray Collett, speaking for Lever Brother's, where he is advertising manager said the same thing with particular application to his own company when he said: "No company with as many products as we have (about 30) could hope to afford the creative personnel that we get from a number of advertising agencies."

Mr. Collett explained that in countries where there is no devel-

oped system of advertising agencies, Lever Brothers has its own ("house") agency, called Lintas. While Lintas collects the customary commissions, no one derives any financial benefit, because the operation of this internal agency has to be paid for. Lintas, he said, has never operated in North America. J. F. Glasier, ad-manager for the Mercury-Meteor-Lincoln divisions of Ford felt that the agencies give their clients the benefit of "specialized operation performed by specialists."

Gilbert Templeton, president of Templeton's Limited (TRC's etc.) thought that a firm without an agency would have to be either very small, and unable to afford sufficient advertising to need one or very large. "If Procter & Gamble decided that they were going to have their own agency, they could do it", he said.

NO ONE MEDIUM IS BEST

Ray Collett has been advertising manager of Lever Bros. of Canada Ltd. for two years. Prior to that he was vice-president and manager of the Toronto operation of Young and Rubicam. He was a public relations officer with the army during the war, and before that, he spent 10 years as a reporter for THE TORONTO DAILY STAR.

"Agencies for Lever Brothers", he said, "assist our brand managers through all phases of advertising. We bring our agencies into our brand thinking as closely as possible. What emerges is a co-operative job by the agency and the brand group combined. "Part of the responsibility we place on agencies, is for them to give us their recommendations on how a brand's money should be spent. We expect them to be able to justify their recommendations."

Choosing the medium to advertise in requires more than Mr. Collett's considering the cost per thousand people getting the message.

"I wouldn't go so far as to say one medium is best. TV has the ability to dramatize. Radio allows high frequency of advertising. TV has the weakness of (high) cost. We obviously think it is important, but here again there is a split." Mr.

in B. C.

C J O R 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.



ROTHMANS CIGARETTES
USES CJMS EXCLUSIVELY
To REACH FRENCH MONTREAL by RADIO
5 TIMES DAILY

* 1260 on the DIAL

Collett pointed out that it is a mistake to advertise in, say, television which in the case of national night-time shows could provide a relatively low cost per thousand, but could be the wrong medium for advertising a particular product. Advertising for a collection of poetry would be more effective in a literary magazine than on a television Western.

The question as to what agencies do, and what they should do, drew a definite answer from Mr. Collett, and gives a picture of what his firm's desires with respect to agency work are. "I'll have to speak as advertising director of Lever Bros.", he declared. "What I want to see agencies do more of, is apply the data they get from marketing research to the development of better market analysis and better creative advertising." He made it clear that facts and figures were not an end in themselves.

WHY DO THEY SWITCH?

The interviews with each of the four executives wound up with them giving their views on why firms change agencies. Mr. Collett had the following to say:

"There are two or three factors here. Lack of competent service - - the agency is unable to produce. Or, it could be a decision on the part of the agency. If an agency became involved with competitive accounts, where it hurt their ability to give either of them the service they should, they might choose one and let the other go.

"It may be because of personality," he continued. "Some people just can't mesh. I would put that far down on the list, because we have little trouble with this. We do business with pretty large agencies, and in a large agency there are enough people to allow switching around to the satisfaction of all." Mr. Collett felt that switching could be avoided to some extent if the client makes sure that his account is going to be important to the agency he's dealing with.

"I think it's unfair to ourselves, and to an agency, to give them insufficient business to be important to them. If we do give a small account to an agency, it's because we feel they will give us service because they derive prestige from being able to list Lever Bros. among their accounts, and also they hope to build their business with us," he said.

GIVE THEM OUR CONFIDENCE

J. F. Glasier spent seven years as advertising manager of Canadian Allis Chalmers Ltd. before taking the same position with the Mercury, Lincoln, Meteor Division of the Ford Motor Company, in December, 1955.

As he sees it: "The agency provides a study of marketing, relative, of course, to the automotive industry," he said, "and then, when we have specific problems, we ask them to study these problems, as they relate to advertising or sales promotion. They come up with an integrated advertising and sales promotion plan. They're not necessarily relating it to a specific medium. Sales promotion is usually the activity that stimulates dealer participation in any program.

"When it comes to media advertising, they have to study which theme, headlines and copy approach

to use, bearing in mind the medium to be used," he continued.

As far as Mr. Glasier was concerned, the agency service he was getting left little to be desired. "We've had, I would say, a most desirable working arrangement with our agencies in that it is not just a creative service they are supplying, relative to advertising, but as much as possible, we bring them right into our forward thinking, so that they can give council, or recommend the course of action which should be taken when it comes to marketing or merchandising as a whole."

On the subject of switching agencies, Mr. Glasier feels there is too much stress on the personality angle.

"Changes are made possible because the client has the feeling that the agency does not have a full understanding of the market. But this may be due to the client not taking the agency into its confidence, and giving them an opportunity to take part in all phases of marketing and merchandising.

"I think possibly switches in additional agencies are engaged in possibly due to a company having more than one product which is competitive in itself," he added. "Therefore, they feel, having competitive products, they should have an agency for each product."

Gilbert Templeton has been with Templeton's Ltd. for 35 years, and is president and managing director of the firm. His father, J. G. Templeton, who died three years ago at the age of 90, discovered the formulae used in the firm's patent medicines.

COPY CONTINUITY AND ART

Mr. Templeton senior, and not an advertising agency, was responsible for creating the original product image the public has of Templeton's preparations. His son and successor pointed out that: "It was established by my father in his store. We have always had a personal sort of relationship with the customer, using testimonials and so on, and I have spoken on TV and radio."

An agency's function, to Mr. Templeton is "a great many things, but primarily copy, continuity and art placed where they will do the most good."

In the early days of radio, Mr. Templeton found that the above wasn't enough. Radio had proved a flop businesswise until he realized that an announcer, who read all the announcements whether for competing products or not, could not possibly sound convincing for any of them. It was then he decided to have a program of his own. Since then he has had great success with the radio and television media, and declared: "I have never found a way to compare with broadcasting for advertising . . . but, if the voice giving the message didn't sound as though it believed what it was selling, the message would be better off in print."

Mr. Templeton felt there were some weaknesses in the operations of some agencies: "If you come to particular agencies, I could say something. They try to do too much, rather than too little. They're so impressed with what they can do, they don't concentrate enough on what they should do, that is, for our type of business.

"From our point of view, the important thing is to be able to pre-

pare believable copy and continuities within the limits of the proprietary medicine act. This means good layouts for the press, good announcers for TV; keeping an eye on the type of program the commercial appears on." He stressed the importance of this last point, saying that Red Riding Hood is not the type of program for his product, although this type of vehicle has been used in the past, once in a while.

Like the others, he was unable to pin down the reason for switching agencies to one outstanding cause. "The number of reasons for changing is infinite," he said. "Maybe business is off; maybe it's done for personal friendships; maybe business is doing well, but someone persuades the advertiser that he can do better with another agency."

MUST IMPROVE CREATIVITY

Indiana-born and Florida-raised, H. J. Barnum became executive vice-president of Salada-Shirriff-Horsey Ltd. last year when the present company was formed. Before this, he was manager of new products (Food Division) of Lever Bros. Company, New York. Although he is an American, Mr. Barnum is quick to point out that his firm is an example of a Canadian industry that is acquiring subsidiaries in the States (and Jamaica).

Mr. Barnum's views on the role of the advertising agency are uncomplicated and direct: "The job of the ad agency is to create and place effective ad messages, with the emphasis on the creating rather than the placing. The marketing personnel of the brand concerned work as a team with the agency

on the development of marketing strategy, copy and the choice of media."

Concerning the choice of media, Mr. Barnum pointed out a homely truth in the advertising business that may be sometimes ignored. "Outdoor advertising could hardly be overlooked for gasoline. But it would be practically useless for a kitchen gadget which needed to be demonstrated. There you'd use television . . . or print. You can't make hasty judgments about the use of any medium."

The shortcomings of agencies, in Mr. Barnum's view, are similar to those cited by Mr. Templeton: "Agencies need to improve the standard of creativity," Mr. Barnum said. "Currently there's a great deal of talk about how an agency must become a complete marketing agency - - but basically their job is to create advertising. Sometimes I think this simple fact is lost in the welter of new fads, fancies and trends in the advertising business."

Once again, the prime cause of agencies being switched was not determined. While recognizing such causes as personal reasons, politics, and the use of an agency as a scapegoat for falling sales, Mr. Barnum related the cause to the fact that firms and agencies are made up of human beings. "Millions of consumers switch brands; people change religion and country. The only thing an agency has to sell is creativity. If a client finds another agency is more creative, he's justified in switching; just as a housewife switches to Shirriff's marmelade when she finds out it tastes better than the one she was using."

The TIME BUYERS' CHOICE



the **BASIC STATION** in the West

The **TIME BUYERS** of Canada's advertising agencies have access to all the statistical and research material available. These well informed **TIME BUYERS** choose **CKY** as their **BASIC STATION**.

Rely on the **TIME BUYERS** as well as the Surveys

EXAMPLE: Month of June 1958
 Using **CKY ALONE** — 28 National Advertisers
 Using **CKY** and a second station — 16 National Advertisers
 Using **CKY** and 2 second stations — 5 National Advertisers

28 National Advertisers used **CKY** **EXCLUSIVELY**

In 16 instances **CKY** was the Basic Station in a 2-station placement. In only 2 cases out of 18 was **CKY** not used.

