



Canadian
BROADCASTER

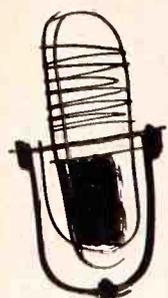
Vol. 17, No. 5

TORONTO

March 13th, 1958

BONHOMME CARNAVAL, the spirit of Quebec City's 18-day Winter Carnival, makes a personal appearance before a CKMI-TV camera with Patricia Belanger and Ursule Soucy. See story on Page Nine.

- CBC WILL CONSIDER 5 NEW STATIONS 3
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NATIONAL ADVERTISERS

JINGLES

LAPEL BUTTONS

WINDOW STREAMERS

STATION BREAKS

PLACE MATS

SPEECHES

PROCLAMATIONS

KIDDIES HATS

CANADIAN

Tie-in with RADIO WEEK

MAY 4th to 10th, 1958

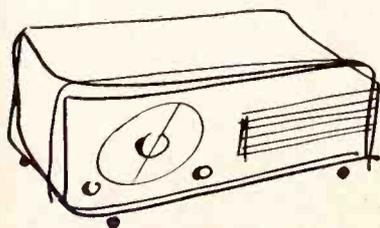
The Radio event of the year!

The second annual Canadian Radio Week will be observed from May 4th to 10th. All the 148 CARTB member stations have a complete sales promotion kit, special jingles and a series of dramatized announcements for use during this important promotion.

Millions of listeners throughout Canada will be aware of the special programming and features being carried by stations in celebration of this unique Radio event. All advertisers may share in the benefits of increased listening audience.

Plan a tie-in campaign now. Radio's tremendous coverage, low cost and maximum flexibility, coupled with the sales and promotional advantages of Canadian Radio Week make this an outstanding opportunity. Consult your agency or the national reps for availabilities on all CARTB member stations.

- COMPLETE INFORMATION ON THE 1958 CANADIAN RADIO WEEK is available to all advertisers and for the facts on the successful 1957 promotion ask us for a copy of "The Canadian Radio Week Story". Call or write CHAS. W. FENTON at the BAB-Radio Division Office.



BROADCAST



ADVERTISING BUREAU

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.

Board of Governors

FILE FIVE RADIO-TV APPLICATIONS

THE CBC BOARD of Governors, at its next public meeting in Ottawa, March 25, will consider applications for licences for new private radio stations in Burnaby, B.C.; Transcona, Man.; North Bay, Ont.; and Quebec City.

It will also reconsider an application for a TV licence by CJDC-Radio, Dawson Creek, B.C., deferred at an earlier meeting to permit the board to study low-power TV stations, and to determine the cost to the CBC of providing national program service to such stations. The application is for a station with a video power of 713.5 watts and an audio power of 86.75 watts.

An application of Dinosaur Broadcasting (1958) Limited, for a licence for a private radio station at Drumheller, Alta., deferred at an earlier board meeting to enable the company to provide more definite plans of its proposed operation, will also be heard.

Applications involving change of ownership and transfer of control

Review Ontario Libel Law

COMMENT MADE on a radio or television broadcast would be considered in Ontario as published comment, thus subject to the laws of libel, under the terms of amendments to the Libel and Slander Act recently introduced in the provincial legislature by Hon. Kelso Roberts, attorney general.

Mr. Roberts said the amendments would not restrict publications any more than at present, but are aimed at bringing the act up to date by including radio and television broadcasts.

At the same time "a fair and accurate report in a newspaper or broadcast" of the proceedings of any publicly constituted body will remain privileged, free from libel action, as long as the proceedings are open to the public and the report is not published - - including broadcast - - maliciously.

will be heard from CKLB-Radio and CKLB-FM, Oshawa, Ont., for change of ownership from Lakeland Broadcasting Co. Ltd., to Charles J. Henry, a Toronto lawyer, on behalf of a company to be incorporated, and CJAV-Radio, Port Alberni, B.C. for transfer of control of CJAV Ltd., to Kenneth Hutcheson, managing director of CJAV.

Burnaby Broadcasting Co. Ltd. seeks a licence for a radio station at Burnaby, part of metropolitan Vancouver, with a power of 5,000 watts at 980 kcs.

William Zakus of Prince Albert, Sask., seeks a licence for a radio station at Transcona, part of Greater Winnipeg, on behalf of a company to be incorporated, with a power of 1,000 watts daytime, 500 watts nighttime, at 1050 kcs.

Tel-Ad Co. Ltd., licensee of CKGN-TV, North Bay, seeks a licence for a radio station at North Bay with a power of 1,000 watts at 930 kcs.

OTHER APPLICATIONS

CHUB-Radio, Nanaimo, B.C., for an increase in power from 1,000 watts to 10,000 watts, at the same 1570 kcs.

CKNW-Radio, New Westminster, B.C., for a frequency change from 1320 to 980 kcs.

CHWK - Radio, Chilliwack, B.C., for a power increase from 1,000 watts to 5,000 watts, with a frequency change to 980 from 1270 kcs.

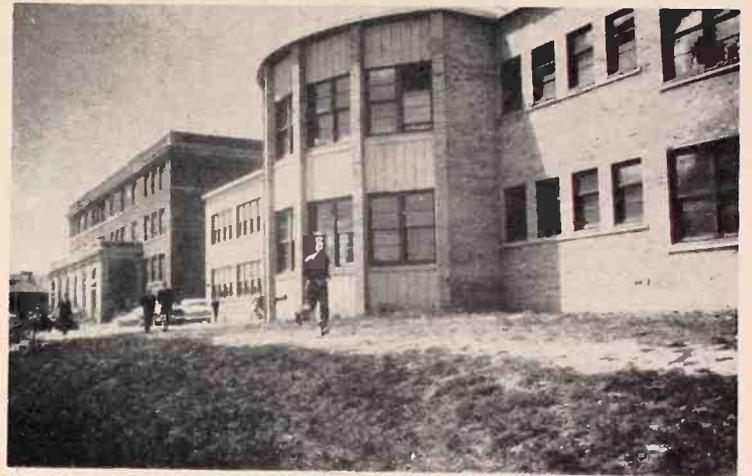
CKSB-Radio, St. Boniface, Man., for an increase in power from 1,000 watts to 10,000 watts, and change of frequency from 1250 to 1050 kcs.

CJRH - Radio, Richmond Hill, Ont., for a power increase from 500 watts daytime to 1,000 watts daytime and 250 nighttime, with a frequency change from 1300 to 1310 kcs.

CFAM-Radio, Altona, Man., has withdrawn an application for a change of frequency to 1050 kcs and will apply later for another frequency.

The board will also hear more than two dozen applications for share transfers.

Newfoundland
IS A GROWING Radio MARKET



A new school at St. John's — its accommodation has been DOUBLED in the past five years.

NEWFOUNDLAND NOTEBOOK

Newfoundland families are the largest of any Province in Canada — 5.1 per home — and the population is increasing rapidly . . . is expected to double in numbers in the next 25 years.

Newfoundland's economy is expanding fast, too. Consumption of electricity has increased 100% in the past 2 years — one of many examples.

The largest distributor of new Chevrolet cars east of Montreal is Hickman Motors Ltd., in St. John's. In one month alone in 1957 they sold just under twenty cars A DAY.

Radio Station CJON is unique in its influence on buyers — not only in St. John's itself but in outlying areas 200 miles away. In many communities there is no newspaper circulation whatever, but every one of them is covered by CJON . . . every day of the week.

Highlights for April

April derives its name from the Latin *aperire*, meaning "to open", in allusion to its being the season when trees and flowers begin to open. But on the other hand, it's the closing season for filing your income tax, so let's skip the unpleasanties.

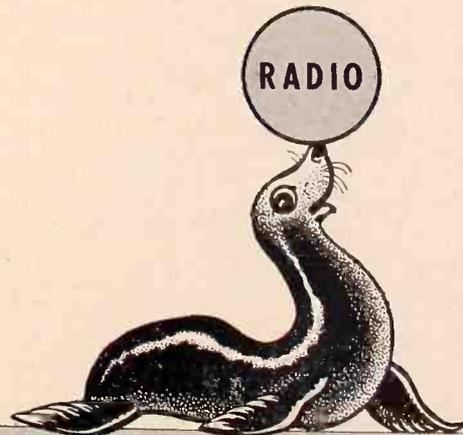
Listed below are some of April's special days. We hope you find them useful.

- 1 April Fool's Day
- 2 Hans Christian Andersen born, 1805
- 4 Good Friday
- 5 First day of Jewish Passover
- 6 **Easter Sunday**
US Senate approved the purchase of Alaska from Russia, 1867.
- 7 World Health Day -- Theme "Food and Health"
- 12 Beginning of American Civil War, 1861
- 14 Assassination of Abraham Lincoln by John Wilkes Booth, 1865
- 21 Queen Elizabeth II born, 1926 (birthday celebrated in June)
- 23 St. George's Day (Prov. Holiday -- Nfld.)
Birth (1564) and death (1616) of William Shakespeare
- 25 Guglielmo Marconi, father of radio born, 1874
- 30 Queen Juliana of the Netherlands born, 1909. National holiday of the Netherlands

Did you know that . . .

CKY Winnipeg reaches a total of 303,813* adult listeners every day

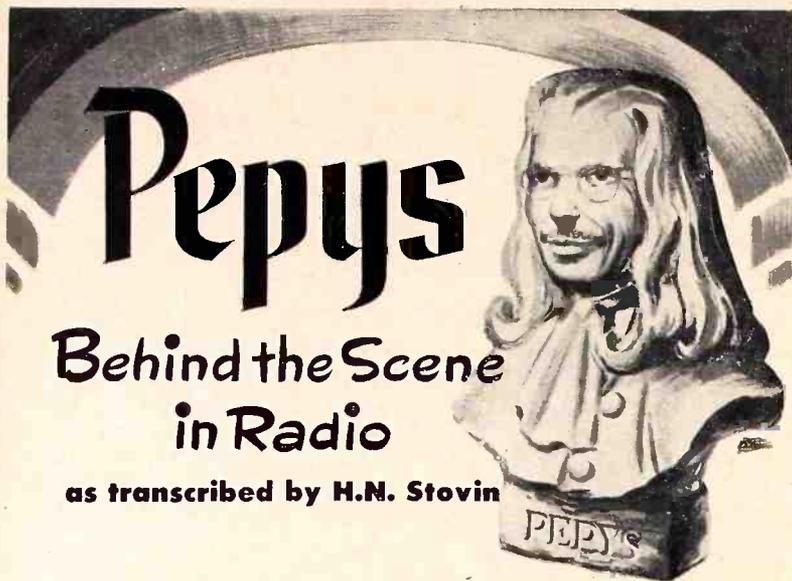
***ELLIOTT-HAYNES**
CIRCULATION REPORTS



Represented in CANADA by STOVIN-BYLES LTD.

CJON
RADIO — NEWFOUNDLAND

Represented in U.S.A. by WEED & COMPANY



Did lie awake overly long last night and unable to sleep through too much argument with my wife on retiring, she wanting a new bonnet of French straw with ribbands and I telling her such gewgaws were too costly ● ● ● Did toss and turn, thinking how hard it is to communicate an idea when the other party does not wish to receive it. And so to fretting over business, where, too, ideas must be communicated to people, and wondering how best to do so ● ● ● Recalled that 25 years ago people did state Radio would cause the death of newspapers, and now others do say that Television will soon kill Radio, and did wonder if it were true. My dog whining to be let in, did go downstairs, and then decide to enjoy a bottle of Coca-Cola, which pause did indeed refresh both body and mind, for the ideas it promoted ● ● ● Did recall how the great Coca-Cola Company was one of the first to tell people about their merchandise by Radio and indeed still does. Did recall the sweet musick of Morton Downey and Andre Kostelanetz, the songs of Eddie Fisher and my namesake Singin' Sam, the merry conceits of Bergen and McCarthy, and the mirthful nonsense of Spike Jones. Found myself mightily content that Coca-Cola Ltd. still has reason to believe in the power of Radio to communicate their messages to the people, and does so this year with the musick of Billy O'Connor, and with thousands of messages on Radio Stations across Canada ● ● ● Did finish my bottle of Coca-Cola, and then decided that since their judgement of beverages was so good, their judgement of the power of Radio must be also good, and so to bed refreshed and content.

STOVIN-BYLES Limited
MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

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

Sounding Board

Something To Aim For

FOR ONCE THIS is not a complaining or protesting letter! I rarely expect to read an article on British commercial TV without experiencing feelings of violent disagreement at some point. But Ken Metheral's article on Scottish commercial television (BROADCASTER, February 27, 1958) is to be commended for giving fair comment where it compares the audiences of BBC and STV.

There is one STV figure we of the BBC would like to emulate - - that on Scottish-produced programs. Let there be no doubt about our intentions! As soon as our national programming obligations have been satisfactorily met we shall be into the regional field, as energetically as we possibly can. We already have studios under construction (in some cases completed) in all our regional centres. It's only a question of time.

— C. J. CURRAN
Canadian Representative
BBC, Ottawa

Another Happy Customer

YOUR HALF-PINT editorial in the February 27 issue deserves some condemnation. Your presumption that the John Diefenbaker government is already back in power, effective March 31st, is tantamount to judging a case while it is still before the court, and, in a judicial matter, would subject you to a charge of contempt.

Your complete lack of ethics merit all your readers' condemnation. However, I am forced to admit that your conclusion deserves universal commendation.

—VIN DITTMER,
Program Manager,
CFCF-Radio, Montreal.

P.S. Maybe after the election, you will be able to devote a little more space to such earth-shaking projects as Sportscaster Doug Smith's visit to Russia, March 14-18, to cover the US vs Russia hockey games in Moscow for CFCF and Shell Oil.

Our Political Ignorance

ACCORDING TO THE Gallup Poll of Canada, that tireless investigator of public ignorance, half the voters of Canada do not know, or at least cannot put into words, anything for which the Progressive Conservatives or the Liberals stand. Their ignorance about the CCF and Social Credit parties is even greater. Some 60 per cent do not know anything about the CCF and 70 per cent are in the dark about Social Credit. In Western Canada, where these parties have their main strength, the percentages of ignorance are 52 and 60 respectively.

At first glance, these figures do not reveal much on which an enlightened democracy can pride itself; but it must be remembered that the poll was taken before the election campaign was really under way. Before March 31 nearly every voter will have been exposed to some form of political education and will have made up his or her mind about whom to vote for.

