



*Canadian*  
**BROADCASTER**

Vol. 17, No. 4

TORONTO

February 27th, 1958

STEW BLANCHER, CFQC, DOES HIS AFTERNOON children's show, 4.30 CLUB, from his own living room with his two children as guests - - only one day after having his little toe removed!

- CAPAC RADIO FEES BOOSTED 5
- BOARD APPROVES FIVE APPLICATIONS 6
- GIVEAWAY DECISION IS DEFERRED 8
- CARF RATING STUDY IS PUBLISHED 10



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

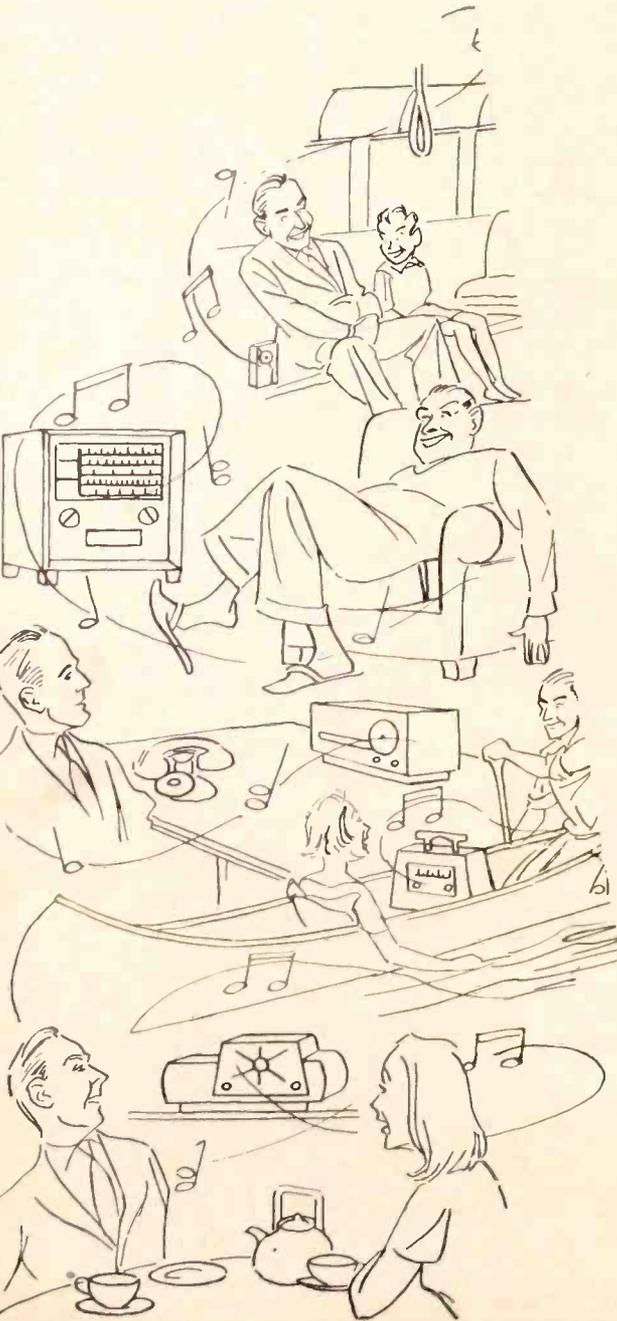


**RADIO COVERAGE  
IS TOTAL  
HOME COVERAGE**

Radio reaches Canadians in every room in their homes. No longer is "The Family Radio" confined to the living room. Now everyone in the household can listen to Radio in his or her preferred spot.

DBS Statistics on Canadian Radio Homes show that 19% of all Radio homes have 2 sets, 5% have 3 sets, and 2% have 4 or more sets.

For complete total home coverage, use a sound advertising approach — use Radio!



**BROADCAST ADVERTISING BUREAU**  
*Radio Division*

Suite 404, 200 St. Clair Ave. West, Toronto 7  
Phone WA. 2-0502

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

*Television*

**STATION AIRS LOCAL CONTROVERSY**



**MAPS AND OTHER VISUAL AIDS** are used by a panel of experts to explain to CFPL-TV, London viewers the intricacies of a projected annexation of the city's suburbs. The station donated more than two hours of time to give Londoners a chance to put questions to the panel, who represent municipal government, education and the planning firm.

**CIVIC OFFICIALS**, the press, and a cross section of the public were highly vocal in their approval of CFPL-TV, London's recent two-hour panel discussion on the highly topical and contentious question of annexation.

For some months now, Londoners have been engaged in a raging controversy over the projected annexation of the city's suburbs into one large metropolitan community. It involves increased taxes, redistribution of services, sweeping revisions

of countless editorials in the daily press, mountains of words in City Hall - - and it has largely remained a vague and disturbing question mark to the man on the street. On February 1, in a marathon 140-minute panel discussion, CFPL enabled its listeners to clear up most of their questions.

On the panel were city officials and representatives of the planning consultants involved in the annexation study. Moderating was CFPL's Ward Cornell, who directed the questioning from points raised in an open meeting of several hundred citizens which had taken place earlier at a local high school.

**LISTENERS RESPOND WARMLY**

Following the broadcast, telephone calls and letters to both the station and city officials demonstrated the strong favorable reaction of the public to the program. A newspaper columnist also wrote:

"CFPL-TV has given television a new dynamism. The sessions with the maps, described by the planning consultants, demonstrated some of the particular power of television. Using the pointer and outlining phases of the (planning) report, the experts gave the maps animation that was developed by the camera men. It drew out clearly values which in other media can only be described."

Mayor Allan Johnston, who had come in for criticism during the period when there were more questions than answers, wrote Dick Reinhart, CFPL-TV manager, "On behalf of the city council and the citizens of London, I would like to thank CFPL-TV for allotting to the city of London two and one-half hours of station time on Saturday afternoon last, gratis, as a public relation service of the annexation question."

*On Our Cover*

One work day after the operation which removed the small toe on his right foot, Stew Blancher, host of CFQC's "Stew Blancher Show" from 9.00 to 12.00 noon and the kiddies' program "4.30 Club" was back behind the mike, doing his regular shift as though nothing had happened.

But getting around posed a problem, especially getting back to the studios for the afternoon show, "4.30 Club". So with the help of CFQC's mobile unit the show was aired from Stew's living room. His guests were his two children, Philip, five and Beth, three. For recorded stories he switched back to the station.

When Stew asked young Philip to count "1-2-3 up to 10, you know how," he promptly and confidently replied "1-2-3 up to 10, you know how."

in municipal development and eventual re-organization of school systems.

Annexation has been the subject

*Newfoundland*  
**IS A GROWING Radio MARKET**

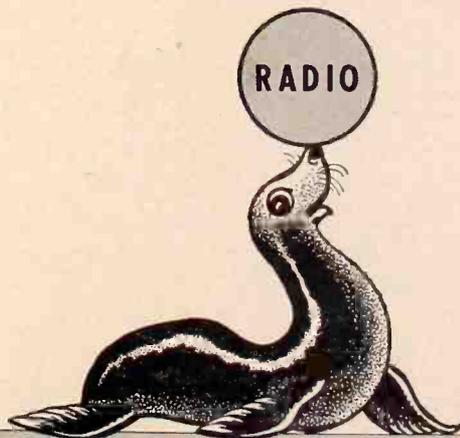


Interior of modern furniture store in St. John's, Newfoundland.

**NEWFOUNDLAND NOTEBOOK**

Merchandise displayed in St. John's stores is as high-quality and style-conscious as any city in Canada. Shoppers do not have to go outside St. John's either—local stores carry everything from Tinned Bees to Vogue Patterns! And Newfoundland's increasing prosperity means that shoppers have money to spend—personal incomes between 1950 and 1956 increased 69.1% — more than in any other Province in Canada. 300,000 Newfoundlanders, who spent over \$300,000,000 in Retail Purchases in 1957, listen to CJON Radio, regularly. But only 8% buy any daily newspaper.

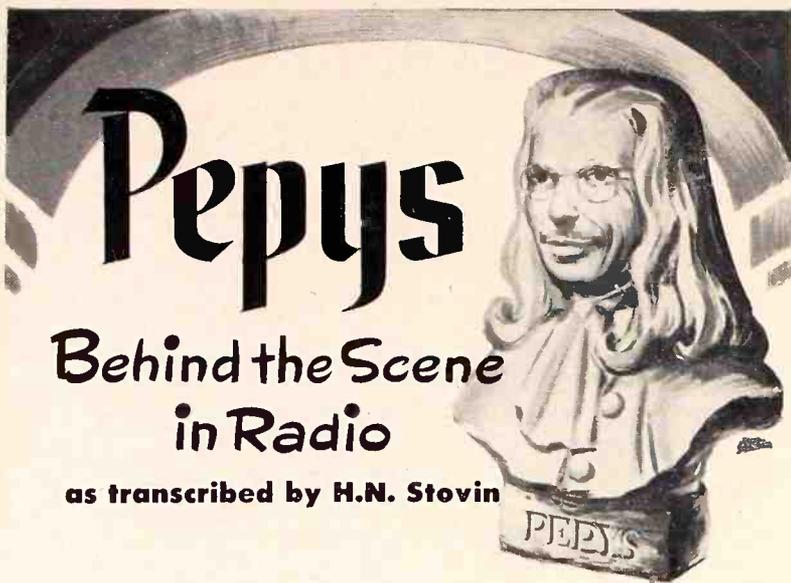
In most Mainland cities, bus riders on their way to work read the morning paper. But in St. John's where city and outside buses — all radio-equipped — carry 15,000 to the U.S. bases before 7 a.m. each day, everybody listens to CJON . . . for News, Weather, Time . . . and Shopping Specials.



Represented in CANADA by STOVIN-BYLES LTD.

**CJON**  
RADIO — NEWFOUNDLAND

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



I to the village of Davenport this day — though it is now part of Toronto — there to talk with National Carbon Company. Their name, to such an old-timer as Pepys, is indeed so close knit with the first developments of Radio in Canada as to be "Mr. Radio" — and my humble salute and tribute to them for their great contribution thereto ● ● ● Do reflect on the pioneer work of the late and beloved Bob Coombs and his amateur radio station which later became CKNC — of the many truly great programs which came out of that station and made history in the early days of Radio — and of all those fine artists who did there receive their start ● ● ● National Carbon has, too, long used the medium of Radio on a national scale for many of their good products, and as an important supplementary medium on others — including their famous "Eveready" Flashlight Batteries, "Prestone" Anti-Freeze, "Prime" Gas Line Antifreeze and "Sta-Way" Insect Repellant ● ● ● In addition to their regular campaigns on Radio, National Carbon has also done a great deal to promote the industry through its Miss Portable Radio contest — for which they do, in co-operation with Radio Manufacturers, supply prizes at no cost to any Station who desires to run it. They do also present a national prize to the comely damsel chosen as Miss Portable Radio of Canada ● ● ● Did ask my host, Mr. G. B. Lawrence, National Carbon's alert Advertising Manager, what the attitude of his Company was today in regard to Radio as an advertising medium, to which he did reply, "We are very close to the national industry as a supplier of batteries for portable radios. It is only natural, therefore, that we should think favorably of radio in connection with all our products".

**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 Nelson	CJBR-TV Rimouski
CKXL Calgary	CKMI-TV Quebec City
CKXN North Battleford	CKCW-TV Moncton
CKOM Saskatoon	CJON-TV St. John's, Nfld.
CJNB North Battleford	CJOX-TV Argentina
CJGX Yorkton	ZBM-TV Bermuda
CKY Winnipeg	CMQ Television Network, Cuba
CJRL Kenora	
CJBC Toronto	
CFOS Owen Sound	
CJBO Belleville	
CKLC Kingston	
CFJR Brockville	
CKSF Cornwall	
CHOV Pembroke	
CJMS Montreal	
CKCW Moncton	
CJON St. John's, Nfld.	
ZBM Bermuda	
ZNS Nassau	
CMQ Cuba	

**CAAB**

**AD INDUSTRY SUPPORTS EDUCATION**

AN ADVERTISING program worth "more than a million dollars" which is being created and conducted at no charge and through voluntary effort of a complete cross-section of the advertising industry of Canada, was presented to the Canadian Conference on Education this month by M. M. Schneckenburger, president of the Canadian Advertising Advisory Board.

The program, which will involve radio and television, newspaper, magazine and billboard advertising, as well as public relations services and the distribution of 50,000 copies of an informative booklet, represents a massive public service advertising campaign on behalf of Canadian education.

In his address to the Conference, Mr. Schneckenburger said the project had been underwritten by the entire advertising industry "because education represents Canada's most important national problem at the present time.

"By informing the people of the country of the various facets of the educational problem we hope to be able to enlist their support towards its solution," he said.

It is expected that 80 per cent of the Canadian population will be exposed to the campaign, which is the first to be undertaken by the CAAB. It was established last June to use the powers of advertising to assist

in the solution of vital national problems.

Radio and television are playing a major part in the campaign. Some 175 broadcasting stations across the country, both radio and TV, will receive a kit of spot announcements, together with recorded messages from a number of Canada's leaders in the fields of education, government, labor, etc. These will be aired throughout the campaign at no charge.

Public interest in the Conference itself has been aroused and maintained by private radio stations as a separate contribution to the general campaign. CARTB broadcasters Frances Oakes Baldwin, Gerry Acton and Jerry Walker worked steadily, taping interviews with delegates which were forwarded to member stations. Bert Cannings, news editor of CFCF-Radio, Montreal, covered the Conference for his own stations and the 16 private stations on the Tapex circuit. Francoise Cote of CKAC-Radio, Montreal, covered it live for her station, and Bill Stovin doubled as a CARTB delegate to the Conference and CJBQ-Radio, Belleville reporter.

**World Hockey Will Be Filmed**

THE CBC, WHICH had previously announced that it would provide only radio coverage of the Canada-Russia game in the World Hockey Championships on March 9, has now stated that it will televise a film of the game the day after it is played.

Special arrangements have been made to fly the film to Canada, but if weather conditions delay its arrival it will be shown on March 11. Air time for either day is 11.30 pm EST. Radio coverage will continue as planned.