The Time Buyers depend on the Biggest Audience in Western Canada for Basic Coverage (B.B.M. Spring '58)

Buy where the Time Buyers buy

5000 Watts
580 Kcs.



WINNIPEG

Reps: **STOVIN-BYLES, CANADA**

FORJOE, U.S.A.



... something missing?

Yes! Like our friend here, who lacks an important part of his attire, present radio audience measurements, restricted to in-home listening, are obviously incomplete. Ten years ago such measurements were acceptable, since over 90% of radio listening was in the home. But the pattern has changed. To-day, in-home listening accounts for much less — sometimes as little as 50% of the total audience.

When you consider this in conjunction with the fact that **more** people are doing **more listening in more places** with **more sets** than ever before (actual surveys show that more than 15,000,000 Canadians listen to radio as a regular daily habit) the Auto, Portable and other out-of-home radio listeners form a significant portion of the total market.

To meet the industry's increasing demands for more accurate and more reliable audience measurement data, Elliott-Haynes Limited announces a companion service to its present coincidental telephone surveys. This new service, based on personal interviews with representative cross-sections of the population of each county and census division from coast to coast, is designed to measure the **total listening** of Canada's **total population** — the most comprehensive study of radio listening ever attempted in Canada!

Elliott-Haynes Limited

*Since 1940 — The broadcasting industry's
standard of audience measurement*

515 Broadview Ave.,
Toronto
HO. 3-1144

1500 St. Catherine St. W.,
Montreal
WE. 2-1913

Charles Bick's Copy Clinic

WRITERS ARE CREATORS AND ACCOUNT MEN ARE SELLERS

MUCH HAS BEEN said about the writer's role in advertising. And yet, as people schooled in reason-why explanations, we seem to have neglected the one affecting ourselves -- the reason why the copywriter exists.

Take this "Copy Clinic" for instance. The other articles in the series are how-to-do-it essays. They deal with techniques, or means to an end. The end, which the reader is asked to assume, is better copy. And yet, to really understand yourself and your job, Mr. Copywriter, you should question that assumption.

Ask yourself: Businesswise, is better copy necessary?

You and I might like the answer to be an unqualified "yes". After all, don't copy chiefs beat their gums about it, columnists beat the drums about it, you and I strive for it? That proves it, doesn't it?

It doesn't. For it doesn't take into account the buyer-seller stamp on the business world and all the human illogic which that entails. It's an easy mistake when you're absorbed in creative work -- to overlook mundane business facts. Authors, artists, composers playwrights do the same thing. You're in good company.

But the difference is: You're in a Company.

These other creative people are not members of a business institu-

tion like an advertising agency, publishing company or broadcast station. You are.

So when you reconsider our question about the business necessity of



CHARLES BICK is creative director, Radio and TV, in the Toronto office of Erwin, Wasey, Ruthrauff & Ryan Ltd.

better copy, a lot depends on the "business" you're talking about. If you mean the Advertising Business, better copy is not necessary. If you mean the Business of Advertising, better copy is mandatory. And while this "business" distinction may be semantics, it is not satire. It is a very real and very personal distinction for you, Mr. Copywriter.

THE ADVERTISING BUSINESS

In your mixed-up advertising world, you can do a lot of un-mixing by recognizing that here, as elsewhere, there are those who create commodities and those who sell them. The lines of separation may not always be rigid and -- in smaller organizations -- may be virtually erased. But to survive in

a competitive economy both abilities are needed.

In this advertising world, writers are creators and account men are sellers. While teamwork is implicit, the writer's business is Advertising and the account man's business is Business. Maybe you don't like it that way and maybe it oughtn't to be that way. But, generally, that's the way it is.

This business distinction explains a lot of things.

It explains my misgivings and

pangs of conscience over ridiculing copy which, by all professional standards, is just plain lousy. It's quite possible that the agency writer turned out some superior copy for that ad. But the client's Mother-in-Law also turned out some "copy". So the client kept peace with his in-laws (who probably set him up in business), the account man kept peace with the client and the creative department bitched merrily ever after.

(Continued on page 10)

Advertisement for CFPL-TV LONDON. Features a cartoon character sitting at a desk with a television set. Text includes 'CFPL-TV LONDON', 'builds up sales...', 'where 85% sit riveted to London TV... exclusively!', and 'Contact All Canada Television or CFPL-TV'.



MONCTON BOOM DICTATES DIRECT T.C.A. VISCOUNT TORONTO FLIGHTS

The Challenge has been met. To keep pace with Moncton's rapid business expansion, direct flights from Toronto, speed the timetables of the ever increasing number of executives taking advantage of Moncton's unlimited potential.



THERE'S BIG BUSINESS ...

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



... IN MONCTON

Potts' SPOT

• "SURVEY OF Buying Power" shows that business activity in KENTVILLE, NOVA SCOTIA, reached new heights in the year with retail stores chalking up a sales volume of \$8,975,000.00. The amount was considerably greater than might have been expected on the basis of population. From that standpoint, retail business locally should have come to .0302 per cent of the Canadian total. Actually, however, it amounted to .0611 per cent. The survey shows that net income locally, after deduction of taxes, amounted to \$4,658,000.00, an increase over the \$4,335,000.00 accounted for in 1956. An "index of quality", is also shown in the survey. For KENTVILLE the index rating is 117 or 17% above the average for Canada. Buy CKN-CFAB KENTVILLE-WINDSOR, to cover this "quality" market.

• THE BEST of luck to John Maxwell who commenced work at Foote, Cone & Belding, as Media Director, September 29th.

• THERE IS no unemployment problem in the Flin Flon area, Winter or Summer. With a steady payroll of over \$5,000,000.00 a month, buying is done steadily and readily. The Flin Flon area has only one major national advertising medium — its Radio Station CFAR. Home building is on the upswing, with a minor boom in operation at the present time. Despite depressed metal prices, the payroll remains steady, layoffs are never indulged in, and in general, the economic fluctuations of the country are not reflected in the area.

• A WELCOME to the field of Radio & Television is extended to Mr. Bruce (Skip) Young, of Tandy-Richards Advertising Ltd. Skip is handling the Radio & Television buying for T.R.A.

• CFRY, PORTAGE LA Prairie, Manitoba, plans to move to a more modern studio in the Fall. The opening of the new studio coincides with the second anniversary, October 18th. CFRY serves the hub of Manitoba agriculture.

• BEFORE YOU BUY THAT SPOT -- CHECK POTTS' SPOT.

Lorrie

Potts
and Company

LORRIE POTTS
SCOTTY SHERIDAN
NEIL HENDERSON
JIM PITTIS

1454A 1117
Yonge St. St. Catherine W.
TORONTO MONTREAL
WA. 1-8951 VI. 5-6448

Copy Clinic

(Continued from page 9)

It also explains why the account man deftly took that comma out of your ad, before presenting it to the client. He wanted to make sure the client could insert his usual creative contribution, without disturbing the rest of a good piece of copy.

Cynical? Naive? Exaggerated? -- Perhaps, but it illustrates what I'm getting at. As far as the copywriter and creative director and the boss and the motivation research boys are concerned, a piece of copy can be all wrong. But if the client says it's alright -- well, the customer is always right.

In this respect the Advertising Business is like any brokerage operation. A stockbroker may want his client to have the Blue Chip item. But if he wants the Blue Sky item, that's alright too. The broker will broker it because it's one more sale and more business turnover.

So if you fashion yourself in a field where analysis and originality and creative merchandising and, yes, Better Copy are necessary -- don't. Of themselves and by themselves they don't buy 15 per cent commissions. Only a sale does. And if a sale means getting off the hook, instead of getting on with the job, that's the way it will be done. Not always, thank, goodness, but a heluva lot of the time.

THE BUSINESS OF ADVERTISING

Fortunately there are those to whom the Advertising Business and the Business of Advertising are one and the same. Ernest Jones, president of MacManus, John & Adams, spoke at the 1958 AAAA meeting as follows:

"Creativity is not a side product of advertising. It is advertising. It is our only merchandise. Our single product. And heaven help the agency management that does not recognize that fact of life. They may end

up as unemployed as Zeppelin pilots.

"Today I honestly believe that the greatest barrier to creativity in some agencies is the fact that management is having more fun playing businessman than working at advertising."

A man after your own heart, Mr. Copywriter. An ad agency is more than a brokerage operation to Mr. Jones and others like him. The famous Y & R house ad expresses this working philosophy:

"In some advertising the selling message ends with a period. In other advertising the selling message ends with a sale. In either event, it costs just as much to run a poor ad -- as it does to run a good ad."

To which we might add: it's the same 15 per cent commission. But that shouldn't affect the attitude of the professional adman.

By professional I simply mean the man who is qualified -- by experience or ability -- to either sell or create advertising. And someone has to speak out for the professional, because Mother-in-Law with her advertising acumen is always cluttering up the works. In no other field is the professional man so bedevilled by the self-styled experts, unless it be the TV film producers whose clients own Kodak Brownies.

Let there be any inferences of snobbery from these remarks, let it be known there are countless "pros" at the grass roots. Not all are in the big agencies by a long shot. Some are in small-town agencies and do a bang-up creative job. Other small-town agencies make no pretense about being anything but brokerage operations. Around them has grown up a corps of competent creative people -- in script houses, art studios, film companies, etc. -- who provide copy services like the creative departments of the large agencies.

Admittedly advertising is not one of the exact sciences. It is merely

a craft. But, as with all crafts, the professional must be considered right till proven wrong.