That does not imply that the average voter will then be able to put into words what he has voted for. He will, as usual, vote in a blind faith that he is doing his duty and that greater powers will carry on from there. The chances are that he will still be inarticulate about what differentiates the parties. Since all the speakers for all the parties will have been promising him the same things, with only slight differences of degree, his ignorance and inarticulateness may be taken as an expression of political wisdom.

—THE PRINTED WORD

Not Bad On Hamburg Either

FOR MANY YEARS the juxtaposition of apt double feature titles on theatre marquees has been a source of considerable unconscious humor. Someone pointed out to us the other day that we have carried this into a realm of promotion by doing a similar type of thing on our Tele-Sign (travelling message sign) situated on Calgary's busiest intersection (plug).

On our Tele-Sign we alternate a news item with a commercial or promotion message. Here are the two adjacent messages which caused a lot of chuckles.

SIR WINSTON COMPLETELY
RECOVERED FROM CHEST
CONDITION.

KEEN'S DRY MUSTARD MAKES
THE DIFFERENCE.

—BEV MANNIX
Sales Promotion Manager
CFAC-Radio, Calgary

The Facts Fight Back

"... it is certainly a fact that viewers assume an attitude of indifference (after a station) has been on the air a year or two."

Just read the above in the latest Broadcaster and couldn't let it go by without some rebuttal. Here are the facts as we see them - - BBM Survey (October 1957), conducted in Quebec, Windsor and Vancouver.

TIME SPENT WITH TV BY LENGTH OF OWNERSHIP

	Wkdays	Sats	Suns
Less than one year	4 hrs 18 mins	5 hrs	5 hrs 48 mins
1.0 - 2.9 yrs	4 hrs 54 mins	5 hrs 54 mins	6 hrs 18 mins
3 yrs and over	5 hrs 24 mins	6 hrs 18 mins	6 hrs 12 mins

Is this the answer you are looking for?

STAFF HABBERFIELD
Promotion Manager
CHCH-TV, Hamilton.

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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



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March 13th, 1958

B.C. Broadcasters Are Underwriting Their Future

The socialistic tendencies displayed by the government during and since the war have encouraged Canadian business to turn to Ottawa for some kind or another of "protection" as soon as it is confronted with a problem.

This has begotten a significant and regrettable sort of indolence, which prompts people to run to the government for help rather than employing their own ingenuity to solve their own problems.

Having these thoughts in mind, it was refreshing indeed to find the West Coast broadcasters, at their Vancouver convention last month, facing the problem of raising the standard of their employees by underwriting a broad program of training in the broadcasting arts, which is to be undertaken by the University of British Columbia.

The eighteen member stations of the British Columbia Association of Broadcasters have, as was reported in our last issue, pledged fifty thousand dollars over the next five years to underwrite the venture.

Not only will UBC students be afforded an opportunity of making a serious study of the business, being awarded regular credits for their work, but professional broadcasters are being invited to attend a special seminar.

The fact that the broadcasters, who stand to gain at least as much as the students, in the making available of better trained and more adaptable personnel than has been obtainable in the past, are paying at least part of the cost, should be a source of pride to themselves. It should also offer a pattern to the industry in other parts of the country on which training plans on a similarly high level can be based.

No one can deny that the only criterion by which broadcasting can be assessed is what comes out of the speakers or onto the screens. By heightening the educational

and technical knowledge of prospective announcers and others, they cannot but improve the output. Without question the entire industry will be watching the development of the BC experiment with interest and admiration.

The Kid Made It

Twenty-five years ago, a young man persuaded The Canadian Press to hire him, on a trial basis, at \$20.00 a week. Last week a representative group of Canadian Press veterans gathered in General Manager Gil Purcell's office for the presentation of a silver tray commemorating this same man's twenty-five years of service.

The leading character was Charlie Edwards, manager of Broadcast News Ltd., a good friend of every broadcaster in Canada -- in his office, at their stations, and at every convention, where he frequents the golf course at the drop of a tee, and holds open house till dawn breaks.

Charlie Edwards took over management of Press News in 1944, and has increased the number of subscribing stations from 81 to the present total of 188. But of greater significance to the broadcasting industry is his development of Broadcast News, as it is now called.

Broadcast News still belongs to The Canadian Press, but it is presided over by a board of directors which includes four station operators. The result is that today, short of owning their own service, the broadcasters do actually operate it.

Charlie Edwards is a close personal friend of the publisher of this paper, which might give cause to charges of bias in the preparation of this tribute. Possibly someone in the business who is not as close to Charlie could have done a more impartial job. Try and find one!

News Briefs

A STRONG URGE to broadcasting stations to avoid unusual promotion campaigns prior to BBM survey periods is contained in a letter addressed to the CARTB by the Joint Committee on Radio & TV of the CAAA and the ACA. The full text of the letter follows:

"Members of the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies are aware of complaints against certain broadcasting stations alleging that special promotions were conducted during previous BBM Survey Periods which may have influenced the survey results in certain areas.

"While members of ACA and CAAA do not propose to adjudicate any complaints, nevertheless they will seriously consider them when assessing BBM's 1958 Spring Survey figures. It is therefore obvious that it is to the distinct advantage of all broadcasting stations participating in surveys to studiously avoid any unusual promotion campaigns specifically designed to influence audiences during survey periods.

"Otherwise, members of ACA and CAAA will have no alternative but to carefully assess a station's reported audience in the light of any complaints and the survey results."

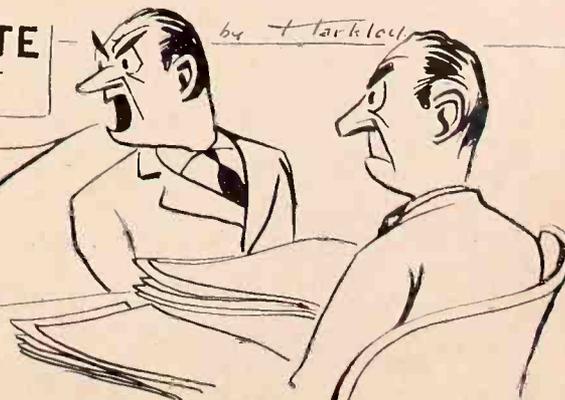
(Signed) HUGH HORLER
MacLaren Advertising
Co. Ltd.
WILLIAM INCH
General Foods Ltd.
Co-Chairmen,
ACA-CAAA
Joint Committee on
Radio and Television.

THE CBC WILL devote 45 minutes out of every hour from 6.00 to 11.00 pm March 31, to TV coverage of the national election returns.



RADIO RIBS
Be sure and **VOTE**
on MARCH 31ST
1958

WE GET HIM A MILLION VIEWERS AND HE PICKS THIS TIME TO RISE ABOVE THE PARTY AND WEAR A SPORT SHIRT.



Forecast for '58

ADVERTISING MUST SELL MORE GOODS WITH TIGHTER BUDGETS

by GEORGE MOWBRAY

FROM SEVERAL STANDPOINTS, among them radio and television advertising, 1958 promises to be an unusual year for the Canadian economy. The 1954-56 boom has evaporated. The plateau of 1957 is stretching into 1958 and excess capacity in a number of key goods-producing industries will inspire managements to look into their cost controls. Following the election, there are sure to be strong federal policies to encourage business confidence and prevent a growing desire to hold cash from cutting corporate and personal expenditures too sharply. The basic function of money as a "bearer of options" is at war with its other basic function as a "medium of exchange."

For some firms, 1958 will be the first year of hard selling since 1939. Fat will be trimmed or put on the road with a sample case. Companies will suddenly discover that they have been buying ads rather than advertising; the comptrollers' slide rules will begin to work against the old-school account executive. Renewed emphasis will be placed on "factual" research in the planning and checking of advertising, thus hastening an already-established

trend in the selling of space and time. The probability of further corporate tax reductions will undoubtedly tempt some managements to trim budgets - - the government's share of expenses will be lower!

Somewhat paradoxically, however, the need for advertising - - effective advertising - - will be greater than at any time in the last twenty years. The likelihood of corporate economizing in a year when effective advertising will be more necessary has produced mixed views on the ad outlook for 1958. Part of the worry in the trade may stem from a guilty suspicion that a significant portion of advertising expenditures is ineffective and hence uneconomical from the client's point of view. It may also indicate that some firms in competing lines of goods hope to achieve an across-the-board equilibrium of advertising with other competitors at a lower level than in 1956 and 1957.

Such a view is demonstrably short-sighted, because *everyone* is competing for a share of total consumer expenditures, so that furniture and household appliances are in partial competition with automobiles, travel and clothing.

There is general agreement among economists that the current recession will not last long, perhaps will be fading before the end of the year. The January unemployment figures, however, show 8.8% of the labor force looking for work, a somewhat larger proportion than in the corresponding month of recent years: 1957: 5.3%; 1956: 5.2%; 1955: 6.8%; 1954: 5.3%. It is true, of course, that at this time of year seasonal unemployment is approaching its peak and the figures can be misleading, but the Canadian economy is unquestionably in an adverse phase of a short-term business cycle.

Our economy has also been growing rapidly since the war, and while there is no good reason to conclude that it will not grow in the future, 1958 will be a pause that cannot be brushed off as refreshing. One of the key questions of 1958 is whether consumer expenditures will continue to move ahead strongly enough to induce a further rise in aggregate employment. This would not be of any immediate, direct benefit to key export industries but it would facilitate the movement of unemployed persons into new jobs.

Canadian consumers are the largest single factor in prosperity because they are directly responsible for about 65% of total national expenditures. The 4.1 million households in this country will not only spend \$20 billion in 1958; their members will also own the bulk of personal savings deposits of more than \$6 billion. If they could be induced to part with an extra \$200 per family, unemployment in "home market" industries would disappear. From a social standpoint, then, a sustained and effective advertising program could do good.

Printed media still dominate the advertising scene, but because of the emergence of TV in recent years, the total share of radio and TV has been increasing along with its growth in absolute dollar volume. Unfortunately, there is a discouraging shortage of up-to-date statistics on both the total picture and the media breakdown. It is fairly safe

so say, however, that total advertising expenditures last year were at least \$500 million. The Dominion Bureau of Statistics has also just released a most informative report from which the accompanying table is taken.

Some survey highlights:

- Radio and television advertising income in 1956 totalled well over \$70 million. (This represents probably 15% of total expenditures through all media, a 75% increase since 1954, and a rough indicator of the growth in TV since that year.)
- Radio advertising revenue in 1956 was still nearly 30% above TV. (This may be taken as some indication that radio advertising has increased somewhat over the 1954 level and has not been as strongly hit by TV as earlier Jeremiahs predicted.)
- Radio has a far greater proportion of "spot announcements" than has TV, mostly because TV has taken over evening "program time." Until recently the CBC has not offered a wide market for the dominance of radio advertising by the independent spot announcements. Hence stations during the survey year 1956.
- Network advertising is far more important in TV than in radio, but this is due mainly to the predominant weight of CBC-TV network revenue; this in turn reflects the higher production costs in television.
- Even the narrow definition of "local" advertising (for local outlets) places 36% of radio and television as revenue in this category - - once again weighted by radio's 54% and TV's 15%.
- The "non-network" picture is much more concentrated - - 95% of radio advertising is "non-network" as compared with 46% in TV.
- As might be expected, the revenues of the independent radio and television stations are still more heavily weighted in the direction of non-network advertising.

According to opinion in the trade, radio and television advertising revenues for 1957 were probably 10% above the 1956 level. An extension of the DBS table above would thus put them at about \$78 million.

The trend in 1958 is not easy to estimate. Against the general economic background of a "hard sell" year, the following broad considerations point to stability at worst and possibly a modest expansion:

- (1) Advertising in general has boomed since the war. In dollar value it is now probably three times as large as in 1946; an average annual growth rate of at least 12% as compared with 9% in Gross National Product.
- (2) The Canadian economy is

DID YOU KNOW THAT...

\$13 million worth of fruit and vegetables are produced annually in the Niagara area?

Yes, it's a rich market.

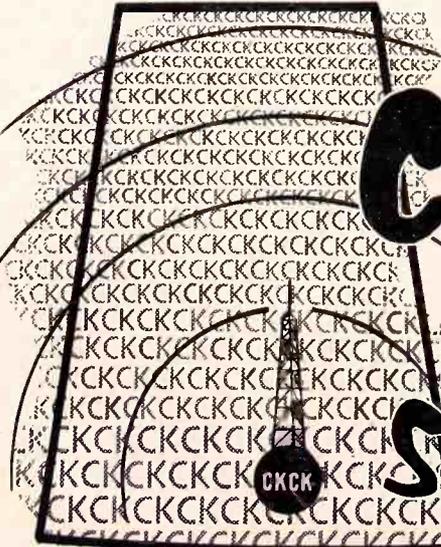
Representatives
Paul Mulvihill
Toronto - Montreal

SERVED BY

CKTB

ST. CATHARINES

The NIAGARA DISTRICT STATION



CKCK RADIO

covers ALL

Saskatchewan



CKCK
REGINA

RADIO AND TV ADVERTISING INCOME, 1956
(in thousands of dollars)

	CBC Stations	Independent Stations	Total
RADIO			
Network ⁽¹⁾	1,718	466	2,184
National ⁽²⁾	249	15,901	16,150
Local ⁽³⁾	49	21,252	21,301
	<u>2,016</u>	<u>37,619</u>	<u>39,635</u>
TV			
Network	14,143	2,499	16,642
National	3,820	5,839	9,659
Local	521	4,014	4,535
	<u>18,484</u>	<u>12,352</u>	<u>30,836</u>
RADIO and TV			
Network	15,861	2,965	18,826
National	4,069	21,740	25,809
Local	570	25,266	25,836
Grand Total	<u>20,500</u>	<u>49,971</u>	<u>70,471</u>

Source: Dominion Bureau of Statistics, RADIO and TELEVISION BROADCASTING STATISTICS, 1956 (Ottawa, Queen's Printer, 1958), Table 1.

- Notes: (1) Revenue received from advertising when the station is attached to a network.
 (2) Revenue from the advertisement of a national product on a local or non-network basis.
 (3) Revenue received usually from firms offering a local product or service.

maturing. Service industries are growing fastest. Advertising, one of these, is now the equivalent of nearly 3% of total consumer expenditures. The corresponding ratio for 1946 was almost certainly lower than 2%.