**Sounding Board**

THE EDITORIAL on restrictions on news-gathering, broadcast by CHWO-Radio, Oakville, includes an allegation that the BBC and others have been "guilty of conspiracies with their national governments and semi-officials organizations in the gathering and distribution of news that would be withheld from others." If News Editor Cy Young were to substantiate this charge against the BBC with concrete examples it would be possible to refute it, but since it appears as nothing more than a general smear I have no alternative but to deny it and express my belief that it should be withdrawn.

— C. J. CURRAN,  
Canadian Representative,  
BBC, Ottawa.

**Covering  
Canada's  
Championship  
Hockey Team - -  
The  
Whitby Dunlops!**

**CKLB** Serving South-Central Ontario from

**OSHAWA**

LORRIE POTTS & COMPANY  
TORONTO and MONTREAL

JOHN N. HUNT  
VANCOUVER

JOS. A. MCGILLVRA  
U.S.A.

**Did you know that . . .**

**CFDA Victoriaville**  
reaches a total of 52,424\*  
adult listeners every day

**\*ELLIOTT-HAYNES**  
CIRCULATION REPORTS

# Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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Vol. 17, No. 4

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February 27th, 1958

## What's The Matter With Glamor?

Broadcasting needs a revival. People still turn on their radios. In fact they are turning them on in greater numbers than ever before. But they are leaving them purring in the background rather than springing to the set in fear of missing a favorite program.

Statistically this is probably ideal. It pyramids the ratings, which impresses the advertisers and brings in revenue. But by turning out a flavorless fare, broadcasters are fostering a take-it-for-granted and apathetic kind of audience, which is only there because it can find no reason to reject what is offered. They accept it in rather the same spirit as they buy processed cheese or production line bread, products which cannot offend peoples' palates, because they have no taste with which to cause offence.

This sort of background listening racks up the ratings all right. But if the program is in the background, surely the commercials are there too.

Television is a little different, because it is still new to Canada. A station starts out like a shot out of a gun. But it is certainly a fact that viewers assume an attitude of indifference as soon as it has been on the air a year or two.

What is the answer?

Broadcasting, in both its branches, needs to excite its listeners and viewers. To accomplish this, it has to have excited people working for it. Its sales departments have achieved this to a remarkable degree. But it is lacking in the studios, among the people who produce and present the programs. These are the people who can rekindle the fire in the audience's breast. And they are the *only* people.

Certainly broadcasting is a cold hard business. Advertising has to be sold. But, statistics notwithstanding, advertising has to *sell* after it has been *sold*, and listeners and viewers who are excited by the program they hear or see are more likely to enthuse over the commercial than those who are letting their sets hum in the background for company.

Broadcasting has no place for starry-eyed mike-struck kids, as it functions today. Why? What's wrong? What is so wrong with glamor? What is the matter with having stars in your eyes? Once radio had both these qualities. People -- just plain people -- were radio crazy. The only problem today is to get them crazy again. And isn't the simple solution just this:

Broadcasters have plenty of showmanship flowing in their veins. But it is all directed, through the sales departments, into the offices of the advertising agencies and the advertisers. Why don't they divert at least some of this showmanship into the studios and use it to excite the audience instead of to beguile the advertisers?

## A New Responsibility

When John Diefenbaker goes back into power on March 31, it will be a new day for private enterprise.

Business is getting a chance to compete with government air lines and it is to be hoped that broadcasting will get a break too.

To make it work, private enterprise as an institution must regard this chance as a golden opportunity to assume new responsibilities.

## News Briefs

### Increase CAPAC Radio Fees

THE COPYRIGHT APPEAL Board has approved the application of the Composers, Authors and Publishers Association of Canada to boost its fees to privately-owned radio stations to two per cent of a station's gross revenues.

At hearings of the Board last month, the CARTB opposed any change from the 1 3/4 per cent charged during 1957, and also opposed a CAPAC proposal that live-talent and free-time deductions from gross revenues be disallowed.

The Board ruling for 1958 is that CAPAC be given a 1/4 per cent increase, but that gross revenues be computed on the same basis as they were in 1957, i.e., with live talent and free time deductions allowable.

The Board had already decided that private TV stations would pay a blanket \$165,000 for use of CAPAC works in 1958, an increase of \$24,000 over last year's bill.

As other TV stations begin operations, their fees will be determined, in addition to this basic assessment.

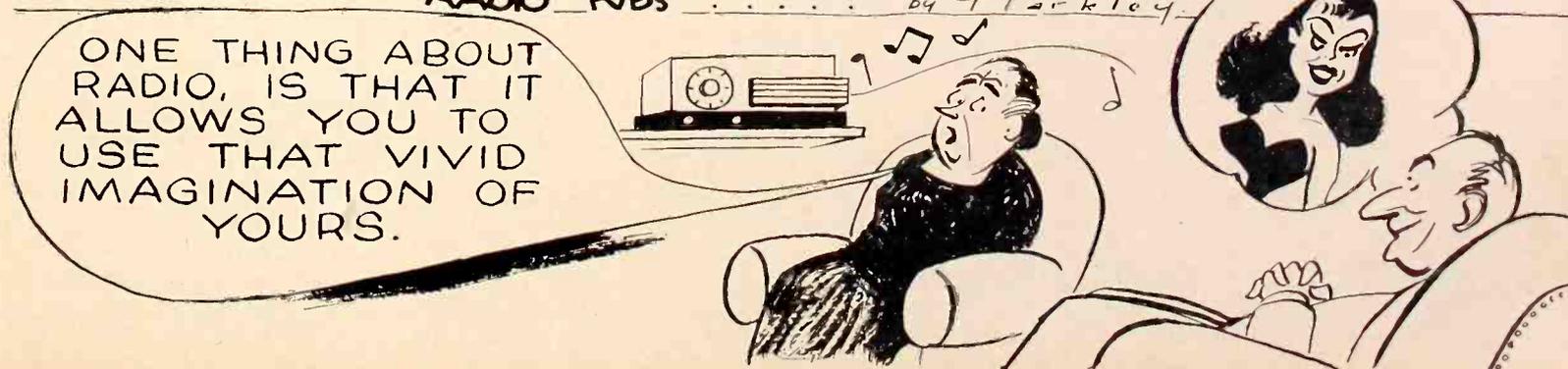
The CARTB has now made representations to the Secretary of State to quash the decision, on the grounds that it was not consistent with the evidence, until such time as it is possible to take the matter to the cabinet.

### ABC Names TV President

OLIVER E. TREYZ, 39, has been named president of the television network of the American Broadcasting Company, taking over from Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., who had performed the duties of the TV president himself until he created the new position.

Mr. Treyz has been vice-president in charge of TV at ABC since 1956.

RADIO RBS . . . . . by Harkley



**PRINCE GEORGE'S  
BIRTH RATE HAS  
REACHED . . .  
40 BABIES PER  
1,000 POPULATION  
per annum**

This is double the birth rate of the rest of the Province of British Columbia and even more than that of Calcutta, India. . .

Truly . . .  
**"A GROWING  
MARKET"**

(Dominion Bureau of Statistics)

**CKPG**

**PRINCE GEORGE, B.C.**

550 Kcs.      250 Watts

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

*Board of Governors*

**NEW BRUNSWICK TV STATION IS APPROVED**

Special to the Broadcaster  
by **FRANCES OAKES BALDWIN**

*Meeting in Brief*

**RECOMMENDED  
APPROVAL FOR —**

1. Establishment of a privately-owned TV station at New Carlisle, Que.
2. Increased power for CKNX, Wingham, Ontario.
3. Increased power, change of dial and change of transmitter for CKSF, Cornwall, Ont.
4. Increased power and change of frequency for CKTB, St. Catharines, Ont.
5. Increase in power from 250 watts to 1,000 watts, change of dial and transmitter, which will allow CKAR, Huntsville to get on the air.

**DEFERRED  
APPLICATIONS FOR —**

1. New TV satellite station at Inverness, N.S. for CJC-TV.
2. New license to Robert Paul MacGowan for new AM station at Fort William, Ontario, 1,000 watts.
3. New radio station at Port Credit, Ontario.
4. Regulations providing limitations on broadcasts involving giveaways and contests.

**T**HE 8½ HOUR, Valentine-day sitting of the CBC Board of Governors resulted in five ayes and three nays.

Dr. Charles H. Houde of CHNC, New Carlisle, and CKNB, Campbelltown, N.B., was a successful applicant for a license to establish a new TV broadcasting station on Channel 5, with power of 52 kw. video and 27 kw. audio.

The application of W. T. Cruickshank, CKNX, Wingham to increase power from 1,000 watts to 2,500 watts daytime and 1,000 nighttime was also approved, with compliments from Chairman A. D. Dunton on CKNX's 35 per cent live programming.

The application of F. H. Pemberton, CKSF, Cornwall, for an increase in power from 250 watts to 1,000 watts, plus a change of frequency from 1230 to 1220, and a new transmitter site was also approved, although the applicant was questioned about his scanty educational programming.

CKTB, St. Catharines, represented by W. B. C. Burgoyne and Miss Mary Burgoyne, received an o.k. to in-

crease power from 1,000 watts to 5,000 watts, and a change in AM frequency from 620 to 610, a move necessitated by interference from a Syracuse station. Mr. Montgomery also complimented CKTB on their live programming, but asked for a breakdown in the amount of paid church services, and the reason for the lack of school broadcasts. Miss Mary Burgoyne replied that of four hours logged for church services, one hour was commercial, and that the collegiate program carried by the station had been cancelled by the schools, not the station, because they found that the teachers rather than the pupils were doing the work.

**CKAR BOOST IS RECOMMENDED**

Lloyd Olan of CKAR, Huntsville, a station which was granted its license at the board's Vancouver hearings, but which never got on the air because its equipment manufacturers advised that the 250 watts would not service more than a 20-mile daytime, 5-mile nighttime radius around Huntsville, was successful in

*TV Sales*

**Western TV Sales Managers Meet**



**ENJOYING THE RELAXATION** that comes after a long session at the conference table are (left to right): Bruce Alloway, CFRN-TV, G. R. A. Rice, President and General Manager, Sunwapta Broadcasting Co., Walter Harwood, CFR-TV, Kamloops, B.C., and Mike Roberts, Television Representatives Ltd., Toronto.

**T**HE WESTERN TV Sales Managers held their annual meeting in Edmonton at the MacDonald Hotel January 30 and 31 with CFRN-TV acting as the host.

It was the largest conference since the group started meeting three years ago. From an original four stations represented at that time, the number increased to ten stations this year. Also, All-Canada Television and Television Representatives sent delegates from Toronto.

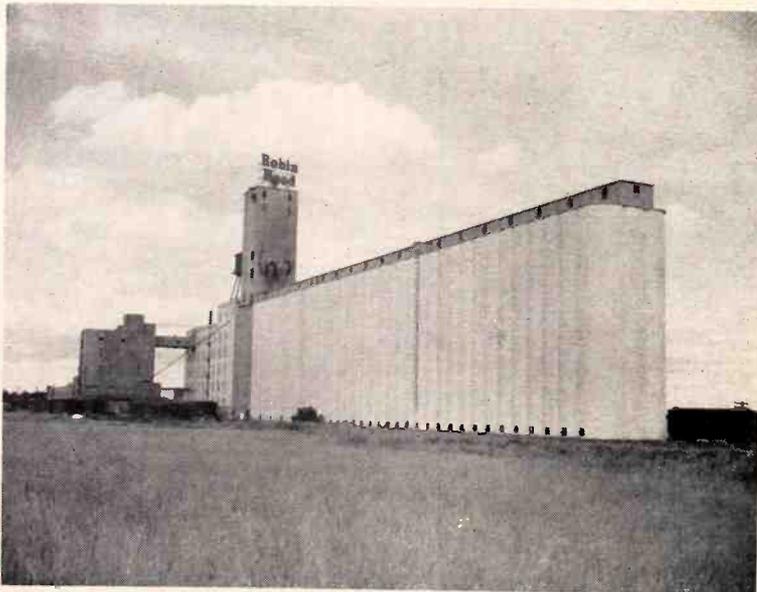
Included among the members were several stations which have not yet

started telecasting. With these in operation, television will cover 85% of the western population from Manitoba to British Columbia.

During the two-day session, it was moved that certain recommendations be made to the Sales Advisory Committee on the matter of rate adjustments, the main item on the agenda. Since the last meeting in January 1956, business in Western television has increased 22%.

The next meeting was set for Saskatoon, January 29 and 30, 1959.

*Saskatchewan's Milling Industry . . .*



is **ESSENTIAL** to Saskatchewan's vast wheat market . . . as **CFQC** is **ESSENTIAL** to **YOUR** Increased Sales

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



## CKTB commended, CKEY criticized on live programming

getting his power raised to 1,000 watts, a change in frequency from 1340 to 590, and a new transmitter site. This will enable CKAR to serve the Huntsville - Bracebridge - Parry Sound area, although this increase was opposed by Gordon Smith of CFOR, Orillia, on the grounds that his station was already providing service, and drawing revenue from the Bracebridge and Parry Sound area.

This application was also opposed by Hal Cooke of CKEY, Toronto, on the grounds that a move to 590 for CKAR would knock out the possibility of a nighttime power increase for CKEY. Gerry Lee, engineering representative for CKAR, however, contended that CKAR would not interfere with CKEY, even if CKEY's power were increased, but that the latter station might have to erect another tower.

The Board was critical of CKEY's lack of live programming, with the question asked at one point whether it was lack of money or lack of available live talent which kept CKEY on recorded fare. Cooke pointed to CKEY's rating figures as proof that his station was pleasing the greater part of the Toronto audience.

The Board recommended that Robert Paul MacGowan of Fort William be denied permission to establish a new AM broadcasting station at Fort William, operating at 1,000 watts on 800 frequency.

This application was opposed by

Ralph Parker of CFPA, Port Arthur, who formerly employed Mr. MacGowan, and by H. F. Dougall of CKPR, Fort William, on the grounds that the Lakehead - Thunder Bay area was already adequately served by the existing stations, and that a third station would only take business from these stations.

The application was also opposed by G. D. Jeffrey, also a former CFPA employee, and by J. Shapira and H. Buchwald, on the grounds that they had also applied for licenses in that area, and that the MacGowan license should be deferred until their applications had been heard, at the next sitting of the board.

MacGowan justified his application for a license on the grounds of the expansion in the Lakehead over the last decade. He argued that not enough live programming, farm marketing service, sports, etc. were being carried by existing stations.