Last year the publisher of an advertising trade journal wrote an editorial entitled: *Blame the Account Exec For Mediocrity*. He was relying to a copywriter who said that mediocre copy should not be blamed on the writers, but on the clients. The publisher's rebuttal stated in effect, that nothing gets to a client unless the account exec approves it and that the account man can stomp on good copy before it gets started.

This reporter, in counter-rebuttal to both the publisher and copywriter, cites a conversation with a senior vice-president and account supervisor of an agency widely reputed to be a "creative shop". I stated, in jest, "I understand your writers tell your account executives what to do." He replied, in dead earnest, "That's absolutely right. But where would you creative guys be, without account men like me to sell your ideas?"

The fact is you can't blame any group, categorically, for the existence of mediocre copy. (Sometimes, it can even be the copywriters.) The advertising business, like others, has its buyer-seller relationships. And it has all kinds of shops -- creative shops, service shops, research shops, flunkey shops, you-name-them shops -- and many in-between kinds as well. It isn't all black and white. There are many shades of gray.

Account men, more and more, are requesting that writers have direct contact with clients. They realize that better communication, internally and externally, can be achieved this way. They realize that, by temperament and disposition, the writer doesn't care about walking off with his accounts but wants to turn out better copy.

But mediocre copy will continue, wherever advertising is treated solely as a brokerage business, and as long as there are foolish clients who won't profit by experience and foolhardy agencies that won't resign their accounts.

Mr. Copywriter, if you want to write better copy, look inward and look outward and adapt yourself accordingly.

G. N. MACKENZIE LIMITED HAS the SHOWS

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



FRED SEAR

"THE FRIENDLY
FRED SHOW"

6.15 p.m. to 9 p.m. - MONDAY thru SATURDAY

CKCK REGINA • All Canada Radio Facilities



This way to Montreal

CFCF

Motivational Research

CANADIAN WOMEN SEE GROWING EQUALITY WITH MEN

WHAT like is the Canadian woman of today? How does she differ from her counterpart in the United States and Great Britain? Is she content? What are her aspirations?

These are just a few of the questions Cy Laurin, manager of CHATELAINE magazine, set out to deal with at this season's opening meeting of the Toronto Chapter, American Marketing Association, last month. His subject "The Canadian Woman of Today" attracted a full attendance of members and guests intent upon learning the answers which, in turn, were based on a survey made by The Institute of Motivational Research.

"Tremendous changes have taken place in the Canadian woman's physical and psychological environment during the past 15 years," Mr. Laurin said. Canada's rapid economic growth, the increase in the number of Canadian women working at full or part-time jobs, the development of new household equipment, easy-to-prepare foods and easy-to-use aids in routine chores—all these had completely changed the Canadian woman's attitude towards housekeeping.

The Canadian woman feels that her economic position will continue to improve. She sees a growing equality with men, emancipation from purely household tasks, and is eagerly looking forward to a more

varied pattern of living. The survey showed, said Mr. Laurin, that the growing number of wives and mothers who are working had an important bearing on the situation — 75,000 more in June 1958 than in June 1957.

The Canadian woman has widened her horizons, is more interested in culture as reflected in an ever-growing interest in the opera, ballet, the Stratford Festival, the rapid development of handicrafts and the popularity of good music. It is further reflected, Mr. Laurin said, in her desire for outside activities.

The Canadian woman feels she has developed a personality of her own and is no longer an imitator of her counterpart in the United States or Great Britain. She is interested in excelling as a housekeeper but no longer makes a fetish of it. She wants the kind of home her husband can return to and relax. She isn't in a rut, is interested in new things and new methods and prefers not to play the homemaker's role by a set of rigid rules.

She has more buying power and has become a more important factor

as a potential buyer of the manufacturers' goods. She's more independent, gets around more than she used to and has a more flexible outlook towards household duties, child care and child education.

Although trends in the United States have had a profound effect upon the Canadian woman, she will probably by-pass many of the more dramatic and extreme phases of emancipation as a result of having the United States woman as a constant, but not completely acceptable, frame of reference.

This is how the survey summarized the Canadian woman's image of the US woman: "She would like to be more outgoing but rejects the US pace. She would like to have the United States woman's ability to make friends easily but rejects the invasion of privacy that she feels would result from having a large number of casual acquaintances. She admires US energy but rejects US superficiality. She thinks that the US woman is more aggressive but feels that a lot of her activities are undertaken because it is the right thing to do.



LET CHRC
BE YOUR
MOUTHPIECE
IN
GREATER
QUEBEC
WHERE
FOOD SALES
ARE
HIGHER

RADIO



QUEBEC CITY
800 K.C.

10,000
WATTS

Reps.
Canada: Jos. A. Hardy & Co. Ltd.
U.S.A.: Young Canadian Limited

RADIO

- CKRS Jonquiere-Kenogami
- CKBL Matane
- CHNC New Carlisle
- CHRC Quebec
- CHRL Roberval
- CKJL St. Jerome (Montreal Only)
- CKSM Shawinigan Falls
- CKLD Thetford Mines
- CKVM Ville Marie
- CKNB Campbellton, N.B.
- CKDH Amherst, N.S.

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

HARDY MEN KNOW THEIR MARKETS!



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

Newscasters Must Maintain Journalistic Standards

RADIO NEWSCASTS enjoy a reputation for integrity and objectivity unrivaled by any other

medium, stated Daniel Kops, president of WAVZ-Radio, New Haven, Conn., and WTRY-Radio in the Albany - Schenectady - Troy, New York area, at the National Association of Broadcasters' recent fall conference in Biloxi, Mississippi.

Kops, the New England district director of the NAB, spoke in connection with the NAB's new handbook, *Broadcasting the News*.

Although the general quality of newscasts is high, he said, there is a tremendous variation in the importance attached to news by station managers and in the way different radio stations operate their news departments.

Since the public has come to depend on broadcasting as the primary source for its spot news, Kops urged broadcasters to take stock of their news operations and satisfy themselves that they measure up to the standards of journalism they have a right to expect of themselves.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market



Look who's advertising on TV now!

Local businessmen — most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons — brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

1537 THE QUEENSWAY, TORONTO



*TM AMPEX CORP.

ACR77 Convention

FRENCH BROADCASTERS SEE NEED TO TELL THEIR STORY

THE WEATHER was tempting; the golf course beckoned; the swimming pool was inviting; the traditional hospitality of La Belle Province was—traditional; yet the ACRTF (French CARTB) got down to quite a bit of business at its fifth annual convention in the Laurentian mountains last month.

The Alpine Inn at Ste Marguerite rolled out the welcome mat to delegates from most of the French language stations, their national sales representatives, Montreal advertising agencies, the news services and the trade press.

The 9.30 am opening meeting got under way promptly at 10.30 and it became evident from the outset that the Quebec broadcasters had developed a sudden awareness of a need to get the story of their market across to advertisers and advertising agencies in those parts of Canada where French is not spoken.

In his address of welcome, President René LaPointe, CKBL, Matane, said that Quebec has to realize and make other sections of the country realize that this province is not something apart from Canada but a very real and important part of the country. He attributed the barrier to the attitudes not only of the other provinces but of Quebec as well.

Along the same lines, Henault Champagne, vice-president and general manager of Jos. A. Hardy & Co. Ltd., reiterated the charge he laid in his article in the September 11 issue of this paper that Quebec advertising media are being robbed of a million dollars worth of advertising a year. The basis of this charge is that manufacturers spend this amount less on advertising in Quebec in ratio to the sales they make in that province than they do in the rest of Canada.

Champagne explained how, in the Hardy representative operation, full market data is prepared for every station, showing population, retail spendings, and cost of advertising per thousand. He felt that a similar system should be devised to do the same thing institutionally for all French language markets and called upon the ACRTF to form a committee to work in liaison with the national association to this end.

On the second morning, a panel of agency people spoke on similar lines. Radio people, they said, will have to get out and sell themselves to the advertising agencies if they are going to stay in the picture, because "the honeymoon is over". They will have to supply the agencies with more and still more information. Their reps must have this information on hand, when it is needed. Waiting until it is wanted and then writing to the station for it will no longer do. Reps should have at least three success stories in their brief bags for each station, and these success stories should be related to specific accounts.

Delegates demanded to know why agencies sometimes choose a station with a lower rating when a more highly rated station is available. A variety of reasons were offered. These included promotional backing offered by stations, such as



Photo by Camille Casavant

SNAPPED AT THE HABITANT DINNER, here are, left to right, André Daveluy, of CKAC, Montreal, who had charge of the agenda and won the Broadcaster's Press Table Trophy (a portable typewriter) for his trouble; Marcel Provost, editor of "Radiomonde" who emceed the floor show; and René LaPointe, of CKBL, Matane, who is president of ACRTF.

dealer tie-ins; the reputation and length of establishment of a station; post-campaign surveys of previous campaigns run by the station. It was also pointed out that an especially low or especially high rating may easily be caused by a temporary situation.

Mary Moran, of MacLaren Advertising Co. Ltd., represented femininity and Toronto on the panel. Montreal admen were: Yves Ménard, Young & Rubicam Ltd.; Jean Monté,

McKim Advertising Ltd.; Paul-Emile Corbeil, TV & Radio Productions; Gerry St-Denis, Walsh Advertising Co. Ltd.

TRUTH LEADS TO PROFITS

French-Canadian advertisers were admonished to do a bit of soul-searching by Jean-François Pelletier, Montreal advertising consultant. Undertaking an examination of the advertising conscience, Pelletier pointed out that "telling the

truth (in advertising) is not necessarily a disadvantage or an act of heroism as some advertisers think". The use of clear, concise messages in good French rather than gobble-de-gook designed to bewilder the consumer, is not a moral problem, but leads straight up the path to greater profits for the advertiser, he said. "People are not the imbeciles some people take them for", he continued. "They have become increasingly sophisticated since the early days of advertising."