- (3) TV is still growing, although not as fast as in its initial years. Agency billings apparently still account for less than half of total ad outlays through all media, but they do bulk large in TV and their reports indicate 1956 TV ads nearly four times the 1954 figure. This jibes with the DBS survey above. But the medium will become more sensitive as costs mount.
- (4) Radio is holding better than might have been expected. Despite the novelty of TV, radio billings through agencies dropped only 12% in 1955, held steady in 1956 - - and the DBS survey seems to suggest that the total 1956 figure for radio advertising increased. As budgets are tightened in 1958 - - rationally or otherwise - - TV will face stiffer competition from radio and newspapers, and to a lesser extent from print media other than newspapers.
- (5) For all practical purposes, every home in Canada has at least one radio (96%). Close to half the automobiles have one, too. That's a minimum of 6½ million outlets. What this means can be better appreciated, perhaps, from a realization that 14% of the homes have no washing machine, 15% no refrigerator, 20% no toilet, and 24% no telephone.
- (6) Two homes out of three have at least one TV receiver as well as a radio - - another 2½ million outlets.
- (7) TV ownership, which is now

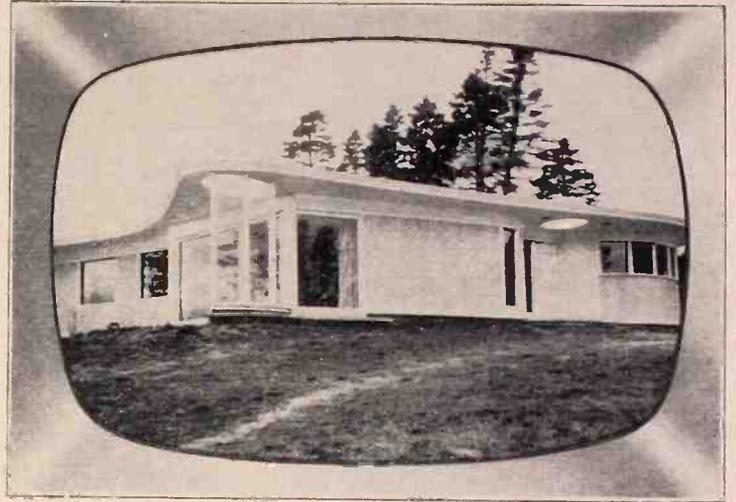
close to the margin set by the coverage of existing transmitters, will continue to expand as the broadcasting area expands and as more Canadian companies sponsor interesting programs. Broadcasters in this country, particularly independent owners, should admit that their programming is often timid and lacking in imagination. When the commercials are more interesting than the programs, not many listeners will bother to pay attention to their radios and TV sets.

- (8) Advertising in all media is still heavily concentrated on consumer goods, especially non-durables ranging from breakfast foods to hair lotion. This is the strongest sector in the 1958 economic scene.
- (9) Sooner or later the sellers of services and capital goods will get into broadcast media if "natural" program-vehicles can be tailored to their appeal. The flood of literature is making readership more uncertain and the range of choice in heavy goods and even specialized services is widening.

The scale of advertising in 1958, including radio and television, will probably tend to drift somewhat, with no clear general movement in either direction. The drive needed to keep it moving up across-the-board will clearly have to come from the people who are willing and able to demonstrate with facts, figures, and "research" in general, that a strong advertising program is worthwhile in this year of mixed omens. The comptrollers' slide rules will be working against "seat-of-the-pants buying," so that in 1958 a strong ad program will have to be a good one.

● Mr. Mowbray is a consulting economist and a member of W. F. Loughed Associates, Toronto.

THIS IS Newfoundland



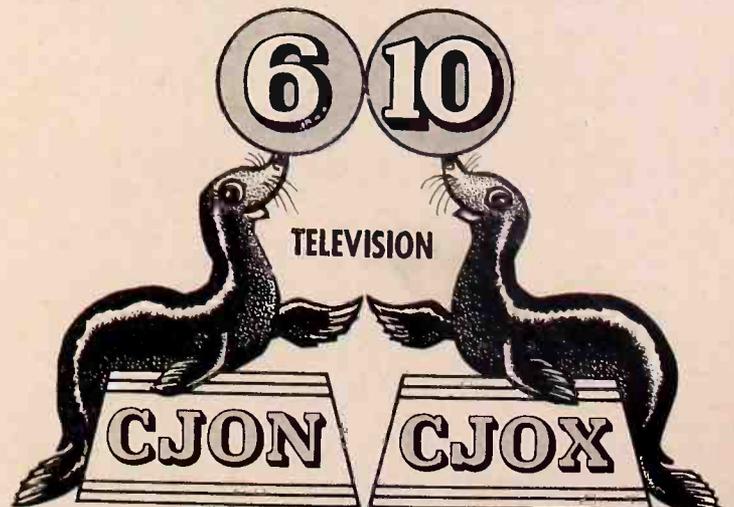
One of St. John's many new and modern homes

An important factor in the economic prosperity of Newfoundland is the presence of the United States Bases, which give employment to a large civilian work-force at high wages. A great many of the U.S. personnel live "off-base" with their families, in rented homes or apartments. It is estimated that these families — all of whom are in CJON-TV and CJOX-TV viewing area — spend at least ONE MILLION DOLLARS each year in St. John's area. This is a complete bonus area, as sets owned by U.S. Personnel in Newfoundland are NOT COUNTED IN B.B.M.

Do you know that CJON-TV has the highest number of viewers per set average in Canada? Surveys show average viewers per set in St. John's is 6.2. In Conception Bay and Bell Island the average is 9.3.

In St. John's, city permits for twelve hundred new homes were issued in 1957, more than FIVE MILLION DOLLARS in Construction costs.

Newfoundland is NOT a "newspaper area" — if you expect results for your advertising dollar, use TV. There are already more Television Sets within the coverage of CJON-TV and CJOX-TV than the total of ANY daily paper in the entire province — and many areas covered by TV get no newspaper at all.



Represented in CANADA by STOVIN-BYLES LTD.

ST. JOHN'S NEWFOUNDLAND

Represented in U.S.A. by WEED & COMPANY

Progress Report

MEDICINE HATTERS ARE MAD ABOUT TV

THE GUY WHO confidently penned the words about there being "nothing new under the sun" would have a market-sized argument on his hands if he landed in Medicine Hat. He'd be told in genuine Western terms he was talking through his chapeau, because on the eventful day of September 14th, 1957, something excitingly new came to Medicine Hat with the impact of an earth-bound meteor. TELEVISION was launched that day in South-Eastern Alberta, and a new, exciting way of life got under way.

For several years, the people in these parts had to pack a lunch and the kids into the family car, and head out long distances to see TV. North-West to Calgary or Edmonton, East to Regina, or South to Great Falls, Montana, and when they got there, they'd check the motels for TV facilities first, running water next. These people envied the rest of Canada where TV was a reality, and just about the time that the gaskets started busting, CHAT-TV was launched.

7,000 TV HOUSEHOLDS NOW

It's old Hat to the folks in gay Toronto, this business of television, because they've had it for five years, but to the eyes and ears of this neck-of-the-woods, it is a dream come true. And the impact is nothing short of sensational. In five short

months, seven thousand households have become TV-equipped. Movie houses admit a drop of 80% in profit, and the drive-in folded eight weeks early last fall. Medicine Hat's curling club, housed in a spanking, new eight-sheet artificial ice rink, is having a whale of a time trying to get enough four man squads out to finish the league schedule. On any given night, in any given week, a cannon ball down the street might

Medicine Hatters thrilled to the televised visit of the Queen and Prince Philip, and the opening of Parliament. They enjoyed every minute of every telecast of that eventful visit, and when the big show moved to Washington and New York, they compared the job the Canadian networks and the American networks had done, and were proud to be called Canucks. Later, the Grey Cup, that all-Canadian sporting classic,

healthy looking guy with a healthy looking moustache, on TV's *Close-Up*, J. Frank Willis.

Medicine Hat's business men have found that TV can sell like crazy, too. One ginger ale bottler bought one 20-second announcement on December 19th, and invited the season celebrators to buy it by the case; just one spot, and the next day the only two outlets in town that carried his product sold one thousand, two hundred and forty-four cases - - and CHAT-TV has a letter to prove it. A dress merchant put on a ten-minute show of party dresses ranging from twenty to fifty dollars apiece and the next day had to lock his doors when his store got full, open them up again for another load of customers, and so on all day long. He fell down three times on the way to the bank.

Ninety Medicine Hat merchants are using the station facilities regularly, and the local paper is having an emergency caucus twice a week. Medicine Hat's Canadian Legion boys plugged their Polio canvass on CHAT-TV, and on their first night of a two-night canvass, took in twice as much money as they did on both nights the year before.

Medicine Hatters have taken to TV like our web-footed feathered friends take to H₂O. Dozens of them have appeared before the cameras, and have had more fun than there is in Hollywood. They've seen a half million dollar local lumber yard burn to the ground without leaving the house, they saw Jimmy Rodgers sing "Ooo...ooo" or whatever it was on the Ed Sullivan show and the next day a record shop who hadn't said a darned thing to anybody sold over a hundred pressings.

MOST OF THE STAFF IS HOME BREW

CHAT-TV is housed in a modern, new building with loads of working space, including a live camera studio that measures fifty by seventy. They've got just fifteen people running the place, and they're all working. Two of them had taken training at Ryerson, and the rest were recruited from local ranks, and they all function like they'd been born under a vestigial side-band filter. CHAT-TV's schedule begins at four in the afternoon and is composed of CBC network shows, carefully selected films and live productions that have a professional polish.

Modest R. J. (Bob) Buss runs the operation and swears that it's the greatest thing since sliced bread. He gives a well-deserved doff of the Medicine Hat to the rest of the Canadian TV fraternity, who, as he puts it, "will let you have everything but money", in an effort to help the new stations get off the ground. He also gives full marks to the Canadian Broadcasting Corporation, without whose assistance "the whole project would have been impossible at this time."

The scientific nations can have their satellites, and Mike Todd can have his Elizabeth, say Medicine Hatters. They've got television, and they'll dare you to disturb them while they're watching it.

We wanted an authoritative progress report on the new CHAT-TV, so we went to the authority - - the man who practically built the place with his own hands and now runs it - - Bob Buss.

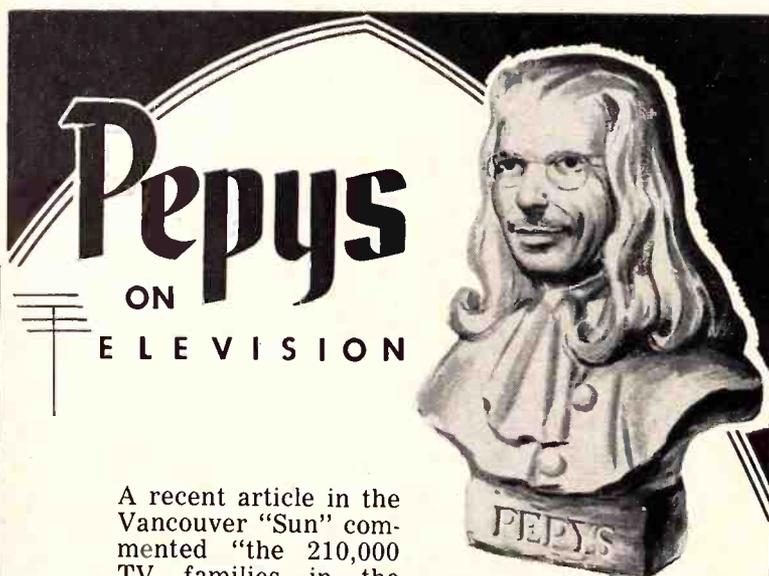
hit a lonesome cop, but that's about all, because every night in the week is stay-at-home night now that TV has arrived.

After that first thrill of seeing a picture - - any picture would do - - came the World Series, and this daytime classic closed fifty per cent of the stores while the game was on. Then, with the rest of Canada,

hit the TV screens and the stores closed up again. After that, they settled down for a solid winter's entertainment and edification, and at last count, every man within CHAT-TV's D contour had worn out one seat of pants, or at least had a tell-tale shine.

The people of Medicine Hat have taken a sudden, new interest in Canada as a direct result of that new magic in the living room. They've been to the Maritimes and seen and heard the lash of the Atlantic. They have been to Maple Leaf Gardens and have seen the Leafs battle it out. They've watched the great Richard in action, and have coaxed Canada's Yvonne Durelle to ring victory in New York. They've seen the Eskimos, and the French-Canadians in their own bailiwicks. They've followed moose in the Caribou, and salmon up the Fraser.

And they've decided that Sylvia Murphy and Joyce Sullivan are just as attractive as Dinah Shore and Patti Page. They've laughed with Wayne and Shuster, and met Fred Davis, and have finally found out that the guy who used to lull them to sleep with his dreamy verses on radio's *Atlantic Nocturne* is a



Pepys
ON
TELEVISION

A recent article in the Vancouver "Sun" commented "the 210,000 TV families in the Victoria-Vancouver area are getting the Channel 12 habit". It went on to say that this KVOS-TV Bellingham-Vancouver channel has the five most popular weekday programs, and five of the first seven for the entire week.

STOVIN-BYLES Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

Representing

KVOS-TV CHAT-TV CJBR-TV CKMI-TV CKCW-TV	Vancouver-Victoria Medicine Hat Rimouski Quebec City Moncton	CJON-TV CJOX-TV ZBM-TV CMQ	St. John's Nfld. Argentina Bermuda Television Network, Cuba
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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

Cover Story

CKMI SHOOTS CARNIVAL IN SUB-ZERO



The ice canoe race across the St. Lawrence was one of the big events of the Quebec Winter Carnival covered by CKMI-TV cameraman Louis Lanouette, shown inset, in his polar bear garb.

OUR FRONT COVER PICTURE, showing Quebec City's Bonhomme Carnaval with CKMI-TV secretaries Patricia Belanger and Ursule Soucy, is one of the few shots of Quebec City's Winter Carnival in which the photographer didn't have to stand hip-deep in snow. All the rest of CKMI-TV's coverage of the 18-day festival was conducted out of doors in sub-zero temperatures and with the city smothered under a heavy blanket of snow.

Live studio requirements made it practically impossible to keep the CKMI mobile unit available for the dozens of outdoor activities, so cameraman Louis Lanouette had to bundle himself in a huge fur coat, use winterized cameras, and speed about the twisting streets of the 350-year-old city in an open car.

Adding to his problems was the fact that most of the affairs were held at night. A portable Frezzolite unit provided the extra illumination needed, and the new Royal-X Pan film, with a speed of 600-1200 plus, made it possible for Louis to rush prints good enough for TV use to the

studio throughout the broadcast day. Just about every local newscast included a Carnival item, ranging from the official inauguration by Governor-General Vincent Massey to the perilous ice canoe race across the St. Lawrence.