The application for a license to establish a new daytime AM station at Port Credit, operating on 1,000 watts on 1540 kilocycles was deferred. The applicant, Michael Mutzak, wanted to establish a station which would do foreign language programming and Port Credit community programming on a 65 per cent-35 per cent basis.

This application was opposed by Howard Caine of CHWO, Oakville, and F. Fox of CFJB, Brampton, on the basis that the station would conflict with their own service areas.

The question was also raised by the Board as to whether a 1,000 watt signal would reach the ethnic groups in the Toronto-Hamilton area, which the station wanted to program to, due to the interference in the Toronto area.

### SATELLITE TV IS DEFERRED

The application of N. Nathanson of CJCB-TV, Sidney, to establish a new TV satellite station at Inverness, Nova Scotia, to operate on Channel 6, at 6,000 watts video and 3,200 watts audio, was also deferred.

This application was opposed by R. F. Large of CFCY-TV, Charlottetown, on the grounds that all the objections he had made to this satellite when its application to operate at 25,000 watts was turned down, still applied. The decrease in power, said Large, would only cut the station's contours by about 10 miles, and it would still interfere with CFCY-TV, Charlottetown.

The Inverness satellite was also opposed by Brian O'Connell on behalf of CJFX, Antigonish, on the grounds that Antigonish some day hoped to build an educational TV station to operate on Channel 9, and that CJCB-TV operating on Channel 6 in the Inverness area would interfere with these plans.

Say You Saw It  
in the  
BROADCASTER

# POINTS OF SALE

BBM  
SHOWS  
GAINS  
Up  
to  
100%  
for  
CJFX  
Antigonish

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

**PAUL  
MULVIHILL  
& Co. Ltd.**

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



# TWENTY-TWO HOURS OF LIVE PRODUCTIONS WEEKLY FEATURING . . . NEWS, WEATHER, SPORTS, WOMEN'S SHOWS, CHILDREN'S SHOWS, MUSICAL AND QUIZ SHOWS

## Oceans of Fun and Talent for Everyone . . . A Live Sales Booster

By popular demand twenty-two hours of live programming is carried every week over CKCW and CKCW-TV.

Widely varied in format these "live" programs are produced especially for the Maritime audience . . . an audience which has been carefully studied and analyzed over past years. These programs give the listeners and viewers the feeling that CKCW and CKCW-TV are their stations. As a result a much larger and more loyal audience has been built for the advertiser who buys the popular "Maritime Stations" CKCW and CKCW-TV.

Lionel's "On the Mike and Camera Personalities" are a complete staff of talented and hardworking individuals. Each has gained a wide acceptance of popularity among all Maritime listeners and viewers.

Yes, you might say our job is two-fold. We serve to establish for our advertisers a very strong market in an ever increasing rich area besides giving our audiences everything they wish through popular demand.

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**



SPORTS



OVER THE BACK FENCE



THE BUNKHOUSE BOYS



THE STUDIO



LITTLE RED SCHOOL HOUSE



NEWS



WEATHER



PUPPET THEATRE

*Giveaways*

# CBC BOARD DEFERS ITS DECISION ON GIVEAWAYS

Special to the Broadcaster  
by FRANCES OAKES BALDWIN

THE CBC BOARD OF Governors has deferred consideration of a regulation to tighten up radio giveaways and contests, until it can make further studies of five representations on the question. The CARTB representation to the Board recommended that public opinion be tested before any general regulation is adopted.

Representations were made by Vern Dallin and T. J. Allard, on behalf of the majority membership of the CARTB; by Roland Beaudry for Collyer Advertising; Colonel Paul l'Anglais, for Radio Video Program Producers; H. B. Williams, Dominion Broadcasting Company, and Corey Thompson, CKVL, Verdun. Only CKVL's representation was in favor of the CBC's tightening up on giveaways.

All the other four representations, however, declared themselves against straight money giveaways, but they tried to show the Board of Governors how a regulation insisting that all

contest entries be opened and that all contests be on a basis of skill rather than chance would inevitably drive advertisers into contests in other media.

## RULE WOULD END ONE SHOW

H. B. Williams, producer of *Fifty a Day*, for example, stated that his program would definitely be cancelled by the advertiser if the new CBC regulation came into effect.

*Fifty a Day* is a 10-minute broadcast, running five days a week, over 39 radio stations coast to coast. Each individual contest covers a period of ten broadcast days, with the main prize awarded every other Monday. On every broadcast, the listeners are informed that the contest will remain open until the broadcast time on Friday preceding the prize award. This means that all entrants have ample opportunity to get their entries in before the Friday closing. It also means that no entries are opened until all have been received for the contest.

Williams emphasized that it would not be physically possible to open all the envelopes on Friday, judge them and have the programs out for the station with the winner's name on the next Monday.

He also emphasized the difficulty of finding a question difficult enough so that there would only be one winner. If there were a number of winners, he argued, wouldn't the question of chance have to come into the contest anyway?

Roland Beaudry and Col. Paul l'Anglais also emphasized that chance must have some part in radio quiz programs. Mr. Beaudry, for example, was concerned with what would happen to *Savez-Vous Voyager?* a TV program produced for seven French-language stations, under the proposed CBC regulation.

This program's winner is decided on the basis of skill, answering a question in some field of knowledge.

However, the studio mail co-traveler is selected by lot from the unopened mail sent in by viewers. This mail-selected person then comes to Montreal and determines by skill, whether or not he or she, wins a prize.

Beaudry emphasized that to have the selection of the person appearing on the program depend on skill rather than lot would necessitate a much more difficult question than the question asked to determine the winnings. He also felt that the expense of this operation - a cent or more a letter on 40,000 to 50,000 letters a week - would rule out this program, if the CBC regulation went into effect.

Col. l'Anglais also expressed the opinion that the CBC regulation, like all outright prohibitions, was reasonable in principle but would be very difficult to carry out. He noted that selecting a contestant from unopened mail, and then having the contestant compete on the basis of skill, was no more arbitrary a method than jury selection or the usual method, prevailing in studio audience contests, where the M.C. selects contestants, either by lot, or at random, from the audience.

Col. l'Anglais felt that the proposed regulation would force his Quebec City quiz, fed from CFCM-TV to the CBC French network, as well as the two other French network quizzes, off the air.

## TEST EACH ON ITS MERITS

The CARTB brief asked that each contest be tested on its individual merits rather than having a general regulation for all contests. The brief also suggested that in Section 5(a) of the CBC Regulations for Sound Broadcasting (c) and Section 8, subsection 2(d) of the existing regulations would give the CBC ample room to handle possible offenders without passing a new regulation.

The CARTB, acting on a majority

vote of its members, also asked that the public's views on radio contests be consulted before any action was taken.

In this connection, CARTB tabled the results from an announcement that was aired over 19 private stations asking listeners for an opinion on quiz shows. Of the 5,341 replies received by these stations, 228 were in favor of the proposed CBC regulation of giveaways; 5,074 were against it, and 39 were miscellaneous.

The CARTB also emphasized that contests had been a valuable device for a new manufacturer to gain product recognition or distribution of his products in chain supermarkets.

They also expressed the broadcasters' belief that national advertisers now employing contest techniques would continue to use them, but would divert the radio contest to daily newspapers or other media where the regulation would not apply. In his connection, several newspaper contests, sponsored by groceries, national advertisers and newspapers themselves, as circulation-building devices, were filed with the Board.

Arguing in favor of the CBC regulation of giveaways, Corey Thompson of CKVL, Verdun, expressed the belief that the CBC regulation should limit the amount of money that could be won on a radio jackpot. He told of one of his listeners asking him into the kitchen so that he could display 81 boxes of cake-mix that had been purchased by the listener's wife. The lady, said Thompson, had been spending her entire weekly food budget on cake mix so that she could enter a radio contest, and her husband was starving for a decent meal.

Thompson said that CKVL carried only one quiz program, since he did not believe quizzes were good broadcasting.

B.C. Dept. Trade & Industry  
Reports NANAIMO, B.C.  
Shows

**90% SALES BOOST  
In Last Five Years!**

This Rate of Growth is  
Over Twice the Estimated  
Rate for British Columbia  
as a Whole During the  
Same Period.

## RADIO CHUB

Is the only Radio Station  
in Nanaimo serving this  
fastest growing British  
Columbia area.

REPS:  
Stephens & Towndrow — Toronto and Montreal  
Stovin-Byles — Winnipeg  
John N. Hunt & Assoc. — Vancouver  
Donald Cooke Inc. — U.S.

## AN IMPRESSION

"A notion, or belief impressed on the mind".

We believe every word of it, even though it  
does sound as if we're becoming mystic.

But there's nothing mystical about the  
SALES IMPRESSIONS we make for our  
advertisers.

They last and last!

**SERVING NEW BRUNSWICK'S EXPANDING ECONOMY**

Have our Reps give you the full story — see:  
The All-Canada Man,  
Weed & Co. in the United States.

## TV Is Popular Down Under

INTRODUCED ONLY 15 months ago, television is enjoying an immense popularity in Australia, says Charles Moses, general manager of the Australian Broadcasting Corporation, who is now nearing the end of a world tour studying TV systems.

He told a news conference in New York that the publicly-owned Australian corporation now has TV stations in Melbourne and Sydney. New stations are scheduled to begin operation in Brisbane, Adelaide, Perth and Hobart at intervals of about one month. Brisbane will be first, going on the air in November.

Private stations are now in operation in Melbourne and Sydney, two in each city, and more are being organized in other centres.

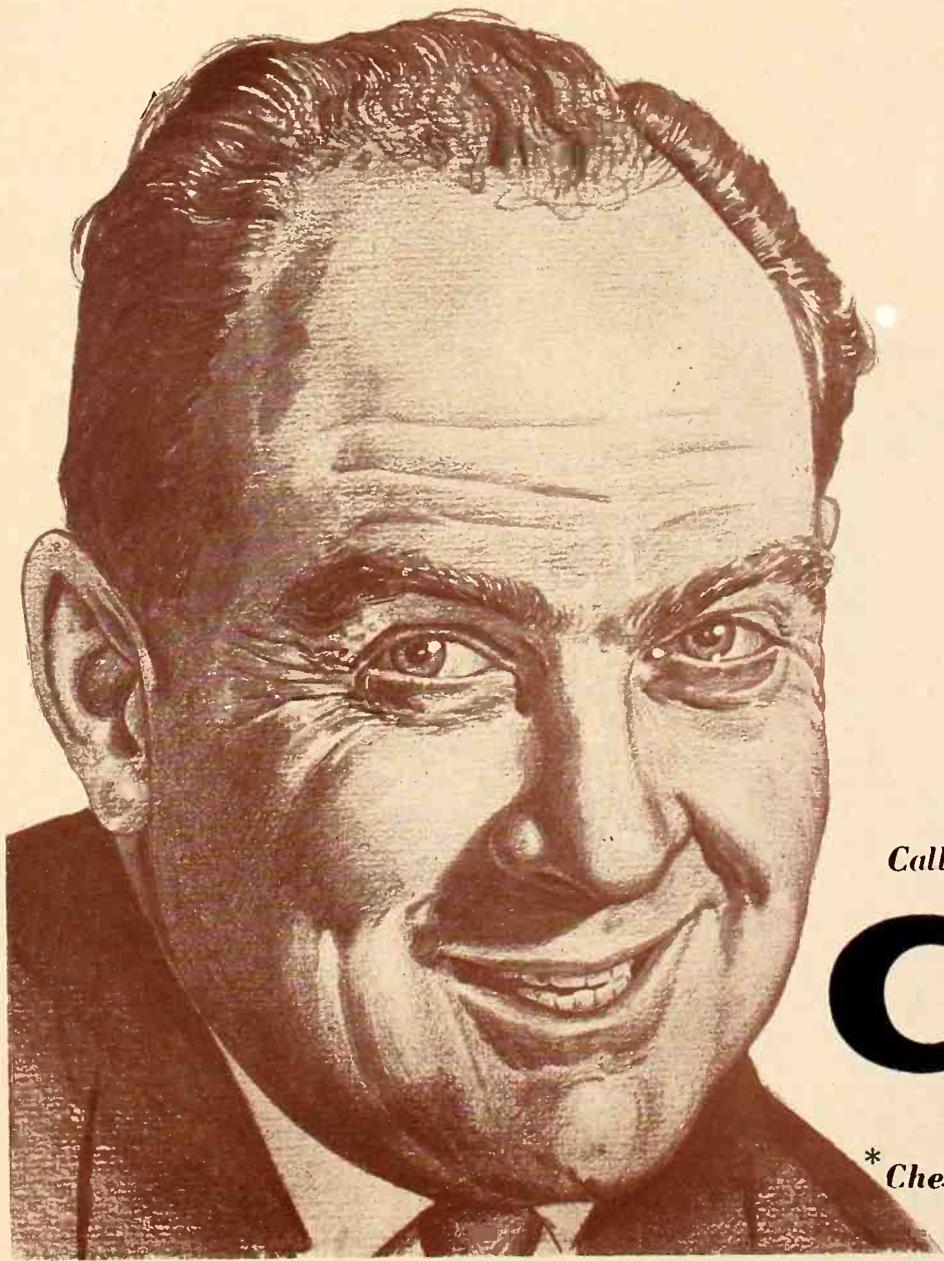
"We had planned on about 100,000 TV sets in Melbourne and Sydney by the end of 1957," Moses said, "but instead there were more than 200,000, although they are more than twice as expensive as in Canada."

# Portrait of a Listener

Ronald H. Jenkins, President, Jenkins Groceteria Ltd. Operating 38 Supermarkets and Foodstores in Calgary and Southern Alberta.

"I listen to CFAC because frankly, I like their mature, well balanced programming and I believe this is the reason they enjoy such a large segment of Calgary's radio listeners. . . ."

\* ". . . and because of this our company has, for over twenty years, enjoyed exceptional results from the ever increasing advertising budget we place with CFAC."



*Call the All Canada man*

# CFAC

Calgary

\* *Check any Listenership Survey!*



# POINTS OF SALE

**Advertisers KNOW** that the most **EFFECTIVE** and **ECONOMICAL** way of reaching the **TIMMINS KIRKLAND LAKE** and **KAPUSKASING** markets is through **CFCL-TV Timmins**

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

**PAUL MULVIHILL & Co. Ltd.**

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EM. 3-8814  
**MONTREAL**  
1543 Crescent St.  
**MURRAY MacIVOR**  
PL. 1097



## BAM Report

# CARF SAYS RATING SYSTEM NEEDS REVISION

A COMPLETE REVISION of the present system of radio and television audience measurement is recommended in the just-published report of the Broadcasting Audience Measurement committee of the Canadian Advertising Research Foundation.