Elaborating on his truth theme, Pelletier touched upon other forms of prevarication. "Saying the door is closed does not mean that the window is open, nor will the repetition of some inane statement make it true", he said.

KNOW THE PRODUCT

Taking his cue from the previous speaker, Yves Ménard advocated complete honesty on the part of the media themselves in telling their stories. If an advertising medium is going to do a job of selling for its advertisers, he said, the people concerned should get to know the product so that an intelligent and honest approach can be used instead of a parrot-like reading of commercials.

"When selling your medium", he continued, "ask yourself 'Is it really good for the product in question?'" He went on to point out that constant improvement in the service given the advertiser is necessary. Recommending other media besides one's own for an advertising campaign in an honest, intelligent and creative manner will result in more business placed with your station, he said, urging the broadcasters to "quit taxing the credibility of your

(Continued on page 15)

State Has No Hold On Frequencies And Channels

FRENCH LANGUAGE broadcasters attending the ACRTF Convention at Ste Marguerite last month were urged to challenge any claim that broadcast channels and frequencies are in the public domain.

Malcolm Neill of CFNB, Fredericton, who is president of the Canadian Association of Broadcasters said that television channels and radio frequencies have no physical properties and therefore do not exist until a broadcaster sets up a transmitter and broadcasts a signal.

Neill said the concept that broadcast channels and frequencies belong to the state is a fallacy, responsible for all the discriminatory legislation to which he said private broadcasters have been subject in the past. He said the claim dates back nearly thirty years when Prime Minister R. B. Bennett suggested the principle that broadcasting frequencies belong to the public

on the basis of a Privy Council ruling that the air over a country belongs to that country. Neill said that it has become known since that there is no relation between broadcasting frequencies and channels and the air.

Neill also said that the new Canadian Broadcasting Act falls

short in many respects but that it will allow private broadcasting more freedom to develop. He hailed it as the first step towards legislation which recognizes the fact that broadcasting is publishing and should not be subject to arbitrary and discriminatory controls not applied to other media of publication.

Recognition Greatest New Responsibility

THE NEW Broadcasting Act recognizes the existence of independent Canadian broadcasting for the first time in its history.



Taschereau Fortier

This fact was brought to the attention of the French language convention at Ste Marguerite last month by Taschereau Fortier, Quebec barrister, who advises the C A R T B on matters pertaining to French language broadcasting.

Mr. Fortier pointed out that the changed situation created a challenge which both the government and the people of Canada expected the private broadcasters to meet. He called upon station owners and managers to provide better broadcasting, to promote Canadian talent and to encourage the development of our Canadian inheritance and culture.

"After many years of incessant effort, our association has finally reached its objectives, of a separate regulatory board and the right to form independent networks," he said. "It is now up to the private broadcasters to demonstrate how effectively they can provide the best possible broadcasting service under these new conditions."

THIS ARTICLE will deal with two rather common habits which retard our skill as listeners.

The first is known to every teacher in the land, irrespective of the subject taught. The condition, however, is not confined to the youthful learner, but manifests itself in many adult gatherings, to the distinct disadvantage both of speaker and listener.

I refer to the unfortunate habit of *Pretending Attention*.

It has long been known that lecture material evaporates rather quickly from the mind of the listener. Research at the University of Minnesota reveals just how quickly.

For example, an "immediate recall" listening test was administered to a group of students following the completion of a talk by a highly skilled lecturer. The percentage of information retained as indicated by the answers was duly recorded.

Two months later a "delayed recall" test, administered to the same group, revealed that only one third of the original information could be recalled!

Remember these tests were made in a "learning" atmosphere. The listeners were strongly motivated to concentrate on the words of the speaker. Even under these relatively ideal conditions the "fall off" in retained knowledge is amazing. If we add to it the inevitable loss resulting from any *pretense* at listening, we begin to appreciate the importance of efficient listening in the process of learning.

Broadcasting is, in large measure, a process of *teaching*. You seek to teach the listener to appreciate and to obey; to appreciate the merits of the product advertised, and to make a

purchase thereof, immediately!

You try to motivate the listener by means of entertainment. You employ humor, drama, human interest; you seek to arouse curiosity, suspense or compassion.

At the moment when you believe his motivation is at its peak, you intrude the "lesson for to-day".

But you always intrude it at the same relative position in the program! He knows precisely what to expect, and when. He has become a "pattern listener", and can *pretend attention* when he feels that "pre-

breasted suit!"

The examples are endless. Listen in on any crowd conversation after a public meeting. Better still, observe the reactions of many of your own friends following the presentation of a TV Commercial.

Note how frequently the comments refer to some personality trait of the speaker, and how infrequently they reflect upon something that he said! I'm sure if the average broadcaster would continue this "survey" for a reasonable period of time, he would be surprised at the results,

superior manner"; another broadcaster of long standing loses the interest of an entire family because, "We just can't stand that English voice!" In nearly all of the cases I have observed, the comment, "We can't stand" is usually an exaggeration—more accurately it should be, "I can't stand," because most of these failures to adjust to the speaker are individual failures, although they influence the listening pattern of their immediate circle.

Of course this habit has more serious consequences than the loss of a small but undetermined number of listeners or viewers. It has a serious effect on the process of *learning*.

How often do we hear young Johnny (you know, the one they don't teach how to read!) remark at the beginning of a new school year, that success will not come easy this year because, "I don't like my new teacher!" Normally this remark is countered with the equally unrealistic one, "You'll get used to him, and you'd better get to bed now."

Probably he will get used to teacher, ultimately, but in the meantime, a poor listening habit is in the making, and a new handicap has been inserted into the process of learning.

How much better it would be to take a minute or so before Johnny leaves the family circle to explain in simple language, the importance of "adjusting to the teacher". Do this, of course, after a few well directed questions have revealed the areas of maladjustment. Whether he ever "learns to read," at least you have helped him to "listen"—an equally important process in this business of living.

He will grow up, too, into a broadcast "customer" able to adjust to the inevitable idiosyncracies of those who broadcast. Indeed, listening is *your business*, and it becomes so at quite an early age.

LISTENING IS *Your* BUSINESS

by C. W. Wright



tense is the better part of valor".

Pretense at listening is indeed an unfortunate condition both for teacher and students. Whether you seek to teach the theory of relativity or the merits of a miracle medicine, your "student" must be made aware of the evils of *pretending to listen*.

The second bad habit for to-day's discussion might be entitled "A *failure to adjust to the speaker*".

How many times have we heard remarks something like this, following some form of verbal presentation: "I just can't stand that fellow's accent," or "Pity he wouldn't dress up a bit for an occasion like this," or "With his figure and a double-

and possibly not a little disturbed.

Listen discreetly and you will hear, "I can't stand his voice." "There's that English accent again. Why can't they have Canadian announcers?" "I like him!"

You see, whether the comments be favorable or otherwise, as long as they only refer to some phase of speaker personality there has been some "fall off" in "message acceptance". The listener has failed to adjust to the speaker and listening has suffered to that extent.

A minor loss, you say? Maybe, but however minor it is still a loss. And in many efforts at verbal communication, I have seen this listening habit produce almost a total loss of communication.

For some months I have conducted the type of survey I have just recommended to the broadcaster. I have listened for program comments from those who have joined me in listening or looking. Results? Well, in one fairly large household, a famous sportscaster is regularly tuned out because, "We just can't stand his voice". The entire efforts of a high priced TV announcer are lost in one circle because "we can't stand his

SAY
YOU SAW IT
in
THE BROADCASTER

ACR77

(Continued from page 14)

claims by pretending that your medium is the only one for any given product".

Johnny Nadon, resplendent in a sweater which proclaimed him as the emissary of station CJMS, Montreal, from both fore and aft, backed up Yves Ménard's thoughts about knowing the product with the statement that an appreciation of a sponsor's product acquired by using the product would give a ring of truth to the commercial message.

PERCENTAGES MEAN NOTHING

Bud Hoffman, executive vice-president of the Bureau of Broadcast Measurement, aimed a word of criticism at the stations and their anxiety over the ratings. "Stations which show low ratings", he said, "are so anxious to show that the ratings are wrong that they forget to look at the obvious question of their own programming".

Hoffman pointed out that the percentage figures given by some rating systems "mean nothing unless someone with a pencil can figure out just what the percentages mean." On the other hand, he emphasized that broadcasters should never let themselves go back to circulation figures only (like the newspapers) in audience measurement, because on this basis, one momentous announcement on the air could throw a monkey wrench in the entire works.

The next BBM study will be on a seven day basis but it will omit out-of-home (car etc.) tuning. "It would be useful but there is no way

to measure it accurately", he explained.

He regretted the CBC's continued absence from BBM membership. "BBM needs the CBC", he said, "and CBC needs BBM." He explained that the CBC does not explain the methods it uses in arriving at its figures and that for this reason there is no basis for comparison.