Announcing



KEN COMPTON

The Okanagan Group of Radio Stations, comprising CJIB, Vernon, CKOV, Kelowna and CKOK, Penticton announces the appointment of Ken Compton as National Sales Manager effective April 1st. Mr. Compton is moving to his new headquarters in Kelowna, B.C. after six years with CKCK, Regina.

EFFECTIVE APRIL 1st stations

CJIB CKOV CKOK
Vernon Kelowna Penticton

will be sold
NATIONALLY
ON ONE RATE CARD
as
OKANAGAN RADIO

Did you know that . . .

THE OLDER* TV HOMES
SPEND MORE TIME
WITH TELEVISION
THAN THE NEWER* TV HOMES
UPWARDS OF 25% MORE

TELEVISION
CANADA'S NUMBER ONE
SALESMAN

*B.B.M. Oct. 1957.

Older — 3 or more yrs.

Newer — Less than 1 yr.

CARTB Member Stations

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

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.

Did you know that . . .

CFAC Calgary

reaches a total of 138,846*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

Mel Boland P. ENG.

is happy to announce an association of A. G. (Sandy) Day, P.Eng., in his consulting practice.

He is now equipped to offer a complete consulting service including engineering briefs, closed circuit TV, surveys, station planning and personnel training.

Sandy Day has spent 15 years in the communications, radio and TV field. He is a member of IRE and SMPTE.

M. O. BOLAND & ASSOCIATES

RADIO, TELEVISION AND COMMUNICATIONS
CONSULTING ENGINEERS

20 STAVELY AVE. - SCARBOROUGH, ONTARIO

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.

C J O R VANCOUVER, B.C.

Technicolumn

A NEW LIBRARY OF background films that are described as being effective for all television slides including titles, commercials, promos and station ID's are now available to television stations in the US and Canada from Teleflex Film Productions.

Frank Fleming, general manager of the new company, said that for a long time he and many others have felt that stationary slides in TV were inadequate. Teleflex was organized as the answer to the problem after four years of development, in consultation with television executives, producers, sales reps and technical men.

The effects of Teleflex films are moving designs of abstract, semi-abstract and representational subjects, which are designed to complement, not dominate, the supered slide.

While Teleflex is black-and-white with no color of its own, its moving highlights produce effective action-toning of colors in a color slide. Optimum results require intelligent selection of Teleflex background for a given slide. In addition, the television station's art department can produce slides especially for selected Teleflex backgrounds.

There is a demonstration film available to stations. It is two and a half minutes in length and 16 mm black-and-white. It illustrates Teleflex backgrounds overlaid with slides and includes several Teleflex back-

grounds over which the viewer can super his own slides for demonstration purposes. This can be obtained from Teleflex Film Productions, 996 East 57th Ave., Vancouver 15.

At the present time, Frank Fleming besides managing this company, is special events director of CKLG-Radio, North Vancouver.

A N AERIAL mast that can extend more than 200 feet into the air, weighs less than 2,000 pounds and costs slightly more than steel has been built by the firm of C. H. Jucho, Dortmund-Wambel, West Germany. The mast is made of unpainted aluminum alloy, in five trelliswork sections, it is easy to transport and can be erected in a very short time. The company expects the aerial to have a bright future in the radio broadcasting field.

THE SEVENTH EDITION of the list of electrical equipment approved by the Canadian Standards Association is now available. This 1215 page book, arranged alphabetically, both as to subjects and manufacturers names, gives a detailed description of the electrical equipment, apparatus and supplies, listed on the approval records of the Canadian Standards Association, August 31, 1957.

A supplement to the list will be issued every four months, which will cover the equipment approved since August 31.

The seventh edition containing 62,700 listings is available from CSA Testing Laboratories, Box 506, Weston, Toronto 15.

CANADIAN
RADIO WEEK
MAY 4 - 10

Did you know that . . .

CKRM Regina, Sask.
reaches a total of 105,912*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

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

*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

news release

ALL CANADA
broadcast services division

80 Richmond Street West
Toronto 1, Canada.

For Immediate Release

Effective April 1st, the Okanagan Valley stations CJIB Vernon, CKOV Kelowna and CKOK Penticton will be available to national advertisers on one rate card.

This means that truly complete and effective coverage of this rich \$100,000,000 market can be bought at a greatly reduced cost-per-thousand. One availability request, one contract and one invoice instead of three results in economy and convenience for the advertiser.

Mr. Ken Compton has been appointed National Sales Manager for Okanagan Radio and will be headquartered in Kelowna.

The Radio Division of All-Canada Radio & Television Limited will be the exclusive representatives for Okanagan Radio in Canada.

-30-

March, 1958

POINTS OF SALE

In Ontario

CKVR - TV
Channel 3

sells to
over

200,000
PEOPLE
URBAN

160,000

Rural-non-Farm

140,000

Rural-Farm

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

WHO PICKS YOUR MUSIC? TRY THE PUBLIC!

MUSIC IS THE lifeblood of radio. That's why the music department has one of the most important jobs at your station. The best equipment, the best technical know-how, the best announcers cannot keep the listener tuned to your station unless you program and play good music.

Our first concern is to attract and hold the interest of the listener so

(This is the text of a speech delivered by Len Hopkins, musical director of CKNW - Radio, New Westminster, before the BCAB convention in Vancouver last month. Mr. Hopkins has more than 20 years experience in the musical world.)

that the sponsor can sell his product. Radio depends solely upon the sponsor for revenue, so it is up to us to attract the listener by the use of good enjoyable music.

Now what constitutes good listenable music? Each radio station has its own distinctive policy which has been determined by the management. If your policy is to play rock and roll or not to play rock and roll, or to try to steer down the middle of the road, then all I can say is do your level best to choose the recordings to fit into your music policy. If however, it is not the right policy, the management will soon spot it in

the ratings and adjustments can easily be made.

MUSIC MAKES THEM TUNE IN

But always remember that people turn to your station first, for music, secondly for news and weather, and thirdly for sports. So music is vitally important in keeping your listeners with you.

Out here on the west coast, we are greatly influenced by our neighbours to the south, and it has almost become standard practice to predict a hit in advance, before it ever reaches Canada.

But what constitutes a "hit?" Is it because it sells a million copies? We can't even rely on that any more because some companies are alleged to have said they sold a million copies when actually they didn't sell nearly that amount.

Is it because it got a good review in **BILLBOARD** or **CASHBOX**? You've read some of these reviews, I'm sure. "This one's a sleeper." "Can't miss." "Watch this one -- could go with a few spins." "Teenagers will love it." And so on.

In fact, I've hardly ever seen a bad report. Each record is supposed to sky-rocket to the top -- but only a few ever do. If you like it and you think your listeners will like it, then by all means play it.

New record companies and new artists are springing up every day,

which makes our job just that much more important in regard to screening and deciding just what to include in our library. So many records are coming in, and the whole music picture changing so rapidly, that I saw a cartoon the other day that illustrated this point quite clearly. The announcer was saying, "Let's reminisce for a while -- let's see what was on the Hit Parade last week."

HITS ARE UNPREDICTABLE

No one can predict a hit in advance -- not even the record companies or music publishers. Your trade magazines and surveys don't always agree. For instance, back in 1942 a picture called "Holiday Inn" was to be made, and Irving Berlin was to do the music for it. He wrote a new tune called "Be Careful, My Heart," which was to be the hit song. They gave it the full treatment: recordings by popular artists, sheet music was printed, stock arrangements were sent to the orchestra leaders, thousands of dollars were spent on publicity. Everything was set.

The picture was released, but the people didn't particularly like "Be Careful, My Heart". They liked a simple little song that had been completely overlooked. It was "White Christmas".

It went on to be one of the biggest

NEWFOUNDLAND STORM KO'S TWO STATIONS

MARCH CAME IN LIKE a lion in Newfoundland this year, with a driving sleet storm that knocked out two of the three St. John's radio stations when their main transmitting towers collapsed under tons of ice.

VOCM and CBN both went off the air Saturday, March 1, and the remaining station, CJON, was only able to transmit an intermittent signal which could only be received on battery-powered radios.

CJON-TV in St. John's, and its satellite in Argentia, CJOX-TV, also were off the air.

On Sunday, VOCM got back on the air but both CJON and VOCM confined their broadcasting to reports of the storm and musical fills. CJON also patrolled the streets with a loud-speaker car, with the latest storm information.

The storm completely disrupted electric power service in the city, so badly that a St. John's wholesale house sold \$900 worth of candles to people without electric light.

When the storm was at its worst, CJON staffers walked five miles to the transmitter site to broadcast, because lines to the studio were

down. News bulletins, broadcast around the clock for forty hours, were delivered by foot to the transmitter tower, which showed signs of going out of business, too, when ice began to pack up on the girders. Engineers solved that problem by shooting off the ice formations with rifles and shotguns.

Radio Week Kits Are Ready

THE CANADIAN RADIO broadcasting industry is now all set for another Canadian Radio Week celebration. Promotion kits, jingles, recorded promotion spots and announcements, display materials and a wealth of other ammunition are ready and will be in the stations' hands on or before March 17, 1958. This is three weeks earlier than last year, to enable stations to make plans for participation.

During "The Week", the 147 CARTB member stations and the CBC will be going all-out to promote the sale of more radios to Canadians.

Hugh Newton & Company, Public Relations Counsel, is working on a co-ordinated publicity program. To reach dealers across Canada the CARTB ran a full-page advertisement in the 1958 Year Book of the Canadian Association of Radio, TV and Appliance Dealers.



Join the happy advertisers who ring cash sales in our captive market!

B.B.M. Shows

84% of sets in use in "A" time.

Average cost per 1000
in "A" time . . \$2.10
(Third lowest in Ontario)

Check our **LOW** rates.

And our **HIGH** sales potential.

On

Channels 6-3-2

Timmins, Kapuskasing, Elk Lake

CFCL-TV

SEE . . . Paul Mulvihill & Co. Ltd. — Toronto, Montreal
John N. Hunt — Vancouver
Joseph H. McGillvra — U.S.A.

Did you know that . . .

CBMT Montreal

reaches a total of 993,077*
adult viewers every day

***ELLIOTT-HAYNES**
CIRCULATION REPORTS

Say You Saw It
in the
BROADCASTER

"Remember, when your music registers, your cash registers"

hits of all time.

So with all the ballyhoo that goes into a record, it boils down to simply this. The people pick the hits. A very good example of this happened just

two years ago when "Zambesi" became a hit out in this area and didn't show anywhere else.

This shows what a powerful influence radio has on the public and the responsibility we have in seeing that we select the best type of music for our listeners. We must be careful not to become just a rubber stamp and give approval to every record that is turned out. We must use our own common sense and select each hit and album with a great deal of care - - ones that will appeal to our listeners and also fit into the policy of our station.

Each album that you buy costs your station money, so be a cautious buyer and get quality instead of quantity. Select music that will last and endure rather than the mood of the moment or a passing fancy.

There have been many successful formulas used by various radio stations, but a policy that works in one particular area does not necessarily mean that it will be a success in another part of the country. Each station has its own distinctive personality which is reflected through its music and the disc jockeys who present it.

STATIONS KEEP MASTER LIST

For instance, the Storz formula is a successful operation and here is how it works. Tod Storz has five radio stations in different cities. Each week he contacts all five stations, who submit a report to him as to the popularity and order of the hits in each section. From

this material a master hit list is made up and each station plays the same hits and nothing else.

They never play a new tune, but prefer to wait and see if it will prove itself before they will include it in their top fifty. Other stations play the "nifty fifty" as they call them, which is based on surveys of music stores, telephone requests and trade magazines. I can only see one danger in this, and that is the teenager will influence the hits. They are the ones who buy the records and by so doing, push a record up into the top fifty. This is fine if your policy is to follow the charts, but if you are trying to reach a mature listener, it would be wise to soft-pedal the rock and roll hits and include standards that have proved themselves over the years.

WHAT DO LISTENERS WANT?

In programming, it is a good policy to try to visualize what your listener is doing at that particular time. In the morning when people are rushing to get to work on time, they prefer the bouncy, bright music. In the late morning it can get a bit slower, and so on. People enjoy variety, so try for contrasts in your selections. For instance, follow a girl vocalist with a male group, and use instrumentals the odd time. Make a break between your vocalists. You'll never be able to please one hundred per cent of your audience all the time, but with variety you'll be able to please more people, and that's what you want to accomplish.

Planned programming is very im-

portant today. For instance, recently we had a two-hour period when our ratings were down and something had to be done about it. Dick Abbott, who works in the library with me, was given the assignment, and he did exactly as I've just told you.

He visualized what people would be doing at that particular time and the type of music he thought they would enjoy. He geared the full two hours to hit that public, and in four months the percentage of audience jumped from 23.2 to 32.8, increasing almost 10 per cent. It takes time, but believe me, it's well worth the effort.

Program Tips

1. Attract your listeners and hold them by good music.
2. Don't be too influenced by charts but use your own good common sense.
3. Purchase your albums with an eye to quality, so that your station can get dollar value for money spent.
4. When you have a successful music policy, don't change. People tune in your station because they like the music you play, so don't disappoint them by changing your formula too rapidly.
5. In planned programming, try to visualize what your average listener is doing each hour of the day, and try to anticipate the music he would like to hear.
6. Include variety in your programming.
7. Give your listeners good music and they'll give you good ratings.
8. Remember, when your music registers, your cash registers.

The greatest French advertising medium in Quebec

300 000 KV

CHTL-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market



RICH, SOLID AND HEALTHY TYPE OF AUDIENCE

Moncton is not only one of Canada's fastest-growing industrial cities — it also has rich, substantial residential growth, second to none in Canada... here's proof!

Moncton is literally busting at the seams. Four suburbs have been added to Moncton in the past five years and four more are being added. The population of greater Moncton City is 55,000. The average family income in 1957 was higher for both the Moncton area and the city of Moncton, than was the Canadian average family income. One fact which backs up this statement is that there is more cars per capita in Moncton than any other Maritime city.

Just where else can you reach such a wealthy per capita market... one that can't be overlooked in the Maritimes... but through the hard hitting, sales promotional services of CKCW and CKCW-TV?

Before buying and without any obligation to you, inquire through us or our local representatives for more complete information on "How I can best sell my products in the Maritime Area".

Representatives:

STOVIN-BYLES IN CANADA ADAM YOUNG IN U.S.A.

CKCW - TV

MONCTON NEW BRUNSWICK



Television

NEWFY NEWSCASTER GETS THE FACTS THEN AD LIBS THE SHOW

FOR MORE THAN two years, Newfoundlanders in the know have been amazed by the smoothness of a performance that goes on the air at CJON-TV, St. John's every night at 6.30, because they know they are watching Don Jamieson whip through 30 minutes of news, weather and commercials, plus an interview, with nothing more between him and a horrible fluff than a sheet of paper with three or four headlines on it.