Unless the committee's recommendations, based on more than a year of study, are put into effect immediately, CARF chairman Adrian T. Gamble warns that the broadcasting industry will lose out on advertising revenue to other forms of media.

The committee reports that its study reveals the present measurement system is inadequate and inaccurate, and it advocates dividing the country into 26 non-overlapping regions which would be measured separately, by scientific means. The reports from each region would be double-checked against a "quality controlled" diary system from a permanent panel of one-quarter of one per cent of all households in each region.

### WHOLE INDUSTRY IS POLLED

A detailed questionnaire was sent to all advertisers, advertising agencies, the CBC and private broadcaster asking for their advice and opinions on broadcast measurement ratings. The overall reaction to the questionnaire, which prompted

the lengthy study made by the seven-man BAM committee, indicated that the majority of those polled felt they were not getting enough information and they were willing to pay for a more accurate and complete system.

The results of the study were made public last week in a 14-page booklet issued by Mr. Gamble and by Robin E. Merry, market research director for Lever Brothers Limited and chairman of the BAM committee.

Mr. Merry outlined the problem facing his committee: to survey audience measurement from the point of view of each segment of the industry, since the results of the poll indicated each had separate information requirements.

In order to satisfy these needs the committee recommended that the entire broadcast area be split 26 ways. Information received from each could be issued separately, to meet the requirements of a single station, or in a "building block" system, adding regions or "blocks" according to requirement.

### NEW PLAN IS NOT DIFFICULT

Mr. Gamble said he did not regard the BAM plan as difficult, and hoped that commercial research houses would give it a "sympathetic hearing."

"If every individual station insists on its own plan we'll just continue to receive the present inadequate information," he said. "And if that situation continues the individual station will get less of each advertising dollar."

Commenting on rival media, he said straight "nose-counting" had become semi-automatic in the magazine field, which was now turning towards qualitative research. The newspapers, he added, provided excellent circulation information although behind the magazines in providing readership information.

"In the broadcast field there is almost no such thing as circulation," Mr. Gamble said, "unless you count it as owners of radios or television sets."

In his introduction to the report, Mr. Gamble said that "no pre-conceived ideas or opinions were allowed to exert any influence in carrying out the study, which set itself to find out what breadth and depth of information was desired, and then to suggest some feasible means by which such information could be provided."

### WILL BE CONTINUING GUIDE

Some of the report's conclusions, he said, were probably already in practice. Where the report goes

beyond current practices, "commercial research organizations have a reliable indication as to how their current methods might be broadened or altered so as to more clearly meet the requirements of their market."

The committee which made the study was made up of Mr. Merry as chairman, vice-chairman Kenneth G. Anderson, president of Walsh Advertising Co. Ltd., Lyman W. Ferris, Advertising Research, Imperial Oil Ltd., Raymond L. Lewis, supervisor of statistics, CBC, John N. Milne, assistant director of research, MacLaren Advertising Co. Ltd., Dr. J. A. Patton, supervisor of audience research, CBC, and Denis Whitaker, sales manager, CHML - Radio, Hamilton, Ont.

In assessing his committee's report, Mr. Merry said he felt it had arrived at what he felt was a relatively simple solution to obtain accurate audience rating information. The service would undoubtedly cost the industry more than it is now paying for measurement services, but that it would be much broader in scope and high in quality.

## TV IS EDUCATIONAL FORCE

THE CANADIAN CONFERENCE on Education was told at its four-day seminar on education in Ottawa this month that television is "already a big force in education" and teachers might as well recognize it, whether they like it or not.

The view was expressed by Richard S. Lambert, CBC supervisor of School Broadcasts, Toronto, who said that regardless of whether TV sets are installed in the schools, "hundreds of thousands of youngsters of school age are viewing television in their homes every day.

"What they are getting on the TV screen may not always be what teachers would choose for them," he said. "But it is nonetheless educating them, informally but powerfully, for good or evil."

Expressing the opinion that television was an aid to teaching, and not a substitute, he said: "We cannot afford to neglect such a powerful instrument, especially at this time when we are warned that Canada, like other western democracies, urgently needs more trained scientists, more and better teachers, and a greater respect for individual achievement."

School authorities, Mr. Lambert said, should ensure that more institutions are equipped with TV receivers. They should also undertake the cost of providing more educational programs.

THE STATION WITH  
**50,000**  
Display Windows  
in  
**SASKATCHEWAN**

**CKCK**  
TV  
CHANNEL 2 REGINA

REPRESENTATIVES: CAN. All Canada Television  
U.S.A. Weed Television

Did you know that . . .

**CKRC Winnipeg**  
reaches a total of 203,981\*  
adult listeners every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

Say You Saw It  
In The  
BROADCASTER

## EDUCATORS RAISE MONEY THROUGH TV



FOUR OF CANADA'S LEADING EDUCATORS are shown on a special panel show of CHBC-TV, Kelowna, B.C., discussing "Science and Education" as part of a University of British Columbia campaign to raise \$7,000,000 for university development. They are: Dean Gordon M. Shrum, head of the Department of Physics at UBC, and a member of the National Research Council of Canada; Dr. Frank Noakes, head of UBC's Department of Electrical Engineering; Stan Lettner, program director of CHBC-TV; Dr. Marvin Darrach, member of the Research Council advisory committee on medical research; and Dr. Ian McTaggart-Cowan, head of UBC's Department of Zoology and member of the Board of Governors of the Arctic Institute. Dr. Shrum, who founded the University's department of Extension some years ago, endorsed TV as an excellent medium for education.

more people Listen To **CKY**  
because **CKY** offers MORE!

News AS it happens, WHERE it happens.

**NEWS**

Canada's top Newscasters, with Manitoba's most complete coverage of news as it happens. Four mobile news cruisers, Studio-on-Wheels, Aircraft. 48 feature Newscasts each day.

News is only one of MANY attractions!

By every survey, CKY has the LARGEST AUDIENCE of ANY station in Western Canada. Elliott-Haynes Circulation Report, December 1957  
Daily Circulation, adults—CKY 303,813

B.B.M. Total Station Coverage, Fall 1957  
Households tuned—CKY 131,900

Winnipeg's **CKY** 5000 watts 580 KCS.  
The Station that NEVER signs off.  
Representatives: Stovin-Byles, Canada Forjoe, U.S.A.

## THIS IS Newfoundland



Part of St. John's new suburban shopping area — a growing trend.

Now . . . new capital is coming into Newfoundland . . . her resources are getting increasing development . . . people have more money to spend than they ever had before. Take mining, for example. In 1956, operating mines in Newfoundland produced MORE THAN 50% of Canada's iron ore, 9% of its lead, 8% of its zinc, 99.2% of its fluorspar, and quantities of gold, silver and copper. Newfoundland mining output increased 238.5% between 1950 and 1956 — a greater increase in mining production than occurred in any other province, and nearly 2½ times as great as the Canadian average increase.

Newfoundland is growing, population-wise, faster than its neighbors — 14.8% in 5 years.

Newfoundland personal incomes are growing faster than in any other province in Canada — 69.1% between 1950 and 1956.

St. John's — its Capital city, and the oldest city on the North American continent — has had Television for 2 years, and already has 85% TV ownership (BBM) — an amazing record.

To SUM UP . . . CJON-TV and CJOX-TV give national advertisers the only blanket coverage of the wealthy Avalon Peninsula, Canada's most captive audience.

TELEVISION

CJON CJOX

Represented in CANADA by STOVIN-BYLES LTD.

ST. JOHN'S NEWFOUNDLAND

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

*Did you know that . . .*

## IN ONE WEEK

TELEVISION OFFERS YOU

**111 OPPORTUNITIES\* TO REACH  
OVER 1,000,000 people**

TAKE ANOTHER LOOK AT THE  
FASTEST GROWING MEDIUM ANYWHERE IN THE WORLD

# TELEVISION CANADA'S NUMBER ONE SALESMAN

\*BBM May 1957

### 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,	Jonquière	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

## BROADCAST ADVERTISING BUREAU

*TV Division*

Suite 414

200 St. Clair Ave. West

Toronto 7

Phone WA. 2-3684

*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.*

## Advertising & Sales Club

### PICKING BRAINS REQUIRES TECHNIQUE

by IAN GRANT

**B**RAINSTORMING - - ITS techniques and advantages - - this was the subject treated by Lee Hastings Bristol Jr., director of public relations, Bristol-Myers Products

success of the meeting. He must be both a driver and a relaxer to keep the session going with a relaxed atmosphere."

(2) Choose a secretary.

"She is the idea collector. She need not get them down in detail or be able to name the originator of the idea. If the session is in any way technical, make sure she understands the lingo being used."

(3) Choose a panel of about 15 people.

(a) Have only one level of management present.

(b) Have pace-setters of known creative ability.

(c) Try to have a balance of women present, preferably a third. They have the aptitude for this sort of thing and they also like to outsmart the men which usually produces some first class ideas.

(d) Borrow panel members from other departments not closely related to the problem. They come up with fresh ideas since they have no idea of previous solutions.

(e) If you have an account executive in on a promotion problem or a brand manager at a marketing meeting, impress upon him that he is only there to answer a few basic questions. Then throw him out, because being so close to the problem he will naturally be biased to the point where he will reject ideas which he considers irrelevant.

(4) Choose a topic.

"Don't choose a general topic, make it specific. For example, a US weather bureau conducted a 60-minute session on 'How to speed up hurricane warnings'. Since this obviously was a very general topic the chairman divided the meeting into three segments. How to get the warning to the people; how to make sure they understand it; how to make sure they know what to do."

(5) Lay your plans.

"Make a one-page statement of when and where the session is to be and what the problem is, with a few examples of the sort of ideas you're after. It's a good idea to have a practice session. You might try this problem: 'If you could design a suit of clothes what changes would you make in the pants and jacket?' You will be surprised at the ideas the panel comes up with.

"There are however pitfalls. Try to avoid them."

(1) Failing to get the support of one key man of management.

(2) Bragging about the session beforehand. People often expect too much.

(3) Failing to indoctrinate members of the panel properly.

(4) Presenting unscreened ideas to management.

(5) Failing to follow up with the next steps, which are:

"Have the list of ideas transcribed; form a screening group of two or three people; pick what you consider the cream of the ideas and then present them to the management.

"By properly using brainstorming," Bristol concluded "it can help cut corners and save considerable time in many areas of your work."



LEE HASTINGS BRISTOL, Jr.

Division in a talk to the Toronto Advertising & Sales Club earlier this month.

Bristol, whose title was "It's All In Your Mind," said that "brainstorming was first developed by Alex F. Osborn, co-founder of Batten, Barton, Durstine & Osborn, who was of the opinion that executives can get 65% more ideas with men thinking together than thinking by themselves for the same amount of time. But even its originator," Bristol warned, "never claimed that brainstorming would prove the answer to every maiden's prayer.

"The chances are brainstorming can help you," Bristol said, "whether it be naming a product; improving an annual report; working up school, professional, trade, or consumer promotions; developing new product ideas; improving relations with some segment of the trade; or improving packaging on a particular product.

When conducting a brainstorming session there are four rules which, he said, should be followed:

(1) Criticism must be withheld until after.

"You cannot be critical and creative at the same time and since the purpose of the session is to produce ideas, the criticism must wait."

(2) Freewheeling is welcome.

"Consider any wild ideas no matter how crazy they may sound. They are not the objective, but they do trigger ideas in the minds of others."

(3) The greater the number of ideas the more chance there is of getting winners.

"Do not limit the discussion to a certain number of ideas."

(4) Combination and development of ideas is encouraged.

#### HOW IT IS DONE

"How do you go about setting up a brainstorming session? Here are my suggestions."

(1) Choose a chairman.

"This person is the key to the

*BCAB Convention*

# PLEDGE \$50,000 FOR RADIO TRAINING

**B.** C. BROADCASTERS have pledged ten thousand dollars a year for five years to the University of British Columbia for an educational campaign and a seminar on broadcasting which is being undertaken by the university.

Reporting to the BCAB Convention in Vancouver last week, Sam Ross of that city's CKWX, said that the stations are assessed on the basis of the price of one spot a week over the five year period, with contributions ranging from \$260.00 to \$1,404.00 a year for the nineteen member stations.

Ross listed the five subjects on the curriculum as follows: (1) Speech for Radio and TV; (2) Commercial Writing; (3) Introduction to Television; (4) Communications and Mass Media; (5) Film Production and Editing.

So great was the interest expressed by prospective students for the speech and writing courses that the original numerical limit had to be raised. Ross added that consideration was also being given to holding courses in other parts of the province.

The UBC Seminar, slated for May 5-10 in Vancouver, was outlined by Alan Thomas, supervisor of communications of the Extension Department of the University.

He explained that the conference is designed for professionals in broadcasting. Programming heads the list of topics to be dealt with, mainly by visiting experts. This breaks down into such sub-headings as: specialized programs; news, music and sports; family type programs; public service.

Explorations of research techniques will be led by Paul Lazarsfield of CBS and Neil Morrison of the CBC.

The UBC Radio Committee is made up of Jack Sayers, C-FUN, Vancouver; Murdo MacLaughlin, CHWK, Chilliwack; Ken Hutcheson, CJAV, Port Alberni; Bill Guild, CJVI, Victoria; and Sam Ross.

**TIME FOR REDEDICATION**

In his opening remarks, BCAB President Gil Seabrook urged members to attend the summer seminar on "Radio in the Future of Canada",

and to stand behind their regional and national associations to further what is best in radio. "This year", he said, "B.C. celebrates its hundredth birthday, and we should pause and review our part in the growth of the province. Radio has always been a great power for the good of the province", he went on, "and this is the time for us to rededicate ourselves to the promotion of entertainment, education, public service and a spirit of Canadianism among our listeners and viewers.

The nominations committee proposed and the meeting carried the return to office of the entire retiring board. These are Gil Seabrook, CJIB, Vernon, president; Jack Sayers, C-FUN, Vancouver, vice-president; Bill Hughes, CKNW, New Westminster and Ken Hutcheson, CJAV, Port Alberni, directors. Dave Armstrong, CHEK-TV, was nominated to the national CARTB board, representing television in BC.