4 KEYS open the door for sales

... in the homes of 180,000 French-speaking Western "Canadiens"

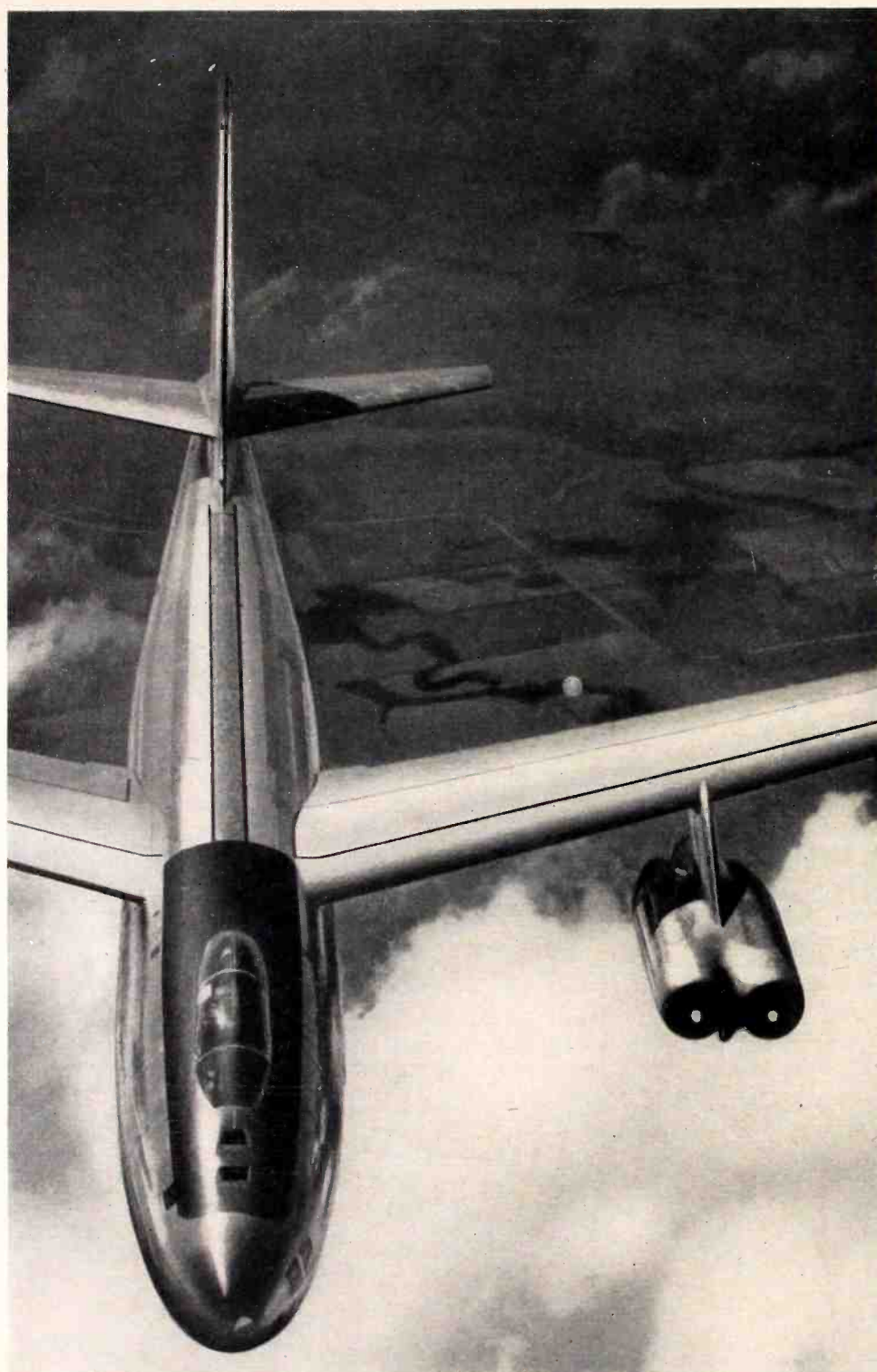


HEAD OFFICE:
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Co-ordinator-Roland Couture

REPRESENTATIVES:
CANADA - Interprovincial Broadcast Sales Limited
Toronto - 199 Bay Street
Montreal - 1411 Stanley St.
Vancouver -
John N. Hunt & Associates
1030 West Georgia Street
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New York & Chicago

Let these four French-language stations speak, on your behalf, to the people in this increasingly prosperous market.

"THE WESTERN CANADA FRENCH RADIO GROUP"



FLIGHT is aviation's own saga—authentically dramatized exploits of ordinary men suddenly summoned to superhuman achievement in the sky. Each episode is presented by Gen. George C. Kenney, U.S.A.F., Ret., and produced with the full cooperation of the Air Force. **FLIGHT** is the dramatic series for which the coming television season will long be remembered.

NBC TELEVISION FILMS A DIVISION OF

FREMANTLE OF CANADA, LTD.

CALIFORNIA NATIONAL PRODUCTIONS, INC.

17 DUNDONALD STREET, TORONTO 1

• WALNUT 4-9635

Technicolumn

THE ELECTRONIC Industries Association of Canada held a press conference in Scarborough, Ontario, last month to answer questions about the components segment of the electronic industry. Here are some of the questions and answers.

What electronic components are now being made in Canada which were not manufactured here five years ago?

During the past five years over fifty additional different types of electronic components have gone into production in Canada. This is shown by comparing the 1952 edition of the EIA Trade Directory with the latest edition. Some of these components include: television distributing amplifiers, antennae couplers, picture tube bases, certain types of capacitors, microphone and pickup cartridges, printed circuit sheet material and wiring boards, television horizontal output transformers and many others.

Approximately how many new electronic component manufacturers have started operations in Canada during the past five years?

It is estimated that there are about 40% more electronic component manufacturers in Canada today than there were five years ago.

In general, are there many types of electronic components, not now made in Canada, which would be desirable to have manufactured here?

Within the special types of components made in Canada there are special types that are not made here. While it would be desirable to make these in Canada, the volume so far does not make this possible. However, to the degree that the EIA adoption of the Made In Canada campaign and the tariff policy are followed, this should eventually be achieved.

What is the approximate percentage of components, used by the Canadian electronics industry, imported from other countries?

Of the electronic equipment manufactured in Canada, the Canadian content is about 80% but it is estimated that, of the overall use of electronic components in Canada, about 50% is imported.

What is the annual dollar sales value of the Canadian electronic components manufacturing industry?

We believe the annual sales volume of the Canadian manufacturers to be in excess of \$50 million.

Some television service technicians complain about inaccessible components in narrower television sets. Has any attempt been made to remedy this problem?

A television receiver is designed for ease of servicing. Items which are not soldered are usually located for accessibility and ease of replacement. The idea of modular construction is now being given continuous consideration.

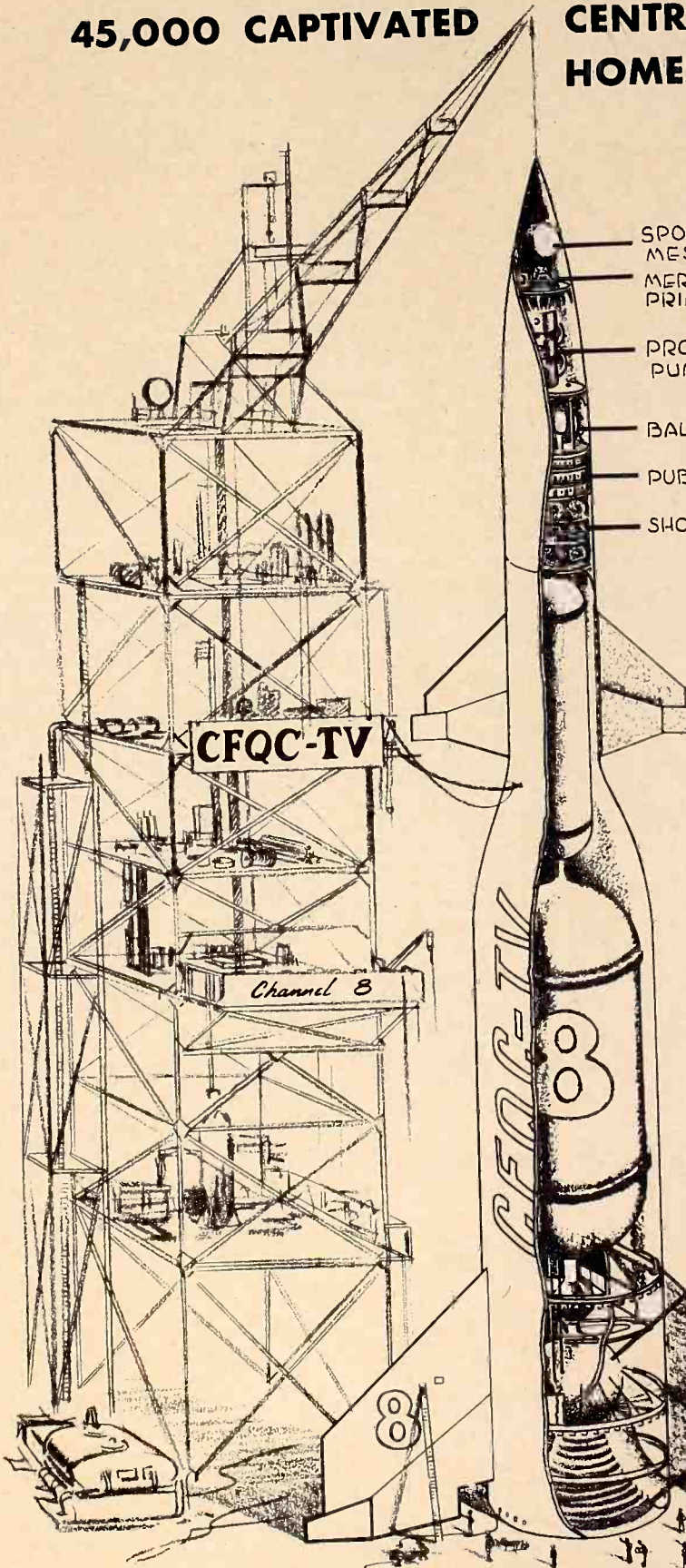
Has any progress been made in the development of a flat television picture tube, one that can be hung on the wall, as forecast a few years ago?