The show is *News Cavalcade*, and Don, CJON's vice-president, has done it right from the start without a script, a sheaf of news copy, goof cards or teleprompter. With nothing more than the headlines as reference points, Don goes through a straight newscast of about 12 minutes, a fairly detailed weather blackboard preview, and a 10-minute interview, with a couple of production commercials in between.

HE HAS NO SUPER MEMORY

Newsroomers swear they have seen him spend most of the news segment detailing the provincial government budget, point by point, almost sub-total by sub-total, with only superficial errors, and without a script. And the amazing thing to them is Don's frank announcement that he does not have a particularly good memory.

Unlike Joel Aldred, the commercial announcer who is reportedly



Don Jamieson interviews Prime Minister Diefenbaker on CJON-TV's *News Cavalcade*, a half hour package of news, weather and interviews in which Don uses no script and rarely fluffs.

making \$100,000 yearly by gliding through a completely-memorized two-minute commercial, Don Jamieson doesn't rely on letter-perfection. He ad-libs - - even when he is reeling off the details of a complicated court case, a legislative debate, or a controversial news story.

"When I begin," he says, "I have no idea just how the words are going to come out. I acquaint myself with the important facts of the

stories, then I ad-lib around them."

Don decided to try doing the show sink-or-swim style even before CJON-TV began broadcasting. He spent a whole week in a New York hotel room in 1955, watching the top people in the newscast business going through their paces, and he came to the conclusion that there was a basic flaw each presentation shared. "They were all looking at a script, not at the viewer - - and they looked like it. Even some of the better ones, whose eyes were half-hidden behind glasses, seemed to be twitching their glance from the camera to some point away from it, either their script or a prompter. There was no personal contact with the audience."

He felt that the chatty, intimate quality he had in mind for *News Cavalcade* would be lost if he tried either technique, so he worked out his ad-lib method.

HEADLINE SHEET IS A MUST

The preparation starts an hour and a half before the show. Don scans the day's news - - not just the newscast written for him, but the bulk of the day's run, in order to be fully briefed on background details. Then he goes over the last-minute details with the newsroom staff, and finally he picks up his headline cue sheet from his secretary, Mary Myler.

The cue sheet is a must. Ad-libbing around the news and a certain leap-frogging in the order

of the details of a particular story can be controlled, but it's pretty tough on the telecine room if Don launches into a story about St. John's auto traffic and the telecine engineers are cued up to roll film clips of border strife in Tunisia.

Don's contract gives him exclusive control over the news content of *Cavalcade*, but he has never had to pull rank on his two sponsors - - Bowring Brothers, the city's biggest department store, and Hickman Motors, a GM dealership - - to retain his control. Even when Bowring Brothers decided to test a provincial government closing law, and was summoned into court over it, Don played the story straight, and had his sponsor's backing on his honest handling of what might have been an embarrassing situation.

SOME FLUFFS ARE CLASSICS

Of course, every once in a while, Don does fluff. But when it happens he has already built up an atmosphere of chattiness, and the situation becomes humorous. For example, during an interview with a labor leader he found himself saying, "In other words, you shouldn't underestimate the power of women in labor."

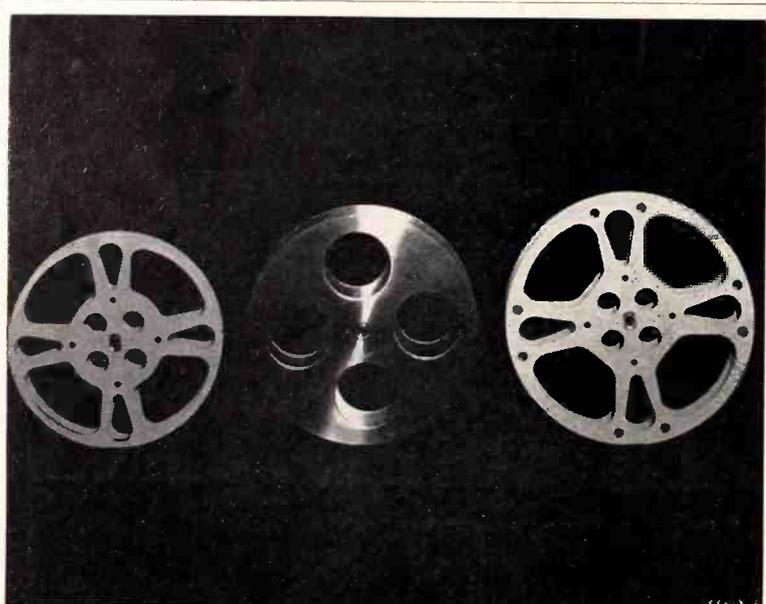
He decided that there was no way out of that one, and let it pass.

But with a story on Newfoundland's Premier Joseph Smallwood recently, Don had the Liberal premier predicting a Progressive Conservative sweep of all seven Newfoundland seats. This probably wouldn't have happened with a script, but with a script he would not have been able to say, "Whoa! Let's get that one straight!" He flashed a wide and jovial smile and the slip was forgotten.

Politically, Don's show has become a must in Newfoundland. Prime Minister Diefenbaker has been a guest on it, and important public figures often hold off on major announcements until they can appear on *Cavalcade*. For example, Premier Smallwood announced the unique Provincial Children's Health Scheme on *Cavalcade*, and took a similar opportunity later to announce that the Crown-Zellerbach paper producers were about to establish mills in the province.

On one occasion, Prime Minister Diefenbaker was in Don's office discussing an interview about to come up on the show while Premier Smallwood and the then Liberal Minister of Immigration, Jack Pickersgill, waited in an outer office for their turn to go in.

Now that CJOX, the satellite station, is in operation, *News Cavalcade* reaches more than a quarter-million viewers. "It's a big audience, and a frightening one," Don says. But he enjoys every moment before the camera. "I'm one of the few people I know who is doing exactly what he wants to do. I'll go on doing it just as long as the public wants me."



GOLDBERG Film Reels and Cans

"For those who want the Best"

In biggest demand by everyone . . .
Carefully made and tested . . .
Quality and value all in one.

Alex L. Clark

LIMITED

Budget Plans available for Your convenience.

3745 Bloor Street West, Toronto, Ontario
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Did you know that . . .

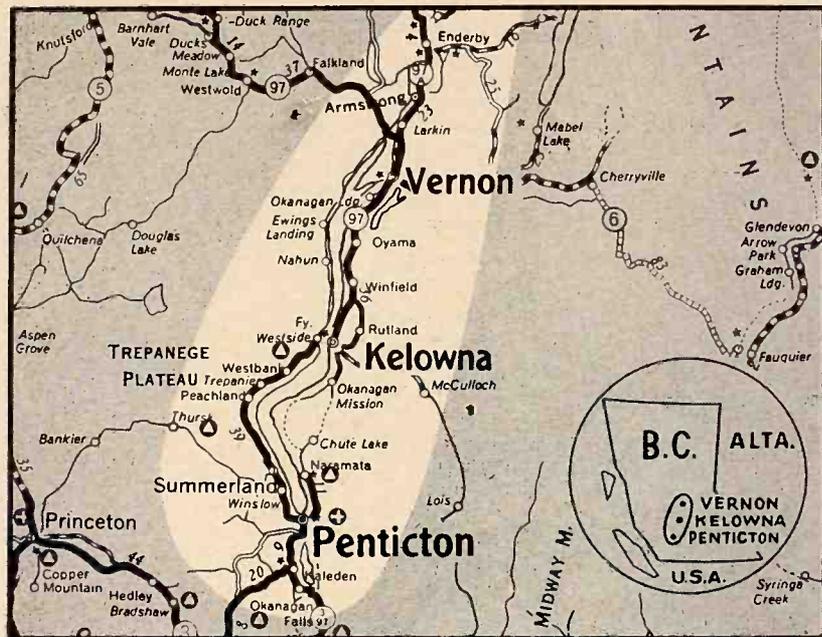
CFGP Grande Prairie reaches a total of 39,651* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS **the SHOWS**
MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway



IN THE HEART OF A 100 MILLION DOLLAR RETAIL MARKET



THE FASTEST - GROWING CAPTIVE TELEVISION AREA IN CANADA!

- On The Air: October 12, 1957.
- Just **FOUR WEEKS LATER**, B.B.M. reports 5700 television homes in the Okanagan!
- January 8, 1958: an independent survey of 11,744 school children proves 40.6% of Okanagan Valley homes have television sets! Conservative estimate: well over 8000 sets . . . after only **THREE MONTHS ON THE AIR!**

THE OKANAGAN TELEVISION NETWORK

Buy **ONE** Station.

Reach **THREE** Major Markets!

Get **YOUR** share of this juicy plum.

CHANNELS

ONE GETS YOU THREE ON

CH BC-TV

7 VERNON

2 KELOWNA

13 PENTICTON

IN CANADA: See your ALL CANADA Man . . . NOW!
IN THE USA: It's WEED TELEVISION.

THE BIG NEWS

IN THE B. B. M.
FALL '57 SURVEY

CFCN leads* in Calgary

with most listeners in 20 of 36 tested radio time periods, has the second largest group of listeners in 14, and is third in 2 periods.

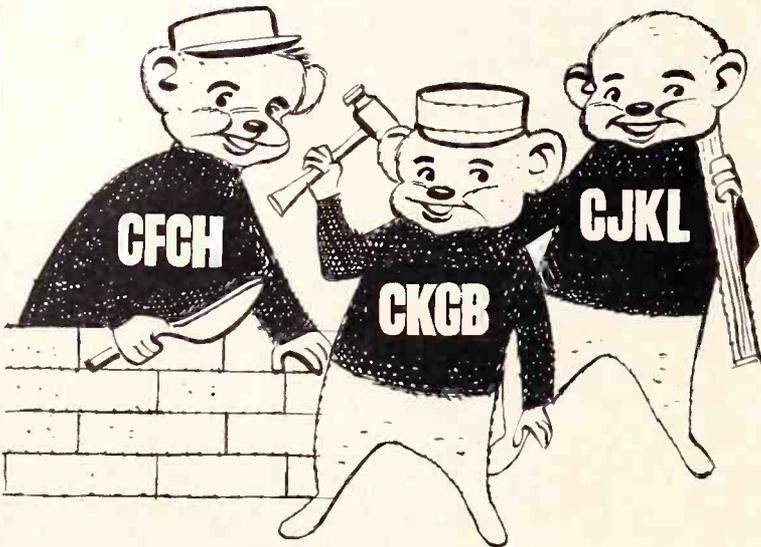
For other stations the results are:

Station B	Station C
11 firsts in listenership	6 firsts
14 seconds	8 seconds
11 thirds	22 thirds

CFCN is first in the Calgary listening area. Greatest number of listeners in almost twice as many time periods as Station B, and leadership in more tested periods than both stations put together.

* BASED ON TOTAL HOMES.

CFCN 10,000 WATTS
CALGARY



these 3 "build" sales in Northern Ontario

To get complete coverage in the rapidly-growing Northern Ontario market, you need all three of the popular Northland radio stations. Each one gives you top listenership in its own captive area. Yet combined, the "Three Bears of Northern Radio" give you the complete Northern Ontario market — over 300,000 listeners every day.

CFCH NORTH BAY **CKGB** TIMMINS **CJKL** KIRKLAND LAKE.
REPS:

TORONTO & MONTREAL. NBS • WESTERN CANADA. ALL CANADA • U.S.A. WEED & CO.

Three more of the effective "Northern Group"

CKWS • CKWS-TV • CFCH • CKGB • CJKL • CHEX • CHEX-TV

Tele-Sell

TV CLINIC DRAWS 2,000 IN TORONTO

SALESMEN IN more than 60 cities in the US and Canada sat in on a 90 minute closed circuit telecast from New York, March 4 and 5 to hear twenty experts in the field of selling tell what they know about today's scientific approach to selling, and watch them on a 9 x 12 foot screen as they held forth in New York.

In Toronto, over 2,000 salesmen gathered in the Queen Elizabeth Theatre at the CNE grounds for the first night of the program, the topic of which was General Selling. The moderators for the evening were Arthur H. "Red" Motley, publisher of PARADE MAGAZINE and Richard C. Borden of Borden & Busse fame. The technical arrangements were handled by TelePrompTer of Canada.

SIX SUBJECTS WERE COVERED

The March 4 program covered six subjects, which in fact were a review of some of the things a salesman should know and do. The handling of each topic followed this general pattern:

Red Motley started the ball rolling by asking one of the experts questions about one particular subject. These ranged from "How to locate time leaks in your selling day" to "How to package your personality for customer preference". From there the scene switched to Dick Borden, who presented a dramatization of the principles mentioned by the expert. After Borden, another of the experts said a few words to supplement what he had said and added his own words of advice to the salesmen present.

After each subject had been run through the mill, a few minutes were devoted to the audience. With the aid of a score sheet, given to them when they came in, they were able to assess their own ability as salesmen by marking down how they

functioned when faced with the situations that had just been presented on the screen.

Some of the presentations held more humor than information, and when the audience felt that one of the speakers was being too ridiculous they were able to laugh without embarrassing the speaker. (This might go down as one of the advantages of closed circuit television.)

On the evening of March 5 the program was devoted to Retail Selling and was handled in the same way. The two-night program was sponsored in Toronto by the National Sales Executives Club.

Godfrey Winners Are Named

CFRB-RADIO, TORONTO, which acted as Canadian headquarters for the Arthur Godfrey Talent Scouts, when the show's producers were on the prowl for talent last month, has announced that 10 Canadian acts have been chosen to appear on the show in 1958.

More than 400 professional acts, most of them singers, applied for an audition for the show, and almost 200 were invited to CFRB's studios by Arthur Godfrey's advance man, Mark Russell. About 50 were invited back for the final audition with Janette Davis, who produces the show.

The winners were: Kathie McBain, Toronto; Betty Robertson, Toronto; Bill Butler, Toronto; Tommy Hunter, Toronto; James Hawkins, Toronto; Marguerite Gignac, Toronto; Van Evera Brothers, Toronto; Beverley Foster, Toronto; William B. Williams, Hamilton; and Teresa Stratas, Toronto.

All are singers except Bill Butler, who plays piano.

Miss Davis said other people might still be called for the show, and "indeed, this is very likely. Mark Russell and myself were astonished both at the quantity and quality of talent we found here.

"Frankly," she continued, "only three US cities compared with Toronto as a talent centre: New York, Los Angeles and Chicago. In other American cities of Toronto's size we expect to find four or five acts for our show. In Toronto we had an embarrassment of choice. We will be back soon."