**SHOULD DISCLOSE REVENUES**

A resolution was carried urging all stations to provide the CARTB auditor with copies of their gross revenue figures, which they are already supplying to CAPAC for computation of their performing right fees. This was the outcome of a statement by CARTB Executive Vice-President Jim Allard, who attended the convention with the president of the organization, Vern Dallin, of CFQC, Saskatoon. Allard pointed out that the association is seriously handicapped in its promotional and other activities by not having this information. Individual stations' revenue figures would be held in secrecy by the auditor, he said, but an accurate total for mem-

ber stations would be made available.

Other resolutions which were also carried included one urging the University of British Columbia to stage some of its lectures in the Interior and points outside Vancouver to enable distant stations to send their staffs. Another referred to the CARTB the desire of the BC broadcasters that an effort should be made to establish the principle of a fixed percentage of revenue for CAPAC performing right fees.

**BCAB SUPPORTS P.R. SETUP**

The west coast association also agreed to a levy of not over \$500 for a public relations campaign designed to make station staffs more familiar with the story of private

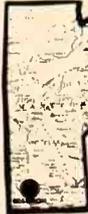
broadcasting. This work will be undertaken by Walter A. Dales of Winnipeg, who will commence a tour of stations across the country.

The broadcasters heard also a report from Ted Fox, of the BC Centennial Committee who explained his organization's promotional activities. Ernie Perreault reported in like manner on preparations for Vancouver's first International Festival, which is to be patterned broadly along the lines of the Stratford Festival.

A craft talk on the choice of music for radio broadcasting, which was delivered by Len Hopkins, former orchestra leader and now heading up the music department for CKNW, New Westminster, will be printed in full in our next issue.

**Did you know that . . .**  
**CKCV Quebec, P.Q.**  
 reaches a total of 180,199\*  
 adult listeners every day

**\*ELLIOTT-HAYNES**  
 CIRCULATION REPORTS

**CKX**  
  
**BRANDON**  
**NOW 5000 WATTS!**  
**SERVING**  
**WESTERN MANITOBA and EASTERN SASKATCHEWAN**  
**FROM "THE WHEAT CITY"**

**CKGX**  
**YORKTON, SASKATCHEWAN**

**SERVING**  
**SASKATCHEWAN**  
**AND**  
**MANITOBA**

**GREATER IMPACT**  
**ON THE**  
**PRAIRIES**



Your selling message will be heard at over 900 shipping points in the rich farming areas of Manitoba and Saskatchewan.

consult our reps for more market information on "Western Canada's Farm Station."

Stovin-Byles Ltd.  
 A. J. Messner & Co., Winnipeg  
 Young Canadian Ltd., U.S.A. **CKGX**



## Marjorie Graves

*Vice-President and Media Director*

*W. A. McCracken Limited*

*Advertising Agency*

*finds Peterborough*

*an excellent test market*

Mrs. Graves says: "I find Peterborough an excellent 'average city' test market.

It is relatively uninfluenced by large metropolitan media. We used television in Peterborough for the introduction of a new feature in Norge Appliances, and results were so promising, we later successfully applied them to the national campaign."

The most effective way to sell this "ideal test market" is via broadcast media.

**CHEX TV**  
*Peterborough*

REPS:  
In Canada—All-Canada  
In U.S.A.—Weed & Co.

**CHEX RADIO**  
*Peterborough*

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

TWO MORE OF THE EFFECTIVE "NORTHERN GROUP"

CKWS • CKWS-TV • CFCH • CKGB • CIKL • CHEX • CHEX-TV

## Television

### CKNX, CBC COOPERATE ON FARM SHOW



MURRAY WESTGATE and Sandy Webster dramatize a farmer-businessman discussion on farm problems.

A PRIVATE TELEVISION station, co-operating with the CBC, has created a farm television series based on a regular radio program *National Farm Forum*.

The first in a series of pilot films was shot January 2 on CKNX-TV, Wingham. With CKNX-TV supplying the facilities, production personnel and time, and the CBC Farm Broadcast Department supplying the material for the program and arranging for the actual on camera participants, the series of three programs on farm marketing went on the air.

CKNX-TV Farm Editor Bob Carbert chaired the TV panel and acted as general chairman for the three programs, later doing the same chore on the national hook-up for the regular Monday night *Farm Forum* programs on radio. The series was jointly produced by Murray Creed and Frank Nicholson of the CBC and John Krug and Don Hildebrand of the CKNX-TV staff.

The January 2 program dealt with

controls of agricultural production and featured Dr. Sol Sinclair, University of Manitoba and Dr. David MacFarlane, MacDonald College, Montreal.

On January 9, the *Forum* discussed Price and Income Supports, with Dr. MacFarlane and David Kirk, secretary of the Canadian Federation of Agriculture.

To illustrate topics discussed, dramatic sequences were used employing two CBC actors.

To assess the value of this experiment on *TV Forum*, special viewing groups were set up. The CBC Audience Research Department has established a series of interviews and questionnaires to determine the rural listener reaction. Additional surveys are going on, in an area outside of the CKNX-TV listening and viewing area. Kinescopes of the actual shows are being shown in a number of Forums and their reaction is being assessed by a number of trained personnel from the Ontario Agriculture College at Guelph.

Even greater use of the kines will be made throughout the spring and summer and it is expected that a definite policy will be established as to whether or not *TV Forum* can be taken over on a full time basis, either as a network project or a local station responsibility.

Meanwhile the programs continue at CKNX-TV with the telecasting of the March series of *Farm Forum* topics.

Did you know that . . .

**CKBL Matane, Que.**  
reaches a total of 71,075\*  
adult listeners every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

Radio Station

**CFPA**

Port Arthur, Ontario

is now represented in

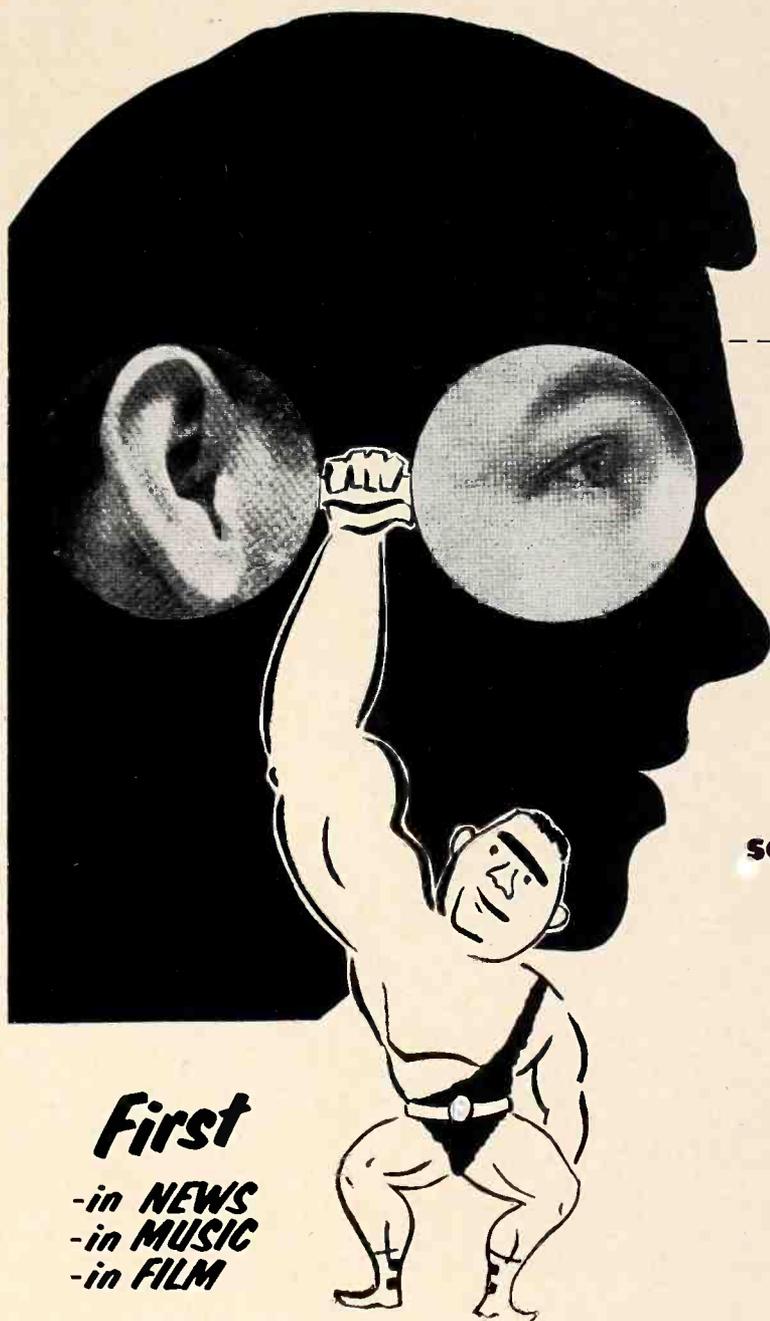
Toronto & Montreal

by

**Paul Mulvihill & Co. Ltd.**

Your Most Powerful

**"LIFT"  
for  
SALES!**



**CKLW-TV**  
**RADIO**

The only "twin  
full power" sight and  
sound combination in the  
Detroit and Windsor  
market!

**First**  
-in NEWS  
-in MUSIC  
-in FILM

*A "sound" investment in  
power and programming  
that gets results!*

Representatives —  
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Television

# CANADIAN INFLUENCE STRONG ON COMMERCIAL SCOTS TV

by KEN METHERAL  
Canadian Press Staff Writer

SCOTTISH TELEVISION, rolling its R's with a North American twist, now is five months old and needs no baby-sitter.

The company formed by Canadian publisher Roy Thomson to bring commercial television to Scotland, has, from the beginning, transmitted 56 hours of programs a week -- the maximum allowed under United Kingdom TV regulations.

Sir Robert Fraser, director-general of the Independent Television Authority, noted in his annual report that STV is "working a treat in Scotland."

Surveys indicate that since the official opening last Aug. 31 of its palatial Theatre Royal studios in Glasgow, STV has won more than 1,000,000 viewers from the publicly-owned British Broadcasting Corporation, although it still lags well behind in total audience figures. Scottish Television covers only the Glasgow-Edinburgh-Dundee industrial belt, while BBC programs in Scotland range northward to cover almost the entire country. The output of Scottish-produced programs on STV however is double that of the BBC.

"We have succeeded much beyond our expectations," says James Coltart, 52-year-old managing director



Vista of Glasgow

SHOWN CHECKING THE STUDIO LIGHTING BEFORE ONE OF THEIR LIVE PRODUCTIONS are Scottish Television staff members, (left to right). Gordon Arnold, producer from Cornwall, Ontario; Rai Purdy, program director from Toronto, Ontario; Verity Purdy, Rai's wife, choreographer; Don Cummings, screen promotion writer, Montreal, and Lorne Freed, producer from Kingston, Ontario.

of both STV and Thomson's expanding newspaper interests in Scotland. "We've benefited from the experience and sacrifice of the English companies who bore the cost of launching independent television. Now we all share the costs by networking programs."

Coltart, who held executive posts in Canadian-born Lord Beaverbrook's newspaper interests for 15 years before joining Thomson, did a little pioneering himself. Before

STV opened, he organized an exhibition that toured the coverage area for 24 weeks showing typical programs over a closed TV circuit.

As a result, STV had an assured audience and a healthy demand for advertising space before opening day.

### CANADIANS ARE THERE

The program director is Rai Purdy, who calls himself a "London-born Canadian." Purdy, 48, received most of his education in Toronto and broke into radio there, acting as master of ceremonies on the original Treasure Trail and producing such shows as Canadian Cavalcade. He was a leading television producer for the Columbia Broadcasting Sys-

tem in New York for seven years before joining STV a year ago. His Vancouver-born, red-headed wife, Verity, is the station's dance director.

Working with Purdy are two young Canadians, Lorne Freed, 22, of Kingston, Ont., and Gordon Arnold, 25, of Cornwall, Ont. Freed, who came to Scotland from the Thomson-owned station CKWS-TV in Kingston, is producer of the *One O'clock Gang* show, a 40-minute five-days-a-week production patterned on the CBC's *Happy Gang*. Arnold, a former camera-man with CBC stations at Toronto and Ottawa, produces a thrice-weekly sports program.

Other Canadians on the STV staff include Allan Stevenson, 34 a graduate of McMaster University and formerly with CBLT, Toronto, and Don Cummings, 35, of Montreal. Stevenson is head of presentation, while Cummings does promotional work and continuity writing.

Programs are geared to attract mass audiences with the emphasis on light entertainment. More serious programs are generally relegated to off-peak viewing hours.

### SCOTS LIKE U.S. FILMS

The Theatre Royal, a Glasgow landmark built in 1880, once rang to the songs of such artists as Marie Lloyd and Harry Lauder, and was a favorite for Shakespearean classics. Some thoughtful Scotsmen are perturbed that it now echoes to the galloping hooves of western films and the slick patter of US programs long familiar to Canadian viewers, such as *Dragnet*, *Highway Patrol* and *I Love Lucy*.

This feeling however is not widespread. The Scots have long been among the world's most consistant movie-goers, and American films are popular in Scotland. Audience figures are difficult to compare since many Scottish viewers have sets that are limited to the BBC channel. Among viewers with a choice, surveys indicate STV regularly draws about 65 per cent.

STV is also making inroads on the cultural level. One of its most popular programs is *This Wonderful World*, a stimulating documentary-type production dealing with various frontiers of human effort and one with a definite highbrow appeal. The producer and master of ceremonies is Dr. John Grierson, a colorful 60-year-old intellectual who formerly headed Canada's National Film Board.

### MORE LIFE AND VITALITY

It may be significant that three Glasgow school principals questioned by the writer said they thought the BBC produced the best programs, but that they, personally, preferred to watch STV because it has "more life and vitality."

But the SCOTTISH DAILY RECORD, criticizing the calibre of the Scottish productions on STV and noting that the volume of American and English programs outnumber Scottish shows about five to one, trenchantly asked:

"If the present policy is all that Scotland can expect from commercial television, why do they call it Scottish TV?"

Did you know that . . .

### CBFT Montreal

reaches a total of 1,123,173\* adult viewers every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

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Proved again your only  
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"CKBW is a must to cover  
Nova Scotia's Prosperous  
South Shore Market."