During the past three years the back-to-front dimensions of television picture tubes have been shortened considerably and progress is still being made.

SOMETHING NEW HAS BEEN ADDED—

TO GET YOU **ON TARGET** IN MORE THAN
45,000 CAPTIVATED CENTRAL SASKATCHEWAN
HOMES:

TRIPLE POWER



- SPONSOR'S MESSAGE
- MERCHANDISING PRIMER
- PROMOTION PUMPS
- BALANCED PROGRAMMING GYROS
- PUBLIC SERVICE DISSEMINATOR
- SHOWMANSHIP GENERATORS

FORMERLY
100,000
WATTS

For Detailed Plans To Fit
YOUR Specifications,
Contact:
**TELEVISION
REPRESENTATIVES
LTD.**

NOW
**325,000
WATTS!**

- IMAGINATIVE PRODUCTION CHAMBER
- VIEWER SELECTOR FINS
- LOW COST PER THOUSAND VALVE

325,000 WATTS

CHANNEL 8 **CFQC-TV**
SASKATOON, SASKATCHEWAN

Did you know that . . .

The FLEXIBILITY of SELECTIVE TELEVISION gives an opportunity to the small budget advertiser to compete with the "Giants".

With a limited budget you can be a National Selective advertiser in all 48 Television markets.

For less than \$1,000 a week you can advertise a product or service on every TV station in Canada.

Check these costs based on the ONE TIME RATE for all 48 stations combined.

	20-second flash	8-second I.D.
Class "A"	\$2,704	\$1,666
Class "B"	2,019	1,255
Class "C"	1,482	937

Dollar for dollar you can't beat

TELEVISION CANADA'S NUMBER ONE SALESMAN

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.



CONSTANTLY ON THE alert to bring matters of national importance to the attention of the public, the three stations of Okanagan Radio have been giving air time to the contentious question of tea versus coffee.

To bring this vital matter out into the open, they decided to stage a contest simultaneously over CKOK, Penticton; CKOV, Kelowna; and CJIB, Vernon.

Listeners were invited to settle an argument between two people -- a coffee drinker and a tea drinker, reportedly sharing a cabin together.

Mail response seems to have been sizeable, mainly in verse. For example, here is one that took a firm stand on both sides of the question:

*Tea is the drink
To start the day right!
Coffee is for the guy
Who's had a tough night.*

There was rather a negative note to:

*When drivers stop at a cafe,
I'm sure that you'll agree,
You seldom ever hear them say:
"Bring me a cup of tea."*

But then of course there's the other side of the question, as evidenced by:

So fill the kettle,

*And bring out the pot,
When breakfast is ready,
Tea sure hits the spot.
And now, who'd like a nice cup
of cocoa?*

NOW HERE'S A SWITCH

ONE OF THE THREE hundred billboards which CKVL, Verdun used in its promotion of the recent power boost to 50,000 watts apparently got lost and ended up in Toronto. Former Montrealer Jerry Lodge (right) is hearing all about it from CKVL's rep, Andy McDer-



mott. Andy says this is the first time such a switch has been made, but then you know Andy and "firsts". And speaking of switches, Jerry has just switched from Ronalds Advertising to Leo Burnett. This hot news also came from Andy who probably scalped it out of our last issue.

CC TO BILL WRIGHT

RADIO LISTENERS in the New York Metropolitan Area were startled recently by an erroneous broadcast saying one of the worst blizzards in many years would hit New York that night. The temperature was 75 at the time.

What happened was that the Weather Bureau sent out a test message by teletype to local radio and television stations to see how effectively emergency forecasts were re-

CJAV RADIO

Port Alberni — B.C.

is the most!

over

90%

of the early morning audience

Contact
VANCOUVER John N. Hunt & Associates
TORONTO & MONTREAL Stephens & Towndrow
U.S.A. Donald Cooke
* Elliott-Haynes

We knew it would happen

Entries for CFCO's Radio Week Contest came from *Thirteen* Ontario Counties . . . typical of the way CFCO's loyal and widespread Western Ontario audience responds.

Get availabilities on CFCO's most popular programs from:

Arch Ferrie,
CFCO, P.O. Box 550,
Chatham, Ontario.

ceived. The test message was preceded three times by the phrase, "This is a test." And the same phrase was repeated three times at the end of the message.

However, the message got on the air over NBC's New York outlet, WRCA, because somebody pushed a wrong button.

In a test, the message is not read on the air but it is read into a closed circuit for the record. This is to show how fast it was relayed in simulation of a real warning in which the stations would co-operate with the Weather Bureau.

WRCA said its newsroom knew the message was a test. The newsroom relayed it to an announcer, who also knew it was a test. But then, the wrong button was pushed. The announcer thought he was reading into a closed circuit. Actually, he was on the air, having broken into the program, *The Affairs of Dr. Gentry*.

Within minutes, WRCA was on the air with a statement that the forecast was a mistake. But by that time, thousands of listeners had telephoned the weather bureau, news outlets and WRCA. The station alone received more than one thousand telephone calls.

Although the forecast was never intended to go on the air, the Weather Bureau found a silver lining in the situation. Weatherman Ernest Christie commented: "In some respects it was very good, because it shows the effectiveness of the emergency warning system."

The Message said:

"A frigid blast of air is moving this way from Canada and will start pushing into this country tonight. Heavy snow, strong winds

and a dangerous drop in temperatures is expected and this is likely to produce one of the worst blizzards in many years.

"Temperatures are likely to drop from the 60's this afternoon down to about 10 above by morning, and winds of 50 to 60 miles an hour will occur during tonight and tomorrow morning with heavy snow and severe drifting tonight."

ABC RESPECTS THE PRESS

OLIVER TREYZ, president of ABC - Television, said on a closed circuit broadcast to editors and other newspapermen that his network will continue to respect the press and heed its counsel.

Commenting on the fact that there has been some resentment by the industry of newspaper treatment of TV entertainment, he said that such critics do not speak for ABC-TV.

He went on to say that the emergence of ABC-TV to competitive equality with the other networks was not the result of lashing back at criticism, but the exact opposite. "Our respect for the opinions of the press and our willingness to heed its counsel has been a substantial factor in this network's maturing.

"We intend to continue this policy," he continued, "not in a spirit of 'battering you up' but because we are convinced that your opinions are honestly motivated, constructively meant and directly rendered."

NO PROGRAM PROBLEM HERE
THE MILLENNIUM has come to Venice.

Last month there were no programs to interrupt the commercials as, one after another, 698 commercials from around the world were shown in the week-long fifth international festival of TV advertising.

After the carnival, prizes were given for the plugs judged the best by a 12-member international jury.

And this leads me to do as the juries do and retire to consider the verdict, so buzz me if you hear anything; won't you?

TORONTO — West end (Islington), large six room bungalow, large master bedroom, two twin size bedrooms, family size kitchen, large living room and dining room, finished recreation room, all newly decorated and beautifully landscaped lot 50' x 150', within walking distance of public and separate schools, collegiate and Catholic girls and boys high schools, shopping centre. Call Toronto. Belmont 1-4875.

G. N. MACKENZIE LIMITED HAS the SHOWS

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



This is **MR. GLOOM!**

Meet Mr. Gloom, when business is bad—he doesn't advertise — he waits for something to happen.



This is **MR. GLAD!**

Meet Mr. Glad, who uses well-planned advertising over CHNS as the super-power to turn the business tide from ebb to rise. "Go thou and do likewise" is his advice to Mr. Gloom.

NO MATTER WHAT YARDSTICK YOU USE . . .

CHNS

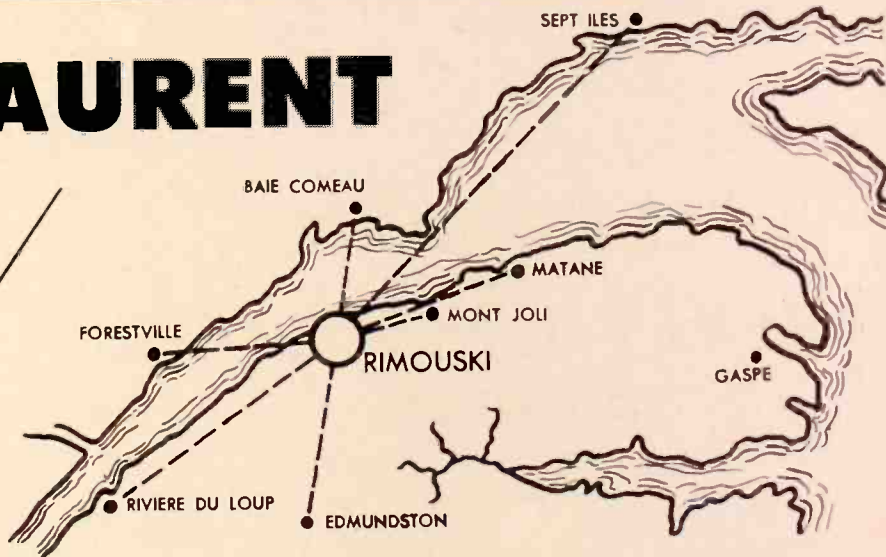
is the station to buy in Metropolitan HALIFAX

LE BAS ST-LAURENT

An excellent test Market

- Isolated but readily accessible.
- Representative in size.
- Has many diversified industries.
- Has an abundance of natural resources.
- Has a representative, stable economy.
- Has many other test market features.