Did you know that . . .

CBOT Ottawa
reaches a total of 353,838*
adult viewers every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

C K X

BRANDON

NOW 5000 WATTS!

SERVING

WESTERN
MANITOBA

and

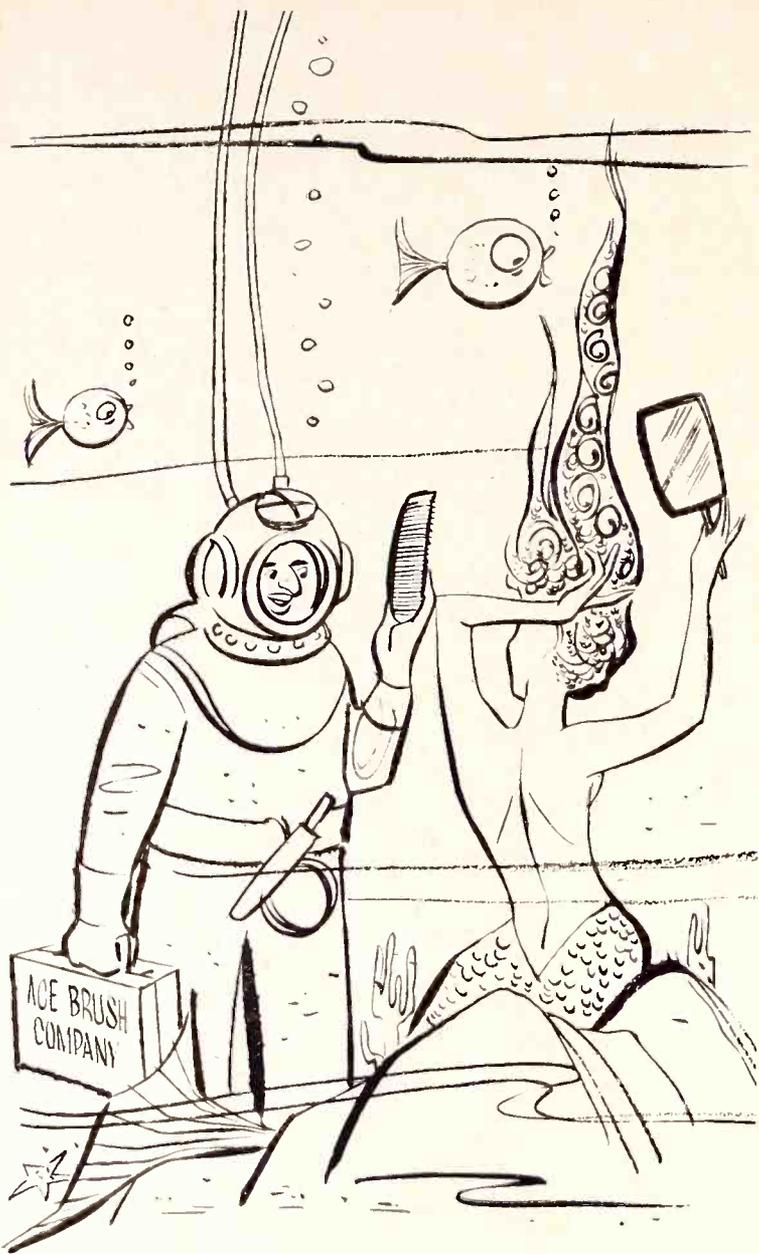
EASTERN
SASKATCHEWAN

FROM "THE WHEAT CITY"

This way to Montreal

CFCF





How do you reach a market?

To reach everyone in the rich Kingston market, you need the penetration of CKWS-Radio and CKWS-TV.

CKWS-TV is the local station... the friendly station. It is "our station" to over 30,000 TV homes in the rich Brighton-Kingston-Brockville market.

CKWS-Radio gives you the most effective, most economical coverage of this rich market — 320,000 listeners in Eastern Ontario... plus 97,000 "bonus" listeners across the border.



Kingston

REPS:

IN CANADA — ALL CANADA

IN U.S.A. —

YOUNG CANADIAN LIMITED

TORONTO & MONTREAL, NBS

WESTERN CANADA, ALL CANADA

U.S.A., WEED & CO.

Two more of the effective "Northern Group"

CKWS • CKWS-TV • CFCH • CKGB • CJKL • CHEX • CHEX-TV

Radio

CHUM STARTS WEEKLY DOCUMENTARY

A HARD-WORKING tape recorder and a lot of leg work is the secret behind *CHUM Speaks*, a 90-minute public service program of CHUM-Radio, Toronto, which successfully replaced a popular Sunday night music show in the 6-7.30 pm time slot.

CHUM Vice-President Phil Stone runs the show, providing listeners with a fast-paced hour and a half that ranges all over the face of public interest. While the program is completely flexible, the usual line-up is a 15-minute opener of behind-the-news material on some topical event in Toronto, with an interview with the person who made the news; a women's page feature; weekly news roundup; sports interview; and a half-hour windup dealing with some aspect of youth.

BOARD NEEDED CONVINCING

The last segment is the one in which Phil takes the most pride. "When I went around to the Department of Education," he explains, "they were very cool. I got the feeling that the educators had had just about enough of reporters who 'want to find out how our youth really feels about Elvis Presley.' I told them I wanted to find out what youth knew and felt about current affairs, politics, the U.N. — and that sold them."

Phil takes his tape recorder around to a Toronto high school and chats for three or four minutes with the teacher on the subject under discussion — for instance, the parallel between the current election campaign and some period in Canadian history. Then he sets up in the classroom and records what the students have to say.

"It produces fascinating results," Phil says. "You get the students who obviously haven't the faintest idea of who Prime Minister Diefenbaker is, and then along comes some 12-year-old who really has a grasp of the issues, the respective parties and the background of the parliamentary system. I think it's important for grown-ups to know that Canadian youth is capable of taking an interest in the country — that it has something more on its mind than rock 'n roll. I think, too, that revealing the difference in general knowledge between one student and another tends to make the less-informed student want to find out what's going on."

REPORTERS DISCUSS NEWS

The first segment of the show is probably the liveliest. For this, Phil goes to the Toronto Men's Press Club, collars the reporters of

Toronto's three daily newspapers, and while his tape recorder spins, gets them going on some aspect of the week's local news.

"If it's a debate about our new subway, I get the city hall reporters. If it's a crime case, I get the police reporters," Phil explains. "What I aim to produce is the color material behind stories which frequently doesn't get into the papers. It works, too."

Next, Harve Kirk, CHUM's news editor, covers the week's news in a 15-minute roundup, and Phil covers



PHIL STONE WITH ACTRESS Barbara Chilcott between acts of *Anthony and Cleopatra* at Toronto's Crest Theatre. Phil uses tape-recorded interviews for the women's section of *CHUM Speaks*.

the highlights of the week's sports with an interview. Here he again tries for a fresh angle.

For instance, on the eve of the Oslo World Hockey Championships, Phil decided against interviewing a hockey player or a sports writer. He picked Charlie Quick, a veteran sports cameraman who has shot previous Championships. It gave a completely new approach to a subject that has had several million words already.

SOMETHING FOR BOTH SEXES

To give women "equal time" Phil aims for a well-known female interviewee (a couple of weeks ago he just missed Gina Lollobrigida and Lauren Bacall), or a male who can speak authoritatively on some aspect of the female world. One Sunday he interviewed Toronto composer Dr. Healey Willan on the place of women in music, and on how to introduce young children to the world of serious music.

CHUM Speaks will be maintained as a public service program. The station does not intend to sell any part of the show. "We want to keep it completely flexible and free-wheeling," Phil said. "We foresee occasions when we might want to ditch what little format we have, and run the whole 90 minutes on one particular subject. If we got a sponsor, or several sponsors, we wouldn't be able to do that without breaking it up. So *CHUM Speaks* is going to keep to just *CHUM speaking*."

Did you know that . . .

CBLT Toronto

reaches a total of 851,330* adult viewers every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

Copyright Commission

BROADCASTER'S RIGHT IS PROPOSED

THE ILSLEY COMMISSION on Copyright, whose report has just been published, has included among eight major changes in Canada's copyright laws the recommendation that there should be a "broadcaster's right," making it possible to claim copyright on recordings (either by film or otherwise) of sounds and images which will later be presented to the public.

The recommendations are the result of a 3½ year study by a commission headed by Chief Justice J. L. Ilesley of Nova Scotia. The changes are said to be aimed generally at bringing Canada's copyright laws in closer harmony with those of Britain and the United States.

THE MAJOR PROPOSALS

1. Creation of a "broadcaster's right." While this provision would enable broadcasters to keep control over their recorded productions, the

Form Private TV Network

WITH SPECIAL PERMISSION of the CBC and Alberta Government Telephones, CFRN-TV, Edmonton, took a TV camera into the Alberta Legislative Building February 18 and telecast live the opening of the legislative session over a network of five private Alberta stations.

The other stations receiving the live telecast were CHCA-TV, Red Deer; CHCT-TV, Calgary; CJLH-TV, Lethbridge; and CHAT-TV, Medicine Hat. Given only 48 hours notice to clear time and set-up, the stations brought off the combined studio-and-remote coverage without a hitch.

A CFRN-TV camera crew, using a zoomar, was stationed in the Speaker's Gallery picking up the action on the floor of the Legislature while Sid Lancaster, manager of CFRN-TV, did a running commentary from the studios.

The signal was fed to the AGT microwave tower in Edmonton and beamed over the network to the other stations, with a massed potential audience of three-quarters of a million viewers.

A week later, CFRN-TV beamed an Edmonton campaign speech of Social Credit Leader Solon Low to the full Canadian network.

RCA Is Indicted

THE U.S. GOVERNMENT has laid four charges of violation of the anti-trust law against Radio Corporation of America, alleging that RCA has conspired to restrain the manufacture, sale and distribution of radio and TV apparatus. It further alleges, in an indictment returned last month by a federal grand jury in New York City, that RCA conspired to restrain the licensing of radio and TV patents.

The four counts in the indictment carry, on conviction, maximum penalties of \$50,000 each.

commission expressed opposition to creating a "publisher's right" as a way of protecting typographical arrangements from exact reproduction.

2. A shortening of the term of copyright - - either 56 years from date of publication, or until the author's death, whichever is the longer period. In Canada the present term is a 50-year period, beginning at the time of the author's death; the United States employs the straight 56-year term, beginning at the date of publication.

3. A term of 40 years for recordings and films, both dated from time of publication. The present term for recordings is 50 years.

4. Extension of copyright protection to include all residents of Canada. At present, unpublished work is protected only if the author is a citizen of Canada or a national of one of the countries which have signed international agreements in which Canada is a signatory.

5. Substantial legal changes. Principal among these is the requirement, based on the British Copyright Act, that the plaintiff, rather than the defendant, prove his case where copyright is at issue.

6. Extension of copyright for unpublished original literary, musical or dramatic works. At present the term is until publication, plus 50 years; the recommendation is that it be extended to 75 years after death of the author, or 100 years after the work was made, whichever is longer.

7. Photographic copyright reduced to 40 years from the time the picture was taken. At present it is 50 years from the making of the original negative.

8. Only the originating station of a network broadcast should have to pay a performing right fee.

Code Of Ethics Is Urged

CANADIAN ADVERTISING should adopt a code of ethics to eliminate bait advertising, sex and violence, it was declared at the annual meeting last month of the United Church Board of Evangelism.

Advertising, the board maintained, should be regulated to insure that it is truthful, never misleading when stating price, quality or special deals, free of blatant use of the sex motif which creates disrespect for womanhood or perverts youth, free of pictures displaying scenes of cruelty, violence or bloodshed, and it should also accept the responsibility for the public good in the use of television, radio and movies. This, says the board, is to insure that the media are not reduced to the lowest moral level to reach the largest audience.

The board also will ask parliament to consider federal control of all liquor advertising. This move is in the hope of eliminating ways of circumventing the ban against promotional liquor advertising now in effect in most provinces. It will ask the CBC and parliament to refuse new radio and TV licenses to any group found to have circumvented provincial advertising restrictions.

SOLD OUT!

"A London merchant who selected CKSL's Mal Thompson Show as the exclusive media through which to advertise his sale — called CKSL only one hour after the store opened, to say the merchandise was completely sold out, and to cancel all other announcements."

YOU TOO CAN SELL WITH

CKSL

SELLING LONDON
AND
WESTERN ONTARIO

THE JUMPING OFF POINT



To SASKATCHEWAN'S LARGEST TRADING AREA. Buy the ONLY Medium that reaches ALL this area. BUY RADIO CFQC . . . for Ever Increasing Sales

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



THE RADIO HUB OF SASKATCHEWAN



Car Registrations in 1956

9256

(Nearly Double the Alberta Peace River Block)

75,000 Tourists
Visited Dawson Creek in 1956
in 22,000 cars.

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

CJDC

DAWSON CREEK

B.C.'s CENTENNIAL CITY

RADIO REPS in Toronto and Montreal

JOHN N. HUNT in Vancouver

A. J. MESSNER in Winnipeg

DONALD COOKE in USA



THE TYPEWRITER this paper presents to one delegate at each regional convention is definitely not to be referred to as the Richard G. Lewis Memorial Award. It is the Canadian Broadcaster's Press Table Trophy, and it is presented to the representative of a member station or associate member organization for a contribution to the convention. The

showed that 85 per cent were sub-standard physically. One of the causes, he says, is a malady he describes as "TV legs," which is supposed to lead to abdominal sag, slipped discs and accident proneness.

It seems incredible. Children, apparently, can sit on a hard bench all day long and listen to a teacher read about Darkest Africa, and come out of the session with no ill effects; yet put them in their own living room, sitting on a comfortable chair watching Jungle Jim on TV, and they become 10 year old candidates for abdominal sag.

The clincher is Percival's claim that three months of exercises - - prescribed presumably by him - - will clear up the whole ghastly condition.

Really, Lloyd!



Rolly Ford photo

THE STEAK HANGS HIGH

THERE MAY BE a hint of inflation in this, but TCA is now selling its passengers such luxuries as filet mignons at two for \$75.00. Here is the inside track.

I just flew to Vancouver and back on TCA's non-stop (unless you count Calgary on the western trip), Super-Constellation. I did it for 25.4235% less than the regular first class fare, by the simple expedient of going "Tourist".

We flew in the same plane as the first classers so we got there just as fast. It is true that we were confined to the forward cabin, which is somewhat reminiscent of the old North Stars from a sonic standpoint. But, after all, 25.4235% is 25.4235%, if you follow me, and in this case it amounted to a cool \$75.00, which is the equivalent of 750 draft beers, 227.27 packages of cigarettes or 15 1-year subscriptions to CANADIAN BROADCASTER, if you want to get BBM'ish about it.