*Serving the Wealthy South Shore*

RADIO REPS in CANADA  
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BRIDGEWATER

NOVA SCOTIA

## Technicolumn

**TOP-LEVEL SCIENTISTS** in Canada's electronics industry are learning to master the use of mountains as antennae and according to Dr. Rennie Whitehead, director of research, RCA Victor, their findings could sharply cut the cost of building communication networks across rugged country.

Dr. Whitehead said that the work now being done by RCA will one day make it possible to plot from maps the best locations for chains of transmitting towers.

"Today", he said, "when mountains or very rough terrain of any sort are to be crossed it often becomes impossible to place towers in line of sight of each other. As a result, ground crews must spend weeks or months testing the route with radio equipment and selecting, simply by trial and error, the places to set the towers for the best possible reception.

"Our work is aimed at developing ways of choosing these sites cheaply and quickly from aerial surveys."

Dr. Whitehead's hopes are rooted in an odd scientific fact known as "obstacle gain."

It draws its name from the fact that radio waves striking some object such as a mountain are not blocked. Instead, they can be scattered over the mountain. Scientists can calculate the exact pattern of this scatter when the waves strike a "knife-edge" obstruction (a theoretical object which is very thin with a perfectly straight upper edge).

But, outside the laboratory, hills and mountains of different sizes and shapes are the usual fare. For predicting how waves will scatter when they hit these real life objects, where the signal becomes strongest and where it is weakest and hence the location of the best site for the next tower in the chain, needs something more.

Taking the first step toward more true-to-life shapes, an RCA Victor research team, headed by Dr. H. E. J. Neugebauer, is doing experiments with scale models of obstacles. They are bombarding their slopes at different points with radio waves, and carefully measuring with special instruments the scatter patterns. Hand in hand with the experiments, mathematical equations which predict the scatter patterns are being developed.

The effects of half-cylindrical hills have already been solved in this way and the work is moving on to consider scattering from more complicated shapes, including rough ground. Eventually mathematical rules of thumb will be developed that can be used with topographical maps on actual construction jobs to eliminate the present day trial and error method of choosing tower sites.

**CANADIAN GENERAL** Electric recently developed a new automatic gain control video amplifier. Its aim is to help improve television programming by means of automation. It makes manual gain-riding, push button monitoring and knob twisting things of the past.

New video self control units automatically follow the level, assuring a constant quality of picture, with less effort and improved results over manual operation. The model number is TV-95-A.

# BY EVERY SURVEY

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is

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## The Edmonton Market

- ★ Bureau of Broadcast Measurements  
(Fall 1957 Survey)
- ★ Elliott-Haynes Limited  
(Daytime programs, January 1958)
- ★ McDonald Research Ltd.  
(October 1957 Time Period Ratings)

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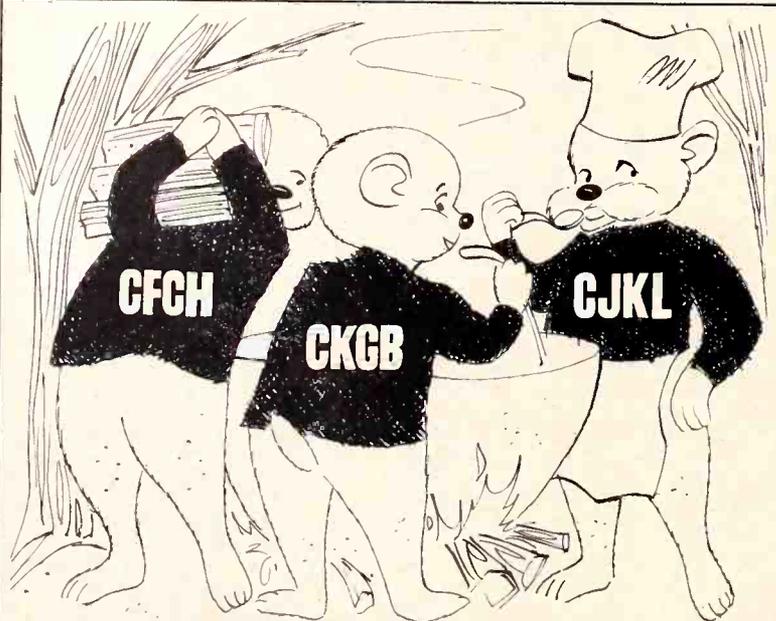
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**Because they know —**

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ALL WAYS  
IN  
LONDON AND WESTERN ONTARIO



these 3 "cook-up"  
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



LAST WEEK I enjoyed a visit from a young man, no stranger to these columns, who, for the past year and a half has been writing and producing public affairs documentary programs for CBS in New York.

He is Harry Rasky, who, on graduation from the University of Toronto in 1949 stopped off briefly at the NORTHERN DAILY NEWS, Kirkland Lake, CHUM, CKEY, CBC and SATURDAY NIGHT. Somewhere along



HERE IS HARRY RASKY (right), receiving the Sylvania award from President Don Mitchell of the Sylvania Corporation. Others honored that night were Ed Murrow and Mary Martin.

the line he did a trip to Europe and the Middle East as a freelance movie producer and foreign correspondent, for the CBC, TORONTO TELEGRAM et al.

Harry went to New York in July 1956 on a temporary assignment writing an American political history series, *Bandwagon '56* for CBS and just stayed on.

After winning a Freedom Foundation Award for *Bandwagon*, he signed a five-year producer-director contract and took over the weekly series, *UN in Action*, which last month won the Sylvania Award for network public service shows.

Last December Harry co-wrote, produced and directed a special called "The Day Called X", starring Glenn Ford, which won high praise. He is now off *UN in Action*, having been detailed to hour-long documentaries, as writer-director-producer.

According to Rasky, CBS last year spent \$11,000,000 on news and public affairs programs of a completely non-commercial nature, and, he said, after Sputnik and other forms of atmospheric interference, the likelihood is that a steadily increasing amount of money will be spent on such subjects. He pointed out that while possible sponsorship is not a consideration when these shows are in the planning stage, commercial interests are beginning to sit up and take notice. *Twentieth Century*, the series of documentaries which started off with the "Life of Church-

ill" is sponsored by Prudential of America and *Conquest*, scientific documentaries, sponsored by the Monsanto Chemical Co. is gaining wide interest and chalking up excellent ratings.

Documentaries à la CBS aren't dreamed up in the morning and put in the cans tomorrow or even the next day. Harry spent five months of what he called his time putting together "The Day Called X". First this civil defence film had to be researched. This entailed trips to Portland, Oregon and Battle Creek, Mich., where he talked to everyone from the mayor to the school kids. Then there was a month of writing and a month of filming with a fifteen man crew imported especially from Hollywood. Next he spent two months in an editing room and a final month dubbing the final touches of music and sound.

For one-hour specials, such as a show on brainwashing and another on "The Face of Crime", used on *Twentieth Century*, whole crews of writers, producers, performers and others were employed for as long as a year on end, he said.

Public affairs is a major operation at CBS. Under Vice-President Sig Mickelson and Director Irving Gitlin, a perpetual stream of young men and women are being especially trained to write, direct and produce this kind of factual material in an entertaining way. They are producing a breed of educated showmen, because education and showmanship are equally prime essentials in this relatively new branch of broadcasting.

Rasky, who maintains contact with Canadian radio through occasional broadcasts for *CBC Assignment* and *New Round-up*, doesn't know what the future holds in store for him at CBS. "I am much too wrapped up in immediate projects," he said "but so far there's always been a newer and larger challenge waiting to be met, and that's what I love."

**APPALLING APATHY**

TEN PROVINCIAL departments of Education have absolutely no bow coming for the unbelievable results of a sort of survey which was made in connection with CBC's TV program, *Close-Up*.

Everyone who pours words into a typewriter or into a microphone speaks vaguely of Canadian apathy to elections and such, but seldom comes up with concrete examples. But here are some facts and they are pretty awful.

Alex Barris, TORONTO TELEGRAM columnist summed it up like this:

"The opening minutes of Sunday night's *Close-Up* provided a solid example of TV's effectiveness in

driving home a point of which we are all dimly aware but which, somehow, still comes as a shock when we see it proven before our eyes.

"The point, of course, is the appalling indifference of Canadians to so vital a fact of life as a federal election. *Close-Up* interviewed, on film, some 10 or 12 Canadians -- laborers, housewives, and so on -- and found most of them abysmally ignorant on politics. Most couldn't name either the leaders of the four Canadian political parties or the names of the parties themselves; one woman couldn't name the Prime Minister, though she was vaguely aware that "it isn't St. Laurent any more;" and one man came up with the incredible notion that "we'd be better off without politics."

"Immediately after the show, I called producer Ross McLean to ask whether these filmed interviews truly reflected *Close-Up's* poll. It's easy enough, after all, to leave out other, more intelligent interviews, which would tend to balance the picture. No such luck. McLean swears that the interviews shown were all the interviews *Close-Up* had filmed.

"It may be argued, as it frequently is in the case of TV rating systems, that such a small sampling of public opinion is not a safe yardstick.

"But even if these things are corrected, as they probably will be, I wonder about the entertainment value of a program whose chief visual offering is a stream of close-ups of dancers waving at the camera or gaping at a TV monitor set.

"After watching the camera pick up various dancing couples, sometimes without their realizing it, my wife voiced another problem the Brant Inn Show may run into: "That's no place for a husband to go dancing with anyone but his wife."

This, however, is in the realm of wishful thinking, whereas the filmed interviews in question represent hard -- and disturbing -- fact."

MY FUR LADY

HUGE SUCCESS HAS been met with across the country, by Canada's most enterprising theatrical endeavor of recent years, *My Fur Lady*. High points were the music and dancing which were really excellent. But let's not lose our heads or shut our eyes to everything but the good, just because it is Canadian.

My main criticism of *Fur Lady* lies in an incongruity between the script and the performers in the version I saw. The words had a distinct flavor of adolescence, as why wouldn't they, seeing that the script -- as well as the performing -- was originally the work of students at McGill University. With its original cast of university thespians, the youthful script was no doubt enhanced by the work of youthful performers.

But the performance I saw was cast from performers who were presumably professionals and presumably Canadian, although details in this regard were signally lacking in the publicity.

The result was that what I saw was a script with a -- no offence meant -- juvenile aura, portrayed by actors and actresses who, rightly or wrongly, seemed too old for their lines.

Most of the satire was funny and biting. But while the general idea of the show was presumably a good-natured dig at Canadian peculiarities, there were times when it got onto an extremely personal and consequently cruel plane.

There is no question but that Sir John A. MacDonald drank too much. But he was also the founder of our country. While his tipling propensities certainly laid him open to ridicule, it was unfair to have him walk on and fall flat on his face, unless a tittle of his better side appeared too.

Members of the Senate were shown

as an aggregation of octogenarians, too senile to walk or think, and this was a cruel shaft aimed individually at every member of a group of Canadians whose only crime is that although some of them are old, they are still trying to serve their country.

The Governor General was well done. His antics were very reminiscent of Gilbert & Sullivan, but the jibes were just good-natured banter and the nickname of G. G. was an inspiration.

*My Fur Lady* was a good show. It still is. My comments are offered in a strictly cruel-to-be-kind spirit. And this winds up my review and my column.

I'll have been out to the BCAB meeting and back before this appears, so, if you can catch me on the fly, buzz me if you hear anything, won't you?

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

**G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS**  
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# saturation in Saskatchewan!

**GUESS-THE-WEIGHT OF-THE-STAFF Contest CK RADIO**

**57,889 entries**

Map at right shows the 737 Saskatchewan centres from which "Guess the Weight" contest entries were received. Entries were also received from 77 points in Manitoba and 22 in Alberta.



★ CITIES  
● TOWNS AND VILLAGES

Wanda Hendren, CKCK Receptionist, sits surrounded with entries... a dramatic illustration of CK's tremendous listenership on the prairies.

CK's "Guess the Weight" contest, in which listeners were asked to guess the total weight of CK's 46 staffers, drew 57,889 entries in 21 days (16 mail days) ... proving again that if you want to Saturate Saskatchewan, you buy the station with LISTENERS... CKCK Regina.

# CKCK REGINA



DIAL 620

REPRESENTATIVES: ALL CANADA RADIO FACILITIES

Did you know that . . .

CKDM Dauphin, Man. reaches a total of 26,525\* adult listeners every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

*Crystal-Gazing*

# ONE MAN'S LOOK INTO MAYBE-NEVER LAND

IT WAS MUCH LIKE the tail end of any other day. I had come back to the studios after a later supper and was settling down to the accounts receivable. They were no better than usual. The good ones were still paying promptly, some of the slow-pays had turned into no-pays, and others were still making their outstanding balance with us take the place of a bank loan.

The minute hand was edging towards midnight and I had just sat back to think a moment about tomorrow before packing up. To be truthful, I may even have dozed a few moments - - when suddenly I realized that a grey-haired man was sitting across the desk, looking vaguely familiar.

"Forgive me," I said. "I thought everyone had gone. What can we do for you, sir?"

"Frankly, it's not what you can do for me," was his reply. "It's what I can do for you."

Then I placed the voice. God knows I should. I've heard it often enough. It was my own. Slightly more mature, but my own nonetheless, still sounding quite CBC modified by CARTB.

"You," I said, "are - -"

"You," he said.

That just about undid it. I hadn't touched a drop of anything stronger than coffee since the last convention - - well, since Christmas, at least . . . And there I was, sitting across the desk from an older me.

EVERYBODY IS MAKING longrange forecasts these days, and the following paragraphs constitute the somewhat whimsical approach to forecasting the future of broadcasting in Canada. The author is John L. Moore, manager of CJSP-Radio, in Leamington, Ont., who is pictured in both his roles below.

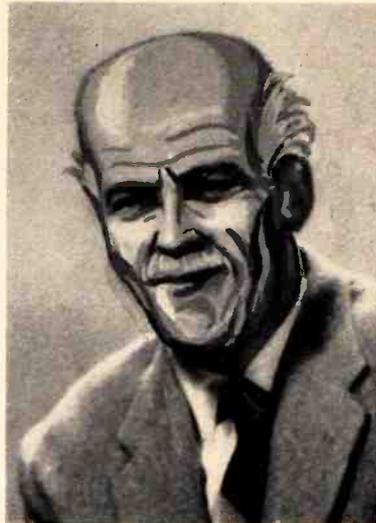


1958

"Let's get down to business," he said. "I have another appointment in fifteen minutes and I have a lot to tell you."