COVER THIS REGIONAL MARKET with



AT COMPARATIVELY LOW RATES

Can. rep. **RADIO:** Interprovincial Broadcast Sales
 Can. rep. **TV:** Stovin-Byles Ltd.
 U.S.A. Radio rep: Weed and Co.
 U.S.A. TV rep: Adam J. Young Jr.

WHAT, AGAIN?



Copr. Gray Moore Agency

"It sounded like the same old story to me. And, in a way, it is! Two more listening surveys have been conducted in Kingston, and again, CKLC Radio is way out front! McDonald Research Survey for Aug. '58 shows 'LC leading in 31 time periods, station "B" leading in only 4 and they're tied in 1 period. Elliott Haynes Survey for September '58 Shows 'LC with a daytime average of 54.9% and Station "B" with an average of 39.9%. No doubt in my mind which is the dominant station in the biggest Metropolitan market on the route between Toronto and Montreal.

Contact Stovin-Byles

about

CKLC

BY EVERY SURVEY

KINGSTON'S FAVORITE

STATION!

Ontario Farm Station

WINGHAM SAFARI GIVES AGENCIES A GOOD LOOK-SEE

by Ian Grant
Staff Writer

A FIRST-HAND look at a rich farm market was the order of the day when All-Canada Radio and Television Limited invited a group of Toronto agency people to go on a tour of CKNX-TV, Wingham. The agenda included an inspection of a local farm and a tour of the radio and television operations with the opportunity to watch two live productions.

Upon reaching the 650-acre farm of Cormack Armstrong, situated about 12 miles from Wingham, the

home and in the short time available were able to get a good idea of how these people lived.

After lunch, prepared and served by the Armstrongs, a short talk was given by George Gear, agricultural representative for Bruce County. Gear's job is to act as a farm counsel. He tries to handle any problems the farmers run into and keeps up to date with the progress of the farms in his area.

Gear explained that the CKNX-TV signal actually reaches into six

Mr. Gear said the farmer of today is buying more and by nature is a very careful buyer. They know their business and respond better to informative selling than high pressure. Another change in farm life which is very evident, he said, was the increased use of farm machinery.

All in all, from what they saw on the farm and from what Mr. Gear had to say about farm life, the party from the city began to see and understand a few things which do not show up in the ratings.

But time was getting on and with the capable assistance of Ross McCreath, All-Canada's Television Time manager, the group boarded the bus for Wingham.

FARMERS TO FARMERS

Perhaps one of the reasons that CKNX-TV has developed into a successful station is that it is essentially farmers broadcasting to farmers. With a few exceptions the station staff is made up of local people. The station's prime interest is to keeping their farm audience happy. To put it in the words of Vaughan Douglas, CKNX farm director, "if it will please the audience we will run announcements from matters concerning the local Kiwanis Club to the fact that Mrs. Smith's cat died."

On an average CKNX-TV produces about 25 hours a week of live productions. It was two of these productions that the Toronto party were able to watch, many for the first time.

Each afternoon, Monday through Friday, CKNX presents *M'Lady*, a half hour show which, as the title suggests, is strictly for the ladies. The program, emceed by Margaret Brophy, is a fast moving thirty minutes of household hints, recipes, fashion news and other items of interest to the female population.

Later on in the day, after making an extensive tour of the station, from 6 to 7 pm, the group watched *Focus*. This hour-long live production comes on each weekday. There is a weather report, sports report, farm news and a newscast and also a segment devoted to variety. An added attraction for the September 24 show was an interview with Alex Barris, columnist for THE TORONTO TELEGRAM and moderator of CBC's *One Of A Kind*, who came along on the trip as a representative of the daily press.

Then the party boarded the bus for the Brunswick Hotel for dinner with some of the station staff and the Armstrong family.

Montreal Move

THE MONTREAL office of J. Walter Thompson has moved from the Dominion Square Building to 1600 Dorchester Street West, Montreal 25. Telephone Wellington 4-1331.



STANDING ALONGSIDE THE SCENECRUISER that took them to Wingham are the agency and rep people who went on the All-Canada Radio and Television tour of CKNX-TV. From left to right they are: Karl Steeves, BAB-TV; Ian Grant, Canadian Broadcaster; Ross McCreath and Bill Townsend, ACRT; Mrs. Laura Jensen, Vickers & Benson; Bill Mitchell and Barbara Cox, ACRT; Bill Francis, Young & Rubicam; Mrs. Muriel Murray, Walsh Advertising; Evan Morton, Albert Jarvis; Jerry Hicks, Cockfield, Brown; Spence Skelton, Ronalds Advertising; Susie McCullagh, Spitzer & Mills; Ian Hall, ACRT; O. J. Sinclair, Ronalds Advertising; Reo Thompson, ACRT; Olive Jennings, James Lovick; Ed Bowman, Thompson-Petersen; Molly Ferguson, ACRT; Claude Lewis, James Lovick; Kerry Kumpf, Spitzer & Mills; Mrs. Terry Harwood, Young & Rubicam; Bill McMurray, ACRT; Alex Barris, Toronto Telegram. Others, not shown in the picture were: Bob Amos, F. H. Hayhurst; Ramsay Lees, BBD & O; Irene Wray, Breithaupt, Milsom and Joan King, Grant Advertising.

party was greeted by Doc Cruickshank, CKNX president, Ross Hamilton, commercial manager, and other station people. They inspected the farm buildings; the livestock, which on this particular farm is mainly a special breed of shorthorned cattle and the farm machinery. They also looked over the Armstrong

counties but the majority of the coverage area is taken up by Bruce, Grey and Huron counties. He said that in this area there were about 20,000 farms whose annual income he estimated at about 60 million dollars.

FARMERS ARE SPECIALISTS

These farmers are just beginning to pull out of a depression that started in 1952 when their economy was hit by disease and blight, he said. It is as a result of this set-back that the farmer is becoming more of a specialist, for example the special breed of cattle raised on the Armstrong farm. He added that the days of the farmer who lived off the land he owned are gone. One illustration of this, he said, was the current feed situation. Because there is a surplus of grain in the West it is much cheaper to buy this grain for feed than to grow your own.



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

G. N. MACKENZIE LIMITED HAS the SHOWS

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

RADIO REPRESENTATIVES LIMITED

WELCOMES:

CFBC, SAINT JOHN, N.B.
5,000 Watts 930 Klcs.

Another Key Station
going "Radio Active"
with Radio Reps.



Radio Representatives Limited
KEY RADIO STATIONS — COAST TO COAST

MONTREAL WINNIPEG
VANCOUVER

HEAD OFFICE:
76 ST. CLAIR AVENUE WEST
TORONTO

POINTS OF SALE

To Cover the **GOLDEN MARKET** of the **NORTH**

you have the choice of **4 RADIO STATIONS** and **5 NEWSPAPERS** OR **CFCL - TV Timmins**
What do you think?

CKVR-TV
Channel 3
CKGN-TV
North Bay
CFCL-TV
Timmins

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 3-8814
MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



Radio

SPORTCASTER JET-HIKES FROM GAME TO GAME



ALL DRESSED UP IN HIS FLIGHT GEAR and sporting a big smile is Jack Wells sports director of CKY, Winnipeg being interviewed, on his arrival from Regina, by CKY's Don Kirton. Third from the left is RCAF Group Captain, Ed Hale, who piloted the plane to Winnipeg.

JACK WELLS, sports director at CKY, Winnipeg, has found the answer to the problem of doing two complete commentaries of football games in the space of about nine hours at places 280 miles apart. He just hops into a jet plane.

On the afternoon of September 20, Jack was in Regina handling a tele-

vision commentary of the Edmonton-Regina football game. The only thing was that he had to be in Winnipeg in the evening to do a radio broadcast, over CKY, of the Winnipeg-Calgary game.

Luckily for him, it happened to be Air Force Day in Manitoba and the RCAF, co-operating with CKY, pro-

vided a jet plane to fly Jack to Winnipeg.

Group Captain Ed Hale, flying a T-33 jet trainer, picked up Jack in Regina and took off. Thirty minutes and 280 miles later he was in Winnipeg, in plenty of time to do his broadcast.

During the flight Jack talked to his listeners about the jet, the comfort of flying, and told them what he could see. He was met in Winnipeg by the CKY mobile crew where the flight was described again.

According to the station the RCAF was extremely pleased with the publicity that the stunt received.

Just for the record, Winnipeg beat Calgary 36 to 9.

Educational TV For India

A PILOT TELEVISION station will be set up in New Delhi, India, this month, in order to broadcast educational programs to surrounding villages.

Having spent months of research on closed circuits loaned to India by foreign countries, the government-owned All-India Radio will be prepared to start regular telecasts to a limited number of villages early next year.

Since the cost of a TV set is far beyond the reach of the average Indian family, the telecasts will be viewed on community sets.

having your **UPS** and **downs**?

for the best results...
GO STEADY with

C-FUN

... there's more **FUN** on
C-FUN ... Vancouver's
fastest growing station.

Representatives in Canada
NATIONAL BROADCAST SALES LTD.
Montreal — Toronto

in U.S.A.
DEVNEY, INC.





CC TO CHAS BROWER

Consternation reigned at the Maid*norm factory last week, when one of the girls dreamed that she had it on backwards.

BY ACTUAL SURVEY

Then there's the station which subscribed to a research service to find out where it was wrong instead of where it was right.

HIGH COST OF SECURITY

We have so many benefits where I work, that I scarcely have any money to take home at the end of the week.

ADAGE DEPT.