Definitely there are differences between tourist and first class. Just what they are worth in money is a matter of personal opinion, based largely on one's confidence in one's own social standing.

Tourist passengers enter the aircraft by the same door and the same stewardess greets them with the same heart-warming smile as she gives rich people. Then they are directed forward or whatever you call the front end of the plane.

An inner something or other impelled me to go straight to the tourist cabin, making sure I didn't brush against the minks or the King Street suitings of the upper crust, who seemed to be busy refraining from noticing me as I hurried self-con-

winner is chosen by a committee of press people who are covering the meeting.

Last month at Vancouver, the committee's choice for the BCAB meeting was Sam Ross, veteran newsman himself, and now assistant manager of that city's CKWX.

Sam has been actively working with the broadcasters' committee and the University of British Columbia on educational projects in the broadcasting field, and his report was adjudged the most newsworthy contribution to the convention. This project was reported in our last issue and an editorial is devoted to it in this one. He is seen here, receiving the machine.

Now all Sam has to do is learn to write!

PAIN IN THE WHAT?

Sports college director Lloyd Percival says a test made recently among youngsters in a Toronto suburb

Did you know that . . .

CKCK Regina, Sask.

reaches a total of 217,704* adult listeners every day

*ELLIOTT-HAYNES
 CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS *the* SHOWS

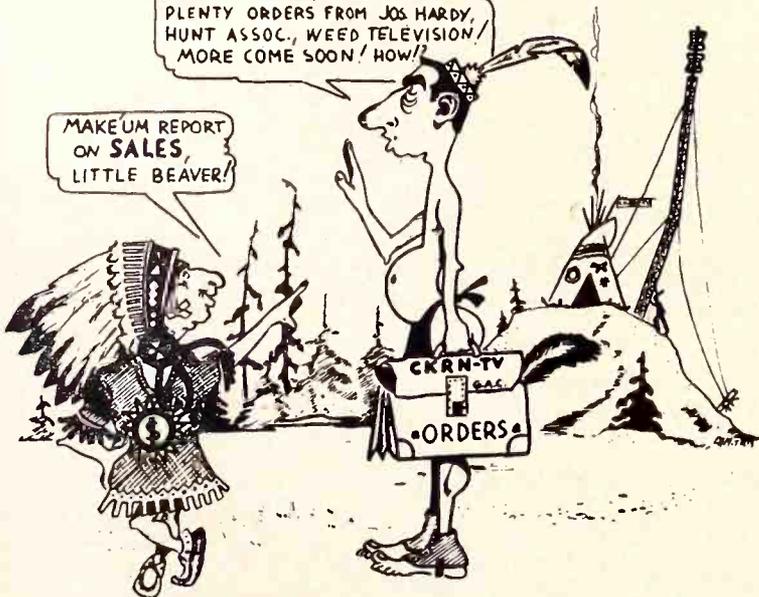
MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

You betchum! - - -

IT'S A SURE BUY!

HEAPUM SALES, BIG BEAR!
 PLENTY ORDERS FROM JOS HARDY,
 HUNT ASSOC., WEED TELEVISION!
 MORE COME SOON! HOW?

MAKEUM REPORT
 ON SALES,
 LITTLE BEAVER!



CKRN-TV servum'

2 Markets in 2 Languages

In Northwestern Quebec and Northern Ontario

ON CHANNEL 4 ROUYN - NORANDA

For more information, consult our Reps:

Jos. Hardy & Co. Ltd., 19 Richmond St. W., TORONTO. EM. 3-9433.

Jos Hardy & Co. Ltd., 1489 Mountain St., MONTREAL. PL. 1101.

John Hunt Associates, 1030 W. Georgia St., VANCOUVER, B.C.

Weed Television in USA. Head office: NEW YORK. Murrayhill 7-7772.

CAST: (Left to right) — Bobby Gourd: BIG CHIEF, George Chartrand, (Little Beaver)

sciously by. A friend of mine hailed me as I passed, but I pretended my hearing aid battery had gone dead and kept remembering that 25.4235% is 25.4235%.

The tourist cabin is in front of the propellers, and right behind the flight deck. It has three rows of seats. There are five to the row instead of the usual four. These are arranged so that there are two on the port side (that is the left, isn't it?) and three to the starboard. The seats and the passageway between must be a little narrower than those in the first class, but you'd never notice it if I didn't.

Meals are not lavish but adequate - especially if you hit the scales at 220 lbs.

You get what they call a "box lunch", containing a slug of juice, some cold meat (sliced nice and thin), a blob of potato salad with egg and stuff mixed into it (quite nice if you like that sort of thing), a cake covered with expensive looking icing and the traditional tea, coffee or milk.

It's a little gruelling when the stewardess floats by your seat (and nostrils) with her tray full of steaming hot and rare viands for the captain and his aides on the flight deck, but then 25.4235% is 25.4235%.

These meals come one per trip on the Toronto-Vancouver run, with a couple of coffee breaks thrown in for good measure. I was pretty hungry when we got to Vancouver, so I stowed a couple of sandwiches and a chocolate bar into my "vanity case" for the trip home. Incidentally I knew enough by then to bring a supply of reading matter, because the usual magazines just aren't

Hotel Prince Charles Dial 800
CKOK
 FINE FOOD MUSIC - NEWS - SPORTS
 RICHARD G. LEWIS ROMANTIC BACHELOR
 BAY STREET BOHEMIAN WELCOME TO PENTICTON

THIS WAS THE WAY they greeted me at Penticton on my recent western safari. Text was by CKOK Chief Engineer George Cameron, who has now returned to night school where he is learning to spell bachelor.

supplied for the lower classes.

Air travel has always been presented to the public as the luxurious way to go anywhere. This may have scared some frugal souls from indulging. Reduction of tourist fares should entice more people to use the planes, which will be quite in order, if, and it seems to me that it is a big if, enough die-hards are left to travel first class and continue to subsidize cheapskates like me. I wonder if they

will, though. I wonder if they will want to go on paying \$75.00 for a hot meal instead of a cold one, and a buckshee magazine to read in a slightly wider seat, every time they fly to Vancouver and back. It seems to me it's a very good question, because 25.4235% is 25.4235% isn't it?

And speaking of steaks, I'm going to get outside of one right now, so buzz me if you hear anything, won't you?

COVER WESTERN ONTARIO from CFCO CHATHAM

1000 WATTS on 630

"Kent County's 1956 retail sales were greater than forty-one other Ontario counties, according to Sales Management. To get a share of the \$91 million spent in Kent last year, wise advertisers bought CFCO Chatham. Surveys show CFCO the only Canadian broadcasting medium with consistent penetration of the Kent County market. Only CFCO gives you Kent County, plus a big Western Ontario bonus audience. The Western Ontario station with the big home county acceptance is CFCO Chatham — 1000 watts on 630."

LOCAL ACCEPTANCE IS A MUST!

In South Central Ontario CKLB has acceptance, from listeners and merchants alike.

Take advantage of this acceptance by using CKLB for your next ad campaign.

CKLB Serving South-Central Ontario from

OSHAWA

LORRIE POTTS & COMPANY TORONTO and MONTREAL

JOHN N. HUNT VANCOUVER

JOS. A. MCGILLVRA U.S.A.

How to Arrest Attention at a Renoir Luncheon

OUR SPONSORS SCORE UP RECORD SALES BY USING OUR IMAGINATIVE PRESENTATIONS... YOU CAN TOO!

CONTACT TELEVISION REPRESENTATIVES LTD.

CFQC-TV serves 45,000 captivated TV HOMES

CHANNEL 8 CFQC-TV
 SASKATOON, SASKATCHEWAN

SHORT WAVES



CHWK Runs Baking Contest

AS A PROMOTION for B.C. Tree Fruits Ltd., CHWK - Radio, Chilliwack recently held an apple-pie baking contest in which contestants had to use B.C. Macintosh apples as the basic ingredient in their pies.

asking all the CHWK deejays to a lunch including fried chicken drumsticks; Caesar salad; mashed potatoes - - but no apple pie.

CKPC Wins Teachers' Award

RADIO STATION CKPC, in Brantford, has won the first annual Ontario Teachers' Federation Broadcasting Award, given for "outstanding service in the field of educational broadcasting." The award was made in Belleville, by R. J. Bolton, president of OTF, at the ceremonies marking the opening of Education Week in Canada.

The Brantford station won the award for live programming of educational topics, chief of which is a weekly 55 minute program, *The Brantford Home and School Broadcast*, moderated by Mrs. Marian George. This program covers every phase of local education from pre-school age to Grade 13.

Sales Pact Is Signed

TELEVISION PICTURES of America, who came to Canada to produce *The Last of the Mohicans* and the *Tugboat Annie* series, have entered into a sales agreement with Telepix Movies Ltd., which is now in effect.

Telepix handled distribution for TPA for a considerable length of time in the early days of Canadian TV. Joe Dunkelmann, Telepix president, said: "We are again looking forward to distributing such TPA productions as the new Canadian produced *Cannonball* series; *Fury*; *Susie*; *Charlie Chan*; *Stage 7*; *Halls of Ivy*; *New York Confidential*, in addition to several new series currently in production."

Ev Palmer, who has been handling TPA's Canadian sales, plans returning to the agency business.

TOPICAL QUESTION

Wouldn't Polka-dot Pearson just love to settle for a tie?

PRETTY SMART, EH?

With all the car agency switches, it was a logical question—"Who got Lincoln?"—and the obvious answer—"John Wilkes Booth."

UNDERSTATEMENT

Charlie Edwards' admittance into the Canadian Press Quarter Century Club is an understatement. It should have been 50 — counting overtime.

INDUSTRY APPOINTMENTS

Canadian General Electric has announced the appointment of Alfred M. Hurley as the manager of the Alberta District of the wholesale department. With CGE since 1945, Hurley was formerly the manager of the apparatus and supplies sales in CGE's Montreal office.

Bruce W. Donaldson has been appointed the manager of the Mid-West District of CGE's wholesale department. Since joining CGE in 1926, Donaldson has had wide experience as a sales manager and until his recent appointment was sales manager — appliances in the Toronto office.

The Montreal office of RCA Victor Co. Ltd. has announced the appointment of D. C. Tucker to the position of marketing administrator. Before joining RCA, Tucker, a member of the Institute of Radio Engineers, was with Canadian Marconi Company.

T. B. Thomson has been appointed the marketing administrator, Broadcast Equipment Group of RCA Victor Co. Ltd. Thomson has been with RCA's Broadcast Engineering Group since graduating from the University of Toronto last June.

AVAILABLE SALES OR SALES MANAGEMENT

1 years experience on 1 station — 5 years on 1 newspaper. Interested in sales management or sales job leading to management. Smaller market preferred.

WRITE, WIRE or PHONE

"MAC" MacGOWAN
75 Winnipeg Avenue
Port Arthur, Ontario
Phone 4-1985

DEFINITIONS DEPT.

In a Western, a cowboy's first love is his horse, but in an adult Western, he worries about it.

CB STRIKES BACK

Dear Walter Dales: Your reference to our publisher as an s.o.b. is slanderous, or actionable, or doesn't the STATION BREAK typewriter have capital letters?

MARCH 31, 1958

Are your rights as a citizen worth a trip to the polling station?

WEDNESDAY NIGHT

When one of these long-hair string ensemble plays a piece described as difficult, the audience may be wishing it was completely impossible.

AUDREY STUFF

Then there's the girl who was so dumb she thought a free thinker was someone who wanted to get everything for nothing.

STUDIO PANIC

The harried TV producer was fit to be tied when the top girl in his serial said she'd be out of the bill because she was going to have a baby in April. "Good God!" he cried. "Not this April!"

WANTED ANNOUNCER

with enthusiastic sound. Must be experienced and eager. Top salary for right man.

C-JOY

GUELPH ONTARIO

AVAILABLE — EXPERIENCED TOP-NOTCH TV-TIME SALESMAN

Presently employed, has reached top with present family owned station, three years in Television. Well versed in programming, on camera announcing, film buying, etc. Desire position with room to progress. Can provide top references. Will relocate. Reply to Box A362

CANADIAN BROADCASTER
54 Wellington St. W. - Toronto, Ont.

JAMAICA BROADCASTING CORPORATION GENERAL MANAGER

The Government of Jamaica is establishing a Statutory Broadcasting Corporation. Applications are invited for the post of General Manager for a period of three years in the first instance. The Corporation will operate partly on commercial lines and partly as a public service organization aiming at establishing the highest possible standards of Broadcasting for Jamaica.

Administration, programming and commercial experience in broadcasting are essential.

Applicants should state education, age, nationality, experience, marital status and salary expected and how soon they can take up the post if appointed. Applicants should also submit the names of two people for reference as to character and suitability for the appointment. As they will be consulted in confidence, testimonials need not be furnished.

Replies should be addressed to

The Permanent Secretary,
Ministry of Development,
P.O. Box 512,
Kingston, JAMAICA, W.I.

and should be received not later than the 24th of March, 1958.

The Largest circulation
of any Radio station
in Western Canada

138,200 B.C. homes weekly

583,700 B.C. people weekly
(BBM-TBA)

You Sell More in B.C.



with Radio British Columbia

CKWX

50,000 Watts

Radio

PEOPLE AND PAPERS PROVIDE MATERIAL FOR NEWSMAN'S 'EDMONTON STORY'

BACK IN 1951, Tony Cashman began brightening the Sunday evening news period of CJCA-Radio, Edmonton with three and four-minute feature stories based on Edmonton history, tying them in with current news topics. He had an interesting style, and obviously a keen personal interest in the city's flamboyant early days -- so much so that Gainer's Limited, a pioneer western meat-packing plant, decided to sponsor the show. Today *The Edmonton Story* is still going strong, author Tony Cashman has built himself a reputation as a leading local historian -- and Gainer's, we hear, are still selling a lot of bacon.

The first broadcast got started in a casual way. Tony decided to take a humorous approach to a news brief about nine beavers who had wandered into the city. To illustrate the feature he reminded listeners of an earlier Edmonton, when its major industry was beaver-trapping, and his words conjured pictures of moccasined feet padding along trap-lines, mounds of luxurious furs, and the doughty wit of the old factors.

From the first broadcast, Edmonton listeners responded with telephone calls and letters suggesting other aspects of early life in the city. CJCA decided, after a short experimental run, to turn the program idea into

a sponsored feature, and Gainer's Limited picked up a trial option.