By this time, my composure had begun to return, so I bravely asked, "What about?"

"Broadcasting as I know it," he replied.



?

Naturally enough, with only fifteen minutes of his - - I mean, *my* time, I listened.

"You're lucky," he began, "that this visit could be arranged. You've been asking yourself a lot of questions - - and since I am you with a few more years' experience, I have the answers. Take the CBC for example. It's a far cry from the Corporation you know today. They no longer," he said drily, "regulate like Kellogg's."

"In fact, they priced themselves out of the broadcasting business a few years ago, in so grand a manner that even their planned deficits couldn't overcome it. But I'll give them credit. They've been doing a fine job since as a broadcast administrative agency.

"When the government finally realized the game the CBC had been playing, they were forced to give up most of their production facilities. Now they only retain enough equipment to video and audio tape-record certain select programs from the private stations. They redistribute them through a network of private stations from Newfoundland to Van-

couver Island, and from the Sun Parlor to Baffinland."

He breathed heavily. "There's so much to tell you, and so little time. Forgive me if I wander."

"No trouble," I replied. "It makes good listening."

"Now where was I. Oh yes - let's take union problems. The truth is, we haven't had any since I don't know when. Years ago, all the stations, union as well as non-union, got together. After months of off-and-on discussions, they organized an industry-wide union, directed by representatives of employees as well as of CAB, or CARTB, as you presently call it. They started by standardizing wage and salary scales, then improving and creating outstanding fringe benefits. The Canadian Council of Broadcast Employees, CCBE as it's known, also provides continuing courses of study, sets standards for employees to measure up to, and when necessary - - by mutual agreement, of course - - even assumes the role of arbitrator. You'll be happy to hear that it's all Canadian, too."

I would have been glad enough just to think about these developments, but my visitor pressed on.

"Things technical have changed beyond recognition, too. We only use what you now call the standard broadcast band for a few powerful transmitters to give service to travelers and those few people who still live at a distance from centres of population. What we call the standard broadcast band is actually your FM band, and each of today's 600 stations across Canada transmit four services on their one channel. Here in the Sun Parlor at CJSP, for example, we now give our listeners a choice among CBC programs, our own 'regular' program, a special music service, and a fourth completely separate service which gives the facsimile printer in each home a newspaper, complete with pictures and advertising."

He caught my look of surprise and nodded. "You'll see poetic justice in the fact that we're now in the publishing business, having replaced newspapers. We also take classified ads, too. We have a battery of switchboard operators taking everything from personals to obits, and from disappearing dachshunds to rooms for rent. Naturally, we provide a better and more effective service than any newspaper ever did.

"And our equipment! With 600 stations, that's really big business, since the manufacturers started

## AGRICULTURE

One of the many productive activities engaged in in the thriving B.C. Block of the Peace River District, served by CJDC, Dawson Creek, is Agriculture.

Dawson Creek is the largest grain shipping point in the British Commonwealth.

- 3,500,000 acres of mixed farm land.
- 5,250,000 bushels of grain produced from 180,000 acres.
- 19,209 head of livestock, valued at \$775,820.49 shipped in 1956.

There is only one way to capture the thriving and growing B.C. Block of the Peace River District . . .

Through

### CJDC

DAWSON CREEK, B.C.

RADIO REPS in Toronto and Montreal

JOHN N. HUNT in Vancouver

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DONALD COOKE in USA

**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

Did you know that . . .

**CBHT Halifax**

reaches a total of 159,037\* adult viewers every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

# 600 stations . . . no CBC . . . bigger and better CARTB . . . !

leasing broadcast equipment. They provide a complete maintenance service, as well as looking after the design and installation of facilities. We have newer and better models of everything. Oh, I suppose we pay a bit more rental than is needed to cover development costs, but all equipment is now replaced before it gets antiquated. Moreover we always have the best to work with and suppliers can keep their plants busy."

"But," I interrupted, "what's happened in TV?"

He smiled. "You'll be glad to hear TV has found its equilibrium now, with all stations broadcasting both radio and TV. Actually, the video field got rougher and tougher, until we broadcasters sat down with the Federal Broadcast Board and decided that the only way to overcome increasing productions costs, and to stop airing tired mediocrity, was to go to subscription TV. Now the public as well as the advertiser pays the shot."

My time with this shadow of my future self was passing quickly, and I had one particular question I wanted to get in.

"Performing rights?" he echoed. "We haven't worried about them for years. Let's see, what did we do about them?"

"Now I remember. We finally found a sympathetic ear to our plea that there was nothing democratic about taking a percentage from the top of our gross income, including dollars earned by the spoken word, and not from playing their bloody music. Now performing rights don't exist. Composers and lyricists sell their songs outright to publishers who pay the best prices for the best songs. This is a good deal, with everyone liking today's music, and with none of that drivle you fellows play today."

"Which brings me to staff. The disk jockey as you know him has evolved. He now has the functions of an editor who, besides voicing much of the material himself, selects and edits all the voice and musical material heard during that portion of the broadcast day that he supervises. You'll find other changes, too. Two out of five of your people today have been replaced by machines which take care of scheduling and billing. The Ad Service Department got streamlined, too, with the addition of dictavoce writers. The news department is different, too. It rarely uses written copy now, preferring to use first hand reports in most cases, either from those involved in the news or from on-the-spot observers at home and abroad. News now takes the form of a newsreel presentation, fresh every day."

He paused for a breath, then plunged on. Listenership troubles are a thing of the past. Particularly sets-in-use figures. We overcame that by building radios into everything: beds, tables, sofas, refrigerators, planes, trains, buses - - even tractors. As soon as folks started to hear us everywhere, they found they couldn't live without us. And soon, for fear of missing anything, they stopped patronizing places that didn't have us tuned in.

"That brings me back to advertising. And I know you'll be glad to hear that the outfits who were advertising free-loaders, the ones who used to try to get in the back door with publicity handouts rather than pay our rates and walk in the front door, have now been effectively stopped. When they found out, years ago, that we weren't using their material, regardless of quality, they realized that they had no recourse but to become legitimate advertisers, pay the rates, and get results."

"Of course, all of this took some teamwork, and that's where the

CAB - CARTB to you - came in. Frankly, I don't know what we'd do today without it. Each station belongs, and believe it or not, we all work together. Since about 1960, when we realized that what was wrong with CAB was ourselves, we've gone forward together.

"It all began when we decided to exchange ideas instead of blows. The togetherness began to flower in a big way when we started combining sales staffs and efforts for concentrated campaigns."

As if this last revelation was almost too much even for him, my

visitor paused, lost in thought, then glanced absently at his watch. "Whoops! It's time to blow! There's a lot more I could tell you, but maybe I'd better leave something for later, procrastinator."

I was just about to object to his loose use of 'procastinator' when, just as suddenly as he had come, he disappeared. And there I was, not sitting on the other side of the desk looking older but prosperous, but here on this side, looking seedy and feeling tired. For the day begins early for even the procrastinator, and there's much to be done tomorrow.

# 50,000 watts

# SOON!



REPRESENTATIVES - CANADA,  
RADIO & TELEVISION SALES INC.  
U. S. A. DONALD COOKE INC.

on the Dial

# CRTV

*Tops in the Paris of America*

VERDUN MONTREAL

Television

# US STATION DOES 80% OF ITS BUSINESS IN CANADA

OFFICIALS OF KVOS-TV, Bellingham, were asked a number of pertinent questions of interest to Canadian listeners and sponsors when BROADCASTER correspondent Dorwin Baird appeared recently on that station's *Channel 12 Roundtable*.

Dave Mintz, general manager of the station, and Jack Gettles, sales manager of KVOS-TV Ltd. of Vancouver, BC, faced the camera too, to explain some of the details of their unique position as an American station doing 80% of its business with Canadian sponsors.

Some of the questions and answers which came up during the ad lib broadcast were:

**Baird:** You take a lot of money out of Canada. What do you feel you give in return?

**Mintz:** Among other things, we give thousands of dollars worth of free support to BC public service undertakings. Annually we devote a good deal of free time to the Pacific National Exhibition, charity drives and other special events in Van-

couver, Victoria and New Westminster. We'll be helping promote the BC Centennial this year.

**Baird:** During elections in Canada, you follow CBC rules, such as not broadcasting any election advertising for 48 hours before voting day. Why do you follow this policy?

**Gettles:** Our sales company in Vancouver is a wholly-owned Canadian company, and we feel we should act according to Canadian law in instances like this.

**Baird:** What will happen to you when another station is licensed in Vancouver, if ever?

**Mintz:** We're not worried about that. Vancouver isn't going to stop growing, and it should be able to support several TV stations, including us.

**Baird:** Do you use any Canadian talent?

**Gettles:** Not in programs, but we do use a lot of people in our commercials. Hundreds of spots are filmed each year in Vancouver for KVOS-TV, and all of them involve Canadian actors, singers or announcers. All our special production is done in Canada, and we've helped to give Vancouver people a lot of TV know-how that will be even more useful when other stations enter the market.

**Baird:** Why not set up a studio in Vancouver and do some live programming?

**Mintz:** It's a matter of expense. If we could use our own microwave



GATHERED FOR CHANNEL 12 ROUNDTABLE are, left to right, Jack Gettles, sales manager of KVOS-TV Ltd., Vancouver, Dorwin Baird of the Canadian Broadcaster, and Dave Mintz, general manager of KVOS-TV.

facilities we might be able to do it, but we're required to use commercial facilities and we can't afford it. Of course, filming programs would be even more costly. As time goes on though we'll get into more programming and Canadian people will be involved.

**Baird:** Do your US listeners ever complain about the high Canadian content of your schedule?

**Mintz:** No. We try to consider the "Peace Arch Country" as a unit.

The international boundary doesn't show on our schedule except maybe during elections, and that's a two-way street of course.

*Channel 12 Roundtable* is a weekly feature at KVOS-TV, involving interviews with TV critics from the Vancouver newspapers and others interested in the medium. The show includes a session of answering letters from listeners, and a weekly camera visit to one phase of the station's operation.

## GOVERNMENT MAY PERMIT COMPETITIVE TV

THE ANNOUNCEMENT by the federal government that it plans to end the Trans-Canada Airlines monopoly on domestic routes has been followed by strong speculation that competitive TV may also be permitted soon.

Peter Dempson, Ottawa staff reporter for the *TORONTO TELEGRAM*, says an announcement abandoning the "single channel" policy for TV may be made before the election March 31.

Last March, the Fowler Royal

Commission on Broadcasting recommended that the time would soon be ripe to permit competitive TV in at least five areas. These were: Toronto, Montreal, Winnipeg, Halifax and Vancouver, all of which are now serviced by the CBC.

Strangely enough, Ottawa, the remaining CBC TV stronghold, was not mentioned in the report.

It was not stated in the report whether government thinking would extend competitive TV into Ottawa as well, but it is known that Mr. Diefenbaker has long favored the expansion of private television in Canada, and, where possible, competition with the CBC.

During his election campaign last Spring, the Conservative leader summed up his party's policy to both CBC and TCA in these words:

"We believe in the encouragement of competition in business. We will act to that end and will curb the dangers of monopoly, as for instance in connection with television broadcasting and air transportation."

The government announcement of the first step in this two-fold objective is the basis for the speculation that the phase involving TV may soon be launched.

## 750 Paramount Films Sold

ALL OF PARAMOUNT Pictures' pre-1948 movies, some 750, have been sold for a total of \$50,000,000 to Management Corporation of America for use on television, a Paramount spokesman announced early this month. An initial \$35,000,000 was paid, and another \$15,000,000 has been assured on the basis of 60% of the gross receipts.

Included in the sale are such films as "Going My Way" with Bing Crosby, "Lost Weekend," "To Each His Own" and various Cecil B. DeMille spectaculars.

## G. N. MACKENZIE LIMITED HAS SHOWS

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

Did you know that . . .

CHRC Quebec, P.Q. reaches a total of 228,541\* adult listeners every day

\*ELLIOTT-HAYNES CIRCULATION REPORTS

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.

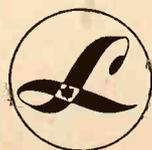


# "Thanks, Fellows..."

**Our Sincerest Appreciation to the Many Friends,  
Suppliers and Representatives Who Have Contributed  
So Much to the Success of Our First 10 Years.**

There's no great merit in merely being ten years old, but it does give you an acceptable excuse for stealing a backward glance at the past decade. In doing this, we can't help but recognize the tremendous contribution the many members of the creative, graphic, media and allied advertising services have made to the growth of our operation.

So "Thanks Fellows . . . and Gals" for the important part you have played in our ten-year rise to third place in the agency picture.



**JAMES LOVICK & COMPANY LTD.**

**ADVERTISING • MERCHANDISING**

Toronto • Montreal • London • Winnipeg • Vancouver  
Edmonton • Calgary • Regina • San Francisco

# SHORT WAVES

## New Job For Warning Signal

**C**ONELRAD, THE RADIO and television signal designed to broadcast warning of an enemy attack on the United States, is getting a new job - alerting listeners for emergency storm and flood warnings, it has been announced by the US Weather Bureau.

Explaining that it would only be used in the most serious emergencies, the Bureau listed examples such as the sudden change in course of a hurricane, the approach of a tornado

on an unsuspecting city, or a flash flood building up from torrential rains.

The new storm warning system is expected to be ready for operation in most areas in time for the 1958 tornado and hurricane season.

Conelrad was established several years ago by the Federal Communications Commission and the US Air Force for the control of electromagnetic radiation, and gets its name from the first syllables of each of these words.

Its aim has been to thwart enemy bombers or guided missiles from using radio and TV transmis-

sion signals as navigational aids to target areas. At the same time it permits broadcasting of alerts and other essential information during an enemy attack.

Under actual defence alerts, regular radio and TV stations go off the air, and transmissions are broadcast only on the Conelrad frequencies of 640 and 1240 kcs.