Blood is thicker than water — but for everyday home use, water is still your best bet.
—George Gobel

QUESTION BOX

When is the Board of Evangelism and Social Service of the United Church of Canada going to state some of the things it does like, to go along with its long list of hates?

QUOTABLE QUOTE

Why not put John Foster Dulles in a satellite and let him go around and around the world forever? Give him lots of important papers to scribble on; let him cable in his articles to LIFE MAGAZINE. Let him have 80 pounds of luggage as a special concession.

—Pierre Berton
in the Toronto Star

LOCAL JOKE

With its divided skull and exposed throbbing brain, the design accepted for Toronto's new City Hall is a perfect crystallization of a splitting headache.

—Alec Phare

NO TIME ON THEIR HANDS

With conventions completely disposed of for 1958, will someone please tell us how over-worked station managers are going to find time for a round of golf?

CAREER CORNER

When you've gone as high as you can in your job, and there's a ceiling over further progress, one idea is to set to work to raise the ceiling.



**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

ANNOUNCER-OPERATOR
with four years experience
seeks challenging position with
progressive Radio Station.
BOX A 394
Canadian Broadcaster
54 Wellington West, Toronto, Ont.

AVAILABLE
Chief engineer, in radio six years
— two years as chief, young,
ambitious, married, family; will
go anywhere.
Box A 396
Canadian Broadcaster
54 Wellington St. W., Toronto, Ont.

AVAILABLE
Young man with 4 years
intensive training in Radio,
Television and Films.
Looking for executive position
with Television Station
or Advertising Agency.
Box A393
Canadian Broadcaster
54 Wellington St. W., Toronto, Ont.

TV PERSONNEL

- **ENGINEER** —
Studio Experience
- **ANNOUNCER** —
TV Experience (Audition
Tape required)
- **FILM EDITOR** — Film
Buying, Film Splicing,
Scheduling, Traffic.

Send full details, salary
expectations and recent snap
immediately to:
Box A395
Canadian Broadcaster
54 Wellington Street West
Toronto, Ontario.

Opinion

CHURCH WOULD MAKE BEER ADVERTISING NON-DEDUCTABLE

THE GENERAL Council of the United Church of Canada at its eighteenth biennial meeting in Ottawa last month called on the Federal Government to take drastic action to curb liquor advertising on television and in publications.

A resolution was drawn up by the Church's Board of Evangelism and Social Service and presented to the Council by Dr. J. R. Mutchmor of Toronto, the board secretary.

It urged all provincial governments "to consider the wisdom" of banning all liquor advertisements. The motion suggested that retaliatory measures such as higher provincial taxes be levied against vintners, brewers and distillers who persist in circumventing existing provincial controls on beverage alcohol promotion.

The resolution also called upon the federal government:

(1) "To ban the use of the mails to such publications that evade the advertising restrictions of the provinces in which their major production units are situated, by means of fictitious headquarters addresses elsewhere".

(2) To refuse to grant television or radio station licences to any individual or group circumventing laws and regulations aimed at beverage alcohol advertising.

(3) To continue representations to the competent United States authorities "to prevent the circumventing of provincial laws by the use of radio and television programs sponsored by some Canadian beverage alcohol corporations from some border American stations such as Buffalo, New York."

PERFECTLY RIDICULOUS

One delegate at the Council meeting described the liquor advertising resolution as "perfectly ridiculous".

F. R. Murgatroyd, a Hamilton lawyer, objected to the first part of the resolution and to another section urging the federal ministers of finance and national revenue to disallow promotion and advertising costs of distilleries and breweries as deductible from taxable income.

He said "I think it is perfectly ridiculous" to take stands such as these which, obviously, no government could support. The law lets any corporation decide where it wanted to have its head office.

Murgatroyd said that no matter how much the United Church might object to sale of alcoholic beverages, it was only making itself look ridiculous by asking a government, as far as tax deductions are concerned, to apply one law to liquor and beer corporations and another to other corporations.

It was equally ridiculous, he added, to act as though the United Church could exert any control over what advertising goes on American radio and television stations.

He offered an amendment to remove the sections to which he objected. However the Council voted it down.

MORE IN LIFE THAN LAW

Dr. Mutchmor, in reply to Murgatroyd, said it is all very well to look at these matters from the legal angle, but "there is more in life than the law as such". He also said "that we have correspondence to the effect that the cabinet thinks we may have a case in this matter", however, he did not elaborate.

Murgatroyd asked what was meant by some publications having fictitious headquarters addresses.

Dr. Mutchmor said some large magazines say they are published in

Montreal although they have only a little cubicle of an office there. He suggested this was done because a magazine published in Ontario can't carry liquor advertising whereas Quebec permits such advertising.

He conceded that the church could take no legal step to prevent Canadian liquor advertising on American stations. But, he said, as long as it was on record as being against this sort of thing, it could exert influence to prevent it.

"I don't want my grandchildren learning beer jingles from US stations. I don't have to put up with that sort of thing", he added. "At least I can make an awful holler about it."

Dr. Mutchmor said that unless the United Church gave its full weight to the temperance cause, "and we have quite a bit of weight", the cause would just continue to get pushed around.

Commenting on the resolution Frank L. Jeckell, general manager of the Dominion Brewers Association, said, in an interview, "we feel that since we are allowed to manufacture our products we should be allowed to advertise them as any other industry does.

"As for the point about disallowing promotion and advertising costs of distilleries and breweries as deductible from taxable income, I would like to say that we already pay more taxes than any other industry."

Mr. Jeckell said that Dr. Mutchmore had spoken of the fact that the temperance union's weight was being felt in the US since there was no hard liquor advertising allowed. This is made to sound like a recent development, when in fact there has never been hard liquor advertising allowed on American stations.

VOCM MAKES BIG SWITCH TO 10 KW's



RADIO STATION VOCM, St. John's boosted its power from 1,000 to 10,000 watts September 1.

The official changeover took place during the midday news broadcast sponsored by Harvey & Co. Ltd., a shipping, importing and wholesale firm. This company presented the first sponsored program on VOCM's first day of operation back in 1936, and has sponsored two newscasts daily ever since.

Harold N. Butler, son of the late founder of the station, J. L. Butler, introduced Edward Craniford, a director of Harvey & Co., who spoke

the words "VOCM, now ten thousand watts," actually marking the switching of transmitters and increase in power.

Attending the ceremonies were, (left to right in the photo): Bay Simmons, advertising manager of Harvey & Co.; W. B. Williams, president of VOCM; Mrs. H. G. R. Mews and Mayor Mews of St. John's; Attorney-General L. R. Curtis; Mrs. E. M. Butler, widow of VOCM's founder; H. N. Butler, managing director of VOCM; Edward Craniford, a director of Harvey & Co.; and J. V. Butler, VOCM's station manager.

Engineer for **BERMUDA** television.
Airmail full details of experience
and salary required to:

WILLIAM B. HART
Manager ZBM-TV, Pembroke, Bermuda

DID YOU KNOW THAT...

80% of all the peaches
grown in Canada are
grown in the Niagara
Fruit Belt!

Yes, it's a peach of a market.

Representatives
Paul Mulvihill
Toronto - Montreal

SERVED BY

CKTB
ST. CATHARINES

The NIAGARA DISTRICT STATION

KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE GREATEST MOTION PICTURES ON TELEVISION!

the fabulous M-G-M library

A multi-million dollar line-up of unsurpassed entertainment for VANCOUVER - VICTORIA and six other prosperous B.C. centres. Great movie hits such as MRS. MINIVER, BOYS' TOWN, COMMAND DECISION, RANDOM HARVEST, LASSIE COME HOME, COMRADE X, DR. JEKYLL & MR. HYDE. Great stars like CLARK GABLE, INGRID BERGMAN, RONALD COLEMAN, SPENCER TRACY. One more reason why KVOS TV is the west's most popular TV station — and most powerful selling force!



Plus Great Movies From 20th CENTURY FOX • WARNER BROS. • UNITED ARTISTS • COLUMBIA
BIGGEST B.C. AUDIENCE—LOWEST RATES

	KVOS-TV	STATION A (Vancouver)
20 secs.	\$130.00*	\$136.00
1 min.	162.50*	170.00
30 min.	390.00*	408.00

* Up to 25% frequency discounts.

DAYTIME SALES BLAZER PACKAGE (1 Minute Spots)			
5 per week	\$200.00*	10 per week	\$370.00*
15 per week	530.00*	20 per week	680.00*

* Less frequency discounts.



CHANNEL 12



OFFICES: 1687 West Broadway,
Vancouver, B.C. CHerry 5142.

REPS: STOVIN-BYLES LIMITED —
Montreal, Toronto, Winnipeg.
FORJOE TV INC. — New York,
Chicago, Los Angeles, San Francisco.



8.00 a.m. — the last passenger joins engineer Harold (Jake) Elston in his pool car, and they're off to their offices 14 miles away — with the men catching the latest news over CFRB.

Meet the Elstons of Agincourt

(happy adventurers in living... and buying)

The Elstons—Georgia, father Harold and little Harold—spend many happy hours at their place in Agincourt. One well-loved spot is the patio—perfect for summer meals. With the Elstons, nothing beats outdoor living, whether they are in Agincourt or at the family cottage. And, of course, they've discovered that a radio on the patio or beach... in a car or boat... adds to the fun of outdoor living.

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

The Elstons are only one of the 1,194,800 households* in CFRB's listening area, an area where there is a total family income of almost \$6½ billion.* *Here* are families willing, and financially able, to buy your product. *Here* is Canada's No. 1 market.

Ask a CFRB representative today to explain how *you* can get the most sales in this richest market... at the lowest cost.

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.