The first contract was for a thirteen-week run, with a fervent hope that the material would be forthcoming. The contract has been renewed regularly ever since 1951, with only three repeat broadcasts, made necessary by the illness of the writer.

The material source? First, people; secondly, newspapers. Alberta's first

event in history. He believes the chronological approach, the most common, to be almost the dullest.

HE HAS A SIMPLE FORMULA

Tony Cashman's newsroom typewriter puts flesh on history's dusty bones. His own recipe is simple. He works "from the premise that people are interested in funny stories and other people, they can see the historical background against which people and events moved, in a painless, effortless way. A few minor faults make people in history more human, and more interesting."

His theories about writing are definite. He feels that Stephen Leacock struck exactly the right note for writing about Canadian communities in *Sunshine Sketches of a Little Town*, a Canadian classic he re-reads once a year. He is primarily a writer for sound broadcasting. A lover of symphony, he developed his own personal theory from music of Beethoven. "Beethoven created a series of bright, clear images held together by a driving series of rhythms... this style applies admirably to writing for radio... sounds better than it reads." He contends the style is especially good for writing radio news stories.

Of his education, Tony will tell you he spent public school grades in California, attended high school in Edmonton, and University of Notre Dame, Indiana... and has forgotten all of it except one strong impression. In California schools, he learned about "a low grade of citizens known as Tories, for whom no hell was deep enough." He returned to Edmonton and "heard about a wonderful class of people known as United Empire Loyalists, for whom no heaven was high enough." He was amazed to find out that Tories and United Empire Loyalists were the same people, and claims this discovery strongly influenced his approach to all histories of nations, and still influences the approach to current news.

The Cashman story would make an interesting series as *The Edmonton Story*. They have always been fiercely patriotic, and an interesting sidelight is that several generations have perpetuated historic events and characters in their children's names. Grandfather Sam Gorman came to Edmonton over fifty years ago. Born in Ontario, he went, on his own, to the United States, when he was eleven years old. By 1906, he had established a successful Turkish bath business in Chicago. En route for a holiday in Ireland, he stopped off in Ottawa to visit a brother, who filled him with enthusiasm for the new west and Edmonton in particular. He never did go to Ireland. Sam Gorman came to Edmonton, saw the vast span of the Saskatchewan Valley, opportunity awaiting his inventive mind, and founded another successful business, in contractors' supplies.

The Edmonton Story, volume 1, was published in book form in 1956. In local sales at Christmas, 1956, it topped all other books. The second volume will be published this year. *Vice-Regal Cowboy*, the biography of Alberta's Lieutenant-Governor J. H. Bowlen, was published in 1957. There'll be more to come. Asked how he can publish a book a year, do a full news shift, and keep the radio series running, Tony says he just makes sure he writes a half-hour a day, and keeps Viva, his wife, busy with re-typing and criticizing his work. It's a full schedule, with three pocket-edition Cashmans underfoot.

At the request of the Provincial Librarian, a copy of each *Edmonton Story* script is sent to the Provincial Archives to supplement the historical data already on file. Copies of the published books are available at both the Provincial Library and the Edmonton City Library for students of Alberta history, and for those who like the short true anecdote type of reading.

The radio series and his published works have brought Tony Cashman honor in his own land. He's in great demand as a guest speaker and he is doing a fine public relations job for CJCA. Edmonton's pioneer station is proud to present *The Edmonton Story*.



TONY CASHMAN

newspapers are on file in the Provincial Government Library. They date back to 1881.

Cashman goes from papers to people, and from people to papers, checking, interviewing, seeking information from every possible authentic source. His historical features are not chronological. Each broadcast tries to highlight one person or

Did you know that . . .

CKBI Prince Albert

reaches a total of 93,344* adult listeners every day

*ELLIOTT-HAYNES CIRCULATION REPORTS

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

WE'RE SURROUNDED . . .

by a fast growing market with an ever expanding economy.

They're on all sides of us, so we are in an excellent position to beam YOUR sales message into areas where it will do the most good.

You'll enjoy being surrounded too. Our Reps will gladly tell you why.

CENB
SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

SEE: the All Canada Man, or Weed & Co. in the U.S.A.

CJAV RADIO

Port Alberni — B.C.

is the most!

over

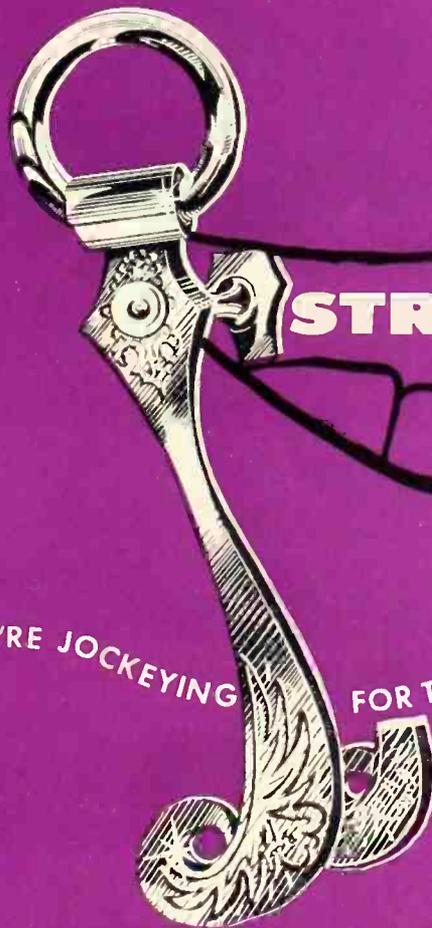
90%

of the early morning audience

Contact VANCOUVER John N. Hunt & Associates TORONTO & MONTREAL Stephens & Towndrow

U.S.A. Donald Cooke * Elliott-Haynes

B.B.M. SHOWS THAT MOST CALGARY HOMES LISTEN TO CFCN MOST OF THE TIME



STRAIGHT FROM THE HORSE'S MOUTH

... WE'RE JOCKEYING FOR THE LEAD IN ALL TIME PERIODS

CFCN

CALGARY

SIGHT & SOUND

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



Compiled by
Ian Grant

Television

BRISTOL-MYERS, through Ronalds Advertising; CIL Paints, through Needham, Louis & Brorby of Canada; Dunlop Tire, through Locke, Johnson & Co., and Toni, Home Permanent, through Spitzer & Mills are the sponsors of *Great Movies*, which takes over the English language network Saturday nights at 9 p.m., starting after the hockey season, April 19.

LOCKE, JOHNSON & Co. Ltd. have placed the fifteen minute do-it-yourself program, *Mr. & Mrs.* on a total of 19 television stations for their client Imperial Flo-Glaze Paints Ltd.

The program has already started on KVOS-TV, Bellingham; WBEN-TV, Buffalo; CBHT, Halifax; and CHSJ-TV, Saint John and will run for 13 weeks. The following stations are due to start the program on dates between March 18 to May 2.

CFQC-TV, Saskatoon; CBWT, Winnipeg; and CFRN-TV, Edmonton; for thirteen weeks: CKNX-TV, Wingham; CKCO-TV, Kitchener; CFPL-TV, London; CHEX-TV, Peterborough; CKVR-TV, Barrie; CHCH-TV, Hamilton; CKWS-TV, Kingston;

CFCY-TV, Charlottetown; CKSO-TV, Sudbury; and CFCJ-TV, Port Arthur for eight weeks: CFCR-TV, Kamloops for seven weeks and on CHBC-TV, Kelowna for six weeks.

PROCTER & GAMBLE have bought two quarter hour, five per week, periods on CFPL-TV, London for the programs *Guiding Light*, through Compton Advertising and *Brighter Day* through Young & Rubicam. This test campaign starts March 17 and the time periods are in the daytime.

LEVER BROS. ARE currently testing a new toilet soap, Praise, in three Ontario markets. Stations being used are: CJIC-TV, Sault Ste. Marie; CKCO-TV, Kitchener and CKWS-TV, Kingston. This test is also being backed up by newspaper ads in these markets. The agency is Cockfield, Brown & Co. Ltd.

SOMETIME IN THE near future Studebaker will be breaking with an extensive regional television campaign. Dates, stations and other information will be released at a later date. The agency is Tandy Advertising.

NESTLE (CANADA) LTD. and General Mills (Canada) Ltd., have purchased the hour-long presentation of *Disneyland* in French over the following Quebec television stations on a selective basis: CFCM-TV, Quebec City; CHLT-TV, Sherbrooke; CKRN-TV, Rouyn; CKRS-TV, Jonquière; CKTM-TV, Trois-Rivières and CJBR-TV, Rimouski.

The program started February 16 and will run for 52 weeks. The agency is E. W. Reynolds Ltd.

Agencies

LEO BURNETT CO. of Canada Ltd. has been named the agency to handle the corporate advertising of the Chrysler Corporation of Canada. The print and radio advertising will be handled by Ross Roy of Canada Ltd., Windsor.

ON THE FIRST OF February O'Brien Advertising Ltd., Vancouver brought the first phase of their coast-to-coast expansion close to completion with the opening of a Montreal office in the Dominion Square Building. Two other offices, one in Winnipeg at 223 Curry Build-

ing, and the other in Saskatoon at 107 Marigold Building, were opened in early January. Only the Toronto office remains to be established in order to complete the network of eastern offices called for in the agency plan.

Supervisor of the eastern operation is H. P. "Bing" Kelley with present headquarters in Ottawa.

WHITEHALL PHARMACAL (Canada) Limited has announced the appointment of Young & Rubicam, Ltd. as the advertising agency for Resdan, a combined dandruff remover, hair conditioner and dressing. The interests of Resdan Products Ltd., originators and distributors of Resdan in Canada, were acquired by Whitehall Pharmacal (Canada) Limited January 1, 1958.

Young & Rubicam, Ltd. currently handle the advertising of all other Whitehall lines in Canada.

People

WILFRID TAYLOR will become the manager of the Montreal office of Young & Rubicam effective April 1. He is replacing Ward S. Hagan, who, after two years in Canada and six years in the London, England, office, is being promoted within the company's International Division.

During the last ten years Taylor has held senior creative and account executive positions at Young & Rubicam, Montreal. More recently he was named vice-president and creative director.

THE RETIREMENT of G. Warren Brown, chairman of the Board of Directors of Cockfield, Brown and Company Limited was announced in Toronto last week. T. L. Anderson will succeed Brown as Chairman of the Board. D. R. McRobie was appointed president and C. W. McQuillan executive vice-president of the company.

DON DAWSON, recently appointed manager of CKCK - Radio, Regina, has named James R. Grisenthwaite as retail sales manager, Grisenthwaite joined CKCK in 1946 as an announcer and in 1954 he became production manager.

Taking over as production manager is Robert K. Macdonald, who started his radio career at CJGX, Yorkton in 1949. He went to CKCK from CFAR, Flin Flon, as an announcer in 1952 and was appointed assistant production manager in 1954.

SIDNEY NEWMAN, the head of the CBC's drama department in Toronto, is leaving at the end of March to take up the same position with ABC-Television in England. So far there has been no replacement named.

MA RTIN B. RICE recently joined the Toronto office of MacLaren Advertising as manager of the sales promotion department on the General Motors of Canada account. Formerly he was vice-president and account executive with Kudner Agency Inc. in the US.

Stations

THE ONLY PUERTO RICAN television station, WSUR-TV, Ponce, went on the air last month with a list of 40 national advertisers. These include, The Texas Co., Bristol-Myers, Corona Brewing, Sterling Products, R. J. Reynolds, Esso Standard, Colgate Palmolive, Procter & Gamble, Lever Brothers and 31 others.

FRENCH RADIO station CKAC, Montreal announced last month that they will sell radio time by the thousands of listeners as well as by the minute of broadcast time. The station says that the cost per thousand plan, alternative to the purchase of ordinary radio time, is designed to reach a mass audience at low cost with the commercials scattered throughout the broadcast day.

RADIO STATION CJMS, Montreal is planning to institute a weekly series of University of Montreal produced radio shows which will be carried by the station as a public service.

University of Montreal students will produce and direct the show under the supervision of CJMS' program director. Several types of programming will be developed. One type along the lines of *Youth Wants to Know* will feature a panel of students cross questioning the civic authorities on controversial subjects that have cropped up during the week in the city.

EVERY FRIDAY NIGHT starting March 14, CKVR-TV, Barrie will commence telecasting all night. Beginning with the Premiere Performance showing of *Luck of the Irish* at 11.30, Friday evening CKVR-TV will schedule feature movies right through the night, signing off at 9.00 Saturday morning.

Ralph Snelgrove, station manager, said that the decision to telecast all night was the result of a survey which showed that there was a forgotten audience. These included, nurses, taxi drivers and factory workers, who did not finish work until after midnight. About one in ten fell into the category of night-owls and this totals about 35,000 television homes.

If the venture meets with the success expected, the station will consider extending the program to other days of the week.

POINTS OF SALE

WELCOME

to

CFPA

Port Arthur

offering

Complete

Coverage

of the

Entire

LAKEHEAD

AREA

PAUL

MULVIHILL

& Co. Ltd.

TORONTO
77 York St.
EM. 3-8814



MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097

Did you know that . . .

CJCA Edmonton

reaches a total of 212,930*
adult listeners every day

*ELLIOTT-HAYNES
CIRCULATION REPORTS

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.	\$110.00*	\$136.00
1 min.	137.50*	170.00
30 min.	330.00*	408.00

* Up to 25% frequency discounts.

DAYTIME SALES BLAZER PACKAGE (1 Minute Spots)	
5 per week	\$162.00* 10 per week
15 per week	\$435.00* 20 per week
	\$570.00*

* 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.



Friends join Jim Bishop, left, and his sister Anne, right, for a gay evening in the Bishops' recreation room. "Orchestra" courtesy of CFRB via the new transistor set.

Meet the Bishops of Willowdale

(they're an alert market for every good new product or idea)

The Bishop family is noted especially for one thing: its recipe for a wonderful party! Take one group of fun-loving teen-agers. Add doughnuts and pop. Blend well. Top with CFRB's danceable music. Serve on all happy, impromptu occasions.

CFRB has a tested recipe, too, for *sales!* Take the CFRB listening area, with its 1,194,800 families* and total

family income of almost \$6½ billion.* To this, add CFRB's price, ratings, experience, and programming capable of effective selling.

A CFRB representative will gladly explain how you can use this recipe for sales. Use it once, and your own experience will tell you why more and more advertisers are specifying "CFRB!"

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

CFRB TORONTO
 1010 ON YOUR DIAL
 50,000 WATTS



ONTARIO'S FAMILY STATION

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