## Igor Gouzenko On CBC Show

**I**GOR GOUZENKO, the Russian Embassy cipher clerk who has lived in Canada under an assumed name since he exposed a Communist spy ring in North America in 1945, appeared on the CBC's *Front Page Challenge* Feb. 18. It was his first appearance on a live show, although he has previously appeared on filmed programs. As usual he wore a hood which concealed his face, and expressed his belief that he ran the risk of being shot by a Communist "hatchet man" who might have been a member of the studio audience. Gouzenko presented a proposal on the show to bring more political refugees from Russian and Iron Curtain countries by providing them with lifelong government aid and protection.

## Ask Delay In Pay TV Trial

**T**HE FEDERAL COMMUNICATIONS Commission was asked this month by the US House of Representatives Commerce Committee to call off its plans for a trial of pay television unless and until the US

Congress approves the idea.

Committee Chairman Oren Harris, (Dem.-Ark.) told reporters at the end of a closed session that "this doesn't close doors, it merely asks the FCC to delay taking any action until the matter has been gone into thoroughly."

Asked what the Committee would do if the FCC went ahead with its plans, Harris said: "That is a bridge we'll cross when we get to it."

The Commission announced last October that it would consider applications for pay TV on a trial basis but would take no action prior to March 1. The Committee said these plans could result in possible injury to free television operations.

## Award Entries Set Record

**T**HE TENTH ANNUAL competition of Canadian Film Awards, sponsored jointly by the Canada Foundation and The Canadian Film Institute, has drawn a record 142 entries, more than twice the number entered in the last competition.

The new Television Commercial category is drawing considerable attention, having received 55 entries. The number of French language films was also high in comparison with previous years.

Twenty-seven organizations from all parts of Canada are competing for the awards. The films will be judged in Ottawa, Montreal and Toronto, and the presentations are tentatively set for May.

The various classes and categories are television films, television commercials, theatrical, non-theatrical and amateur.

1 Kw AM transmitter, Gates Radio Co., Model BC-1-E with Model 25A a.f.c. unit, complete with crystals for 1350 Kc operation. Presently in storage at Grand Falls, Newfoundland. Offers to purchase on a where-is, as-is basis will be considered.

Apply Box A359  
Canadian Broadcaster  
54 Wellington St. W., Toronto.

Did you know that . . .

**CJOB Winnipeg**  
reaches a total of 141,905\*  
adult listeners every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

## WANTED

Experienced Announcer capable of handling general announce duties.

Send all inquiries to:

John Hodges,  
Production Manager,  
c/o Radio Station CKCR,  
Kitchener, Ontario

## HERE IS OPPORTUNITY KNOCKING!!!

Position open with a Western Canadian radio station for an enthusiastic young man who now holds a senior announcing position but wants the opportunity to prove he has what it takes to be a successful program department executive. Top salary to the right man with lots of experience and drive. All employee benefits. Send complete information and tape to

Box A356  
Canadian Broadcaster  
54 Wellington St. W. — Toronto, Ontario

## STATION MANAGER

REQUIRED FOR  
RADIO STATION CKSA  
LLOYDMINSTER, SASK. - ALTA.

TOP SALARY — COMMISSION PLAN —  
ALL BENEFITS.

THIS IS NOT A JOB.  
IT IS AN OPPORTUNITY —

IN A WELL ORGANIZED, SOLIDLY  
ESTABLISHED, POPULAR NEW RADIO STATION —  
SERVING A PROSPEROUS FARMING  
AND OIL AREA.

APPLY: A. F. SHORTELL, PRESIDENT,  
BOX 428 - LLOYDMINSTER

## 12 YEARS

### EXPERIENCE —

All phases radio production . . . .  
Announcer, Chief Announcer,  
Programme Director, Production  
Manager, Personality Announcer,  
Family Man. Not a 1940 'Voice of  
Doom', but have a friendly  
delivery with good selling record.  
Morning man at a top Western  
station past five years. Would be  
pleased to consider responsible  
position with smaller station. Not  
afraid to try TV.

Box A360  
Canadian Broadcaster  
54 Wellington St. West,  
Toronto, Ontario.

## NEWS EDITOR — ANNOUNCER

Excellent opportunity  
for experienced man  
on growing station.

Contact:

John Graham,  
Radio Station CJRH,  
50 Yonge Street North,  
Richmond Hill, Ontario.

## WANTED — TOP FLIGHT PRODUCER / DIRECTOR

Specializing in Drama for  
SCOTTISH TELEVISION LTD.

Applicants must be willing to move  
to Glasgow.

Please apply stating age, background,  
salary expected to:

Box A 361  
Canadian Broadcaster  
54 Wellington Street West — Toronto, Ontario



(Nobody ever reports my speeches and I'm damned if I'm going to waste all these wonderful gags, so here are some excerpts from "Have Typewriter - - Will Travel", delivered last week to the BCAB Convention.)

**FOOD FOR THOUGHT**

Discs make a lot better sandwiches, if they have a bit of ham slithered in between them.

**COMMUNITY SERVICE**

One of the greatest services you broadcasters render your public is when, every half hour or so, you not only tell them what town they are in but also the call letters of the station they are listening to or looking at.

**FIRST WITH THE NEWS**

It must be quite pleasant for people to know that if they miss an item on the 10 o'clock news, they can always catch it on the 10.15, 10.30, 10.45 or 11.

**BORN TOO SOON**

Way back in 1930, I was a free-lance, except for one thing - - they hadn't invented free-lances yet.

**HARD SELL**

Every script I wrote included a bit part for an English butler, an English policeman, an English gardener or an English something or other. There weren't any other English voices available, and this boosted my take by the two dollar acting fee.

**HOW PURE CAN YOU GET?**

My studious use of such swear words as "darn" and "dashed" may seem a little strange to you younger broadcasters, but the CBC hadn't happened yet and so honest to God swearing was absolutely unknown on the air.

**THEY DID IT THE HARD WAY**

Somebody had to write the shows. That was a must in those days.

**STONE AGE STUFF**

There was a hell of a lot of digging went into the scripts, but this was before Elliott-Haynes, BBM and the others diverted research of all kinds into their calculating machines.

**FORGOTTEN PEOPLE**

Doesn't your solution lie in transferring the showmanship which still flows in your veins into exciting listeners instead of beguiling advertisers.

(The above slurs and insults to your integrity are made possible by your advertisements in this journal).

*for the first time...*

reach all of  
Canada's 3rd  
market with  
one medium

*... at lowest cost!*

now **50,000** watts!

Radio British Columbia

**CKWX**

Vancouver

**Reps: Canada — All Canada Radio Facilities Ltd.**

**Reps: United States — Weed and Company**

# SIGHT & SOUND

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



Compiled by  
Ian Grant

## Television

**H**AZEL BISHOP OF CANADA, Ltd. and Lever Brothers Ltd. will sponsor a French language television program, *Les Collegian Troubadour*, on seven Quebec stations starting March 12.

Format has four young lads singing French folk songs and modern tunes against a backdrop of familiar French scenes. It will be telecast each Wednesday night at 7.45 to 8.00.

The stations being used are: CFCM-TV, Quebec City; CBFT, Montreal; CBOFT, Ottawa; CJBR-TV, Rimouski; CKRS-TV, Jonquiere; CKRN-TV, Rouyn.

The agency for Hazel Bishop is Walsh Advertising with Athol C. Stewart as account executive. J. Walter Thompson is handling the Lever account.

**O**N FEBRUARY 17 THE television show *Leave it to Beaver* started on 30 Canadian stations. Fry-Cadbury Ltd. and Savage Shoes for Children, both accounts of Breithaupt, Milsom Ltd., are sponsoring the program for the first flight of 13 weeks.

The stations being used make up the basic CBC English Television network.

This program, currently running in the US, sponsored by Remington-Rand on the CBS-TV network, is a family situation show. It features the Cleaver family and the stories are based around their everyday lives.

Fry-Cadbury Ltd. previously sponsored *Sir Lancelot*. Two weeks ago Breithaupt, Milsom was named as the agency to handle all its advertising, merchandising and marketing in North America.

**B**RISTOL - MYERS' Ipana Plus, through Ronalds Advertising, started a short introductory television campaign on February 24 on seven major stations.

**B**ULOVA WATCH ARE planning a short term television spot campaign to start sometime in April.

They will probably use 20 second spots and ID's. Other details are not available yet. The agency is McCann-Erickson (Canada) Ltd.

**T**HE PROGRESSIVE Conservative Party has booked two 15-minute and 14 five-minute filmed talk shows on a group of selective television stations. So far there is no radio planned. The agency is McKim Advertising Ltd.

## Radio

**T**WO MEMBERS OF THE staff of CFRB, Toronto, Wes McKnight and Bill Baker departed for Oslo, February 23 to cover the games being played over there by the Canadian hockey team. From February 28 to March 8 they will send a ten minute report back each day. These reports will be heard on CKOC, Hamilton; CKWS, Kingston; CJBQ, Belleville; CFPL, London; CFCH, North Bay; CHEX, Peterborough; CFRA, Ottawa; CKSO, Sudbury; CJAD, Montreal; CKFH, Toronto and CFRB, Toronto.

These 10 minute radio broadcasts will be sponsored by Imperial Tobacco Co. of Canada Ltd., through, McKim Advertising Ltd.

The play-by-play broadcast by Foster Hewitt of the Russia-Canada game will be heard on 44 stations of the Trans-Canada network on March 9. It will be sponsored by Bee Hive Corn Syrup, through McConnell, Eastman.

**L**YONS TEA, THROUGH Batten, Barton, Durstine & Osborn, has bought spots and flashes adjacent to the local or national returns of the election. Details are not available yet.

**G**BEV MANNIX HAS been appointed sales promotion manager at CFAC-Radio, Calgary. Mannix has a wide background of experience in sales, advertising and public relations work.

**M**CCORMICK'S LTD., through Spitzer & Mills Ltd., are currently running a spot radio campaign in a total of 30 English and French stations from coast to coast. The campaign on the English stations started on February 10 and will run until May 2. The French started February 17 and will also run until May 2. The frequency of the commercials differs in various markets, but generally there are six spots a

week, three on Thursday and three on Friday. The product being featured in the spots is McCormick's Jersey Cream Crackers.

## Agencies

**M**CCANN-ERICKSON Inc. has resigned the Chrysler account in favor of the Buick account. This means that McCann-Erickson (Canada) Ltd. will no longer look after the Canadian television advertising of Chrysler Corporation of Canada.

However, it is not expected that any General Motors account in Canada will be switched to McCann-Erickson. The GM account is directed by MacLaren Advertising, Toronto.

**T**WO CANADIAN ADVERTISING agencies, Locke, Johnson & Co. Ltd. and Harold F. Stanfield Ltd., have announced their merger to form a new agency, Stanfield, Johnson & Hill. President of the new company is Harold F. Stanfield with Elton Johnson as chairman of the board. Gordon J. Hill is executive vice-president and Paul Greenburg is managing director.

## People

**F**OSTER ADVERTISING Ltd. has announced three appointments.

John Bartrem has joined the Montreal office as an account executive. He has eight years of agency and public relations experience behind him.

Tom Babinski has joined the public relations department of the agency's Montreal office. Babinski is a former newspaperman.

Joe R. Foster has been appointed the manager of Foster's Ottawa office. For the past two years he has been an account executive at the agency's Toronto office and has many years of advertising and merchandising background at all marketing levels, including, sales analysis and market research.

**M**RS. MARJORIE McENANEY, of the talks and public affairs department of the CBC has resigned. Since joining the CBC in 1943, Mrs. McEnaney has been associated with such radio series as *National Labor Forum*, *Discussion Club*, *Citizens' Forum*, *Dominion Magazine*, *Capitol Report*, *Weekend Review*, *In Search of Ourselves*, *In Search of Citizens*, *Press Conference* and others.

She leaves the CBC at the end of

February and plans to do freelance radio contributions.

**D**ONALD R. DAWSON has been appointed manager of CKCK-Radio, Regina. Don joined CKCK in 1937 and since then has served in all departments of the station. He is past president of the Regina Junior Chamber of Commerce and the Regina Central Lions Club. He is currently a director of the Regina Chamber of Commerce.

**J**ERRY WIGGINS, who until recently was with the radio and television production staff at Leo Burnett of Canada Ltd., has joined the staff of CJON-Radio, Newfoundland as production manager.

After serving with the RCAF in World War 2, Jerry spent four years in the University of Alberta and worked in radio while he studied. His first job in radio was at CJCA, Edmonton, where he stayed for five years.

Since coming East, Jerry has worked at CFRB, Toronto and the CBC in the same city.

**C**OLIN DAVIS IS now the television co-ordinator at Procter & Gamble. He was previously the radio and print man with the same company.

## Stations

**T**ELEVISION STATION CKTM-TV, Three Rivers, Quebec is expecting to begin regular operation approximately March 30. CKTM-TV will be a basic connected station of the CBC French TV network, operating on Channel 13 with an audio power of 3,000 watts and video power of 6,000 watts.

**E**FFECTIVE FEBRUARY 18, Paul Mulvihill & Co. Ltd. took over the Toronto and Montreal Representation of CFPA, Port Arthur. The station was formerly repped by Lorrie Potts & Co.

## Miscellaneous

**T**HE LATEST EDITION of Crawley's Directory of Sources of Free 16 mm Sponsored Films in Canada, is now available. The 24 page booklet lists 295 sources from which 11,000 films are available free for showing to interested groups.

**T**HE PUBLICITY DEPARTMENT of the CBC in Toronto is now under one roof at 111 Gerrard St. E. Telephone locals remain the same and the address is as before, PO Box 500, Toronto.

The greatest  
French advertising  
medium  
in  
Quebec

300 000 KV  
**CHLT-TV**  
CHANNEL 7  
SHERBROOKE  
We cover  
the Montreal market

Did you know that . . .

**CJBR-TV Rimouski**

reaches a total of 151,522\*  
adult viewers every day

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

COMMERCIAL SONGS  
— THEME SONGS  
— JINGLES

Written — taped — recorded

**LEO COPPING**

195 Yonge Street Toronto  
EM. 4-6518



*"Wherever you go there's radio"*

There's good reason why more national advertisers are using more B.C. radio than ever!

No other medium penetrates the rich B.C. market so completely . . . gives you such hard-hitting impact all day, every day at outstanding value for your advertising dollars.

Over half a million radios in daily use.

**THE BRITISH COLUMBIA  
ASSOCIATION OF BROADCASTERS**



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

# Meet the John S. Batters of Parkdale

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

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

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

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

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

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

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



**ONTARIO'S FAMILY STATION**

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